



COORDINATED HOUSELESS RESPONSE OFFICE (CHRO)

Board Meeting Agenda

11:00 – 12:30 PM on Thursday, February 15th, 2024

Deschutes Services Building, Barnes & Sawyer Room (1st floor), 1300 NW Wall St., Bend, OR

Click this link to access the meeting via Zoom:

<https://us02web.zoom.us/j/81425690298?pwd=ZUpTYnVzTEhyVFd0V1FIZXBwMkVkdz09>

To join by phone: 253-205-0468 Meeting ID: 814 2569 0298 Passcode: 026276

Agenda

- | | |
|---|--|
| 11:00 AM 1. Introductions and Agenda Review | Chair Adair |
| 11:02 AM 2. Approval of Minutes & Review of Financials
<i>Attachments A & B</i> | Chris Ogren |
| 11:05 AM 3. CHRO & COIC Transition Update | Erik Kropp &
Tammy Baney |
| 11:10 AM 4. RFQ Discussion – Timeline and Process
<i>Attachment C</i> | Chris Ogren |
| 11:20 AM 5. Public Engagement for CHRO
<i>Attachment D</i> | Mickie Derting |
| 11:35 AM 6. Community Updates | CHRO Board Members |
| 11:45 AM 7. Provider Update – Youth Homelessness
Demonstration Program (YHDP)
<i>Attachment E</i> | Derek Wentorf,
Corporation for Supportive Housing |
| 12:00 PM 8. Legislative Update | Mike Savara,
Oregon Housing & Community Services |
| 12:20 PM 9. Public Comment | |
| 12:30 PM 10. Other Items & Adjourn | |



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COORDINATED HOUSELESS RESPONSE OFFICE (CHRO) Board Meeting Minutes

11 – 12:30 pm on Thursday, January 18th, 2024

Deschutes Services Building, Allen Room (2nd floor), 1300 NW Wall St., Bend, OR

Attendance: Commissioner Adair, Chair, Deschutes County; Councilor Perkins, City of Bend; Councilor Blum, City of Sisters; Councilor Zwicker, City of Redmond; Nick Lelack, Deschutes County Administrator; Chris Ogren, CHRO; Erik Kropp, Deschutes County; William Bailey, Deschutes County Sheriff's Office; Eric King, City Manager – City of Bend; Keith Witcosky, City Manager – City of Redmond; Tom Kuhn, Deschutes County; Mickie Derting, City of Bend; Amy Fraley, City of Bend; Tammy Baney, Executive Director – COIC; Jean Hrabik, COIC; Molly Heiss, NeighborImpact; Eliza Wilson, Homeless Leadership Coalition; Linda Cline, City of Redmond; Colleen Sinsky, FUSE; Steven Emerson, Deschutes County; Angie Powers, Deschutes County; Eleanor Bessonette, Oasis Village; Josie Anders-Mize, Oasis Village; Commissioner Tony Debone, Deschutes County; Linda Murrer, Community Member; Ed Murrer, Community Member; Chuck Hemingway, Community Member, Jenny Lingard, Community Member, Lynd Wieman, Community Member; and James Cook, Community Member.

1. **Introductions and Agenda Review**

Chair Adair called the meeting to order at 11:00 and asked participants to introduce themselves.

2. **CHRO Leadership Discussion & Vote**

Chris Ogren explained that the CHRO bylaws require the Board to select a board chair and vice-chair in the first meeting of the calendar year.

VOTE: Councilor Zwicker made a motion to nominate Chair Adair to serve as the Board Chair for 2024. Councilor Perkins seconded the motion. The motion passed unanimously. Mayor Richer was absent.

VOTE: Councilor Zwicker made a motion to nominate Vice-Chair Perkins to serve as the Board Vice-Chair for 2024. Chair Adair seconded the motion. The motion passed unanimously. Mayor Richer was absent.

3. **Approval of Minutes**

Commissioner Adair noted that the packet had been shared with the board later than normal. Councilor Zwicker requested packets be shared with the board the week prior to the meeting.

The group reviewed the minutes from the meeting on December 14th, 2024. Commissioner Adair noted her comments about rental vacancies in Bend had been mischaracterized, and asked staff to correct the minutes.

VOTE: Councilor Zwicker motioned approval of the December 14th minutes. Councilor seconded the motion. The motion passed unanimously.

4. Central Oregon MAC Group Investments (\$15m)

Tammy Baney shared the investments the Central Oregon Multi-Agency Coordination (MAC) Group had made in Central Oregon's homeless response system in 2023. Tammy highlighted that nearly \$10m had been invested specifically in service providers in Deschutes County, while over \$2m had been invested in providers that served individuals across Central Oregon, or outside of Deschutes County. Tammy shared that with the funding from the state, there were some expectations that would be met, too. Tammy reported that of the two goals for Central Oregon, the Central Oregon MAC group had exceeded the shelter goal, and was closing in on the rehousing goal, as well.

Commissioner Adair asked about the challenges to meeting the rehousing goal. Molly Heiss explained that due to the nature of rehousing individuals that were previously unsheltered, this population can sometimes have higher needs than individuals who are being rehoused from a sheltered setting. Chris Ogren noted that Oregon has a statewide challenge in rehousing due to limited rental vacancies, so Central Oregon's experience with this goal is not necessarily unique. Tammy noted a one-size fits all approach is not the solution to ending homelessness, and that the MAC group has instead provided flexible funding to help providers meet their clients unique needs.

5. Public Partners Roundtable Recommendations

Janice Garceau presented to the CHRO board on initial recommendations from staff related to moving the Public Partners Roundtable (PPR) Discussion to the next stage. Janice shared staff's recommendations for a goal statement, recommended outcomes, and the values and criteria commitments that the CHRO board had already voted to approve in October.

Janice continued through the attachments included in the Board packet, outlining the documents that lay out the types of shelter being considered, the properties that public agencies had offered for consideration for development, a technical review form template, and more.

Janice explained that staff's request of the board was to commit to a regional process and decide whether or not the CHRO is the appropriate entity to facilitate the RFP process for development or instead approve the packet and then allow individual communities to RFP their own projects within their jurisdiction.

VOTE: Councilor Perkins motioned approval of the minutes from December 14th, 2023. Councilor Zwicker seconded the motion. The motion passed unanimously. Mayor Richer was absent.

6. Public Health Advisory Board (PHAB)

Tom Kuhn shared the concept of the Public Health Advisory Board with the CHRO Board. Tom explained the Board is appointed by Deschutes County Commissioners, and exists to increase public health knowledge in Deschutes County. The PHAB also advocates for services that public health delivers and informs and advises the Board of County Commissioners on Public Health Issues. Tom introduced Colleen Sinky, the Vice-Chair of the PHAB, who introduced the minimum care advisory for the homeless, which had been developed by Sphere. Colleen reviewed some of the best practices in the minimum care standards, and acknowledged that although these standards are globally recognized benchmarks, they are designed to impact people fleeing disasters in rural areas, and are not catered to long term homelessness in urban communities.

Commissioner Adair asked if the amount of portable toilets located at Juniper Ridge met the minimum standards. Erik Kropp noted that the PHAB minimum standards were considered when deciding the number of toilets to provide at Juniper Ridge, and that there were currently 59 portable toilets located there. Councilor Zwicker asked what the CHRO Board could do to encourage adoption of minimum care standards when serving houseless populations. Councilor Perkins suggested that could be a good opportunity for the CHRO Advisory Board to discuss. Councilor Perkins also suggested that there could also be a tie-in to this work and natural resources. Colleen Sinky offered a research article about similar work being done in Las Vegas. Commissioner Adair requested a copy of the study.

Eliza Wilson noted it's good that the CHRO board is thinking about these minimum standards. Eliza suggested the minimum care standards could be tied into the high desert home. Eliza also said providers in Central Oregon already do a good job of covering the basics of the minimum care standards, but a greater focus will help further mitigate downstream effects. Molly Heiss offered that the minimum care standards are a good way of talking about what's offered to people living unhoused in Central Oregon. Molly explained that often providers are fighting a narrative that offering basic needs to people is "providing a benefit", and that discussing basic needs and minimum standards in this way helps create impetus to provide basic needs for health and safety. Councilor Blum said she thinks these standards will help change public perspective, and that people need to understand that the health of the community is the health of the forest.

7. Public Partners Roundtable - RFP Key Elements

Chris Ogren reviewed key elements of the draft Request for Qualifications (RFQ) being prepared by staff in the Public Partners Roundtable (PPR) Workgroup. Chris reviewed the list of community partners contributing to the work, and highlighted the commitments that each entity involved has made, namely: Community Engagement, Assuring safety and quality of life for residents and community, Commitment to respecting and protecting public partnerships. Chris reviewed the anticipated process at a high level, noting that COIC is facilitating the process on behalf of the CHRO, and that the RFP design will be a two-part submission. Chris shared the anticipated timeline with the Board. Councilor Perkins asked if staff thought the timeline could be achieved. Staff shared they thought the timeline was fast-paced, but possible. Councilor Perkins asked Molly and Eliza for their opinions. Molly shared support for the two-part submission to reduce the burden on providers, and noted that the proposed timeline didn't conflict with other deadlines that providers may have upcoming, to her knowledge.

8. Advisory Board Request

Mickie Derting shared staff's recommendation to expand the Advisory Committee by two seats. Staff recommend increasing the lived experience role on the Advisory Board to two seats rather than one, because it is less isolating and tokenizing. Staff also recommend increasing the Public Agency role on the Advisory Board to two seats, from one, due to the expressed commitment to public partnerships, and in support of future collaboration with public agencies on the topic of homelessness.

Councilor Zwicker asked if the two seats could be filled through the open at-large seats. Councilor Perkins replied. Saying that the point of the dedicated seats is to ensure there is always representation from those groups. Councilor Zwicker didn't disagree, but shared concerns about expanding an already large board. Councilor Zwicker also shared concerns about the budget implications of adding two paid seats to the advisory board without having updated financials available for the Office. Commissioner Adair shared that she also didn't want the advisory board to get too large.

VOTE: Councilor Perkins motioned approval of staff's recommendation to add two additional seats to the CHRO advisory board, one for lived experience and one for public agencies. Councilor Zwicker seconded the motion. The motion passed unanimously. Mayor Richer was absent.

9. Public Partners Roundtable – Public Engagement

Mickie Derting presented on staff's recommendations to set aside \$50,000 for public engagement, to support the requested CHRO road show and support the work of the Public Partners Roundtable in engaging the community. Councilor Zwicker noted she could not make a financial decision without having information

on the current financial position of the Office. Councilor Perkins expressed a desire for regular financial updates. Commissioner Adair agreed. Nick Lelack explained that the CHRO had roughly \$800,000 remaining, but couldn't confirm the exact amount until a later date. Councilor Perkins requested that with staffing changes to the Office, come regular financial updates in CHRO meetings. Councilor Perkins explained that she couldn't vote yes for the request because it was too vague, and requested more clarity on how the funding would be utilized and what it would accomplish. Councilor Perkins also expressed a desire to see a more robust website and social media presence. Board members all agreed that they wanted more reporting on what was being accomplished with CHRO funding. Councilor Zwicker noted she was available to meet sooner than the next scheduled CHRO board meeting to discuss the request again, if staff were prepared to discuss. Councilor Zwicker suggested staff try to utilize an underutilized staffperson or consider hiring an intern to accomplish the public engagement, rather than spending the money on an out-of-town consultant. Councilor Zwicker emphasized her desire to use CHRO funds judiciously.

10. **Community Updates**

Councilor Blum – Sisters

Not many people in Sisters utilized the Cold Weather Shelters that opened up during the cold snap. The people who did utilize the shelters were grateful. People in Sisters need more affordable housing, but may not need more shelter.

Councilor Zwicker – Redmond

Deferring to Josie and Eleanor with Oasis Village who are set to present next. Councilor Zwicker called out Oasis Village and Shepherd's House for stepping up during the cold weather.

Commissioner Adair – Deschutes County

Commissioner Adair shared the statistic that winter weather is 7 times more deadly than summer heat. She mentioned that back in 2014, it was -29 degrees. Commissioner Adair thanked the City of Sisters for getting the Cold Weather Shelter up and running for Sisters residents.

Councilor Perkins – Bend

Councilor Perkins explained that she was filled with gratitude looking at the community response in Bend and thanked those that donated time, money, clothing, etc to help support the vulnerable in Bend. Councilor Perkins also mentioned Unitarian Church, First Presbyterian, and Shepherd's House for taking as many people as they possibly could.

11. **Provider Update – Oasis Village**

Eleanor Bessonette, Oasis Village's outgoing Executive Director, introduced herself, and Josie Anders-Mize, Oasis' incoming Executive Director. Eleanor explained that Oasis Village formally opened on January 10th, 2024. She explained that they have placed initial clients in each of the units, and that clients were selected through Coordinated Entry. There are 1-2 individuals per cabin, and they're available to men or women. The program is intended to support clients from 6 months to 2 years.

Eleanor shared that several staff had been brought on to support operations at Oasis Village and that Oasis is already offering several programs for residents. Eleanor thanked community partners that had been involved throughout the process, notably Hayden Home and Simplicity Homes, The City of Redmond, Deschutes County, and more.

Councilor Zwicker noted how important it was to get 21st street developed to increase access to the site. Eleanor agreed, and noted how important continued conversations with ODOT are, expressing a desire for a left hand turn lane on the road to access Oasis. Commissioner Adair asked if the units have Air Conditioning. Eleanor explained that they don't have heat, but have good ventilation and heaters for the winter. Eleanor also shared that there is a community building that guests have access to, which includes 4 bathrooms, showers, a bathtub, walk in cooler, and a fully stocked kitchen. There are also 3 laundry machines available. Eleanor concluded the presentation sharing the additional facilities Oasis has supported, like a community garden, fenced dog areas, and a storage lot for trailers and RVs.

12. Public Comment

Lynd Wieman, Community-member – Lynd is a member of the Unitarian Universalist Homeless Outreach Group and volunteers with Shepherd's House. Lynd is trying to help however he can with the Gale's property. Lynd hears comments from the public, his friends and neighbors, and in the news, that the biggest problem is people camping by roads and the garbage. Lynd said our community doesn't have a solution that works, the only thing we've tried to do in the past is move people, which accomplishes nothing. If we move people who live in tents or RVs that don't run, there isn't somewhere else they can go. For whatever reason, some of these folks may not want to go to shelter. Oasis Village works for 18 people, but there are hundreds living in China Hat. Lynd said he has looked through the public locations that are available. Lynd said there are two properties in the City of Bend that would allow tents, and the space for tents is very limited. Lynd noted that people living in tents are often those with the highest needs. Lynd thinks we need to prioritize space for people living unsheltered, because that will have the most impact on public perception. Lynd suggested an incentive for private property owners that allow people to camp on

their property. Lynd explained that Craig Gales has stepped up with his property, but is concerned that other private property isn't being considered. Commissioner Adair explained that she is working with churches to expand safe parking. Lynd said safe parking doesn't help people living in tents. Lynd explained that sleeping in tents is not allowed on property within the county, based on State law.

Ed Murrer, Community-member – Ed said he had a comment and a question. Ed commented that before things are implemented, we need to see real numbers. Ed said there are way more than 200 people at dirt world – probably 300 or 400. Ed said don't put any port-a-potties out there until we have an accurate count of the amount of people that live out there. Ed suggested that the problem be fully defined before the Board considers any solutions. Ed said his question relates to bed utilization. Ed said there are supposedly 600 beds available on a given night, but we don't know how many are being used every night. Ed said he'd done some forensics, and had traced \$30 million spent on homelessness over the past 18 months. Ed said if local governments continue to pour money into things that aren't being used then the public will be frustrated. Councilor Perkins noted that Amy Fraley publishes a monthly report on shelter bed utilization. Linda Murrer, Community-member, asked where the report could be found. Amy Fraley said that the report is presented to council each month. Amy said that posting the monthly report on the City website is a great idea and thanked Linda for her suggestion.

Jenny Lingard, Community-member – Jenny said she has done 2 years of research and agrees with Ed's comments. Jenny said the public needs more transparent data. Jenny said she knows millions of dollars are being spent, and asked if rates of people experiencing homelessness have improved. Jenny said she knows and agrees others that the Point In Time (PIT) Count is flawed and its only a snapshot in time. Jenny mentioned Built for Zero that Central Oregon joined in 2021. Jenny said that Lane County has Built for Zero dialed in and has 5 times the population Central Oregon does. Jenny said Lane County has open source data. Jenny suggested the CHRO dedicate part of the budget to be used to embrace built for zero, or start requiring data from providers on what's working. Jenny suggested that then the CHRO can analyze the data and publish it to the community on a regular basis.

13. Other Items & Adjourn

Councilor Perkins suggested a Legislative Update on the agenda for the February meeting. Chair Adair mentioned the next CHRO meeting would be held on February 15th.

Chair Adair adjourned the meeting at 12:41 pm.



Budget to Actuals Report

1|205 - Joint Houselessness Task Force

FY24 YTD YTD (unaudited)

100.0%
Year Complete

RESOURCES	Fiscal Year 2023			Fiscal Year 2024			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Investment Earnings	-	13,337		19,700	12,967	66%	19,700	100%	-
State Revenues	1,000,000	192,705	19%	-	807,295		-		-
Charges for Services	-	10,633		-	-		-		-
TOTAL RESOURCES	1,000,000	216,676	22%	19,700	820,262	999%	19,700	100%	-

REQUIREMENTS	Fiscal Year 2023			Fiscal Year 2024			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Salaries and Wages	181,448	139,773	77%	226,301	45,618	20%	226,301	100%	-
Other Services	225,336	12,608	6%	225,040	825	0%	225,040	100%	-
Benefits	93,216	43,544	47%	117,753	28,378	24%	117,753	100%	-
ISF Charges	-	-		11,795	6,880	58%	11,795	100%	-
Travel	-	1,198	999%	-	644	999%	-		-
Minor Equipment	-	6,135	999%	-	(1,781)		-		-
Food	-	80	999%	-	-		-		-
TOTAL REQUIREMENTS	500,000	203,338	41%	580,889	80,564	14%	580,889	100%	-
TOTAL □	-	-		-	-		-		-

FUND BALANCE	Fiscal Year 2023			Fiscal Year 2024			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Beginning Fund Balance	-	-		789,400	13,337	2%	789,400	100%	0
Resources over Requirements	500,000	13,337		(561,189)	739,698		(561,189)		0
Net Transfers - In (Out)	-	-		-	-		-		-
TOTAL FUND BALANCE	\$ 500,000	\$ 13,337	3%	\$ 228,211	\$ 753,035	330%	\$ 228,211	100%	\$0





This Invoice will result in \$28,698.09 of revenue into the fund under the line "Charges for Services"

FINANCE DEPARTMENT

DESCHUTES COUNTY FINANCE DEPT
PO BOX 6005
BEND OR 97708

CUSTOMER NUMBER 6048 INVOICE DATE 02/06/2024 INVOICE NUMBER 4032

COIC
334 NE HAWTHORNE AVE
BEND, OR 97701-4727

DESCRIPTION	ORIG BILL	ADJUSTED	PAID	AMOUNT DUE
COIC Employee Comp Reimbursement QTY 1.00 @ 28698.09 PER EACH	28698.09	.00	.00	28698.09

INVOICE TOTAL DUE 28,698.09



February 15th, 2024

Alternatives to Unsanctioned Camping Update

Recap from January's meeting

01

Identified Public Partners

02

Highlighted Key Themes

- Community Engagement
- Assuring safety and quality of life for all
- Commitment to respecting and protecting public partnerships

03

Shared Anticipated Timeline

04

Priorities from Public Partners

- Utilizing public properties
- Priority for local clients
- Robust Community Engagement
- Emphasis on protecting & preserving partnerships

Delaying the Timeline



Public Partners need more clarity on what's being proposed to increase comfort with fully committing funding.



Delaying timeline will align with Legislative Short Session (ends March 10), which could bring in additional funding.



More dedicated time to support providers through the process



Providers have limited capacity for “extras” right now (Recent cold weather, PIT Count, YHDP On-site, etc.), more time in the process will allow for more detailed responses.

Request For Qualifications (RFQ) Precedes Request For Proposals (RFP)



Request for Qualifications (RFQ)

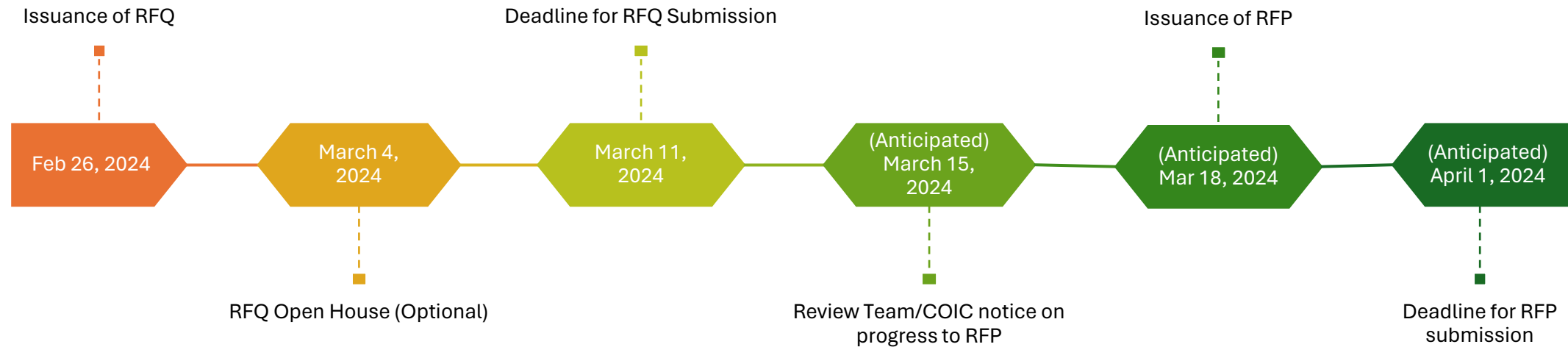
Experience, qualifications, and capacity – with a focus on past public engagement campaigns and high-level site design(s), to pre-qualify candidates.



Request for Proposals (RFP)

Implementation and program operation - detailed operations plan, detailed site design, robust public engagement campaign, etc.

(updated) Anticipated Timeline



Alignment with Strategic Plan



Priority 1 – Engage the Whole
Community



Priority 3 – Expanding Services for
People Experiencing or at-risk of
Homelessness



Priority 4 – Address the Crisis of
Unsheltered Homelessness



Thank you!



CHRO Communications & Engagement

Presentation by Mickie Derting, Strategic Initiatives Manager, City of Bend

February 15, 2024

CHRO Board Direction

to come back with breakdown of \$50k budget for execution of the
CHRO Board approved and PPR recommended

Broad Engagement Strategies

BACKGROUND

Recommendations from the Public Partner Roundtables (PPR)

12/14/24 CHRO Board Meeting

PUBLIC PARTNERS ROUNDTABLE (PPR) | Enlisted by the CHRO Board *to generate recommendations to help address unsanctioned encampments* in Deschutes County

- US Forest Service
- Deschutes County Sheriff's Office
- HUD Continuum of Care – Homeless Leadership Coalition
- City of Bend
- Deschutes County
- Oregon Department of Transportation
- City of Redmond
- Bend Parks & Recreation
- Central Oregon Intergovernmental Council

Values & Criteria:

- **Ensure Comprehensive and Broad Community Engagement**
- Assure Safety and Quality of Life for All
- Respect and Protect Important Partnerships and Collaboration

Additional Criteria:

- Working to develop a set of diverse, multiple options/projects scaled appropriately to meet size, barrier, and service needs of the project's target population.
- Considering feasibility from service provider, land use, terrain, access, and timeline perspective.

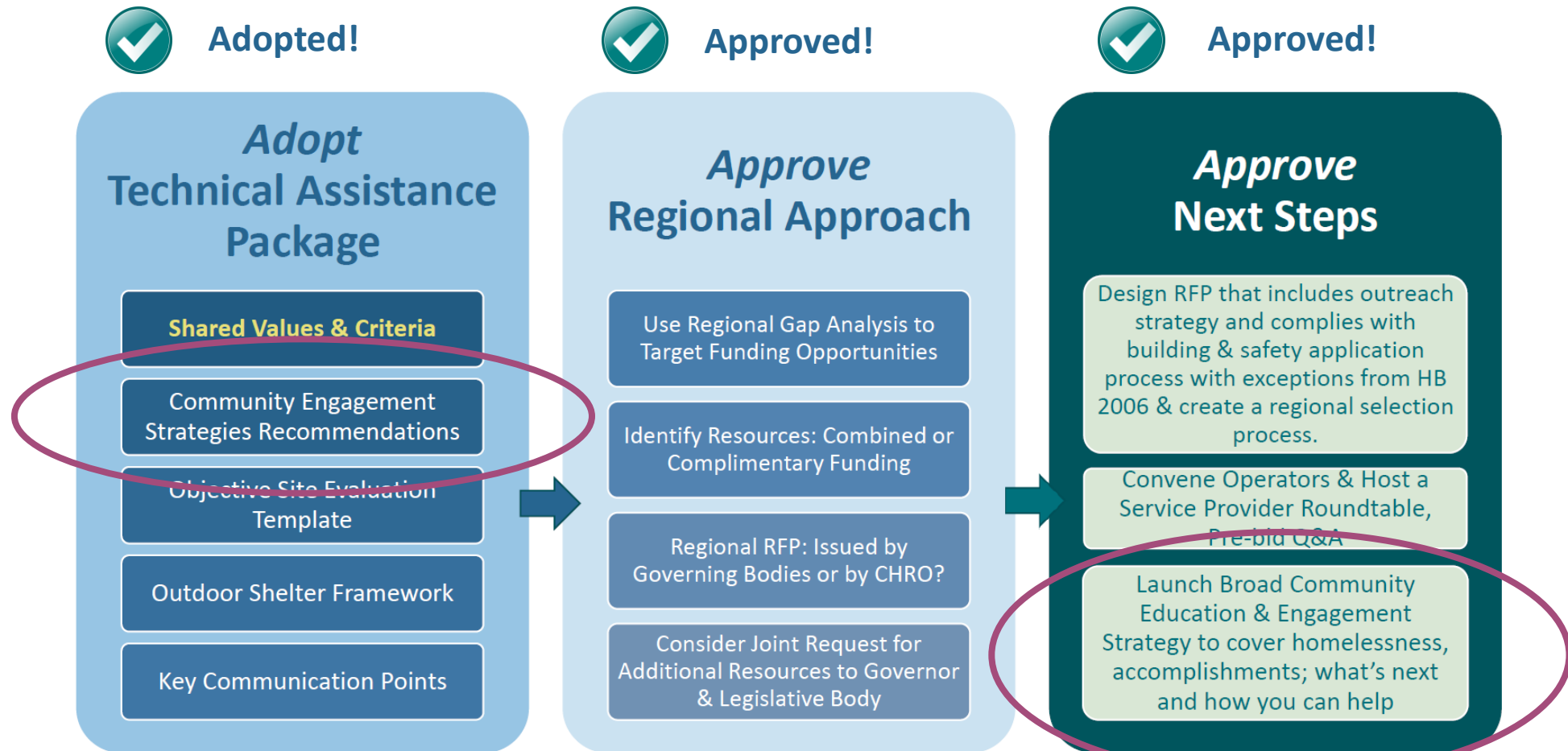
CHRO Strategic Plan

Strategic Priorities 3 & 4: Expand Services & Address the Crisis of Unsheltered Houselessness | Authorized Camping Plan & Shared Process Regionally

BACKGROUND

Recommendations from the Public Partner Roundtables (PPR)

12/14/24 CHRO Board Meeting



CHRO Strategic Plan

Strategic Priorities 3 & 4: Expand Services & Address the Crisis of Unsheltered Homelessness | Authorized Camping Plan & Shared Process Regionally

BACKGROUND

Recommended Sequence of Events

12/14/24 CHRO Board Meeting

Regional Collaborative Approach



Recommendations:

- Shared Values & Criteria
- Community Engagement Strategies
- ODOT, Deschutes County, Cities of Bend & Redmond sites tier 1-3
- Objective Site Evaluation Template
- Outdoor shelter framework with start-up cost estimates & services

Adopt PPR
Technical Assistance
Package &
Recommendations

Community Engagement

\$\$\$ Availability & Commitment

RFP Release

Award \$\$\$ funding /projects

Launch projects

Potential Joint Request to OR Gov /Legislative Body

Service provider roundtable (pre-bid session)

Receive proposals

Design RFP – Content & Process

CHRO Strategic Plan

Strategic Priorities 3 & 4: Expand Services & Address the Crisis of Unsheltered Houselessness | Authorized Camping Plan & Shared Process Regionally

Board Adopted (2) PPR – Engagement Strategies



Now

1. Broad Engagement Strategies

Broad scale efforts to educate, increase awareness and reduce stigma regarding homelessness help set the stage for acceptance and engagement around specific siting projects. Siting is complicated when misconceptions about homelessness are present. Communities experiencing pressures associated with increased unsheltered homelessness often manifest elevated fears and misunderstanding regarding homeless people. It is critical to address concerns broadly with balanced information about the factors that lead to homelessness, to address myths and facts about the safety of living in proximity to unhoused individuals, and to increase opportunities for engagement and learning.

Estimate: Q2-2024 (Per Project – Phase 1 of RFP)

2. Specific Siting Recommendations

Community engagement and collaboration must be included as a distinct core task of any project intended to site and establish outdoor and/or emergency shelter. Robust engagement of those who live in the community and who will be residents of the project increases contact between future “neighbors”, builds relationships that can be relied on later for good will and conflict resolution. It provides a collaborative framework for identifying unanticipated hurdles and problem solving and ultimately serves to help decrease NIMBY resistance to siting. Relying on best practice guidance and lessons learned is important to ensure success. Key to this effort is to be deliberate about listening to and validating concerns while balancing the needs of all members of the community and facts over fear. We recommend early commitment to shared values and ground rules, as well as utilizing an incident or command center approach for this aspect of the work.

To view full 5-page recommendation, go to page 14 in the 12/14/23 CHRO Board Meeting Agenda Packet:

<https://mccmeetings.blob.core.usgovcloudapi.net/deschutes-pubu/MEET-Packet-eedc69c26dd44688b2e056c57be21ca4.pdf>

PPR – 1. Broad Engagement Strategy

Launch a multi-faceted campaign *to educate and inform the public*

- Community events, dialogues, meet-ups
- Media campaigns: articles, radio/broadcast spots, blogs, billboards, bulletin boards
- Talking points on myths, facts, and engagement opportunities for public officials/entities to use in building coherent and coordinated messaging
- Letters to the Editor, news stories, and focus pieces
- Tours, site visit and volunteer opportunities to increase contact and knowledge of and comfort with unhoused members of the community

Campaign Goals

- Deepen understanding of factors that lead to homelessness in our community
- Directly address fears and concerns with factual, practical information
- Increase community understanding of and trust in the CHRO Board
- Build opportunities for connection, understanding and relationships between all those in our community impacted by the issue of homelessness.
- Lay the groundwork for the development of meaningful community agreements.

1/18/24 CHRO Board Meeting

Staff proposed starting \$50k budget leveraging existing budget info from projects that have similar outputs.

CHRO Board Direction:

- Come back with a detailed breakdown of output

Communication & Engagement Tips

Research has found that more than **65% of the general population are visual learners**, meaning they need to see information to retain it.

Studies have also shown that **people retain 80% of what they see compared to 20% of what they read and 10% of what they hear.**

Source:

Harvard Business Review, December 27, 2022

[Don't Just Focus on Your Technical Skills. Focus on Your People Skills](#)

by Jeff Tan



Adam Grant ✓

@AdamMGrant

Repeat after me: good communication requires repetition.

Data: leaders are 9x more likely to be criticized for undercommunicating than overcommunicating. Those who say too little come across as unclear and uncaring.

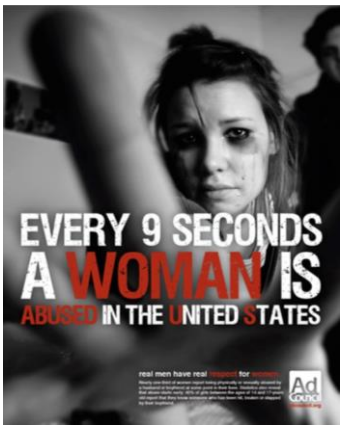
When you're tired of your message, it's just starting to land.

Question:

How much would the **CHRO Board** like to **invest** in / **allocate** toward the **execution** of the CHRO Board approved and PPR Recommended **Broad Engagement Strategies**?

Breakdown

Need a variety of **tools** to help us provide meaningful information in a **concise** manner that are **visually** engaging to help **breakdown complex concepts**, told in a specific order to shape a **narrative** that elicits the **emotions** we want our audience to feel and **facts** we want our community to **retain**.



UNDERSTANDING HOMELESSNESS IN SANTA CLARA COUNTY

Who's Homeless in Our Community?

Today, homelessness represents a full-blown crisis in Santa Clara County. While our region is known as a global hub of technology and economic prosperity, several thousands of our residents are living on the streets, with tens-of-thousands more on the brink of homelessness every day.

9,903 people experienced homelessness in Santa Clara County in 2023

25% Sheltered
75% Unsheltered

FICTION vs FACT

The truth is... 85% of people experiencing homelessness... 85% of people experiencing homelessness... 85% of people experiencing homelessness...

Why Do People Fall Into Homelessness?

People of Color are Disproportionately Impacted by Homelessness

Black/African Americans, American Indian/Alaskan Natives, Hispanic/Latinx

PUBLIC SERVICE ANNOUNCEMENTS (PSA)
MEDIA CAMPAIGN FOR TV & RADIO | AIRING & BROADCASTING PSA/
INFO VIDEO/ NEWSLETTER/ HANDOUTS MESSAGING/
ROUNDTABLES-TOWNHALLS- NEIGHBORHOOD MEETINGS/
INTERACTIVE NARRATIVES



We All Have A Role to Play

Educate Yourself
 Help spread facts not myths. Visit DestinationHomesV.org to access our Understanding Homelessness page as well as other information about our homelessness crisis.

Grow The Movement With Us
 Join our Housing Ready Communities Action Network and advance real solutions.

Resources for Families Experiencing or At Risk of Homelessness in Santa Clara County

Receive Assistance to Stay Housed:
 The Santa Clara County Homelessness Prevention System has assistance available for low-income families or individuals who are at risk of losing their housing. Visit PreventHomelessness.org or call (408) 926-8885 to learn more and schedule a pre-screening appointment to determine if you qualify for assistance.

Get Connected to Emergency Shelter & Temporary Housing Programs:
 The Here4You Shelter Hotline call center helps match people seeking available emergency shelter and temporary housing programs, and also makes referrals and linkages to other community resources. Call the Here4You Shelter Hotline at (408) 385-2400 (Call Center Hours 9 a.m. - 7 p.m.).

Next Step

1. Meeting with CHRO participating agencies' Communications and Engagement staff experts for consultation & access to staff, if available, and/or referrals to vendors
2. If budget approved, staff actions:
 - Vendor identification
 - Quotes/pitch request
 - Select vendor(s)
 - Contracts
 - Execute to fulfill on the campaign goals →

Campaign Goals:

- Deepen understanding of factors that lead to homelessness in our community
- Directly address fears and concerns with factual, practical information
- Increase community understanding of and trust in the CHRO Board
- Build opportunities for connection, understanding and relationships between all those in our community impacted by the issue of homelessness.
- Lay the groundwork for the development of meaningful community agreements.

Thank YOU!

Accommodation Information for People with Disabilities



To obtain this information in an alternate format such as Braille, large print, electronic formats, etc. please contact Mickie Derting at mderting@bendoregon.gov; Relay Users Dial 7-1-1.

YHDP Update

Deschutes County Coordinated Houseless Response Office

February 15, 2024

What is the Youth Homelessness Demonstration Program (YHDP)?

- HUD initiative designed to reduce the number of youth (<25) experiencing homelessness
- Across the country, only 16 communities awarded YHDP in 2023.
- Youth are centered in the decision-making process to prevent and end youth homelessness.
- HUD provides in depth Technical Assistance to help communities along the way.





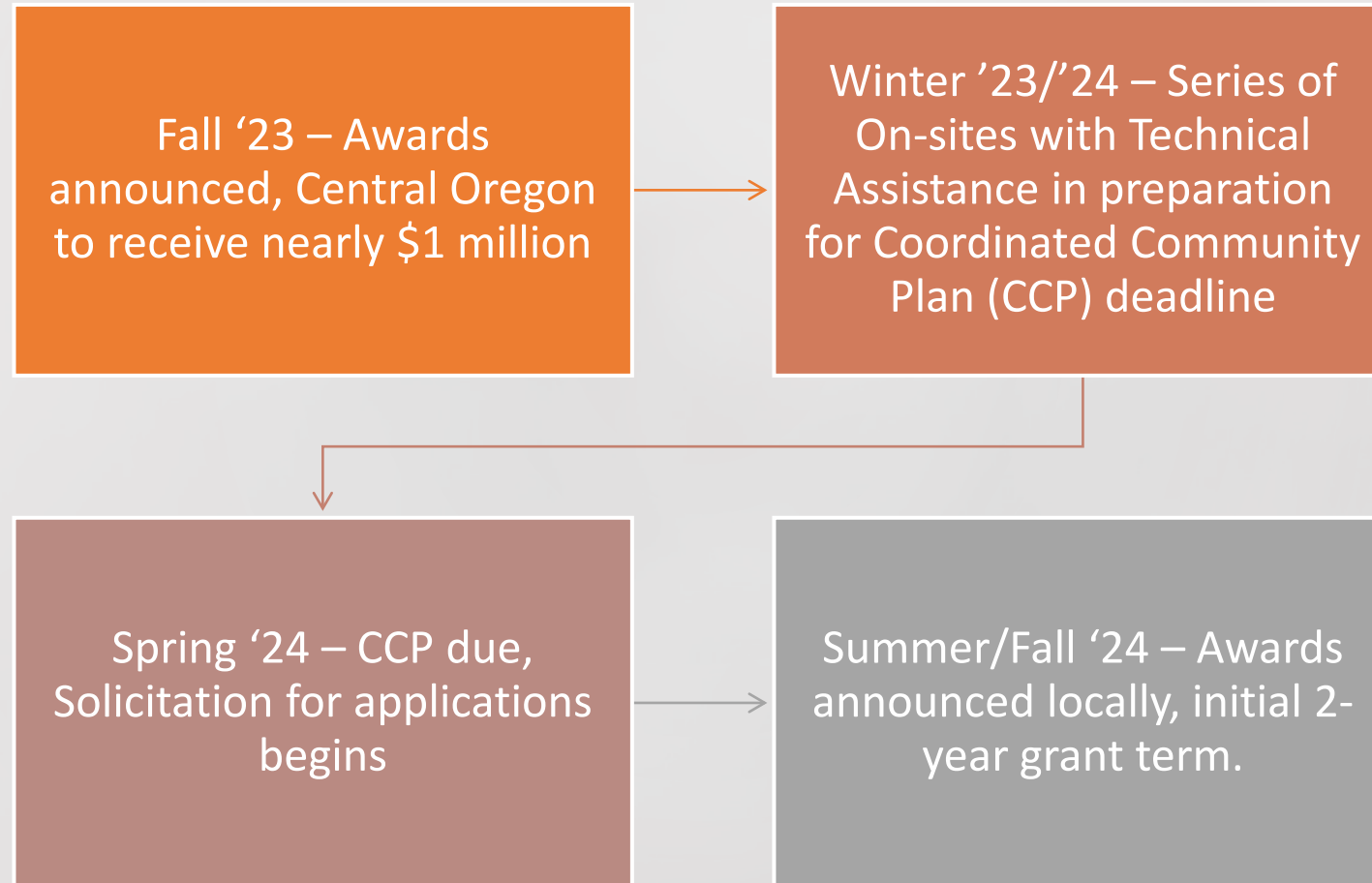
What does YHDP mean for Central Oregon?

- Grant awarded to Homeless Leadership Coalition (HLC).
 - Only community in Alaska, Oregon, Idaho, and Washington to receive award in '23.
- Nearly \$1m in Federal Funding to address Youth Homelessness in Central Oregon, nearly \$500k in recurring investments per year after initial grant period.
- Examples of Eligible Uses: Rapid Rehousing, Permanent Supportive Housing, Landlord Navigation, Supportive Services, HMIS, Coordinated Entry.



Award unveiling at the LOFT in September 2023

YHDP Process in Central Oregon



Central Oregon Youth Advisory Board

- Board of young adults with lived-experience, supported by J Bar J Youth Services
- Participate in weekly meetings, part of Core YHDP Planning Team, guiding process of creating CCP
- Actively Recruiting youth with lived-experience from across Central Oregon – 4 active members.
- Video – <https://youtu.be/0tMZz6BzqEI>





How you can help

- Continue involvement with Homeless Leadership Coalition and contributions to YHDP planning process, which concludes March 20th, 2024.
- Support programs that seek to prevent and end youth homelessness in Central Oregon.
- Support the Youth Action Board as they recruit new members by passing on information to agencies that support young people who might be experiencing homelessness
- Join us for our **last in-person YHDP planning session on March 7 & 8**, details to come!