

OUTREACH ENGAGEMENT FRAMEWORK

The Outreach Engagement Framework will be comprised of three components:

- Emergency Outreach
- Service-Focused Outreach
- Sanitation Outreach

All components of the Framework will be fully documented in contracts, operating procedures, and other agreements or documents as appropriate to ensure clear assignment and understanding of roles and responsibilities. Council will be provided copies of all materials developed. All materials will be developed by the Director of Homeless Outreach with assistance from the CLA, LAHD, LASAN, and other departments as appropriate. Copies of all documents and reports developed by LAHSA and contractors will be provided to the contract administrator (currently LAHD).

Emergency Outreach

This program area will provide support to Persons Experiencing Homelessness in the case of emergencies such as natural disasters (e.g., a wildfire or earthquake) or public health matters (e.g., COVID-19, the 2017 Hepatitis A outbreak). This program area also concerns situations when an individual Person Experiencing Homelessness has an emergency that requires immediate help that would involve First Responders.

Staffing

Staffing for Emergency Outreach will be provided either through the:

- Re-deployment of Homeless Engagement Teams
- Deployment of contract service providers through the CIRCLE Program or the Unarmed Crisis Response Program

Deployment decisions will be coordinated through the UHRC by the Director of Homeless Outreach, Regional Homeless Outreach Coordinators, and Council Offices.

Implementation

Implementation actions include:

1. Revise existing contracts with LAHSA and all contractors to identify the Emergency Response Outreach function, its scope of work, and its activation through the UHRC;
2. Develop metrics for all Emergency Response Outreach Functions to be reported quarterly through the Enhanced Comprehensive Homeless Strategy, including the CIRCLE Program and the Unarmed Crisis Response Program. Metrics should also indicate the time that outreach teams are diverted from Service-Focused Outreach to Emergency Outreach;
3. Instruct Director of Homeless Outreach to develop a deployment plan for the outreach teams to allow for emergency outreach during off hours.
4. Develop data and reporting mechanisms to measure effectiveness of program delivery.

Service-Focused Outreach

This program area connects Persons Experiencing Homelessness with services and housing.

Teams will take the time necessary to establish trusting relationships and ensure that people are able to move into interim or housing resources as quickly as possible. Teams will be responsible for effective communication and coordination with all parties involved in providing such services and housing.

Service-Focused Outreach could be conducted through:

- Proactive Outreach, such as Encampment-to-Home, to secure housing
- Proactive Outreach to any Person Experiencing Homelessness in a Council District
- Other Service-Focused programs as developed
- Street Engagement and Management (MC 41.18 Compliance Attachment C)

Staffing

Staffing will be comprised of:

1. Two General HETs per Council District (a total of 30 teams)
2. Geography-based HETs dedicated to specific geographic areas:
 - a. Hollywood: 1 team
 - b. Civic Center: 1 team
 - c. Broadway/110 Corridor: 1 team
 - d. Skid Row: 4 teams
3. Supplemental General HETs based on Point-in-Time Count (eight teams)
4. Continue one Roadmap HET per Council District with reevaluation by March 31, 2022.
5. Five General HETS for Weekend, Nighttime, and Supplemental outreach

Deployment of Teams will be determined by Council Offices and managed through the Director of Homeless Outreach and Regional Outreach Coordinators. The Director of Homeless Outreach and Regional Outreach Coordinators will determine deployment priorities for Weekend and Supplemental outreach based on input from Council Offices and UHRC.

Implementation

Implementation actions include:

1. Approve Attachment C.
2. Revise existing contracts with LAHSA and all contractors to identify the Service-Focused Outreach function, its scope of work, and its activation through the UHRC.
3. Direct the CAO, CLA and LAHSA to work with the Director of Homeless Outreach to develop operating procedures for Proactive outreach efforts; and
4. Develop data and reporting mechanisms to measure effectiveness of program delivery.
5. UHRC to coordinate with LAHSA and County to provide daily homeless intervention data to HETs.
6. HETs to prioritize placing PEHs at interventions within that Service Area.

Sanitation Outreach

This program area is focused on assisting Persons Experiencing Homelessness during a clean-up operation in the public right-of-way. This requires coordination with LASAN and other City departments as appropriate. There are two types of clean-up:

- CARE+ Comprehensive Clean-up
- Spot Clean-up
- Street Engagement and Management (MC 41.18 Compliance Attachment C)

The CARE+ Comprehensive Clean-up program will be implemented as adopted by Council on June 30, 2021 (C.F. 20-0031). Notably, service providers shall have 14 days to conduct outreach services to designated encampments and shall be present on the day of the clean-up. Similar program details for Spot Clean-up should be developed and approved by Council.

Staffing

The CARE+ Comprehensive Clean-ups will be conducted by service providers selected through a competitive bidding process. A list of qualified service providers will be developed and the City (the Council, with assistance of the UHRC and Director of Homeless Outreach) may choose service providers from that list to provide the designated services.

Deployment of Teams will be determined by Council Offices and the UHRC, and managed through the Director of Homeless Outreach and Regional Homeless Outreach Coordinators.

Implementation

The following actions would address this program area:

1. Procure a service provider or service providers willing to conduct CARE+ Comprehensive Clean-up outreach services;
2. Establish contracts or Memoranda of Understanding necessary to ensure a clear scope of work for all involved parties in CARE+ Comprehensive Clean-ups, including procedures for contractor and LASAN coordination;
3. Establish a protocol to ensure that if persons in a clean-up area are interested in housing that they will be connected to an outreach team or service provider able to provide this type of assistance; and
4. Develop data and reporting mechanisms to measure effectiveness of program delivery

Coordination

Establish a City Homeless Outreach Coordination unit (Unit) within the CAO or LAHD to manage the City's outreach programs to assist Persons Experiencing Homelessness, to oversee all contracts and agreements implementing these programs, and to report regularly to the Council and Mayor. Specifically, the Unit will:

- prepare and manage outreach bids and contracts
- collect and analyze data
- monitor performance of contractors
- monitor deployment of outreach teams
- receive and report program complaints
- report periodically to Council and the Mayor on program implementation
- participate in LAHSA coordinating meetings in the E6 program

The Unit will work directly with the designated Council Office Homeless Outreach Coordinator in each Council Office to identify target areas for outreach services. Jointly, the Unit and the Council Office will direct LAHSA, contractor, and City department work efforts, monitor service delivery, coordinate access to necessary resources, evaluate metrics and data concerning outreach services, and other tasks necessary to ensure effective service delivery.

The Unit will be comprised of a Director to oversee all staff. There will be five Coordinators, each representing three Council Districts. To the extent practicable, this structure will align with the LASAN service yards to facilitate geographic coordination of all necessary resources. As noted, each Council District will have one staff person designated to support outreach services.