

2022 PROGRESS UPDATE

WEST HOLLYWOOD 5-YEAR PLAN TO ADDRESS HOMELESSNESS IN OUR COMMUNITY



City of West Hollywood
California 1984

**MORE INFORMATION AT [WEHO.ORG/HOMELESS](https://weho.org/homeless)
PREPARED BY: STRATEGIC INITIATIVES DIVISION**

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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 2022 Progress Update reports on progress made from June 2021 thru May 2022.

Three noteworthy milestones highlighted in this report include:

1. Pilot for Guaranteed Income: Over the past year, City staff developed the framework to launch the City's first guaranteed income pilot. The pilot will provide unconditional cash payments of \$1,000 monthly to 25 low-income older adults for 18 months. The pilot is part of the City's efforts to help prevent homelessness, assist community members to age in place, and reduce the stressors of financial instability.
2. Siting an interim housing location in City limits: In May 2022, the City received a conditional grant award from State of California Homekey Program in the amount of \$6,007,661. The grant will be put toward capital and operating costs to acquire the Holloway Motel and convert it into interim housing that will be operated by Ascencia.
3. Behavioral Health Crisis Responder – West Hollywood Care Team: City Council directed the development of a law enforcement alternative to support housed and unhoused community members experiencing a behavioral health crisis.

To stay current on these three new projects, visit www.weho.org/strategicinitiatives

Read the *West Hollywood Five-Year Plan to Address Homelessness in Our Community* and prior progress updates online at www.weho.org/homeless or request copies to be delivered by mail at (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 to 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.

July 2022 - 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 Homeless Concern Line, a non-emergency number to submit requests for outreach services, is now fully facilitated by the City's Social Services Division. This marks a significant increase in capacity to respond to community needs relative to the original launch of the Concern Line when staff capacity was limited to one person. Staff developed an internal training document with referral protocols to equip all Social Services Division staff with the capacity to triage incoming calls to appropriate City-funded agencies and regional resources.

See 2021 Update for details on: City Parking Enforcement compassionate response protocol for inhabited vehicles.

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. At a City of West Hollywood all-staff virtual meeting in fall 2021, 140+ staff members received a people-first language training session from Everyone In (United Way) focused on how to talk about people experiencing homelessness, along with a primer on the West Hollywood Homeless Initiative and services funded by the City to help the community

See 2021 Update for details on: developing a people-first language training curriculum for staff and appointed/elected officials.

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. West Hollywood Library reopened in April 2021. LA County returned the assigned Sheriff's Security Officer to the library in May 2021.

See 2021 Update for details on: In-person services paused due to the 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. While in-person programs were kept on hold throughout the year due to the pandemic, West Hollywood Library continued to provide laptop and hotspot checkouts and introduced in-library Chromebook lending.

West Hollywood Library provided laptop and hotspot checkouts so patrons could access the internet while facilities were closed.

See 2021 Update for details on: West Hollywood Library Sidewalk Service including Laptop & Hot Spot Loan Kit for people to connect to internet while the library was closed.

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. City staff worked closely with Homeless Initiative partners to develop new assets for the Homeless Initiative communications campaign. These new graphics are representative of the diversity of community members experiencing homelessness and also spotlight the role of the outreach worker. Staff also created new short-form videos that summarize the purpose and work of the Homeless Initiative. These videos will serve as educational tools to help people learn about the City’s efforts.

The Strategic Initiatives Division manages the Homeless Initiative webpage (www.weho.org/homeless) and print materials and updates contact and program information as needed. Staff updated the resource brochures, re-printed and distributed print copies throughout the community. To promote the return of Drop-In Services at West Hollywood Library, staff created bus shelter ads to be featured at the City’s smart bus stops. Additionally, staff created a new email subscription option for community members to sign up and receive regular updates on the Homeless Initiative.

In February 2022, staff provided a Community Update on the Homeless Initiative to inform the community about existing and future programs advancing the Homeless Initiative. The City Council Subcommittee on Homelessness supported the evening, which also featured a panel discussion with staff from the City’s contracted social service agencies who answered questions from the community about outreach work, engagement strategies, and how to help.

Much like the year prior, a large focus of community engagement and education 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 2021 Update for details on: Community education and directing page visitors to the City’s COVID-19 information hub.

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. In January 2021, West Hollywood Chamber of Commerce resumed the annual donation drive to support community members experiencing homelessness.

The Chamber of Commerce Homeless Subcommittee resumed meeting in April 2022, after going on hiatus during the COVID-19 pandemic.

See 2021 Update for details on: Homeless outreach agencies supporting business community requests for assistance to homeless community members.

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 \$182 from June 2021 thru May 2022 to support the Homeless Initiative. Funds were used to purchase sleeping bags, socks, and hygiene kits for people experiencing homelessness.

See 2021 Update for details on: Annual donations to the meters was \$325.

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. The Chamber is planning a hiring event that targets recruitment efforts on candidates with prior or current experience of homelessness. The Chamber is creating this event in partnership with West Hollywood businesses and the City’s contracted social service agencies, including the LA LGBT Center Culinary Arts Training Program.

See 2021 Update for details on: Progress was paused due to the pandemic impacts on the local business community.

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 services for people impacted by addiction, the City continues to support the partnership between Tarzana Treatment Centers and West Hollywood Sheriff’s Department to divert people away from the criminal justice system and connect them directly to substance use disorder treatment. Tarzana staff are available at the West Hollywood Station on Fridays to engage with people brought to the station or who visit voluntarily. Plans for joint outreach were paused due to the COVID-19 pandemic.

Outreach teams increased their presence at West Hollywood Park, following the park's re-opening in February 2022. In addition, with the full re-opening of West Hollywood Library, outreach teams reinstated in-person drop-in homeless services starting in May 2022. The program, which began in October 2016, is a strategic collaboration between the City of West Hollywood, LA County Library, and City of West Hollywood's contracted social

Drop-in homeless services at West Hollywood Library resumed in May 2022, offering a safe and consistent location to access services.

services organizations, which include APLA Health, Ascencia, Los Angeles LGBT Center, Step Up on Second, and Tarzana Treatment Centers. Drop-in hours are scheduled Monday through Friday and provide unhoused community members a safe

and consistent location to access services and get connected to support.

The West Hollywood Mental Evaluation Team, part of the LA Sheriff's Department West Hollywood Station, 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 during the period of July – December 2021 include: responding to 156 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 15 highly vulnerable, housed and unhoused individuals to County-funded intensive case management and mental health services. The West Hollywood Sheriff's Station now has access to the services of "VMET". VMET is a new program of the Veterans Administration West Los Angeles campus which is provided in partnership with LASD MET. VMET serves veterans who may be experiencing mental health crises. West Hollywood veterans are eligible to receive assistance and specialized services from VMET. VMET will coordinate with West Hollywood Station's personnel, especially the MET team, to assist veteran residents in finding long term housing and care.

To continually strengthen City-funded social services programs, City Council directed staff to perform an analysis of the social services needs of people of color in West Hollywood. Staff in the Social Services Division's Government Alliance on Race Equity team (GARE) completed several layers of analysis, examining quantitative data available in quarterly program reports to understand how services have been utilized by community members of color. In addition, the Social Services Division contracted with Maroon Society, a local research firm, to complete a needs assessment focused on the social services needs of community members of color. Systemic inequality in American economic, housing, education, and healthcare systems has caused Black, indigenous, and people of color to be disproportionately represented among the unhoused population. As a result, the needs assessment is of particular relevance for the City's Homeless Initiative. Results of the study were presented to City Council on May 2, 2022 and findings were incorporated in the FY 22-25 Social Services Request For Proposals. The needs assessment's full findings and recommendations can be found on the City's Social Services webpage at www.weho.org/services/social-services.

In November 2020, West Hollywood voters approved the passage of Measure E, a local $\frac{3}{4}$ -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; providing 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. The Measure E tax took effect on April 1, 2021. In FY 21, the City collected a total of \$2,921,009 and in FY 22 (thru April 30) the City has collected \$9,067,452. This revenue stream enables the City and community to continue prioritizing social service investments to support the health and wellbeing of the community; including sustaining services that end and prevent homelessness.

City Council is directing the development the West Hollywood Care Team, which is envisioned to be a first responder service that supports community members experiencing a behavioral health crisis stemming from a mental health condition, substance use, or other factor/s. The program is intended to reduce reliance on law enforcement as the first responder to behavioral health crisis; instead, it brings care and supportive services immediately to people in need. The Care Team will serve housed and unhoused community members out of a mobile van staffed by 3-4 team members to provide peer support, crisis counseling, case management, psychological assessment, and non-emergency medical care. The City will conduct a request for proposals to select the operator.

Additionally, the City continued to supply the City's contracted homeless outreach teams, Los Angeles Sheriff's Department/West Hollywood Station, and the West Hollywood Mental Evaluation Team with hygiene and health promotion supplies to use as engagement tools. Items include: sleeping bags, blankets, hygiene kits, hand warmers, ponchos, hand sanitizer, and face masks.

See 2021 Update for details on: Strengthening partnership between Tarzana Treatment Centers and LA Sheriff's Department West Hollywood Station to divert people into substance use treatment; "Cell Phone Connect Days" organized by city-funded outreach teams; service provided by the Sheriff's Department and West Hollywood Mental Evaluation Team; Council direction to assess for the social service needs of community members of color; passage of Measure E, a local sales tax to address COVID-19 revenue shortfall and support community social service priorities.

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. The City Council Subcommittee on Homelessness advised Council to direct the City's Facilities and Field Services Division to explore options to increase access to public restrooms through additional and alternative facilities.

See 2021 Update for details on: Consultant selected to conduct a feasibility study of locations to site and develop services mentioned above plus bridge/interim housing.

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. The City has identified the Holloway Motel, located at 8465 Santa Monica Boulevard, as the most readily available and feasible location to rapidly convert a property in city limits into interim housing to support people experiencing homelessness. City Council has committed money from the City's Affordable Housing Trust Fund towards capital and operating costs of the program, including purchase of the property. This local commitment has secured a nearly a 1-1 match in grant funding from the State of California Homekey Program. The City was conditionally awarded a Homekey grant in May 2022 in the amount of more than \$6 million dollars. The City is exploring the feasibility of not only offering temporary housing and services for people staying in the program, but also the possibility of day center accommodations to meet basic needs and help connect more people to 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 identified an opportunity to purchase and convert a motel into interim housing with supportive services; a first-of-its kind program in city-limits that will help people get housed.

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. This action tabled since 2021.

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 coordinated with LA County Department of Health Services to host pop-up vaccine events in Plummer Park, focused specifically on vaccinating community members experiencing homelessness.

See 2021 Update for details on: City's Rent Stabilization & Housing Division promoting the LeaseUp tenant/landlord matching program from People Assisting the Homeless (PATH).

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

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

Stabilization 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. The Rent Stabilization Division continued educating tenants and landlords about the availability of state and local rental assistance for households impacted financially by COVID-19.

See 2021 Update for details on: City Rent Stabilization & Housing Division educating tenants and property owners about state law requiring the acceptance of third-party checks for rent payment and availability of rental assistance.

See 2020 Update for details on: City Rent Stabilization & 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. Last year, the City of West Hollywood joined the County’s Service Planning Area 4 cross-sector collaboration between the Los Angeles Homeless Services Authority and community-based organizations targeting older adults. At the end of last year, the

The City collaborates with County and community partners to strategize about improving services and housing opportunities for older adults.

collaboration evolved into the United Way Older Adult Policy Action Team. The team now advocates for the needs of older adults who are currently, formerly, or at risk of becoming homeless and shares targeted information with state, regional and local organizations and decision-makers. The specific

objectives of the meetings are to identify policy and advocacy recommendations, provide relevant training and educational opportunities, and strategize about improving services and housing opportunities for older adults who have been or currently are experiencing

homeless or vulnerable to becoming homeless. As older adults over the age of 50 are the fastest growing group of people experiencing homelessness for the first time, the Older Adult Policy Action Team's goals and objectives align with the City's work to help community members age in place and retain their long-term housing, as well as the Homeless Initiative goals to house and keep housed vulnerable community members.

See 2021 Update for details on: City participation in the County's first-of-its kind older adult focused collaboration between Los Angeles Homeless Services Authority and the community-based older adult system of care.

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 July 2021 and May 2022, 55 affordable units (10 very low-income, 2 low-income, and 9 moderate-income, and 34 moderate workforce) were added to the

In the past year, 55 new affordable housing units became available as part of the City's Inclusionary Housing policy.

City's portfolio. 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 million in fees were collected in the 10-month period between July 2021 and April 2022.

Between June 2021 and June 2022, City Council approved allocating \$7 million from the Affordable Housing Trust Fund to support the capital and operating costs to purchase the Holloway Motel and convert it to an interim housing program.

In 2018, West Hollywood City Council allocated \$2.1 million from the Affordable Housing Trust Fund to the Los Angeles LGBT Center to support the construction and financing of the Ariadne Getty Senior Housing development, a 98-unit affordable housing building. The building is located at the Center's McCadden Campus in Hollywood and offers studio, one, and two-bedroom units with modern amenities to older adults aged 62 and older. In addition to housing, residents have access to onsite case management and supportive services, as well as a wide array of social events, activities, workshops, and educational programming through the Center's Senior Services program. As a condition of the City's loan agreement, 13 of the building's 98 units were reserved for individuals on the West Hollywood Inclusionary Housing List. In addition, the LGBT Center's Senior Services staff conducted outreach in West Hollywood to get the word out about this housing opportunity before the housing application period closed in 2020. In 2021, 17 older adults from West Hollywood signed leases with the LGBT Center, including:

- 11 West Hollywood community members who were selected through the Center's housing lottery; and
- 6 West Hollywood community members who were selected from the City's Inclusionary Housing Waitlist.

Of the 17 West Hollywood community members who moved in, four have previously experienced homelessness.

This collaboration between the City and the LA LGBT Center highlights some of the crucial work being done at the intersection of the West Hollywood Aging in Place and Homeless Initiatives. It also highlights affordable housing and supportive services as vital tools in the fight to end homelessness.

See 2021 Update for details on: Between January 2020 and June 2021, 31 new affordable units became available to people on the City's Inclusionary Housing waitlist. A total \$2.9 million in development fees were collected in the City's Affordable Housing Trust Fund. City Council allocated \$11.34M from the fund to support EAH Housing in building two housing developments to create 90 new affordable units.

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 Economic Development Department is leading the administration of the City's new ADU pilot which incentivizes property owners to create an affordable rental unit on their property. This pilot framework was approved by City Council in May 2021 for up to three pilot ADU units and the pilot will open for applications on August 1, 2022.

See 2021 Update for details on: City Council approved an Accessory Dwelling Unit pilot program to incentivize building affordable housing.

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 made thousands of motels/hotel rooms available as a resource for short-term shelter (Project Roomkey) and interim housing (Project Homekey). The City submitted an application to the Homekey program in Q1 2022. In May 2022, the State of California provisionally awarded the City a grant of \$6,007,661 for capital and operating costs to convert the Holloway Motel into an interim housing program.

See 2021 Update for details on: City monitoring for development of State of California's Project Homekey funding framework and potential opportunity to submit proposal for funding to acquire and convert a local hotel/motel into supportive housing.

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. The consulting firm (referenced in 3a-3b) recommended the Holloway Motel as a location to develop an interim housing site within City limits. The inventory of City sites will continue, in order to assess for the best use of feasible locations for an access center, additional interim/bridge housing and permanent supportive housing.

See 2021 Update for details on: Consulting firm assessing 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 continues to provide funding to WHCHC to provide supportive services to their tenants.

See 2021 Update for details on: The City issuing 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. 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 received and directed

LA County Measure H funds are supporting West Hollywood's Pilot for Guaranteed Income.

\$337,500 towards the City's Pilot for Guaranteed Income. The funds will be distributed directly to the 25 low-income program participants as unconditional cash payments of \$1,000 monthly for 18 months. The pilot is part of the City's efforts to help prevent homelessness, assist

community members to age in place, and reduce the stressors of financial instability.

See 2021 Update for details on: City use of LA County Measure H funds, including: \$171,456 for emergency rental assistance to prevent homelessness; \$14,144 to purchase masks and hand sanitizers for distribution to unhoused and at-risk community members to prevent the spread of COVID-19.

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. The Westside Cities Council of Governments adopted the WSCOG Homeless Strategy in April 2022. This strategy document, produced by the COG Homeless Working Group, coordinates existing and new cross-jurisdictional efforts to address the regional homeless crisis.

See 2021 Update for details on: Westside Cities Council of Governments Homeless Working Group focused on funding opportunities to produce more housing 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.westsidocities.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 *Community Connection*, to provide information in print to adults ages 55+ since the City's Rec Reader went virtual during the COVID-19 pandemic emergency order. *Community*

**The City's Recreation Services Division
launched *Community Connection* to
provide information in print to adults
ages 55+**

Connection is printed four times annually and mailed to over 8,000 residents. It includes important city news, city services and recreation activities.

Throughout the COVID-19 pandemic, City communications have focus on promoting the availability of existing and expanded rental support for housed 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 \$1,629,222 has been *allocated to the emergency rental assistance fund*.
- Funded emergency food assistance services through Jewish Family Service of LA and Project Angel Food; as reported in the 2021 progress update, a total of 70,000 emergency meals and packaged groceries were 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 2021 Update for details on: City Recreation Services Division weekly phone calls to 150+ community members; City Communications Department public education efforts to support health promotion and housing retention.

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. The City established membership and support of Mayors for a Guaranteed Income (MGI) in early 2021 and City Council directed Strategic Initiatives Division staff to produce a guaranteed income pilot in City of West Hollywood. The pilot is designed to address financial insecurity faced by older adults living on low incomes, many of whom may be at risk of homelessness due to rent burden. The City built the pilot with partners from Center for Guaranteed Income Research (CGIR) at University of Pennsylvania and National Council of Jewish Women, Los Angeles (NCJW|LA). Selected participants will receive \$1,000 monthly for 18 months and the impact of receiving these funds will be studied by CGIR. CGIR will examine the effectiveness of guaranteed income on participants’ housing stability/health and mental health/economic security, capture quantitative data to evaluate the collective impact of guaranteed income on different populations and gather qualitative data to learn more about the income challenges faced by older adults. The pilot is funded through the combined financial support of City of West Hollywood, Los Angeles County Homeless Initiative Measure H Innovation Funds and a private donor.

West Hollywood Pilot for Guaranteed Income is the first in the nation focused on older adults and will examine how participation impacts housing stability, health, mental health and economic security.

See 2021 Update for details on: City Council pledged its support for Mayors for a Guaranteed Income and staff began developing plans for a pilot to support vulnerable 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 2022 Progress Update highlights how City of West Hollywood and its network of collaborative partners continue to advance 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 the impacts of the COVID-19 pandemic. Additionally, this cross-sector support will be fundamental to the discussions, planning and development of more housing resources in city limits.

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.