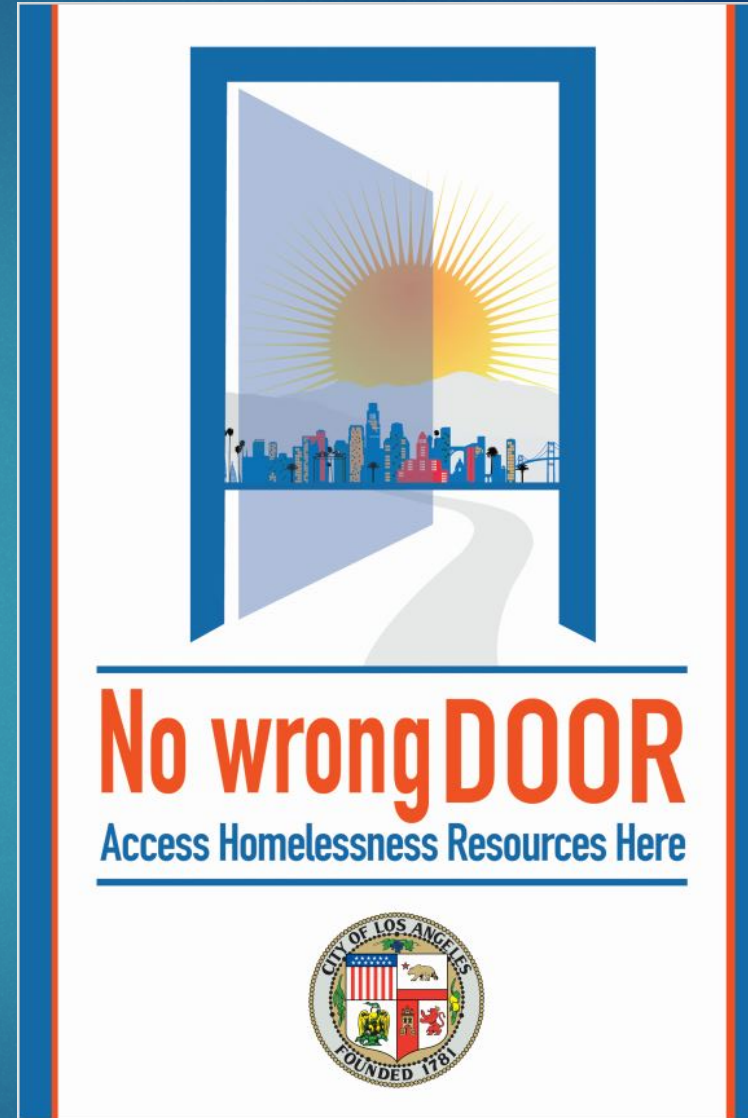


No Wrong Door Information Campaign

STRATEGY NUMBER 3.2

Outline

- Background
- Current Resources
- Participating Departments
- Next Steps



Background

- ▶ Goals were initially outlined in the Personnel Department's Homelessness Strategy Action Plan for FY 2016/17 in support of Executive Directive 16 and Comprehensive Homelessness Strategies
 - ▶ Informational Brochure
 - ▶ Website Link
 - ▶ Poster
 - ▶ Handouts or Business Cards

Informational Brochure

- Design was finalized in 2017
- Contained information on critical resources available to individuals who are experiencing homelessness or who are in danger of experiencing homelessness
- Hard copies were made in English and Spanish
- Distributed at:
 - Personnel Department's Public Counters
 - City Hall's Homelessness Help Desk
 - Other locations as necessary (Job Fairs, by request from other City Departments)
- By 2019, it was determined that the information in the brochure should no longer be sufficiently current and a redesign was necessary



Revised Informational Flyer

- Shares how individuals can help when interacting with someone experiencing homelessness.
- Contains a link to the LA-HOP portal for outreach requests.
- Directs readers to volunteer opportunities.
- Shares links to online resources from LA County and the Mayor's Office.
- Double sided with English and Spanish versions on opposite sides.

WHAT TO DO WHEN YOU SEE SOMEONE EXPERIENCING HOMELESSNESS

Everyone in Los Angeles encounters homelessness on a daily basis: on streets, in parks, on public transportation, near workplaces and in businesses. It's because we care that it is painful and frustrating to see our neighbors living on the streets but it's hard to know how to make a difference as an individual.

8 Ways You Can Help When You See Someone Experiencing Homelessness in Los Angeles

😊 Smile. Make eye contact. Introduce yourself. Remember the individual you are encountering is a person who needs human interaction and connection just like you do, and they are going through trauma by simply living on the street.

📱 Make an outreach request through the LA-HOP portal, by going to <https://www.lahsa.org/portal/apps/la-hop/request> or downloading the app on your smartphone. This includes persons in need of medical attention, but not in need of an ambulance.

🚑 If the person appears to be in an immediate psychiatric crisis or is at risk of harming themselves or others, check in with them and call 911.

🏠 Familiarize yourself with homeless services and providers in your area. To learn how to get involved, please visit: <https://www.lahsa.org/get-involved>. To learn about volunteer opportunities in your area, go to <https://volunteer.lamayor.org/>

🗣️ Organize your neighbors and invite a speaker to talk about real solutions to homelessness, and how everyone can play an important role in building a better future for Los Angeles.

📖 Educate yourself! Read resources like <https://everyoneinla.org/> and lamayor.org/homelessness. Stay connected with local nonprofits leading the charge to address homelessness. Make sure you know the basic facts: there are not enough shelter beds; most people experiencing homelessness in Los Angeles lived here before becoming unhoused; and supportive housing (giving people homes paired with support services) is one of the most effective ways to keep people safely housed and off the streets - for good.

🧠 NOTE: Not everyone who is panhandling, showing signs of mental illness on the street, or appearing disheveled are without homes or services. This is why it is important, when possible, to check with people through a human conversation to ask what they want or need before making assumptions.

▶▶ As our community works hard to implement lasting solutions to homelessness, help people recover from the trauma of living on the streets, and advocate for better policies to break cycles of poverty and homelessness in Los Angeles, there are also ways you can help the next time you encounter someone on the street.

👉 To get help for those who are experiencing homelessness, including finding shelter or housing, safe parking programs, health and mental health resources, and much more, please visit LAHSA.org/get-help. You can also go to <https://www.lahsa.org/portal/apps/la-hop/> or download the LA-HOP app on your smartphone to make an outreach request.



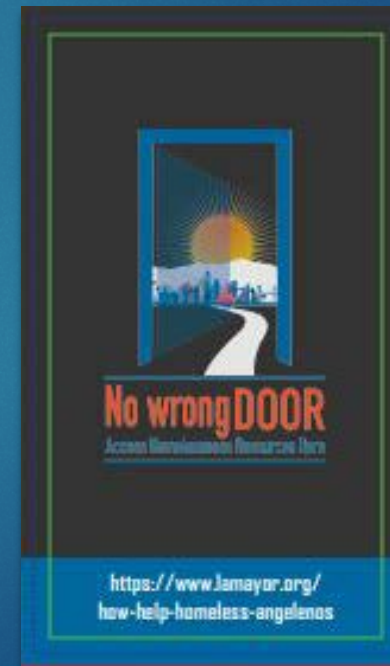
No wrong DOOR
Access Homelessness Resources Here



[HTTPS://WWW.LAMAYOR.ORG/HOW-HELP-HOMELESS-ANGELENOS](https://www.lamayor.org/how-help-homeless-angeleos)

Business Card

- ▶ Contains links to resources including LA-HOP and LAHSA's "Get Help" page.
- ▶ Directs users where to receive assistance for issues that are faced by individuals experiencing homelessness.
 - ▶ 211 for resources and referrals for families experiencing homelessness
 - ▶ 311 for City Services and Sanitation
 - ▶ 911 for Medical or mental health emergencies, and criminal activity
- ▶ Contains a QR code that, when scanned, points users to the No Wrong Door website. The website will appear in the language that is programmed for the device.
- ▶ Copies made in English and Spanish.



Website Link

<https://per.lacity.org/nowrongdoor/index.html>

- A link was added to the Personnel Department's website homepage directing visitors to a website where information on homelessness resources is available
- Includes downloadable copies of No Wrong Door resources

Other Links



COMMUNITY RESOURCES FOR HOMELESS ANGELENOS



No wrongDOOR
Access Homelessness Resources Here

In support of the Mayor's Office initiative to address homelessness in the City of Los Angeles, the Personnel Department has developed resources that outline the support and assistance that is available to address some of the issues being experienced by the homeless. The resources include an information card and flyer which contain information related to the areas of housing, employment, health, and other critical services. We've sourced this information from trusted community partners and other governmental agencies that provide direct services to the homeless population. Both the information card and flyer are available for download so that they can be shared and distributed widely.

In addition to the information card and flyer, the Personnel Department is also implementing a "No Wrong Door" policy at Personnel Department buildings and facilities. If you see the "No Wrong Door" logo posted outside a Personnel Department facility you are welcome to enter the building and receive information on resources available to address some of the issues you may be experiencing.

With this effort, the City of Los Angeles and the Personnel Department are committed to helping the City's most vulnerable. We invite Angelenos to join us in this effort by sharing and distributing the resources widely. Thank you for partnering with us and making the City of Los Angeles a beacon of hope for those who are in need.

Poster

- Placed outside to invite individuals experiencing homelessness to come inside to access information on homelessness resources
- Currently located outside the Personnel Department and City Hall's Homeless Help Desk
- Modeled after safe surrender program which identifies participating sites with the same logo



Current Participating Departments

- ▶ Personnel Department
- ▶ Public Works: Bureau of Sanitation
- ▶ LAPD
- ▶ Rec and Parks
- ▶ Mayor's Office
- ▶ Los Angeles Homeless Services Authority (LAHSA)

Next Steps

- ▶ Distribute the revised resources to all participating departments.
- ▶ Ensure that all participating departments have No Wrong Door posters or window decals to identify locations where resources are available for individuals experiencing homelessness.
- ▶ Expand the No Wrong Door campaign to include other City Departments or outside Agencies.

Conclusion

- ▶ For up-to-date information on the No Wrong Door information campaign, visit <https://per.lacity.org/nowrongdoor/index.html>
- ▶ No Wrong Door resources can be accessed on the No Wrong Door webpage or at any participating location.
- ▶ City Departments or outside agencies that are interested in participating in the No Wrong Door information campaign can contact the Personnel Department at (213) 473-9060.