County of Sonoma  
Agenda Item  
Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

To:  
Board of Commissioners

**Board Agenda Date:**  
June 14, 2016  
**Vote Requirement:**  
Majority

**Department or Agency Name(s):**  
Sonoma County Community Development Commission

**Staff Name and Phone Number:**  
John Haig, (707) 565-7508  
Jim Leddy, (707) 565-7509

**Supervisory District(s):**  
All

**Title:**  
Building HOMES Toolbox: Agreement for Community Engagement and Communications

**Recommended Actions:**

Approve and authorize the Executive Director of the Sonoma County Community Development Commission to execute the Professional Services Agreement with Synapse/MIG for an amount not to exceed $72,000 to provide community engagement and strategic communications from June 14, 2016 through June 30, 2017, and to execute subsequent amendments to extend the term with no increase in dollar amount, and to make other minor, non-substantive changes.

**Executive Summary:**

Approval of this agenda item will authorize execution of a Professional Services Agreement (PSA) with Synapse/MIG to provide community engagement and communications services for the Sonoma County Community Development Commission (CDC) from June 14, 2016 to June 30, 2017, in order to facilitate implementation of identified strategies to end homelessness in Sonoma County.

**Background:**

On August 25, 2015, your Board received and endorsed Building HOMES: A Policymaker’s Toolbox for Ending Homelessness. The CDC prepared this report, or “Toolbox”, following direction received from your Board in January 2014, with the focus on finding housing options to help alleviate homelessness in Sonoma County. Since January 2014, your Board has devoted an unprecedented level of resources to mitigate the social and economic impacts of homelessness in Sonoma County, and embraced the “Housing First” approach to guide County investments for this purpose. Beginning with the emergency measures taken during the winter of 2014, your Board has provided funding through the CDC to establish or expand programs, including Homeless Safe Parking, Vulnerability Index Assessment, Coordinated Intake, Homeless Outreach Services Team (HOST), Rapid Re-Housing, Senior Shared Housing, and Nightingale Respite, among others. In addition, the Board funded the new Palms Inn project and the Pilot Project to Safely Shelter Homeless People (“Tiny Home Pilot”).

Revision No. 20151201-1
These efforts have either provided or are measuring innovative ways to provide needed shelter options for many homeless individuals. However, the on-going lack of permanent, affordable housing opportunities severely impedes the effectiveness of the County’s efforts to end homelessness for approximately 2,000 people still living without shelter of any kind, which led to your Board’s endorsement of the Building HOMES Toolbox.

**Building HOMES Toolbox Implementation Work Plan**
The Building HOMES Toolbox describes a series of tools and strategies to create housing for people who are homeless. On January 12, 2016, your Board provided $213,000 in one time resources from Reinvestment and Revitalization funds, which is needed to complete several tasks outlined in the Toolbox. Of this amount, $113,000 was ear-marked for CDC to staff to perform or contract with consultants to complete work in the area of Collaborative Engagement and Communication.

**Request for Proposal Process:**
In March 2016, the CDC issued a Request for Proposals (RFP) to identify one or more consultants to implement Work Plan strategies. Two firms submitted responses by the due date of April 4, 2016 - FM3 and Synapse/MIG. Both firms are qualified and have proven track records. Staff review of the responses found that the FM3 proposal was limited in scope and well over the available budget. The Synapse/MIG proposal was within budget and covered the highest priority Collaborative Engagement portion of the RFP’s work items. Synapse/MIG has offices in Sonoma County and their references are excellent.

The CDC initially hired Synapse/MIG under an Agreement using up to $25,000 to quickly help staff undertake the first steps in planning the community engagement work. Those efforts are currently proceeding satisfactorily. CDC staff therefore desires to hire the firm to perform a broader scope of services as outlined in their proposal, and is seeking your Board’s approval of a second agreement to undertake the additional Collaborative Engagement and Communication tasks identified in their proposal.

**Synapse/MIG Scope of Services:**
The attached PSA with Synapse/MIG would use up to $72,000 to advance tasks from the adopted January 12th Implementation Work Plan in the two areas of Collaborative Engagement and Communication. Exhibit A of the Agreement details the deliverables, which are highlighted below.

**Collaborative Engagement**
To date, CDC staff has made presentations about the Toolbox to 29 separate groups including seven of nine city councils, the major health care organizations, the service provider community, business groups, and advocates. The next steps will be to convene the various stakeholders together through a series of regional meetings, and culminate with a countywide housing summit. The regional meetings and countywide summit are intended to provide focused opportunities for various stakeholders to come together and discuss regional coordination and advocacy opportunities, to establish shared goals on ending homelessness and housing issues, and to design and launch a community education program.

**Prior Board Actions:**
01/12/2016 – Board approved and funded Toolbox Implementation Work plan
08/25/2015 – Board endorsed the Building HOMES: A Policy Maker’s Toolbox for Ending Homelessness (“Toolbox”).
12/02/2014 – Adopted 2014 Sonoma County Housing Element.
08/19/2014 – Accepted Sonoma County 10-Year Homeless Plan: 2014 Update.
04/15/2014 – Directed CDC to take lead in exploring financing options draft Long Range Housing Plan to Alleviate Homelessness.
01/28/2014 – Directed CDC and PRMD staff to review various approaches to expanding affordable housing production options.

Strategic Plan Alignment  Goal 1: Safe, Healthy, and Caring Community

Ending homelessness will enhance quality of life and ensure the residents of Sonoma County are not impacted by the social, environmental and fiscal impacts of homelessness. Contracting with Synapse/MIG would contribute toward the County's strategic goal of Economic and Environmental Stewardship by employing outside engagement, research and communication services to advance efforts to end homelessness as detailed in the Building HOMES: A Policy Maker’s Toolbox for Ending Homelessness Report which was adopted on August 25, 2015.

Fiscal Summary - FY 15-16

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<td>Total Expenditure</td>
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Narrative Explanation of Fiscal Impacts (If Required):

The $72,000 for the Synapse/MIG Agreement is included in the $213,000 for Building HOMES Toolbox implementation funded by the Board from Reinvestment and Revitalization (R&R) funding, for staffing, consultants, meeting logistics, and other costs for work tasks. Appropriations were approved as part of 2nd Quarter Consolidated Budget Adjustments. Any funds that remain unexpended for the designated work as of June 30, 2016 will be carried over for remaining project work in FY 2016-17. An additional $25,000 of the budgeted R&R funds was previously committed to an Agreement for consultant services, leaving $16,000 available for CDC work and $100,000 for PRMD work.

Staffing Impacts

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<th><strong>Attachments:</strong></th>
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<td>Agreement for Professional Services</td>
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