UNITED WAY
EVERYONE IN BRIEFING
THE WORK BEGINS NOW.

United Way
GREATER LOS ANGELES

LIVE UNITED
OBSTACLES TO OUR SUCCESS

LOCAL OPPOSITION
Financing and production of supportive housing, while greatly expanded, is not ramping up quickly enough to build 10,000 units in 10 years.

NEGATIVE NARRATIVE
Media is focused on the supportive housing sites that have met opposition creating a broader negative narrative.

ORG CAPACITY
Providers and systems are straining to keep up with at the level of resources being delivered.

DELAYED RESULTS
Homeless Count increases will slow but will not decrease for 1-2 years.

RISKS THE EROSION OF PUBLIC AND POLITICAL WILL FOR PERMANENT SOLUTIONS
UNITED WAY’S ROLE IS EVOLVING WITH THE PASSAGE OF THESE TWO HISTORIC MEASURES

**PROP HHH**
- City of Los Angeles
- Secured $1.2 billion for community-based supportive housing
- Received highest support of any municipal bond in LA history

**MEASURE H**
- County of Los Angeles
- Adds $355 million annually for supportive services
- First revenue measure of any kind to appear on county ballot in March
A NATURAL EVOLUTION...

50+ INSTITUTIONAL PARTNERS
75,000+ WALKERS

100+ COALITION PARTNERS
920,000 VOTERS

300+ COALITION PARTNERS
1.5 MILLION VOTERS
EVERYONE IN
ENDING HOMELESSNESS ACROSS LA COUNTY
POWERED BY UNITED WAY
OUR MAJOR SUPPORTERS

- Conrad N. Hilton Foundation
- Weingart Foundation
- Community Foundation
- The California Endowment
- JPMorgan Chase
- County of Los Angeles California
- United Way Greater Los Angeles
- Annenberg Foundation
- The California Wellness Foundation
Campaign Funnel

Countwide Communications
- Digital Media
- Earned Media
- Coordinated Messaging

Community Engagement
- Experience-based Events in every region
- Volunteer Opportunities
- Supportive Housing Tours

Strategic Organizing
- Focused Organizing & Advocacy
- Leadership Development & Training
THE NEED

- **TRANSPARENCY**
  - Frame the challenges and what’s possible

- **RESULTS**
  - Tell the story of what we are doing

- **PROGRESS**
  - Establish context to manage expectations
OUR PROGRESS FOR THE FIRST 3 YEARS

- Move People Home for Good
- Reduce the Number of People Living on the Streets
- Approve Supportive Housing
- Create More Short-Term Places to Sleep
Monitor and Share Progress: MEASURE H IN ACTION

- Nearly 600 outreach and engagement workers now working across the county - 4x increase
- Early stages of strategy buildout to link specific encampment cleanups to reserved short-term shelter beds to reserved permanent housing unit
- 2,692 people engaged by outreach teams since July 1, 2017
Monitor and Share Progress: PROP HHH IN ACTION

- Groundbreakings and siting successes
- Demystify supportive housing
- Highlight innovations

**COSTS AT A GLANCE**

- **$449,586**
  Average Total Development Cost/Unit
  includes land cost

- **$193,143**
  Average HHH Subsidy/Unit

**COMMUNICATIONS STRATEGIES**

**PROPOSED UNITS**

- 300 units
- 416 units
- 1,000 units

**FUNDED UNITS**

- Historical Average: 300 units
- Summer 2017: 416 units
- Goal per Year: 1,000 units

**PROPOSED UNITS**

- Estimated: 1,152 units
- Likely Approved: ??? units

**Supportive Housing Unit Tracking 2017-2018**
Homelessness is not an eastside or westside issue. It is city and countywide.

To achieve our goals we need our elected officials to be champions for solving homelessness across all 15 City Council districts and 5 County supervisorial districts. Collective action is the only solution.

Explore Data Maps
People that Supportive Housing Helps

- Young adults exiting foster care system
- Seniors who require multiple services
- Single parent households
- People with mental illness
- Survivors of domestic violence
- Veterans with chronic health conditions
- Low income individuals and families spending more than 30-50% of their income on rent

Communications Strategies
SHAREABLE SOCIAL MEDIA CONTENT & DIRECT MAIL

COMMUNICATIONS STRATEGIES

Your VOTE will build homes.

TOGETHER we can build up to 10,000 fully clean Permanent Supports Housing units for homeless women, families, and veterans.

All you have to do is vote YES on Prop HHH.

Get to the last page on the ballot and vote YES.

Your vote can make a difference in Prop HHH.

Endorsed by United Way • Democratic Party • L.A. Times

You can end homelessness with just your vote.

Vote YES on Prop HHH

Last year, #LosAngeles took a stand and resoundingly voted to end #homelessness. Today marks the first official groundbreaking of a #supportivehousing project funded by #PropHHH. 8 more projects will break ground in 2018! #HHHgroundbreaking #ShelterPartnership #fight4homeless
CAMPAIGN LAUNCH COUNTYWIDE

PRESS EVENT
INTERACTIVE INSTALLATIONS
OUTDOOR CAMPAIGN
DIGITAL CAMPAIGN

3 YEARS
• THERE’S A PLAN
• GOALS AND PROGRESS
• HOW WE GET THERE
Are you in?
visit everyonein.la #everyonein
ENGAGEMENT
THE NEED

- CHANNEL THE ENERGY
  - sub point
- HUMANIZE THE CRISIS
  - sub point
- LOCALIZE THE SOLUTIONS
  - sub point
WHAT CAN YOU EXPECT

• FAMILY FRIENDLY EVENTS
• 500-1000 PARTICIPANTS
• COLLABORATION WITH LOCAL SERVICE PROVIDERS
• EXPERIENCE / LEARN / ACT
• FOOD TRUCKS & MUSIC
SUPPORTIVE HOUSING TOURS

COMMUNITY ENGAGEMENT
ORGANIZING
THE NEED

- CULTIVATE SUPPORTERS
  - sub point

- TRAIN AND EMPOWER ADVOCATES
  - sub point

- APPLY PRESSURE
  - sub point
ON THE GROUND

COMMUNICATIONS + ENGAGEMENT TOOLKIT

POLITICAL ADVOCACY

SITE SPECIFIC CAMPAIGNS

STRATEGY 1:

COMMUNICATIONS + ENGAGEMENT TOOLKIT

STRATEGY 2:

POLITICAL ADVOCACY

STRATEGY 3:

SITE SPECIFIC CAMPAIGNS

STRATEGY 4:

COMMUNITY SITES

#YESTOHOUSING

APPROVE 3,000 SUPPORTIVE HOUSING UNITS

OUR THREE YEAR VISION 2020 IMPACT

OUR THREE YEAR VISION

2020 IMPACT
STREET HOMELESSNESS
REDUCE THE NUMBER OF PEOPLE LIVING ON THE STREETS

GOAL: 30% REDUCTION
## FUNDING GAPS

**Table 4: Supplemental Shelter and Services to Facilitate Ramp-Up (One-Time Costs)**

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<td><strong>CES Outreach, Navigators and Regional Coordinators</strong></td>
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THANK YOU!