



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
December 6, 2022

TOPIC: Approve Street Outreach and Engagement Agreement with City Net

AGENDA TITLE:

Approve an Agreement with City Net to Provide Street Outreach and Engagement Services for Quality-of-Life Services, in an Amount not to Exceed \$2,801,700.10 beginning January 1, 2023 through December 31, 2023 (Non-General Fund and **Revive Santa Ana Program**)

RECOMMENDED ACTION

1. Authorize the City Manager to execute an agreement with City Net in an amount not to exceed \$2,801,700.10 for the Santa Ana Multidisciplinary Street Outreach and Engagement (SMART) Program that responds to reports for quality-of-life services from January 1, 2023 through December 31, 2023, with provision for three (3) optional one-year extensions as authorized by the City Manager, subject to non-substantive changes approved by the City Manager and City Attorney.
2. Authorize the City Manager to execute agreements required by state or federal agencies for the use of HHAP and ARPA funding.

DISCUSSION

City Net (City Net is a DBA of Kingdom Causes, Inc.) was founded in 2003 to address homelessness in the City of Long Beach that would collaborate with faith-based organizations, non-profits, and city departments. Their efforts led to a 26% reduction in homelessness in the City of Long Beach, and since then City Net has become recognized as one of the largest and effective providers of street outreach and engagement services. Their program has been utilized by the cities of Anaheim, Bellflower, Brea, Buena Park, Costa Mesa, Chula Vista, Corona, Cypress, Fullerton, Garden Grove, La Habra, La Palma, Lake Forest, Newport Beach, Placentia, San Clemente, Santa Barbara, Santa Maria, Stanton, Temecula, Tustin and Westminster. Counties such as Orange, Riverside and Santa Barbara have contracted with City Net to address homelessness along flood control properties, parks, and other county properties.

City Net focuses on a collaborative approach with agencies to help direct individuals from living on the streets to obtaining shelter "street exits." As an experienced service provider, the City of Santa Ana (City) partnered with City Net through a small grant funded through the Department of Housing and Urban Development in 2016 for outreach and engagement services. This initial grant led to case management services provided to

400 unhoused individuals in and around the Civic Center on a limited hours contract. City Net provides subject matter experts who are highly trained in crisis intervention, mental health, addiction, and medical services as they work cooperatively with the City to assist homeless individuals out of homelessness. In 2019 to increase outreach and engagement services, the City expanded City Net's contract to five (5) days per week from 7 a.m. to 5:30 p.m. and teamed up with Santa Ana Police Department to respond to calls together two (2) days per week.

The City wanted to provide an effective response to those experiencing homelessness by contracting with a homeless service provider to transition calls for service to subject matter experts trained in crisis intervention, mental health, addiction, and medical services. Following a competitive bid process via Request for Proposals No. 21-061 (RFP), the City Council approved Agreement No. A-2021-196 with City Net to commence a street outreach and engagement pilot program. In 2021, the City of Santa Ana engaged City Net as a non-law enforcement led, homeless outreach and engagement resource. City Net has provided responsive outreach and engagement with those individuals currently experiencing homelessness through a dedicated dispatch center, integration via the mySantaAna App and established relationships with virtually all City Departments including the Santa Ana Police Department.

Street outreach efforts in Santa Ana are systematic, coordinated and comprehensive. City Net provides the City, trauma informed outreach and engagement activity with individuals who often require consistent and ongoing contacts before they choose to accept services. It is persistent outreach and encouragement by outreach workers that may lead to shelter, mental health treatment, substance abuse treatment, or a permanent housing option. It is not uncommon for many to resist group shelter, wanting a space to call their own. For those contacts where, emergency shelter is not an option, case management occurs on our streets.

Santa Ana's Multi-Disciplinary Homeless Response Team, the SMART program, is designed to respond not only to the immediate crisis of homelessness, but also to contribute to the longer-term healing of homeless individuals. SMART goals were established as follows:

1. Exit homeless individuals from the streets of Santa Ana,
2. Divert 500 calls a month for non-emergency, homeless related services,
3. Provide COVID-19 information and interventions, and
4. Develop a regional response to homelessness through the Orange County Continuum of Care.

An added benefit of SMART is to provide trained outreach staff the opportunity to work with the unhoused in the City and help lessen the impact on police services. From 2017 to 2020, the Santa Ana Police Department experienced an increase of 82% in calls for service related to homelessness.

One of the beneficial program goals of SMART is to divert 500 calls per month for non-emergency, non-violent, homeless-related services to City Net. During the first six months of SMART's activities and over 1,000 homeless-related calls were diverted on a monthly basis as determined by a detailed examination of the SMART Pilot Program (Exhibit 3).

This evaluation of the SMART pilot program includes a detailed analysis of the services provided. Throughout the SMART program Santa Ana Police Department continues responding to calls for service (9,758 transient-related calls); however, the SMART program allowed City Net staff to respond to 4,383 additional calls for service. The SMART response to calls for service is very important because it helps divert non-violent, non-emergency related calls to City Net trained staff and lessen the impact on the Santa Ana Police Department. This diversion of calls appropriately provides the correct response to the SMART program and allows police services to focus on calls for service for criminal activity.

The 4,383 calls diverted to City Net is a result of public outreach and marketing of the SMART hotline. These calls for service were comprehensively analyzed to obtain an indicator of responsiveness of SMART services.

Incoming Calls/mySanta Ana app Referrals Received – 4,383	Dec. 1, 2021 to May 17, 2022
Direct Calls	2,784
Calls Directed from SAPD/OCFA	589
mySantaAna app requests	570
City Net call for service identified homeless issue in the Field	440

As an indicator of responsiveness of SMART services, average response times to 4,383 calls was 32 minutes, with a time on scene of 21 minutes (see page 5 of Exhibit 3).

After analyzing the service calls provided to City Net staff, data analyzed to determine the effectiveness of the response to calls for service provided by SMART. The contact with individuals in the field resulted in the following:

- 1,399 individuals contacted (name and date of birth details were obtained),
- 472 street exits to shelters (average of two (2) street exits per day), and
- 987 individuals enrolled in case management through the countywide homeless management information system and the countywide coordinated entry system (see page 4 of Exhibit 3).

Street exits are difficult to obtain and often involve multiple contacts with the same individual to convince them that it is time to get off the street and into shelter, permanent support housing or housing with family or friends. Given these results increasing the contract with City Net will achieve continued services that are critical to address homelessness in the City.

On July 19, 2022, City Council approved a six-month amendment to extend the pilot program agreement with City Net through December 31, 2022, and directed staff to continue analyzing the program and identify achievable performance metrics that would be codified within the next SMART contract. Staff and City Net worked together to address City Council direction by incorporating specific performance metrics highlighted by involved Departments as areas where increased outreach could enhance the City's overall mission to reduce homeless activity.

To ensure City Net is meeting overall metrics (with particular emphasis on street exits) during the proposed Agreement with City Net (January 1, 2023 through December 31, 2023 with three (3) optional one-year extensions), the proposed SMART contract withholds ten percent (10%) of the total contract value pending a quarterly evaluation of performance by City staff. City Net will submit a refined monthly report to capture information for staff to compare to previous months and determine if they are on track to meet the quarterly goal.

These transparent data reports will provide a new level of insight into who is assisted and how the overall rehousing system works. Staff will use these reports to make data driven decisions regarding future program funding, recognizing gaps in populations served and types of services needed.

City Net's deliverables for the first year of this Agreement will include the below listed specific metrics, which must be achieved in order for the remaining 10 percent of the contract to be released to City Net:

	Quarterly Goal	Annual Goal
Street Exits	150	600
Outreach Contacts	1,312	5,250
COVID-19 Engagements	125	500
Calls Dispatched	1,750	7,000
Case Management	200	800

Since the inception of the SMART in December 1, 2021, City Net has made over 5,826 street contacts and has exited over 976 individuals from the streets of the City and handled 11,017 dispatched calls as of November 27, 2022 (see Exhibit 2). After evaluation, City staff believes that SMART proved to be successful and recommends awarding a new agreement with City Net to allow for the provision of services through

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calendar year 2023 with three (3) optional one-year extensions as authorized by the City Manager.

FISCAL IMPACT

Fiscal Year	Accounting Unit-Account	Fund Description	Accounting Unit, Account Description	Amount
FY 22-23	18118013-69135	American Rescue Plan Act	ARPA-CDA, Payment to Subagent	\$1,173,500
FY 22-23	12218716-69135	Emergency and Health Grants	HHAP 2 – Payment to Subagent	\$ 250,000
FY 23-24	12218717-69135	Emergency and Health Grants	HHAP 3 – Payment to Subagent	\$1,378,200.10
			Total	\$2,801,700.10

Funding may vary slightly depending upon budget remaining from Fiscal Year 22-23 invoices for street outreach and engagement services.

EXHIBIT(S)

1. Agreement with City Net
2. City Net Pictograph
3. Evaluation of SMART Program
4. PowerPoint – Smart Pilot Program

Submitted By: Michael L. Garcia, Executive Director of Community Development

Approved By: Kristine Ridge, City Manager