



Pasadena Partnership

New Funding Public Workshop

Pasadena Continuum of Care

City of Pasadena Housing Department

Wednesday October 10, 2018



Agenda

- Homelessness Funding in Pasadena
- Measure H
- California Emergency Solutions and Housing (CESH)
- Homeless Emergency Aid Program (HEAP)
- New Funding Survey Responses
- Proposed Uses of HEAP Funding
- Public Comment



Homelessness Funding in Pasadena

		Programs								Total		
		Homelessness Prevention	Street Outreach	Permanent Supportive Housing	Rapid Rehousing	Emergency Shelter	CES	HMIS	Landlord Incentives		Wage subsidies	
Funding Source	CoC			✓ \$2,898,452			✓ \$124,423	✓ \$140,378			\$3,163,253	
	State ESG		✓ \$65,951		✓ \$76,750						\$142,701	
	ESG	✓ \$20,000	✓ \$25,000		✓ \$89,606	✓ \$58,000					\$192,606	
	HSAF	✓ \$50,000			✓ \$95,000	✓ \$75,000			✓ \$30,000		\$250,000	
	New Funding- Eligible Activities											
	Measure H	✓ \$155,465			✓ \$592,707	✓ \$345,434	✓ \$150,219		✓ \$101,750	✓ \$100,000		\$1,445,575
	HEAP	✓	✓	✓	✓	✓	✓		✓			\$1,428,216
	CESH	✓	✓		✓		✓	✓				\$720,243
										\$7,342,594		





Measure H





Overview

- Measure H is a countywide quarter-cent sales tax to fund supportive services, housing, outreach, and prevention services for people experiencing homelessness
- Funds 21 Homeless Initiative (HI) strategies, and the funding is allocated regionally to each Service Planning Area (SPA) and Continuum of Care.
- Funding allocations are based on Point-In-Time (PIT) homeless counts
- The City of Pasadena has already directly received approximately \$101,750 in Measure H funding for landlord incentives and \$100,000 for wage subsidies






Homeless Initiative Activities

- The Pasadena CoC will receive two years worth of funding for the following Homeless Initiative (HI) strategies:

A5




Homelessness Prevention for Individuals:
\$155,465

B3




Partner with Cities to Expand Rapid Rehousing:
\$592,707

E7



Strengthen the Coordinated Entry System:
\$150,219

E8



Enhance the Emergency Shelter System:
\$345,434

- Request for Proposals expected early 2019



California Emergency Solutions and Housing (CESH)



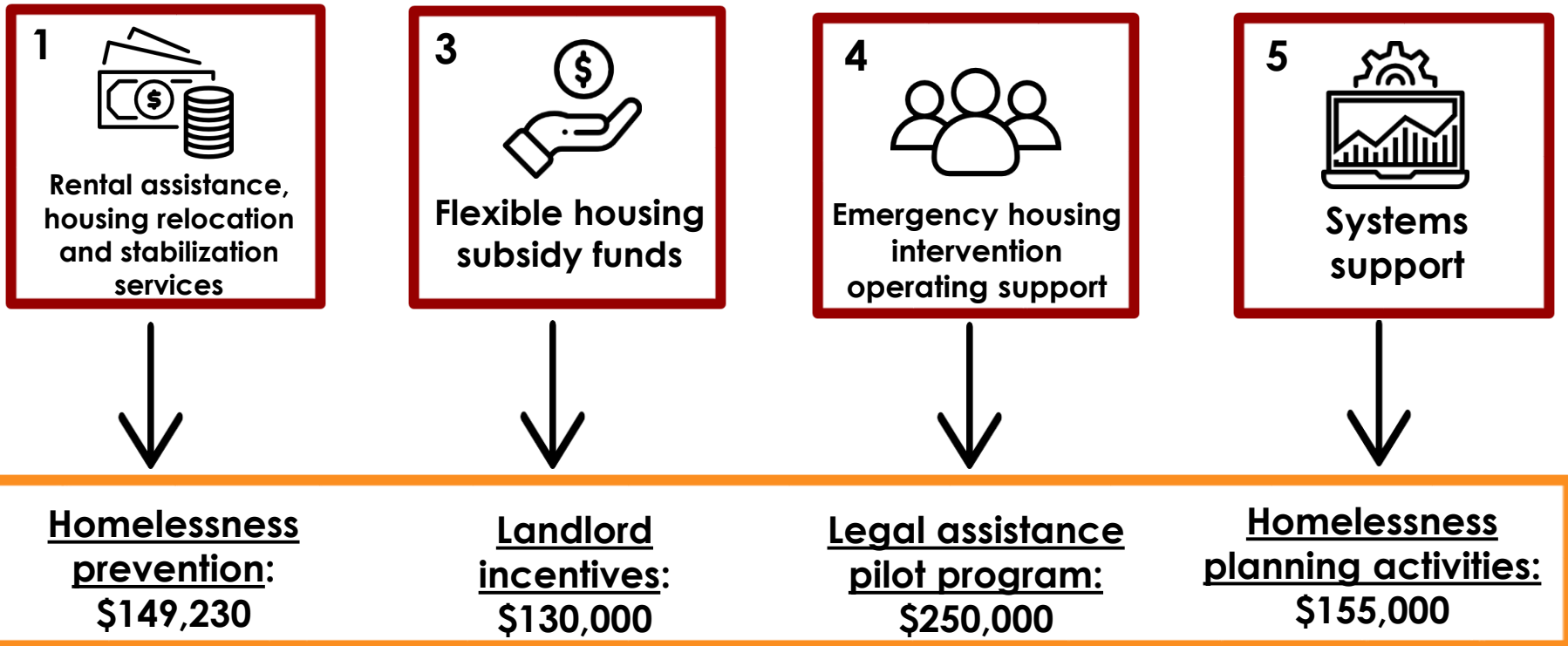
Overview

- Approximately \$53 million in funding authorized by SB 850 to assist persons experiencing or at risk of homelessness
- Program is funded with a portion of SB 2 Homeless revenue and remaining CA-ESG Funds
- Estimated funds for Pasadena CoC: **\$720,243**
- A second NOFA, is expected to be released in early 2019. Any funds not distributed after the first round of awards shall be reallocated among all CoC service areas





Pasadena CoC's Planned Activities



Application Timeline

Round 1	
Application submitted	October 9, 2018
Application due date	October 15, 2018
Standard agreements mailed	December 2018-January 2019
Request for proposals	Early 2019





Pasadena Partnership

Homeless Emergency Aid Program (HEAP)



Overview

- HEAP is authorized by SB 850, which was signed into law by Governor Brown in June 2018
- \$500 million block grant program designed to provide direct assistance to cities, counties and Continuums of Care to address the homelessness crisis throughout California.
- Designed to provide immediate, one-time, flexible funding.
- Estimated funds for Pasadena CoC: **\$1.42 million**
 - Minimum of 5%, or \$71,410, set aside for youth





Declaration of an Emergency Shelter Crisis

- A shelter crisis declaration is required for all cities and CoCs that wish to receive HEAP funds, except for those that have fewer than 1,000 homeless people within their service area based on the 2017 homeless point-in-time count
- Pasadena will request a waiver that exempts the CoC from declaring a shelter crisis





Available Funding

- Pasadena CoC: \$1,428,216
- Glendale CoC: \$625,113
- Long Beach CoC: \$9,387,420
- Los Angeles CoC: \$81,099,807



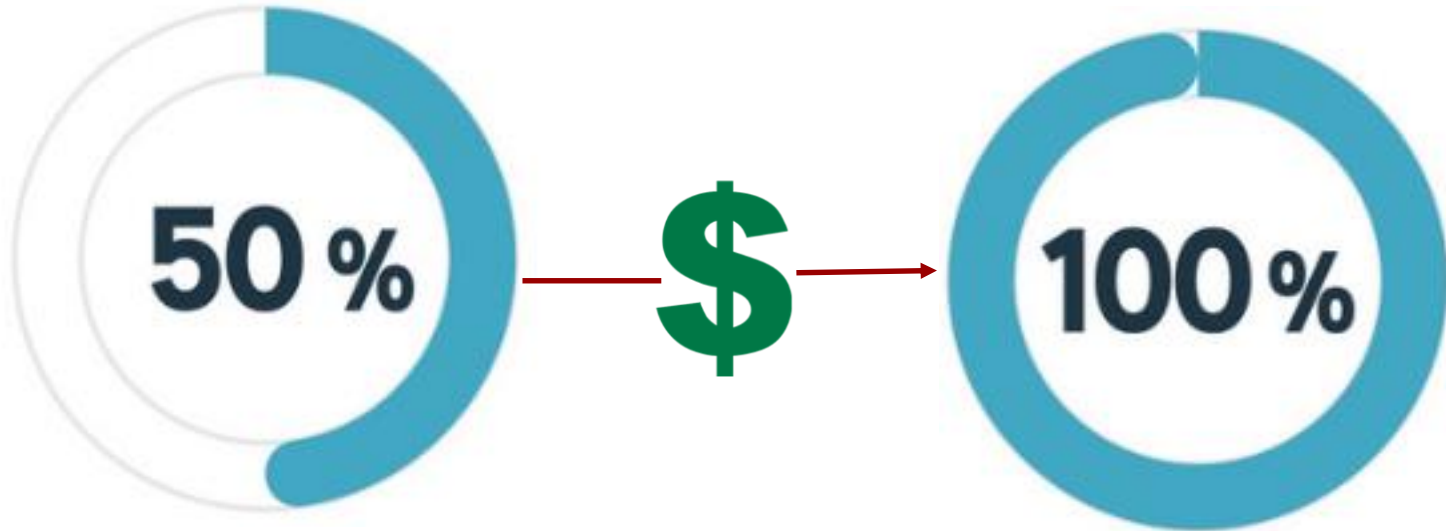
Youth Set-Aside

- Federal and State guidelines consider “homeless youth” to mean an unaccompanied homeless individual who is not older than 24. Homeless individuals not older than 24 who are parents are included in this definition
- Minimum set-aside amount for Pasadena: **\$71,410**
- Collaboration between schools and educators, youth program providers, after school programs, and community centers are encouraged





Expenditure Details



Must be contractually obligated
by January 1st, 2020

Must be expended by
June 30th, 2021



Eligible Uses of Funds

- Intended to provide immediate emergency assistance to people experiencing homelessness or at imminent risk of homelessness
- Parameters of the program are intentionally broad to allow local communities to be creative & craft programs that meet specific identified needs
- Eligible uses include but are not limited to:



- Acquisition and development are eligible costs, but not encouraged





Ineligible Uses of Funds

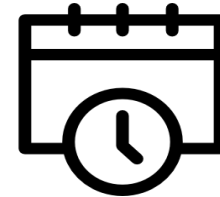
- HEAP funds have the following restrictions:



HMIS



Strategic Plan



**After
June 30, 2021**

- Expenditures not intended for the purposes of providing aid for persons who are homeless or at imminent risk of homelessness are not appropriate uses of HEAP funds.



Application Timeline: Round 1

- Applications will be received immediately upon release of the Round 1 Notice of Funding Availability (NOFA) beginning on September 5, 2018.

Round 1	
Expected application submission	November 2018
Application due date	December 31, 2018
Distribution of funds	December 2018-January 2019
Request for proposals	Early 2019



Application Timeline: Round 2

- Funds not applied for in Round 1 will be redistributed and available in Round 2.

Round 2	
NOFA release	February 15, 2019
Application due date	April 31, 2019
Distribution of funds	July 2019
Request for proposals	Mid 2019



New Funding Public Survey Responses



New Funding Survey

- Live on Thursday August 23, 2018
- 49 responses

New Homelessness Funding Survey

In June 2018, Governor Brown signed Senate Bill (SB 850) into law which authorizes \$500 million in flexible block grant funding across the state. The Homeless Emergency Aid Program is designed to provide direct and immediate emergency assistance to cities and counties in order to address the homelessness crisis. These funds are not intended to supplement existing programs, but rather to fulfill the immediate unmet needs of the unsheltered population experiencing homelessness. These funds provide a unique opportunity to implement innovative and new ideas that can be immediately implemented upon distribution. The Pasadena CoC is eligible for an estimated \$1.42 million in one-time funding to be used over the course of a two year time frame. The guidelines of this program are intentionally broad to allow for creative proposals from local communities that meet specific identified needs and challenges. The California Emergency Solutions and Housing (CESH) Program also provides funds for a variety of activities to assist persons experiencing or at risk of homelessness as authorized by SB 580. The Pasadena CoC is eligible for an estimated \$720,243 in CESH funds.

1. What best describes your work related to homelessness? *

Select all that apply

- Person with lived experience of homelessness
- Service provider
- Member of the Pasadena Partnership
- Local government staff
- Community member
- Other

2. Which populations should be prioritized/are the most in need of emergency assistance? *

Check all that apply





Summary of Responses

Identified Program gaps:

1. Housing Location

- Receiving \$150,219 in Measure H funds for Housing navigators/locators

2. Permanent Supportive Housing (PSH)

- Not a good use of HEAP funds
- Motel conversion and Heritage Square South

3. Homelessness Prevention

- CESH funds: \$149,230
- Measure H: \$155,465

4. Emergency Shelter

- Receiving \$345,434 in Measure H funds
 - Motel vouchers and operating expenses

5. Rapid Re-Housing

- Receiving \$592,707 in Measure H funds

6. Outreach and Engagement

- Potential use of HEAP funds

Proposed Uses of Funding





HEAP Funding Strategy

■ Proposed strategies:

1. Housing locators
2. Street outreach
3. Motel incentives
4. Accessory Dwelling Unit (ADU) incentives
5. Capital improvements
6. Street based healthcare
7. Flexible homelessness prevention





HEAP Funding Strategy

Proposal #1: Housing Locators



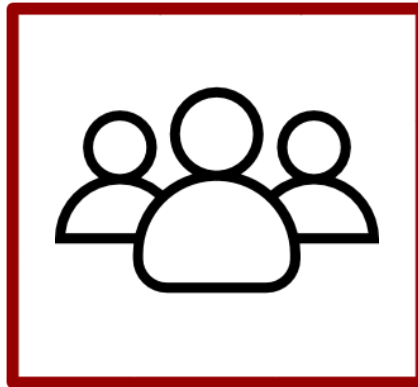
- **Focus on cultivating a broad network of landlords and available units for PSH and RRH**
 - Scattered site housing, shared housing
- **Proposed Amount: \$300,000**





HEAP Funding Strategy

Proposal #2: Street Outreach



- **Full coverage**
 - Nights and weekends
- **Supplement existing MDT gaps**
- **Proposed amount: \$200,000**



HEAP Funding Strategy

Proposal #3: Motel Incentives



- Financial incentives to motel owners that agree to accept motel vouchers from persons experiencing homelessness
- Establishment of a motel-specific risk mitigation subsidy pool
- Proposed amount: \$100,000



HEAP Funding Strategy

Proposal #4: Accessory Dwelling Unit (ADU) Incentives

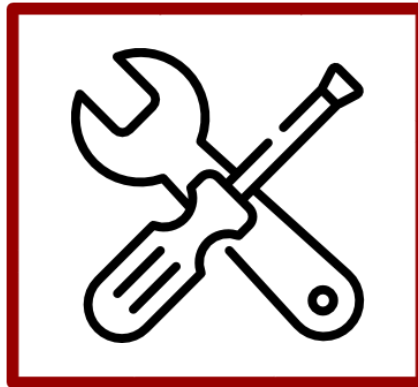


- Provide homeowners with financial incentives to encourage the preservation and development of ADU's (also known as granny flats) as a form of housing
- Landlords must commit to renting the ADU to a homeless individual/family with a rental assistance voucher
- Proposed amount: \$100,000



HEAP Funding Strategy

Proposal #5: Capital Improvements



- **Improvements to current structures that serve homeless individuals and families (i.e. emergency shelter)**
 - Renovations and updates
- **Proposed amount: \$200,000**





HEAP Funding Strategy

Proposal #6: Street Based Healthcare

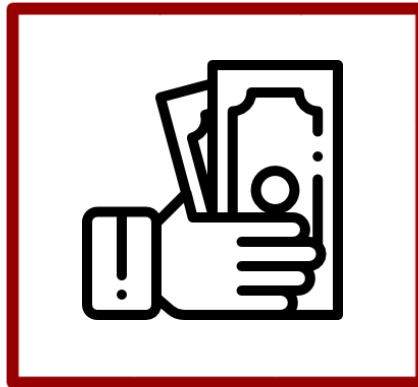


- Targets persons with chronic/co-morbid health conditions
- Potential uses:
 - Street medicine
 - Mobile clinic
- Proposed amount: \$200,000-\$400,000



HEAP Funding Strategy

Proposal #7: Flexible Homelessness Prevention



- **Provides flexible funding to tenants to prevent eviction**
 - One-time grants to aid in bringing units up to standards for inspection
 - Emergency crises
 - Car repairs for job retention
- **Proposed amount: \$100,000**





HEAP Funding Strategy

Proposal #8: Youth Set-Aside



- Feedback from youth providers



Other Comments





Contact Information

- **Jennifer O'Reilly-Jones**, Program Coordinator
 - joreillyjones@cityofpasadena.net
- **Anna Jacobsen**, Program Coordinator
 - ajacobsen@cityofpasadena.net
- **Diana Brown**, Homelessness Policy Fellow
 - dbro-intern@cityofpasadena.net

