



# County of Los Angeles CHIEF EXECUTIVE OFFICE

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February 4, 2009

To: Supervisor Don Knabe, Chairman  
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From: William T Fujioka  
Chief Executive Officer

## **PLAN TO REDIRECT 211 PUBLIC INFORMATION CAMPAIGN FUNDS TO DIRECT SERVICES FOR HOMELESS FAMILIES CALLING 2-1-1.**

On October 21, 2008, the Board directed that the remaining \$179,000 designated for 211 LA County's public information campaign fund direct services for temporary, emergency housing, food or food vouchers, and transportation for homeless families who contact 2-1-1. As part of this action, the Chief Executive Officer was directed to work with 211 LA County staff, the Los Angeles Homeless Services Authority (LAHSA), and the Department of Public Social Services (DPSS) to identify the optimal use of the redirected monies and how best to help transition the families into a more stable environment.

Staff met with 211 LA County staff, LAHSA, and DPSS and determined a two-pronged approach would best meet the County's needs. The first prong focuses on a portion of the former public information funds (\$69,000) will work in conjunction with the Emergency Food and Shelter Board (EFS) monies that have been designated for 211 LA County's use, \$90,000 – non-County monies, to provide the required food voucher match to the EFS motel vouchers for emergency housing and food for families calling 2-1-1. As 211 LA County is not a direct service provider, they will work with the EFS Board to allocate their set-aside funds to other EFS service providers who agree to work with 211 LA County. If there is no shelter space or other services available to families dialing 2-1-1, 211 LA County can refer callers to the designated EFS providers to obtain the vouchers and also have access to case management services. It is

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estimated 211 LA County will be able to provide 1,125 motel vouchers at \$80/night and provide a range of 6,900 to 9,857 meals based on an average estimated cost of \$7 to \$10 per meal.

The goal of providing emergency food and shelter coverage throughout the County will be done in conjunction with LAHSA. 211 LA County will work with LAHSA to identify families already known and receiving services from LAHSA to eliminate any duplication.

The second prong is to transfer the remaining funds (\$110,000) to successful DPSS programs, such as Emergency Assistance to Prevent Eviction and Moving Assistance Programs. These programs help to prevent families from becoming homeless or help move homeless families into permanent housing. DPSS estimated the average cost of keeping a family in their home using the Emergency Assistance to Prevent Eviction Program is \$605, as generally only utility assistance is needed; the average cost for Moving Assistance is \$643. These funds could serve between 171 to 181 families. 211 LA County will provide DPSS the names of the families being referred to these programs after calling 2-1-1.

By utilizing this comprehensive two-pronged approach, we leverage our monies with EFS funds to increase the available assistance dollars to \$269,000; \$159,000 towards the voucher programs and \$110,000 towards eviction prevention and moving assistance. As calls to the County's 2-1-1 system are up 26 percent (453,471 vs. 359,045) from last December and the number of shelter requests from families are up by 30 percent (13,458 vs. 10,374), there is an urgent need for these services.

If you have any questions, please contact me, or your staff may contact Miguel Santana, Deputy Chief Executive Officer at (213) 974-4530, or via e-mail at [msantana@ceo.lacounty.gov](mailto:msantana@ceo.lacounty.gov), or Karen Herberts of the Service Integration Branch at (213) 974-1329, or via e-mail at [kherberts@ceo.lacounty.gov](mailto:kherberts@ceo.lacounty.gov).

WTF:MS:KH  
KH:hn

c: Executive Officer, Board of Supervisors  
County Counsel