

COMMON GROUND
COMMUNICATIONS



UNITE
FOR CHANGE

Standing With LB



Table of Contents

Executive Summary	1
Agency Overview	2
Phase One: Research	
Background and situation	3
SWOT Analysis	4
Secondary Research:	
Key Findings	5 - 8
Primary Research	
Survey Key Findings	9
Focus Group Key Findings	9
Individual Interview Key Findings	10 - 11
Primary & Secondary Publics	11 - 13
Phase Two: Planning	
Opportunities & Obstacles	14 - 15
Key Messages	15
Phase Three: Implementation	
Goals, Objectives, Strategies & Tactics	16 - 19
Spokesperson	19
Campaign Theme	19 - 21
Timeline	22
Budget	23 - 24
Phase Four: Evaluation	
Goals, Objectives, Strategies & Tactics	25 - 26
Closing Remark	27
Appendix	
Part I: Secondary Research	28 - 42
Part II: Primary Research	42 - 57
Part III: Timeline Grantt Chart	58
Part IV: Budget	58 - 62
Part V: Social Media	63 - 74
Part VI: Design	75 - 76
Part VII: Press Release	77

Executive Summary

The goal for the Unite for Change Campaign is to create awareness of the existence and intention for the homeless work program partnership with the 3rd District of Long Beach and a local nonprofit. With this awareness we hope to gain support from 3rd District residents through donations and gaining volunteers as well as individuals who are experiencing homelessness to sign up for the work program.

The 3rd District of Long Beach, led by Councilwoman Suzie Price, is comprised of the neighborhoods of Belmont Heights, Belmont Shore, the Naples-Marina Area, Alamitos Heights, State College Area and Park Estates. Councilwoman Price is ambitiously working to have a government-funded campaign to create a successful work program that can create employment opportunities for individuals experiencing homelessness. Some obstacles we face are the negative perceptions of individuals experiencing homelessness and residents distrustful of the government to properly find a solution. The opportunity we have is to educate people and encourage people to work as a community to help individuals experiencing homelessness. The population rate for individuals experiencing homelessness in the 3rd District may not be a high population, but in Long Beach as a whole it is quite high. It is fitting to have the program start within the 3rd District before potentially expanding it throughout the city because it is Councilwoman Price's initiative. The main portion of our key messages that reflects our campaign is wanting to **Build Relationships** and trust with 3rd District residents and individuals experiencing homelessness, **Educate** people about the work program and have a **Call To Action: Donate and Participate**.

To start the campaign, we want to gain support and awareness for the Unite for Change movement by reaching out to spokespeople and start launching social media channels. A lot of the launching process will begin in the summer of 2018. After a month or two of launching, we want to educate people by having district-wide meetings and table at different events in the city. These tactics reflect our desire to build relationships and educate residents.

Then for our call to action of participation and donations, will we have the opportunity for people to donate through links included on social media posts and websites, as well as being able to donate electronically at different tabling events in the city. The call to action for individuals experiencing homelessness is for them to sign up for the work program. We want to encourage them to sign up by serving meals at soup kitchens and give them information about the work program, while also establishing relationships with the Quality of Life Unit of the Long Beach Police Department and social workers.

Our research helped us develop our key messages by revealing that many residents in the 3rd District will need to be able to trust the legitimacy of the work program before donating through face to face interaction. It takes time and face to face interaction to gain the trust from individuals experiencing homelessness as well. Social media can serve as a way to create awareness, educate and build relationships, but to ultimately to have a successful call to action for people to donate and participate, people need physical interaction with representatives of the program. Our campaign theme, "Unite For Change" emphasizes the importance of unity for progress in the 3rd District and, ultimately, the whole city.



COMMON GROUND COMMUNICATIONS

MISSION STATEMENT

Common Ground Communications is a public relations agency based in Long Beach. Our firm is dedicated to helping clients from various backgrounds reach their goals and engage with their audience by providing strategic planning and innovative thinking. Through research, creative and media-relations activities conducted by our staff, we create campaigns that connect with the roots of the local community. We believe that by directly engaging with our publics and learning about their needs, we will create powerful, targeted campaigns that solve their specific problems and ultimately create a Common Ground.

SERVICES

- Public Relations
- Community Relations
- Campaign Management
- Crisis Management
- Social Media
- Media Relations
- Investor Relations
- Public Affairs
- Image Consulting

Liam Brown || *Project Director*

Liam Brown is a senior at Long Beach State University studying public relations and film. He has assisted with various on-campus media projects at the Daily 49er student paper. His professional experience includes in-house and agency work. Liam's experiences allow him to work within teams to create a specific, targeted campaign. As project director for Common Ground Communications, Liam ensures the agency establishes a unified message that connects with the client and the Long Beach community.

Aaliyah Hayes || *Research Analyst*

Aaliyah Hayes is a senior at Long Beach State University majoring in public relations and minoring in international studies. Her diverse professional experience with nonprofits, brands and living abroad has developed her research skills and ability to master any subject she is given. Aaliyah's research services are both primary and secondary, where she focuses on the audience through face to face and digital communication, as well as scholarly database and intensive research through multiple platforms.

Ofelia De La Rosa || *Media Director*

Ofelia De La Rosa is a senior at Long Beach State University majoring in public relations (PR) and minoring in communications. During her time at CSULB, she has written stories for 22 West Magazine and the Newsroom at CSULB. In the past, Ofelia has done freelance PR for nonprofit Latinos in Action. In 2017, she interned with the Office of Media Relations on campus as a PR intern and mainly focused on creating content. For Common Ground Communications, she is the mediator between the client and the audience as well as promoting the client.

Drew Mametsuka || *Creative Director*

Drew is a senior at Long Beach State University majoring in public relations. He's currently the assistant design editor for the campus newspaper, the Daily 49er. His previous work experience has given him the ability to cultivate the emotion and passion through the stories he hears, which guide him through any project he is expected to complete. As the creative director for Common Ground Communications, he oversees the design aspect of the agency from logo design to layouts of documents.

Christina Nguyen || *Copywriter*

Christina Nguyen is a senior at Long Beach State University majoring in public relations. She holds an associate's degree in journalism from Fullerton College where she formerly served as a staff writer for their student newspaper, The Hornet. In 2016, she interned at Just My Imagination Entertainment where she gained experience in social media management and content creation. As copywriter at Common Ground Communications, Christina crafts written materials for various mediums needed for the client.

Phase 1: Research

Situation Analysis/Challenges and Opportunities

Background and Situation:

The 3rd District of Long Beach, led by Councilwoman Suzie Price, is composed of the neighborhoods of Belmont Heights, Belmont Shore, the Naples-Marina Area, Alamitos Heights, State College Area and Park Estates. The situation of individuals experiencing homelessness is not unique or new to Long Beach. As any major city would grow to include such a population, the issue of quality-of-life crimes in the 3rd District is distinctive. Quality-of-life crimes includes bike theft, public urination and other instances that disturb the public peace. The City of Long Beach Homeless Services Division, a subset of the Department of Health and Human Services, receives 1,000 calls a month to a hotline that residents can use to report encampments and other concerns. This suggests that residents are frequently concerned about the activities of homeless individuals in and around their neighborhoods. While issues such as public panhandling and sitting near government buildings are often encountered in Long Beach (these are not considered quality-of-life offenses), giving money to a panhandler directly is not an appropriate long-term solution to the homeless situation because this money does not support long-term efforts such as sheltering these individuals or providing them with care.

To that end, the 3rd District is focusing its efforts on implementing a piloted homeless work program to provide long-term support for individuals experiencing homelessness – a program spearheaded through a partnership with a local, to-be-determined nonprofit. Homeless work programs provide part-time work for these individuals such as trash pick-up and landscaping, and they also provide long-term services needed in addition to short-term needs such as food and shelter. In our task to develop a public relations campaign as a collective agency for Councilwoman Price and the 3rd District office, we will take a three-pronged approach: first, building relationships with individuals experiencing homelessness and 3rd District residents; second, educating 3rd District residents on the importance of donating to the work program – to “give a hand up, not a hand out” in city officials’ parlance; and third, turning this education into action, with overall success measured by how much money is donated to the program.

SWOT Analysis:

We have completed our own SWOT analysis for the 3rd District so it can better understand where it stands in the external and internal landscape.

Strengths	Weaknesses
• Community activism: Councilwoman Price is active in the community and holds meetings, writes newsletters and has a presence at events. • There is funding for helping the homeless, we just need to figure out to delegate where that money goes and what we are spending it on. • The community has a need for change and is willing to cooperate to find a new solution for the homeless problem. • Through the potential partnership with a nonprofit, the 3rd District can form a strong bond with a local institution and strengthen its relationship with the community.	• The city/council has never embarked on a comprehensive campaign to initiate donations to a homeless work program. • There is no designated shelter that Councilwoman Price wants us to focus on in the plan and a nonprofit partner has not been chosen yet, which could lead to delays in implementing such a plan. • Our focus group revealed a lack of trust with the homeless community, from the residents to the governmental agencies, to get them to receive help. • People would not know where to go in order to make a donation to a nonprofit, so this message needs to be communicated comprehensively.
Opportunities	Threats
• The 3rd District residents are active on social media (Facebook) and in community meetings, so they may be receptive to a work program. • The Department of Health has already amassed numerous services to help the homeless, so a work program would be an important part of such an array of services.	• There is a negative stigma toward the homeless population, with many negative comments on social media sites such as NextDoor and Facebook. • Due to the complex issues surrounding individuals experiencing homelessness, some individuals may not be receptive to temporary work or housing -- they may be content with their current situation because it fits with their value system.

Secondary Research:

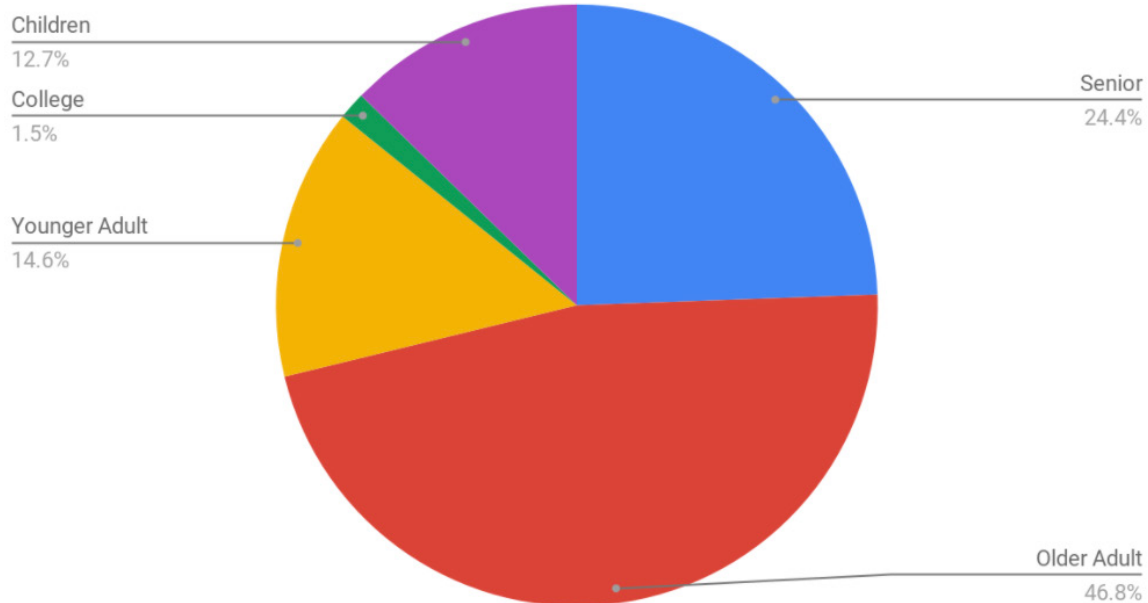
In conducting our secondary research, we looked through websites, academic journals, online databases, case studies as well as memos and fact sheets from Long Beach 3rd District officials. This research gives a better understanding of the demographics in the 3rd District and the history of homelessness that includes a strong background of mental health issues. There has also been a significant decrease of those experiencing homelessness in 2017 which is notable for multiple reasons. Finally, case studies show successful homeless work programs in different cities around the country.

We have divided our key secondary research findings into the categories we used to discover the information, and we have included citations in our appendix, Part I.

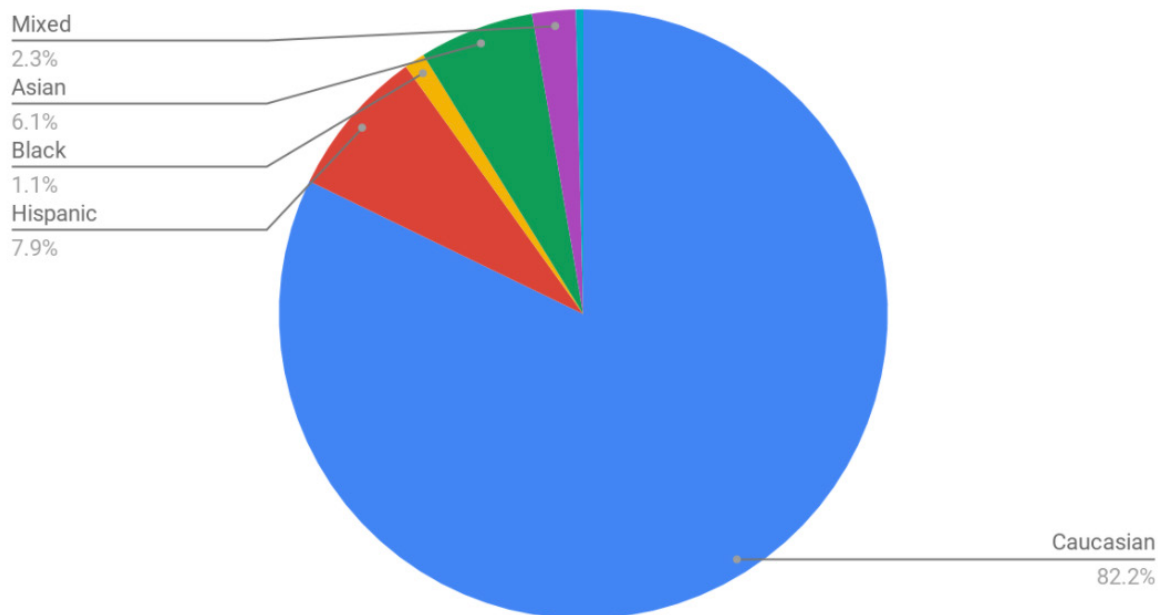
Key Findings: Demographics Research

In conducting research into Long Beach and 3rd District demographics, we found that the two different locations tell two different stories. In terms of highest population figures, Long Beach as a whole is made up of roughly 470,000 people and is 51% female and 44% Hispanic with a median household income of \$60,075. The 3rd District is made up of roughly 9,400 people, mostly older adults ranging from 50-64, with an 82% Caucasian population and a median income of \$98,300.

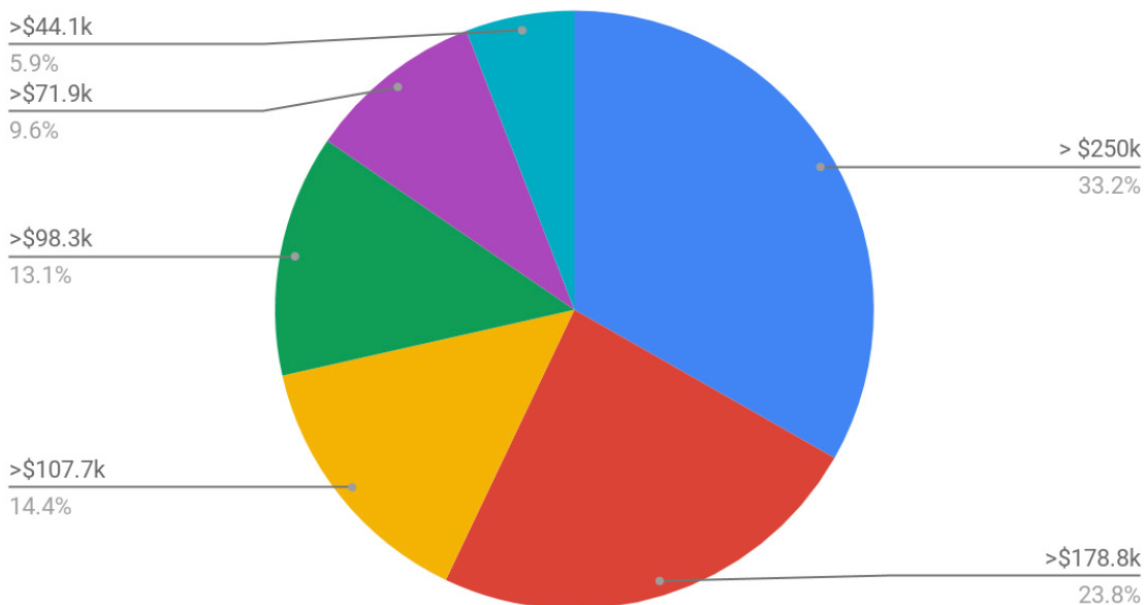
3rd District: Age



3rd District: Race/ Ethnicity



3rd District: Household Income



Long Beach successfully reduced the number of individuals experiencing homelessness from 2015 to 2017 by 21 percent. The majority of these individuals are young, male (70 percent) and Caucasian (55 percent) and mostly unsheltered.

Additionally, Long Beach officials' contact with the homeless population is persistent. From January 1 - June 30, 2017, 903 people were contacted by the Homeless Services Division (HSD) of the Department of Health & Human Services. 403 of those people accepted services and 500 of those people refused services. The average number of times a person is engaged before accepting services is 17.

Key Findings: Scholarly Journals

Drug abuse is one of the many reasons why an individual may become or are on the path to becoming homeless. Recent research involved 3,561 individuals in Long Beach that aimed to understand why illicit drug users aren't able to access drug treatments.

Although there was not an abundant amount of information on the homelessness in Long Beach besides proposals for grants to help the cause, there are a number of materials for Los Angeles, particularly for Skid Row, an area of Los Angeles where homelessness is greatly apparent. The city has successfully pursued a strategy of physical containment of the homeless, reflecting the land-use objectives of city officials in facilitating downtown revitalization.

In response to those experiencing homelessness, it is found that those higher on communal orientation were more likely to display empathy and support for helping the homeless. When the situation of homelessness evokes sadness, people are more compelled to donate while for those low in communal orientation, sadness decreased positive attitudes.

Key Findings: Local News Outlets

Long Beach is one of the cities in Los Angeles County that has had a decrease of individuals experiencing homelessness by 21 percent. However, there is still progress to be done which is why the city has doubled its housing developments and is trying to find creative and innovative ways to help those experiencing homelessness. With annual funds being donated to help better this situation, Long Beach is taking charge and creating new programs that will give those experiencing homelessness opportunities to re-enter society. The city has taken some initiative to draw up plans in order to help decrease the situation. Long Beach has started discussing a new program that would provide safe parking overnight for people living in their vehicles. So far, the research has shown that there are some programs to help, but there is not a well-developed program that provides work, meals and housing.

Key Findings: Statistics on the Homeless Population

While conducting research on the homeless situation in Long Beach, more specifically the statistics on current homeless programs, we found that finding specific statistics on homelessness to be challenging. However, we did find that Councilmembers Suzie Price, Daryl Supernaw and Roberto Uranga have asked the city to look into a tool called "social impact bonds," which would involve private or nonprofit groups or organizations providing money to solve a specific social objective.

However, homelessness has been on a decline in Long Beach in the recent years, including a "21 percent reduction in total number of persons experiencing homelessness in Long Beach, and a 26 percent reduction in chronic homeless persons." (Homeless Count Decline in Long Beach) The cause of the decline has been due to the rise in homeless programs, housing and veteran support. Across Long Beach, there has been a rise of supportive housing for developing families and veterans experiencing homelessness. The city of Long Beach, in partnership with the Long Beach Community Investment Company (LBCIC) and Century Housing Corporation, recently celebrated the grand opening of a 120-unit supportive housing developing families and veterans in need of support.

Key Findings: Case Studies on Other Successful Cities

Many cities across the nation have embarked on their own successful versions of homeless work programs. A program called Denver Day Works in Denver, Colorado, was launched in 2016 by the Denver government in association with a contractor called Bayaud Enterprises. In the first year after the program's launch in November 2016, Denver Human Services reported that 284 people worked at least a day with pay of \$12 an hour.

Additionally, a program in Albuquerque, New Mexico contains elements of Long Beach's proposed pilot program. Albuquerque's program is called "There's a Better Way." The program is run in partnership with a local nonprofit and utilizes a van that picks up individuals experiencing homelessness who are interested in part-time work. The jobs pay minimum wage (\$9 an hour) and lunch is provided. The program targeted homeless individuals directly with signs posted at various intersections calling them to contact city services if interested in food or shelter. It has provided 932 jobs since its beginning in September 2016. Also in Boise, Idaho, they modeled a work program after Albuquerque's and many participants of the work program talked about how it boosted their confidence in themselves and improved their mental health and was a stepping stone for them to find permanent work in different industries.

Primary Research:

For our primary research, we conducted a survey that was sent out to a mass amount of 3rd District residents, a focus group comprised of four 3rd District residents, individual interviews of 3rd District residents and an interview of a social worker and Assistant Director of Mental Health America of Los Angeles (MHALA). These interviews, focus group and survey gave us a greater understanding of how 3rd District residents feel about those experiencing homelessness and what steps need to be taken for them to trust the work program for them to financially support it.

Survey Key Findings:

We distributed a 12-question Google Forms survey through Councilwoman Suzie Price's email newsletter. Our survey, along with the surveys of our fellow agencies, were distributed randomly to sets of 3rd District residents. We received 75 responses total.

- 66.7% of respondents donate to both charities or nonprofits as opposed to donating money to individuals experiencing homelessness in order to help those in need.
- 77.3% of respondents are aware of the services provided by the Long Beach Rescue Mission, making them the most recognizable charity in our list of local charities.
- 61.3% of respondents said they would need more information before donating to a homeless work program.
- This emphasizes that education will be a key step in this process.
- 49.3% of respondents said that local council should be the organization to take the lead in addressing individuals experiencing homelessness.

We have included a full list of questions and answers in our appendix, Part II.

Focus Group Key Findings:

We conducted a focus group with four participants on March 17, 2018, from 10 a.m. - noon at Naples Rib Company. We found that Facebook and print newspapers were the most common media used. The participants said that the homeless population is more condensed within the city than in the 3rd District. Multiple participants took a comprehensive approach to describing the homeless issue, using the Olympic rings logo as an analogy to demonstrate how there are multiple "types" and multiple conditions affecting individuals experiencing homelessness; that they are never all the same. The participants were in favor of the temporary work program to the homeless and the residents as a whole, although they were concerned about the comprehensiveness and specific logistics. They agreed that long-term education is a major key to the success of such a program.

We have included a discussion guide in our appendix, Part II.

Individual Interview Key Findings:

We conducted one-on-one individual interviews with our primary audiences, contacted through their information provided on our online survey if they chose to volunteer for an interview. We wanted to get their thoughts on the homeless situation and whether they would be willing to donate to a temporary homeless work program when such a program is established. Full transcripts of the interviews are available in our appendix, Part II.

Interview #1: Claire Hoxie:

We conducted our first individual interview with Claire Hoxie, a resident of the Del Lago gated community. She receives her news mostly online and noted that she has seen a lot of individuals experiencing homelessness throughout her community in the past year. She said that she notices some quality-of-life concerns such as bike theft and items stolen out of cars. Hoxie mentioned that the ideal homeless program should be spearheaded by the city council's office and working with various agencies, and she believes in the "hand up, not a hand out" motto. In theory, she says, she is in support of a temporary homeless work program, but would need to know more specifics on how it would work before she would fully endorse such a program. She also desired for the work program to include "work-study" aspects, where, in addition to individuals receiving money for completing part-time work, they would be required to attend workshops regarding rehabilitation or how to get back on their feet.

Interview #2: Dorothy Johnson:

We conducted our second individual interview with Dorothy Johnson, a resident of the Del Lago gated community. She receives her news both in print and online and has seen increasing numbers of individuals experiencing homelessness within the past few years. She feels that individuals who are homeless could have their situation remedied by getting a job. She said that the city should be the one to spearhead the homeless situation to manage it with a good plan, and that the homeless in Long Beach should be given a concrete plan to help get back into society. She said she would be willing to donate to a temporary work program through a nonprofit if she sees results and if the money goes to the individuals working.

Interview #3: Anonymous Long Beach Resident:

We conducted our third individual interview with a resident of Los Altos and Belmont Shore who chose to remain anonymous. The interviewee gets their news online and uses NextDoor to monitor crimes happening in their area. While they don't see too many homeless individuals in Los Altos, they see more in Belmont Shore. They said the homeless issue should be spearheaded by Los Angeles County because people will go from city to city. This individual said that they would be in favor and willing to donate to a temporary homeless work program once they knew how it would be administered and supervised. They hoped that the program would be strictly supervised and would lead to long-term work.

Interview with Daniel Brezenoff - Assistant Director of Mental Health America of Los Angeles (MHALA):

We sat down with Daniel Brezenoff to discuss the homeless community in Long Beach and what he thought the city could work on when addressing the situation. The interview took place at a homeless resource center near downtown Long Beach called The Village. The Village is a “one stop shop” building that provides services such as showers, mail, financial, therapy, social security and more. Brezenoff would like to see the city have better outreach programs, affordable housing, increase in shelter beds and for the Long Beach Police and Fire Department receive better education and improvement in their outreach programs. He stressed the need for better education for the general public as they had some misconceptions about the homeless including assumptions of laziness and addiction.

Conclusion of Research:

Our secondary research revealed that the rise of nonprofits dedicated to assist individuals experiencing homelessness in Long Beach is a huge reason why the population of individuals experiencing homelessness has decreased in the past couple of years. There are multiple programs that the city is involved with to outreach to individuals experiencing homelessness and encourage them to accept services offered to them. There is a close split between those choosing to accept services and those choosing to deny services. Case studies revealed that homeless work programs have the potential to be success and create many opportunities for individuals experiencing homelessness.

Our primary research revealed that many people who have different misconceptions about individuals experiencing homelessness can be a barrier to the homeless work program. In order to get people on board with the program, trust and education are a necessity to be built. We saw that many of those who participated in our primary research were people who are already educated on obstacles concerning individuals experiencing homelessness. They also provided us with concerns and misconceptions on people who are not educated on these things.

Ultimately, from our primary and secondary research, we have concluded that there are multiple reasons why there are people who are experiencing homelessness and they all need to be addressed for there to be a complete solution. The work program may be a solution for a few reasons for the cause of homelessness but it is a start and a continuation to the already decreasing amount of individuals experiencing homelessness due to nonprofit involvement.

Primary and Secondary Publics:

In order to create a strategic campaign, we identified a few key publics, or audiences, for this work program campaign. The **primary publics** are the groups we want to target the most with our campaign whereas **secondary publics** include groups or individuals who are not primarily affected by the situation, but still hold some sway or influence over how it is perceived and what can be done.

Primary Publics:

One primary public is **residents living in the 3rd District in Long Beach**. In order for the work program to succeed we must educate residents on those experiencing homelessness and help them differentiate between long term vs. short term solutions.

- The 3rd District is made up of roughly 9,400 people.
- Older adults ranging from ages 50-64.
- 82% of residents are Caucasian.
- Median income of \$98,300.

According to our research, we found that although there are many that are empathetic and are inclined to helping those experiencing homelessness, there are also a fair amount who are more interested in just getting rid of the homeless in their area.

Another primary public is **individuals experiencing homelessness**, as they are the ones who will ultimately benefit from the temporary work program.

- There are approximately 1,843 people in Long Beach that are experiencing homelessness.
- Majority are in their youth
- 70% are male
- 55% are Caucasian

Secondary publics:

Local businesses in the 3rd District of Long Beach will be one of our secondary publics.

- Belmont Shore Business Association: 225 businesses
- Naples Island Business Association: 49 businesses
- Broadway Business Corridor Association: 36 businesses

These local businesses consist of beauty and wellness services, eateries, medical and dental services, local organizations, professional services and real estate/investment services.

Local shelters and soup kitchens in Long Beach that aim to assist the homeless population will be another secondary public. We will be partnering with organizations such as Long Beach Rescue Mission and MHA Village to promote the program and gain participants of those that are experiencing homelessness.

According to the data entry associate at Long Beach Rescue Mission, their soup kitchen serves about 400-600 individuals daily.

The Long Beach Police Department Quality of Life Unit assists in providing services, resources and protection for the homeless in Long Beach. The program was founded in 2007 by the Long Beach Police Department in an effort to reduce the number of calls for service related to the homeless population, and to seek long term solutions for these issues. The team helps to connect homeless individuals to non-government agency services, community support groups, housing resources, transportation and mental health services.

Quality of Life Statistics 2016	
Field Interviews	1306
Calls for Service	501
Bus Tickets Purchased	39
Motel Rooms Purchased	211
Rehab/Sober Living Placements/Housing	87
Shelter Placements	102
Mental Crisis Evaluations	112
Hospital Calls for Assistance	210
LB Rescue Mission Calls for Assistance	125
Multi-Service Center Calls for Assistance	832
Clothing/Meals	329
Mental Health “The Village”	45
Veterans	24

Phase 2: Planning

Opportunities and Obstacles:

Opportunities:

- This is the first time the 3rd District will be implementing a homeless work program. If successful, it could be expanded out to other districts in the city, which will bring changes that Long Beach has not had in the past. Those experiencing homelessness will be exposed to resources that will help them re-enter society through a work program tailored specifically for them.
- The 3rd District will benefit from this opportunity by being more involved with its community. With local community meetings frequently held and email newsletters sent out weekly, the community will be exposed to new opportunities of involvement.
- Through the potential partnering of the 3rd District and the Long Beach Police Department, a relationship will be formed between the two that will, potentially, benefit the community and the individuals experiencing homelessness. This will form a strong bond with a local institution and strengthen its relationship with the community.
- This will allow us to understand the concerns of residents with homeless activity in their neighborhood by offering them a solution and educating them about the importance of donating to the homeless work program that will provide long-term benefits.

Obstacles:

- Homelessness is a very multifaceted, sensitive situation with a multitude of causes and no easy, “magic wand” solution. Many opinions about individuals experiencing homeless are negative, with Councilwoman Price and focus group participants reporting negative comments on community social websites such as NextDoor. This negative sentiment creates an obstacle in that the city must communicate this multi-step solution to its residents.
- Traditionally, individuals would much rather donate directly to those experiencing homelessness than donate to an organization because it is quicker and they feel as if they are making an impact. This campaign might face difficulty in changing the perception of those certain individuals that don’t want to donate to an organization due to distrust of authority figures.
- Residents must understand that donating money to a nonprofit may not provide the most tangible, immediate impact, but it stretches their dollar to provide a long-term solution.
- Additionally, recruiting individuals to help launch this work program might prove to be difficult without an incentive. Not only might it be difficult to recruit volunteers, the campaign might struggle with attracting participating individuals who are experiencing homelessness due to lack of trust they might have.

Internal Environment:

The 3rd District's staff is relatively small, so any program implemented would need to be creative, yet practical. Councilwoman Price currently uses Facebook for community outreach on social media, this could be an opportunity for the office to expand social media reach to sites such as Twitter and Instagram to ensure more real-time conversation and share a visual component to the campaign, respectively.

Public Perception:

The 3rd District also faces public perception challenges it would need to solve through long-term education. It is important to communicate carefully about the situation of homelessness and understand that negative comments will often arise. This is exemplified in the negative comments on NextDoor as well as negative comments on various Facebook pages, such as the Councilwoman Suzie Price page and even the CSULB Journalism & Public Relations Department page, which received a number of negative comments on its announcement of this very project. Many people believe the city council is not doing enough to deal with the homeless population and are advocating for more aggressive solutions such as jail time.

Competition:

There are many nonprofits in Long Beach that serve individuals experiencing homelessness. The 3rd District will be choosing one nonprofit in particular to partner with to fund the homeless work program, and as a result this may leave other nonprofits with little differentiation in the marketplace without the significance of a city-funded homeless work program. Additionally, activists that are against donating to nonprofits due to lack of trust and conversation leaders in negative NextDoor comments could also serve as competitive publics.

Key Messages:

Our key messages are the main concepts we want our primary audience to get from the campaign. Through primary and secondary research, we discovered that people need to gain trust for an organization before investing in it. Each of our key message are implemented within our goals and objectives. Ultimately through this campaign we want to **Educate, Build Relationships** and have a **Call to Action: Donate & Participate**.

1. **Build Relationships:** Unity within the community is the only way to truly bring change and the homeless work program can serve as the bridge-builder for the community.
2. **Educate:** A work program can be a long term solution for many individuals experiencing homelessness because of the barriers they face to gain employment.
3. **Call to Action:** Your donations and participation to the homeless work program is a crucial factor to developing a successful program that can serve as a solution to many individuals who are experiencing homelessness.

Phase 3: Implementation

Goals, Objectives, Strategies & Tactics:

Our goals, objectives and strategies reflect our key messages of wanting to Build Relations, Educate and Call to Action: Donate and Participate. The tactics we chose to accompany our goals, objectives and strategies will allow us to create an efficient and successful campaign. These tactics will carry out the ideas and mission we built this campaign on.

1. **Goal:** To increase public awareness and educate local residents on an effective homeless work program

- **Objective:** To get 100 mentions of our hashtag, #StandingWithLB, within the first 3 months of the campaign
- **Strategy:** To increase social media engagement across all social media channels by having call to actions and incentives on the posts



- **Tactic:** To create five 1-minute videos that shine light on those experiencing homelessness in Long Beach, our spokespeople talking about the work program and residents who are supporters. In each video, we will ask the audience to participate in this change by posting pictures and re-posting the video using the hashtag. We will be using CSULB film and journalism interns to help with this project

- **Tactic:** Provide an incentive once a month to whoever uploads the most creative post to their social media including the hashtag

- **Tactic:** To have photo booths at all events with props that have the hashtags on them and an Instagram cut out frame including the hashtag and a caption

See social media content calendar for examples of posts in the Appendix, Part V

- **Objective:** To get 500 likes on Facebook, 300 followers on Instagram and 200 followers on Twitter in six months

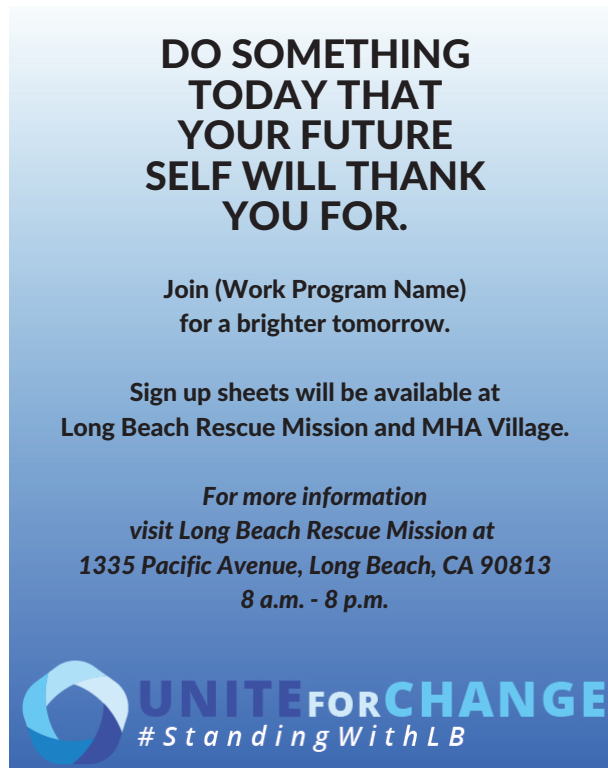
- **Strategy:** Increase online social media following by having diverse and consistent posts on each social media channel and advertise our social media through online and in-person interactions



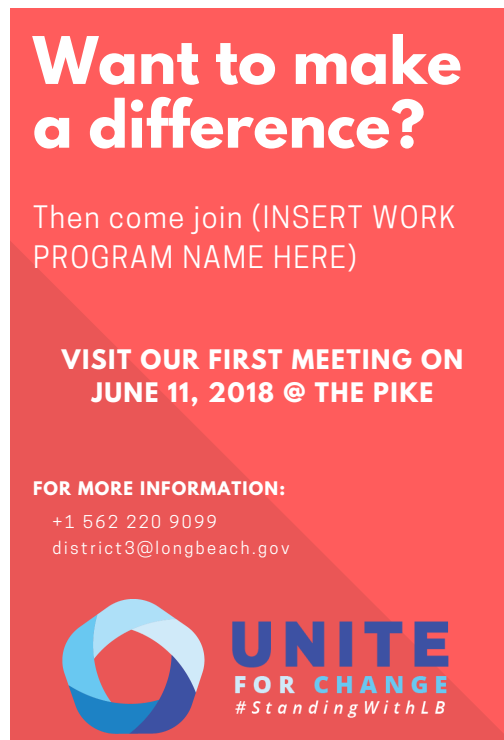
- **Tactic:** Create a campaign website that will feature all our social media handles

- **Tactic:** Distribute pens, pins, and water bottles with our social media handles at tabling events

- **Tactic:** Spotlight individuals experiencing homelessness in Long Beach
 - **Tactic:** Post news articles that keep audience updated on the work program and news on what Long Beach is doing in general for those experiencing homelessness, as well as different news surrounding other successful work programs
 - **Tactic:** Post infographics and informational statistics about those experiencing homelessness
 - **Objective:** Achieve at least 30 3rd District residents to attend our community meetings, which will be held twice a month for six months, to educate people on our campaign to think about donating
 - **Strategy:** Advertise community meetings through social media posts, website and flyers
 - **Tactic:** Post information about the meeting and post reminder updates as the meeting date approaches, including GIFs and images of the flyer
 - **Tactic:** Pass out 500 flyers with information regarding dates and times for meetings about the campaign and work program
2. **Goal:** To increase the number of people participating in the homeless work program
- **Objective:** To achieve a minimum of 50 individuals experiencing homelessness to participate in the temporary work program within 6 months
 - **Strategy:** Increase participation of individuals experiencing homelessness by getting people to sign up at soup kitchens and shelters by posting flyers
 - **Tactic:** Hand out flyers at soup kitchens and shelters, which will include information about the work program, and have sign-up sheets for those interested in participating in the work program



- **Tactic:** The campaign team will be hosting monthly meetings and providing dinner separate from the soup kitchen's offerings
- **Tactic:** Team up with Long Beach Police Department Quality of Life unit to help reach out to those experiencing homelessness by doing in person outreach by handing out flyers about the work program and how to sign up
- **Objective:** To achieve a minimum of 15 volunteers to help run the work program during its initial launch
 - **Strategy:** Increase 3rd District resident participation by getting people to sign up to volunteer at meetings, tabling events, through flyers and online
 - **Tactic:** Have a signup sheet for residents at the monthly 3rd District community meeting and our campaign educational meetings
 - **Tactic:** Post flyers at local businesses in Long Beach to recruit volunteers with information on how and where to sign up



- **Tactic:** Create a link to be attached on all social media channels so people can sign up easier
 - **Tactic:** Release an email blast through the 3rd District email newsletter for residents to sign up
 - **Tactic:** Table at any upcoming 3rd District and local Long Beach events and distribute sign-up sheets
3. **Goal:** To raise funds for the homeless work program so their participants can have the appropriate resources to help them succeed
- **Objective:** To achieve \$50,000 in donations to benefit the homeless work program within 6 months

- **Strategy:** To increase donations through in person events and online presence
 - **Tactics:** Be up to date with all Long Beach events and offer to table at any upcoming events. Hire an outreach intern for college credit to research upcoming events and contact with requests for tabling
 - **Tactics:** Increase donations by having tabling events such as the spring concert that the 3rd District hosts and give people the opportunity to donate via Paypal and Venmo, cash or check
 - **Tactic:** Have the opportunity to donate at town meetings and campaign meetings

Spokespeople:

Due to misconceptions about those experiencing homelessness along with the fact that this campaign calls for financial contributions from its residents, it is important to create trust within the community. Our chosen spokesperson for this campaign would be **Leonard Adams**, a retired city employee, local mentor and homeless advocate from the 6th District. Adams has helped at-risk youth and those experiencing homelessness for over 40 years; he has been publically acknowledged by Mayor Robert Garcia, Councilman Dee Andrews, Councilman Al Austin and Congressman Alan Lowenthal. In addition to being an advocate for individuals struggling with homelessness, Adams is seen as a positive influence to the public and has deep roots in the Long Beach community. We believe that our chosen spokesperson will have a positive impact on the campaign's image as well as our key publics.

Daniel Brezenoff, assistant director of Mental Health America of Los Angeles (MHALA or MHA), is a social worker who has been working for MHA for more than a year. He has experience working with the homeless population prior to his work in Long Beach but continues to provide assistance to those who come through the Mental Health Village. He has direct contact with the homeless population and understands what the homeless are looking for in programs or services that are currently offered and those that are not. In addition, Brezenoff has the resources and the understanding of the homeless population of Long Beach.

Campaign Introduction/Theme:

UNITE FOR CHANGE

In our research, we found that while Long Beach residents have varying opinions on the issue of homelessness because it is such a complicated issue, all our participants were receptive to the idea of a temporary homeless work program. No matter their background, each one of our participants had their own ideas and voiced their opinions as to how the homeless situation could be improved. We wanted our campaign theme to reflect the idea of a common goal, so we chose **Unite For Change**. This theme calls Long Beach residents to come together to take action and donate to a nonprofit that supports a homeless work program, and puts the power to change the situation in their hands.

Hashtag

In deciding what hashtag would be able to tie in with our theme and easy to remember, we found **#StandingWithLB** would be a great choice. Not only does this hashtag make it clear that it revolves around Long Beach, it depicts unity goes hand-in-hand with the chosen theme. When creating this campaign, our team wanted the message of standing together to help those experiencing homelessness to be clear and straightforward.

Overall, our campaign theme targets both residents in the 3rd District and those experiencing homelessness. The different shades of blue represents the diversity in the city of Long Beach and our logo is the symbol of unity, creating a sense of community with all that reside in the district to create an impactful solution.



Font

Open Sans Bold
Open Sans Extra Bold Italic

#StandingWithLB - Open Sans Semibold Italic

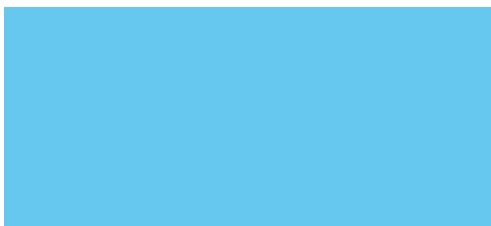
Primary Colors



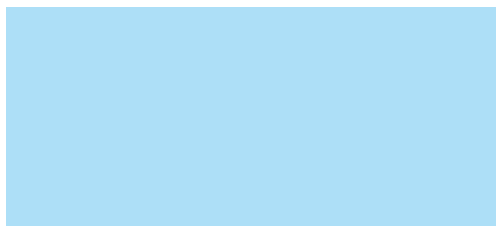
C = 87 M = 78 Y = 0 K = 0
#3e51a3



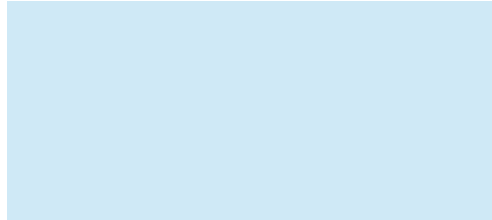
C = 81 M = 41 Y = 0 K = 0
#1f81c4



C = 52 M = 3 Y = 1 K = 0
#6bc7ed



C = 29 M = 1 Y = 0 K = 0
#aedef7



C = 17 M = 2 Y = 1 K = 0
#cfe7f4

Secondary Colors



C = 0 M = 0 Y = 0 K = 100
#231f20



C = 0 M = 0 Y = 0 K = 0
#ffffff

Timeline:

This is a high-level timeline; a graphical Gantt chart representation is available in our appendix, Part III.

Task	Date
Reach out to potential spokespeople Leonard Adams and Daniel Brezenoff	May 2018
Contact Long Beach Police Department to discuss in-person homeless outreach	May 2018
Scout shelters and soup kitchens to hold once-monthly meetings	May 2018
Scout interns from CSULB journalism/film departments	May-June 2018
Hire social media interns for college credit	May 2018
Create and finalize first social media calendar for the month of July	June 2018
Finalize and print flyers/ sign up sheets	May 2018
Conduct an email blast with a link for volunteers to sign up online	June 2018
LBPD performs in-person homeless outreach, including handing out flyers	June 2018
Hand out flyers to homeless containing dates and times for once-monthly shelter/soup kitchen meetings	June 2018
Distribute flyers at local businesses in Long Beach to recruit volunteers with information on how and where to sign up	June-September 2018
Launch social media channels	June 2018
Tabling at city council events and summer events	June 20-September 2018
Post on social media channels	See social media content calendar in appendix
Meet with homeless at shelters and soup kitchens	Once a month for six months, July 2018-January 2019

Budget:

Pricing screenshots will be available in the appendix, Part IV.

Item	Quantity	Cost Per Unit	Total Cost
Website domain	1	----	\$11.99
Social Media posts	----	----	\$0
Incentive for social media post content once a month	1 Starbucks gift card for 6 months	\$20	\$120
Chalk hand photo props	12 piece	----	\$59
White chalk marker	1	\$3.95	\$3.95
Instagram cut out frame (Zazzle)	1	----	\$27.80
Meeting date/time flyers (Staples)	500	\$0.42	\$210
Sign up sheets to participate	50	\$0.42	\$21
Volunteer information flyers at local businesses	500	\$0.42	\$210
Folding table (Amazon)	1 (6")	\$49.17	\$49.17
Table cloth (Displays2Go)	1 (6")	\$28.73	\$28.73
Incentive for tabling event	1 Starbucks gift card	\$20	\$20
Catering for soup kitchen meetings (Subway)	200 meals each month for 6 months	\$6.50	\$7,800
1-minute spot Videographer			\$0 (hire interns from CSULB journalism or film dept)
1-minute spot Video camera	1 (Canon C300 mark ii)	Daily price: \$350 3 days	\$1,050
1-minute spot Lighting kit	1 (Lowel DV creator 44 kit)	Weekly price: \$100	\$100

continued on pg 24

Item	Quantity	Cost Per Unit	Total Cost
Video memory card	1 (16 gb)		\$20
Custom made pins	500 (2.25')	----	\$164
Custom made pens	500	\$0.35	\$175
Custom made water bottle labels	1,000	\$0.33	\$197.33
GRAND TOTAL			\$10,267.97

Phase 4: Evaluation

Goals, Objectives, Strategies & Tactics:

Each of our objectives are measurable so that we can keep track of the progress of the campaign. By creating quantifiable and time-sensitive objectives, we will ensure that these outcomes can be measured and evaluated for success through the various methods outlined below.

- **Objective:** To get 100 mentions of our hashtag, **#StandingWithLB**, within the first 3 months of the campaign
 - *Evaluation:*
 - Calculate overall impressions and engagements with the hashtag on social media by using each website's analytics tools. Conduct these "impressions checks" at the beginning of the campaign, 1.5 months into the campaign, and at the end of the 3-month campaign to see if mentions have increased or decreased which will allow room for improvements
- **Objective:** To get 500 likes on Facebook, 300 followers on Instagram and 200 followers on Twitter in six months
 - *Evaluation:*
 - Calculate likes and overall social reach (sum total of likes/followers from each social media platform) using social website's analytics. Conduct this evaluation at the end of the six-month campaign
- **Objective:** Achieve at least 30 3rd District residents to attend our community meetings, which will be held twice a month for six months, to educate people on our campaign to think about donating
 - *Evaluation:*
 - Calculate attendance to meetings using sign-up sheets and tally final numbers manually. Attendance evaluations should be performed after each meeting
 - For extra analytics, calculate media impressions of pitches by obtaining circulation numbers and other data from each outlet. Impressions evaluations should be performed at the end of the six-month campaign
- **Objective:** To achieve a minimum of 50 individuals experiencing homelessness to participate in the temporary work program within 6 months
 - *Evaluation:* Similar to previous objective
 - Calculate attendance to meetings using sign-up sheets and tally final numbers manually. Attendance evaluations should be performed after each meeting
 - Keep log in association with Quality of Life unit to determine a count of how

- many individuals were contacted by the program
- After the work program begins in earnest, cross-check participants list with attendance/outreach numbers to ensure objective has been met
- **Objective:** To achieve a minimum of 15 volunteers to help run the work program during its initial launch
 - *Evaluation:*
 - Keep log of sign-up sheets to determine a count of how many volunteers express interest in the program
 - After the work program begins in earnest, cross-check volunteers list with attendance/outreach numbers to ensure objective has been met
 - Compile visits to our site tracked from social media using website host analytics each month of the campaign
 - Compile visits to our site tracked from email blast using email newsletter host each month
- **Objective:** To achieve \$50,000 in donations to benefit the homeless work program within 6 months
 - *Evaluation:*
 - Measure donations using a tally of how much money is received. This evaluation is more flexible as donations would come in a variety of forms such as digital payments/cash/check
 - Measure the donations each month of the campaign to ensure objectives are being met

“We come from all corners of this blue planet

We come in all colors, shapes and sizes

We believe in many different things

So it might be all too easy to think we are more divided than we actually are

With your heart and mind open

You’ll realize that we share much more than which divides us

Just go and find that place

We call it,

Common Ground.”

Above & Beyond



COMMON GROUND

Communication

COMMON GROUND COMMUNICATIONS: APPENDIX

Part I: Secondary Research

Long Beach Demographic Information:

CensusReporter.org. (2016). *Long Beach, CA census data* [Data file]. Retrieved from <https://censusreporter.org/profiles/16000US0643000-long-beach-ca/>.

470,140 population

Long Beach, CA

Place in: [Los Angeles County, CA](#), [Los Angeles-Long Beach-Anaheim, CA Metro Area](#), [California](#), [United States](#)

470,140

Population

50.3 square miles

9,343.7 people per square mile

Census data: ACS 2016 1-year unless noted

Median age: 33.6

- *Highest age range: 20-29 (18%)*

Age

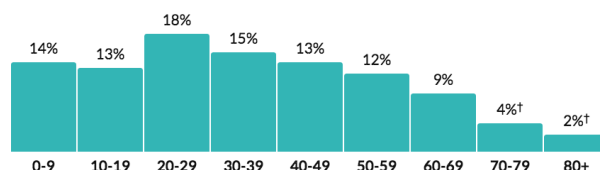
33.6

Median age

about 90 percent of the figure in the Los Angeles-Long Beach-Anaheim, CA Metro Area: 36.6

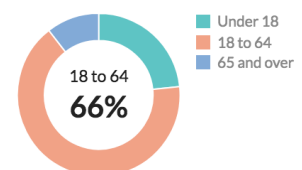
about 90 percent of the figure in California: 36.4

Population by age range

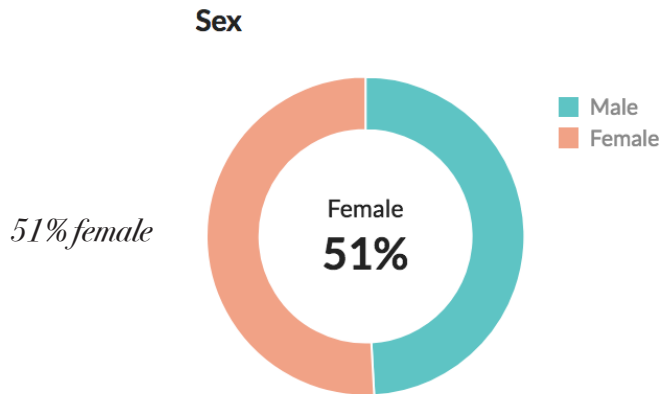


[Show data](#) / [Embed](#)

Population by age category

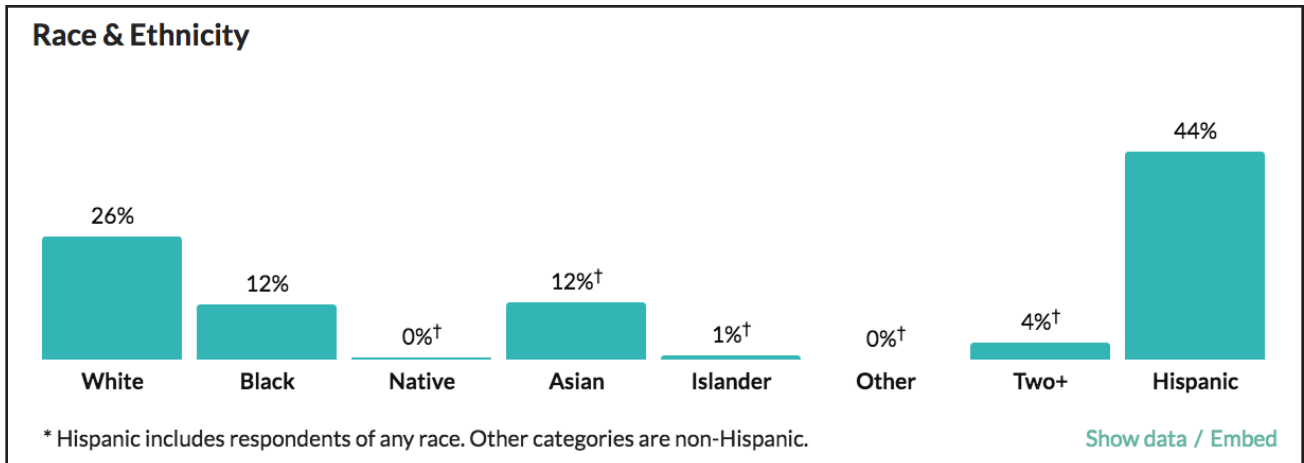


[Show data](#) / [Embed](#)



[Show data / Embed](#)

Highest race & ethnicity: Hispanic (44%)



Per capita income: \$29,096

Income

\$29,096

Per capita income

about 90 percent of the amount in the Los Angeles-Long Beach-Anaheim, CA Metro Area: \$32,594

about 90 percent of the amount in California: \$33,389

18.8% persons below the poverty line

Poverty

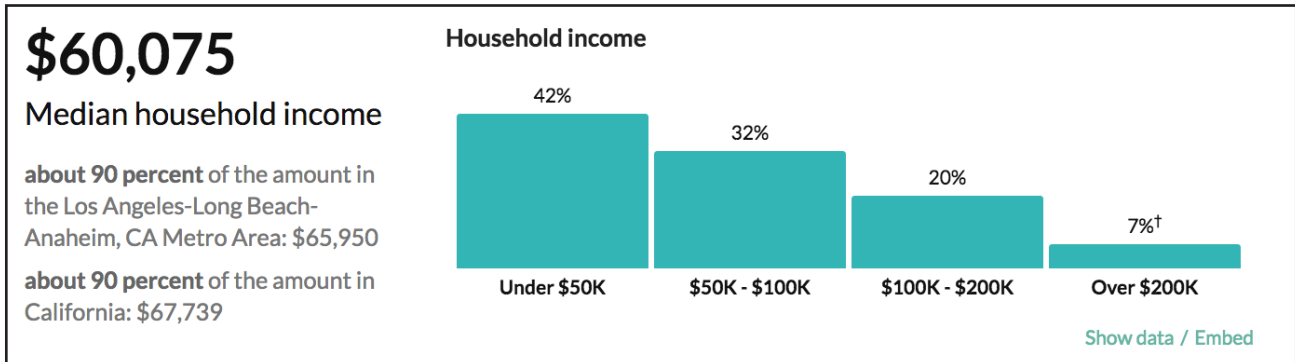
18.8%

Persons below poverty line

about 25 percent higher than the rate in the Los Angeles-Long Beach-Anaheim, CA Metro Area: 15%

about 1.3 times the rate in California: 14.4%

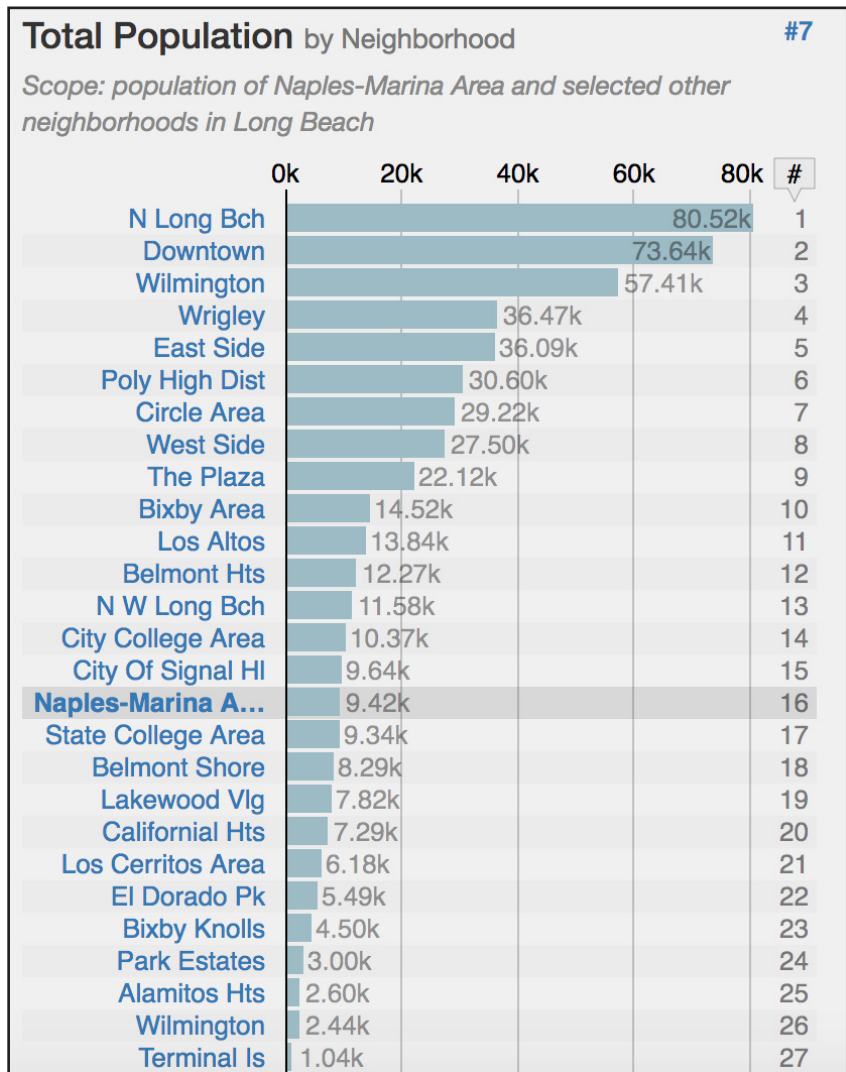
Median household income: \$60,075



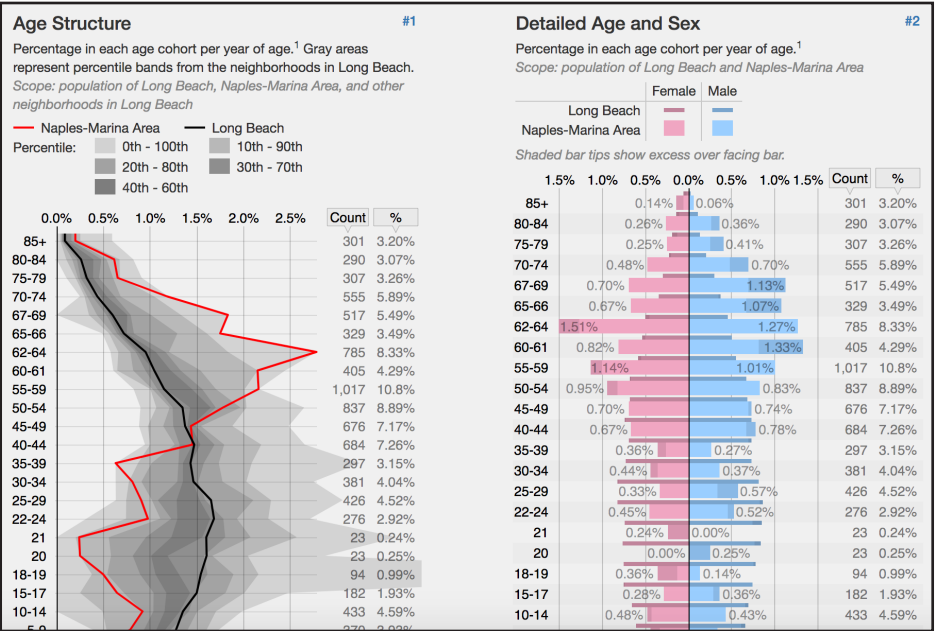
Naples-Marina Area Demographic Information

StatisticalAtlas.com. (2015).
Overview of Naples-Marina Area, Long Beach, California
[Data file]. Retrieved from
<https://statisticalatlas.com/neighborhood/California/Long-Beach/Naples-Marina-Area/Overview>

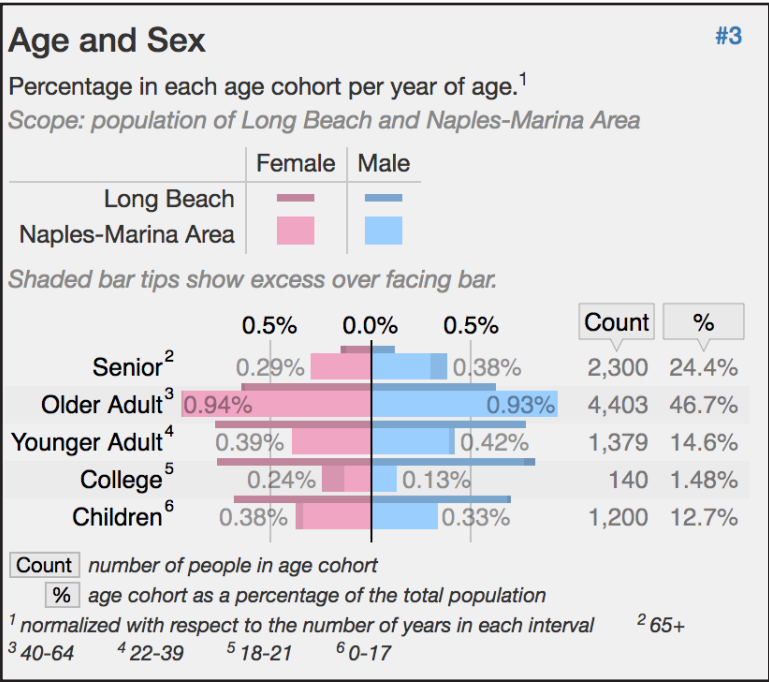
9,422 population



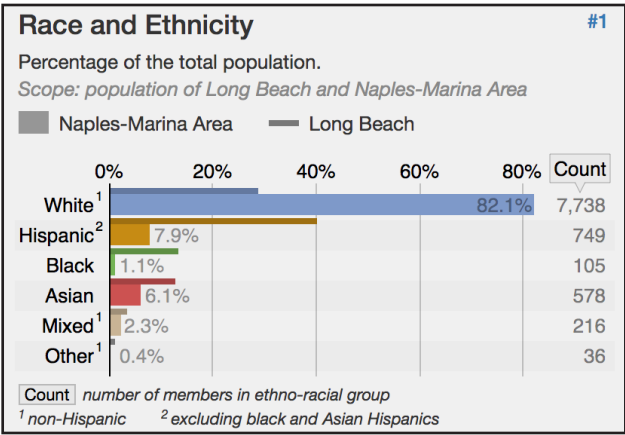
Mostly older adults,
highest age range: 50-64



This age group, “older adults” (from age 40-64) is largely female



Highest race & ethnicity: Caucasian (82.1%)



Median household income: \$98,300

Median Household Income by Neighborhood #16

Scope: households in Naples-Marina Area, selected other neighborhoods in Long Beach, and entities that contain Naples-Marina Area

	\$0k	\$50k	\$100k	%	#
The Plaza			\$101.9k	+3.65%	1
Naples-Marina A...			\$98.3k	0%	2
El Dorado Pk			\$97.1k	-1.19%	3
Los Altos			\$96.3k	-2.06%	4
City College Area			\$95.5k	-2.83%	5
Los Cerritos Area			\$89.3k	-9.15%	6
State College Area			\$86.9k	-11.7%	7
Park Estates			\$82.2k	-16.4%	8
Lakewood Vlg			\$81.0k	-17.6%	9
Belmont Hts			\$76.5k	-22.2%	10
Californial Hts			\$75.9k	-22.8%	11
Alamitos Hts			\$70.3k	-28.5%	12
Bixby Knolls			\$70.2k	-28.6%	13
Bixby Area			\$66.7k	-32.1%	14
City Of Signal HI			\$63.5k	-35.4%	15
Airport Area			\$63.4k	-35.6%	16
Belmont Shore			\$62.6k	-36.4%	17
California			\$61.1k	-37.9%	
Los Angeles			\$60.3k	-38.7%	
Pacific			\$60.1k	-38.9%	
West			\$57.2k	-41.8%	
Los Angeles			\$55.9k	-43.1%	
Long Beach			\$55.5k	-43.5%	
West Side			\$54.5k	-44.6%	18
N W Long Bch			\$54.3k	-44.8%	19
United States			\$53.0k	-46.0%	
Long Beach			\$52.7k	-46.4%	
Circle Area			\$50.7k	-48.4%	20
East Side			\$48.7k	-50.5%	21
N Long Bch			\$47.5k	-51.7%	22

Quality of Life Statistics/Quality of Life Calls for Service:

Long Beach Police Foundation. (2016). *2016 Quality of Life Statistics [Data file]*. Retrieved from <https://lbpolicefoundation.org/quality-of-life/>.

- *Field interviews: 1306*
- *Calls for Service: 501*
- *Rehab/sober living placements/housing: 87*
- *Shelter placements: 102*

2016 Quality of Life Statistics	
Field Interviews	1306
Calls for Service	501
Bus Tickets Purchased	39
Motel Rooms Purchased	211
Rehab/Sober Living Placements/Housing	87
Shelter Placements	102
Mental Crisis Evaluations	112
Hospital Calls for Assistance	210
LB Rescue Mission Calls for Assistance	125
Multi-Service Center Calls for Assistance	832
Clothing/Meals	329
Mental Health "The Village"	45
Veterans	24

Point-in-Time Homeless Count Results:

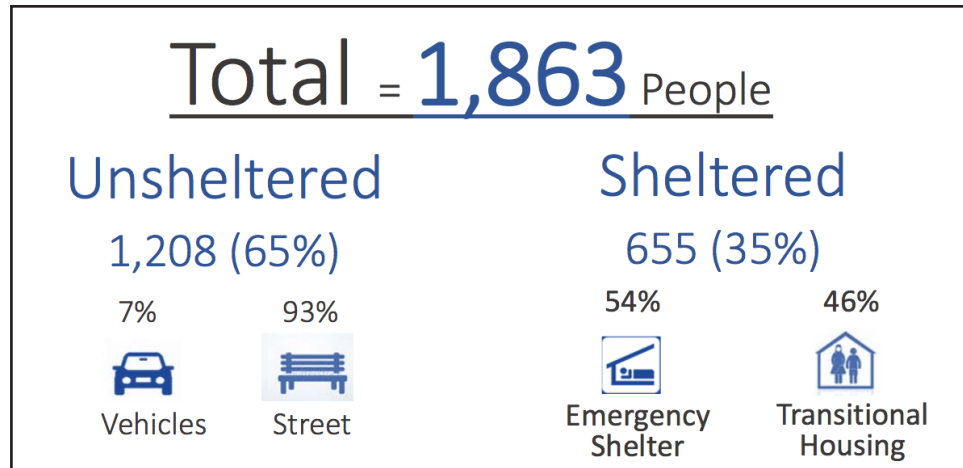
Long Beach Department of Health and Human Services. (2017). *Biennial Homeless Count Comparison [Data file]*. Retrieved from <http://www.longbeach.gov/globalassets/health/media-library/documents/services/directory/homeless-services/about-us/2013-2017-hdx-detailed-biennial-homeless-count-comparison>.

- *2015: 2,345 homeless persons*
- *2017: 1,863 homeless persons*
- *21 percent reduction*

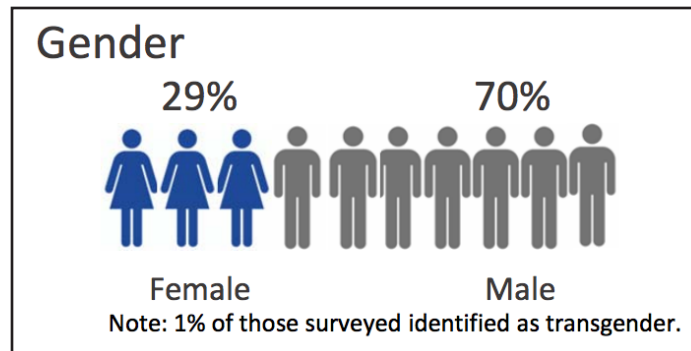
	2013	2015	2017	2015 & 2017 Comparison
Unsheltered	1879	1513	1208	-20%
Sheltered				
Emergency Shelter	389	391	354	
Transitional Housing	555	416	301	
Safe Haven	24	25	*	
Total	968	832	655	-21%
Total Unsheltered & Sheltered	2,847	2,345	1,863	-21%

Homeless Demographics:

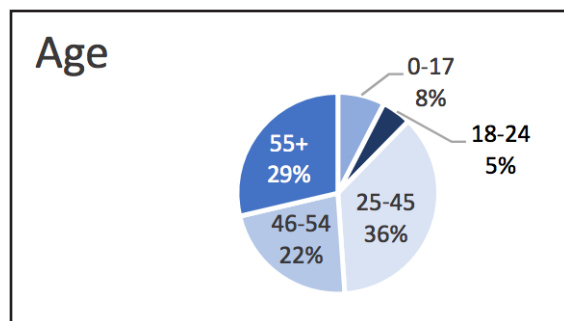
Long Beach Department of Health and Human Services. (2017). *2017 Homeless Count Data* [Data file]. Retrieved from <http://www.longbeach.gov/globalassets/city-manager/media-library/documents/memos-to-the-mayor-tabbed-file-list-folders/2017/june-19--2017---2017-homeless-count-fact-sheet>.



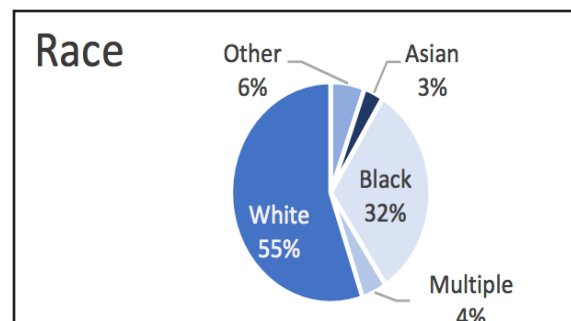
70% male:



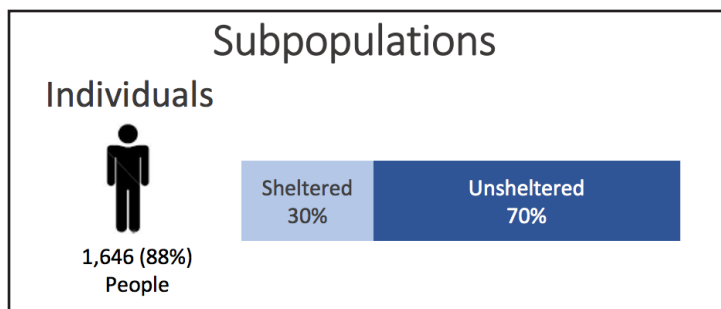
55% White:



36% aged 25-45:



70% of 1,646 homeless individuals unsheltered:



Calls for Service:

Long Beach Department of Health and Human Services. (2017). *Strategy for Addressing Homelessness and Community Quality of Life Concerns* [Data file]. Retrieved from <http://www.longbeach.gov/globalassets/city-manager/media-library/documents/memos-to-the-mayor-tabbed-file-list-folders/2017/december-18--2017---city-strategy-for-addressing-homelessness-and-community-quality-of-life>.

Homeless Services Division:

- 903 people contacted
- 403 accepted services
- 500 refused services
- 17 times engaged before accepting homeless services

<i>Unduplicated clients January 1 – June 30, 2017</i>	Total	Accepting Services	Refusing Services
# of People encountered by outreach team	903	403	500
% of People who accept/decline services	--	45%	55%

Average Number of times a Person is engaged before accepting services is 17

Website Articles:

The amount of individuals experiencing homelessness in Los Angeles County as a whole has grown and will continue to grow. However, Long Beach recently released figures that showed a decrease in homelessness by 21 percent. Despite its decrease, Long Beach still continues to struggle in handling this issue. The city has doubled its housing developments and is still trying to find new ways to help those struggling with homelessness.

Every year, the Federal Department of Housing and Urban Development gives millions of dollars to help improve the conditions these individuals live in. However, even with the funds donated, there has yet to be a change in how to help these individuals not only have a place to sleep, but also re-enter society. LA County Supervisor Janice Hahn donated \$1.36 million toward two homeless work programs to reduce homelessness. Both programs are meant to help those individuals who struggle with mental health, drug abuse services, and provide temporary and permanent housing.

Long Beach needs more programs like these two to help decrease and help those suffering from homelessness. The city has taken some initiative to draw up plans in order to help decrease the problems. Long Beach has started discussing a new program that would provide safe parking overnight for people living in their vehicles. So far, the research has shown that there are some programs to help but there is not a well-developed program that provides work, meals, and housing.

KPCC staff. (2017). Long Beach cut 21 percent of its homeless population in 2 years. Here's How. *KPCC*. Retrieved from <https://www.scpr.org/news/2017/04/27/71212/long-beach-cut-21-percent-of-its-homeless-populati/>

Long Beach cut 21 percent of its homeless population in 2 years. Here's how.



Saltzgaver, H. (2016). Increasing Concerns About Homeless Population In East Long Beach. *The Grunion*. Retrieved from http://www.gazettes.com/news/increasing-concerns-about-homeless-population-in-east-long-beach/article_d99ae282-38ba-11e6-99fc-1f9dcce10981.html

Increasing Concerns About Homeless Population In East Long Beach

By Harry Saltzgaver
Executive Editor Jun 23, 2016 (0)

An initiative over the last year to get homeless military veterans off the streets has been largely successful, thanks in part to nonprofits including U.S. Vets of Long Beach. But officials talk about “functional zero,” meaning there may be enough beds for homeless veterans, but others become newly homeless and need

Tompkins, C. (2017). Long Beach to study ‘safe parking’ program for homeless. *The Press Telegram*. Retrieved from <https://www.presstelegram.com/2016/10/12/long-beach-to-study-safe-parking-program-for-homeless/>

Long Beach to study ‘safe parking’ program for homeless

Andy Kerr, vice chair of the homeless services advisory committee, asked the city to seriously consider modeling a safe parking program after the cities of Santa Barbara and Monterey, and 2nd District Councilwoman Jeannine Pearce took note.

Price said she spoke to some officials in Santa Barbara who told her the program has posed a number of challenges to the city, but didn't specify what they were.

Supervisor Hahn puts \$1.36 million toward Homeless Prevention in Long Beach, Gateway Cities. Retrieved from <http://hahn.lacounty.gov/supervisor-hahn-puts-1-36-million-toward-homeless-prevention-long-beach-gateway-cities/>

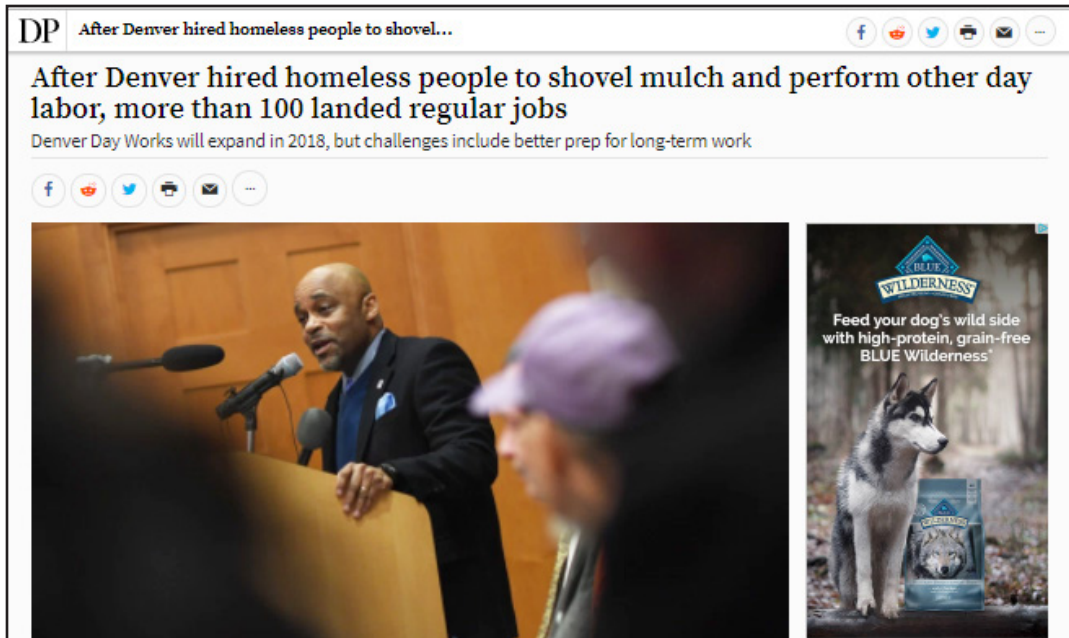
Supervisor Hahn puts \$1.36 Million toward Homeless Prevention in Long Beach, Gateway Cities

The City of Long Beach has frequently identified this program as integral to dramatically reducing their homeless veteran population. The \$500,000 program will employ workers who will connect with homeless veterans across the City of Long Beach. A dedicated manager dedicated to connecting these veterans with services and housing.

Case Studies: Other Successful Cities

A work program dedicated to individuals experiencing homelessness in Denver, Colorado led to many people finding regular jobs because the work program got them back on their feet. Within the first year, about 284 individuals who are experiencing homelessness were working in the program a day. The program showed the many people are hungry for opportunities, they just need the opportunity and help into it. Jeffrey Mae's is an example of someone who needed assistance to get back on his feet after being unemployed and finding himself being without a place to live. He lost everything when one of his businesses turned south and he lost all of his money and the work program was the perfect opportunity to help him get back into the working world.

“The program, while robust, isn't a panacea for Denver's expansive homelessness problem, which has put pressure on city officials to address not only the need for job assistance but also housing and mental health services. But Hancock and others see the work program's results as encouraging.” The work program while successful does not fully address all the causes of homelessness like mental health issues and housing prices but its success have encouraged the conversation of addressing all parts of the causes of homelessness.



Albuquerque mayor Richard Berry is the architect of the “There’s a Better Way” program, a temporary work program for homeless individuals. “They’ve had the dignity of work for a day; someone believed in them today,” he is quoted as saying in the article. The program uses a van that is driven around to transport homeless individuals to work sites. Some of the people who get picked up by the van aren’t aware of the services available.

“In less than a year since its start, the program has given out 932 jobs clearing 69,601 pounds of litter and weeds from 196 city blocks.”

“There is a persisting stigma that people begging for money are either drug addicts or too lazy to work and are looking for an easy handout. But that’s not necessarily the reality. Panhandling is not especially lucrative and it’s demoralizing, but for some people it can seem as if it’s the only option. When panhandlers have been approached in Albuquerque with the offer of work, most have been eager for the opportunity to earn money.”

Inspired Life

This Republican mayor has an incredibly simple idea to help the homeless. And it seems to be working.

By Colby Itkowitz August 11, 2016 [Email the author](#)

Work program gives homeless dignity, hope

We can help you

Boise, Idaho mirrored their work program about Albuquerque's work program. The work program partnered with Interfaith Sanctuary, which is a homeless shelter. It started with shelter leaders and case managers recommending people to work for the program and it has been a success and has expanded ever since the beginning.



Itkowitz, C. (2016). This Republican mayor has an incredibly simple idea to help the homeless. And it seems to be working. *The Washington Post*. Retrieved from https://www.washingtonpost.com/news/inspired-life/wp/2016/08/11/this-republican-mayor-has-an-incredibly-simple-idea-to-help-the-homeless-and-it-seems-to-be-working/?utm_term=.4d0c0623080a.

Murray, J. (2018). After Denver hired homeless people to shovel mulch and perform other day labor, more than 100 landed regular jobs. *The Denver Post*. Retrieved from <https://www.denverpost.com/2018/01/16/denver-day-works-program-homeless-jobs/>.

The Associated Press (2017). Boise's employment program for homeless shows success. *The Seattle Times*. Retrieved from <https://www.seattletimes.com/nation-world/boises-employment-program-for-homeless-showing-success/>

Peer-Reviewed Journal:

Drug abuse is one of the many reasons as to why an individual may become or are on the path to becoming homeless. There was research conducted which involved 3,561 individuals in Long Beach that aimed to understand why illicit drug users aren't able to access drug treatments. Although there were not an abundant amount of information on the homelessness in Long Beach besides proposals for grants to help the cause there are a number for Los Angeles. In particular for Skid Row, an area of LA where homelessness is greatly apparent. The city has successfully pursued a strategy of physical containment of the homeless, reflecting the land-use objectives of city officials in facilitating downtown revitalization. It is found that those higher on communal orientation were more likely to display empathy and support

for helping the homeless. Sadness increased positive attitudes for them while for those low in communal orientation, sadness decreased positive attitudes.

Bryan, A. D., Hammer, J. C., & Fisher, J. D. (2000). Whose Hands Reach Out to the Homeless? Patterns of Helping Among High and Low Communally Oriented Individuals. *Journal of Applied Social Psychology*, 30.

Culhane, Dennis. Criminology & Public Policy, (Nov 2010). Tackling homelessness in Los Angeles' Skid Row: The role of policing strategies and the spatial deconcentration of homelessness. *Youth and Society*.

Goetz, Edwards. (1992). Land Use and Homeless Policy in Los Angeles. *International Journal of Urban and and Regional Research*.

Witkin, Andrea.;Milburn, Norweeta G.; Rotheram-Borus, Mary Jane' Batterham, Philip; May, Sussanne; Brooks, Ronald. (2005) Finding Homeless Youth. Patterns Based on Geographical Area and Number of Homeless Episodes. *Youth and Society*.

D'anna, Laura; Fisher, Dennis G.; Reynolds, Grace L.; Hosmer, David; Hardan-Khalil, Kholoud. (2015). Failure to get into drug treatment. *Drug and Alcohol Dependence*.

Statistics on the Homeless Population:

While conducting research on the homeless issue in Long Beach, more specifically the statistics on the current homeless programs, we found that specific information on homelessness to be challenging. While there wasn't much information made to the public, we had to reach out to the various organizations that provide some type of service or aid to the homeless. (Still researching and reaching out to orgs)

However, we did come across articles about the city and their current handle of the situation from various news outlets. Council members Suzie Price, Daryl Spornaw and Robert Uranga have asked the city to look into a tool called "social impact bonds," which would involve private or nonprofit groups or organizations providing money to solve a specific social objective. According to the Press Telegram, "cities and states, such as New York City, Salt Lake City and Massachusetts, have used the bond to help fund various preventative programs related to homelessness." In another article, it states that homelessness has been on a decline in Long Beach in the recent years - "21 percent reduction in total number of persons experiencing homelessness in Long Beach, and a 26 percent reduction in chronic homeless persons." The cause of the decline has been due to the rise in homeless programs, housing and veteran support.

Across Long Beach there has been a rise of supportive housing for developing families and veterans experiencing homelessness. The city of Long Beach, in partnership with the Long Beach Community investment Company (LBCIC) and Century Housing Corporation, recently celebrated the grand opening of a 120-unit supportive housing developing families and veterans in need of support.

Long Beach explores new funding tool to alleviate homeless problem

Tompkins, Courtney . Press - Telegram ; Long Beach, Calif. [Long Beach, Calif]16 Sep 2016.

[ProQuest document link](#)

ABSTRACT

"The ideas that are stale are no longer applicable to today's homeless population," [Suzie Price] said. "If we're going to address this using creative, out-of-the box ideas, we need to explore other alternatives."

"Each year, governments spend hundreds of billions of dollars addressing social problems," the report states. "But in most cases, we have no idea how effective this spending is. Performance is rarely assessed, and measurement tends to focus on tracking the number of people served and the amount of service provided rather than the outcomes that are achieved."

"We would need to show savings in other areas such as public safety and health resources," she said. "People invest with an expectation of being paid back."

Homeless Count Declines in Long Beach

Targeted News Service; Washington, D.C. [Washington, D.C]25 Apr 2017.

Full text

Details

[Translate](#)

The city of Long Beach issued the following news release:

The 2017 Biennial Homeless Count (Count) findings reveal a 21 percent reduction in the total number of persons experiencing homelessness in Long Beach, and a 26 percent reduction in chronic homeless persons. Compared to 2,345 in 2015, the total number of homeless persons in the City has dropped to 1,863; and the total number of chronic homeless persons has dropped from 927 to 686. The 2017 Count, conducted on January 26, marks the fourth consecutive Point-In-Time (PIT) Count that reflects a reduction in homelessness in Long Beach.

The notable decrease in homelessness in Long Beach can be attributed to the expansion of permanent housing, innovative models of outreach, and a well-coordinated system of care. In the last two years, permanent housing resources have nearly doubled. This increase is due to the following factors: new housing programs for Chronic Homeless and Veteran populations, expansion of Rapid Rehousing, more homeless housing units, increased CoC-funded Veteran housing, increased Veterans Affairs Supportive Housing (VASH), increased set-aside Section 8 Vouchers, and the implementation of a \$6 million surge grant of Supportive Services for Veteran's Families (SSVF). This increased housing availability has allowed for effective and timely transitions from homelessness to

City of Long Beach Celebrates Grand Opening of Supportive Housing Community for Homeless Veterans, Families

Targeted News Service; Washington, D.C. [Washington, D.C]07 Nov 2017.

Full text

Details

[Translate](#)

The city of Long Beach issued the following news release:

Today the City of Long Beach, in partnership with The Long Beach Community Investment Company (LBCIC) and Century Housing Corporation, celebrated the grand opening of Anchor Place, a 120-unit supportive housing development for families and veterans experiencing homelessness.

"Long Beach remains dedicated to ensuring that all Veterans who have served our country have access to quality housing," said Mayor Robert Garcia. "Anchor Place is a testament to our commitment to ending homelessness and supporting our veterans."

Located within the Century Villages at Cabrillo (CVC) community, the five-story development includes 75 units reserved for veterans experiencing homelessness and 45 units set aside for extremely low-income residents. Anchor Place consists of a mix of one-, two-,

City of Long Beach celebrates grand opening of supportive housing community for homeless veterans, families. (2017, Nov 07). *Targeted News Service*. Retrieved from <http://csulb.idm.oclc.org/login?url=https://search.proquest.com/docview/1961001040?accountid=10351>

Homeless count declines in Long Beach. (2017, Apr 25). *Targeted News Service*. Retrieved from <http://csulb.idm.oclc.org/login?url=https://search.proquest.com/docview/1891978406?accountid=10351>

Tompkins, C. (2016, Sep 16). Long Beach explores new funding tool to alleviate homeless problem. *Press - Telegram*. Retrieved from <http://csulb.idm.oclc.org/login?url=https://search.proquest.com/docview/1820259301?accountid=10351>

Part II: Primary Research:

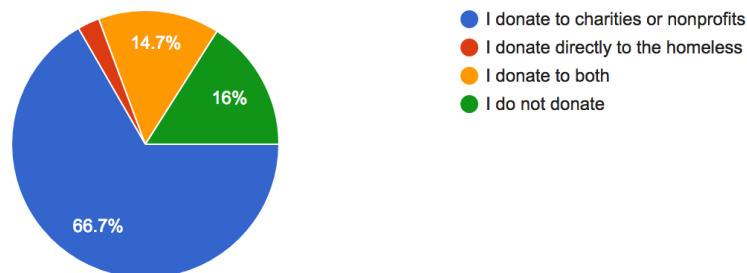
Online Survey:

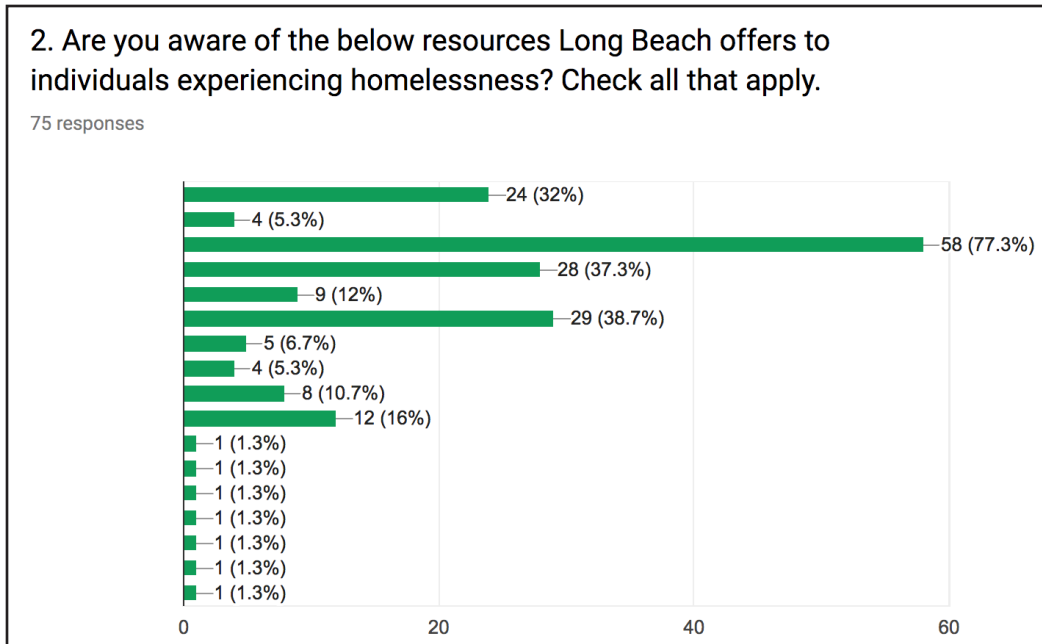
The online survey we conducted had a total of 11 questions, plus a final 12th question where we asked for the contact information of anyone willing to participate in a focus group or individual interview.

For multi-select questions (results displayed as graphs), we have included each response and frequency underneath the question. In the event of “Other” (write-in) responses, we have listed each write-in response underneath the “Other” listing.

1. Some people donate to charities/nonprofits to provide for those in need. Other people give directly to those who are experiencing homelessness. Do you prefer to donate to shelters or donate directly?

75 responses

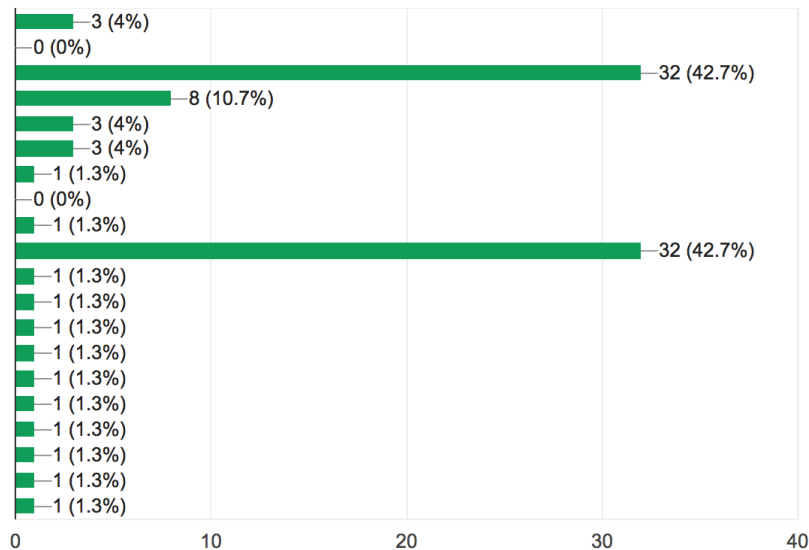




- **24 responses:** Century Villages at Cabrillo
- **4 responses:** Dare to Care for the Homeless
- **58 responses:** Long Beach Rescue Mission
- **28 responses:** Lydia House (Rescue mission services for women & children)
- **9 responses:** MHA Village
- **29 responses:** Multi-Service Center for the Homeless
- **5 responses:** New Image Emergency Shelter
- **4 responses:** North Facilities Center for Family and Youth
- **8 responses:** Pentecostal Outreach
- **12 responses:** I am not aware of any of these resources
- **“Other” responses (7 total):**
 - “Salvation Army, Christian outreach, Goodwill”
 - “Christian Outreach in Action (meals, etc)”
 - “Christians in Action, Precious Lamb Preschool”
 - “I am aware of the MSC and would check with them for needed info.”
 - “Women’s Shelter of Long Beach”
 - “I know there are resources, but not by their names.”
 - “I know there are homeless shelters in the City but I don’t know their names”

3. Within the last year, have you donated to any of the below local programs? Check all that apply.

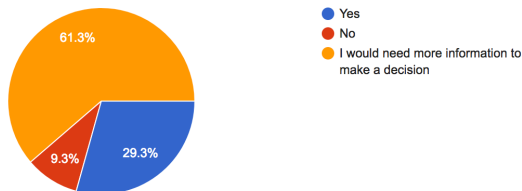
75 responses



- **3 responses:** Century Villages at Cabrillo
- **0 responses:** Dare to Care for the Homeless
- **32 responses:** Long Beach Rescue Mission
- **8 responses:** Lydia House (Rescue mission services for women & children)
- **3 responses:** MHA Village
- **3 responses:** Multi-Service Center for the Homeless
- **1 responses:** New Image Emergency Shelter
- **0 responses:** North Facilities Center for Family and Youth
- **1 responses:** Pentecostal Outreach
- **32 responses:** I have not donated to any of these programs
- **“Other” responses (10 total):**
 - “Stanford Middle School food drive & sock drive”
 - “None”
 - “Veteran Housing Corp”
 - “American Legion; Salvation Army; Goodwill”
 - “COA” [referring to Christian Outreach in Action]
 - “Precious Lamb Preschool”
 - “Womens Shelter of Long Beach”
 - “WomenShelter of Long Beach - a domestic violence prevention agency and shelter.”
 - “I donate my time as an SPP to LPBD.” [referring to Senior Police Partners division of Long Beach Police Department]
 - “Christian Outreach in Action”

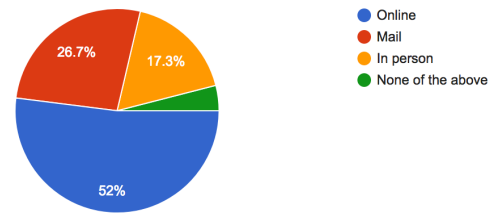
4. Homeless work programs provide jobs for these individuals such as picking up trash and landscaping. It helps people with barriers to employment develop job skills and find long-term employment beyond short-term needs like food and shelter. Would you be interested in giving to a homeless work program?

75 responses



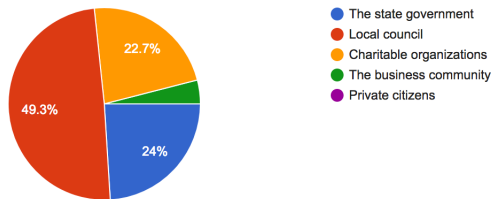
5. Which method would you be more inclined to use if donating to a homeless program?

75 responses



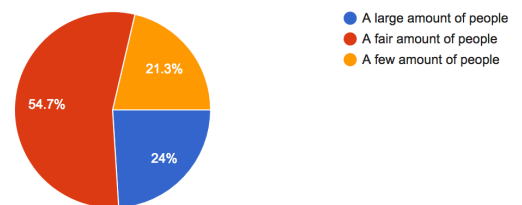
6. Which of these groups or organizations do you feel should take the lead in addressing individuals experiencing homelessness?

75 responses



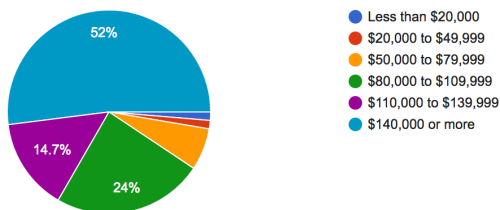
7. How would you classify the homelessness situation in your area in terms of the amount of individuals experiencing it?

75 responses



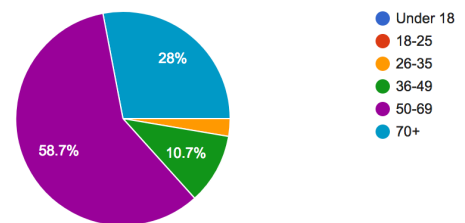
8. Which of these figures best represents your household income?

75 responses



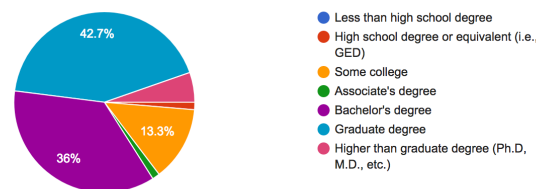
9. What is your age?

75 responses

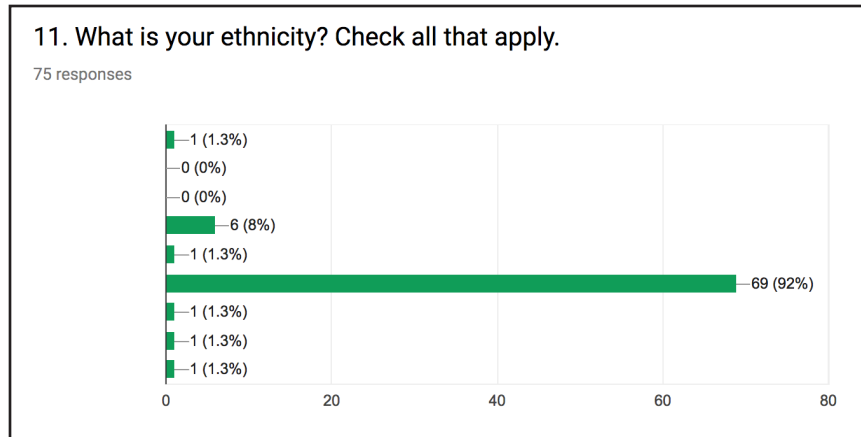


10. Which of these figures represents your highest level of education?

75 responses



- **1 response:** American Indian or Alaska Native
- **0 responses:** Asian
- **0 responses:** Black or African American
- **6 response:** Hispanic or Latino
- **1 responses:** Native Hawaiian or Other Pacific Islander
- **69 responses:** Caucasian
- **“Other” responses (3 total):**
 - “Human”
 - “This question turns my stomach, made me DISINTERESTED”
 - “middle eastern”



49 respondents (65.3%) said they were not willing to participate. The remaining 26 respondents listed their contact information in a write-in “Other” field.

12 .Would you like to be more involved with our campaign to help the homeless situation in the Third District improve (i.e. participate in a focus group or interview)? If so, please write your name, number, and email address in the "Other" field.

75 responses

Focus Group:

Common Ground Communications conducted a focus group with four members of the Long Beach community on March 17, 2018, from 10 a.m.-noon at Naples Rib Company at 5800 E. Second Street in Long Beach.

We spoke with four Long Beach residents:

- Teresa Stubsten
- Richard Schwerin, resident of West Triangle
- Gary Schettino, resident of The Peninsula
- Paul Barry, resident of Belmont Heights

These individuals were chosen based on their communicative replies to a call for focus groups put out by Councilwoman Suzie Price in her Third District email newsletter.

Discussion questions included:

- If you use any social media platforms, which do you use?
- Where do you get your news most often?

- What are your thoughts toward the homeless situation overall?
- How do you feel about the homeless situation happening specifically in the third district?
 - Why do you feel so negative/positive about this situation?
- During your time as a resident in the third district, have you had any interactions with individuals experiencing homelessness? If so, how would you describe the event?
- How do you feel about the concept of donating to a homeless work program, which provides temporary jobs such as picking up trash and landscaping? These programs help people with barriers to employment develop job skills and find long-term employment beyond short-term needs like food and shelter?
- How do you think the city can improve the homeless situation?
- What would you personally do to improve the situation?

While no full transcript is available, we have these key findings:

- We found that Facebook was the common social media channel amongst the participants and would most likely be utilized to spread awareness of the campaign.
- The participants also mentioned a website called NextDoor for the Belmont Shore area where residents can post anything related to or about Belmont Shore. They also mention that roughly 80 – 95 percent of the comments about individuals experiencing homeless are negative.
- The older participants still used newspapers as a form of receiving news nationally or locally; however, the younger participant who was middle aged uses the Internet to read the news (New York Times, Washington Post, etc.).
- When the participants were asked about their perceptions of the homeless in their neighborhoods, the general consensus was that the homeless population is more condensed within the city than District 3.
- One participant used the Olympic rings logo as a way to demonstrate how the homeless issue is more than just one category. Each ring would represent one specific type of the homeless population, and how they may intersect in some aspects but they are never all the same. When the participant used this analogy, they mentioned that the generalization of the homeless community has no effect with the current outreach programs. The programs available are too general and don't attend to the need of the specific homeless categories.
- Participants were asked if there should be one or more organizations tailored to assisting the homeless, they all agreed that in order to have an organization, one must have a clear goal in mind. Energy is being wasted, the members said, on programs that are too general and current organizations need to be more specific in terms of who they are trying to attract.
- All participants agreed that a homeless work pilot program would be beneficial not just to the homeless but to District 3 and the city of Long Beach. All participants believed this

program would help get more engagement with the homeless community and it will help build a path to become more stable.

- There were concerns about how the program logistics would work, such as what category of homelessness would the city of Long Beach prioritize, how many would be enrolled, would there be more than one option for the work program, etc.
- We asked the participants how they felt about interfacing the public to the homeless and the participants said there are people in the community who are willing to help. One of the participants currently volunteers with the homeless and recommended that if we wanted to spread word about the work program, a soup kitchen or assisted housing would be a great place to start. However, one of the other participants also mentioned the homeless community doesn't have trust with the outside public and it takes time and effort for them to build trust with anyone.
- We asked the participants if they could think of any obstacles we may face as we develop and implement this work program campaign. Their concerns were how we would word our messages (i.e. Facebook, flyers, other social media), how comprehensive would the strategies be for the program, how the program will get funded if there was no real end goal and how the lack of training and education about the homeless can hurt the program down the road. The consensus was that long-term education is also a key to this program's success.
- As we wrapped up the focus group, we wanted to see if they had any final thoughts about the program, the campaign or if they had any other concerns. The main ideas they shared was trying to figure out how we can stop labeling the individuals as "homeless" as it dehumanizes them, and how basic human needs such as health care would be beneficial to the homeless.

Individual Interviews:

Interview #1: Claire Hoxie, Long Beach Resident

Interview conducted via phone March 27, 2018 at 2 p.m.

What neighborhood of Long Beach do you live in?

"I live in East Long Beach, in the third district community of Del Lago, off of Bellflower and Loynes ... there's Bay Harbor and Del Lago. ... kind of in the Marine Stadium general area. Del Lago is a gated community with an HOA [homeowners association], just like Bay Harbor."

Where do you get your news most often?

"Mostly online, sometimes newspapers like Grunion Gazette, I no longer subscribe to the LA Times. I get a lot of news from Belmont Patch -- [I] subscribe to the local Patch, [the] news pertains specifically to the local area, some of it's broader."

Are you on NextDoor at all?

“I try not to look at NextDoor, it’s just a glutton of information, it’s just another social media site.”

Where do you get your news online?

“Sometimes I’ll use apps like CNN, NPR, online through the Belmont Patch through email, and then just pretty much it. I’ll see things on Google, headlines like that, I’ll click on those, I’m not a news junky, that’s for sure.”

What social media sites do you use?

“Facebook, you get some news from them, no others.”

How would you characterize the homeless situation in your area in terms of the amount?

“I do see a lot, I have noticed in the last year, you know, a considerable uptick, I’ve been living in this home for 20 years now and when I first moved here I didn’t really see a homeless person around, I see 5 or 6 every day in my normal daily travels – going to school, going to the gym, going to the market – just normal daily travels that you do – I pretty much encounter homeless people everywhere I go.”

Have you ever encountered any quality-of-life concerns?

“I have a 12-year-old son, I’m hesitant to have him go places alone, walk down to Second Street, forget it ... when our kids are 12 or 13 ... most of the parents are of the opinion are that they can’t do that because it’s just not safe enough.”

[pause] “The level of homeless anywhere you go, whether you’re gonna grab a burger or go shopping ... [is mostly] petty crimes ... stuff out of garages, bikes being stolen, stuff stolen out of cars, people just hanging out in all the wrong places.”

Where do you encounter individuals experiencing homelessness the most?

“Mostly in Belmont Shore, don’t see anything inside Del Lago, there are no guards but a gate in and of itself is a deterrent, it’s very rare that we wouldn’t see anybody belong here who doesn’t belong inside – Marina Vista Park, the Marina Pacifica shopping center, Belmont Shore, Second Street, no matter where you go you’re going to encounter homeless people.”

[pause] “There’s a Facebook page called the East Long Beach Neighborhood Watch Group, a couple of parents who really got together and started a movement and they’re doing great, they have monthly meetings ... basically trying to establish widespread neighborhood watch group, trying to recruit block captains, created yard signs that say ‘East Long Beach Neighborhood Watch, we call 911,’ trying to partner with local police departments to help them with this problem, [they feel like they] have to kind of take this into their own hands to help out. If you go to their Facebook page, pretty much all people in the local area here, [they’ll post about] things that are happening or have happened, on their Ring [security] cameras on their front doors and their back garages or alleyways, homeless people defecating in their front yard. They’re to do whatever’s possible to get the police to crack down but they only so many rights, they’re limited in their ways; the Sergeant [from the Long Beach Police Department] [referring to East Division Commander Erik Herzog] came and spoke at the group, he spoke about when you call 911, what’s considered a level 1, level 2 response rate [referring to prioritization of 911 calls] ... he’s very

much in favor of the group. The Neighborhood Watch groups help the police in a sense in terms of what you should do There were probably about 100 people at the meeting.”

Were any guidelines on donations to individuals experiencing homelessness given at the meeting?

“No, [he described that] first they send out a team who’s responsible for first talking to the people, seeing if they will accept services, I forgot if it’s called Community Outreach ... the police department works with that team to work with the homeless, and you can’t really arrest someone unless you’re doing something illegal.”

Should the homeless issue be tackled under one organization or separate sectors of a local government?

“One organization; it would seem to me like local government needs to be the spearhead or driving force, and then delegate to feet on the ground, local organizations, somebody needs to take ownership for initial change to happen.”

What role should the city council play in addressing the homeless situation?

“I’m not sure, it would be great if it were driven by the city council’s office, working with all the different agencies, to get them to play a role. I know even the East Long Beach group was trying to work with Belmont Business Association because they have a very big impact on the homeless situation, handing out food to the homeless ... Starbucks, Z Pizza would put it in back alley or make it known that they would give it out, but it just brings more and more homeless to the area. Members have worked to change their ways [to] stop giving homeless people food – East Long Beach really advocates to give hand up, not a hand out – I’m fully in agreement with that; constantly giving handouts doesn’t help them improve, it allows them to live one more day on the street, is what it does.”

Would you be in favor of a temporary homeless work program that would offer temporary work such as cleaning up trash or simple gardening tasks to individuals experiencing homelessness?

“I think so, I’m sure there’s probably a whole glutton of things that happen to make sure they’re not dangerous, not on drugs, the general concept is great.”

Would you be willing to donate money to such a program?

“Possibly – it’s hard to say not knowing exactly what it is [or] how it’s going to work. In theory yes, I would want to see the whole program in its entirety before I’m fully in support. I’m assuming if this program is gonna be unique unto itself, the city council could save some money on what it would normally pay subcontractors and instead move the money from there to this program, that would be even better – if they normally have to employ gardeners, and now they don’t have to employ those, maybe those funds could be redirected to this program. ... I would think that that’s how this program would succeed – then you run into problems like are [homeless individuals] employees, do they pay taxes, I don’t ... I’d love to get more on Suzie’s thoughts on how it would work to fully understand it.”

If you were to volunteer your time or your money at an organization that supports individuals experiencing homelessness or directly to a homeless individual, where would you see your donation having the most benefit?

“Probably at any of the outreach centers that provide help – not so much the places that give a free meal, I’ve never been very excited about donating to that, whether it’s my time or monetarily, I view that as [individuals] get in line every day for a free meal, but how is that helping them to improve their life. Any of the outreach programs geared toward rehabilitation, those are great. Many years ago I volunteered at PATH [People Assisting the Homeless], this was a long time ago, I remember I used to go once a week after work, I would teach homeless people trying to get a job, teach them computer skills, those types of programs are fantastic.”

What would you do to improve the homeless situation?

“I’m not sure I could answer that off the cuff, I don’t think there’s any one right answer to solving this problem, no one magic bullet, it’s many people and organizations working together to make it better. Of course, wrapped into the whole homeless thing is the whole drug addiction issue, you have that problem to figure out as well [with the work program] ... if somebody’s truly mentally ill or addicted to drugs, they’re not in a position to be in that point yet. ... When Suzie structures this program, how are the people chosen to work in this program? Do they have to take a blood test, have a background check? [If it’s] pulling weeds but if you have 100 people who want the job, how do you determine who should get it? Are there any minimum requirements for the work? Do the [individuals] agree to something on their end, like ‘we’ll give you money, put you into this work program, but in addition you also have to attend these classes,’ give them some responsibility on their end. I think that would be good.”

Is there anything that we haven’t mentioned that you feel like is important to address?

“As we’ve been talking, with this work study program, there should be an additional program component to it. Once they’re off, what you’re going to use the money for may not be for good use. That’s where maybe [the work program] needs to have a second layer ... you’re gonna get work [and] you’re gonna agree to attend classes on rehab or different workshops on how to get back on your feet. There needs to be a deeper layer to it, emphasize a study portion.”

Interview #2: Dorothy Johnson, Long Beach Resident

Interview conducted via phone March 29, 2018 at 1 p.m.

What neighborhood of Long Beach do you live in?

“I live over off of Bellflower and Colorado – [in] Del Lago ... a gated community with an HOA. We’ve lived here only about a year and a half – moved from Island Village, which is five minutes away.”

Where do you get your news?

“The LA Times and Washington Post in print; I get the New York Times online and also CNN.”

Are you on NextDoor?

“I do get it, I don’t read it very much; I kinda don’t like what’s posted on there. Some of it is very nasty – it’s posts that seem like the people are very angry.”

What are they angry about?

“I guess lots of different things, angry about how their neighborhoods are being run, about

traffic... that kind of stuff.”

Are you on any social media?

“Quite honestly I had been using Facebook but after this go-around [election cycle] I have deactivated my Facebook ... I think the Facebook problem is lack of monitoring on Facebook’s part.”

How would you characterize the homeless situation in your area in terms of the amount?

“I think because we live by the wetlands, and ... I think we have a lot of homeless living in our area – I think it’s their numbers are increasing cause they kind of live over at the end of Studebaker and Second Street. There’s a big overgrowth of plant life and they all seem to make their way in there. I think what Suzie Price did about putting up those fences on the meridians up on PCH and Seventh Street and Bellflower have worked very well. It would be good to put them up on all the corners. I thought she said she was going to.”

Have you ever encountered any quality-of-life concerns?

“Not me personally but I know bikes were taken from Island Village --- it’s gated but people can access it pretty easily. Most people – it’s a very safe area, but most people don’t even think about it and left their bikes out behind their garage.”

Where do you see individuals experiencing homelessness the most?

“I think by Trader Joe’s up in the marketplace on PCH and Second, they’re up where the Target is, across the street across the VA there from Seventh Street, those are two places that I see, that I have contact.”

You haven’t experienced any petty crimes yourself yet you note a lot of homeless in your area.

What are your thoughts on the situation overall?

“I think mainly people don’t want to be homeless – either there’s a mental health issue or there’s substance abuse – so I think especially in this economy – where we have such low unemployment, if you’re really homeless because you didn’t have funds, that could be remedied easily by getting a job. I see places like McDonald’s ... I know they’re not high wage payers, but it would be enough to get off the streets. I think that the homeless population that has substance abuse or mental health need to be taken care of. I think putting them in housing doesn’t solve the problem ... you have to have some kind of therapy, treatment, in order to be able to make it to in a ‘normal’ environment.”

Therapy and treatment for those individuals who are addicted to drugs?

“Therapy, treatment, I think they need to be housed in a place like Fairview [Developmental Center in Costa Mesa], I read in the paper ... someone had suggested they use the old Fairview Hospital ... they have dormitories and when they used it for the [inaudible] population, it worked well.”

You mentioned you deactivated your Facebook account, but are you aware of the Facebook page for the East Long Beach Neighborhood Watch?

“No, I don’t, I’ll have to look at it. ... We now have a sign at our entrance gate that has

Neighborhood Watch on it. That's at the gate of the community. I don't think it creates a sense of security, no, just as I don't think having a gated community makes it any safer. All that has to happen is the gate opens to let someone in and let it in."

Should the homeless issue be tackled under one organization or separate sectors of a local government?

"Local, smaller units other than the city could not afford it. I think it has to come out of the city and they establish some kind of a branch of government that would manage this with a overall good plan; just to keep throwing money at it or simple solutions doesn't work. We see that in LA all the time, you know they, downtown they have a mission where homeless people can stay and usually, I know in LA they can stay one night out of the month and they line up and they all congregate in one area and, as I say, I think just by doing things like that, doesn't really help them. It just makes other people feel good, the people who provide it, but it doesn't solve any problems."

What would you want to see the city of Long Beach do to improve the homeless situation?

"I don't think it's an easy answer, but I think that they, the homeless, have to be told or offered a concrete plan to help them to get back into society. I think the drug addicts, substance abuse people, we know what programs work and what don't. I mean for alcoholics we know that Alcoholics Anonymous ... works. Drug addicts, the same way, they can put on years and years ago ... in Downey there was a heroin clinic, they got their injection in the morning and where they go to work. It wasn't approved by most people, but it worked and they slowly tapered. There's got to be some cohesive treatment plan for these people, and those people willing to go into treatment and they should be housed. We have tons of mental health professionals who ... set up the treatment plan, don't have to be run by psychologists, the group therapy sessions can be run by other people ... trained aides could do that."

What about the local Third District council?

"I think Suzie Price has done a great job, it would be hard for the District 3 to undertake this project, everyone has their constitutional rights and you can't round up [inaudible] someplace else, I always feel like we're being exceedingly neglectful about these people by not offering them a concrete solution to their problem. You feel sorry for them but, I hate to say 'not in my backyard,' you sure don't want them in your neighborhood. I don't know, I don't have any real solutions, I guess if we had solutions they'd be gone by now. It's hard because I think we have a lot of them in district 3 just as we have a lot of them in the missions and downtown and those places."

Would you be in favor of a temporary homeless work program that would offer temporary work such as cleaning up trash or simple gardening tasks to individuals experiencing homelessness?

"I think that's good ... I think that way you find out who's willing to work who wants to not be homeless and ... it could be a step up from them. I think her plan is good."

Would you be in favor of donating to such a program through a nonprofit?

"Sure, probably, if it works. If the nonprofit gives most of the funds to the program, and not to paying salaries ... to administrators. I'd be fully committed if you see results – or even to get it started so long as 50% of the money isn't going toward salaries for administrators. If ... 75% of the monies are going toward the actual salaries for the workers, that's fine..."

If you were to volunteer your time or your money at an organization that supports individuals experiencing homelessness or directly to a homeless individual, where would you see your donation having the most benefit?

“I would never give money to a homeless person. I worked [in] LA County for years, I know what happens to money given directly to homeless people, especially if they’re substance abusers, it toward goes their substance of choice. Most of these people are – if they’re mentally ill] they don’t know what to do with the money. Most people, myself included, you see somebody who’s homeless standing on the corner with a pack of cigarettes in their pocket smoking, you know they don’t know what to do with the money.”

Interview #3: Anonymous Long Beach Resident

Interview conducted via phone March 29, 2018 at 3 p.m.

What neighborhood of Long Beach do you live in?

“Two actually, I live in Los Altos and Belmont Shore – I have a house there too, my primary residence is Los Altos, north of the campus.”

Where do you get your news?

“For Long Beach, probably the Press-Telegram and other online sources like LB Report. I don’t have papers delivered anymore. For national news, also online, various sites that I go on, I don’t subscribe to the New York Times, but I will look on that site or CNN. I watch CNN, once in a while to get the other point of view I watch Fox News, and then local news channels, so that’s how I get my news. And the LA Times, I subscribe to them online.”

Are you on NextDoor?

“Oh yes, I’m on that for the Los Altos area, and Belmont Shore ... I think it’s a good way to keep up on what crimes are going on around the area that don’t make it into the news. [People are] commenting on things like people either breaking into their car, opening an unlocked car door and stealing stuff, stealing things out of their garages ... I would say that’s mostly it. I also know how to run a crime report from the Long Beach Police Department website and ... keep track of all of those crime reports there. ...People also will now be posting Ring Doorbell [security camera videos] ... you can share that with neighbors, I get reports from Belmont Shore and from Los Altos on Ring Doorbell as well.”

How would you characterize the homeless situation in your area in terms of the amount?

“Well since I don’t exactly know, in Los Altos it’s not really too much of an issue, I saw a couple of people around the library yesterday. In Belmont Shore there are too many ... it’s in my opinion pretty bad, ... I see more around Belmont Shore certainly ... I don’t think the people in Los Altos have any idea how bad it is down there. There are people that are trying to pitch tents on the beach, just so calls have to be made to the police so [they] come out and let them know that you can not camp on the beach, can not have a tent after 10, a lot of people are very concerned about that we could turn into another Orange County Riverbed situation if we let encampments get going. I think people are concerned about that because they see what Orange County is going through, I hope Long Beach has someone down there ... I’m afraid Long Beach could potentially go that way.”

Have you ever encountered any quality-of-life concerns?

“In Belmont Shore, I’m trying to think if anything is happening lately ... we take a lot of security measures, we don’t leave our garage door open, we have gates locked, we have floodlights all over the place, we do a lot of things like that to try to protect ourselves. We don’t even have patio furniture on our deck. If we left it out there it would disappear. Nothing recent, we try to follow all the directives of the police department as trying to be secure as possible.”

Should the homeless issue be tackled under one organization or separate sectors of a local government?

“I think, in this area, it almost has to be by the county [of Los Angeles] because people tend to go from city to city and just because someone steps over the Long Beach line, does that mean LB is responsible for housing that person, feeding them, providing for them? ... I think that it really has to be on a little bigger level than just Long Beach.”

Would you be in favor of a temporary homeless work program that would offer temporary work such as cleaning up trash or simple gardening tasks to individuals experiencing homelessness?

“Generally yeah, I think, I would need to know how it’s going to be administered and how these people are going to be supervised, if it’s [run by saying] ‘we’re going to [have homeless individuals] pick up some trash and give [them] some money,’ that’s probably not a good idea. If it’s something [run by saying] ‘we’re going to enroll you, train you, you need to be here at this particular point every day at this time, we’re going to supervise you,’ [if it’s] something to be leading toward them getting permanent work, then I would be in favor. That would take money for the city to have the right type of people to supervise [homeless individuals] so it would be more of a therapeutic process rather than them just picking up trash. ... I would want to know that [officials are] going to be keeping metrics, we have to determine a goal ahead of time, and how do we know for objective data that it was a success. Some of these things they get started but [officials] don’t define [outcomes], so if there’s some measurable outcomes then I wouldn’t want to do it.”

Would you be in favor of donating to such a program through a nonprofit?

“Possibly, [if] I would agree with the whole thing, I haven’t seen the plan, I need more details, if I like the idea and I feel what I’ve already stated then I might.”

How would you want to improve the homeless situation?

“I don’t think there’s one solution for all homeless. Different solutions depending on why they don’t have a home. A lot of the problem is low-income housing, affordable housing ... in Belmont Shore there is no low income housing. Affordable housing is very subjective. We have to be realistic about where these people go ... for the long-term. We can put them in a shelter ... if you don’t want to go to a shelter, rehab, here or there, and [officials are] offering a place to go, I don’t think it should be okay for them to be sleeping all over the streets. ... Where [residents] are upset is where their personal space and personal property is impacted... some say ‘that’s a minor annoyance, [somebody] only stole \$800 worth of stuff,’ [but] it’s pretty annoying, it can be very annoying for the people that happens to. ... The police have said their priority isn’t rousting homeless people, and they don’t seem to do anything unless somebody calls them and there’s a homeless person. There’s not a whole lot of the police, so I’m not one-hundred-percent blaming

them, I've been told that it is not a super huge priority."

So you are most frustrated by the property theft in the area?

"Yeah ... that impacts the people's quality of life. ... I understand where the police are coming from, if they see something going on, I appreciate if they would look into it, [but] they do as much as they can."

Interview notes with Daniel Brezenoff, Assistant Director at Mental Health America of Los Angeles (MHALA or MHA) Village

- The Village is a world famous homeless "stop and shop"
 - "People come from all over the world to see what we do here."
 - Program is 26 years-old
 - Services provided:
 - Mail
 - Shower
 - Doctor
 - Services (financial, employment, housing, etc.)
 - Goal for homeless is to eventually stop using MHA and utilize outside programs
 - Can voluntarily enroll members in programs or hospitalization
- *Barriers:*
 - Not everyone wants help that's available
 - More men than women on the streets
 - Very little for at risk homeless
 - Programs run out of money within two months
 - May only have a once a year visitation limit
 - Shelters:
 - Limited timetable -> return period is limited
 - Homeless are up at 7 a.m. and have to come back at 5 or 6 p.m.
 - Drugs or drinking is not prohibited in the shelters
 - What happens to those who have addiction?
 - Singling out the homeless who suffer from addiction
 - Safety is a concern
 - LGBT, women, smaller in height/weight
 - If the homeless have animals they won't be allowed inside
 - Mental illness - hard to tell if someone has mental illness and what to do with those who want shelter but are mentally ill
 - Not enough shelters or beds in the city
- *Programs:*
 - Drop-in center services:
 - Homelessness
 - Incarceration -> therapy
 - Therapy

- Social Security
- Mental illness
- Budget/Financial
- Education program
- *What the city can do:*
 - Needs to offer adequate beds for the homeless
 - Mayor: city center for the homeless that is a year round shelter
 - Affordable housing - inclusion zone
 - Rent rise is causing more homeless
 - Better outreach programs
 - Better education system on the homeless
 - Needs better mental health team:
 - Long Beach Police Department
 - Better connection with the homeless community
 - More services offered from the police department
 - Outreach team with better education
 - Long Beach Fire Department
 - Need to recognize mental illness
 - Not all illnesses are visible
- *Public:*
 - Uneducated in the homeless population
 - Think homeless are:
 - Lazy
 - Addicts
 - Not looking for work
 - Basic human necessities aren't available for the homeless
 - Public has no knowledge of having nothing and trying to build up from that
 - Public thinks they are somehow "dangerous"
 - Likely to be petty crimes
 - Theft for pocket change
 - Sleeping in areas not designated for homeless
 - Public disturbance
 - Less likely to be violent crimes
 - More likely to be a victim of violent crime
 - Hospitals:
 - Provide a lot of services and aid for homeless
 - In-patient substance abuse care
 - Homeless have to be there ASAP if overdose

Part III: Timeline Gantt Chart:

	Jan 2019	Feb	Mar	Apr	May 2018	Jun 2018	Jul 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018
Reach out to spokespeople					X							
Contact LBPD					X							
Scout shelters					X							
Hire social media intern					X	X						
Create social calendar						X						
Launch social						X						
Print flyers & sign ups						X						
Email blast						X						
Homeless outreach						X						
Distribute flyers						X	X	X	X			
Table at events						X	X	X	X			
Meet at shelters and soup kitchens	X						X	X	X	X	X	X

Part IV: Budget

Favorite

Like this item?
Add it to your favorites to revisit it later.

Chalkboard PhotoBooth Props - 12 Piece Chalk Board Photo Booth Prop Package

\$59.00

Quantity: 1

Add to cart

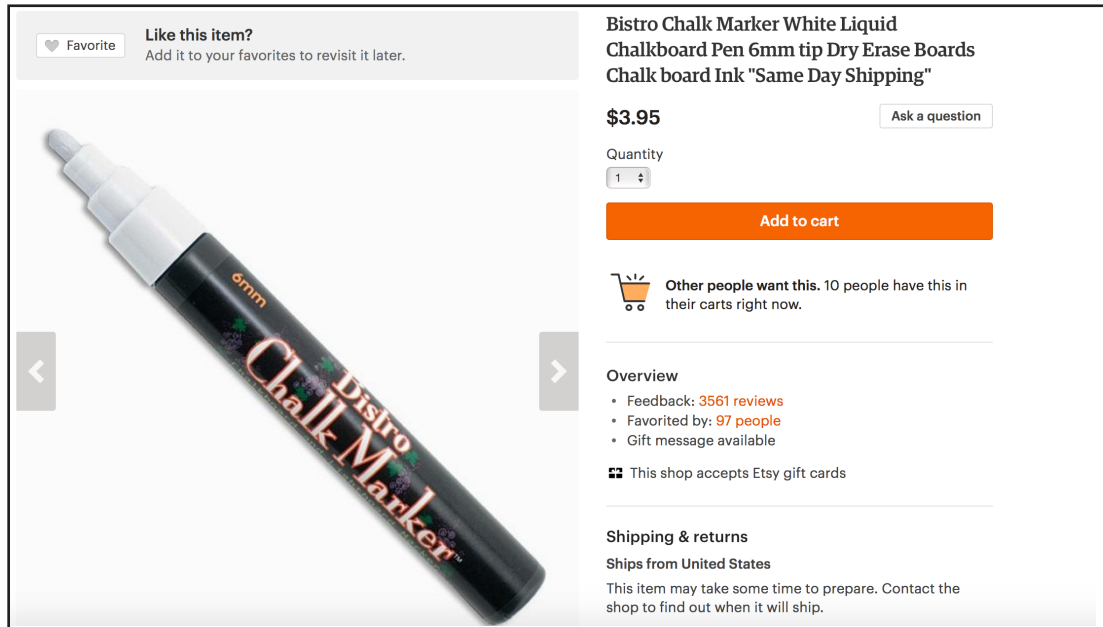
Ask a question

Overview

- Handmade item
- Materials: Wood, Bamboo
- Feedback: 728 reviews
- Favorited by: 17 people
- Gift message available

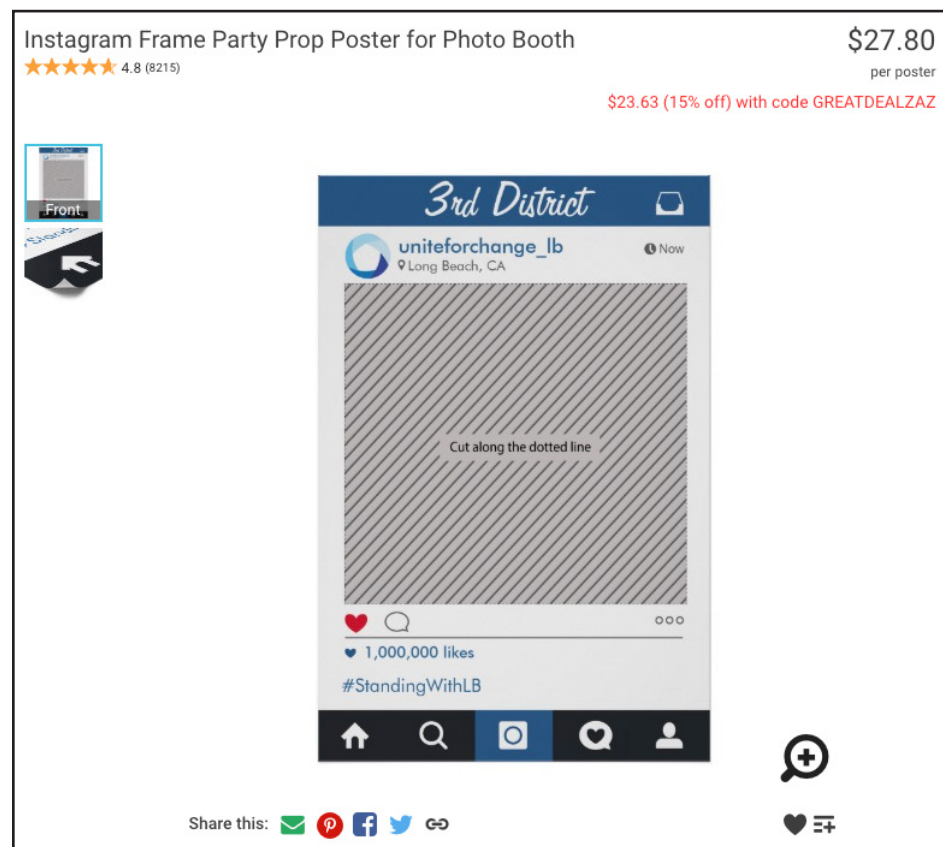
This shop accepts Etsy gift cards

Chalk hand photo props (Etsy): https://www.etsy.com/listing/167491877/chalkboard-photobooth-props-12-piece?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=chalk%20board%20props&ref=sr_gallery-1-16



White chalk marker (Etsy): https://www.etsy.com/listing/200583567/bistro-chalk-marker-white-liquid?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=chalk%20board%20props&ref=sr_gallery-1-1

Instagram cut out frame (Zazzle):
https://www.zazzle.com/instagram_frame_party_prop_poster_for_photo_booth-228551913549667176



Printing costs (available at Staples):

Pricing Summary	Billing Unit	Component Price	Count	Price
Paper	Per Sheet	\$0.42	500	\$210.00
				Total \$210.00
The count field may be the job quantity but may be calculated from a record set or the billing unit.				

6" folding table (Amazon): https://www.amazon.com/dp/B002LUHGO0/ref=nav_timeline_asin?_encoding=UTF8&psc=1



Lifetime
Lifetime 25011 Fold In Half Light Commercial Table, 6 Feet, White Granite
★★★★☆ | 185 customer reviews
| 35 answered questions
#1 Best Seller in Outdoor Dining Tables

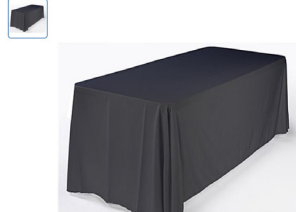
Was: \$54.98
Price: **\$49.17** **FREE Shipping** (4 days) for Prime members
Details
You Save: **\$5.81 (11%)**

Get \$70 off instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card.

In Stock.
Want it Monday, April 9? Order within **13 hrs 51 mins** and choose **Standard Shipping** at checkout. Details
Ships from and sold by Amazon.com. Gift-wrap available.

Item Package Quantity: 1

6" tablecloth (Displays2Go): https://www.displays2go.com/P-2548/6ft-Deluxe-Table-Cover-Black?utm_source=google.pla&utm_medium=cpc&utm_campaign=GooglePLA&gclid=Cj0KCQjwzIzWBRDnARIsAAkc8hFcZgTf7pkVz1N3kAAfYpALnxWYDQrrqzD79pE5m7OQFnmaFYm1FAYaAsI2EALw_wcB



Color: Black
☐ Black ☐ Blue ☐ Red ☐ White

Table Size: 72 inches (6')
☐ 72 inches (6') ☐ 96 inches (8')

- Made From Black, Flame Retardant Fabric
- Covers All 4 Sides
- Has 4 Sewn in Corners
- Affordably Priced

IN STOCK
Order in the next **18 hrs 37 mins** and this item will ship on **Wednesday, April 4, 2018**.

Quantity	Price Each (USD)
1 - 3	\$28.73
4 - 12	\$27.12
13 - 43	\$25.77
44 - 114	\$24.29
115 - 345	\$22.80

Video camera (Los Angeles Camera Rental): <http://www.losangelescamerarentals.com/product/canon-c300-mark-ii>

Canon C300 Mark ii



Daily Price	Weekly Price
\$350	\$850

The C300 Mark ii has a super 35mm CMOS sensor, shoots on the following formats- 4K, 1920x1080 60/50i, 23.98/25p True 24p. The body also has a rotating 4" LCD monitor, 2 x 3G-SDI Output, 2 CFast Card Slots.

 **310 502 3060**

Lighting kit (Los Angeles Camera Rental): <http://www.losangelescamerarentals.com/product/lowel-light-kit-rental>

Lowel DV Creator 44 Kit



Last minute rental special for Tuesday, April 10 2018: \$40

Daily Price	Weekly Price
\$50	\$100

The Lowel DV Creator includes a collapsible 300w max softbox, a 500w max focusable Omni-light, a 250w focusable Pro-light and a 750w max Tota light. The kit is in a compact hard case and includes all kind of accessories and stands.

 **310 502 3060**

Memory card (Target): <https://www.target.com/p/memory-card-sandisk/-/A-52908866>



add to cart

\$31.99
Memory Card SanDisk

Subway catering:



[Menu](#) [Find a Store](#)

Purchase Order

Copy of Purchase Order: D7CC29C3-22

Resend reason: purchase order

Thank you for using SUBWAY® Caters. This order has been saved and awaits further action to reach completion. To complete this order you must select a location, fill out your contact details and submit payment. If you need assistance in completing your order, you have any questions or concerns, please call our Catering Call Center at 1-877-360-2283.

Enjoy the deliciousness.

Order Type: Pickup
Pickup: Not Specified
Order Number: D7CC29C3-22
Order Date: April 9, 2018

Restaurant

Store #: 16781
4731 Venice Blvd
Los Angeles, CA
90019-5832, US

Contact Details

Name: Ofelia De La Rosa
Company:
Phone: 3235946962
Email: ofeliaemily@gmail.com

Payment Status: NOT PAID.

Special Instructions: Lisa CSR

Quantity	Description	Price	Amount
200	SUBWAY to GO™ Meal Premium • Turkey Breast: • Variety of Breads, • White American, • Lettuce, • Tomatoes, • Mayonnaise on the side, • Mustard on the side, • Variety of Cookies, • Variety of Chips.	\$6.50	\$1,300.00
		Sub Total	\$1,300.00
		Total	\$1,300.00
		Paid to Date	\$0.00
		Amount Outstanding	\$1,300.00

If you need to make changes to your order, expedite an order, or request a refund, you can get in touch with us by calling our Catering Call Center at 1-877-360-2283 or by emailing us at questions@subwaycatering.com



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Social Media Content Calendar Example

July 2018						KEY:
						Holiday
						Facebook
						Twitter
						Instagram
						Blog Post
						YouTube
						Experiment/Contest
						Other
Sunday 7/1	Monday 7/2	Tuesday 7/3	Wednesday 7/4	Thursday 7/5	Friday 7/6	Saturday 7/7
Long Beach Rescue Mission Shelter and Food post [1]	Introduce Education Monday videos		4th of July Post [2]	Staff/Volunteer Spotlight [3]		
Long Beach Rescue Mission Shelter and Food post [4]	Introduce Education Monday videos		4th of July Post	Staff/Volunteer Spotlight [5]		
Long Beach Rescue Mission Shelter and Food post [6]	Introduce Education Monday videos		4th of July Post	Staff/Volunteer Spotlight [7]		
Long Beach Rescue Mission Shelter and Food post [8]	Introduce Education Monday videos			Staff/Volunteer Spotlight [9]		
			4th of July			
* YouTube should utilize playlists for Staff/volunteer Spotlight, Education Mondays, Campaign events, Organization highlights, etc.						
Sunday 7/8	Monday 7/9	Tuesday 7/10	Wednesday 7/11	Thursday 7/12	Friday 7/13	Saturday 7/14
	Promote campaign event post [10]		Staff/Volunteer Spotlight		Create a post about LB Churches [11]	
	Promote campaign event post [12]		Staff/Volunteer Spotlight		Create a post about LB Churches [13]	
	Promote campaign event post [14]		Staff/Volunteer Spotlight		Create a post about LB Churches [15]	
			Staff/Volunteer Spotlight		Create a post about LB Churches [16]	
*						
Sunday 7/15	Monday 7/16	Tuesday 7/17	Wednesday 7/18	Thursday 7/19	Friday 7/20	Saturday 7/21
	How to help the homeless [17]	Promote campaign event post [18]	Staff/Volunteer Spotlight		Promote campaign event post [19]	Campaign Event [20]
	How to help the homeless [21]	Promote campaign event post [22]	Staff/Volunteer Spotlight		Promote campaign event post [23]	Campaign Event [24]
	How to help the homeless [25]	Promote campaign event post [26]	Staff/Volunteer Spotlight		Promote campaign event post [27]	Campaign Event [28]
	Education Monday: How to help the homeless [29]		Staff/Volunteer Spotlight			
* For the campaign event, if you do a raffle and you draw the name on a different day, that can be a separate post throughout the channels or the same-day.						
Sunday 7/22	Monday 7/23	Tuesday 7/24	Wednesday 7/25	Thursday 7/26	Friday 7/27	Saturday 7/28
	Thank you & raffle prize winner [30]		Staff/Volunteer Spotlight		Homeless (don't like the term but will use for now) Spotlight [31]	
	Thank you & raffle prize winner [32]		Staff/Volunteer Spotlight		Homeless (don't like the term but will use for now) Spotlight [33]	
	Thank you & raffle prize winner [34]		Staff/Volunteer Spotlight		Homeless (don't like the term but will use for now) Spotlight [35]	
	Campaign event highlights [36]		Staff/Volunteer Spotlight		Homeless (don't like the term but will use for now) Spotlight [37]	
* I would like the "Homeless Spotlight" to be a positive thing for the target community. I want to celebrate small victories they have as a way to reinforce positive change for them and for everyone else.						
Sunday 7/29	Monday 7/30	Tuesday 7/31	Wednesday 8/1	Thursday 8/2	Friday 8/3	Saturday 8/4
	Misconceptions of Homeless [38]					
	Misconceptions of Homeless [39]					
	Misconceptions of Homeless [40]					
	Education Monday: Misconceptions of Homeless [41]					

Notes:

You can always use curated content across the channels. Retweet relevant info, share news stories on FB, repost photos of people at events or giving you a shoutout on IG.

*If there is a major event happening in Long Beach related to the homeless or a campaign partner, make sure to post about it the week before and the week of.

[1] Link YouTube video so thumbnail pops up. Make sure to include a short blurb about the web series.
POST @ 9 am

[2] Create a graphic thanking all the veterans, even homeless veterans, for their service and for fighting for this country's independence. FOR ALL SOCIAL MEDIA CHANNELS

[3] Create a post with the staff/volunteer with multiple photos. Two or three photos. One should be of the person, professional or looking straight into the camera, second should be them interacting with the community, and third can be something they love (i.e. their dog, family, volunteering, hiking, etc).

[4] Link YouTube video for thumbnail. Include a blurb about the series. Post @ 12 pm

[5] Create a 30 sec video on the staff/volunteer member. Should be able to pull useful footage from the YouTube video, or you can create a whole new video series for Twitter on why they chose to volunteer.

[6] Create a post or a 30 sec clip from the YouTube video. Link the video in your bio (include that in caption "Link in bio"). POST AT 8-9am. Utilize story by showing the video uploading, recording a clip with your phone or you can have someone announcing the video.

[7] Post the image of the staff/volunteer member, but use IG Stories to introduce them.
For example: John Smith IG post. Stories: 5 Fun Facts about John! #1 I like turtles. (Turtle emoji)

[8] Create a new playlist dedicated for "Education Monday" videos.

[9] Create a 1 min to 1 min 30 sec video on the staff/volunteer member. Create a new playlist on YouTube channel dedicated to Staff/volunteer spotlights.

[10] Create a FB Event page and post that to the Campaign page. Invite followers and important city leaders.

Make sure to include Location, Date, Time and any other information needed for the event (i.e. volunteer sign up page, items they need to bring, parking, etc.)

[11] Create a graphic that highlights one church that provides services or shelters for the homeless on Sundays. If they need volunteers, you can post a link for more info. Partnered with a church? Highlight the partnership and the services they provide.

[12] Share FB event page, date, time, location. "More info? Click the link for all your answers!"
Or you can create a video with Suzie Price announcing the big event with event details. Keep it short, 30 sec or less.

[13] Link the church you want to highlight so an image pops up. Highlight that they provide services for homeless on Sundays and services during the rest of the week, if they do. Also, highlight the church if they are a partner.

[14] Post flyer about the event. Use IG stories to promote event. Can use the event flyer as background image for multiple posts, but each post can have different info on it. Like a flip book.

For example: one story can have the flyer. The next can have the flyer and location. Next can be the flyer, location and time. So on and so forth.

[15] Utilize stories. Like the flip book, showcase a service the church provides on different story images. For example: Use their logo or image. One image saying "xyz church provides..." Next image, logo with "Shelter!"

Another, logo with "Food!" So on and so forth...MAKE SURE TO USE EMOJIS!

[16] Create a 1 min to 1 min 30 sec video showcasing the church. Talk about their mission, interview a pastor, show the events that go on for the homeless, and get plenty of b-roll.

[17] Link YouTube video so thumbnail pops up. Caption: "Want to give back to the homeless with something more than money? Check out our latest video on how YOU can give back to those in need. (emojis)"

[18] Create post if you're looking for volunteers or if you're partnering up with another org, announce that here. Any new info? Add that to the post.

[19] Create a post that has a "countdown" until the event! Any last minute announcements or information that needs to be shared, SHARE!
For example: if you need more volunteers include that in the post or create a graphic focusing on more volunteer sign-ups.

[20] Utilize FB Live footage. Can show your followers all that's happening. Link event page. Make sure you reiterate the fact that the event is happening today. Post it a couple of hours before the event start time, just to give people some time to see it and take action.

[21] Link YouTube video so thumbnail pops up. Add caption: "Want to know how YOU can help the homeless? Watch the video to find out how and why! (emojis)"

[22] "This weekend..." Create a post that shows the event is this weekend. Make sure your followers know what the event is, where it is, what time it's at, etc. Make sure they know it's this weekend!

[23] Share FB event page and if you want to share the same countdown graphic here, do that.

[24] Post a live video of setting up to show your followers that the event is happening today! Post details about the event (time, where, etc.)

[25] Post a clip from the video used on YouTube. Link in the bio. Utilize stories here with an intro linking the video. For example: (1) How can YOU help the homeless in Long Beach? Here's how. (2) Donate food! emojis, tag organization's IG if they have one. (3) Donate clothes! emojis, tagged orgs (so on and so forth)

[26] Utilize stories to reiterate the event is happening this weekend. Need more volunteer? Post that on the stories.

Also, create a post with, "THIS WEEKEND!" on it so people know. Include other new info or info you think people should know on the graphic. Use relevant hashtags, #StandingWithLB #WeStandWithLB #UniteForChange #District3 #LongBeach #Volunteer #Change #ActOfKindness

[27] Share the same "countdown" flyer on IG. If you're looking for more volunteers then utilize the IG stories.

[28] Utilize Live IG stories. This is where you can show your followers all the fun happening or to simply show your followers the event. Can also create a post with the event flyer saying "TODAY! The event is here! Come one, come all!"

[29] Create a 2 to 3 min 30 sec video that goes over the many ways the public can help give back to the homeless. Highlight different organizations in Long Beach that the public can give money, food or clothing to. You can get creative with the footage. For example: you can have a collection of clips from directors of various nonprofit orgs saying why the public should give back and where they should do so properly. Educating the public through modern technology, this is the time to educate the public. Utilize it. Make it fun. Add plenty of visuals.

[30] Shoutout to the raffle prize winner and big thank you to those who came out. You can showcase the prize or you can tag the winner, if their on FB or if they want to be tagged.

[31] Create a social media post using Canva or an image with a shoutout to Long Beach Rescue Mission for their support and services offered. Link their website and how to volunteer

[32] Announce the winner of the raffle prize and create a post thanking those who came out to the event. Or link the YouTube video, but make sure to highlight the raffle prize winner and THANK YOU. Can use their FB profile image, it's a public image.

[33] Link their website so the image pops up.
"Love giving back? Want to make a difference? Long Beach Rescue Mission is always looking for volunteers who can help around the kitchen!"

[34] Create a post thanking those who came out to the event and maybe create a multiple picture post announcing the winner of the raffle prize. Can use their FB profile image, it's a public image. IG Story: record Suzie thanking everyone who came out to the event. (2) Share how much you raised from the event. (3) Thank sponsors or partnerships. (4) Thank the volunteers, staff and those who came out, again! Once is never enough.

[35] Image or graphic used for FB can be used in IG. "Come one, come all! Long Beach Rescue Mission is looking for volunteers! Come help make a difference in the community! #StandingWithLB #WeStandWithLB #LongBeach #Homelessness #Homeless #FightForChange #UniteForChange #Unite #Change #Love #Volunteer #ActsOfKindness

[36] Create a 1 min to 1 min 30 sec video highlighting the event! Show the event in all its glory and success! Interviews with volunteers and participants, can even interview Suzie Price. End with maybe a group shot?

[37] Create a video that showcases some of the best that Long Beach Rescue Mission has to offer. Interview director, volunteers or homeless that visit. Almost like an infomercial but make it more fun. Use plenty of B-roll!

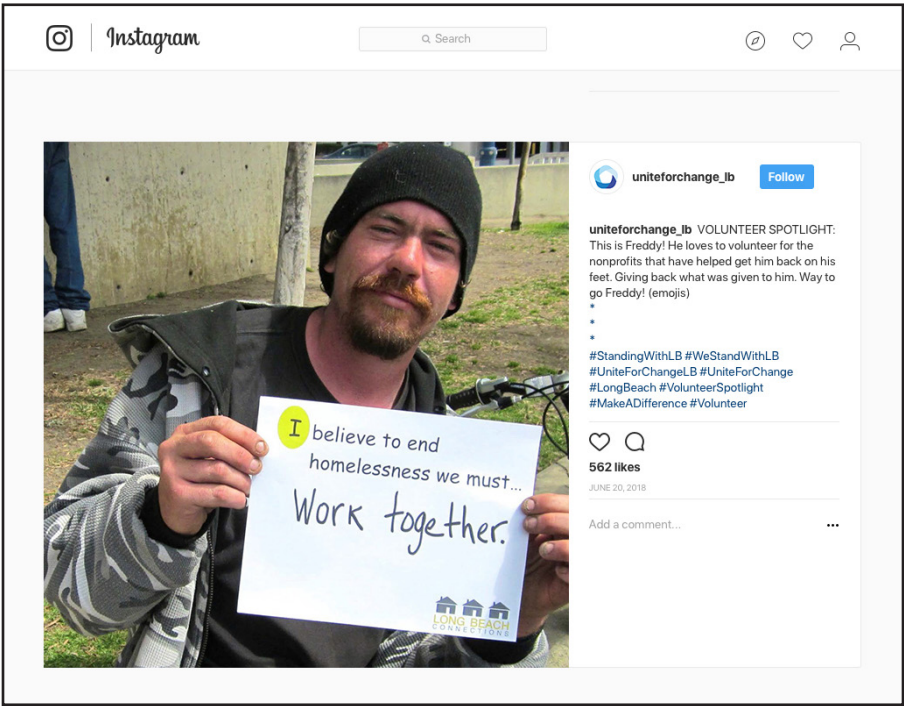
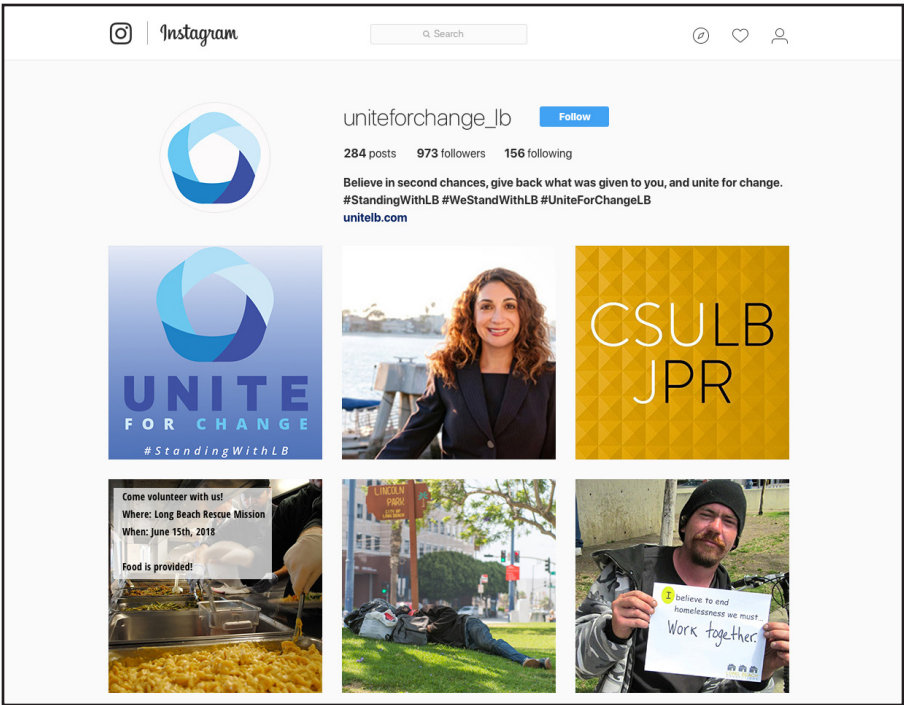
[38] Link YouTube video for thumbnail. Create a caption about the video.

[39] Link YouTube video for thumbnail. Caption: "It's Education Monday time! This week we are hear from various nonprofit directors on the misconceptions about the homeless! Stay tuned for the next Education Monday!" Can even create a poll asking where the followers donate to homeless (nonprofit, directly, Salvation Army, food banks, etc.).

[40] Use a 30 sec clip from the YouTube video or create a short one highlighting what a director said. Use stories: have someone announce the video, have the audience guess what the video is going to be about, take a poll. For example: someone (social media intern or Suzie) talk to the phone saying "We've got a new video coming out in about 3 hours for Education Monday! Stay tuned for it!" (2) story showing what quick b-roll clip (3) Poll: Do you think it's good to donate to nonprofit orgs?

[41] A 2 to 3 and 30 sec video about the misconceptions about the homeless. This is the time to educate the public about homeless. This will be an information video, make it fun and add visuals to keep the audience engaged.

Instagram



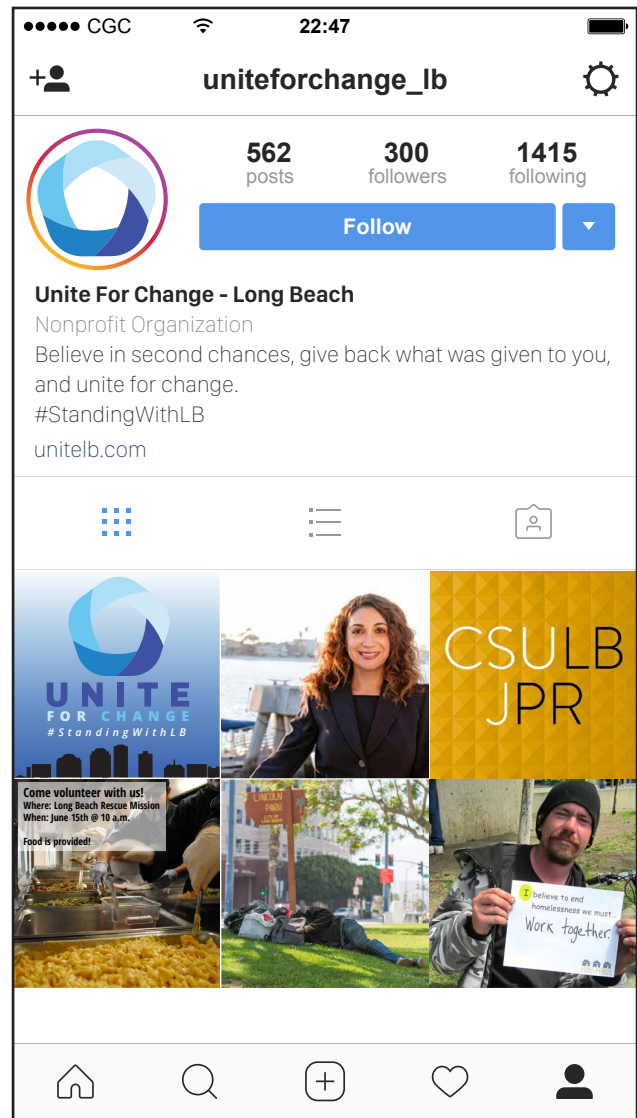
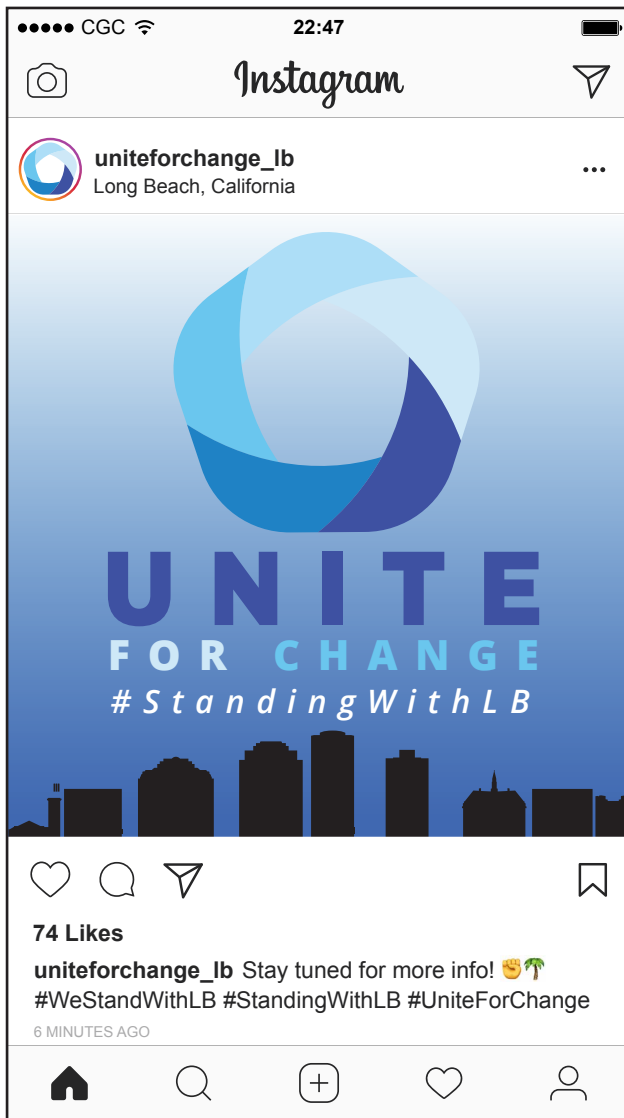
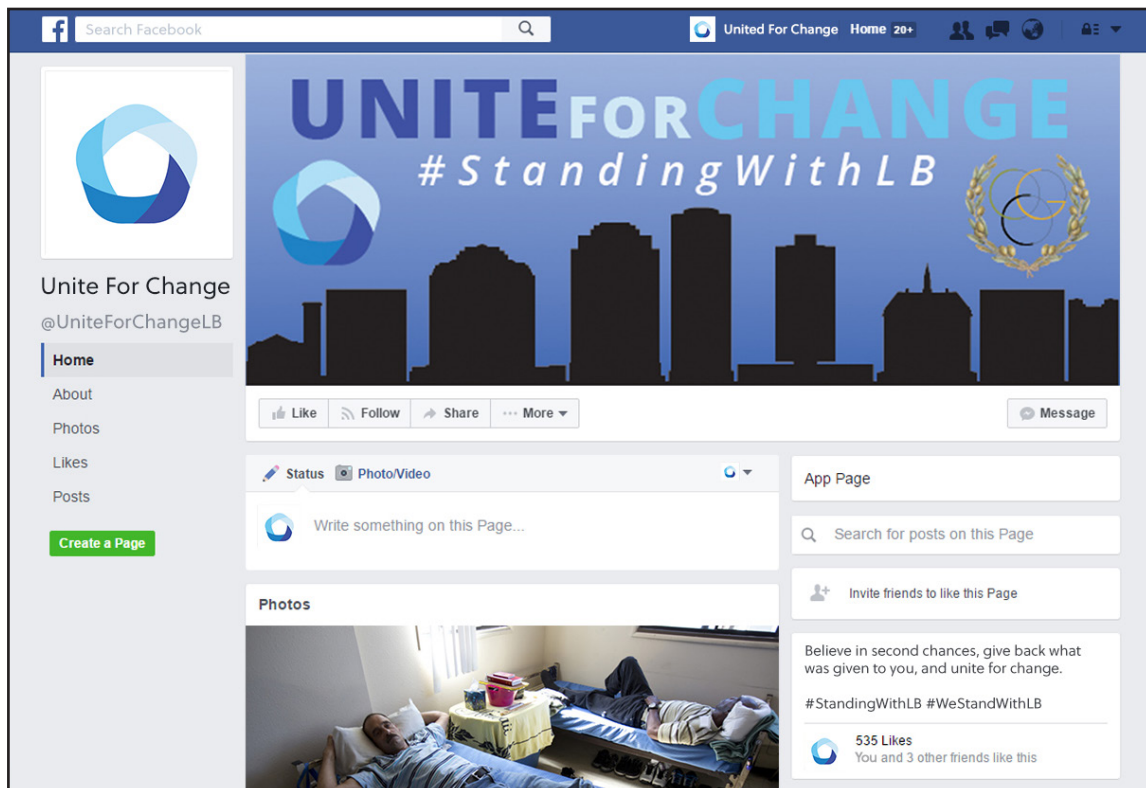


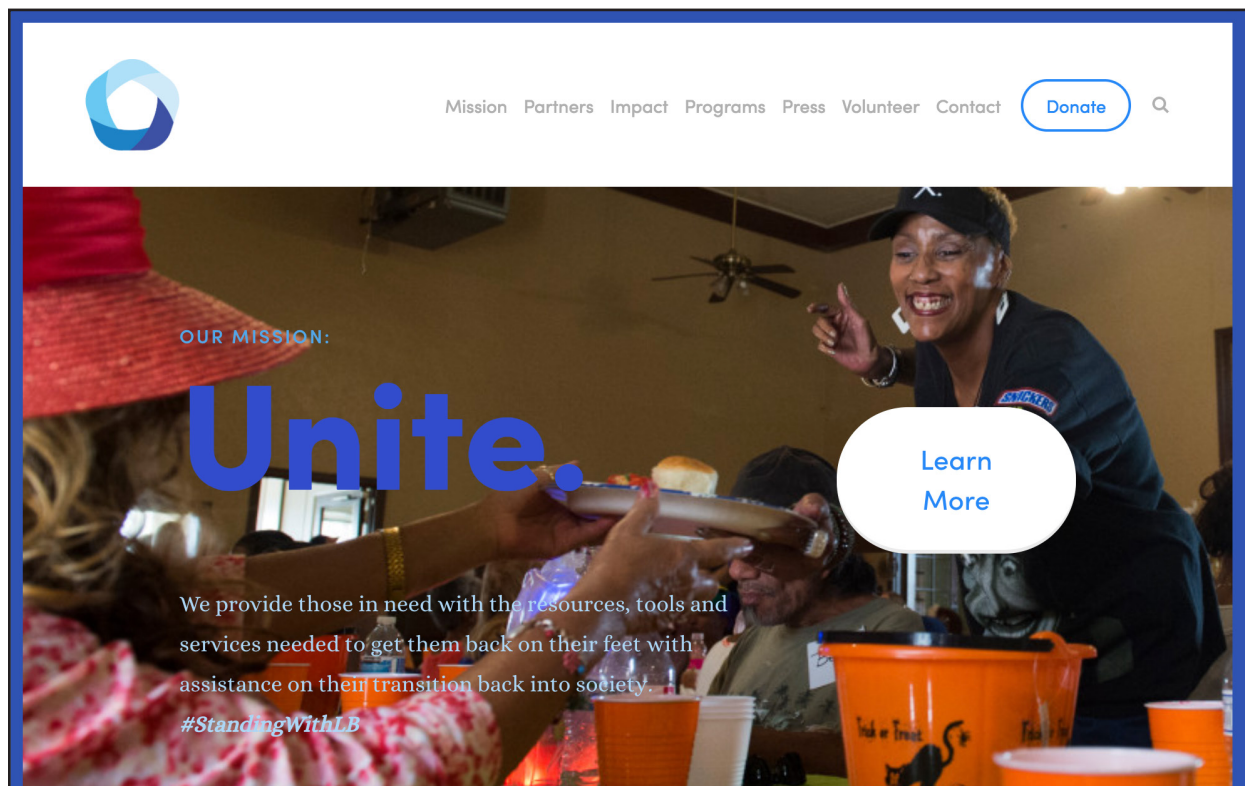
Image sources:

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<https://www.presstelegram.com/2016/06/28/long-beach-homelessness-down-officials-cite-partnerships/>
<https://lbpost.com/life/food/long-beach-rescue-mission-dine-lbc/>
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<https://www.facebook.com/CSULBJPR/>
<http://www.longbeach.gov/district3/>

Facebook Page



Website (Homepage)



Twitter

Home

Notifications

Messages

Search Twitter

Tweet

UNITEFORCHANGE

#StandingWithLB



Unite For Change

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Follows you

Believe in second chances, give back what was given to you, and unite for change.

#StandingWithLB #WeStandWithLB

unitefb.com

Joined June 2016

Tweet to

Message

Tweets

123

Following

456

Followers

789

Likes

10

Following

Tweets

Tweets & replies

Media



Unite For Change Long Beach @UniteForChangeLB · Jul 4

Happy 4th of July! We want to thank all the veterans out there who served their country and fought for our independence! We salute you!

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Unite For Change Long Beach @UniteForChangeLB · Jul 2

Introducing our "Education Monday" web series on YouTube! We will be posting every 2nd and 4th Monday of the month with new topics every post! Catch up ya later!

#StandingWithLB #WeStandWithLB #LongBeach #UniteForChange



"How to help the homeless" - Unite for Change Long Beach

The first video of our Education Monday web series! We talk about the many ways the public can assist the homeless community!

youtube.com

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Unite For Change Long Beach @UniteForChangeLB · Jun 28

There are plenty of places to volunteer, how about spending your time giving back to the homeless at a soup kitchen?? Sounds like a SOUPER idea!



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Who to follow

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Glam Ink @TheGlamInk

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Freebies Cafe @FreebiesCafe

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25

Find people you know

Trends · Change

#Freebies 39K Tweets

#FreeSocialMediaMockups2017 24.9K Tweets

#TwitterMockup2017 17.2K Tweets

#FreebiesCafe 8K Tweets

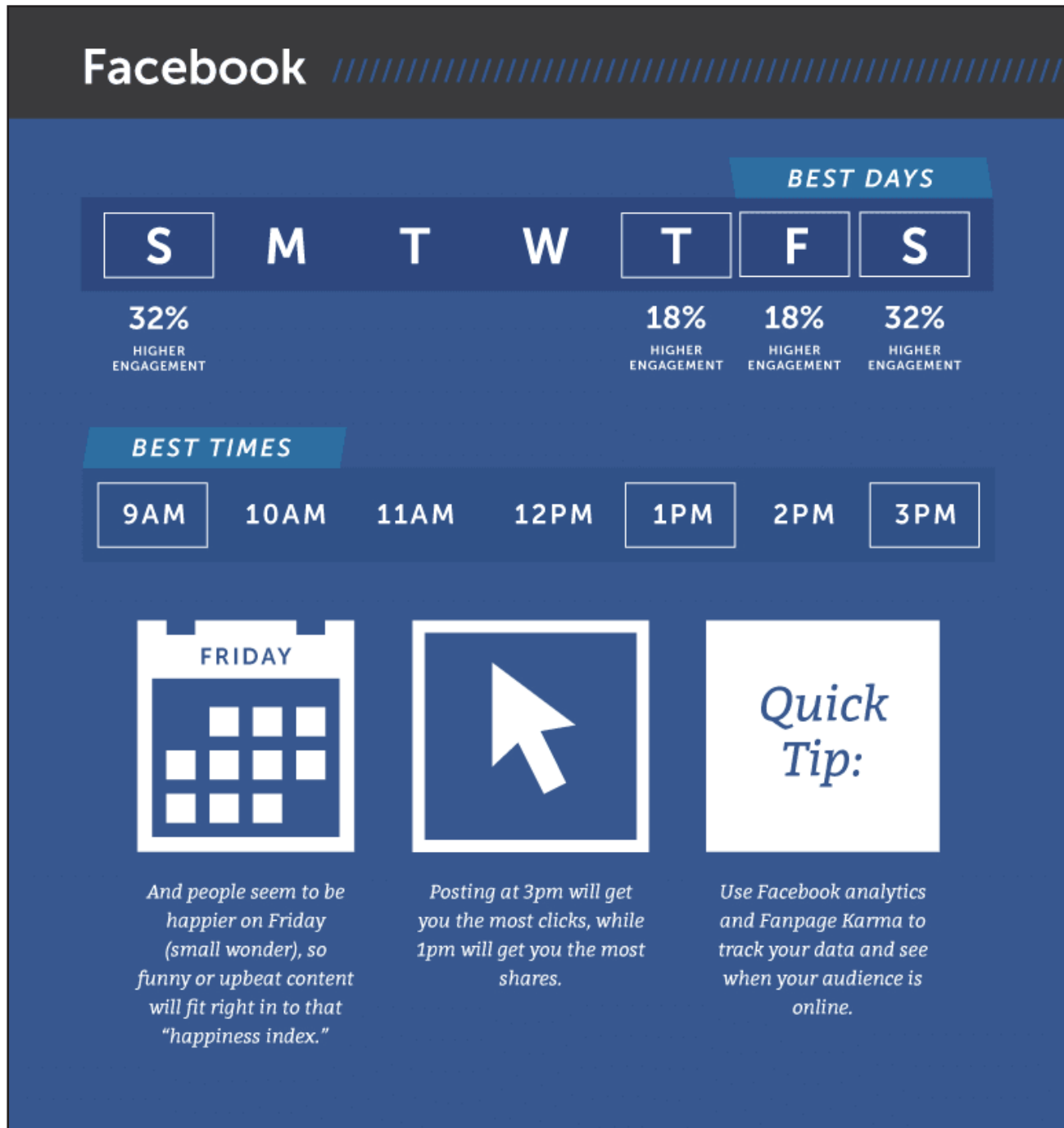
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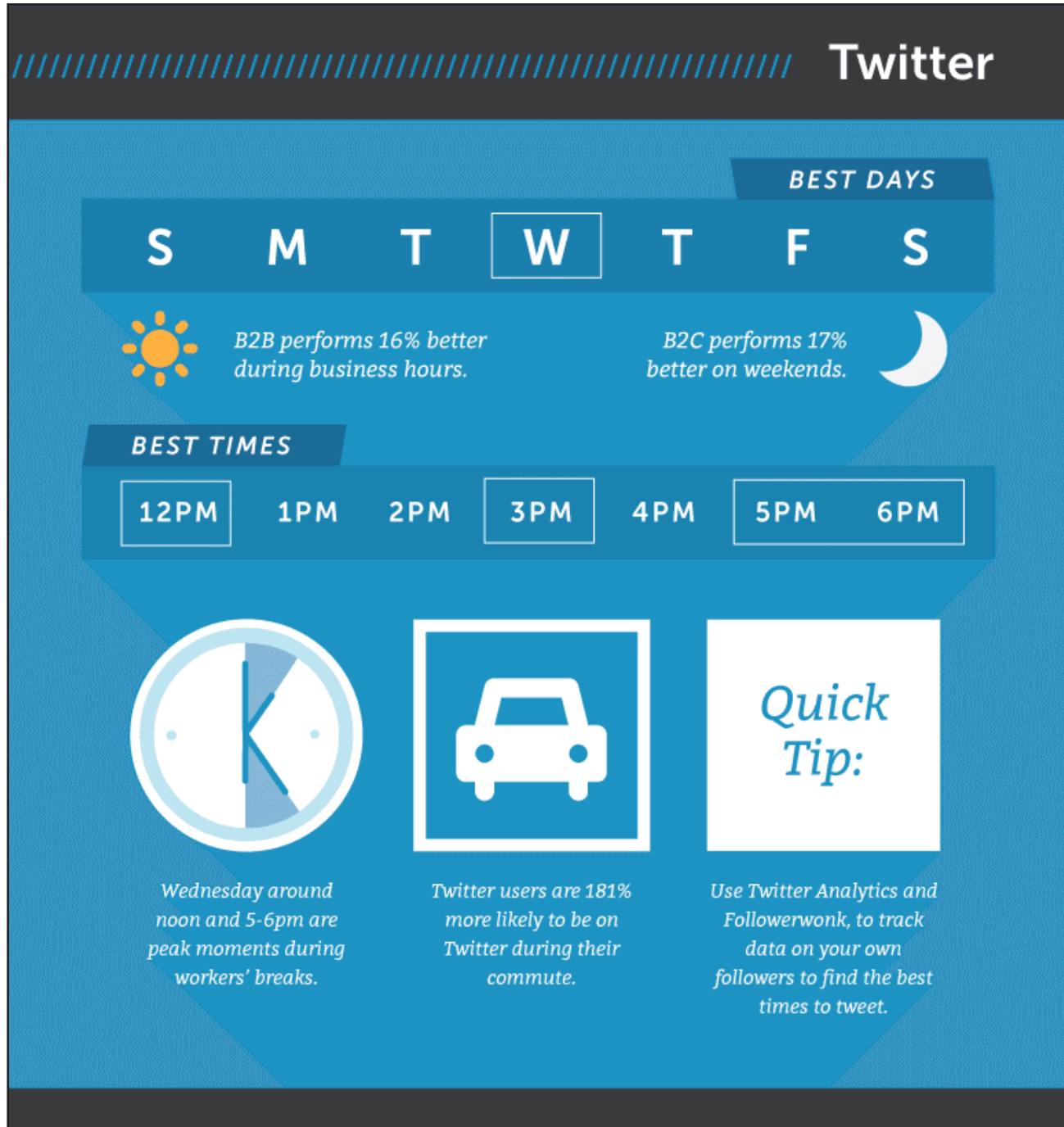
Best Times to Post

Facebook



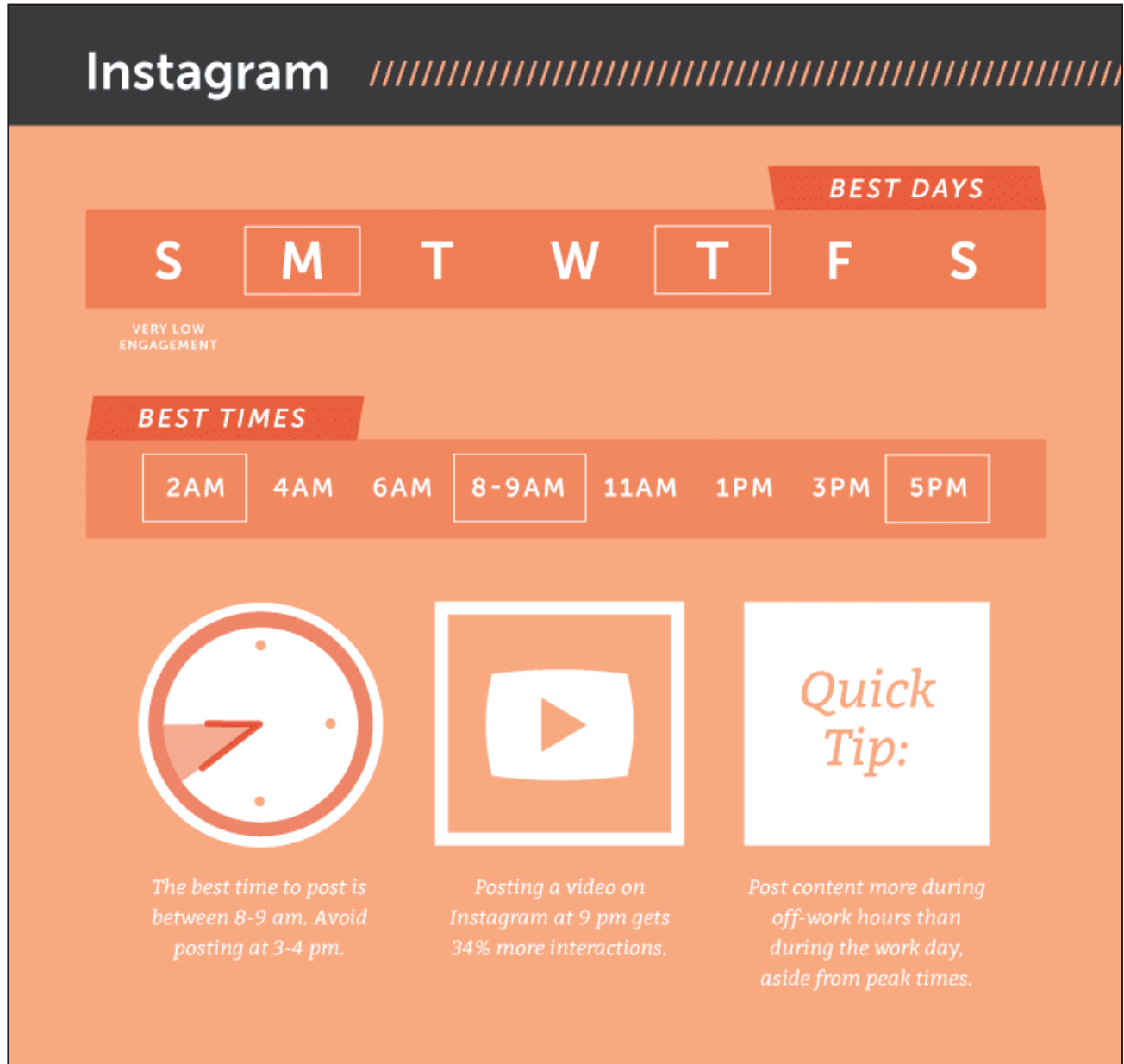
Best Times to Post

Twitter

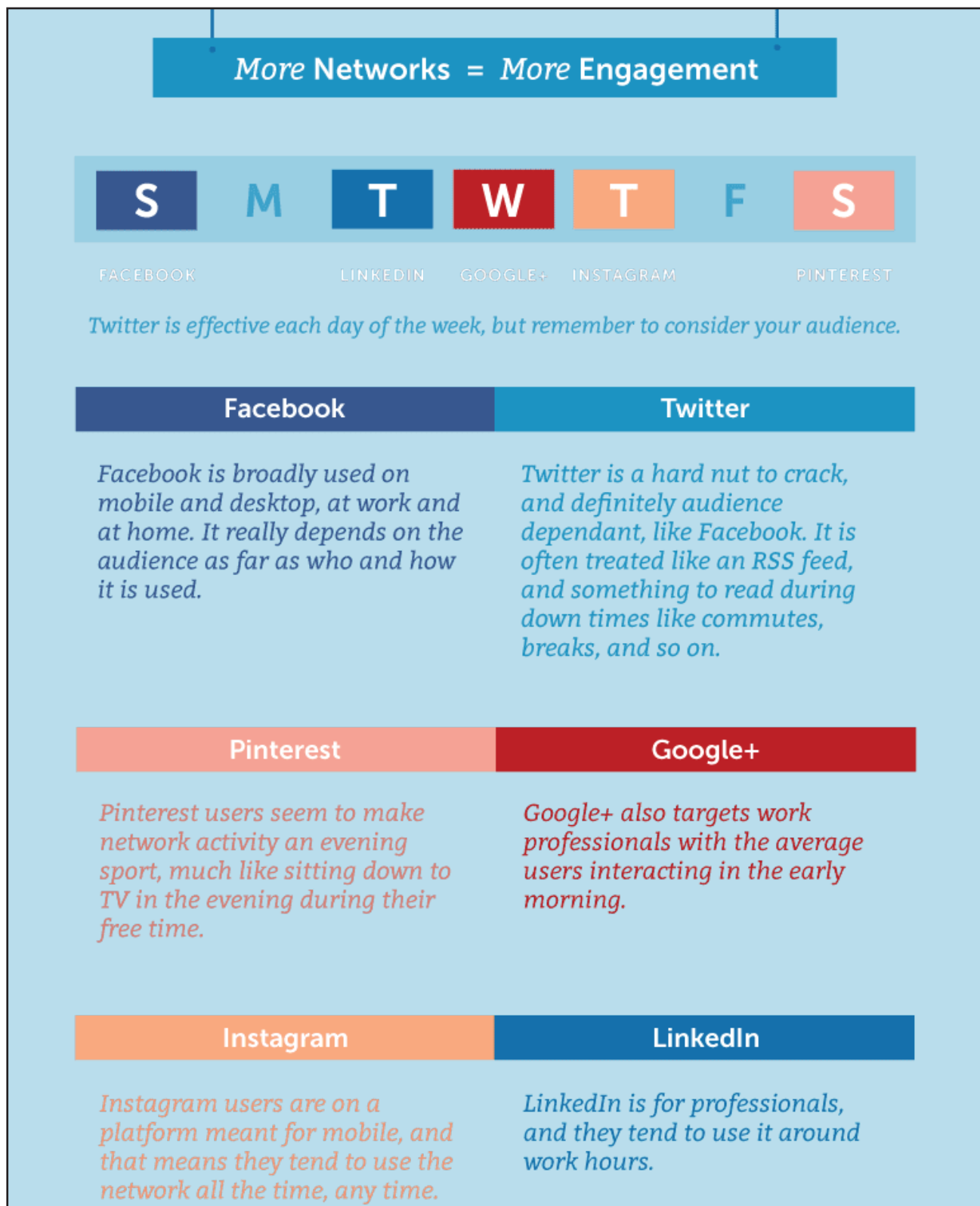


Best Times to Post

Instagram



Best Times to Post



Source: CoSchedule.com

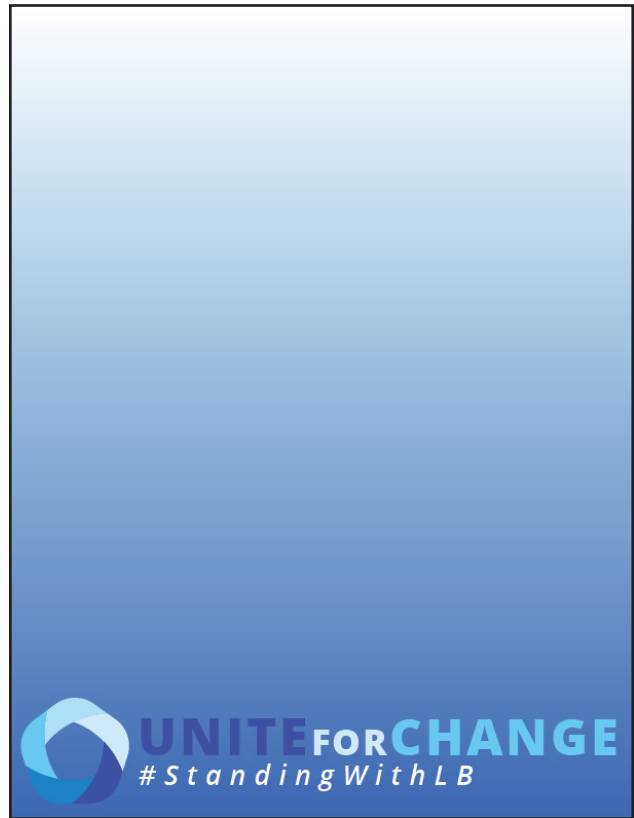
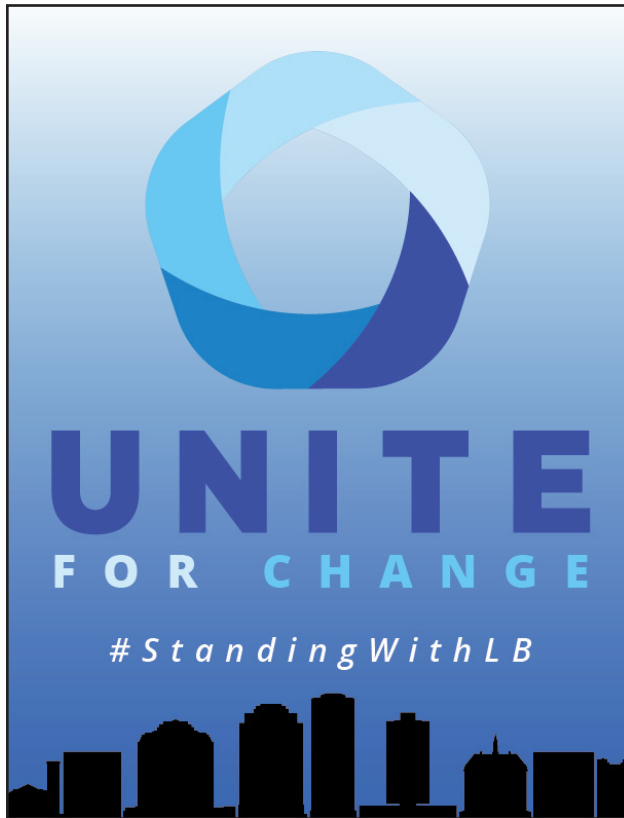
Part VI: Design

Logo

The logo is versatile as long as you use the color scheme. We chose a gradient of blue because it represented the colors of Long Beach. We thought the rings represented the different homeless categories and how they may be similar in some ways but, ultimately, they cannot be treated the same. The pentagon shaped one represents the unity within the campaign. The interlocking pieces give you that sense of unity and belonging. The design on the bottom resembles a wave, paying tribute to Long Beach but also representing the campaign with the color scheme.



Concept Flyers



Part VII: Press Release

Mock Press Release

Councilwoman Suzie Price
562-570-6300
<http://www.longbeach.gov.district3/>



City Hall Office
333 West Ocean Boulevard
Long Beach, California
90802

Unite for Change

FOR IMMEDIATE RELEASE

Contacts: (fill in contact information)

3rd District homeless work program volunteers hold first informational meeting at Long Beach Rescue Mission

LONG BEACH, Calif. (DATE) – For the first time since the 3rd District announced that they would be launching a homeless work program to help those experiencing homelessness, individuals experiencing homelessness will now be able to attend informational meetings at multiple homeless shelters and soup kitchens in Long Beach. On June 12, 2018, workers in the work program will be serving dinner and hosting a informational meeting about the work program at Long Beach Rescue Mission

“We are trying to create a trust between those experiencing homelessness and us, so this is a great way to help educate and inform those who might have misconceptions about what we’re trying to do and how we can help them,” Councilwoman Suzie Price.

Dinner will be provided by Price’s team and distributed to the attendees.

The homeless work program is being spearheaded by Price and her team of dedicated workers. The program is set to launch in mid July and will provide 15 individuals experiencing homelessness to pave the way in this journey.

For more information about this work program and how you can help, contact _____ at _____.

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