HOMELESS STRATEGY COMMITTEE

JULY 27, 2017
Local community opposition will be the single biggest obstacle to siting & developing 10,000-15,000 units of permanent supportive housing in the next 10 years.
NIMBY
Venice residents fight over homeless housing project — and character of the neighborhood

Tempers flare at info session for affordable veteran, homeless housing proposal near Temple City, San Gabriel

Temple City residents demand city block affordable housing for veterans, homeless

Second Time is Not a Charm: Community Still Vociferously Opposed to Plans for Lorena Plaza in Boyle Heights

Nimbys were everywhere in 2016 – from Boyle Heights to Venice, from the shorelines of San Pedro to the foothills of Sylmar. They didn't always win, but their ideology drove public discourse throughout the city.
YES TO HOUSING!
› WEBSITE
› MESSAGING PLAYBOOK
› CREATIVE CONTENT

› VOLUNTEER + ADVOCACY HUB
› ONLINE + OFFLINE MARKETING
› BROADCAST BUYS*
- Build relationships with residents
- Build support for project
- Raise up advocates
- Create process to listen to their concerns
- Inoculate and neutralize
- Welcome new tenants
MESSAGING
MESSAGING

- Contract with Fenton Communications
- Identify + Assess Messengers
- In partnership with LA City + County
- Creation of a Messaging Playbook
- Message + Opinion Research
- Development of Marketing Collateral

Coming Fall 2017
TECHNICAL ASSISTANCE
SITE CONTROL
- Escrow period
- Purchase Price
- Forms of Contract
- Purchase & Sales Agreement
- Exclusive Negotiating Agreement
- Disposition Development Agreement
- Long-Term Lease (City Owned)
- Secure Elected Letter of Support

APPLY FOR PUBLIC FINANCING
- Tax Credits
- HHFA / H
- No Place Like Home
- County CDC
- NOFA

PUBLIC FINANCING AWARDED

NOTICE TO PROCEED

Pre-Development: Identify Site & Acquisition
TIME VARIES

Assemble Financing
1-3 YEARS

Entitlement Approvals, Community Engagement & Develop Plans
6-24 MONTHS

Construction Plans
4-6 MONTHS

Construction
12-18 MONTHS

Stabilize
3-6 MONTHS

coming Spring 2018

*NEED OR BUDGET PERMITTING
NEXT STEPS
FINALIZE MESSAGING PLAYBOOK BY EARLY FALL 2017

ORGANIZE HOUSING TOURS + PSH ORIENTATION FOR CITY STAFF

CALCULATE COST OF TECHNICAL ASSISTANCE PER SITE

SECURE FUNDING FOR AIR CAMPAIGN (DATE TBD)

LAUNCH YES TO HOUSING! CAMPAIGN AT HOMEWALK 2017
THANK YOU!