



Homelessness Services (HS) Division

Sebastopol City Council Meeting

August 5, 2025



Agenda

1. Overview of County DHS Homelessness Services Division
2. Funding Sources (including local, federal and state sources)
3. Continuum of Care and Overall System of Care
4. Questions and Answers
5. Next Steps

This presentation is intended to be:

- High level but informative
- Solutions and future focused
- And to build future collaborations between partners

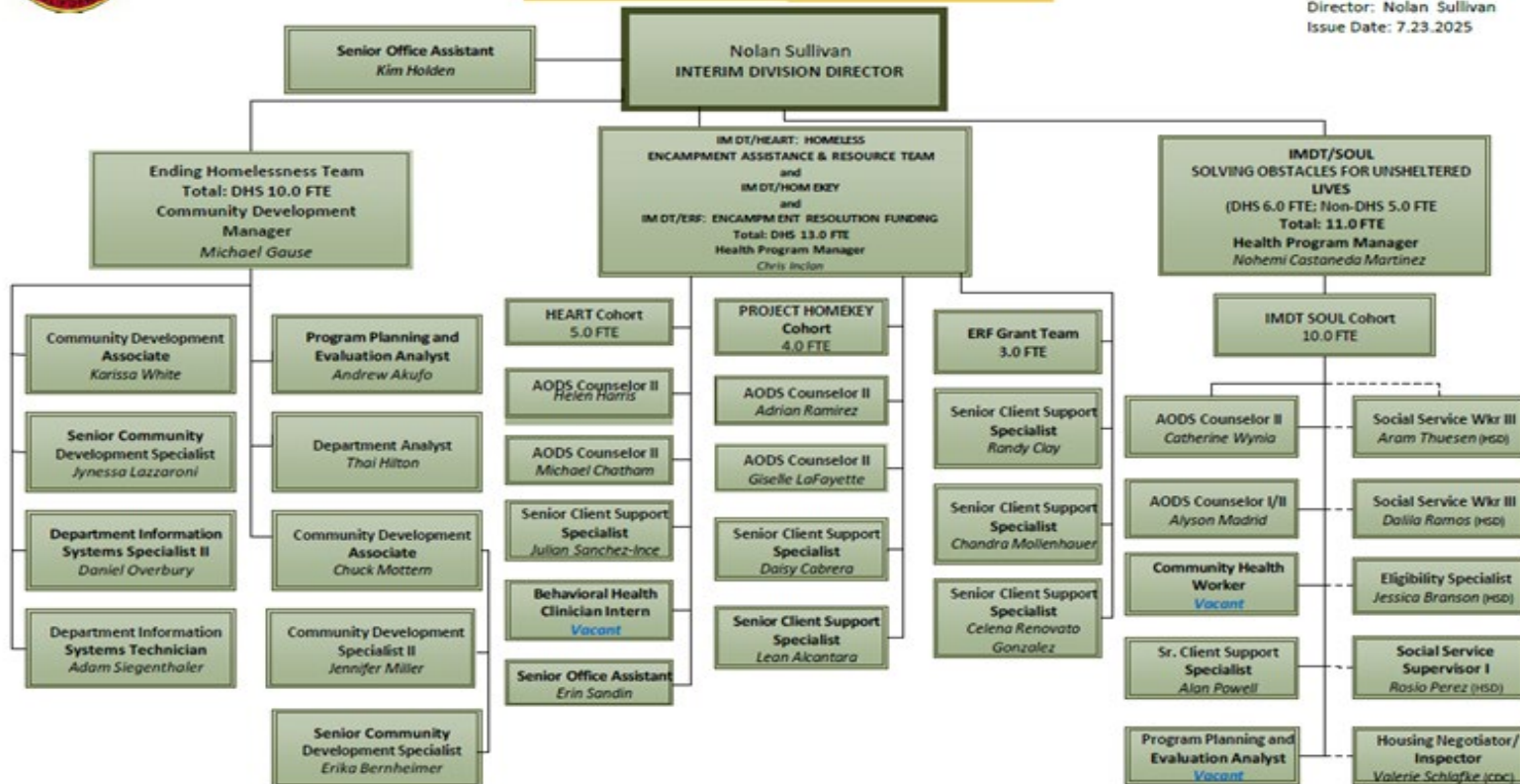
Organizational Chart



sonoma county
DEPARTMENT OF HEALTH SERVICES

HOMELESSNESS SERVICES DIVISION

Director: Nolan Sullivan
Issue Date: 7.23.2025



The HEART Program

The Finders. The *Homeless Encampment Assistance and Resource Team* goes out in the field to find and offer services (i.e., housing, benefits, behavioral health support) to unhoused people in county encampments. Other roles include:

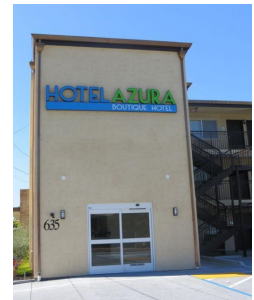
- Case managing clients to assist them in staying in interim housing, eventually moving to permanent housing.
- Troubleshooting basic client and site needs at interim housing sites, such as:
 - Eliza's Village (EV)
 - Mickey Zane Place (MZP)



The SOUL Program

The Keepers. The *Solving Obstacles for Unsheltered Lives* Team provides care and case management to specific clients at County-run sites (and while housed in permanent supportive housing). The services can include:

- Housing navigation (finding a place, being ready for it)
- Benefit navigation (HSD Staff embedded in the team)
- Connection to behavioral health care for substance use disorders and mental health services
- Transitional Age Youth (TAY): Focused efforts to support young adults aged 18-25
- Hospital navigator: Supporting clients in getting connected to shelter to recuperate post-hospital stay



A Term You'll Hear at DHS

... and a lot in the Homelessness Services Division – is:

IMDT



- IMDT:
 - Stands for “Interdepartmental Multi-Disciplinary Team”
 - It's where County staff members come together as one team with different skills to address each individual’s specific needs
 - Includes multiple “cohorts” of IMDT Teams, such as SOUL, HEART and 28 other County and Community Agencies.
 - Often utilizes a technology solution, IBM Care Manager (ICM), to document and follow care plans for all clients' needs.

The Ending Homelessness Program

The Funders. The *Ending Homelessness* Team works to improve the homeless system of care, including:

Funding:

- Receiving and allocating Federal, State and Local homelessness funds
- Monitoring to ensure that the funding is used properly, with equity and fairness
- Setting and applying system policies consistent with funding rules (such as Housing First)
- Prioritizing funding within a 5-year Strategic Plan

Managing:

- Coordinated Entry (a housing placement system)
- The region's Homeless Management Information System (HMIS)
- The 17-member Continuum of Care Board and its committees

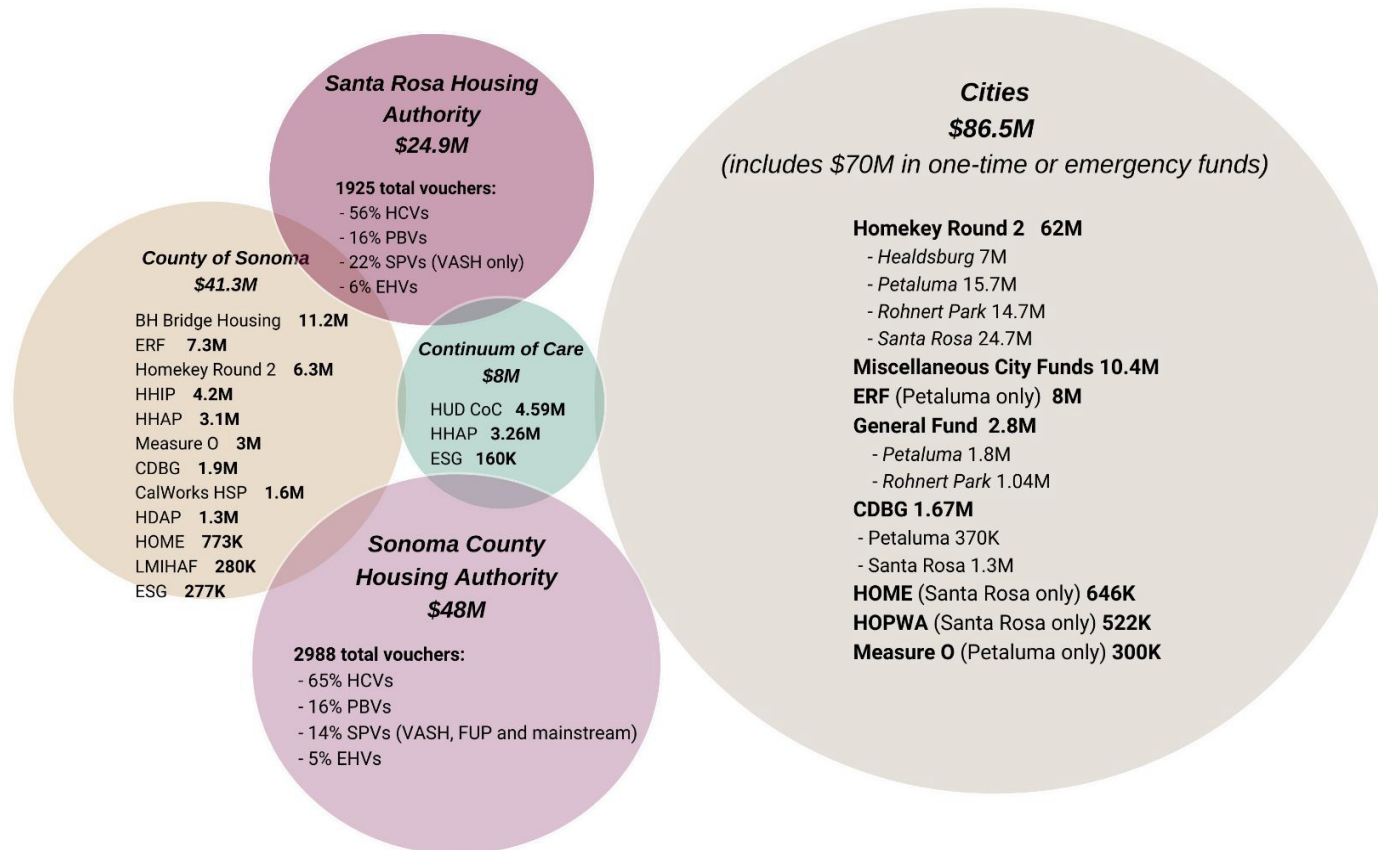
Funding for Homelessness Services

- **Federal:** HUD CoC Funding – up to \$4.6 million (\$1.2 million for County and \$3.4 million for CBOs) in direct HUD contracts for permanent supportive housing, rapid rehousing, Homelessness Management Information System (HMIS) and Coordinated Entry. Also includes grants or Medicaid linked \$.
- **State:** Homelessness Housing Assistance and Prevention (HHAP Program) and Emergency Solutions Grant Program (ESG) for core housing, shelter and outreach services. Around \$3.5 million for the CoC and \$3 million for County services. Other examples include HHIP, HomeKey, BHBH and Prop 1 / BHSA.
- **Local:** Specialty taxes like Measure O. City or County General Fund.
- **Philanthropy:** Local donors, fundraisers, etc.

Housing First and Coordinated Entry

- **Housing First** is a homelessness intervention approach that prioritizes providing people experiencing homelessness with immediate access to permanent housing, without preconditions like sobriety or participation in treatment programs.
- **Coordinated Entry (CE)** is a standardized system that streamlines the process of accessing homelessness services. It acts as the "front door" to a community's homelessness response system. CE assesses individuals' needs & prioritizes those with the highest need first for housing and support services. Doesn't screen for "fit."
- All CoC-dedicated funds must follow a Housing First approach mandated by the State and Federal government, and all housing projects under the CoC must use Coordinated Entry for referrals.

Funds received and administered by jurisdiction (FY 2024)



HCV: Housing Choice Voucher
ERF: Encampment Resolution Fund
HHIP: Homelessness Housing Investment Program
HHAP: Homelessness Housing Assistance and Prevention
CDBG: Community Development Block Grant
HDAP: Housing Disability Access
ESG: Emergency Solutions Grant
LMIHAF: Low Moderate Income Housing Asset Fund
HOPWA: Housing for Persons with AIDS
PBVs: Project Based Vouchers
SPV: Special Program Vouchers

Estimated total within Sonoma County: \$208.7 million

Measure O

Measure O in Sonoma County is a voter-approved initiative that established a quarter-cent sales tax to fund mental health and homelessness services for 10 years. The measure, passed in November 2020, was projected to generate approximately \$25 million annually.

Categorical Funding Obligations	% of Total Funding
Behavioral Health Facilities	22%
Emergency Psychiatric / Crisis Services	44%
Mental Health & Substance Use Disorder Outpatient Services	18%
Homeless Behavioral Health / Care Coordination	14%
Transitional & Permanent Supportive Housing	2%

What does Measure O do?

Behavioral Health Facilities

- Residential Care Facilities
- Transitional Housing for Individuals Discharging from Crisis Services
- Psychiatric Hospital Facility & Operations

Emergency Psychiatric / Crisis Services

- Crisis, Assessment, Prevention & Education (CAPE)
- Mobile Crisis Continuum Expansion
- Crisis Stabilization Unit (CSU)
- Residential Crisis Services
- Inpatient Psychiatric Care for Adults

Mental Health & SUD Outpatient Services

- Mental Health Services & Children's Shelters
- Mental Health Services for Children & Youth
- SUD Services Expansion
- Peer & Family Permanent Supportive Housing

Homeless Behavioral Health / Care Coordination

- Behavioral Health Services for Individuals Who Are Homeless
- Care Coordination for High Needs Homeless

Transitional & Permanent Supportive Housing

- Public Supportive Housing Projects
- Transitional Housing Projects



Measure O Spending by City

Jurisdiction	FY21-22 MO Expenditure		FY22-23 MO Expenditure		FY23-24 MO Expenditure	
Cloverdale	\$312,338	1.90%	\$386,747	1.80%	\$533,276	1.80%
Cotati	\$262,932	1.60%	\$325,572	1.50%	\$448,923	1.50%
Healdsburg	\$394,847	2.40%	\$488,913	2.30%	\$674,150	2.30%
Petaluma	\$2,088,882	12.70%	\$2,586,524	12.00%	\$3,566,491	12.00%
Rohnert Park	\$1,601,292	9.70%	\$1,982,774	9.20%	\$2,733,995	9.20%
Santa Rosa	\$6,263,090	38.00%	\$7,755,171	35.90%	\$10,693,404	35.90%
Sebastopol	\$261,748	1.60%	\$324,105	1.50%	\$446,900	1.50%
Sonoma	\$378,618	2.30%	\$468,818	2.20%	\$646,441	2.20%
Windsor	\$915,075	5.50%	\$1,133,077	5.30%	\$1,562,370	5.30%
Unincorporated	\$4,012,349	24.30%	\$6,127,490	28.40%	\$8,449,037	28.40%
	\$16,491,170		\$21,579,190		\$29,754,986	

**Not all costs are captured in total expenditure counts, sourced from current Measure O reports, more detailed reports being established.*

*** In FY 22-23, SAVS given \$700,000 in Measure O funding to managed the Horizon Shine Safe Parking site in Sebastopol that is now closed.*

Mobile Crisis

- **Mobile Crisis:** Mobile crisis units are teams of professionals that respond to emergency mental health calls, ideally 24/7, in lieu of or in addition to Law Enforcement or Emergency response.
- Services are currently provided countywide by **three (3) different entities:** InRESPONSE (County/Santa Rosa), SAFE (County/Petaluma, Cotati, Rohnert Park and Sonoma State University, and Mobile Support Team (remainder of cities & county).
- **2025-26:** additional \$5,980,000 Measure O funding to support Mobile Crisis programs across the county (Santa Rosa, Petaluma, Cotati, Rohnert Park and Sonoma State University programs).

FY24-25 Sebastopol MST Statistics

Call Center received 278 calls

- 142 calls were without Law Enforcement
- 60 were with Law Enforcement
- 76 were supported by call center staff

MST Staffing and FTE

Call Center: 8 FTE

Field Teams 13 FTE

Support: 5 FTE

Upcoming Measure O NOFA

- Released in August of 2025
- \$10,000,000 in Measure O Funds
- Open to cities, nonprofits and service providers
- For homelessness, mental health and housing programs and projects across the county.
- Only for existing programs – no new programs
- Bonus points for applicants who have experienced funding loss, revenue decline or clawbacks from other sources
- Encourages partnerships
- Potential future NOFAs in subsequent fiscal years



What is the CoC?

- A **Continuum of Care** (CoC) is a community-based approach to ending homelessness. It's a system of care designed to guide and track individuals and families experiencing homelessness through a comprehensive range of housing and services. CoCs work to prevent homelessness and rehouse individuals and families quickly, minimizing disruption and promoting self-sufficiency.
- It is a **requirement** to receive U.S. Department of Housing and Urban Development (HUD) and some state funding.
- CoCs are **required** to have representation from local government (cities and counties), service providers, nonprofits and community members. The County is not the CoC. The County is the Lead Agency (administrative body) for the CoC. Lead Agencies can be counties, cities, nonprofits or other entities. These are selected by CoC.

CoCs are required to do and are primarily responsible for:

- **Prevention:** Helping individuals avoid homelessness in the first place.
- **Rapid Re-housing:** Quickly moving people from homelessness into permanent housing.
- **Permanent Supportive Housing:** Providing long-term housing and support services for individuals with disabilities.
- **Coordinated Entry:** A standardized process for assessing and prioritizing individuals for permanent housing.
- **HMIS:** A Homeless Management Information System to track data and improve system performance.



Strategic Plan and Funding Overview

Sonoma County 5 Year Strategic Plan to End Homelessness

STRATEGIC PLAN GOALS

1

More Housing and Prevention

Create comprehensive housing interventions, from prevention to permanent housing, to reduce inflow into homelessness and increase pathways housing stability

2

Stronger Supportive Services

Build supportive service capacity to meet the complex and diverse needs of people experiencing homelessness in the Sonoma County region

3

Operate as One Coordinated System

Work across the Sonoma County region to develop shared priorities, aligned investments, seamless coordination, and equitable solutions to address homelessness

Point-in-Time Count

- 2025 **DRAFT**
Numbers by City
and Overall.
- Final Count to be
released in
Aug/Sept 2025.

JURISDICTION	UNSHELTERED			SHELTERED			TOTAL		
	2023	2024	2025	2023	2024	2025	2023	2024	2025
North County	103	141	60	15	16	31	118	152	91
Cloverdale	9	6	7	0	3	4	9	9	11
Healdsburg	18	37	12	15	13	17	33	50	29
Town of Windsor	26	26	23	0	0	10	26	26	33
Unincorporated	50	67	18	0	0	0	50	67	18
South County	337	434	168	163	181	174	500	615	342
Cotati	9	21	0	6	10	6	15	31	6
Petaluma	157	143	88	88	97	103	245	240	191
Rohnert Park	141	205	46	69	74	65	210	279	111
Unincorporated	30	65	34	0	0	0	30	65	34
West County	143	128	137	70	49	44	213	177	181
Sebastopol	47	108	16	40	10	0	87	118	16
Unincorporated	96	20	121	30	39	44	126	59	165
Sonoma Valley	109	74	82	20	12	8	129	86	90
Sonoma	40	13	15	0	0	0	40	13	15
Unincorporated	69	61	67	20	12	8	89	73	75
Santa Rosa	599	805	676	695	664	552	1,294	1,469	1,228
Santa Rosa	465	701	588	695	664	552	1,160	1,365	1,140
Unincorporated	134	104	88	0	0	0	134	104	88
Undisclosed Location	0	0	0	12	23	20	12	23	20
Total	1,291	1,577	1,123	975	945	829	2,266	2,522	1,952

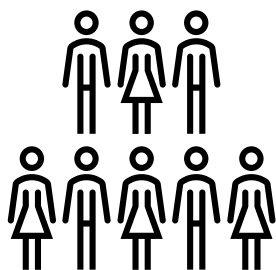
By Names List (BNL)

- A BNL is a detailed, real-time record of every individual experiencing homelessness within a community, including their name, history with homelessness, and specific needs.
- Unlike the Point-in-Time (PIT) Count, which provides a single snapshot of one night, the BNL is continuously updated to offer a more accurate understanding of the homeless population.
- Each region of the county (and Rohnert Park) maintains a By Names List, which is managed by nonprofit and city staff and coordinated by Lead Agency CoC and HMIS staff.

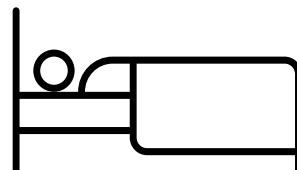


Where the County has focused

- Joe Rodota Trail
- Encampments on County Property
- Supporting partnerships with CalTrans, Sherriff or waterways
- Referral from Board of Supervisors or State Officials
- Specialty grants or programs – Mickey Zane Place and Medically Vulnerable during COVID-19
- Supporting some HomeKey sites



22 Case
Management
Staff

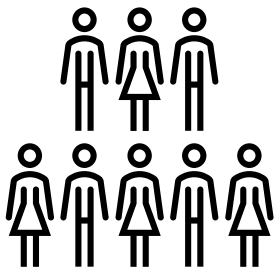


120 Client Beds

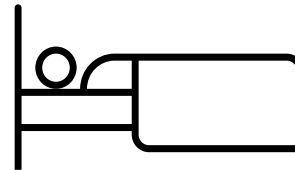
Serving on Average
205 Clients

Where the County is headed

- Same priorities as before
- New focus on Behavioral Health / Prop 1
- Focus on harder-to-serve clients countywide to restore competency for permanent housing
- Better countywide linkages to homelessness, mental health and substance use supports
- Supporting city partners through fiscal crisis



22 Case
Management
Staff



120 Client Beds

Where to find more information?

County Homeless Website: Includes info on the PIT, CoC, NOFAs and Federal/State Funding:

<http://sonoma-county.gov/health-and-human-services/health-services/divisions/homelessness-services>

CoC (Sonoma County Homeless Coalition):

<https://sonomacounty.gov/health-and-human-services/health-services/divisions/homelessness-services/sonoma-county-homeless-coalition>

Prop 1 or BHSA:

https://dhcs.ca.gov/services/MH/Pages/MH_Prop63.aspx



Questions and Next Steps?



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- Nolan.Sullivan@sonomacounty.gov Health Services Director
 - Michael.Gause@sonomacounty.gov Ending Homelessness Mgr.
 - Chris.Inclan@sonomacounty.gov HEART Team Mgr.
 - Nohemi.CastanedaMartinez@sonomacounty.gov SOUL/IMDT Mgr.