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## City of Perris Launches Homelessness Awareness Campaign



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PERRIS, Calif. (November 19, 2019) -- The City of Perris hosted a Homelessness Subcommittee Meeting on Monday, November 4, 2019 and launched its new Homelessness Awareness Campaign, *Perris Cares*.

In attendance for the meeting was Mayor Pro Tem Marisela Magaña, Council Member Malcolm Corona, City Manager Richard Belmudez, city staff from Housing and Code Enforcement Departments, Police Department, and community members who discussed solutions for homelessness and announced the launch of the new campaign.

In an effort to make strides toward addressing homelessness, *Perris Cares* is bringing together the necessary resources, such as the City of Perris Housing Division, Social Work Action Group (SWAG), City of Perris Code Enforcement, and the Riverside County Sheriff's Department, to work in a coordinated effort to offer assistance, connect needs with services, and above all to ensure the safety and well-being of all members of our community.

Perris Council Member looks at the initiative as a valuable tool for helping to end homelessness while supporting residents.

"Perris Cares will give our residents and interested stakeholders a place to get resources and knowledge in order to help our homeless population," said Corona. "It also gets our residents involved in improving the quality of life for all of us by ensuring we all live in a safer and cleaner community."

Mayor Pro Tem Marisela Magaña looks at the collaboration efforts as a strength of the initiative.

"Through the collaborative approach of many agencies such as Social Work Action Group, City staff and Code Enforcement, Adult Protective Services, Behavioral Health, local churches, and the Sheriff's Department, we are making strides in getting our homeless population off the streets," said Magaña. "Wraparound services are also provided to ensure that individuals who have secured stable housing do not fall into homelessness again."

She continued, "I recognize that there is no single or easy solution to address homelessness. Yet, I believe we have made progress in our collective approach to tackle the issue. These efforts are even more successful with the support of the Perris community."

Homelessness is defined as the absence of a place to live. An individual that has a primary nighttime residence that is a public or private place not meant for human habitation is considered to be experiencing homelessness. Anyone can experience homelessness. Although the root cause is poverty, underlying issues include: (1), Challenges with physical or mental health, (2) Violence or abuse in the home, (3) Lack of employment or (4) An inability to find affordable housing.

The launch of the *Perris Cares* initiative began with the unveiling of a new page on the city's website, dedicated solely to the information, awareness and attentiveness needed for a municipality to address homelessness. The webpage offers resources for those in need of assistance, a best practices list of "Dos and Don'ts" and verified lists of non-profit organizations that assist individuals experiencing homelessness. It also lists relevant findings and information from the Homelessness Subcommittee.

The City of Perris encourages compassion in addressing homelessness, while remembering the importance of approaching any situation in a safe and secure manner. In the interest of safety, it is not recommended to support or encourage panhandling. If you would like to give, please give responsibly.

The next Homelessness Subcommittee Meeting is tentatively scheduled for January 2020 with more details to come.

"The Homelessness Subcommittee is a great resource available to our community to stay updated on the advancements we are making and how to support these efforts," said Magaña. "The Perris Cares initiative is an excellent tool to uphold the safety and well-being of all members of our community and I encourage our residents to visit the website [www.cityofperris.org/perriscares](http://www.cityofperris.org/perriscares).



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