

**AGENDA
SOCIAL JUSTICE TASK FORCE
CITY OF WEST HOLLYWOOD
TUESDAY, JULY 27, 2021
6:00PM**

TELECONFERENCE MEETING*

***IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), THE GOVERNOR OF CALIFORNIA HAS ORDERED ALL CALIFORNIANS TO STAY HOME AND AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE.**

PUBLIC PARTICIPATION

TELECONFERENCE AUDIO MEETING & PROVIDING PUBLIC COMMENT BY TELEPHONE OR VIA THE ZOOM PLATFORM:

You are strongly encouraged to email Jasmine Duckworth at jduckworth@weho.org no later than Monday July 26th at 5:00 p.m. to be added to the Public Speaker List for the meeting. Please include your name, the phone number from which you will be calling if applicable, and which item you would like to speak on.

If special assistance to participate in this meeting is required, (e.g., an American Sign Language interpreter for people who are Deaf or hard of hearing), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TTY line is (323) 848-6496.

To provide public comment via the Zoom Platform – When you enter the meeting, please make sure to turn off your video and mute your audio.

- If you wish to make a public comment, please use the ‘raised hand’ feature in the Zoom application. You will be called at the appropriate time. Please turn on your video and audio to make your public comment.
- Meeting ID: 918 2637 9761
- Join Zoom Meeting <https://zoom.us/j/91826379761>

To provide public comment via telephone, please call in and remember to place your phone on mute:

- Dial-in phone number: 1 (669) 900-6833
- Meeting ID: 918 2637 9761 then press #
- Dial-in 10 minutes before the meeting starts.

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **APPROVAL OF THE MINUTES**

RECOMMENDATION: The Social Justice Task Force will approve the minutes of the June 22, 2021, regular meeting.

5. **PUBLIC COMMENT**

The public is given the opportunity to address the Social Justice Task Force on any item within its responsibility. At the discretion of the Social Justice Task Force, speakers may be limited to two minutes each.

6. **THE TASK FORCE WILL HEAR FROM THE CITY OF WEST HOLLYWOOD'S STRATEGIC INITIATIVES DIVISION REGARDING THE CITY'S PLAN TO ADDRESS HOMELESSNESS (*City's Strategic Initiatives Division*)**

Recommendation: Receive Presentation from Staff

7. **REVIEW DRAFT ACTION PLAN AND DISCUSS PRIORITY AREAS FOR SOCIAL JUSTICE TASK FORCE (*City Staff*)**

Recommendations:

- 1) Discuss Action Plan and Adjust as Necessary
- 2) Select Three Priority Areas for Further Study
- 3) Form Three Subcommittees Based on Priority Areas
- 4) Members Select Their Subcommittee of Interest

8. **PRESENTATION OF "CONSIDERATIONS & GUIDANCE FOR ADVANCING NEW IDEAS (*The Aspire Group*)"**

Recommendation: Receive Presentation and Discuss

9. **ELECTION OF CHAIR**

Recommendation: The Social Justice Task Force will elect a chair

10. **ITEMS FROM STAFF**

This time is set aside for City staff to provide information to the Social Justice Task Force on items of interest to the Task Force.

11. **ADJOURNMENT**

The Social Justice Task Force will adjourn to its next regular meeting on Tuesday, August 24, 2021 at 6:00pm, which will be held via teleconference.

AGENDA ITEM 4 ATTACHMENT
MINUTES

**MINUTES
SOCIAL JUSTICE TASK FORCE
CITY OF WEST HOLLYWOOD
MEETING
TUESDAY, JUNE 22, 2021
6:00 PM
TELECONFERENCE MEETING**

1. **CALL TO ORDER** – Social Justice Task Force Staff Liaison, Jasmine Duckworth called the meeting to order at 6:05pm.
2. **PLEDGE OF ALLEGIANCE** – Chela Demuir led the Pledge of Allegiance.
3. **SWEARING IN OF NEW TASK FORCE MEMBER**

Councilmember Shyne swore in Alexander Moore as a member of the Social Justice Task Force.

4. **ROLL CALL**

PRESENT: Chela Demuir, Krupa Desai, Alexander Moore, Shannon Morton, Jorge Seperak, Giselle Washington, Jonathan Wilson, Marcus Wilson-Smith, Daniel Zamilpa

ABSENT: None

ALSO PRESENT: Long Range Planning Manager, Robyn Eason, Senior Administrative Analyst, Erin Hamant, Community and Legislative Affairs Manager, John Leonard, Community and Legislative Affairs Supervisor, Andi Lovano, Community and Legislative Affairs Community Affairs Coordinator, Jasmine Duckworth

5. **APPROVAL OF THE MINUTES**

Approval of the May 25, 2021 Meeting Minutes.

ACTION: Approve the Minutes of May 25, 2021, motion by Daniel Zamilpa, second by Marcus Wilson-Smith, and approved 9 to 0.

6. **PUBLIC COMMENT**

The public is given the opportunity to address the Social Justice Task Force on any item within its responsibility. At the discretion of the Social Justice Task Force, speakers may be limited to two minutes each.

7. THE TASK FORCE WILL HEAR FROM THE CITY'S GARE TEAM ABOUT RACE AND EQUITY EFFORTS IIN THE ORGANIZATION

The Task Force members received an introduction to the member benefits received by the City from its membership with the Government Alliance on Race and Equity (GARE) and information on GARE's 2021 Workplan.

ACTION: Received Presentation from Staff.

8. OVERVIEW OF CITY STRUCTURE AND OPERATIONS, AND PURVIEW AS A CONTRACT CITY

The Task Force members received a presentation from Staff on the City of West Hollywood's structure and operations. The Task Force members asked about service provider performance metrics, and opportunities to ensure providers and organizations show commitment to diversity. In addition, staff informed the Task Force that they will be able to provide recommendations throughout the RFP process for service providers.

ACTION: Received Presentation from Staff.

9. REVISIT AND DISCUSS THE DIVERSITY, EQUITY AND INCLUSION (DEI) PRINCIPLES AND EXPLORE WAYS TO HAVE MEANINGFUL IMPACT WITHIN THE SCOPE OF THEIR ROLES AND RESPONSIBILITIES

Krystal Torres-Covarrubias led and facilitated the continued conversation on DEI principles.

ACTION: The Task Force revisited and continued the discussion from the May 25th meeting with the Aspire Group.

10. ITEMS FROM STAFF

This time is set aside for City staff to provide information to the Social Justice Task Force on items of interest to the Task Force.

Staff encouraged the Task Force members to begin identifying priorities and areas of interest and informed the members that staff is available to assist in researching issues and concerns that the Task Force is interested in exploring. The members were also encouraged to form subcommittees to discuss specific topics of interest.

11. ADJOURNMENT

The Social Justice Task Force adjourned at 8:30 PM to its next regular meeting on Tuesday, July 27, 2021 at 6:00 PM, which will be held via teleconference.

DRAFT

AGENDA ITEM 6 ATTACHMENTS

- STAFF REPORT – 2021 HOMELESS INITIATIVE UPDATE
- HOMELESS INITIATIVE STRATEGIC PLAN 2021 UPDATE
- POWERPOINT PRESENTATION – 2021 PROGRESS UPDATE ON 5 YEAR PLAN TO SOCIAL JUSTICE TASK FORCE

SUBJECT: **WEST HOLLYWOOD HOMELESS INITIATIVE: 2021 UPDATE ON FIVE-YEAR PLAN TO ADDRESS HOMELESSNESS AND REVIEW OF SERVICES DURING COVID-19 PANDEMIC**

INITIATED BY: **HUMAN SERVICES & RENT STABILIZATION DEPARTMENT**
(Christof Schroeder, Director)
(Corri Planck, Strategic Initiatives Manager)
(Elizabeth Anderson, Strategic Initiatives Program Administrator)
(David Giugni, Social Services Manager)
(Katie Egan, Social Services Program Administrator)

STATEMENT ON THE SUBJECT:

The Public Safety Commission will receive an update on the City's Homeless Initiative, "The City of West Hollywood Five-Year Plan to Address Homelessness in Our Community," regional and local homeless services, City-funded non-profit agency program outcomes, and homeless services provided to the community during the COVID-19 pandemic.

RECOMMENDATION:

Receive and file.

BACKGROUND / ANALYSIS:

In 2018, the West Hollywood Homeless Initiative created *The City of West Hollywood Five-Year Plan to Address Homelessness in Our Community*, which advances local priorities, policies, and programs to prevent and end homelessness. The plan identifies seven goals -- and key actions to reach these goals -- based on feedback from the West Hollywood community and stakeholders. Staff has prepared the *2021 Progress Update on The West Hollywood Homeless Initiative Five-Year Plan to Address Homelessness* (Attachment A) to report on the Initiative's most recent accomplishments. The plan, and progress reports, are available online at www.weho.org/homeless and by mail upon request.

In addition to the 2021 Progress Update (Attachment A), below is a summary of efforts that occurred in the past year to address homelessness while the community, region, and world was impacted by the COVID-19 pandemic. The summary includes the work of Los Angeles County, City of West Hollywood, and the City's contracted social service agencies.

Homelessness in Los Angeles County

Background: The Los Angeles region is home to the largest unsheltered population of people experiencing homelessness in the United States. The size of the population has increased significantly in the past several years. In 2015, the L.A. County Board of Supervisors launched the Los Angeles County Homeless Initiative, a plan consisting of more than 40 strategies to combat homelessness. In 2017, LA County voters passed Measure H, a 10-year increase in the County's sales tax to fund the plan's strategies to expand services and resources to address homelessness throughout the region. West Hollywood voters overwhelmingly supported Measure H. Information about Measure H and the County Homeless Initiative is available at www.homeless.lacounty.gov.

Voter approval of Measure H came at a critical time: the Los Angeles Homeless Services Authority (LAHSA) annual point-in-time counts continue to document year-over-year increases in the number of people in need of housing in the Los Angeles region, from 47,000 people in 2016 to approximately 66,436 in 2020. Since the passage of Measure H, thousands of people have found housing (22,769 people were housed in 2019 alone), but the 2020 point-in-time count results show that the inflow of people into homelessness still exceeds the number rehoused. In 2019, an average of 207 people exited homelessness every day, while 227 people lost housing. The 2020 count data also documented that two-thirds of unsheltered adults experiencing homelessness were homeless for the first time, and 59% cited economic hardship as the cause. The 2021 Greater Los Angeles Homeless Count, following guidance from the U.S. Department of Housing & Urban Development, was canceled due to the COVID-19 pandemic.

Efforts Addressing Homelessness during COVID-19: The COVID-19 pandemic has brought even more urgency towards addressing and ending the regional homeless crisis. L.A. County, with disaster support and funding from the State of California and the federal government, has led the regional emergency response to the COVID-19 pandemic. The County CEO's Office, with the Departments of Public Health, Health Services, Mental Health, Emergency Management, and LAHSA, are the key entities coordinating the regional response. Specific programs created to meet the needs of people experiencing homelessness during the pandemic have included:

- *Project Room Key* provides hotel/motel rooms to unsheltered individuals who are most at risk of contracting COVID-19;
 - West Hollywood's contracted social service agencies helped 14 vulnerable community members enroll in Room Key sites around the region; four individuals have thus far transitioned to permanent housing as a result.
- *Project Home Key* converts hotel/motels into long-term permanent housing with significant support from State of California;
- *Medical quarantine/isolation sites* for individuals, both housed and homeless, who have tested positive for COVID-19 or been exposed to the virus;
- *Expanded congregate shelter capacity* to bring more people inside to shelter in place and connect to services.
- *COVID-19 testing:* Department of Public Health has provided COVID-19 testing access points throughout the region as part of its strategies to mitigate community

spread of the virus. And Department of Health Services has supported LAHSA and the regional homeless service system with mobile testing specifically for people experiencing homelessness.

- DPH hosts a mobile COVID-19 testing kiosk at the entrance to West Hollywood's Plummer Park.
- DHS has supported The People Concern's SPA 4 homeless outreach team, funded through LAHSA, to provide mobile COVID-19 testing as part of homeless outreach services in West Hollywood throughout the pandemic.
- *COVID-19 vaccine administration:* The Los Angeles County Department of Health Services has administered vaccines to people in shelter settings, encampments and through centralized locations like pop-ups in public parks per guidance from State of California.
 - DHS conducted two vaccination pop-up events in West Hollywood to serve people with current or prior experiences of homelessness. A total of 24 West Hollywood community members were fully vaccinated at these events, and several others received additional information about the vaccines.

In addition to these programs, throughout the past year, LAHSA-funded homeless outreach providers delivered street-based services across the region focused on identifying those most vulnerable to COVID-19, assessing for COVID-19 symptoms, and delivering health education and hygiene supplies to individuals who remained unsheltered.

City of West Hollywood Efforts to Address Homelessness

Background: The City of West Hollywood recognizes L.A. County and LAHSA as the primary entities charged to address the regional homeless crisis. However, the City does not solely rely on regional leadership to meet local needs. The City formalized the West Hollywood Homeless Initiative in 2016 to organize existing and new local efforts to support the community.

The West Hollywood Homeless Initiative is a multi-disciplinary, multi-agency collaborative response which includes City Departments, City-funded social service agencies, West Hollywood Chamber of Commerce, and County agencies. In partnership with the community, and with funding support from LA County Measure H, the West Hollywood Homeless Initiative produced *The City of West Hollywood Five-Year Plan to Address Homelessness in Our Community* in 2018 (available at www.weho.org/homeless).

Notable advancements in the past year towards the goals identified in the Five-Year Plan are detailed in the *2021 Progress Update* (Attachment A) and highlights are included below:

- *Developing a local Homeless Service Access Center, Bridge Housing and Supportive Housing Facility* for people experiencing homelessness in West Hollywood. A consultant, selected in spring 2021, will conduct a feasibility study of select locations within West Hollywood to determine where to site and develop

these services. The feasibility study is funded through a Measure H grant provided by the LA County CEO's Office and the County Homeless Initiative.

- *Pledging support for Mayors for a Guaranteed Income* and 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 renter households on fixed incomes who may be at risk of homelessness.
- *Increasing collaboration 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.

Making strides towards the goals of West Hollywood's Five-Year Plan remains critically important in directing the local response to homelessness as West Hollywood is a community situated in the midst of a regional homeless crisis which has increased over the past several years. Since October 2016, through West Hollywood's focused efforts, the City and its partners have successfully supported more than 160 youth and adults in establishing permanent housing and ending their experience of homelessness; a remarkable 78 of these housing placements have occurred since October 2019, which marked the beginning of West Hollywood's FY19-22 Social Service Grants contract cycle. The City looks to a range of data to understand changes in the number of community members experiencing homelessness in West Hollywood. For example, West Hollywood data from the Greater Los Angeles Homeless Count, the annual point-in-time count facilitated by the Los Angeles Homeless Services Authority, documented 81 people in 2016, a peak of 131 people in 2019, and a reduction to 112 people in 2020. Through the City's contract with Ascencia, outreach teams provide the City with monthly data on the number of unsheltered community members in city public spaces. Reports from the second half of 2020 and for the first five months of 2021 show monthly averages that are lower than the year prior. The City will continue to monitor for changes in the needs of the unhoused community as the region begins to more fully open as part of the recovery process from the COVID-19 pandemic.

Efforts Addressing Homelessness during COVID-19: The work of the West Hollywood Homeless Initiative rapidly adapted in response to the COVID-19 pandemic to focus on promoting and safeguarding the health of vulnerable community members and frontline staff. The City maintained connectivity to the county and state as the emergency response evolved and focused on quickly sharing information about changing resources to ensure that City's network of contracted providers were best positioned to meet urgent needs of unhoused community members during the pandemic. Additionally, the City worked to ensure that its contracted homeless service providers and public safety teams stayed informed about county, state, and federal guidance to prevent infection among agency staff and reduce risk of exposing the most vulnerable members of the community to the COVID-19 virus.

The following actions taken in response to the COVID-19 pandemic also advance the work of the West Hollywood Homeless Initiative and tie to the Five-Year Plan:

- *Prevented homelessness among vulnerable West Hollywood renters with City-Council approved emergency funding for rental assistance and emergency meals.* Two of the City's contracted Social Services agency partners, the National Council of Jewish Women and the Alliance for Housing and Healing administered the COVID-19 Emergency Rental Assistance programs. Since March 16, 2020, a total of \$1,535,258 has been allocated to emergency rental assistance which has been distributed through 1,861 grants to 576 unduplicated households. A total of 70,000 emergency meals and packaged groceries have been provided to vulnerable residents with the help of MV Transportation, American GTS, and Ambiance delivering meals prepared by Project Angel Food and Jewish Family Services.
- *Increased local access to COVID-19 testing and vaccination through pop-up events.* The City coordinated directly with LA County Department of Public Health and the Department of Health Services to facilitate low-barrier access to testing and vaccines.
- *Promoted public health through the provision of emergency supplies to unsheltered individuals including hygiene products, masks and bottled water.* Approximately \$14,000 in funding from the LA County Homeless Initiative paid for 12,000 masks and over 4,800 units of hand sanitizer. Additional funding through the City brought the total masks purchased and distributed to 35,000 and total count of hand sanitizers to over 8,000. These supplies were distributed to unhoused community members by City-contracted homeless outreach teams and the West Hollywood Sheriff's Department.
- *Passage of Measure E in the November 2020 General Municipal Election.* West Hollywood voters approved a ¾-cent sales tax to address the City's COVID-19 revenue shortfall and longer-term impacts to the economy from 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.

City Council Subcommittee on Homelessness: In February 2021, a newly configured Council Subcommittee on Homeless began meeting monthly. The committee, comprised of Mayor Pro Tem Lauren Meister and Councilmember Sepi Shyne, have received reports from City staff on a range of topics, including an overview of the City's Homeless Initiative, a review of the five-year plan to address homelessness, reports on service delivery from homeless services agencies during the 2019-2020 contract year, public safety interventions, the City-funded MET team, utilization of the City's Affordable Housing Trust Fund for the development of affordable units, the City's work with the Urban Land Institute, housing capacity analysis of City-owned properties, the Housing Element and inclusion of strategies for people experiencing homelessness, the RFQ process for a multi-purpose homeless services and housing facility, affordable housing pilot programs, information on mental health and substance abuse resources, and more. The subcommittee has

advocated for increased funding for MET teams throughout the region, and for use of the Metro site in West Hollywood for homeless services.

City of West Hollywood-Contracted Social Service Agencies

The City of West Hollywood has demonstrated commitment to its core value of *Respect and Support for People* by investing in social services to meet local needs since the founding of cityhood in 1984. The City Council and the Human Services Commission most recently affirmed this commitment by approving \$5.1 million in annual funding to non-profit social service agencies to serve the community. This annual amount for the FY19-22 social service grant cycle represents approximately 5% of the City’s annual operating budget. The City has just passed the mid-point of the current three-year funding cycle, and when considered with outcomes from the FY16-19 funding cycle, it is evident that City-funded social service agencies have been critically important to preventing and ending homelessness for West Hollywood’s most vulnerable community members (see Table 1 below).

Two key service outcomes help illuminate the impact of the West Hollywood Homeless Initiative: (1) homeless prevention; and (2) rehousing of community members experiencing homelessness. Many other outcomes are important building blocks to reach these goals, including stays in interim housing (shelter, transitional living), enrollment in substance use treatment and residential programs, and other City-funded employment, education, health, and wellness programs. The selected outcomes in Table 1 document impact during the FY16-19 funding cycle, as well as outcomes from the first 18 months of the FY19-22 funding cycle. City-funded agencies have produced significant results in helping community members reach housing goals, even while serving people through the challenges and barriers presented by the COVID-19 pandemic, including a required reduction in the number of people in shelter due to COVID safety protocols.

Table 1. Homeless & Housing Assistance Provided by City-Contracted Social Service Agencies

Outcomes	FY 16-19 (36 mo.)	FY19-22 (18 mo.)
Homeless prevention via rental assistance (NCJW/Alliance)	393	961*
Persons housed (Ascencia/Step Up/LA LGBT Center)	83**	78
Youth in interim housing (LA LGBT Center)	91	34
Interim housing bed nights (Ascencia/LA LGBT Center)	16,724	8,380
Persons accessing substance use treatment/residential (Tarzana/Safe Refuge/McIntyre/Awakenings)	303	75***

*Includes City Council’s expanded funding for COVID-19 emergency rental assistance.

**FY 16-19 housing figures do not include placements by LA LGBT Center Youth Services.

***FY19-22 – Includes Tarzana, McIntyre, Awakenings.

Efforts Addressing Homelessness during COVID-19: While working through the constraints of the COVID-19 pandemic, City-funded agencies were diligent in their commitment to serving the West Hollywood community, as shown through the following sample of activities this past year:

- When engaging unhoused community members, the outreach teams focused their time on the following topics: housing resources, health education about COVID-19 causes, symptoms, and testing opportunities, emotional support, and distributing hygiene supplies to reduce risk of infection. Once vaccines were available, the teams conducted outreach to inform community members of available opportunities to receive the vaccine, and to get information from Department of Health Services representatives regarding their questions about the vaccine.
- City-funded agencies maintained continuity of care with their unsheltered and housed clients by phone and limited in-person engagement to ensure clients had access to food, hygiene, PPE, medicine, and emotional support via telehealth sessions, all necessary elements to stay resilient during the pandemic.
- Agencies continue their focus on housing retention and homeless prevention. For example, Step Up and Ascencia, provided services to over 70 people to help them stay housed between October 2020 and March 2021. Housing Works started a supplemental meal program to provide additional food and toilet paper to their most vulnerable clients during the pandemic. LA LGBT Center Senior Services Department started the Pride Pantry program to help older adults with more access to food resources.
- City-contracted agencies produced two socially distanced “Cell Phone Connect Days” to help people experiencing homelessness access cell phones to stay in touch during the pandemic and enroll in County benefits through on-site DPSS representatives.
- Shelter and interim housing beds were available through West Hollywood service providers and via the expanded regional supply of emergency sheltering options, including the County’s Project Room Key. Shelter and intake protocols were updated to adhere to public health guidelines and include COVID-19 testing.
- The West Hollywood Sheriff’s Department continued to serve the community and the Station’s Community Oriented Policing and Problem Solving Team (COPPS) and Mental Evaluation Team (MET) proactively outreached and engaged people experiencing homelessness in West Hollywood to connect them with services and COVID personal protective equipment, while complying with social distancing requirements. MET continues to assess the wellbeing of the City’s most vulnerable, long-term homeless individuals, monitors for changes that qualify for mandated mental health care, and links the most vulnerable individuals to County resources as appropriate.

Next Steps

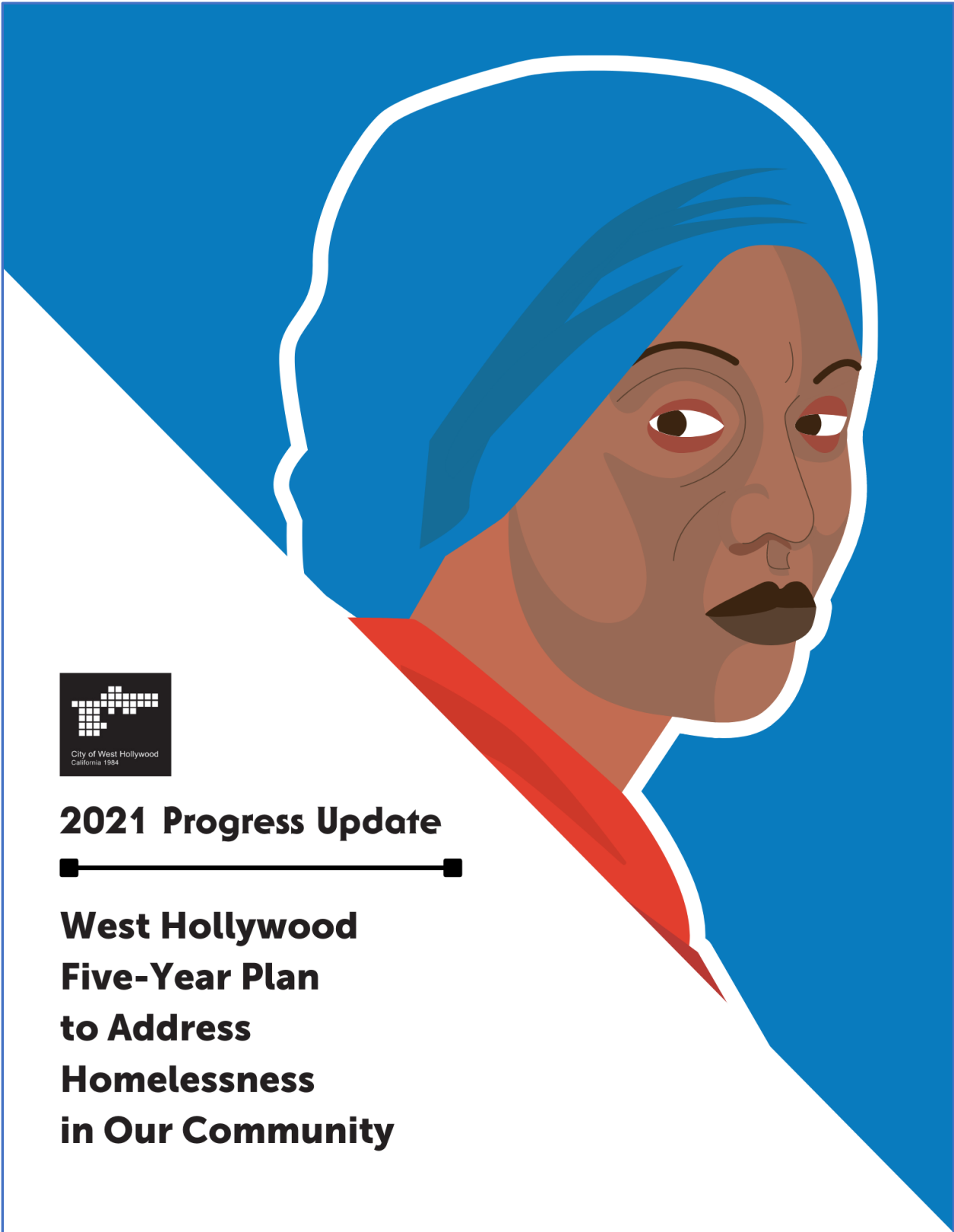
The West Hollywood Homeless Initiative will continue to make progress towards the goals identified in the five-year strategic plan, deliver high quality services to community members in need, and remain responsive to the rapidly changing landscape resulting from the COVID-19 pandemic and recovery process.

OFFICE OF PRIMARY RESPONSIBILITY:

HUMAN SERVICES & RENT STABILIZATION DEPARTMENT/
STRATEGIC INITIATIVES DIVISION & SOCIAL SERVICES DIVISION

ATTACHMENT:

Attachment A – “2021 Progress Update on The West Hollywood Homeless Initiative Five-Year Plan to Address Homelessness”



2021 Progress Update



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

Table of Contents

- Introduction..... 3
- Planning Context and Timeline 4
- 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..... 5
- Goal #2: Support businesses and residents in responding appropriately, safely, and effectively to persons who are experiencing homelessness in West Hollywood..... 7
- Goal #3: Establish bridge housing and day center facilities in West Hollywood to serve people who are homeless in the City.....10
- Goal #4: Continue the City’s support for the Rapid Re-Housing program to prevent homelessness among West Hollywood residents.12
- 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..... 14
- Goal #6: Strengthen partnerships with other cities and with nonprofit organizations to support regional and individualized solutions to homelessness..... 16
- Goal #7: Prevent homelessness among West Hollywood residents, especially seniors, individuals living with disabilities, and vulnerable families.17
- Next Steps.....19

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.

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

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

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

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.

West Hollywood Homeless Initiative

2021 Progress Update

-

City of West Hollywood
Five Year Plan to Address
Homelessness in Our Community



Social Justice Task Force
July 27, 2021

West Hollywood Homeless Initiative

- Multi-disciplinary, multi-agency, collaborative response; priorities are:
 - Be an informed and engaged community addressing homelessness
 - Connect people to services that lead to housing
 - Prevent people from becoming homeless
 - Respond to community impacts of homelessness
- Visit weho.org/homeless for:
 - Five-Year Strategic Plan
 - 2020 - Progress Report
 - 2021 - Progress Report



Five-Year Strategic Plan - What will be different?

- The West Hollywood community will be even better at supporting and responding appropriately, safely, effectively to persons experiencing homelessness
- Create more homeless service locations and housing choices
- Prevent homelessness among West Hollywood residents
- Stronger partnerships with other cities, government entities and nonprofit organizations to support regional and local solutions to homelessness



2021 Progress - The West Hollywood community will be even better at supporting and responding appropriately, safely, effectively to persons experiencing homelessness

- ★ City Council Subcommittee on Homelessness meeting monthly
- ★ Real Change donation parking meters
- ★ Parking Enforcement compassionate response to people living in cars
 - West Hollywood Library Sidewalk Service and Laptop & Hotspot Loan Kits
 - City-contracted agencies produced two “Cell Phone Connect Days”
- ★ Social Services Div. studying social services needs of community members of color
 - Measure E, sales tax to sustain social services and community supports



Jump Start on 2022 Progress - Right now!

How to convey respect to
people experiencing
homelessness through the
words you use



Supporting People via Coordinated Services

- Homeless services teams coordinate with unhoused community members, as well as housed residents and business owners to assess and engage those in need
- Collaboration with Los Angeles County partners includes the Library, Sheriff's Department, Department of Mental Health, Los Angeles Homeless Services Authority, and more

Contracted Agency Partners



Services & Outcomes: Preventing & Ending Homelessness

October 2016 - March 2021

- Homeless Prevention via Rental Assistance
 - 1,354 households
- Substance use treatment/detox/residential
 - 378 people
- Interim/Shelter Stays
 - 25,104 bed nights
- Housing Placements
 - 161 people



2021 Progress - Create more homeless service locations & housing choices in West Hollywood

- Consultant selected to study where to place a service access center, interim/bridge housing, permanent supportive housing
- Strengthened partnership between Tarzana Treatment Centers and WeHo Sheriff's Dept. to divert people into treatment in lieu of legal system
- PATH LeaseUp to connect rent-ready tenants with West Hollywood landlords
- Affordable Housing Trust Fund - \$11.34M to build 90 units of affordable housing



2021 Progress - Prevent homelessness among West Hollywood residents

- Pandemic - emergency rental and nutrition assistance
 - NCJW & Alliance for Housing and Healing
 - Over \$1.5M to ~600 households
 - JFS Nutrition & Project Angel Food
- Educated renters and landlords about:
 - Eviction moratoriums per COVID-19 response
 - State law to accept third party checks for rent payment
- Community supported by contracted social service agencies and City staff



2021 Progress - Stronger partnerships with other cities, gov't agencies and nonprofit organizations to support regional and local solutions to homelessness

- West Hollywood secured County CEO / Homeless Initiative funds:
 - \$171,456 to the City's emergency rental assistance program
 - \$14,144 to purchase 12,000 masks and over 4,000 hand sanitizers
 - \$300,000 for homeless service and housing site feasibility study
- City pledged support for Mayors for a Guaranteed Income national initiative and developing local pilot

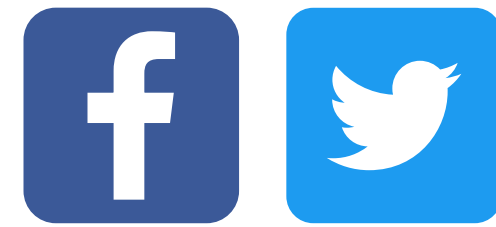


www.weho.org/homeless

Get Help & Services	Five-Year Plan
How to Help	2021 Update
	2020 Update

Homeless Concern Line
(323) 848-6590

@WehoCares



AGENDA ITEM 7 ATTACHMENT
SOCIAL JUSTICE TASK FORCE ACTION PLAN



SOCIAL JUSTICE TASK FORCE ACTION PLAN

JULY 27, 2021

COMMUNITY AND LEGISLATIVE AFFAIRS DIVISION

Purpose of Task Force/City Council Direction

On December 7, 2020, the City Council of the City of West Hollywood directed staff to create the framework and guidelines for a Social Justice Task Force. As authorized by the City Council the purpose of the Social Justice Task Force is to:

“Advise on social and racial equity issues in the community and provide policy recommendations to the City Council to address systemic racism for the City of West Hollywood.”

On February 1, 2021, the City Council approved the framework and guidelines for the Social Justice Task Force. The Council directed the Task Force to meet once a month based on the general structure below:

Meetings 1-3: Introductions, outline of City protocols, outline of policy the City has purview over, presentations from staff on relevant City programs, and development of Task Force goals and work plan.

Meetings 4-6: Identification of actionable items within work plan and presentations from key community partners including educators, activists, and organizers.

Meetings 7-12: Formulate policy reforms and recommendations that advance equity, inclusion and diversity in West Hollywood and present final report to City Council.

The Social Justice Task Force has held two meetings to date. At those meetings the Task Force members have: 1) introduced themselves to one another, 2) discussed the principles of diversity, equity, and inclusion, 3) heard a presentation from the City’s internal GARE team about diversity, equity, and inclusion efforts within City Hall, and 4) heard a presentation from city staff regarding the structure of the city and its operations.

At the last Task Force meeting the members expressed a desire for staff to bring forward a draft action plan, so that the Task Force could start to work towards formulating policy recommendations and actionable items to bring to the City Council.

The attached draft action plan is an outline for the Task Force to consider and can be amended as necessary. The draft action plan sets out a series of actions for the next three months that are designed to help the Task Force to begin to establish priority areas to focus on, which will ultimately lead to policy recommendations for the City Council to consider.

Draft Action Plan

This draft action plan lays out a proposed process to assist the Social Justice Task Force in beginning to formulate key priority areas, as well as the formulation of policies, programs, and initiatives within those priority areas for recommendation to the City Council. This draft action plan can be amended by the Task Force as necessary to best meet its goals and purpose (as set forth by the City Council).

Action Items

- 1) Over the next 3-4 meetings continue to hear presentations from staff and/or community partners regarding key areas of interest. These presentations will encompass the first 30-45 minutes of each meeting. The Task Force should identify one or two subject area presentations for the August 24th meeting.
- 2) At the July 27th meeting, establish three priority areas for further study.
- 3) At the July 27th meeting, establish three Task Force subcommittees, which will focus on the key priority areas identified above. Staff recommends that the subcommittees consist of three Task Force members each (each Task Force member would participate in one subcommittee). The subcommittees will meet outside of the normal Task Force meetings and can meet on their own and/or with City staff. At future meetings the subcommittees will report back to the Task Force on their progress.
- 4) At the July 27th meeting, discuss *Considerations & Guidance for Advancing New Ideas* to help guide the work of the subcommittees.
- 5) Between the July 27th Task Force meeting and the August 24th Task Force meeting, the subcommittees will meet to begin work on their priority areas.
- 6) At the August 24th meeting, the Task Force will establish a list of topics they would like to hear presentations on from City staff, and community partners, educators, activists, and organizers they would like to hear from. These presentations will help inform the work of the subcommittees.
- 7) Between the August 24th meeting and the September 28th meeting, the subcommittees will continue to meet to work on their priority areas.
- 8) At the September 28th meeting, the subcommittees will provide detailed updates to the Task Force and seek feedback from the other Task Force members on their work and findings.

- 9) At the September 28th meeting, the Task Force will discuss an action plan for the months of October, November, and December.
- 10) Staff will provide the City Council with an update on the work of the Social Justice Task Force at the October 18th City Council meeting.

Potential Priority Areas

The potential priority areas outlined below were drafted by staff based on the common themes and ideas expressed by Task Force members in their first two meetings. The Task Force members may wish to add priority areas, delete priority areas, or combine priority areas.

- Economic/Community Development
 - Example: Create incentives that will reduce barriers for BIPOC and Women-owned businesses.
- Housing & Homelessness
 - Example: Increase funding to affordable housing projects and continue to work with service providers to implement policy changes that address entry points into homelessness that affect members of the BIPOC community.
- Social Services
 - Example: Continue to work with social service providers and partners to ensure equitable distribution of services (job placement, food and shelter, legal services, mental health services, homeless services etc.)
- Public Safety
 - Example: Continue to participate in conversations with the West Hollywood Sheriff's Department on engagement and outreach opportunities. Provide recommendations on alternatives to policing that the city could implement, such as mental health response teams.
- Environment
 - Example: Encourage the practice and implementation of intersectional environmentalism that highlights how members of the BIPOC community are impacted by climate change and climate injustice.
- City operations (City staff, contractors, RFP's)
 - Example: Apply racial equity tools to ensure equity in the contracting and RFP process.
- Any other areas that were not included?

AGENDA ITEM 8 ATTACHMENT

CONSIDERATION & GUIDANCE FOR ADVANCING NEW IDEAS

Considerations & Guidance for Advancing New Ideas

To support serious consideration of ideas brought to the Task Force, we offer the following guidance on how to prepare and present new ideas:

Share the vision

- What is the proposed idea?
- Who would it serve?
- What are the needs or opportunities it addresses?
- How would it work?

Provide context

- How is it connected to the charter and role of the Task Force?
- What would it require of other Task Force members? Staff, The City?
- Does it require coordination and/or collaboration with other entities within or external to The City?
- How does it connect to or support other goals set by the Task Force?

Offer background

- What are your sources of information, input and data?
- What prompt the need for action now (or in the immediate future)?
- What resources would be required?
- Whose authorization is required?