

Homeless Policy Advisory Committee Implementation Work Report – April 2020

Policy & Budget:

Through the work of the City and City Council three agenda bills were passed on April 28th that are in response to implementing the HPAC recommendations both during covid19 and after we emerge from this crisis. Here is the link to the agenda bills and associated contracts: <http://www.monroewa.gov/AgendaCenter/ViewFile/Agenda/889?html=true>

Housing, Support Services & Prevention:

Adjustments to Planning in times of Covid19

The City is continuing to seek out duo purpose items on the Gant Map Chart (below). These items are highlighted in yellow to show the adjustments to focus during covid19. These areas represent opportunities for potential impact for both now and for after we emerge from covid19 hence serving a duo purpose.

Case Management & Client Data

The City continues to do limited case management to gather data. One couple the City has been working with is currently housed in a hotel by covid19 funding through their Housing Navigator through 211 and the Housing Authority. The couple's vehicle that they had been living in prior has also broke down. The City and local service providers collectively investigated what their situation might be when the temporary housing they were receiving came to an end. City staff has reached out to several affordable housing units and some market rate units and has been unsuccessful in securing anything other than a waiting list.

Eviction Moratorium Research

The Governor's Eviction Moratorium as it extends to Hotels and Transitional Housing. City staff reached out to the Attorney General's Office to clarify that this couple cannot be evicted under the moratorium guidelines and the response has been that: regardless of the length of their stay, that if they consider it their primary residence, they cannot be evicted from the hotel under the moratorium. The Governor's Eviction Moratorium currently extends to June 4th.

City staff and partners translated the Eviction Moratorium into several languages including Spanish.

Data Sharing & Release of Information (ROI)

The TAC team is exploring the options of a shared data system to help all our local service providers work together. This would collectively provide and maintain an appropriate and consistent level of compassion and accountability for clients. This research includes Release of Information (ROI) and confidentiality.

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Community Foundation of Snohomish County Grant

The City applied for and received a \$10,000 grant from the Community Foundation of Snohomish County. Some of this money is designated to go towards housing assistance (\$1,500) and has been contracted to be used by Take The Next Step.

The CFSC grant scope of work also includes some funds (\$4,000) for showers as the result of feedback from our homeless population. The Monroe YMCA has been contracted to reopen the Showers After Hours program to help our vulnerable populations maintain good hygiene practices. This service will be offered May 4th - June 11th on Mondays and Thursdays from 11am-1pm.

Emergency Shelter & One Stop Shop

There is still no location that has been identified as an emergency shelter and one stop shop specific to Monroe. There are ideas being explored surrounding how to create a potential hub and spoke model that branches off the Carnegie Center into Monroe and other cities.

Technical Advisory Committee (TAC)

The TAC meetings for this month were changed to service provider check ins as many of our TAC members needed to be able to shift focus and respond to the immediate crisis. This was at the time the best way for this group to support our service providers and has become an unbelievably valuable source of information sharing and action for the community.

The service providers began doing weekly check ins over zoom. A list was created of local resources for the City website and as a reference: <https://www.monroewa.gov/937/Additional-Resources> . The ability to swiftly know who could respond to what needs and get that updated information out was a huge success for the team in working together.

In May, the TAC will resume now under the facilitation of Jody Beisner with Everett Gospel Mission. This be the most direct route for the TAC to develop the criteria needed and write the Requests for Proposals RFP(s) now on schedule for being produced out of this group by July 31st.

EnviroIssues & The Communications Consultant Team

The Communications Consultant team has been working hard to develop content and branding for the launch or the #wearemonroe campaign. The response to covid19 has required adjusting the communication plan and timeline. The team has decided to begin by seeking stories of Acts of Kindness and highlighting how our community is staying strong and positive during the pandemic. (Attachment A.)

Support Services

The partnership with McKinney Vento and the school district is being strengthen by check in zoom meetings and connecting with the new Superintendent for MSD.

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McKinney Vento has been partnering with the foodbank and staying in touch with their families.

There have now been a couple of local food drives organized by our partners to support the food bank.

Teams of volunteers are delivering food from the food bank to people who are in need. The need is growing in the community, but the response is incredible in both services and volunteers.

Volunteers are making hundreds of masks that are being donated to the City, service providers and going out to the public.

Agencies that serve our communities children, like the YMCA, The Boys & Girls Club and Housing Hope's program Tomorrow's Hope have been attending to the needs of first responders and essential workers extending many scholarships and reducing rates.

Partners & Public Safety:

During these times of covid19 local partnerships have accelerated in becoming formed. Partnerships are proving to be strong and responsive in their working relationships. The adjustments the service providers are making to deliver services, work together and to educate the public in responding to homelessness poverty and prevention during this pandemic...is amazing!!

SAFE Teams

Through partnerships at the County level, the City was able to quickly join forces with the Department of Emergency Management and the SAFE Teams. City staff joined MPD and the embedded social worker team going out into the encampments and helping screen our homeless population for covid19.

The City gathered feedback about what services the homeless populations were struggling to access under the new covid19 regulations. A service that was frequently identified on the survey was laundry. Providing this service potentially could be explored and perhaps funded through the CFSC grant.

The teams offered resources and handed out hygiene and PPE kits. The PPE kits were also a result of the CFSC grant funds the City received and coordinating volunteer efforts to assemble the kits.

The SAFE Teams outreach effort reached 15 individuals, none of whom had signs of covid19 or had thought they had been exposed.

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New Level of Services

Law enforcement has been responding to increased domestic violence and is partnering with a counselor as a resource.

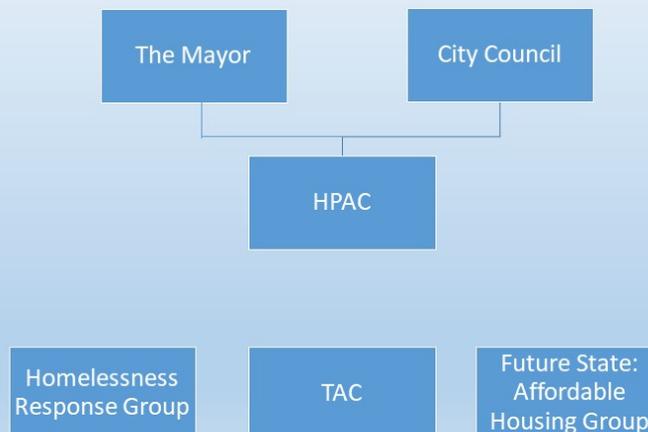
The City of Monroe has installed a Sanican and hand washing station at City Hall as a response to the public health concern over the closure of public restrooms.

HPAC

The City continues to reach out to stake holders and share the HPAC recommendations and action plan.

When the stay home order lifts the City will work to reconvene the HPAC by making an announcement, releasing applications and scheduling interviews with new applicants and those interested in continuing with the standing Ad Hoc Committee as approved by the Council. This will become a critical community perspective filter in the emerging governance model for implementing the HPAC recommendations.

Engagement Flow Chart



	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020
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2020 HPAC Action Plan - Gantt Map Chart (X = Started O = Not Started) (CV – On hold due to Coronavirus)

A. Housing												
Emergency Shelter and Transitional Housing (Crisis Housing, Rapid Rehousing and Permanent Supportive Housing)	O	O	CV	CV								
Evaluate Property Units			X	O								
Negotiate Lease – Master Leasing				O								
Write RFP and Secure Program Manager through RFP				CV								
Develop criteria with TAC	O	O	CV	CV								
Provide Rental Assistance through RFP	O	O	O	X								
Establish Sky Valley Housing Consortium	X	O	CV	X								
Inventory Surplus Property			X	X								
Identify Housing Needs	O	X	X	X								
Work with TAC to identify partners and available funding		X	X	X								
B. Partners												
Form a TAC	X	X	X	CV								
Identify non-profit stakeholders and partners	X	X	X	X								
Determine shared mission and vision		O	O	O								
Evaluate needs and resources for one-stop shop			X	CV								
Write scope of work for RFP for one-stop shop				CV								
Establish Transportation service between Sky Valley and Everett	O	O	O	O								
Evaluate transportation needs with partners	X	O	O									
Evaluate existing transportation contracts with non-profits	X	O	O									
Apply for Transit Go (grant) program			X	X								
Provide information about services to remain housed, financial training, and incentives for businesses to hire employees with entry level skills, information about mental and behavioral health services.	O	O	O	X								

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Work with partners to develop and promote annual “human services days” set up like a vendor show.	O	O	CV	CV								
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C. Prevention

Educational Campaign (Enviroissues Contract)	X	X	X	X								
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Develop education and outreach communication plan	X	X	X	X								
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Educate Property Owners about laws, enforcement, trespass – Chamber of Commerce & Downtown Monroe Association		O	O	CV								
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Educate public about aggressive panhandling, property crime, and personal safety		O	O	CV								
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Educate public about safety regarding vigilantism and bullying		O	O	CV								
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Develop and implement Block Watch Program – residential and business buy in/ education/ communication – training & certification program.												
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Develop working relationship with McKinney Vento liaison at Monroe High School				X								
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Identify needs of homeless families	O	X	X	X								
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Work with McKinney-Vento Family Liaisons in the Monroe School District to distribute flyers of local and county services for homeless students and families and encourage MSD to post flyers on school premises			X	X								
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D. Public Safety

Implement law enforcement strategies	O	O	O	X								
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Review Solicitation Regulations		O	O	CV								
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Evaluate Bail Fees				CV								
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Develop and implement Block Watch Program – residential and business buy in/ education/ communication – training & certification program												
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Continue Embedded Social Worker Program	X	X	X	X								
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Police Department (Existing Program)	X	X	X	X								
Public Defender (New level of services)			X	X								
Install Cameras in Parks	O	O	O	O								
Collect data on court cases. Determine with Monroe Municipal Court the costs/benefits of community court model												
Identify partners to develop community court model												
Determine with Monroe Municipal Court and partners the cost/benefits of community court model												

E. Support Services

Coordinated Services – One Stop Shop				CV								
Develop scope of work with TAC	X	X	CV	CV								
Issue RFP			CV	CV								
Award RFP												
Establish Homeless HMIS/by name lists												
Work with TAC and Snohomish County to identify resources to provide housing and mental health navigators in the Sky Valley	X	X	CV	X								
Provide facilities and funding for non-profits	O	O	CV	X								
Work with Take the Next Step and Volunteers of America to designate a family resource center and/or services in Monroe			O	O								

F. Policy & Budget

Define 2021 Work Plan, Priorities, and implementation Model												
Identify performance measures, and a full HMIS utilized by service providers.												
Lobby for changes to State and Federal law	X	O	O	O								
Collaborate with Affordable Housing Consortium (AHC) on writing new												

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housing chapter for the city's comprehensive plan update.												
Continue HPAC as a standing committee	X	O	CV	CV								
Implement HB1406 and explore all revenue options for housing, mental health and chemical dependency.	X	X	X	X								
Identify needs			X	X								
Develop criteria with TAC												
Provide Rental Assistance through RFP	O	O	O	CV								
Evaluate Program												



We Are Monroe Campaign Plan

Context

In the February 2020, the City of Monroe adopted a communications plan focused on homelessness. The aim was to help the City communicate proactively, clearly, and consistently about this charged and complex issue, while dispelling misinformation and providing residents with the information they need to get or provide help.

The plan includes guidelines and content for direct communications from the City (e.g. success stories, volunteer opportunities, where to find help, etc.) and outlines an ambassador program that engages Monroe residents in neighbor-to-neighbor communications. The final piece of the plan is the “We Are Monroe” campaign, which supports the rest of the plan by building connections and community. More below.

Campaign Concept

The original “We Are Monroe” campaign concept is similar to the [Humans of New York](#) series, featuring a wide variety of community members – sharing quotes, values, fun facts, photos, and/or short videos. Stories will feature both housed and unhoused residents, and while the campaign may eventually touch on the issue of homelessness, it will never disclose the housing status of those featured. And that will be the point. Because at the end of the day, “we are *all* Monroe.”

The intention is still to run the original campaign, but in light of COVID-19, we will focus the initial phase of the campaign on acts of kindness and fun, highlighting the best of Monroe in these unprecedented times.

Campaign Goal

Elevate commonalities and shared values among Monroe residents, spark connections, and ultimately cultivate empathy that is grounded in shared humanity rather than circumstances.

Audience & Outcomes

This campaign is designed to reach all Monroe community members. Desired outcomes for the first phase of the campaign include the following. Monroe community members ...

- Are uplifted when they read about what their community members are doing to help each other
- Feel a kinship with their neighbors and pride in their community
- Engage in their own acts of kindness
- Share the acts of kindness they see

Key Messages & Sample Stories

Key Message

Monroe pulls together. We help each other. In small and big ways.

Story Collection Criteria

People who are collecting stories for the campaign should:

- Include a written statement (<100 words) describing the act of kindness or fun, including who did what
 - The story should be about a person – not an organization
- Include a headline: We are _____. (For example: We are crafters.) This will overlay the photo for quick social media scanning.
- Include a photo (more on the criteria below)
- Include confirmation that the subject gave permission to share their story and photo in the campaign
- Explore translating the stories and/or sharing a mix of stories in English and Spanish to reach all Monroe residents
- Strive for a collection of stories that includes big and many small acts of kindness and fun (that anyone could do) – we don't want to unintentionally make community members feel like they're not doing enough. Silly is good too. 😊

Photo Criteria

Photos in this campaign should be:

- Of the story subject (ideally), or something that represents the story (no logos or illustrations)
- High resolution and horizontal to suit social media image dimensions
- Edited in Canva for consistency:
 - Crop the image to focus on the story subject
 - Select the banner color that best suites the photo
 - Apply the "Summer" filter at 50%
- Photos will be edited using a square, Instagram template that can be used for both Facebook and Instagram. That way they can be posted simultaneously from Instagram.

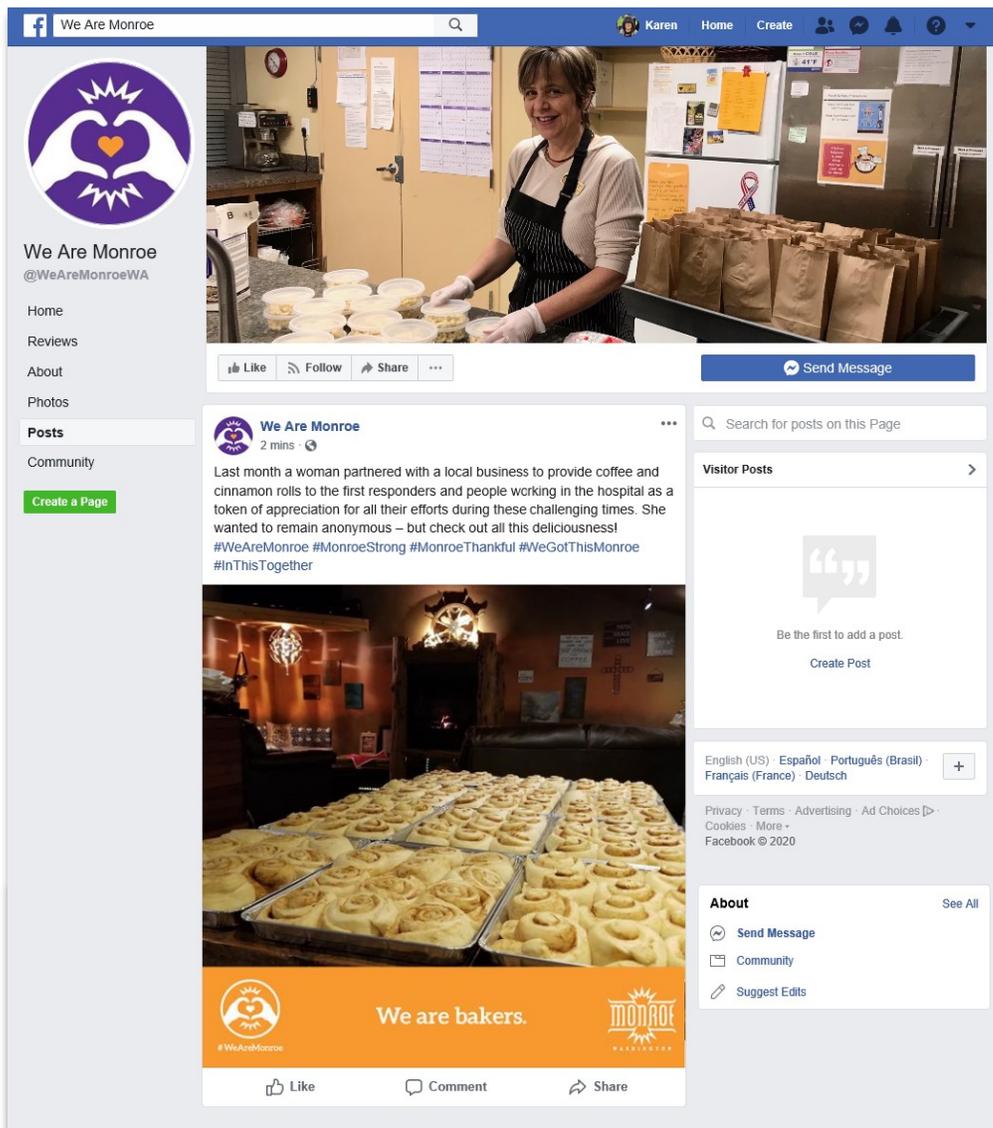
Sample Story & Photo

Julie Moyer has been volunteering her mornings Monday through Friday to make lunches in the Monroe Community Senior Center kitchen. She makes about 30 per day with 20 being distributed to the residents at the Village East Apartments next door. The remainder are available Monday through Friday from 12:00 to 12:30 to anyone in the community who is in need. #WeAreMonroeWA #MonroeGrateful #MonroeStrong #WeGotThisMonroe



Visual Identity

The logo for #WeAreMonroe mirrors the starburst element of the City logo and uses the City's purple, blue, and orange color palette. The design was informed and refined by input from City of Monroe staff and HPAC members. It was inspired by Monroe characteristics such as: community-minded, caring, involved, and neighborly. The campaign will live on Facebook and Instagram, below are some mock-ups.



Instagram

wearemonroewa Following

34 posts 1 follower 0 following

POSTS TAGGED

We are volunteers.

We are bakers.

We are crafters.



wearemonroewa • Following

wearemonroewa Corky Savoie And Trudy Duggan are sewing masks to keep our community safe. Last count: 100+ masks! #WeAreMonroe #MonroeStrong #MonroeThankful #KeeptheCurveFlat #WeGotThisMonroe #InThisTogether

6m

Be the first to like this

6 MINUTES AGO

Add a comment...

Post

#WeAreMonroe

We are crafters.

MONROE WASHINGTON

Channels & Messengers

The City of Monroe will set up and manage a “We Are Monroe” Facebook page and Instagram account like the mock-ups above. Stories will originate and live in these two channels but will need additional promotion to gain traction. We will reach out directly to potential messengers and use @ mentions to increase visibility.

Messengers & Cross-Promotion

- [City of Monroe](#) and [Monroe Police Department](#) Facebook pages
- [City of Monroe Twitter](#) feed
- Community-led [You Had Me at Monroe](#) Facebook group
- Mayor Thomas’ e-newsletter: [Monroe This Week](#)
- [City of Monroe website](#)
- NextDoor groups
- [Monroe Monitor](#)
- [Monroe Chamber of Commerce](#)
- Social media influencers
- Partner organizations

Hashtags

- #WeAreMonroeWA
- #MonroeStrong
- #MonroeThankful
- #KeeptheCurveFlat
- #WeGotThisMonroe
- #ChooseMonroe
- #InThisTogether

Campaign Launch

When the campaign has been approved by City Council, it will be launched. We plan to post between 2-4 stories per week. Below are the next steps. The point-people mentioned are City staff Rich Huebner and Rachel Adams and EnviroIssues consultant, Willow Russell.

Campaign Next Steps	
Activity	Point Person(s)
Transfer Facebook and Instagram accounts to the City of Monroe	Rich, Willow
Link Instagram and Facebook accounts for simultaneous posting	Rich, Willow
Review stories and get the final okay from story subjects	Rachel
Queue up first stories on Facebook and Instagram with hashtags and @ mentions (see this video for how to post on Instagram from your computer)	Rich, Rachel
Finalize list of influencers and cross-promoters (above) with contact info	Rich

Post guidelines including the types of comments that will be removed	Rich
Work out any final kinks	Willow, Rich
Launch campaign	Rich, Rachel
Work with HPAC to collect new stories (making sure they get permission from subjects)	Rich, Rachel
Reach out to cross-promoters once there are 10 or so stories published	Rich, Rachel
Identify goals and metrics to track throughout the campaign (e.g. number of followers and interactions) using Facebook and Instagram analytics	Rich
Schedule two-four stories per week	Rich, Rachel
Monitor accounts and comments, keeping an eye out for trolls	Rich, Rachel

Basic Steps for Producing and Posting a Story

Activity	Steps	Point Person(s)
Find and produce the story	<ol style="list-style-type: none"> 1) Find the story 2) Write up a <100-word piece 3) Get a high-res, horizontal photo to go with it (preferably of the story subject or something that represents the story) 4) Confirm permission from the story subject 5) Send story and photo to Rachel and Rich at wearemonroewa@monroewa.org 	HPAC members
Edit story	<ol style="list-style-type: none"> 1) If needed, edit the story so that it is clear and the right length 2) Select your hashtags, always including #WeAreMonroeWA 	Rachel, Rich
Create the Instagram image Here's a quick tutorial video	<ol style="list-style-type: none"> 1) Upload the image to Canva 2) Insert the image in the Instagram template 3) Crop to focus the viewers' attention on the subject 4) Apply the "Summer" filter to the photo 5) Select the banner color that best compliments the photo 6) Update the "headline" for the photo: We are _____. (Be sure to use Aleo for the text) 7) Download the photo 	Rachel, Rich
Post the story on Instagram	<ol style="list-style-type: none"> 1) Upload the photo with the banner 2) Add your story text and hashtags 3) Tag/@mention any cross-promoters and/or the story subject 4) Set Instagram to post simultaneously to Facebook 	Rachel, Rich
Update @mentions on Facebook	<ol style="list-style-type: none"> 1) After the post has published to Facebook, make sure the image still looks good 2) Add @mentions and message any relevant cross-promoters 	Rachel, Rich
Monitor comments	<ol style="list-style-type: none"> 1) Keep an eye out for trolls and remove any of their comments 	Rachel, Rich