AUGUST 6, 2026

PRESENTED BY DAY ONE

THE DENA WEEKLY

BLUEPRINT ISSUE

FUNDER BRIEFING: THE BLUEPRINT FOR POST-DISASTER HOUSING STABILITY, IN REAL TIME

1. The Anti-Displacement Ecosystem poster symposium
2. Welcome & Acknowledgements
3. Philanthropy's Moment with Miguel Santana
4. DENA C.A.R.E.S Overview
5. The Case for Strong Coalitions
6. Survivor Needs to Shared Solutions
7. Exclusive Housing Match Platform
8. Density & Development Expert Chat
9. Sustainability Plan

Meet **Lisa Odigie**, *MPH, REALTOR®*

I'm an Altadena native, advocate, and cross-sector leader committed to driving innovative, equity-centered solutions. With over 20 years of experience in nonprofit program direction, public health policy, and community engagement, I've built a career rooted in service, impact, and strategic growth.

We created this program to help survivors like me, my family, and my neighbors, gain confidence and hope to restore their lives after the Eaton Fire.

Day One

We believe in building vibrant, healthy cities by advancing public health, empowering youth, and igniting change.

Founded in 1987, Day One's purpose was to facilitate meaningful collaboration between multi-sector partners across Pasadena and Altadena to address the drug epidemic that was impacting the Black and Brown Dena community in the 80s and 90s.

Since then, Day One has expanded to serving the entire San Gabriel Valley, engaging communities in strategic impact initiatives, public health policies, youth empowerment, and crisis response.

What is DENA C.A.R.E.S?

DEFINITION

DENA C.A.R.E.S (Community, Access, Resilience, Engagement, and Support)
is a collective impact initiative led by Day One in partnership with the EFC to support Eaton Fire - displaced residents in Altadena, Pasadena, and Sierra Madre.

The initiative provides housing education, navigation support, emergency housing resources, and community-building opportunities to foster long-term housing stability, mental health, and resilience.

DENA C.A.R.E.S *Program Goals*

Coalition Building

Strengthen coalition coordination among 50+ local partners.

Housing Database & Resident Navigation

Support displaced residents in accessing stable, affordable housing.

Foster culturally relevant community engagement and healing opportunities for survivors.

Tracking Outcomes

Building data systems to track referrals, resources, and outcomes across the recovery continuum.

MEMBER RECRUITMENT

We identified existing community assets, gaps, and resources.

- Homeless Services Organizations
- Affordable HousingDevelopers
- Community Land Trusts
- Faith-Based Housing
- Capital Resources
- Employment and Wraparound Services

STRATEGY 1

Coalition Building

STRATEGIC PLANNING

We established a shared mission, values, and targeted interventions.

STRATEGY 1

Coalition Building

Our Mission

The mission of the Emergency Housing and Stabilization Committee of the Eaton Fire Collaborative is to *reduce the impacts of displacement* caused by the Eaton Fire and *restore community stability* through a *coordinated, community-centered approach* that supports a *pathway from emergency to permanent housing* for both *renters and homeowners*.

Shared Values

ANTI-DISPLACEMENT

- Preservation of naturally affordable housing
- Tenant Inclusion
- Advocacy and policy
- Invisible density/ gentle and low-impact densit

EQUITABLE BLUEPRINT FOR FUTURE DISASTERS

- Ensure resources, protection, and recovery reach every community equitably
- Commitment of community leaders to sharing resources across sectors

COMMUNITY OWNERSHIP OF LAND

- Black and Brown home ownership preservation and wealth restoration
- Decommodification of housing
- Land banking and anti-speculative development

COMMUNITY HEALTH

- Rental housing and standing home remediation and enforcement as a safe return home strategy

CLIMATE JUSTICE

- Harmonious co-existence with the natural world
- Climate resilience strategies that safeguard from disaster gentrification and disaster displacement

INTERVENTIONS

Building the Anti-Displacement Ecosystem

EMERGENCY HOUSING: HOTELS AND AIRBNB

- Union Station,
- Salvation Army
- Door of Hope
- Friends in Deed
- Shepherd's Door
- EFC/Day One

STABILIZATION STRATEGIES

- Direct cash assistance
- Remediation Grants
- Disaster Case Management
- Long Term Interim Housing
    - Master leases, subsidies
    - Rent Subsidies
- Rebuild Gap Financing

INCREASING HOUSING SUPPLY

- Land Banking
- Conversions and Gentle Density
- Acquisition and Rehab
- Ground Up Redevelopment

HOUSING POLICY & LONG TERM PROTECTIONS

- SB1090 Advocacy
- COPA
- RDRA and CDBG-DR
- FEMA Declaration Extension
- Opportunity Zones

Outcomes

Each win represents a systemic access point opened for Altadena, Pasadena, and Sierra Madre survivors.

Collective Impact

LA COUNTY'S STREAMLINING HOMELESSNESS PORTAL

Integrated into LA County homelessness platform for coordinated referrals and data sharing

ALL HANDS AND HEARTS

All Hands and Hearts and Farmers Market partnership activated for direct resident outreach

CALASSIST MORTGAGE PROGRAM

CalAssist Mortgage program updates and expansions credit Committee convening

CALOES/ FEMA ADVOCACY

FEMA rental assistance extension secured for Altadena and Pasadena displaced households through direct coordination with CalOES

Stabilization Pilot Programs

EMERGENCY HOUSING PATHWAY

Status: Launched

Rapid rehousing pipeline connecting displaced residents to vetted emergency and transitional housing options across the recovery network.

ATU & NCJW LA CASH ASSISTANCE

Status: Launched

Partnership pilot with Altadena Tenants Union and NCJW LA to provide direct housing support and legal advocacy for displaced renters.

SENIOR SUBSIDY STABILIZATION PROGRAM

Status: Proposed

Transition seniors on fixed income to LACDA permanent subsidy programs, preserving long-term housing stability for vulnerable households.

WORKING FAMILIES SUBSIDY

Status: Proposed

Rent sustaining subsidies and wraparound services for working families up to 2 years, bridging toward supportive and site-specific permanent housing.

Assessing the Landscape

We conducted a community needs assessment to define the existing environment, including socio-demographics, geographic boundaries, and history.

STRATEGY 2

Housing Database

We started by *listening.*

RECOVERY ASSESSMENTS

At 6 Months: in partnership with Beacon Housing, captured displacement severity, housing needs, and household demographics across Altadena, Pasadena, and Sierra Madre.

At 1 year: in partnership with Department of Angels with technical assistance provided by LACDA. Deepened data on renter vulnerability, income instability, and long-term housing barriers among displaced families.

Data *driven.*
Community *led.*

Displacement is the second disaster.

Before the fire, **58%** of Altadena residents were people of color .

81% of Black households owned their homes, and **61%** of Black households sat inside the fire perimeter

Reported pre-fire rent averaged **$1,792**

Today's asking rent is *31% higher* at **$2,350**

Renter average monthly income of **$2,966.**

Partner Study

tinkercraft

Cal Poly Pomona

the stakes: a narrow window.

recovery without protection becomes displacement.

The Eaton Fire erased homes that anchored one of California's most significant communities of Black generational wealth, much of it in unincorporated West Altadena.

Cash offers on burned lots began within weeks. Under-insurance, rebuilding costs, and slow permitting are pushing families to sell.

The decisions made in the next 12–24 months can influence who returns and who can't.

9,400+ structures destroyed in the Eaton Fire (Jan 2025)

~81% Black homeownership in pre-fire Altadena — about 2× the national rate

12–24 mo. the window in which post-disaster land speculation peaks

Partner Study

tinkercraft
Cal Poly Pomona

what our research shows.

Findings from our studies of post-wildfire recovery in Paradise (Camp Fire) and Santa Rosa (Tubbs Fire)

35%

rebuilding stalls just as speculation accelerates

Five years after the Camp Fire, only 35% of Paradise's housing had been rebuilt, while survivor rebuild rates declined and speculative lot purchases climbed.

Lambrou, N., Zhang, C., Kolden, C., & Loukaitou-Sideris, A. (2026). Disaster recovery for whom? insurance, zoning, and the exclusionary geographies of wildfire resilience. *Environment and Planning D: Society and Space.*

~2×

recovery aid itself can drive gentrification

Despite $1B+ in federal aid, average Paradise home prices roughly doubled (~$236K → ~$440K), enabling advantaged newcomers while long-term residents faced barriers to return.

(Lambrou, N., Kolden, C., & Loukaitou-Sideris, A. (2025). Disaster recovery gentrification in post-wildfire landscapes: The case of Paradise, CA. *International Journal of Disaster Risk Reduction, 118.*)

−75%

most residents never return — the most vulnerable return least

Paradise's population fell from ~26,400 to ~6,700 by 2022. Renters, older adults, and seasonal workers are missed by standard vulnerability indices.

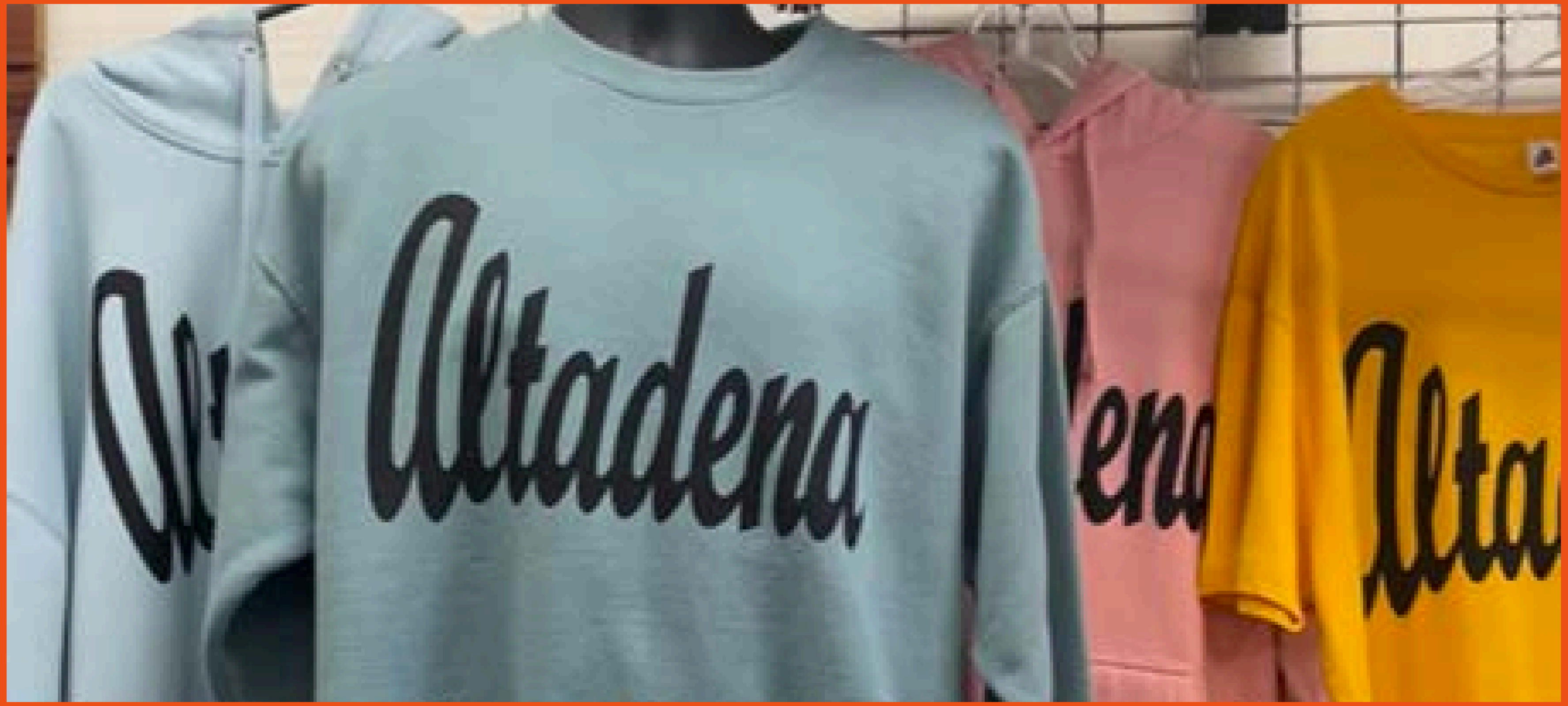
(Lambrou, N., Kolden, C., & Loukaitou-Sideris, A. (2025). Disaster recovery gentrification in post-wildfire landscapes: The case of Paradise, CA. *International Journal of Disaster Risk Reduction, 118.*)

−15%

housing recovery fails without economic recovery

Employment in Camp Fire-affected neighborhoods was still 15% below pre-fire levels in 2022 (vs. +4.4% statewide), and absentee ownership rose markedly — housing must be paired with jobs and services.

(Lambrou, N., Kolden, C., Loukaitou-Sideris, A., & Li, X. (2025). Housing and economic recovery as interdependent pathways in the wake of wildfires. *International Journal of Disaster Risk Reduction.*)



Relationship *before task.*

We wanted communities to experience stronger connections to restore hope and confidence while navigating recovery.

STRATEGY 2

Resident Navigation

Resident Navigation Events

Dena Home Market & Altadena Rebuild Tradeshow

MEETING DISPLACED FAMILIES WHERE THEY ARE: DENA HOME MARKETS, REBUILD TRADE SHOWS & LIVE WEBINARS

Outcomes

Each win represents a systemic access point opened for Altadena, Pasadena, and Sierra Madre survivors.

DAYONE

Survey Report *dashboard*

Eaton Fire Survivor Profiles — Overview Dashboard

Survey Respondents: 1,128 | Intake Respondents: 545 | Total Unique Contacts: ~1,673 | Data: November 2025

Total Loss	*Households w/ Minors*	*Senior Households*	*Uninsured*	*No/Very Low Income*
776	465	393	403	335
68.8% of respondents	41.2% of respondents	34.8% of respondents	35.7% of respondents	29.7% under $2K/mo

Key Survivor Segments

Segment	Count (Survey)	% of Survey	Count (Intake)	Key Characteristic
Families with Minors	465	41.2%	~225 est.	*Children under 18 in household*
Senior Households (65+)	393	34.8%	~90 est.	*One or more members 65+*
Renters	445	39.5%	~545	*Were renting before the fire*
Homeowners	613	54.3%	—	*Owned home before fire*
Total Loss — Uninsured	274	24.3%	~80 est.	*No insurance at all + complete loss*
Total Loss — Underinsured (Owners)	384	34.0%	—	*Owned, had insurance but not enough*
Very Low Income (<$2K/mo)	335	29.7%	—	*Financially most vulnerable*
No Income	76	6.7%	—	*Zero reported monthly income*
Unstable / Homeless	168	14.9%	~85 est.	*No stable place to stay*
Any Temporary Housing	574	50.9%	—	*May need to move within 12 months*
Families with Minors + Unstable	265	23.5%	—	*Children + no stable housing*
Seniors + Very Low Income	88	7.8%	—	*65+ with <$2K/mo income*

Top Needs Reported (Intake Form, N=545)

Need	# Respondents	% of Intake
Housing	406	74.5%
Clothes / Shoes	337	61.8%
Food	327	60.0%
Personal Hygiene	299	54.9%
Employment Opportunities	166	30.5%
Transportation	154	28.3%
Resources for Pets	118	21.7%
Health / Medications	84	15.4%

Recovery Support Requested (Survey, N=1128)

Support Type	# Respondents	% of Survey
Financial Assistance (grants/rent/mortgage)	936	83.0%
Temporary or Stable Housing	445	39.5%
Help Completing Repairs / Rebuilding	388	34.4%
Legal or Insurance Assistance	352	31.2%
Mental Health / Emotional Support	335	29.7%

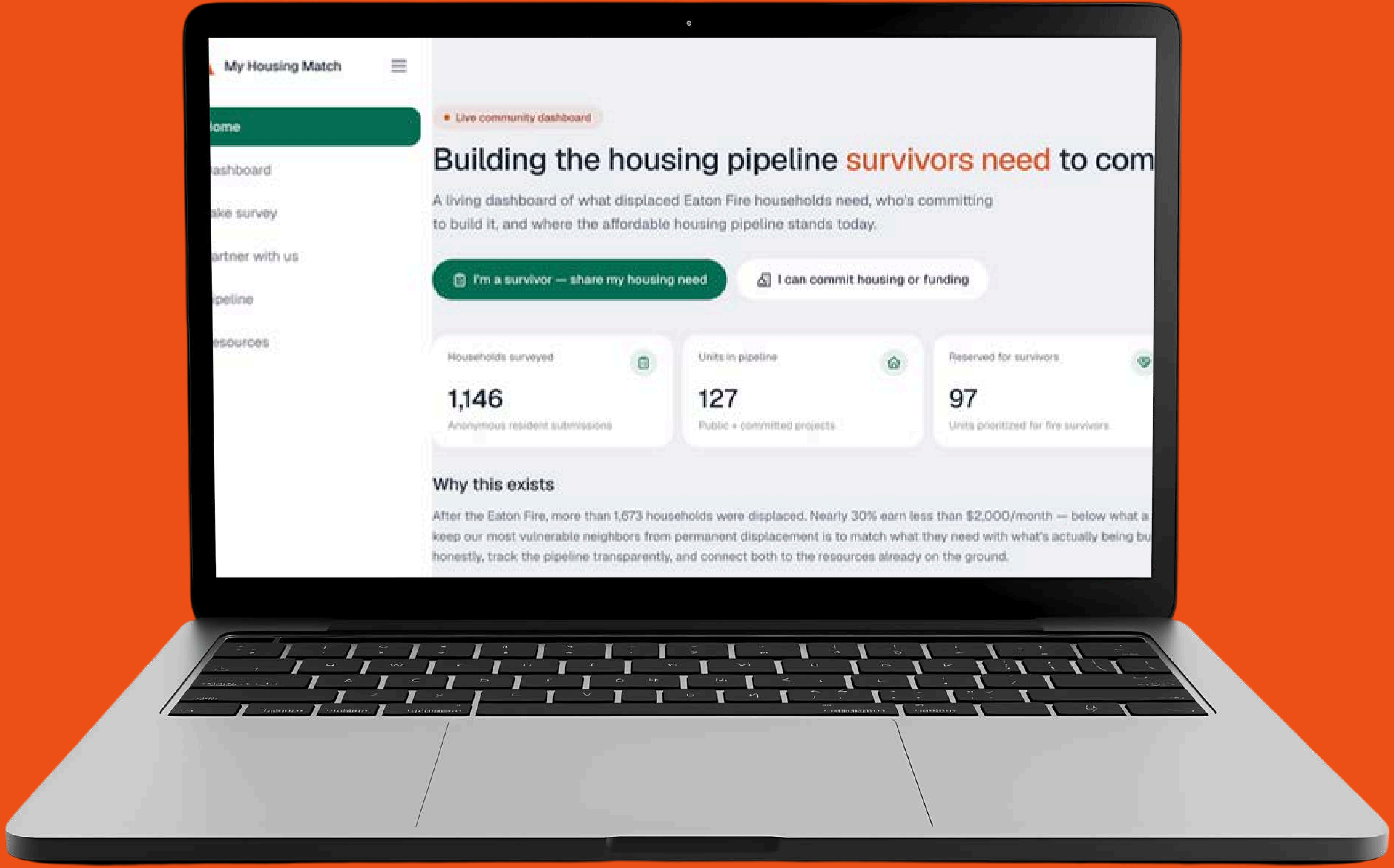
The *Eaton Fire Recovery Dashboard* aggregated survey findings and was made accessible to partners, funders, and policymakers to drive coordinated, evidence-based response.

My Housing Match Dashboard

The Anti-Displacement Engine

The Housing Match Dashboard is a data-driven tool designed to connect displaced Altadena, Pasadena, and Sierra Madre residents to homes being created through recovery investments .

Using survey data, the platform determines the specific housing unit each household needs — accounting for family size, income, accessibility, and tenure status. Households are matched to currently available listings or to future development opportunities in the pipeline. Wildfire survivors are directly connected to planned affordable developments — turning coordination into lasting placement.


My Housing Match
Home
Dashboard
Take survey
Partner with us
Pipeline
Resources
Live community dashboard
Building the housing pipeline survivors need to com
A living dashboard of what displaced Eaton Fire households need, who's committing to build it, and where the affordable housing pipeline stands today.
I'm a survivor — share my housing need
I can commit housing or funding
Households surveyed
1,146
Anonymous resident submissions
Units in pipeline
127
Public + committed projects
Reserved for survivors
97
Units prioritized for fire survivors
Why this exists
After the Eaton Fire, more than 1,673 households were displaced. Nearly 30% earn less than $2,000/month — below what a
keep our most vulnerable neighbors from permanent displacement is to match what they need with what's actually being bu
honestly, track the pipeline transparently, and connect both to the resources already on the ground.

Density and Development

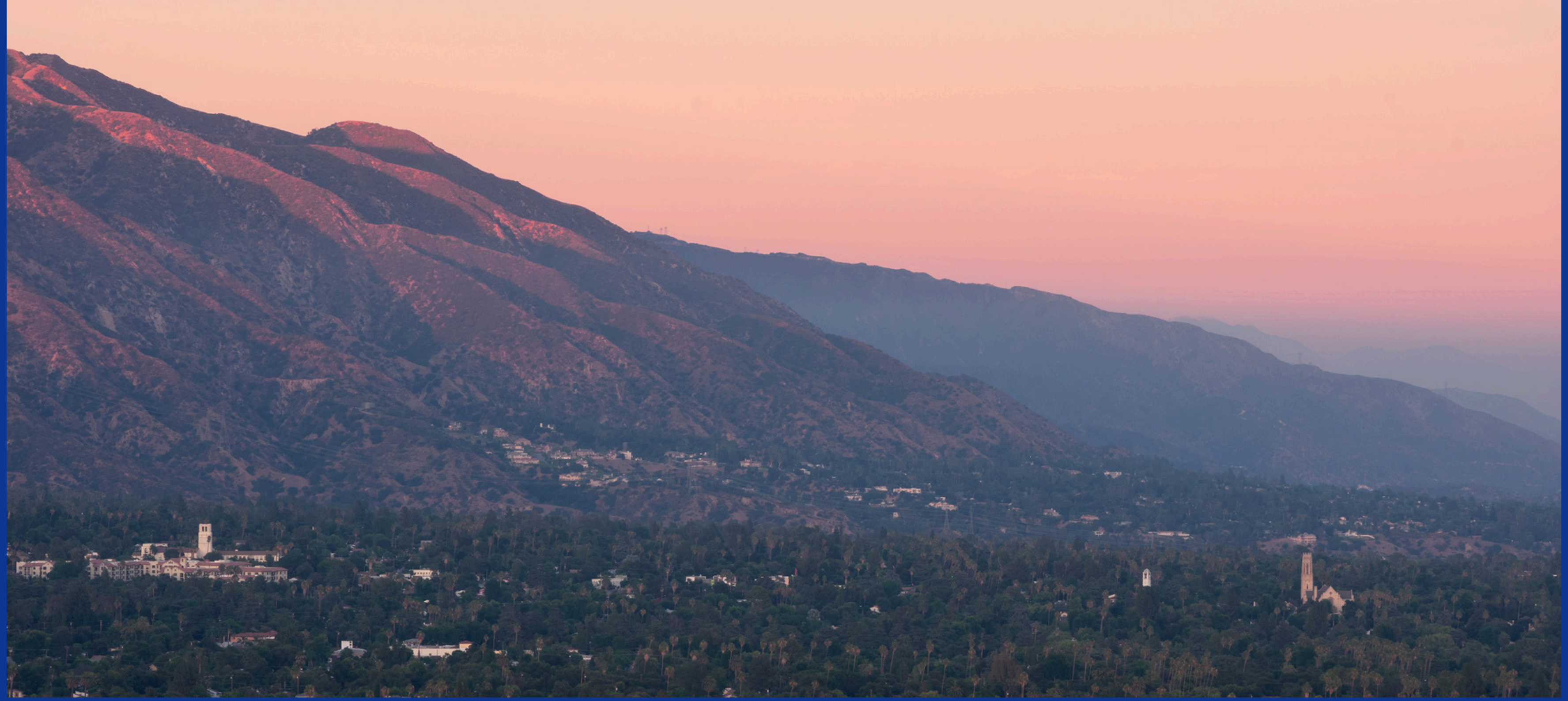
Chat with the Experts

Moderated by Lisa Odigie
Nic Arnzen, Altadena Town Council
Adriana Bautista, Altadena Earthseed CLT
Kahlmus Eatman, Greenline Housing Foundationl
Don Nash, Neighborhood Housing Services LA
Jimar Wilson, Enterprise Community Partners
Brittney Weissman, LACAHSA
Carolina Romo, LACDA

STRATEGY 3
Sustainability Planning

Turning lessons learned into best-practices.

Turning eighteen months of coalition work into durable, lasting infrastructure. This activity focuses on formalizing the systems, platforms, and partnerships built through DENA C.A.R.E.S, ensuring recovery resources outlive the grant term and continue serving Altadena, Pasadena, and Sierra Madre residents.



We are not starting from scratch.

PROVEN MODELS

Altadena's housing recovery plan is grounded in community-driven development models proven in prior disaster rebuilding efforts, including Lahaina, Paradise, and the Gulf Coast.

These models demonstrate that long-term housing stability requires community ownership, anti-displacement protections, and coordinated infrastructure.

DENA C.A.R.E.S draws directly from these precedents: centering residents, preserving affordability, and building durable systems that outlast the emergency response phase.

What *Lahaina* Did

PUBLIC MONEY BEHIND A COMMUNITY LAND TRUST

- *13 parcels secured* and 34 homes enabled
- $10 million in county funds from a Managed Retreat Revolving Fund
- *Keep Lahaina Home grants* fill the gap when insurance falls short
- The trust holds land in perpetuity and sells only the house, so *mortgages stay reachable*
- Homes remain *renewable and inheritable*, framed as protecting inheritance

What *Lahaina* Did

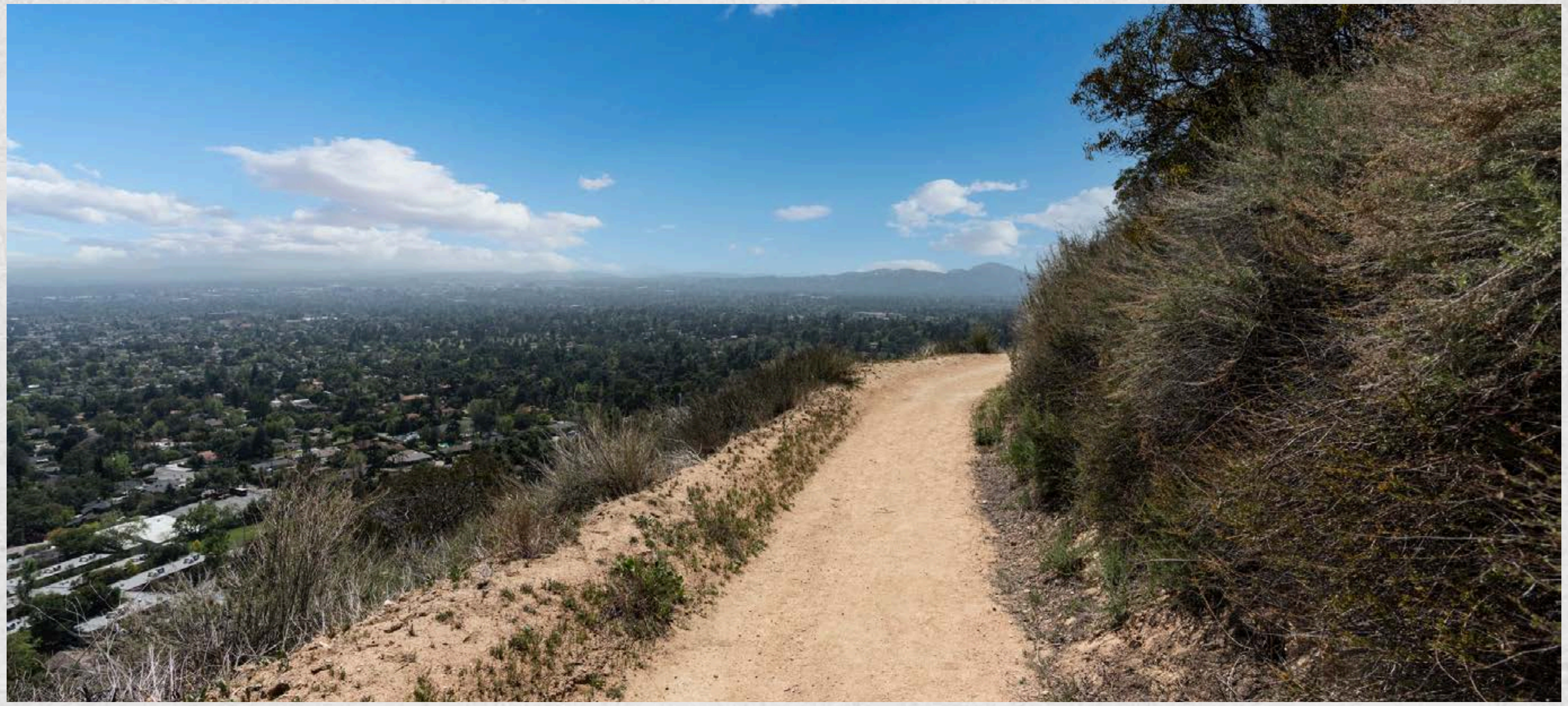
450 HOMES FOR THE PEOPLE FEMA WOULD NOT COVER

- Ka Laʻi Ola interim housing village
- *450 homes on 57 acres* housing up to 1,500 people
- Built in under 18 months at roughly *$120,000 per home*
- 42% below conventional cost, saving an estimated $106 million
- Served *survivors ineligible for FEMA aid*, including renters and informal households
- Funded by *$145 million from the state plus $40 million in philanthropy*
- Site converts to Native Hawaiian homesteads in 2029

What *Lahaina* Did

PERMANENT FAMILY-SIZED AFFORDABLE RENTALS

- Kaiaulu o Kukuia opened October 2025
- *200 apartments across 25 low-rise garden buildings*
- Half the units are *three- and four-bedroom homes built for families*
- Restricted to households at *30 to 60% AMI*
- Residents save an average of 53% versus market rent
- Free full-day Montessori preschool, great hall and teen room on site
- *Built on land leased from a public agency*



What *Lahaina* Did

A CDBG-DR PLAN THAT WAS ALMOST ENTIRELY HOUSING

- $1.6 billion to Maui County, the largest such allocation to one local government
- *Single-family reconstruction of up to $1.2 million per household*
- First-time homebuyer program prioritized for wildfire survivors
- *Seven multifamily projects restoring 519 affordable rental units*
- 22 infrastructure and mitigation projects funded separately from housing
- *Shaped by more than 70 community meetings and three public hearings*

THE ANTI-DISPLACEMENT TOOLKIT

Six tools for keeping community rooted in place after wildfire.
Each is proven elsewhere and together they form a system Altadena can deploy now.

COMMUNITY LAND TRUST	Community owns the land; homes stay permanently affordable across resales. Proven by Lahaina CLT, Houston CLT, El Sereno CLT. Altadena Earthseed CLT is building locally.
RIGHT OF RETURN	Displaced owners and renters get first priority in new housing. Modeled on Portland N/NE Preference Policy; already practiced by Beacon Housing on Pine Street.
HEIR & TITLE PROTECTION	Legal aid to clear title, unlocking insurance aid and permits for owners most at risk of losing everything through probate gaps.
SHARED EQUITY FINANCE	Below-market capital for returning families with resale restrictions. Modeled on the Dearfield Fund for Black Wealth in Denver.
LAND BANKING	Acquire fire-damaged lots before speculators and hold for community reuse. Modeled on Genesee County, Michigan and the Paradise lot program.
ADUS & LOT SPLITS	Under SB 9, owners rebuild with a rental on site — creating income without selling the land. Keeps multi-generational households intact.

Reference: Rooted in Altadena proposal by tinkercraft x Cal Poly Pomona x Day One

A COORDINATED RECOVERY SYSTEM

The capital stack works only when every actor plays their role.

- Federal dollars set the floor
- State and county build the vehicle
- Philanthropy moves first
- Developers build at scale
- Residents hold the authority.

FEDERAL	Appropriate CDBG-DR for Jan 2025 fires; ensure Altadena has a seat at the table
STATE	Bridge the wait with multifamily funding rounds and predevelopment capital
COUNTY	Stand up a recovery housing vehicle with acquisition authority
PHILANTHROPY	Be the fast money for predevelopment deposits, land acquision and insurance gaps
DEVELOPERS	Bring modular capacity and willingness to build family-sized units
RESIDENTS	Hold the design authority and prior tenant return rights

What Can Altadena look like?

Keeping Altadena Beautiful *means planning for better.*

Keeping Altadena Beautiful
Gentle Density, Local DNA

Bungalow Courts

6–10 households around a shared garden. Invented in Pasadena in 1909, this is density that reads as heritage, not change.

Pre-approved ADU Plans

Pre-approved architect-designed ADUs cut permitting from months to weeks.

Cottage Homes

Dignified permanent homes on public land, designed as an alternative to FEMA trailers, built to grow over time.

No Rezoning Required

All three typologies are legal on Altadena lots today. No rezoning required. Local scale, local character, immediate action.

The Key:
Empower residents to decide.

How We Will Know It Worked

- Return Rate: *Majority of pre-fire Black households live in Altadena again*
- Affordability Held: *Permanent affordability, not covenants that expire*
- Generations Together: *A quarter of rebuilt lots include a second unit*
- Renters Home: *1,500 lost rental units replaced or stabilized with right of return priority*
- Ownership Preserved: *Fewer than 1 in 10 burned lots owned by non-resident investors*
- Insurable: *Rebuilt homes can get coverage at a price a retiree can pay*

Sustainability Plan: Stewarding the Coalition

RELATIONSHIP STEWARDSHIP

Cultivate trusting, long-term relationships across recovery partners, treating each stakeholder as an equal contributor to community healing.

COLLECTIVE ACTION

Facilitate regular convenings and working sessions to align priorities, coordinate interventions, and sustain momentum across the recovery ecosystem.

INFORMATION SYNTHESIS

Maintain ongoing dialogue to surface emerging needs, synthesize community input, and translate lived experience into actionable recovery strategy.

COMMUNITY CAPACITY

Close capacity gaps so partners can advocate for their own recovery, build local leadership, and sustain engagement.

Sustainability Plan: Developing Infrastructure

MY HOUSING MATCH DASHBOARD

Continue developing the anti-displacement dashboard matching survivors to planned developments and available housing opportunities.

FORMALIZED PARTNER PROTOCOLS

Formalize partner shared protocols that continue across the recovery ecosystem.

RESIDENT SUPPORT SYSTEM

Build lasting trust with displaced families for ongoing engagement and sustained connection to housing resources.

DATABASE & REFERRAL SYSTEMS

Institutionalize database and referral protocols for long-term partner use, ensuring continuity of service delivery.

Sustainability Plan: Staffing Requirements

PROGRAM DIRECTOR

Oversees program strategy, funder relationships, and cross-sector coalition alignment. Ensures long-term sustainability planning and grant compliance across all DENA CARES activities.

HEAD OF COMMUNITY PARTNERSHIPS

Stewards relationships across 50+ partner organizations. Manages convenings, facilitates collective action, and ensures partners remain equal stakeholders in the recovery ecosystem.

SOFTWARE DEVELOPER

Leads continued development of the My Housing Match anti-displacement dashboard. Maintains database infrastructure, referral protocols, and platform integrations for long-term partner use and broad adaptation.

PROGRAM & MARKETING COORDINATOR

Program Coordinator manages day-to-day operations, navigation events, and data tracking. Marketing Coordinator drives community outreach, storytelling, and engagement with displaced families.

1. COUNTY OF MAUI OFFICE OF RECOVERY HOOKUMU HOU CDBG-DR PROGRAM
2. LAHAINA COMMUNITY LAND TRUST & HOMEAID HAWAII
3. UCLA LATINO POLICY AND POLITICS INSTITUTE RALPH J. BUNCHE CENTER
4. PASADENA COMMUNITY FOUNDATION
5. ALTADENA BUILDS BACK FOUNDATION
6. MONTGOMERY COUNTY HOUSING OPPORTUNITIES COMMISSION
7. CARNEGIE ENDOWMENT ANALYSIS
8. GREENLINE HOUSING FOUNDATION & CHAMPLAIN HOUSING TRUST

SOURCES