



**Strategic Planning, Funding and Advocacy Committee (SPFAC)  
Meeting Minutes  
9.13.2021**

**Present:** Elizabeth Kelly, Leah McCall, Ashley Burton, Tiffany Jones, Julia Steinberg, Eric Burton, Kathy Williams, Rachel Densmore

**Advocacy and Public Awareness**

New Assessment Tool Update

- No update on new assessment tool.
- Alliance was a part of a VI workgroup and invited other partner agencies to be a part of the committee.
- MSHDA cancelled the workgroup and told agencies to continue working with the VI tool for now.
- C4 has a contract with MSHDA and is helping with the work, including capacity building in communities.

Report from Racial Disparities Workgroup

- In-person meeting scheduled for Wednesday, September 29 with virtual option available.

Report from ID Taskforce

- August meeting was cancelled.
- Taskforce has accomplished the goals that they set out to do.
  - Secretary of State setup speedy process for appointments within 48 hours.
  - Educated new partners on fee waiver process.
- Meeting in September and will meet as needed.

Oakland County Update –Fair Housing Initiative—Landlord Mitigation Fund/Homeless Blueprint/Source of Income Discrimination, Rent, Mortgage, Utility Assistance, Southeast Michigan Regional Refugee Resettlement Collaborative

- Fair housing initiative is moving forward.
- Rent, Mortgage, Utility Assistance program is up and running and compliments the CERA program.
- Landlord Mitigation Fund has passed but no contract has been received yet.
- Blueprint ending at the end of September.
- Southeast Michigan Regional Refugee Resettlement Collaborative is having their first welcome home event this month.
- SOI discrimination work is moving forward in some communities.

CERA

- Oakland County has second highest applications in the state and highest payout per household.
- We are meeting the state's goal to spend 65% of total allocated funds by end of September.



- Running out of Financial Assistance funds in October and have asked for additional \$16 million to take us to December when we expect to receive funding for round 2.
- 6,307 applications have been received in the portal.

#### Legislative Action- SOI Discrimination HB 4553, 4554 and SB 254, 255

- No update.

#### **PR**

#### CERA marketing plan – King Media results/survey results

- Bus wraps are out in community.
- Social media clicks and engagement are high.
- Tiffany presented the rolling survey results – 341 responses received so far.
  - Respondents answered how they heard about CERA (friends and family is top response), and their experience with the program.

#### **Strategic Plan & Funding**

#### D3

- Planning for community dashboard to obtain real-time data quickly, and integrating the registry, HMIS, returns to homelessness, and demographics.
- Building the platform and figuring out a way for our staff to access and update it once the partnership ends.
- No deliverables yet.

#### Service expansion and funding opportunities

- HUD NOFO released with ~\$323,000 for new projects (coordinated entry, PSH, RRH) and \$807,000 for DV specific work.

**Next meeting: October 11, 2021 at 9:00am – 11:00am**