Ending Homelessness Together!
ABOUT US & OUR SERVICES

One of Los Angeles County’s largest housing and social service agencies, The People Concern is the expert in connecting with people on the streets, bringing them inside and then keeping them housed.

Our model of integrated and comprehensive care empowers people experiencing homelessness and survivors of domestic violence to navigate the multifaceted obstacles in their lives, become their best selves and ultimately, connect and contribute to their communities.

92% of people placed in permanent housing by The People Concern never experience homelessness again!
HISTORY OF OUR WORK IN SANTA MONICA

OPCC was founded as the Ocean Park Community Center in 1963. It was established as a community resource center for low-income families in Ocean Park.

The People Concern was formed in 2016 in a merger of two trusted social service organizations based in Los Angeles County, OPCC and Lamp Community. Informed by more than fifty eight years of work in the community, The People Concern is a leading provider of, and advocate for, evidence-based solutions to the multi-faceted challenges inherent in homelessness and domestic violence.
HOMELESSNESS IN LOS ANGELES

L.A. County’s homeless population grew 12.7%.

Santa Monica’s homeless population decreased 8%.

In 2019-2020, street homelessness in these areas decreased 14%.

66,433 people were experiencing homelessness in L.A. County per the 2020 Greater Los Angeles Homeless Count.

907 people were experiencing homelessness in the City of Santa Monica per the 2020 Santa Monica Count.

19% decrease in street homelessness in these areas covered by The People Concern’s C3 Outreach team in 2018-2019; the year over year decreases suggest the Outreach strategy is working.
WHAT THE NUMBERS TELL US

In Los Angeles County, pre-pandemic, an average of 207 people exit homelessness every day but 227 people fall into homelessness.

In 2020, 2/3 of unsheltered adults were experiencing homelessness for the first time and 59% cited financial hardship as the cause. 80% of unsheltered people have been living in LA for 5+ years.

We need to advocate for policy changes upstream to prevent people from falling into homelessness, especially during and post-pandemic.

Black people are 4x more represented among people experiencing homelessness than in the County population overall; rising costs of living coupled with systemic racism in housing, justice, health care and economic policy have contributed to the crisis in L.A.

Los Angeles County needs 509,000 units of affordable housing to meet current demand. We need to scale innovative housing solutions to meet demand.

Housing + Supportive Services Solves Homelessness.
OUTREACH TEAMS

“WHATEVER IT TAKES.”

Our dedicated and compassionate outreach team members meet people on their own turf and on their own terms.

The People Concern outreach teams have staff with different areas of expertise including substance use, mental health, housing navigation and peers with lived experience. During the pandemic, our teams have held numerous testing and vaccination events and have been providing unsheltered neighbors with PPE and key information to help them stay as safe and healthy as possible.

Our 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.

“We are the bridge between people on the streets and taking those small steps to get your life back on track. We have different things available to meet each person’s needs. Nobody wants to be homeless and we are here to help them find their way again.”

-JASMINE CARTER, C3 SANTA MONICA OUTREACH TEAM
HMST launched in 2016 to engage chronically homeless individuals who have been identified by City staff and local hospitals as the highest utilizers of emergency services in Santa Monica. The team is staffed by a licensed Clinical Program Director, Psychiatrist, Physician Assistant, Clinical Case Manager, Substance Abuse Clinician, Housing Case Manager and Peer Support Specialist. The team delivers medical and behavioral health interventions on the streets or wherever clients may be located—including jails, hospitals, courtrooms or libraries.

Results in Action
A recent study from the RAND Corporation found that after being served by our Homeless Multidisciplinary Street Team (HMST) for at least six months, participants on average had:

- 71% fewer encounters with the police
- 48% fewer encounters with the fire department
- 56% fewer emergency room visits

They estimate that the team has saved the City of Santa Monica up to $259,000, not including costs for emergency services borne by entities other than the City.
SANTA MONICA C3
(COUNTY, CITY, COMMUNITY)
TEAM:

The Santa Monica C3 Team was launched in 2018. This team is deployed to the Downtown area including Palisades, Tongva and Reed Parks as well as the beach and pier.

Served **390 people/month** on average in FY 20-21.

Team members are out in the community and engaging people experiencing homelessness, referring people to resources and providing essential care, with the ultimate goal of connecting our neighbors with safe, affordable housing.
The Access Center is a drop-in center on 5th & Olympic. People experiencing homelessness can receive a sack lunch, mail, meet with a Case Manager, participate in wellness programs, receive on-site medical services, access SHWASHLOCK (showers/washers/lockers) and start the process of entering housing.

**ACCESS CENTER**

During fiscal year **2020-2021**, we provided:

- **65,375** sack lunches
- **15,665** showers
- **2,257** bags of groceries for housed program participants
HEALTH & WELLNESS PROGRAM

The People Concern began piloting the Health & Wellness Program with Providence St. John’s Hospital in Santa Monica in 2007; the program has since expanded to other hospitals in SPA 5 and will be expanding to central Los Angeles as well (SPA 4).

The goal of the program is to reduce emergency department overutilization among people experiencing homelessness by connecting them to long-term, comprehensive community services including: primary health care, mental health care, harm reduction/substance use services, shelter and long-term housing.

According to studies, recurring emergency room visits + occasional intakes for non-life-threatening conditions can cost hospitals and the public upwards of $35K/year; it costs $15K/year to keep a formerly homeless person housed.

“People experiencing homelessness who come to the ED have a lot of needs that an ED can’t fill, I see my job as trying to bridge that gap by building as much support around them as possible through referrals to the medical and social services in the community.”

- Weihao Qu, Patient Navigator, The People Concern
SAMOSHEL
65 bed interim housing site. Program participants have access to on-site wellness programming, mental health services and case management with the end goal of moving people into permanent housing. Site is owned by the City of Santa Monica.

CLOVERFIELD
55 bed interim housing site owned by The People Concern. Ground floor is co-ed, top floor is for women only (Daybreak). In-reach services operate here as well as our Money Management program. The on-site kitchen provides meals for all The People Concern Westside interim housing sites. Program participants have access to on-site wellness programming, mental health services and case management with the end goal of moving people into permanent housing.

TURNING POINT
55 bed interim housing site owned by The People Concern. Program participants have access to on-site wellness programming, mental health services and case management with the end goal of moving people into permanent housing.
Sean was working at a bike rental shop in Santa Monica, CA when the coronavirus pandemic hit. Due to safety concerns the business was required to shut down until they could safely reopen. Unfortunately, after being closed for several months, the owner was unable to afford the lease and keep the business going – they were forced to close their doors for good. Sean had been living paycheck to paycheck barely able to make ends meet when he lost his job, “I lost everything very quickly. There was nothing I could do, so I ended up on the streets - the hardest part of being homeless was being in a wheelchair and having to fight for your life,” says Sean. Things got progressively worse for Sean until he met Teresa, a Diversion Case Manager for The People Concern’s Access Center in Santa Monica.

“Teresa showed me that life is worth living.” Teresa was able to refer Sean to Cloverfield. Once there, Sean was given a safe place to stay and an entire team to help him work towards permanent housing. “Cloverfield offers every service you could need. If I needed to see a counselor or nurse, they were there. They provided me with healthy meals and a place to do laundry. I can’t say enough about The People Concern. If it wasn’t for their dedication, I wouldn’t be here. I’m thankful for everything they have done for me,” says Sean.

Sean worked diligently with his team and after 5 months, he moved into permanent housing. Today Sean is housed, healthy and safe in a place of his own!
Adhering to the Housing First model, our staff work collaboratively across programs and departments to identify “best-fit” housing.

Permanent Supportive Housing (PSH) is often the best-fit option for the people we serve who are struggling with co-occurring conditions and require individualized support to find long-term stability.

Due to limited affordable housing in Santa Monica, we frequently find housing outside of Santa Monica for our program participants.

FlyawayHomes was born out of The People Concern to disrupt the current housing production model and create housing faster and cheaper than traditional housing; we are working on scaling this model to reach our goal of housing 20,000 people by 2028.

We are currently supporting over 2,600 people in permanent housing across L.A. County!
HOW COVID-19 HAS IMPACTED OUR SERVICES + DELIVERY

ESSENTIAL SERVICES
Street Outreach, 24/7 Interim Housing Sites, Access Center, Supportive Services, Domestic Violence Hotline and Shelters. Our outreach teams have tested thousands of people in the past several months and provided our neighbors with access to the vaccine.

HEIGHTENED DEMAND
We saw a sharp rise in people seeking our services, especially basic necessities like access to food and hygiene supplies.

CAPACITY
We are navigating the competing priorities of serving more people and bringing more people inside with decompressing our congregate living, 24/7 programs due to social distancing requirements.

HOUSING
Our staff continues to support residents in their transition to permanent housing. Availability of housing resources continues to be a barrier.

Our teams remain on the front-lines serving our most vulnerable neighbors every day. We are accustomed to helping people navigate the most challenging times but this pandemic is particularly tough on our neighbors experiencing homelessness and victims of domestic violence.

The need for our services continues to grow, and we continue to show up every day to connect people with the support they need.
THANKS TO OUR COMMUNITY
CORPORATE & INDIVIDUAL OPPORTUNITIES

THERE ARE MANY WAYS TO GET INVOLVED!

CORPORATE & INDIVIDUAL VOLUNTEERING
While we are unable to have large groups volunteer at our sites currently due to COVID-19, corporate groups and individuals can volunteer from the comfort of their offices/homes by assembling hygiene kits, Welcome Home baskets and more.

INDIVIDUAL PHILANTHROPY
Financial contributions from individuals and foundations sustain our work and spur innovation. Last year, private philanthropy contributed about $9.5M to The People Concern’s life-saving work.

EVENT SPONSORSHIPS
Corporate sponsors make our events possible. We have exciting plans for virtual events in 2021! Please inquire with Kate Berman at kberman@thepeopleconcern.org for more information about sponsorship opportunities.

TAILORED OPPORTUNITIES
We are always looking to provide creative and unique opportunities for engagement – from educational events such as Lunch & Learns to social media campaigns and cross-promotional opportunities and everything in between!
THANK YOU!