WSCCOG Subregional Homelessness Strategic Work Plan
April 2022

ABOUT THE WESTSIDE CITIES COUNCIL OF GOVERNMENTS
The Westside Cities Council of Governments (WSCCOG) is a joints power authority that engages in regional and cooperative planning and coordination of government services and responsibilities to assist the cities of Beverly Hills, Culver City, Santa Monica, West Hollywood, the City of Los Angeles (Districts 5 and 11) and the County of Los Angeles (Districts 3, 2, and 4). These members have partnered in a voluntary cooperative endeavor to forge consensus on policies and programs of regional significance that enhance the quality of daily life, sustain the environment, and enrich the future for Westside residents, businesses, and visitors.

BACKGROUND AND PURPOSE
In August 2019, the WSCCOG Board approved the formation of a WSCCOG Policy Ad Hoc Committee on Homelessness (Ad Hoc Committee) to create a WSCCOG Subregional Homelessness Strategic Action Plan to address the increase in homelessness across the subregion. The purpose of the plan is to identify strategies that support subregional and individualized solutions, as well as position the WSCCOG member cities to secure new local and state funding opportunities for homelessness-related activities.

Ad Hoc Committee Convenings (2019)
The Ad Hoc Committee consisted of technical staff from the WSCCOG Homelessness Working Group and representatives from Los Angeles Homeless Service Authority (LAHSA) and the County Homeless Initiative (CEO-HI). The Ad Hoc Committee conducted outreach to additional staff from city departments and community partners to provide content expertise on various topics, including data, housing, human and behavioral services, and more. The Ad Hoc Committee held study sessions between the months of August and December in 2019 to better understand the gaps and challenges in the current homeless services delivery system by assessing current resources and processes, drawing from evidence-based strategies, and sharing best practices on ending episodes of homelessness quickly and efficiently. The study sessions included discussion of various topics with representatives from public agencies and service providers on data, outreach services, prevention strategies behavioral health, housing, and public health and safety. The WSCCOG staff and the Ad Hoc Committee placed activities for the strategic plan on hold to address the COVID-19 pandemic in early 2020.

COVID-19 Response & Recovery and Racial Justice Reckoning (2020)
Southern California's ongoing housing crisis continued to unfold against the backdrop of a global pandemic, and the resulting economic downturn. At the same time, mass protests and social unrest have renewed calls for policymaking that centers racial justice and equity. These events have laid bare the existing barriers and inequities in Los Angeles' housing and homelessness services systems and further stressed under-resources government systems. If left unaddressed, our systemic inequities will continue to contribute to our region's existing housing shortage, and rising rates of Angelenos falling into homelessness, and becoming chronically homeless. Therefore, our strategic plan includes actions that center racial equity, systems reform, and collaboration. We must use this unique moment in time to improve regional government services and stop perpetuating harm to our most vulnerable residents.

Re-Assessment of Strategies (2021)
Throughout the year in 2020, the WSCCOG staff worked with the WSCCOG Homelessness Working Group to share resources and secure funding to prevent the spread of COVID-19 in our communities, continue to provide services and support to those experiencing homelessness and prevent others

from losing their housing. In 2021, the WSCCOG staff resumed activities related to the development of the COG's Regional Homelessness Strategic Action Plan realizing that our priorities may have shifted due to the COVID-19 pandemic. In August and September 2021, WSCCOG staff conducted follow-up interviews with each member city's staff who focus on homelessness to document updates on progress of their strategic plans and re-assess new priorities that reflect the realities of the pandemic as well as relief and recovery funds that have followed. The conversations highlighted the cities' shared priorities of expanding rental assistance and other prevention programs, building out behavioral health crisis programs, and continuing to create permanent supportive and affordable housing units. The strategic plan has been updated to reflect these priorities and needs.

In 2015, the Board of Supervisors created the County Homeless Initiative, housed within the Chief Executive Office. In 2016, the Board of Supervisors approved the *Los Angeles County Strategies to Combat Homelessness*, an action plan which outlines 51 strategies designated to 6 categories, to combat the County's homelessness crisis. CEO-HI is responsible for strategy implementation and oversees distribution of Measure H funding. There are 21 of the 51 strategies eligible for Measure H funding. In FY2021-22, 17 strategies are current being funded by Measure H.

In April 2021, the Board of Supervisors voted to reassess the strategies included in the *Los Angeles County Strategies to Combat Homelessness*. As a result, the CEO-HI have reorganized the existing created a new strategy framework which puts forth 5 linked categories of strategies across 3 system partners: Homeless Rehousing System, Mainstream Government, and Cities. With the create of three systems partners, CEO-HI is emphasizing the importance of (1) advancing racial equity, (2) activating mainstream systems to fully utilize existing programming, and (2) shared investment in housing and regional coordination to accelerate impact in local jurisdictions.

As part of their strategy reassessment, CEO-HI requested stakeholder input. WSCCOG staff compile a list of feedback to report to CEO-HI at the COGs and Cities Input session held on October 20, 2021. At this meeting, WSCCOG reported that it would like the County to create strategies that allow for direct, stable, flexible, and long-term funding for cities. Additionally, WSCCOG reported it would like the County to focus some strategies on improved coordination of behavioral health treatment and crisis response, and expansion of prevention programs. The WSCCOG strategic plan reflects these priorities.

OVERVIEW OF THE WSCCOG SUBREGIONAL HOMELESSNESS STRATEGIC ACTION PLAN
The WSCCOG Subregional Homelessness Strategic Action Plan (Strategic Plan) builds from the Westside subregion's local efforts and 2018 City Homelessness Plans to create a blueprint to address homelessness from a subregional perspective through high-impact solutions.

Common Goals and Priorities among Westside Cities
The following summarizes the common goals and strategy themes from the Westside cities individual homelessness plans, as well as their updated efforts since implementing the plans:

1. Enhance local and subregional coordination by strengthening partnerships and leveraging resources to combat and prevent homelessness
2. Improve data tracking, monitoring, and evaluation assessments to better target resources, as well as support technology that enhances information gathering and sharing
3. Expand prevention and diversion strategies to decrease inflow into homelessness

4. Increase the coordination of homeless outreach services and operations between city staff, service providers, and community partners
5. Increase access to and the development of interim housing, supportive housing, special needs housing, and other permanent supportive options
6. Expand community education around homelessness to raise support and awareness of regional and localized efforts to stakeholders
7. Provide guidance and resources to city staff and service providers in responding appropriately, safely, and effectively to persons experiencing homelessness
8. Increase workforce training and job opportunities for people with lived experience.
9. Increase services and financial assistance to promote long-term housing stability

The Goal of the WSCCOG Subregional Homelessness Strategic Action Plan

The WSCCOG intends to use this Subregional Homelessness Strategic Action Plan as a guiding document to conduct a series of activities and convenings with members of the WSCCOG Homelessness Working Group to collaborate in achieving the goals and implementing the following actions as outlined below for this plan. This plan will be an evolving document that the WSCCOG staff and WSCCOG Homelessness Working Group can amend to reflect priorities that may change over time. The plan includes a set of strategic actions that identifies the lead agency and supporting agencies for each task. An estimated timeline is included for each action for the WSCCOG staff to measure progress over time. WSCCOG staff will provide an annual update to the WSCCOG Board on our activities and progress status of this plan at the end of each calendar year.

Focused Subregional Goals

The following strategies are based on our findings and ongoing discussions with WSCCOG Homelessness Working Group members and partners to address our goals and priorities:

1. **Prevention**
   a. Increase supports for renters to ensure they can stay in their homes and communities.

2. **Behavioral Health**
   a. Expand sub-regional capacity to address the community's behavioral health needs through increased collaboration and partnerships with the County, local hospital systems, philanthropy, and community partners.
   b. Build robust behavioral health alternative crisis response systems including dispatch, first responder services, and crisis-receiving facilities in the region to appropriately connect people experiencing behavioral and mental health crises to the continuum of care and treatment services instead of the criminal justice system.
   c. Expand first responder system capacity to support alternatives to law enforcement to address low-risk behavioral health crisis incidents.

3. **Data**
   a. Improve data sharing across the subregion to better inform deployment of supportive services and development of housing resources.

4. **High Road Career Pathways & Training**
   a. Leverage workforce development opportunities to:

- Create high road career pathways for unhoused, formerly unhoused individuals, and homeless outreach service workers,
- Expand workforce and improve job quality and support homeless outreach service workers, and
- Provide uniform and consistent training for frontline city staff who regularly interface with unhoused residents.

5. **Housing**
    a. Remove barriers to and increase housing production through innovative development and financing strategies.

6. **Communications and Advocacy:**
    a. Improve coordination and collaboration with public agencies (local, state, and federal) and local community partners to address homelessness.
    b. Standardize a regional communication strategy to inform the progress and updates of outreach and other efforts to prevent and address homelessness.
    c. Position WSCCOG to engage on behalf of member cities with county, state and federal electeds for district-specific funding and resources to improve homeless services and prevention.
    d. Advocate for subregional support.

1. PREVENTION

Goal: Increase supports for renters to ensure they can stay in their homes and communities.

Issues/Needs:
- There is a higher rate of people falling into homelessness compared to those exiting: an average of 207 people exit homelessness daily, but an average of 227 people become homeless every day.[1]
- Many are falling into homelessness due to economic hardship magnified by systemic racism, income inequality, and inadequate housing supply.
- There is an uneven playing field for tenants in negotiating conflicts with better-resourced landlords.
- There are prevention resources and protections at the county and state level to support vulnerable tenants. However, local jurisdictions need to review those resources and understand where the gaps are to identify needs unmet by these resources and protections.

Strategy 1.1. Continue to Utilize and Expand Key Prevention Programs

Expand and increase investments for local and regional prevention programs, such as rental assistance, rapid re-housing, and guaranteed income programs. Additionally, support existing outreach workers and frontline staff to utilize prevention tools to assist households in maintaining their current housing or identifying an immediate and safe housing alternative within their own social network.

1.1	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
1.1a	Convene Member Cities to share resources and lessons learned on local homeless prevention programs and tools; provide updates on new prevention funds as they become available.	WSCCOG	Member Cities	Qtr 1 2022	N/A
1.1b *Comms & Policy Advocacy 6.3a*	Advocate for and support increased, direct, flexible, multi-year county, state, and federal funding to support citywide and County homelessness prevention programs. Additionally, advocate to streamline the pass through of state and federal prevention funds to local jurisdictions and service providers.	WSCCOG	Member Cities, LAHSA, CEO-HI	Qtr 1 2022	N/A

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[1] https://www.lahsa.org/news?article=726-2020-greater-los-angeles-homeless-count-results

| 1.1c | Convene meeting with LAHSA regarding Countywide Problem Solving Integration.

Request data to better understand the program's progress and impact: (1) quarterly or semi-annual reports from LAHSA on use of Problem-Solving Assistance Funds (PSAF) and interventions by zip code to see if Westside residents are accessing these resources, and (2) Reports that identify program and training outcomes, and gaps. | WSCCOG | LAHSA Problem Solving Unit; CEO-HI | Qtr 2 2022 | Qtr 2 2022 |
| 1.1d

Behavioral Health 2.1a | Coordinate with Departments of Mental Health Public Health, and Health Services in developing and expanding partnerships around: mobile crisis response pilots, ongoing MET and Multi-Disciplinary Teams (MDT) programs, harm reduction services, and Substance Use Disorder (SUD) treatment services | WSCCOG | Member Cities; DMH, DPH, DHS, HEART collaborative, Safe Med LA | Qtr 1 2022 | N/A |

Strategy 1.2. Expand Tenant Protections, Outreach, and Supportive Services

Support expanding citywide protections for renters from unfair evictions and unaffordable rent increases by strengthening polices such as, maximum allowable rent increase, just cause eviction protections, renter's right to counsel for unjust evictions. Additionally, support expansion of legal aid and tenant outreach and education programs to help renters enforce their rights against unjust eviction and prohibited rent increases.

1.2	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
1.2a	Take inventory of tenant protection laws and that exist in each Member City to identify gaps.	WSCCOG	Member Cities	Qtr 2 2022	Qtr 2 2022
1.2b	Advocate for increased legal protections, outreach, and services for tenants as a region	WSCCOG, Member Cities	Member Cities	Qtr 2 2022	N/A

Comms & Policy Advocacy 6.3b	and within each Member City, to close existing gaps.				
1.2c	Provide Member Cities updates on changing state and local legislation related to tenant protections.	WSCCOG	Member Cities, LAHSA, CEO-HI	Qtr 2 2022	N/A

2. BEHAVIORAL HEALTH

Goals:

a. Expand sub-regional capacity to address the community's behavioral health needs through increased collaboration and partnerships with the County, local hospital systems, philanthropy, and community partners.

b. Build robust behavioral health alternative crisis response systems including dispatch, first responder services, and crisis-receiving facilities in the region to appropriately connect people experiencing behavioral and mental health crises to the continuum of care and treatment services instead of the criminal justice system.

c. Expand first responder system capacity to support alternatives to law enforcement to address low-risk behavioral health crisis incidents.

Issues/Needs:

- In LA County, drug and alcohol overdose is the number one leading cause of death for persons experiencing homelessness, while suicide is the fifth leading cause of death.[2]
- SPA 5 saw a 67.5% increase, and SPA 4 saw a 51.3% in accidental drug overdose death rates between 2019 and 2020 among their residents (housed and unhoused).[3]
- Not all Westside Cities coordinate or have Mental Evaluation Team (MET) with direct access to mental health and substance use services.
- There is variability between Westside Cities regarding the status of clinical capacity in their first responder systems.
- There are limited crisis receiving facilities and treatment beds available in the region.

Strategy 2.1. Ensure Access to Mental Health and Substance Use Services

Ensure that all jurisdictions have access to mental health and substance use services in collaboration with the County departments of Mental Health, Health Services, and Public Health.

2.1	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
2.1a *Prevention 1.1d*	Coordinate with Departments of Mental Health Public Health, and Health Services in developing and expanding partnerships around: mobile crisis response pilots, ongoing MET and Multi-Disciplinary Teams (MDT) programs, harm reduction services, and Substance Use Disorder (SUD) treatment services	WSCCOG	Member Cities; DMH, DPH, DHS, HEART collaborative, Safe Med LA	Qtr 1 2022	N/A
2.1b	Explore effective public communication strategy that supports the County's targeted	Member Cities	County, WSCCOG, Everyone In	Qtr 3 2022	N/A

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[2] http://www.publichealth.lacounty.gov/chie/reports/HomelessMortality2020_CHIEBrief_Final.pdf
[3] http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseReportJuly2021V2.0.pdf

Comms & Policy Advocacy 6.2c	substance use campaign and raise awareness about harm-reduction (e.g. sharp waste disposals in public spaces, NARCAN)				
2.1c	Convene the Member Cities to share resources and lessons learned on local behavioral health crisis response programs and efforts	WSCCOG	Member Cities	Qtr 1 2022	N/A
2.1d	Provide WSCCOG Homeless Working Group updates on changing state legislation related to behavioral health governance and funding.	WSCCOG	Member Cities	Qtr 2 2022	N/A
2.1e *Comms & Policy Advocacy 6.3c*	Advocate as a region for increased, sustained, direct, flexible, multi-year local, state, and federal funding to support and expand citywide and County programs related to behavioral health services.	WSCCOG	Member Cities	Qtr 1 2022	N/A

Strategy 2.2. Roll Out the New Behavioral Health Crisis 9-8-8 Program

Align and coordinate cities' behavioral health crisis response systems with the roll out of County and Department of Mental Health's Behavioral Health Crisis 9-8-8 program.

2.2	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
2.2a	Convene with DMH, as the regional lead, on the County's in-progress Behavioral Health Crisis 9-8-8 program, to ensure Westside Cities are equitably served by the resource.	WSCCOG	DMH	Qtr 1 2022	N/A

3. DATA

Goal: Improve data sharing across the subregion to better inform deployment of supportive services and development of housing resources.

Issues/Needs:
- PEHs are mobile and/or displaced and therefore, move throughout the region. This presents a challenge in tracking services for PEHs who move around the Westside as related data is managed in silos.
- Member Cities do not have direct access to HMIS which makes it more challenging for staff to use data to identify gaps and opportunities for connections to services and housing and inform related program development.

Strategy 3.1. Promote Access to Data and Improve Regional Data Tracking

Promote access to data among and across the Westside Cities and community partners.

3.1	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
3.1a	Work with CEO-HI to gain access to Countywide Homeless Information Portal (CHIP) if Member Cities do not already have access.	Member Cities	County CEO-HI; WSCCOG	Qtr 1 2022	Qtr 3 2022
3.1b *Comms & Policy Advocacy 6.3e*	Advocate and coordinate for all Westside Cities to gain access to HMIS.	WSCCOG	Member Cities; LAHSA	Qtr 1 2022	Qtr 4 2022
3.1c	Identify an HMIS staff lead who can access the HMIS database for case context when people are presenting in need of referrals at city facilities and public spaces.	Member Cities	LAHSA, WSCCOG	Qtr 2 2022	Qtr 4 2022
3.1d	Sign AB 210 Employee Participation and Confidentiality Agreement to allow for multi-jurisdictional data sharing for MDTs, if Member Cities have not already signed.	Member Cities	County CEO-HI; WSCCOG	Qtr 2 2022	Qtr 3 2022

Strategy 3.2. Improve Access to Case Management Data with Akido Labs

Improve access to case management data and data quality to allow for better coordination of care for clients across multiple jurisdictions

3.2	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
3.2a	Each city explores the feasibility of using the Project Connect App via Akido Labs to share information between outreach and public safety teams to promote the continuum of care	Member Cities	Akido Labs	In progress	Qtr 3 2022
3.2b	Apply for Metro funding as a COG to build out multi-jurisdiction technology solution like Project Connect App (via Akido Labs)	WSCCOG	Member Cities; Akido Labs; Metro	Qtr 4 2022	Qtr 4 2022

4. HIGH ROAD CAREER PATHWAYS & TRAINING

Goal: Leverage workforce development opportunities to:
- b. Create high road career pathways for unhoused, formerly unhoused individuals, and homeless outreach service workers,
- c. Expand the workforce and improve job quality and support for homeless outreach service workers, and
- d. Provide uniform and consistent training for frontline city staff who regularly interface with unhoused residents.

Issues/Needs:
- Increase competitive workforce participation by people with a history of homelessness or at-risk of experiencing homelessness, including previously incarcerated, on parole or probation, youth who are out of school or work.
- Homeless outreach workers are under-paid and agencies are experiencing significant turn-over, which breaks the continuity of care between staff and clients.
- Demand for experienced outreach workers outpaces current supply.
- Outreach teams need dedicated space to meet with clients and complete intake forms.
- Outreach teams need more access to resources to refer clients for basic needs, such as personal hygiene, storage, and a safe place to stay while waiting for housing.

Strategy 4.1. Improve Hiring and Employment Retention of Unhoused Residents

Improve hiring and employment retention of unhoused city residents with high employment barriers (including histories of homelessness, incarceration, addiction, unable to acquire work documents, and other). Cities can play a supportive role in connecting local businesses to County and State programs that incentivize the hiring of PEHs.

4.1	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
4.1a	Share information, incentives, and resources with economic development agencies who work with local businesses, and regional business associations to encourage local private sector businesses to provide job training and employment opportunities for PEHs.[4]	Member Cities	WSCCOG, WDACS, CEO-HI, local businesses associations	Qtr 2 2022	N/A
4.1b	Target local recruitment and hiring processes of current and formerly homeless individuals in city-supported contracts. Encourage public agencies and	Member Cities	WSCCOG, WDACS, CEO-HI, Westside Councils	TBD	TBD

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[4] Information sharing could inform businesses, for example, how to: enroll in the Homeless Hire Tax Credit, access to an approved vendor list of Social Enterprises businesses can contract with, become an employer partner with a Social Enterprise program (e.g. with LA:RISE); become an employment site for the CalWorks Program.

			Chambers of Commerce, other local business associations		
4.1c	Meet with the County, regional AJCCs, Social Enterprises and Alternative Staffing Organizations to understand how cities can be use their resources, purchasing power, and reach to promote, improve, and expand high quality workforce development opportunities for PEHs with supportive services.	WSCCOG	CEO-HI, BOS Economic Development Deputies, WDACS, regional AJCCs, Social Enterprises and Alternative Staffing Orgs [5]	Qtr 4 2022	2023

Strategy 4.2. Support and Expand Workforce of Outreach Workers

Develop well-trained, sustainable career pathways with livable wages for outreach workers to (1) attract more talent, (2) combat high turnover, low wages, and high burnout.

4.2	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
4.2a *Comms & Policy Advocacy 6.3f*	Advocate for the County/LAHSA to improve quality job standards for outreach workers through contracting power, improved funding, and other policies including but not limited to mandating living wages, hazard pay, increased time off, and improved mental health services.	WSCCOG	CEO-HI, LAHSA, Member Cities, Home for Good Funders (HACLA)	Qtr 1 2022	N/A
4.2b	Support Santa Monica College and other partners involved in developing a career pipeline and academic programs in the Homeless Services Sector	WSCCOG	Santa Monica College, LAHSA, Member Cities, WDACS,	Qtr 3 2022	TBD

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[5] Such as (but not limited to) First Step Staffing, SoCal Goodwill JVS SoCal (West LA AJCC), REDF, Center for Employment Opportunities, Chrysalis, Hospitality Training Academy, WERC

			Regional Social Enterprises and Service Providers		
4.2c	Develop policies, if needed, to provide outreach workers access to public facilities (e.g., desk, wi-fi, etc.) when they are out in the field or completing intake forms with clients, which includes co-working spaces, libraries, recreation centers, and parks where people experiencing homelessness tend to gather	Member Cities	WSCCOG	TBD	TBD

5. HOUSING

Goal: Remove barriers to and increase housing production through innovative development and financing strategies.

Issues/Needs
- The Westside subregion experiences high rents and unaffordability, construction costs, and land value.
- There is a lack of available land or space to build more new and affordable housing.
- Current rapid re-housing subsidies and rental assistance vouchers are not enough to cover the high rents in the Westside subregion, which is causing people to leave the community and move to areas where housing is more affordable.

Strategy 5.1. Develop Regional Actionable Strategies Under the Regional Early Action Program (REAP)

Work with the WSCCOG Housing Working Group and consultant to develop a series of studies and strategy plans related to housing production and preservation.

5.1	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
5.1a	Assist cities in understanding and addressing barriers to housing production in the Westside subregion and identify specific policy recommendations and key actions to directly reduce development costs and address other impediments to production	WSCCOG	Member Cities	2022	N/A
5.1b	Consultant to provide on-call technical assistance (TA) to the Westside cities in drafting new or amending existing ordinances in response to the recommended actions identified from the REAP studies	WSCCOG	Member Cities	2023	TBD
5.1c	Consultant to conduct a subregional framework to affirmatively furthering fair housing in the Westside to address racial discrimination, residential segregation, and	WSCCOG	Member Cities	2023	TBD

5.1d	Explore innovative subregional funding strategies and programs as a framework to form a potential Westside Subregional Affordable Housing Funding Program to establish a dedicated and ongoing revenue to accelerate housing production and support the preservation of affordable housing.	WSCCOG	Member Cities	2023	TBD

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	social inequities from historic redlining and exclusionary zoning policies. Scope to be determined.				

Strategy 5.2. Preserve Existing Affordable Housing

Preserve existing affordable housing to keep rents low and prevent people from falling into homelessness.

5.2	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
5.2a	Establish inter-agency agreements that would allow entrance into each Housing Authority jurisdiction on the Westside without going through the formal HUD portability process.	Member Cities	HACLA, LACDA, SMHA, CCHA WSCCOG	Qtr 4 2022	TBD

Strategy 5.3. Expand Landlord Participation in Key Re-Housing Programs

5.3	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
5.3a	Collaborate with the County to host a regional landlord engagement workshop and further strategize to support increased landlord participation in the Homeless Incentive Program (HIP) and provide updates on state law, including SB 329 (Section 8 voucher discrimination), AB 1482 (new rent cap	WSCCOG	Member Cities (their housing authorities: LACDA, HACLA, SMHA, CCHA), CEO-HI	Qtr 3 2022	Qtr 3 2022

increases), and new ADU laws.				

6. COMMUNICATIONS & POLICY ADVOCACY

Goals:

    b. Improve coordination and collaboration with public agencies (local, state, and federal) and local community partners to address homelessness.

    c. Standardize a regional communication strategy to inform the progress and updates of outreach and other efforts to prevent and address homelessness.

    d. Position WSCCOG to engage on behalf of member cities with county, state and federal electeds for district-specific funding and resources to improve homeless services and prevention.

    e. Advocate for subregional support

Issues/Needs

- Moving or removing encampments result in shuffling people across the subregion which becomes a barrier to finding housing and maintaining employment.
- Align and/or pool subregional resources to address gaps in public resources, such as Measure H, state, and local resources.
- Simplify complex processes through sharing homelessness engagement stories with constituents and public officials.
- Increase community education about supportive housing to promote development across the region.

Strategy 6.1. Collaborate with Public Agencies and Community Partners

Promote opportunities for Westside Cities to collaborate with public agencies and community partners.

6.1	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
6.1a	Liaison with Safe Parking LA to create individual, proactive Member City relationships to (1) explore sites for RV lots for the safe parking lot program (2) understand how city can help Safe Parking LA connect to potential partner sites (such as faith-based organizations)	Member Cities	WSCCOG, Member Cities, Faith-based organizations, Safe Parking LA	Qtr 2 2022	TBD
6.1b	Liaison with CalTrans to set individual Member City relationships and protocols to address issues that arise (such as encampment outreach) on CalTrans right-of-way that border city property Explore Caltrans right-of-way properties to site non-	Member Cities	Caltrans, WSCCOG	Qtr 1 2022	N/A

| 6.1c | Convene Member Cities to share strategies around engaging with faith-based organizations, mutual aid groups, and other community/streets-based organizations who currently volunteer their time providing meals, hygiene kits, harm reduction, phone lines, case management, and advocacy for unhoused residents. These groups fill the gaps in service provider and government systems. | WSCCOG | Member Cities, CBOs, Mutual Aid Groups, Faith-Based Organizations. | Qtr 2 2022 | N/A |

Strategy 6.2. Develop Subregional Communications Strategy

Share data, narratives, and photos as a communication strategy with our partners, such as Everyone In. Educate and raise awareness around local support initiatives and success stories to build support for local efforts that end and prevent episodes of homelessness.

6.2	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
6.2a	Ensure WSCCOG homelessness webpage has active links to each Member City's homeless/community service homepages.	WSCCOG	Member Cities	Qtr 2 2022	Qtr 2 2022
6.2b	Host Frontline Stories events in the Westside subregion.	Member Cities	Everyone in	Qtr 3 2022	TBD
6.2c *Behavioral Health 2.1b*	Explore effective public communication strategy that supports the County's targeted substance use campaign and raise awareness about harm-reduction (e.g. sharp waste disposals in public spaces, NARCAN)	Member Cities	County, WSCCOG, Everyone In	Qtr 3 2022	N/A
6.2d	Disseminate toolkits and communication pamphlets about Permanent Supportive Housing (e.g. Everyone In,	WSCCOG	Member Cities; Everyone In	Qtr 4 2022	TBD

	League of Women Voters of LA "Yes in My LA: Guide to Supportive Housing")				

Strategy 6.3. Advocate for Subregional Support

Advocate for funding, resources, and legislation that are aligned with, and support, the subregion's strategies and goals. With improve funding mechanisms and resources, Member Cities can create, expand, and replicate innovative pilot programs proven to be successful in: prevention, behavioral health, High Road career pathway development (for unhoused residents and outreach workers), and housing.

6.3	Key Action	Lead	Support	Estimated Start Date	Estimated End Date
6.3a *Prevention 1.1b*	Advocate for and support increased, direct, flexible, multi-year county, state, and federal funding to support citywide and County homelessness prevention programs. Additionally, advocate to streamline the pass through of state and federal prevention funds to local jurisdictions and service providers.	WSCCOG	Member Cities, LAHSA, CEO-HI	Qtr 1 2022	N/A
6.3b *Prevention 1.2b*	Advocate for increased legal protections, outreach, and services for tenants as a region and within each Member City, to close existing gaps.	WSCCOG, Member Cities	Member Cities	Qtr 1 2022	N/A
6.3c *Behavioral Health 2.1e*	Advocate as a subregion for increased, sustained, direct, flexible, multi-year local, state, and federal funding to support and expand citywide and County programs related to behavioral health services.	WSCCOG	Member Cities	Qtr 1 2022	N/A
6.3e *Data 3.1b*	Advocate and coordinate for all Westside Cities to gain access to HMIS.	WSCCOG	Member Cities; LAHSA	Qtr 1 2022	N/A
6.3f	Advocate for the County/LAHSA to improve quality job standards for	WSCCOG	CEO-HI, LAHSA, Member	Qtr 1 2022	N/A

High Roads Career Pathways 4.2a	outreach workers through contracting power, improved funding, and other policies including but not limited to mandating living wages, hazard pay, increased time off, and improved mental health services.		Cities, Home for Good Funders (HACLA)		