



## FOR IMMEDIATE RELEASE

The People Concern Operates Three Project Homekey Sites  
*The People Concern will become owner-operator of three Project Homekey sites creating 170 units of permanent supportive housing in L.A. County.*

**(LOS ANGELES -- March 30, 2021)** The People Concern, a nonprofit organization working on the front-lines to combat the homelessness crisis in Los Angeles, announced that they will become owner-operators of three Project Homekey (PHK) sites in L.A. County. Project Roomkey (PRK), the state-wide effort to move medically vulnerable people experiencing homelessness into motels and hotels during the pandemic was effective in moving people indoors quickly, but like all temporary solutions, an exit strategy to long-term housing is necessary to ensure people have a safe and stable home. As PRK sites are winding down, Project Homekey (PHK), the second stage of the initiative, is ramping up; the objective of PHK is to convert empty hotels and motels to permanent supportive housing.

The People Concern will be operating 3 PHK sites (in Compton, West Adams and near LAX); all sites will initially be operated as interim housing before they are converted into permanent supportive housing. Participants will have access to on-site supportive services and will work with staff to find long-term stability and improve their well-being. The People Concern will be the owner-operator of all three sites, providing 170 units of permanent supportive housing once conversions are completed in the next few years. As of March 24<sup>th</sup>, the Compton and West Adams locations have already welcomed program participants.

The West Adams location will also be serving people from the Encampment to Home pilot project led by Council District 10 and The People Concern; the initiative linked 36 vulnerable neighbors living in the encampment on Venice Blvd. and David Ave. in Mid-City L.A. with temporary and permanent housing.

“Project Homekey is an important resource for our community because we need to bring permanent housing online as quickly as possible. Adaptive reuse is a viable solution and often costs less and is quicker to implement than traditional affordable housing development. Project Homekey aligns with The People Concern’s commitment to scaling permanent supportive housing because we know that housing paired with supportive services is the solution to homelessness. We are looking forward to cultivating a thriving community at each of these locations and working alongside our neighbors as they rebuild their lives,” says John Maceri, CEO, The People Concern.

### About The People Concern

One of Los Angeles County's largest social services agencies, The People Concern is working to end homelessness through its proven approach that focuses on housing first with wraparound services. The People Concern provides a fully integrated system of care – including outreach, housing services, mental and medical health care, substance abuse services, life skills and wellness programs – tailored to the unique needs of homeless individuals and victims of domestic violence. Ninety-two percent of those in housing supported with wraparound retention services will never be homeless again. This innovative evidence-based model has been proven in communities throughout Los Angeles County and recognized and replicated across the country. For more information, visit [www.thepeopleconcern.org](http://www.thepeopleconcern.org).