LIST OF LOCATIONS

- Northridge
- North Hills West
- North Hills East
- Mission Hills
- Sylmar
- Pacoima
- Van Nuys
- Encino
- Woodland Hills
- Chatsworth
- Winnetka
- Canoga Park
- West Hills
- Sherman Oaks
- Reseda
CLEAN STREETS CLEAN STARTS is on the move

It is undeniable, we have a rapidly growing homeless population throughout Los Angeles, and big ideas and solutions seem inadequate. It is time each of us rolls up our sleeves to begin making the changes we want to see...... that is the essence of CSCS.

This year, 2018, we will launch Programs across the West and Mid-San Fernando Valley.

For your consideration, this is an overview of the CSCS Homeless to Work Program.

But first a word about (NBF) the Northridge Beautification Foundation, a 501(c) 3.

We are a Community Foundation established for all to utilize. Donations to the CSCS Program, or our many Art Projects, are deposited into the Foundation’s Bucket Accounting for each Program and Project.

We insist on double accounting. You keep the same “in and out records” as we do. It is your money, spent only in your area. YOU choose. We go where you want.

THE PROGRAM

CLEAN STREETS CLEAN STARTS is designed to accomplish two main objectives
1. Provide a community with a safe and inviting place to shop, work and live.
2. Offer the homeless population a Work Program that sets them on a path to full-time work and housing, after completion.

The CSCS Homeless to Work Program is a six week “cycle” of maintenance and beautification work on approximately a one mile stretch of a neighborhood’s commercial district (ie., Reseda Blvd., Sherman Way, Devonshire Street, and Ventura Blvd.) that the community believes needs some spit and polish. We recommend any designated Great Street from the Mayor’s Great Streets Program.
Participants are all volunteers, not employees. Ten to fifteen homeless volunteers in a “cycle” must commit to sobriety while working two days a week, three hours a day under the guidance and direction of a CSCS team leader.

Each participant receives a daily stipend. Two bus tokens to get them to and from work. Plus, one $25.00 gift card of their choice for Von’s, 99¢ Store, or gasoline.

The daily stipends, and breakfasts, total approximately $34.00 per day. A six week “cycle” at two days per week with an average of ten participants costs approximately $5,000.00. Additional monies may be required for Art and/or gardening projects.

The Work Period lines up something like this

1. Breakfast at a local restaurant. The earlier the better. On Reseda Boulevard, we eat between 6 and 7am at Joyce’s Cafe. Selections from a limited menu cost approximately $5.00 per person.
2. Work starts on time at 7am. We gather the team together. Go over working orders and tools. Then we go to work. Starting with trash patrols the first week to familiarize ourselves with the street and identify our comprehensive walk direction.
3. After approximately two and one-half hours of directed work we gather up the tools and spend a few minutes discussing the completed job and street observations.
4. Then we move to what we call Navigation. This can happen on site or at an office. Navigation encompasses analyzing each person’s background and needs. It may include another light meal and the opportunity for a shower.

LIST OF JOBS

- trash pick-up
- remove posters and signs from power and light poles
- clean sidewalks, gutters and planters
- scrape gum off sidewalks
- pull weeds
- trim trees
- replant trees and flowers (where possible)
- repaint fire hydrants and red curbs where needed
- wash down and scrub sidewalks where needed
- paint over graffiti

The list of jobs escalates in difficulty as time goes by, and is designed to build team work and develop individual skills and self-esteem.

As an area of street improves, we hope to find Public Art Projects to do in the area. NBF has our own staff of professional Artists to direct and implement Art Projects.
OUTREACH and NAVIGATION

Outreach is very demanding. We design the Program to meet the needs of the community we are in.

We are often asked, “Where do you find the homeless volunteers?”

We go out and find them. This entails locating and visiting encampments. We walk up to them and offer a hand-up. We ask if they are ready for a change and patiently explain the Program.

Laura will visit the different camps many times to offer food and assistance. She tries to gain their trust and invites them into a “cycle” coming up in their area. This is a critical component of CSCS.

The Navigation takes effect at the end of the work periods, and continues after the “cycle” is finished. We follow the progress of those who enter CSCS as long as possible. We ask that they do not give up on themselves.... so we do not give up on them!

The following photos give you a window into the Outreach process.

“This is the outreach I have been doing with groups in CD7 for the past year. Today we served 160 meals. We serve families in awful “crisis housing,” as well as go to the trails and parks and washes. We normally have a CSUN student come along and document it. Here are photos from tonight.”  
January 3, 2018
Laura Rathbone, EqualityMovement143
CLEAN STREETS CLEAN STARTS, Program Director
CSCS does a great job in providing a positive work experience for our participants. Our 4th “cycle” was maybe our most successful. The objectives of developing individual skills and self-esteem, and building teamwork seemed to fall in line effortlessly.

This team worked exceptionally hard and were very serious about their personal goals.

The same Work Projects (refer to List of Jobs) developed. Because of their cohesive teamwork, we advanced South of Parthenia Street to Roscoe Boulevard for that extra new mile and we made significant progress there.

With each “cycle” we invariably encounter sobriety issues. Through Navigation we can access Detox facilities for those who need that help. Navigation provides the quantifiable difference.
This “cycle” was rather small, comparatively. We started with six volunteers. Three completed the Program. One found work. All refused housing, preferring to live on the street or in vehicles.

Our work routines remained the same and always visible to the street. We were unable to tackle bigger projects that the previous two groups were able to accomplish.

This “cycle” was defined by a few emotional issues. Participants fought with each other and passers-by. This behavior was challenging to corral. And, a constant distraction. The mental health issues of the homeless population can make it very complicated to address their basic needs for work and housing.
In this “cycle” we graduated ten of the original thirteen volunteers. About half of them found employment and most found housing.

It was punctuated by several new components. Chiefly, this was a much older group, and there were several health problems.

Average age was seventy plus. Their age was not a problem for working. All demonstrated great work habits and skills. Bringing great enthusiasm to every job, they were a better working team than their younger counterparts.

However, because of their Senior status it is almost impossible for them to secure full-time employment. Entry level jobs are mostly for younger applicants.

There were health concern issues with at least four on this team. One man was on daily Dialysis. Before work, he was having this medical attention and his needle wounds were not healed. Our street maintenance work is not a clean environment for this physical problem.

Another man had a heart condition. Two others could not stop drinking alcohol. We found Detox facilities for the latter two. And the heart patient did go into the hospital for treatment.

This “cycle” enlightened us to the need for more services for the elderly. This large segment of the homeless population seems to be sorely neglected.
IN CLOSING

CLEAN STREETS CLEAN STARTS relies on the support of each neighborhood we enter. We cannot do this work without true community support. We rely on financial support from private donors and public money. While private donations comprise most of the giving to date, we certainly seek generous contributions from Neighborhood Councils and local government offices.

SPECIAL THANKS and APPRECIATION for your guidance and support

CSUN President Dianne F. Harrison
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Councilman, CD 3, Bob Blumenfield
Councilwoman, CD 7, Monica Rodriguez
Councilwoman, CD 6, Nury Martinez
Northridge South Neighborhood Council
NBF Board of Directors
And all our generous Donors

*CSCS launched in CD12 with Mitch Englander and Nicole Bernson

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