

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS (MAG)  
CONTINUUM OF CARE BOARD

March 30, 2015

MAG Office Building, Cottonwood Room

MEMBERS ATTENDING

Brad Bridwell, Cantwell Anderson-Cloudbreak

#Moises Gallegos, City of Phoenix

Kevin Hartke, City of Chandler, Councilmember,  
Chair

Theresa James, City of Tempe

Nick Margiotta, Phoenix Police Department

Darlene Newsom, United Methodist Outreach  
Ministries (UMOM) New Day Center

Amy Schwabenlender, Valley of the Sun United  
Way (VSUW)

\*Thelda Williams, Councilmember, City of  
Phoenix, Vice Chair

Diana Yazzie Devine, Native American  
Connections

Tami Linkletter, Save the Family

\*Neither present nor represented by proxy.

#Attended by telephone conference call.

+Attended by video conference.

## OTHERS PRESENT

Brent Bass, Salvation Army  
Wendy Bunn, SBH  
Billie Cawley, Central Arizona Shelter Services  
(CASS)  
Jenny Day, Basic Mission  
Lisa Eddings, Terros Safe Haven  
Maria Garai, Sojourner  
Tom Hutchison, A New Leaf  
#Mark Johnston, Cloudburst Consulting Group  
Margeret Kilman, VSUW  
Robert Kneuchkel, Sojourner  
Stephanie Knox, Department of Economic  
Security  
Karen Kurtz, Community Bridges  
Mattie Lord, UMOM  
Nancy Marion, House of Refuge  
Suzi Martin, Homeward Bound  
#Joann Morsetti,  
#Gillian Morshide, Homebase  
Robb Knechlel, Sojourner

#Jamie Taylor, Cloudburst Consulting Group  
Laura Peter, Labor's Community Service Agency  
(LCSA)  
George Roundy, Arizona Organizing Project  
Carla Salas, Lifewell Behavioral Wellness  
Jake Sedillo, Labor's Community Service  
Agency  
#Laura Skotnicki, Save the Family  
Charles Sullivan, ABC Housing  
Mike Shore, HOM, Inc.  
Sharon Stephenson, City of Scottsdale  
Ursula Strehphans, Central Arizona Shelter  
Services  
Jacki Taylor, Save The Family  
Michelle Thomas, Community Information and  
Referral  
Kimberly Thompson, LCSA  
Celina Brun, Maricopa Association of  
Governments (MAG)  
Brande Mead, MAG  
Amy St. Peter, MAG

### 1. Call to Order and Introductions

Chair of the Continuum of Care (CoC) Board, Kevin Hartke, City of Chandler, called the meeting to order at 2:02 p.m. Introductions of the Committee and audience proceeded.

### 2. Call to the Audience

Audience members were given an opportunity to address the Committee on items that were not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. There were no comments from the audience.

### 3. Approval of the February 23, 2015 CoC Board meeting minutes

Addressing the first order of business, Chair Hartke asked if the CoC Board reviewed the February 23, 2015, CoC Board meeting minutes and had any comments. The Board did not have comments. Tami Linkletter, Save the Family, motioned to approve the February 23, 2015 CoC Board meeting minutes. The motion to approve the February 23, 2015 CoC Board meeting minutes was seconded by Brand Bridwell, Cantwell-Anderson-Cloudbreak. Chair

Hartke opened the floor for comments on the meeting minutes from the audience. No comments were made. The motion passed.

#### 4. Rapid Rehousing Data Analytics Project

Chair Hartke introduced Jamie Taylor, Cloudburst Consulting Group, and Mark Johnston, formerly with HUD, who discussed the opportunity for the Continuum of Care to partner on a data analytics project that will help inform the community's decisions on Rapid-Rehousing. Brande Mead, MAG, initiated a screen-share with Ms. Taylor for her presentation. Ms. Taylor described her project as a three-fold pilot, funded by HUD to build performance culture and demonstrate how Rapid-Rehousing is an effective tool to end homelessness via visible data. Furthermore Ms. Taylor stated that there is no cost to participate in the project and it has a very short project life span. Maricopa County would be one of six communities nationwide to receive this valuable technical assistance.

The goal is to complete the work before the anticipated release of the CoC Notice of Funding Availability (NOFA) so that the data can be used during the local evaluation process.

The benefits would provide the community with:

- 1) A data dashboard - a shared measurement tool that supports data driven decisions.
- 2) Rapid Re-Housing Evaluation - adding matched comparison, group analysis.
- 3) A local structure model that utilizes the dashboard and evaluation findings for continuous improvement to the system.

Ms. Taylor stated that Mr. Johnston would collaborate with her to see how the project works for HUD staff and how well it works with HUD's system performance. Mr. Johnston described the difficulty of passing the HEARTH Act and acknowledged the various changes initiated by the HEARTH Act. Performance measurements are a large portion of the selection criteria in the HEARTH Act and HUD would like to ensure performance measurements come from the overall Continuum of Care. Performance measurements will span across the entire Continuum and be implemented by 2016. Performance will soon become the overall score of the Continuum of Care and soon become the single-largest element of scoring for the Continuum of Care, representing a majority of the points. Mr. Johnston stated that the Rapid-Rehousing project will assist in the overall performance score of Continuum's. HUD is no longer interested in individual program performance and is moving towards the overall system performance.

Ms. Taylor proceeds to run through her presentation, stating that her pilot was funded for six sites; San Diego California, Memphis Tennessee, State of Iowa, State of Utah, and the State of Michigan. Ms. Taylor discussed the data in her pilot and demonstrated the use of the data dashboard. Ms. Taylor emphasized the importance of data and the expectation for data to promote discussion. Furthermore, Ms. Taylor explained that the length of time someone is homeless and the length of time for someone to return to homelessness are the two most important factors HUD is researching for the data dashboard. To conclude, Ms. Taylor explained that the pilots sites are being asked to create a small group before the end of May

to begin work on the data project. The project does not affect Phoenix and the presentation is meant as a hypothetical project for Phoenix.

Chair Hartke opened the floor for questions. Darlene Newsome, UMOM New Day Center, inquired if the presenter, when referring to households, was talking about singles, families, and youth in the project being presented. Ms. Taylor clarified that her project only focused on adults at this time, however, including youth is possible. Ms. Newsome voiced her support for the project, stating that a data management system could prove useful to the Phoenix region. Nick Margiotta, City of Phoenix, stated that there is a value to having a baseline of data. Chair Hartke sought a motion to approve the recommendation. Theresa James, City of Tempe motioned to approve the recommendation. The motion to approve the recommendation was seconded by Ms. Newsome. The motion passed.

Ms. Mead noted that if any Board members inform her if they wished to participate in the leadership team. Amy Schwabenlender, VSUW, suggested that the Rapid-Rehousing project be a part of the Performance Standards and Data Quality (PSDQ) Group. Ms. Mead followed these points, stating that it was strongly encouraged that Rapid-Rehousing providers be a part of the project to provide proper insight.

5. Continuum of Care Strategic Planning: Draft Action Plan and Update on CoC Governance Implementation

Chair Hartke stated that a Continuum of Care Planning Session was held on February 10, 2015, to collect feedback and planning priorities and strategies for 2015. Chair Hartke further stated that Gillian Morshide, Homebase, would present a draft action plan from the results of the planning session for information, discussion, and possible approval. In addition, Ms. Mead would provide an update on the CoC Committee, development of the PSDQ Group, and information on the CoC Planning Grant budget. Following Ms. Mead's introduction of Ms. Morshide, Ms. Morshide explained the four main goals and the strategy of each goal that resulted from the planning session.

- Improve communication among all stakeholders (CI&R, providers, funders, Bowman) regarding data and HMIS.
  - Align system goals/ resources and improve education across system.
  - Engage funders to increase funding and encourage new vision.
  - Collaborate with networks and programs within and outside of the CoC.
- Decrease reliance on external analysis support to extract data and run reports.
  - Determine CoC weaknesses to decide where best practices are needed.
  - Identify best practices to implement in CoC.
  - Implement best practices.
- Increase efficiency of HMIS.
  - Improve and increase interaction within Continuum.
  - Increase transparency and improve communication across and between all levels of CoC structure.

- Engage and improve poor performers.
- Define the role of the PSDQ Committee.
  - Improve communication among all stakeholders (CIR, providers, funders, Bowman) regarding data and HMIS.
  - Decrease reliance on external analysis support to extract data and run reports.
  - Increase efficiency of HMIS.
  - Define the role of the PSDQ Committee.

Ms. Mead opened the floor for discussion or comments. Mr. Margiotta sought clarification that the four goals are the four pillars developed during the CoC Board retreat. Ms. Mead stated that the goals and pillars were the same. Ms. Schwabenlender inquired if additional feedback from the broader community was submitted. Ms. Mead stated that no additional feedback has been collected. Ms. Newsome stated that there is still concern over the roles and responsibilities of the Board. Diana Yazzie Devine, Native American Connections, and Brad Bridwell, Cantwell Anderson-Cloudbreak, indicated that the top priorities should be prioritizing responsibilities and defining populations and roles. Amy St. Peter, MAG, suggested a community meeting to discuss the action steps and prioritize responsibilities. Ms. Morshide clarified that the immediate action steps were labeled as such due to the quick timeline in which they can be accomplished. Chair Hartke asked Ms. Mead what the timeline would be to accommodate the actions steps of prioritizing roles and responsibilities. Ms. Mead stated that the CoC Committee declared Performance Evaluation and Notice of Funding Availability (NOFA) preparation as top priorities. Ms. Mead further stated that if approved by the Board, the Committee could bring recommendations to the Board for approval and preparation before the NOFA is announced. Ms. Schwabenlender suggested sending out a survey of the list of priorities. Ms. Mead listed the following as a set of priorities proposed for the new PSDQ group by the Committee:

- Setting HMIS data policy.
- Providing overall HMIS project oversight.
- Accountability to the Board on effective HMIS.
- Overseeing creation of system wide performance measures and reporting association with those performance measurements.
- Analyzing system wide-recommendations.

Ms. James inquired about the status of forming the PSDQ group. Ms. Mead stated that an email was sent requesting letters of interest and only four letters have been received. After further discussion, Ms. James suggests the Committee and Board meet to discuss the allocation of roles and responsibilities. Ms. Yazzie-Devine motioned to instruct the Committee to begin looking at the Performance Measurements Standards for the ranking and review of the next year, and in the meantime, the Board will work on roles and responsibilities. The motion was seconded by Mr. Margiotta. The motion passed.

## 6. Approval of Standards of Excellence

Chair Hartke moved to discuss the information, discussion, and possible action to approve the Standards of Excellence for homeless outreach, emergency shelter, transitional housing, permanent supportive housing and rapid re-housing interventions. The Standards of Excellence were drafted in collaboration with the Street Outreach Collaborative, Standing Strong for Families, the HEARTH group, and the Permanent Housing Work Group. The Standards of Excellence are a set of performance goals and quality standards for homeless outreach programs, emergency shelter, transitional housing, permanent supportive housing, and rapid re-housing programs centered on housing-first principles and coordinated practices at the programmatic and system level. Ms. Mead stated that the Standards of Excellence is a working document meant to be continuously updated. Ms. Mead further stated that the Emergency Solution Grant group would like to align with the standards to improve performance. Also, in the HEARTH Act, a CoC must adopt a set of Service Standards, which Ms. Meads stated would need to be developed soon.

Ms. Mead opened the floor for comments. Mr. Margiotta stated his concern about the portion of the Standards pertaining to and suggested adopting the Standards omitting the Outreach portion. Ms. Schwabenlender suggested passing the Standards as presented, including the dedicated work of Outreach workers, with the future addition of Emergency Shelter for individuals and updating the standards biannually. An audience member commented that although outreach workers would like to participate, the supportive services are not yet available. Ms. Schwabenlender motioned to approve the Standards of Excellence as the 2014 document and go back to every workgroup to update all sections for a 2015 Standards of Excellence. The motion was seconded by Mr. Bridwell. The motion passed.

7. Partnerships for Opening Doors - Integrating Employment and Housing Strategies to Prevent and End Homelessness

Ms. Schwabenlender and Ms. Newsome discussed a collaborative initiated by the U.S. Interagency Council on Homelessness, the U.S. Department of Housing and Urban Development, and the Department of Labor to enhance local employment integration opportunities for people experiencing homelessness. Ms. Schwabenlender announced the coordination of a local summit on April 22, 2015 to imitate the Washington D.C. conference just referenced, to focus on bridge workforce development

8. Coordinated Access Oversight

*This agenda item was tabled to the April meeting.*

9. Request for Future Agenda Items

Tami Linkletter requested more details on the financial details on the Family Housing Hub by Mattie Lord. Ms. Schwabenlender requested more information on how to fill the seats of the Board, specifically the workforce development position.

10. Comments from the CoC Board

Chair Hartke opened the floor for comments. There were no comments.

Adjourn

The meeting was adjourned by Chair Hartke at 3:31 p.m.