



CITY OF NEWPORT BEACH HOMELESS TASK FORCE AGENDA

City Council Chambers - 100 Civic Center Drive

Tuesday, November 12, 2019 - 4:00 PM

Homeless Task Force Members:

Will O'Neill, Mayor Pro Tem, Chair
Brad Avery, Council Member, Vice Chair
Joy Brenner, Council Member
Helen Cameron
John Heffernan
Terry Moore
Thomas Peterson
David Snow
Reverend Cindy Voorhees
Jean Wegener

Staff Members:

Grace Leung, City Manager
Carol Jacobs, Assistant City Manager
Natalie Basmaciyar, Homeless Coordinator
Jennifer Biddle, Administrative Support Specialist

The Homeless Task Force meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Homeless Task Force agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Committee and items not on the agenda but are within the subject matter jurisdiction of the Homeless Task Force. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Carol Jacobs, Assistant City Manager, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 644-3001 or cjacobs@newportbeachca.gov.

NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

1) **CALL MEETING TO ORDER**

2) **ROLL CALL**

3) **CURRENT BUSINESS**

1. **Approval of the October 15, 2019 Homeless Task Force Meeting Minutes**

[October 15, 2019 Homeless Task Force Draft Minutes](#)

2. **Presentation by City of Anaheim**

Recommendation: Receive and File

3. **Update of the Homeless Task Force Goals and Objectives for 2020**

Recommendation: Provide input into the 2020 Goals and Objectives and direct staff to forward to the City Council for consideration.

[Staff Report](#)

[Attachment A – Staff Report from March 26, 2019](#)

[Attachment B – Education and Outreach Subcommittee Recommendations](#)

4. Subcommittee Reports - Review of Membership

- **Housing Options and Financing**
- **Data Collection and Accuracy**
- **Mental Health and Substance Abuse**
- **Education and Public Relations**

Recommendation: Receive and File.

4) PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comments are invited on non-agenda items generally considered to be within the subject matter jurisdiction of the Homeless Task Force Committee. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Homeless Task Force Committee has the discretion to extend or shorten the speakers' time limit on non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

5) COMMITTEE MEMBER ANNOUNCEMENTS (NON-DISCUSSION ITEMS)

6) TASK FORCE ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)

7) ADJOURNMENT

**NEWPORT BEACH HOMELESS TASK FORCE
REGULAR MEETING MINUTES
City Council Chambers
100 Civic Center Drive, Newport Beach CA
Tuesday, October 15, 2019
4:00 PM**

1) CALL MEETING TO ORDER

The meeting was called to order at 4:01 p.m.

2) ROLL CALL

Homeless Task Force Committee Members:

Mayor Pro Tem and Chair Will O'Neill
Council Member and Vice Chair Brad Avery (excused absence)
Council Member Joy Brenner
Helen Cameron
John Heffernan
Terry Moore
Thomas Peterson
David Snow
Rev. Cindy Voorhees (excused absence)
Jean Wegener

Staff Members:

Carol Jacobs, Assistant City Manager
Natalie Basmaciyian, Homeless Coordinator
Jaime Murillo, Principal Planner
Lauren Wooding-Whitlinger, Real Property Administrator
Anthony Yim, Homeless Liaison Officer
Jennifer Biddle, Administrative Support Specialist

3) CURRENT BUSINESS

1. Approval of the September 17, 2019 Homeless Task Force Meeting Minutes

Recommendation: Approve and file

Jim Mosher noted the final page of the minutes referred to Communication Brenner rather than Council Member Brenner.

Committee Member Snow moved to approve the minutes of the September 17, 2019 meeting as amended.

Committee Member Moore seconded the motion. The motion carried by the following roll call vote:

Ayes: O'Neill, Brenner, Cameron, Heffernan, Moore, Peterson, Snow, Wegener

Nays: None

Abstaining: None

Absent: Avery, Voorhees

2. Presentation by City of Anaheim

Recommendation: Receive and file

Chair O'Neill announced the presentation by the City of Anaheim has been continued due to the speaker's illness.

3. Presentation on the Costs of Homelessness

Recommendation: Receive and file

Committee Member Snow reported a study of the costs of homelessness was conducted in 2016, and a report was published in the spring of 2017. The types of housing studied are emergency shelter, transitional or bridge housing, rapid rehousing, and permanent supportive housing. Questionnaires were sent to municipalities, hospitals, non-governmental agencies in Orange County, and interviews of homeless people were conducted. The total cost of homelessness in 2016 was approximately \$300 million. The 2017 Point-In-Time count found a homeless population of around 4,500. The most recent Point-In-Time count found an increase of approximately 2,000 homeless people, and the resulting costs are likely closer to \$400 million. The largest cost cluster was healthcare at \$120 million followed by housing and law enforcement. The average cost per chronically homeless person in the county was slightly more than \$100,000. The average cost per non-chronically homeless person was approximately \$42,000. The difference between the two was primarily healthcare costs. President George W. Bush's administration changed the focus to housing for the homeless before treatment for mental and physical health. When the homeless are housed, the cost for healthcare and law enforcement decrease drastically. The cost for non-emergency healthcare increases because regular healthcare services are provided along with housing. Seventy-one percent of homeless people who have been on the street for three years or more report having two or more health conditions.

In reply to questions, Committee Member Snow advised that municipalities' costs were comprised of law enforcement, staff time, and housing and assistance provided to the homeless. Where municipalities provide ambulance services, the costs were attributed to the municipality rather than healthcare. The costs for the County jail and County homeless court were attributed to the County, but the cost of other County services provided to the homeless were more difficult to ascertain. Costs of \$6.9 million were attributed to small agencies and faith-based organizations that provide food and clothing, such as Mary's Kitchen. The study's findings are consistent with studies conducted in other California cities. Chair O'Neill related Council actions regarding housing and the difficulty of identifying City costs for homelessness. Currently, federal and state funding is focused on permanent supportive housing. For \$10.6 million, Costa Mesa estimates it can provide a facility with 50 beds for the homeless and an additional 50 beds in the future. The estimated operational cost per bed at that site is \$56,000.

Committee Member Cameron recalled that the cost of the Santa Ana Veterans Village was \$27 million, but the City of Santa Ana contributed less than \$400,000. A city's contribution to housing varies. The typical cost for one unit of permanent supportive housing is \$450,000.

Committee Member Wegener indicated the average cost of permanent supportive housing in Orange County for a family is \$10,000-\$14,000.

Committee Member Moore explained that the \$56,000 cost for the Costa Mesa facility included in-reach and outreach services and staffing. As of the day prior to the meeting, 25 people have been moved from the facility into permanent housing. The cost per bed is not the same as cost per person. Within a year, more than one person can occupy a bed and receive services so that the cost per person is less than \$56,000.

Council Member Brenner noted the important fact of homeless people successfully moving into housing and not returning to the street. Temporary shelter is more expensive, but it can provide long-term savings.

Jim Mosher asked if the \$51,000 cost for permanent supportive housing included services only or services and an annualized cost for construction of permanent supportive housing.

An unidentified speaker asked if people would be required to support themselves financially or be allowed to continue their current behaviors once they are moved into housing.

An unidentified speaker noted the conversation did not include the impacts of robberies on stores. The growing number of homeless people obtaining healthcare in emergency rooms impacts hospital staff and care for other patients.

Jack Rose opposed construction of a facility at 592 Superior. At \$56,000 per bed, the cost per household for a 40-bed facility would be \$23. The impact to neighborhoods may not be worth the trivial amount. Housing for the homeless is a budget issue.

Committee Member Snow clarified that the \$51,000 cost does not include the initial cost to construct a facility, but it does include subsequent costs. Permanent supportive housing is more expensive than rapid rehousing or transitional housing because it provides services for disabilities. Rapid rehousing is intended to return people with job skills to employment. Shelters, such as the Friendship Shelter, remove homeless people from the streets for a few nights but do not provide services or long-term housing. The cost for housing varies greatly because of the assistance provided by the County, State, and Federal governments.

Committee Member Cameron related that people living in permanent supportive housing pay rent, participate in the community, and address their mental health and substance abuse issues. Hospitals in the community and the County have a new model to provide mental health services.

Chair O'Neill announced Homeless 101 will be held October 23 in the Friends Room at Central Library. Registration can be completed online at the City's website.

4. Subcommittee Reports:
Recommendation: Receive and File

Chair O'Neill noted Committee Member Heffernan has not been assigned to a subcommittee. Committee Heffernan volunteered for the Housing Options and Financing subcommittee.

- **Housing Options and Financing**

Committee Member Cameron reported the City is working collaboratively with the cities of Tustin, Santa Ana, Costa Mesa, Huntington Beach, Fountain Valley, Westminster, Garden Grove, and Seal Beach, all of which form the Central Service Planning Area (SPA). The subcommittee is interviewing a broker in order to learn of locations where permanent housing may be developed. She read the cost of homelessness study's finding regarding the primary cause of homelessness. The subcommittee has discussed a centralized assessment team and shelters.

In response to inquiries, Committee Member Cameron explained that almost every unit of permanent supportive housing requires a project-based voucher. The Veterans Village requires a VASH voucher, but the funding for VASH and project-based vouchers is similar. Development of a housing project typically needs private funding resources. Utilizing funding from a community foundation increases the number of points awarded to a development's tax credit application. Funding is quite complex and varied.

- **Data Collection and Accuracy/Mental Health and Substance Abuse**

Committee Member Snow advised that the homeless population in Newport Beach totals about 54. Homeless Liaison Officer Anthony Yim believes about 90 percent of the homeless would likely agree to move into housing. The remaining 10 percent suffers severe mental illness and probably would not be willing to move into housing. Since the spring of 2018, City Net has placed 34 homeless people in temporary or permanent supportive housing. Homeless people have to be placed on a prioritization list before they can be taken to housing. The subcommittee is exploring obtaining the services of an individual qualified and available to provide an official diagnosis so that homeless people can be placed on the prioritization list.

Chair O'Neill related that 20 people are listed on the housing prioritization list (CES) and could be moved into housing if it was available. The subcommittee needs to discuss the County's public guardian program.

- **Public Relations**

Council Member Brenner indicated the subcommittee has been working with staff to improve the website and discussed an anti-panhandling ordinance.

Assistant City Manager Carol Jacobs reported the subcommittee discussed creating a sign that encourages people not to give to panhandlers. A favorite sign states "change the way you give" and provides a website address for a third party that provides homeless services. A communications specialist can create a logo and tagline for such a sign. She requested comment regarding use of the phrase "change the way you give."

Committee Member Cameron believed the priority issue should be an ordinance that addresses safety issues. Signage will not lead to the desired result. More research is needed before the Council considers signage.

Chair O'Neill explained that the signage supports a public campaign approved by the Council.

Council Member Brenner felt the language should be more specific to panhandling and safety. The language could be "panhandling hurts" and something about how to help.

Committee Member Snow suggested the language is vague, and the text is small.

Chair O'Neill preferred the approach used by the City of Scottsdale.

Assistant City Manager Jacobs advised that the subcommittee heard a suggestion to provide a business card rather than cash to panhandlers. The subcommittee felt that could lead to safety issues and did not recommend the concept to the Task Force. The subcommittee is talking about creating a social media platform and posting updates three or four times a week; creating a slogan and logo; and hosting a table at community events.

Council Member Brenner added that the intent of attending community events would be to distribute flyers that identify organizations who work with the homeless and that would complement signage.

Committee Member Cameron suggested distributing 211 and OC Links cards at community events.

An unidentified speaker related his conversation with police officers familiar with the homeless people at the Orange County Transportation Authority (OCTA) facility and their unwillingness to move to housing. Homeless people continue to camp at the facility.

An unidentified speaker encouraged the Task Force to install signs and to try other things to discourage panhandling.

Monique Christianson offered to share the need for a qualified person to assess the homeless with clinical psychology associates at Pepperdine University. She inquired about a plan to help those who will not move into housing.

Jim Mosher suggested signs focus on help is available for the needy and where resources are available. Raising the awareness of resources through distributing the County's pocket resource cards could be beneficial. He suggested each webpage contain the date it was last revised.

An unidentified speaker supported the installation of signage focused on panhandling specifically.

Chair O'Neill clarified that 90 percent of the homeless at the OCTA facility do not want to move to shelters while 90 percent of the general homeless population does want permanent supportive housing. The police department is a solution for those who do not want housing.

Committee Member Moore indicated most homeless people are initially resistant to housing, but they often change their minds.

4) PUBLIC COMMENTS ON NON-AGENDA ITEMS

An unidentified speaker shared her observations of the Friendship Shelter in the 1990s. She would gladly support housing for the homeless if the occupants are required to work and cease substance abuse.

5) COMMITTEE MEMBER ANNOUNCEMENTS (NON-DISCUSSION ITEMS)

None

6) BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION, OR REPORT (NON-DISCUSSION ITEM)

Chair O'Neill requested agenda items for the City of Anaheim presentation; recommendations to Council to modify the purpose and responsibilities of the Homeless Task Force; and establishing objectives and goals for the coming year. Members of the public may send suggestions for goals and objectives to Assistant City Manager Jacobs, Homeless Coordinator Basmacian, or Chair O'Neill.

7) ADJOURNMENT

There being no further business to come before the Newport Beach Homeless Task Force, the meeting was adjourned at 5:57 p.m.



CITY OF

NEWPORT BEACH

Homeless Task Force Staff Report

November 12, 2019
Agenda Item No. 3.3

TO: CHAIR AND MEMBERS OF THE HOMELESS TASK FORCE

FROM: Carol Jacobs, Assistant City Manager - 949-644-3313,
cjacobs@newportbeachca.gov

PREPARED BY: Carol Jacobs, Assistant City Manager,
cjacobs@newportbeachca.gov

PHONE: 949-644-3313

TITLE: Update of the Homeless Task Force Goals and Objectives for 2020

ABSTRACT:

The Homeless Task Force was created in March of 2019 to help address the issues surrounding homelessness. As part of the Task Force's on-going efforts, the Task Force was asked to provide input to the goals and objectives for 2020.

RECOMMENDATION:

Provide input into the 2020 Goals and Objectives and direct staff to forward to the City Council for consideration.

DISCUSSION:

The City Council approved the creation of the Homeless Task Force on March 26, 2019. Attachment A is the staff report and related documents. Since the creation of the Task Force, several subcommittees have been created to focus more fully on the wide variety of issues the City may need to address.

At the Homeless Task Force meeting of October 15, 2019, the Task Force members requested that they review their initial goals and objectives as established by the City Council as well as provide input to consider modifications to forward to the City Council for consideration.

The Education and Public Outreach subcommittee did provide written suggestions and they are shown in Attachment B. Other subcommittees may choose to discuss additional goals and objectives at the meeting.

NOTICING:

The agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Council considers the item).

ATTACHMENTS:

Attachment A – Staff Report from March 26, 2019

Attachment B – Education and Outreach Subcommittee Recommendations



CITY OF

NEWPORT BEACH

City Council Staff Report

March 26, 2019
Agenda Item No. 4

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: Grace K. Leung, City Manager - 949-644-3001,
gleung@newportbeachca.gov

PREPARED BY: Carol Jacobs, Assistant City Manager,
cjacobs@newportbeachca.gov

PHONE: 949-644-3313

TITLE: Resolution No. 2019-25: Formation of a Homeless Task Force

ABSTRACT:

At the City Council meeting of March 12, 2019, the City Council directed staff to return with the formation of a City Council/Citizen Task Force to address the needs of the homeless population.

RECOMMENDATION

- a) Determine this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) and 15060(c)(3) of the CEQA Guidelines because this action will not result in a physical change to the environment, directly or indirectly;
- b) Adopt Resolution No. 2019-25, *A Resolution of the City Council of the City of Newport Beach, California, Establishing a City Council/Citizen's Committee Known as the Newport Beach Homeless Task Force*;
- c) Confirm the Mayor's appointment of Mayor Pro Tem Will O'Neill and Council Member Brad Avery to serve as the City Council's representatives to the Task Force; and
- d) Direct the City Clerk to advertise for the citizen members of the Committee.

FUNDING REQUIREMENTS:

There is no fiscal impact related to the formation of the Homeless Task Force.

DISCUSSION:

Over the past several years, the City has experienced an increase in the number of homeless individuals in the community. As a response to this increase the City has taken a number of proactive steps to address the issue. These steps include reallocating a patrol officer as a homeless liaison officer working directly with the homeless, providing short-term lodging and travel, working with the County of Orange Health Care Agency to provide mental health services, providing funding to service providers whose mission is to work with the homeless, and working with a non-profit group to move the homeless into temporary and permanent housing.

While there has been some success with these efforts, a more comprehensive approach is desired by the City Council. There is a wealth of knowledge and expertise in the community and working with residents to address this complex issue will provide the City Council with a greater perspective and action plan to respond to the homeless.

The Task Force is proposed to be comprised of two councilmembers and seven community members. The Mayor is recommending the appointment of Mayor Pro Tem Will O'Neill and Council Member Brad Avery for the two councilmember representatives. Selection of the seven community members will follow Council Policy A-2: Boards, Commissions and Committees.

The Task Force's goal will be to develop a plan to reduce or eliminate homelessness in Newport Beach that includes the following components:

- a) Develop strategies/plan to integrate all services needed to address homelessness.
- b) Develop list of community partners willing to assist with addressing the issue.
- c) Review and consider temporary housing solutions.
- d) Develop appropriate metrics system to monitor reduction of homeless.

The Committee will sunset when this work is completed or December 31, 2020. The City Council could choose to extend the Task Force after that time.

ENVIRONMENTAL REVIEW:

Staff recommends the City Council find this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) and 15060(c)(3) of the CEQA Guidelines because this action will not result in a physical change to the environment, directly or indirectly.

NOTICING:

The agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Council considers the item).

ATTACHMENT:

Attachment A – Resolution No. 2019-25

ATTACHMENT A

RESOLUTION NO. 2019-25

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWPORT BEACH, CALIFORNIA ESTABLISHING A CITY COUNCIL/CITIZENS' COMMITTEE KNOWN AS THE NEWPORT BEACH HOMELESS TASK FORCE

WHEREAS, homelessness is a growing problem in the City of Newport Beach ("City") that requires further evaluation by the City;

WHEREAS, the City is fortunate to have highly skilled, educated and experienced residents that are willing to donate their time to positively contribute towards the betterment of the City; and

WHEREAS, the City Council wishes to create a committee comprised of councilmembers and community stakeholders to study the impacts of homelessness on the City and develop solutions as more particularly described below to end homelessness.

NOW, THEREFORE, the City Council of the City of Newport Beach resolves as follows:

Section 1: The City Council does hereby establish the Newport Beach Homeless Task Force ("Task Force"). Attachment "A" shall govern the membership, term, meetings, purpose and responsibilities of the Task Force, which is attached hereto and incorporated herein by this reference.

Section 2: Policy A-2 entitled "Boards, Commissions and Committees" shall govern all other aspects of the Task Force not identified in Attachment "A".

Section 3: The recitals provided in this resolution are true and correct and are incorporated into the operative part of this resolution.

Section 4: If any section, subsection, sentence, clause or phrase of this resolution is, for any reason, held to be invalid or unconstitutional, such decision shall not affect the validity or constitutionality of the remaining portions of this resolution. The City Council hereby declares that it would have passed this resolution, and each section, subsection, sentence, clause or phrase hereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid or unconstitutional.

Section 5: The City Council finds the adoption of this resolution is not subject to the California Environmental Quality Act ("CEQA") pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical change to the environment, directly or indirectly.

Section 6: This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting the resolution.

ADOPTED this 26th day of March 2019.

Diane B. Dixon
Mayor

ATTEST:

Leilani I. Brown
City Clerk

APPROVED AS TO FORM:
CITY ATTORNEY'S OFFICE



Aaron C. Harp
City Attorney

Attachment A - Newport Beach Homeless Task Force Description

ATTACHMENT A

Newport Beach Homeless Task Force

AUTHORIZATION: Established by Resolution No. 2019-__ adopted on March 26, 2019.

MEMBERSHIP: The Task Force shall be comprised of two (2) councilmembers and seven (7) residents appointed by the Mayor and confirmed by the City Council. Council Policy A-2 is waived as it pertains to the term of Council and Committee members appointed to the Task Force. As provided herein, the term of the appointed members of the Task Force shall be indefinite pending City Council action or expiration of the Task Force's term listed above.

**QUALIFICATIONS
OF MEMBERS:**

In addition to the criteria set forth in Council Policy A-2, the Task Force shall be comprised of two (2) councilmembers and seven (7) residents appointed by the Mayor and confirmed by the City Council. The Task Force shall include residents with an interest in working to create a vision and plan to respond to the issues of homelessness in Newport Beach, have expertise in housing, mental health services, social services, public safety, health services, or education.

TERM: The Task Force shall expire upon completion of the Purpose & Responsibilities listed below, but not later than December 31, 2020.

MEETINGS: The Task Force is an ad hoc committee. Meetings shall be held as required by the business needs of the Task Force in such locations, dates and times in accordance with the Ralph M. Brown Act.

**PURPOSE &
RESPONSIBILITIES:**

- A. Develop strategies/plan to integrate all services needed to address homelessness.
- B. Develop a list of community partners willing to assist in addressing homelessness.
- C. Review and consider temporary housing solutions.
- D. Develop appropriate metrics system to monitor reduction of homeless.

GOALS FOR 2020 – FROM THE EDUCATION AND OUTREACH SUBCOMMITTEE

1. HOUSING
2. OUTSIDE FINANCING/FINANCIAL SUPPORT/COMMUNITY PRIDE
3. MENTAL ILLNESS ADDRESSED
4. PANHANDLING
5. COALITION – FAITH AND RESIDENT COMMUNITIES

1. HOUSING, by definition, it takes about two years, for a person to get out of homelessness. By the end of 2020 we should have 30 people in PSH and 20 in transitional housing. The balance of our homeless (10-20 individuals) may either have A: moved on in response to tightened city efforts and anti-panhandling awareness, B: become less visible by keeping a lower public profile, or C: dug in their heels, at which point other measures may be called for.

In order to reach those goals, obviously we must have either joined with Costa Mesa in both their Bridge Shelter and Permanent Supportive Housing or have constructed and staffed our own, with appropriate wrap-around services in place. That would address the Transitional aspect of our response, still leaving the PSH to be determined. It is unlikely that NB would commit to creating both a transitional and a permanent facility in the same year.

2. FINANCIAL SUPPORT FROM THE COMMUNITY. Our city has a unique opportunity to leverage significant support from the business community and private citizens. Appeals should be made to the 5-10 largest companies in the city, especially those involved in housing. That is a natural tie-in we should exploit, and the data from Dr. Snow's report on the Cost of Homelessness is a great tool for this effort. I would suggest that once our path is clear and the numbers are available, an approach should be made to business leaders to urge the formation of a coalition which would commit to financially supporting the city's efforts to end homelessness. Newport Beach is known worldwide as a very wealthy city. Our city facilities, our gorgeous harbor, and of course the so-expensive local real estate all reinforce that image. I believe we can turn that "I live in a \$6M home" mentality into a "we take the best care of our homeless people" campaign. But maybe I am too naïve. Let's encourage our residents to promote "Newport Cares."
3. MENTAL ILLNESS. Must be addressed. The homeless individuals in our city who suffer from mental illness should be our first priority. The suggestion was made to encourage Hoag Hospital to create a facility for treatment of mental illnesses which would provide access to those living on the street who are being untreated. As this would likely require a long period of time to make happen, we need to look at other EXISTING opportunities. Again, partnering with Costa Mesa would mean that a portion of the 13 beds that College Hospital has dedicated to the homeless would be available for our use.
4. PANHANDLING. Is the issue most easily addressed, at least from the top-down perspective. Signage, a campaign to realign people's giving, and making obvious panhandling sites less accessible are all workable, but given the mobility of the local homeless, it will be difficult to actually curtail all the panhandling. It is one thing to say "don't give in to panhandling," and another to stop the activity at the street level. Of course, if we are asking people to divert their giving, we need to be very clear about where those donations should go. I suggest a special fund be set up for this purpose.

5. FAITH COMMUNITY AND RESIDENT COALITION without which everything will be much more difficult! Outreach to local churches and to resident groups, showing them the model that helped make Costa Mesa homeless outreach so successful, could go a long way to involving those in our city who have a desire to help, not just complain. By the end of 2020, we should have had at least three group meetings to start forming a base for ongoing involvement.