

The People Concern Malibu Outreach Team

January 2025 Report

Outcomes

In January 2025, the total number of contacts made by the outreach team was 150, with 56 unduplicated contacts. 13 individuals were contacted in permanent or temporary housing. Of the 43 unduplicated contacts currently on the streets, 4 were new contacts, with 2 of them becoming repeat contacts. There are currently 26 contacts considered in various stages of engagement, and 17 are refusing services at this point. The outreach team continues to contact these individuals with the goal of getting them engaged in the housing process.

Success Story

In January 2025, the communities of Malibu and Pacific Palisades were ravaged by the catastrophic Palisades Fires, a disaster that would change the region forever. Fueled by the powerful Santa Ana winds, gusting up to 100 mph, the fires tore through Pacific Palisades and parts of southern Malibu, incinerating hundreds, if not thousands, of homes, businesses, and structures. The devastation left the area resembling a war-torn zone—entire neighborhoods reduced to rubble, thousands of residents displaced, and an overwhelming sense of grief and uncertainty lingering in the air.

In the face of this chaos, The People Concern's Malibu Outreach team demonstrated unparalleled dedication, resilience, and compassion. As the fires spread relentlessly, thousands of residents—both housed and unhoused—found themselves in immediate danger, with no clear direction as to where to turn for support. This is where the Malibu Outreach team stepped in, proving the strength of community in the darkest of times.

Thanks to the hard work and determination of the outreach team, several unhoused individuals were safely evacuated from the most affected areas. In collaboration with the Emergency Centralized Response Center (ECRC), the team was able to provide immediate placements for those wishing to evacuate during the fires, securing shelter in motels and emergency shelters for a total of approximately 10 to 20 individuals. For those who chose to leave on their own accord, the team worked tirelessly to ensure they had the resources and support they needed to make that transition as smooth as possible.

The collaboration between The People Concern and the Department of Mental Health HOME Team also played a critical role in securing safe housing for mutual clients. The Malibu Outreach team provided referrals, transportation, and ongoing assistance throughout the evacuation process, ensuring that the most vulnerable were taken care of. This partnership also extended to LAHSA (Los Angeles Homeless Services Authority), which provided emergency motel vouchers to evacuees, further ensuring that no one was left without a safe place to stay during the fires.

Despite the many successes, the Malibu Outreach team faced significant challenges. The Pacific Coast Highway (PCH), which is the team's main access route into Malibu, was closed due to the fires, forcing the team to take longer, alternate routes. The normal commute, which would take around 30 minutes, was now a grueling journey that stretched to over an hour, navigating through heavy traffic along the 10, 405, and 101 freeways, and winding through canyon roads. Yet, this logistical burden did not deter the team. They pressed on, knowing the urgency of their work and the importance of providing emotional and mental support to those affected by the fires.

With air quality deteriorating to hazardous levels from the toxic smoke and particulates, the team's commitment to their clients was truly tested. But they pushed through the discomfort, remaining steadfast in their mission to provide 100% emotional presence, mental support, and essential services to the displaced populations. Despite the overwhelming conditions, they made it a priority to ensure that everyone who needed help felt seen, heard, and cared for.

In the midst of an unprecedented disaster, the resilience of both the communities of Malibu and Pacific Palisades, as well as the Malibu Outreach team, shone through. As the fires raged on, the unwavering dedication of the outreach team in

providing practical assistance and emotional support exemplified the core values of The People Concern: compassion, partnership, and a commitment to improving lives, even in the face of adversity.

As the dust settles and the rebuilding begins, the efforts of The People Concern's Malibu Outreach Team will be remembered as a beacon of hope during one of the darkest times these communities have faced. Their unwavering commitment to service, even in the face of logistical and safety challenges, helped to save lives, restore dignity, and offer a glimpse of hope to those who needed it most. The strength and resilience of Malibu, Pacific Palisades, and The People Concern's team serve as a testament to the power of community in the face of crisis, and the promise that no one will be left behind in times of need.

Next Steps:

In the month of February, the Malibu Outreach Team will continue its efforts to place clients into interim housing and assist as many individuals as possible in attending appointments that support their housing goals. While road closures on PCH have presented transportation challenges, the team remains committed to finding alternative solutions to ensure clients receive the necessary support.

Moving forward, we will:

1. **Enhance Transportation Strategies** – Explore alternative routes, coordinate with local resources, and identify potential transportation solutions to mitigate the impact of road closures.
2. **Increase Housing Placements** – Continue working closely with housing providers and case managers to secure interim and permanent housing options for clients.
3. **Strengthen Appointment Assistance** – Provide additional support to ensure clients can attend crucial meetings related to housing, healthcare, and other essential services.
4. **Expand Community Partnerships** – Collaborate with local organizations, shelters, and service providers to enhance resources available to clients.
5. **Adapt to Challenges** – Remain flexible and responsive to evolving transportation and logistical issues, ensuring that each client receives individualized care and support.

Despite current obstacles, the outreach team remains dedicated to serving the community with compassion and persistence.