

**UNITED WAY**

# EVERYONE IN BRIEFING

**THE WORK BEGINS NOW.**



**United Way**   
**GREATER LOS ANGELES**

**LIVE UNITED**

**LOOKING BACKWARD**

**Los Angeles Daily News**

**REGIONAL SITES AT THE HEART OF HOMELESS PLAN**

9/23/2006

**Los Angeles Times**

**WEST COVINA RESISTS IDEA OF REGIONAL HOMELESS CENTER**

4/07/2006

**Los Angeles Times**

**HOMELESS PLAN HITS THE SKIDS**

10/7/2007

# 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

## ORG CAPACITY

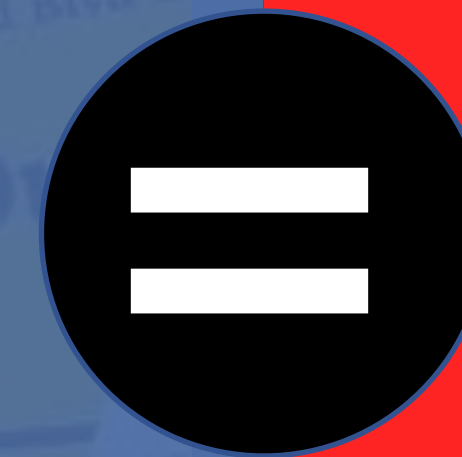
Providers and systems are straining to keep up with at the level of resources being delivered

## NEGATIVE NARRATIVE

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

## 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.



# CAMPAIGN FUNNEL

## COUNTYWIDE 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



**COMMUNICATIONS**

# 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**



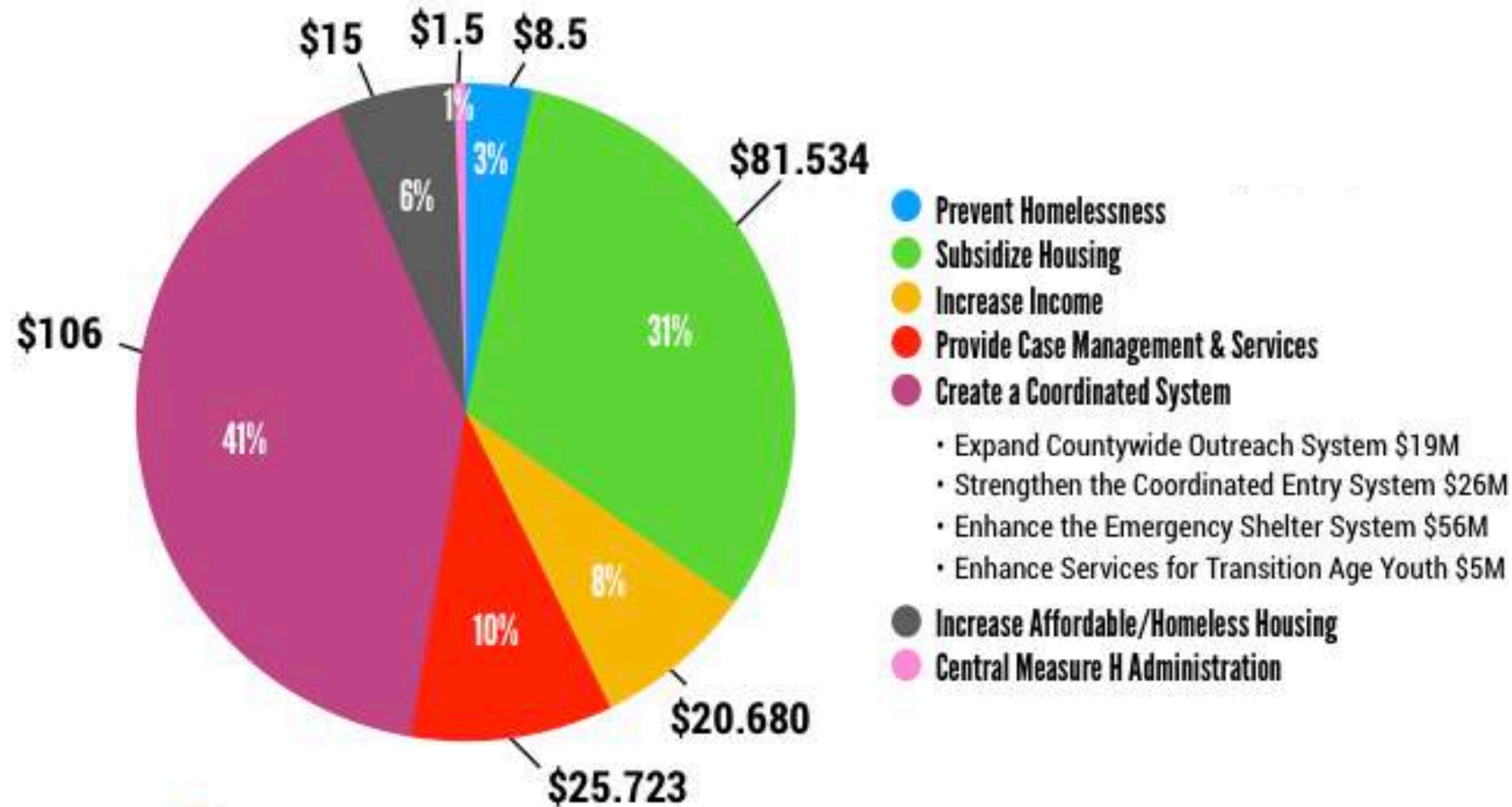
**CREATE MORE  
SHORT-TERM  
PLACES TO SLEEP**



# 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

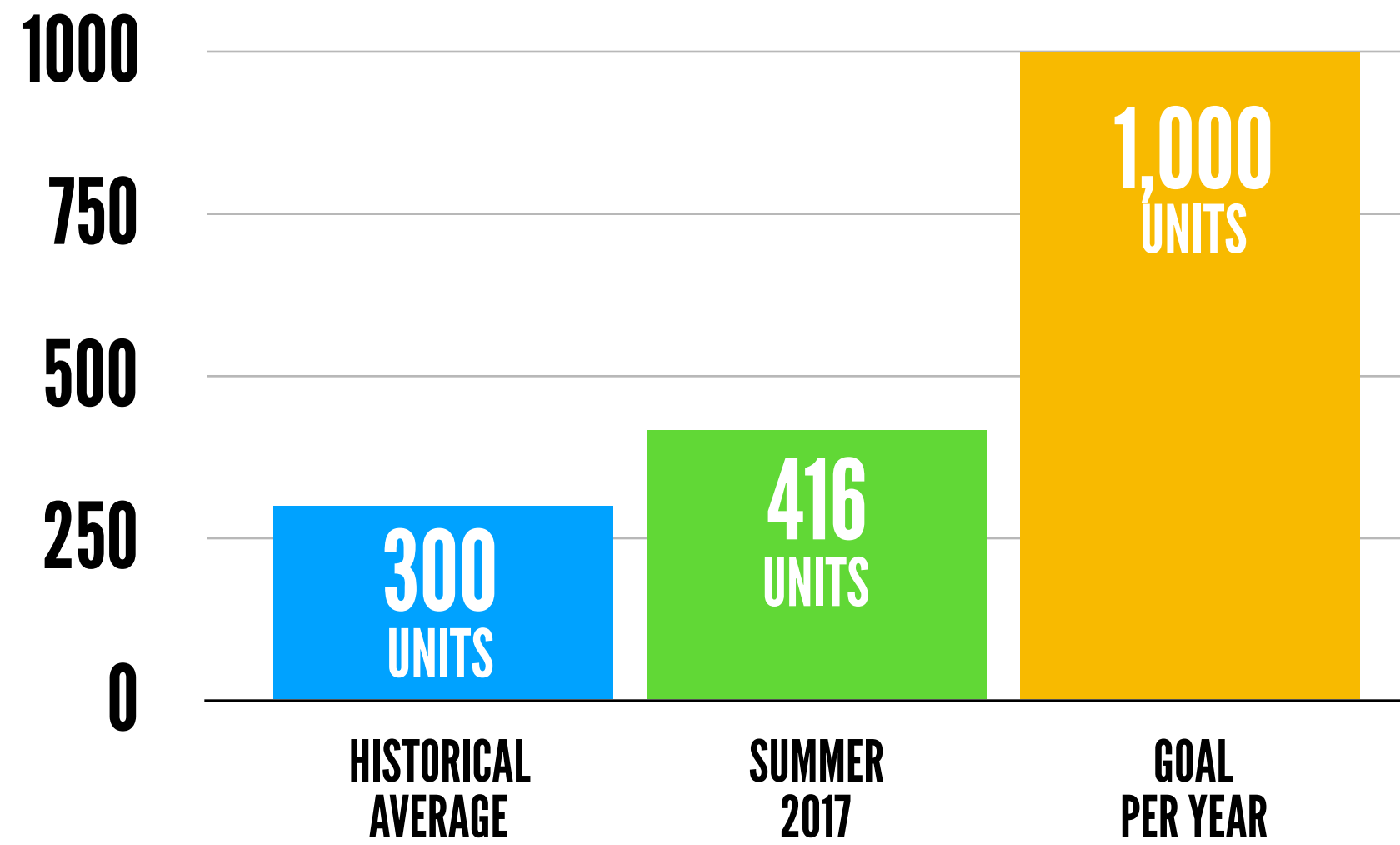
MEASURE H FUNDING GRANTED FY 2017-18  
(IN MILLIONS)



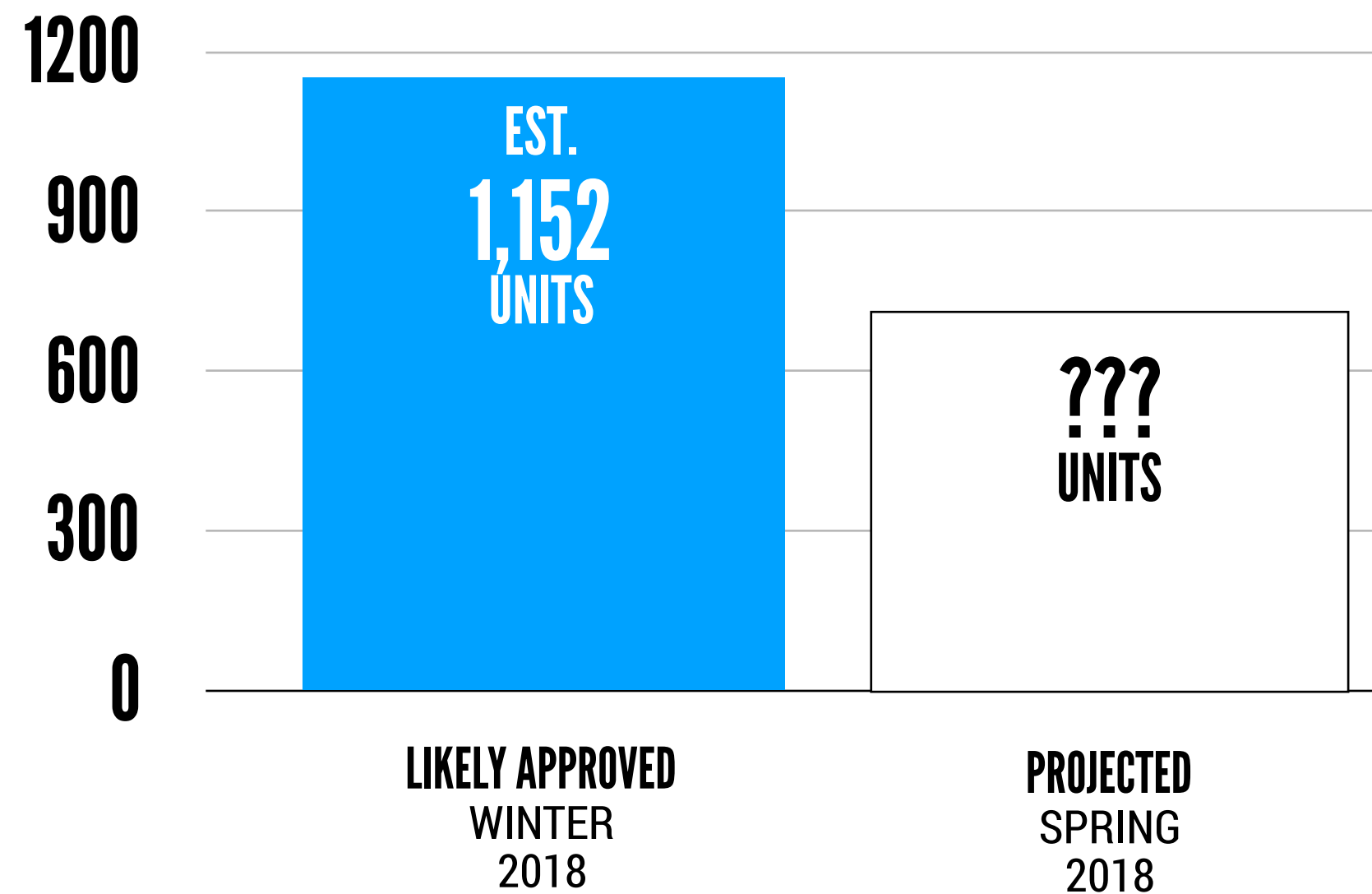
# Monitor and Share Progress: PROP HHH IN ACTION

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

## FUNDED UNITS



## PROPOSED UNITS



SUPPORTIVE HOUSING UNIT TRACKING 2017-2018

## COSTS AT A GLANCE

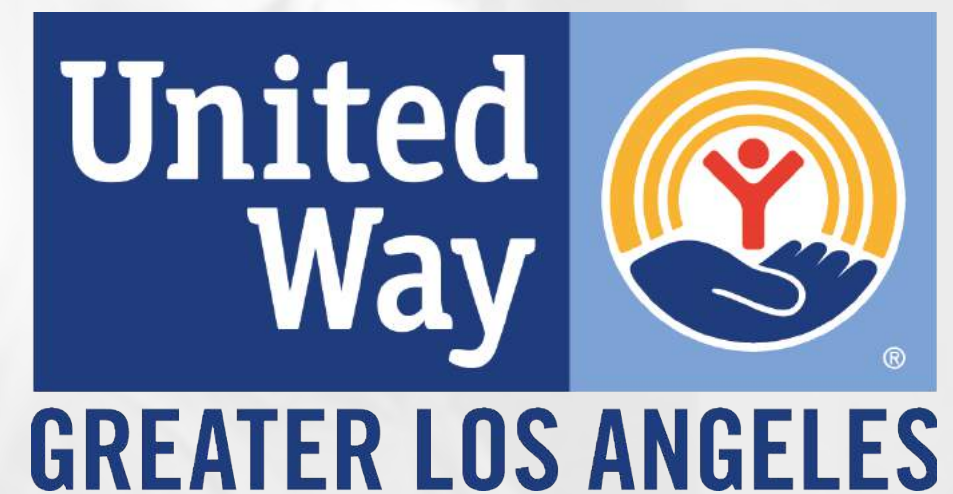
**\$449,586**

Average Total Development Cost/Unit  
includes land cost

**\$193,143**

Average HHH Subsidy/Unit

# HOMELESSNESS POLICY RESEARCH INSTITUTE



×



**USC**

CALIFORNIA STATE UNIVERSITY, LONG BEACH  
UNIVERSITY OF CALIFORNIA, LOS ANGELES  
UNIVERSITY OF CHICAGO  
UNIVERSITY OF NOTRE DAME  
UNIVERSITY OF PENNSYLVANIA  
ABT ASSOCIATES, INC.  
CORPORATION FOR SUPPORTIVE HOUSING

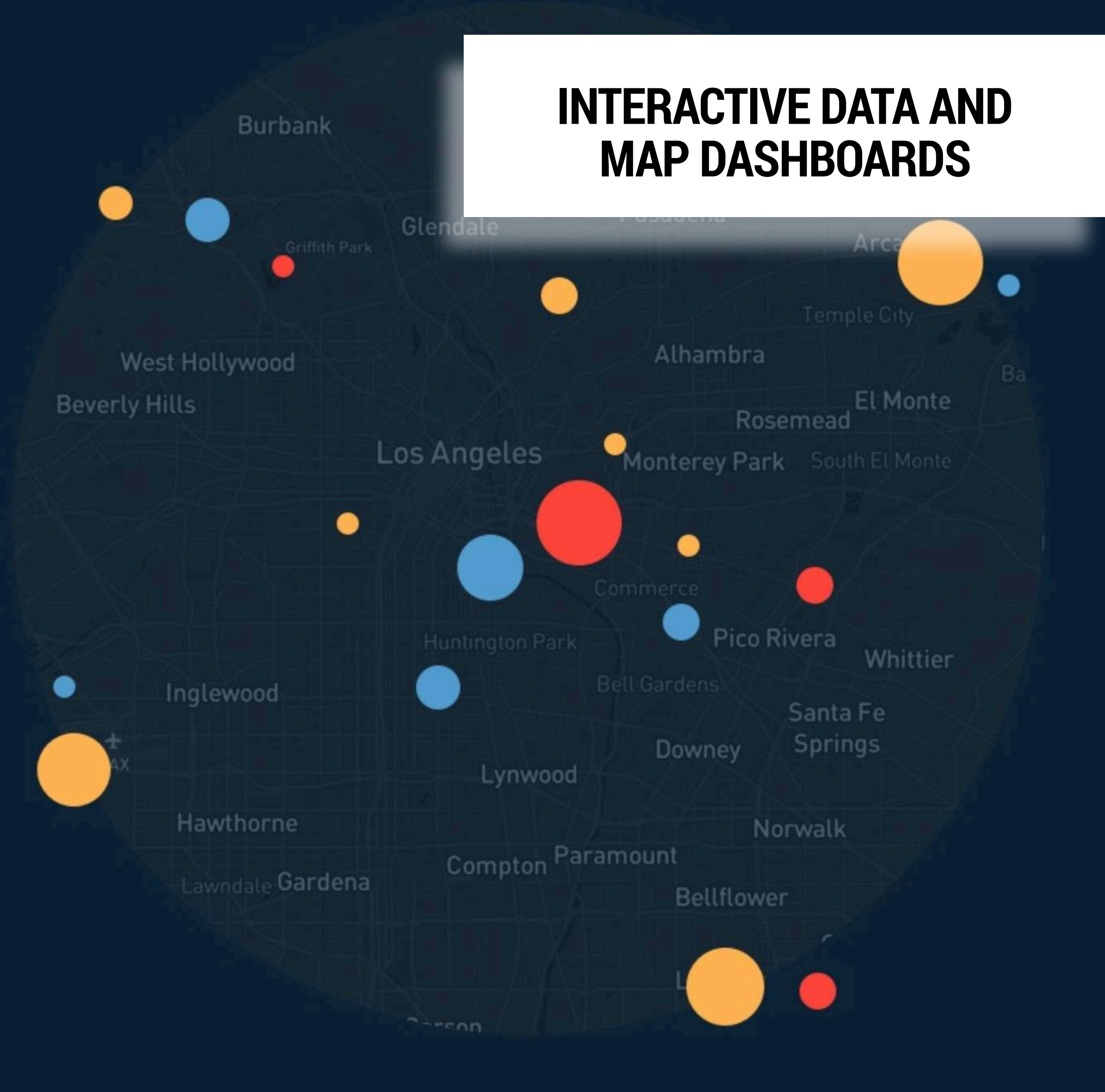
ECONOMIC ROUNDTABLE  
HARDER + COMPANY COMMUNITY RESEARCH  
HOUSING INNOVATIONS  
KATHERINE GALE CONSULTING  
NATIONAL ALLIANCE TO END HOMELESSNESS  
PUBLIC POLICY ANALYTICS  
RAND CORPORATION  
URBAN INSTITUTE

# INTERACTIVE DATA AND MAP DASHBOARDS

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



# SHAREABLE SOCIAL MEDIA CONTENT & DIRECT MAIL

## Your VOTE will build homes.

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

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

Go to the last page on the ballot and vote **YES**.



"Programs like those proposed in Prop HHH got me off the street and into housing. Please find and vote YES on Prop HHH to help women, children, veterans, and others get the same chance I did."  
- Theresa Winkler



**You can end homelessness with just your vote.**  
**Vote YES on Prop HHH**

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



# CAMPAIGN LAUNCH COUNTYWIDE

PRESS EVENT

INTERACTIVE INSTALLATIONS

OUTDOOR CAMPAIGN

DIGITAL CAMPAIGN

## 3 YEARS

- THERE'S A PLAN
- GOALS AND PROGRESS
- HOW WE GET THERE





**EVERYONE**

**IN**

ENDING HOMELESSNESS  
ACROSS L.A. COUNTY

POWERED BY UNITED WAY

# Are you in?

visit [everyonein.la](http://everyonein.la) #everyonein



**ENGAGEMENT**

# THE NEED

- **CHANNEL THE ENERGY**
  - sub point
- **HUMANIZE THE CRISIS**
  - sub point
- **LOCALIZE THE SOLUTIONS**
  - sub point

# COMMUNITY POP-UP EVENTS

San Fernando Valley

Westside

Metro LA

SGV / East LA / Pasadena

South LA

South Bay / Gateway Cities

## 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

# #YESTOHOUSING

OUR THREE YEAR VISION  
2020 IMPACT

**APPROVE  
3,000  
SUPPORTIVE  
HOUSING  
UNITS**

STRATEGY 1:

**COMMUNICATIONS +  
ENGAGEMENT TOOLKIT**

STRATEGY 2:

**POLITICAL  
ADVOCACY**

STRATEGY 3:

**SITE SPECIFIC  
CAMPAIGNS**

STRATEGY 4:

**COMMUNITY SITES**

**STRATEGIC ORGANIZING**

**STREET HOMELESSNESS**

# REDUCE THE NUMBER OF PEOPLE LIVING ON THE STREETS



**GOAL:**  
30% REDUCTION

PROGRESS  
3 YEARS

APPROVE  
SUPPORTIVE  
HOUSING



**GOAL:**  
3,000 SUPPORTIVE  
HOUSING UNITS

CREATE MORE  
SHORT-TERM  
PLACES TO SLEEP



**GOAL:**  
3,000 MORE SAFE  
PLACES TO SLEEP

MOVE PEOPLE  
HOME FOR GOOD



**GOAL:**  
45,000 PEOPLE  
MOVED HOME

Winnetka Senior Apartments	3
Crest	3
Marv's Place	5
Tiki Apartments	2
Immanuel Senior Housing	4
Mosaic Gardens at Willowbrook	2
<b>SUBTOTAL FY 2016 -17</b>	
<b>FY 2017 -18</b>	
Arlington Square	2
Silver Star	
T Bailey Manor	
Anchor Place	
Beverly Terrace	2
The Simone	1
Sylmar Court	3
Mosaic Gardens at Pomona	1
The PSH Campus	3
Skid Row Central 1	1
Panama Apartments	1
Wilmington & 118th	2
El Segundo Apartments	2

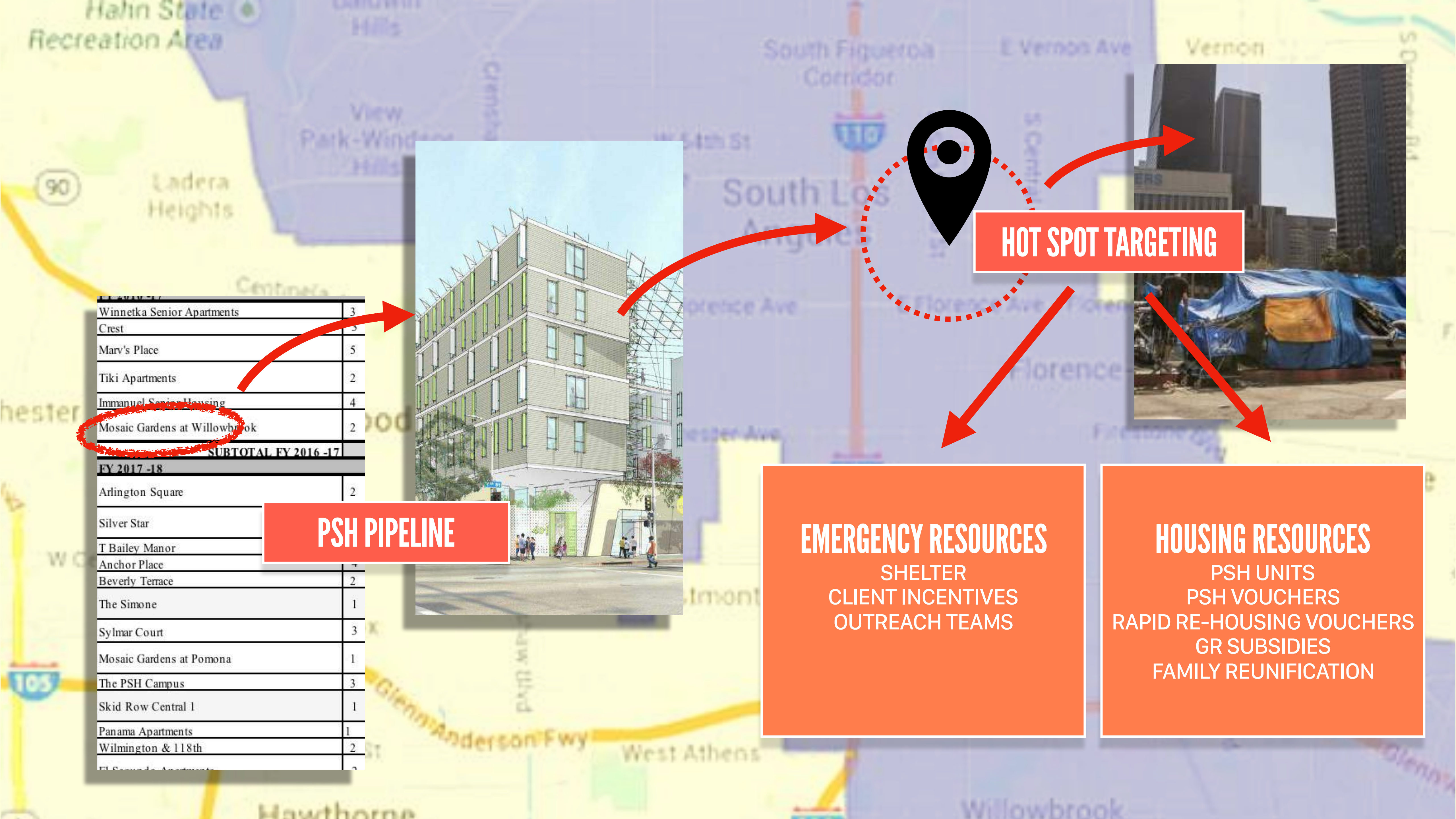
**PSH PIPELINE**



**HOT SPOT TARGETING**

**EMERGENCY RESOURCES**  
 SHELTER  
 CLIENT INCENTIVES  
 OUTREACH TEAMS

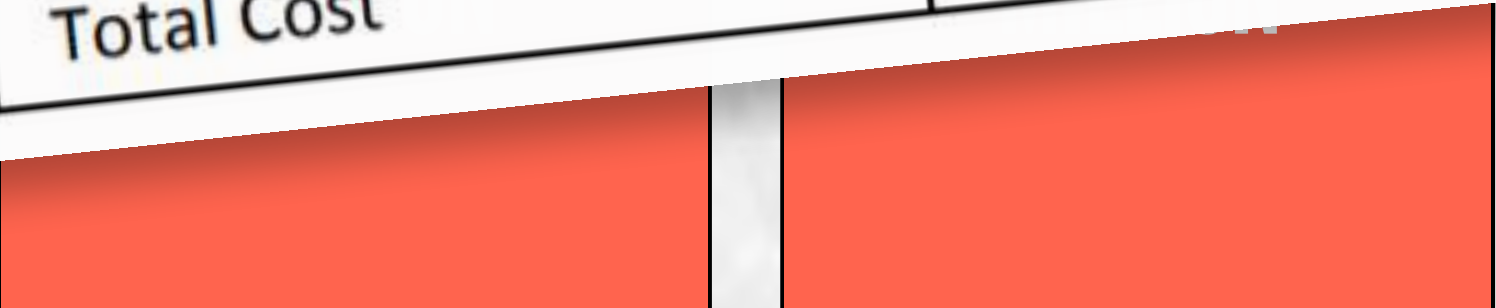
**HOUSING RESOURCES**  
 PSH UNITS  
 PSH VOUCHERS  
 RAPID RE-HOUSING VOUCHERS  
 GR SUBSIDIES  
 FAMILY REUNIFICATION



# FUNDING GAPS

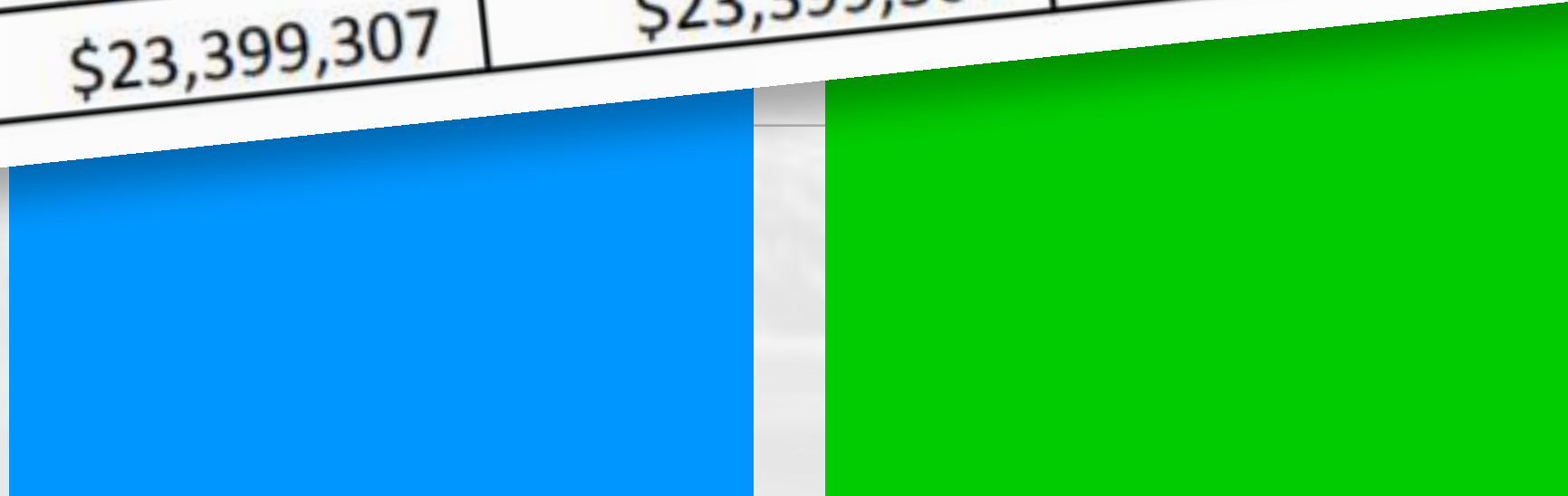
Table 4: Supplemental Shelter and Services to Facilitate Ramp-Up (One-Time Costs)

		FY2016-17	FY2017-18	FY2018-19	FY2019-20	FY2020-21	Cost Over Five-Year Ramp-Up
CES Outreach, Navigators and Regional Coordinators	Staff Needed					165	
	Cost	\$8,250,000	\$8,250,000	\$8,250,000	\$8,250,000	\$8,250,000	\$41,250,000
Shelter	Beds Needed	1186	1186	1186	1186	1186	\$75,739,781
	Cost	\$15,147,956	\$15,147,956	\$15,147,956	\$15,147,956	\$15,147,956	\$75,739,781
Total Cost		\$23,399,307	\$23,399,307	\$23,399,307	\$23,399,307	\$23,399,307	\$116,989,781



FUNDING

0



HOMELESS COUNT

2017



**THANK YOU!**