

# CITY OF FERNDALE VULNERABLE POPULATIONS: FOUR PHASES OF DISCOVERY




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## PRESENTATION THEMES

- BACKGROUND
- FOUR PHASES OF RESPONSE
- MEASURING VULNERABLE POPULATIONS
- NEXT STEPS


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## FAST FACTS

- POPULATION ~17,000
- PROJECTED 64% INCREASE BY 2045
- FASTEST GROWING COMMUNITY IN WHATCOM COUNTY
- ONE OF FASTEST DENSIFYING COMMUNITIES IN WASHINGTON
- MOST DIVERSE WHATCOM COUNTY CITY
- HIGHEST PERCENTAGE OF FREE/ REDUCED LUNCH STUDENTS IN W.C.
- INCREASED INDICATORS OF HAVE/HAVE NOT DYNAMICS

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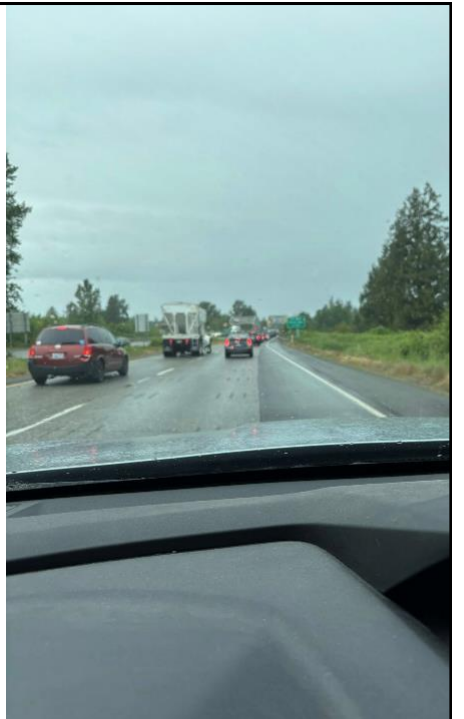
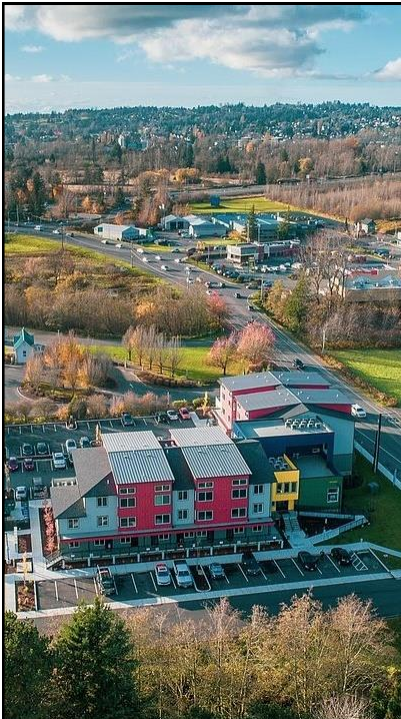
## REGIONAL TRENDS

- INFLUENCE OF LOWER MAINLAND, PUGET SOUND
- ~5-10 YEAR IMPACT DELAY
- OPPORTUNITY TO PREPARE
- OPPORTUNITY TO LEARN

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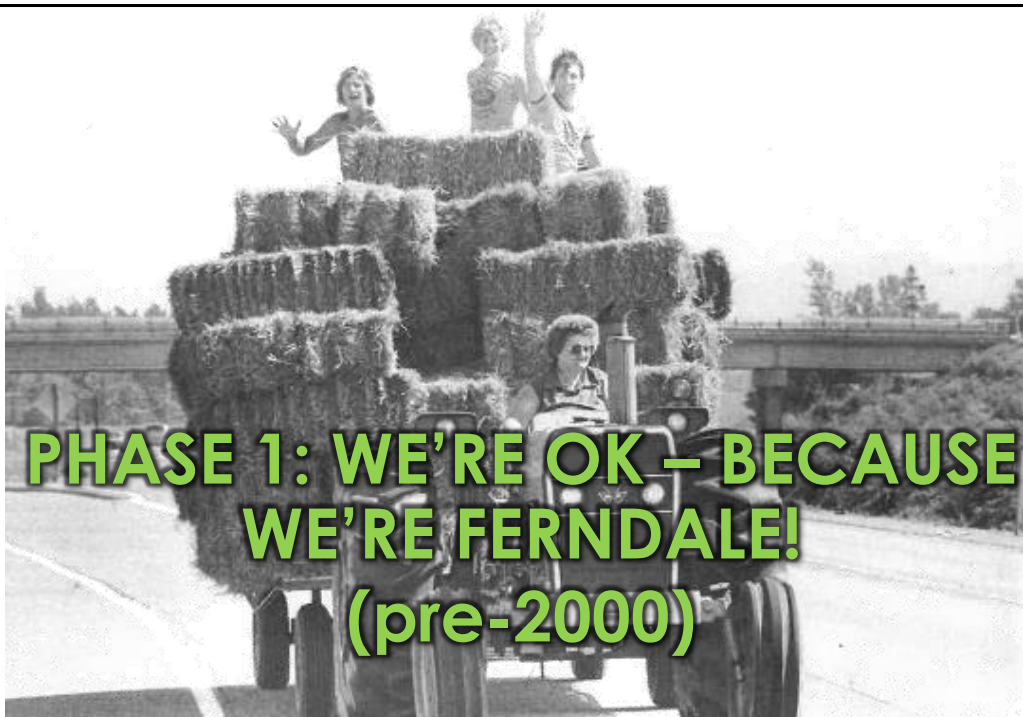


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# FERNDALE'S FOUR PHASES

1. WE'RE OK, BECAUSE WE'RE FERNDALE! (PRE-2000)
2. WAIT - WE'RE OK, RIGHT? (2000-2020)
3. WE'VE GOT TO DO SOMETHING! (2020-2024)
4. DEFINING "SOMETHING," BUILDING ON SUCCESS (2025-?)

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## WE'RE OK!

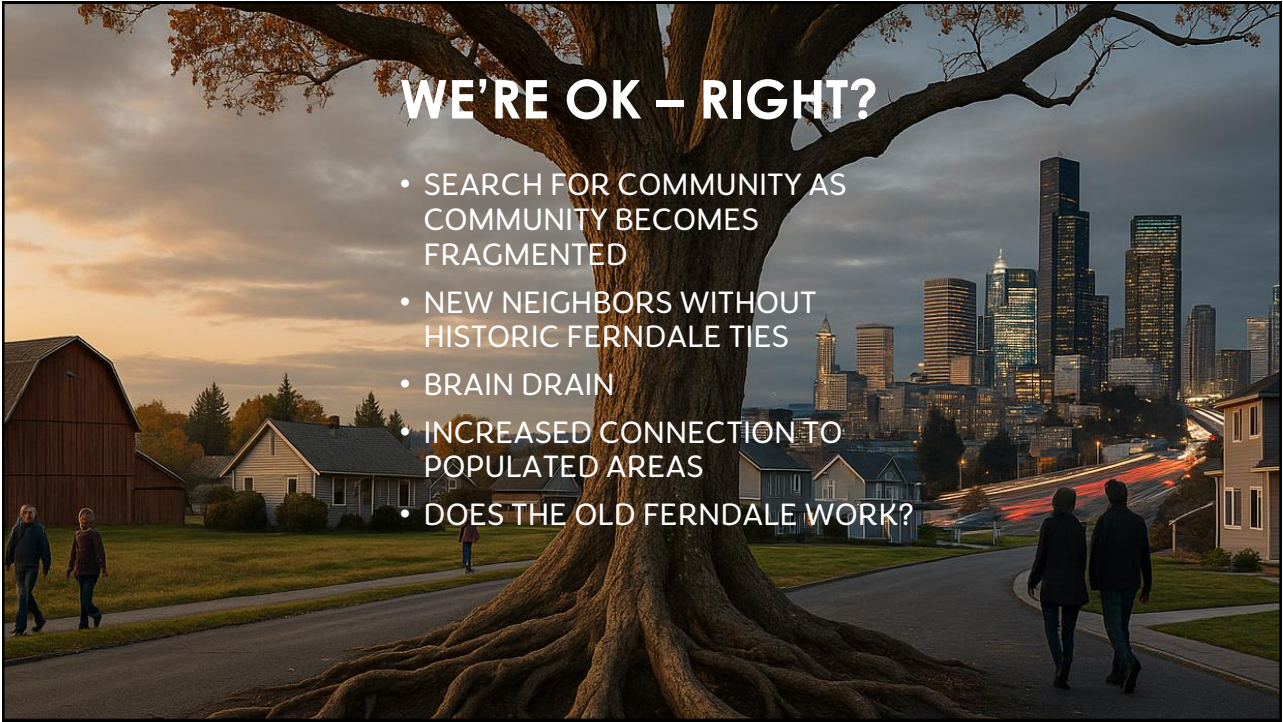
- RELIANCE ON COMMUNITY, FAMILY, FAITH STRUCTURES
- VULNERABILITIES ADDRESSED PRIVATELY, QUIETLY
- SEPARATE FROM "BIG CITY" PROBLEMS



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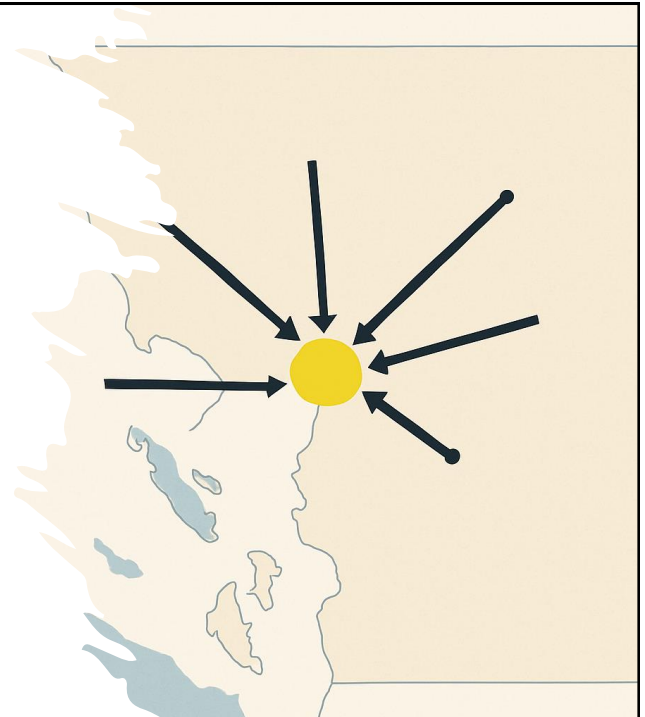
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# DOING SOMETHING: PANDEMIC OPPORTUNITIES

- PANDEMIC ERA FUNDS USED TO BOOST ORGANIZATIONS AND VULNERABLE POPULATION RESPONSE BEYOND WHAT WAS PREVIOUSLY POSSIBLE
- THIS CREATED A NEW, PERMANENT, AND STRONGER LEVEL OF COMMUNITY SUPPORT

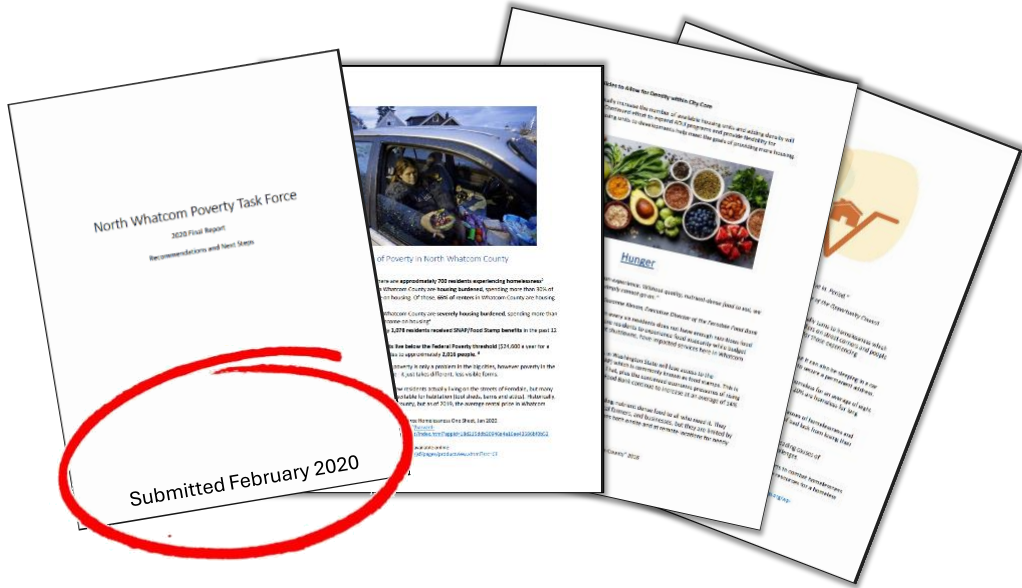
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## DOING SOMETHING: PANDEMIC OPPORTUNITIES



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# MEASURING VULNERABLE POPULATIONS



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# MEASURING VULNERABLE POPULATIONS

- CHANGE IS CONSTANT IN FAST-GROWING COMMUNITIES; AND
- “INVISIBLE” POPULATIONS AND CHALLENGES ARE EVEN MORE DIFFICULT TO SEE OR MEASURE; AND
- WE MUST SOMETIMES USE ANALOGOUS STATISTICS TO ESTIMATE VULNERABLE POPULATIONS; AND
- WE NEED FRESH DATA

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# DOING EVERYTHING IS NOT SUSTAINABLE

COLD WEATHER SHELTER  
OUTREACH TEAM (HOMELESS)  
FCS IN GENERAL  
MEET AND GREET SOCIAL SERVICES  
FERNDALE SAFE PARKING  
FULL TIME STAFFING  
ADDITIONAL FUNDING - FOOD BANK  
CAPITAL FACILITY NEEDS - FOOD BANK  
- FOOD BANK 20 YEAR PLAN  
- FERNDALE COMMUNITY GARDEN  
CONTINUED SUPPORT/EXPANSION  
ADA COMPLIANT RESTROOMS  
MULTIFAMILY ZONING NEAR OTHER  
DEVELOPMENT  
YOUTH RECREATIONAL ACTIVITY EXPANSION  
FERNDALE YOUTH SPORTS  
METALWORKS  
HB 1406

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PHASE 4: DEFINING  
“SOMETHING”  
(2025 -)

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# MEASURING VULNERABLE POPULATIONS

- COVID-19 INCREASED AND BROADENED ASSISTANCE DEMAND
  - IT ALSO MAY HAVE DE-STIGMATIZED SOME FORMS OF ASSISTANCE
- AS GENERAL POPULATION ASSISTANCE NEEDS HAVE DECLINED, SOME EVIDENCE TO SUGGEST THAT WHAT REMAINS IS A BETTER BAROMETER AS COMPARED TO PRE-PANDEMIC

## MEASURING VULNERABLE POPULATIONS IN FERNDALE



**FERNDALE  
COMMUNITY  
SERVICES**

**1,874**

INDIVIDUALS SERVED

**9,333**

INSTANCES OF SERVICE

AVERAGE USE  
PER INDIVIDUAL: 4.98

(Source: Ferndale Community Services)



**FOOD BANK**  
FERNDALE POPULATION: 17,000

**7,447**  
PEOPLE SERVED

**57,109**  
VISITS

AVERAGE USE PER  
INDIVIDUAL: 7.66

(Source: Ferndale Food Bank)



**COUNTY  
HOMELESSNESS**

**2000+ INDIVIDUALS**

(1 NIGHT OR MORE AT  
SHELTER OR PUBLICLY  
FUNDED MOTEL/HOTEL)

**"HEALTHY" VACANCIES:**

5-7% RENTALS, 2% HOMEOWNER

**CURRENT COUNTY VACANCIES:**

3% RENTALS, 1% HOMEOWNER

(Source: 2024 Annual Update on Homelessness)

## MEASURING VULNERABLE POPULATIONS

- THESE ARE BACK-END STATISTICS, TREND INDICATORS
- TELL US THE ASSISTANCE THAT PEOPLE ARE RECEIVING
  - BUT NOT NECESSARILY WHAT THEY NEED
  - NOT NECESSARILY WHO THESE PEOPLE ARE, OR WHERE THEY ARE COMING FROM
  - DO NOT ADDRESS ROOT CAUSES OR HOW TO PREVENT

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PHASE 4 WILL CONSIST OF:  
FACILITY EXPANSION  
COALITION BUILDING  
IMPROVED DATA  
DATA-DRIVEN DECISIONS

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# FACILITY EXPANSION: CONSOLIDATING RESOURCES

LIBRARY

CITY HALL/COURT

POST OFFICE

COMMUNITY ORGS



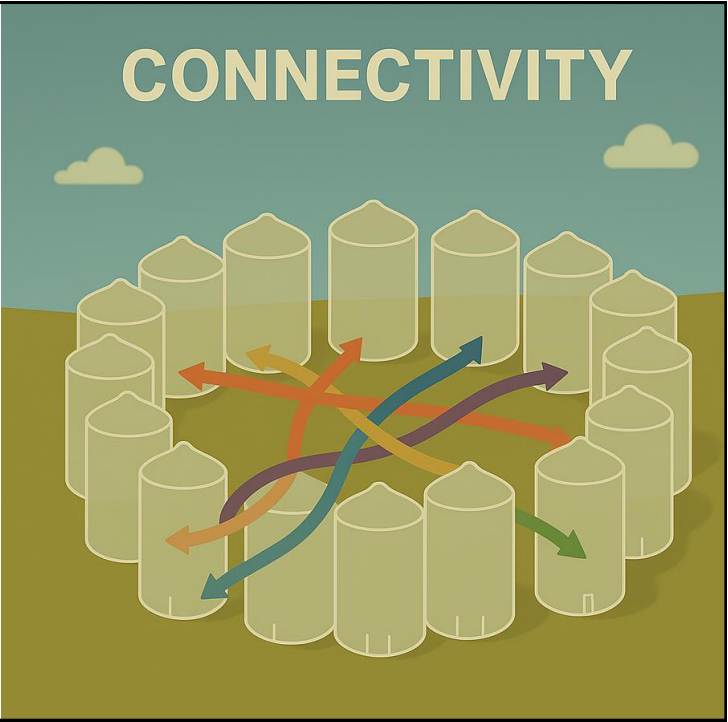
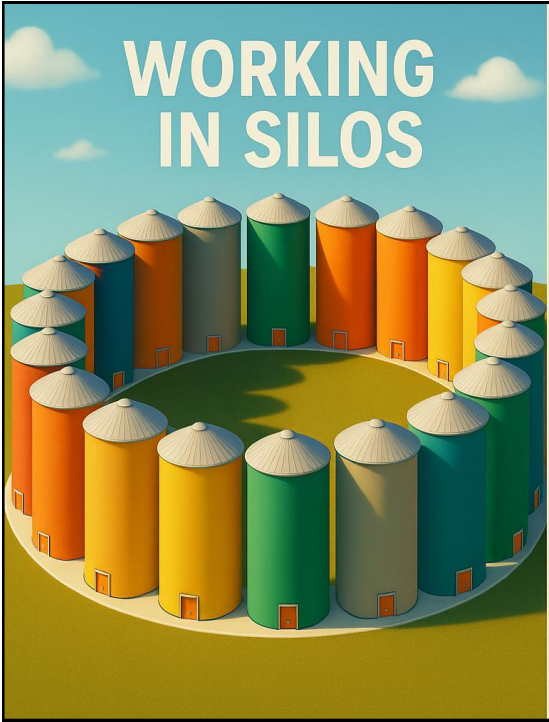
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## COALITION BUILDING:

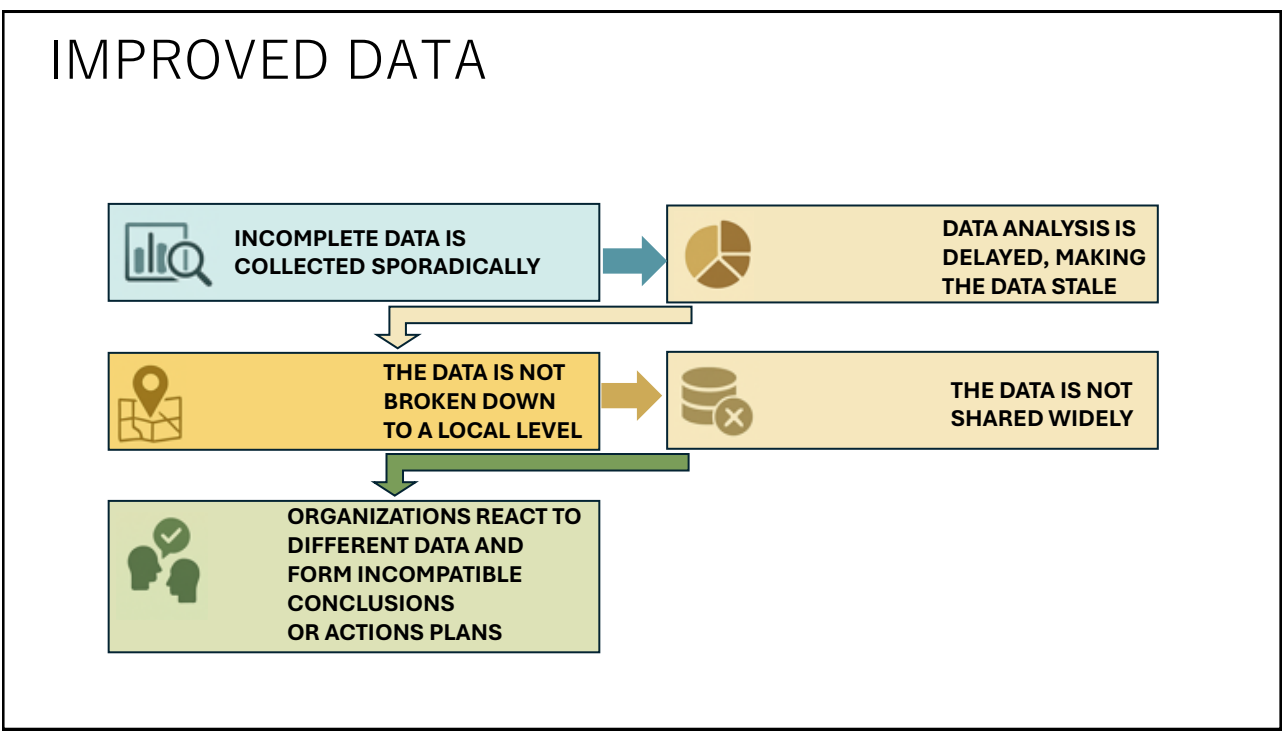
SERVICES AND SERVICE ORGANIZATIONS ARE NOT WELL-KNOWN TO EACH OTHER, OR TO THE COMMUNITY



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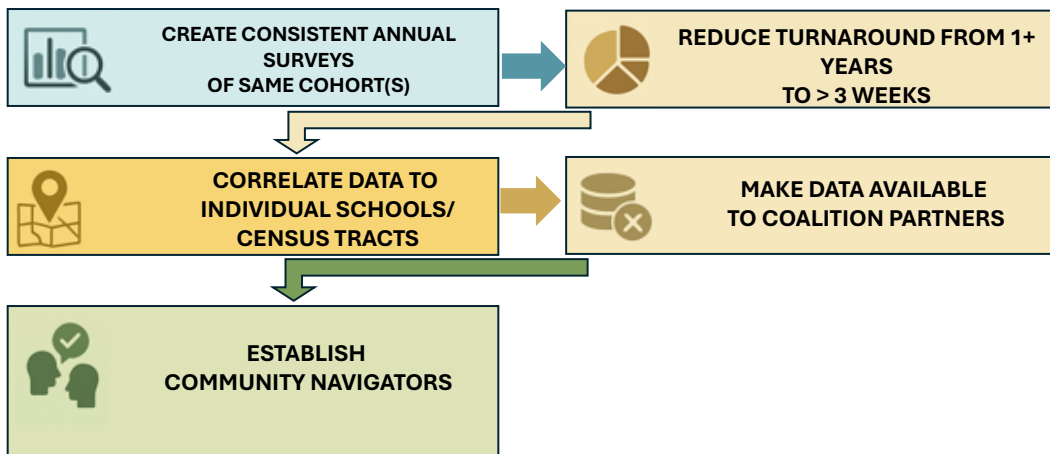


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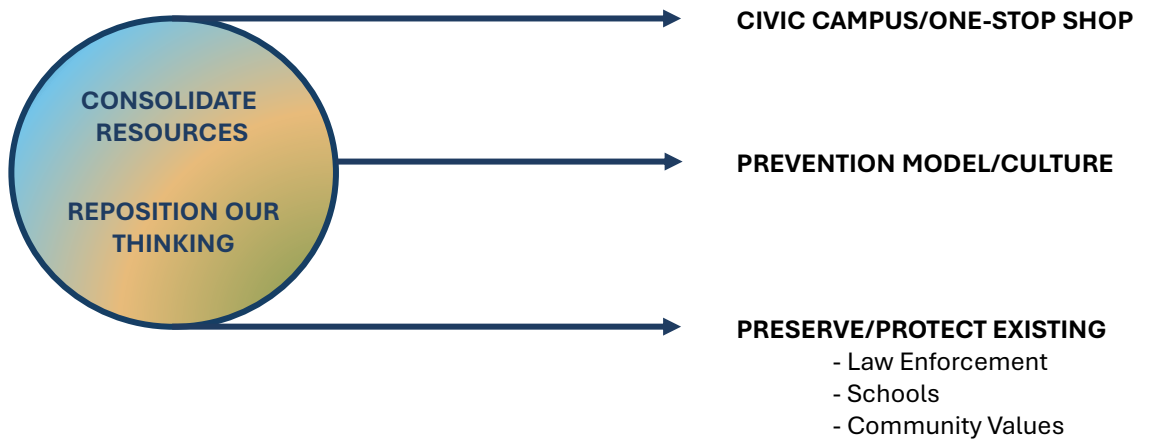
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# IMPROVED DATA



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# NEXT STEPS



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# SUMMARY: POSSIBLE ACTIONS

## LOCAL

- CLARIFY CAMPING REQUIREMENTS
- COMMUNITY ASSET MAPPING
- FOUNDATION OR 3<sup>RD</sup> PARTY (UB ASSISTANCE)
- ATTACK EVERYTHING
- GO. NOW.

## STATE

- SIMPLIFY REQUIRED SURVEYS (HEALTHY YOUTH)
- PROVIDE DATA AT THE SCHOOL LEVEL
- PROVIDE DATA TO JURISDICTIONS WITHIN ONE MONTH OF SURVEY
- MAKE DATA AVAILABLE

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CITY OF OPPORTUNITY

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