

## 100-DAY CHALLENGES ON PROJECT ROOMKEY

In December 2019, Governor Gavin Newsom [announced](#) a 100-Day Challenge Initiative to address homelessness across California - due to the impact 100-Day Challenges have made to accelerate efforts to [prevent and end youth homelessness](#), and in [tackling Veteran and chronic homelessness](#) across the country.

In May 2020 - in the midst of the COVID-19 pandemic - four communities came together (virtually) to launch the first set of 100-Day Challenges of this initiative. The communities that participated in this first cohort included 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.

Launched in April 2020, Project Roomkey is a [first-in-the-nation initiative](#) to provide safe temporary housing in hotels and motel rooms for the most vulnerable persons experiencing homelessness in California during the COVID-19 pandemic.



## WHAT IS A 100-DAY CHALLENGE?

[Rapid Results Institute's \(RRI\)](#) 100-Day Challenges are designed to inspire and empower frontline teams to set ambitious goals, and harness the intense levels of innovation, collaboration, and execution required to achieve them in 100 days.

The 100-Day Challenge has been used across the world, in more than 20 different countries, to drive lasting systems change and tackle a variety of complex societal issues. In the US, RRI's 100-Day Challenge has focused on the homelessness response system with remarkable results - including in youth homelessness, chronic homelessness, and veteran homelessness.

## CALIFORNIA COHORT 1's 100-DAY CHALLENGE

The first cohort of the California State 100-Day Challenges launched in the midst of the COVID-19 crisis, which had a unique impact on the 100-Day journey for these four communities.

The COVID-19 crisis not only shaped the overall focus of the 100-Day Challenges on Project Roomkey, it also shaped the individual goals and strategies developed by the communities to meet the needs of their most vulnerable populations in Project Roomkey. Multiple communities prioritized their efforts around populations that are particularly vulnerable to severe illness, and leveraged existing homelessness response efforts to bolster cross-systems engagement.

The four communities were able to successfully adjust to the physically distanced world of COVID-19 to create a robust virtual 100-Day Challenge experience. Each 100-Day Challenge Team was able to build momentum, engage diverse partners, and come together to create a peer network to share successes, challenges, and lessons learned along their journey in this virtual setting - and achieve remarkable results.

**To view a full report of California Cohort 1's 100-Day Challenge, click [here](#).**

## CALIFORNIA COHORT 1 GOALS

The 100-Day goals established by the four communities 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:

- **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, we will utilize shared housing to house 100 people age 55 or older and have an acuity score of 0-7 (without precluding people with higher scores). We will leverage the learning to house an additional 300 Project Roomkey clients by the end of Project Roomkey demobilization.
- **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.

## CALIFORNIA COHORT 1 RESULTS

### ALAMEDA

- 97 Project Roomkey guests exited to permanent housing placements.
- Rates of exits into housing increased from 5 persons per month in the two months prior to the Challenge to a high of 30 persons per month during the Challenge.

### LOS ANGELES

- 109 Project Roomkey guests aged 55+ exited to Permanent Housing.

### RIVERSIDE

- 58 seniors in Project Roomkey sites permanently housed.
- 16 seniors in Project Roomkey sites pending housing placements.
- 120 housing vouchers issued for seniors from Project Roomkey sites.

### STANISLAUS

- 16 Project Roomkey guests moved into Permanent Supportive Housing.
- 6 Project Roomkey guests with pending PSH move-in dates.
- 3 Project Roomkey guests with secured Shelter Plus Care vouchers.

## CROSS-SYSTEMS COLLABORATION

The 100-Day Challenge communities recognized the importance of cross-system partnerships in effectively responding to meeting the needs of Project Roomkey guests. Cross-system partnerships were cultivated early in all four communities and were strengthened, expanded, and formalized through the 100-Day Challenge process.

 **Spotlight - Stanislaus County** brought together diverse representation from providers within the homeless response system as well as other systems of care, including Veterans services, disability advocates, senior citizen agencies, and behavioral health and recovery services. New partners such as the Stanislaus County Department of Aging and Veterans Services helped the 100-Day Challenge Team identify alternate sources of funding to help provide case management for populations of focus. [Full Case Study](#) | [100-Day Summary](#)

## AUTHENTIC ENGAGEMENT

Persons with lived experience should be authentically engaged as equal partners in the work from the beginning of homeless response efforts. Lived experience and expertise at all levels is crucial for creating meaningful change and ensuring that persons experiencing homelessness are treated with compassion, dignity, and respect.

 **Spotlight - Los Angeles County** made it a priority to involve persons with lived experiences of homelessness as equal partners in their Challenge. Team members with lived experience were engaged from the start and worked to ensure that a variety of voices and opinions of persons with lived experience were incorporated in all parts of the work. This has included robust efforts to attain feedback, including housing fairs spearheaded by Team members with lived experience to connect directly with guests. [Full Case Study](#) | [100-Day Summary](#)

## FOCUS POPULATIONS

Many of the participants in Project Roomkey are at increased risk of severe illness due to COVID-19. The 100-Day Challenge communities worked to ensure that populations of focus, such as seniors and persons with underlying medical conditions, were prioritized for connections to housing and services through Project Roomkey.

 **Spotlight - Riverside County** dedicated the work of the 100-Day Challenge to housing Project Roomkey guests ages 65 and over and building provider and system level capacity to serve seniors experiencing homelessness, including those with disabilities and/or complex medical conditions. The Team mobilized frontline workers from across providers and systems of care to help seniors participating in Project Roomkey obtain documentation and make connections to available housing and services. [Full Case Study](#) | [100-Day Summary](#)

## STREAMLINING DOCUMENTATION

Persons experiencing homelessness often experience barriers to accessing documentation needed to verify their eligibility for subsidized housing options. The 100-Day Challenge communities have made significant progress towards simplifying and streamlining documentation processes in order to facilitating timely housing placements for Project Roomkey guests.

 **Spotlight - Alameda County** identified ways that less restrictive documentation requirements could be implemented while still meeting the requirements of subsidized housing programs and reducing barriers for access. Team members worked with their Social Services Agency to develop a template letter that can be provided to housing providers in lieu of a social security card to provide verification of social security number and income. [Full Case Study](#) | [100-Day Summary](#)