Everyone In
Today’s panel

How we got to where we are today
How we approach organizing
How we frame our message
Quick exercise
Top 14
Q&A
L.A. Snapshot
In 2016-2017, we passed two measures that provide us the resources to make real change.

- Invests $1.2 billion dollars in 10,000 units of supportive housing in the City of L.A.
- A quarter-cent sales tax that would generate $355 million annually for 10 years for supportive services.

$4.7 billion in 10 years
MAJOR OBSTACLES:
- Local opposition
- Misconceptions
- Political will
- Resources
Everyone In is a community movement to end our homelessness and housing crisis by fighting for solutions we know work: affordable and supportive housing in every part of L.A. County.

Our goal is to activate the millions of people across L.A. County who support real solutions to ending homelessness.
Core Campaign Strategies

- Humanize
- Storytelling
- Localize
- Organizing
- Going Big
- Narrative Change
An overwhelming majority would support the construction of supportive housing in their neighborhood.

Suppose that there were a proposal to build supportive housing for the homeless in your neighborhood. If that were the case, would you support or oppose such a proposal?

- Total Support: 69%
- Total Oppose: 27%
- Don’t Know: 4%
NIMBYs

BANANAS
A story delivers a context so that your facts slide into new slots in your listeners’ brains.

Facts aren’t influential until they mean something to someone.

People make their decisions based on what the facts mean to them, not on the facts themselves.

Fact: “Supportive housing is 90% effective.”
Main drivers into homelessness

Show them why it matters
Drivers into homelessness:

Our homelessness crisis is our housing affordability crisis

- **32%** Median rent increase in L.A. County
- **3%** Median renter income decrease

Source: California Housing Partnership Corp. 2017
Rents are rising

An estimated 600,000 L.A. County renters spend 90% of their income on housing.

Without a safety net, people are at risk of being one paycheck, crisis, or emergency from homelessness.
53% of people experiencing homelessness for the first time said it was due to economic hardship.
There’s not enough affordable housing

Los Angeles County needs 516,946 more affordable rental homes to meet current demand of very low and extremely low income households.
Not everyone is affected equally

There is a persistent overrepresentation of Black people experiencing homelessness due to additional factors such as structural racism, housing discrimination, and mass incarceration.
Institutional racism

Black people make up 33% of the homeless population while only making up 9% of the general population in L.A. County.
State of the Crisis

Show them we can do it
58,936

12%

SOURCE: 2019 HOMELESS COUNT ADJUSTED
The number of people experiencing homelessness in L.A. County is nearly the capacity of Dodger Stadium.
We know what works.

1/4
CHRONIC HOMELESSNESS
“long-term”
Intensive supportive services combined with housing assistance

3/4
FIRST TIME/TEMPORARY EPISODIC HOMELESSNESS
“short-term”
Rental assistance and supportive services. People that need an affordable place to live.
3. San Gabriel Valley

Includes:
Pasadena
Arcadia
Temple City
West Covina
San Gabriela
Alhambra
El Monte
Baldwin Park

TOTAL
1,457

Long-Term Homelessness
486

Short-Term Homelessness
971
Compton

26 people experiencing long-term homelessness that need supportive housing

105 total unhoused people
The Solutions
Show them what’s possible
Homes end
Bridge Housing

HOUSING THAT PROVIDES SHORT TERM STAYS AND VARIOUS SERVICES TO HOMELESS NEIGHBORS

Connect people to permanent housing

Not first come, first serve basis

Prioritized on vulnerability factors

Professionally trained staff on site

Open 24/7
Supportive Housing

AFFORDABLE HOMES
COMBINED SUPPORT SERVICES INSIDE

Most vulnerable population
Professionally trained staff
Management and security staff
Residents sign a lease and abide by house rules
Preserve
Protect
Produce
Meet Linda
Quick Exercise!

Show us what you know
Town Hall Meeting
Jim and Mary
The Neutral Couple
Open House Format

Free to engage
Less intimidating
More civil
No grandstanding
Opposition can’t organize
No microphones!
The Plan to Win

Show them how we’ll do it
Over 91,000 people have signed up for Everyone In
Organizing Team

Antelope Valley
Central L.A.
Long Beach
San Gabriel Valley
San Fernando Valley
South L.A.
South Bay/Harbor Cities
Westside
Across L.A. County

6,424 units of supportive housing approved

1,812 units currently under construction
Activities

- Partner: Venice Community Housing
- Trained volunteers to canvass
- Canvassed neighborhood
- Hosted house meetings ongoing
- Mobilized residents for civic action
- Organized direct actions
- Organized community events
- Built neighborhood-based coalitions

Outcomes

- 1,700 person list
- Approved Rose Avenue SH
- Reese-Davidson SH
- Temporary bridge on Metro lot
- Dozens of house meetings
WHEREAS, at least 25,237 people are sleeping on the streets of Los Angeles on any given night and at least 10,753 of whom are experiencing chronic homelessness; and,
WHEREAS, the City of Los Angeles put forth a $1.2 billion bond measure - Proposition HHH - to fund the construction of supportive housing and homeless service facilities in alignment with the City's comprehensive homeless strategy that was adopted on February 9, 2016; and,
WHEREAS, 77 percent of voters, 916,518 people, voted yes in support of Proposition HHH; and,
WHEREAS, as a City we have set an ambitious goal of approving at least 10,000 units of supportive housing over the next ten years as a critical component of the comprehensive strategy.

NOW, THEREFORE, BE IT RESOLVED,
that by the adoption of this Resolution with the concurrence of the Mayor, the Councilmembers of the City of Los Angeles hereby each pledge to support a minimum of 222 new units of supportive housing in their respective districts, funded by Proposition HHH for the period of Jul 1, 2017 to July 1, 2020, for a total of at least 3,330 citywide supportive housing units over the three year period.
The Path to **222** SUPPORTIVE HOUSING UNITS by 2020
Website  
Social & Email  
Text Outreach  
Outdoor Ads  
Radio Spots  
Earned Media  
Cool Swag!  

Volunteering  
Housing Tours  
Call-in Trainings  
Storytelling  
Pop Ups  
Festivals  

Canvassing  
House Parties  
Mobilizing  
Trainings  
Civic Action
Top 14 Best Practices

1. Don’t focus on opposition
2. Find your local leaders
3. Localize your organizing
4. Build a big tent
5. Know the policy landscape
6. Air war + ground war
7. Humanize the crisis
8. The 20/80 Rule
9. Make a Fact Sandwich
10. Breakdown the count
11. Simplify your message
12. Drop the mic, literally
13. Stay grounded
14. Relationships are everything
Visit everyoneinla.org

#EVERYONEIN
Appendix
Join us for the next trainings

201 Messaging
How to talk to others about the issue
DATE, TIME
LOCATION

301 Organizing
How to move others toward a common goal
DATE, TIME
LOCATION

401 Campaigning
How to build something locally
DATE, TIME, LOCATION
How did we get here?
In 2006

City and County at odds

82,000 people experiencing homelessness

LA CoC asked for funding from HUD
### TIMELINE

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2007</td>
<td>United Way launched the first HomeWalk with 3,000 participants</td>
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<td>2010</td>
<td>United Way &amp; LA Area Chamber launch Home For Good Initiative</td>
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<td>- Piloted the Coordinated Entry System (CES), launched Funders’ Collaborative</td>
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<td>2013</td>
<td>1st annual Greater Los Angeles Homeless Count</td>
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<td>2015</td>
<td>Mayor Eric Garcetti announces “Homeless State of Emergency”</td>
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<tr>
<td>2016</td>
<td>City + County adopt $2B in comprehensive homeless plans</td>
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<td>- Polls showed homelessness as #1 issue for voters</td>
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<tr>
<td></td>
<td>- City Proposition HHH, $1.2B bond for housing</td>
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<td></td>
<td>- County Measure H, quarter cent sales tax for 10 years</td>
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<tr>
<td>2017</td>
<td>Planning + prepping + scaling for HHH and H funding</td>
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<tr>
<td>2018</td>
<td>Launch countywide media/organizing campaign</td>
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Homelessness increased across the region in 2019.

At the core of the homelessness crisis is housing costs rising faster than incomes.
Without Measure H resources the homeless count would've shown a 28% increase—much closer in line with our neighboring counties.
We are helping more people than ever

<table>
<thead>
<tr>
<th>Service</th>
<th>2015 Before Measure H</th>
<th>2018 After Measure H</th>
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<tbody>
<tr>
<td>Prevention</td>
<td>1,346</td>
<td>5,643</td>
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<tr>
<td>Outreach &amp; Engagement</td>
<td>11,747*</td>
<td>34,110*</td>
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<tr>
<td>Interim Housing</td>
<td>18,979*</td>
<td>24,493*</td>
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<tr>
<td>Permanent Housing Placements</td>
<td>11,904</td>
<td>21,631</td>
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*LA CoC excludes Glendale, Pasadena, and Long Beach CoCs; Permanent Housing Placements and Prevention include all 4 CoCs in LA.
We are housing people more than ever before.

That’s an 82% increase in housing placements since 2015.
“Organizing is about building relationships. It’s about building power together as a community to solve an issue.”

Gabriela
Everyone In Organizer
BENEFITS OF SUPPORTIVE HOUSING

Provides On-Site Services
Services such as mental health, addiction therapy, and job training produces better outcomes and healthier lives.

Increases Stability
Helps tenants stay housed, decreasing the cycle of homelessness, shelter stays, and emergency room visits.

Saves Taxpayer Money
Supportive Housing saves almost 43% in supportive services than cost of public services while unsheltered

90% of people retain housing after one year
7 things to know about supportive housing

- It’s permanent and affordable
- There are supportive services on site
- It’s community-based
- It prioritizes the most vulnerable populations
- It’s safe
- It’s effective
- You might live next to one and not even know it