



HIGHLIGHTS

DEVELOPING AND PASSING PROPOSITION HHH AND MEASURE H IN LOS ANGELES

This is a summary of the Abt Evaluation Report for the Chronic Homelessness Initiative

In 2016 and 2017, the City of Los Angeles and the County of Los Angeles sought voter support for two long-term, dedicated funding measures to increase resources for reducing and preventing homelessness throughout the region. Entities within the City and County conducted analysis on the shelter and housing gaps for people experiencing homelessness, which helped craft the ballot measures. Public visibility, attention from the media, increased political will from public officials and the coordination of community efforts in effective campaigns once the measures were on the ballot all were instrumental in gaining the voter support needed to pass the measures:

- **Proposition HHH Permanent Supportive Housing Loan Program**, approved by voters in the City of Los Angeles in the November 8, 2016 election, is a \$1.2 billion Homelessness Reduction and Prevention, Housing and Facilities Bond, which among other things will support the development of 8,000 to 10,000 permanent supportive housing (PSH) units within the City of Los Angeles over the next 10 years.¹
- **Measure H, approved by voters in the County of Los Angeles on March 7, 2017**, is a countywide quarter-cent sales tax to fund supportive services, housing, outreach and prevention services for people experiencing homelessness. It is expected to raise a total of \$3.55 billion before it sunsets in 10 years. Officials project that Measure H funding will be used to help approximately 45,000 households move into permanent housing within the next five years.^{2,3}

COLLABORATION BETWEEN THE CITY AND COUNTY OF LOS ANGELES

In 2015, the City and County of Los Angeles and community stakeholders worked together to develop two comprehensive plans that would synthesize the various efforts to end homelessness throughout the region. The City and the County each created separate, distinct plans. However, many of their identified strategies aligned to work toward the common goal of ending homelessness, established through a decade of collaboration. Observers in the Los Angeles region have characterized this collaboration as “unprecedented.”

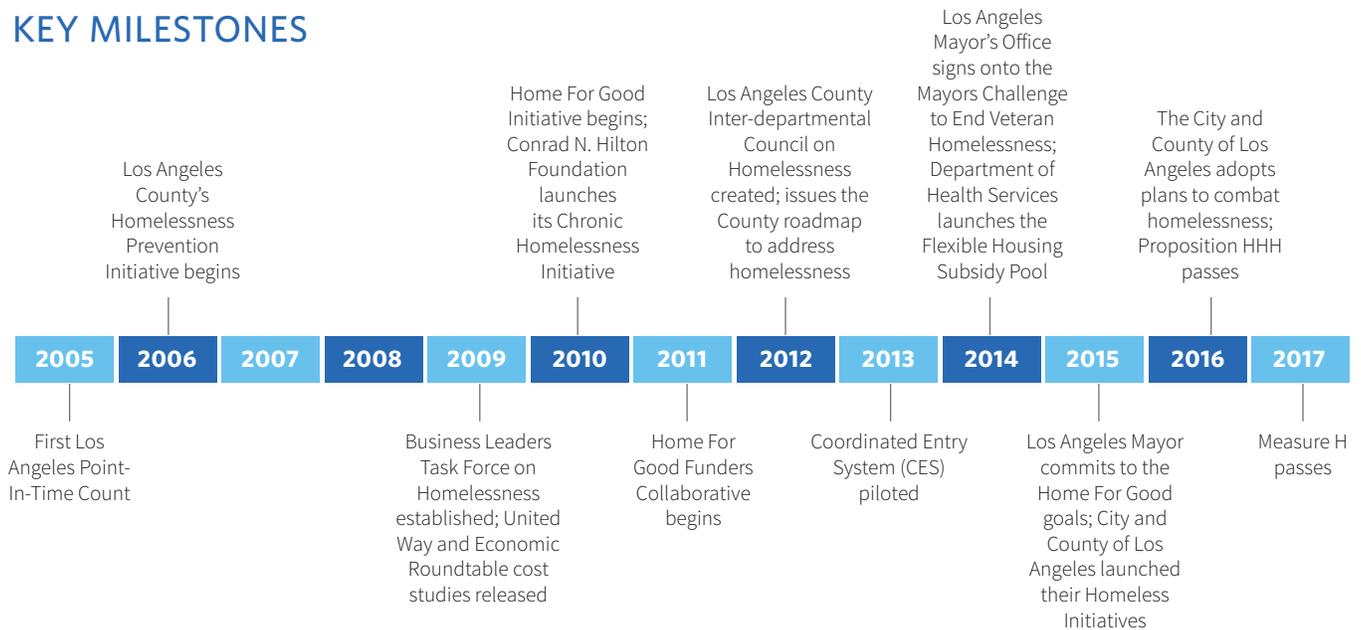
Meanwhile, public opinion polls showed that homelessness was a top priority for Los Angeles voters. Armed with this information, City and County officials believed it was the right time to seek voters’ support for long-term, dedicated funding to address homelessness. Key stakeholders from the City and County worked together to determine the funding needed to support each entity’s plan to combat homelessness—Proposition HHH and Measure H were the result.

BUILDING POLITICAL AND COMMUNITY WILL

Long before any funding measures were introduced, stakeholders worked aggressively to lay the groundwork for public support for permanent solutions to end homelessness. Over the past decade, community organizations, elected officials, public agencies, private funders and philanthropies organized strategic efforts to increase political will and awareness around homelessness while also investing in projects and systems to move people into stable housing. The success of each of these efforts was critical to building public trust and rallying the support needed for Proposition HHH and Measure H—and their ultimate success. This work included:

- **Building a strong coalition of political and community support for PSH as a solution to chronic homelessness**
- **Creating a coordinated system to address homelessness and piloting successful projects throughout the community**
- **Increasing the level of public awareness around homelessness across Los Angeles County**
- **Creating a set of coordinated comprehensive plans and strategies to address homelessness**

KEY MILESTONES



LESSONS LEARNED

The processes undertaken to develop and pass both Proposition HHH and Measure H required years of coalition building, strong public-private partnerships, thought-out City and County homeless strategy plans and experienced leadership of campaigns in support of ballot measures. Other communities looking towards similar efforts to address homelessness should consider the following lessons from the Los Angeles experience:

- Demonstrate to the public the capacity to implement strategic plans and collaborate among governmental agencies, community organizations and service providers
- Communicate to the public the need and purpose of funding, and show how that funding will impact the community
- Assess the level of local political will and public support for funding homeless initiatives, and work to understand voters' perceptions and likely behavior towards funding measures
- Consider using polling to inform the type of funding measure to seek, and which messages will most persuade voters
- Have strong, vocal, persistent champions publically advocating for the funding measures
- Educate the media, as they are a significant source of information for voters and can add third-party credibility to efforts
- Ensure the campaign has enough time to effectively engage voters through education and direct outreach efforts
- Involve community organizations early to leverage their networks to conduct voter outreach

[Read the full report at hiltonfoundation.org](http://hiltonfoundation.org)



SOURCES

- ¹ Office of the City Clerk, City of Los Angeles, "Homelessness Reduction and Prevention, Housing, and Facilities Bond" [resolution], June 28, 2016.
- ² Los Angeles Registrar-Recorder/County Clerk, Consolidated Municipal and Special Elections, March 7, 2017, Los Angeles County Plan to Prevent and Combat Homelessness.
- ³ Doug Smith, "County Voters to Decide on Quarter-Cent Sales Tax for Homelessness Programs," Los Angeles Times, February 14, 2017.