



Business, Consumer Services and Housing Agency
Gavin Newsom, Governor | Lourdes M. Castro Ramírez, Secretary

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Cohort 2 of 100-Day Challenge Initiative on Homelessness Releases Final Reports

*San Francisco, Santa Barbara, and Sonoma Counties Reveal Results on Innovative
Solutions to Permanently House Homeless Individuals*

*Cohort 3 Launches this Month with Teams from the City of Long Beach and
Mendocino, Monterrey, and Lake Counties*

SACRAMENTO – The Homeless Coordinating and Financing Council (HCFC) released the [Final Summary Report](#) for the second cohort of the [Governor’s 100-Day Challenge](#) initiative on homelessness. The initiative focuses on accelerating efforts to equitably support people experiencing homelessness move into safe and stable permanent housing.

The Final Summary Report details the learnings and successes of participating teams from San Francisco, Santa Barbara, and Sonoma Counties. Each community focused their efforts on rehousing specific subpopulations including veterans, youth, and single adults experiencing chronic homelessness. The teams also worked to address existing systemic inequities and better integrate equity practices into their housing strategies. As a cohort, these three communities were able to safely and stably rehouse 240 people experiencing homelessness in just 100 days.

“We are very impressed with the progress the Cohort 2 teams have made during their 100 Day Challenge,” said Business, Consumer Services and Housing (BCSH) Agency Secretary Lourdes Castro Ramírez, who is also the Chair of HCFC. “Each team developed very ambitious goals that would at any time be a challenge to meet. We commend their efforts, which delivered strong results, even under difficult conditions brought on by the COVID-19 pandemic. We are truly inspired by their success and wish them well as they carry on their efforts to find safe, stable, and equitable housing and services for people experiencing homelessness in their communities.”

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At the start of the 100-Day Challenge, each community created data-driven plans and set goals for their communities, which served as guideposts throughout the 100 days to make critical decisions, manage milestones, and adapt to ever changing conditions. The communities made significant progress towards their goals in 100 days by strengthening their homeless response systems and implementing critical equity practices:

- **San Francisco** – This community set a goal to intentionally and meaningfully incorporate equity into all aspects of its 100-Day Challenge process. The team developed a *Choice Points Survey* tool to help them take proactive steps toward evaluating equity in program planning and their decision-making processes. Overall, the team supported 135 COVID-19 vulnerable single adults living in Project Roomkey sites to move into safe, stable housing. Among this group moved into housing, 73% were connected to permanent supportive housing with 55% identifying as Black, Indigenous, or as a Person of Color (BIPOC).
- **Santa Barbara** – This community focused on identifying new housing units as their central goal. The team developed a multi-faceted landlord outreach system to expand the available units for veterans experiencing homelessness. As a result, the team was able to safely and stably rehouse 46 veterans experiencing homelessness with 100% connected to supportive services. Over 60% of the veterans who entered permanent housing were previously unsheltered, half reported a disabling condition, and 14% of people housed were female veterans.
- **Sonoma** – To improve how it services its transition age youth (TAY), the Sonoma team set goals to restructure and improve the County’s system to break down interagency silos and build cross-system collaborative partnerships between government agencies and nonprofit organizations. One of the team’s key reflections at the end of the Challenge was that the strengthened relationships between homelessness services providers and the local Housing Authority played a critical role in housing TAY through the use of housing choice vouchers. The team connected 59 TAY to safe and stable housing with 100% connected to supportive services. 59% identified as BIPOC. There are 32 additional TAY connected to a housing choice voucher that are awaiting placement.

The Governor’s 100-Day Challenge is implemented by the [Homeless Coordinating and Financing Council](#), in partnership with the [Rapid Results Institute](#) and [C4 Innovations](#).

“We are so grateful that we’ve had the opportunity to support the amazing communities who’ve participated in the Initiative so far. In the midst of a pandemic, these three

communities have been able to come together to collaborate and innovate towards quickly housing the most vulnerable among us in 100 days and beyond - while centering on equity the entire time.” said Sean Whitten, Director of Programs, US at the Rapid Results Institute. “We are so excited about the upcoming Cohort of four more communities and look forward to all that we’ll learn from them and their 100-Day Challenges.”

The 100-Day Challenge communities will continue to build upon what they achieved during this initiative, working closely with the Rapid Results Institute for the next 18 months to sustain the collaborative relationships and cross-system changes initiated during their 100-Day Challenges.

The third cohort of the 100-Day Challenge, launched May 24, includes teams from the City of Long Beach and Mendocino, Monterey, and Lake Counties. The teams have identified housing youth and seniors 55+ as priority subpopulations with a focus on exiting people from temporary housing in Project Roomkey, Homekey, and crisis hotels to permanent housing with supportive services.

If your community is interested in participating in the Governor’s 100-Day Challenge Initiative, please reach out to HCFC@bcsh.ca.gov for more information.

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The Business, Consumer Services and Housing Agency protects consumers by licensing and regulating California professionals and businesses; promotes and funds safe, affordable, and dignified rental and homeownership opportunities; guards the civil rights of all Californians from acts of hate violence and unlawful discrimination; and partners with local communities to prevent and end homelessness. For more information, visit bcsh.ca.gov.

The Homeless Coordinating and Financing Council oversees the implementation of “Housing First” policies, guidelines, and regulations and identifies resources, benefits, and services to prevent and work toward ending homelessness in California. For more information, visit bcsh.ca.gov/hcfc.

The Rapid Results Institute’s 100-Day Challenges are designed to inspire teams to set ambitious goals and harness the intense levels of innovation, collaboration, and execution required to achieve them. The 100-Day Challenge has been used in more than 20 countries to drive lasting systems change and tackle complex societal issues. For more information, visit rapidresults.org.