



100-Day Challenge on Homelessness:  
Project Roomkey Exits



# CA State Webinar

California Cohort 1  
November 20, 2020



# TODAY'S AGENDA

TIME	SESSION
10:30	Welcome & 100-Day Challenge Overview
10:40	Community Insights <ul style="list-style-type: none"><li>● Riverside</li><li>● Stanislaus</li><li>● Los Angeles</li><li>● Alameda</li></ul>
11:30	PRK Resources
11:50	Q&A: Cohort 3
12:00	Wrap Up

# RRI Team

Sean  
Whitten



Director of  
Programs, US

Jen  
Shteivi



Program  
Manager

Ahmar  
Haider



Comms  
Manager

Sarah Hennesy



Alameda

Tristina  
Stewart



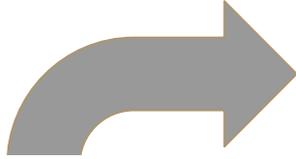
Los Angeles

Marney  
Thomas

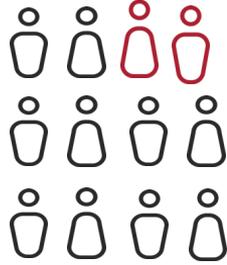


Stanislaus &  
Riverside

# 100-Day Challenge



## Team 8-15 frontliners staff



- Goal
- Plan
- Governance



- Collaborate
- Innovate
- Execute



- Performance
- Insights
- Experience

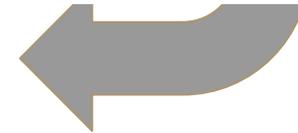
## System Leaders

Local system leadership



- Sustain Performance
- Strengthen Systems
- Keep the momentum

# Sustaining Project



# THE 100-DAY CHALLENGE JOURNEY



System Leader  
Design Session  
(SLDS)



Launch  
Workshop (LW)



Midpoint  
Review (MPR)



Sustainability  
Workshop (SW)



What's Next  
Workshop (WNW)



Path Forward  
Workshop (PFW)



**MONTH 1**

**MONTH 2**

**MONTH 3**

**MONTH 4**

**MONTHS 5-8**  
Sustaining Project



**Cohort 1**



## Ali Sutton

Deputy Secretary for Homelessness

*Homeless Coordinating and Financing Council*

Business, Consumer Services and Housing Agency



# 100-Day Challenge - Cohort Happenings

- First cohort – summaries and case studies on the HCFC website
- Second cohort – happening now (Sonoma, Santa Barbara and San Francisco)
- Third cohort – starting early 2021. Join us!



# Hearing from the Communities

1. Riverside
2. Stanislaus
3. Alameda
4. Los Angeles



# RIVERSIDE: Goals and Outcomes

Our Goal: In 100 days, 140 individuals, 65 years and older, who are currently participating in Project Roomkey (PRK), will be in safe and stable permanent housing. All individuals who need it will have access to appropriate social services

Our Progress (successful PRK exits as of 11/16):

- ▶ 108 individuals 65 years and older exited from PRK into permanent housing
- ▶ 51 individuals 65 years and older exited from PRK NOT into permanent housing
- ▶ 94 individuals 65 years and older currently in PRK
  - ▶ 57 Section 8 application for PRK seniors under review
  - ▶ 40 Section 8 applications pending

# RIVERSIDE: System Insights

- Lock in key multi-sectoral/multi-agency partnerships through signed MOUs
- Assess bottlenecks for seniors in current CES system (e.g. strengthen partnerships with SSA and DMV)
- Create mechanism/policy to access flexible funding - by county and city government and non-profit service providers (e.g. to pay for things like birth certificates).
- Where possible, restructure existing fund allocations to maintain existing service levels (e.g. non-congregate shelter, rental assistance, and supportive services)

# RIVERSIDE: Caring for Seniors

- Communities should work directly with seniors to understand their needs, vulnerabilities, and housing preferences and to use this information to shape Housing and Care Plans for seniors.
- Seniors should have access to a wide range of housing and services, including shared housing and higher level of care options such as board and care facilities.
- Changes to coordinated entry can help improve the local response to senior homelessness, including development of a senior By-Name List and changes to prioritization processes to better reflect seniors' vulnerabilities.
- Partners such as Adult Protective Services, In-Home Supportive Services, and your County Office of Aging can play a crucial role in improving housing and services for seniors experiencing homelessness

# STANISLAUS: Goals and Outcomes

Our Goal: In 100 days, 100 individuals experiencing homelessness that are 65 and older and/or individuals experiencing homelessness with underlying medical conditions, will exit Project RoomKey into safe and stable housing which may include Permanent Supportive Housing or landlord engaged units with a focus on veterans, individuals with severe mental illness and/or substance use disorder, and individuals with disabilities.

Our Progress (successful PRK exits as of 11/16):

- ▶ Housed: 35 ( 21 Kansas House PSH, 5 CICV PH, 5 Non Program PH, 3 TH, 1 Board and Care)
- ▶ Approved for housing/pending move in dates: 3
- ▶ Total secured housing: 38

# STANISLAUS: System Insights

- 1: Universal housing application
- 2: Standardized documentation requirements
- 3: Landlord mitigation fund/online hub
- 4: Standardize the case management practice
- 5: Addressing racial equity

## STANISLAUS: Cultivating Partnerships + Data Use

- Partners such as aging/elder services, Veterans services, and health care providers can help meet the specialized needs of vulnerable populations of persons experiencing homelessness.
- Communities can utilize data to show the demographics of persons experiencing homelessness and demonstrate the mutual benefits of collaboration to partners outside the homeless response system.

# STANISLAUS: Cultivating Partnerships + Data Use

- Cross-systems partners will be more engaged if the importance of their participation is clear, including through the community's goal and in direct client interactions.
- Collaboration can be encouraged through a number of outreach and engagement strategies, including public presentations, social media, and “word of mouth”.
- Collaboration can be maintained by showing partner agencies the importance of their work in action.

# ALAMEDA: Goals and Outcomes

Our Goal: In 100 days, we will connect 400 Project Roomkey guests from the hotels, motels, and trailer sites to safe and stable housing.

Our Progress (successful PRK exits as of 11/16):

- ▶ 100 of PRK guests connected to safe and stable housing (during the 100-Day Challenge period of March 26-September 16)

# ALAMEDA: System Insights

1. Expanding Affordable Housing: more stock and more vouchers
2. Strengthen coordination between providers via data tools and case conferencing
3. Providing TA and training to support long term sustainability and retention
4. Addressing systems that prevent success in housing retention
  - Behavioral healthcare, wealth building, employment, re-entry challenges, subsidy management, transition support

# ALAMEDA: Documentation

- Documentation requirements often create barriers to housing for clients experiencing homelessness.
- Program-level documentation requirements are often more stringent than what is required by their funding source.
- Communities should work to evaluate what documentation is needed for subsidized housing programs and identify areas where documentation requirements could be simplified or streamlined.

# ALAMEDA: Documentation

- Partnerships with local government agencies, including County Social Services Agencies, can help simplify the process of obtaining client documentation.
- Communities should work to standardize streamlined documentation processes at the systems level when possible.
- Communities can generate buy-in for simplified documentation processes by providing a clear and easy-to-implement solution for housing providers and their staff.

# LOS ANGELES: Goals and Outcomes

Our Goal: 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 PRK clients by the end of PRK demobilization.

Our Progress (successful PRK exits as of 11/16):

- Total of 238 Seniors, age 55+ have exited to Permanent Housing
- 741 Seniors, age 55+ have exited to temporary housing (TH, temporarily staying w/ friend or family, etc).

## LOS ANGELES: System Insights

- Input from people with lived experience should come **before** programs are developed
- Communication across S.P.A.s leads to better outcomes for participants and helps providers to understand system shifts
- Shared Housing is an answer to the housing affordability dilemma. The “Rebrand” of shared housing for clients has been a big push (it isn’t always shared rooms!)
- Participants have better outcomes when information is consistent; this builds trust and rapport.

# LOS ANGELES: Authentic Engagement with People with Lived Experience

- Engagement of persons with lived experience should be intentional and take place as early in the process as possible.
- Persons with lived experience should be full and equal partners in the work, including participating in decision-making processes and meetings with local leadership.
- Providers should support persons with lived experience in building their capacity and understanding of the homeless response system.

# LOS ANGELES: Authentic Engagement with People with Lived Experience

- Persons with lived experience need to be appropriately supported and compensated for their time and expertise, including monetary compensation and other supports such as food, transportation, professional development and emotional support.
- Authentic inclusion of lived expertise requires an ongoing commitment to change at both the systems and provider levels in order to be meaningful and sustainable.

# Project Roomkey Rehousing Resources

- Project Roomkey and Rehousing Funding
  - Announced Monday - \$62 Million for PRK operations, rehousing and technical assistance
  - Administered by the California Department of Social Services ([housing@dss.ca.gov](mailto:housing@dss.ca.gov))
- State Guidance on Rehousing out of Project Roomkey
  - Released yesterday, available on HCFC's webpage ([https://www.bcsb.ca.gov/hcfc/documents/roomkey\\_guidance.pdf](https://www.bcsb.ca.gov/hcfc/documents/roomkey_guidance.pdf))
  - Outlines funding strategies and technical assistance tools for rehousing

# California Cohort 3

- Recruitment and selection process happening now!
- Set to begin in early 2021
- Anticipated focus will be on PRK rehousing, but any interested community should email us at [hcfc@bcsh.ca.gov](mailto:hcfc@bcsh.ca.gov)



# Q & A

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**THANK YOU  
FOR JOINING!**

**CONTACTS:**

**Homeless Coordinating and  
Financing Council**

[hcfc@bcsh.ca.gov](mailto:hcfc@bcsh.ca.gov)

**Sean Whitten**

[swhitten@rapidresults.org](mailto:swhitten@rapidresults.org)

