



COMMUNITY ADVISORY
COMMITTEE ON HOMELESSNESS
(CACH)
Sub-Committee REPORT

Oct. 1, 2019

DEPARTMENT: CACH Public Engagement Sub-Committee via the City Manager's Office

SUBJECT: CACH Public Engagement Sub-Committee Report and Proposed Work Plan

BACKGROUND: At the Sept. 17th CACH Regular Meeting, three Sub-Committees were formed to help the CACH divide their work load. Two Sub-Committees are focused on policy recommendations while the third Sub-Committee, the Public Engagement Sub-Committee, was formed to tackle the overarching subject of community engagement.

WORK PLAN / TIMELINE: Given the importance the City Council placed on community outreach when it moved to form the CACH, the Public Engagement Sub-Committee is committed to moving forward, quickly with the following ambitious outreach schedule (details of these public engagement events are described below under *Operation Plan*):

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|--------------------|--|
| Oct 1 – Oct 15 | Plan and coordinate Stakeholder and Neighborhood Roundtables |
| Oct. 16 – Nov. 16 | Implement Stakeholder Neighborhood Roundtables (8 max.) |
| Oct. 1 – Nov. 1 | Plan Community Listening Forum |
| First week in Dec. | Hold Community Listening Forum |
| Oct. 15 | Begin process of planning a Wisdom Council |
| Early Jan. | Host Wisdom Council |
| Oct. 15 – Mar. '20 | Ongoing Social Media Outreach |

RECOMMENDATIONS: In accordance with the framework established in the CACH Sub-Committee Guiding Document, the Public Engagement Sub-Committee will be using the following elements to guide their work:

Problem statement

- 1) The community perceives homelessness as out of control and that a) not enough is being done to address the issue or b) some services should not be provided by the city, and
- 2) There is also a misperception that all homeless are mentally ill substance abusers, which leads to a lack of desire to support sanctioned safe sleeping/encampment.

Proposed solution

- 1) Stakeholder Engagement

To understand the community's needs around addressing homelessness. To address misconceptions about homelessness in Santa Cruz. To educate on best practices, including sanctioned safe sleeping and encampments.

2) Media Campaign

To show the public the work that is being done on an ongoing basis to address Homelessness

Responsible level of government

City

Cost of solution

1) Staff time:

- Assuming 8 Stakeholder Meetings, 1 Community Forum and 1 Wisdom Council, 50 hours staff time for outreach & meetings
- 5 hours/week on social media: content creation, posting, monitoring and responding

2) Location:

- Reservations of locations for Stakeholder Meetings, Community Forum and Wisdom Council
 - Cost based on location, most likely no cost (churches, local businesses, government buildings)

3) Materials:

- Instagram and Facebook accounts
- Large post it notes (~\$20 per)
- Markers (~\$6 per)
- Banners and signs (up to \$80 per) - possible but not necessary

Revenue to pay for solution (City and others)

General Fund

Operational plan

1) Stakeholder Engagement

- Stakeholder and Neighborhood Roundtables (8 total)
 - Roundtable format based on successful PUMA stakeholder outreach
 - ✓ 1 hour events
 - ✓ Introduction discussion of what is working well and what problems exist (15 mins.)
 - ✓ Interactive poster activity brainstorming solutions (30 mins)
 - ✓ Participants vote on top 3 solutions
 - ✓ Compile data from all stakeholder engagement groups to compare community priorities

2) Community Listening Forum (1 event total)

- Community event with the intent to bringing together participants with possible opposing views on solutions to homelessness to encourage dialogue and joint problem solving
 - Introduction on listening skills
 - Facilitated open discussion

- 3) Wisdom Council
 - Working with Wise Democracy, hosting a Wisdom Council
 - Topic of Wisdom Council will be TBA based on needs of Public Health and Siting Sub-Committees

- 4) Social Media
 - CACH Instagram linked to CACH Facebook (or possibly use existing City platforms)
 - Post 3x per week (Monday, Wednesday, Thursday)
 - Posts highlighting the good work being done in the city on Homelessness - possible content:
 - ✓ 1220 River
 - ✓ Downtown Streets
 - ✓ MHCAN/County Mental Health
 - ✓ Faith Communities Safe Parking and Rotating Shelter
 - ✓ Police and other city staff connecting people with services
 - ✓ Announcements of upcoming meetings
 - ✓ Announcements of invitations to participate (Camp tours, HSC tours, Downtown Streets meetings etc)
 - ✓ Highlighting individuals work in this field locally
 - ✓ Announcements of regional work on Homelessness
 - ✓ Announcements of communities that are thinking progressively about tackling this issue

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