



HOMELESSNESS AWARENESS MONTH COMMITTEE WORK GROUP 8.27.25

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
- Toolkit
- Video

Events

- BOS Presentation
- HAM Recognitions Reception
- Memorial Event
- Youth Focused community event/training

RESOLUTIONS: UPDATES AND NEXT STEPS

RESOLUTIONS OF SUPPORT

Purpose

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

Next Steps

- Were approved at 8/7 COH meeting
- Consider developing tools to support use in other jurisdictions

RECOGNITIONS: UPDATES AND NEXT STEPS

REVIEW AND APPROVE

Outstanding Volunteer

- # received

Outstanding Housing Provider

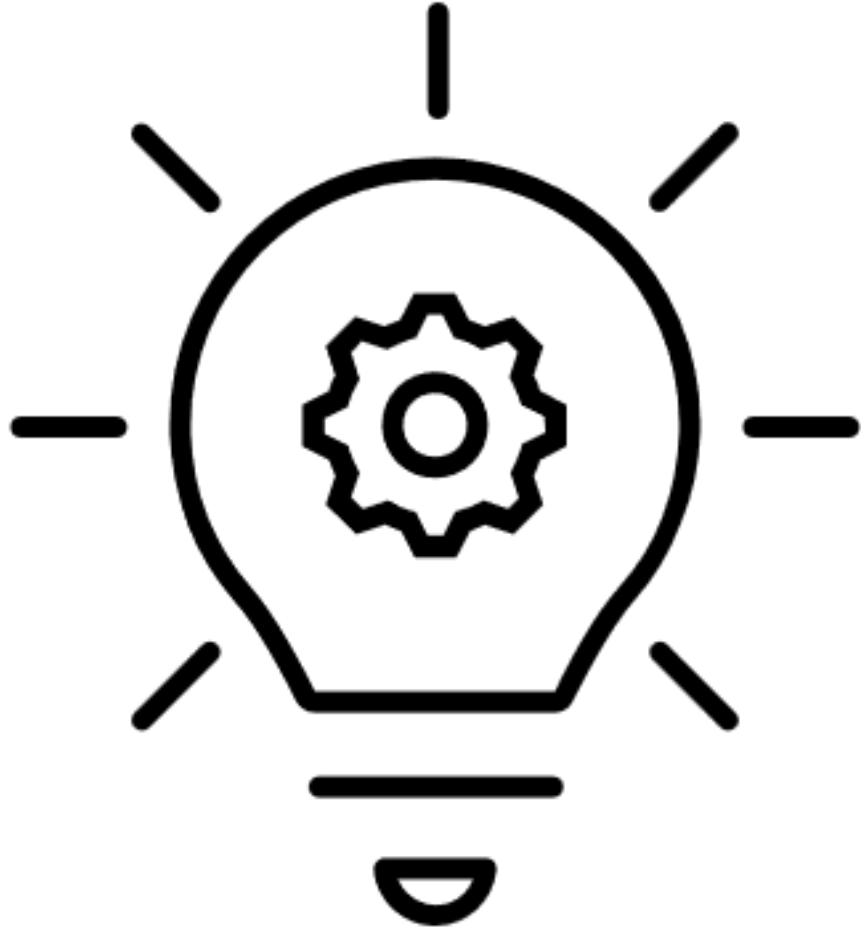
- # received

Outstanding Partnership

- # received

Phoenix Rising

- # received



IDEAS FOR HOW TO GET NOMINATIONS

RECOGNITION NEXT STEPS

9/18

Close Recognition submission forms

9/19

Staff review and compile all nominations

9/24

HAM Committee approve Recognitions

10/2

COH approve Recognitions

11/4

Recognition Ceremony

BOS PRESENTATION AND RECEPTION: UPDATES AND NEXT STEPS

BOS PRESENTATION AND RECEPTION

BOS Presentation

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

Reception

- Tuesday, 11/4
 - Noon – 1:30 pm
- 1025 Escobar
Conference Room

NEXT STEPS

BOS Presentation

- None right now

Reception

- Review
program/slide
deck

BOS PRESENTATION AND RECEPTION

9/24

HAM Committee discusses
agenda and slide deck

10/2

COH approve Recognitions

11/4

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

8/27

Provide update at HAM meeting

Before 9/24

Set first planning meeting

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 to review gathered Success Stories for possible content/themes

Ideas

- One 90 second video to be shared in meetings and presentations
- Focus on myths

To do today

- Confirm myths/themes

VIDEO

CEI

- Draft 90 second video.
- Film clients

Staff

- Bring topics to CEI
- Scout stories to highlight
- Bring drafts back to Committee

To do today

- Identify 8-12 myths/themes may want to use for video, posters and/or social media posts

VIDEO NEXT STEPS

Today

Select up to 12 myths

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 NEXT STEPS

CEI

- Design 1 pager for marketing
- Design social media tools
- Approve template for 1 –pager topic pages

Staff

- Put contents in Google Drive folders
- Update 1-pagers
- Bring drafts back to Sept committee meeting
- Help signal boost

Committee

- Provide input on folder outline
- Help signal boost

TOOLKIT NEXT STEPS

Today

Tighten folder contents

August

Staff start working with CEI on 1 pager

9/24

Staff to provide update/draft of materials 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

YAB event idea 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

OTHER IDEAS: UPDATES AND NEXT STEPS

Social Media

Posters

SOCIAL MEDIA

- CCH social media gets 100k hits/week!
- CEI to develop and share 4 posts and graphics
 - CEI will share out weekly
 - English and Spanish

For Toolkit:

- Will create 4 graphics to be shared by community
- Will include suggested caption text.
- CEI will create “how to” document for community members

POSTERS

- Exploring creating posters similar to 2018 campaign
- Possibly hang in County Admin building for short campaign
- Put on easels during 11/4 reception
- Hang in new H3 offices after November



Photographer: Jordan Turick-Weston

Michael is my name. I was born in Castro Valley, CA. I was offered a full ride at USC on a football scholarship in 1980. I never got to play with the Trojans due to a knee injury, so I chose the Culinary Arts as a Chef for 25 years and the rest in the hotel business.

~Michael



NEXT STEPS

CEI

- Social Media: draft ideas
- Posters: get quote

Staff

- Bring back top myths to CEI
- Bring back drafts to Committee

Committee

- None yet!

PARTNERS TO ENGAGE

PREVIOUS PARTNERS

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

NEXT STEPS

RECOGNITION NEXT STEPS

Today

Nothing

9/24

Review and approve nominees to go to COH for Oct meeting

10/2

COH approve

October

Staff notify all nominees of recognition and reception

11/4

Reception!

BOS PRESENTATION AND RECEPTION

9/24

HAM Committee discusses
event program/agenda

10/2

COH approve Recognitions

11/4

Recognition Ceremony

MEMORIAL EVENT NEXT STEPS

8/27

Schedule first of series of meetings

9/24

Have set location, date/time

VIDEO NEXT STEPS

August/Sept

Staff work with CEI on draft

9/24

Review rough draft

10/22

Preview cut

TOOLKIT NEXT STEPS

9/24

Staff to provide update/draft of 1-pager at HAM meeting

Early October

CEI draft Social Media

10/22

Preview at HAM meeting

10/27

Toolkit ready to launch

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

SOCIAL MEDIA/POSTER NEXT STEPS

9/24

Staff bring draft/updates

10/22

Final review

10/27

LAUNCH!