

100-DAY CHALLENGES: RAPID INNOVATION AND COLLABORATION TO REHOUSE PEOPLE EXPERIENCING HOMELESSNESS IN CALIFORNIA COMMUNITIES

With the support of the [Rapid Results Institute](#) and [C4 Innovations](#), three teams representing San Francisco, Santa Barbara, and Sonoma Counties completed 100-Day Challenges on addressing homelessness in California - as part of the second cohort to do so. In just a few short months, **a total of 240 people moved into permanent housing** as a result of the efforts coordinated and developed through the 100-Day Challenge.*

SAN FRANCISCO

- 135 COVID-19 vulnerable Shelter in Place (SIP) Program single adult guests housed.
- 73% of those housed were connected to Permanent Supportive Housing (PSH).

SANTA BARBARA

- Housed 46 Veterans.
- 14% of those housed were female Veterans.
- Over 60% of Veterans housed were previously unsheltered and half reported a disabling condition.

SONOMA

- Housed 59 Transitional Age Youth (TAY) experiencing homelessness housed and connected to supportive services.
- 32 additional TAY connected to a housing choice voucher.

California implemented the 100-Day Challenge in partnership with local participating systems to develop and identify ways to improve each community's efforts to house people experiencing homelessness. Teams were made up of representatives from homelessness services providers, local governments, and other systems of care within the community. The State and communities worked together to improve cross-system collaboration and goal-setting around a collective vision for connecting persons experiencing homelessness to safe and stable housing.

While the focus of the Challenge is on a collective vision, much of the planning and goal setting for individual communities was tailored to each county's specific circumstances - with an added lens on centering equity throughout it. Communities identified several common themes and successes at the conclusion of the Challenge.

CROSS-SYSTEMS COLLABORATION

Strengthening cross-system relationships and working norms creates positive opportunities to disrupt the status quo to achieve rapid results in 100 days: The 100-Day Challenge created opportunities for key partners to come together in each community and explore new approaches to partnering, designing programs, and making decisions to more effectively increase housing options for people experiencing homelessness.


💡 Spotlight - Sonoma County engaged representatives from non-profit service providers, local Housing Authorities, and government agencies to help reimagine the homeless response system to better serve TAY experiencing homelessness. Members of Sonoma's 100-Day Challenge Team worked together to help "de-silo" the homeless response system, including identifying areas where increased coordination and collaboration across agencies and service providers can improve the housing process for TAY.

[Full Case Study](#) | [100-Day Summary](#)

*FOR A DETAILED BREAKDOWN OF EACH COMMUNITIES GOALS AND RESULTS, CLICK [HERE](#)

INCORPORATING EQUITY


Authentically incorporating equity into the homeless response system entails intentional efforts across all domains of providing homelessness services: With the support of C4 Innovations, each community incorporated an equity-driven lens into team development, partnering with people with lived expertise, goal-setting, decision-making and implementation of strategies, collecting and utilizing data, defining outcomes and accountability, and planning for sustainability after the 100 days.

 **Spotlight - San Francisco City and County** established a goal to increase housing placements for people who identify as Black, Indigenous, or as a Person of Color (BIPOC). The SF team established an Equity Subgroup and through the subgroup developed a decision-making tool for program planning called the Choice Points Survey to help the Team take proactive steps towards evaluating equity in program planning and decision making processes.

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CROSS-SYSTEMS RELATIONSHIPS


Identifying, improving, and establishing cross-system partnerships within a community improves and maximizes a community's resources: The 100-Day Challenge communities recognized that no one system alone can prevent or end homelessness. Cross-system partnerships were cultivated early in all three communities and were strengthened, expanded, and formalized through the 100-Day Challenge process.

 **Spotlight - Sonoma County** broke down interagency silos to build collaborative partnerships between nonprofit TAY service providers, the Housing Authorities for both the City of Santa Rosa and the County of Sonoma, and the Sonoma County Health Department, Probation Department, and Office of Education. The relationship between homeless service providers and local Housing Authorities played a particularly important role in housing TAY by identifying housing choice vouchers available to enable youth to move directly into affordable housing options.

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LANDLORD OUTREACH & ENGAGEMENT

Making efforts to engage landlords is an effective way to identify new housing units for rehousing: Engaging landlords to remove the stigma associated with making their rental units available is critical to increasing local housing stock available to help persons experiencing homelessness access safe and stable housing. Moreover, strengthening relationships with landlords helps to break down barriers in the housing search and application process for people experiencing homelessness, such as stringent background check and credit history requirements.

 **Spotlight - Santa Barbara County** took a multifaceted approach to landlord outreach, education, and engagement. Team members leveraged existing landlord connections and utilized flyers, social media, and interviews with local news media to conduct landlord outreach. A county-wide landlord list and a shared spreadsheet of available units for Veterans experiencing homelessness were both developed to help track landlord engagement efforts. The Team greatly expanded the reach of their efforts through a highly successful Prospective Landlord Information Session providing information on the benefits and potential concerns of serving as a landlord for Veterans with experiences of homelessness.

[Full Case Study](#) | [100-Day Summary](#)

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 levels of innovation, collaboration, and execution required to achieve them in 100 days. As of May 2021, two cohorts of California's 100-Day Challenges have been completed and a third cohort has launched.