

The People Concern Malibu Outreach Team

August 2025 Report

Outcomes

In August 2025, the total number of contacts made by the outreach team was 262, with 69 unduplicated contacts. 2 individuals were contacted in permanent or temporary housing. Of the 67 unduplicated contacts currently on the streets, 10 were new contacts, with 4 of them becoming repeat contacts. There are currently 26 contacts considered in various stages of engagement, and 41 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

Malibu Outreach Team Supports Longtime Community Member into Interim Housing

This past August, The People Concern's Malibu Outreach Team celebrated a major milestone in their ongoing mission to support unhoused individuals in the Malibu area. After years of persistent outreach, relationship-building, and unwavering compassion, the team successfully supported GrKi—one of the community's most well-known and long-time unhoused residents—into interim housing.

GrKi had been residing on the streets of Malibu for several years. Throughout this time, she faced significant struggles with her mental health and substance use, including alcohol. Despite frequent and genuine attempts by the outreach team to engage her, she remained service-resistant and steadfast in her transient lifestyle. Housing, shelter, or case management were offers she routinely declined.

To many residents, GrKi appeared disconnected from the world around her—often spotted standing in the middle of the Pacific Coast Highway late at night, unresponsive and in visible distress. Over time, local community members shared growing concerns about her well-being. They reported her deteriorating physical health, signs of malnourishment, and the alarming decline in her hygiene and self-care.

The Malibu Outreach Team never gave up.

Rather than pressuring GrKi into services she wasn't ready to accept, the team adopted a “soft” engagement approach—one grounded in empathy, consistency, and dignity. For months, and even years, they focused simply on being present. No agendas. No expectations. Just conversations, trust-building, and deep listening. Slowly but surely, this approach made a difference. GrKi began to see the team not as providers trying to “fix” her, but as people who genuinely cared about her—her story, her experiences, and her humanity.

This foundation of trust became the key to progress. Over time, GrKi began to accept small but meaningful support—occasional motel stays, transportation assistance, and eventually, discussions about housing. Her openness marked a turning point, and the outreach team moved quickly to leverage the support of partners including the Department of Mental Health's HOME team, the COG Case Manager, and dedicated local residents who had long advocated for her.

In August, a critical opportunity arose when the outreach team learned of an open bed at a nearby interim housing facility. Through a coordinated effort and thoughtful, client-centered planning, the team presented the opportunity to GrKi with patience and care. After multiple conversations and with the encouragement of her growing support network, GrKi made the brave decision to say “yes.”

The team acted swiftly—securing the bed, arranging transportation, and assisting with her intake. Today, GrKi is safe, indoors, and connected with on-site case management services. She is actively working toward her next goal: permanent housing. Most importantly, she is surrounded by a community of care, advocacy, and love.

GrKi's story is a powerful testament to the impact of persistent, compassionate outreach and the importance of meeting people where they are—physically, emotionally, and spiritually. It also reflects the incredible strength and resilience of an individual who, despite overwhelming challenges, took the courageous step to begin a new chapter.

Next Steps:

The outreach team will continue to support the City's efforts to limit the accumulation of shopping carts at Legacy Park by encouraging clients to downsize their belongings and by offering backpacks as an alternative. This initiative is intended to reduce clutter in the area while also promoting safety and mobility for clients.

We remain committed to strategizing and working in close partnership with the Department of Mental Health (DMH) to more effectively engage individuals who have historically been resistant to services. Through ongoing collaboration and targeted engagement efforts, we aim to strengthen connections and improve service outcomes for this population.

Lastly, we are pleased to announce the addition of a third Case Manager to the team. This expansion will enhance our capacity to provide individualized support, increase our outreach coverage, and further advance our mission of addressing the needs of persons experiencing homelessness in the community.