



4933 Balboa Boulevard, Encino, CA 91316 (818) 789-4711 info@encinochamber.org encinochamber.org [Senior ServicesSFV.org](mailto:SeniorServicesSFV.org)

CHAMBER UPDATE:

Answering the business community's need for more support – a new pilot program to address homelessness issues

Dear Chamber Member,

For the past few months, the Encino Chamber of Commerce has been working with leadership from the Studio City and Sherman Oaks Chambers of Commerce; the Business Improvement Districts for Encino, Sherman Oaks and Studio City; the Neighborhood Councils for Encino and Sherman Oaks and the Encino Property Owners Association on the issue of homelessness as it affects local business.



As an informal coalition, we have been meeting with CD4 Councilmember Nithya Raman, Field Deputy Kevin Sanchez Morales, Small Business Liaison Su In Lee, Senior Homeless Deputy Sarah Tanberg and Homeless Deputy Stephanie Caridad to discuss how to address the impacts of homelessness to merchants and property owners along the Ventura Boulevard corridor.



**NITHYA
RAMAN**

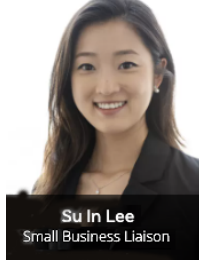
Los Angeles
City Councilmember
4th District



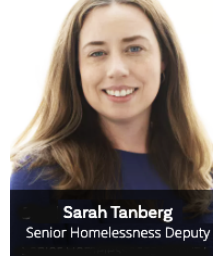
Councilmember Nithya Raman



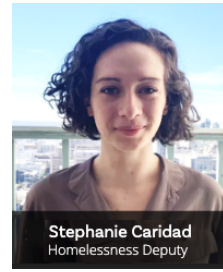
Kevin Sanchez Morales
Field Deputy



Su In Lee
Small Business Liaison



Sarah Tanberg
Senior Homelessness Deputy



Stephanie Caridad
Homelessness Deputy

In our discussions, business owners cited the urgent need for assistance when unhoused individuals occupy business entrances or interfere with normal customer access or when there are issues of security or sanitation. Many examples included non-violent incidences that overburdened LAPD have been unable to address.

As a result, we are pleased to let you know about the launch of **a new pilot intervention program which is specifically designed to assist business owners.**

The CD4 Ventura program is an alternative triage approach aimed at doing four goals:

- 1. **Providing responsive, professional intervention support** aimed at relocating the individual to the proper social service and providing relief to the business owner.
- 2. **Providing crisis prevention by de-escalating conflict situations** with unhoused individuals interacting with and around businesses.
- 3. **Building communications and working relationships with business owners** to better understand and respond to their needs
- 4. **Working with the area homeless to encourage trust and acceptance of referrals to service agencies.**

This is a 90-day program to assess the utility of having an intervention team and determine the demand for this kind of community support.

Councilmember Nithya Raman's office has established two full-time staff members assigned to this program who will be available Monday - Friday, 9:00 AM – 5:00 PM. Yes, of course there are incidents that occur before or after these hours. We are launching these hours of operation during this initial pilot period as we measure demand and collect feedback from the community.

(more)

The CD4 Ventura Team homelessness liaisons are Josh Scarcella and Cesar Vasquez-Carrera.



They are both experienced in working with the homelessness. They will work with the CD4's two existing field deputies who are also full-time dedicated to this issue. The CD4 Ventura team will have a two-pronged approach:

- A. They'll conduct proactive outreach along Ventura Boulevard to homeless persons and work with them to meet both immediate needs and also connect them with long-term case management and housing navigation services.
- B. Combined with proactive outreach, the CD4 Ventura Team will also respond to calls from business owners and employees requesting support during non-violent, non-criminal interactions with an unhoused individual.

A dedicated phone line has been created specifically for business owners and employees to call which will reach the staff – it is **(818) 394-0370**. This call line is designed to request on-site assistance. For non-time-sensitive requests for outreach, you can contact the CD4 Ventura Team at **c04venturateam@lacity.org**.

A Q&A has been attached to provide you with easy-to-access information.

Our sincere thanks to the community leaders who helped us develop this pilot program and we will be updating you with our results after the initial 90 days has concluded.

Waltona Manion, President



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Homelessness Response Team For CD Ventura Boulevard Program **Frequently Asked Questions(FAQ)for Business Owners**

How can the CD4 Ventura Team help me?

The Ventura Team is equipped to respond to non-violent, non-criminal scenarios involving unhoused individuals when business owners/employees need support to continue with their daily operations.

This dedicated team will connect unhoused individuals to available resources such as housing, medical and mental health resources.

What can I expect when the CD4 Ventura Liaison Team arrives at my business?

The CD4 Ventura Team's goal is to de-escalate a situation where a homeless person is interacting with a business and to help provide a safe resolution for all individuals present. When possible, the CD4 Ventura Team will assist homeless individuals to move to a safe area, and to meet their immediate needs (food, water, shelter, bathroom access) which may have caused the original interaction.

The CD4 Ventura Team will also support the business employees and owners in addressing any impact to their business, including cleaning up trash and biohazard waste, resetting business space and communicating any additional needs to Council District 4's Small Business Liaison.

What hours is the CD4 Ventura Liaison Team available for dispatch?

The CD4 Ventura Team will be available to respond to requests **Monday - Friday, 9 AM - 5 PM**. Upon calling, the team will communicate an **Estimated Time of Arrival**. Of course, situations for intervention happen at all hours. We are launching these hours of operation during this initial pilot period, and will continue to collect feedback from the community and the Team to inform future stages of this program.

How can I reach the CD4 Ventura Liaison Team?

For time-sensitive requests, the CD4 Ventura Team can be reached directly at **(818) 394-0370**. This call line is designed to request the Team's prompt arrival on site for conflict resolution. For non-time-sensitive requests for outreach, the Team can be contacted at **c04venturateam@lacity.org**.

Please note this number is being provided exclusively to businesses in Council District 4 along and immediately surrounding Ventura Boulevard. During the pilot phase, we appreciate you only sharing this number with other businesses in that group. This will help ensure the liaisons have the capacity to meet the needs of the intended users. Expansion of the program will be evaluated following this initial phase.

LA City Council District 4 Ventura Team Contact Information

Homelessness Response Team For Ventura Boulevard Businesses

CD4 Ventura Team (Time-Sensitive) — (818) 394-0370 - Call or text

CD4 Ventura Team (NOT Time-Sensitive) — c04venturateam@lacity.org

CD4 Small Business Team — cd4smallbusiness@lacity.org

Newsletter Sign-Up — cd4.nationbuilder.com/newsletter

Additional Contact Information

LAPD Non-Emergency — (877) ASK-LAPD (1-877-275-5273)

24/7 Water Protection Division — (800) 974-9794*For hazardous/bio waste clean-up in the public right-of-way

Studio City BID — (818) 821-3820 / vicki@thescbd.com *Inquiries on Ventura Blvd Security Patrolling Services