




**COUNTY OF SAN MATEO**  
**Inter-Departmental Correspondence**

**HUMAN SERVICES AGENCY**

**Information Only**

**DATE:** September 10, 2012

**TO:** Honorable Board of Supervisors

**FROM:**  Beverly Beasley Johnson, J.D.  
Director, Human Services Agency

**SUBJECT:** Report Back on an Outreach Plan for North County, including Veterans Services

**RECOMMENDATION:**

Accept this Report Back on an Outreach Plan for North County, including Veterans Services.

**BACKGROUND:**

At the June 18, 2012 budget hearings the Human Services Agency made their budget presentation and included an outreach goal in the Challenges & Goals Section. The challenge was to: Strengthen collaborative relationships with community providers in the northern region. The goal was: Greater Agency visibility in the northern region. Success would be measured by North county residents being more aware of HSA presence and services in the area. The Board requested an Outreach Plan for North County, including Veterans Services.

**DISCUSSION:**

The Human Services Agency has offices in the Northern Region: Daly City and South San Francisco. These offices provides an array of services (economic benefits and Child Welfare Services) to the community and HSA also contracts with community-based organizations to provide additional services to children, adults and families to promote well-being for the residents. The Human Services Agency, through SMC Works and Collaborative Community Outcomes also provides an array of services: pre-employment and employment services through its work with Academic Centers, Jobs for Youth, Workforce Development as well as Homeless & Safety Net Services through its support of the two Core Service Agencies in the Northern Region (Daly City Community Service Center and the North Peninsula Neighborhood Services Center-South San Francisco). In addition, HSA contracts with Samaritan House to provide the Safe Harbor Adult

Shelter in SSF and with Shelter Network to provide Family Crossroads Shelter in Daly City. Additional homeless prevention services are provided through the Community Development Block Grant funding. Veterans Services have been provided through our on-site presence (twice a month) at the San Bruno VA Outpatient Clinic.

At this time, HSA has identified South San Francisco for targeted outreach services as the Agency has less connection with this community. The goal of the outreach services would be to partner around community safety and well-being. Since the June budget hearings, HSA has begun to both strengthen existing partnerships and develop additional contacts with new community partners and will further those partnerships in the next six months. Since June, staff from HSA has met with some community partners to both share information about HSA services as well as to hear from our partners about issues in their community and identified needs. The Collaborative Community Outcomes Division staff has also identified plans for additional outreach services to SSF during this fiscal year.

Since the June budget hearings HSA staff have done the following outreach activities:

- Made a connection and will now participate on the SSF Community Coalition for Safe Neighborhoods coordinated by the Vice Mayor of SSF
- Participated in the National Night Out 2012-Community in Unity Walk in SSF
- Met with staff from North Peninsula Neighborhood Services Center and Community Learning Center to share information about HSA resources and link their knowledge of resources more closely
- Met with the Executive Director of the Boys & Girls Clubs of North San Mateo County (covers SSF and Pacifica)
- Become a member of the SSF Task Force to address homeless and transient issues facing downtown South San Francisco

In this fiscal year HSA has additional plans to do further outreach through an array of activities:

- HSA will host a community breakfast for providers to formally share resources provided by HSA and to hear about community needs related to community safety and well-being
- Increase parole re-entry services through our Service Connect model to those residing in the Northern end of the County
- Veterans Services staff will present on November 6<sup>th</sup> at the SSF West Orange Library on Veterans Services and Benefits
- Veterans Services staff attend community events to further share resource information with the community
- Veterans Services staff will be out-posted at the HSA Northern Regional offices, as their schedule allow
- Veterans Service Staff to become more connected to community-based organizations and be out-posted on specific dates to increase visibility and initiate benefit application process for Veterans and their families
- Host a Veterans Services Connect event for the homeless Veteran population in

the Northern part of the County (last Veterans Connect event was held in March 2010 in Redwood City) while serving Veterans countywide

- Explore possibility of the Annual Dad and Me in the Park event (Fatherhood Collaborative) being held in South San Francisco in June 2013

