



CALIFORNIA HOMELESS COORDINATING AND FINANCING COUNCIL

Business, Consumer Services and Housing Agency
Gavin Newsom, Governor | Lourdes M. Castro Ramírez, Secretary

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Second 100-Day Challenge to Address Homelessness is Underway

San Francisco, Santa Barbara and Sonoma Counties to Work on Innovative Solutions to House Homeless Individuals

SACRAMENTO – California’s second cohort of the 100-Day Challenge announced last December by Governor Gavin Newsom is underway, in San Francisco, Santa Barbara and Sonoma counties to address homelessness for specific targeted populations, such as veterans or youth. This cohort, which kicked off its challenge today, joins a national movement of communities who have participated in the 100-Day Challenge to accelerate efforts in California toward preventing and ending homelessness.

“We are very excited to kick off our second cohort of the 100-Day Challenge, and we have high hopes for these three counties” said Business, Consumer Services and Housing (BCSH) Agency Secretary Lourdes Castro Ramírez. “During our first-ever 100-Day Challenge, the initial cohort of Alameda, Los Angeles, Riverside and Stanislaus Counties were able to help more than 500 individuals experiencing homelessness.”

A diverse group of front-line staff from the three communities came together last week at a virtual Launch Workshop to meet as a team for the first time, set their 100-day goals, and begin to develop the work plans to achieve them. They left the Launch Workshop with each team having committed to an ambitious goal:

San Francisco - In 100 days, we will connect 175 COVID-19 vulnerable single adult guests experiencing homelessness to safe and stable housing (leveraging Rapid Re-Housing & shallow subsidy resources) with prioritization of people who are Chronically Homeless and/or have disabling conditions. 70% will identify as Black, Indigenous, or People of Color.

Santa Barbara - In 100 days, we will connect 75 veterans experiencing homelessness to safe and stable housing, with 100% offered supportive services. We will exercise sensitivity to the needs of veterans with families and female veterans.

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Sonoma - In 100 days, we will connect 65 Transition Age Youth (TAY) to housing with a special focus on (28%) LGBTQ+ and (65%) on youth who identify as Black, Indigenous, or People of Color. In addition to housing TAY youth, the Sonoma County 100DC will reshape and reimagine our homeless response system in order to ensure housing accessibility to the maximum number of youth possible.

The second cohort is being facilitated by BCSH's Homeless Coordinating and Financing Council, with help from the Rapid Results Institute and C4 Innovations. C4 Innovations has been imbedded in the second cohort to help the three counties employ strategies that will enable them to better address and integrate practices that promote racial equity.

The 100-Day Challenge is an approach developed by the Rapid Results Institute in coordination with the United States Interagency Council on Homelessness to spur innovative ways of tackling homelessness in several communities across the country. Participating entities receive additional technical assistance to identify and develop sustainable practices and models in pursuit of preventing and ending homelessness. The Challenge encourages partners from across the government, non-profit, and private sectors, including multiple county agencies, city staff, direct service providers, and philanthropy to identify and work together in seeking solutions that will improve a shared system response to homelessness.

The first cohort of 100-Day Challenge entities launched this past May in the midst of the COVID-19 pandemic. Four communities came together (virtually) to launch the first set of 100-Day Challenges: Alameda County, Los Angeles County, Riverside County, and Stanislaus County. The focus of these Challenges was to ensure that those who are housed as a result of Project Roomkey exit the program into safe and stable housing. As a result, 538 Project Roomkey guests were able to secure housing. The 100-Day goals established by first 100-Day Challenge cohort were not only ambitious, they represented true cross-system collaboration and goal setting around a collective local vision for helping persons residing in Project Roomkey sites exit the program into safe and stable housing. The following are highlights from what each participating entity set out to do during the first round:

- **Alameda County** - In 100 days, 400 people across Alameda County will exit Project Roomkey into safe and stable housing.
- **Los Angeles County** - In 100 days shared housing will be utilized to house 100 people age 55 or older and have an acuity score of 0-7 (without precluding people with higher scores). Best practices will be used to house an additional 300 Project Roomkey clients by the end of Project Roomkey demobilization.

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- **Riverside County** - In 100 Days, 140 seniors, 65 years and older, who are currently participating in Project Roomkey, will be in safe and stable permanent housing.
- **Stanislaus County** - In 100 days, 100 Individuals experiencing homelessness that are 65 and older and/or individuals experiencing homelessness with underlying medical conditions will successfully exit Project Roomkey into safe and stable housing which can include Permanent Supportive Housing and landlord engaged units with a focus on veterans, individuals dealing with severe mental illness and/or substance use disorder, and individuals with disabilities.

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