

Monterey County

In May 2021, Monterey County joined California's **100-Day Challenge™** cohort to advance local efforts to ensure people who are currently experiencing homelessness are safely and stably housed. The 100-Day Challenge initiative catalyzes community action by bringing together stakeholders from across systems to make new connections, share information and best practices, and take innovative approaches to address homelessness.

Monterey County sought to bring particular attention to serving seniors and those with disabilities or complex medical conditions and bring equity to serving Black, Indigenous, and People of Color (BIPOC) guests proportional to their participation in the county's crisis hotel/motel programs.

The community saw significant gains during the 100-Day Challenge in authentically engaging clients in program design and feedback processes, providing connections to wraparound services and workshops designed to build housing stability and independent living skills, tracking and visualizing data, and expanding local landlord engagement efforts.

100-Day Challenge Successes, Accomplishments and Innovations:

Wraparound Services and Housing Workshops



The Monterey County 100-Day Challenge Team utilized [AXA XL](#) grant funding to provide meaningful incentives (such as furniture and interview clothing) to participants who engaged in trainings, workshops, and other events to help prepare for independent living in permanent housing through Monterey's **Passport to Housing Program**.

Workshops and events provided during the 100-Day Challenge included budgeting, accessing Supplemental Security Income (SSI) and Social Security Disability Insurance (SSDI), credit and managing debts/arrears, home sharing, being a good neighbor, maintaining a clean living space, and accessing the service provider network in Monterey County.

The Monterey County 100-Day Challenge Team also helped facilitate three COVID-19 vaccination events, one COVID-19 testing event, and events to help clients prepare for job interviews by providing new clothing and haircuts.

Landlord Engagement



The Monterey County 100-Day Challenge Team developed an **available unit tracker** to support ongoing landlord engagement efforts.

This cross-agency tool serves as a platform to track and share available housing and landlord contacts to aid in connecting the community's most vulnerable clients with housing.

A training was also offered to frontline staff and housing navigators on landlord advocacy and engagement strategies to address homelessness.

Data Tracking & Visualization

The Monterey County 100-Day Challenge Team developed a **data dashboard** to help collect and visualize information on housing placements and client demographics during the 100-Day Challenge.



The data dashboard allows for real-time sharing of information from the local Homeless Management Information System (HMIS), used to collect data on the provision of housing and services for people experiencing homelessness with agencies across Monterey County.

Client Voice



Monterey County created a **tenant advisory committee** comprised of persons with lived experiences of homelessness residing in a Homekey* site. This committee shared their insights into how to best work with and meet the needs of people experiencing homelessness in crisis hotels, including Project Roomkey where committee members formerly resided. The 100-Day Challenge Team also hosted weekly conversations with Project Roomkey participants to hear about their needs and build understanding around the housing process. They received input from people with experiences of homelessness during the program design process, which aided the team in maximizing the effectiveness of their efforts.

**Project Roomkey is a state homelessness program to temporarily house people experiencing homelessness in hotels and motels during the COVID-19 pandemic. Homekey is a state homelessness program to purchase hotels, motels, and other properties to provide permanent or interim housing for people experiencing homelessness.*

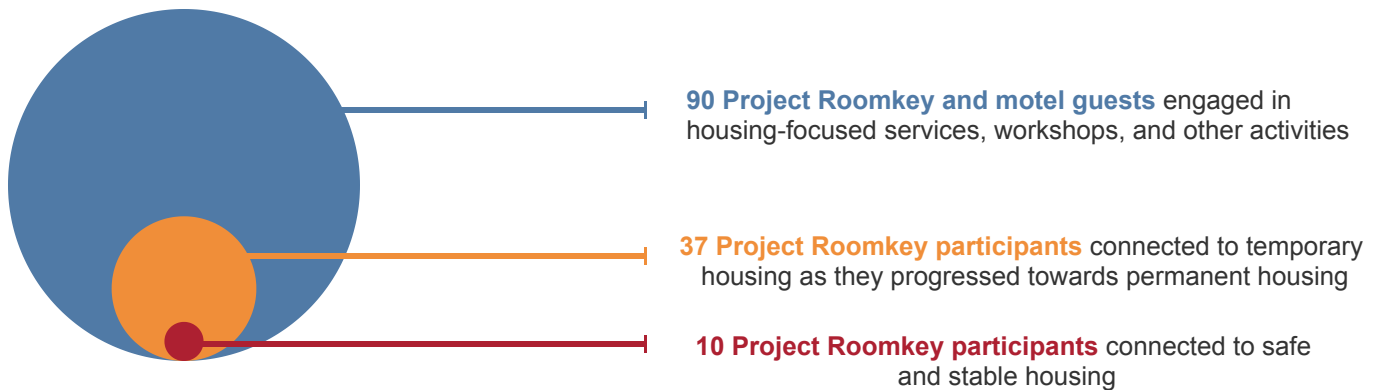
In December 2019, Governor Gavin Newsom [announced](#) a 100-Day Challenge Initiative to address homelessness across California. [Rapid Results Institute's \(RRI\)](#) 100-Day Challenges are designed to inspire and empower frontline teams to set ambitious goals and harness the intense innovation, collaboration, and execution required to achieve them in 100 Days. As of November 2021, three cohorts of California's 100-Day Challenges have been completed, and a fourth cohort is about to launch.

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California's 100-Day Challenge communities were encouraged to set ambitious goals designed to spur intense collaboration and rapid innovation. This ambitious goal-setting process aims to reach beyond the community's baseline efforts to produce systems-level change and improve how homelessness is addressed.

Monterey County's 100-Day Challenge Goal: In 100 Days, we will connect 70 Project Roomkey, and motel guests to safe and stable housing and long-term wrap-around supports. We will prioritize individuals with disabilities and Black, Indigenous and People of Color (BIPOC) guests proportional to their stay in Project Roomkey.

100-Day Challenge Outcomes: Over the course of 100 Days, Monterey County achieved the following outcomes:



Demographics:

- **40%** of 100-Day Challenge participants were Seniors (ages 61+).
- **10%** of persons connected to temporary destinations, permanent housing, or services during the 100-Day Challenge identified as BIPOC, and **20%** identified as Hispanic / Latinx.

"I haven't seen myself in a long time... I've been looking in the mirror all this time being homeless, and I didn't see myself until today."

Monterey County 100-Day Challenge Workshop Participant

Sustainability: In order to lock in their gains and maintain the momentum around preventing and ending homelessness, the Monterey County 100-Day Challenge Team will focus on the following priorities moving forward:

- **Housing:** Develop a shared available housing database with centralized access for housing providers, expanding upon the available unit tracker created during the 100-Day Challenge.
- **Data:** Expand utilization of the data dashboard, improve capacity for real-time data sharing across the County, and develop a shared platform for stories from focus groups.
- **Lived Expertise:** Continue to facilitate and expand lived expertise focus groups.
- **Services:** Host new and additional Housing Workshops for people experiencing homelessness.

"The 100-Day Challenge brought true collaborative spirit. People found their strengths through this process. We began owning issues as a community, not as individual agencies...housing is an "us" issue, client voices is an "us" issue."

Monterey County 100-Day Challenge Sponsor