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## **THE PEOPLE CONCERN PARTNERS WITH COMMUNITY ORGANIZATION, WEST LA HOMELESS, TO LAUNCH NEW OUTREACH PROGRAM**

*Leveraging best-practices in street engagement strategies, The People Concern's outreach team will help people experiencing homelessness move indoors.*

(LOS ANGELES – August 13, 2021) [The People Concern](#), one of LA's largest housing and social services agencies has been selected by community organization, [West LA Homeless](#), to provide people experiencing homelessness in West Los Angeles with outreach services, with the end goal of connecting people with permanent housing. The People Concern currently operates 18 multidisciplinary outreach teams across LA County, bringing case management, mental health and substance use services as well as medical care to our neighbors on the streets. The People Concern's outreach teams are often the first points of contact for people living on the streets, providing immediate resources and assessments to identify available services and housing options. In the past year, The People Concern's outreach teams provided services and referrals to over 10,000 people living on the streets.

The People Concern will be utilizing best-practices and lessons learned from long-standing partnerships with community-led groups such as the Pacific Palisades Task Force on Homelessness (PPTFH), to deliver effective, compassionate and localized services to unsheltered neighbors in West LA.

"As street homelessness has grown more visible, it is clear that community volunteer organizations like ours can play an important role in supporting the work of government," said Michael Stevenson, President & COO of West LA Homeless. "We must all take an active part in addressing this humanitarian crisis, and we're proud to partner with The People Concern to connect our neighbors who are experiencing homelessness with the services and resources they need."

Beginning the week of August 2, 2021, The People Concern outreach team began operating in the geographic area spanning from the 405 Freeway on the west to Wilshire Blvd. on the north to National Blvd. on the south to Century Park East on the east, with additional pockets in this general area. The team will be prioritizing the most chronically homeless and vulnerable individuals for services.

"We are proud to partner with West LA Homeless to expand service delivery on the Westside and bring housing and comprehensive services to our neighbors experiencing homelessness. The People Concern has been at the forefront of deploying effective street engagement strategies that prioritize building trusting relationships with our vulnerable neighbors and connecting them to the resources they need to move indoors. Homelessness is solvable; the key is having housing resources readily available and doing whatever it takes to help people transition off the streets," shares John Maceri, CEO, The People Concern.



To successfully scale permanent supportive housing and solve the homelessness crisis in Los Angeles, community and political will is necessary. This partnership is backed by an inspiring cadre of neighbors helping neighbors as well as local businesses and City and County offices.

"West LA Homeless is made up of a remarkable group of people who have come together to take substantive action to help solve the homelessness crisis," said Los Angeles Councilmember Paul Koretz who represents the Fifth District that includes West Los Angeles. "I was happy to offer financial support from my office to go toward their worthy cause of getting more outreach workers to our unhoused residents on the Westside. I'm very excited to see what impact they can make in the West LA community."

"I wish every community in LA had a community group like West LA Homeless," said Los Angeles County Supervisor Sheila Kuehl. "These local residents' groups can help jumpstart a successful outreach process, because neighbors usually have valuable knowledge and relationships with the people experiencing homelessness in their communities. Those relationships can accelerate and support the work of great organizations like The People Concern as they link individuals to services and housing. I am deeply grateful for this very constructive partnership."

This partnership is made possible thanks to the generosity and support of many local businesses, community members, and key stakeholders including:

Afriat Consulting Group  
Carmel Partners  
Cheviot Hills Home Owners Association  
Fox Corporation  
Los Angeles Councilmember Paul Koretz  
Kathleen L. McCarthy  
South Bay Partners  
Westside Neighborhood Council  
Westwood Homeowners Association  
Westwood South of Santa Monica Blvd. Homeowners Association

#### About The People Concern

One of Los Angeles County's largest housing and social service agencies, The People Concern is working to end homelessness through its proven approach that focuses on housing first with wraparound services. The People Concern is partnering with innovative developers to scale the production of permanent supportive housing. The People Concern provides a fully integrated system of care – including outreach, housing services, mental and medical health care, substance use services, life skills, and wellness programs – tailored to the unique needs of people experiencing homelessness and victims of domestic violence. Our programs empower the most vulnerable among us to improve their quality of life – housed, healthy and safe – and become active participants in the community. Ninety-two percent of people supported by The People Concern in permanent housing never experience homelessness again! For more information, visit [www.thepeopleconcern.org](http://www.thepeopleconcern.org).

#### About West LA Homeless

West LA Homeless was formed in 2020 as an independent group of community volunteers committed to compassionately address the serious issues associated with homelessness in West Los Angeles. Its mission is to



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provide leadership and resources to address the consequences of homelessness in West LA and to provide those experiencing homelessness with access to services that lead to permanent housing. To achieve this strategic mission, West LA Homeless relies upon the participation of the entire community. Support comes in all forms, from donors to committee members who make outreach possible, to representatives from local government and business whose partnership is invaluable. West LA Homeless is deeply appreciative of all the support it receives from its community partners and welcomes anyone interested in finding solutions to homelessness-related issues. For more information, visit [wlah.org](http://wlah.org).