



# **Marin Homekey 2.0 Info Session**

## State Funding for Housing Acquisition





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# House Keeping

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All sessions will be recorded and posted online

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Following the presentation, will be answering questions from the chat

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Following the presentation, there will be a link to a feedback survey

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This presentation is focused on Project Homekey 2.0

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If “Zoom Bombed”, will end session and schedule follow up

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Additional updates and FAQ at [www.marincounty.org/main/homekey](http://www.marincounty.org/main/homekey)

# Today's Agenda

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I. Welcome and Introductions (5 min)

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II. Homelessness in Marin (5 min)

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III. Opening Doors Marin (5 min)

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III. Homekey 1.0 (10 min)

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IV. Prospective Homekey 2.0 (10 min)

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V. Q&A (25 min)



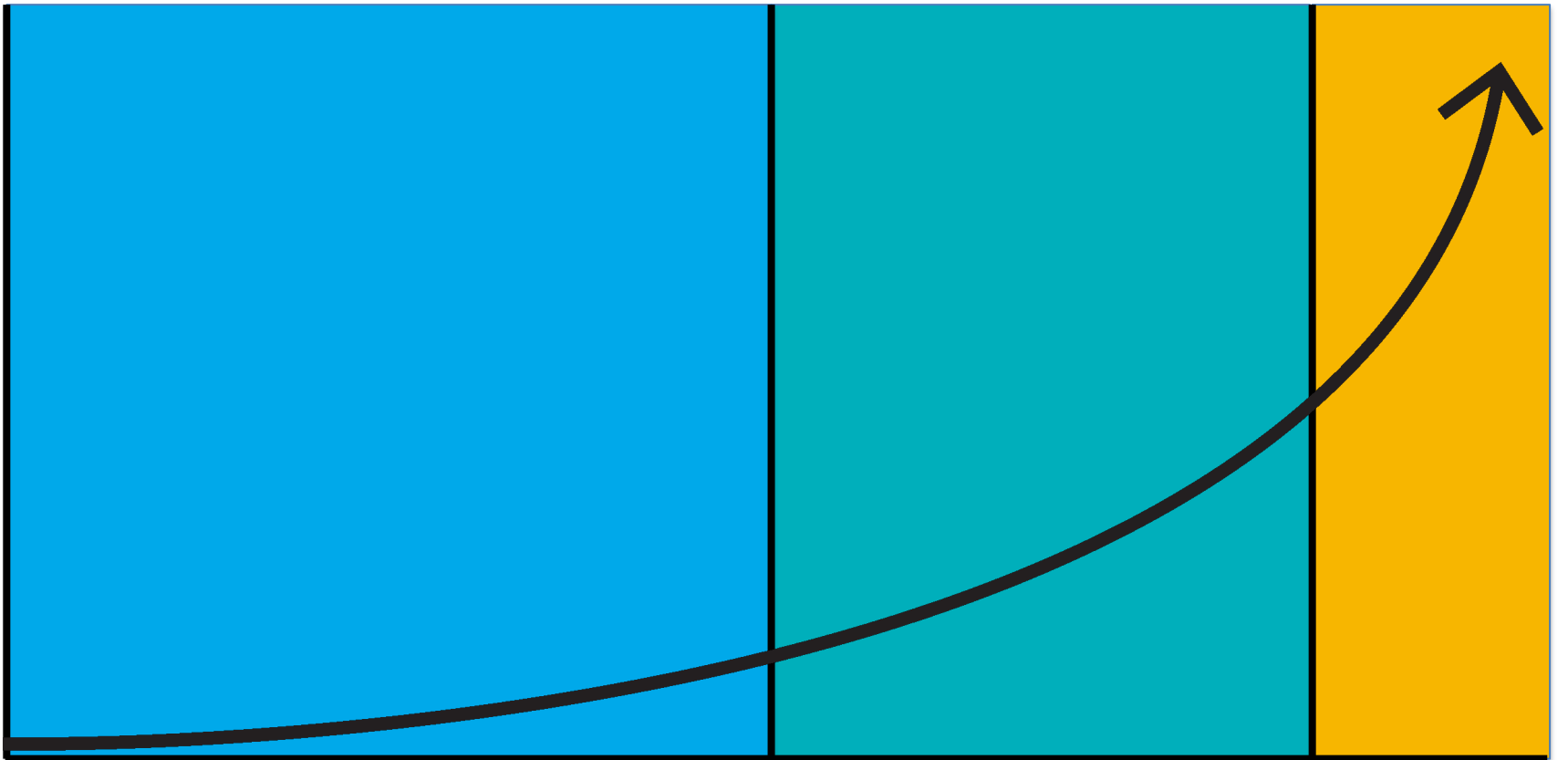
# Homelessness in Marin

**2016**

# Insight

People experiencing homelessness are not all the same. **Most of our challenges are stemming from a small group of people experiencing chronic homelessness.**

# Costs



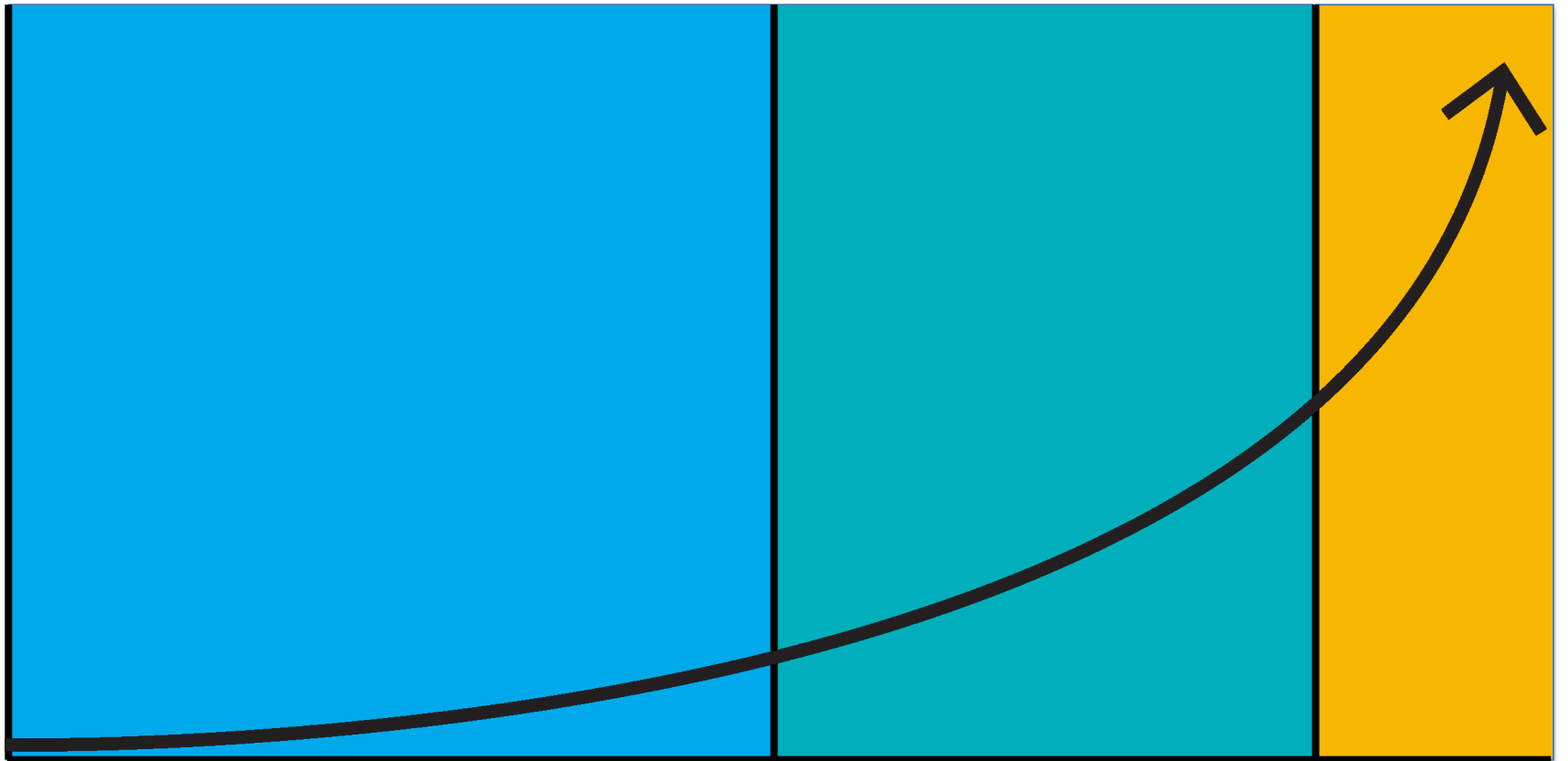
Temporary

Episodic

Chronic



# Vulnerability

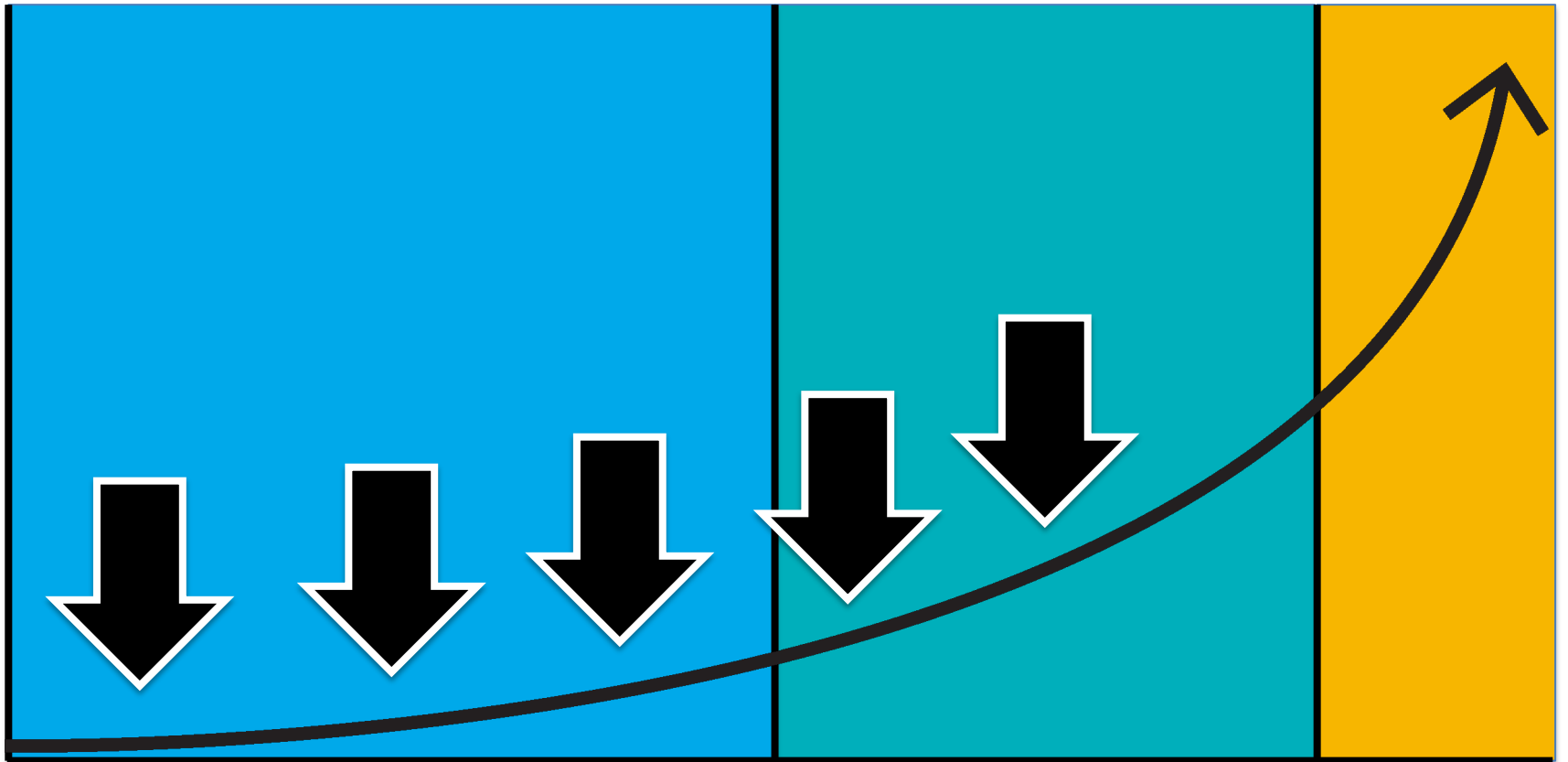


Temporary

Episodic

Chronic

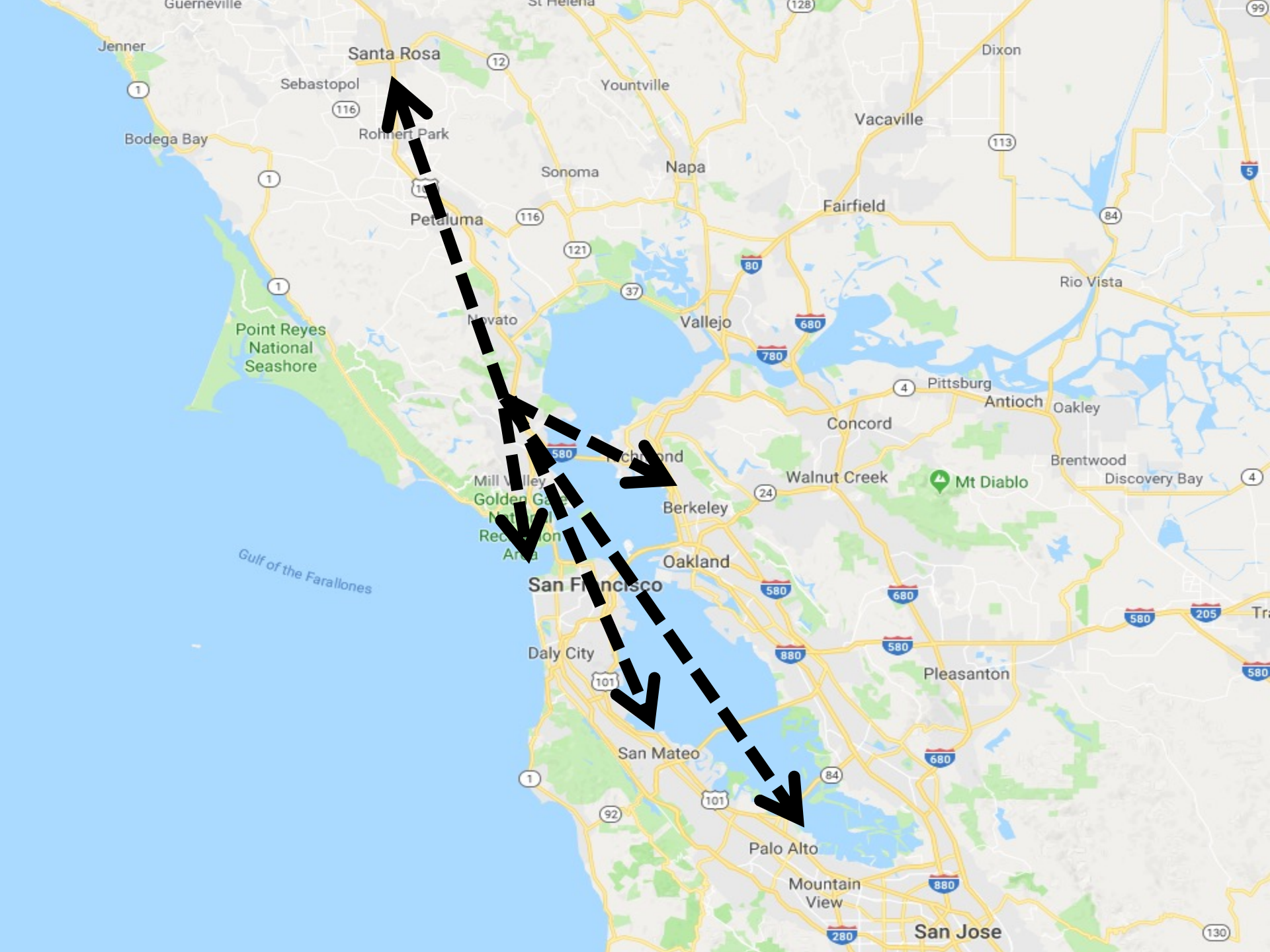
# Historical Focus



Temporary

Episodic

Chronic



Santa Rosa

Sebastopol

Yountville

Dixon

Vacaville

Bodega Bay

Rohnert Park

Sonoma

Napa

113

Petaluma

116

Fairfield

84

Point Reyes National Seashore

Novato

Vallejo

680

Rio Vista

Pittsburg

Antioch

Oakley

Concord

Brentwood

Discovery Bay

Mill Valley

Golden Gate National Recreation Area

Richmond

Walnut Creek

Mt Diablo

Berkeley

Oakland

San Francisco

Daly City

101

San Mateo

101

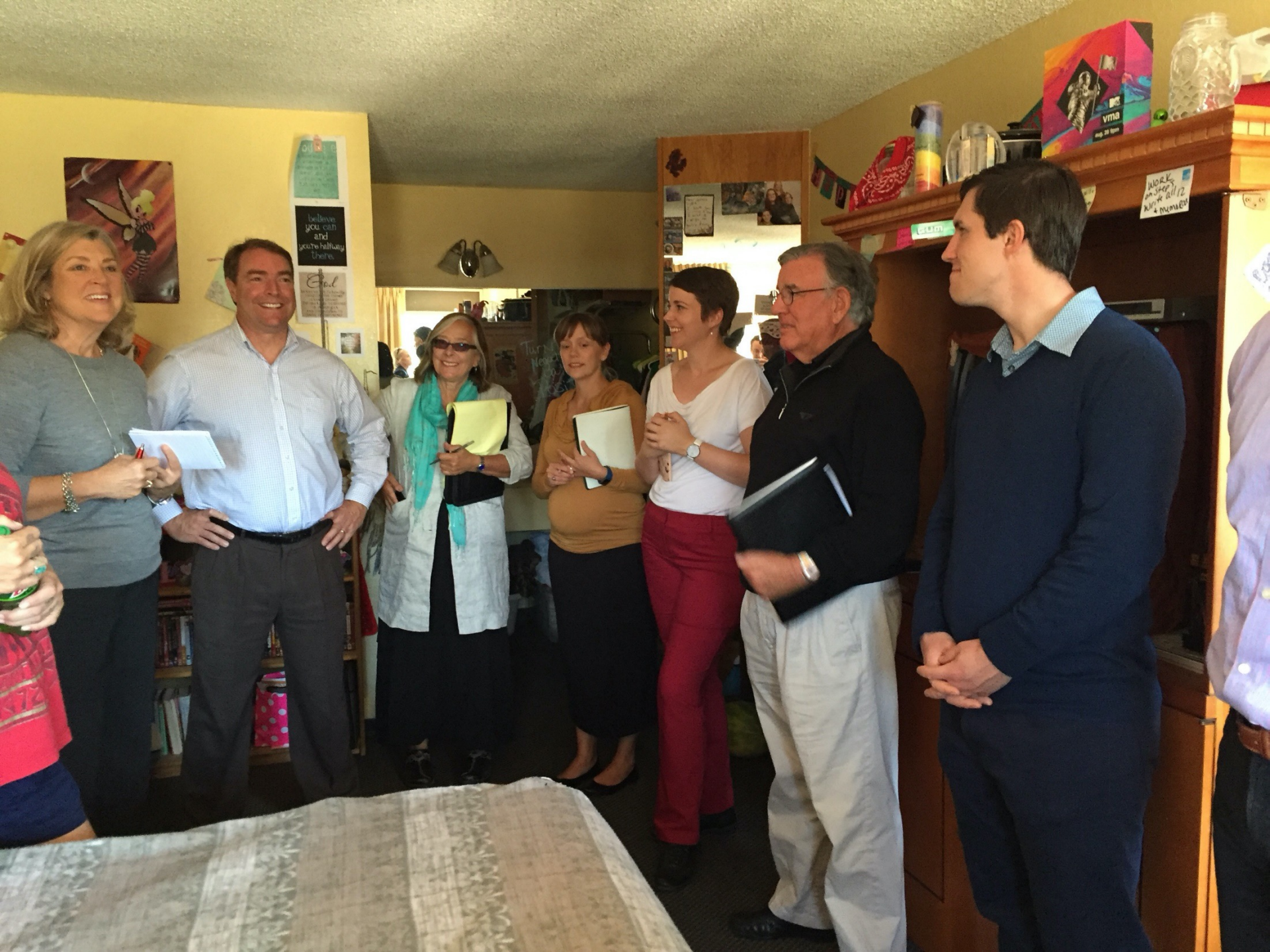
Palo Alto

Mountain View


San Jose

Gulf of the Farallones







 Catholic  
Charities  
*of the Diocese of Santa Rosa*

# PALMS INN









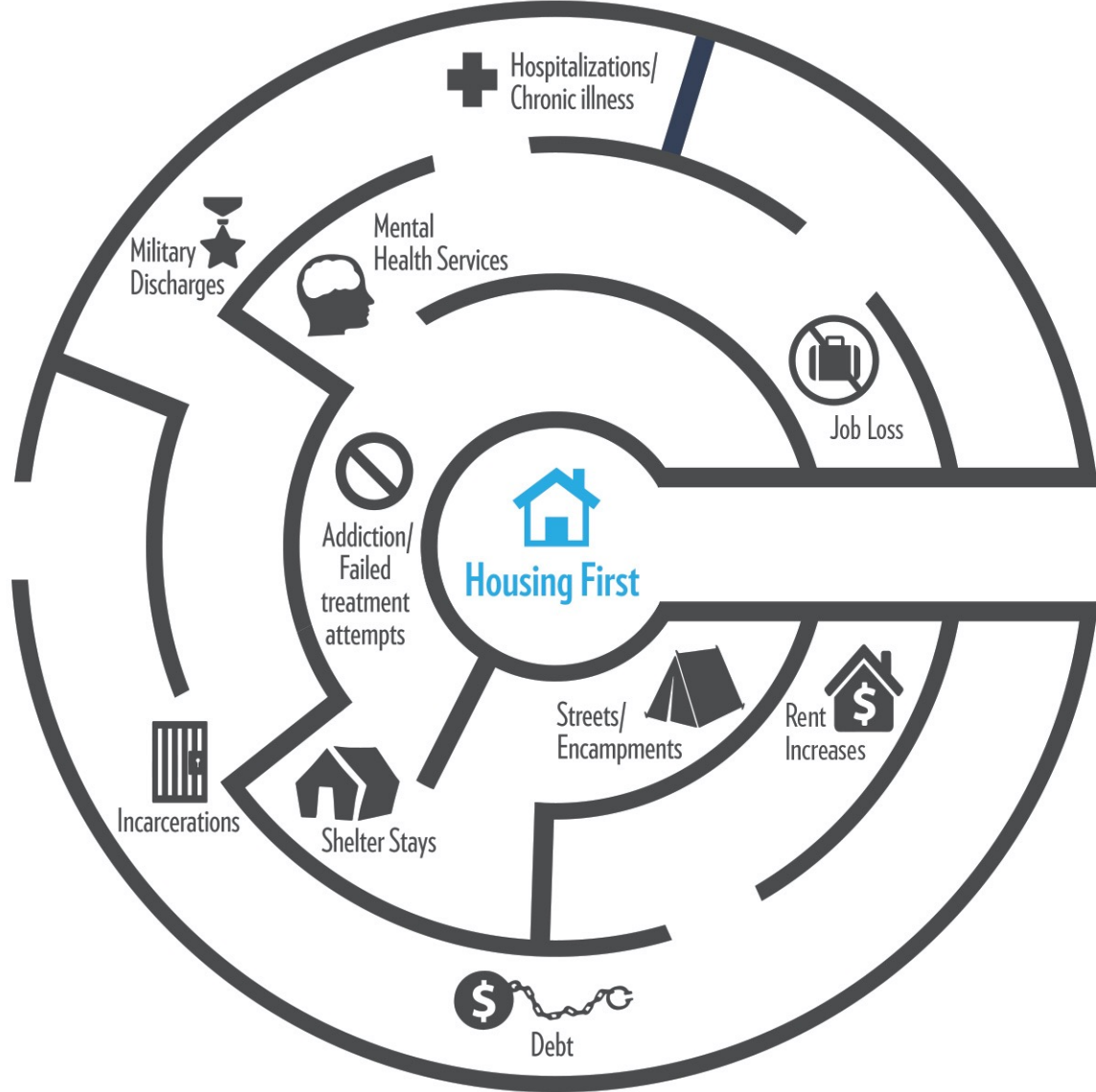
# Insight

We don't need another program based on group characteristics. We need a process that **recognizes the unique needs of individuals.**





# Managing Homelessness



# Ending Homelessness







1927  
McCoy's  
BUILDING SUPPLY  
(TOUGH AS NAILS)  
SINCE 80 YEARS 1927  
STILL TOUGH AS NAILS

**2017**

Coordinated by  
**COMMUNITY  
SOLUTIONS**

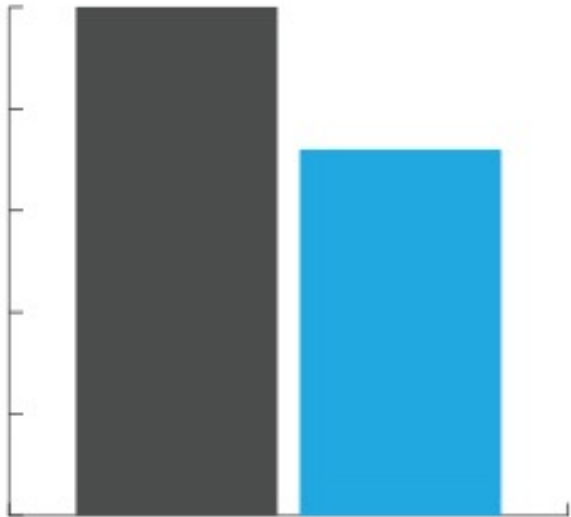


**Built  
For  
Zero.**

is a movement of 78 US and  
Canadian communities working to  
**end chronic and veteran  
homelessness.**

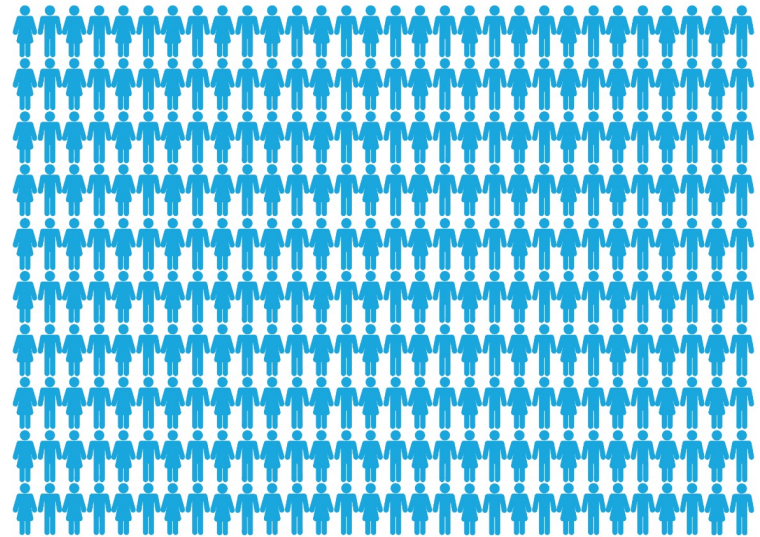
**Impact**





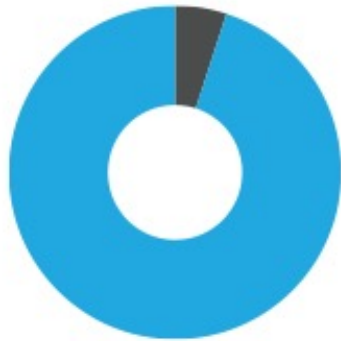
**28%** reduction in  
chronic homelessness  
from 2017 to 2019

**300**





**95%**



Of all the people we have housed, 95% are still in housing.



**86%** reduction in PD calls for people who have been housed.



**54%** reduction in EMS transports for people who have been housed.

**How**



**Rental Units**



# Victory Village





MILL ST.  
HARBOR ST.

# Mill Street 2.0

# Opening Doors Marin

# Opening Doors Marin

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**2017** ... “Marin Chronic Homeless Action Taskforce” or MCHAT

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**2017-2018** ... Stakeholder Education and Alignment

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Biggest value add is around housing, specifically capital

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**2019** ... Became a 501(c)3, fiscally sponsored project of CVNL

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**2019** ... Feasibility of a public revenue measure for housing

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**2020** ... Community Business Plan and Homekey 1.0





# DESTINATION: HOME

<https://destinationhomesv.org/>

# Homekey 1.0

# Project Roomkey

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State's COVID-19 Response –  
Launched in April of 2020

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Lease hotel/motel rooms to create  
non-congregate shelter capacity

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Short-term, interim housing  
program

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15,583 rooms and 1,305 trailers,  
serving 22,300 individuals

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55 county and 3 tribal nation  
participants

# Homekey 1.0

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\$750M from state's federal  
Coronavirus Relief Fund

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Announced in June, NOFA on  
7/16, applications due 8/13

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Acquisition / adaptive reuse of  
hotels, motels, other buildings

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Units acquired by 12/31,  
operational within 90 days

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Impact – approximately 6,000  
units serving 9,000+ people





3301 KERNER

**3301 Kerner**





Inn of Marin  
*At Corte Madera*

Inn Joes



**“The Casa Buena”**





**Homekey 2.0**



# Homekey 2.0 – What We Know

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Governor has proposed an additional \$750M in budget

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Legislature expected to take action very soon

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Urgency NOFA could come out as early as May

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Assuming same programmatic guidelines as Homekey 1.0

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Based on Homekey 1.0, we want to get in front of this

# *Assumed* State Criteria

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Cities, Counties, Housing  
Authorities can apply

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Flexible acquisition /  
conversion funding

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Close escrow by the end of  
calendar year 2021

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At least 50% occupied within  
90 days of acquisition

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Local funding match  
requirement

# Local Funding Match

Amount Per Unit	State	Local
\$0 - \$100,000	\$100,000	\$0
\$100,000 - \$200,000	\$50,000	\$50,000
\$200,000 - \$350,000	\$50,000	\$100,000
<b>Total Subsidy</b>	<b>\$200,000</b>	<b>\$150,000</b>

**Example:** For a 50-unit project costing \$200,000 per unit, the State would contribute \$150,000 per unit (\$7.5M), and we would contribute \$50,000 (\$2.5M). By comparison, at \$290,000 per unit, the State would contribute \$180,000 per unit (\$9M), and we would contribute \$110,000 (\$5.5M).

# *Draft* Local Criteria

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Not in area of concentrated poverty (e.g. Canal, Marin City)

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Geographically distributed throughout the county

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Participation from nonprofit developers (~45 unit min.)

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Less than \$350,000 per unit (ideally less than \$250,000)

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Near existing services (e.g. grocery, transit, healthcare)



# Next Steps

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Hosting at least 10 community info sessions

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County to release Request for Interest for projects

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Refine project criteria based on community input

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Review project ideas with funders and developers

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Due diligence on proposed projects; submit applications

# Survey

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Name, city/town, email

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Feedback on general criteria

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Factors that would lead to your support

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Factors that would lead to your opposition

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Project ideas

# Your Feedback

<https://cutt.ly/tvtwKTP>

# Questions