

Measure W Town Hall

Supervisor Nikki Fortunato



Today's Agenda

1. Overview of Measure W Spending Plan

- a. Prudent Reserves
- b. Essential Services Fund

c. Home Together Fund

2. Community Voices

3. Audience Questions

Historic Investment in Homelessness Services

Measure W

Alameda County half-cent sales tax approved by voters 2020



Record Levels of Community Participation & Advocacy





Measure W Guiding Principles

Equity at the Center

Advance Vision 2036 & Countywide Plans

Invest in What Works

Reduce Silos & Leverage Existing Infrastructure

Results Based Accountability & Transparency

Leverage Every Dollar

Responsible Fiscal Stewardship

Measure W Guiding Principles

Equity at the Center	- Put communities most affected by homelessness, poverty, and structural inequity first - Use an equity lens in funding decisions to close racial, economic, and geographic gaps - Ensure affected community members are at the table from planning through accountability
Advance Vision 2036 & Countywide Plans	- Ensure homelessness investments advance Home Together Plan - Encourage cities to adopt local implementation plans aligned with countywide strategies
Invest in What Works	- Fund strategies backed by data, proven programs, or strong theories of change - Deploy through existing County infrastructure and in accordance with BOS procurement policies
Reduce Silos & Leverage Existing Infrastructure	- Foster partnerships across County agencies, cities, service providers, housing authorities, etc. - Support integrated approaches across housing, health, social services, and justice systems - Invest in data infrastructure to plan, coordinate, learn, improve, and stay transparent
Support Results Based Accountability & Transparency	- Set clear goals and performance metrics for contracts, consistent with County's Vision 2036 and RBA framework - Leverage the Measure A/C Citizens Oversight Committee to comply with ordinance "lookback" requirements - Publish dashboards, reports on outcomes, and regularly report to BOS
Leverage Every Dollar	- Fill gaps rather than fund first; exhaust other eligible sources before Measure W; utilize most restrictive source first - Prioritize proposals that bring federal, state, city, philanthropic, or private co-funding - Use Measure W as a catalyst to unlock or match other funds
Responsible Fiscal Stewardship	- Maintain a prudent reserve for economic swings and service continuity - Focus one-time funds on one-time needs (e.g., property acquisition, shelter upgrades, capital improvements) - Require sustainability plans for ongoing operations funded

Measure W Allocation Overview

Home Together Fund \$585.8 million	Essential County	\$816+ million (80% of projected revenue + 100% of excess revenue) \$1.4018 billion
Services Fund \$54.2 million	\$204 million	(20% of projected revenue) \$258.2 million

Prudent Reserve \$170 million \$0 \$170 million **TOTAL \$810 million \$1.02 billion \$1.83 billion**

Prudent Reserves - Overview

- \$170M reserve from accrued funds to stabilize Measure W spending plan during economic downturns or revenue shortfalls
- Administered by County Administrator's Office
- Our office's priorities:
 - Use reserves in **same proportionality** as Measure W allocation
 - Ensure funds are **invested in the community**
 - **Transparency and accountability** about how reserves are spent

Essential County Services Fund - Overview

- Total **\$258.2M** allocated
 - \$6.5M for food security and senior services
 - \$54.2M one-time investment
 - \$34M annual investments for next six years (\$204M)
- Administered by corresponding county agency

Eligible investments:

- Federal & State Policy & Budget impact
- Food Security
- Older adults & senior services
- Unincorporated area
- Affordable housing on county properties
- Critical county infrastructure

Essential County Services Fund - Our Priorities

- Prioritize **critical safety net programs** and communities facing threats from **state and federal policies and budget cuts**:
 - Healthcare access
 - Food security
 - Mental health & prevention
 - Services for vulnerable populations like immigrants, LGBTQ+ community, and seniors
- **UPCOMING OPPORTUNITY: September 30 Board of Supervisors Meeting** where staff will present proposal for allocating Essential County Services Fund

Home Together Fund - Overview

Support the implementation of the County's Home Together Plan

- **Homelessness prevention:** Help people remain housed
Example investments: Rental assistance, shallow subsidies
- **Shelter:** Stabilize, enhance, and expand emergency and interim shelter
Example investments: Shelter units, safe parking, navigation centers, increased shelter bed-night rates
- **Permanent Housing:** Fund deeply affordable housing & supportive services
Example investments: Rental & operating subsidies for PSH
- **Access & Coordination:** Improve service connection through outreach
Example investments: Housing access points, outreach services, street health

Home Together Fund - Our Priorities

- Invest in housing for those with the **greatest barriers** •

Strengthen the **homelessness system**

- Accountability & transparency
- Improve experience for people who engage with homeless system
- Robust shelter standards and outreach standards
- Reduce administrative burden for providers
- Engage **people with lived experience** of homelessness
- Create a **regional approach to encampment resolution** that centers human rights and public health

Home Together Fund - Implementation

Regional investments: Allocate funds and services across the five county regions in partnership with local jurisdictions to support increased impact and coordination

Proportionate investments: Services & funding allocated proportionate to homelessness

Center racial equity: Address conditions that lead to racial disparities in who experiences homelessness

City-County Collaboration: Partner with cities to identify funding priorities and improve operations • Existing forums: City/County Technical Working Group, All Cities Meeting, COC, Home Together Planning

North County

Berkeley, Albany, Emeryville

Oakland/Piedmont

Oakland, Piedmont

Mid-County

Alameda, Hayward, San Leandro,
Unincorporated

South County

Fremont, Newark, Union City

East County

Livermore, Dublin, Pleasanton

Home Together Fund - Implementation

Community Engagement Opportunities

- **Leverage existing County advisory groups** with representation from current & formerly unhoused residents
 - Community Consumer Advisory Board (CCAB)
 - Youth Advisory Board
 - Continuum of Care committees and work groups
- Explore ways to **expand opportunities** for people with lived experience to inform and improve homelessness response system

Upcoming Opportunities: Fall 2025 H&H Community Forums

Home Together Fund - Implementation

Funding Process

- Administered by the Housing & Homeless Services Department (H&H)
- Projects selected through county procurement and RFP process

Funding Opportunities

- **Interim Housing RFI**
 - Goal: create new interim housing units as quickly as possible
 - Available to County's pre-approved vendor pool
- **One-Time Capital Fund** to preserve, enhance and expand interim and permanent housing for individuals experiencing homelessness
 - Administered jointly with H&H and HCD
 - Eligible projects: interim shelter, conversion of interim units to permanent housing; acquisition and rehab of existing units; and gap financing for "shovel-ready" new construction
 - Monitor [HCD](#) and [H&H](#)'s websites for the latest news

Community Voices

Questions?

Share your questions in the Q&A window