



HOMELESSNESS AWARENESS MONTH COMMITTEE WORK GROUP

7.23.25

INTRODUCTIONS

Jaime Jenett, H3

WHO IS IN THE ROOM?

- Poll

PURPOSE OF HAM

- Provide information
- Celebrate wins
- Amplify voices
- Highlight gaps
- Encourage action

DECISIONS FROM LAST MEETING

CONFIRMED ACTIVITIES FOR 2025

Tools

- Resolutions of Support
- Recognitions

Events

- Reception
- BOS Presentation
- Memorial Event

POSSIBLE ACTIVITIES FOR 2025

Tools

- Video
- Toolkit

Events

- Community forum

RESOLUTIONS: UPDATES, DECISION AND NEXT STEPS

CONFIRMED ACTIVITIES FOR 2025

Tools

- Resolutions of Support
- Recognitions

Events

- Reception
- BOS Presentation
- Memorial Event

RESOLUTIONS OF SUPPORT

Purpose

- Affirms public commitment
- Elevates visibility
- Strengthens advocacy:
- Encourages collaboration
- Documents institutional support

To Do Today

- Approve versions to go to COH for voting

REVIEW AND APPROVE

HAM Resolution

- Review document in packet
- Provide feedback
- Approve
- Goes to COH on 8/7

Memorial Resolution

- Review document in packet
- Provide feedback
- Approve
- Goes to COH on 8/7

RECOGNITIONS: UPDATES AND NEXT STEPS

RECOGNITION CATEGORIES

Outstanding
Volunteer

Outstanding
Landlord

Outstanding
Partnership

Phoenix
Rising

REVIEW AND APPROVE

Outstanding Volunteer

- Name
- Description
- Criteria

Outstanding Landlord

- Name
- Description
- Criteria

Outstanding Partnership

- Name
- Description
- Criteria

Phoenix Rising

- Name
- Description
- Criteria

RECOGNITION NEXT STEPS

8/1	Post materials for COH meeting with Recognition categories
8/7	COH approve Recognition categories
8/8	Open Recognition submission forms
9/18	Close Recognition submission forms
9/24	HAM Committee approve Recognitions
10/2	COH approve Recognitions
11/?	Recognition Ceremony

BOS PRESENTATION AND RECEPTION: UPDATES AND NEXT STEPS

BOS PRESENTATION AND RECEPTION

BOS Presentation

- 11/4, 9:30 am
- 1025 Escobar St. Martinez
- Actual presentation time likely more like 10:30

Reception

- Reserved 1025 Escobar Conference Room
- 11/4, 8:30 – 11 am
- Event 9-10 am?

NEXT STEPS

BOS Presentation

- None right now

Reception

- Decide on date/time of reception (before BOS?)
- Identify planning team

BOS PRESENTATION AND RECEPTION

Today

Approve Resolutions

8/7

COH approve Resolutions

9/24

HAM Committee discusses agenda

10/2

COH approve Recognitions

11/?

Recognition Ceremony

MEMORIAL EVENT: UPDATES AND NEXT STEPS

MEMORIAL EVENT UPDATE

Anchor

- Schedule and facilitate meetings
- Minutes
- Assign tasks/leads
- “Herd cats”

Logistics

- Location, Date/time
- Food
- Creation of order of program/speakers
- Publicity
- Gathering of names
- Creation of slide deck

Partner Agencies Interested

- BARM
- SoS Richmond
- Interfaith Council of CCC

NEXT STEPS

Anchor

- Identify anchor person/agency
- Schedule meetings

Logistics

- Decide on date/time/location
- Suggest Friday 12/19

Partner Agencies Interested

- Identify more planning partners

MEMORIAL EVENT NEXT STEPS

Today

Identify Anchor Agency/Person

Week of 8/4

Schedule first of series of meetings

8/27

Provide update at HAM meeting: ideally have set location, date/time

9/24

Provide update at HAM meeting: identify leads for food, program development, slide development, marketing and name gathering

10/22

Provide update at HAM meeting: include confirmed date, location, time and registration link for event and name submission

10/27

Have details finalized for inclusion in Toolkit

VIDEO: UPDATES AND NEXT STEPS

VIDEO

Confirmed Resources

- CEI support
- Canva

Ideas

- Four 90 second videos video
- Release 1/week
- Theme by type of resource
 - Highlight successes
 - Include data need
 - Participant Success story
- Call to action at end

Next steps

- Confirm themes
- Identify working group members
- Set planning meeting

POSSIBLE THEMES

Permanent Housing

Interim Housing

Prevention

Youth

VIDEO NEXT STEPS

Today	Confirm themes and working group
Week of 7/29	Schedule working group meeting
Week of 8/4	Working group meet
8/27	Provide update at HAM meeting
9/24	Provide update at HAM meeting
10/22	Preview at HAM meeting
10/27	Videos ready to launch

TOOLKIT: UPDATES AND NEXT STEPS

TOOLKIT

Confirmed Resources

- CEI support for graphic design of 1 pager
- Social media

Ideas

- Create 1 pager
- Google Drive folders

Next Step

- Decide on categories
- Decide on type of content

TOOLKIT SECTIONS (LAST DONE 2023)

LEARN

Data

Connecting to Services

- Families with Children
- Transition Aged Youth
- Veterans

Homelessness Awareness Month
Videos

ENGAGE

Events

How to Help

RECOGNIZE

Council on Homelessness
Recognitions

DECISIONS

Main Categories

- Learn
- Engage
- Recognize

Subcategories

- Learn
 - Videos
 - Connecting to Services
 - Data
- Engage
 - Events
 - How to Help
- Recognize

Documents to update

- Special Guides

Committee/Community Roles

- Updating subdocuments
- Seeking partners to contribute flyers/events

TOOLKIT NEXT STEPS

Today	Decide on categories, type of content and helpers
August	Staff start working with CEI on 1 pager
8/27	Staff to provide update/draft of 1-pager at HAM meeting
9/24	Provide update at HAM meeting
Early October	CEI draft Social Media
10/22	Preview at HAM meeting
10/27	Toolkit ready to launch

EVENTS: UPDATES AND NEXT STEPS

COMMUNITY FORUM

Resources

- YAB/Caroline could lead youth focused event
- Jaime can support but not lead general community event

Logistics

- Topic
- Date/time
- Location
- Marketing

Next steps

- YAB report out at 9/24 HAM meeting

COMMUNITY FORUM NEXT STEPS

Today	Decide if any other agency wants to lead
August	YAB/Caroline discuss theme/possible speakers
8/27	YAB presents theme/possible speakers to HAM Committee
9/24	YAB provides update at HAM meeting
Early October	Have meeting theme/date/location/speakers set to start marketing
10/22	Preview at HAM meeting
10/27	Include in toolkit and social media blasts

PARTNERS TO ENGAGE

PREVIOUS PARTNERS

- Contra Costa Crisis Center (Memorial Event)
- NAMI Contra Costa
- SoS Richmond
- Youth Action Board
- Others?

NEXT STEPS

COMMITTEE MEMBER TO PRESENT AT 8/7 COH

- Introduce Resolutions and Recognition Categories for approval
- Staff will create slides and talking points
- Jaime will NOT be in attendance

RECOGNITION NEXT STEPS

Today

Approved Recognition Categories

8/1

Post materials for COH meeting with Recognition categories

8/7

COH approve Recognition categories

8/8

Open Recognition submission forms

BOS PRESENTATION AND RECEPTION

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Recognition Ceremony

MEMORIAL EVENT NEXT STEPS

Today

Identify Anchor Agency/Person

Week of
8/4

Schedule first of series of meetings

8/27

Provide update at HAM meeting:
ideally have set location, date/time

VIDEO NEXT STEPS

Today

Confirm themes and working group

Week of 7/29

Schedule working group meeting

Week of 8/4

Working group meet

8/27

Provide update at HAM meeting

TOOLKIT NEXT STEPS

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