



CITY OF BALDWIN PARK

HOMELESS INITIATIVE

PROJECT OVERVIEW

The Challenge: In 2020, Baldwin Park faced a homelessness crisis with 556 individuals living unsheltered, a 100% increase from the previous year.

The Solution: Two complementary interim housing facilities providing dignified, private housing:

- **Esperanza Villa (2021):** 25 pods for adult individuals
- **Serenity Homes (2022):** 16 family-focused pods

The Result: A 80% reduction in homelessness over 5 years (556 → 108 individuals)

KEYS TO SUCCESS



Community Engagement

By holding bilingual educational sessions with diverse stakeholders, including homelessness experts, architects, faith leaders and residents, Baldwin Park was able to build collective community investment and support through transparency and education before breaking ground.



Design with Dignity in Mind

By moving beyond congregate shelters to provide private, secure spaces with locking doors, climate control and full furnishings, Baldwin Park was able to remove traditional barriers to shelter while accommodating pets and families together.



Leverage Strategic Partnerships

By diversifying their funding portfolio across regional, state, federal and private sources, Baldwin Park was able to secure \$5.45 million through creative partnerships, significantly reducing the impact on City budget, ensuring long-term sustainability. The City also partnered with local businesses to furnish the units, provide food and more.



Focus on Comprehensive Support Services

By partnering with experienced service providers like City Net and Volunteers of America for case management, job placement and housing navigation, Baldwin Park was able to provide on-site resources and facilitate successful transitions to permanent housing.

80%

Decrease in homelessness since 2020

10.6%

Year-over-year decrease (outpacing 3.6% regional average)

106

Individuals and families have successfully moved into permanent housing

Media Coverage

from ABC 7, San Gabriel Valley Tribune, Spectrum News and more



For more information, please scan the QR code or visit BaldwinPark.com

City Council

Alejandra Avila, Mayor • Daniel Damian, Mayor Pro-Tem

Councilmembers

Jean M. Ayala • Emmanuel J. Estrada • Manuel Lozano
Christopher Saenz, City Clerk • Joanna Valenzuela, City Treasurer

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www.baldwinpark.com



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WHAT'S NEXT?

Los Angeles County partnered with the Weingart Center to repurpose the Grand Park Inn in Baldwin Park into a 107 studio apartments for people experiencing or at risk of homelessness. This \$50.6 million initiative – funded through California's Homekey 3.0, Los Angeles County, Supervisor Solis' office, County Measure H funds, City funds and innovative partnerships with L.A. Care and Health Net – builds on the success of the original Motel 6 Baldwin Park acquisition through Project Homekey, demonstrating the county's continued commitment to converting hospitality properties into supportive housing. The project expands Baldwin Park's proven collaborative model from interim housing to permanent housing through continued cross-sector partnerships at the state, county and local levels.

TESTIMONIALS

“When they first told me I was going to move, I was overwhelmed with excitement, just knowing that I'm going to be having my own place to cook my dinner and sleep in my own bed.”

— *Mary Pena, Former Esperanza Villa Resident*

“I was a long time without anywhere to live, so I just thank God that my turn came up. They gave me the first bed I had slept on in nearly a decade... I couldn't ask for anything better. Being alive, being healthy, that is number one.”

— *Joe Quijas, Former Esperanza Villa Resident*
(lived in his truck for 8 years before finding housing)

“Baldwin Park has transformed the landscape of homeless services in the San Gabriel Valley through their groundbreaking work... Their comprehensive approach to providing services goes beyond the traditional shelter model.”

— *Onnie Williams, Municipal Relations Lead, Los Angeles County Homeless Initiative*

“We must never forget that these individuals deserve a second chance. While we may not know the circumstances that led them to where they are, any one of us, or our family and friends, could face difficult times. Always treat our unhoused neighbors with respect and support those who seek the opportunity to begin again.”

— *Mayor Alejandra Avila*

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