



HOMELESSNESS PREVENTION PILOT PROGRAM KEEP PEOPLE HOUSED (KPH) SONOMA

City Council
August 20, 2024

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Housing and Community Services

Council Approval

This items seeks approval of the following:

- KPH – Sonoma
- Funding Agreement between City, County, Petaluma
- Grant Agreement between City and KPH Operator
- Endorse All Home's Regional Action Plan 2024

All Home

- Bay Area Non-Profit
- Regional Action Plan 2024
- Framework: Interim Housing, Permanent Housing, and Homelessness Prevention
- Regional Prevention System
- Role – Technical Assistance, On-Line Platform, Funder

Prevention Model

- Households below 50% of Area Median Income (AMI)
- Flexible financial assistance coupled with housing stabilization services and legal referrals
- On-line platform identifies households most at-risk

Need for Prevention

- Bay Area – 3:1 becoming homeless per housed
- Sonoma County – 35% reported first-time homeless (2023 PIT data)
- Strategic Plans – City, Sonoma County Homeless Coalition, Petaluma

KPH – Sonoma

- All Home, City, County, Petaluma
 - Funding
 - \$1.3M – Local Funds*
 - \$2.6M – All Home Match
 - \$3.9M Total – 2-year Pilot
 - Administrator – City
- *\$500,000 each City, County,
\$300,000 Petaluma

RFP

- May 29, 2024 - RFP released
- June 20, 2024– Proposals due
- Seeking Operator – Lead Provider
- Local Hubs – Central/Santa Rosa, West County, North County, South County, Sonoma Valley
- 4 proposals received
- Bay Area Community Services (BACS), Committee on the Shelterless (COTS), Catholic Charities, Sonoma Community Action Network (CAN)

Proposals & Scoring

Organization	#Served/ Cost Per Household	Financial Assistance	Average Score
COTS	242 \$10,744	54%	97
Catholic Charities	300 \$8,667	50%	93
Sonoma CAN	600 \$4,333	42%	87
BACS	386 \$6,736	60%*	64

*BACS did not identify Local Hubs

Evaluation Committee

- Staff from Housing and Community Services, Petaluma, County Dept. of Health Services
- Met on July 2, 2024
- Recommend COTS

COTS – Lead Provider

- Sole administrator of financial assistance
- Oversee subcontracted services provided via Local Hubs, Legal Services
- Submit reports to City

Local Hubs

- Central/Santa Rosa: Community Support Network
- West County Community Services
- North County: Reach for Home
- South County: COTS
- Sonoma Valley: Home First

All Home Match

\$1.3M – Initial Commitment, pre-RFP

\$1.3M – Additional, post RFP, scoring

\$2.6M Total

- Prioritized for Direct Financial Assistance, Legal Services - \$400,000
- Estimate 350 to 400 households served with increased funding

Agreements

- Funding Agreement – Confirms commitment of Local Funds, \$1.3M
- Grant Agreement - \$1.3M to COTS to operate KPH Sonoma
- All Home Agreement with COTS - \$2.6M Direct Financial Assistance, Legal Services

Recommendation

It is recommended by the Housing and Community Services Department that the Council, by resolution: 1) approve and authorize the Director of Housing and Community Services to negotiate and execute, subject to approval as to form by the City Attorney a) an Agreement between the City of Santa Rosa, the County of Sonoma, and the City of Petaluma for the Funding of a Homelessness Prevention Pilot

Recommendation cont'd

Program (Keep People Housed (KPH) - Sonoma) for Fiscal Years 2024/2025 and 2025/2026 (Funding Agreement) in the amount of \$1.3 million, and b) a Grant Agreement for Keep People Housed (KPH) - Sonoma with the Committee on the Shelterless (Grant Agreement) in the amount of \$1.3 million for the period October 1, 2024 to June 30, 2026; and 2) endorse All Home's Regional Action Plan 2024 as part of its technical and financial support for the pilot program.