CITY COUNCIL SUBCOMMITTEE ON HOMELESSNESS JANUARY 15, 2026
NEW BUSINESS

SUBJECT: **HOMELESS INITIATIVE DATA & REPORTING**

PREPARED BY: **HUMAN SERVICES & RENT STABILIZATION DEPARTMENT**
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STATEMENT ON THE SUBJECT:

This item provides an overview of select City-collected homelessness data to support discussion on how this information should be organized and presented through regular reporting.

RECOMMENDATION:

Receive and discuss.

BACKGROUND / ANALYSIS:

The City Council and Homelessness Subcommittee have expressed interest in better understanding the City's homelessness data. In response, staff have prepared an overview of select homelessness-related data, with a primary focus on Homeless Concern Line (HCL) activity as an indicator of community service demand and outreach response related to homelessness. This report is not intended to provide a comprehensive assessment of all City-collected homelessness data; instead, it focuses on two central data points: the Homeless Concern Line and Point-in-Time (PIT) counts.

The purpose of this report is to:

- Support discussion on how homelessness data should be presented through regular quarterly reporting.

- Summarize Homeless Concern Line call volume, request types, and response outcomes.
- Explain how this operational data is used to assess service demand and to inform proactive outreach by City-contracted providers.
- Provide context on how HCL data relates to other homelessness data sources, including Point-in-Time (PIT) counts.

The remainder of this report is organized as follows:

1. Purpose & Request for Subcommittee Input
2. Overview of HCL & Response Model
3. Call Tracking & Data Quality
4. Homeless Concern Line Call Volume Trends (July–December 2025)
5. Reasons for Homeless Concern Line Request
6. HCL Request Outcomes and Outreach Engagement
7. Key Limitations of HCL Data
8. Point-in-Time (PIT) Data: Context for Homeless Conditions
9. Other Data Sources Used to Assess Homelessness and City Response

1. Purpose and Request for Subcommittee Input

Staff are currently developing a standardized quarterly homelessness data reporting framework and plan to present this framework to both the Human Services Commission and the Homelessness Subcommittee. The intent of this framework is to create a consistent, accessible means to share key homelessness trends and system performance over time. With input from elected and appointed officials, staff aim to establish a reporting format that is easy to interpret, focused on meaningful outcomes, and supports transparency and ongoing evaluation of the City's homelessness response.

Regular quarterly reporting will be designed to:

- Highlight outcome metrics and achievement toward goals
- Provide visibility into service demand and outreach response
- Indicate services delivered across the homelessness response system
- Demonstrate key trends and changes over time
- Support informed policy discussion, oversight, and decision-making

As part of this effort, staff are seeking input from the Homelessness Subcommittee on how future reports can be most useful, including:

- Data elements most valuable to include in regular updates
- Appropriate balance between high-level trend reporting and operational detail
- Preferred methods for data presentation to ensure clarity of outreach effectiveness and system performance

2. Overview of the Homeless Concern Line and Response Model

The Homeless Concern Line serves as the City's primary mechanism for receiving homelessness-related service requests from housed community members, local businesses, City staff, Public Safety partners, field-based service agency partners, and unhoused community members themselves. Requests are coordinated through the City's Care Team and Healthcare in Action (HIA).

The Care Team provides 24/7 intake and triage. Between 7:00 a.m. and 7:00 p.m., HIA serves as the primary outreach responder; the Care Team answers and dispatches daytime calls to HIA and serves as the backup responder when HIA staff are responding to another call. Outside of HIA service hours (7:00 p.m. to 7:00 a.m.), the Care Team serves as the primary responder, ensuring continuous coverage.

As a result, Homeless Concern Line data reflects service requests, operational workload, and outreach response activity across the City's homeless response system

3. HCL Call Tracking and Data Quality Improvements

Beginning in June 2025, staff implemented more consistent and detailed tracking of Homeless Concern Line activity using TigerConnect transcripts, the dispatch platform used by HIA and the Care Team. Requests are systematically documented with information on timing, location, reason for call, responding agency, and outcome.

Enhanced tracking has improved staff's ability to analyze call volume trends, identify changes in referral patterns, and better understand outreach workload and response outcomes. This data allows City staff to work with homeless service providers to address concerns in real time, improves services by focusing on City locations needing additional outreach, and informs the development of the Coordinated Response Framework.

4. Homeless Concern Line Call Volume Trends (July–December 2025)

For consistency, call volume trends are presented using rolling 30-day periods between mid-July and December 14, 2025. Between July 15 and December 14, 2025, a total of 421 Homeless Concern Line requests were recorded. Call volume remained relatively stable through early November, averaging approximately 2–2.5 requests per day.

Beginning mid-November, request volume increased substantially, with the most recent 30-day period averaging approximately 5 requests per day. Staff attribute this increase primarily to expanded use of the Homeless Concern Line by field-based Public Safety partners, particularly Safety Ambassadors, rather than a sudden or isolated change in homelessness conditions. Safety Ambassadors were recently re-trained on the Homeless Concern Line and asked to use it as the entry point for non-emergency service requests related to unhoused community members.

This trend suggests increased awareness and use of the Concern Line as a coordination tool, resulting in more requests being routed through a centralized intake process.

Table 1 below summarizes call volume trends by rolling 30-day period and highlights the increase in requests beginning in mid-November.

Table 1: Homeless Concern Line Call Volume

Period	Dates	Total	Avg/Day	Weekday %	Weekend %
P1	Jul 15–Aug 16	70	2.3	100%	0%
P2	Aug 17–Sep 15	69	2.3	94%	6%
P3	Sep 16–Oct 15	72	2.4	90%	10%
P4	Oct 16–Nov 14	64	2.1	94%	6%
P5	Nov 15–Dec 14	144	4.8	64%	36%

5. Reasons for Homeless Concern Line Request

Requests received during the reporting period were predominantly care-oriented. The most common request types included:

- Housing or resource needs;
- Medical or health concerns; and

- Welfare or well-being checks.

Together, these categories accounted for nearly 80 percent of all requests, indicating that the Homeless Concern Line is primarily used to request supportive, service-focused responses.

Table 2 below provides a detailed breakdown of request types during the reporting period.

Table 2: Reasons for HCL Request

Reason group	Count	% of total
Housing/Resource	173	41%
Welfare/Well-being	76	18%
Medical / Health	78	19%
Outreach/Engagement	33	8%
Other/Multiple	28	7%
Disturbance/Trespass	17	4%
Administrative	16	4%

6. HCL Request Outcomes and Outreach Engagement

Homeless Concern Line outcomes provide important insight into how frequently outreach teams successfully engage individuals and offer assistance in response to community requests.

Of the 421 requests recorded during the reporting period, 158 requests (38 percent) resulted in acceptance of services. These outcomes reflect outreach teams' engagement and assistance, such as resource navigation, medical support, and linkage to shelter or interim housing. Accepted services represent the most immediate and visible form of the City's ability to respond effectively when individuals are ready to engage.

An additional 89 requests (21 percent) resulted in services being declined. Although services were declined in these instances, outreach staff were often able to locate individuals, assess needs, offer services, and begin building rapport. Declined services are a common and expected outcome in street-based outreach and reflect where an individual is in their readiness to accept assistance. These interactions lay important groundwork for future engagement.

Taken together, nearly six in ten requests (59 percent) resulted in either services being accepted or a documented engagement where services were declined. This indicates that the majority of Homeless Concern Line requests result in direct human contact, even when immediate service uptake does not occur.

Remaining outcomes, categorized as “unable to locate” or “unknown/not fully documented”, reflect common challenges associated with mobile populations, limited location detail provided by a caller, and/or multi-step response processes, rather than a lack of outreach effort. Homeless services provider staff have been trained of the importance of documenting outcomes for every service request which has already resulted in a reduction in undocumented outcomes. City staff anticipate continued improvement in this area. Chart 1 below shows how Homeless Concern Line requests translated into outreach engagement and service outcomes across different request categories, highlighting differences in engagement that are driven largely by the nature of the request rather than outreach performance.

Housing and resource-related requests account for the highest volume of calls and the greatest number of accepted service outcomes. These requests typically involve individuals who are already seeking assistance and are therefore more likely to engage in shelter, interim housing, or resource navigation when contacted. Medical and health-related requests, including mental health concerns, also show relatively high rates of service acceptance, as these calls often involve visible or urgent needs that prompt immediate engagement by outreach teams.

Welfare and well-being checks show a higher proportion of declined services and “unable to locate” outcomes. These outcomes do not indicate a lack of outreach effort but rather reflect the circumstances of these requests. Welfare checks often involve individuals who appear asleep, unconscious, or transient; in many cases, individuals decline assistance or leave the location before outreach arrives. These patterns are common in street-based outreach and reflect where an individual may be in their readiness to accept services at the time of contact.

Outreach and engagement requests are initiated when a community member or field-based partner identifies an unhoused individual who may benefit from services. These

requests frequently result in either accepted services or documented engagement, reflecting proactive efforts to connect individuals to support even when immediate service uptake does not occur.

Administrative requests represent a small share of total call volume and primarily involve coordination or follow-up, such as requests for estimated arrival times or status updates, rather than new outreach responses. As such, these requests are not intended to result in service engagement outcomes.

Chart 1: Outcomes by Call Type

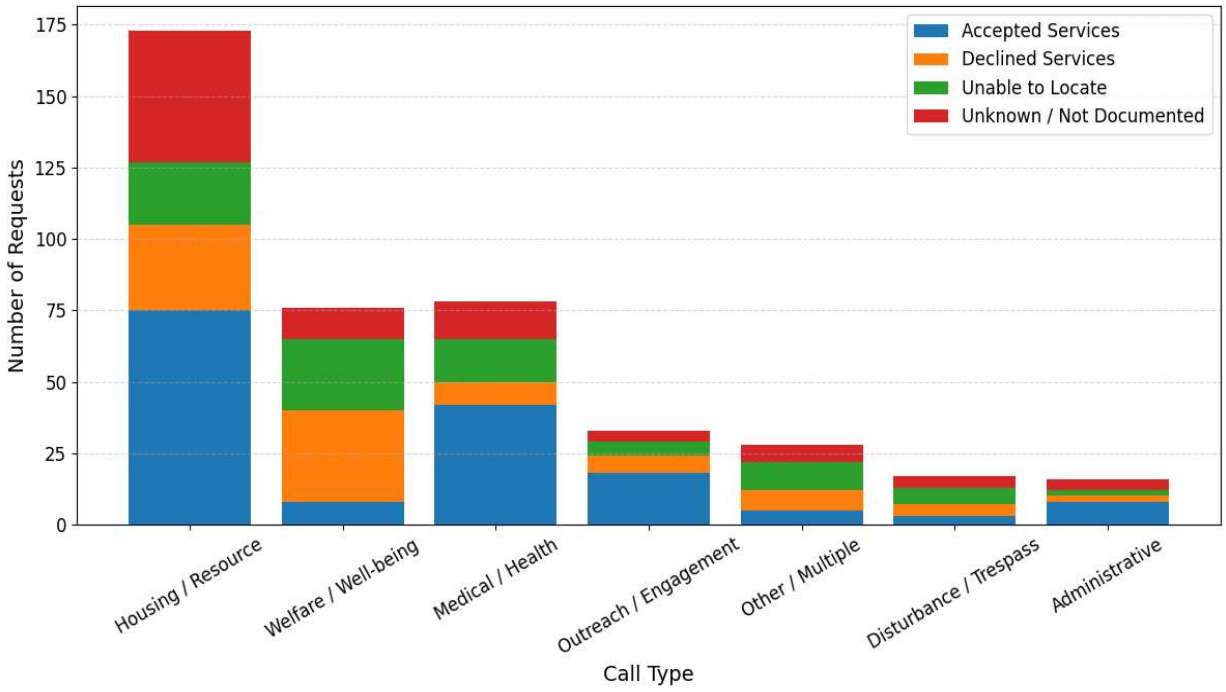


Table 3. Homeless Concern Line Outcomes by Request Type					
Request Type	**Accepted Services**	**Declined Services**	**Unable to Locate**	**Unknown / Not Documented**	**Total Requests**
Housing / Resource	75	30	22	46	**173**
Welfare / Well-being	8	32	25	11	**76**
Medical / Health	42	8	15	13	**78**
Outreach / Engagement	18	6	5	4	**33**
Other / Multiple	5	7	10	6	**28**
Disturbance / Trespass	3	4	6	4	**17**
Administrative	8	2	2	4	**16**
Total	**159**	**89**	**85**	**88**	**421**

7. Key Limitations of HCL Data

Homeless Concern Line data reflects requests for response and does not capture the full scope of proactive outreach conducted independently by outreach providers. In practice, proactive outreach is ongoing and responsive to field observations, encampment trends, and direct coordination with community members, businesses, resident associations, and Public Safety partners.

Outreach teams routinely engage individuals identified through regular field presence, referrals from community stakeholders, and coordination with City departments, regardless of whether a Homeless Concern Line request is generated. These proactive efforts are documented separately by providers and reported to the City through quarterly program reporting.

For this reason, Homeless Concern Line data should be interpreted as one component of the City's homelessness response framework and reviewed alongside other data sources to understand overall outreach activity, service delivery, and system performance.

8. Point-in-Time (PIT) Data: Context for Homeless Conditions

The City has access to locally collected Point-in-Time (PIT)-style data beginning in 2017, gathered by the City's contracted homeless services outreach providers. These locally

collected counts supplement the annual Los Angeles Homeless Services Authority (LAHSA) Point-in-Time Count by providing more frequent, West Hollywood–specific observations of unsheltered homelessness.

From 2017 through 2024, counts were conducted monthly, typically on the last Friday of each month during early morning hours (approximately 4:00–5:00 a.m.), using a consistent observational methodology. Conducting counts during early morning hours improves reliability by reducing pedestrian and vehicular activity and increasing the likelihood of observing individuals in settled locations before daily movement begins, thereby reducing the risk of double counting.

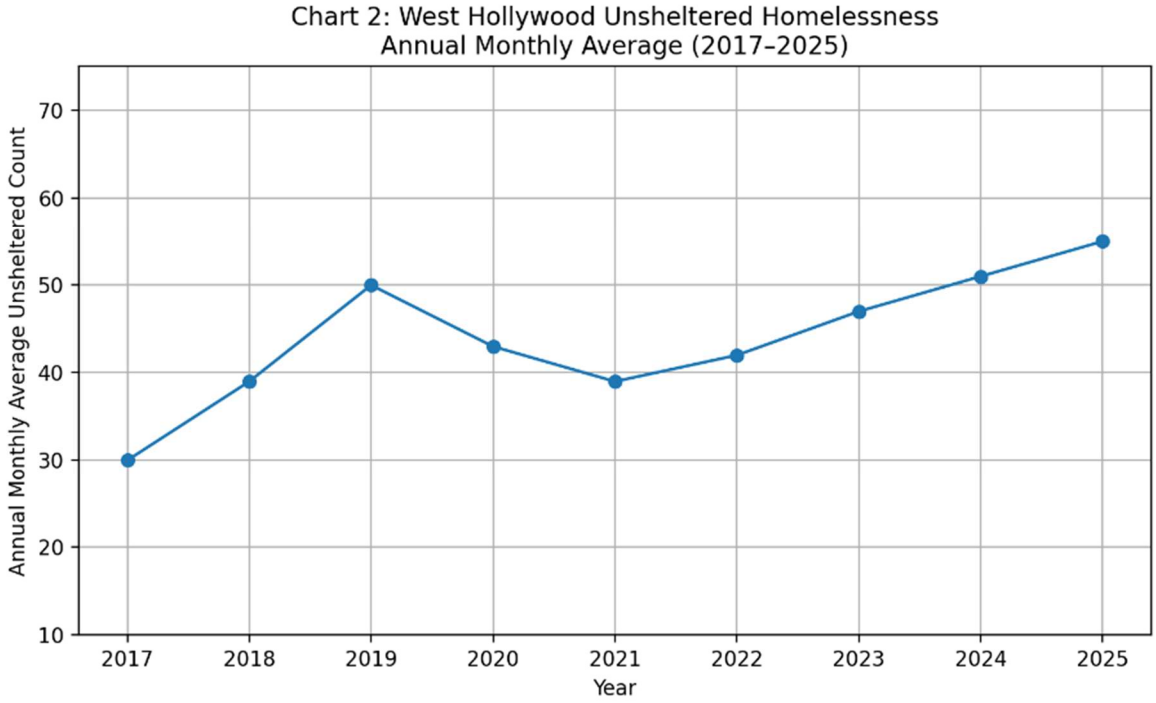
Beginning in 2026, responsibility for locally collected PIT-style counts transitioned from Ascencia to Healthcare in Action (HIA), the City's lead homeless services outreach provider. Counts are now conducted quarterly using a similar observational methodology. This shift reflects a more efficient and sustainable approach that balances staff capacity with the City's need to monitor trends over time. While the frequency of counts changed, the purpose and core methodology remain consistent.

Locally collected PIT data from 2017 through 2025 shows a steady increase in unsheltered homelessness, with average monthly counts rising from approximately 30 individuals in 2017 to approximately 55 individuals in 2025. Although month-to-month fluctuations occur, the overall pattern reflects gradual growth rather than isolated spikes.

Importantly, this trend is consistent with broader regional patterns across Los Angeles County and is driven by system-wide factors such as housing affordability constraints, limited housing supply, and regional homelessness pressures. The increases observed in West Hollywood mirror trends throughout the region and are not attributable to a single local policy or programmatic change.

Chart 2 summarizes the average monthly PIT counts by year and illustrates changes in unsheltered homelessness over time.

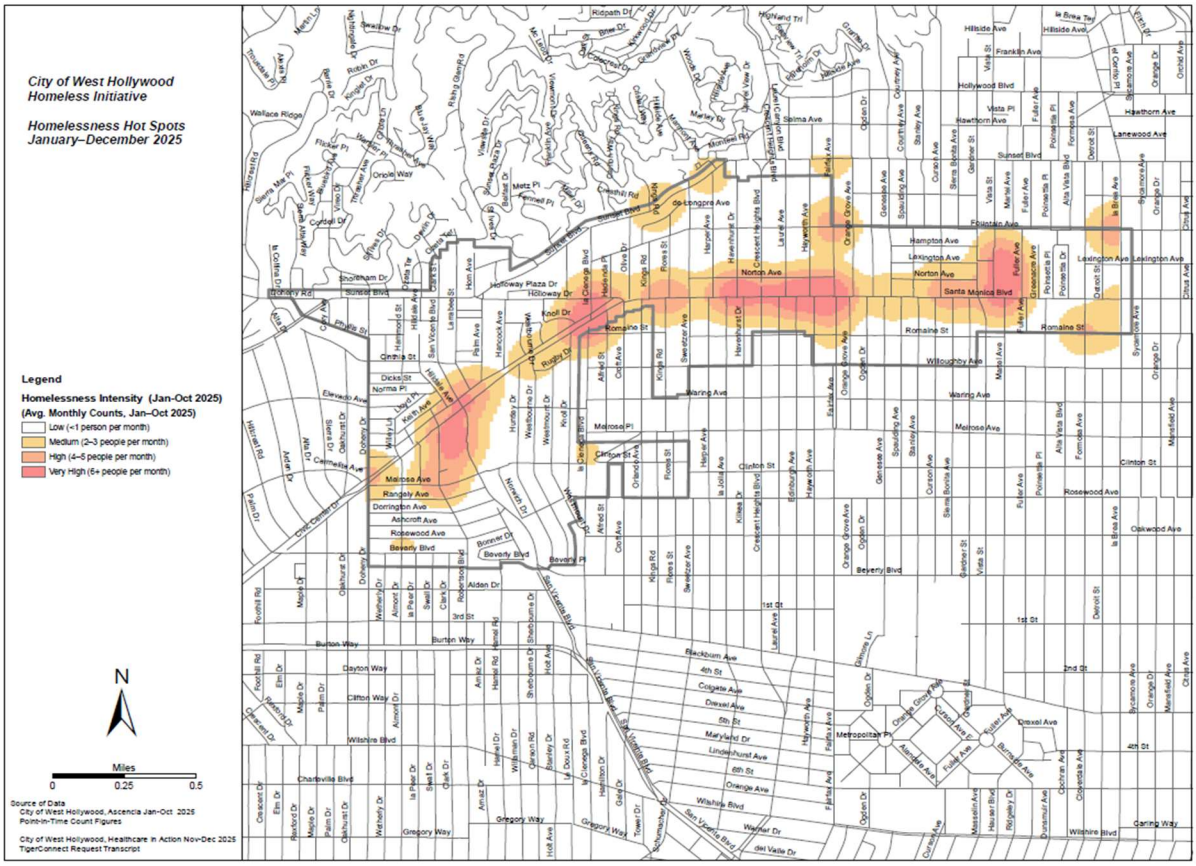
Chart 2: Point In Time Counts by Month



Focusing on 2025, PIT data indicates that unsheltered homelessness remains consistently elevated, with monthly counts frequently exceeding 50 individuals. Compared to earlier years, the data suggest a higher baseline level of unsheltered homelessness rather than episodic or seasonal variation.

Map 1: City of West Hollywood Homelessness Hot Spots

Point-in-Time Observations, January–December 2025



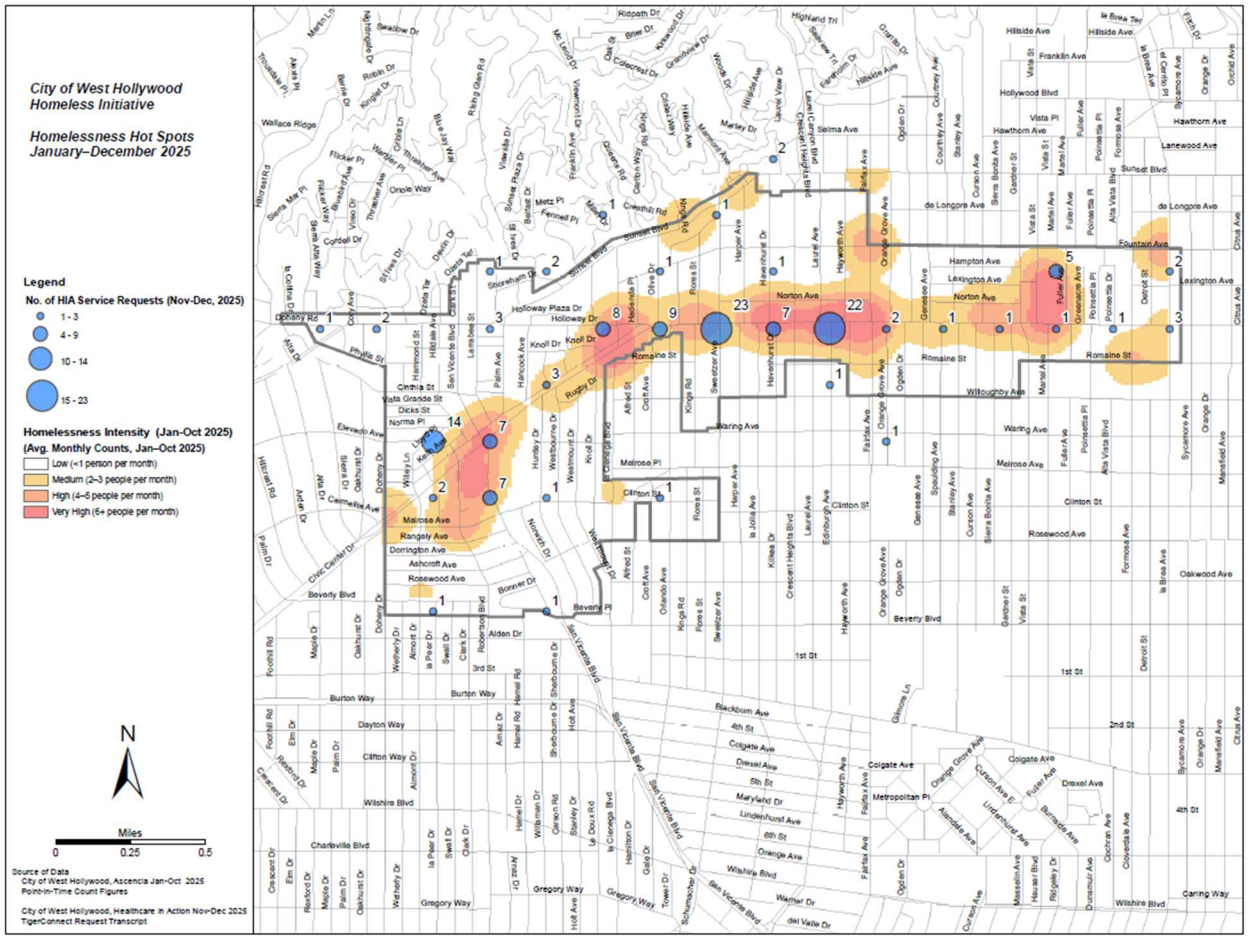
The heatmap above, based on 2025 PIT observations, illustrates where homelessness is most frequently observed within the City and indicates the highest concentration of unhoused individuals include: West Hollywood Park, the area around Santa Monica Boulevard and La Cienega Boulevard, Santa Monica Boulevard between Havenhurst Drive and Orange Grove Avenue, and Plummer Park. This visualization supports targeted and proactive outreach, service coordination, and deployment planning.

Together, PIT data provides context on where unsheltered homelessness is observed over time, while Homeless Concern Line data reflects the frequency and nature of community requests for service, outreach teams' response, and degree of engagement during the response.

The map below superimposes the Homeless Concern Line requests, (November 15 to December 14, 2025), over the heatmap of the monthly PIT data; the HCL request data

largely aligns with hotspots identified using the PIT counts as seen in the following areas: on the west side of the City near Pavilions and areas around West Hollywood Park, the area around Santa Monica Boulevard and La Cienega, and the largest concentration between Kings Rd. and Fairfax Ave along Santa Monica Boulevard.

Map 2: Provider Service Requests and Homelessness Hot Spots



9. Other Data Sources Used to Assess Homelessness and City Response

In addition to Homeless Concern Line and Point-in-Time data, the City relies on several other data sources to assess homelessness conditions, understand service delivery, and evaluate response efforts. These various data sources provide important system-level context and are actively used by staff for program oversight and planning; they are not included here as this report is intentionally focused on the Homeless Concern Line activity and PIT trends. These other data resources will be incorporated into future reporting as

part of the City's plan to incorporate quarterly reporting on homeless services data to the Human Services Commission and City Council Subcommittee on Homelessness.

City-contracted homeless services providers submit quarterly program reports capturing the number of individuals served, bed-nights provided, interim housing utilization, and permanent housing placements. These reports provide insight into system outcomes, particularly how services translate into housing and stability.

Together, these data points support a comprehensive understanding of homelessness and the City's response. Staff will continue to evaluate how selected elements may be incorporated into future quarterly reporting to support transparency, oversight, and data-informed policy discussions.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-5: Support People through Social Services.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- HS-1: Maintain and pursue humane social policies and social services that address the needs of the community.

EVALUATION PROCESSES:

N/A

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

COMMUNITY ENGAGEMENT:

N/A

OFFICE OF PRIMARY RESPONSIBILITY:

HUMAN SERVICES & RENT STABILIZATION DEPT. / HUMAN SERVICES DIVISION

FISCAL IMPACT:

None at this time.

ATTACHMENT:

Attachment A: Homeless Initiative Data & Reporting -- Charts and Maps

HOMELESS INITIATIVE DATA & REPORTING

CHARTS AND MAPS

CITY COUNCIL SUBCOMMITTEE ON HOMELESSNESS

January 15, 2026

ATTACHMENT A

Table 1

Homeless Concern Line Call Volume

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Chart 2

Point-in-Time Counts by Month

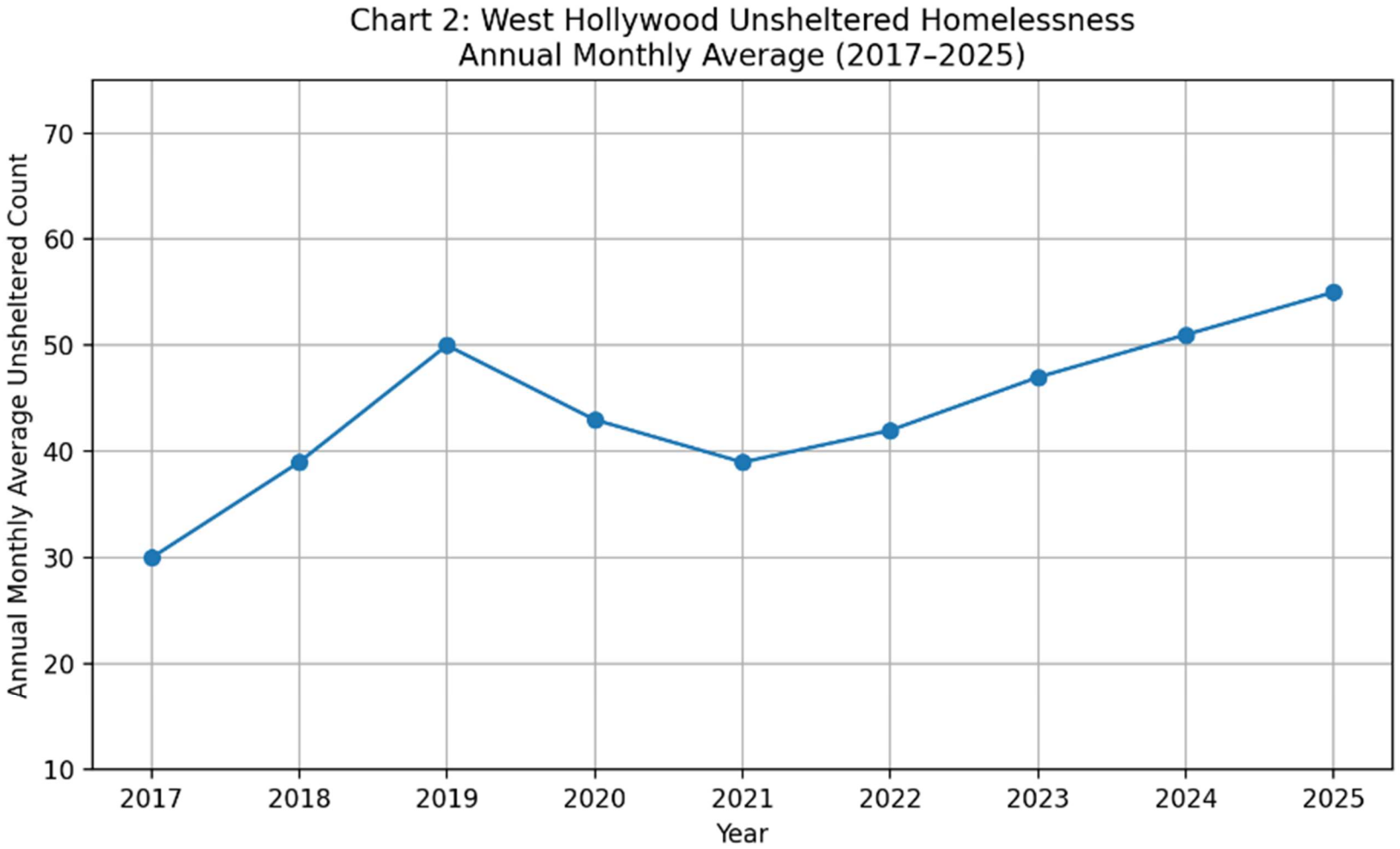
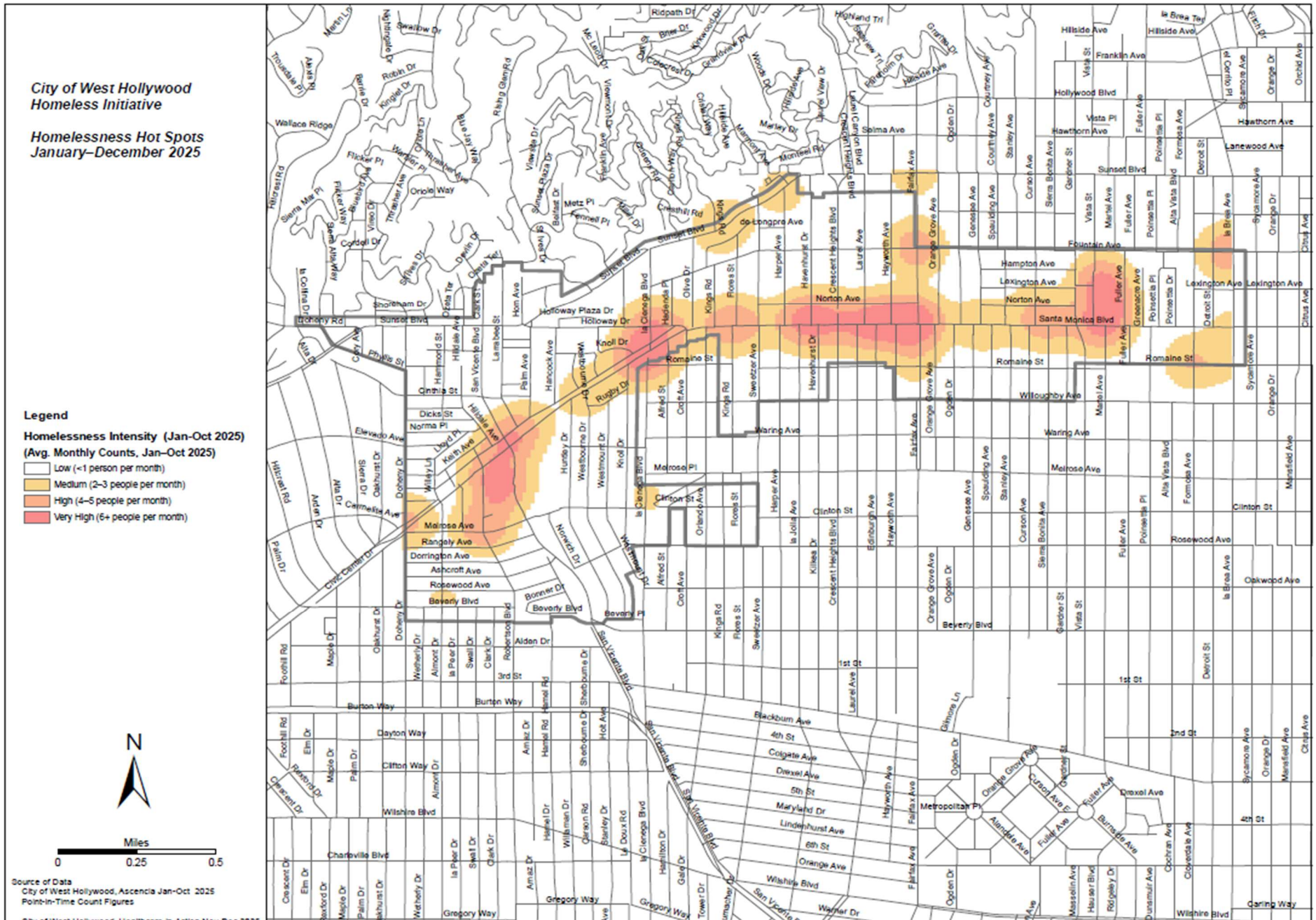


Chart 2: West Hollywood Unsheltered Homelessness
Annual Monthly Average (2017–2025)
Annual Monthly Average Unsheltered Count
70
60
50
40
30
20
10
2017
2018
2019
2020
2021
2022
2023
2024
2025
Year

Map 1

City of West Hollywood Homelessness Hot Spots



Map 2

Provider Service Requests and Homelessness Hot Spots

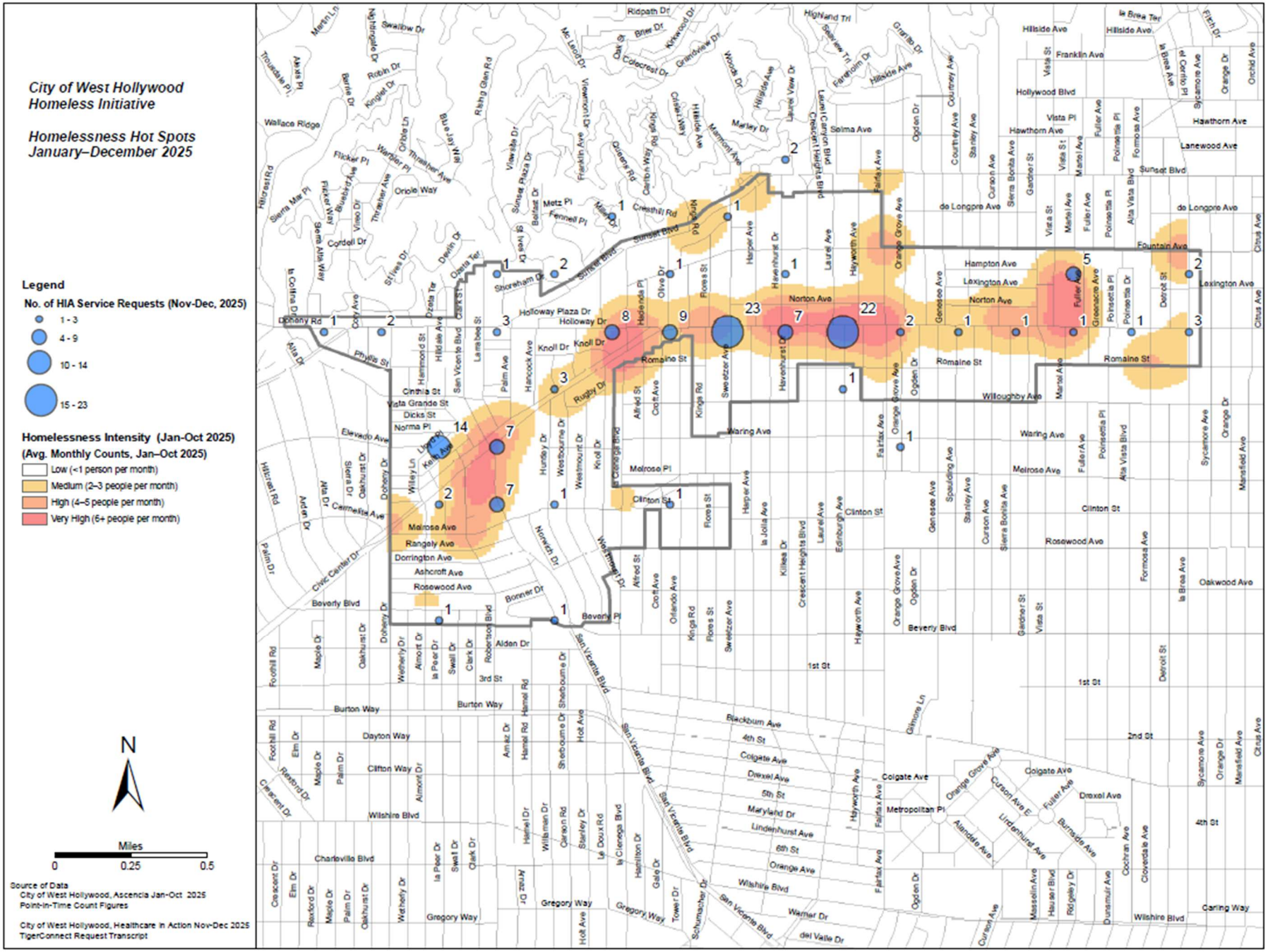


Chart 3

Outcomes by Call Type

Homeless Concern Line Requests (July–December 2025)

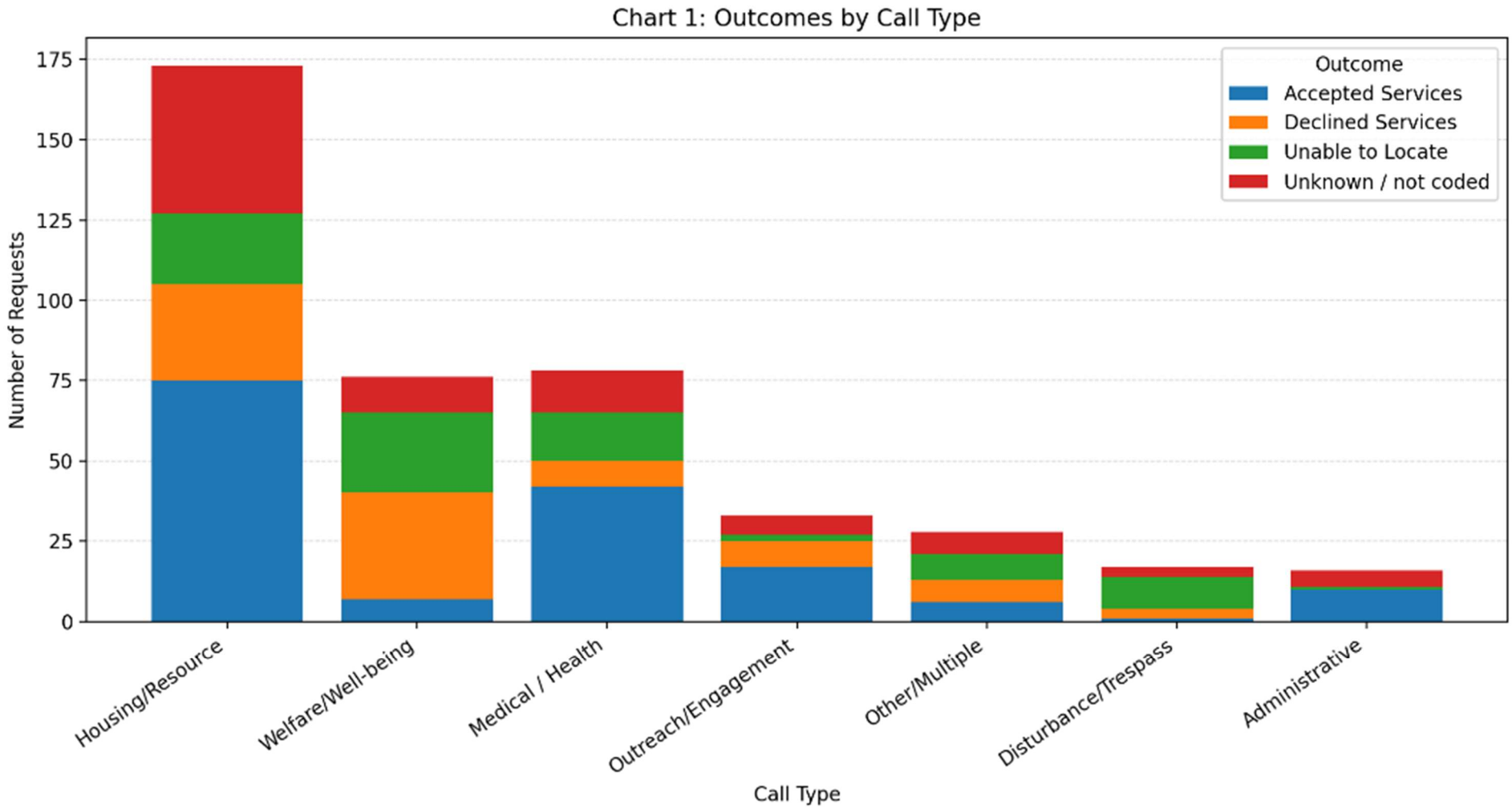


Table 3

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