



# Yes on H Speaker Webinar

Feb. 1, 2017

[www.endhomelessnessla.org](http://www.endhomelessnessla.org)

# Welcome

## Chris Ko

Director of Homeless Initiatives  
United Way of Greater Los Angeles



# Today's Agenda

1. Campaign overview & messaging
2. Sample presentation
3. Yes on H materials
4. Discussion of challenging questions
5. Next steps



# Campaign Overview

**Tommy Newman**

**Director of Communications**

**Yes on H Campaign**



# Messaging

1. It's all about people
2. Unpack 47,000: individualized solutions.
3. Avoid:
  - Don't lead with  $\frac{1}{4}$  sales tax
  - low-turnout election
  - $\frac{2}{3}$  threshold
4. Scale: every part of the county has a problem and every part will get resources



# Sample Presentation

**Beth Steckler**

Deputy Director, Move LA





**VOTE  
YES ON**



**HELP END HOMELESSNESS**

**Measure H**

**Prevent Homelessness for 30,000  
People & End Homelessness  
for 45,000 Across L.A. County**

Paid for by United Way of Greater Los Angeles - Yes on H (Nonprofit 501(c)(3)). 1150 S. Olive Street, Suite T500, Los Angeles, CA 90015. Major funding by California Community Foundation.

1/23/17

# LA's Homeless Crisis

47,000 homeless in LA County



- 6% increase last year
- 11,000 living in tents or vehicles
- 4,000 children
- 3,000 veterans

**VOTE  
YES ON**   
**HELP END HOMELESSNESS**



# Marine Veteran Tyrone



Survived on the street for 34 years

PATH helped Tyrone get a place using VASH (VA services with rent subsidies)



# LA County Homeless Initiative

<http://priorities.lacounty.gov/homeless/>



## Approved Strategies to Combat Homelessness

Los  
Angeles  
County  
Homeless  
Initiative



February  
2016

Los  
Angeles  
County  
Chief  
Executive  
Office

- **Comprehensive Plan**
- **Planning started 2015**
- **Broad participation**
- **Best Practices**
- **47 Approved Strategies**



# LA County Homeless Initiative

## Early Success with 1<sup>st</sup> Year Funding



- Nearly 600 shelter beds now open 24/7
- Over 160 new “bridge housing” beds
- Hundreds of individuals rapidly rehoused
- Over 100 families with children avoided becoming homeless

### Best Practices

City+County+Community (C3)  
Outreach Team & partners get  
158 people off the street in  
Skid Row



# Measure H

## LA County Homeless Initiative

### Homeless Prevention

### Support Services

- mental health
- substance abuse treatment
- counseling

### Permanent Housing

- help with rent
- build new

### Coordinated System

- strengthen & expand
- outreach
- emergency shelter
- foster youth







# Measure H: Citizen Advisory Committee

- Annual publication of how Measure H funds were allocated
- Annual independent audit
- Recommendations for improvement



# Measure H

## LA County Homeless Initiative



- Bi-partisan support – unanimous vote to put Measure H on the ballot
- Broad support from leading business, faith, social services, labor & community groups







**1/4 cent sales tax  
= \$1/month**

**No Sales Tax in CA on**

- rent
- food
- utilities
- medical & health services
- transportation

**VOTE  
YES ON **  
**HELP END HOMELESSNESS**

**VOTE  
YES ON**



**HELP END HOMELESSNESS**

**on March 7!**



# Materials

[www.EndHomelessnessLA.org](http://www.EndHomelessnessLA.org)

[VoteYesOnH.com](http://VoteYesOnH.com)

- 1) Stories of people who have experienced homelessness
- 2) Yes on H Fact sheet
- 3) List of Endorsers
- 4) Endorsement form
- 5) Volunteer form
- 6) Key Messages
- 7) PowerPoint presentation



# Materials

[www.EndHomelessnessLA.org](http://www.EndHomelessnessLA.org)

[VoteYesOnH.com](http://VoteYesOnH.com)

## Stories of real people who have experienced homelessness

- Handout: PATH's Made it Home
- Videos: both websites
- People you know
- You?



# Materials

[www.EndHomelessnessLA.org](http://www.EndHomelessnessLA.org)

[VoteYesOnH.com](http://VoteYesOnH.com)



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## Hand this out

Yes on H Fact sheet  
(English & Spanish)

Measure H Fact Sheet

VOTE YES ON MARCH 7th!

### What is Measure H?

Measure H, the "Los Angeles County Plan to Prevent and Combat Homelessness" is the March 7 ballot measure that will end homelessness for 45,000 people across Los Angeles County, including women and children, veterans, seniors, foster youth, and the disabled.

The average consumer would pay a little more than a dollar a month to help end homelessness in Los Angeles County.

### Why Do We Need Measure H?

The number of individuals and families estimated to be experiencing homelessness in LA County in January 2016 was 46,874, an overall increase of 2,515 people (6%) from 2015 (44,359) and 19% more than in 2013. The number of people living in encampments, tents and vehicles increased by 20% from 2015 to 2016 and a staggering 123% from 2013 to 2016.

### How Will Measure H Work?

Measure H will invest \$350 million a year for 10 years in the solutions that have been proven to prevent and end homelessness, including:

- Homelessness prevention services
- Comprehensive supportive services, like mental health care and job training
- Long term solutions like permanent housing

### How Is This Different than Proposition HHH?

Proposition HHH passed in the City of Los Angeles in November 2016 and builds housing for chronically homeless people. Measure H will primarily fund services—and cover the entire County of Los Angeles.

**Paid for by Yes on H - Communities United to End Homelessness, Major funding by Mark Ridley-Thomas Committee for a Better L.A. with support from a coalition of Nonprofit Organizations, Businesses and Labor Organizations. Additional Major funding by NextGen CA Committee.**



# Materials

[www.EndHomelessnessLA.org](http://www.EndHomelessnessLA.org)

[VoteYesOnH.com](http://VoteYesOnH.com)

## Measure H Supporters

*(list in formation, 1/29/17)*

### Organizations

United Way of Greater LA  
LA Area Chamber of Commerce  
U.S. VETS, Inc.  
United Nurses Assn. of CA  
Children's Defense Fund  
LA County Democratic Party  
LA County Federation of Labor

A Community of Friends  
ACLU – Southern California  
American Academy of  
Social Work  
American Institute of  
Architects –LA

Bend the Arc  
California Community  
Foundation

Children Now  
Chrysalis

Clifford Beers Housing  
Climate Resolve

CLUE (Clergy & Laity United for  
Economic Justice)

Community Corporation of  
Santa Monica

Corporation for Supportive  
Housing

Diverse Strategies for Organizing  
Downtown Women's Center

EAH Housing

East San Gabriel Valley Coalition  
for the Homeless

Enterprise Community Partners  
e-PATH

Good Seed Community  
Development Corp.

FAST (Fixing Angelinos Stuck in  
Traffic)

Heal the Bay  
Housing Works

Inner City Law

Integrated Recovery Network  
Invisible People



Jovenes, Inc.  
LA Child Guidance Clinic  
LA Community College District  
LA Family Housing  
LA Voice

LA Metropolitan Churches  
League of California Cities, LA  
County Division

Mental Health America of LA  
Move LA  
NAMI (Nat'l Alliance on Mental  
Illness)

Natural Resources Defense  
Council

National Center of Excellence in  
Homeless Services

New Direction for Veterans  
One LA

Pacoima Beautiful

PATH

The People Concern (OPPC &  
LAMP)

Prevention Institute

Safe Place for Youth  
Sanctuary of Hope

Santa Monica Democratic Club  
Santa Monica for Renters' Rights

Shelter Partnership  
Skid Row Housing Trust

South Bay Council  
of Governments

Southern California Association  
of Nonprofit Housing

Southern California Health &  
Rehab Program

South Bay Coalition to End  
Homelessness

Special Service for  
Groups/HOPICS

SRO Housing Corporation  
St. Anne's

St. Joseph Center  
The Trust for Public Land  
Union Station Homeless Services  
Upward Bound House  
U.S. VETS, Inc.  
West Hollywood-Beverly Hills  
Democratic Club  
Worksite Wellness LA  
Youth Employment Solutions,  
Inc.

### Business

LA Area Chamber of Commerce  
LA Business Council  
LA County Business Federation

Beverly Hills/Greater LA  
Association of Realtors

Central City Association  
Colchester Creek

Hollywood Chamber  
of Commerce

Hollywood Entertainment  
District/Hollywood

Property Owners Alliance  
Sunset & Vine BID/Central

Hollywood Coalition  
Valley Industry & Commerce

Association (VICA)  
West Hollywood Chamber of  
Commerce

### Labor

LA County Federation of Labor  
LA & Orange Counties Building  
& Construction Trades Council

AFSCME Local 3634  
IBEW Local 11

SEIU 721

Southwest Regional Council  
of Carpenters

Teamsters 396  
Teamsters 986

UFCW Local 770

UFCW Local 1428

UFCW Local 1442

UNITE HERE Local 11

Hand this out  
List of Endorsers  
Endorsement form



# Materials

[www.EndHomelessnessLA.org](http://www.EndHomelessnessLA.org)



## Measure H: Key Messages

### *What is Measure H?*

Measure H is a comprehensive plan to end homelessness for 45,000 families and individuals across L.A. County in five years and prevent homelessness for 30,000 in the same period.

Measure H offers immediate relief and long-term solutions. It was placed on the March 7 ballot by the L.A. County Board of Supervisors to address the countywide homeless crisis.

### *How many people are experiencing homelessness in L.A. County?*

On any given night, there are about 47,000 people in L.A. County without a safe place to sleep. About 4,000 are children, 3,000 are veterans and about 11,000 are living in encampments, tents or vehicles. The crisis is getting worse, with the number of people experiencing homelessness increasing by 3% over the past year and those living in encampments, tents, and vehicles increasing by 123% from 2013-2016.

### *Aren't most people experiencing homelessness in our region in the City of L.A.?*

Los Angeles County's homeless population is spread throughout our 88 cities and unincorporated areas. 90% of the people experiencing homelessness are not living on skid row. According to the 2016 Homeless Count, two out of every five homeless people live outside the City of Los Angeles.

### *How many people experiencing homelessness will Measure H help?*

In the first five years, Measure H will help about 45,000 families and individuals move into permanent housing and help another 30,000 avoid becoming homeless—the first time the county has ever prioritized homelessness prevention.

### *What kinds of services will Measure H pay for?*

Measure H will pay for the kinds of services people need to break the cycle of homelessness and poverty: street outreach and engagement, emergency housing, mental health treatment and counseling, substance abuse treatment, case management, rental support, employment services, and construction of permanent affordable housing. Measure H will also fund programs to prevent people from becoming homeless.

### *Sounds great, but can we really afford it?*

The cost of doing nothing is not zero. We can't afford to keep ignoring what is happening. Measure H will generate about \$350 million annually through a ¼ cent sales tax for 10 years, legally dedicated to ending homelessness. It will cost the average consumer a little more than \$1 per month.

Yes, investing in the solutions that work we can lighten the burden on law enforcement, paramedics and emergency rooms, all of which are ill-equipped to get people off the street and much more expensive to provide than supportive services. Permanent housing combined with supportive services is the most effective solution for ending homelessness; without them, our homeless crisis will continue to grow.

### *Does the County have a plan for combating homelessness?*

Yes. The County has been funding and evaluating a wide range of approaches to combating homelessness for years. In 2015, the County launched the "Homeless Initiative" with a comprehensive planning process that included 18 policy summits on nine topics and brought together 25 County departments, 30 cities and public agencies, and over 100 community partners and stakeholders. In 2016 the County formally adopted 47 strategies for combating homelessness and Measure H will invest in

# For Reference Key Messages

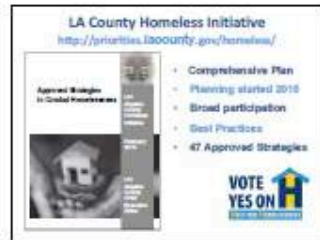




# Materials

[www.EndHomelessnessLA.org](http://www.EndHomelessnessLA.org)

Hand Out  
PowerPoint presentation  
PPT handout



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# Challenging Questions & Effective Responses

**Tommy Newman**

Director of Communications

United Way Yes on H Campaign



# Next Steps

- Complete Speaker Volunteer form
- Download materials
- Reach out to organizations to give presentations
- Ask for organizational endorsements
- Let us know how it's going

Beth@MoveLA.org

(310) 310-2390 x 102





# Thank You!

Tommy Newman, Yes on H Communications Director

Alie Lombardi, Deputy Communications Director

Beth Steckler, Move LA

Marisa Garcia, Move LA

Emily Bradley, United Way

Frank Romero, United Way

Chris Ko, United Way

