



# **The City of Petaluma's HOMELESSNESS STRATEGIC ACTION PLAN 2022-2025 – Year 2**



# Presentation Overview

- I. Strategic Action Plan Highlights and Year 1 Milestones
- I. Year Two Priorities & Milestone Accomplishments
- I. Year Three Priorities & Next Steps
- I. Questions & Feedback

# Strategic Action Plan Vision Statement

Our vision is to reach functional zero chronic homelessness in Petaluma by the end of 2025. In the process, we will create a crisis response system that ensures homelessness becomes a rare, brief, and one-time experience in our community.

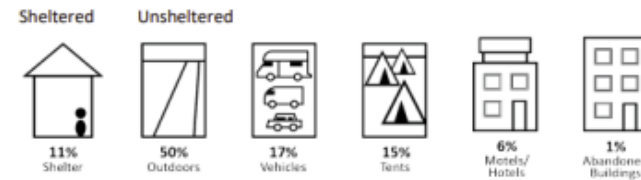
# Background - PIT

## HUD - Point in Time Census Count

### Preliminary 2024 PIT findings

- 11% increase
- 2,522 experiencing homelessness in Sonoma County
- Loss of national and state funding following COVID

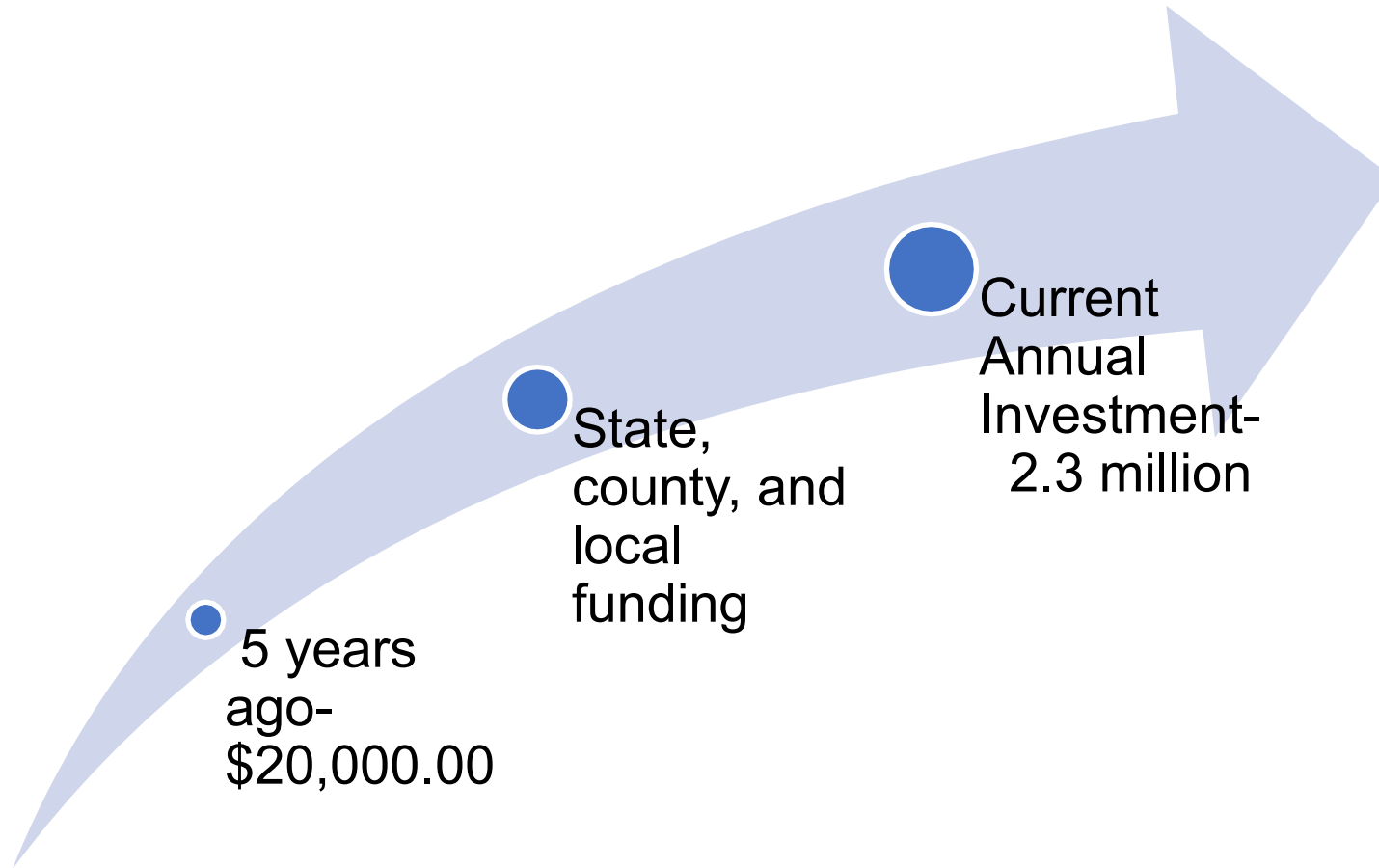
Total Number of Homeless Persons Surveyed, by Location



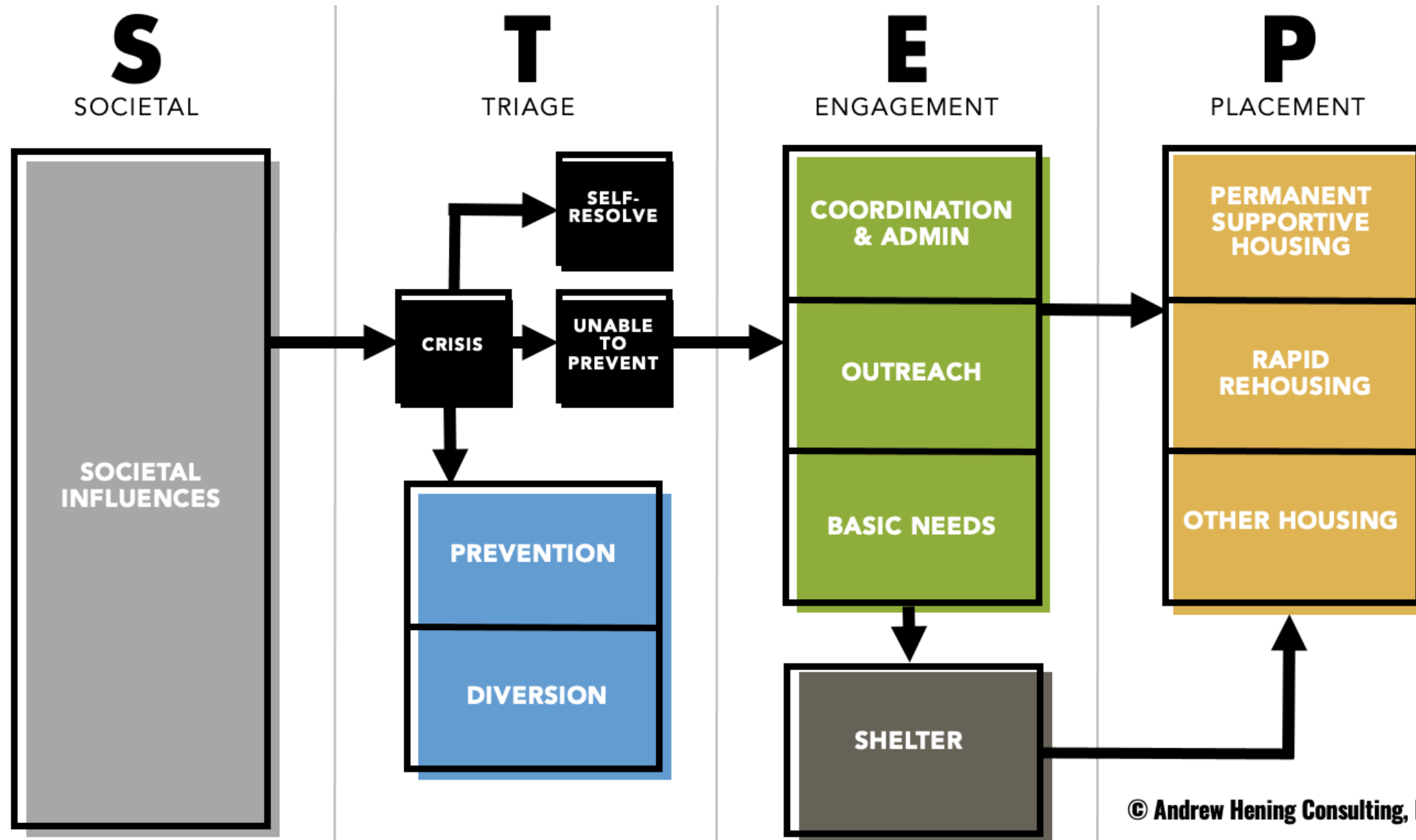
Total Number of Homeless Persons, by Jurisdiction and Shelter Status

JURISDICTION	UNSHeltered			Sheltered			TOTAL		
	2020	2022	2023	2020	2022	2023	2020	2022	2023
North County	205	155	103	4	40	15	209	195	118
Cloverdale	29	23	9	4	0	0	33	23	9
Healdsburg	69	97	18	0	0	15	69	97	33
Town of Windsor	38	8	26	0	40	0	38	48	26
Unincorporated	69	27	50	0	0	0	69	27	50
South County	427	679	337	170	89	163	597	768	500
Cotati	37	79	9	0	6	6	37	85	15
Petaluma	133	214	157	163	79	88	296	293	245
Rohnert Park	241	365	141	7	4	69	248	369	210
Unincorporated	16	21	30	0	0	0	16	21	30
West County	290	62	143	37	65	70	327	127	213
Sebastopol	129	40	47	0	38	40	129	78	87
Unincorporated	161	22	96	37	27	30	198	49	126
Sonoma Valley	54	93	109	34	29	20	88	122	129
Sonoma	46	66	40	15	15	0	61	81	40
Unincorporated	8	27	69	19	14	20	27	41	89
Santa Rosa	726	1,099	599	798	582	695	1,524	1,681	1,294
Santa Rosa	719	1,089	465	742	569	695	1,461	1,658	1,160
Unincorporated	7	10	134	56	13	0	63	23	134
Undisclosed Location	0	0	0	0	0	12	0	0	12
Total	1,702	2,088	1,291	1,033	805	975	2,745	2,893	2,266

# Funding Trajectory



# Petaluma's Pathway to Housing





# Strategic Focus Areas

---

**#1:** Create a “housing-focused” outreach system

---

**#2:** Increase permanent supportive housing units

---

**#3:** Explore shelter options for vulnerable sub-populations

---

**#4:** Improve the Petaluma Coordinated Entry access point

---

**#5:** Increase the City’s internal capacity to respond

---

**#6:** Tackle the root causes of homelessness

---

**#7:** Leverage the community to accelerate progress

---

**#8:** Build alignment with other cities and subregions

---

# Focus by Implementation Year

Baseline Year 1 – FY2022-23	Optimize Year 2 – FY2023-24	Evaluate Year 3 – FY 2024-25
Fund and launch most pressing investments	Provide time and space for new investments to blossom	Evaluate our new system against our baseline
Focus on most urgent policy and program changes	Continue to refine and optimize new approaches	Revisit focus areas and pivot as needed
Develop a framework to measure our baseline	Do more of what's working and less of what isn't	Begin planning for next three-year action cycle



# Year 1: Improved Shelter, Housing & System Capacity



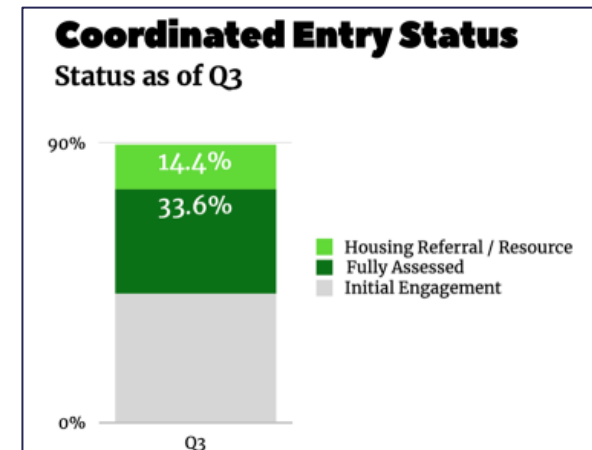
**People's Village**  
22 new units of  
non-congregate  
shelter

**Studios at Montero**  
60 new units of  
permanent  
supportive housing



**Encampment  
Resolution**  
Closed 2 major  
encampments;  
standardized  
approach for future  
encampments

**BNL Data Baselines  
Established**  
Identified and began  
tracking key data  
points to expedite  
moves to housing



# Year 2: Priorities

1. Strong launch of partnership with HomeFirst (BNL, Outreach, Landlord Recruitment)
2. Strengthen partnerships with COTS (permanent housing focus), PPSC (prevention), and DST (integrating employment development with new street outreach expansions.)
3. Publish Strategic Action Plan to End Homelessness activity/outcome dashboards
4. Resource development for homeless services and permanent housing
5. Deepen integration with county, state and national level initiatives including Sonoma County subregional efforts to improve street outreach and permanent housing placement
6. Explore larger emerging issues of developing a proactive plan for emergency shelter flex-up for extreme weather events, such as warming and cooling stations.

# Year 2 Achievements: Street Outreach & Encampments

## Expanded Street Outreach & Pro-Active Encampment Resolution

**Expanded Street Outreach** - HomeFirst increasing #s enrolled in Coordinated Entry, staying focused on helping people move to permanent housing

**Pro-active engagement as encampments emerge** - Multi-agency collaborative HomeFirst, COTS, Police Department and City Homeless Services team, increased patrols of known sites, standardized approach through Encampment Resolution Tool Kit



# Year 2 Achievements: Landlord Recruitment



## Landlord Recruitment First Year

- Outreach to 150 landlords
- Quarterly education workshops
- Los Cien partnership to increase # of Latino landlords participating
- Key challenge = lack of income; exploring shared housing and other alternative models

# Year 2 Achievements: Mental Health Services



## Dedicated Mental Health Services

With County Measure O funding, PPSC launched new program to provide dedicated individual and group counseling for people experiencing homelessness

# Year 2 Achievements: Stronger Shelter Services

## Multiple Emergency Shelter Enhancements by COTS

- Rising #s of exits to permanent housing from Mary Isaak Center
- Streamlined inclement weather shelter expansion protocols
- Warming & Cooling centers



# Year 2 Achievements: By Names List Improvements



- Weekly case review expedites move to permanent housing
- Expanded to include people living in shelters
- Connects all facets of Petaluma's Pathway to Housing
- BNL Team: HomeFirst (lead), Petaluma Police Department, COTS, Downtown Streets Team, Petaluma Health Center, Petaluma People Services/SAFE Team, Friends of the Petaluma River, Petaluma River Park Foundation and City Housing staff



# Year 2 Achievements: Lived Experience, Plan Alignment

## **Lived Experience Input**

- Annual City survey
- COTS and HomeFirst year-round feedback processes
- Informs Strategic Plan to End Homelessness implementation and individual program designs

## **Deepened alignment with county, state, and federal strategies and emerging plans**

- Keep People Housed homeless prevention pilot
- Subregional street outreach and new Street Outreach Program Standards

# Year 2 Achievements: Increased and Pending Funding and Alignment

- Petaluma awarded \$840k from HCD Pro-housing Program
- County Super NOFA \$290k
- Dedicated Mgmt. Analyst for Homeless Services Programs
- Cal ICH Encampment Resolution Program Funding for \$8 million pending
- County Alignment
- Subregional Approach



# Year 3: Priorities

Evaluate new systems  
against baseline

Revisit focus areas and  
pivot as needed

Integration and  
community relations

Begin planning for next  
three-year action cycle

- Adult shelter facility and programs evaluation along with Family shelter facilities and service capacity assessment
- Permanent supportive and other affordable housing expansion – 224 new units in pipeline
- Safety, clean up, and food distribution
- Homelessness Prevention Pilot – Keep People Housed (launch October 2024)

# Summary & Looking Forward

Year 1 – FY2022-23	Year 2 – FY2023-24	Year 3 – FY 2024-25
BNL Data Baselines Established	<ul style="list-style-type: none"> <li>Quarterly BNL Data Dashboard</li> <li>Further connectivity to address gaps in services</li> </ul>	Gap Analysis for special populations
Encampment Resolution	<ul style="list-style-type: none"> <li>Multi-agency collaboration</li> <li>Coordinated Entry #s up</li> <li>Mental Health Program launches</li> </ul>	New Homeless Prevention Pilot launches – Keep People Housed
<ul style="list-style-type: none"> <li>Peoples Village</li> <li>Studios at Montero</li> </ul>	<ul style="list-style-type: none"> <li>Landlord Recruitment Program launches</li> <li>Increased exits from MIC to permanent housing</li> </ul>	224 New units, 59 of which are PSH Units



---

Petaluma City Council

---

County of Sonoma and the Continuum of Care

---

Providers, Staff, and Volunteers

---

People with Lived Experience of Homelessness

---

Public Safety, First Responders, and Healthcare Providers

---

Private and Philanthropic Funders

# Questions & Feedback