



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

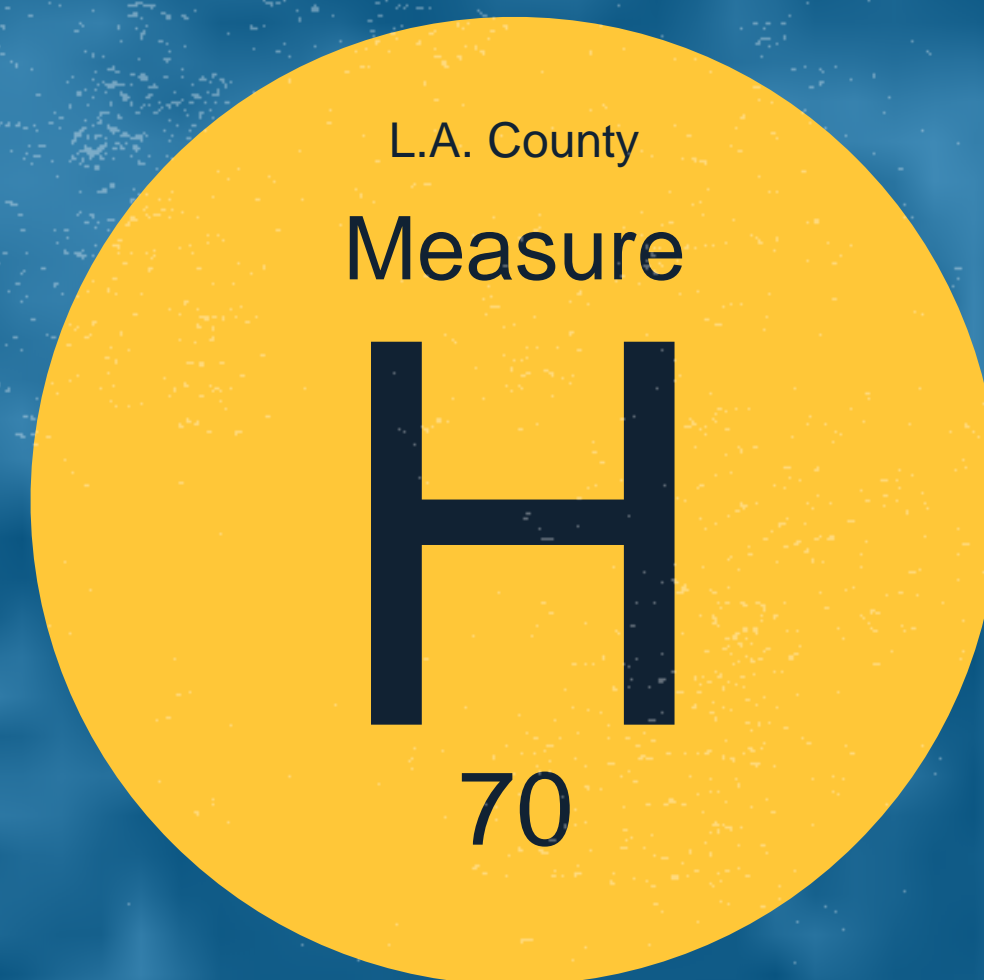
Q&A

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.





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.

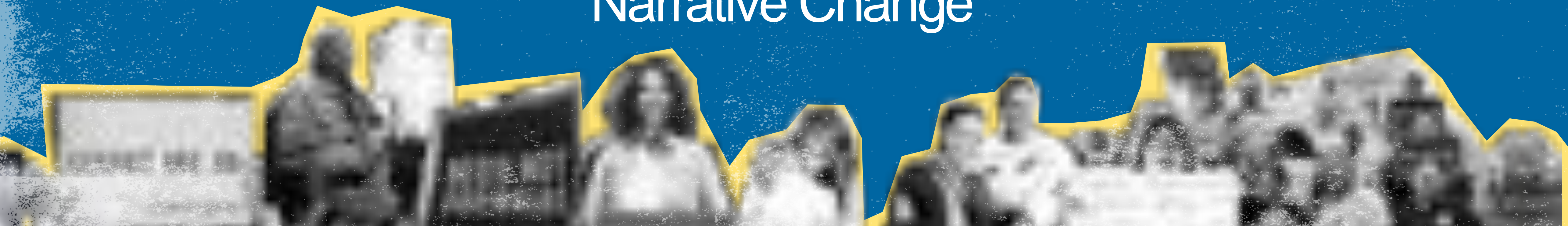
Core Campaign Strategies



Humanize
Storytelling

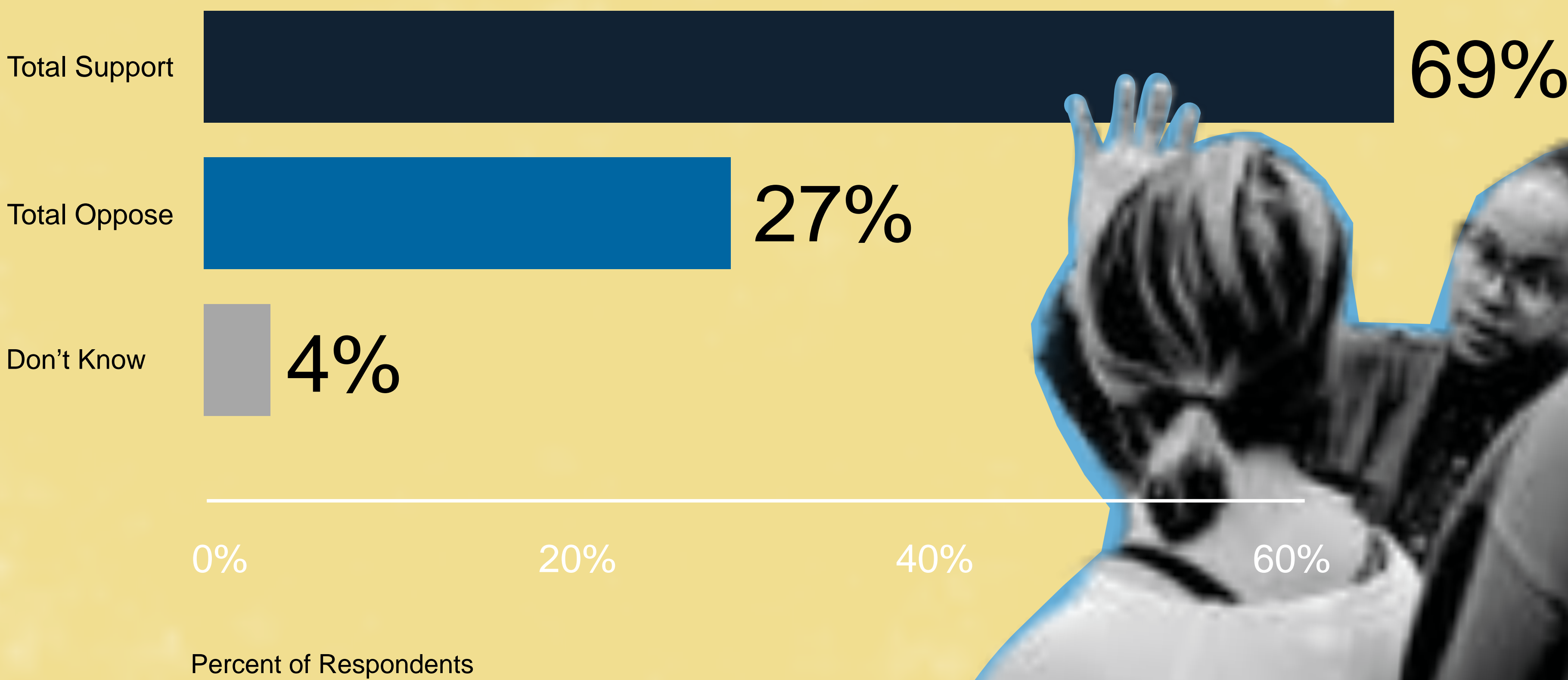
Localize
Organizing

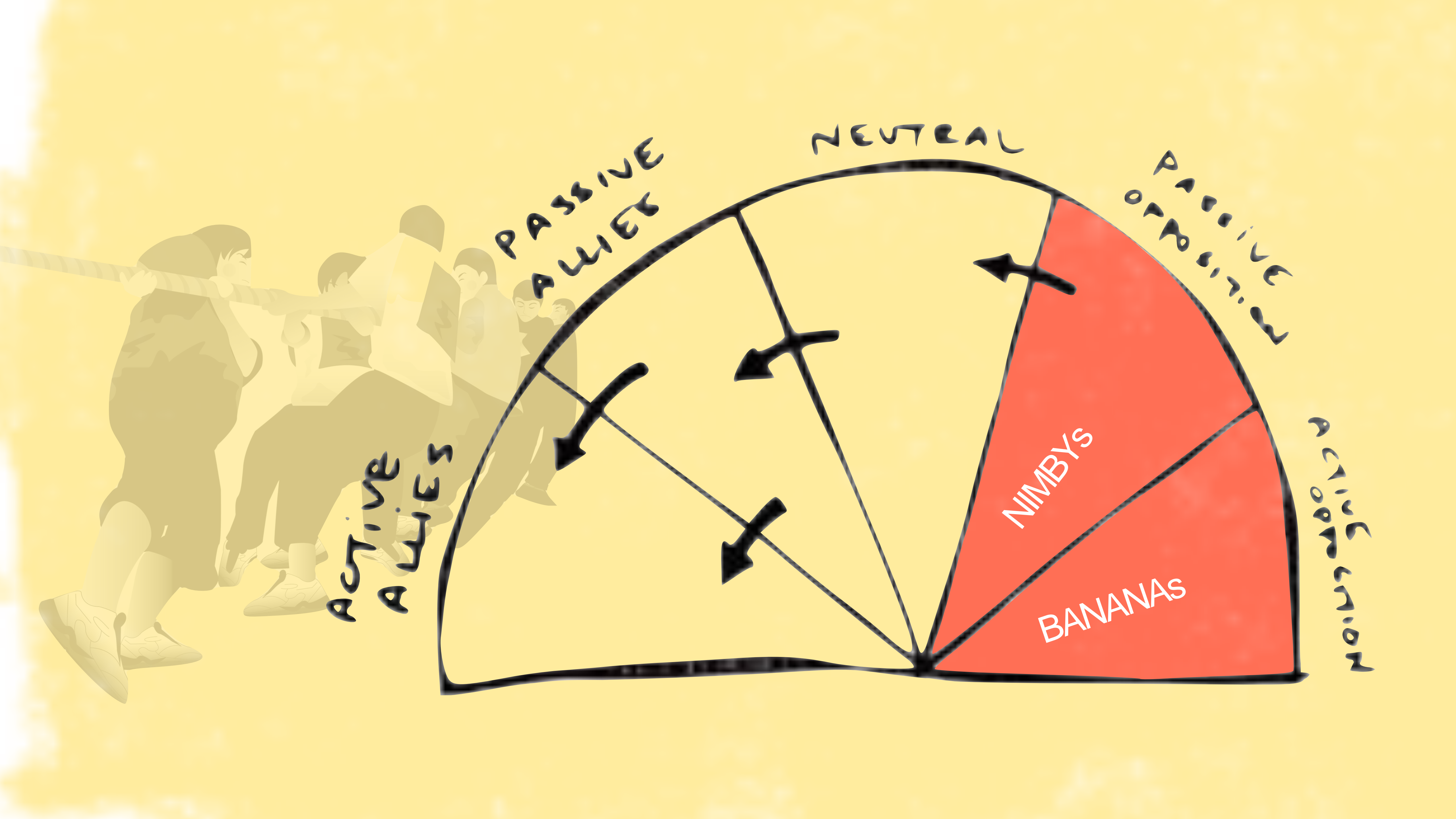
Going Big
Narrative Change



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?



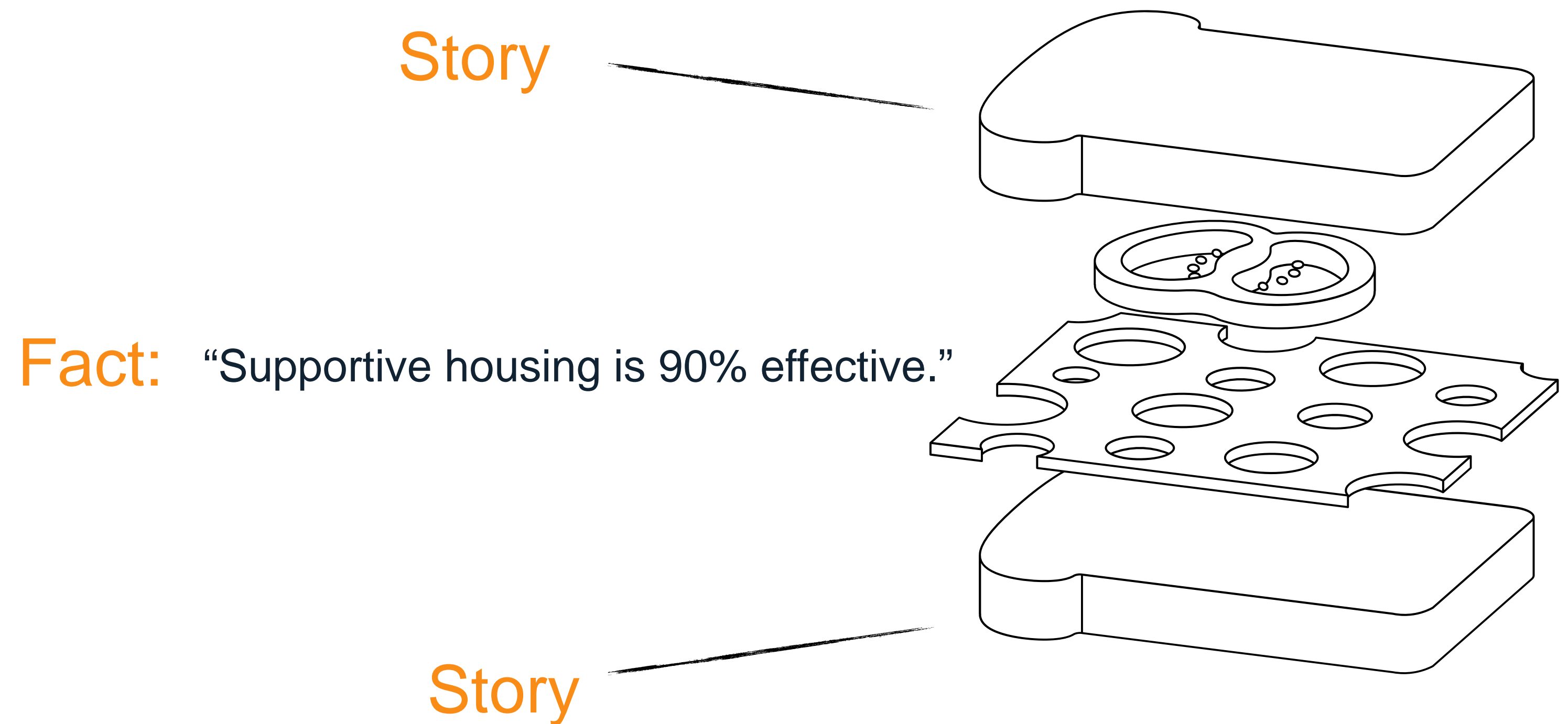


Facts don't fix fears

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.

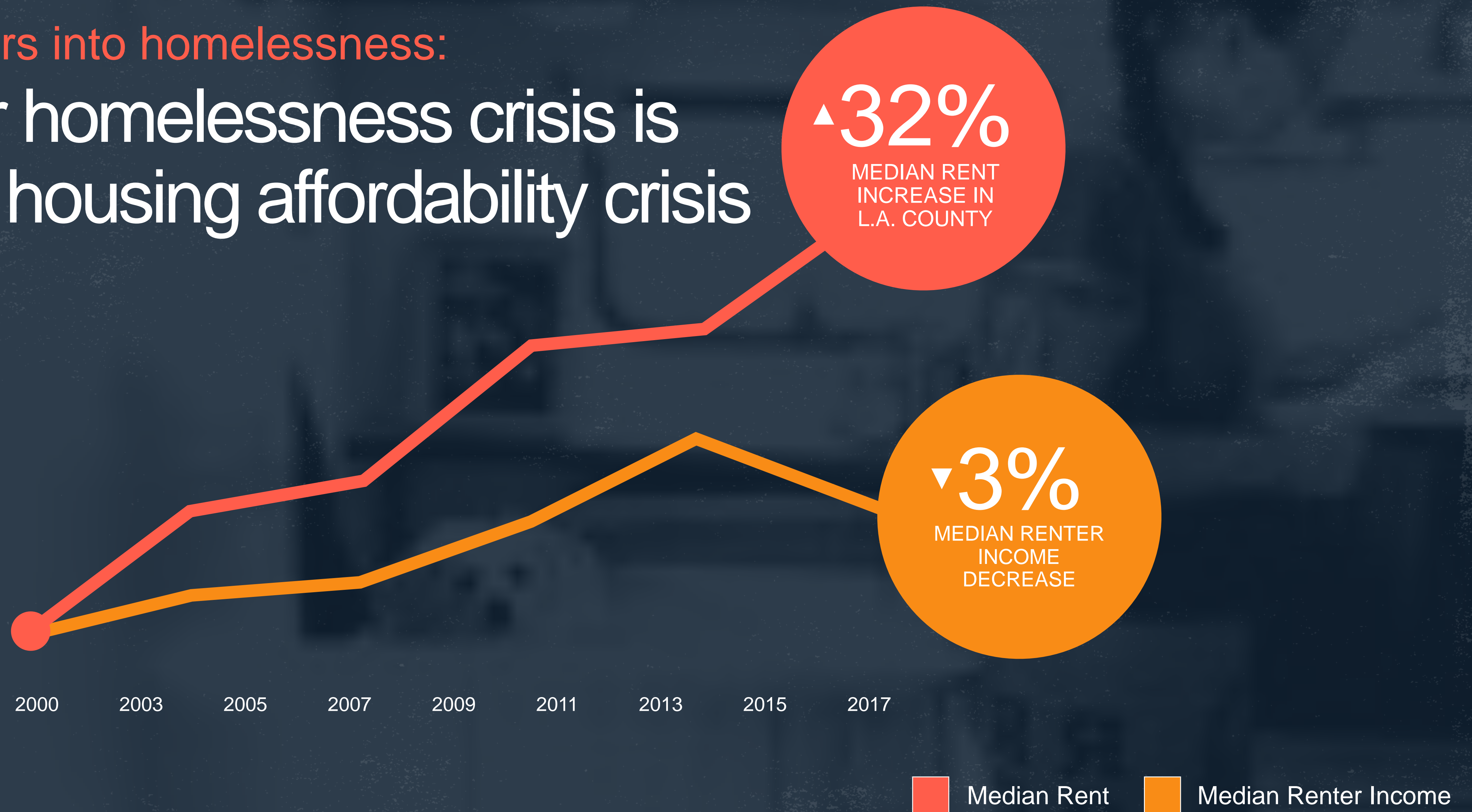


Main drivers into homelessness

Show them why it matters

Drivers into homelessness:

Our homelessness crisis is
our housing affordability crisis

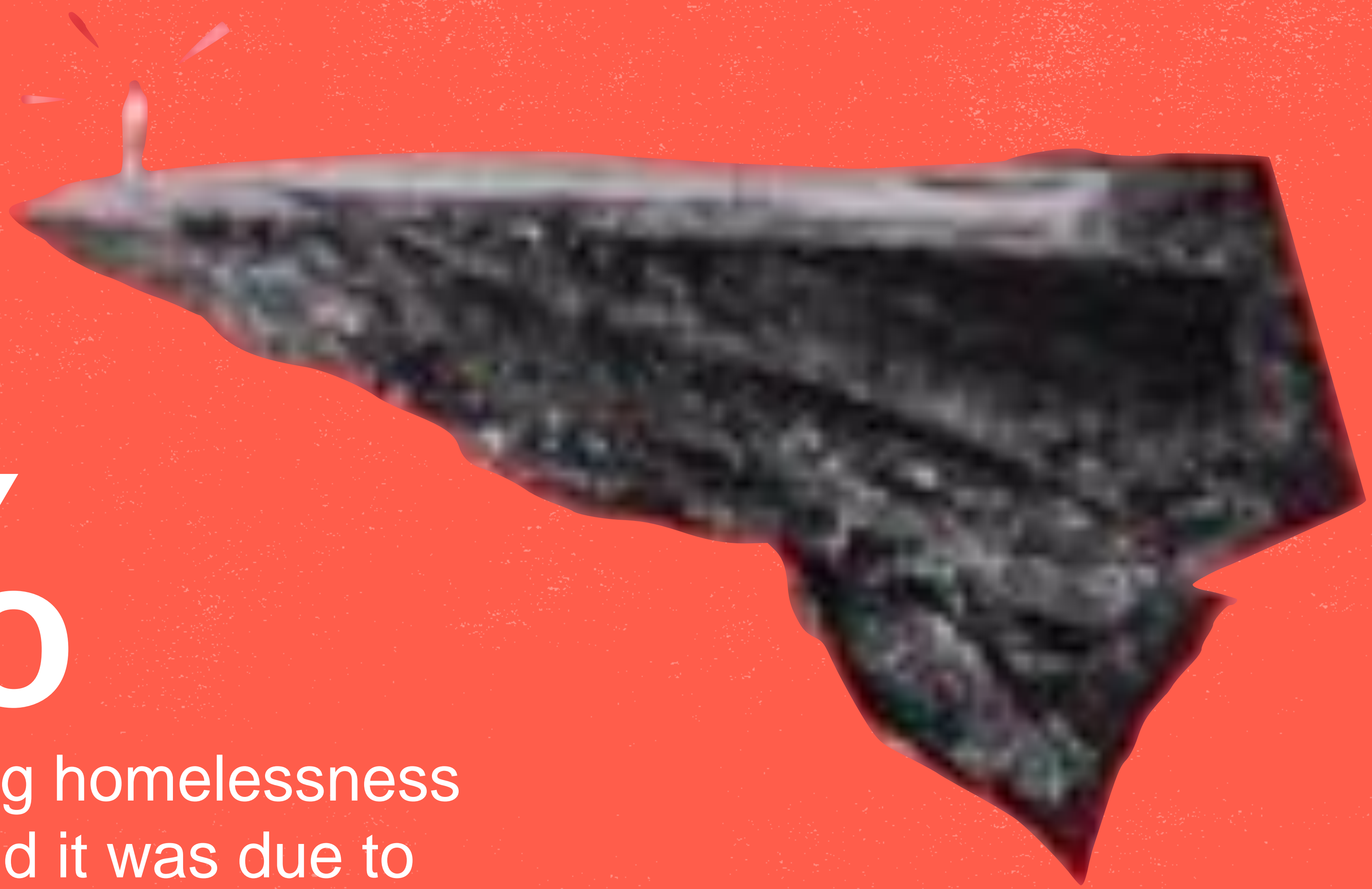




Rents are rising

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%

people experiencing homelessness
for the first time said it was due to
economic hardship.

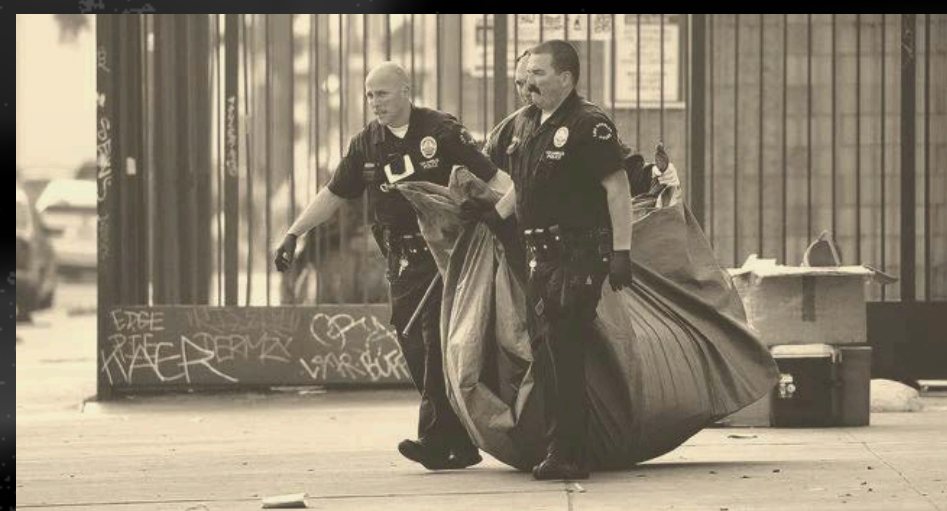


There's not enough affordable housing

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%

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



STREETS

CRISIS / BRIDGE
HOUSING

SUPPORTIVE
HOUSING

3/4

FIRST TIME/TEMPORARY EPISODIC HOMELESSNESS

“short-term”

Rental assistance and supportive services.
People that need an affordable place to live.



STREETS

CRISIS / BRIDGE
HOUSING

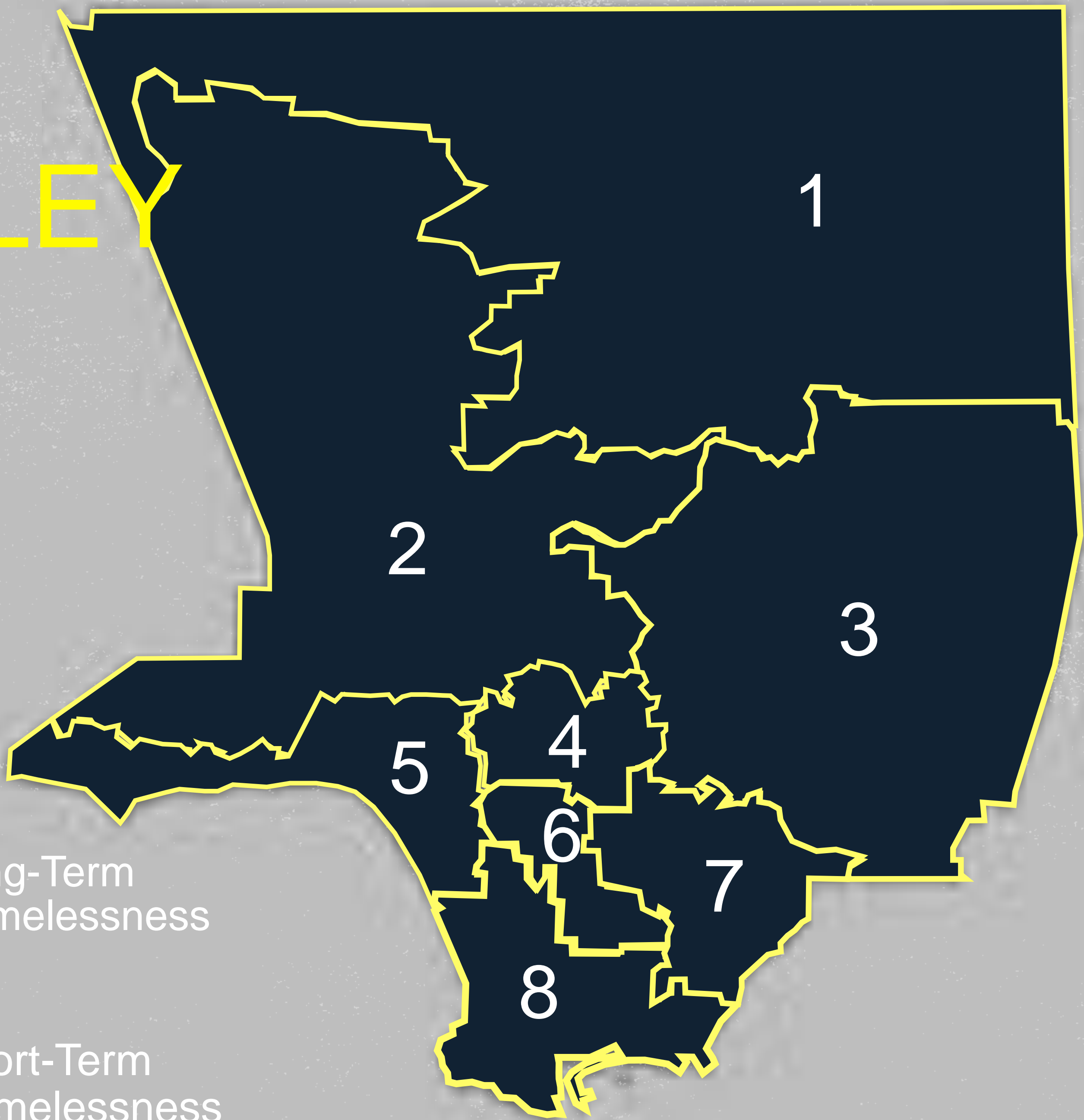
RAPID
RE-HOUSING

AFFORDABLE
HOUSING

Your Region: SAN GABRIEL VALLEY

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

- 1. Antelope Valley
- 2. San Fernando Valley
- 3. San Gabriel Valley
- 4. Metro
- 5. West
- 6. South
- 7. East
- 8. South Bay



TOTAL

1,457



486

Long-Term
Homelessness

971

Short-Term
Homelessness

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

Proposed Venice Bridge Home Site



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

NIMBY

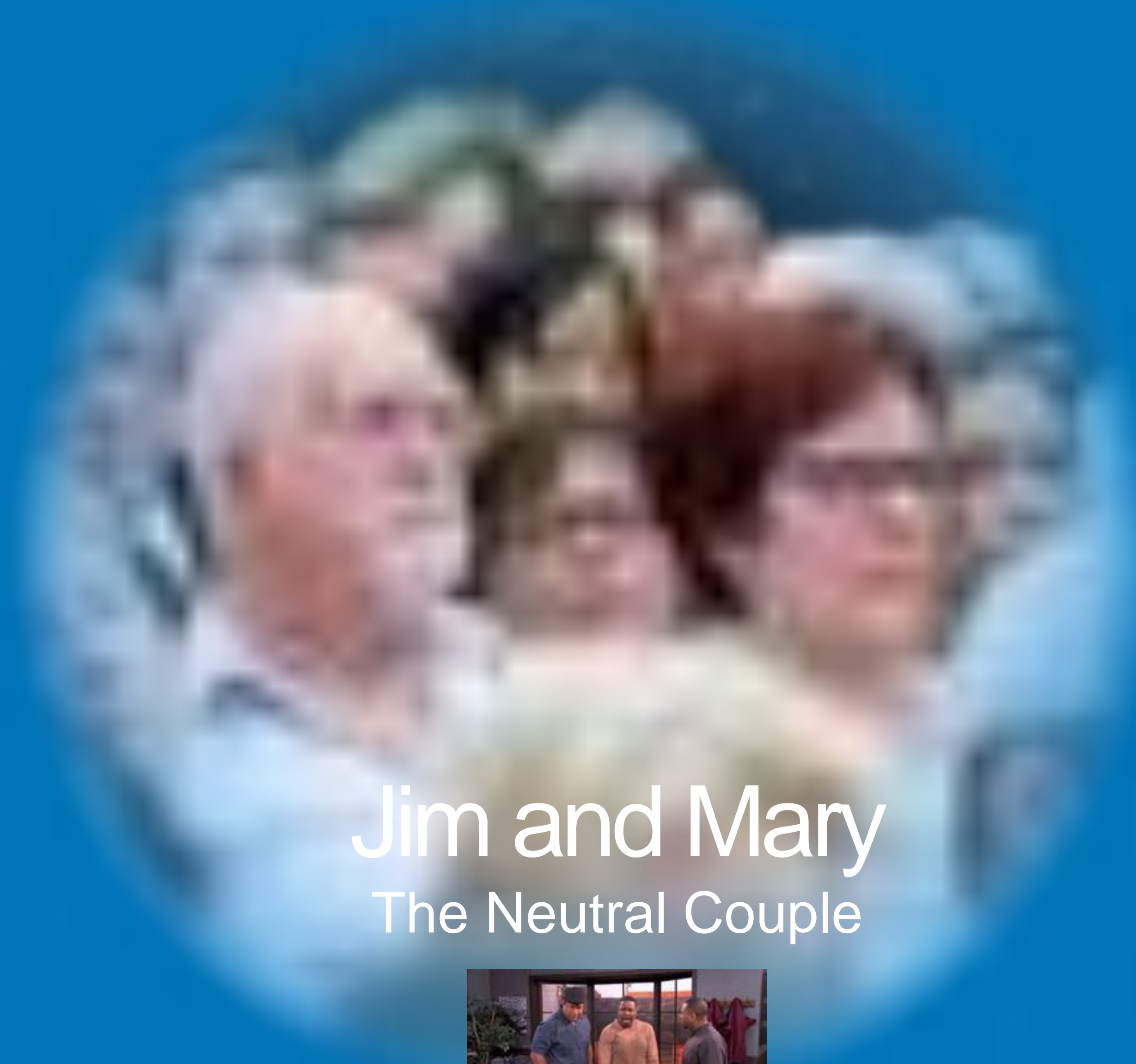
Police

Developer

Media

Elected leader





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

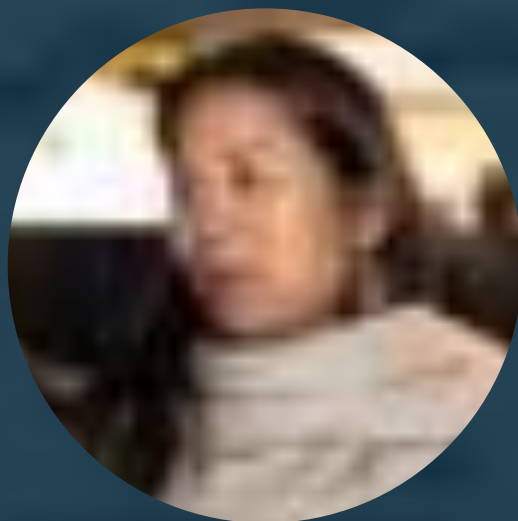
people have signed up
for Everyone In





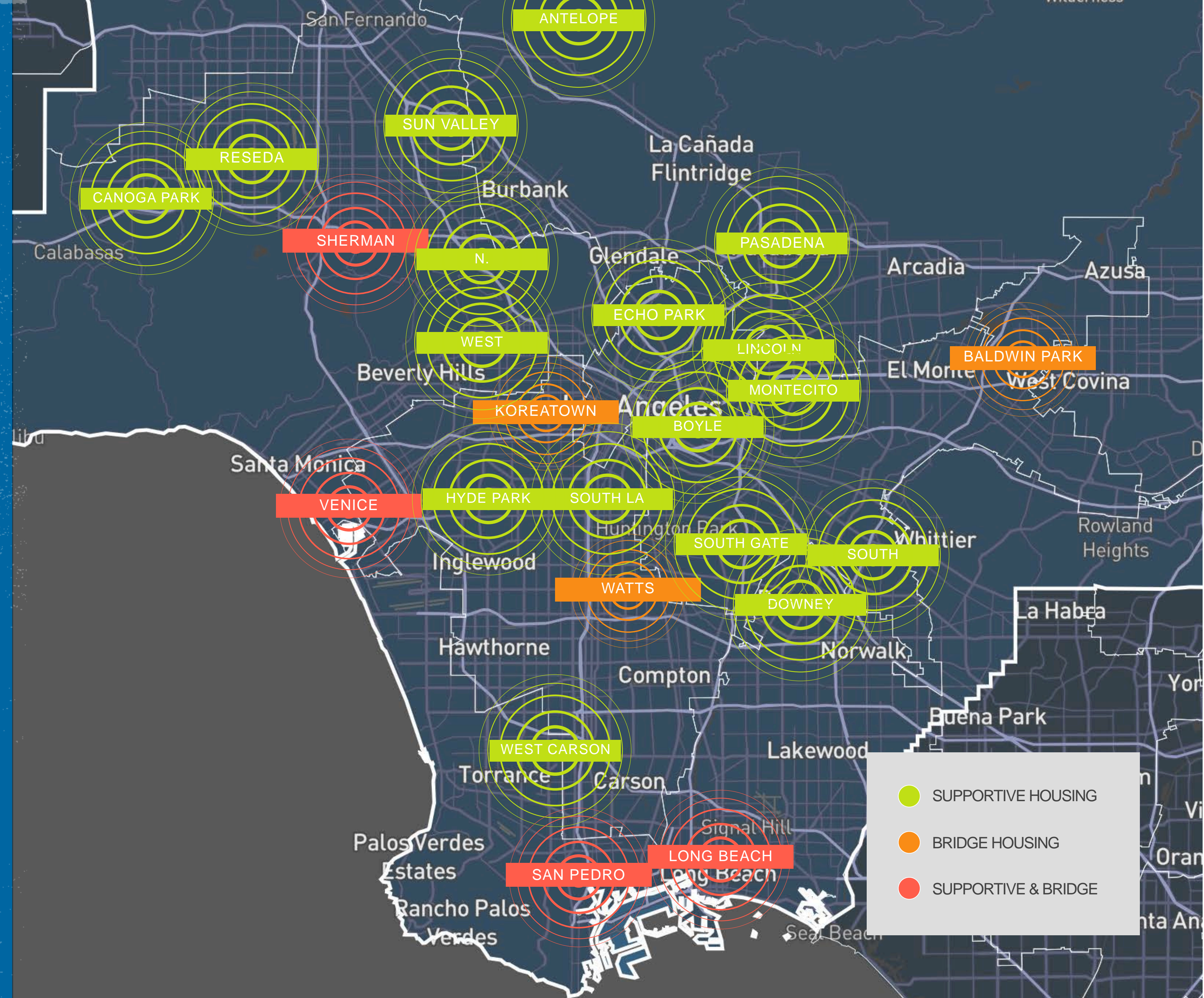
Organizing Team

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





ACTIVE SITE



Across L.A. County

6,424

units of supportive
housing approved

1,812 units currently
under construction



CASE

Venice

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



CASE

10,000 UNITS OF SUPPORTIVE
HOUSING

OVER 10 YEARS (PROP HHH)

3,330 UNITS ACROSS ALL 15
DISTRICTS

OVER 3 YEARS





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

201301401

Messaging

How to talk to others
about the issue

DATE, TIME
LOCATION

Organizing

How to move others
toward a common goal

DATE, TIME
LOCATION

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

2007

United Way launched the first HomeWalk with 3,000 participants

2010

United Way & LA Area Chamber launch Home For Good Initiative

- Piloted the Coordinated Entry System (CES), launched Funders Collaborative

2013

1st annual Greater Los Angeles Homeless Count

2015

Mayor Eric Garcetti announces “Homeless State of Emergency”

2016

City + County adopt \$2B in comprehensive homeless plans

- Polls showed homelessness as #1 issue for voters
- City Proposition HHH, \$1.2B bond for housing
- County Measure H, quarter cent sales tax for 10 years

2017

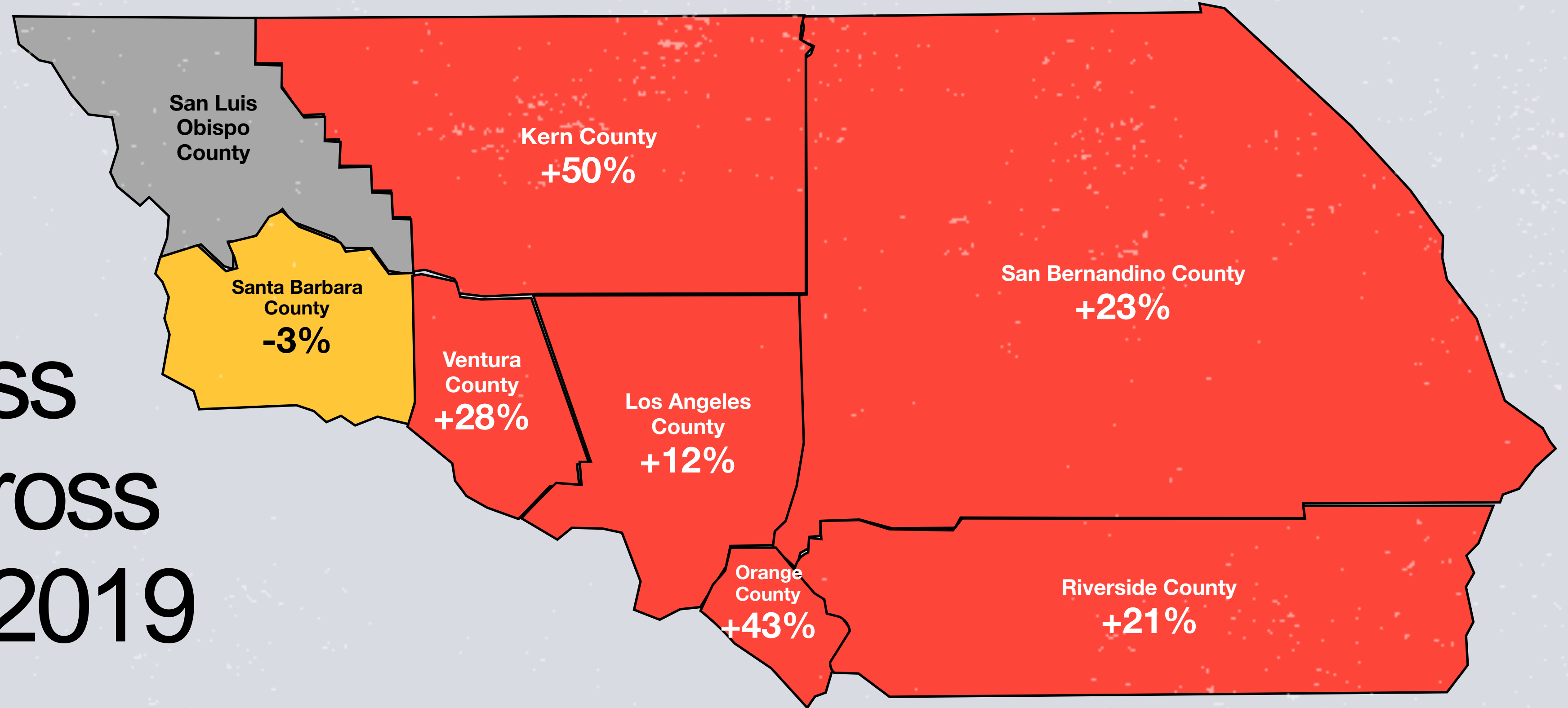
Planning + prepping + scaling for HHH and H funding

2018

Launch countywide media/organizing campaign

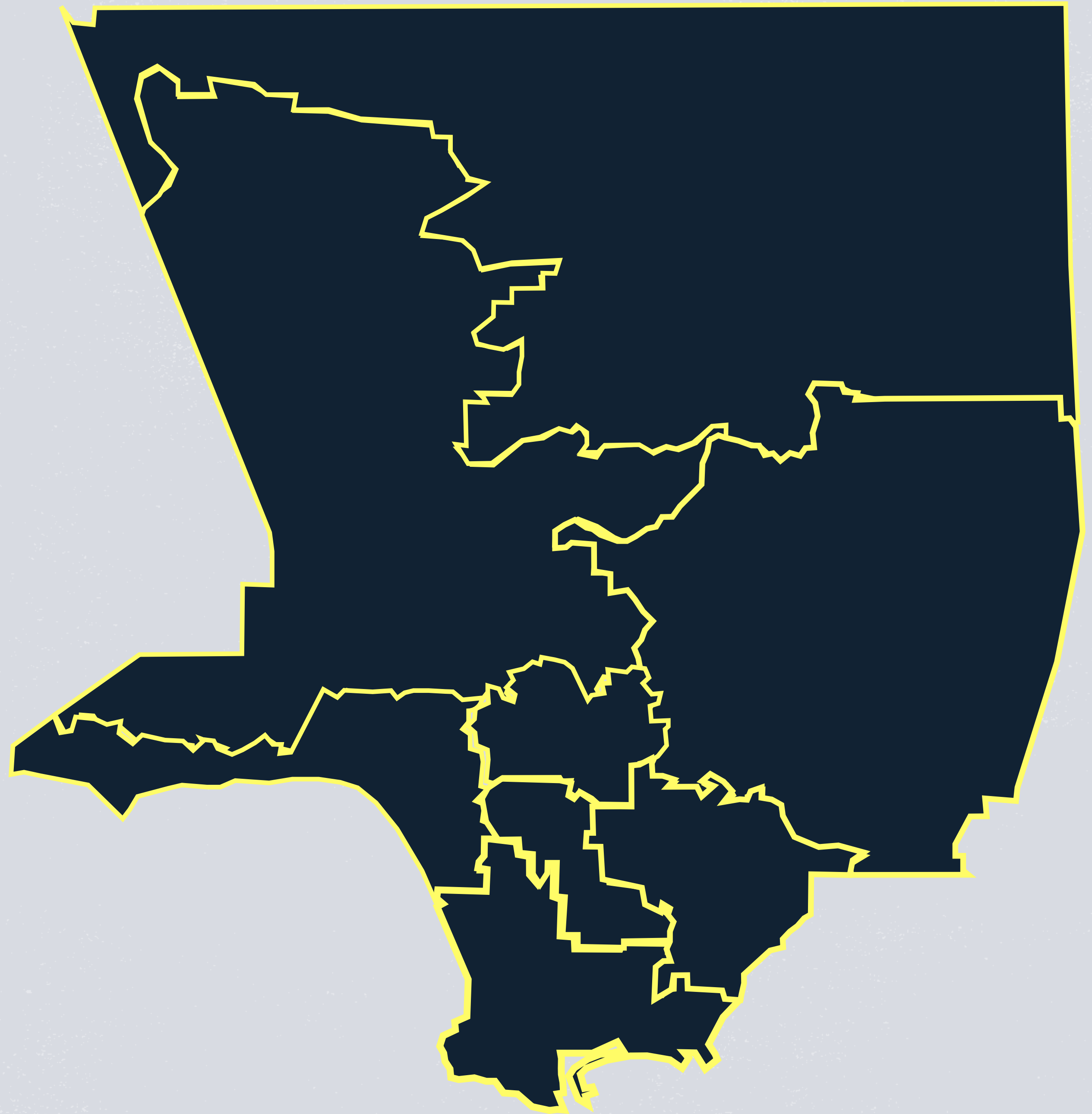
Homelessness increased across the region in 2019

At the core of the homelessness crisis is housing costs rising faster than incomes.



+28%

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

2015
Before Measure H

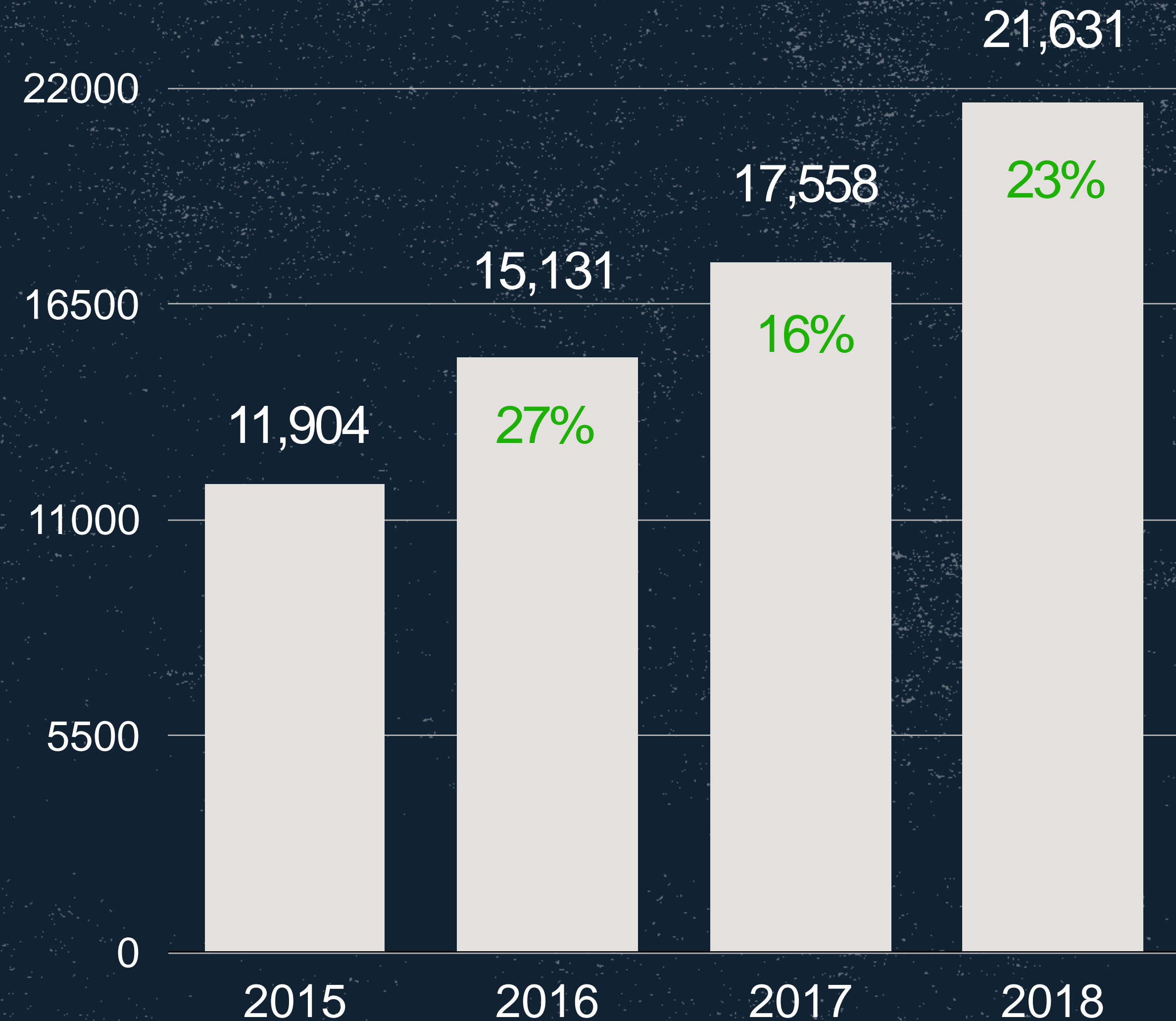
2018
After Measure H

Prevention	1,346	5,643
Outreach & Engagement	11,747*	34,110*
Interim Housing	18,979*	24,493*
Permanent Housing Placements	11,904	21,631

*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

90%

OF PEOPLE
RETAIN HOUSING
AFTER ONE YEAR



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



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



EVERYONE IN
UNITED WAY

