



Measure O Behavioral Health and Homelessness Pathways to Sustainability Notice of Funding Availability (NOFA)



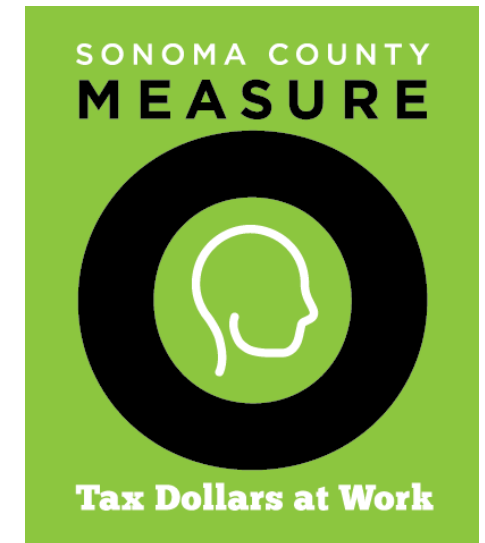
SONOMA COUNTY
MEASURE O
Tax Dollars at Work

Agenda

- Measure O Overview
- NOFA Overview
- Measure O Funding Categories
- Community Advisory Panel Review Process
- Measure O Funding Recommendations
- HHAP Funding Recommendations

Measure O Overview

- 2019 - Sonoma County faced behavioral health & homelessness challenge with budget shortfalls leaving large gaps in system – particularly in crisis care
- 2020 – COVID exacerbates already fragile continuum
- 2020 - Measure O approved by $\frac{2}{3}$ of voters
 - Dedicated funding for 10 years
 - Quarter-cent sales tax
 - ~\$30M annually



NOFA Overview

- **Total Measure O Funding Available:** \$10,000,000
- **Total HHAP Funding Available:** \$2,400,000
- **Funding Sources:**
 - Measure O
 - Homeless Housing, Assistance, and Prevention (HHAP)
- **Competitive NOFA Released to the Public:** August 6, 2025
- **Proposals Due:** September 17, 2025
- **Maximum Award for Measure O:** \$1,000,000 per project
- **Proposals Received:** 52
- **Total Funding Requests:** \$35,629,116

Measure O Funding Categories

1. Behavioral Health Facilities (22%)
2. Emergency Psychiatric/Crisis Services (44%)
3. Mental Health & Substance Use Disorder Outpatient Services (18%)
4. Behavioral Health Homeless/Care Coordination (14%)
5. Transitional & Permanent Supportive Housing (2%)

Community Advisory Panel Review Process

Community Advisory Panel: 5 community members with extensive homelessness and behavioral health experience, have served on boards and committees, reflect the diversity of Sonoma County, and were conflict-free.

Evaluation Criteria:

1. Community Need (40pts)
2. Project Planning and Design (40pts)
3. Monitoring and Evaluation (30pts)
4. References/Past Performance (25pts)
5. Budget (30pts)
6. Leverage (10pts)
7. Sustainability (10pts)
8. Cultural Competency (15pts)
9. Additional Priority Points (up to 30pts)
10. Local Preference (add'l 5% added to final score)

Measure O Funding Recommendations

1. **Catholic Charities** – Caritas Bridge to Housing - \$924,818
2. **Town of Windsor & City of Cloverdale** - Interim Housing Scattered Site Project - \$650,000
3. **City of Santa Rosa** - Safe Parking Program - \$479,040
4. **Community Support Network** - Integrated Recovery Transitional Age Youth Housing - \$560,415
5. **West County Health Centers** - Maintaining Substance Use Disorder and Mental Health Services for Youth and Homeless - \$474,078
6. **Child Parent Institute** - School-Based Youth Mental Health Services - \$700,000
7. **Positive Images and Latino Service Providers** - Culturally Affirming Mental Health Services for Latine and LGBTQIA2S+ Youth - \$750,000
8. **City of Healdsburg** – L&M Village - \$121,700
9. **Verity** - Healing for Youth and Homeless Sexual Assault Survivors - \$500,000

Measure O Funding Recommendations

10. **St. Vincent dePaul** – Gravenstein Commons - \$1,000,000
11. **Sonoma County Office of Education** - Schools as Centers of Wellness - \$500,000
12. **City of Rohnert Park** – Labath Landing - \$836,686
13. **City of Petaluma** – Care Coordination - \$100,000
14. **City of Petaluma** – Committee on the Shelterless Collaboration - \$750,000
15. **HomeFirst Services of Santa Clara County** - Sonoma Valley Rapid Rehousing Renewal - \$709,075
16. **Committee on the Shelterless** – Rapid Rehousing - \$162,154
17. **Committee on the Shelterless** – Permanent Supportive Housing - \$392,034
18. **California Indian Museum and Cultural Center Tribal Youth Ambassadors: Being with Bears** - \$390,000

HHAP Funding Recommendations

1. **Committee on the Shelterless** - Permanent Supportive Housing - \$196,017
2. **City of Santa Rosa** - Safe Parking Program - \$500,000
3. **Committee on the Shelterless** - Rapid Rehousing - \$81,077
4. **Committee on the Shelterless** - Mary Isaak Center Emergency Shelter - \$102,851
5. **Community Support Network** - Integrated Recovery TAY Housing Program - \$239,585
6. **Committee on the Shelterless** - Kids First Family Shelter - \$65,867
7. **City of Healdsburg** – L&M Village - \$778,300
8. **City of Rohnert Park** – Labath Landing - \$436,303

Thank you!