

## Mendocino County

In May 2021, Mendocino 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.

Mendocino County sought to increase housing placements for vulnerable seniors as a population of focus, with particular attention given to connecting newly housed clients to needed wraparound supports, such as in-home supportive services.

The community saw significant gains during the 100-Day Challenge in expanding collaboration to address homelessness; increasing community outreach, engagement, and awareness around homelessness and housing efforts; developing strategies to identify and engage new landlords and available housing units; and supporting people experiencing homelessness in accessing case management and supportive services.

### 100-Day Challenge Successes, Accomplishments and Innovations:

#### Local and Regional Collaboration

The Mendocino County 100-Day Challenge Team significantly increased community and regional partnerships through the following open communication and collaboration strategies:

Weekly meetings to increase communication and build trust between providers, allowing for more real-time problem solving and greater effectiveness in connecting clients to resources.

Engagement of new stakeholders, including health care providers, persons with lived experience, and organizations serving the local Native American and Latinx communities.

Regional meetings between Mendocino and Lake Counties to coordinate housing and services for clients across communities.

#### Case Management and Supportive Services

The Mendocino County 100-Day Challenge Team leveraged case management and supportive service opportunities through the following strategies:



Connecting with clients in centralized Project Roomkey (PRK) locations to learn about case management and service needs.



Increasing communication, case conferencing, and problem solving between agencies to connect clients to case management and needed services.



Forming new partnerships with health care providers in the community to increase access to wraparound services for health and wellness.

#### Community Outreach and Awareness

The Mendocino 100-Day Challenge Team utilized diverse outreach strategies to help increase awareness and provide education to the broader public about homelessness in Mendocino County, including flyers, social media, and word of mouth.



One innovative outreach strategy was using a series of **radio interviews** with service providers and persons with lived experiences of homelessness to help reach people across the vast rural geography of Mendocino County.

#### Landlord Engagement

The Mendocino 100-Day Challenge Team began developing a **community-wide landlord engagement** strategy across multiple agencies and providers. This included:



**Outreach** to the local real estate agent association and property management organizations to help identify and recruit additional landlords.



Using the AXA XL grant funds to provide a **finder's fee** to individuals who share information about available housing with local Housing Navigator staff.



A **one-page ad** in the newspaper about the finder's fee and current efforts to recruit landlords and find rental units and available properties.

## Mendocino 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 systems-level change and improvements in how homelessness is addressed.

**Mendocino County's 100-Day Challenge Goal:** In 100 days, we will connect 49 households from Project Roomkey (PRK) and 30 families from CalWorks (California's Temporary Aid to Needy Families program) to safe and stable housing or ongoing supportive services. We will prioritize vulnerable seniors and house Black, Indigenous, and People of Color (BIPOC) guests at a rate proportional to their representation in project demographics.

**100-Day Challenge Outcomes:** Mendocino County's team worked past many barriers - including a significant housing shortage, COVID-19, and wildfires - to achieve the following outcomes:

**300 Emergency Housing Voucher (EHV) referrals** were completed in just two weeks. (Clients served by the new EHV program were able to begin identifying and securing housing during the 100-Day Challenge. Once housing is identified, they will be able to use their vouchers to maintain permanent housing at an affordable rent.)

**Six households** from PRK and CalWORKs were connected to safe and stable housing:

- **Five out of six households** represented families with children from CalWorks.
- **One household** connected to safe and stable housing was from a PRK site and represented a vulnerable senior.



*"Our agencies experience historical trauma that we carry and perpetuate [through competition] instead of collaboration. There's healing that happens through the 100-Day Challenge, and this is really good."*

- Mendocino County 100-Day Challenge Team Member

*"No one agency can do it. The 100-Day Challenge brings the resources together...and we are all focused on the same goal, so there is an intense and consistent effort to see how everybody's expertise can come together to solve a problem."*

- Mendocino County 100-Day Challenge Team Leader

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

- **Collaboration:** Continue to meet weekly to maintain collaboration, making a point to address populations of focus (persons residing in PRK, persons eligible for EHV, persons experiencing unsheltered homelessness, and other subpopulations).
- **Landlord Engagement:** Disseminate an infographic regarding landlord incentives and launch a platform to connect and engage local landlords.
- **Coordination:** Develop and maintain shared spreadsheets to coordinate resources between agencies, including current housing opportunities, landlords, and available units.

*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.*