Los Angeles County Department of Mental Health
Strategy to Address Siting Issues

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Why was Addressing Siting Issues Important?

- Mental Health Services Act (MHSA) Community Services and Supports
  - New Programs would have to be sited

- MHSA Housing Program
  - Los Angeles County had $115 million that would be invested in new housing projects

- Identified as important by stakeholders during initial MHSA planning – Allocated $80,000
DMH’s Strategy to Addressing Siting Issues

- Siting Manual
- Training on How to Address Siting Issues
- Siting Technical Assistance
- Encouraged consumers/family members to speak at public hearings
Hired Government and Community Affairs Strategies

- National Public Affairs firm in area of land use public relations and siting controversial projects

Developed a manual on Successful Siting Strategies that included:

- Tools to use
- Best practices
- DMH Protocols (e.g. notifying Board Office)
A Guide to Successful Siting Strategies

This manual contains information on:

- Creating a community outreach plan
- Preparing your lobbying plan
- Holding an open house
- Organizing successful affordable housing tours
- Sending the right non-verbal signals
- Good neighbor agreements
- Dealing with an angry public
- Dealing with hostile questions
- Messages that work
- The impact of supportive housing on surrounding neighborhoods
- Anti-NIMBY tools
- Strategies for working with a consolidated plan
- Zoning 101
- Fair housing
- Golden Rod
- Los Angeles County Supervisory Districts

www.dmh.lacounty.gov
Our Services > Housing > Housing Related Links > A Guide to Successful Siting Strategies
Provided Training on Siting Strategies

- Introduced the Manual
- Education about siting strategies including vignettes
- Presentations by individuals that had experience siting programs/housing
- Provided information about available siting technical assistance
Provided Opportunities for Siting
Technical Assistance
Solicitation for Siting Experts

- Request for Statement of Interest to identify experts
  - Five Categories of Expertise
    - Affordable Housing Development
    - Public Relations
    - Land Use and Zoning
    - Fair Housing Laws
    - Development Financing

- Developed a Master Agreement List of Eligible Responders
Requests for Siting Technical Assistance

- Made available to mental health providers and supportive housing developers that receive MHSA funds

- Developed a guideline/procedure for requests for technical assistance consultation for up to $10,000 per project
  
  - Provider/developer must submit the Siting Technical Assistance Request form to describe the project and technical assistance needed.

  - DMH matches the agency with the consultant/trainer who best fits the agency’s needs
Requests for Siting Technical Assistance

- Based on needed expertise, DMH requests work plans from entities on the master agreement list that have the required expertise.

- DMH selects an expert based on the work plan.

- Develop Statement of Work with Fee Schedule.
Examples of Requests for Technical Assistance

- New TAY Permanent Supportive Housing Project
  - Project discontinued

- Institutions for Mental Disease Step Down Program
  - Community Outreach
  - Research relevant laws and ensure compliance

- MHSA Housing Program TAY and Adult Permanent Supportive Housing Projects
  - Develop siting strategy
  - Community Outreach
  - Research relevant laws and ensure compliance
Encouraged Siting Support from Mental Health Consumers and Family Members

- Participation in public hearings
  - Those that live in Permanent Supportive Housing
  - Family members of consumers
  - MHSA Housing Advisory Board Members