



# Home For Good Priorities

August 2022

# The HFG Approach

## **We Create a Unified Vision**

We work across sectors to guide vision and strategy development, ground those strategies in sound data and evidence, increase system transparency and equity, and scale transformative solutions to end homelessness.

## **We Convene Experts and Decision-Makers**

We create inclusive spaces for public agencies, policymakers, private partners, funders, service providers, and people with lived experience to discuss and shape policies, practices, and progress against shared goals and metrics.

## **We Optimize Private and Public Resources**

We invest private dollars to test bold innovations, evaluate their success and sustainability against specific goals and metrics, and leverage public dollars to bring the most effective solutions to scale.

## **We Transform Policies and Systems**

We work alongside multi-sector coalition partners and local communities to increase transparency about our shared progress and to advocate for new policies at the local, state, and federal levels that will drive transformative change across LA County.

---

# THE STREET STRATEGY FOR L.A. COUNTY

A Vision for Improving the Lives of Those  
Experiencing Unsheltered Homelessness

## The Street Strategy

The humanitarian crisis of unsheltered homelessness on the streets of Los Angeles demands immediate attention.

We interviewed over 150 multi-jurisdiction, cross-sector stakeholders to develop ten strategies to improve the lives of those experiencing unsheltered homelessness.

Our goal is to inspire innovation and new partnerships, expand services and resources for the crisis response system, avoid outdated interventions that either criminalize or overlook people who are living on the streets, ensure no one returns to the streets once they come safely inside

# The Strategies

End homelessness faster by creating more options to come inside and easing access to the system.

- 01** Improve the Quality & Performance at Targeted Shelters
- 02** Create the Diverse Immediate Housing Options that People Need
- 03** Expand Safe Parking for RVs and Incentivize Safer Vehicles
- 04** Provide Daytime Service Centers in Every Neighborhood
- 05** Ensure Coordinated Entry Achieves Street-Level Impact
- 06** Broaden the Outreach Coalition to Continue Increasing Effectiveness

- 07** Bring Life-Saving Health Services to the People
  - 08** Close the Capacity Gaps in the Mental Health System
  - 09** Deliver Hygiene, Sanitation & Harm Reduction Services
  - 10** Manage Encampments with Consistency & Predictability
-

# Shelter Improvement Initiative

Seeded by an initial investment from the Conrad N. Hilton Foundation, the Shelter Improvement Initiative targets specific existing adult shelters for facility and operations upgrades to create safer, low-barrier, trauma-informed spaces.

Nine providers were invited for funding consideration:

- Catholic Charities of LA
- City of Pomona
- First to Serve
- LA Global Care
- The Midnight Mission
- Proyecto Pastoral
- Testimonial Community Love Center
- The Salvation Army
- Volunteers of America of LA

## OUR PLAN

**2**

YEARS

**\$5**

Million

**9**

PROVIDERS

**~375**

BEDS



**Increase Utilization Rates to 95%**



**Decrease Lengths of Stay**



**Increase Exits to Permanent Housing**



**Improve Shelter Client and Staff Experiences**

# Affordable Housing Initiative

In partnership with Genesis L.A. and Gensler, we are piloting a faster, cheaper, and scalable solution to creating affordable housing – without sacrificing quality or privacy.

Phase One: \$50 million in private capital to acquire, pre-develop, and construct permanently affordable housing for people experiencing or at risk of homelessness.

## Estimated Impact of Phase 1:

- 12 months saved on construction timeline
- \$350,000 saved on unit cost
- 10 developments built using improved construction
- 300 Angelenos housed

# Our Future LA – SB 679



[JOIN US](#)

OPINION

Editorial: L.A. County needs a new agency dedicated to affordable housing



*Los Angeles Times*

**L.A. County needs a new agency dedicated to affordable housing**

“It should be clear by now that L.A. County will never meet its affordable housing obligations without pressure, accountability and ambition. Legislators should pass SB 679 and Gov. Gavin Newsom should sign it into law.”

**READ MORE**

# COVID-19 Vaccine Incentives

LA County Department of Health Services, Brilliant Corners, United Way of Greater Los Angeles

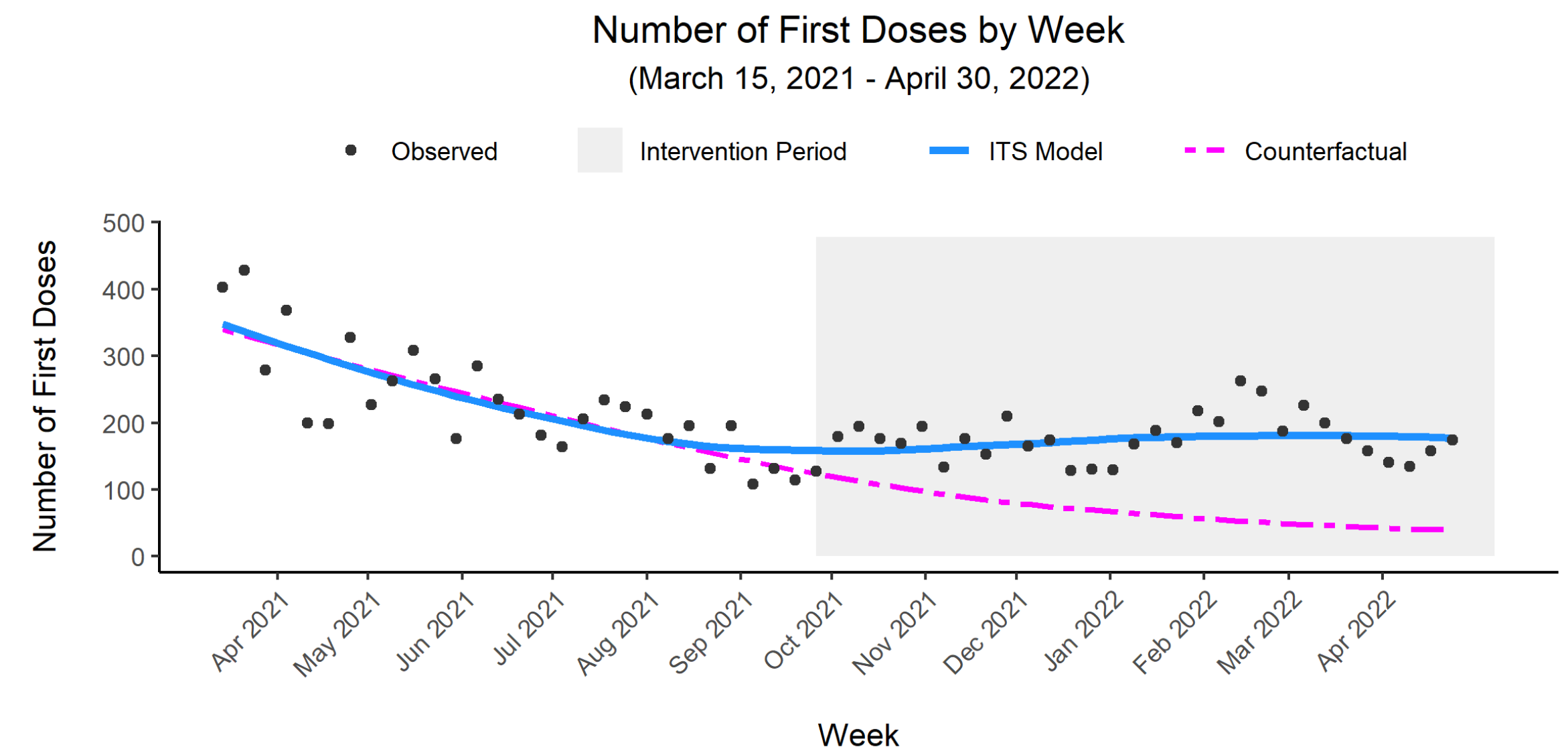
**Goal:** Achieve at least 60% first dose coverage among PEH by March 2022 by providing \$50 gift cards for first doses, \$25 for additional doses, \$10 for testing, and compensation for peer ambassadors

**Cost:** \$650,000

**Target:** PEH (and staff) in congregate shelters, encampments,

**Results:**

- 92% of PEH with at least one dose, 75% fully vaccinated, and 29% boosted
- Increased vaccination rates among BIPOC populations
- 15,342 doses administered to PEH with incentives
- 5,445 first doses administered during intervention period
- 3,271 additional first doses administered due to intervention (95% confidence)



# The HFG Older Adult Strategy is complete!

## What's Inside?

### Executive Summary

What Funders and Policy Makers should know about Older Adult Homelessness

What's already working in L.A. or other jurisdictions?

What should we focus on right now?

- Six ways to invest in large scale advocacy & communications
- Seven ways to build system capacity
- Eight programs worth piloting, evaluating, and/or scaling.

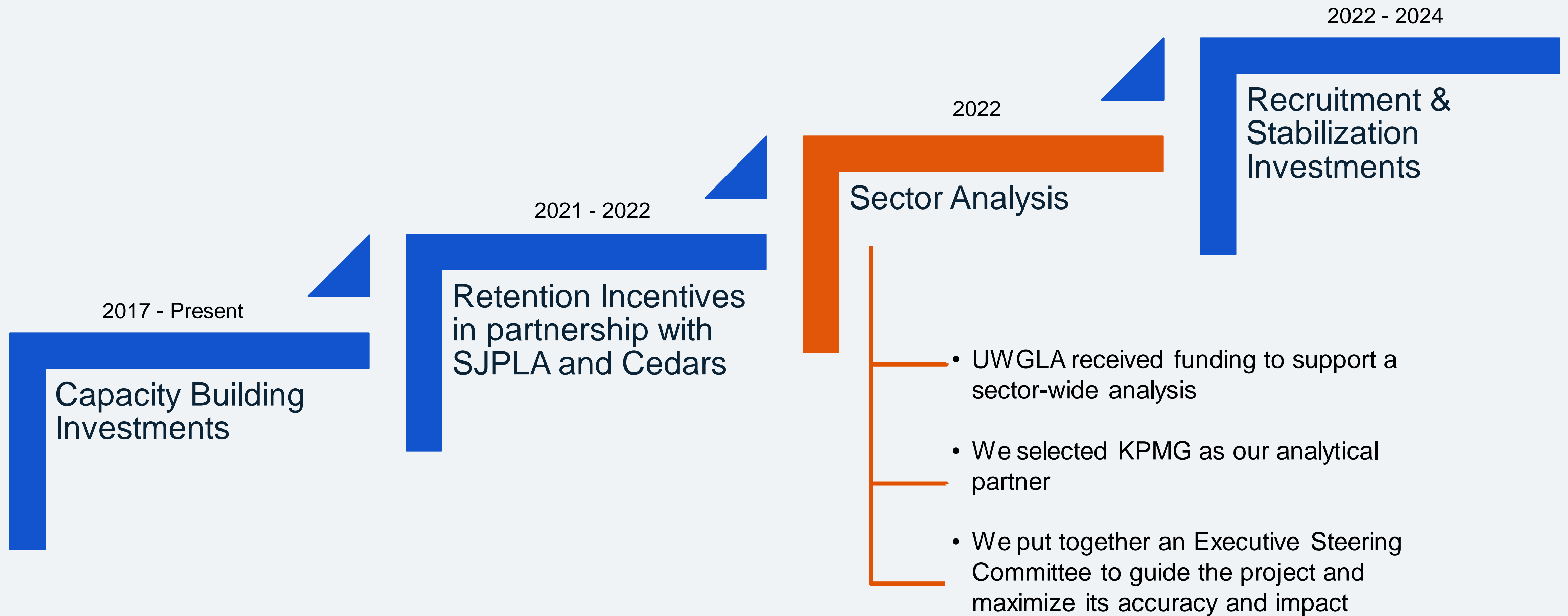
### Extras for Policy Wonks:

- Facts & Figures, System Modeling Recommendations, SPA Cross-Sector Convening Recommendations, Things to Know about Medi-Cal, Older Adult Coalition Recommendations, Black-led organizations to support

# THE OLDER ADULT STRATEGY

A Roadmap of Strategic System  
Investments to End Homelessness  
Among Older Adults in Los Angeles





# Supporting Frontline Workers Fund Grantees

20/20 Oracle Solutions  
A Brighter Beginning Housing  
A Meaningful Goal Housing Shelter  
A Step to Freedom  
Ascencia  
Bridge to Home SGV  
Broom Homestead Inc.  
Center for Living and Learning  
Downtown Women's Center\*  
Eayikes  
End Homelessness CA  
Family Promise of the South Bay  
Fathers and Mothers Who Care  
Harbor Interfaith\*  
Holliday's Helping Hands  
Hollywood Food Coalition  
Hope of the Valley Rescue Mission\*  
House of Ruth LA  
Housing Works

Integrated Recovery Network  
Jovenes, Inc.  
LA Family Housing\*  
Love Home Inc.  
MENTORS Inc.  
Mother Hubbard Sober Living II  
My Friend's House Foundation  
My Friend's Place Inc.  
National Health Foundation  
New Direction Community Programs  
North Valley Caring Services  
Open Arms Temporary Living  
People Assisting the Homeless (PATH)\*  
Rainbow Services, Ltd.  
Royal Palm Crest  
Safe Parking LA  
Safe Place for Youth, Inc.  
Sanctuary of Hope  
Seed House Project

Society of St. Vincent de Paul, Council of LA  
SSG-HOPICS\*  
St. Joseph Center\*  
Testimonial Community Love Center  
The Center in Hollywood  
The People Concern\*  
The Skid Row Housing Trust\*  
Timelist Group  
Turning Point Alcohol & Drug Education Program  
Union Station Homeless Services\*  
Valley Oasis\*  
Venice Community Housing  
Watchitgrow Inc.  
Watts Labor Community Action Committee\*  
YWCA Glendale and Pasadena

*\* Organizations with an asterisk are receiving grants directly from the United Way, the rest are coming from SJPLA through seed funding from Cedars-Sinai and additional funding from United Way*

# Local Revenue Measures

## What is in motion relative to housing & homelessness?

### Renewal of Measure H

- Currently a quarter cent sales tax that generates ~\$400M
- Expires in 2027
- Likely requires a citizen's initiative to approve it at 51%, which means the 2024 Presidential ballot is the most likely timeline for renewal.
- Changes in the size and type of revenue source are both possible

### United to House LA Citizen's Initiative

- A coalition is trying for a November 2022 ballot measure
- 4% documentary transfer tax on property sales in the City of LA above \$5 million that would rise to 5.5% on transactions above \$10 million
- Projected to generate ~\$800M based on previous property sales
- The coalition estimates that it would create more than 26,000 homes for people experiencing homelessness over the next decade and help about 475,000 renters stay in their homes each year.
- Use of Funds:
  - 92% for Homeless Prevention & Affordable Housing Programs
  - 8% for Operations & Citizen's Oversight

# THANK YOU.

[HomeForGoodLA.org](http://HomeForGoodLA.org)

# CONTACT INFO

Carter Hewgley

[chewgley@unitedwayla.org](mailto:chewgley@unitedwayla.org)  
213.999.2980