



A G E N D A
CITY OF SEASIDE
HOMELESS COMMISSION

REGULAR MEETING
440 HARCOURT AVE (COUNCIL CHAMBER)
Thursday, June 27, 2024
5:30 PM

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4. To make public comment, the following options are available:

Before the Meeting via Email: Written comments can be emailed to delder@ci.seaside.ca.us Include the following subject line: "Public Comment Item # ___" (insert the agenda item number relevant to your comment). Written comments must be received by 2:00 p.m. on the day of the meeting.

During the Meeting: When the Chair calls for public comment, members of the public participating in person and wishing to address the Commission may approach the podium when the Chair calls for public comment.

When the Chair calls for public comment, members of the public participating on Zoom and wishing to address the City Council can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9 to "Raise Hand"; press *6 to unmute.

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1. CALL TO ORDER

2. ROLL CALL - HOMELESS COMMISSION

Benjamin Strickland	Chair
Leslie Mugan	Vice Chair
Lynda Cunningham	Commissioner

3. REVIEW OF AGENDA

If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).

4. PUBLIC COMMENT FOR COMMISSIONS

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Comments on specific agenda items are heard under that item. For the public record, please state your name.

5. APPROVAL OF MINUTES

A. APPROVE MINUTES FOR APRIL 25, 2024 REGULAR MEETING

RECOMMENDATION: Approve minutes as presented in the agenda packet.

6. BUSINESS ITEMS

A. RECEIVE INFORMATION FROM REPRESENTATIVES OF SEASIDE FIRST RESPONDER GROUPS (SEASIDE POLICE AND FIRE DEPARTMENTS) REGARDING ENGAGEMENT WITH INDIVIDUALS/FAMILIES EXPERIENCING HOUSING CHALLENGES

RECOMMENDATION: Commissioners will receive feedback and inquire from representatives of Seaside's Police and Fire Departments about their experiences engaging with individuals/families in Seaside who are unhoused or living in cars to gain insight into the need for resources to support positive and effective interactions to help those community members they encounter.

B. REVIEW AND REVISE PRESENTATION TO REQUEST FUNDING PARTNERS REGARDING THE FEASIBILITY OF CONTRACTING MOBILE HYGIENE

SERVICES TO SERVE LOW-INCOME AND UNHOUSED COMMUNITY MEMBERS IN SEASIDE

RECOMMENDATION: Commissioners will review questions and feedback about the presentation given to the Neighborhood Improvement Commission on the feasibility of contracting mobile hygiene services to meet the bathing needs of low-income and unhoused Community Members in Seaside and throughout Monterey County to identify changes to be made to the presentation for thorough and effective communication in seeking funding partners.

7. REPORTS FROM COMMISSIONERS

8. REPORTS FROM STAFF

This is a time specifically set aside for the Staff Liaison to provide updates on non-agendized requests from the Commission, and to provide brief information on topics under the purview of the Commission.

A. PROVIDE INFORMATION TO COMMISSIONERS REGARDING CITY OF SEASIDE APPROVED FISCAL YEAR 2024/2025 BUDGET RELATED TO HOMELESS COMMISSION WORK PLAN ACTIVITIES

RECOMMENDATION: Commissioners will receive information from staff liaison regarding the City of Seaside's approved Fiscal Year 2024/2025 Budget and it's portion available to the Homeless Commission for allocation of funds to engage specific types of projects and activities as identified in their work plan.

9. ADJOURNMENT

Next Regularly Scheduled Meeting:
July 25, 2024

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<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

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DRAFT MINUTES
CITY OF SEASIDE
HOMELESS COMMISSION

REGULAR MEETING
Council Chamber
Thursday, April 25, 2024
5:30 PM

1. CALL TO ORDER

Chair Strickland called the meeting to order at 5:30 PM

2. ROLL CALL - ESTABLISHMENT OF QUORUM

PRESENT: Strickland, Muga, Cunningham

ABSENT: None

3. REVIEW OF AGENDA

None

4. PUBLIC COMMENT FOR COMMISSIONS

Luis Martinez MSW from CSUMB

5. APPROVAL OF MINUTES

A. APPROVE MINUTES FROM THE APRIL 3, 2024, SPECIAL MEETING

On motion by Commissioner Cunningham and second by Commissioner Muga and carried by the following roll call vote, the Homeless Commission moved to approve the minutes for the April 3, 2024 Special Meeting.

RESULT: 3-0-0-0

AYES: Strickland, Muga, Cunningham,

NOES: None

ABSTAIN: None

ABSENT: None

ACTION: Approved

6. BUSINESS ITEMS

A. REVIEW AND REVISE PRESENTATION TO REQUEST FUNDING PARTNERS REGARDING THE FEASIBILITY OF CONTRACTING MOBILE HYGIENE SERVICES TO SERVE LOW-INCOME AND UNHOUSED COMMUNITY MEMBERS IN SEASIDE

The commission discussed the feasibility of contracting refresh start to come provide their services in the city. The commission discussed to focus on the

strategies first before addressing presentation revision. The commission discussed the potential of applying for the Seaside Community Development Block Grant for funding. The commission would like to attend as a commission to the Community Development Block Grant proposal workshop this upcoming fiscal year.

PUBLIC COMMENT: Luis Martinez

On motion by Commissioner Strickland and second by Commissioner Cunningham and carried by the following roll call vote, the Homeless Commission moved to Commissioner Muga will meet with Refresh start to vice strategies and develop a draft of the presentation and will review in the June meeting.

RESULT: 3-0-0-0

AYES: Strickland, Muga, Cunningham,

NOES: None

ABSTAIN: None

ABSENT: None

ACTION: Passed

7. REPORTS FROM COMMISSIONERS

Commissioners provided reports.

Commissioner Cunningham: South County received money for the unhouse. Roxanne Wilson is Monterey County homeless services provider director and would like to meet with her and the rest of the people to see what the City of Seaside has to do to be able to help the unhoused.

Commissioner Strickland: Read an article in the Herald that mention that in California the county with the highest high school dropout rates is in Monterey County.

8. REPORTS FROM STAFF

Staff provided report.

Derrick: Shared a housing concept from Texas "Mobile Loaves & Fishes" (MLF), their goal it to empower communities into lifestyles of services with the homeless and partnering with those who lived with the experience to help work towards finding a solution for the unhoused.

9. ADJOURNMENT

With no further business, the meeting adjourned at 6:44 PM

Respectfully submitted,

Denise Mejia, Commission Clerk

Ben Strickland, Commission Chair

Script – Presentation to the Neighborhood Improvement Commission.

Intro

Good evening Chairperson X, Vice Chairperson X, members of the commission and members of the community.

Thank you for your time this evening. My name is X and I serve as X on the Seaside Homeless Commission.

I am here today with my colleagues from the commission to present to you an idea for which we would like funding.

Before I do that however, I would like to spend a few minutes talking with you about who we are, and a bit of our history.

Slide 2

- Established in 2017, our mission is to plan, advocate, support and collaborate with those who are both homeless and with those agencies that serve those who are homeless or who are at risk of becoming homeless

Slide 3

- Over the last two years, – the homeless commission distributed over **\$20,000** and supported a total of 10 community organizations in their quests to continue their food insecurity programs, and offer additional services during the holidays. In addition, we spearheaded a donation drive for Casa de Noche Buena.

Slide 4 – Why we are here today

We are here today to introduce you to a local non-profit organization that is already offering mobile hygiene services to the Peninsula – Refresh Start. We want to request funding to support their efforts and bring their talents and time to Seaside. But before we do that we want to spend a few minutes talking about our journey back to the Neighborhood Improvement Commission.

Slide 5 – Journey

You may remember us – about a year ago we stood before you asking you to support funding for a mobile hygiene and laundry facility. We had a proposal from an organization up north and we asked for partial funding. We had hoped to visit with other city council organizations, with an investment in hand, making a pitch.

Unfortunately, that didn't happen. BUT what did happen is that we learned of a local organization – Refresh Start – that is already here on the Peninsula – that is already providing similar services.

Since learning of their existence, we have received a proposal from them – and we are excited to share that they are here with us today with some of the clients they have served.

Slides 6 through 11 – Who is Refresh Start?/Quote through the Impact slides

SHOULD WE HAVE SARA/NICK PRESENT THE ORGANIZATION? AND THE PROPOSAL? And introduce their clients? I think so.

Slide 12 – Funding

So let's talk about funding.

Slide 13 – Options

We are exploring a couple of options. First, we have come to you. We believe that for us to be able to ask for funds from other cities or grants, we need to be able to underscore the important the city of Seaside has put on this effort – and that includes money. Only until we have “Seaside first” do we feel as though we can request funding from other locales. In addition, we expect to support grant writing efforts. Either through writing support, grant writing workshop

Slide 14 – The Ask

We have discussed both a pilot implementation and a full implementation. The key differences are the number of days per week, and the days of the week. The pilot would be on Saturdays, 4 hours per day; the full implementation would be M-F for 6 hours per day.

Slide 15 – The Benefits

The benefits between the pilot and the full implementation are the same. The difference is the amount of service we are able to get funded.

Slide 16 – Summary

In Summary....

Slide 17 – Questions

Slide 18 – Three Final Thoughts

Our goal, our next step...feedback.

THANK YOU for your time tonight and your consideration.

QUESTIONS

Being clean and having clean clothes is a basic human dignity. Those struggling with being homeless or who are at risk of being homeless often don't have access to showers and clean laundry.

This year – we would like to provide the opportunity for those who are housing challenged to increase their dignity, their preparedness to look for a job or engage in services, and ultimately increase hope.

Slide – The Solution

Our proposed solution is the provision of mobile shower and laundry services.

As the slide notes – it provides the following....

Our beliefs:

- The absence of showers and clean clothes as well as grooming methods is a significant problem for the homeless
- When homeless individuals are clean and well groomed, they are more comfortable seeking and holding, making and keeping medical appointments, and in general have a higher sense of personal pride, that can make all the difference
- Cleanliness/being well-groomed helps to remove obstacles and judgements

Slide – Solution Overview

To implement this solution, we would engage in a partnership with a mobile unit hygiene service provider – Haven on Hope on Wheels

Haven of Hope on Wheels; Haven on Hope is a program operated by Oroville Southside Community Improvement Association, a 501c3 nonprofit agency based out of Oroville, CA.

They are currently operating in Berry Creek, Oroville, and Redding CA.

I would like to play the first 3.5 minutes of the video to give you a sense of how it all works.

In addition, we believe this solution will offer us the chance to collaborate closely with other cities in the county that are also looking to find ways to increase dignity, preparedness and hope within the homeless community.

As a pilot program, we will certainly learn from this experience as we look to partner with other neighboring cities.

The Details Slide

This is what the proposal includes...

The ASK Slide

The approximate cost of contracting with Haven of Hope on Wheels for a mobile shower and laundry unit for one year is \$400,000. We envision partnering with other cities to both share the service and the cost. The more cities we partner with, the lower the cost for each city – and we believe 4-5 partners is ideal. In order to seek participation with others, the city of Seaside needs to commit to funding a portion of the mobile hygiene unit...

Our ask of the NIC is \$100,000.

One last note – as our mission states – our goal is to collaborate and support. We believe this solution/this partnership will do just that. It doesn't eliminate or recreate what is already happening in our community – it augments it.

So to quickly summarize.

Slide – Summary Slide


Slide – One final slide

Slide - Questions?

One final ask....

We recognize that our ask is very large and may not be something the commission is able or willing to support. If the commission is unable to support the ask regarding the mobile shower and laundry unit, then we would ask that you grant us \$17,000 to support the 10 organizations that we listed earlier so that we can continue to support them with their holiday needs and food insecurity programs.

THANK YOU for your time tonight and your consideration.



PROVIDING HYGIENE SERVICES TO THE UNHOUSED

A Presentation to the Neighborhood Improvement
Commission

by the Seaside Homeless Commission

CITY OF SEASIDE HOMELESS COMMISSION

Established in November 2017, our mission is to:

Plan

Advocate

Support

Collaborate

With those affected by homelessness and the organizations that serve them





**OVER THE PAST TWO YEARS WE
HAVE SUPPORTED MORE THAN TEN
COMMUNITY ORGANIZATIONS**

Bethel Missionary Baptist Church

Casa De Noche Buena

Gathering for Women

Salvation Army

The Village Project Inc.

Community Partnership for Youth

Veterans Transition Center

Greater Victory Temple, Church of God In
Christ

AL & Friends Sunday Breakfast

Outreach Unlimited (I-HELP)



WHY ARE WE HERE TODAY

OUR JOURNEY

INTRODUCE YOU TO REFRESH
START

MAKE A REQUEST



OUR JOURNEY

Presentation to NIC

Last year at about this time

Learned about Refresh Start

Article in Carmel Pine Cone

[Local Article | Refresh Start](#)

Received proposal

Local organization; working on the challenges that we outlined last year

Here we are today

With the visionaries and some of their clients

WHO IS REFRESH START?

WHO THEY ARE

Refresh Start was founded on the belief that all people deserve to be treated with dignity. For unhoused individuals, having access to a hot shower is the first step in reigniting a feeling of dignity and fighting the vicious cycle of homelessness.

WHAT THEY DO

Refresh Start provides mobile showers to individuals experiencing homelessness all over Salinas and the surrounding areas. Our mission is to provide critical hygiene supplies, services, and education in vulnerable communities in and around Salinas

THEIR GOAL

By providing mobile showers to those in need, Refresh Start has helped destigmatize homelessness and given many individuals a sense of hope and renewed self-esteem. Our goal is exactly as our name implies, to help thousands of men, women, and children get refreshed and have a fresh start.

A FOCUS ON HYGIENE WHICH SUPPORTS THE CREATION OF DIGNITY

ACCESS TO HYGIENE

Many communities provide food and clothing and health services for those in need but very few are able to provide the critical hygiene services that have the most important impact.

CREATING OPPORTUNITIES

Without being able to be clean, people suffer not only physical illness but creation or exacerbation of mental illness. At the very least, people who are unable to properly bathe or use the restroom are likely to withdraw and not seek critical services which can provide them with opportunities for housing and job training. At the worst, hygiene can be life or death.

SENSE OF COMMUNITY

The best communities in the world ensure that they provide a high quality of life for their residents. This includes safety, connection, opportunity and healthy spaces

THE DETAILS

THE UNIT

Three bathroom stall shower trailer; one single staff bathroom trailer

Equipped with a water tank, propane and a generator

PERSONNEL

Onsite

Currently staffed through volunteers

Exploring hiring staff

Connected to other local services

THE APPROACH

Service

All equipment is provided

Insured; full protection

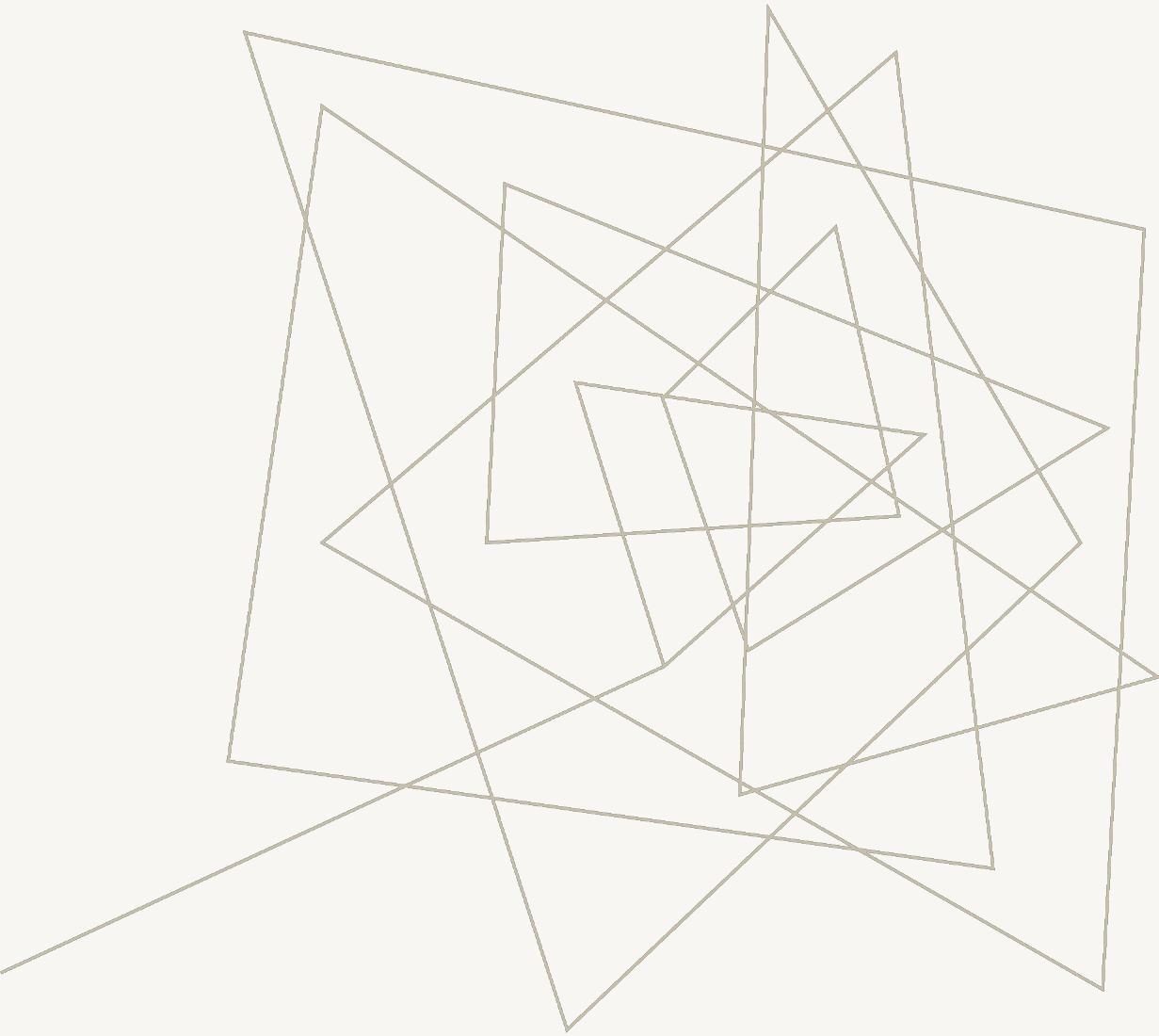
Abide by the days, schedule as directed



20XX



Pitch Deck



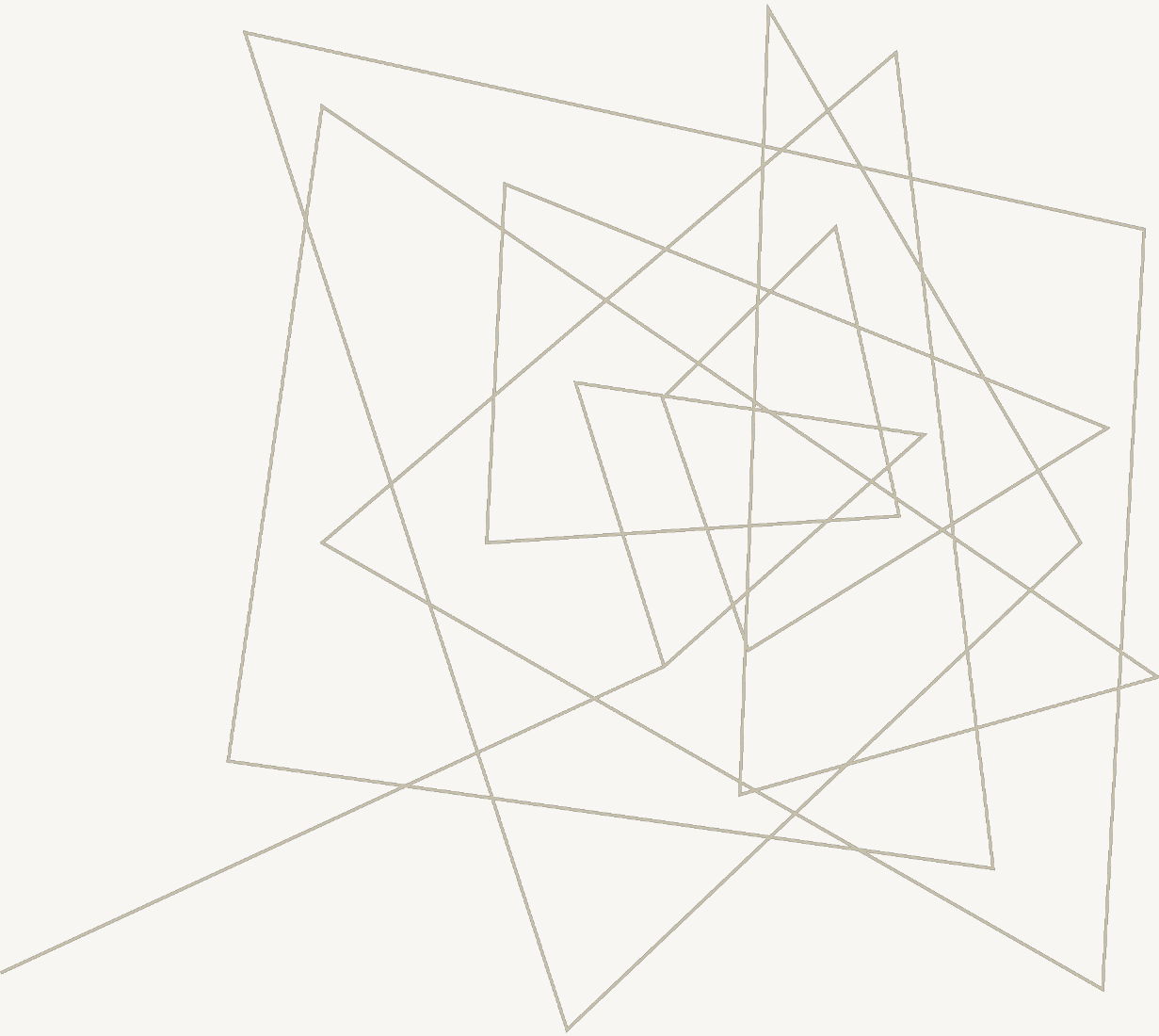
THE IMPACT



A DISCUSSION WITH XXX AND
YYY

IN THEIR OWN WORDS...

(VIDEO? LIVE? BOTH?)



FUNDING



EXPLORING OPTIONS

NEIGHBORHOOD IMPROVEMENT COMMITTEE

Starting here first.

SEASIDE CITY COUNCIL AND OTHER COUNCILS

Seaside commitment. More hands.

GRANT OPPORTUNITIES

Community Block Grant

Others state grants



THE ASK

Funding for a Pilot

- Four days a month; Saturdays
- 48 total days in Seaside
- Location determined by city staff
- \$24,000 cost

Funding for the full year

- Five days a week
- M-F; 10:00 – 3:00
- Location determine by city staff
- \$185,000



THE BENEFITS

Pilot

- Providing a needed service
- Opportunity to gather data
- Opportunity to strengthen community relationships
- Opportunity to tell the story

Full Year

- Providing a needed service
- Opportunity to gather data
- Opportunity to strengthen community relationships
- Opportunity to tell the story

SUMMARY

OUR DESIRE

To increase the dignity, preparedness and hope of those who are homeless or at risk of becoming homeless

OUR SOLUTION


Mobile shower facilities contracting with Refresh Start

OUR ASK

\$24,000 for a pilot

OR

\$185,000 for a full year



SOME
QUESTIONS
YOU MIGHT
HAVE

Which cities are we thinking of asking?

Marina, Monterey, Pacific Grove

Why not provide vouchers for showers?

The balance of privacy in the shower and the communal connection before and after the shower is what makes mobile hygiene services so healing

Will this service increase the homeless in our city?

Possibly. But the goal is to provide renewed hope and self-esteem.



THREE FINAL THOUGHTS

OUR GOAL

To DO SOMETHING.

OUR NEXT STEP

Depending on today's outcome, to request time with other cities Homeless Commissions and/or City Councils to make this same or a similar ask; explore grants.

FEEDBACK

As we continue our work, we would like your feedback on this presentation



THANK YOU



QUESTIONS