

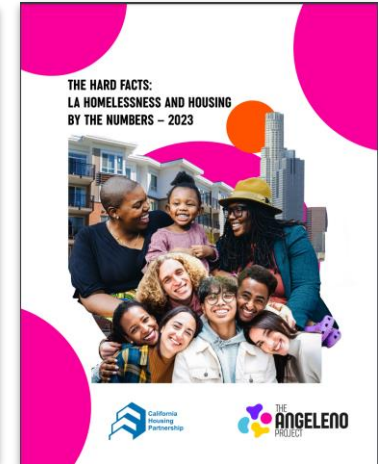
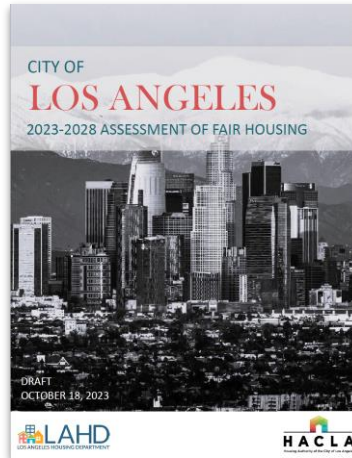
2023 Needs Assessment

ULA COC Meeting
March 14, 2024

Los Angeles Housing Department (LAHD)
Joel Montano
Nancy Twum-Akwaboah

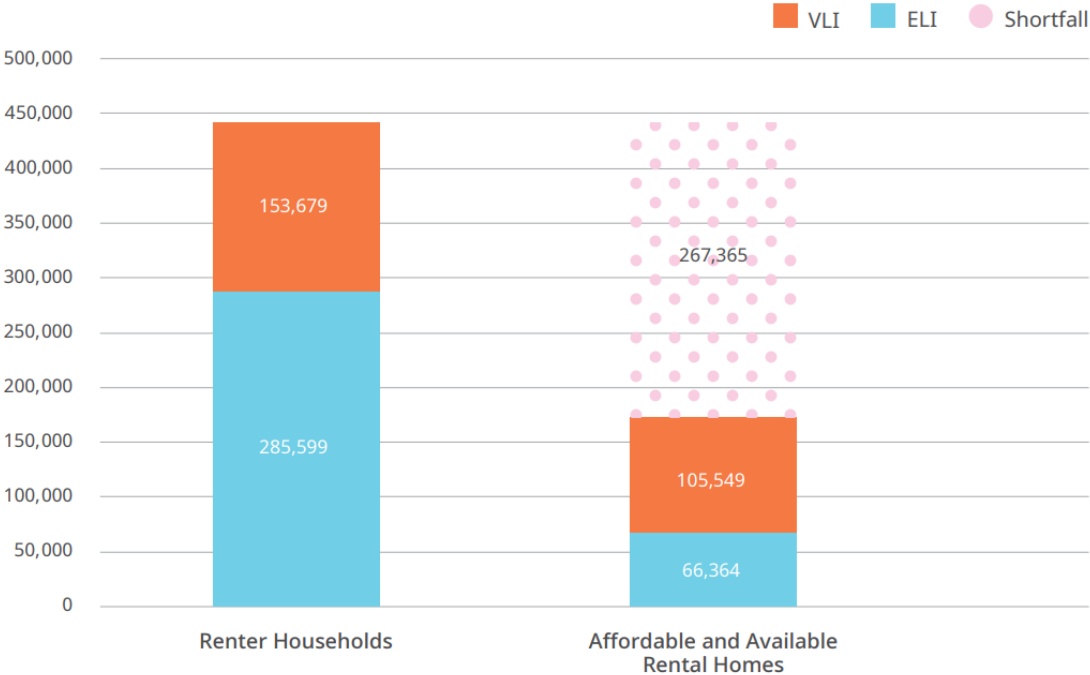
Existing Data and Needs Assessments

- [Draft Assessment of Fair Housing Plan](#)
- [The Hard Facts: LA Homelessness and Housing by the Numbers - 2023](#)
- [Los Angeles 2021-2029 Housing Element](#)
- Housing Element [Annual Progress Reports](#)
- Data Dashboards:
 - [LAHD Eviction Notices Filed Dashboard](#)
 - [2023 Homeless Count Data Dashboard](#)
 - [LA City Planning - Housing Dashboard](#)



Shortfall of Affordable Housing Units

CITY OF LOS ANGELES IS SHORT 267,365 AFFORDABLE RENTAL HOMES



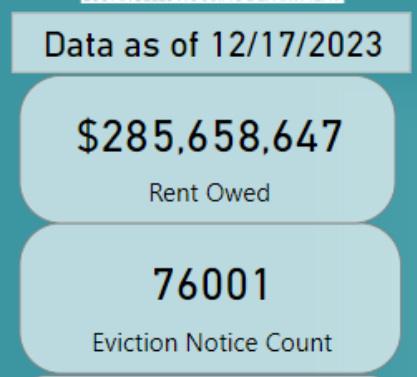
Source: California Housing Partnership analysis of 2021 1-year ACS PUMS data with HUD income levels. Methodology adapted from NLIHC gap methodology.

RHNA Progress - Permitted Units by Affordability

Income Level	RHNA Allocation by Income Level	2021*	2022	Total Units to Date (6th Cycle)	Total Remaining RHNA by Income Level
Very Low	115,978	1,547	2,150	3,697	112,281
Low	68,743	615	1,024	1,657	67,086
Moderate	75,091	39	88	127	74,964
Above Moderate	196,831	7,797	20,142	27,939	168,892
Total RHNA	456,643				
Total Units		9,998	23,422	33,420	423,223

*including projection period from 6/30/2021 - 10/14/2021 and planning period from 10/2021 to the end of the year

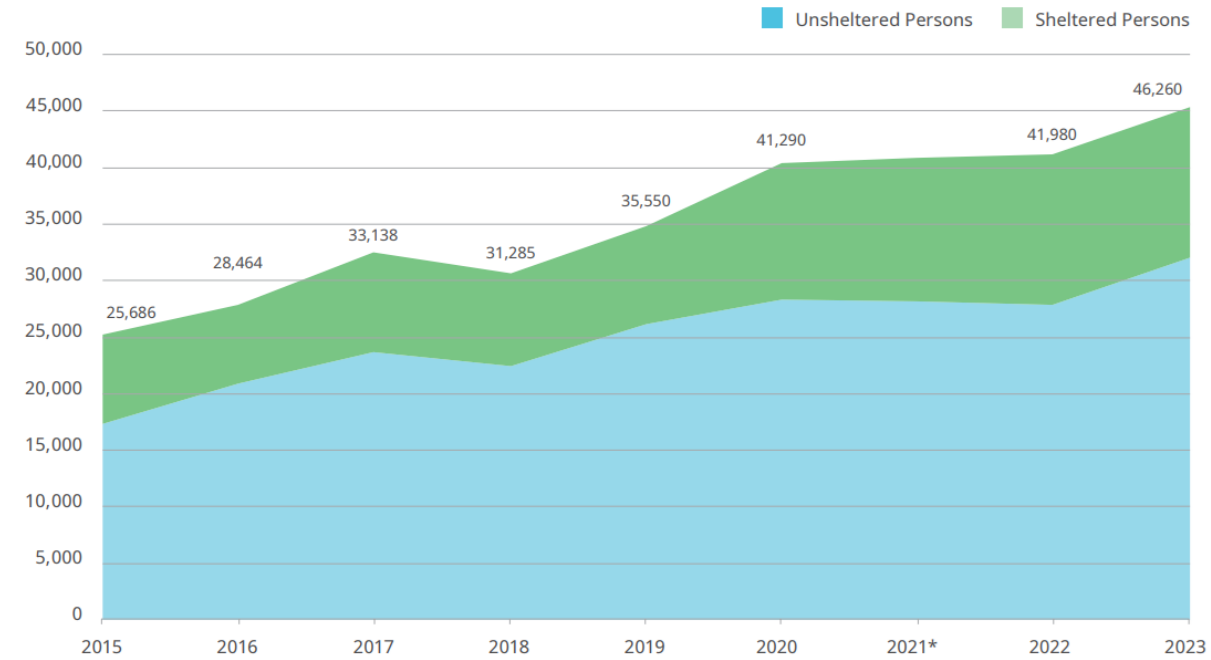
Eviction Warning Notices Filed, Rent Debt, and Primary Reasons for Filing



Source: LAHD Eviction Notice Dashboard

Increasing Number of People Experiencing Homelessness

THERE WAS AN 80% INCREASE IN THE NUMBER OF PERSONS EXPERIENCING HOMELESSNESS FROM 2015 TO 2023



*PIT Count Data for 2021 is not provided in the chart, because data collection was not carried out by most municipalities during the COVID pandemic in 2021.

Source: LAHSA 2015-2023 Greater Los Angeles Homeless Count - City of Los Angeles.

Populations Impacted by Homelessness

BIPOC INDIVIDUALS ARE DISPROPORTIONATELY AFFECTED BY HOMELESSNESS AND PEOPLE EXPERIENCING HOMELESSNESS SUFFER HIGH LEVELS OF VIOLENCE

Homelessness Point in Time Count for City of Los Angeles (2023)

Number of Individuals Experiencing Homelessness	Number of Unsheltered Persons	Number of Sheltered Persons
46,260	32,680	13,580

Race & Ethnicity of Individuals Experiencing Homelessness in the City of Los Angeles

American Indian/ Alaska Native	Asian	Black/African American	Hispanic/Latino	Native Hawaiian/ Other Pacific Islander	White	Multiple Races
475	896	15,485	18,871	323	8,842	1,368

Select Demographics of Individuals Experiencing Homelessness in the City of Los Angeles

Substance Use Disorder	Serious Mental Illness	Developmental Disability	Physical Disability	HIV/AIDS	Domestic/Intimate Partner Violence
12,567	11,396	4,288	8,775	940	16,686

Source: LAHSA 2023 Greater Los Angeles Homeless Count – City of Los Angeles.

What are the Data Gaps?

- Various L.A. City plans/reports do not disaggregate data by income categories, geographic areas, and within proximity to transit.
- Veterans data is available at the national level, but not provided at the City level.
- Housing needs data is not disaggregated by all categories, for example sexual orientation lacks disaggregation.
- Housing needs for immigrant and undocumented populations may not be adequately captured.

Thank You!



LAHD
LOS ANGELES HOUSING DEPARTMENT

Update on Measure ULA Metrics and Performance Evaluation

Measure ULA Citizen Oversight Committee
March 14, 2024



Measure ULA Data + Tracking Mandates

Measure ULA requires ongoing tracking and reporting on program implementation, including:

- Dollars spent on housing construction and preservation
- Number of people housed
- Residents served by the Homelessness Prevention Program

All data points should be disaggregated and assessed by:

- Zip Code
- Council District
- race
- family composition
- sexual orientation
- age
- ability
- gender
- location
- income level



Measure ULA Data + Tracking Mandates, cont.

City departments shall make public and provide the Oversight Committee with information on how House LA implementation is **furthering progress towards:**

- Housing Element implementation
- Regional Housing Needs Assessment (RHNA) allocations
- Affirmatively Furthering Fair Housing



Los Angeles

HOUSING ELEMENT

of the General Plan

2021-2029



Additional Metrics Associated with Measure ULA Goals

- COC has expressed interest in identifying additional metrics to measure progress towards meeting Measure ULA Goals
- Examples of potential categories could include:
 - Number of jobs created through housing construction
 - Number of community based organizations located in Disadvantaged Communities that participate in ULA Programs, including capacity-building program
 - Number of housing units located near transit
 - Number of households served in communities located near transit
 - Number of housing units on public land



EVICTION DEFENSE/RIGHT TO COUNSEL

A. What ULA funds are expected?

1. 10 % of the Homelessness Prevention Bucket.
 - a. Projected Dollar Amount for FY2024 = \$61,824,000

B. What is a Right to Counsel?

1. Attorney representation of Eligible Tenants who are sued by landlords for unlawful detainer (eviction)

C. What is the goal?

1. All Covered Tenants should be able to retain an attorney, at no cost to the tenant, to represent them in unlawful detainer (eviction) proceedings. The expected outcomes are that tenants can either stay in their homes or achieve a settlement that permits them to find new housing, thus avoiding becoming unhoused.
2. A full Right to Counsel is achieved in approximately five years.

D. Who is a Covered Tenant?

1. Lower-income households (80% area median income and below) in the City of Los Angeles
 - a. 80% AMI for a family of four in 2023 is \$100,900 annually
2. Within covered zip code during phase-in

E. How will it be achieved (overview)

1. 5 year phase-in by zip codes, based on vulnerability index and geographic diversity (see below)
 - a. Court representation for tenants in covered zip codes
 - b. Limited legal assistance for tenants outside covered zip codes in years 1-4.
 - c. Workshops available for all tenants, regardless of income or zip code (see Tenant Outreach & Education)

F. How will it be Implemented

1. LAHD shall oversee the provision of eviction defense and prevention legal services by contracting with nonprofit legal services provider(s).
2. Full Scope Legal Representation shall be phased in by zip codes during a period of time that is approximately 5 years, in a manner that LAHD determines appropriate, based on all relevant factors including:
 - a. the prioritization of certain groups of vulnerable individuals in zip codes utilizing the City of Los Angeles's forthcoming anti-displacement mapping tool which will identify and predict existing and future direct and indirect displacement risks as part of LAHD's efforts to implement goals, policies and objectives.;
 - b. the availability of funding from all sources;
 - c. the availability of trained and qualified attorneys to provide legal representation;

- d. geographic considerations vis-a-vis shared zip codes with other jurisdictions;
- e. the scope of the need for legal representation; and
- f. any other appropriate logistical consideration.

Appendix I

Eviction Defense & Prevention Full Program Guidelines

The purpose of these Program Guidelines is to implement the Eviction Defense/Prevention right to counsel program via Stay Housed LA, and any other legal service provider as determined by the Citizens Oversight Commission or LAHD.

I. **Implementation:**

- A. LAHD shall oversee the provision of eviction defense and prevention legal services by contracting with nonprofit legal services provider(s).
- B. Full Scope Legal Representation shall be phased in by zip codes during a period of time that is approximately 5 years, in a manner that LAHD determines appropriate, based on all relevant factors including:
 - 1. the prioritization of certain groups of vulnerable individuals in zip codes utilizing the City of Los Angeles's forthcoming anti-displacement mapping tool which will identify and predict existing and future direct and indirect displacement risks as part of LAHD's efforts to implement goals, policies and objectives;
 - 2. the availability of funding from all sources;
 - 3. the availability of trained and qualified attorneys to provide legal representation;
 - 4. geographic considerations vis-a-vis shared zip codes with other jurisdictions;
 - 5. the scope of the need for legal representation; and
 - 6. any other appropriate logistical consideration.
- C. Limited Scope Legal Assistance may be available, depending on legal service provider capacity, to tenants who are outside a Covered Geographical Area, or who are in a Covered Geographical Area, but have not requested legal assistance prior to the unlawful detainer trial being set.

II. **Eviction Defense and Prevention Legal Services**

A. Definitions.

1. **Covered Individual** includes any tenant:

- a. at 80 % of the Area Median Income or below; and
- b. who occupies a dwelling located within the City of Los Angeles under a claim of legal right, other than the owner of the dwelling, or a master tenant; and
- c. resides in a Covered Geographic Area.

2. **Covered Geographical Area** is a zip code that has been prioritized, per IB. above, and for which funding has been made available for right to counsel.

3. Covered Proceeding includes:

- a. any judicial proceeding to terminate the tenancy of a covered individual;
- b. any proceeding deemed by a designated organization as the functional equivalent of a proceeding described in subparagraph (a); and
- c. any first appeal of such a proceeding where an LSP determines that there are good grounds for an appeal.

3. Designated Legal Services Organization (LSP) is:

- a. Any not-for-profit LSP that is designated by the Los Angeles Housing Department or;
- b. Where a not-for-profit LSP is unable to provide representation, an attorney who is not an employee of an LSP but who contracts with Los Angeles Housing Department or its designee to provide legal representation to covered individuals in covered proceedings; and is authorized to practice law in California. Said attorney must have the capacity to provide legal representation to covered individuals involved in a covered proceeding, and agree to adhere to the established standards of practice.
- c. The Los Angeles Housing Department will conduct an annual review of the LSP and may decline to renew the designation of any such organization.
- d. The City of Los Angeles shall require the Los Angeles Housing Department to create and maintain a list of LSPs and any other designated attorneys and make that list publicly available.

4. Full Scope Legal Representation is ongoing legal representation provided by an LSP to a Covered Individual in a Covered Geography for a Covered Proceeding , and all legal advice, advocacy, and assistance associated with that representation. "Full legal representation" shall be provided by a lawyer authorized to practice in the State of California.

5. Limited Legal Assistance includes, but is not limited to: legal consultation/advice, assistance with filing or completing forms in proper, and/or referrals. It does not include tenant education or Full Scope Legal Representation.

6. Non-Covered Individual includes any tenant:

- a. at 80 % of the Area Median Income or below; and
- b. who occupies a dwelling located within the City of Los Angeles under a claim of legal right, other than the owner of the dwelling, or a master tenant; and
- c. Lives outside a Covered Geographical Area.

B. SPECIFIC TASKS – LEGAL SERVICES

Individual tenants and tenant households shall have access to Legal Services through a variety of methods including the Stay Housed LA website and toll-free hotline, Community Based Organizations (CBO) workshops and clinics, other ULA programs, as well as individual Legal Service Provider's own offices, hotlines and websites. Each tenant or tenant household requesting legal services must fill out an application to assess eligibility. Tenants will be referred to subcontracted legal service providers (LSPs) depending on their location (courthouse). All tenants, regardless of immigration status or language, shall be served by the program.

Covered Individuals receive first priority for Full Scope Legal Representation. Covered Individuals may receive Limited Scope Assistance for issues that are not Covered Proceedings, dependent on LSP capacity. Non-Covered Individuals may receive Full Scope Representation or Limited Scope Assistance, dependent on LSP capacity.

1.1 FULL SCOPE LEGAL REPRESENTATION

- 1.1.1 Contractor shall provide Full Scope Legal Representation to Covered Individual who have had an unlawful detainer complaint filed against them.
- 1.1.2 Legal Services provided are subject to eligibility requirements for Covered Individual and availability of funding.
- 1.1.3 For the purposes of this section, Full Scope Legal Representation may include, but is not limited to:
 - 1.1.3.1 Preparing and submitting a formal response to a notice of termination of tenancy on behalf of a tenant.
 - 1.1.3.2 Representing a tenant in mediation, negotiation, or other dispute resolution between a tenant and a landlord.
 - 1.1.3.3 Legal research, investigation, and/or document review to prepare for trial.
 - 1.1.3.4 Representing tenants at an unlawful detainer trial or settlement negotiations.
 - 1.1.3.5 Representing tenants in administrative proceedings which may result in the termination of a tenancy or the loss of a federal, state, or local rent subsidy.
 - 1.1.3.6 Providing additional and/or ongoing services after the formal conclusion of an eviction proceeding or trial to stabilize a tenant's housing, including but not limited to sealing eviction records.
 - 1.1.3.7 Providing out-of-court assistance with mediation, negotiation, and/or other dispute resolution between a tenant and a landlord, including negotiating rental assistance.
 - 1.1.3.8 Any other service ordinarily provided by Contractor, or subcontracted legal service provider, reasonably related to preventing a tenant from eviction or disruptive displacement.

- 1.1.4 Contractor shall provide County with monthly updates on the progress of its Full Scope Legal Representation efforts including its ability and timeframe to reach target service levels as outlined in Attachment III (Target Service Levels) of this Statement of Work.

1.2 LIMITED SCOPE LEGAL ASSISTANCE

- 1.2.1 Contractor may provide Limited Scope Legal assistance to Non-Covered Individuals or Covered Individuals with any housing issue that may potentially lead to eviction or homelessness.
- 1.2.2 Legal Services provided are subject to eligibility requirements and availability of funding.
- 1.2.3 Contractor shall provide Limited Scope Legal assistance services within clinics, via organizational and program-specific hotlines, or by direct appointments or any other means.
- 1.2.4 For the purposes of this section, Limited Scope Legal assistance may include, but is not limited to:
 - 1.2.4.1 One-on-one consultations in-person, via phone or videoconference.
 - 1.2.4.2 Preparation of a formal response to a Notice to Terminate Tenancy on behalf of a tenant.
 - 1.2.4.3 Assistance with preparation of responsive eviction pleadings, such as answers and fee waiver forms on behalf of a pro per tenant.
 - 1.2.4.4 Pro per trial preparation assistance.
 - 1.2.4.5 Enforcement of existing ordinances and local executive orders through such means as drafting demand letters to landlords.
 - 1.2.4.6 Counsel and advice on housing matters such as rent increases. Tenant harassment, landlord notices, etc.
 - 1.2.4.7 Requests for reasonable accommodations.
 - 1.2.4.8 Determinations that the three-day notice is in violation of any applicable laws (including, but not limited to, the City's RSO, the Anti-Tenant Harassment Ordinance violation, or the Just Cause Eviction Ordinance) and refer any potential violations to LAHD so the department can open a case to investigate the complaint and issue a letter to the landlord to stop the eviction;
 - 1.2.4.9 Referrals to LAHD to ensure tenants receive responses to their issues and they are navigated through the proper filing of complaints with the City Departments' Code Enforcement sections/units (LAHD, Los Angeles Department of Building & Safety, and/or other local government entities such as the Los Angeles County Department of Public Health), as well as help tenants receive assistance with any fair housing issues/violations by referring them to a fair housing organization.

1.2.4.10 Any other service ordinarily provided by Contractor, or a subcontracted legal service provider, reasonably related to preventing a tenant from eviction or displacement.

1.2.5 In the event that it is determined a Non-Covered Individual receiving Limited Scope Legal assistance requires Full Scope Legal Representation to resolve a Covered Proceeding, Contractor may assist the individual pending availability of Full Scope Legal Representation capacity, or may refer to other available attorneys, including private attorneys who practice unlawful detainer law.

1.3 LSPs shall work in conjunction with community based organizations on workshops and clinics.

1.4 LSPs shall work in conjunction with any provider of rental assistance or other financial assistance as prescribed by LAHD.

TENANT OUTREACH AND EDUCATION

Provide residents with access to education and outreach to help mitigate and reduce the serious threats to the public health, safety and general welfare of residents in Los Angeles caused by the displacement and eviction of thousands of Angelenos. To address this array of concerns, House LA will allocate a projected \$16 million of annual funding to support tenant outreach and education with the following goals:

Provide residents with access to education and outreach to help mitigate and reduce the serious threats to the public health, safety and general welfare of residents in Los Angeles caused by the displacement and eviction of thousands of Angelenos.

- Inform Tenants of their rights via Outreach
- Educate tenants about their rights to prevent displacement and eviction
- Empower tenants to assert their rights through providing an array of services including: brief to comprehensive tenant navigation, including but not limited to sustained support to address their immediate issue, connection to peers experiencing the same issue and more.
- Prevent and reduce homelessness by all above and connecting residents to resources such as but not limited to rental assistance, wrap-around services, supportive services.
- Maintain and preserve the current affordable housing stock, by informing tenants of their rights, how to seek repairs, file complaints with the City and address code violations, and more.

House LA funding will support the following work:

- 1. Eviction Prevention via Stay Housed L.A.**
 - a. **Public Awareness:** City-wide multilingual campaign to educate residential tenants about their rights, responsibilities, and available services
 - b. **Outreach:** Phone & text banking, canvassing, flyer distribution, door-to-door outreach to tenants about renters rights, responsibilities, and available services
 - c. **Education:** Inclusive workshops, clinics, other educational events on related housing and tenant rights' topics
 - d. **Public Events:** Inclusive public events that offer childcare, food, multi-lingual materials, and other resources
 - e. **Tenant Navigation:** Assistance to tenants navigating housing rights and broader legal system through Q&As, paperwork help, referrals, and connections with legal services
- 2. Topics for education should include, but not be limited to:**
 - a. Eviction and Court Process
 - b. Landlord Harassment
 - c. Habitability and Code Enforcement

- d. Section 8 Housing
- e. Informal Housing

3. Eligibility:

- a. This work will focus on tenants in the City of Los Angeles, not landlords. Additionally, any subcontractors engaged to complete this work must be approved by the Stay Housed LA Steering Committee and ULA Citizens Oversight Committee.

Appendix J

Tenant Outreach and Education Full Program Guidelines

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Section C. Eligible Participants

Section D. Budget

Section E. Reporting and Performance Requirements

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Article III. Collaboration and Cooperation

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Section B. LSP

Section C. Rental Assistance

Section D. Other agreed upon subcontractors

Article I. General Overview

Section A. Introduction and Context

The November 2022 Citizens Ballot Measure ULA, which established the Los Angeles Program to Prevent Homelessness and Fund Affordable Housing (“House LA”), was written by affordable housing practitioners and successfully secured the support of 58% of voting Angelinos. The measure establishes robust funding to implement an array of homelessness prevention, tenant protection, housing preservation and housing production strategies. Anticipating that House LA’s transfer tax mechanism will create ample resources, the authors have directed a percentage of the annual tax revenue to Tenant Outreach and Education as one of many proactive strategies to prevent homelessness.

The guidelines prepared by the United to House LA Coalition and presented below are designed specifically for Tenant Outreach and Education services as provided by Stay Housed LA, plus any future outreach and education programs as determined by the Citizen Oversight Commission in consultation with community organizations, any reference to Stay Housed LA throughout this document is with this understanding.

Approximately 20,000 eviction cases are filed each year in the City of Los Angeles, where 889,000 renters live. Over 50% of tenants are rent burdened, and 25% are severely rent burdened. Providing residents with access to education and outreach will help mitigate and reduce the serious threats to the public health, safety and general welfare of residents in Los Angeles caused by the displacement and eviction of thousands of Angelenos.

Evictions create significant costs for local and state governments related to shelter funding, education funding, health care provided in hospitals instead of community-based providers, transportation costs for homeless youth, and foster care, the policing and incarceration of homeless people.

Furthermore, Black and Latinx tenants have been disproportionately impacted by COVID-19 itself, which has caused a cascade effect on incomes and the subsequent ability to pay rent, as shown in the Census Household Pulse Survey data. Providing a right to counsel to tenants in eviction cases is a proven means of preventing the disruptive displacement of families and the resulting social, economic, and public health costs of such displacement.

To address this array of concerns, House LA will allocate a projected \$16 million of annual funding to support tenant outreach and education. This Outreach and Education Program, based on the measure’s language and these guidelines, include the following elements (each of which is expounded on in the following sections of these guidelines).

- Meaningful Tenant Engagement: Acknowledging that true homelessness prevention is not only Outreach or Public Awareness or Education but includes Tenant Navigation and more. This includes but is not limited to collaboration and cooperation with wrap-

around services, local resources and community groups, and other programmatic aspects of House LA as determined by subcontractors.

- **Accurate Messaging:** To the best of ability all parties involved will prioritize delivering accurate messaging regarding capacity, program updates etc to the public especially the target audience of this program tenant.
- **Flexibility:** Keeping homelessness prevention as the key goal, eviction prevention viatenant outreach and education will remain flexible in order to structure a program that can provide tenants with reliable information and support in a constantly shifting policy environment, with methods determined by subcontractors.
- **Tenant Empowerment:** The key focus of the program is to educate tenants of their rights in a confusing landscape and encourage them to assert their rights provided by law. When tenants feel safe and secure to assert their rights, this will translate to stronger communities as neighbors share information and resources with each other, ultimately building community knowledge and awareness of where to seek support. This can range from a call to LAHD to file a code violation complaint to understanding the court process and how to answer Unlawful Detainers to joining a community workshop on writing a letter to request repairs.

Section B. Purpose and Scope Overview

The purpose of these Program Guidelines is to implement the section of House LA, which supports Eviction Prevention via Tenant Outreach and Education conducted by Stay Housed LA, plus any future outreach and education programs as determined by the Citizen Oversight Commission in consultation with community organizations. This includes but is not limited to collaboration and cooperation with wrap-around services, connection and referrals to local resources and community groups, and other programmatic aspects of House LA. Eviction Prevention is the focus and priority for outreach and education, unless determined by Oversight Committee and Subcontractors as guided by values in sections 1 & 2.

House LA funding will support the following work:

1. Eviction Prevention via Stay Housed L.A.
 - a. Public Awareness
 - b. Outreach
 - c. Education
 - d. Public Events
 - e. Tenant Navigation
2. Tenant Outreach and Education on other relevant topics as needed, included but not limited to:
 - a. Harassment
 - b. Habitability and Code Enforcement
 - c. Section 8 Housing
 - d. Informal Housing

Section C. Commitment to Meaningful Tenant Engagement

House LA's goals include:

- Educate tenants about their rights to prevent displacement and eviction
- Empower tenants to assert their rights through providing an array of services including: brief to comprehensive tenant navigation, including but not limited to sustained support to address their immediate issue, connection to peers experiencing the same issue and more.
- Prevent and reduce homelessness by all above and connecting residents to resources such as but not limited to rental assistance, wrap-around services, supportive services.
- Maintain and preserve the current affordable housing stock, by informing tenants of their rights, how to seek repairs, file complaints with the City and address code violations, and more.

In alignment with this purpose, the Outreach and Education program seeks to preserve not only housing and the existing stock, but also the fabric of intergenerational familial and community ties in the City via proactive homelessness and eviction prevention. This will be achieved by:

Offering services which are actively:

- Accessible: ADA compliant and language justice informed.
- Attune: to the needs and realities of different historically marginalized communities (such as but not limited to: disability, anti-black racism, homophobia, transphobia, sexism, lack of language access and other tenant experiences which affect the vulnerability of a tenants history and situation.) Implementation of service shall consider how the above may merit a shift in curriculum or delivery of service.
- Culturally relevant: Able to provide activities, communication, and follow-up in the appropriate manner in relation to the local area and the audience being served.
- Language Justice: Use language justice as a guiding principle to provide interpretation, translation and other agreed upon language justice accommodations to those whose primary language is not English.

Using curriculum which is strengthened by expertise in:

- Adult education
- Tenant rights
- Popular education
- Visual learning strategies

Staffing teams which are 51% comprised of staff which fall into at least one or more of the following categories:

- (1) Resident of local area being served and have a current zip code in the area;
- (2) Generational connection; Staff will have generational connection to area being served (some indications of generational connect are: born in the area, raised in the area, or have immediate family that lives or lived in the area etc);
- (3) Black, Indigenous or otherwise representative of the current diaspora represented in the area being served;
- (4) Is a tenant themselves of the local area being served and has experience learning their rights and responsibilities as a tenant in that area and sharing that knowledge with others;

**Example: a staff of 3 in a community based organization would have at least 1-2 staff which fall into one of the above areas.*

Article II. Program Requirements and Procedures

Section A. Summary

In order to contribute to meeting House LA's overarching program goals, and in accordance with House LA's requirements for the Tenant Outreach and Education Program summarized above, the following is provided:

Section B. Scope of Services

Stay Housed LA provides a number of eviction prevention services including but not limited to the following:

1. Public Awareness
2. Outreach
3. Education
4. Public Events
5. Tenant Navigation

1. Public Awareness: A portion of this program will be Public Awareness. The Subcontractor shall conduct a citywide multilingual public awareness campaign to educate residential tenants about their rights and responsibilities under the laws of the City of Los Angeles, the County of Los Angeles, the State of California, and the Federal government. Contractor shall also educate tenants on the resources and services available to them. The public awareness campaign is intended to be broadly accessible to all tenants and communities in the City of Los Angeles, regardless of immigration status, technical literacy, language skills, and/or access to the digital hardware necessary to access online information. The public awareness campaign will support both in person and virtual Know-Your-Rights (KYR) education as well as tenant outreach efforts outlined below.

The Outreach and Education Program shall subcontract with strategic communications experts to complete all aspects of the public awareness campaign, including but not limited to:

Advertising

1. Digital advertisements
 - a. Subcontractors shall utilize digital advertisements on major social media platforms to educate tenants on their rights and the services available to them through this program. This can include: Determining advertisement placement, developing advertisement, facilitating advertising purchasing, assess reach of advertising placements, and adapt digital marketing implementation every week.
 - b. The Subcontractor shall work with designated partners such as community based organizations to develop a coordinated strategy for targeting digital advertisements.
2. Print advertisements shall be produced with input and approval by designated partners. The Subcontractor shall determine the appropriate asset, language, and placement for each community with designated partners. Print advertisements may include fliers, postcards,

mailers, banners, or other appropriate assets.

3. **Earned Media:** The Subcontractor shall develop and execute a media engagement plan. The plan shall include a calendar for earned media, which will be updated on an ongoing basis as news hooks present themselves. Earned media outreach shall include pitching media placements about tenant protections and services provided by the program at major print, television, and radio outlets, housing specific publications, hyperlocal media, and non-English outlets.

Website and Graphic Design

4. **Website:** The Subcontractor shall develop and manage a multilingual, ADA accessible website that centralizes information on tenant rights and resources pertinent to tenants across the City of Los Angeles. The website shall include, but not be limited to the following information:
 - a. Executive orders and emergency protections enacted by the City of Los Angeles
 - b. Information on LA City's Rent Stabilization Ordinance (RSO), resources offered by the Los Angeles Housing Department (LAHD), and other relevant tenant rights information for LA City tenants. Relevant County, State, and Federal tenant protections shall also be made available.
 - c. Archive of digital materials and resources, such as fact-sheets, letter/notice templates, FAQs, and other materials as necessary.
 - d. Contact information and links for the Contractor and consortium of partners, LAHD programs, including programs under the Rent Stabilization Ordinance (RSO), and Family Source Centers (FSCs).
 - e. Links to key City and County departments that offer wrap-around and supportive services, as provided by LAHD.
5. **Graphic Design:** The Subcontractor shall use a graphic designer to produce at least six different visual assets for use on the program website, advertisements, and other collateral. The Subcontractor shall ensure a consistent visual identity with the existing Stay Housed LA brand. The Subcontractor may share with the City for feedback purposes to ensure the public awareness campaign's materials, literature, website, and general messaging.

Communication Strategy

- a. The Subcontractor shall use strategic communication consultants to manage and implement the Public Awareness Campaign, which includes:
- b. Coordinate with the Subcontractor and consortium of partners to implement the Public Awareness Campaign.
- c. Coordinate with the digital advertiser, website developer, and graphic designer to implement the campaign.
- d. Ensure campaign messaging, website, and literature conform to Stay Housed LA's brand.
- e. Ensure all public awareness materials are ADA accessible and information is provided in multiple languages.

2. Outreach: The Subcontractor shall deliver culturally competent, multilingual, ADA accessible, tenant outreach activities citywide as well as in high-need areas in the City to inform and educate tenants on their rights and services related to this program. Outreach activities include but are not limited to:

- Phone and text banking
- Canvassing
- Flier distribution to major essential businesses, grocery stores, hardware stores, pharmacies, medical facilities, foodbanks, and locations where homeless services are provided.
- Mail fliers or postcards to low-income households in targeted buildings or blocks.
- Door to door outreach to low-income households in targeted buildings or blocks or at high risk of displacement

Subcontractors may modify the type of outreach conducted as public health guidance changes due to COVID-19. Outreach may result in the submission of any applicable complaints related to the City’s Rent Stabilization Ordinance (RSO) housing, Code Enforcement, harassment, and/or fair housing issues or referrals to the FSCs. Complaint resolution procedures are to be followed in accordance with the entity that receives the referral.

The Subcontractor shall work with LAHD to identify specific high-need neighborhoods and populations for targeted outreach and education.

- Subcontractor shall refer tenants to EDP legal service providers via the Stay Housed website to receive emergency rental assistance (when available), pre-eviction services, legal representation/consultation or any other legally related issue.
- Outreach staff shall refer residents to wrap around services if the tenant is interested in or needs additional rental assistance or services to ensure housing stability.
- Outreach staff shall refer tenants to other resources applicable to the tenant needs especially using the local expertise of the community based organization.
- Outreach staff will be trained in conducting ADA accessible outreach, including phone and text banking.

3. Education: The Subcontractor shall deliver culturally competent, multilingual, ADA accessible, tenant education activities citywide as well as in high-need areas in the City to educate tenants on rights and services tenants have access to in the City of LA. Outreach activities include but are not limited to:

- Workshops: hosting workshops in a range of Know Your Rights topics
- Building Workshops: hosting workshops at the building or residential property tenants live in and cover a range of Know Your Rights topics
- Clinics: Events hosted by a community based organization where participants can have an individual conversation with a qualifying legal service provider.
- Other education events: as deemed appropriate and useful in

homelessness and eviction prevention.

- These events shall be delivered virtually, hybrid or in-person as it is deemed most effective for the targeted audience and the health and safety concerns of the time.
- Virtual education events may be delivered on social media. Workshops shall be conducted in multiple languages and ADA accessible as necessary. Attendees shall receive up-to-date information on tenant rights and services available through Stay Housed LA and other organizations funded by House LA.

Workshops, clinics, and other events can include any or all of the following activities:

- Conduct outreach to prospective tenant attendees
- Follow-up with tenants who have RSVP'd to confirm participation
- Coordinate logistics
- Provide interpretation, translation, and/or accessibility accommodations as needed
- Prepare materials
- Facilitate the educational event
- Collect attendance
- Conduct surveys (as appropriate)
- Educational activities may result in the submission of any applicable complaints related to the City's Rent Stabilization Ordinance (RSO) housing, Code Enforcement, harassment, and/or fair housing issues or referrals to the FSCs. Complaint resolution procedures are to be followed in accordance with the entity that receives the referral.

4. Public Events: To host a public event the supporting program staff and lead CBOs will:

- Conduct outreach to prospective tenant attendees
- Follow-up with tenants who have RSVP'd to confirm participation
- Coordinate logistics
- Provide interpretation, translation, and/or accessibility accommodations as needed
- Prepare materials
- Collaborate with City or community co-hosting organization
- Facilitate the educational event
- Collect attendance
- Conduct surveys (as appropriate)
- Educational activities may result in the submission of any applicable complaints related to the City's Rent Stabilization Ordinance (RSO) housing, Code Enforcement, harassment, and/or fair housing issues or referrals to the FSCs. Complaint resolution procedures are to be followed in accordance with the entity that receives the referral.

And

- Provide Childcare
- Provide water and snacks for tenants
- Provide food and breaks for staff
- Distribute printed materials to neighboring residential units

- If needed, coordinate with legal service providers via Stay Housed LA to host a legal clinic
- Coordinate other resources and information from city departments as needed
- Administrative support as needed for events such as capacity for receptionists to be dedicated to enrolling participants in the event once advertisement has launched.
- Other agreed upon resources and capacities needed

5. Tenant Navigation: Subcontractors will dedicate time to help tenants navigate a complex and oftentimes confusing housing rights and legal system. As tenants learn their rights and are referred to resources, it is imperative there is consistent follow up and support provided by CBO staff. This can include but is not limited to:

- Providing basic tenant education and information, via email, phone, text, video chat and in-person, to prevent homelessness and ensure tenants stay in their homes.
- Answering tenant questions regarding their housing situation via email, phone, text, video chat, and in-person. Assisting tenants with completing online intake forms and/or enroll in workshops.
- Reminding tenants to submit necessary paperwork to their landlords and/or their assigned attorney.
- Helping tenants connect with their assigned attorney to receive legal guidance and representation.
- Providing other types of support to tenants, referrals, on an as-needed basis, as they work through their housing crisis, connection to peers who have or are experiencing a similar housing crisis.

Section C. Eligible Participants

House LA Program establishes the Outreach and Education program via Stay Housed LA and agreed upon subcontractors to prevent homelessness in Los Angeles.

Tenants: Eviction Prevention services as provided by Outreach and Education under House LA prioritize the tenant and prevent evictions for tenants in Los Angeles. Outreach and Education does not prioritize landlords or master tenants with these services.

Subcontractors: Subcontractors for Stay Housed LA eviction prevention are chosen by the existing Stay Housed LA Steering Committee and approved by the Citizen Oversight Committee.

Section E. Budget

The total projected annual budget for the House LA Outreach and Education Program is \$16 million. The full budget is tentatively allocated toward subcontractors providing services outlined in scope of work above. Total contract amount may vary according to the number of contracts awarded and work stipulated. LAHD must have a strong commitment to fully recognizing the inherent value of the work provided. LAHD must work to fairly compensate subcontractors at competitive rates and factor in inflation, costs of living increases, etc over the next decade in order to retain staff.

Section F. Data Collection & Reporting

Subcontractor shall collect program metrics and participant data. Subcontractor shall be responsible for continuously tracking and reporting the following data on a monthly basis:

- Number of virtual workshops, webinars, clinics, or other engagement events;
- Number of tenants reached through online public awareness, outreach, digital ads, and educational platforms;
- Monthly narrative reports with overviews of communications, outreach and education activities
- Subcontractor shall also regularly collect and report on pertinent qualitative data, including oral histories, to highlight program participant and Service provider success stories.

Section E. Evaluation

At the end of the contract, an evaluation will be conducted on the Outreach and Education program.

Article III. Collaboration and Cooperation

Section A. Overview

The purpose of the Tenant Outreach and Education Program is to prevent homelessness via tenants made aware of resources, educated on their rights, and how to apply use of resources and rights. Tenants are then guided through the process of navigating services, moving through an eviction court case, and many other tenant vulnerabilities that would otherwise lead to homelessness. This program is unique from eviction prevention programs across the country because of the local expertise that is incorporated into tenant services via Outreach and Education. This local expertise is then supplemented by collaboration with Legal Service Providers and other agreed upon Subcontractors. Here are guidelines for cooperation and collaboration:

Section B. Community Based Involvement

Local expertise shall be leveraged for the tenants benefit via execution of Outreach and Education services by Community Based organizations or other agreed upon local entities which hold deep ties across time and area of the geographic location being served.

Section C. Legal Service Providers (LSP)

The main collaboration with Outreach and Education will be with the Legal Service Providers, where together tenant needs are first met.

Section D. Rental Assistance

Outreach and Education shall collaborate with the House LA's rental assistance program to support vulnerable tenants who qualify for rental assistance. This collaboration will include referring tenants to the rental assistance program.

Section E. Wrap-Around Services

Provide services to individual tenants as deemed necessary.

Section F. Other agreed upon subcontractors

Outreach and Education shall collaborate with other agreed upon subcontractors to deliver services relevant to tenant rights and the enforcement of such rights.

MOTION


Measure United to House LA (ULA) was drafted by homeless service providers, affordable housing nonprofits, labor unions, and renters' rights groups to provide long-term funding to increase affordable housing in Los Angeles and to provide resources to tenants at risk of homelessness, passing with 58% voter approval. Through the ULA Interim Guidelines, five interim programs have been approved to disburse \$30.4M in Short-Term Emergency Rental Assistance, \$56.8M towards the Accelerator Plus program which will generate up to 700 new affordable housing units, \$23M towards eviction defense and prevention and \$11M toward protections from tenant harassment. All but \$11M (currently allocated to a still-developing Income Support for At-Risk, Rent-Burdened Senior and Persons with Disabilities program), of the \$150M have been programmed and will be expended by the end of Fiscal Year 23-24.

As of September 30, 2023, the total ULA revenues collected since April 1, 2023 is \$ 99.7 million. It is anticipated revenues from the United to House Los Angeles Documentary Transfer Tax will exceed the \$150 million budgeted for fiscal year 2023-24, and further collaboration and input is needed from the ULA Citizen Oversight Committee (COC) to advise the City with recommendations on additional revenues collected for future spending and the Los Angeles Housing Department is directed to consult with community-based organizations, advocacy groups and experts in the field, including the authors of the ballot measure (CF 23-0038). With appeals likely rulings in favor of the City in both state and federal court, and with a measure on the November 2024 ballot that would potentially invalidate ULA, how prospective ULA revenues are collected and spent should be intentional to ensure maximum flexibility while minimizing the risk.

I THEREFORE MOVE to instruct the Chief Legislative Analyst (CLA) and the City Administrative Officer (CAO), with the assistance of the Los Angeles Housing Department, to report back within 60 days with recommendations on ULA revenues collected above the \$150 million approved in the Fiscal Year 23-24 budget and how revenues can be disbursed in a manner consistent with the ULA Ordinance and City financial policies.

I FURTHER MOVE to request the ULA COC, with the assistance of the Los Angeles Housing Department, to provide recommendations for program allocations above \$150 million for Fiscal Year 2023-24 and for Fiscal Year 2024-25.

PRESENTED BY: 
BOB BLUMENFIELD
Councilmember, 3rd District

SECONDED BY: 

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