

# **ATTACHMENT A**

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Santa Barbara Alliance for Community Transformation

**Proposal:** SB ACT Coordination, Collaboration of the Lompoc Homelessness Services

**Timeline:** May 1, 2023 - April 30, 2024

This constitutes a proposal tendered by SB ACT to coordinate a Lompoc Community Homelessness Education with the goal of building community awareness and advocacy around homelessness and housing in the City of Lompoc.

### **Background**

Since its inception in 2013, SB ACT has been on the forefront of building effective collaborations to reduce impacts of homelessness at a community-wide scale. As a key stakeholder in the development of Santa Barbara County's first Vulnerability Index and the founding of the original "Common Ground" organization, SB ACT has worked closely with the County of Santa Barbara on various initiatives. This includes SB ACT's current partnership with the County of Santa Barbara Continuum of Care to facilitate the 2023 Point In Time Count of people experiencing homelessness.

SB ACT has also seen significant success developing city-level coalitions and strategic plans to address homelessness. SB ACT is in its third year of a 3-year partnership with the City of Santa Barbara that has included the development of a long-term strategic plan for homelessness, the facilitation of neighborhood level education & action groups to respond to immediate concerns faced by community members and business owners, and three Neighborhood Navigation Centers (NNCs) providing a one-stop shop for homelessness services at various sites throughout the City. SB ACT also facilitates homelessness services and education coordination for the City of Goleta to address the proliferation of encampments in fire-prone areas and is working with Goleta to identify a Neighborhood Navigation Center site.

### **Objectives**

The objectives for the project are to:

- 1. Educate key stakeholder groups regarding effective responses to homelessness**
  - a. Facilitate initial meetings with key stakeholder groups**
  - b. Facilitate community stakeholder meetings with individual stakeholders.**
  - c. Develop Lompoc "Homelessness Response Directory" with partner agencies**
  - d. Implement community education campaign around homelessness issues & ongoing efforts**

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### Initiative Structure

SB ACT will serve as the Backbone Organization for Lompoc Community Homelessness Education. SB ACT will remain a neutral party whose only agenda is to facilitate collaboration and work toward mutual “wins” for all involved parties (including service providers, government agencies, community members, businesses, people experiencing homelessness, and more). This project will be formed as a public-private partnership so that SB ACT is not beholden solely to the County of Santa Barbara nor to private funders, but can operate as a neutral convener of the collaboration.

### Project Areas and Implementation

#### 1. Educate key stakeholder groups regarding effective responses to homelessness

- a) **Facilitate initial “Town Hall” meetings with key stakeholder groups.** SB ACT will work with key stakeholders to organize at least three (3) “Town Hall Meetings.”
  - i. These meetings will focus on
    - A. Hearing community concerns regarding homelessness,
    - B. Educating audience members regarding ongoing homelessness efforts by the City, County, and local service providers
    - C. Inviting audience members to participate in ongoing education events.
  - ii. Stakeholder audiences for these meetings will include:
    - A. Elected officials & City staff
    - B. Business community
    - C. Faith communities
    - D. Lompoc residents
- b) **Facilitate community stakeholder meetings with individual stakeholders.** SB ACT will meet with individual residents and key community partners/agencies to hear their perspectives and follow up about concerns raised at Town Hall meetings.
- c) **Develop Lompoc “Homelessness Response Directory” with partner agencies.** Homelessness Response Directory will include email addresses & phone numbers for reporting various homelessness-related impacts,
  - i. Homelessness-related impacts include:
    - A. Crisis situations
    - B. Disruptive behavior
    - C. Encampments

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- D. Illegal dumping & cleanup
- E. Individual seeking information or services

**d) Implement community education campaign around homelessness issues & ongoing efforts**

- i. SB ACT will meet individually with Lompoc elected officials and key City staff to educate them about the new “Homelessness Response Directory,” ongoing efforts to address homelessness issues, and to increase buy-in to collaborative solutions
- ii. SB ACT will distribute Homelessness Response Directory to Lompoc business owners, community members, and faith communities. SB ACT will also work with the City of Lompoc and key service providers to distribute the Homelessness Response Directory in key high-impact neighborhoods,
- iii. SB ACT will offer at least three (3) “Homelessness 101” trainings about (1) existing needs, (2) existing resources & partners, and (3) concrete ways to support ongoing efforts
- iv. SB ACT will develop media campaign to shift local narrative about homelessness, impacts, and solutions (e.g., social media posts, video content, partnership with local news outlets)
- v. SB ACT will work with City and County entities to try to improve immediate response to community member concerns

**Measurement**

SB ACT will provide a quarterly report of homelessness coordination activities, which will include:

1. **(1)(a)** Number of community stakeholder meetings & attendance
2. **(1)(b)** Number of follow-up meetings & stakeholder types (e.g., service provider, business owner, community member)
3. **(1)(c)** Copy of Homelessness Response Directory with progress to date
4. **(1)(d)** Number of outreach events & attendance; number of Homelessness Response Directories distributed; number of “Homelessness 101” training events & attendance; Report of media campaign efforts and results

**Funding**

SB ACT proposes to contract with the County of Santa Barbara for the amount of \$25,000 for the period of May 1, 2023 - April 30, 2024. In an effort to maintain neutral coordination, in addition to the funding from the County of Santa Barbara, SB ACT will work with various foundations and private donors for a match of \$25,000.

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Task	Implementation Plan	Timeline	Deliverable	Dedicated Materials
Contract Awarded		April 30, 2023		
Plan Initial "Town Hall" Meetings & Build Community Relationships	SB ACT staff will plan "Town Hall" meetings and meet with various key Lompoc stakeholders (e.g., service providers, government agencies, etc.) to hear initial concerns and invite to larger meetings	May 1, 2023 - May 31, 2023	(1)(a) (1)(b)	Program Director, Program Coordinator, Executive Director
Host Initial "Town Hall" Meetings	SB ACT staff will host initial "Town Hall" meetings and use feedback to plan for education campaign and follow-up meetings	June 1, 2023 - July 31, 2023	(1)(a) (1)(b) (1)(d)	Program Director, Program Coordinator, Executive Director
Regular individual stakeholder meetings	SB ACT will initiate weekly or bi-weekly meetings with	July 1, 2023 - April 30, 2024	(1)(b)	Program Director, Program Coordinator

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	key individuals identified in "Town Hall" meetings as well as key community stakeholders			
Develop Lompoc "Homelessness Response Directory"	SB ACT will work with Lompoc partners to draft a Homelessness Response Directory for public dissemination	July 1, 2023 - October 31, 2023	(1)(c)	Program Director, Program Coordinator, Operations Manager
Present & Distribute Response Directory	SB ACT will work with Lompoc partners to distribute Lompoc Homelessness Response Directory through direct outreach and public events, including meetings and presentations with elected officials	November 1, 2023 - April 30, 2024	(1)(d)	Program Director, Program Coordinator
Develop & Implement Local Education Campaign	SB ACT will plan and implement "Homelessness 101" trainings and develop	November 1, 2023 - April 30, 2024	(1)(d)	Program Director, Program Coordinator

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	additional localized educational materials and media			
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**Coordination and Collaboration Budget**

<b>Income</b>				
<b>Source</b>				
County of Santa Barbara		\$25,000	Pending	
Private Donors and Foundations		\$25,000	Pending	
	<b>Total Income</b>	<b>\$50,000</b>		
<b>Expense</b>				
<b>Position Title</b>	<b>Personnel</b>	<b>Total</b>	<b>Notes</b>	<b>Funding Source</b>
Executive Director	0.05 FTE	\$6,000	Program supervision, "Townhall Meetings" support (Includes salary and benefits)	Private funds
Program Director	0.15 FTE	\$14,500	"Townhall Meetings" facilitation, individual stakeholder meeting facilitation, homelessness response directory coordination, site visits & partner meetings, education campaign facilitation (Includes salary and benefits)	County funds



Santa Barbara Alliance for Community Transformation

Program Administrator	0.15 FTE	\$11,500	“Townhall Meetings” support, individual stakeholder meeting support, homelessness response directory support, site visits & partner meetings, education campaign support (Includes salary and benefits)	County funds / Private funds
Program Coordinator	0.05 FTE	\$3,500	“Townhall Meetings” support, education campaign communications support (Includes salary and benefits)	
<b>Program Expenses</b>				
Supplies/Copies		\$2,000	Supplies & materials for “Townhall meetings,” education campaign	Private funds
Travel & Meetings		\$7,500	Travel for Townhall meetings, weekly stakeholder meetings	Private funds

Santa Barbara Alliance for Community Transformation

			and/or site visits and/or homelessness education events	
Administrative Indirect Costs		\$5,000	Office rent & utilities, internet, equipment costs (copiers and phone system)	Private funds
	<b>Total</b>	<b>\$50,000</b>		

