



2021 Progress Update



West Hollywood Five-Year Plan to Address Homelessness in Our Community

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Introduction

The City of West Hollywood Homeless Initiative is a multi-disciplinary, multi-agency, collaborative response to homelessness.

The Homeless Initiative is guided by the *West Hollywood Five-Year Plan to Address Homelessness in Our Community* (The Plan). The Plan was established in 2018 and developed in partnership with the West Hollywood community. The Plan identifies key actions to reach seven goals that will lead to strengthening the West Hollywood community's response to homelessness, creating access to more services and housing, preventing homelessness and building stronger partnerships with local and regional entities to create new and innovative solutions.

This 2021 Progress Update reports on activities and accomplishments from June 2020 to May 2021.

Read the *West Hollywood Five-Year Plan to Address Homelessness in Our Community* , and the *2020 Progress Update*, online at www.weho.org/homeless or request copies to be delivered by mail by calling (323) 848-6302.

Planning Context and Timeline

September 2016 – City establishes response to homelessness *guiding principles*:

1. Work to ensure safety for our residents, businesses, visitors, and for those who are homeless.
2. Recognize that the primary responsibility for addressing homelessness belongs to the County but acknowledge that homelessness requires all levels of government to participate in regional efforts.
3. Accept that homelessness cannot be solved by one entity; rather, promote partnerships between different government agencies and the private sector, including non-profit organizations and volunteer service providers.
4. Approach the issue of homelessness with compassion for those who are homeless as well as those in the community who are impacted by homelessness.

March 2017 – Measure H, Los Angeles County Sales Tax, passed by voters, establishes new revenue source to fund homeless services throughout L.A. County.

June 2017 – L.A. County Board of Supervisors (Board) approved Measure H funding allocations in support of the County's Homeless Initiative strategies to prevent and combat homelessness in the County. The Board also allocated funding for individual cities to develop plans to address homelessness in their respective cities, in collaboration with the County and its contractors.

December 2017 – City of West Hollywood receives \$50,000 County grant to support the development of the City's plan to address homelessness.

January - April 2018 – City of West Hollywood engages stakeholders to develop goals and actions for the City's five-year plan to address homelessness.

June 2018 – City Council adopts the *West Hollywood Five-Year Plan to Address Homelessness in Our Community*, including seven goals and measurable actions to guide the City and community work through 2023.

June 2020 – Report on West Hollywood's progress towards the seven goals in the Five-Year Plan provided to City Council.

June 2021 – Report on West Hollywood's progress towards the seven goals in the Five-Year Plan provided to City Council.

Goal #1: Provide support and resources to City staff and contractors in responding appropriately, safely, and effectively to persons who are experiencing homelessness in West Hollywood.

ACTION 1A. DEVELOP PROTOCOLS FOR CITY STAFF MEMBERS, LIBRARY STAFF MEMBERS, AND CONTRACTORS SO THEY HAVE GUIDANCE IN RESPONDING TO PEOPLE WHO ARE HOMELESS.

Progress 1a. The City's Parking Enforcement staff and contractor have standardized a compassionate response protocol if a vehicle found in violation of municipal codes is occupied by a person experiencing homelessness. Response protocols include requesting outreach by City-contracted homeless service providers and encouraging engagement in supportive services to prevent further citations and towing. Staff also promote the availability of the City's low-income payment plan to address existing parking citations.

ACTION 1B. DEVELOP AN IN-SERVICE TRAINING PROGRAM FOR CITY STAFF MEMBERS TO LEARN PROTOCOLS AND REFERRAL SOURCES AND PROVIDE THE TRAINING TO ALL CITY STAFF MEMBERS DURING NEW EMPLOYEE ORIENTATION, AND ANNUALLY.

Progress 1b. The City is currently developing a people-first language training curriculum for existing staff, new employee orientation, and for appointed and elected officials. People-first language affirms one of the City's core values, *Respect and Support for People*, and ensures the organization is using the most human-centered and respectful terms in written reports and public discourse.

See 2020 Update for details on 1a-1b: Creation and deployment of a staff training on response protocols and appropriate referrals to homeless services; training created by West Hollywood Sheriff's Mental Evaluation Team (MET), in collaboration with the City's Strategic Initiatives Division and Step Up on Second's West Hollywood outreach team.

ACTION 1C. REVIEW SECURITY AT THE WEST HOLLYWOOD LIBRARY, AND WORK WITH OTHER CITIES TO OBTAIN ADDITIONAL RESOURCES FROM THE COUNTY, INCLUDING SOCIAL WORKERS, IN COUNTY LIBRARIES.

Progress 1c. The focus on in-person services at the West Hollywood Library was tabled over the past year due to the COVID-19 pandemic.

See 2020 Update for details on: L.A. County's full-time Sheriff's Security Officer at the West Hollywood Library and the City placing an emergency call button to expedite public safety response.

ACTION 1D. SUPPORT THE INTEREST OF LIBRARY STAFF MEMBERS IN DEVELOPING PROGRAMS FOR CREATIVE ENGAGEMENT AND ASSISTANCE TO LIBRARY PATRONS WHO ARE HOMELESS, SUCH AS COMPUTER ASSISTANCE, READING GROUPS, AND ARTS ACTIVITIES.

Progress 1d. The West Hollywood Library was one of a few select locations within the LA County Library system that offered Sidewalk Service when in-person services were closed or limited during the COVID-19 pandemic. This enabled community access to library resources and materials, including the Laptop & Hot Spot Loan Kit for people to connect to the internet while the library was closed.

West Hollywood Library offered Sidewalk Service to lend materials, laptops and WiFi hotspots to community members during the pandemic.

See 2020 Update for details on: West Hollywood Library technology literacy programs, “Your Library on Your Device”, and “Computer Basics” and budding partnership with L.A. County Department of Public Health to offer more wellness programs on site.

Goal #2: Support businesses and residents in responding appropriately, safely, and effectively to persons who are experiencing homelessness in West Hollywood.

ACTION 2A. CONTINUE “HOMELESS NOT HOPELESS” CAMPAIGN WITH QUARTERLY UPDATES TO REFERRAL CONTACT AND PROGRAM INFORMATION.

Progress 2a. The Strategic Initiatives Division manages the Homeless Initiative webpage (www.weho.org/homeless) and updates contact and program information as needed. A large focus of community engagement and education this past year was directing people to the City’s centralized COVID-19 information hub for important resources for both housed and unhoused community members (www.weho.org/coronavirus).

See 2020 Update for details on: City communication strategies to promote the “Homeless Not Hopeless” campaign.

ACTION 2B. WORK WITH CHAMBER OF COMMERCE TO DISSEMINATE “BEST WAYS TO HELP.”

Progress 2b. Due to the impacts of COVID-19 on the business community, this part of the work was put on hold over the past year. City staff and contracted providers continue to engage with business community members regarding the impacts of homelessness, respond to requests for service/intervention made through the City’s Homeless Concern Line and other channels, and sharing information with the Chamber membership through virtual meetings.

See 2020 Update for details on: Strategic Initiatives Division staff collaboration with the West Hollywood Chamber of Commerce Homeless Committee.

ACTION 2C. PROMOTE “REAL CHANGE” DONATION METER GIVING.

Progress 2c. Community members continued to support the City’s Real Change campaign and donated \$325 over the past year to support the Homeless Initiative. Funds collected purchase sleeping bags, socks, and hygiene kits for distribution to people experiencing homelessness.

See 2020 Update for details on: How the City promotes community giving at the “Real Change” donation meters; City Council setting aside a portion of holiday season parking revenue in 2017 and 2019 to support the Homeless Initiative.

ACTION 2D. SUPPORT CHAMBER IN ENGAGING BUSINESSES IN CREATING LOCAL JOB OPPORTUNITIES FOR INDIVIDUALS WHO HAVE EXPERIENCED HOMELESSNESS.

Progress 2d. Again, due to the impacts of COVID-19 on many local businesses, this has been a challenge. City staff and contracted and collaborative partners will continue

these efforts, and hope for greater rates of success as public health protocols are relaxed.

See 2020 Update for details on: Partnership development between Cedars-Sinai Medical Center, Los Angeles LGBT Center’s Culinary Arts Training Program, and West Hollywood Chamber of Commerce to create pathways to careers with West Hollywood businesses and community partners.

ACTION 2E. CONTINUE TO STRENGTHEN CITY-FUNDED OUTREACH PROGRAMS THAT SPECIALIZE IN THE INTERSECTIONS BETWEEN HOMELESSNESS AND INDIVIDUALS LIVING WITH HIV, THOSE EXPERIENCING SUBSTANCE ABUSE, YOUTH, PEOPLE WHO IDENTIFY AS LGBTQ, AND OTHERS IN OUR COMMUNITY EXPERIENCING HOMELESSNESS.

Progress 2e. To increase access and availability of support for people impacted by addiction, the City helped strengthen the partnership between Tarzana Treatment Centers and West Hollywood Sheriff’s Department to help divert people away from the criminal justice system and connect them directly to substance use disorder treatment.

To help divert people from the criminal justice system and into services, Tarzana Treatment Centers and West Hollywood Sheriff’s Department have formalized and increased collaborative efforts.

West Hollywood’s contracted homeless outreach providers continue to build cohesion and partnerships together. City-contracted agencies produced two socially distanced “Cell Phone Connect Days” to help people experiencing homelessness access no-cost government-issued cell phones to stay in touch during the pandemic and enroll in County benefits through on-site DPSS representatives. In addition to conducting outreach to unhoused community members, agency staff also support housed residents and members of the business community in responding to issues related to homelessness. By collaborating and sharing their expertise with each other, the supportive services available to people experiencing homelessness is comprehensive and identity affirming. This unique combination of services is made possible through regular street and community outreach by: APLA Health, Ascencia, LA LGBT Center’s Mental Health Services, Youth Services, Transgender Economic Empowerment Project, Step Up, Tarzana Treatment Centers, Friends Research Institute and TransLatin@ Coalition.

The West Hollywood Mental Evaluation Team continued to provide high levels of service to the community, collaborated extensively with City-contracted social service providers and regional partners, and conducted educational briefings for the Sheriff’s Department and community trainings. Outcomes included: responding to 130 calls from the West Hollywood Sheriff’s Station for community members in crisis; preventing the use of force in 14 interactions between Sheriff’s deputies and community members; connecting 11 highly vulnerable individuals to County-funded intensive case management services; and conducting 67 Sheriff’s patrol briefings and various community trainings.

As part of strengthening City-funded outreach programs, in October 2020, City Council directed staff to perform an analysis of the social services needs of people of color in West

Hollywood, specifically focusing on health disparities and gaps in services. Staff in the Social Services Division are working closely with the Human Services Commission in response to this directive, beginning with summarizing demographic data by service category and analyzing service utilization by community members of color. Staff will conduct a more thorough needs assessment focusing on community members of color in order to more accurately identify gaps in service. Results of this study and assessment will uncover where opportunities are to strengthen service delivery and address systemic barriers as part of the City's racial equity and social justice values. In addition, the results will inform the City of West Hollywood's 2022-25 Social Services Request for Proposals (RFP) document.

The community also affirmed its commitment to maintaining and strengthening programs through the passage of Measure E, in the November 2020 General Municipal Election. West Hollywood voters approved a $\frac{3}{4}$ -cent sales tax to address the City's COVID-19 revenue shortfall and longer-term economic impacts of COVID-19. Measure E will help the City maintain services West Hollywood residents have indicated are important, including: addressing homelessness; expanding health and mental health services; retaining local businesses and jobs; keeping public areas clean and safe; maintaining HIV and AIDS health services; and supporting disaster preparedness

See 2020 Update for details on: West Hollywood's FY 2019-2022 Social Services Contracts; outcomes from the first year of operation by the City-funded MET unit. On-site homeless outreach services at the West Hollywood Library, City-hosted planning and coordination meetings with contracted social service providers and ongoing convenings of the West Hollywood Homeless Collaborative.

Goal #3: Establish bridge housing and day center facilities in West Hollywood to serve people who are homeless in the City.

ACTION 3A. IDENTIFY A SPACE TO LOCATE A DAY CENTER. EQUIP THE SPACE WITH STORAGE, GENDER NEUTRAL RESTROOMS, SHOWERS, LAUNDRY, MEDICATION CABINETS, OFFICES, AND MEETING ROOMS FOR PEER SUPPORT.

Progress 3a-3b. A consultant, selected in spring 2021, will conduct a feasibility study of select locations within the city to determine where to site and develop a property to offer the services mentioned above as well as bridge/interim and permanent housing services. The feasibility study is funded through a Measure H grant provided by the LA County CEO's Office/LA County Homeless Initiative.

The City is set to conduct an in-depth study of locations to create an access center, bridge/interim housing and affordable rental units with supportive services

See 2020 Update for details on: Securing a planning grant through LA County Homeless Initiative in the amount of \$300,000 Measure H funds.

ACTION 3B. EXPLORE POSSIBLE LOCATIONS FOR A TEMPORARY BRIDGE HOUSING FACILITY TO PROVIDE ACCOMMODATIONS FOR INDIVIDUALS WHO ARE ACTIVELY ENGAGED IN SERVICES LEADING TO PERMANENT HOUSING.

Progress 3b. (See above)

ACTION 3C. ESTABLISH ONE OR MORE "SAFE PARKING" LOCATIONS, WHERE PEOPLE WHO LIVE IN VEHICLES ARE ABLE TO PARK OVERNIGHT, USE RESTROOMS, AND HAVE ACCESS TO SERVICES DESIGNED TO MOVE THEM INTO PERMANENT HOUSING OPTIONS. POSSIBLE LOCATIONS INCLUDE THE CITY-OWNED LOT AT CRESCENT HEIGHTS AND SANTA MONICA BLVD.

Progress 3c. Action tabled.

See 2020 Update for details on: Annual homeless count and survey data indicates very few people living in their vehicles in City of West Hollywood.

ACTION 3D. CONTINUE TO PARTNER WITH A VARIETY OF SERVICE PROVIDERS TO ASSIST HOMELESS INDIVIDUALS WITH PUBLIC BENEFITS, HOUSING LOCATION, SUBSTANCE ABUSE TREATMENT, AND OTHER CRITICAL SERVICES.

Progress 3d. The City's Rent Stabilization & Housing Division began promoting the newly created People Assisting the Homeless (PATH) LeaseUp tenant/landlord matching program which serves people experiencing homelessness. When West

Hollywood landlords submit a rental listing to the City's Residential Rental Referral List, staff advise the landlord about the availability of tenants through PATH's program, this serves to help people experiencing homelessness in locating available housing. Additionally, as mentioned in 2e, the City strengthened the partnership between Tarzana Treatment Centers and the West Hollywood Sheriff's Department through an MOU that facilitates increased access to substance abuse treatment services for individuals in contact with the Sheriff's COPPS team.

See 2020 Update for details on: West Hollywood's Homeless Service Connect Days in 2018 and 2020. Collaboration with Cedars-Sinai Emergency Department homeless case managers.

Goal #4: Continue the City’s support for the Rapid Re-Housing program to prevent homelessness among West Hollywood residents.

ACTION 4A. CONTINUE CITY OUTREACH TO LANDLORDS TO ENCOURAGE THEIR PARTICIPATION IN THIS PROGRAM.

Progress 4a. Rapid Re-Housing and other rental assistance programs are set up to help tenants stay housed by paying landlords directly. To ensure a smooth transfer of rent payment, the

City’s Rent Stabilization & Housing Division educates landlords and tenants about the state law that requires landlords accept third party checks as rent payments. This prevents landlords from declining third party checks and using non-payment of rent as a just-cause for eviction. During the early weeks and months of the COVID-19 pandemic, the City also utilized a variety of communications tools (electronic, phone/text, mail) to ensure that both renters and landlords were aware of the protections afforded in the local and state eviction moratoriums, the availability of rental assistance, and of legal services through the City’s contracted agencies.

See 2020 Update for details on: City Rent Stabilization and Housing Division promotion of the Homeless Incentive Program (funded by the Los Angeles County Development Authority) to landlords.

The City educated renters and landlords about eviction moratoriums, emergency rental assistance and free legal services.

ACTION 4B. EDUCATE CITY STAFF, COUNTY STAFF, AND OTHERS WHO INTERACT WITH PEOPLE WHO ARE AT RISK FOR HOMELESSNESS ABOUT THE AVAILABILITY OF RAPID RE-HOUSING SERVICES.

Progress 4b. City of West Hollywood is participating in the County’s first-of-its kind Service Planning Area 4 collaboration between the Los Angeles Homeless Services Authority and the older adult system of care, including County and community-based

The City, and its partners, participate in a new collaboration between the LA County homeless service providers and older adult providers.

organizations serving seniors. The goal of increasing collaboration between historically disconnected systems is to help older adults remain housed and avoid falling into homelessness. LAHSA has increased focused on short-term, shallow subsidies to

prevent homelessness in coordination with older adult service providers. This demographic is the fastest growing group of people experiencing homelessness for the first time and face many barriers to reestablishing housing. By participating in this collaboration, both the City and its contracted social service agencies stay up to date on regional resources that can be of help to West Hollywood community members at risk of

homelessness. This supports the work of the City's Homeless Initiative, as well as its work in support of the Aging in Place/Aging in Community Strategic Plan.

See 2020 Update for details on: City participation in the LA County Homeless Initiative Rapid Rehousing Strategy 2017-2019 and conclusion of local support of this County strategy.

Goal #5: Increase the number of supportive housing, special needs housing, and other permanent housing options in West Hollywood for people who have experienced or are at risk of homelessness.

ACTION 5A. CONTINUE CITY SUPPORT FOR NEW PERMANENT HOUSING OPTIONS THROUGH USE OF THE CITY'S AFFORDABLE HOUSING TRUST FUND, THE WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION, THE CITY'S INCLUSIONARY HOUSING PROGRAM, AND OTHER MECHANISMS FOR HOUSING CREATION.

Progress 5a. The City's Inclusionary Housing policy continues to spur the production of housing units. Between January 2020 and June 2021, 31 new affordable units (3 very low-income, 16 low-income, and 12 moderate-income) were completed. Developers who did not build the inclusionary units paid affordable housing in-lieu fees and commercial impact fees into the Affordable Housing Trust Fund, which will be used by the City for upcoming affordable housing investments. A total of \$2.9 million in fees were collected in the 18-month period between January 2020 and June 2021.

During the same period, City Council approved allocating \$11.34M from the Affordable Housing Trust Fund to support EAH Housing in acquiring the land to build two affordable housing projects in West Hollywood. EAH Housing will create 90 units of affordable housing, half of which will be permanent supportive housing.

City Council directed \$11.34M from the Affordable Housing Trust Fund to support the creation of 90 new units of affordable housing in West Hollywood.

See 2020 Update for details on: City allocating \$2.1M to the L.A. LGBT Center for affordable housing development. Annual financial support to West Hollywood Community Housing Corporation to enhance resident services. Local affordable housing production and fees collected in the City's Affordable Housing Trust Fund.

ACTION 5B. PROMOTE NEW POLICIES (ADOPTED 12/4/17) THAT ENCOURAGE THE DEVELOPMENT OF ACCESSORY DWELLING UNITS (ADUS) TO CREATE NEW HOUSING OPPORTUNITIES.

Progress 5b. The City's Housing and Rent Stabilization Division staff developed the framework for an ADU pilot program that incentivizes homeowners to build ADUs that are rented to unhoused community members to effectively end their experience of homelessness. This pilot framework was approved by City Council in May 2021 for up to three pilot ADU units for rent-ready tenants experiencing homelessness.

See 2020 Update for details on: Rent stabilized ADUs built in 2018/2019 and development of ADU pilot to serve people with prior experience of homelessness.

ACTION 5C. CONDUCT AN ASSESSMENT TO DETERMINE WHETHER THERE ARE OPPORTUNITIES FOR THE CITY TO SUPPORT THE PURCHASE AND CONVERSION OF MOTELS INTO SUPPORTIVE HOUSING.

Progress 5c. In response to the COVID-19 pandemic, the state and county homeless service systems brought thousands of motels/hotel rooms online as a resource for short-term shelter (Project Room Key) and long-term housing (Project Home Key). The Project Home Key framework is continuing to build momentum and the City is monitoring the availability of federal and state funds that could make it feasible to transform a hotel/motel into supportive housing within City of West Hollywood, as well as within the Westside Cities Council of Governments jurisdiction.

ACTION 5D. CONDUCT AN INVENTORY OF SITES THAT ARE AVAILABLE FOR HOUSING DEVELOPMENT, AND RECOMMEND THE BEST USES FOR EACH SITE, INCLUDING THE METRO-OWNED SITE, THE LAUSD SITE ON FAIRFAX, AND PROPERTY OWNED BY CONGREGATION KOL AMI.

Progress 5d. An inventory of sites will be conducted by the newly hired consulting firm (referenced in 3a-3b) which has been brought on to recommend locations to develop an access center, interim/bridge housing and permanent supportive housing.

See 2020 Update for details on: Determination that Metro-owned site is not feasible for housing development.

ACTION 5E. WORK WITH WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION TO ENSURE THAT THEY HAVE ADEQUATE FUNDING TO PROVIDE SUPPORTIVE SERVICES TO TENANTS WHO HAVE A HISTORY OF HOMELESSNESS.

Progress 5e. The City's Rent Stabilization & Housing Division recently issued a letter of support to fund social services that enhance the well-being of WHCHC tenants.

See 2020 Update for details on: The City issuing letters of support for WHCHC social service funding applications; the City funding Seeds of Hope to serve residents through nutrition education via gardening, cooking and produce distribution across all WHCHC buildings in West Hollywood.

Goal #6: Strengthen partnerships with other cities and with nonprofit organizations to support regional and individualized solutions to homelessness.

ACTION 6A. IN PARTNERSHIP WITH OTHER CITIES IN THE WESTSIDE CITIES COUNCIL OF GOVERNMENTS HOMELESSNESS COMMITTEE, ADVOCATE FOR COUNTY SERVICES TO ADDRESS HOMELESSNESS.

Progress 6a. The LA County CEO distributed Measure H funds to the regional Councils of Governments (COGs) to be used by member cities to address local needs. Of the County funds passed through the Westside COG, West Hollywood directed \$171,456 to the City's emergency rental assistance program to prevent homelessness among residents impacted by economic hardship resulting from the COVID-19 pandemic. West Hollywood directed an additional \$14,144.26 in County funds towards the purchase of 12,000

LA County Measure H funds supported homeless prevention and public health in West Hollywood.

masks and over 4,000 hand sanitizers to distribute to unhoused and at-risk housed community members in support of public health efforts to stop the spread of the COVID-19 virus.

See 2020 Update for details on: City staff involvement in the Westside Cities Council of Government's (COG) Homeless Working Group. Co-location of a County-funded regional-serving MET team in the West Hollywood Sheriff's station.

ACTION 6B. COORDINATE WITH OTHER WESTSIDE CITIES TO ESTABLISH SERVICES AND HOUSING OPPORTUNITIES FOR PEOPLE EXPERIENCING HOMELESSNESS.

Progress 6b. This work continues through the Westside Cities COG's Homeless Working Group, including exploration of funding opportunities for various types of housing opportunities for people experiencing homelessness.

See 2020 Update for details on: Producing the Westside COG Homelessness Strategic Action Plan. Updates on the COG's actions to address homelessness are available here: www.westsidecities.org/homelessness

Goal #7: Prevent homelessness among West Hollywood residents, especially seniors, individuals living with disabilities, and vulnerable families.

ACTION 7A. WORK WITH CITY AND COUNTY STAFF MEMBERS, INCLUDING PARKS AND LIBRARY STAFF MEMBERS, TO IDENTIFY WEST HOLLYWOOD RESIDENTS AT RISK OF HOMELESSNESS, AND HELP CONNECT THEM TO RESOURCES OFFERED BY JEWISH FREE LOAN PROGRAM, NCJW RENTAL ASSISTANCE, ALLIANCE FOR HOUSING AND HEALING, APLA HEALTH, BET TZEDEK LEGAL SERVICES, THE LOS ANGELES LGBT CENTER'S SENIOR PROGRAM, AND THE CITY'S RAPID REHOUSING PROGRAM.

Progress 7a. The COVID-19 pandemic required the City's existing network of older adult service providers to pivot to virtual, phone-based, and socially distanced service delivery. While this presented many barriers to monitoring well-being which is usually assessed during home and office visits, it did produce some unexpected ways to engage with the community's older adults.

For example, the City's Recreation Services Division created a weekly wellness phone call program to check in on over 150 older adult Recreation Services participants who would normally take classes in person. Recreation staff

provided a friendly check-in, answered questions, and provided information about rapidly changing resources available to support West Hollywood residents during the pandemic.

The City's Communications Department also provided leadership and extensive support throughout the COVID-19 pandemic to help make the community aware of actions taken by City Council to promote health and prevent homelessness among West Hollywood residents. Communications centralized information online, distributed printed advisory materials by mail to every household, installed message boards at major City entry points, placed digital ads on bus shelters and electronic billboards, distributed information through conventional and video social media posts, and published near daily news releases about changing directives for businesses and residents to maintain health and safety.

Included in the communications effort was a focus on promoting the availability of existing and expanded support for residents. City Council provided emergency funds as follows and continued support of legal services for the community through Bet Tzedek and the Coalition for Economic Survival to help with tenant defense and eviction prevention:

- Expanded the rental assistance programs run by NCJW and Alliance for Housing and Healing; since March of 2020, a total of \$1,535,258 has been allocated to the emergency rental assistance fund which has been distributed through 1,861 grants to 576 unduplicated households,

Since the onset of the COVID-19 pandemic, the City has provided more than \$1.5 million in emergency rental assistance to prevent homelessness

- Provided additional funds for emergency food assistance by Jewish Family Service of LA and Project Angel Food; a total of 70,000 emergency meals and packaged groceries have been provided with transportation support by MV Transportation, American GTS, and Ambiance.

Agencies also leveraged this expanded food distribution network to get educational materials relating to COVID-19 and City/County services into the deliveries to encourage recipients to connect with supportive services.

See 2020 Update for details on: Coordination between City, County and State staff to engage community members and prevent homelessness. West Hollywood’s ongoing rental assistance programs and introduction of new, older adult focused program by Alliance for Housing and Healing.

ACTION 7B. ESTABLISH A COLLABORATIVE OF CONTRACTED AND PARTNERING SOCIAL SERVICES PROVIDERS TO ADVISE THE CITY COUNCIL ON EARLY IDENTIFICATION AND INTERVENTION WITH WEST HOLLYWOOD RESIDENTS WHO ARE AT RISK OF HOMELESSNESS.

Progress 7b. To strengthen the City’s approach to early identification of residents at risk of homelessness, City Council pledged its support for Mayors for a Guaranteed Income (MGI). MGI is a network advocating for a guaranteed income to ensure that all Americans have an

income floor. Per Council direction, Strategic Initiatives Division staff are beginning to develop a guaranteed income pilot in City of West Hollywood to address financial insecurity faced by lesbian, gay, bisexual and transgender older adult households on fixed incomes who may be at risk of homelessness due to rent burden.

City Council pledged support for Mayors for a Guaranteed Income and the creation of a local pilot to support the financial health of community members.

See 2020 Update for details on: Strategies to increase community awareness about homeless prevention resources; connectivity to the West Hollywood Aging in Place/Aging in Community Initiative. Services to vulnerable residents provide by West Hollywood Sheriff’s MET unit, city-contracted social service agencies, and regional entities.

Next Steps

This 2021 Progress Update makes clear that City of West Hollywood and its partner agencies have engaged in significant and impactful work to prevent homelessness, to serve people experiencing homelessness, and to develop and implement effective strategies and programs to address the impacts of homelessness.

The ongoing support of the community, including West Hollywood's City Council, Advisory Boards, Commissions, business leaders, residents and visitors will be critically important in reaching and exceeding the goals of the plan. This will be especially true as community members will likely continue to face economic and housing insecurity due to COVID-19 impacts. Additionally, this cross-sector support will be fundamental to the discussions, planning and development of a homeless services and housing facility/facilities

The West Hollywood Homeless Initiative will continue to follow the Five-Year Plan to organize and focus its efforts – and the efforts of its contracted and collaborative partners – to address homelessness in West Hollywood.

Visit www.weho.org/homeless for more information on the programs and services that support vulnerable West Hollywood community members.