



PLEASANTON HUMAN SERVICES COMMISSION

STRATEGIC PLAN – WORKSHOP 2

July 16, 2013

Resource Development Associates

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Agenda

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- Welcome
- Update on activities to date
- Confirm Mission, Vision, Values
- Review Pleasanton data from EAHSNA data extraction and focus groups
- Conduct SWOT
- Identify commission priorities and strategies
- Wrap-up & next steps

Pleasanton Data Sources

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- Pleasanton data extracted from Eastern Alameda Human Services Needs Assessment (EAHSNA)
 - ▣ Census Data
 - ▣ Hard to Reach Population Surveys
 - ▣ Provider Surveys
 - ▣ Focus Groups
 - ▣ Key Informant Interviews
- Two Pleasanton focus groups with service providers
 - ▣ July 8th, 2013 (14 participants)
 - ▣ July 9th, 2013 (12 participants)

Population Trends in Pleasanton

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- Pleasanton's population has grown over the past two decades.
 - 50,553 (1990) - 70,285 (2010).
- Pleasanton has become more diverse.
 - Asian/Pacific Islander 2,755 (1990) - 16,334 (2010)
 - Hispanic/Latino 3,383 (1990) - 7,264 (2010)
- Most common languages spoken at home (after English):
 - Spanish (3,866)
 - Chinese (3,218)
 - Korean (1,800)
 - Other Asian Languages (1,790)
 - Tagalog (848).

Unemployment Rates and Public Assistance in Pleasanton

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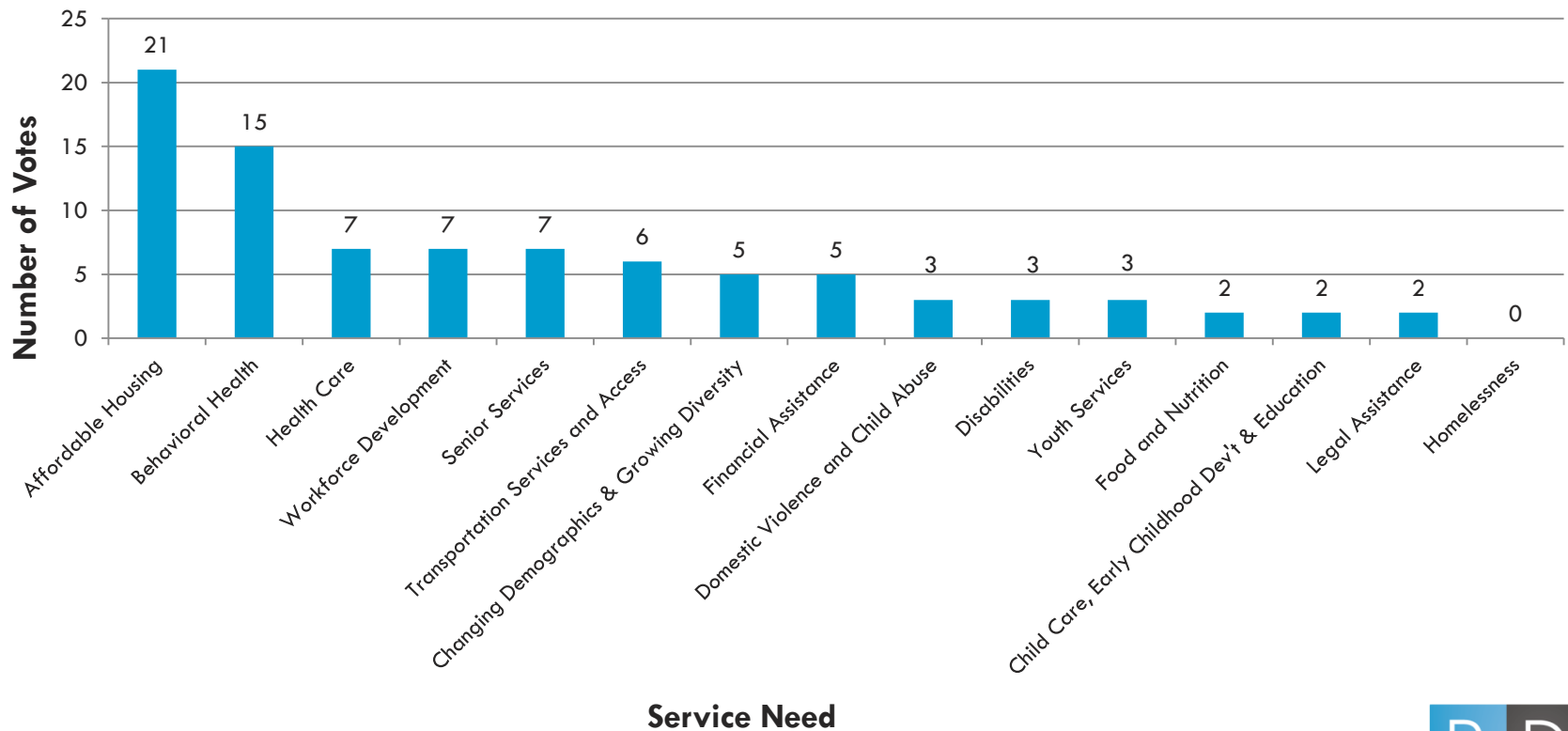
- Unemployment rates increased over the past decade, from 2% in 2000 to 6% in 2010.
- The percentage of residents receiving social assistance has increased.
 - General Assistance increased from 0.03% in 2003 to 0.06% in 2011
 - CalWorks increased from 0.16% in 2003 to 0.46% in 2011
 - Food Stamps increased from 0.21% in 2003 to 1.08% in 2011
 - MediCal increased from 1.36% in 2003 to 3.8% in 2011

Human Services Needs

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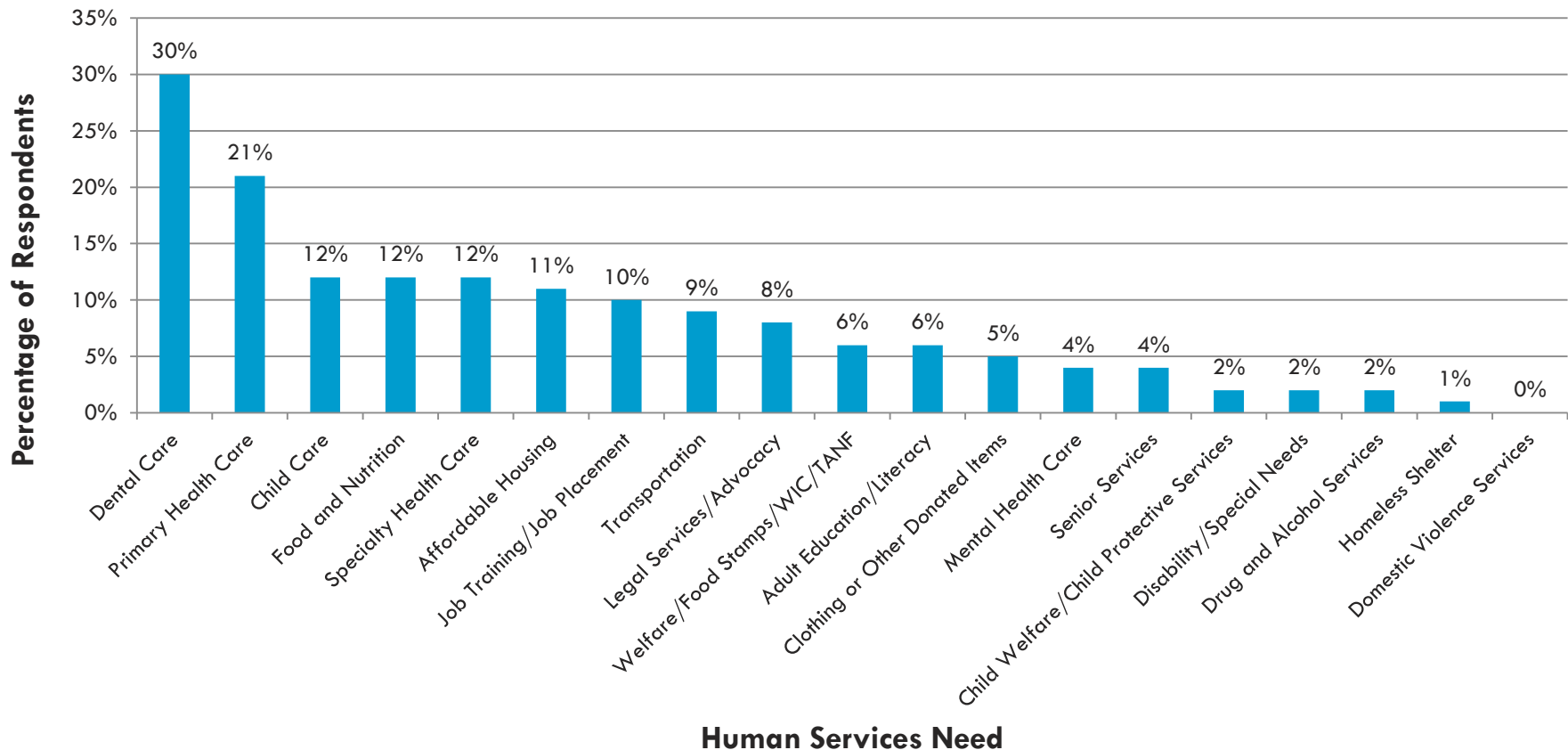
Focus Group Poll of Service Providers on Top Three Needs

Priority Needs Identified in Focus Groups



EAHSNA Hard to Reach Population Surveys

What services do you and your family need but have a hard time accessing?
(n = 105)



Affordable Housing and Homelessness

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“Because of the lack of affordable housing in Pleasanton, there is now more homelessness.”

- Focus Group Participant

- Key Findings from the Pleasanton Housing Element (2007-2011):
 - The shortage of affordable housing particularly affects lower-income renters and first time homebuyers, including those who have grown up in Pleasanton and would like to establish permanent residency here.
 - Overall, the greatest needs are housing for low-income residents, large families, the elderly, and single-parent households.
 - The city has promoted housing affordability through support of nonprofit providers, creation of housing programs, and participation in and approval of subsidized rental developments.
 - A total of 4,008 new construction units are needed⁴ to meet household and employment projections, including 981 low income and 1,554 very low income units.

Affordable Housing and Homelessness Continued

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Focus group participants noted that:

- ❑ Countywide rents have increased more than 30% in the past two years.
- ❑ Housing in Pleasanton is more expensive than in neighboring cities, but Section 8 coverage is determined regionally. This means that Section 8 coverage isn't high enough for Pleasanton tenants.
- ❑ Fewer landlords are accepting Section 8.

Affordable Housing and Homelessness

Continued

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- The homeless population has grown significantly in the past two years, and even in the past six months.
- Homeless individuals/families tend to live in less populated parts of the City, which means they are less visible to the public.
- New homeless are people who have lost jobs, lost homes, lost stocks, or tenants of foreclosed homes.
- New homeless are living in cars, garages, couch surfing and splitting up families.
- “New homeless individuals and families have recently lost their economic stability and don’t know how to get services, or are embarrassed to ask for services.”

Behavioral Health and Health Care Needs

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“Stressors related to other issues, such as housing and economic conditions, contribute to mental health issues.”

- Focus Group Participant

- Service providers noted an increase in mental health patients over the past few years, and a lack of sufficient mental health services.
- There is a need for integrated primary health and mental health services.
- Specialty health care services are insufficient for low-income residents.
- Dental care remains a largely unmet need.

Transportation

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“Residents have to leave Pleasanton to get services.”

- Focus Group Participant

- Transportation needs impact access to human services.
- It is difficult to get to certain places using public transportation, and the public transportation system can be difficult to navigate.
- Dental services provide a particular challenge with respect to transportation because you cannot be sedated on buses or Paratransit.
- There is an especially strong need for expanded transportation options for isolated seniors.

Food and Nutrition

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“Depending on the day of the week, you may or may not be able to get food in Pleasanton.”

- Focus Group Participant

- In the 2011 EAHSNA, 12% of Pleasanton Hard to Reach Survey respondents indicated that they had a hard time accessing Food and Nutrition services when they needed them.

Childhood/Youth Human Service Needs

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- Child Care
 - In the EAHSNA, 12% of Pleasanton Hard to reach Survey respondents indicated that they had a hard time accessing child care when needed.
 - Focus group participants indicated that there has been an increase in the number of residents who can't afford child care.
- Childhood Interventions/Children with Autism
 - *“The number of children with autism has increased dramatically in the last two years, and these children will need assistance for the rest of their lives.”*
 - There is a lack of childhood assessment, early childhood intervention, and educational resources for parents of children with developmental disabilities.
 - There is a disparity in access to early intervention services based on income.
- Youth Services
 - Pleasanton Unified School District has been open to partnerships regarding bullying, healthy relationships, etc.

Additional Needs

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□ Seniors

- *“Seniors are aging. They are also homebound, which makes it harder to count them, and harder to provide them with services.”*
- Isolated seniors face particular difficulty with transportation issues.

□ Workforce Development

- Workforce development is connected to many other issues, like mental health and housing.
- There is a lack of on-the-job training and career development.
- 10% of Hard to Reach Survey respondents indicated that they have a difficult time accessing job training/job placement services.

□ Legal Assistance

- Focus group participants noted the need for legal services.
- 8% of Hard to Reach Survey respondents expressed that they have difficulty accessing legal services/advocacy when needed.

Access Barriers and Organizational Challenges

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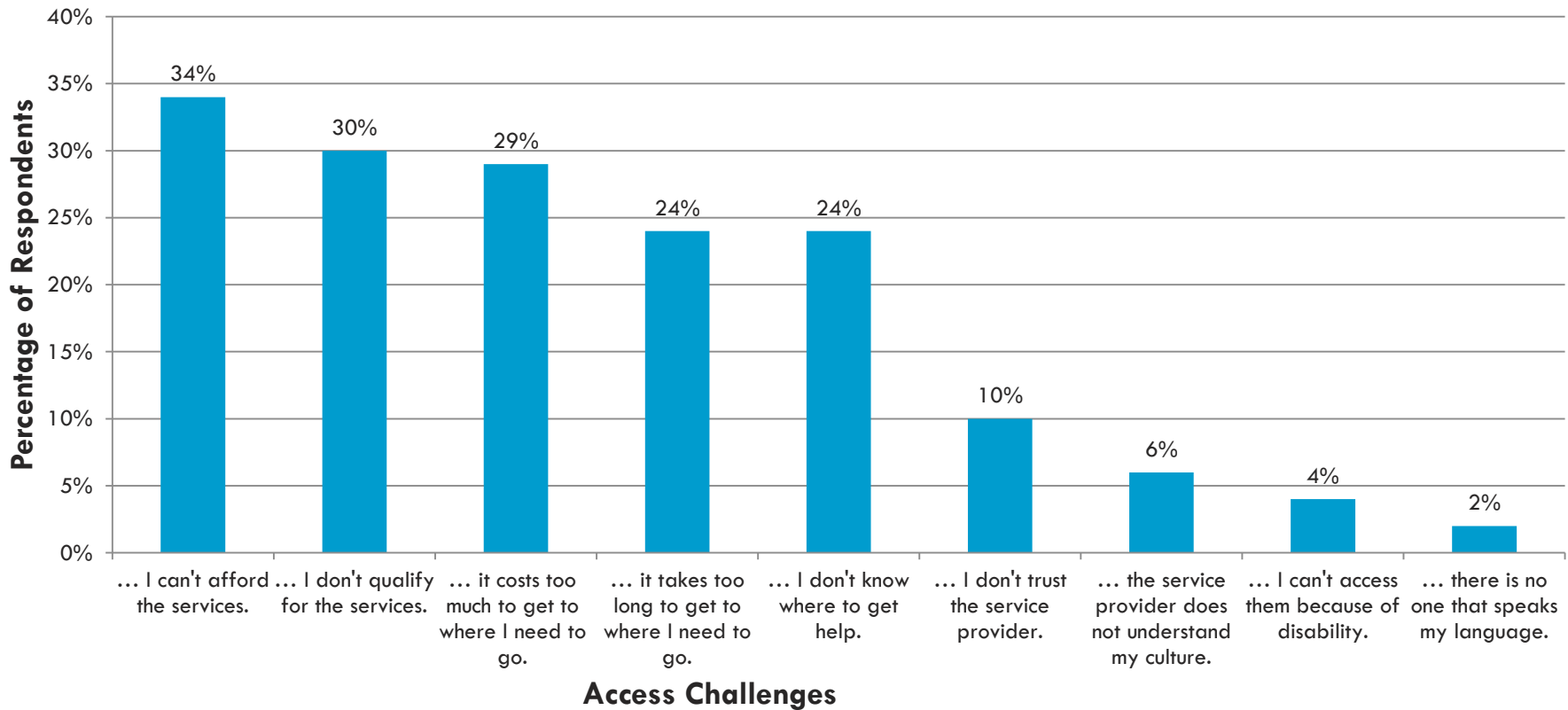
Some of the primary barriers and challenges are:

- ❑ Time and cost associated with obtaining services
- ❑ Education and access to information
- ❑ Cultural competency
- ❑ Stigma associated with asking for help
- ❑ Stereotype of Pleasanton as a wealthy community without low-income residents and associated lack of funding
- ❑ Challenge of scale

Hard to Reach Population Survey

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Sometimes I don't get the services I need because...
(n = 105)



Education and Access to Information

“There is a lack of understanding about how the system works. People don’t see the whole picture, or hear all of the options. If they try to access services and don’t succeed, they feel like there are no other options.”

- Focus Group Participant

- Many low-income residents previously enjoyed economic stability. They aren’t familiar with the system, and don’t know how to get information or referrals to services.
- For some residents, gaps in information can be as simple as how to navigate the bus system, or where to get online access.
- Many residents don’t know what services are available, and/or what services they qualify for.

Cultural Competency

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“The Pleasanton School District doesn’t print materials in different languages because they don’t want to draw attention to the achievement gap.”

- Focus Group Participant

“It is more expensive to attract bi-literate and bi-cultural staff.”

- Focus Group Participant

- 6% of Hard to Reach Survey respondents indicated that they had trouble accessing services because services providers didn’t understand their culture.
- 2% of Hard to Reach Survey respondents indicated that they had a hard time accessing services because providers didn’t speak their language.

Stigma and Community Perceptions

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“Because of stigma surrounding poverty and asking for help, people in Pleasanton wait longer to ask for help. This means they sink further into a financial hole.”

- Focus Group Participant

- Focus group participants emphasized:
 - ▣ Stigma associated with asking for help
 - ▣ Perception among some community members that if you can't afford to live in Pleasanton, or if Pleasanton doesn't meet your needs, you should live somewhere else
 - ▣ Community concern that if you provide too many services, you will attract more low-income individuals
 - ▣ Residents turn a blind eye to need

Stereotype of Pleasanton as a Community without Need/Lack of Funding

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“It is difficult to combat the perception of wealth in Pleasanton and serve struggling families.”

- Focus Group Participant

- Pleasanton was recently designated as having the highest median income for a city of its size in the country.
- People move to Pleasanton for the schools, and don't expect there to be low-income residents.
- The perception of all-encompassing wealth has made it difficult to obtain funding for services, including funding from federal, state, county and private funders.

Challenge of Scale

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“Pleasanton is a relatively small city. Sometimes it isn’t possible or doesn’t make sense to create a very specific, limited program, because there isn’t enough need.”

- Focus Group Participant

Strategy Suggestions

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- Establish a Community Foundation
 - Strong need for an organization that supports local agencies and non-profits with fundraising efforts and local distribution of funds
- Non-profit Alliance
 - An alliance of organizations that provide diverse services
 - Organizations can share what they are doing, what funding they are seeking, and talk about coordination of services, referrals and duplication of efforts
 - Attract participants through newsletters, show-casing certain organizations, speakers, etc.
- Human Services Fair
 - Hold a “come learn what your city does for you” fair
 - Offer services or service vouchers to encourage participation
 - Rather than host one fair with information in multiple languages, host “one language” fairs where everything is in a specific language, such as Spanish

Strategy Suggestions Continued

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- Wrap-around service delivery and coordinated care
 - ▣ Build organizational relationships that support coordinated care of high-need individuals
 - ▣ Note: there was some support for this idea, but there were also hesitations regarding client privacy, funding, and the fact that case managers provide similar services
- Create “one-stop shops”/Multi-Service Center
 - ▣ Offer multiple services at one location to streamline service delivery and address transportation issues

Strategy Suggestions Continued

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- PR Campaign
 - “The different faces of Pleasanton”
 - Raise community awareness of local needs and increase community interest in assisting local individuals and families
- Increase local partnerships, for example:
 - Public-private partnerships to support workforce development
 - Mentoring initiatives
 - Partnerships between youth services and the school system
 - Incentivize/inspire dentists and other potential service partners to donate time and provide services to low-income residents
- Utilize/leverage faith-based organizations
- Increase advocacy efforts with county government
 - Attend county meetings and advocate on behalf of clients

Additional Suggestions for the Commission

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Focus Group participants suggested the following additional ideas for the Human Services Commission:

- Visit service providers to learn more about existing services and funding needs
- Meet with Housing Commission and discuss separate and overlapping spheres of influence
- Revisit grant-making process
 - ▣ New programs and preventative programs can have a particularly hard time getting grants

Strategy Ideas from the Human Services Commission

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Pleasanton Strategies

- Meet with Pleasanton Unified School District
- Joint use of facilities (PUSD/City)
- Promotores de Salud
- Engage/mobilize faith community
- Connect with Chamber of Commerce
- Consider policy for providing translation services for City
- Clarification of HSC and HC roles
- Core services still critical for grant funding
- Require agencies to register with 2-1-1 when they receive grant funding
- Continue to incentivize collaborative grant projects
- Co-location of Services (Multi-Service Center) (Pleasanton/Dublin joint strategy)

Strategy Ideas from the Human Services Commission

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Tri-Valley Strategies

- Information and referral items
 - Better understand what the transportation issues are and what transportation options are available across the Tri-Valley and into other counties
 - Meet/involve medical providers in needs assessment discussion (PAMF, SRVRMC, Kaiser, ValleyCare, Sutter, Axis, VA)
 - Meet with Chabot/Los Positas (workforce development, I&R, event location)
- Events and Projects
 - Community outreach campaign (2-1-1, update pocket guide, faith based newsletters)
 - Early detection/prevention/screenings for developmental disabilities
 - Increase services for homeless single men/teens (new models of services)
- Items not prioritized
 - Mental health
 - Social service event

SWOT Analysis

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- What internal strengths can the Commission leverage?
- What are some of the Commission's internal weaknesses?
- What external opportunities has the Commission had?
- What external challenges has the Commission faced?

**Any
Questions?**

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Contact Us!

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THANK YOU!

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