

Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at [NCsupport@lacity.org](mailto:NCsupport@lacity.org).

This is an automated response, please do not reply to this email.

#### Contact Information

Neighborhood Council: Central Hollywood Neighborhood Council

Name: Louis Abramson

Phone Number: 7733833576

Email: [labramson.chnc@gmail.com](mailto:labramson.chnc@gmail.com)

The Board approved this CIS by a vote of: Yea(6) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 09/29/2020

Type of NC Board Action: For

#### Impact Information

Date: 01/13/2021

Update to a Previous Input: Yes

Directed To: City Council and Committees

Council File Number: 20-0862

Agenda Date:

Item Number:

Summary: The Central Hollywood Neighborhood Council SUPPORTS the 30 June 2020 motion by CMs Krekorian, O'Farrell, and Martinez to have the relevant City bodies report on/provide recommendations for a new outreach and feeding program for LA's seniors, including an analysis of funding and service gaps; a review of the Senior Meal Emergency Response Program (SMERP); a geographical breakdown of community participation/areas where seniors requested but did not receive assistance; recommendations to improve restaurant participation; and a review of federal, state, county, and non-profit programs. Our COVID relief effort gave us experience in food delivery to seniors and insights into service gaps. We attach a summary of that program to this CIS and base the following thereupon.

Elvina Beck – President  
Ferris Wehbe – Vice President  
Daniel Perez – Treasurer  
Roger Davis  
Charles Taylor  
Eman Al-Hassan  
Louis Abramson, PhD  
Alexander Massachi  
Joe Rehfeld



Post Office Box 93907, Hollywood  
California 90093  
[www.chnc.org](http://www.chnc.org)

**1.07.2021**

**To:** City Council and Committees

**Re:** Council File 20-0862: Senior Emergency Response Program / Great Plates / Council Led Program / Food and Delivery Assistance / COVID-19 Pandemic

The Central Hollywood Neighborhood Council (CHNC) **SUPPORTS** the 30 June 2020 motion by CMs Krekorian, O'Farrell, and Martinez to have the relevant City bodies report on/provide recommendations for a new outreach and feeding program for LA's seniors, including an analysis of funding and service gaps; a review of the Senior Meal Emergency Response Program (SMERP); a geographical breakdown of community participation/areas where seniors requested but did not receive assistance; recommendations to improve restaurant participation; and a review of federal, state, county, and non-profit programs. **Our COVID relief effort gave us experience in food delivery to seniors and insights into service gaps.** We attach a summary of that program to this CIS and base the following thereupon.

From 19 March to 15 May 2020, CHNC led the effort to find and feed food-insecure people aged 65+ in Hollywood. We recruited over 150 volunteers to make over 5,500 calls to over 2,700 seniors in English, Spanish, Russian, Armenian, and Korean. Our first round of calls was completed before LA County saw 50 COVID deaths. By the program's end 8 weeks later, over 700 seniors expressed need and were delivered free food at home. In sum, over 32,000 lbs of food---mainly in the form of fresh produce---were distributed via 2,120 deliveries largely from our centralized food hub at The Hollywood Schoolhouse.

Exit interviews conducted for each CHNC client revealed 93% to be renters, 41% to exhibit USDA-standard food insecurity, 46% to have chronic health conditions, with perhaps 80% being severely socially isolated (i.e., having no second contact person). Nearly 1/3 of clients suffered from both chronic health conditions and food-insecurity; 2/3 spoke little or no English.

Our hotline received an average of 235 calls per week. Via this system and our volunteer phone bank, we connected all of our clients to other food resources---including SMERP---prior to shutting down, ensuring no one was left unaided once our assistance ended.

Based on that experience, we suggest the following:

1. **HCID and HACLA should be part of the new program's roll-out.** Need is concentrated at the building---not just neighborhood---level. 43% of our clients lived in buildings containing at least 4 other clients. Property managers can therefore serve as key

outreach touchpoints. Language was also highly correlated within buildings, such that food-insecure Russian speakers, e.g., lived with other food-insecure Russian speakers. Outreach should be designed with this correlation in mind.

2. **Operators should be fluent in all major LA-area languages.** SMERP use was complicated and likely degraded by language barriers. Clients reported being unable to speak to SMERP operators in languages other than English and Spanish. In Central Hollywood, at least Russian, Armenian, Korean, and Tagalog would be needed in addition.
3. **Delivering produce allows clients to retain agency over their meals, which makes them happy.** Our clients preferred fresh produce to prepared meals. While SMERP fulfilled the dual purpose of supporting restaurants and feeding seniors, solutions focused only on the latter should deliver fresh foodstuffs when possible. We saw a significant improvement in client satisfaction when we switched from delivering LA Food Bank boxes to grocery bags filled with fruits and vegetables. Our clients' mental health benefited from being able to cook their own, culturally appropriate meals. The new program should support that end.
  - a. We are highly supportive of the Dept. of Aging's (DoA's) recommendation to create a Farmers' Market Voucher. We hope such goods can also be delivered.
4. **Leverage the NCs for outreach, but it must be offline.** Twelve NCs requested our outreach infrastructure; 10 used it to assist their own seniors. These NCs comprise nearly 300,000 Angelenos. As such, there is clear potential in distributed NC outreach. **However**, while online tools should be exploited, **the vast majority of CHNC's clients were not internet-enabled.** Our outreach was based on telephone contact for that reason. Indeed, our hotline saw its largest surge the day a *letter* we mailed to seniors we could not reach by phone arrived (circa 2 April). **The NCs should be equipped with good offline databases to enable effective outreach. Such information---e.g., voter files---should be distributed with proper training and security protocols.**
  - a. CHNC did rely on online neighbor-to-neighbor outreach for our first phase of operations via the KinderTogether app. This app connected any active neighbors to individual requests for items they could source from local stores. Payment and COVID concerns arose, however, such that this system was replaced in favor of centralized, weekly deliveries from our food hub.
5. **Collaborate with social isolation campaigns and LAPD/LAFD.** As stated, the majority of our clients lived alone. Part of our success was in shoring-up these seniors' social connections to the greater Hollywood community via our deliveries and weekly check-in calls. Anecdotally, our reliance on LAPD Hollywood Div. for many deliveries aided this effort: seniors enjoyed the arrival of an officer "here to help." **Food is a community bond; design the program to nourish a community as it nourishes its members.**
  - a. We plan to compile a cookbook with recipes from our seniors, who embody LA's rich cultural heritage. This homage to their food is a recognition of their value to our community, and could be a natural extension of any food-insecurity program.

6. **Work with NCs to create gardens and edible landscapes.** We concur with this recommendation from the DoA.

7. **Mobilize volunteers to end hunger, but recognize that volunteers cannot end hunger.** We relied almost entirely on volunteers. This was critical to our community-building aims, but unsustainable. Volunteers have tremendous energy, but **a robust program cannot be predicated on them because its mission is by definition not their long-term priority.** We found phone volunteering, e.g., to decrease by at least a factor of two over the 8 weeks of our program. Volunteers should be welcomed and respected as a key component of a new program, but that program must be designed from the start with contingencies for decreased volunteerism. It is the government's job to provide social services, not kindhearted neighbors or, in many cases, strangers.

CHNC looks forward to working to make Los Angeles a place where no person is hungry. We applaud the Council's efforts to achieve this end.

APPROVED  
29 September 2020  
6 Yea  
0 Nay  
0 Abstain  
0 Recuse  
3 Absent



# COVID-19 Senior Food Relief Program

Summary of operations

CHNC + LA COVID Response Team Members

26 May 2020

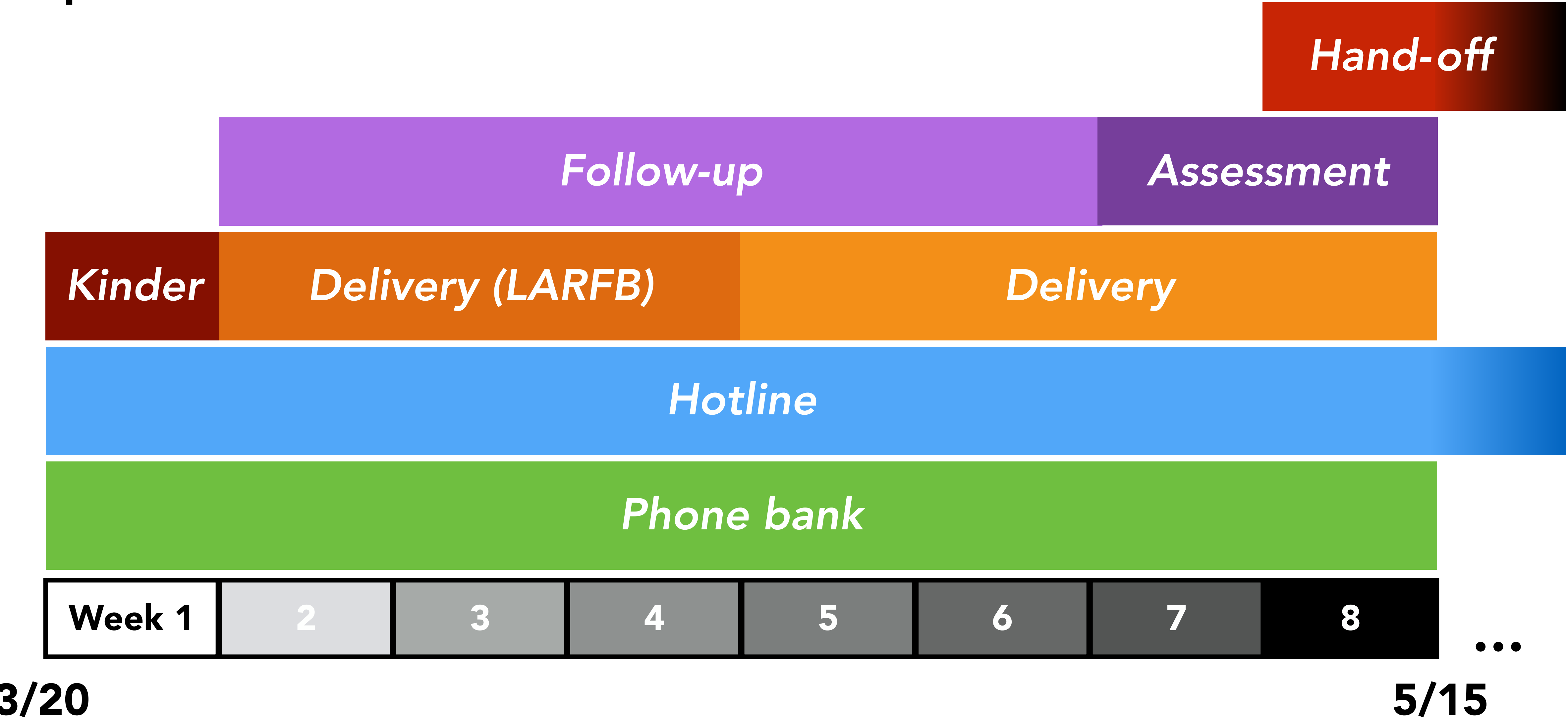


# Summary

- Servicing operations start: **20 March 2020**
- Servicing operations end: **15 May 2020**
  - **8 weeks**, 7 in primary configuration.
- Volunteers: **167** registered
- Seniors serviced: **703**
- Status as of 26 May:
  - Outreach: **shut down**
  - Deliveries: **shut down**
  - Assessments: **≥97% complete**
  - Hotline: **open**
- Involved support from/discussions w/ all governments from the neighborhood to the federal level.



# Operational timeline



# Core team members

<b>Elvina Beck</b> Intergovernmental affairs, Russian lang. affairs, funding	<b>Ferris Wehbe</b> Nonprofit relations, funding, logistics	<b>Spencer Hillman</b> Logistics, delivery lead	<b>Louis Abramson</b> Data, infrastructure, phone systems lead
<b>Kerry Morrison</b> Strategy consulting, nonprofit + business liaison	<b>Rich Sarian</b> Business liaison, funding	<b>Daniel Polansky</b> Follow-up/ assessment lead	<b>Oli Diaz</b> Hotline lead





# Structure + Aims

- Ensure Hollywood's most at-risk residents received critical psycho-social and material support during the first wave of COVID-19.
  - Service component — deliver food.
  - Governance component — connect to additional services.
- **Three-pronged program:**
  1. **Phone bank** — cold-call seniors who registered to vote w/ a phone number.
  2. **Delivery** — get food to seniors who request it.
  3. **Follow-up** — maintain contact w/ seniors and provide social support.



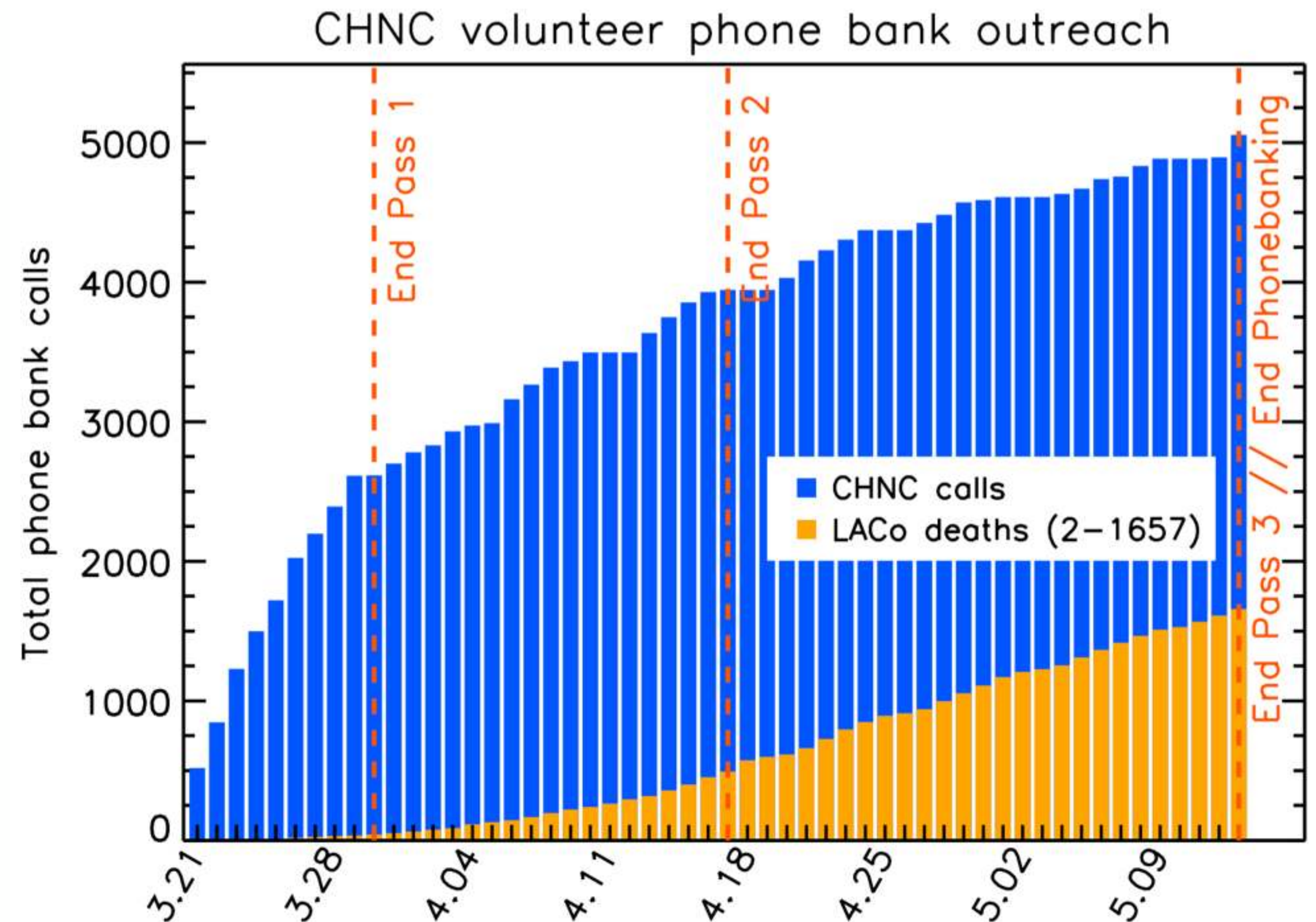
Phone bank

# Phone bank **outreach** enabled rapid need identification

- Main outreach asset: LA City voter file
  - Enabled remote outreach via phone, mail → **uniquely rapid response.**
- Pool: **all people aged 65+ registered to vote with a phone number in zips 90028 + 90038.**
  - **2722** people; 55% of numbers out-of-service.
  - Mail outreach to those registered w/o a number or w/ disconnected lines.
- Volunteers made **3 full passes (5055 calls, total).**
  - One made over 1000 calls; many made over 100.

# Phone bank let CHNC lead LA's response

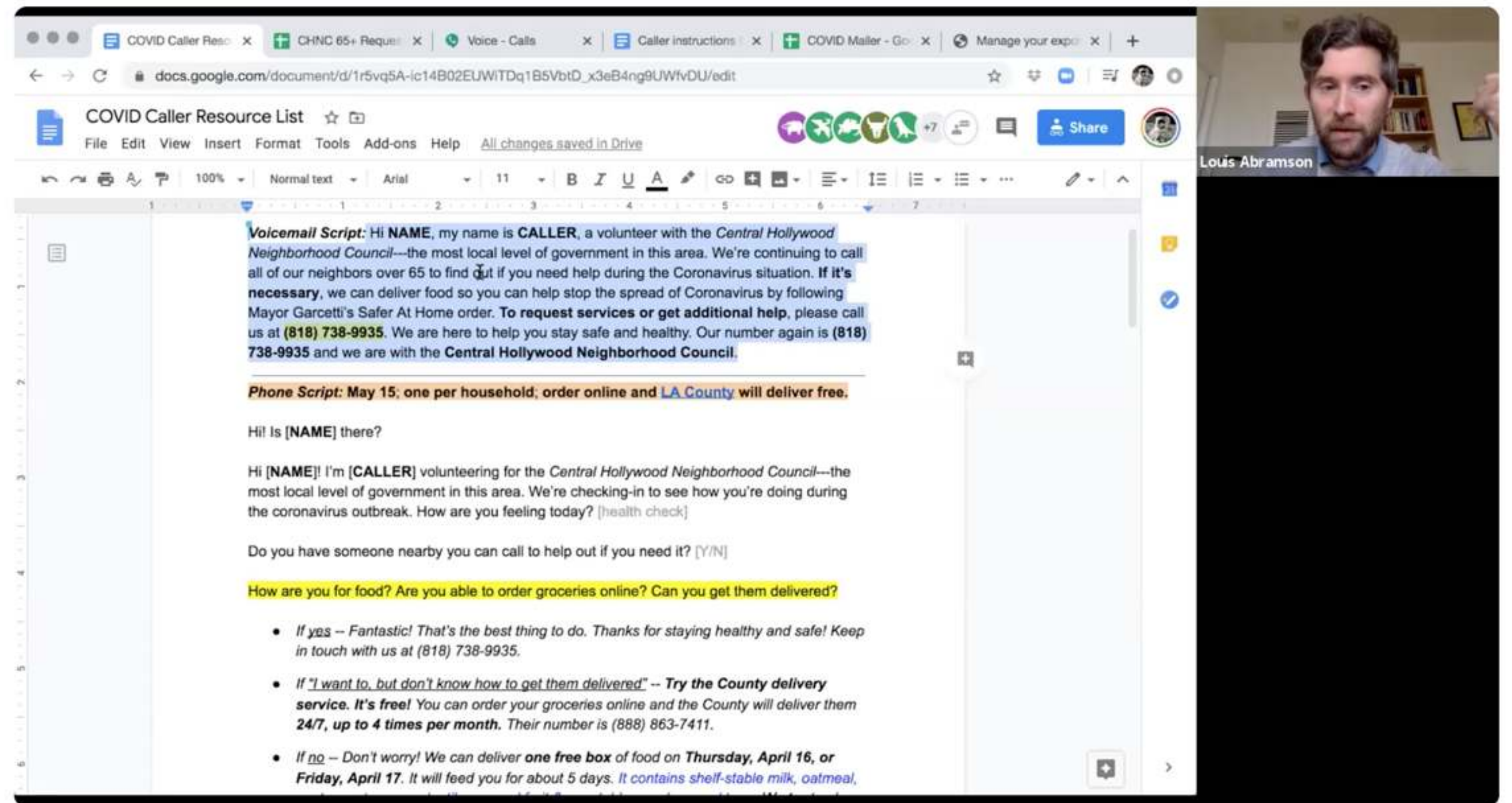
- Outreach began at 2 COVID deaths in LA County.
  - **Pass 1 completed before 50 fatalities.**
- Meaningfully ahead of LA's COVID curve.
  - A rapid response saves lives.





# All volunteers were trained

- 15—30 min zoom to go over **script** + protocols
- All data locked after each call pass.



The screenshot shows a Google Docs document titled "COVID Caller Resource List" with a URL of docs.google.com/document/d/1r5vq5A-ic14B02EUWITDq1B5VbtD\_x3eB4ng9UWfvDU/edit. The document contains two main sections: a "Voicemail Script" and a "Phone Script".

**Voicemail Script:** Hi NAME, my name is CALLER, a volunteer with the Central Hollywood Neighborhood Council—the most local level of government in this area. We're continuing to call all of our neighbors over 65 to find out if you need help during the Coronavirus situation. If it's necessary, we can deliver food so you can help stop the spread of Coronavirus by following Mayor Garcetti's Safer At Home order. To request services or get additional help, please call us at (818) 738-9935. We are here to help you stay safe and healthy. Our number again is (818) 738-9935 and we are with the Central Hollywood Neighborhood Council.

**Phone Script:** May 15, one per household, order online and LA County will deliver free.

Hi! Is [NAME] there?

Hi [NAME]! I'm [CALLER] volunteering for the Central Hollywood Neighborhood Council—the most local level of government in this area. We're checking-in to see how you're doing during the coronavirus outbreak. How are you feeling today? [health check]

Do you have someone nearby you can call to help out if you need it? [Y/N]

How are you for food? Are you able to order groceries online? Can you get them delivered?

- If yes — Fantastic! That's the best thing to do. Thanks for staying healthy and safe! Keep in touch with us at (818) 738-9935.
- If "I want to, but don't know how to get them delivered" -- Try the County delivery service. It's free! You can order your groceries online and the County will deliver them 24/7, up to 4 times per month. Their number is (888) 863-7411.
- If no — Don't worry! We can deliver one free box of food on Thursday, April 16, or Friday, April 17. It will feed you for about 5 days. It contains shelf-stable milk, oatmeal,



# Script had links to additional services

- Connect people to robust services as needs were assessed.
  - *Seniors largely off-line; analog resources critical.*
- **Lesson:** Language barriers in gov. programs a concern.

**BEFORE YOU GO -- our service will end May 15!** Contact these to stay fed!

- **LA County free delivery:** (888) 863-7411; [newfreedom.lacounty.gov](https://newfreedom.lacounty.gov); pay for groceries, delivery is free; use up to 4 times per month.
- **LA Dept of Aging meals:** (213) 482-7252; [aging.lacity.org](https://aging.lacity.org); 5 free meals delivered on Mondays; non-Kosher, non-low sodium.
- **Mayor Garcetti's food initiative:** (213) 263-5226; <https://aging.lacity.org/seniormeals>
- **Meals on Wheels:** (213) 484-7775; 1 hot + 1 frozen meal 3 delivered times per week at \$2.50/meal.

Call us back at: (818) 738-9935 • Email: [relief@chnc.org](mailto:relief@chnc.org)

- 
- **Project Angel Food:** (323) 845-1800; [www.angelfood.org](https://www.angelfood.org); deliver free meals to homebound/chronically ill people.
  - **The Disaster Distress Helpline:** (800) 985-5990; <https://www.samhsa.gov/find-help/disaster-distress-helpline>; 24/7/365 counseling and support to people experiencing emotional distress related to natural or human-caused disasters.

## City/County/Fed numbers and website:

- Text the word "READY" to 888-777 to get official City news by text message.
- Call 211 for LA County services 24/7 -- if they don't have a doctor or for **rides to doctor**.
- The Centers for Disease Control: [www.CDC.gov](https://www.CDC.gov)
- LA County Food Resource: <https://food-resources-lacounty.hub.arcgis.com/>
- LA County Service Listing: <https://covid19.lacounty.gov/>
- LA County Public Health Department: <https://PublicHealth.LACounty.gov>
- LA County Critical Delivery Program: <https://newfreedom.lacounty.gov/>
- Mayor Garcetti's coronavirus page: <https://corona-virus.la/>
- Central Hollywood NC on Twitter ([https://twitter.com/CHNC\\_LA](https://twitter.com/CHNC_LA)) or Nextdoor.

# General pool statistics from Pass 3

- Total households: **1179**
  - **1019 + 160** w/o + w/ known help
- Total seniors: **1487**
  - **1298 + 189** w/o + w/ known help
- Senior is only registered voter in household? **45%—52%**
- Cell use: **50%—60%**



Review our progress on Twitter [@CHNC\\_LA](https://twitter.com/CHNC_LA/status/1243309691960045568?s=20):  
[twitter.com/CHNC\\_LA/status/  
1243309691960045568?s=20](https://twitter.com/CHNC_LA/status/1243309691960045568?s=20)



Hotline



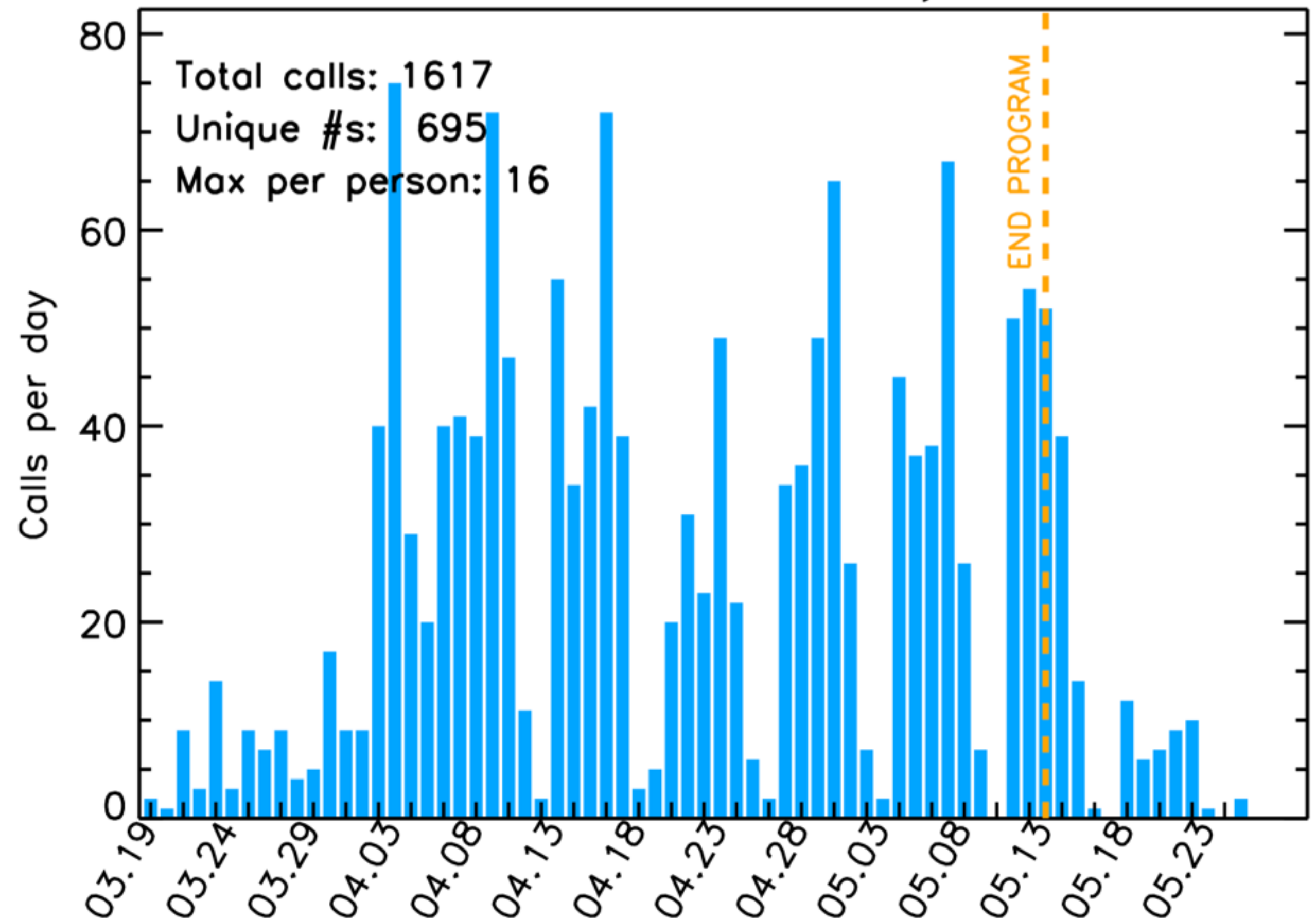
# Hotline enabled “inreach”

- Let us maintain contact with senior clients + aid people we were unable to target w/ outreach.
  - Example: non-citizens.
- Received **1516 calls** during major operations **from 676 numbers**.
  - Up to 15 calls from individual seniors.

# A true hotline

- Up to 75 calls per day.
- Staffed by 3 people in English, Spanish, Russian.
  - 7 days/wk at first; then M-F 9a to 5p.
- **Remains open**
- Became major source of service requests around week 3.

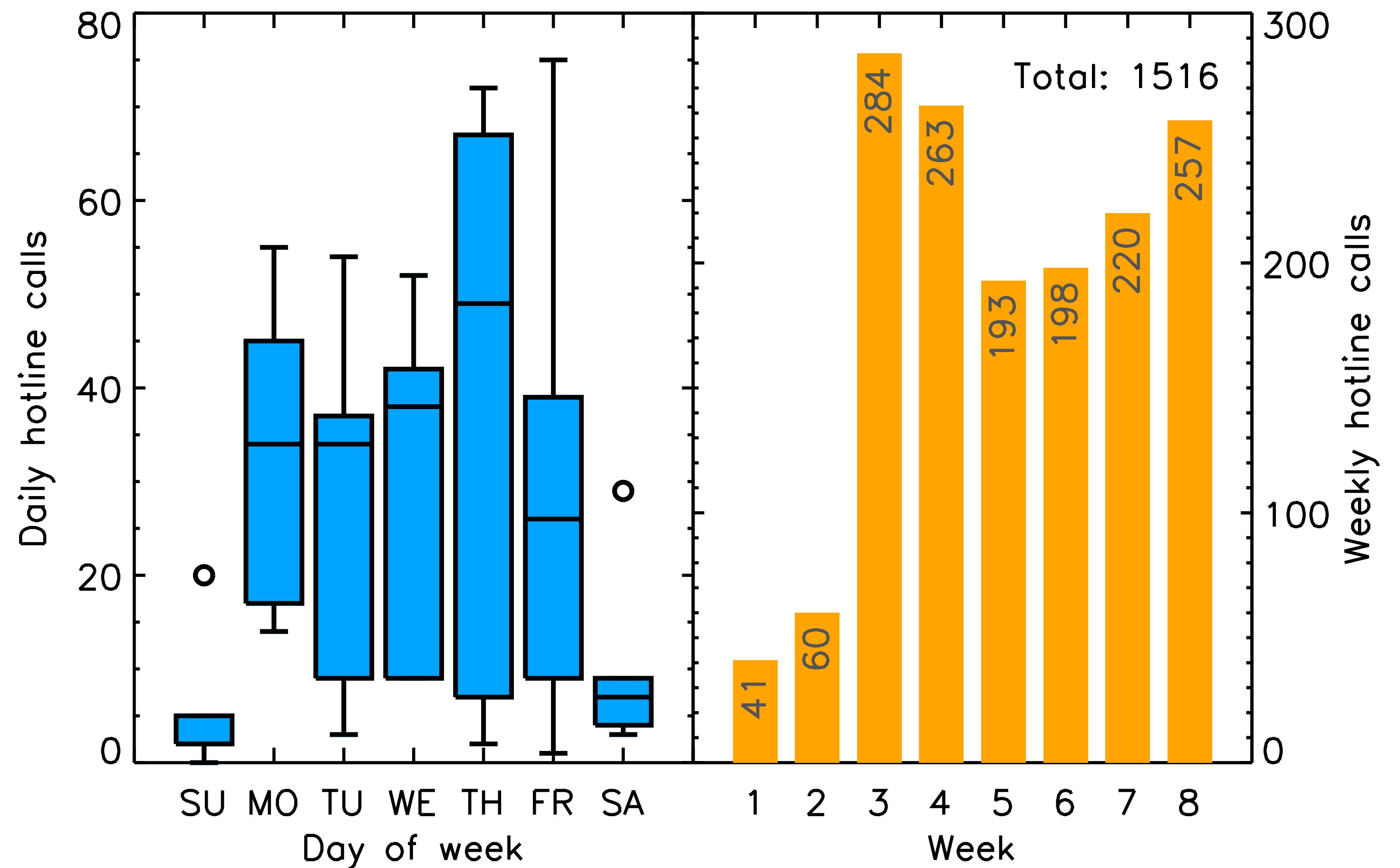
CHNC COVID19 Hotline as of Mon May 25 14:32:21 2020





# Inreach proved critical

- Heroic operators
  - Oli Diaz — Spanish
  - Anastasia Kouriatova, Elvina beck — Russian
- Peak traffic was Thurs (delivery days)
  - Averaged **235 calls per week** during main operations.





Delivery

# Deliveries further set our work apart

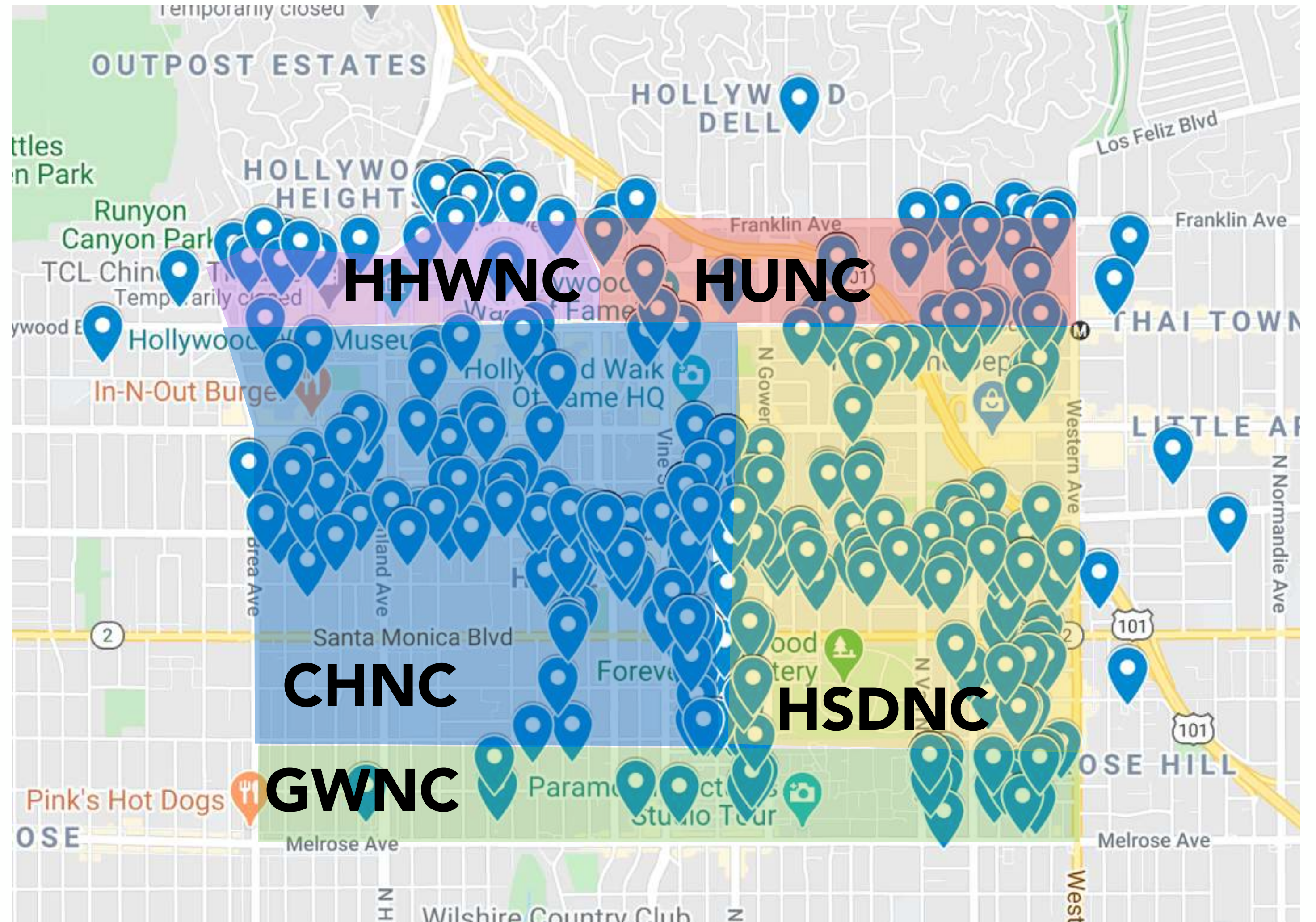
- Beyond connecting seniors to services, ***we served.***
- 3 phases:
  - **March 20—30:** on-the-fly by *KinderTogether*
    - Peer-to-peer mutual aid app; critical to response till volume became too high.
  - **April 2—16:** centralized delivery weekly on Thurs; dry goods boxes from the *LA Regional Food Bank* + fresh produce.
  - **April 23—May 14:** centralized delivery weekly on Thurs; produce bags + by bread, cheese, eggs, milk, masks.



# Service footprint — 90028 + 90038

- All of CHNC + HSDNC
  - 48% clients in CHNC
- All of HHWNC + HUNC in 90028 (300+ households)
- Some GWNC

CD	InArea	65+	BeingServiced
04	6235	635	63
05	657	85	1
13	25632	3995	565





Packing + delivery  
volunteers were trained,  
wore PPE





# Deliveries were an outreach opportunity

- Every delivery included a service update, sanitation reminder, other info on a multilingual flier.

**Important Food Service Changes!**

Meals on Wheels . . . . .	(213) 484-7775
LA County delivery service . . .	(888) 863-7411
Mayor Garcetti's meal program ..	(213) 263-5226
LA Dept of Aging meal program ..	(213) 482-7252
Project Angel Food . . . . .	(323) 845-1800

**IMPORTANT!** Our service will end May 15. If you will need help after May 15, call one of the above organizations right away to enroll in their programs. Before May 15, you must call our hotline at (818) 738-9935 to receive additional deliveries from us.

**¡AVISO!** Nuestro servicio finalizará el 15 de Mayo. Si necesita ayuda después del 15 de mayo, llame de inmediato a una de las organizaciones que mencionamos arriba para inscribirse en sus programas. Antes del 15 de Mayo, tiene que llamar a nuestra línea directa (818) 738-9935 para recibir entregas adicionales de nosotros.

**ВАЖНО!** Наш последний день доставки продуктов будет 15 Мая! Если вам требуется помощь с доставкой до 15 Мая звоните на нашу горячую линию - 818-738-9935. Если вы нуждаетесь в помощи после 15 Мая как можно скорее позвоните в одну из вышеуказанных организаций, чтобы записаться на их программы.

**հԱՐՆՎՈՐ** Մեր ծառայությունը կավարտվի մայիսի 15-ին: Եթե մայիսի 15-ից հետո օգնության կարիք կունենաք, անհրաժեշտ դանդաճարեք վերը նշված կազմակերպություններից որևէ մեկին՝ իրենց ծրագրերում ընդգրկվելու համար: Մայիսի 15-ից առաջ դուք պետք է դանդաճարեք մեր թեժ գիծ (818) 738-9935 հեռախոսահամարով՝ մեզինք լրացուցիչ առաքումներ ստանալու համար:

**알립니다!** 이 서비스는 5월 15일에 종료됩니다. 5월 15일 이후 도움이 필요하신 분들은 위 단체들 중 하나에 연락하셔서 등록하시기 바랍니다. 식료품이 더 필요하신 분들은 저희 핫라인 (818)738-9935 로 5월 15일 전까지 전화하십시오.

**CHNC**  
Central Hollywood Neighborhood Council

**Wash food before eating!**  
**¡Lave la comida antes de comer!**  
**Мойте продукты перед едой!**  
**Կերակուրը լվացեք նախքան Ուտելուց!**  
**먹기 전에 음식 재료를 꼭 씻으십시오!**

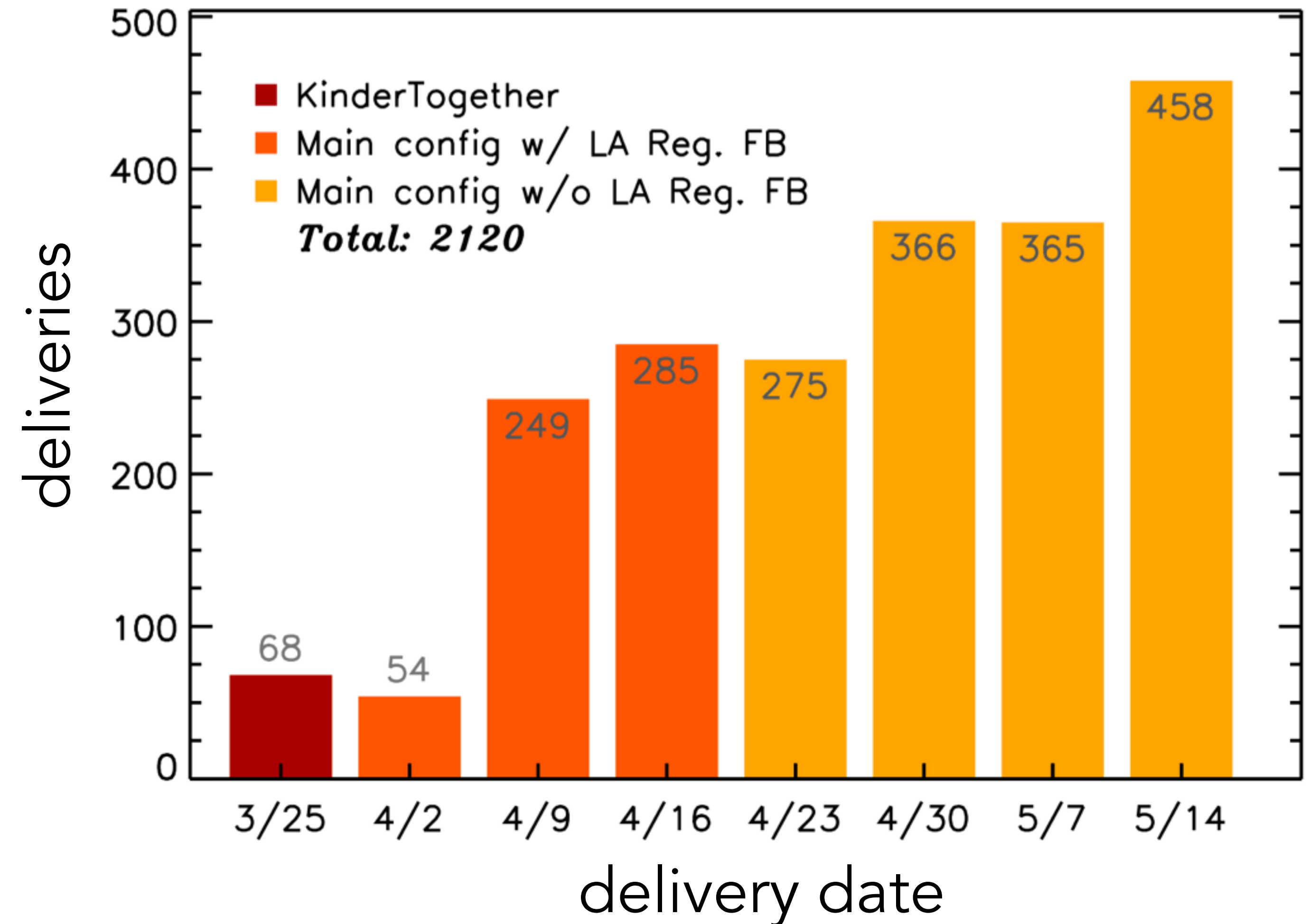
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**Fill out your census!**  
**¡Complete el censo!**  
**Заполните свою перепись!**  
**Հրաջրեք ձեր մարդահամարը:**  
**인구 조사를 작성하십시오!**

**CHNC**  
Central Hollywood Neighborhood Council

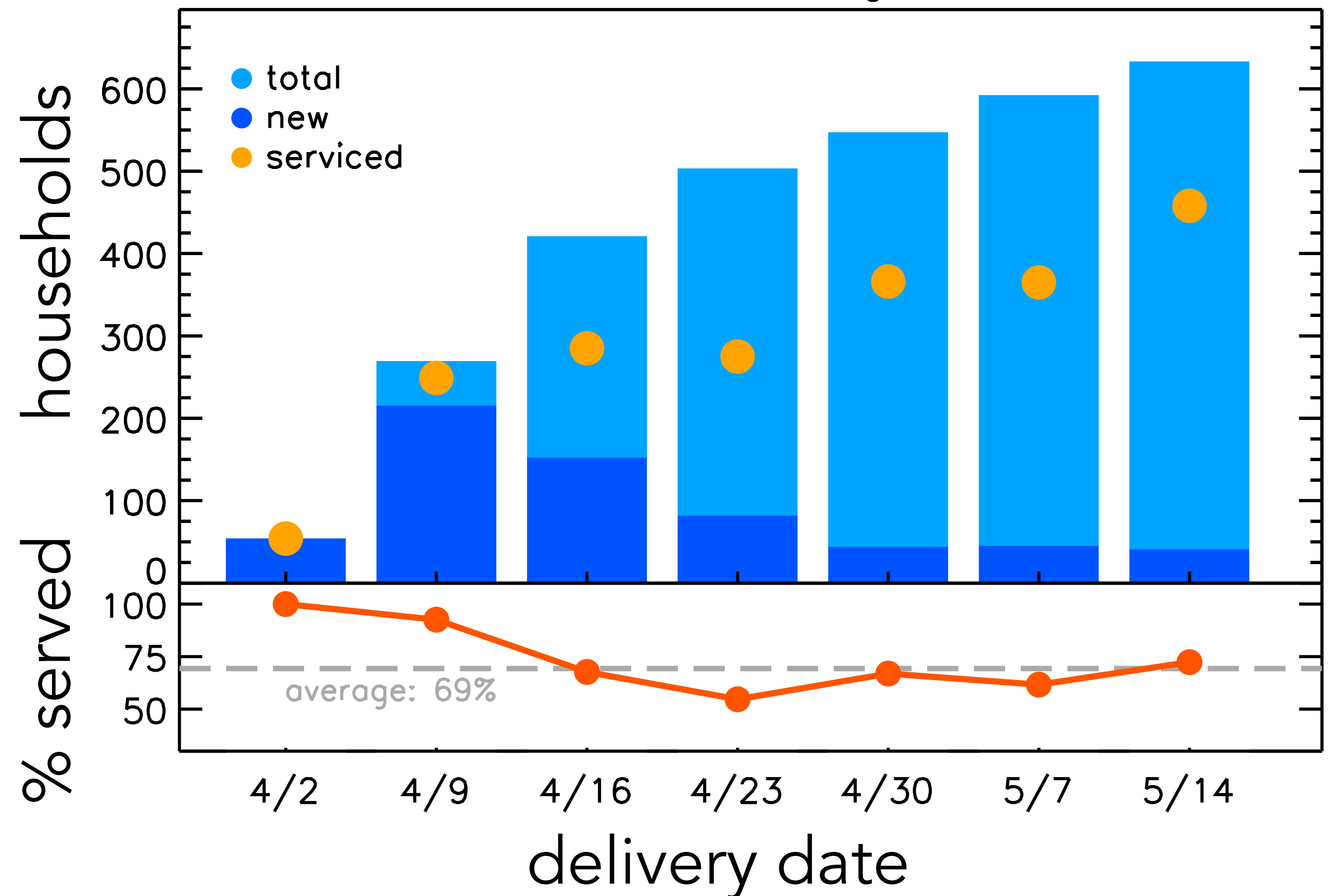
# We delivered 16 tons of food

- Total of 2120 deliveries over 8 weeks.
  - Corresponds to an estimated **32,000 lbs of food**, or 16 tons.



# Program grew each week

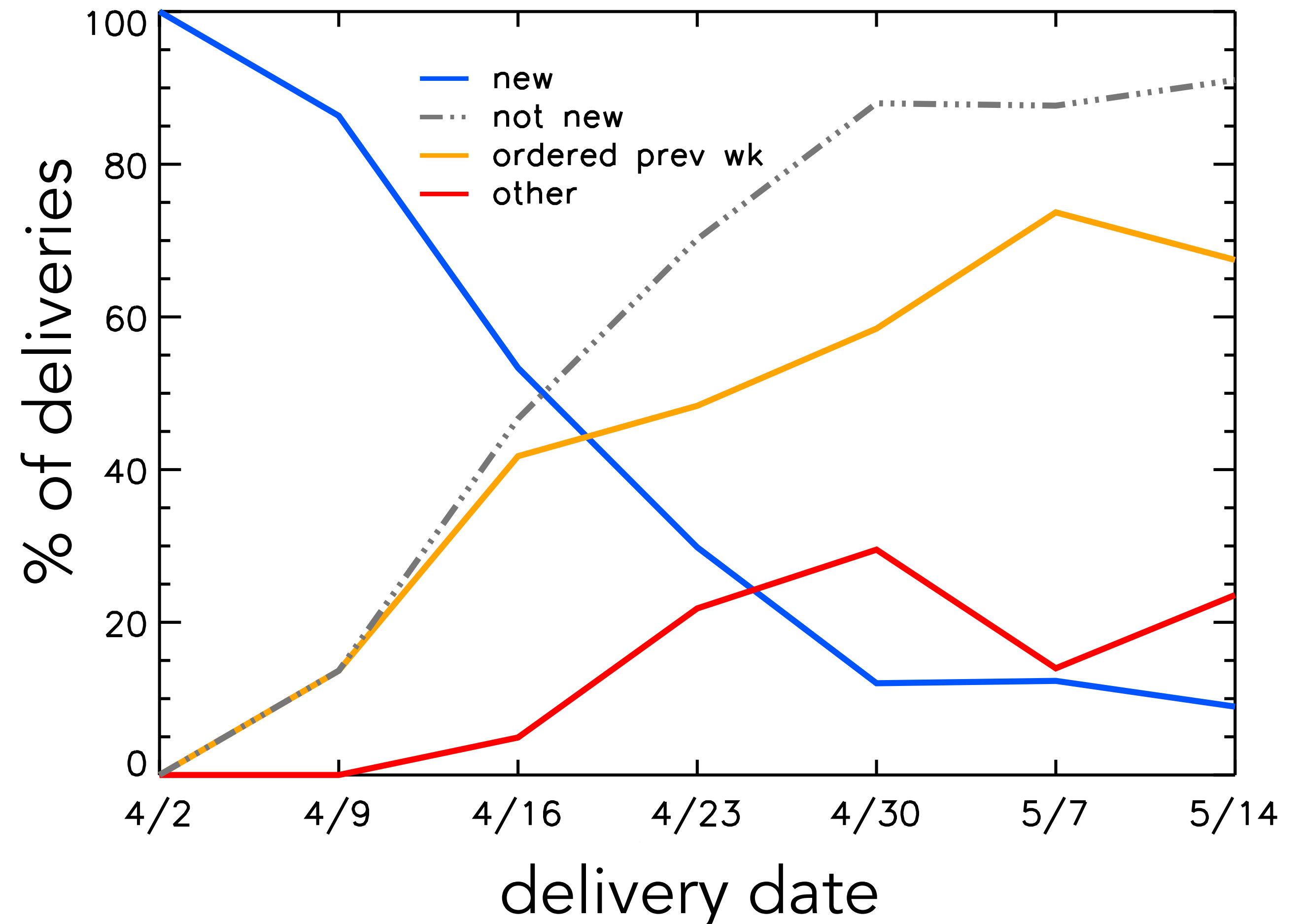
- Client list grew by ~**10x** from week 2 to week 8.
- Nearly 70% of client list serviced weekly.
- Hint of convergence towards closure.
  - True “need floor” in Central Hollywood may be approx 700—800 seniors.





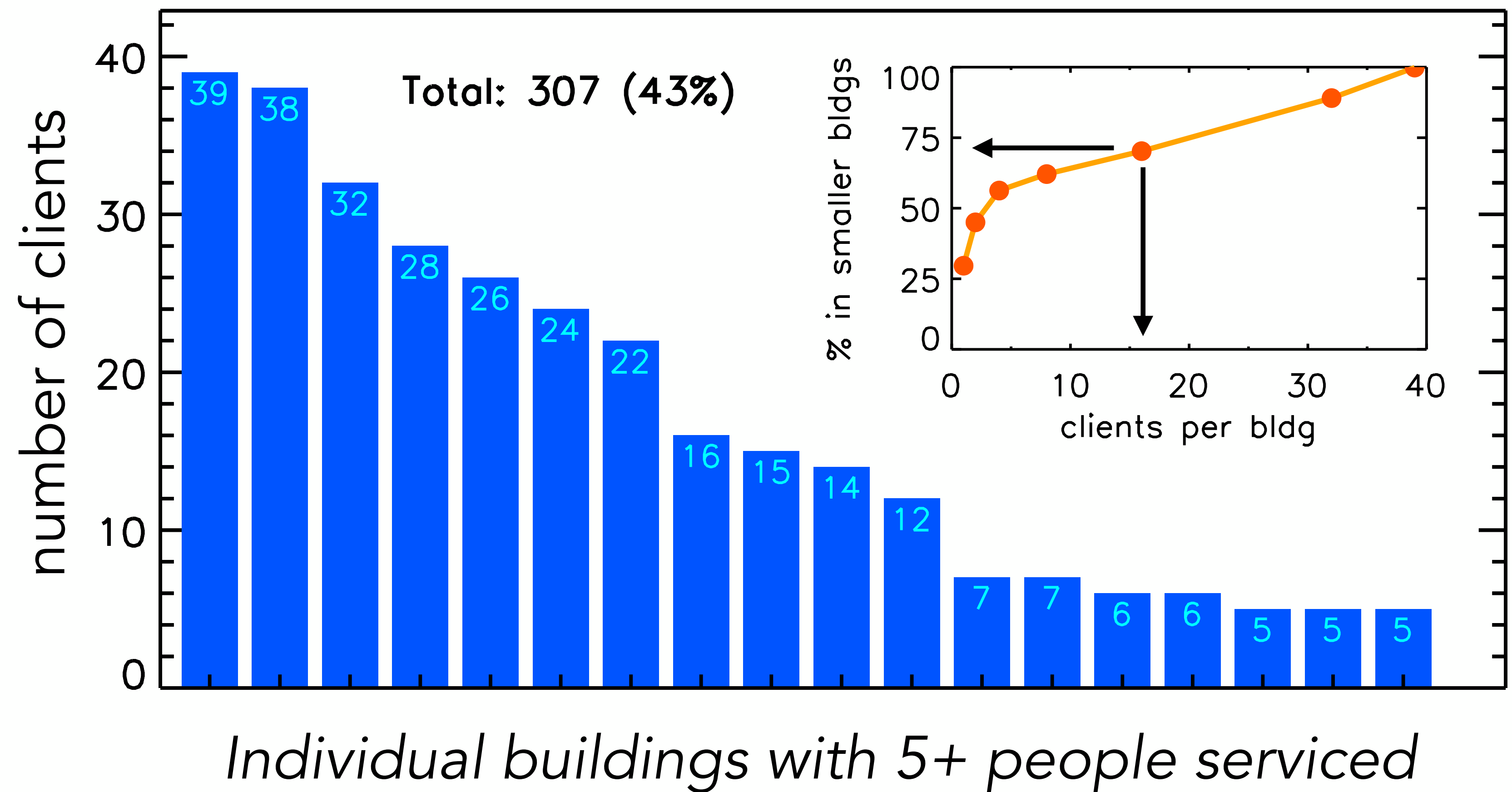
# Most clients were return customers

- 90% of people serviced in week 8 had received at least 1 previous delivery.
  - 70% the preceding week.
- 50% of households received at least **3 deliveries**; 25% at least **5 deliveries**; mode of **1 delivery**.



# Needs were geographically concentrated

- 18 addresses w/ 5+ clients accounted for 43% of contacts.
- 30% of contacts lived in buildings w/ at least 16 other clients







Follow-up

## Follow-up — two-way communication + psychological support

- 40-50 volunteers calling the same ~5 seniors each every week.
- Built relationships, trust among seniors we serviced.
- Assessed weekly food needs for majority of program.
  - Became major source of service requests around week 5.
- Performed health + food-insecurity assessments at close-out to facilitate hand-off to City/County/nonprofit services.

# Foreign language profile

- Spanish: **231** (33%)
- Russian: **165** (23%)
- Armenian: **41** (6%)
- Korean: **36** (5%)
- Other: **8** (1%)
  - Tagalog, Farsi, Arabic, Polish

# Age profile

- Median: **73**
- 25th—75th pctl: **68–80**
- Min—Max: 46–**100**
- Under 65: 37
- Under 60: 7

Close-out / Hand-off



# Essential to ensure continual service to seniors in need

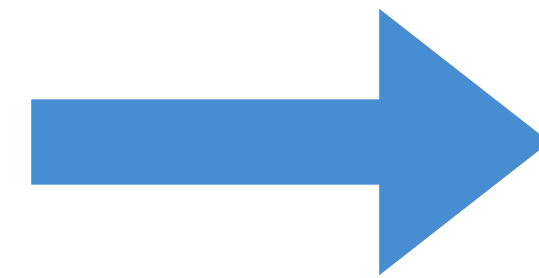
- **May 7:** begin health + food-insecurity assessments.
- **May 13:** shut-down all outreach (no new clients).
  - Hotline stays open to refer anyone to other services.
- **May 15—present:** send appropriate lists to City, County, and nonprofit providers.
  - *Project Angel Food* on-boarding commenced for 308 seniors.
  - County has need-prioritized lists as of *today*.

# Hand-off assessments

- Five-question survey asked by Follow-up team, who had established rapport w/ clients:
  1. Are you a renter?
  2. Do you have any pre-existing health conditions?
    - Correspond to [angelfood.org](http://angelfood.org) FAQ.
  3. **True/false:** This month you worried whether your food would run out before you got money to buy more.
  4. **True/false:** This month the food that you bought just didn't last and you didn't have money to get more.
    - Qs 3+4 adapted from *Pediatrics* (Hager et al. 2010); similar to USDA questionnaire.
  5. Is there anyone else we can contact if we can't reach you? A friend, family member, or neighbor?

# Assessment summary — many needy seniors IDed

- Renters: **640 (93%)\***
- Food-insecure: **269 (41%)\***
- Health conditions: **308 (46%)\***
  - Health conditions + food-insecure: **191 (29%)\***
- Has second contact? **132 (20%)\***

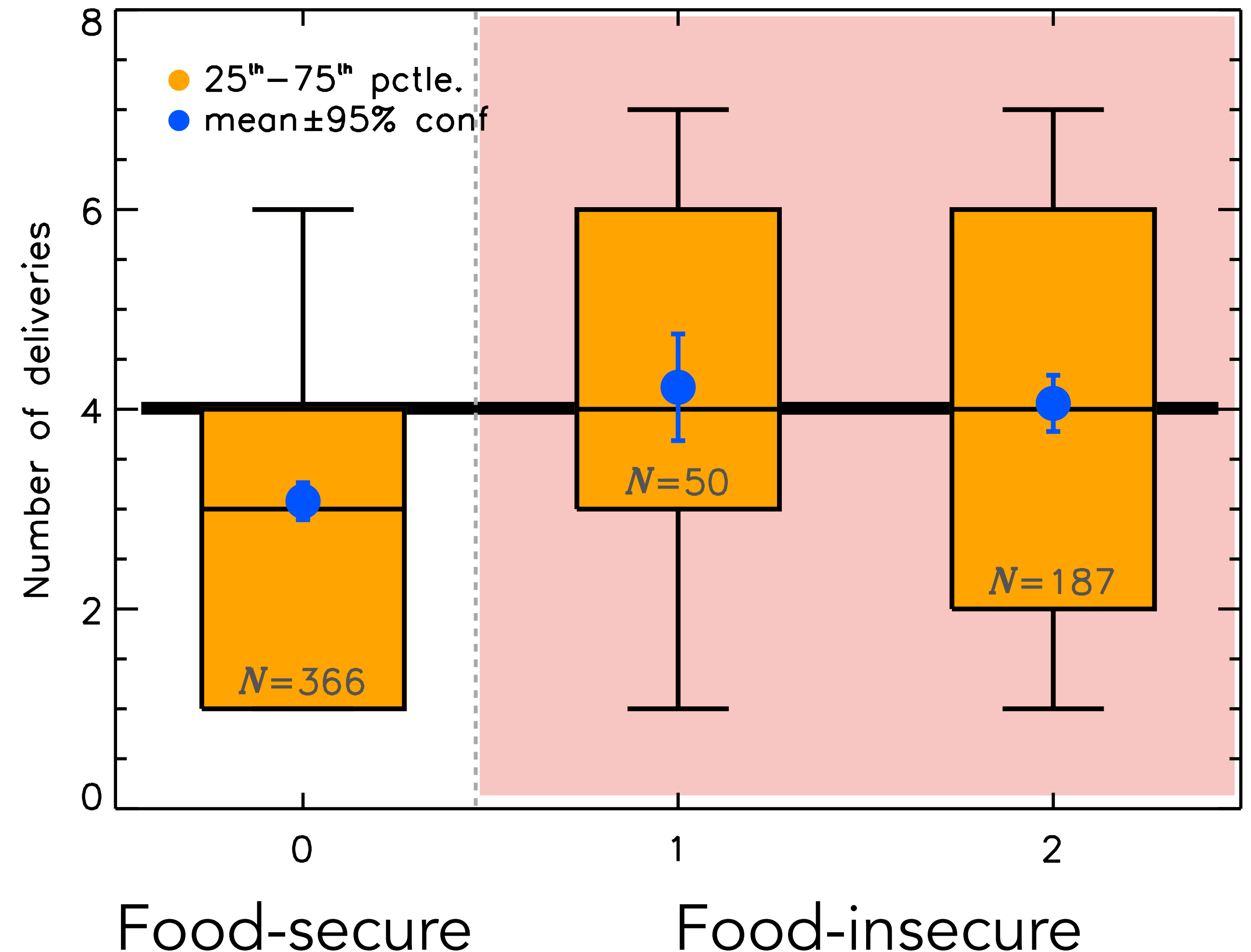


*Connected with  
Project Angel Food*

\*Fractions reflect responsive seniors (659)

# Data were integral to our mission

- We reached truly needy people.
  - Food-insecure seniors received 2 to 6 deliveries; food-secure seniors 1 to 4.
- *Assessments enabled smooth transition of clients into long-term support systems.*





# Conclusion

# We provided more than material aid

- We delivered 16T of food, but...
- 80% of senior clients said they had no add'l contact person.
- 68% spoke no English.
- **Native-language outreach provided critical psycho-social support and built community.**
  - **These seniors will never face another crisis alone.**





# Activated 160+ people to meet an unprecedented crisis



**Built solidarity, empathy, and expertise among volunteers.**



**Many participants seeking new ways to flex civic muscles they built with CHNC.**



# This is what the NCs are for—and must be for!

- Volunteers can provide critical, effective, robust services to hundreds of people ahead of a crisis.
- CHNC on leading edge of LA's crisis response for 2 months.
  - Mayor Garcetti attended a training;
  - ASM Bloom trained + drove deliveries;
  - CMs O'Farrell and Ryu packed food bags.
- Set standard for community engagement:
  - 12 NCs reached out for our help.
- The model is ready for the next emergency, and CHNC is ready to get in front of it.





# ***Thank you!***

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