



HOMELESSNESS SOLUTIONS STRATEGIC PLAN: YEAR TWO REPORT 2024

City Council
January 28, 2025

Kelli Kuykendall
Housing and Community Services

Overview

- Strategic Plan 2023-2027
- Year Two Implementation Plan 2024
- Year Two Report 2024
- Year Three Implementation Plan 2025

Strategic Plan

- Council approved November 15, 2022
- Five Year Period: 2023 – 2027
- Three Key Strategies and Action Items
- Improve City's response to homelessness in alignment with the Sonoma County Homeless Coalition (Continuum of Care (CoC))
- Achieve “Functional Zero” Homelessness – rare, brief, non-recurring – by 2027

Year Two Implementation Plan 2024

- Operationalize Key Strategies and Actions
- Priorities – Two Tiers
- Regional Initiatives
- Updated throughout 2024
- Made Available on City's Website

Strategy One: Improve System Performance

2024 Key Accomplishments

- Implemented \$3.9M Homelessness Prevention Pilot Program (Keep People Housed (KPH) – Sonoma)
- Participated in Sonoma County Homelessness Working Group focused on resource prioritization
- Continued coordination of Santa Rosa-specific by-names-list (BNL)
- Continued administration of \$2.3M from Home Investment Partnerships - American Rescue Plan (HOME-ARP) program

Strategy Two:

Respond to Unsheltered Homelessness

2024 Key Accomplishments

- Completed interior improvements and Sam Jones Hall Annex
- Continued administration of \$3.8M grant from State's Encampment Resolution Fund (ERF) program
- Expanded outreach dedicated to downtown area
- Continued implementation of City Encampment Team

Strategy Three:

Collaborate with Regional Partners

2024 Key Accomplishments

- Completed Year Two Implementation Plan (2024)
- Improve client engagement/feedback processes
- Report on investments in homeless services, affordable and supportive housing
- Participated in Sonoma County Homeless Coalition Racial Equity Workgroup

Strategic Investments

- 18% decrease in homelessness over 2 year period
- \$5M annually + one-time funds
- Range of services
 - Street outreach
 - Emergency Shelter/Safe Parking
 - Housing Assistance
 - Homelessness Prevention
 - Supportive Services

Strategic Investments

- FY 23/24 – 579 individuals housed, 52% increase over FY 22/23
- KPH Sonoma – Prevent homelessness for 350-400 households
- City Encampment Team
 - Prevent large encampments
 - 89% fewer RVs/vehicles
 - 43% reduction citywide

Strategic Investments

Affordable Housing over 2-year period

- \$34.6M local contribution
- 561 units completed - 115 Permanent Supportive Housing (PSH) or homeless dedicated
- \$23.9M local contribution - 246 units under construction
- 131 Emergency Housing Vouchers

Year Three Implementation Plan 2025

- Monthly Updates
- Key Areas
 - Continued administration of ERF & HOME-ARP funds
 - Oversee KPH Sonoma – Year One
 - Continue City Encampment Team

Recommendation

It is recommended by the Housing and Community Services Department that the Council receive a Year Two report (2024) on the implementation of the Homelessness Solutions Strategic Plan (2023-2027).