



# Strategic Plan to Address Homelessness

## *2026 to 2030*

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Joint City Council and Housing and Human Services Commission

Public Hearing, December 2, 2025



# Agenda

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- Review the strategic plan and goals
- Receive feedback on goals and strategies and identify any other areas of focus
- Staff to prepare a high-level implementation plan to return as an informational item to Council

**The goal tonight is to confirm policy and strategy alignment with Council and the Commission, not the detailed implementation**

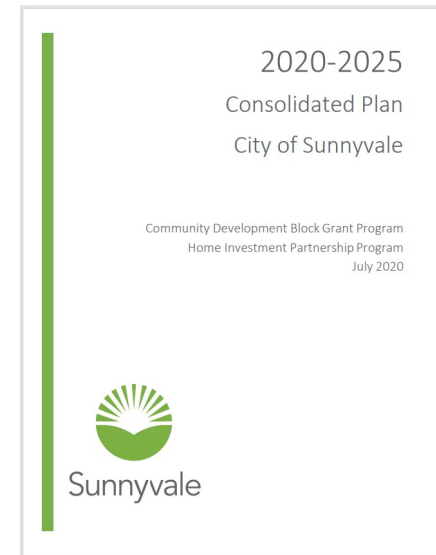
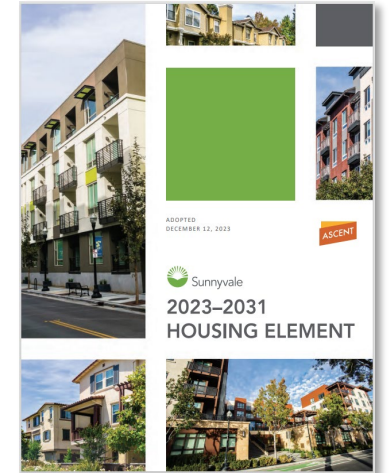
# Background

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- City's historical focus has been on homelessness prevention
- Increasing local role in addressing homelessness
- 2022:
  - ◆ “Supporting the unhoused community” added as Council Strategic Priority
  - ◆ Launched street outreach services
- FY 2023-24: Homeless Services Manager Added
- 2024: WeHope agreement and Inclement Weather Hotel Program Pilot
- 2025: Strategic Plan

# Relevant City Plans

- Two-Year Strategic Framework Workplan
- Housing Element
- Consolidated Plan
- These plans:
  - ◆ Incorporated community engagement and input
  - ◆ Goals integrated into Strategic Plan



# Sunnyvale 2025 Point In Time Count

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## **PIT overview**

- Conducted January 2025
- Countywide partnership using updated methodology and technology

## **Key Findings:**

- 11% overall decrease in homelessness since 2023
- 8% increase in unsheltered population
- Shift due to North County shelter serving families instead of individuals

## **Drivers of Homelessness**

- Eviction or rent increases
- Job losses
- Family dissolution

# PIT Count Considerations and Limitations

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- Snapshot in time
- Weather and volunteer availability affect accuracy
- New 2025 methodology—**Do Not Compare Directly to previous years for trends**

# FY 2025-2026 Sunnyvale Homeless Assistance Program Snapshot

Program	Description	Annual Funding Amount	Funding Source	Number of Households Served FY24/25
Tenant-Based Rental Assistance (TBRA)	Two-year rental subsidies and case management to help people at risk of or experiencing homelessness afford private market housing and to gain skills to stay housed	\$1,600,000	HOME, Housing Mitigation Fund, former Redevelopment funding, General Fund	40
Street Outreach	Connects people experiencing homelessness with shelter, housing, and supportive services	\$372,234	General Fund, part of the “Street Outreach and Essential Services” contract; partially supplemented by PLHA funds in FY 24-25	156

# FY 2025-2026 Sunnyvale Homeless Assistance Program Snapshot Cont.

Program	Description	Annual Funding Amount	Funding Source	Number of Households Served FY 24/25
Noncongregate Shelter Program	Provides 5 temporary hotel rooms and case management to unhoused residents	\$220,000	General Fund, part of “Street Outreach and Essential Services” contract	38
Dignity on Wheels	Provides mobile hygiene services in two locations twice a week; includes restrooms, showers, laundry, and case management	\$260,000	General Fund, part of “Street Outreach and Essential Services” contract	123
Safe Parking Capital Grant Program	Up to \$50k grant for CBO’s to develop safe parking programs on private land	\$100,000	General Fund- pilot program FY25-26	TBD

**Total Annual Expenditures**

**\$2,552,234**



# Strategic Plan Framework

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## Overview of Goals

- ◆ Goal 1: Strengthen Regional Collaboration & Coordination
- ◆ Goal 2: Expand & Support Housing, Service Areas, & Shelter Capacity
- ◆ Goal 3: Prevent Homelessness & Displacement
- ◆ Goal 4: Improve Quality of life for Unsheltered People & Community
- ◆ Goal 5: Promote Equity and Systems Integration

# Goal 1: Strengthen Regional Collaboration and Coordination

Strategy	Annual Cost	Funding Source(s)	(Annual) Outcomes
<b>1.1</b> Collaborate with the County, neighboring cities, and service providers through formal cross-jurisdictional partnerships...	City Staff Time	General Funds	Increased and/or leveraged resources for Sunnyvale homeless services and programs
<b>1.2</b> Work with the County to identify future funding opportunities for supportive services for families which could prioritize interim housing units for Sunnyvale families...	City Staff Time	TBD	Increased interim housing opportunities for unhoused families

## Goal 2: Expand and Support Housing, Service Areas, and Shelter Capacity

Strategy	Annual Cost	Funding Source(s)	(Annual) Outcomes
<b>2.1</b> Support New Affordable Housing Development	Millions +	Housing Mitigation funds, PLHA, HOME	141 Units of PSH & rapid rehousing (by 2030)
<b>2.2</b> Continue implementation of 5-hotel room Non-congregate Shelter Program	\$200,000	General Funds	60 households
<b>2.2</b> Expand Non-congregate Shelter Program to 7 rooms + a staff room + support services	\$393,000	PLHA General Funds	Increase from 5 to 7 rooms Provide case management services Overnight staffing <hr/> 20 additional households
<b>2.3</b> Implement Inclement Weather Program - combine with Non-congregate Shelter hotel rooms	\$27,000	PLHA General Funds	Support Services <hr/> 25 - 45 individuals

## Goal 2: Costs, Funding & Outcomes

Strategy	Annual Cost	Funding Source(s)	(Annual) Outcomes
<b>2.4</b> Safe Parking Pilot Launch	Possibly reallocate the capital funding for operating	General Fund	20 vehicles (at a minimum of one site)
<b>2.5</b> Safe Parking Site(s) capital grant	City Staff Time + \$100k in GF	General Fund	1 site developed (minimum)
<b>Total Annual Cost for Goal 2</b>	<b>\$720,000 + City staff time</b>		

# Goal 3: Prevent Homelessness and Displacement

Strategy	Annual Cost	Funding Source(s)	(Annual) Outcome
<b>3.1</b> Maintain the tenant-based rental assistance program.	\$1,350,000 +	HOME, HOME ARP, Housing Mitigation, and Redevelopment Funds	40 households
<b>3.2</b> Support no fault tenant protections to reduce displacement risk.			

## Goal 4: Improve Quality of Life for Unsheltered People

Strategy	Annual cost	Funding Source(s)	(Annual) Outcomes
<b>4.1</b> Street outreach for shelter, housing and services referrals	\$375,000	General fund	Case Management Services 150 individuals (minimum) 2700 encounters
<b>4.2</b> Mobile Services	\$260,000	General fund	125 duplicated and unduplicated individuals (minimum)
<b>4.3</b> Culturally relevant services and trauma informed care	Included in contract language, additional cost N/A.	N/A	Increasingly effective outreach and engagement Potentially leading to access of housing, jobs, and services

## Goal 4: Improve Quality of Life for Unsheltered People

Strategy	Annual cost	Funding Source(s)	Outcomes
<b>4.4</b> Convene City Departments	Staff time: 5% FTE, multiple staff/departments	Varied/Absorbed	More effective & timely responses to issues or concerns
<b>4.5</b> Elevate Community Engagement	City Staff time, Less than 5%	Varied/Absorbed	More citizen participation in efforts like the PIT count as evidenced through numbers who participate each year
<b>4.6</b> Annual Report on Strategic Plan	City Staff time, Less than 5%	Varied/Absorbed	Opportunity for Council and residents to hear progress on Strategic Plan and provide comment
<b>Total Annual Cost</b>	<b>\$635,000 + City staff time</b>		

## Goal 5: Promote Equity and Systems Integration

Strategy	Annual Cost	Funding Source(s)	(Annual) Outcomes
<b>5.1</b> Use disaggregated data to identify racial disparities in homelessness outcomes and guide investments.	City Staff Time	General Funds	Use for annual evaluation of the Plan's effectiveness
<b>5.2</b> Include individuals with lived experience in program design, policy development, and evaluation. Formalize a process for inclusion such as forming an advisory committee or adding a rep to the Housing and Human Services Commission.	City Staff Time	General Funds	More effective programs will lead to more people becoming housed or sheltered as indicated in annual outcomes



# Potential Challenges for the Plan

**Funding:** Changing funding landscape and potential decrease in federal support

**Securing a Site:** Securing a Safe Parking Site on public property has been challenging

**Additional Staff:** May be needed to administer the plan's programs beyond existing budgeted resources

**Operating Costs:** Ongoing operating cost for a Safe Parking site

# Opportunities to Address Homelessness

## **Housing:**

New affordable housing development

## **Supportive Services:**

outreach, case management, and other services for unhoused people

## **Increased Collaboration:**

with local cities, the county, the community and non-profit partners

## **Expansion:**

Emergency and short-term housing options

## **Rental Assistance:**

Preventing homelessness & displacement via rental assistance program

## **Safe Parking Site:**

*The Consolidated Plan and Strategic Workplan* indicate strong support for this initiative

## Plan Implementation Annual Cost

Projected Annual Cost	\$2,705,000
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- Aligned with currently approved allocations
  - Will require annual inflation adjustments over Plan's five years
  - Funding for certain activities will require regular monitoring
- Non-Congregate Shelter expansion is expected to be funded by PLHA funds

# Staff Recommendation

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Adopt the draft Five-Year Strategic Plan to End Homelessness and direct staff to return with an implementation plan.