

COMMUNICATIONS AND OUTREACH STRATEGIES CHART

Strategy	Description	Communications and Outreach
Homeless and Unstably Housed (H/UH) Resource Flyer	<p>One-page flyer that includes dates and times, contact, and sign-up information for available programs, services, and resources offered in the community.</p> <p>Includes reference to CSA as the City's official resource hub for the unhoused and unstably housed.</p>	<ul style="list-style-type: none"> • Updated monthly • Available in English, Spanish, and Mandarin • Electronically shared with <i>Coordinating Together Network</i> (21 agencies; 50+ members) • Physical copies available at City facilities, including public service counters, and the Library, Senior Center, Community Center, and during Housing Help Center hours
Community Outreach Officer	<p>The Police Department has a Community Outreach Officer position as part of the Neighborhood and Events Services Unit that serves as a liaison between social services providers and unhoused and unstably housed residents.</p>	<ul style="list-style-type: none"> • Verbally shares information about available programs, resources and services • Conducts referrals • Physically distributes H/UH Resource Flyer to unhoused and unstably housed residents and posts on windshields of known vehicles used for living purposes
<i>Coordinating Together Network</i>	<p>A network consisting of the local Emergency Assistance Network, community-based organizations (CBOs), volunteer groups, and government agencies that leverage resource to help as many people in need as possible.</p>	<p>Since 2020, the City has convened a standing meeting, called <i>Coordinating Together</i>, to share updates, resources, and information related to the unhoused and unstably housed residents.</p>

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<p>Santa Clara County Here4You Shelter Hotline</p> <p>Call Center hours: 9 a.m.-7 p.m. Seven days a week</p>	<p>Centralizes referrals for clients needing shelter in Santa Clara County by:</p> <ul style="list-style-type: none"> • Matching people to emergency shelters, including transportation; and • Making referrals and linkages to community resources based on client needs 	<ul style="list-style-type: none"> • Available in Monthly Resource flyer • Shared by Community Outreach Officer during outreach
<p>North County Homeless Help Card</p>	<p>A handheld card that includes services specific to North County, developed by the Office of County of Santa Clara Board of Supervisors District 5.</p>	<p>Will be available at City facilities, including public service counters, and the Library, Senior Center, Community Center</p>
<p>Homelessness Services Webpage</p>	<p>A webpage that includes the information on the following:</p> <ul style="list-style-type: none"> • Santa Clara County Here4You Shelter Hotline • 2-1-1 for Health and Human Services in Santa Clara County* • Free services in the community, categorized by: sheltering, food assistance, medical and behavioral health, hygiene, homeless prevention and re-housing services, and others, such as clothing pantries 	<p>Any webpage on the City's website is available in English, Spanish, Mandarin, and Russian</p>

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Homelessness Resources Webpage	<p>A webpage that includes the information on the following:</p> <ul style="list-style-type: none"> • County of Santa Clara Homeless Help Card • The Emergency Assistance Network of Santa Clara County • CSA • 9-8-8 Mental Health Hotline • RV Safety, Waste Disposal, and Leak Maintenance brochures (English and Spanish) • Safe Parking brochure • Second Harvest • Current street work 	Any webpage on the City’s website is available in English, Spanish, Mandarin, and Russian
Human Services Webpage	A webpage that includes a comprehensive overview of the various programs, services, and partnerships to meet the needs of Mountain View’s most vulnerable residents to improve the quality of life for all residents.	Any webpage on the City’s website is available in English, Spanish, Mandarin, and Russian
Human Services Annual Update	A comprehensive annual update that includes the City’s extensive homelessness programs and initiatives.	<ul style="list-style-type: none"> • Available on City’s website • Shared with <i>Coordinating Together Network</i>

The City has provided funding to United Way Bay Area for 2-1-1 services since 2007.