

Lake County

In May 2021, Lake County joined California's third **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.

Lake County sought to bring particular attention to serving seniors and transition-age youth as populations of focus and to develop innovative ways to address racial disparities in the local homelessness response system.

The community saw significant gains during the 100-Day Challenge in increasing community awareness, engagement, and communication around homelessness; engaging new landlords in local housing efforts; improving local data collection; developing a local Coordinated Entry System, a community-wide approach to managing and coordinating access to housing and homeless services; and expanding local partnerships and collaboration to address homelessness.

100-Day Challenge Successes, Accomplishments and Innovations:

Coordinated Community Information Campaign

The Lake County 100-Day Challenge Team developed a coordinated community information campaign, which included:



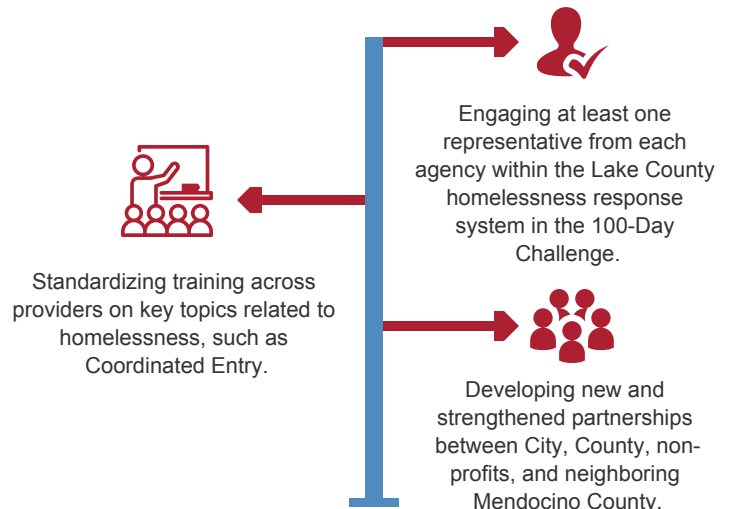
Landlord Engagement

Lake County's 100-Day Challenge Team was able to expand on existing work to engage landlords during the 100-Day Challenge by:

- Developing a comprehensive list of landlords and available housing units within the county.
- Improving relationships with local landlords by offering incentives and ongoing support.
- Developing marketing materials and holding community forums to engage landlords further.

Cross-System Collaboration

The Lake County 100-Day Challenge team increased cross-systems collaboration through the following strategies:



Streamlining Systems

Before the 100-Day Challenge, Lake County lacked a Coordinated Entry System and prioritization tool to connect individuals to services and housing.

The 100-Day Challenge motivated Lake County to develop innovative Coordinated Entry and Homelessness Management Information System (HMIS) processes, including:

Developing community-wide information releases to support client-level data sharing across agencies in HMIS.	Merging multiple data systems to create one accurate universal system in HMIS.
Standardizing forms and prioritization tools to connect people to housing and services.	Creating new access points (Peer Support Centers) around Clear Lake to serve as resource hubs for housing and service connections.

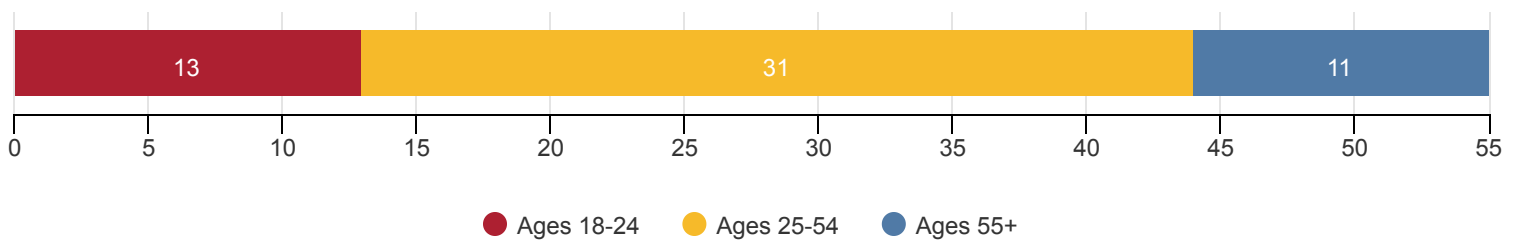
In December 2019, Governor Gavin Newsom [announced](#) a 100-Day Challenge Initiative to address homelessness across California. [Rapid Results Institute's \(RRI\)](#) 100-Day Challenges are designed to inspire and empower frontline teams to set ambitious goals and harness the intense innovation, collaboration, 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.

Lake County

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 system-level change and improve how homelessness is addressed.

Lake County's 100-Day Challenge Goal: In 100 Days, we will connect 55 people experiencing homelessness to safe and stable housing, with 75% being youth ages 18-24 or seniors ages 55+. Additionally, 30% will identify as Black, Indigenous, or People of Color (BIPOC).

100-Day Challenge Outcomes: Over the course of 100 Days, Lake County provided safe and stable housing for **55 people** experiencing homelessness.



Demographics:

- **44%** of clients housed during the 100-Day Challenge were Transitional Aged Youth (18-24) or Seniors (55+).
- **76%** of the persons experiencing homelessness who were connected to safe and stable housing during the 100-Day Challenge were identified as BIPOC.

"After being introduced to the 100-Day Challenge, agencies and community members are more connected than ever, forming a strong team with a common goal in mind and making sure that those experiencing homelessness in our community can easily be referred to safe and accessible housing opportunities."

- Lake County 100-Day Challenge Team

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

- **Housing:** Move toward system-wide adoption of the available housing unit tracker utilized during the 100-Day Challenge.
- **Data:** Expand utilization of HMIS and Coordinated Entry among homeless and housing service providers.
- **Supportive Services:** Launch a peer support group for individuals who have recently been housed.
- **Community Engagement:** Increase targeted outreach to the community and local agencies to continue engagement around the issue of homelessness and share success stories using a variety of mediums, including radio and social media.

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.