

SUBJECT: NEEDS ASSESSMENT FOCUSING ON COMMUNITY MEMBERS OF COLOR

INITIATED BY: HUMAN SERVICES & RENT STABILIZATION DEPARTMENT
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STATEMENT ON THE SUBJECT:

The Human Services Commission will receive a presentation from Maroon Society detailing the scope of work and timeline for the Needs Assessment Focusing on Community Members of Color.

RECOMMENDATIONS:

Receive presentation and discuss.

BACKGROUND / ANALYSIS:

The City Council approved an RFQual for consulting services to conduct a needs assessment focused on community members of color at its meeting on August 16, 2021. The RFQual was released on August 18 and four firms submitted applications to conduct the study. A panel composed of the Social Services Division's Government Alliance on Race Equity (GARE) team and the Division Manager reviewed the proposals and recommended interviews for two of the applicants. After the interviews, the panel discussed the merits of both firms and decided to recommend Maroon Society as the consultant team for the project.

On November 3rd, 2021, City Council approved an agreement for services with Maroon Society to conduct a study that will identify social service needs, use, and satisfaction among community members of color, as well as potential service gaps and disparities in outcomes. The scope of work for the needs assessment includes the following key tasks:

- (1) Maroon Society will collaborate with the City's Social Services Division and Communications Department to develop and implement a public outreach program that creatively and effectively notifies community members about the needs assessment.
- (2) Maroon Society will utilize engagement strategies such as stakeholder interviews, focus groups, and surveys to solicit input from a wide range of stakeholders.
- (3) Maroon Society will give an overview of the needs assessment plans to various Boards and Commissions at the onset of the project. They will also present on the

final report to the Human Services Commission, Social Justice Task Force, and City Council in the spring of 2022.

The City of West Hollywood has a long and rich history of serving and supporting the most vulnerable members of our society, including community members who are LGBTQ, older adults, HIV-positive, and low-income. West Hollywood's unique history and progressive values demonstrate the City's commitment to social justice and the civil rights of all people. City staff seek to continue this legacy by partnering with Maroon Society to identify and address the systemic barriers that negatively impact community members of color. Furthermore, this analysis will be used to advance policies and practices that promote racial equity within social services: findings from the previous demographics analyses and the needs assessment will inform the upcoming Social Services Request for Proposal (RFP) and funding decisions for the 2022-2025 grant cycle.

OFFICE OF PRIMARY RESPONSIBILITY:

HUMAN SERVICES & RENT STABILIZATION DEPARTMENT / SOCIAL SERVICES DIVISION

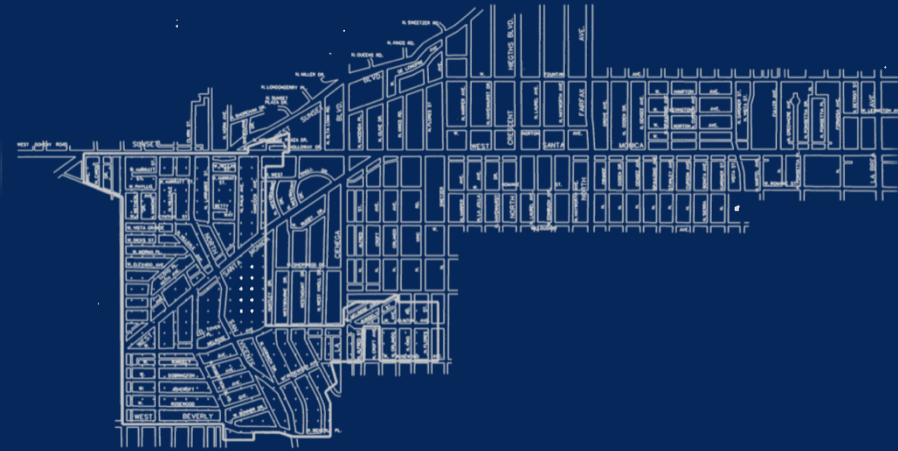
Needs Assessment of Access to City of West Hollywood Social Services by Community Members of Color

Human Services
Commission

November 9, 2021



MAROON SOCIETY



Background

**QUALITY
OF
LIFE**

- Income
- Employment
- Life Expectancy
- Education
- Housing
- Safety

Objective

Conduct a Needs Assessment to determine (1) how community members of color utilize social services and (2) what new services may be offered to better meet their needs.

Questions

1. Eligibility Variation

What variation for social services eligibility exists by race/ethnicity in West Hollywood?

2. Services & Utilization

What services and providers have higher and lower utilization by community members of color?

3. Barriers & Facilitators of Access & Use

What are the barriers to accessing social services for community members of color?

4. Social Services Wanted

What social services are most wanted/needed by community members of color?

**How can West
Hollywood increase
Access to Social
Services?**

The Approach

Eligibility & Use

PROFILE OF WEST HOLLYWOOD COMMUNITY OF COLOR

- Age, disability, income, housed, etc.

QUALIFICATION CRITERIA FOR CURRENT SOCIAL SERVICES

- Proportion of People of Color qualify for services

SOCIAL SERVICES UTILIZATION

- Services with higher and lower utilization

Barriers & Facilitators

SOCIAL SERVICES PROVIDER INTERVIEWS (N=6)

- What are Best practices to:
 - 1) Increase awareness of services
 - 2) Enroll clients
 - 3) Provide services

PROVIDER STAFF SURVEYS (N=32)

- Measure Staff perceptions of best practices
- Demographic profile of staff: providers & administrators

Focus Groups

COMMUNITY FOCUS GROUPS (N=6) *SPANISH/ENGLISH

- **Perceptions of Social Services**
 - 1) **Current services**
 - 2) **Possible new service(s)**
 - 3) **Barriers & Facilitators to Use**

Eligibility Survey

MEASURE ELIGIBILITY & INTEREST IN SOCIAL SERVICES

- Target Community Members:
 - 1) Employees
 - 2) Not-employed – seniors, disabled, retired

APPROACH (N=150)

- In-person outreach with surveyors
- Web-based survey housed on www.WeHo.org
- QR codes posted in high visibility areas in City

Schedule

Tasks	Nov	Dec	Jan	Feb	Mar	Apr
Demographic Profile, Qualification Criteria, and Utilization Rate						
Social Services Provider - Interviews and Surveys						
Barriers & Facilitators Focus Groups						
Eligibility Survey						
Draft & Final Report						

Discussion