



**MINUTES OF THE MAY 19, 2021 MEETING OF THE  
PETALUMA HEALTH CARE DISTRICT BOARD OF DIRECTORS**

**1) CALL TO ORDER**

Director Hempel called the meeting to order at 5:00 PM via Zoom virtual meeting.

**PRESENT (VIDEO CONFERENCE CALL)**

Elece Hempel, Director

Crista Nelson, Director

Gabriella Ambrosi, Director

Jeffrey Tobias, MD, Director

Brian Dufour, Director

**STAFF PRESENT (VIDEO CONFERENCE CALL)**

Ramona Faith, CEO, PHCD

Andrew Koblick, Controller, PHCD

Ty Mooney, Board Clerk, PHCD

**CALL FOR CONFLICT**

Director Hempel called for conflict. Director Hempel announced her conflict of interest with the agenda item, Specialized Assistance for Everyone (S.A.F.E.) Program.

**1) MISSION AND VISION**

Director Ambrosi read the mission and vision of the Petaluma Health Care District.

*The mission of the Petaluma Health Care District is to improve the health and well-being of our community through leadership, advocacy, support, partnerships, and education.*

*The Petaluma Health Care District envisions a healthy community and equitable access to health and wellness services for all.*

**2) CONSENT CALENDAR**

**A MOTION was made by Director Ambrosi and seconded by Director Dufour to approve the May 19, 2021 agenda, approve the April 21, 2021 Financials, and approve the April 21, 2021 Regular Board Meeting Minutes. The motion was passed by a vote of 5 ayes (Directors Nelson, Ambrosi, Hempel, Dufour, and Tobias) and 0 noes.**

**3) PUBLIC COMMENTS ON NON-AGENIZED ITEMS**

There were none.

#### **4) 52 WAYS TO BE A BETTER BOARD**

Director Dufour summarized chapters 9 and 10 of Brent Ives, *Fifty-Two Ways to Be a Better Board*.

#### **5) SPECIALIZED ASSISTANCE FOR EVERYONE (S.A.F.E.) PROGRAM**

Director Hempel introduced the presenters; Ken Savano, Chief of PPD, Brian Miller, Deputy Chief PPD, and Ben Adam-Climber, City Consultant for S.A.F.E Program.

Mr. Savano started by thanking the Petaluma Health Care District staff and board for being an exceptional community partner over the years. This program, like Sober Circle, is an opportunity to lead in the county by providing a 24/7 resource addressing quality of life issues from responding to people in crisis regardless of the reason and having an approach that provides whole person care to keep people from going into crisis. The city is contributing half a million dollars and is seeking other funders to partner with, including the Petaluma Health Care District. The letter from the City of Petaluma and the Program Proposal is attached to the minutes.

Mr. Miller echoed the sentiments about the Petaluma Health Care District. Mr. Miller stated the program has been in development for nearly 6 months. Currently Santa Rosa, Rohnert Park, and Petaluma are working to develop programs after the CAHOOTS model that was formed in Oregon. Each program will be different as each City has different resources. Petaluma's CAHOOTS program will be called S.A.F.E.

Petaluma People Service Center (PPSC) was recommended as the service provider for this contract. PPSC would employ two staff as a starting point to work 12 hours a day 7 days a week. Then work into having 4 staff members working 24 hours a day 7 days a week in collaboration with the police.

More information will be forthcoming as the program is finalized. PPD is asking the District to assist in seeking and leverage funding to support the program. The board will act on this item in the upcoming meetings. The consensus is there is a strong need for mental health crisis team to address mental health issues in the community.

Additional documentation regarding this program is attached in the minutes.

#### **6) NORCAL HEALTH CONNECT QUARTERLY REPORT**

Darian Harris, Vice President of Operations Petaluma Valley Hospital, introduced himself and gave a brief update on the hospital transition. Being that Mr. Harris has only been in his position for 3 weeks there was no hospital quarterly report, which is a requirement as part of the hospital purchase agreement. Another date will be arranged for a comprehensive update. CEO Faith will work with Mr. Harris offline to discuss process and timeline for ongoing hospital reporting.

#### **7) ADMINISTRATIVE REPORTS**

##### President Report

Action will be taken at the special board meeting to renew the CEO Contract. The current contract will be sent to board members for review before the meeting.

##### CEO Report

Ms. Faith asked if there were any questions regarding the CEO report submitted in the board packet. There were not questions. Ms. Faith reported that the District has been assessing employee skill sets, job functions, and District need. Job functions within the Finance Department are being reassigned and Leenie Atwood has decided to retire. Leenie has served the District for more than 25 years and has been a valuable asset to our

team. Leenie will be invited to join a board meeting and a staff luncheon is being planned so we can honor her service.

The District has engaged in two grant opportunities. The first one is the “No Wrong Door Community Infrastructure Grant”. This grant works with health systems, payers, and service providers to create a payer model that allows service providers to be paid through insurance companies for the services they provide. This grant is in collaboration with the Sonoma Agency on Aging. If the grant is approved, the District will receive funding to contract a project manager with the purpose of convening the payers and health systems to start a no wrong door conversation. This grant is due in the coming weeks.

The second grant opportunity is through the County of Sonoma. The District and County would work to fund one Community Health Worker dedicated to South Sonoma County supervised by the District. More information is to come as the grant dates approach.

## **8) FINANCIAL SUSTAINABILITY**

Mr. Koblick reported that the Finance Committee met on May 10<sup>th</sup>. The portfolio still stands at \$55 million.

### RFP

Mr. Koblick reported that the RFP received 11 responses which the Finance Committee has been reviewing and discussing. The Finance Committee will present their recommendation to the Board on June 1<sup>st</sup> at the Special Board Meeting. Ms. Faith asked if the Board would like to review the full proposals. The Board would like the full proposals to be uploaded and shared.

### Budget

Mr. Koblick presented the proposed draft FY21/22 budget to the board.

## **9) COMMUNITY FOUNDATION SONOMA COUNTY PRESENTATION**

Elizabeth Brown, CEO of the Community Foundation of Sonoma County was welcomed and introduced to the PHCD Board. Ms. Brown shared her experience working in the Community Foundation of Sonoma County and provided a brief overview of the foundation structure. Ms. Brown suggested the board have a robust discussion about the time horizons and determine short, middle, and long-term impact goals. Ms. Brown also stated it would be important to determine the focus and mission of the foundation. Is the idea to have a refined and focused unwavering mission that will stand the test of time or would the foundation rather have a “breath approach” where the foundation is spreading smaller increments of money to as many organizations as possible. Ms. Brown stated she would welcome any questions and is glad to help the District through this process. Director Dufour and Director Nelson shared that they would like to have further conversation with Ms. Brown.

## **10) PROPOSED NAME CHANGE FOR PETALUMA HEALTH CARE DISTRICT**

Ms. Faith suggested the board consider changing the name of Petaluma Health Care District. This topic has been discussed in previous meetings and as we move forward in updating our website it makes sense to determine if there is going to be a change. What has been proposed in the past is dropping the word “care” so we would be the Petaluma Health District. The Public Relations team recommends the board consider Southern Sonoma County Health District which is more inclusive, since the District’s jurisdiction

includes Cotati, Penngrove and some of Rohnert Park. There was a suggestion that leaving Petaluma would be important. The board will consider various recommendations and will need to discuss further.

**12) ADJOURN**

Director Hempel adjourned the meeting at 8:23 PM.

Submitted by Director Gabriella Ambrosi, Secretary PHCD

Recorded by Ty Mooney, Board Clerk PHCD



# CITY OF PETALUMA

POST OFFICE BOX 61  
PETALUMA, CA 94953-0061

Teresa Barrett  
*Mayor*

Brian Barnacle  
D'Lynda Fischer  
Mike Healy  
Dave King  
Kevin McDonnell  
Dennis Pocekay  
*Councilmembers*

May 12, 2021

Ramona Faith  
Petaluma Health Care District  
1425 N. McDowell Blvd.  
Petaluma, CA 94954

Dear Ramona,

On behalf of the City of Petaluma and my staff, we would like to thank you and the Petaluma Health Care District for your support and collaborative efforts related to the development and implementation of a Crisis Assistance Helping Out On The Streets or CAHOOTS program developed in Eugene, Oregon, which is the leading model for emergency crisis intervention and prevention. As requested, we have developed our pilot program, reviewed our budget, and we have identified needs for which we respectfully seek support from the Petaluma Health Care District.

Our pilot program "Specialized Assistance For Everyone" or S.A.F.E. will likely include resources similar to those offered through the Petaluma Sober Circle (PSC) Project and I know my staff has been coordinating with PSC to develop a plan for S.A.F.E. to include services currently offered by PSC. We see this as an opportunity to positively increase referrals to treatment services and impact outcomes positively well beyond what PSC has been able to achieve thus far because this model will deploy 24/7/365 resources on the street to not only be reactive but proactive.

Resources from your organization would be used to fund a Professional Services Agreement between the City of Petaluma, CRISIS Consulting, and Petaluma Peoples Services Center who have come together to form a collaborative proactive whole person care multi-disciplinary team approach to better address the needs of those in our community actively experiencing crisis.

S.A.F.E. will address crisis response, prevention, and intervention for our most vulnerable community members experiencing mental health, substance abuse, and homelessness. As supplemental civilian first responders, S.A.F.E. teams will be better trained to respond to and proactively address calls for service that have traditionally and unnecessarily burdened law enforcement, emergency medical services, and healthcare providers.

Please find the attached pilot program funding proposal for more details on S.A.F.E. We appreciate your time and consideration with this request.

Respectfully,

Peggy Flynn, City Manager

**Police Department**  
969 Petaluma Boulevard North  
Petaluma, CA 94952-6320

Phone (707) 778-4372  
Fax (707) 778-4502

E-Mail:  
[policeadmin@cityofpetaluma.org](mailto:policeadmin@cityofpetaluma.org)



# **SPECIALIZED ASSISTANCE FOR EVERYONE (S.A.F.E.) Funding Request**

**A healthy community collaboration to address crisis response prevention and intervention for our most vulnerable community members experiencing mental health, substance abuse, and homelessness and the related impacts to law enforcement, emergency medical services, and health care providers.**

May 4, 2021

This funding request is presented by the City of Petaluma in partnership with  
Petaluma People Services Center and CRISIS Consulting

April 28, 2021

Ramona Faith  
Petaluma Healthcare District  
1425 N. McDowell Blvd.  
Petaluma, CA 94954

Dear Community Partner,

Thank you for this opportunity to share with you an exciting and collaborative community partnership program focused on providing critical services to those in our community who are most vulnerable. We are also grateful for your consideration to help us fund this creative and innovative crisis response model to improve overall community health.

In the last eight months, a team of dedicated community professionals from law enforcement, fire, emergency medical services, city leaders, and community service providers, have been meeting regularly to address the community mental health crisis and related issues involving substance abuse and the unsheltered.

We are happy to report that within this relatively short time, the City of Petaluma Police Department has entered into a contract with CRISIS Consulting, Inc. to draft a mobile emergency crisis response and intervention program for the Petaluma community.

The Police Department responds to more calls for service involving mental health than any other call type. These mental health related calls for service generally require two (2) police officers for a protracted period, and often, there is a peaceful resolution and/or treatment or placement options for the individual. While the majority of these police interactions have positive outcomes, we recognize there are individuals and entities throughout Sonoma County that are better trained, better suited, and better equipped to navigate the patchwork of mental health care and crisis response options available to individuals in need. To that end, we have actively sought to develop and deploy a mobile crisis response model whereby appropriate mental and physical health related calls for service would be handled by a mobile crisis response team that has the tools, resources, and knowledge to address the unique needs of individual clients more effectively.

This mobile crisis response team is modeled after the Crisis Assistance Helping Out on the Streets (CAHOOTS) model which started in Eugene, Oregon in 1989. The program is spreading nationwide and has proven to alleviate the burden placed on police, fire, emergency medical services, and hospital emergency departments to manage crisis that derive from emotional and physical distress, substance use, and homelessness. Initial analysis estimates that as many as 10% of calls for service currently received by the Petaluma Police Department will be directed to this mobile crisis intervention team. As a result, our partners in health care, public safety, and community services have identified a successful model that will address mental and physical health through a comprehensive program we have named **Specialized Assistance For Everyone (S.A.F.E.)**.



The initial first year cost of the program is just over \$1.3 million which includes startup costs. Thereafter the anticipated annual cost for S.A.F.E. is \$1.1 million. The City of Petaluma has committed \$500,000 towards the annual costs of this program and is actively seeking other funding sources from community partners as well as local, state, and federal government agencies. We are hopeful the cost savings experienced by healthcare service providers and municipal jurisdictions, along with State and Federal funding sources will provide continued funding in future fiscal years to sustain the program. Ideally, a regional mobile crisis response program would be funded by a private/public partnership to improve the overall health and safety of everyone in Sonoma County. This model would leverage funding resources to provide the most efficient and effective program delivering services to those in need.

As a community partner and stakeholder in this important healthy community initiative, we are respectfully asking you and your organization to consider contributing funds to help cover the remaining annual costs. Please review the enclosed project documents for details related to the community mental health problem statement, goals and objectives, budget, and methods of evaluation.

Thank you again for your time and consideration with this funding request.

Sincerely,

SAFE Team



# Petaluma's Specialized Assistance For Everyone (S.A.F.E.) Program

## Community Mental Health Problem Statement

### Overview

As the nation engages in various ways to address mental health, substance use disorders, and the unsheltered, law enforcement, fire, and emergency medical service providers have been on the front lines of responding to our most vulnerable community members. Coalitions of law enforcement, public safety departments, healthcare, and crisis organizations from around the country are coming together in their local communities to address models on how to appropriately respond to these significant issues affecting the quality of life for so many in our community.

The White Bird Clinic in the State of Oregon has shown 30 years of success facilitating the CAHOOTS model. The CAHOOTS model utilizes healthcare rather than law enforcement to respond to individuals who are experiencing an emergency crisis, including nonviolent mental health disorders or substance use disorders. Because so many of these community members can also be unsheltered, homeless outreach services must also be a core service provided by any program. By dispatching mobile teams of healthcare and crisis workers, the model provides community members with the necessary care and connects them to service providers instead of immediately involving law enforcement.

The Petaluma Police Department annually receives anywhere from 4,500-5,500 calls for service for various mental health related issues. In 2020 the police department received 4,665 calls for service for suicidal subjects, police and fire assistance for wound care, mental health detentions (5150W&I), nonviolent family disputes, intoxicated subjects, welfare checks, death notifications, missing subjects and issues related to homelessness. These types of calls for services account for approximately 10% of all calls for service to the Petaluma Police Department.

City of Petaluma staff researched crisis response models currently being practiced both within California and across the nation during which we identified the CAHOOTS model developed by the White Bird Clinic as being the premier nationally recognized crisis intervention model. City staff began engaging with the White Bird Clinic in November of 2020 and through those discussions were referred to former CAHOOTS team member and Crisis Intervention Consultant, Ben Adam Climer of Critical Responses in Supportive Integrated Services (C.R.I.S.I.S.) Consulting.

In January 2021 City staff executed a professional services agreement with C.R.I.S.I.S Consulting to assess the local need for a mobile crisis intervention program, the identification of suitable local service providers to implement and manage such a program, and to further help a selected operator of such a program to hire, train, and deploy such a program in the City of Petaluma.

Our work with C.R.I.S.I.S. Consulting coupled with an internal review and analysis of existing Petaluma Police and Fire Department call data suggests that a significant number service calls involving individuals with mental health needs could be better and more effectively addressed by a dedicated team composed of mental health crisis workers and medical professionals, rather than police officers. In addition, City staff has consulted with representatives from police departments throughout the region, the Petaluma Fire Department, Sonoma County Department

of Behavioral Health, Petaluma Health Care District, Committee On The Shelterless (COTS), along with subject matter experts from the private and non-profit sectors.

The research and work engaged by the City has identified that development of a new mental health response model could lead to greatly enhanced outcomes, while simultaneously increasing public safety resources and capacity of both the Petaluma Police and Fire Departments.

S.A.F.E. will be facilitated and managed by Petaluma People Services Center (PPSC) under a contract with the City of Petaluma. This team will consist of two-person team (a crisis specialist and an EMT) that will focus patrols in the downtown areas or other areas identified by the City. The need for EMT services was discovered through the CAHOOTS program in Eugene and Springfield, Oregon and is based on data from the model program. The team will have a van type vehicle for transportation of the team and any community members in need of transport. The team will also be supplied with police radios on their persons to communicate with police dispatch. The team will be either dispatched to a scene by the emergency communications center or make contact with individuals in crisis through regular patrols for proactive engagement.

This program model also seeks to include and consolidate similar services like Petaluma Sober Circle to achieve more efficient and successful outcomes for crisis response, intervention, and treatment for long term improvement of community and individual quality of life.

The goal of this program is to deploy a two-person team working a twelve (12) hour day by the end of Summer 2021 (Phase I). By the end of Fall 2021, the program will move to a 24 hour a day operation (Phase II). The cost of the 24-hour program will have an initial startup cost of just over \$1.3 million which includes one-time startup expenditures. In the following years, the costs to operate to the program is just over \$1.1 million.

<b>Petaluma's S.A.F.E. Team Budget- Year 1 APPROXIMATE</b>	
<b>Summary Costs - One 24-hour Unit</b>	
<b>Annual Personnel Budget</b>	\$ 960,234
<b>Non Personnel Operational Costs</b>	\$ 109,000
<b>Annual Costs</b>	\$ 1,069,234
<b>One Time Start-Up Costs</b>	\$ 178,000
<b>First Year Total Costs</b>	\$ 1,247,234

## Goals and Objectives

### Goals:

Phase I - To implement this new program by the end of Summer 2021 with a team that works 12 hour shifts, seven days a week.

Phase II – To expand the services by end of Fall 2021 from 12 hours/day seven days a week to 24 hours/day, 7 days a week.

Phase III – S.A.F.E. will evaluate expansion of services through partnerships in the southern Sonoma County region.

### Objectives:



1. Establish a Steering Committee to meet monthly to review program goals and objectives and establish reporting metrics and intervals to funding partners.
2. To decrease law enforcement response to mental health crisis incidents.
3. To decrease fire and emergency medical services response to mental and physical health incidents.
4. To decrease emergency department transports.
5. To serve as a pilot project for a CAHOOTS model in Sonoma County
6. To increase and promote public health, especially for those with mental health and substance use difficulties.
7. To provide resources and referrals to existing services for mental health, substance abuse, and housing to all community member in need or in situations that may result in crisis.
8. To remove barriers to accessing support before, during, and after a crisis.

## CONTACT INFORMATION

For further information about the program, please contact:

Ken Savano, Chief of Police  
City of Petaluma - Police Department  
[ksavano@cityofpetaluma.org](mailto:ksavano@cityofpetaluma.org)  
(707) 778-4370

Elece Hempel, Executive Director  
Petaluma People Services Center  
[elece@petalumapeople.org](mailto:elece@petalumapeople.org)  
(707) 765-8488