

YEAR THREE IMPLEMENTATION PLAN: January 2025-December 2025				
Tier One Priority				
Action/Activity		Strategy Area*	Timeline – Start/Complete	Notes
1.a	Develop Year Three Implementation Plan	3	January 2025	Completed Jan. 2025 – implementation underway
1.b	Continue administration of State Encampment Resolution Fund (ERF) grant to provide comprehensive services for individuals residing in encampments (\$3.8M)	2	August 2023 – June 2026	Awarded June 2023; grant implementation underway to June 2026
1.c	Continue administration of HOME Investment Partnerships – American Rescue Plan (HOME-ARP) supportive services program (\$2.4M)	1	January 2024 – June 2026	Contracts awarded to Catholic Charities and COTS for 18-month period; program underway; Contract term for Catholic Charities extended to June 2026 and added \$104K funds
1.d	Oversee year one of two-year Homelessness Prevention Pilot Program (Keep People Housed – Sonoma) - \$3.9M	1	October 2024 – June 2026	Launched Dec. 2024; operated by COTS; program underway. Year One Report available on website.
1.e	Report out on Year Three investments in homeless services to include affordable and supportive housing	1	December 2025	Report to City Council – February 2026
1.f	Continue evaluation of contractors’ client engagement and feedback efforts	3	In progress	Reporting requirements included in all HCS contracts; Ongoing evaluation to ensure contractors collect and address feedback
1.g	Continue stakeholder engagement efforts to allow community members, including those with lived experience of homelessness, to provide input on City investments, program, and policy changes	2	In progress	Completed housing and homelessness needs survey; providing regular updates via City Connections e-newsletter

1.h	Continue enhanced community support to neighborhoods	2	In progress	City Encampment Team implemented 2023; continuing encampment outreach; ERF funded outreach workers started Spring 2024 to provide increased outreach through June 2026
Tier Two Priority				
Action/Activity		Strategy Area*	Notes	
2.a	Explore additional options for increasing access to essential services for people living in encampments focused on health and safety	2	Homeless Outreach Services Team (HOST) purchased a new outreach vehicle Summer 2025 to increase access to services for people living in encampments.	
CoC**/Regional Action/Activity: City pursue in partnership with CoC/Regional Partners				
a	Seek funding/partnerships for the following services: prevention/diversion, housing location/stabilization, capacity building/training for providers, mobile health services	1	Keep People Housed – Sonoma started Dec. 2024; COTS identifying additional funding opportunities and partnerships to continue program past initial pilot period (ending June 2026)	
b	Evaluate and develop investment plan for Santa Rosa to align with CoC Long-Term Funding Plan	1	Staff participating in Sonoma County Homelessness Working Group to develop regional funding tracker and resource prioritization framework	
c	Develop evaluation criteria for identifying/addressing racial and ethnic disparities in alignment with CoC	3	Staff participated in CoC’s Racial Equity Workgroup; Ongoing evaluation of outcomes for participants that identify as BIPOC at Samuel L. Jones Hall shelter	
d	Continue coordination of Santa Rosa By-Names List (BNL)	1	Santa Rosa BNL started 2023; regional outreach standards adopted April 2024; staff participating in countywide BNL meetings	

***Strategy Area 1: Improve the performance of the City’s homeless response in alignment with the regional homelessness response system**

Strategy Area 2: Expand service-oriented responses to unsheltered homelessness

Strategy Area 3: Continue and enhance collaboration in regional homelessness solutions with key stakeholders

****Sonoma County Homeless Coalition (formerly Sonoma County Continuum of Care (CoC))**

Green = Complete

Yellow = Pending/In Progress

Red = Not yet started as of Plan update 12/16/2025