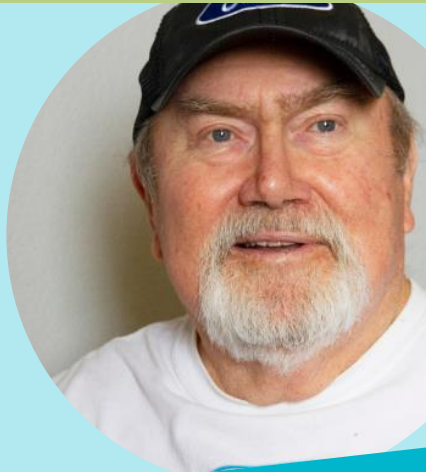


SH^{RE} CALIFORNIA

Shared Housing and Resource Exchange



HOME
PROVIDER
Cate C.
Location:
Petaluma, CA
Status: 2 Matches
since Nov 2017



HOME
PROVIDER
Bob W.
Location:
Petaluma, CA
Status: 1 Match
since April 2011



HOME
SEEKER
Sybal J.
Location:
Sonoma, CA
Status:
Since Feb 2017



HOME
SEEKER
Chris F.
Location:
Santa Rosa, CA
Status:
Since Aug 2017

HOME
SEEKER
Sue R.
Location:
Rohnert Park, CA
Status:
4 Shares since
Jan 2016



HOME
PROVIDER
Albert W.
Location:
Santa Rosa, CA
Status: 3 Matches
since Feb 2016



Our Mission Statement

Shared Housing And Resource Exchange
SHARE California

Creates affordable housing by
utilizing available bedrooms with a special
sensitivity to those 60+ years of age who wish to
remain home, age in place and to provide affordable
and permanent housing for anyone else in need.



Sonoma County/California Demographics



| SONOMA COUNTY DEMOGRAPHICS | SONOMA COUNTY | CALIFORNIA |
|--|---------------|------------|
| Rent as a percentage of Household Income (a) | 45.3 % | 45.8% |
| Population 2017 | 505,120 | 39,523,613 |
| Population estimate change 2016-2017 | 0.5 | 0.9 |
| Number of seniors facing difficulty with self care (b) in 2012 | — | 548,700 |
| Projected number of seniors facing difficulty with self care (b) by 2030 | — | 1,010,100 |

Source:

(a) 2016 American Community Survey

(b) Public Policy Institute of California, 2018

Who We Are

SHARE Sonoma County

- 356 SHARES

SHAREFire

- 108 SHARES with ongoing placements

SHARE Sebastopol

- 19 active with 2 pending

SHARE Healdsburg (*Under development*)



Est.

2014

Homelessness in Sonoma County

- Couch-surfers, those living in shelters, and the newly homeless or at risk of homelessness
 - Limited Social Security and/or Disability Income
 - Experienced catastrophic life events
 - Little or no support from family and friends
- <1% rental vacancy
- Price Gauging by Landlords
- Long wait for subsidized housing
 - HUD: City of Santa Rosa & County
 - 5+ year wait lists
- Slight shift in available housing vs. vacation rentals



Home Sharing, a Viable Housing Solution

- Creates immediate, affordable, permanent housing
- SHARE costs minimally \$1,500 per match
- Costs avoided for those needing home health services
- Health improves and health care costs lessen
- Loneliness, financial stress alleviated
- Family and friends less burdened



Providing **Stepping Stones** to a better life

- 30% of our clients were homeless
- Have been on wait lists 4+ years
- Transition through SHARE
- Exit into HUD or other subsidized housing



What *is* Affordable Housing?!

- 5% housing (5,000 homes) lost in the 2017 Sonoma County wildfires
- Rental rates have skyrocketed, creating a new wave of those at risk or newly homeless
- Before wildfires, SHARE room rentals: \$450 - \$600/mo.
- Post wildfires, SHARE room rentals: \$600 - \$900/mo.
- Rent for a studio or 1 bedroom apartment: \$1200 - \$2000/mo.



Our Home Sharing Program



SHARE Home Shares are living arrangements between two or more unrelated individuals, one of whom is 60 years of age or older, who agree to share a home, an apartment or access to a private living space in the form of a second dwelling unit on the premises.



$$\frac{\text{HOME PROVIDER}}{\text{HOMEOWNER/RENTER}} + \frac{\text{SEEKER}}{\text{TENANT}} = \frac{\text{HOME SHARING}}{\text{COMMUNITY}}$$

Participant Criteria

- Must undergo background check and screening
 - No felony or misdemeanor involving child or elder abuse
 - No current addictive issues
- Anyone with behavioral health diagnosis must have case management supportive services
- Rarely able to accept anyone designated chronically homeless



Types of Home Sharing we offer

1. Rent Exchange (RE)
2. Service Exchange (SE)
3. Combination of both (RSE)
4. Community Houses (CH)



Rent Exchange (RE) Home Shares

- No service obligations to Home Provider
- Rent and utilities paid on a month-to-month basis
- Rents range from \$600 to \$1500/mo.
- Types of housing available:
 - Mobile / manufactured home
 - Private homes / townhomes / apartments
 - Second dwelling units on property
- SHARE prepares rental agreement and provides ongoing support
- Fair Housing Rules & Regulations applicable
- Use of Section 8 vouchers encouraged



Example of SHARE Rent Exchange

Rita (Provider) and Sue (Seeker) – Rohnert Park

- Sue, a 72yr. old, lost her apartment in late 2015
- Over a period of 3 years, SHARE placed Sue in three Service Exchange Home Shares
- In August 2018, Sue received Section 8 Voucher after 7 years on waitlist
- SHARE matched Sue with Rita, helped facilitate HUD approval process
- HUD approves inspection in 5 business days
- Rita now receives \$1000/mo. for room rental
- Sue no longer provides services but enjoys permanent housing with Rita
- Rita says “Someone should set the SHARE program as an example. It’s a fact that you are saving lives.”



SHARE Match
since August 2018

Service Exchange (SE) Home Shares

- No rent with more services exchanged (may include small utilities cost)
- 15 service hours/week; 2 days with no duties
- Carefully defined Home Share Agreement
 - Addendum details exact services to be performed
 - 30-day trial period, then month to month
- SHARE monitors for six months
- Potential to earn income
 - Private pay
 - Available IHSS hours
- Collaboration with agencies providing services



Example of SHARE Service Exchange

Constantine (Provider) and Chris (Seeker) – Santa Rosa

- Constantine, a middle-aged transgender woman with health issues / frequent ER visits
- Fe Fe is his loyal, 7-days/wk IHSS provider
- Chris and Fe Fe work together to care for Constantine
- Constantine's health and mobility have significantly improved
- Constantine says "Chris teaches me how to meditate...it helps me deal with my pain and it works."



SHARE Match
since August 2017

Rent Service Exchange (RSE) Home Shares

- RSE: Lower rent and clearly defined services
 - \$400 or less per month
 - 5-8 service hours per week
- Home Share Agreement
- Month to month
- SHARE monitors for six months



Example of SHARE Rent Service Exchange

Genny (Provider) and Sybil (Seeker) – Sonoma

- Genny, an 85 yr. old, owns her home and receives \$1100/mo. Social Security; has difficulty paying bills
- Can't drive and has mobility issues with knees
- Sybil moves to Sonoma County to nurse her sister back to health, needs affordable housing on a limited income
- SHARE quickly matched Genny and Sybil
- Sybil pays \$500/mo. rent, providing driving services and housekeeping for Genny
- They are the best of friends
- Genny states: "I am very happy and comfortable with Sybil's companionship and the support provided by SHARE Sonoma County."



SHARE Match
since February 2017

Community Houses (CH)

- SHARE matches tenants and keeps beds filled
 - 18 beds to date
- Each tenant has a rental agreement with the homeowner (who does not live on premises)
- SHARE provides ongoing case management and conflict resolution and “How to Home Share” manual to help tenants:
 - Properly communicate
 - Organize monthly meetings (SHARE facilitates first)
 - Conflict resolution
 - Define house rules
 - Prepare chore charts
- Collaboration with other agencies
- Shelters / Rapid Rehousing / SOS
- Section 8 vouchers encouraged



Example of SHARE Community House

- Jerry and Jean, homeowners, moved to smaller home in Rohnert Park; SHARE converted their 6-bdr home in Petaluma into a Community House
- All clients came from homelessness or were at risk
- Two clients received and maintain Section 8 vouchers
- All bedrooms were filled by Dec. 2015
- Several women have exited with immediate replacements
- Owners receive \$3500/mo. and are pleased with the arrangement



SHARE Match
since November 2015

A Typical Home Provider

- 90% are women, 10% are men
- Ages range from 58 to 102 years of age
- In need of income and/or services
- Have outlived spouse
- Little or no support from family and friends
- House rich, cash poor
- Housebound
- Lonely



Home Provider Interviews

- Highly-elevated sensitivity for oftentimes vulnerable person and their circumstances
- Any family member, close friend or neighbor is encouraged to attend
- Interview lasts about 2 hours
- Determine if there is/are:
 - A POLST. Is it visible?
 - An Advanced Healthcare Directive
 - A Durable Power of Attorney; who is responsible for medical? for financial?
 - Any other agencies involved
 - Existing medical diagnoses and health issues



A Typical Home Seeker

- Most are individuals
 - 14 placements with a parent and child
- 81.5% are women, 18.5% are men ranging in age from mid-50's to 80 yrs. old
- Work full/part-time, mostly extremely low to very low income status
- Collect Social Security or Disability
- 30% couch surfing, in the shelter system or living in car
- Sustain exorbitant storage fees
- Oftentimes very little support system



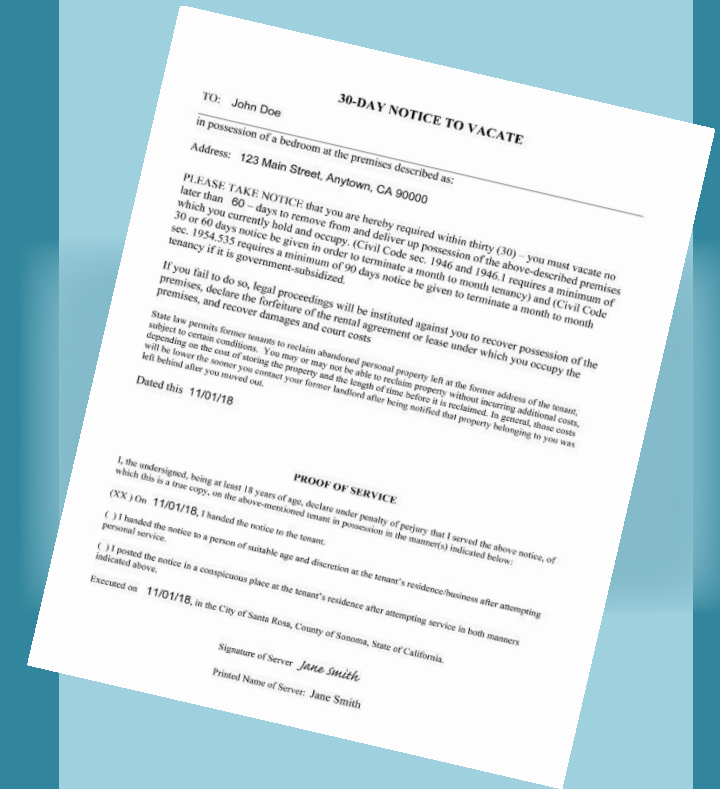
Referrals and Collaboration

- Sonoma County Human Services Department ,
Adult & Aging Division:
 - Linkages, IHSS, APS, MSSP, Area Agency On Aging
- Health Care Institutions
 - Kaiser, Sutter, St. Joseph, Health Centers
- Nonprofit Agencies supporting our Aging Population
- County Supervisors
- Senior Centers
- 2-1-1
- Shelters
 - Sloan House, Catholic Charities, COTS, The Rose, Redwood Gospel Mission
- Community Development Commission (CDC)
- Word of mouth (family, friends and neighbors)
- *www.SHARECalifornia.org*



When a Share Becomes Unsuccessful

- Due to SHARE's ongoing support services, attrition rate is just 6%
- Our Home Share Agreement clearly defines house rules
 - Rule violations, complacency or red flags are addressed immediately
- 12 clients evicted to date
- 6 Seekers did not complete the service exchange trial period



Resources

- Funding
 - Additional Housing Specialists and staffing
- Referrals for
 - Home Providers
 - Home Seekers that match our criteria
 - Landlords and homeowners for Community Houses
- Big push on volunteers
- Skilled web and social media development



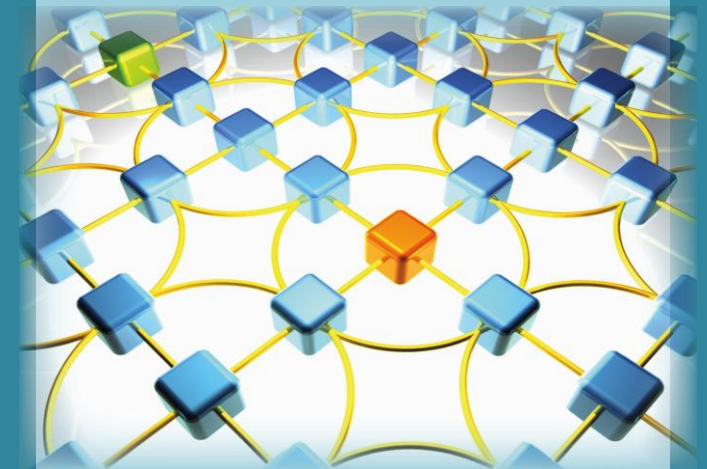
Data Collection



Shared Housing and Resource Exchange

Early Data Collection for SHARE

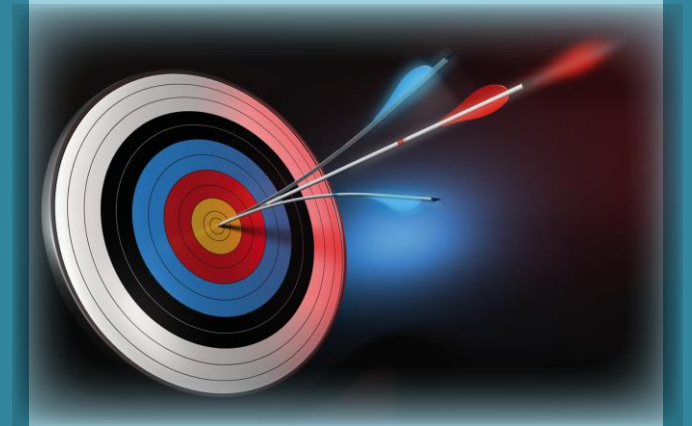
- Initial goal – Capture demographics for both Provider and Seeker and create simple links between Seeker's and Sharer's rooms (manual links)
- Paper intake forms input into a hosted database
- Representative demographics points about Providers and Seekers (name, data of birth, gender, ethnicity and some “life style” attributes)
- Unable to monitor process data to see how we were performing (although recommended)
- Data easily exportable into spreadsheets due to way database was designed



Data Collection Design Tips

Start Simply

- Begin with the “end in mind” based on what *you* want to know, what *your funders* want to know and a few early identified program goals
- Add process some simple “process” targets that will help the program serve clients more efficiently
- Apply Lean Data principals by establishing a “consistent” feedback loop checkpoint and provide key stakeholders a chance to understand the “story”



Simple Data Collection Processes

- Create the paper form(s) and test in the field (20ish)
- Enter field tested forms into digital tool
- Gather feedback from data collectors (was the form difficult to interpret? too long? too invasive?, etc.)
- Iterate (edit) the form
- Build simple database with a form entry screen



Tips for Form Creation

Flow and Validation

- Assure forms aren't designed to "save space" to the detriment of gathering information properly
- Once paper form is smoothed out, design a database entry form to mirror the paper (field order, visual breaks, section labels etc.)
- Validate form fields to accept "that type of data" (i.e., numerical, date, phone number, text long or short)
- Export all data columns after a few forms are entered and check that each column's data type is consistent



SHARE Salesforce

- Salesforce connects our program to record
 - Inquiry calls
 - Seekers / Providers
 - Matches
 - Funders / Fund raising efforts
 - County wide Collaborations
 - Internal communication
 - SHARE Community



SHARE Salesforce (cont'd)

- Seeker & Provider records are
 - Unified
 - Centralized for complete visibility and easy matching
- Comprehensive reporting and analytics easily tracked with reporting updates / action items of each client and match



Seekers

All Search Contacts and more

Sales Home Dashboards Accounts Contact Tasks Calendar Notes Opportunities Files List Emails More

IDB

Contact

[+ Follow](#) [Edit](#) [Upload Picture](#) [Change Owner](#)

DETAILS
ACTIVITY

CONTACT DETAILS

| | |
|------|--|
| Name | MATCHED <input checked="" type="checkbox"/> |
| | Previous SHARE? <input type="checkbox"/> |
| | Exchange Type Service Exchange |

| | |
|-----------------------|--------------------|
| Status of Application | |
| Record Type Seeker | Mailing Address |
| | General Comments |
| | Follow Up Required |

SOURCE OF LEAD

HOMELESSNESS STATUS

HEALTH & WELL BEING

SEEKER DETAILS I

SEEKER DETAILS II

EXCHANGE CAPABILITIES

SCREENING

FURTHER COMMENTS

System Information

Account Name
[Bonner Household](#)
☐ ABOVE
☐ Deceased

Last Modified By
 Indigo Perry, 9/27/2018 12:08 PM

Created By
 Indigo Perry, 8/9/2018 12:41 PM

Contact Owner
 Indigo Perry

Cases (0)

Notes & Attachments (3+)

Albonner Disclosure 2
Sep 27, 2018 - 96KB - pdf

Albonner Disclosure 1
Sep 27, 2018 - 85KB - pdf

Albonner Application
Sep 11, 2018 - 3.3MB - pdf

[View All](#)

Contacts (0)

Donald Tarpley
Account N... Tarpley Household
Phone: 707-291-6060

Alexa Gisela Simpson...
Account N... Morrison Household
Phone:

[View All](#)

Action List

Add

You don't have any actions yet. Add an action to get started.

We found no potential duplicates of this contact.

Notes History

HOMELESSNESS STATUS

At Risk of Homelessness?

☐

Losing/Loss of Housing?

☐

Need Housing?

☐

Other Steps Taken?

☐

HISTORY OF HOMELESSNESS

☒

HEALTH & WELL BEING

Medical / Behavioral Health

Bone cancer since 2009 (stable), manage with medication

History of Drug Abuse

☐

SEEKER DETAILS I

Total Net Monthly Income

\$977

Veteran

☐

Do you use substances?

☒

Income Source

SS

Preferred Location ⓘ

Guerneville

Do you have pets?

☐

Employer

"People I Feel Most Comfortable With:" ⓘ

Breed of Pet

Mobility Issues

☐

Length of Employment

☐

SEEKER DETAILS II

Car?

☒

Care Giving Experience?

☒

Ability/Willingness to:

Meal Prep:Housework:Driving:Errands /

Rent Amount

☒

Valid Driver's License

☒

If Utilities, Car Insurance, etc.

☒

Valid Insurance

☐

Transportation Assistance

☐

Assist With

☐

EXCHANGE CAPABILITIES

References Requested

☒

Conviction on Record

☐

Screening Fee Paid?

☒

On Parole

☐

Background Report

☒

Crime Description

References Uploaded

☒

Screening Notes

Online Reports

☐

SCREENING

RN/LVN

☐

Certified N/A

☐

Type of Care

IHSS Expected

☒

Providers

All ▾ Search Contacts and more...

[★](#) [+](#) [?](#) [🔔](#) [👤](#)

Sales ▾ Home ▾ Dashboards ▾ Accounts ▾ **Contacts ▾** Tasks ▾ Calendar ▾ Notes ▾ Opportunities ▾ Files ▾ List Emails ▾ More ▾

Contact

[+ Follow](#) [Edit](#) [Upload Picture](#) [Change Owner](#) ▾

DETAILS ACTIVITY

▼ CONTACT DETAILS

| | |
|------|--------------------------|
| Name | MATCHED |
| | <input type="checkbox"/> |
| | Previous SHARE? |
| | <input type="checkbox"/> |
| | Health Notes |
| | Follow Up Required |
| | General Comments |

Phone

Alternate Phone

Email

Provider Match Candidate

Age

Recent Type

Provider

> SOURCE OF LEAD

> MEDICAL NEEDS

> MONTHLY EXPENSES

> HOME DETAILS

> PROVIDER DETAILS

> EMERGENCY CONTACT

▼ System Information

Created By
 Andrea Couzens, 8/1/2018 12:55 PM

Last Modified By
 Indigo Perry, 8/31/2018 10:52 AM

Contact Owner
 Andrea Couzens

ARCHIVE

☐

Deceased 🕒

☐

Cases (0) ▾

Notes & Attachments (1) ▾

Contact Picture
Aug 8, 2018 - Attachment

View All

Contacts (0) ▾

Contacts (Provider Match Candid... (0) ▾

Action List

Add

You don't have any actions yet. Add an action to get started.

We found no potential duplicates of this contact.

Notes History

SOURCE OF LEAD

How did you hear about SHARE?

Catholic Charities

If Referred:

Catholic Charities

MEDICAL NEEDS

Services Needed

Housework/Personal Care

Supportive Services

MONTHLY EXPENSES

Mortgage

Loss of H

\$1,200

Car Insurance

Rent

Loss of E

Health I

Mobility Trouble

Dementia: None

Pain Level

HOME DETAILS

Home Type

House

Bedroom Furnished?

☒

Rent/Own

Rent

Date of Birth

Marital Status

Widowed

Income Source

SSI

Employer

Length of Employment

Why Are You Considering a Home Share?

Need some assistance & partial monthly rent

Other Occupants in Home

"People I Feel Most Comfortable With:" ⓘ

Female

Would You Consider a Section 8 Voucher?

☒

PROVIDER DETAILS

Car?

☒

Firearm in Home

☐

Do you smoke cigarettes?

☐

Do you use marijuana?

☐

Do you drink?

Occasionally

Do you have pets?

☒

Breed of Pet

Action Requested

Organized Data

Contacts
SHARE List View ▼

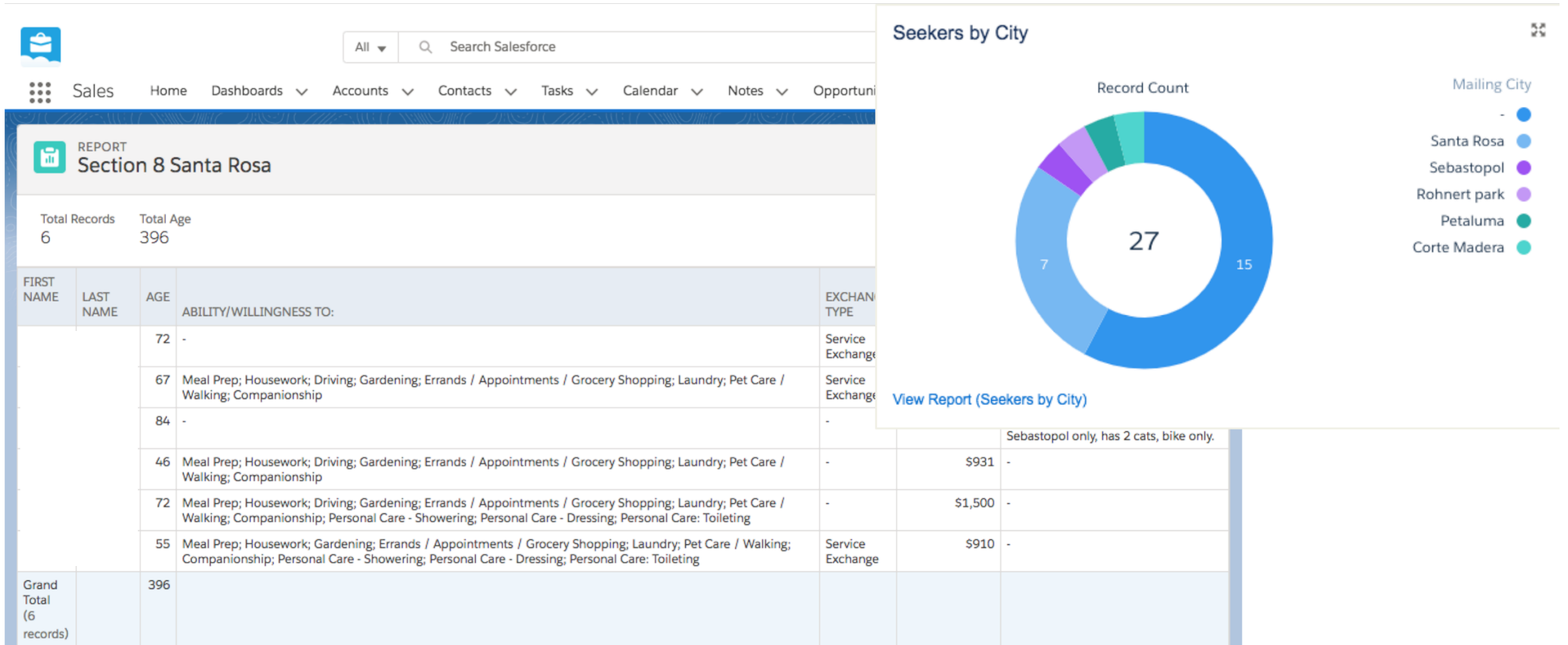
50+ items • Sorted by Record Type • Filtered by all contacts • Updated a few seconds ago

New Import Send List Email

Settings View Refresh Edit Filter

| | <input type="checkbox"/> NAME | ▼ MOBILE | ▼ RECORD TYPE ↑ | ▼ STATUS OF APPLICATION | ▼ MATCHED | ▼ |
|----|-------------------------------|----------|-----------------|-------------------------|-------------------------------------|---|
| 1 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 2 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 3 | <input type="checkbox"/> | | Provider | | <input checked="" type="checkbox"/> | ▼ |
| 4 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 5 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 6 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 7 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 8 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 9 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 10 | <input type="checkbox"/> | | Provider | | <input type="checkbox"/> | ▼ |
| 11 | <input type="checkbox"/> | | Seeker | | <input checked="" type="checkbox"/> | ▼ |

Reporting and Dashboards



SHARE Data Reporting



SHARE reports quarterly to the
Homeless Management Information System (HMIS)

October 1, 2015 – October 1, 2018:

| 103 UNDUPLICATED PARTICIPANTS | |
|-------------------------------|-----------------|
| 84 female (81.5%) | 19 male (18.5%) |
| PROVIDERS | |
| 90% female | 10% male |
| SEEKERS | |
| 80% female | 20% male |

Homeless
Management
Information
System

SHARE Data Reporting (cont'd)

SHARE reports to the Community Development Commission (CDC)

October 1, 2015 - July 1, 2018:

462 UNDUPLICATED PARTICIPANTS (15 children)

INCOME LEVEL

| Extremely Low Income | Very Low Income | Low Income | Non Low/ Moderate Income |
|-------------------------|--------------------|---------------|-----------------------------|
| 238 | 113 | 57 | 54 |

ETHNIC DEMOGRAPHIC

White = 401
Hispanic = 22
Mexican = 3
Asian = 7

American Indian = 4
Native Hawaiian = 14
Black/African = 10
Multi-Racial = 1



Collaborating with State and County Agencies for a Successful Home Share Program

Gerry LaLonde-Berg



Shared Housing and Resource Exchange

Collaborate with Housing Authority and Homeless Services Continuum of Care

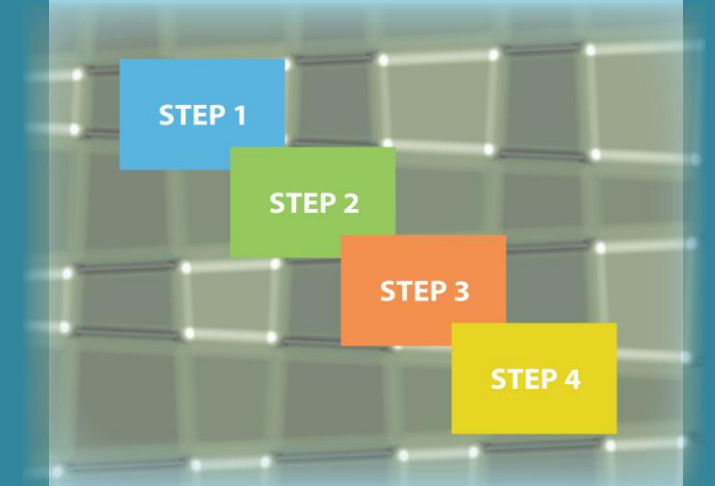
- Funding streams from housing authority and continuum of care
 - Each region has its own Continuum of Care to address homelessness
 - Some funding streams can also be applied to housing needs
- SHARE households accept Section 8 vouchers



Steps to County Collaboration



- Step 1:** Bring together interested parties
- Step 2:** Decide which organization is best suited to take lead role
- Step 3:** Educate Board of Supervisors and non-profit boards on Home Sharing
- Step 4:** Develop funding options



Funding sources

- Private philanthropy concerned with elders and/or housing
- Emergency services grants
- 'No Place Like Home' funds
- County Continuum of Care funding streams
- Program fees
- Community memberships



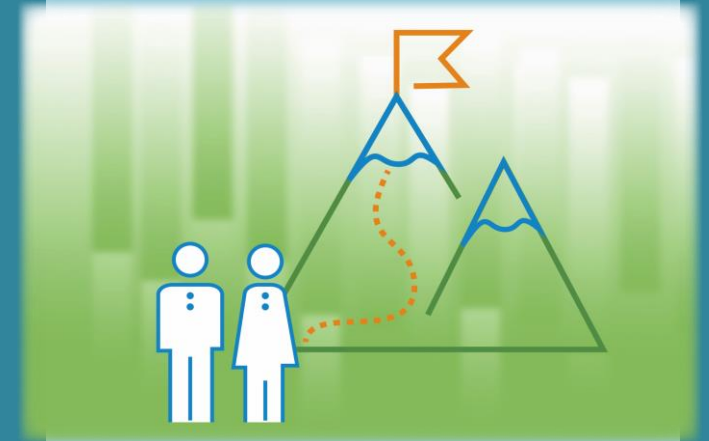
How the Human Service Department Can Foster the Utilization of Shared Housing Programs

- The shared housing provider will define referral processes for community workers (e.g., county adult protective services workers, linkages, MSSP, etc.)
- SHARE's program matches two individuals and is **not a program for those with the highest needs**, which is important for staffers to understand in the development and implementation process
- Develop, or use existing, confidentiality and release of information tools, so placement can be most appropriate



Taking a Leadership Role

- Your County's support and leadership will assure you have a competent, compassionate home sharing program
- Help identify funding sources
- Stay involved so as issues or impediments arise, resolutions can be developed by the SHARE agency, your department and community



We'd Love to Hear from You!

Contact SHARE:

10 Fourth Street
Petaluma, CA 94952
707-766-8800

Web: www.sharecalifornia.org
Email: info@sharecalifornia.org

