

# HOMELESS POLICY DEPUTIES MEETING AGENDA

**MEETING WILL TAKE PLACE IN PERSON WITH A VIRTUAL OPTION**

**Date:** Thursday, April 25, 2024  
**Time:** 2:00 PM  
**Location:** Kenneth Hahn Hall of Administration  
500 West Temple St.,  
Room 374-A  
Los Angeles, CA 90012

For members of the public who wish to join virtually or over the phone, please see below:

**Microsoft Teams Link:** [Click here to join the meeting](#)  
**Teleconference Number:** [+1 323-776-6996,,67258140#](#)

	AGENDA ITEM	LEAD
I.	Welcome and Introductions	Amy Perkins, Third District
II.	Homelessness Emergency Response Update	Cheri Todoroff, Executive Director, CEO-Homeless Initiative Carter Hewgley, Senior Manager, CEO-Homeless Initiative Andrea Iloulian, Senior Manager, CEO-Homeless Initiative
III.	Addressing Veteran Homelessness	James Zenner, Director, Department of Military and Veterans Affairs
VI.	Items Recommended for Future Discussion	
VII.	Public Comment*	

\* Public Comment is limited to one minute. Those joining virtually interested in speaking should raise their hand on Microsoft Teams and unmute once called upon by the Chair. Those on their phones should press \*5 to raise their hand and \*6 to unmute.

**NEXT MEETING: MAY 9, 2024**



Chief  
Executive  
Office.



County of Los Angeles  
Homeless  
Initiative

# Homeless Initiative

LA County Homeless Emergency Response Update

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April 25, 2024

# Encampment Resolution Update: Inside Safe

LA County has now participated in 50 Inside Safe Operations since the program's launch.

While the County supports all Inside Safe operations, three of them have been "Joint" operations, where the County is also using our funding agreement with the City to support the IH and services costs for people on County property or in an incorporated jurisdiction that lacks IH capacity without County support. Those "joint" operations include:

- Chatsworth/Metrolink
- Venice & Globe (Culver City)
- Vermont Median @ 94th

## Inside Safe By the Numbers

Inside Safe is one component of a comprehensive strategy that brought more than 21,000 Angelenos inside during the Mayor's first year in office.



Angelenos Moved Into Inside Safe Interim Housing

2,571

Part of the More Than 21,000 People  
Who Have Moved Indoors Since December 12, 2022



Angelenos Permanently Housed Through Inside Safe

440

Part of the More Than 5,000 People  
Who Have Moved Into Permanent Housing Since December 12, 2022



Total Encampments Addressed By Inside Safe

43



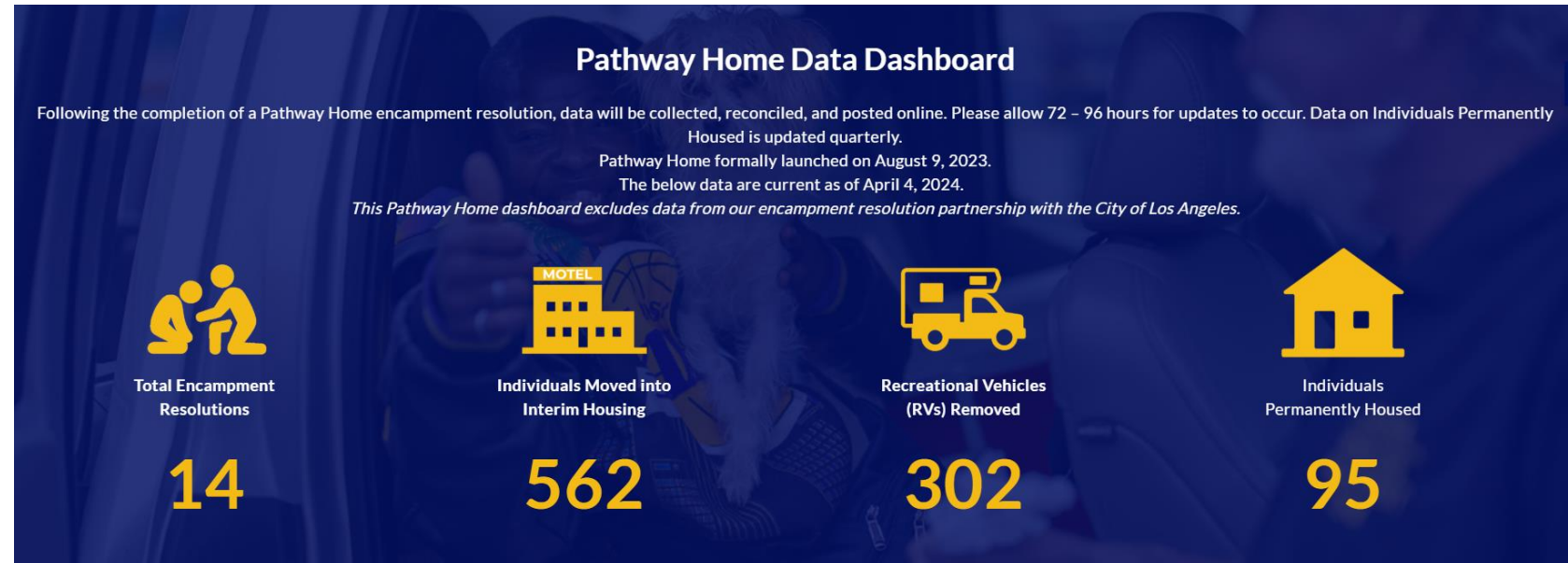
Council Districts Where Operations Have Taken Place

15

# Encampment Resolution Update: Pathway Home

## Operations Since August 2023

1. Lennox/Inglewood
2. West Rancho Dominguez (RV)
3. Hawthorne #1
4. Unincorporated East Gardena (RV)
5. Pomona
6. Lynwood
7. Tropical Storm Hilary
8. Unincorporated Walnut Park (RV)
9. Compton
10. North Long Beach
11. Hawthorne #2
12. Santa Monica
13. West Rancho Dominguez/Victoria (RV)
14. Long Beach/Signal Hill
15. Vermont Median (Joint Inside Safe) (RV)



## Motel-Based Interim Housing

- 414 rooms under occupancy agreements and over 500 rooms pending.

## Local Jurisdiction Impact

- 6 Unincorporated Areas
- 12 Incorporated Cities
- 3 LA Metro Stations

## Provider Partnerships

- PATH
- St Joseph Center
- Volunteers of America
- HOPICS
- The People Concern
- St Margarets Center
- Union Station
- DHS
- LAHSA

# Encampment Resolution Update: ERF-3R

The State's ERF Program	The Award	The Encampment	Local Municipal Support	Timeline
<p>Governor Newsom and The CA Interagency Council on Homelessness is releasing ~\$300M in one-time, <a href="#">Encampment Resolution Funding</a> - Round 3, to local jurisdictions who demonstrate an ability to conduct housing-focused encampment resolution, and over 50% of the funding is prioritized for encampments on the state's right of way.</p> <p>The County and LAHSA submitted a joint application for the first round of applications on January 31, 2024, using the Pathway Home program as the replication model for our application</p>	<p>The County will receive \$52M and agreed to leverage \$16M in existing local funding.</p> <p>With new resources, we will secure 212 motel rooms to serve ~475 households comprised of 586 individuals over a three-year period.</p> <ul style="list-style-type: none"> <li>To help ensure those households connect to permanent housing, the grant would also help LAHSA secure master leasing units, Housing Navigation slots, and Time Limited Subsidies.</li> </ul> <p>The grant will also support the disposition of almost 60 unsafe and uninhabitable RVs from the public roadway.</p>	<p>We will be focusing on one of the largest encampments on the state's right of way: the 105 corridor from West Athens to Norwalk and its associated riverbeds.</p> <p>This encampment includes six zones along the 105 corridor/Metro C-Line, where people experiencing unsheltered homelessness are living in the riverbeds and taking refuge near the freeway where it crosses the LA and San Gabriel Rivers and where multiple LA Metro stations are co-located.</p>	<p>Supervisors Holly Mitchell and Janice Hahn</p> <p>Two Unincorporated Communities</p> <ul style="list-style-type: none"> <li>West Athens</li> <li>Willowbrook</li> </ul> <p>6 Cities</p> <ul style="list-style-type: none"> <li>LA City Mayor Karen Bass</li> <li>City of Downey</li> <li>City of Norwalk</li> <li>City of South Gate</li> <li>City of Lynwood</li> <li>City of Santa Fe Springs</li> </ul> <p>Municipal Partners</p> <ul style="list-style-type: none"> <li>LA Metro</li> <li>CalTrans</li> <li>Gateway City Council of Governments</li> <li>Compton School District</li> <li>Charles Drew University of Medicine and Sciences</li> </ul>	<p>Motel Canvassing and Provider Capacity conversations are already underway.</p> <p><b>July 2024:</b> County expects to receive the funding and hopes to conduct the first ERF-funded resolution.</p> <p><b>June 2025:</b> Deadline to expend 50% and to obligate 100% of the allocation.</p> <p><b>June 2027:</b> Deadline to expend 100% of the allocation.</p>

# Encampment Resolution Update: 26 Service Connections

## Inside Safe – 15 Held, 4 Scheduled

1. July 13th
2. August 11th
3. September 6th
4. October 5th
5. November 6th
6. November 15th
7. November 28th
8. November 30th
9. December 5th
10. December 12th
11. February 2nd
12. February 21st
13. March 5th
14. March 7th
15. April 17th
16. April 30th
17. May 9th
18. May 15th
19. May 15th

## Pathway Home – 10 Held + 1 Additional

1. August 23rd
2. September 20th
3. December 13th
4. December 15th
5. January 17th
6. January 31st
7. February 12th
8. February 27th
9. March 4th
10. April 4th

### **Additional:**

1. March 21st



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# Communications Strategy & Tactics



@CountyofLA



# State of Emergency Communications

**Ongoing partnerships with County departments and other partners to collaborate on and communicate progress under the State of Emergency.**



- Bi-weekly meetings with Communications directors from LAHSA, DMH, DHS, LACDA, DPH, and Countywide Communications.
- Regularly share initiatives from other County departments in The Way Home newsletter.
- Strong partnership with Countywide Communications to create communications content, including videos, photos, and social media.
- Deepen relationships and collaborative communications with providers and local jurisdictions.

# The Way Home Newsletter

CEO-HI's new bi-weekly newsletter chronicling encampment resolution summaries, success stories, metrics, and more to convey progress being made to prevent end homelessness.



- Launched December 2023 (9 newsletters sent to date)
- **46,651** subscribers (a 10% increase since the newsletter launched)
- **27%** open rate (average)
- **25%** click-through rate (average)

# Homeless Initiative Website

**A user-friendly, comprehensive, and visually compelling central repository of information on the work of CEO-HI and its partners.**

- Unique visitors between January and March 2023:  
**195,481** (approximately 20K visitors per month)
- E-newsletters, social media posts, and earned media all cause spikes in website traffic
- Most-visited sub-pages:
  - Permanent Housing
  - Pathway Home
  - Project Homekey



# Social Media: Instagram and X

Partnership with Countywide Communications to share consistent, engaging updates on progress with tens of thousands of followers.



- Recent top performing posts:
  - Pathway Home Before & After Reel (Instagram): **9,633 plays, 199 interactions**
  - State of Emergency Reel (Instagram): **6,760 plays, 50 interactions**
  - Pathway Home Pomona Video (X): **4,448 impressions, 50 engagements**

# Social Media: Facebook

Share regular updates to a specific audience about the County's work to prevent and end homelessness on CEO-HI's Facebook page.



- Recent Stats:
  - Followers: **4.3k**
  - Monthly audience reach: **4.4k** (March 1 – April 1) – double our audience reach the previous month.
  - **Static images** with short captions perform best.
  - Highest-performing post within the last 90 days had an **audience reach of 2,933** and **35 engagements**.

# Earned Media

**Maintain a steady drumbeat of press outreach to increase news coverage of the County's efforts to prevent and end homelessness.**

- Generate press by creating **media pitches**, issuing **press releases**, and responding to **media requests** (often in partnership with other departments).
- Collaborate with Countywide Comms, Board offices, and other partners to host **media briefings**, **press conferences**, and other events to garner media interest.

## Los Angeles Times

Editorial: Here's how Los Angeles can help prevent people from falling into homelessness



"No se queden ahí", pide colombiana a indigentes en calles de Los Angeles donde ella vivió 11 años



LOCAL NEWS

**27 homeless individuals move into new apartment complex in Los Angeles**

# Thank You



County of Los Angeles

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# Los Angeles County Dept. of Military & Veterans Affairs





## Mission

Maximize the full potential of Los Angeles County to enhance the well-being of ALL veterans, service members, their dependents, and their caregivers through innovation, partnerships, and world-class service.

## Vision

To deliver seamless services and outreach in partnership with government and community-based partners so that any person who served or is currently serving our country in any capacity, alongside their family and caregivers, have access to the resources necessary to thrive.

# MVA and County

## **Situation: LA County**

- 232k veterans residing in LA County
- 52% are aged 65 and older
- 18.9k are veteran women
- Underutilization of VA benefits
- Over 3,800 homeless veterans



# MVA and County

## Opportunity

- Cross-Department Data Sharing: Enhance collaboration by sharing veteran data for tailored support.
- Referral Systems: Streamline connecting veterans with services efficiently.
- Screening Mechanisms: Identify veterans' and their needs early for targeted interventions.
- Integrated Services: Promote holistic support through collaborative efforts among departments.





# Critical Need



## VA Study Findings

- Study revealed that 50% of veterans are not accessing federal benefits they are entitled to
- Need to address barriers to benefit access and ensure that homeless veterans receive comprehensive support services

# Critical Need

## County Declares Homelessness Emergency

- Acknowledgment of the severity of the homelessness crisis within the veteran population.
- Currently, over 3,800 homeless veterans identified by LAHSA
- Over 1,600 by name list identified
- Commitment to prioritize resources and efforts towards addressing this urgent issue.



# Critical Need



## **One Team Approach**

- Bring together government, nonprofits, and community members to work as one.
- Understand that solving veteran homelessness needs everyone's effort and coordination.

# Homeless Services Division

## Homeless Services Division

- \$1.9 million Measure H Funding secured
- 13 dedicated FTEs to support division
- Coordinated Entry Systems
  - Improved coordination for document readiness
- Benefits Establishment and Legal Services
  - Connect veterans to benefits and provide legal services for discharge upgrades
- Outreach and Engagement
  - Call Center
- Access Centers
  - Accessible Veteran Resource Centers



# Homeless Services Division

## Targeted benefit establishment

- Accredited reps assigned to by name list case conferencing to screen for benefits
- Assist in facilitation of case conferencing
- Points of contact for entire homeless veteran provider continuum
- Direct referrals to relevant county services, such as DPSS, DMH, etc.
- “Whatever it takes”





# Homeless Services Division

## Partnerships with VA and Cities

- Screen veterans for VA housing eligibility and resources
- Co-locate and collaborate with cities to develop coordinated strategies.
- Pull in partners as needed to meet the need.
- Combined marketing and outreach strategy.



# Homeless Services Division

## Master Leasing

- In partnership with LAHSA
- Is attractive to landlords
- Mitigates discrimination
- Simplifies getting housed
- Secure housing in more desirable locations



# Homeless Services Division

## Legal Clinic

- MVA will screen and refer to legal services ensuring efficiency
- Will focus on discharge upgrades, aid and attendance, and other complex
- Intentional focus on marginalized populations i.e. LGBTQ
- Take legal service out to communities



# Homeless Services Division

## Current stats

- Over 3,800 identified homeless veterans (LAHSA)
- Over 1,600 by name list
- Over 300 veterans served this fiscal year
- 101 Homeless veterans served from July – Oct 2023
- 240 Homeless veterans served from Nov 2023 – March 2024
  - A 42% increase in the last four months



# Next Steps

## **Partnership with County Departments**

- Identify veterans
- Create two-way referral as appropriate
- Establish data sharing practices

## **MVA onto Los Angeles Network for Enhanced Services (LANES)**

- Integrate MVA data
- Participant network for cross-discipline healthcare, social services, and community data

## **Data Sharing Agreement**

- Enhance collaboration with VA, CalVet, and CEO-CIO





# Next Steps

## **Screening for DPSS Benefits**

- Integrate screening practices to facilitate DPSS benefits for veterans

## **Post-Housing Group**

- Ensure sustained support for successful integration into housing

## **Employment**

- Integrate employment services with services targeting veteran homelessness





# QUESTIONS?