



## OFFICE OF THE CITY MANAGER

January 7, 2021

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

### WEEKLY NEWSLETTER

#### 1. **Great Plates Delivered Program:**

On November 9, 2020, the City Council voted to conclude Pasadena's participation in the State's Great Plates Delivered program as of February 7, 2021. According to Brenda Harvey-Williams, Director of the Parks, Recreation and Community Services Department, Great Plates Delivered is a restaurant meal delivery service for older adults who are at risk and unable to access meals during the Safer at Home pandemic emergency order period. At that time, City staff presented options that programs participants could potentially utilize to secure meals. These included transferring to the Los Angeles County Great Plates Delivered program, enrolling in the San Gabriel Valley YWCA frozen meal deliver program or contacting one of the various food banks and pantries for which the City has earmarked \$1.22 million of CDBG to increase their capacity to address food insecurity.

The City recently learned that Los Angeles County is no longer accepting new clients in their Great Plates Delivered program. All Pasadena seniors are being notified of the program's end date and informed of the YWCA and food banks options. PRCS staff will work with those seniors who need assistance in accessing these options.

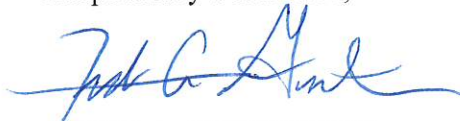
#### 2. **Street Outreach Diversity:**

William K. Huang, Director of Housing reports that street outreach has long been an essential practice method for locating people who are homeless to connect them to social and housing services. The City of Pasadena currently has eight distinct street outreach teams which collectively cover the entirety of the City's jurisdiction with the primary goal of quickly identifying and engaging all people experiencing unsheltered homelessness. These teams intently work to engage people experiencing homelessness that are least likely to request assistance. With a racial and ethnic diverse staff, which include peer workers and people with lived experience of homelessness helps to serve as access

points to the homeless services system, especially for those hard-to-engage or hard-to-reach populations, many of which are unlikely to access services without specialized outreach. Teams have bilingual staff and translation services readily available to enhance communication and reduce language barriers to engagement. These teams have a unique understanding of the cultural differences that can influence accessibility of services and therefore are better positioned to connect and serve our homeless neighbors.

Ensuring that the staff regularly conducts outreach to our community's unhoused population are representative of the population accessing services is of the utmost importance. Given that people of color, particularly people who identify as Black or African American, are overrepresented among people who experience homelessness. While this information is not available to the City, our providers are increasingly hiring staff from communities of color with lived experience of homelessness to enhance outreach and service provisions to underrepresented groups. As the Pasadena Continuum of Care continues to lead the City's efforts to prevent and combat homelessness, we remain committed to confronting the long-standing effects of a legacy of institutional racism and continue to move forward with interventions that promote racial equity and employ diverse staff. Racial equity will be central as the City examines service provisions and housing outcomes to inform the design of a more equitable system and program prioritization.

Respectfully Submitted,



**JULIE A. GUTIERREZ**  
Assistant City Manager