



HILLCREST BUSINESS ASSOCIATION

3737 Fifth Avenue, Suite 202  
San Diego, CA 92103

Presorted Std.  
U.S. Postage  
PAID  
San Diego, CA  
Permit No. 2686



# A GUIDE TO HELPING THE HOMELESS IN HILLCREST



The HBA serves the Business District of Hillcrest through beautification, leadership, and promotions. [HillcrestBIA.org](http://HillcrestBIA.org)

Homelessness is a difficult challenge for many urban neighborhoods including Hillcrest. Homeless people are drawn to Hillcrest because of the proximity of the neighborhood to Balboa Park, the local hospitals and the generous nature of the neighborhood. Addressing issues created by homeless people can

be frustrating and this brochure is designed to help you better engage with this "at risk" population and help them toward better life choices.

Recently, the Hillcrest Business Association partnered with City Councilman Gloria to create a special outreach team to engage with

homeless people and provide them services with the goal of getting them off the streets and into programs. This investment seeks to provide tools to engage with homeless people. Another critical part of addressing homeless issues is you!

## WHAT HELPS AND WHAT DOESN'T

### 1. DON'T GIVE MONEY OR FOOD TO PANHANDLERS.

We've all seen homeless people panhandling on the sidewalk and asked ourselves what we could do to help. There are a wide variety of programs that are designed to help the homeless, from food kitchens and shelters to job programs and medical care. Many homeless people are addicted to drugs, alcohol or other chemicals. When given cash "hand outs" on the

streets that money usually goes to purchase alcohol. Food donations, while marginally better, continue this culture of dependence and encourage more panhandling. By giving away food you encourage continued panhandling and the problems associated with it. If you see a homeless person panhandling the best way to help them is to donate regularly to one of the following homeless service providers:

- AlphaProject.org
- SdRescue.org
- Becky's House (619) 239 3164

If your business has left over food, then the best use of those food items is to donate them to the following food banks rather than simply giving the food away on the street.

- SanDiegoFoodbank.org
- FeedingAmerica.org
- Svdpv.org

## HOW CAN I BE EFFECTIVE WHEN I CALL THE POLICE?

When you call the police, Hillcrest Homeless Outreach Program or the security guard, making an accurate description is critical to getting attention. Before you call, make some notes about the person you're calling about. Answer the following questions:

- What is the person wearing?
- What color is the clothing?
- Are they wearing a hat?
- What color is their hair and skin?
- Do they have facial hair?
- How tall are they?

Then think about what the person is doing. Are they yelling? Are they sitting or standing? Are they walking in a particular direction? Think about these things before you call. Finally, think about why you're calling!

**HBA SECURITY NUMBER :** 858-761-5961

**EMERGENCY?** Call 911

**ALPHA PROJECT HOTLINE:** 619-542-1877

**SDPD FOR 24-HOUR NON-EMERGENCIES:**

619-531-2000 or 858-484-3154

## 2. CONNECT HOMELESS PEOPLE TO SERVICES.

There are a wide variety of services available to homeless people. There are so many programs that it's difficult to keep track of them all. The best way to connect homeless people to services is to call the Hillcrest Business Association's Homeless Outreach Program. They will deploy a crew of homeless specialists that can provide help and connect people to the many programs they might need. If you see homeless camps, people sleeping on sidewalks or panhandling, take a picture with your phone and email the image with notes on the location to [brandon@alphaproject.org](mailto:brandon@alphaproject.org) or **call Alpha Project at 619-542-1877.**

There are a number of ways to get help for a homeless person based on how dangerous they appear. Don't hesitate to call 911 if you feel threatened. If you see a homeless person that is breaking the law but not creating an emergency then call the police non-emergency number. The number for the **police non-emergency line is 619-531-2000.**

For persistent homeless nuisances and if your business is in the heart of Hillcrest (within about three blocks of the Hillcrest Sign) you can also call the **Hillcrest Business Association's security guard at 858-76-5961, 9am-5pm Weds. -Sun.**

## 3. WHAT ABOUT TRASH AND MESSES RELATING TO HOMELESS PEOPLE?

The Hillcrest Business Association has cleaning crews out every day in the neighborhood. It doesn't take much for us to schedule a cleaning crew to deal with any messes related to homeless people. If you see any mess (no matter how gross) you can **call the HBA at 619-299-3330.** Businesses can call at no cost!

