

# FUNDING PROJECTS TO END HOMELESSNESS: THREE WAYS TO MAXIMIZE IMPACT

# About HomeBase

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The Mission of HomeBase is to end homelessness, prevent its recurrence, and decrease its effect on communities.

We work on the state and national level to support communities in implementing responses to homelessness, fostering collaboration in addressing the political and economic causes of homelessness.

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## Recommendation #1

Fully Utilize Homeless Housing  
Funding Opportunities

# Example: HUD Continuum of Care (CoC) Program

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County	FY 2015 CoC Award
Del Norte* (as part of Redding/Shasta, et al)	\$317,347
Humboldt	\$819,897
Marin	\$3,264,434
Mendocino	\$1,777,940
Sonoma	\$3,087,262

\*Note: While Del Norte is part of a larger multi-county CoC, the county itself is not currently receiving CoC funds.

# Example: HUD Continuum of Care (CoC) Program

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- Funds PSH, RRH, TH, SSO (including Coordinated Entry), HMIS, Planning
- Each year opportunity to apply for renewable bonus funds to increase overall annual renewal demand
- Emphasis on:
  - ▣ Data and Performance Measurement
  - ▣ Housing First
  - ▣ Permanent Housing (PSH & RRH) over Transitional Housing
  - ▣ Coordinated Entry

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## Recommendation #2

Leverage Other “Mainstream”  
Resources to Fill Gaps

# Example: Leveraging Medi-Cal

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Q: How can Medi-Cal help support our program?

A: It really depends.

- ❖ Nationally: supportive housing benefits in Medicaid waivers
- ❖ California: Whole Person Care Pilots
- ❖ **At Minimum: Partnerships with Local Providers**

# Medi-Cal: Partnerships with Local Providers

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## Recommendations & Tips:

- Set up systems to ensure all eligible clients are enrolled!
  - ▣ And renewed annually!
- Identify local Medi-Cal providers
  - ▣ FQHCs can be a good start
  - ▣ <http://findahealthcenter.hrsa.gov/index.html#>
- Meet to identify ways to work together
  - ▣ Invite provider to present at CoC Meeting
  - ▣ Set meetings specifically to discuss formal/informal partnership opportunities
  - ▣ Address challenges/barriers – e.g., transportation
- It's possible to become a provider . . . but . . . .
  - ▣ Administratively burdensome and not for everyone

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## Recommendation #3

Use Best Practices & Avoid  
Common Mistakes to Get the  
Most Bang for Your Buck

# Common Challenges: Barriers

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Common Challenges	How Communities are Ending Homelessness
Barriers, barriers, barriers	<ul style="list-style-type: none"><li>• Coordinated mix of low-barrier shelter, Permanent Supportive Housing (PSH) &amp; Rapid Rehousing (RRH)</li><li>• Using a Housing First approach to get households into housing as quickly as possible</li><li>• Eliminating preconditions to program entry (e.g., sobriety, treatment, service participation requirements)</li><li>• Relying on best practices, e.g., patient-centered Trauma-Informed Care and Motivational Interviewing</li></ul>

***Why: Housing First significantly reduces community costs & is the only way to meaningfully move the needle on homelessness.***

# Common Challenges: Neglecting Data

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Common Challenges	How Communities are Ending Homelessness
Neglecting Data	<ul style="list-style-type: none"><li>• Investing in a robust Homeless Management Information System (HMIS)</li><li>• Maximizing Participation in HMIS</li><li>• Incentivizing Data Quality</li><li>• Focusing on Performance Metrics and Outcomes</li></ul>

***Why: A strong data system increases funding & enhances outcomes.***

# Common Challenges: Neglecting Landlords

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Common Challenges	How Communities are Ending Homelessness
Neglecting landlords	<ul style="list-style-type: none"><li>• Investing in landlords as crucial partners</li><li>• Framing conversations from LL's perspective and addressing their concerns</li><li>• Using tools like housing navigators and risk mitigation pools</li><li>• Building sustained relationships over time</li></ul>

***Why: Housing subsidies are only useful when there are places to use them – partnerships with landlords are mutually beneficial.***

# Common Challenges: Running Solo

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Common Challenges	How Communities are Ending Homelessness
Treating homelessness as the problem of a few agencies	<ul style="list-style-type: none"><li data-bbox="697 475 1818 572">• Engaging the entire community, including cities, counties and county agencies, in the solutions</li><li data-bbox="697 644 1818 741">• Investing in leadership and community-wide planning to build a unified strategy</li><li data-bbox="697 812 1818 909">• Working together to coordinate access and prioritize resources</li><li data-bbox="697 981 1818 1078">• Building public understanding of homelessness, its causes and solutions</li></ul>

***Why: Because homelessness is a community issue, solving homelessness requires a community response.***

# Thank you for your time!

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## Questions?

Contact HomeBase at: [Nikka@HomeBaseccc.org](mailto:Nikka@HomeBaseccc.org)

For more information on HomeBase or to join the NorCal Roundtable listserv, visit our website at [www.HomeBaseccc.org](http://www.HomeBaseccc.org).