2012 UPDATE

HOME FOR GOOD

An initiative of United Way of Greater Los Angeles
& L.A. Area Chamber of Commerce

THE ACTION PLAN TO END CHRONIC AND VETERAN HOMELESSNESS BY 2016

Home For Good is a blueprint to end chronic and veteran homelessness in L.A. County by 2016. If everyone does their part, we will together bring our homeless neighbors home for good.

LIVE UNITED United Way
TO CREATE PATHWAYS OUT OF POVERTY

Los Angeles Area
Chamber of Commerce

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Step Up on Fifth in Santa Monica

LETTER FROM OUR LEADERSHIP

For too long, Los Angeles County has been the homeless capital of the nation. Every night, over 51,000 people in our region endure the harsh, dangerous, and deflating challenges of life without a home. In allowing this to continue, we also feel a negative impact on our lives, our businesses, and our society.

In December 2010, with extensive input from our community, we launched Home For Good, the blueprint to end chronic and veteran homelessness in Los Angeles County by 2016. Since then, over 100 organizations and leaders from across the region have stepped forward – signing on and creating the momentum we need to end chronic and veteran homelessness in our communities for good.

This year has been one of tremendous progress - we have seen shifts in our systems, new collaborations, and incredible progress on the ground - all thanks to the remarkable every day work of people across the region championing the effort to end homelessness. This progress is a testament that the success of Home For Good lies in each of us contributing everything we can to this work.

Enclosed you will find a report on the progress of Year One of Home For Good, as well as an updated blueprint of the work that lies ahead over the next four years.

We are so proud of our partnerships to date, and we will continue to extend that partnership to the broader community of non profits, businesses, public sector leaders, labor, faith and philanthropic leaders and individuals who will bring our homeless neighbors home for good.

Sincerely,

Renee White Fraser, Ph.D.
Task Force Co-Chair

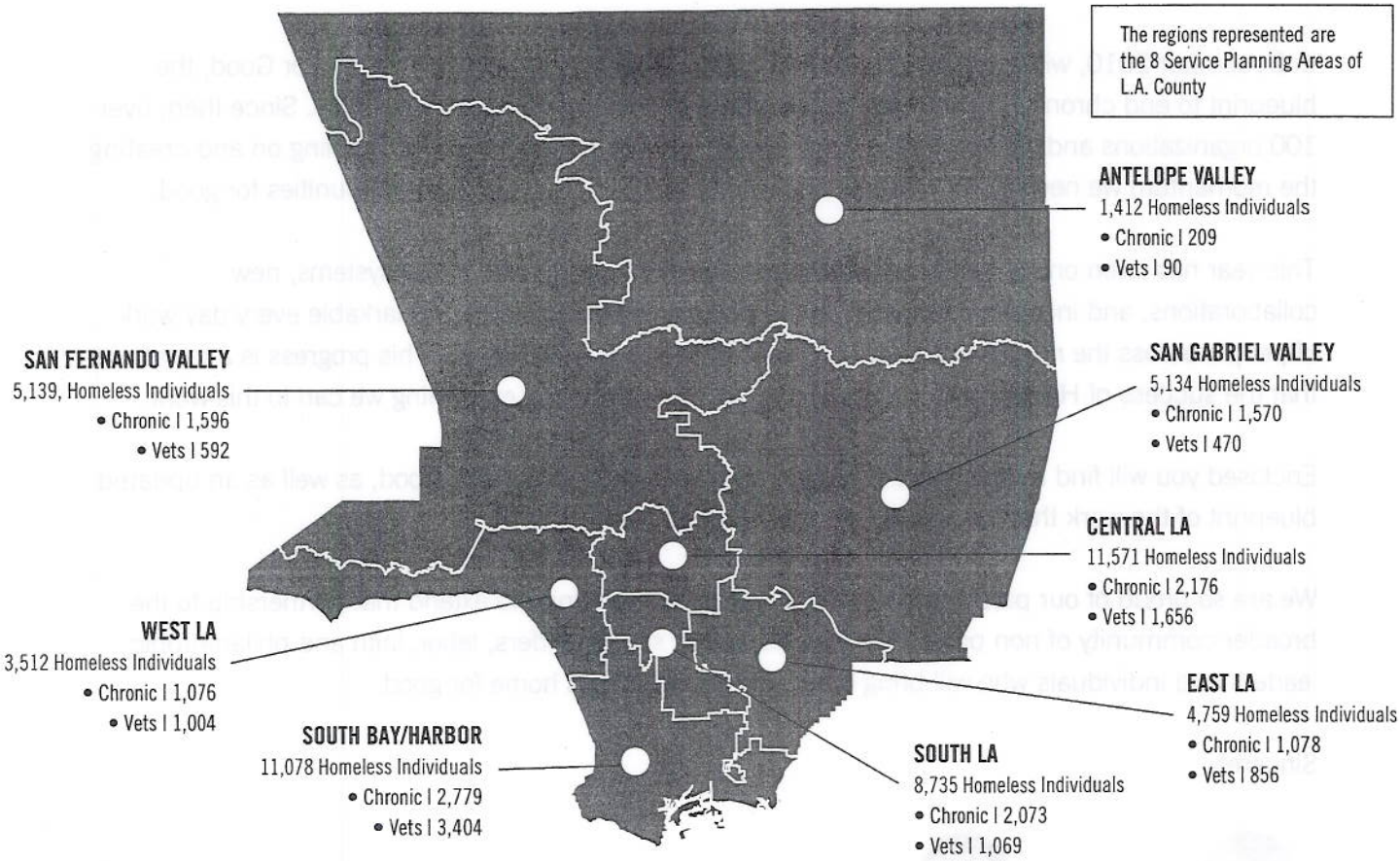
Jerry Neuman
Task Force Co-Chair

Elise Buik
President & CEO
United Way of Greater Los Angeles

Gary Toebben
President & CEO
Los Angeles Area Chamber of Commerce

BACKGROUND

L.A. COUNTY IS THE HOMELESS CAPITAL OF NATION



51,340 People Are Homeless In L.A. County, A region with 88 Cities that Spans over 4,000 Square Miles.

CHRONIC & VETERAN HOMELESSNESS

There Are 12,556 Chronically Homeless People

- A chronically homeless individual or family has been homeless for a year or more and has serious health, mental health, or substance abuse problems.

FRANCINE'S STORY

When Francine was homeless and sleeping on the streets, she would start her day at 6:00 am by rolling up her sleeping bag and gathering all of her belongings. Life wasn't always like this. Francine worked as a cashier at a restaurant for several years, but was laid off. Trying to make ends meet by delivering papers, housekeeping and running errands, she just couldn't keep up with the cost of living.

While homeless, Francine found Downtown Women's Center (DWC) where she was able to obtain a permanent supportive housing unit. Francine is thriving at DWC. She volunteers at the center, serves as a floor leader, and is the happiest she has ever been now that she has a place to call home.

There Are 9,141 Homeless Veterans

- 2,834 of these veterans are chronically homeless

RUSSELL'S STORY

Russell grew up in foster care facilities beginning at the age of 2. Shortly after turning 18, he enrolled in the Navy where he served two tours of duty in Iraq. After completing his second tour, Russell found it very difficult to transition out of the military and back to civilian life.

Russell became homeless. After living on the streets for over a year, he was connected to the West Los Angeles VA where he found his own apartment in Paramount through the HUD-VASH Program. He has since enrolled in community college to study radio and television broadcasting and offers a helping hand whenever someone is in need.

WHY HOME FOR GOOD

WE FACE GREAT CHALLENGES

HOMELESS PEOPLE ARE DYING.

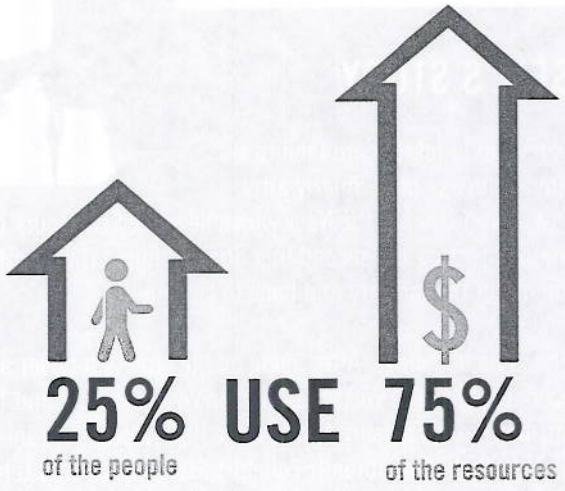
Studies show that living on the streets can take up to 25 years off a person's life.

WE'RE THE HOMELESS CAPITAL.

Los Angeles is the homeless capital of the nation, with over 51,000 homeless on any given night.

WE SPEND $875 MILLION IN PUBLIC RESOURCES EACH YEAR ON HOMELESSNESS.

These funds can be targeted to end homelessness for good.



CHRONICALLY HOMELESS PEOPLE USE CLOSE TO 75% OF THESE PUBLIC RESOURCES, EVEN THOUGH THEY COMPRISE ONLY 25% OF THE HOMELESS POPULATION.

THERE IS GREAT HOPE

WE KNOW WHAT WORKS.

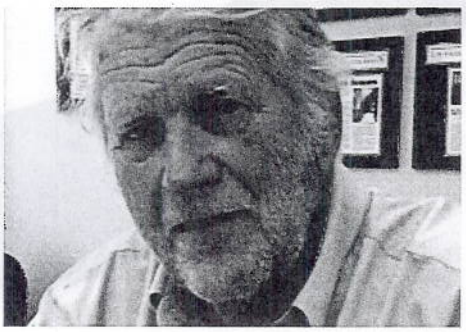
Permanent housing with supportive services is a proven model for ending homelessness, with a success rate of over 85%.

WE HAVE THE RESOURCES TO END HOMELESSNESS.

It is over 40% cheaper to house people than to leave them on our streets, where they cycle through our jails and emergency rooms.

WE'RE PART OF A NATIONAL MOVEMENT.

The federal government sparked national momentum by releasing Opening Doors, a plan to end chronic and veteran homelessness in the U.S. in 5 years.



HELMUT'S STORY

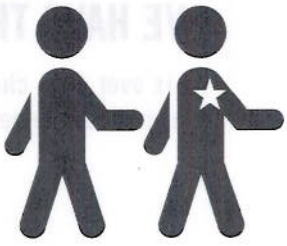
Helmut was 80 when he was evicted from his apartment in Hollywood where he'd lived for 40 years. With a limited income, he couldn't afford the security deposit on a new apartment and was forced onto the streets. He slept on bus benches at night and recycled cans and bottles during the day to survive.

Help found Helmut. A group of volunteers from Hollywood 4WRD discovered him sleeping on the sidewalk and helped him move into housing. Unfortunately, Helmut passed away on August 11th, 2011. However, he was able to spend his last 10 months in his own apartment where he slept in a warm bed, cooked his meals, and enjoyed the basic comforts of his own home.

THE HOME FOR GOOD STRATEGY

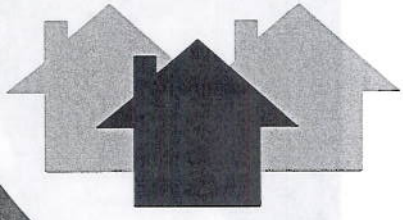
STRATEGY #1: KNOW WHO'S HOMELESS AND WHAT THEY NEED

We will know every homeless person's name, location, and the challenges they face, so we can plan for the permanent housing and services they need to stabilize.



STRATEGY #2: CREATE THE HOUSING AND SERVICES TO HELP PEOPLE THRIVE

We will create access to 12,500 units of permanent supportive housing to house every chronically homeless person, and 6,000 units of affordable or supportive housing to house every non-chronically homeless veteran. They will access supportive services to help them recover and thrive in our communities.



Permanent supportive housing serves and supports seriously disabled people, including chronically homeless people. It has on-site supportive services, such as health, mental health, and substance abuse services. This is the best solution for chronically homeless people.

Some homeless veterans will need permanent supportive housing, while others will need affordable housing with short term supports to help them get back on their feet.

STRATEGY #3:
SHIFT TO A HOUSING FIRST SYSTEM

We will ensure every homeless person can be moved quickly into permanent housing with services, and that there are few requirements or barriers to receiving this support.

Housing First works.

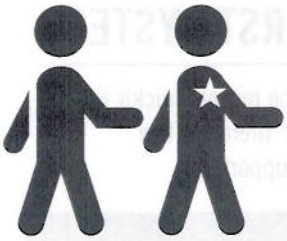
Over 88% of people housed through Housing First models stay off the streets; only 47% of those housed through models that require graduation or lengthy stays do not end up on the streets again.

STRATEGY #4:
GET INVOLVED, INVOLVE OTHERS

We will all be involved in the solution. Ending chronic and veteran homelessness will only be possible if everyone gets involved, including the nonprofit sector, public and private sectors, the faith community, philanthropy, labor and community members in every region.

YEAR ONE IMPACT

STRATEGY #1: KNOW WHO'S HOMELESS & WHAT THEY NEED



In the first year of Home For Good, our community has made tremendous progress toward the goal of ending chronic and veteran homelessness, thanks to the work of cross-sector champions throughout the region.

SUCCESSES:

1. Los Angeles Homeless Services Authority (LAHSA) and community providers more than doubled use of Homeless Management Information System (HMIS) - the system that helps us better understand who's homeless and what they need – to 47%.

2. Continuums and community volunteers conducted an extensive Homeless Count throughout L.A. County in January 2011.

3. The 100,000 Homes Campaign partnered with 18 communities across L.A. to know their homeless neighbors by name, face, and vulnerability, and created significant momentum to house these individuals in their community.

SHORTFALLS:

1. The 2011 goal was to fully count homelessness in 35 of 88 cities through the Homeless Count. 31 cities opted in to the full Homeless Count in 2011.

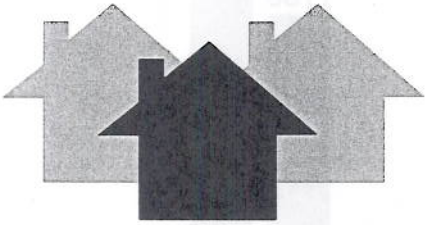
2. The 2011 goal was for 20 communities to conduct a comprehensive registry of vulnerable individuals. 18 communities completed this goal.

YEAR TWO PRIORITIES:

1. Continuums and cities ensure they have the capacity to conduct robust annual Homeless Counts, and 70 cities opt in to the 2013 Count.

2. Providers and Continuums review and implement recommendations of the Homelessness Data Assessment, and increase use of HMIS to 60%.

STRATEGY #2: CREATE THE HOUSING AND SERVICES TO HELP PEOPLE THRIVE



SUCCESSES:

1. Our community dramatically exceeded the Year One housing goals for chronically homeless people and veterans.

- 2,273 chronically homeless people moved into permanent supportive housing, exceeding the Year 1 goal by 573 people *(see graph on Pg. 12)*

- 864 veterans moved into permanent housing, exceeding the Year 1 goal by 24 veterans. *(see graph on Pg. 12)*

2. Funders and providers focused existing resources to make sure chronically homeless people and veterans are able to access permanent housing.

3. The Housing Authority of the City of Los Angeles (HACLA) removed administrative barriers to housing chronically homeless people.

4. Private and public funders created the Home For Good Funders Collaborative to align funding for permanent supportive housing.

SHORTFALLS:

1. Only 32% of all turnover units were dedicated to chronically homeless people, leading us to fall 384 units short of the 2011 goal of 650 units.

2. New development units fell 289 units short of the 2011 goal of 500 units, as nearly half of all units were not given to chronically homeless people.

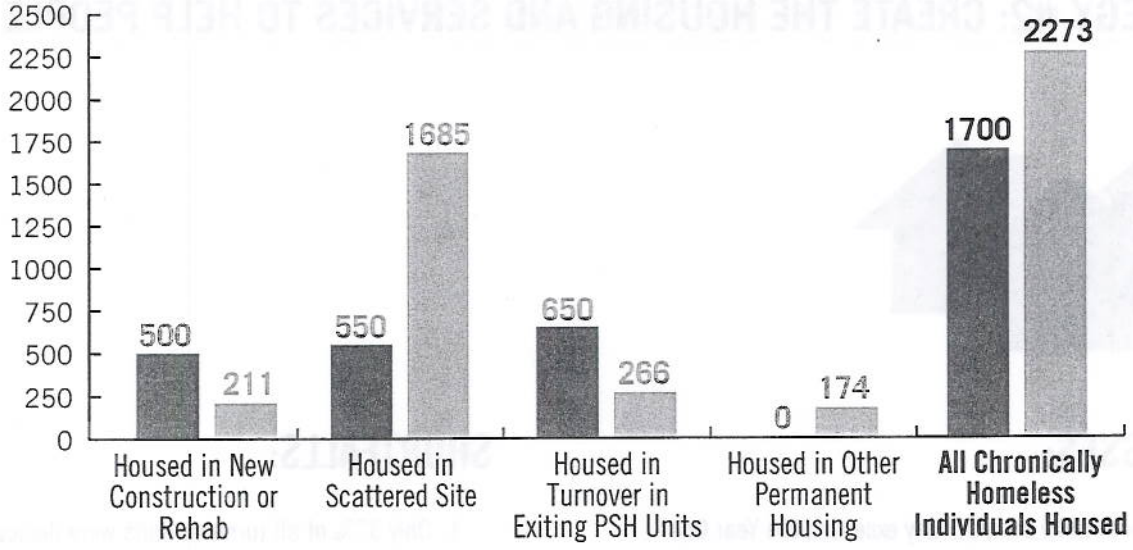
3. Many cities and Housing Authorities are still not targeting their resources to address homelessness.

YEAR TWO PRIORITIES:

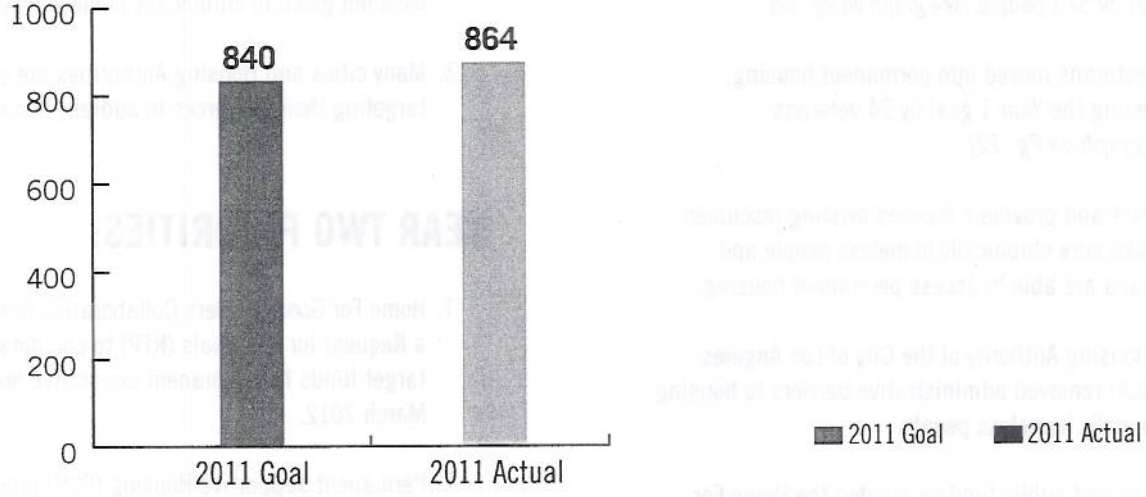
1. Home For Good Funders Collaborative releases a Request for Proposals (RFP) to coordinate and target funds for permanent supportive housing in March 2012.

2. Permanent supportive Housing (PSH) providers target 75% of turnover units to chronically homeless people.

CHRONICALLY HOMELESS INDIVIDUALS HOUSED



NON-CHRONICALLY HOMELESS VETERANS



Individuals were housed with the support of A Community of Friends, Ascencia, Century Villages, Clifford Beers Housing, Conrad N. Hilton Foundation, Downtown Women's Center, Exodus Recovery, Gateway, Greater Los Angeles Veterans Affairs, Hollywood 4WRD, Homeless Health Care Los Angeles, Housing Authorities of the City of Los Angeles, County of Los Angeles, Glendale, Long Beach, Santa Monica, West Hollywood, Housing Works, L.A. County Board of Supervisors, L.A. County Departments of Health, Mental Health, and Public Social Services, L.A. Housing Department, L.A. Family Housing, Lamp Community, Long Beach Homeless Connections Initiative, LTSC Community Development Corp., Mental Health America of Los Angeles, Ocean Park Community Center, Our Place Housing Solutions, PATH, PATH Ventures, Project 60, New Directions, New Image, San Fernando Valley Community Mental Health Center, Skid Row Housing Trust, St. Joseph Center, Step Up on Second, United Way of Greater Los Angeles, Venice Community Housing Corporation, Watts Labor Community Action Committee, Weingart Center Association, Weingart Foundation.

STRATEGY #3: SHIFT TO A HOUSING FIRST SYSTEM

SUCCESSES:

1. The VA, Housing Authorities of LA City, LA County, and Long Beach, and providers from throughout the region came together with 100,000 Homes and United Way to pioneer the Housing Placement Boot Camp to speed up the time it takes to move a veteran from the streets into housing. The process was 168 days long when the boot camp began. It is now down to an average of 100 days from streets to housing.

YEAR TWO PRIORITIES:

1. Housing Authorities, VA, and providers continue to improve the housing placement process to enable veterans and chronically homeless people to move into housing in less than 60 days.

STRATEGY #4: GET INVOLVED, INVOLVE OTHERS

SUCCESSES:

1. 104 community leaders signed on to Home For Good, including cities of Los Angeles, Long Beach, Santa Monica, Pasadena, West Hollywood, Palmdale, and Glendale, a unanimous vote of endorsement from the L.A. County Board of Supervisors, dozens of nonprofit, philanthropic, faith, and law enforcement leaders. *(See page 26)*
2. Over 14,000 community members have gotten involved – volunteering, advocating, and giving to do their part in ending homelessness.

SHORTFALLS:

1. 81 cities and 15 Housing Authorities across the region have not signed on to Home For Good.

YEAR TWO PRIORITIES:

1. 10 additional cities and 5 additional Housing Authorities sign on to Home For Good.

CALL TO ACTION

First, sign on to support Home For Good! Go to www.homeforgoodLA.org to sign on today.

PERMANENT SUPPORTIVE HOUSING (PSH) PROVIDERS

1. Dedicate 75% of turnover units to chronically homeless people in 2012; 90% in 2013-2015.
2. Participate in the design of a coordinated entry system to ensure chronically homeless tenants are matched with the most supportive units.

OUTREACH & SERVICES PROVIDERS

1. Focus services on housing placement and retention; create a housing specialist position or build expertise on staff.
2. Use HMIS and share data with other providers.
3. Join regional homeless coalitions to better coordinate with other local providers.

CITIES

1. Participate in the Funders Collaborative by aligning housing development and social service funds for PSH.
2. Include PSH objectives in all city plans (i.e. Housing Element, RHNA, General Plan, CDBG Consolidated Plan) and dedicate a portion of resources to permanent supportive housing through capital, operating, and services funding.
3. Review and modify building/zoning code to support adaptive reuse, infill development, high-density projects, and mixed-use housing, and create PSH development incentives such as density bonuses and streamlined building approval processes.
4. Opt in to the 2013 Homeless Count and join the 100,000 Homes Campaign to conduct a service registry to identify vulnerable people in your community.

HOUSING AUTHORITIES

1. Participate in the Home For Good Funders Collaborative by aligning vouchers for permanent supportive housing.
2. Set aside 10% of Section 8 resources for the homeless population and dedicate a portion of that to chronically homeless people
3. Dedicate 100% of Shelter Plus Care, and 75% of VASH vouchers for chronically homeless people.
4. Ensure local admission and eligibility requirements are no more restrictive for homeless people than HUD requires.
5. Adopt the efficiencies identified in the VASH Housing Placement Bootcamp, and apply to other homeless programs.

COUNTY OF LOS ANGELES

1. Participate in the Home For Good Funders Collaborative by aligning special needs housing and service funds for PSH.
2. Dedicate a portion of Departmental resources to services in permanent supportive housing.
3. Dedicate a portion of Community Development Commission resources to permanent supportive housing for chronically homeless people and veterans.
4. Ensure County databases can interface with HMIS.

VETERANS AFFAIRS

1. Participate in the Home For Good Funders Collaborative by aligning resources for permanent supportive housing.
2. Contract supportive services for homeless veterans to community based service providers.
3. Dedicate 75% of VASH vouchers to chronically homeless veterans; 25% to high-need veterans.
4. Convert a portion of the grant-per-diem program to support transition-in-place housing models.
5. Adopt efficiencies of the VASH Housing Placement Boot Camp.

CONTINUUMS OF CARE (LAHSA, LONG BEACH, PASADENA, GLENDALE)

1. Participate in the Home For Good Funders Collaborative by aligning resources for permanent supportive housing.
2. Conduct annual Homeless Counts that include a by-name list.
3. Shift contracts to permanent housing focused, performance-based contracts.
4. Provide technical assistance and make improvements to HMIS.

LAW ENFORCEMENT

1. Participate in a pilot program to create a linkage between law enforcement, homeless individuals, and service providers.
2. Use a data system that can communicate with HMIS to identify homeless individuals.

BUSINESS LEADERS TASK FORCE & BUSINESS COMMUNITY

1. Provide regular updates and public education on the progress of Home For Good.
2. Convene cross-sector stakeholders to understand challenges, create solutions, and celebrate successes.
3. Commit private sector assets to ending homelessness, including helping to raise $5 million annually for the Home For Good Funders Collaborative and providing leadership and vision for Home For Good.
4. Advocate at the local, state, and national level for resources and legislation in line with Home For Good.

PRIVATE SECTOR FUNDERS

1. Participate in the Home For Good Funders Collaborative by committing funds for permanent supportive housing.
2. Prioritize Housing First models, including rapid rehousing and permanent supportive housing, for funding.
3. Integrate Home For Good Standards of Excellence into funding priorities and decisions.

FAITH COMMUNITY

1. Mobilize congregations to advocate and volunteer in support of solutions to homelessness.
2. Raise funds and in-kind gifts to help homeless persons with move-in costs.
3. For faith communities providing direct services to homeless individuals, join regional homeless coalitions to better coordinate with other local providers, and use HMIS.

COMMUNITY MEMBERS

1. Get to know the homeless services organizations in your community.
2. Make personal connections with homeless people in your community. Make eye contact, have a conversation, and build a relationship that eventually links them to your local organizations.
3. Donate to and volunteer with organizations solving homelessness that inspire you.
4. Write a letter to your elected officials to let them know you support Home For Good and solutions to homelessness.
5. Participate in United Way's annual HomeWalk.

ACTION STEPS AND PROGRESS TO DATE

STRATEGY #1: KNOW WHO'S HOMELESS & WHAT THEY NEED

HOMELESS COUNTS:

A count of every person living on the streets, shelters, or other places not fit for human habitation to understand the scope of homelessness in each community.

Action	Entity	Timeline	2011 Progress
Conduct annual Homeless Counts in shelters and on the streets.	Continuums	2011-2015	SUCCESS: Homeless Count conducted in all 4 Continuums in 2011.
Conduct a full Count in all 88 cities. Goals - 2011: 40% of cities; 2012: 60%; 2013: 80%; 2014: 90%; 2015: 100%	Continuums; Cities	2011-2015	SHORTFALL: 35% of cities conducted a full count in 2011 (4 cities short).
Integrate a by-name and photo assessment of every homeless person into annual Homeless Counts.	Continuums	2013	

HOMELESS MANAGEMENT INFORMATION SYSTEM (HMIS):

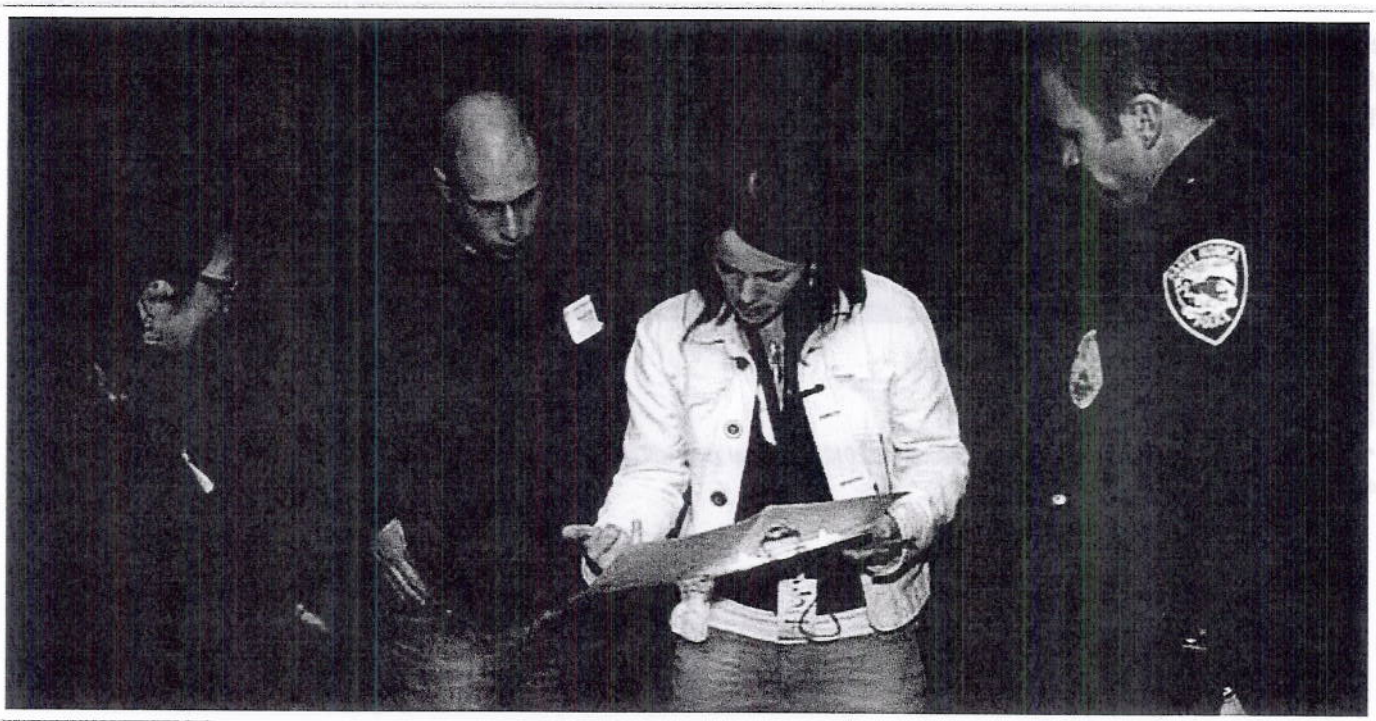
The system-wide database of all homeless individuals receiving services and/or housing.

Action	Entity	Timeline	2011 Progress
Provide technical assistance and undertake improvements to ensure HMIS is useful and user-friendly.	Continuums	2011-2015	ON TRACK: Local funders & HUD sponsored technical assistance & assessment of HMIS.
Use HMIS in 85% of all programs by June 2013.	Shelter + PSH Providers	2011-2013	ON TRACK: HMIS use in 47% of programs.
Ensure HMIS links to other databases.	Continuums; County; VA	2012-2015	ON TRACK: Discussions to link HOMES (VA), Enterprise (County) with HMIS.
Share program data across providers. Goals - 2011: 10%; 2013: 50%; 2015: 90%	All providers	2011-2015	UPDATE NOT AVAILABLE
Integrate vulnerability and cost assessment tools into HMIS.	Continuums	2013	

OUTREACH SYSTEM:

Teams of people that cover distinct geographic areas, helping people on the street connect with supportive services and permanent housing.

Action	Entity	Timeline	2011 Progress
Create a comprehensive outreach system that covers the entire county.	County VA, LAHSA, and nonprofit outreach teams	2013	
Integrate law enforcement as a critical link. 2011: Convene regional law enforcement and providers. 2012-2015 Implementation.	Task Force; Cities/County law enforcement	2011-2015	SHORTFALL: Task Force explored success of Santa Monica PD homeless liaisons and is discussing liaison program with LAPD, but did not convene.
Compile by-name lists of everyone living on the streets and in shelters and assess for vulnerability. Goals - 2011: 20 communities; 2012: 30 communities	Outreach teams; Providers	2011-2014	SHORTFALL: 18 communities completed registries, with support from the 100K Homes Campaign. This created tremendous momentum, though it was two communities short of 2011 goal.



Community leaders and volunteers at Santa Monica's 2011 Homeless Count.

STRATEGY #2: CREATE THE HOUSING AND SERVICES TO HELP PEOPLE THRIVE

Below is the permanent supportive housing needed each year to end chronic homelessness. In January 2011, there were 12,500 chronically homeless people, a 500 person increase over 2009, thus the goals for 2012-2015 were increased.

	2011 Goals	2011 Actual	2012	2013	2014	2015	TOTALS
New Development Ready for Lease	500	211	400	400	400	400	2,100
Scattered Site Units	550	1,685	1,100	1,300	1,500	1,800	6,250
Turnover Units	650	266	500	700	1,000	1,300	4,150
Other Permanent Housing Options	N/A	174	N/A	N/A	N/A	N/A	
TOTALS	1,700	2,273	2,000	2,400	2,900	3,500	12,500

**Though 2011 housing placement goals were exceeded, the 2012-2015 total goals will not be reduced, since there will be additional chronically homeless people entering our system*

Below is the veteran housing needed each year to end veteran homelessness. In January 2011, there were 9,100 homeless veterans. 2,800 are chronically homeless (included in numbers above). 6,300 are non-chronically homeless and will need affordable housing or market-rate housing with short-term supports.

	2011 Goals	2011 Actual	2012	2013	2014	2015	TOTALS
Housing for Non-Chronic veterans	840	864	1,000	1,200	1,400	1,800	6,300

** Though 2011 housing placement goals were exceeded, the 2012-2015 total goals will not be reduced, since there will be additional homeless veterans entering our system.*

Studio apartment at the Charles Cobb Apartments. Photo by Mary E. Nichols. / Provided courtesy of Skid Row Housing Trust.

BELOW ARE THE ACTION STEPS NEEDED TO ACCOMPLISH THESE GOALS:

NEW DEVELOPMENT:

Units created through new construction or rehabilitation of existing buildings.

Action	Entity	Timeline	2011 Progress
Continue the City of L.A. PSH Program & City of Industry Special Needs Housing Programs at current levels.	LAHD; County	2011-2015	ON TRACK: LAHD & LACDC both allocated 50% of affordable housing resources for PSH.
Set aside at least 20% of affordable housing funds for PSH, including HOME and Neighborhood Stabilization Program funds.	Cities	2012-2015	
Reduce regulatory and zoning restrictions that add onerous capital costs for permanent supportive housing developers.	Cities	2012-2015	

SCATTERED SITE HOUSING:

Units in market rate housing throughout the region where providers use a housing voucher to help pay the rent, and they travel to the tenant to provide supportive services.

Action	Entity	Timeline	2011 Progress
Set aside 10% of Section 8 vouchers for the homeless population and dedicate a portion of the set aside to chronically homeless people.	Housing Authorities	2012-2015	ON TRACK: HACLA & HACoLA have created set aside within their Section 8 program. HACLA's set aside is nearly 10%.
Use 100% of Shelter Plus Care vouchers for chronically homeless people.	Housing Authorities	2012-2015	ON TRACK: In 2011, The Housing Authorities of Los Angeles, Pasadena and Santa Monica prioritized chronically homeless people for S+C programs. City of Glendale prioritizes disabled homeless veterans.
Use 75% of HUD-VASH vouchers for chronically homeless veterans, and 25% for high-need veterans.	VA	2012-2015	ON TRACK: 68% of local HUD-VASH vouchers were given to chronically homeless people.
Ensure local eligibility requirements are no more restrictive for homeless individuals than HUD requires.	Housing Authorities	2011-2012	ON TRACK: HACLA reduced look-back timeframes for criminal history and evictions within their homeless Section 8 programs.
Convert a portion of temporary housing funds (per-diem funds) to support transition in place programs.	VA	2012-2015	

TURNOVER UNITS:

Units in existing permanent supportive housing (PSH) buildings that tenants exit. There are over 5,500 units of PSH in PSH buildings (versus scattered site) in L.A. County, and they turn over at a rate of 15-20% each year. Currently, only 40% of these units are dedicated to chronically homeless people.

Action	Entity	Timeline	2011 Progress
Dedicate turnover PSH units to chronically homeless individuals. Goals - 2011: 60% of turnover units; 2012: 75%; 2013-2015: 90%	PSH providers	2012-2015	SHORTFALL: 32% of units that turned over this year were dedicated to chronically homeless people. SUCCESS: Skid Row Housing Trust prioritized chronically homeless people for their turnover units, housing 167 chronically homeless people in 2011.

SERVICES IN HOUSING:

Supportive services provided in permanent supportive housing are critical to housing retention.

Action	Entity	Timeline	2011 Progress
Dedicate a portion of existing mental health, health, and substance abuse services in PSH. 2011: Identify resources & create plan to allocate. 2012-2015: Distribute funds.	Los Angeles County	2011-2015	SUCCESS: The Board of Supervisors unanimously passed a motion urging County Departments to examine funding streams for opportunities to dedicate resources to PSH.
Dedicate a portion of existing funding for permanent housing placement and retention. 2011: Identify resources & create plan to allocate. 2012-2015: Distribute funds.	Cities; Continuums	2011-2015	SUCCESS: Cities of Santa Monica and West Hollywood dedicate general fund resources, while Long Beach and Culver City leverage HOME and CRA set-aside for housing placement and retention efforts.
Contract a portion of existing services funds to nonprofit services providers for the VASH program. 2011: Identify resources & create plan to allocate. 2012-2015: Distribute funds.	VA	2011-2015	ON TRACK: The VA of Greater L.A. and Long Beach will subcontract services to community based organizations in Spring 2012.

COORDINATED FUNDING:

Coordinated public and private funding helps to align funding priorities and maximize the impact of limited resources.

Action	Entity	Timeline	2011 Progress
Establish Collaborative between public/private funders to dedicate and align local funds for PSH.	Public & private funders	2011	SUCCESS: The Home For Good Funders Collaborative was established in November 2011, with public and private membership.
Align distribution of public/private funds for permanent supportive housing.	Public & private funders	2012-2015	ON TRACK: The first Home For Good Funders Collaborative RFP will be released in March 2012.

STRATEGY #3: SHIFT TO A HOUSING FIRST SYSTEM

STANDARDS OF EXCELLENCE:

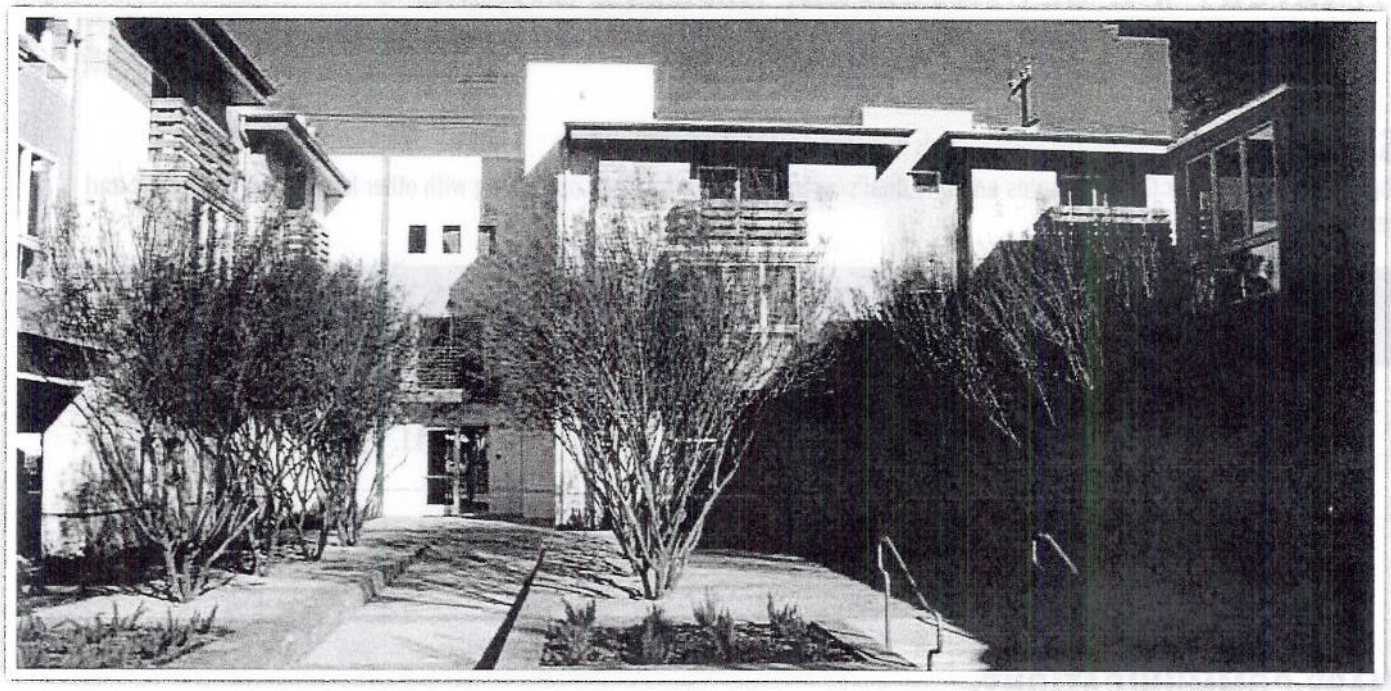
Industry standards to be created for Los Angeles County for outreach, shelter, and permanent supportive housing providers.

Action	Entity	Timeline	2011 Progress
Create standards of excellence for outreach, shelter, and PSH providers to focus on rapid transitions to permanent housing with supportive services.	Task Force, Continuums, County and private funders; CSH; Shelter Partnership	2011-2012	ON TRACK: CSH + Shelter Partnership commissioned by United Way to create provider-driven recommendations on appropriate standards.
Provide feedback on creation of standards of excellence, and adopt aligned goals.	Providers	2011-2012	ON TRACK: Providers sharing input through regional coalitions & focus groups.
Craft funding opportunities that incentivize providers to adopt aligned goals.	Public/ private funders	2012	
Shift McKinney-Vento funds to outcomes-based contracts, focused on permanent housing outcomes. 2011: Create plan for transition; 2013: Plan fully executed.	Continuums	2011-2013	SHORTFALL: Performance goals updated and focus groups held by LAHSA, but formal plan not yet completed.

JOHN'S STORY

John lived on the streets of Skid Row for 15 years. Every night he set up his tent and every morning he picked up his belongings and pushed them in a shopping cart.

John was skeptical when Skid Row Housing Trust outreach workers first asked if he was interested in housing. He could not believe that after 15 years someone cared enough to want to help him! With the support of Skid Row Housing Trust, John found stable housing and is receiving the services he needs to overcome substance abuse and mental health issues. When asked by outreach workers about his future, John says "Like you, I want to help make a difference. I am thankful for this second chance."



LA Family Housing's Palo Verde Apartments.

HOUSING FIRST SYSTEM:

A system through which homeless people are back in permanent housing in less than 30 days and there are few requirements for housing.

Action	Entity	Timeline	2011 Progress
Improve administrative processes related to housing homeless veterans. Goals - 2012: Housing process <60 days; 2013: <30 days.	VA; Housing Authorities; providers	2011-2013	ON TRACK: VA and Housing Authorities making improvements from Housing Placement bootcamps. Placement times dropped from 168 to 100 days.
Improve administrative processes related to housing chronically homeless people. 2012: Housing <60 days. 2013: <30 days; 2014: <20 days.	Housing Authorities; Providers	2012-2014	
Create a coordinated entry system through which chronically homeless people are matched with PSH.	Cities; County; LAHSA; providers	2013	

STRATEGY #4: GET INVOLVED, INVOLVE OTHERS

SIGN ON:

Signing on to Home For Good indicates an individual's/agency's commitment to partnering with other leaders to end chronic and veteran homelessness by 2016.

Action	Entity	Timeline	2011 Progress
Sign on to Home For Good. Goals – 2011: 100 signatories; 2012: 150. 2013: 200.	All stakeholders	2011-2015	SUCCESS: 104 cross-sector signatories in 2011.

MASS COMMUNICATIONS:

Broad communication allows us to share the stories of who is homeless and build public will, and share the progress and barriers to ending chronic and veteran homelessness.

Action	Entity Responsible	Timeline	2011 Progress
Use Public Service Announcements, billboards, and other mass media to dispel myths about homelessness.	Task Force; All stakeholders	2011-2015	SUCCESS: Task Force created a PSA to raise awareness of homelessness in L.A.
Release quarterly reports on progress of Home For Good.	Task Force	2011-2015	SUCCESS: Task Force released 4 Quarterly Reports in 2011.
Use social media and web spaces to raise awareness of homelessness and its solutions.	All stakeholders	2011-2015	SUCCESS: Invisible People, PATH's Poverty Insights, and Home For Good all continued extensive online campaigns to raise awareness.

VOLUNTEER AND ADVOCATE:

Volunteering at local organizations and advocating for improved policies are critical ways that all community members can be involved in Home For Good.

Action	Entity Responsible	Timeline	2011 Progress
Volunteer with local efforts to end homelessness.	Community members	2011-2015	SUCCESS: Over 14,000 community members got involved in efforts including the Homeless Count, service registries, and HomeWalk.
Advocate for changes in local, state, and federal policies via the Home For Good website or other local efforts.	Community members	2011-2015	SUCCESS: Over 2,000 community members advocated for policy change at the local, state, or federal level.

STAKEHOLDER ENGAGEMENT:

Stakeholders from all sectors continue to engage within and between sectors to implement Home For Good.

Action	Entity Responsible	Timeline	2011 Progress
Host regular cross-sector convenings.	Task Force	2011-2015	SUCCESS: Task Force hosted 2 convenings with over 100 cross-sector leaders in 2011.

Volunteers participating in the Watts registry week. Photo courtesy of Community Solutions' 100,000 Homes Campaign

THANK YOU TO OUR HOME FOR GOOD PARTNERS!

MARK RIDLEY-THOMAS
Supervisor, 2nd District
County Board of Supervisors

ZEV YAROSLAVSKY
Supervisor, 3rd District
County Board of Supervisors

DON KNABE
Supervisor, 4th District
County Board of Supervisors

DOUG GUTHRIE
General Manager
Los Angeles Housing Department

JEFFREY PRANG
Mayor Pro Tempore and
Housing Authority Member
City of West Hollywood

LEE BACA
Sheriff
Los Angeles County
Sheriff Department

ANTONIO VILLARAIGOSA
Mayor
City of Los Angeles

CHIEF CHARLIE BECK
Los Angeles
Police Department

JOHN D'AMICO
Councilmember and
Housing Authority Member
City of West Hollywood

MICHAEL ARNOLD
Executive Director
Los Angeles Homeless
Services Authority

RICHARD BLOOM
Mayor
City of Santa Monica

BOB FOSTER
Mayor
City of Long Beach

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Mayor
City of Glendale

FELIPE FUENTES
Assembly Member, 39th District
California State Assembly

JANICE HAHN
Council Member, 15th District
City of Los Angeles

BILL BOGAARD
Mayor
City of Pasadena

JOHN DURAN
Mayor and Housing
Authority Member
City of West Hollywood

JIM LEDFORD
Mayor
City of Palmdale

RUDOLF C. MONTIEL
President and CEO
Housing Authority of the
City of Los Angeles

WENDY BREUEL
Controller
City of Los Angeles

TOM LABONGE
Council Member, 4th District
City of Los Angeles

TONY CARDENAS
Council Member, 6th District
City of Los Angeles

ERIC GARCETTI
Council President
City of Los Angeles

BILL ROSENDHAL
Council Member, 11th District
City of Los Angeles

HERB J. WESSON, JR.
Council Member, 10th District
City of Los Angeles

BERNARD PARKS
Council Member, 8th District
City of Los Angeles

JAN PERRY
Council Member, 9th District
City of Los Angeles

RICHARD ALARCON
Council Member, 7th District
City of Los Angeles

PAUL S. CASTRO
CEO
Jewish Family Service

WAYNE HUNT
Executive Director
Joshua Tree Outreach

JOHN HEILMAN
Councilmember and
Housing Authority Member
City of West Hollywood

PAUL AREVALO
City Manager
City of West Hollywood

ABBE LAND
Councilmember and Housing Authority
Member, City of West Hollywood
Co-CEO, The Saban Free Clinic

KENNETH J. RAMIREZ
Executive Director
L.A. Coalition to End Hunger &
Homelessness

MARK HORVATH
Founder
Invisible People

BARBARA POPPE
Executive Director
U.S. Interagency Council on Homelessness

DONNA BEITER
Medical Center Director
Department of Veteran Affairs

ELISE BUIK
President & CEO
United Way of Greater Los Angeles

MARY KIRCHEN
Executive Director
Housing Works

ADAM MURRAY
Executive Director
Inner City Law Center

GARY TOEBBEN
President & CEO
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STEVE HILTON
President & CEO
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FRED ALI
President & CEO
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CAROL M. LEISS
Executive Director
Homes For Life Foundation

CRAIG KOHAN
President & CEO
Downtown Long Beach Associates

BILL PITKIN
Chair
Homeless Funders Group

MARIBEL MARIN
Executive Director
211 LA County

BECKY KANIS
Director
100,000 Homes Campaign

AILEEN GETTY
Founder & President
Gettlove

MARK CASANOVA
Executive Director
Homeless Health Care Los Angeles

ROBERT K. ROSS, M.D.
President & CEO
The California Endowment

TAMMY TUCKER
Vice President, Large Group Account
Management
Anthem Blue Cross

NATALIE PROFANT KOMURO
Executive Director
Ascencia

LISA WATSON
Chief Executive Officer
Downtown Women's Center

JEFF SCHAFFER
Director for the Southern California Region
Enterprise Community Partners

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President and Executive Director
Asian Pacific American Legal Center

SAMUEL CHU
Executive Director
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REV. MONSIGNOR GREGORY A. COX
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Weingart Center

CHANNA GRACE
President
WORKS

BRIAN D'ANDREA
President
Century Villages at Cabrillo

DEBA HARPER
Founder/Executive Director
CHAMP Foundation

ROSEANNE HAGGERTY
President
Community Solutions

GRACE R. DYRNESS
Senior Researcher
Urban Initiatives: Institute for
Transnational Research and Development

STEVE CLARE
Executive Director
Venice Community Housing Corporation

DEB DESANTIS
CEO
Corporation for Supportive Housing

HUSSAM AYLOUSH, MBA
Executive Director
Council on American-Islamic Relations

KITA S. CURRY, PH.D.
President & CEO
Didi Hirsch Mental Health Services

HASSAN AMIRSADEGHI
President
Veterans Housing Foundation

PEGGY EDWARDS
Executive Director
United Homeless Healthcare Partners

STEPHANIE KLASKY-GAMER
President & CEO
L.A. Family Housing

DONNA GALLUP
Executive Director
Lamp Community

JESSE ROSS
Pastor
Live Church LA

MARV GROSS
CEO
Union Station Homeless Services

ANDREW J. BALES
CEO
Union Rescue Mission and Elmago, Inc.

MARY SILVERSTEIN
Executive Director
Los Angeles Housing Partnership

HERBERT L. SMITH
President & CEO
Los Angeles Mission

DAVE PILON, PH.D.
President & CEO
Mental Health America of Los Angeles

SUSAN STOUFFER
Director of the Peace Center of the
United University Church

GLORIA LOCKHART
Executive Director
Toberman Neighborhood Center

HEATHER CARMICHAEL, LCSW
Executive Director
My Friend's Place

NAN ROMAN
President & CEO
National Alliance to End Homelessness

BRENDA K. WILSON
President & CEO
New Image Emergency Shelter for the
Homeless, Inc.

TOD LIPKA
President & CEO
Step Up on Second

PAUL ZIMMERMAN
Executive Director
Southern California Association
of Non-Profit Housing

JOHN MACERI
Executive Director
Ocean Park Community Center

RABBI KLEIN
Our Faith Matters

SCOTT SALE, MD
Member
PATH Interfaith Leadership Council

MIKE ALVIDREZ
Executive Director
Skid Row Housing Trust

HERNAN VERA
President and CEO
Public Counse

JOEL ROBERTS
CEO
PATH Partners

LINDA B. THOMPSON
Executive Director
Pathways To Your Future

JANICE TSAO
Executive Director
The Salvation Army Haven

VA LECIA ADAMS, PH.D.
Executive Director
St Joseph Center

JAMES BONAR
Executive Director
Clifford Beers Housing

ANGELICA MICHAIL
President
San Gabriel Valley Consortium on
Homelessness

SCOTT CHAMBERLAIN
Executive Director
San Gabriel Valley Housing and
Homeless Coordinating Council

RUTH SCHWARTZ
Executive Director
Shelter Partnership

TED KNOLL
Executive Director
Whittier's First Day

THE BUSINESS LEADERS TASK FORCE ON HOMELESSNESS

The Business Leaders Task Force on Homelessness is a joint initiative of United Way of Greater Los Angeles and the L.A. Area Chamber of Commerce established in 2009. The Task Force is comprised of business leaders who have come together with a commitment to end chronic and veteran homelessness. The Task Force promotes permanent solutions to homelessness in partnership with local and national public and private sectors, nonprofit, faith, and civic leaders.

The Task Force wishes to thank all those who have informed their learning over the past year and express sincere appreciation for the invaluable partnership of leaders in Los Angeles and throughout the country.

BUSINESS LEADERS TASK FORCE MEMBERS

Co-Chairs:

Renee White Fraser, Ph.D.
Fraser Communications, Inc

Jerry Neuman
Sheppard Mullin Richter & Hampton LLP

Members:

Christopher J. Carey
City National Bank

Jon Deusenberry
UPS

Bill Farrar
Andrews International

Ron S. Galperin
Law Offices of Galperin

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Capital Tower Group

Douglas Hall
Wells Fargo

Neil Haltrecht

David Hamlin
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Fran Inman
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Martha Saucedo
AEG Worldwide

Berdell Knowles
ECG Equity Investors

Wendy Colman Levin, Ph.D.
Snak King Corporation

Antonio L. Manning
JP Morgan Chase & Co.

Jeff McConnell
Arnie Borghoff and Associates

Julia M. McCallin
California Institute of Technology

Kerry Morrison
Hollywood Property Owners Alliance

Steven A. Nissen
NBC Universal

James S. Parker
Wilshire Associates

Kent Smith
LA Fashion District BID

CONTACT US:

homeforgoodla@unitedwayla.org
1150 S. Olive Street, Suite T500
Los Angeles, CA 90015
www.homeforgoodla.org

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