



City of Alameda
Homelessness Strategic Plan
Emerging Goals & Strategies

Introductions

Homebase

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Agenda

Strategic Planning Process

Emerging Goals & Strategies

Clarification & Discussion

Strategic Planning Process



Guiding Principles



Develop measurable goals and strategies



Address equity as an integral part of the plan



Engage and empower the community to be part of the solution



Develop a shared vision interdepartmentally and citywide



Engage cross-system partners



Integrate the perspective of those with lived experience

Timeline

	January	February	March	April	May	June	July	August
Environmental Scan	[Yellow]							
Outreach and Engagement	[Light Blue]							
Synthesis + Recommendations				[Light Orange]				
Draft Strategies						[Yellow]		
Final Plan + Approval							[Light Purple]	

Environmental Scan

EveryOne Home
Plan to End
Homelessness:
2018 Strategic
Update

City of Alameda
Homelessness
Report
March 2018

Plus...System
Models, Staff
Reports, Needs
Assessments,
Auditor's Reports,
PIT Count Data

STAKEHOLDER
ENGAGEMENT

Environmental Scan: *Causes of the Housing Crisis*

- Redevelopment efforts (Jean Sweeney Park)
- Shortage of rental housing
- High cost of development
- Increasing demand for rentals
- Lack of income compared to housing costs
- Discriminatory housing policies (exclusionary zoning)
- Stigma against those with mental health issues

Source: EveryOne Home Plan & City of Alameda Homelessness Report

Environmental Scan:

Identified Needs

- Prevention and diversion
- Increased coordination and community education
- Intensive case management and services
- Commitment to treating unhoused residents with dignity
- Dedication to improving physical and mental wellness
- Access to emergency shelters (adults, family & youth)
- Investment in permanent housing solutions (building & zoning)
- Inclusion of those with lived experience of homelessness in planning

Source: EveryOne Home Plan & City of Alameda Homelessness Report

Stakeholder Engagement

City of Alameda	Alameda County Healthcare for the Homeless
County of Alameda	Social Services Human Relations Board
Village of Love	Alameda Chamber of Commerce
All Good Living Foundation	People with Lived Experience
EveryOne Home	Building Futures with Women & Children
Operation Dignity	Marina Village Northern Waterfront Businesses
South Shore Center	Bay East Association of REALTORS
Peter Pan Schools	West Alameda Business Associations
Alameda Point Collaborative	North River Company
All Faith Coalition	Alameda Unified School District
Engineering Enterprise	Alameda Housing Authority
Residents of Alameda	Downtown Alameda Business Association

Completed Engagements

- Weekly meetings with City of Alameda HSP project management team
- 3 Steering Committee Meetings
- 10+ Stakeholder Interviews
- Community Kickoff with Local Residents
- 1st Business Leaders Working Group
- Provider Focus Group
- 1st City Staff Working Group
- 2 Focus Groups with individuals with lived experience (formerly & currently unhoused)
- Written input from residents and individuals with lived experience
- Over 1,000 surveys collected (*still to be analyzed*)

Upcoming Engagements

- ❖ Community Education Webinar
- ❖ Commission on Person with Disabilities
- ❖ Social Services Human Relations Board Meeting
- ❖ 2nd Business Leaders Working Group
- ❖ 2nd City Staff Working Group

Next Steps

- ❑ Ongoing collection & synthesis of stakeholder input
- ❑ Quantitative and qualitative data analysis of:
 - ✓ Surveys
 - ✓ Focus Groups
 - ✓ HMIS & Coordinated Entry
- ❑ Development of measurable goals and outcomes
- ❑ Drafting of Strategic Plan with Steering Committee review

Emerging Goals & Strategies



The 3 Goals

- ✓ Goal 1: Mobilize the Citywide Response to Homelessness
- ✓ Goal 2: Increase Access to Homeless Emergency Response Services
- ✓ Goal 3: Secure a Housing Future for All Alamedans

*Each goal has 3 supporting strategies.
Each strategy has multiple supporting action steps.*

Goal 1

Mobilize the Citywide Response to Homelessness

Strategy 1.1

- ✓ Educate and engage the community on the regional crisis of homelessness

Strategy 1.2

- ✓ Strengthen the Homeless Response System Infrastructure

Strategy 1.3

- ✓ Ensure ongoing supportive services funding

Goal 2

Increase Access to Homeless Emergency Response Services

Strategy 2.1

- ✓ Develop flexible resources for diversion, prevention, and housing retention

Strategy 2.2

- ✓ Provide low-barrier, housing-focused temporary housing

Strategy 2.3

- ✓ Expand outreach and supportive services to unsheltered households

Goal 3

Secure a Housing Future for All Alamedans

Strategy 3.1

- ✓ Assess and utilize available public and private land for housing

Strategy 3.2

- ✓ Protect and expand affordable housing through local policy

Strategy 3.3

- ✓ Coordinate short- and long-term housing solutions with the County and neighboring cities

Clarification & Discussion

