Yes on H Speaker Webinar

Feb. 1, 2017

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
1. It’s all about people

2. Unpack 47,000: individualized solutions.

3. Avoid:
   • Don’t lead with ¼ sales tax
   • low-turnout election
   • 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
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.
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/

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

Approved Strategies to Combat Homelessness

Los Angeles County Homeless Initiative

February 2016

Los Angeles County Chief Executive Office

VOTE YES ON HELP END HOMELESSNESS
LA County Homeless Initiative
Early Success with 1st 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

VOTE YES ON HELP END HOMELESSNESS
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

VOTE YES ON H
HELP END HOMELESSNESS
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
¼ 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
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
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
VoteYesOnH.com

Hand this out
Yes on H Fact sheet
(English & Spanish)

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**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 L.A. County in January 2016 was 46,894, an overall increase of 4,055 people (9%) from 2015 (42,839) and 12% more than in 2013. The number of people living in encampments, tents and vehicles increased by 60% from 2015 to 2016 and a staggering 222% from 2012 to 2016.

**How Will Measure H Work?**

Measure H will invest $3.5 billion over 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 2004 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 RidleyThomas 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
VoteYesOnH.com

Hand this out
List of Endorsers
Endorsement form

Measure H Supporters
(list in formation, 1/26/19)
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

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
Workite Wellness LA
Youth Employment Solutions, Inc.

Business
LA Area Chamber of Commerce
LA Business Council
LA County Business Federation
Bevery 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
AFCME Local 3634
IBEW Local 11
SEIU 721
Southwest Regional Council 
of Carpenters
Teamsters 396
Teamsters 968
UFCW Local 770
UFCW Local 1428
UFCW Local 1442
UNITE HERE Local 11
Materials

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 LA 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 LA County Board of Supervisors to address the countywide homeless crisis.

How many people are experiencing homelessness in LA County?
On any given night, there are about 47,000 people in LA 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 5% 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 LA?
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 1/4 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 these strategies.
Materials

www.EndHomelessnessLA.org

Hand Out
PowerPoint presentation
PPT handout
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
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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