



Date: May 18, 2018

To: Patrick H. West, City Manager 

For: Mayor and Members of the City Council

Subject: **Everyone Home Long Beach Initiative Launches May 21, 2018**

Introduction

On April 19, 2018, the City announced Everyone Home Long Beach, a new initiative designed to address the statewide homeless crisis and its effects on the city. This memorandum provides an overview of that initiative.

Background

The Everyone Home Long Beach initiative will build on the many great homeless assistance and affordable housing efforts already underway by the Long Beach Health and Human Services Department (DHHS), the Continuum of Care (CoC), the Homeless Services Advisory Committee, and the Development Services Department. These established efforts have led Long Beach to: a 41 percent decline in people experiencing homelessness over the last four point-in-time counts (2011-2017); permanently housing nearly 3,100 people since 2013; and helping develop approximately 1,700 new affordable units in the last decade, with 912 more units on their way.

Long Beach's approach to addressing homelessness emphasizes coordination and collaboration across City departments, nonprofits, and for-profit and faith based partners. Best practices implemented within the existing system of care include:

- A robust street outreach network that utilizes a multi-disciplinary approach to engage the street homeless population.
- The City's interdepartmental workgroup that meets monthly to strategize a coordinated response to homeless impacts throughout Long Beach.
- The utilization of a best practice model coordinated entry approach to service linkage through the Multi-Service Center (MSC) and Mental Health America (the Village).
- A designation by the Department of Housing and Urban Development (HUD) of Unified Funded Agency Status awarded to the Long Beach CoC for demonstrating both fiscal and administrative oversight capacity (one of six across the nation).
- Continuing to be at the forefront of reducing the veteran street population and reaching "Functional Zero."
- A successful negotiation with the Los Angeles County Chief Executive Office to secure a dedicated Measure H allocation for Long Beach to enhance local coordination of homeless services for four key strategies including; prevention for individuals; expansion of Rapid Rehousing; enhancing the Countywide Outreach System; and strengthening the Coordinated Entry System.

In April 2017, community stakeholders came together at a summit to discuss and define “what success looks like” in Long Beach’s mission to end homelessness. A Statement of Possibility was comprised, and will be used as a guide to develop strategies and initiatives for the next five years. For the experience of homelessness in Long Beach to be rare and brief when it occurs, the Statement includes the following:

- Capacity of strong and innovative collaborative partnerships are leveraged to ensure that individuals and families are sheltered within 48 hours of seeking shelter and are moved quickly to permanent housing solutions.
- Prevention is a City priority reflected in concerted efforts to expand affordable housing and to ensure that supports are in place to help those at imminent risk of homelessness remain housed.
- Residents experiencing homelessness access services available 24/7, that both allow them to acquire skills and resources needed to remain housed, and that create a sense of purpose and belonging.
- Data is utilized to track results and successes and to identify areas in need of improvement.
- Members of our community have the knowledge and comfort level to help those experiencing homelessness and see themselves as part of a positive solution.
- We do not give up on the possibility of “yes.”

All of the above noted work, plus more, will be built upon and amplified through the Everyone Home Long Beach initiative and task force.

Task Force

Everyone Home Long Beach will be led by a task force comprised of Chief Executive Officers and community leaders from major Long Beach institutions. The task force will review existing efforts to transition people back into housing and services, identify new opportunities to support those who need housing, and develop solutions to prevent homelessness in the first place.

The task force will meet four times over the course of this summer. Their work will be encapsulated into a formal report by City staff and presented to the Mayor and City Council this fall. Meetings will run three hours; thirty minutes will be reserved for public comment.

Task force meetings are currently planned for:

- June 15, 2018 - California State University, Long Beach, 9 a.m. to 12 p.m.
- July 20, 2018 – Location/Time TBD
- August 17, 2018 – Location/Time TBD
- September 21, 2018 – Location/Time TBD

Task force members include:

- Chair: Jane Close Conoley, President, California State University, Long Beach

- Vice Chair: Andy Kerr, Board Member, Measure H Citizens' Oversight Advisory Board
- Reagan Romali, Superintendent, Long Beach City College
- Chris Steinhauser, Superintendent, Long Beach Unified School District
- John Bishop, CEO, Long Beach Memorial Medical Center
- Carolyn Caldwell, President St. Mary Medical Center
- Brian D'Andrea, President, Century Villages at Cabrillo
- Jeff Johnson, Chair, Homeless Services Advisory Committee
- Janet McCarthy, President, Goodwill Southern Los Angeles County
- Erin Rank, President, Habitat for Humanity Los Angeles
- John Molina, Partner, Pacific6
- Christine Petit, Executive Director, Long Beach Forward/Building Healthy Communities
- Chris Miller, President, Long Beach Mental Health America
- Susana Sngiem, Executive Director, United Cambodian Community
- Jessica Quintana, Executive Director, Centro CHA
- Jeff Levine, Program Director, Long Beach Rescue Mission and Co-Chair, COC
- John Thomas, Chair, Long Beach Community Investment Company
- Randy Gordon, President, Long Beach Area Chamber of Commerce
- Kraig Kojian, President, Downtown Long Beach Alliance
- Porter Gilberg, Executive Director, Long Beach LGBTQ Center
- Gregory Sanders, President, Long Beach Ministers Alliance
- Suny Lay Chang, Chief Operating Officer, LINC Housing
- Kenneth McDonald, Chief Executive Officer, Long Beach Transit
- Brenda Threatt, Executive Director, U.S. VETS Long Beach
- Chris Wing, Chief Executive Officer, SCAN Health Plan

Public Outreach

To highlight Everyone Home Long Beach, the City will launch a week-long awareness campaign, which includes the following:

News Media. On May 21, an Everyone Home Long Beach press release will be disseminated to local and regional news outlets. The release will provide information on the initiative, including task force meeting dates, an introduction to the new initiative webpage, and information on social media activities that will take place throughout the week. On May 23, an op-ed on the initiative is scheduled to publish in the print and digital versions of the Press-Telegram.

Website. On May 21, a new Everyone Home Long Beach webpage on the City's website will be announced and go live. Any member of the public can visit www.longbeach.gov/EveryoneHomeLB. The page will include information on efforts already underway, resources, and information about task force meetings and how the public can get involved.

Blog. On May 23, InsideLB, the City's new blog, will feature Immanuel Place, an incredible adaptive reuse, affordable housing development project. The three-story development features 24 one-bedroom units for low-income seniors, including 15 units for individuals experiencing homelessness or at-risk of experiencing homelessness.

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Social Media. From May 21 through 25, daily posts on Facebook, Twitter, and/or Instagram will be pushed out to the community to begin a dialogue about Everyone Home Long Beach. On May 24 at 3 p.m., a Facebook Live tour of the Multi Service Center will be conducted to showcase the complete spectrum of services provided to assist people experiencing homelessness. Also, the May 21 press release will be published on Nextdoor to the entire community.

We encourage you to share the aforementioned content on all your community-facing platforms starting May 21, with the hashtag #EveryoneHomeLB.

If you have any questions regarding Everyone Home Long Beach, please contact Kelly Colopy, Director of Health and Human Services, at Kelly.Colopy@longbeach.gov or (562) 570-4016; or Kevin Lee, Public Affairs Officer, at Kevin.Lee@longbeach.gov or (562) 570-6811.

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CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
DOUGLAS P. HAUBERT, CITY PROSECUTOR
MONIQUE DE LA GARZA, CITY CLERK
TOM MODICA, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
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