

COMMUNITY OUTREACH PLAN

**CENTURY +
RESTORATIVE
CARE VILLAGE**

Submitted by:
Urban Semillas, Project Outreach
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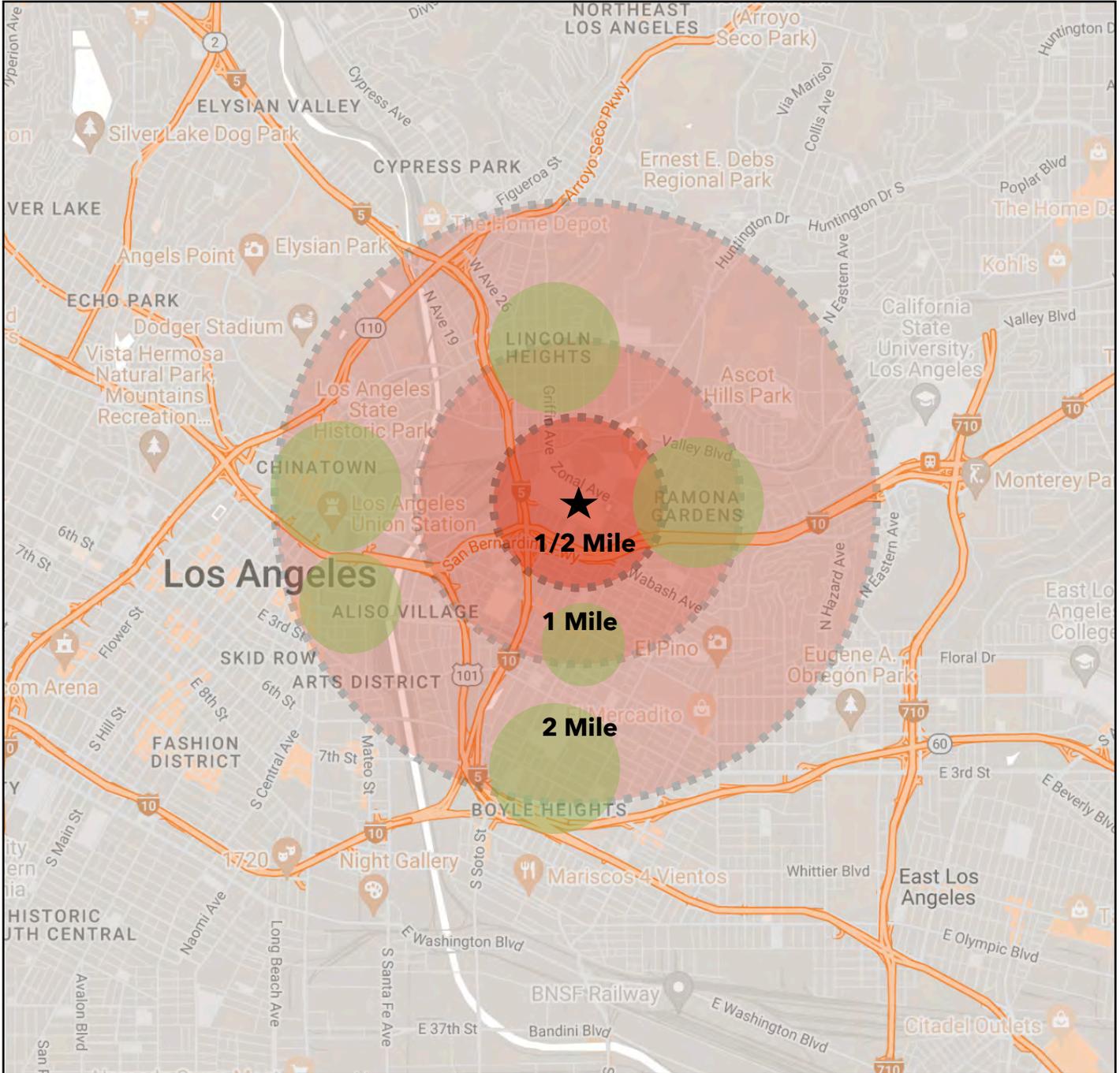
PLAN STRATEGY

The purpose of this plan is to propose a myriad of project community engagement strategies that builds on the community civic engagement efforts to date of the Health Innovation Community Partnership (HICP) related to the Restorative Care Village.

The outreach team, comprised of Urban Semillas, Heart Forward LA, and Century Housing, will coordinate with the HICP Subcommittee, LA County Development Authority, and LA County Supervisorial District 1 for feedback on proposed outreach strategies that seek to educate, engage, and captures feedback in ways that the community understand how their opinions and ideas are incorporated into the project planning and process.

Throughout the community outreach process of this project, we will provide at a minimum a bilingual (Spanish/English) effort on everything from collateral materials, presentations, stakeholder and resident communication, website, and public workshops and meetings. This includes having interpreters & equipment available at workshops and meetings as needed.

PROJECT COMMUNITIES



- ★ Project Area
- Project Radius (Approximately)

- Priority Outreach Areas for Canvassing

HICP & OUTREACH SYNERGY

Towards efforts of continuity, our outreach approach will build on the HICP’s process and role.

HICP Process and Role

Project Engagement Approach

Inform development projects on the LAC+USC Medical Center and USC Health Sciences Campus

Inform, educate, and gather community input about the Century + Restorative Care Village Project

Advise County development projects and priorities

We will diligently document all community input and provide these to the project team and HICP Subcommittee to inform project priorities

Identify and shape policy recommendations impacting the surrounding communities

We will diligently document all community input and provide these to the project team and HICP Subcommittee to inform policy recommendations

Be a strong and credible advocate for community interests

Throughout the outreach process, our approach will seek to uplift community voices

Secure community benefits for current and future residents (e.g., local hire, affordable housing, health services, etc.)

One of our public workshops will focus specifically on community benefits

Build a focus-driven collaborative of public, private, and community partners

Develop and maintain an online database that will capture, categorize, and prioritize stakeholders (individuals, organizations, community groups)

Build community leadership and capacity

Engage people who aren’t already at the table, offer multiple ways for people to contribute, create opportunities for participation, and capture stakeholder and resident comments and ideas

Meet regularly and participate in workgroups and community meetings to provide leadership and guidance, promote shared learning and collaboration

We will participate in meetings. Also, our community pop-ups will seek to inform the greater public by decentralizing the outreach and meeting people where they are

Meaningfully engage community voices and interests

Stakeholders feel engaged and their information valued throughout the project development. We will also deploy outreach treatments, like door-to-door flyering and onsite surveying, to assist in reaching those that do not have access to computers and internet

COVID

Current times, amidst COVID, requires us to rethink how we move forward with ensuring this project has proper community input and support, and that residents and stakeholders feel they are part of the project process; all while providing a safe space for engagement.

Throughout the outreach for this project, we propose to follow and adapt engagement activities based on the most recent county and local COVID guidelines. Strategies may be a mixture of in-person, online, and a hybrid of traditional and innovative outreach treatments, so people feel safe participating.

OUTREACH STRATEGIES

ONLINE DATABASE

Develop and maintain an online database that will capture, categorize, and prioritize stakeholder contacts. We will work with the project team and HICP Subcommittee to ensure those contacts that have been engaged to date are updated as part of this phase of engagement.

We will also use the database to keep track of points of contact, follow up needed, and next steps for those stakeholders that express a deeper interest in being engaged throughout the project phases.

The database will also assist us in developing an online heat map of existing organizations, individuals and targeted groups and stakeholders to better understand where we might have outreach gaps. We will work with the team and HICP Subcommittee to identify the desired outreach catchment area.

OUTREACH STRATEGIES

COMMUNITY WORKSHOPS

We will work with the project team to develop and deploy a series of three interactive public neighborhood-scale community workshops, two of these will focus on design and will take place at the beginning of the outreach process. Through these, we seek to augment and provide new opportunities for participation and capture stakeholder and resident comments and ideas.

These will serve as an opportunity to update, educate, and solicit input from the public on a variety of themes that will inform the project. We propose to coordinate outreach efforts with the HICP. In-person meetings will be scheduled in locations that are easy to access and familiar to the community.

WORKSHOP THEMES

- ◆ Design / Program
- ◆ Civic Art /
Community Benefits /
Off-site Improvements



OUTREACH STRATEGIES

HICP & COMMUNITY LEADERS

Attend meetings with the Health Innovation Community Partnership (HICP) and other Community Leaders. Beyond the general public reached at the community workshops, through a series of one-on-ones and smaller group meetings we will also engage community groups, elected officials at all levels of government and their staff, and business leaders.

The project team will strategize with the HICP Subcommittee and gather feedback from the county family, LA County Supervisor's office and Council District 14 to ensure the desired groups are reached.

OUTREACH STRATEGIES

POP-UP & TABLING STATIONS

In addition to community workshops, we propose to identify high-traffic community locations and well-attended community events to set up pop-up informational and data-gathering community outreach stations.

PROJECT SURVEY

In collaboration with the project team and with input from the HICP, we will develop a series of questions to be deployed as part of a project survey that captures community input. The survey will be deployed early on in the outreach process through a variety of platforms. For example, SurveyMonkey, Constant Contact, newsletters, and in partnership with community organizations.

OUTREACH STRATEGIES

SUGGESTED DECENTRALIZED MESSAGING

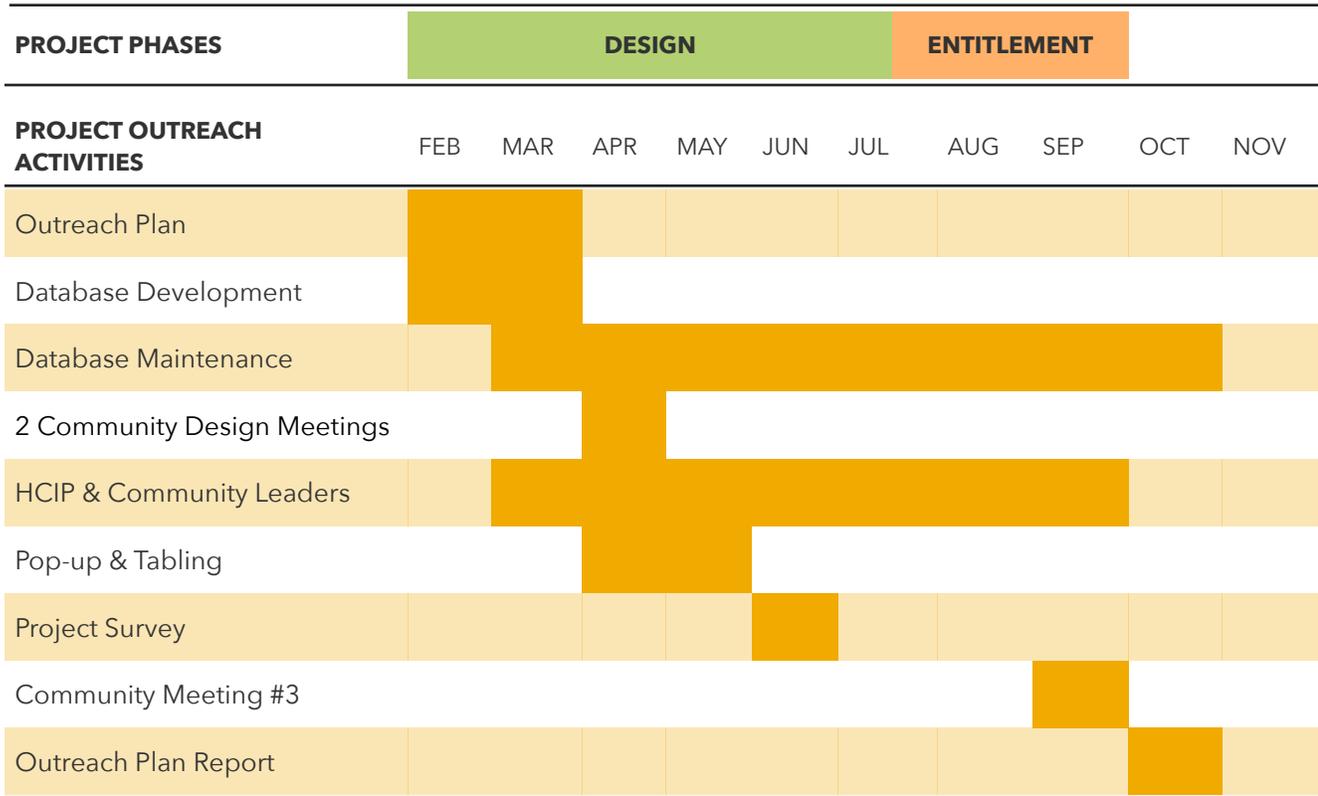
Lawn signs

Treat the community outreach for this project in a campaign-style format. For example, creating lawn-signs that can be placed around the community on sidewalk parkways and adjacent to the project site. The lawn-signs would mirror existing project messaging and have mostly an infographic design with a short prompt towards a centralized portal, for example, the project website: <https://centuryaffordable.org/restorativecarevillage/>. The lawn-signs should be formatted with large enough font that may be seen by people passing by them and concise information that can be remembered. The idea here is to help drive people to learn more about the project with an opportunity to sign up to receive more information by leaving us their contact information.

A-frames (sandwich boards) and banners

A-Frames and banners have proved to be a successful way to promote project and meeting information. These provide an opportunity for large messaging by placing them around the project site.

OUTREACH TIMELINE



OUTREACH TEAM ROLES



PROJECT DEVELOPER

- ✿ Coordinate Engagement Team
- ✿ Ensure Community Outreach Plan is implemented
- ✿ Meet regularly with HICP Subcommittee
- ✿ Meet with key local stakeholders



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COMMUNITY OUTREACH

- ✿ Draft Community Outreach Plan
- ✿ Carry out Community Outreach Plan
- ✿ Participate in HICP Subcommittee Meetings



RADICAL HOSPITALITY

- ✿ Conduct outreach to identify 'Radical Hospitality' partners and resources
- ✿ Participate in Community Outreach Activities
- ✿ Participate in HICP / HICP Subcommittee Meetings

OUTREACH TEAM PROFILE

Century Housing finances, builds, and operates exceptional affordable housing so that the people we serve may have a dignified home, a healthy and hopeful future and attain economic independence. Century's approach to community engagement reflects two foundational values: (1) Century's table always has room- whether ours or someone else's; and (2) Century cares. Supportive housing developments become permanent, long-term assets within a local community so caring about future neighbors, Century sees engagement as an opportunity to form open lines of communication, develop relationships, and most importantly, establish trust.



Brian D'Andrea
Senior VP of Housing

As Senior VP of Housing, Brian oversees Century's development and housing operations activities. In this role, Mr. D'Andrea is responsible for the 27-acre Villages at Cabrillo community in Long Beach that is home to more than 1,500 individuals. Additionally, he manages Century's development, property management, resident services, and asset management teams with a total of 72 team members.



Oscar Alvarado
VP of Housing

Oscar Alvarado is Century's Vice President of Housing Development. He has worked in affordable housing development in Los Angeles since 2005. Overseeing diverse projects serving families, seniors, veterans, the homeless, and the local workforce, across Southern California, that total well over 2,500 homes. In his role Oscar supervises a diverse, nimble and highly productive team of affordable housing development practitioners.



Gilbert Gonzales
Senior Development Manager

Gilbert Gonzales is a committed practitioner of affordable housing development. As Development Manager, he is motivated to move initiatives forward through skillful and artful project management and is driven by concepts of equity and impact. Gil is especially interested in opportunities for NOAH Preservation and development in High Opportunity Areas.

OUTREACH TEAM PROFILE

Urban Semillas is a social conscientious and community-based consulting firm. Our work is grounded on social and environmental justice issues. Our goal is to empower people at the grassroots-level and across sectors to participate in local and statewide issues that impact the communities they live in.



Miguel Luna
Outreach Lead

Miguel Luna is sought after and respected locally, regionally, and statewide for his expertise in working with diverse communities on social justice issues and advocacy, and for his ability to utilize community reconnaissance in order to develop and implement effective outreach tools and mechanisms for grass-roots coalition building and consensus. He specializes in cultivating relationships with and between community-based organizations, businesses, elected officials, environmental organizations, academia, governmental agencies, and individual stakeholders at the grass-roots level. His practice has a specific focus in fostering participation in planning efforts among people who might not have participated in the past and moderating effectively among people who might anticipate little common ground.



Brigette Calderon
Outreach Support

Ms. Calderon is an expert in working with the community at the grass-roots level and managing community engagement staff and projects. She can work with community members, business leaders, and elected officials alike. Brigette handles all outreach logistics from coordinating sponsorships, staffing booths at events, event planning, constituency building, and stakeholder project education.

OUTREACH TEAM PROFILE

The mission of Heart Forward LA is to transform the American mental health system through radical hospitality. We promote bold system change and advance radical hospitality along with the guiding principles that characterize the global best practice based in Trieste, Italy.



At century + Restorative Care Village, Heart Forward LA will focus on making connections that lead to additional service for residents focused on a whole health model centered on wellness, safe housing and finding purpose and belonging. Heart Forward LA will introduce a culture of “radical hospitality” into Century + RCV by building relationships that pour into the community (including, but not limited to, volunteers, classes and social connections) and create pathways for residents to explore opportunities outside of the community (such as, educational, transitional or permanent employment and volunteer roles.)

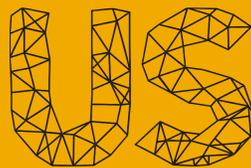


Kerry Morrison
Radical Hospitality

Kerry Morrison served for 22 years as one of the leaders in the economic revitalization success story in Hollywood where nearly \$5B in investment transformed this key neighborhood in Los Angeles. She led the Hollywood Entertainment District business improvement district (BID), from its inception to a \$7M organization. Her skills at coalition building and community outreach are evident in the expansion and multiple successful renewals of the District by property owners. Kerry founded Heart Forward LA, a nonprofit whose mission involves “transforming the American mental health system through radical hospitality.” Morrison has been working within supportive housing and board & care communities to introduce radical hospitality, with an emphasis on building community and creating pathways to purposeful engagement.

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