



# Peer Support & Community Engagement Program

## SECTION 1: TAILORED HOME TOGETHER RFP NARRATIVE

### A. Program Overview & Alignment

The Kinara Peer Support & Community Engagement Program aligns directly with Alameda County's Home Together Framework by advancing housing-focused, low-barrier, equity-centered engagement led by people with lived experience of homelessness. Operating under fiscal sponsorship of First Presbyterian Church of Hayward, Kinara ensures full administrative, financial, and employment compliance while centering community-based trust-building strategies.

### B. Statement of Need

Alameda County's unsheltered population continues to face persistent barriers to housing and services due to trauma, system mistrust, and structural inequities. Individuals with lived experience are uniquely positioned to bridge these gaps. However, peers are often excluded from formal employment pathways. This program addresses both unmet outreach needs and workforce inequity.

### C. Program Design & Activities

Kinara will employ six Peer Support Specialists to conduct street-based outreach, community engagement, navigation, and accompaniment. Activities include: - Low-barrier engagement in encampments and community spaces - Housing-focused referrals and warm handoffs - Chaperoning to housing, medical, and benefits appointments - Peer mentorship and stabilization support post-housing

### D. Staffing & Management

The program is supported by a Program Director, Peer Program Manager, and Community Partnerships & Data Coordinator. All staff are W-2 employees. Peers receive ongoing supervision, training, and wellness supports.

### E. Equity & Lived Experience Integration

Peers are compensated at professional wages and supported through trauma-informed supervision. Lived experience is treated as expertise, not a requirement for disclosure.

### F. Outcomes & Performance Measurement

Kinara will track engagement contacts, referrals, appointment attendance, and housing-related outcomes consistent with Home Together reporting requirements.

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## SECTION 2: LOGIC MODEL & OUTCOMES TABLE

### Logic Model

**Inputs** - Home Together funding - Fiscal sponsor infrastructure - Trained staff and peers - Community partnerships

**Activities** - Street outreach - Community engagement - Navigation and referrals - Appointment accompaniment - Peer mentorship

**Outputs** - # of outreach contacts - # of individuals engaged - # of referrals completed - # of appointments attended

**Short-Term Outcomes** - Increased trust and engagement - Improved service access

**Intermediate Outcomes** - Increased housing referrals - Reduced service disengagement

**Long-Term Outcomes** - Increased housing stability - Reduced returns to homelessness - Strengthened peer workforce

### Outcomes Table

Outcome	Indicator	Data Source	Frequency
Increased engagement	# of unique individuals contacted	Outreach logs	Monthly
Improved navigation	% attending appointments	Case notes	Quarterly
Housing connection	# housing referrals	Partner reports	Quarterly
Workforce stability	Peer retention rate	HR records	Annually

## SECTION 3: JOB DESCRIPTIONS (COUNTY FORMAT)

### Peer Support Specialist (0.75 FTE)

**Summary:** Provides outreach, engagement, navigation, and peer mentorship to individuals experiencing homelessness.

**Key Duties:** - Conduct community-based outreach - Provide accompaniment and chaperoning - Support housing and service navigation - Participate in supervision and training

**Qualifications:** - Lived experience of homelessness - Strong communication skills - Ability to work flexible hours

**Compensation:** \$22–\$25/hour, W-2 employee

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### Peer Support Program Manager (1.0 FTE)

**Summary:** Supervises peer staff and oversees daily program operations.

**Qualifications:** - Supervisory experience - Trauma-informed practice knowledge

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### Program Director (1.0 FTE)

**Summary:** Provides strategic oversight, compliance, and funder reporting.

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## SECTION 4: BUDGET JUSTIFICATION NARRATIVE

**Personnel:** Funds support three program staff and six Peer Support Specialists who deliver direct services and program oversight.

**Fringe Benefits:** Covers payroll taxes, workers' compensation, and required benefits.

**Training:** Supports initial and ongoing trauma-informed, harm-reduction, and safety training.

**Operating Costs:** Includes transportation, phones, outreach supplies, and wellness supports essential to effective field-based work.

**Fiscal Sponsorship:** Covers administrative, HR, and financial management provided by First Pres. Hayward.

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## SECTION 5: ONE-PAGE EXECUTIVE SUMMARY

Kinara proposes the Peer Support & Community Engagement Program to advance Alameda County Home Together goals through lived-experience-led outreach and equitable workforce development. The program employs six Peer Support Specialists with lived experience of homelessness, supported by experienced staff and full fiscal compliance through First Pres. Hayward.

Peers provide low-barrier engagement, housing-focused navigation, appointment accompaniment, and mentorship to individuals experiencing homelessness. This model strengthens trust, improves service access, and reduces disengagement while creating dignified employment pathways.

Aligned with Home Together's equity, housing-focused, and system coordination principles, Kinara's program expands capacity within Alameda County's homelessness response system and delivers measurable outcomes in engagement, housing connection, and workforce stabilization.