

# COACHELLA VALLEY ASSOCIATION of GOVERNMENTS



## HOMELESSNESS COMMITTEE STRATEGIC PLAN TO END HOMELESSNESS

July 2007 through July 2012

*Revised September 2010*

In Spring 2007, the Coachella Valley Association of Governments' (CVAG) Homelessness Committee made the decision to coordinate valley wide strategic planning efforts for homelessness under the broader recommendations developed as part of the *County of Riverside's 10 Year Plan to End Homelessness* (see Appendix A). A list of Homelessness Committee members is attached (See Appendix B).

The Homelessness Committee's *Strategic Plan to End Homelessness* outlines valley-wide goals centering on creating/expanding homeless services and identifying and addressing related service gaps and housing needs. Cook Street in Palm Desert was designated as the geographic east/west boundary of the Coachella Valley and was used as a context for sharing the burden of serving Coachella Valley homeless. Updated in February 2009, this latest update reflects the progress made by the Homelessness Committee in addressing the first two Plans and further work that needs to be done.

Due to a lack of services in the Western Coachella Valley, the first priorities (1.1) were to create a Western Coachella Valley Regional Multi-Service Center that would provide comprehensive support services to promote progress towards permanent housing and self-sufficiency. Thanks to the collaboration, hard work and commitment of local stakeholders, Roy's Desert Resource Center opened in December 2009 in North Palm Springs with ninety (90) beds. As a one-stop access to resources for individuals and families who are homeless or are at-risk of homelessness, Roy's will work towards increasing its bed capacity and expanding its current services to include more, e.g., childcare.

In follow-up to the Final Report issued by the 2009 Columbia University's Senior Executive Program which adopted Roy's DRC as their Personal Impact Project, a Foundation is under creation to assist with fundraising for the Center. Other goals from the report to be explored include cottage industries.

The expansion of services in the Eastern Coachella Valley is the Committee's second priority (2.1). Gaps in current levels have been identified herein that will be undertaken by the Committee over the next two years. Included is transportation for homeless enrolled with Medically Indigent Services Program (MISP) and need for transportation from east valley to the County Hospital in Moreno Valley.

Valleywide goals of creating housing opportunities (1.4 and 2.3) for clients who have been in emergency shelters to transition into, upon completion of their programs, and the need for more mental health services have been identified (1.3 and 2.1). The Public Relations goals (3.1 - 3.2) will be pursued concurrently with all program goals.

Encapsulated within a sixty (60) month timeline, this Plan is scheduled to conclude in June 2012.

The Strategic Plan includes:

**3 Strategic Goals**

**9 Objectives in support of the goals**

**30 Methods that will achieve the objectives and lead toward goal attainment**

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Each goal carries a timeline for completion. Oversight responsibility is assigned to CVAG's Homelessness Committee to carry out the work and evaluate the success associated with each goal.

<b>Strategic Goal #1</b>				
<b>Development of Western Coachella Valley Capacity to Serve Homeless Individuals and Families</b>				
<b>Objective(s)</b>	<b>Method(s)</b>	<b>Due Date</b>	<b>Done</b>	<b>Responsibility</b>
<b>#1.1 Support the creation/development of the Western Coachella Valley Regional Multi-Service Center</b>	A. Complete Phase II of Roy's, to include: - Child care - 30 Additional Beds (remainder necessary to bring Roy's to full capacity as originally envisioned) - Full Access Center to include: Day Showering Program Daily Community Lunch Program Mailboxes for Non-Resident Homeless Food Pantry for Individuals/Families	12/2011		CVAG Homelessness Committee & Subcommittees
<b>#1.2 Support the creation of comprehensive Western Coachella Valley transportation opportunities for clients</b>	A. Implement transportation opportunities for Roy's - Work with SunLine to locate a bus line near Roy's	ongoing		CVAG Homelessness Committee & Subcommittees
	B. Implement other transportation opportunities for program clients enrolled with Medically Indigent Services Program (MISP) and needing transportation from Roy's County Hospital in Moreno Valley	12/2011		
<b>#1.3 Support the creation/development of Mental Health Component</b>	A. Implement programs for mental health component - Create additional outpatient mental health treatment slots for homeless/indigent persons - Create dual diagnosis treatment slots for Roy's clients	12/2011		CVAG Homelessness Committee & Subcommittees
<b>#1.4 Support the creation/development of 43 housing opportunities</b>	A. Transitional housing	12/2012		CVAG Homelessness Committee & Subcommittees
	B. Permanent supportive/permanent affordable housing	12/2012		
	C. Rental subsidies	12/2012		



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Strategic Goal #2				
Enhancement of Eastern Coachella Valley Capacity to Serve Homeless Individuals and Families				
Objective(s)	Method(s)	Due Date	Done	Responsibility
<b>#2.1 Support increase of emergency services in the Eastern Coachella Valley</b>	A. Identify service gaps (comparable to Roy's in the western Coachella Valley)	ongoing		CVAG Homelessness Committee & Subcommittees
	B. Implement additional services at existing sites, including: <ul style="list-style-type: none"> <li>- Office space for Access Center</li> <li>- Veterans services</li> <li>- Additional laundry services</li> <li>- Additional public showers</li> <li>- Additional phone message systems</li> <li>- Additional mailboxes</li> <li>- Create outpatient mental health treatment slots for homeless/indigent</li> <li>- Seek funding for a 25 bed SafeHaven</li> <li>- Create dual diagnosis treatment slots for east valley homeless/indigent persons</li> </ul>	12/2011		
	C. Coordinate with outside agencies for other on-site (access center) services, to include: <ul style="list-style-type: none"> <li>- Parolee services</li> <li>- Dental care</li> <li>- Additional mental health services</li> <li>- Veterans services</li> <li>- Job training</li> </ul>	12/2011		
<b>#2.2 Support the creation of comprehensive Eastern Coachella Valley transportation opportunities for clients</b>	A. Implement other transportation opportunities for homeless enrolled with Medically Indigent Services Program (MISP) and needing transportation from east valley to County Hospital in Moreno Valley	12/2011		CVAG Homelessness Committee & Subcommittees
<b>#2.3 Support the creation/development of Mental Health Component</b>	A. Implement programs for mental health component with priority given to clients for CVRM and MVK. <ul style="list-style-type: none"> <li>- Create additional outpatient mental health treatment slots for homeless/indigent persons</li> <li>- Create dual diagnosis treatment slots for clients</li> </ul>	12/2011		CVAG Homelessness Committee & Subcommittees
<b>#2.4 Support the creation/development of 100 housing opportunities</b>	A. Transitional housing	12/2012		CVAG Homelessness Committee & Subcommittees
	B. Permanent supportive/permanent affordable housing	12/2012		
	C. Rental subsidies	12/2012		



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Strategic Goal #3 Marketing and Public Relations Campaign to Bolster Support for CVAG's Homelessness Committee's Efforts				
Objective(s)	Method(s)	Due Date	Done	Responsibility
<b>#3.1 Increase public awareness of the issues of homelessness</b>	A. Promote positive articles about homelessness in Coachella Valley publications	ongoing		CVAG Homelessness Committee & Subcommittees
	B. Promote positive coverage of homelessness issues on Coachella Valley television and radio stations	ongoing		
	C. Update CVAG website with more information on CVAG's ongoing homelessness projects	ongoing		
	D. Hold forums to hear feedback on programs from homeless individuals	ongoing		
	E. Engage greater partnership with faith-based organizations	ongoing		
	F. Encourage greater partnership between Coachella Valley service providers and the Volunteer Center/211 to ensure timely updated information is shared w/211	ongoing		
	G. Make presentations to Coachella Valley cities Chambers of Commerce	ongoing		
	H. Make presentations to desert resorts and tourism trade associations	ongoing		
	I. Assist in promoting/utilizing Riverside County's Public Relations effort regarding homelessness	ongoing		
	J. Organize events including groundbreaking, ribbon cutting, etc. at Roy's, or other sites	ongoing		
<b>#3.2 Fundraising and Marketing Efforts – Roy's Foundation</b>	A. Make presentations to Coachella Valley City Councils for approvals of Strategic Plan, funding, etc.	ongoing		CVAG Homelessness Committee & Subcommittee
	B. Make contact with and presentations to funding organizations including private, public and government (city, county, state and federal) agencies	ongoing		
	C. Make presentations to City Councils of outside cities who may benefit, including the cities of Banning, Beaumont and Calimesa	ongoing		
	D. Make presentations at meetings planned by City Councilmembers	ongoing		
	E. Make presentations to local clubs, organizations and faith based organizations at Councilmembers' requests	ongoing		
	F. Support the objectives of the Coachella Valley Regional Housing Trust	ongoing		



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## Appendix A



# Riverside County's 10 Year Plan to End to Homelessness

Adopted by the Riverside County Board of Supervisors in November 2007

The First Five Years of Implementation (2007-2012)

Area of Core Focus	Recommendations	Target Date
<b>Preventing New Homelessness</b>	1. New Prevention Strategies (including Multi-Service Centers)	2007-2012
	2. Discharge Planning Coordination	2007-2012
<b>Ending Chronic and Episodic Homelessness</b>	3. Street Outreach Teams (1+ in each Supervisorial District)	2007-2012
	4. Shelter Bed Creation (150 beds County-wide)	2007-2012
	5. Transitional Bed Creation (225 beds County-wide)	2007-2012
	6. Perm. Supportive Housing Creation (500 beds County-wide)	2007-2012
	7. Perm. Affordable Housing Creation (1,500 units County-wide)	2007-2012
	8. Provider Participation in HMIS (HUD funded beds first priority)	2007-2008
	9. Mainstream Resources – Benefit Application Streamlining	2007-2009
<b>Creating Resources to Combat Homelessness</b>	10. Housing Trust Fund Creation	2007-2008
	11. Inclusionary Housing Policy Adoption (County-wide and Locally)	2007-2010

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## Appendix B

### CVAG's Homelessness Committee Roster

<u>Last Name</u>	<u>First Name</u>	<u>Jurisdiction/Agency</u>	<u>Title</u>
<u>VOTING MEMBERS:</u>			
<b>Committee Chairwoman:</b>			
Ramos Watson	Lupe	City of Indio	Councilmember
<b>Committee Vice Chair:</b>			
Foat	Ginny	City of Palm Springs	Councilmember
Vasquez	Chuck	City of Cathedral City	Councilmember
Martinez	Emmanuel	City of Coachella	Councilmember
Pye	Jan	City of Desert Hot Springs	Councilmember
Hanson	Douglas	City of Indian Wells	Councilmember
Franklin	Kristy	City of La Quinta	Mayor Pro Tem
Benson	Jean	City of Palm Desert	Councilmember
Hines	Scott	City of Rancho Mirage	Councilmember
DeLara	Leticia	County of Riverside	Legislative Assistant
<u>EX-OFFICIO MEMBERS:</u>			
Cook	Dale	City of Palm Springs	Community Development Administrator
Burkett	Darla	Coachella Valley Rescue Mission	Executive Director
Bass	Dan	Jewish Family Service of the Desert	Executive Director
Barrack	Linda	Jewish Family Service of San Diego	Director, Desert SOS
Wolohan	John	Martha's Village & Kitchen	Executive Director
Vasholz	Lothar	The Salvation Army	Advisory Board Chair
McClellan, Ph.D.	Le	Well in the Desert	Community Resources Director
Marmo	Karyn	ABC Recovery	Program Manager
<u>STAFF SUPPORT:</u>			
Kirk	Tom	CVAG	Executive Director
Wilson	Aurora	CVAG	Community Resources Director
Franklin	Valarie	CVAG	Program Assistant
Stewart, Ph.D.	Ron	County of Riverside	DPSS Interim Deputy Director
Lundquist, Ph.D.	David	County of Riverside	Mental Health Desert Regional Manager
Marquez	Maria	County of Riverside	Mental Health Service Administrator

