

California Cohort 1: 100-Day Challenge Summary

Stanislaus County

100-Day Challenge 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.

100-DAY CHALLENGE CONTEXT & FOCUS AREAS

HISTORY OF COLLABORATION TO END HOMELESSNESS

Prior to the 100-Day Challenge, Stanislaus County and its network of providers had already begun to galvanize around the issue of homelessness and housing in an impactful way. Several initiatives have accelerated collaboration in the community, including the launch of Focus on Prevention (FOP) in 2015, which brought together multisector leaders around four core issues to deepen connections and create a shared vision to improve the quality of life in Stanislaus County. The levers of change through this initiative started with an aim to reduce homelessness, followed by strengthening families; investing in and supporting youth; and reducing recidivism and re-entry into the criminal justice system.

Another driver of collaboration in the community has been the refinement of the coordinated entry system, which has brought together key stakeholders to look at systems improvement practices and work to align housing resources with the needs of the population of homeless individuals. These efforts have strengthened the capacity of Stanislaus County's system of care to better achieve objectives and immediate results.

100-DAY CHALLENGE FOCUS AREAS

System leaders from across Stanislaus County came together to help identify the following areas of focus for their 100-Day Challenge on Project Roomkey:

- Achieving exits from Project Roomkey into Permanent Supportive Housing (PSH);
- Ensuring participants have intensive case management and ongoing support after being housed;
- Coordinating access to permanent housing options through the coordinated entry system;
- Facilitating new and strengthened connections with the Stanislaus Regional Housing Authority and other partnering agencies in Stanislaus County to achieve the goal, including Behavioral Health, Adult Protection

Services, and Board and Care Facilities to allow for a focus on individuals over the age of 65 as well as those with underlying conditions such as medical or mental health issues;

- Creating a Virtual Landlord Center (VLC) to support landlords who are interested and engaged in providing units to serve 100-Day Challenge clients;
- Ensuring those suffering from substance abuse get help with recovery and case management; and
- Identifying and providing supportive services for Veterans and other vulnerable populations.

Stanislaus County's 100-Day Challenge focused on providing permanent housing for the residents of one Project Roomkey site, Modesto Hotel, which has been utilized during the COVID-19 pandemic to house individuals experiencing homelessness over the age of 65 with underlying medical conditions that put them at-risk of increased complications due to COVID-19.

100-DAY CHALLENGE SUCCESSES, ACCOMPLISHMENTS & INNOVATIONS

SNAPSHOT OF 100-DAY CHALLENGE PROGRESS

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OUTCOMES AS OF DAY 100:

28 Project Roomkey (PRK) guests who have secured housing

Permanent Supportive Housing (PSH)



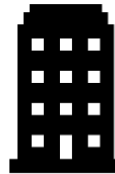
16 PRK guests moved into PSH
6 PRK guests with pending PSH move-in dates

Transitional Housing (TH)



2 PRK guests moved into TH

Non-Program Housing



1 PRK guest with a pending move in date for non-program housing

Shelter Plus Care Vouchers



3 PRK guests with secured vouchers

ACCOMPLISHMENTS IN SYSTEMS CHANGE

CROSS-SYSTEMS COLLABORATION

Stanislaus County's 100-Day Challenge brought together diverse representation from providers within the homeless system of care, as well as new partners from outside the homeless response system. This included engaging providers from Veterans services, disability advocates, senior citizen agencies, and behavioral health and recovery services to participate in the 100-Day Challenge, and drawing upon their expertise with different populations of focus to help connect Project Roomkey guests to safe and stable housing, case management, and supportive services. A number of these providers had not previously worked with the homeless system of care,

and this Challenge provided an opportunity to build new working partnerships across systems to better serve mutual clients and maximize utilization of cross-system resources. New partners such as the Stanislaus County Department of Aging and Veterans Services also helped the 100-Day Challenge Team identify alternate sources of funding to provide case management for populations of focus in Project Roomkey sites.

DATA COLLECTION & UTILIZATION OF COORDINATED ENTRY

Stanislaus County quickly mobilized at the beginning of the 100-Day Challenge to ensure that information for all Project Roomkey guests was entered into HMIS, allowing the Team to effectively and quickly coordinate connections to housing and supportive services when available. The 100-Day Challenge Team coordinated with public health nurses help complete HMIS assessments for Project Roomkey guests who had not yet been assessed (approximately 40% of guests). Once information about Project Roomkey guests was entered into HMIS, Stanislaus County began to facilitate case conferencing calls to help move guests through the housing process and into stable housing placements, including determining income levels and which projects each guest would be eligible for that would meet their unique housing and service needs. Stanislaus County also worked to collect, compile and analyze data from early in the 100-Day Challenge to understand the demographics of Project Roomkey guests and develop partnerships and targeted interventions in response to their identified needs.

The 100-Day Challenge Team also coordinated with homeless and housing service providers that utilize Coordinated Entry in order to prioritize Project Roomkey guests for available housing units as they came online based on guests' heightened vulnerability to COVID-19. Stanislaus County was able to work with all of the County's HMIS technicians and coordinators to ensure that the Team was collecting appropriate data on Project Roomkey guests and were properly exiting individuals from the program once they get placed into safe and stable housing.

LANDLORD OUTREACH & ENGAGEMENT

Stanislaus County engaged in robust landlord outreach and engagement efforts during the 100-Day Challenge, which built upon an ongoing strategy among housing service providers to engage landlords and attract new housing units for persons experiencing homelessness. The Team hosted a virtual landlord engagement event near the mid-point of the 100-Day Challenge to help engage new landlords in the initiative and increase the number of housing units available for Project Roomkey guests. The team was able to outreach to over 150 local landlords that have units available in Stanislaus County to invite them to the event, which was recorded and made available online to use as a tool in landlord outreach and engagement efforts moving forward. The live event was attended by a number of landlords who were interested in working with Project Roomkey guests. The event allowed the Team to share information on the 100-Day Challenge as well as gain feedback from landlords on resources that would be useful for them to help shape strategies for landlord engagement going forward.

Stanislaus County is also working to establish a Virtual Landlord Center (VLC), which will provide a place for landlords to access resources on serving persons at-risk of or experiencing homelessness. The VLC will serve as an "one-stop" shop for landlords, including providing information on Housing Choice Vouchers, tenants' rights, landlord rights, HUD policies and requirements, and other materials to support new landlords in providing housing to persons transitioning out of homelessness.

INNOVATIVE HOUSING OPTIONS

Throughout the 100-Day Challenge, Stanislaus County encouraged Team members to think creatively about housing options for Project Roomkey guests beyond Permanent Supportive Housing. The Team identified additional housing opportunities available within the County, including transitional housing, Board and Care units, and new units attracted through landlord engagement efforts. The Team also utilized problem-solving approaches

to help connect clients to non-program housing, including stable housing through reunification with family members. Additionally, the community has been working to develop a housing inventory list that is inclusive of all housing partners as part of the County’s coordinated entry process and ongoing landlord engagement efforts. The goal is to create a “master list” of resources and assets to help serve persons experiencing homelessness, including housing options that are operated or utilized by housing partners as well as housing resources leveraged by partner agencies outside the homeless response system.

MAINTAINING 100-DAY CHALLENGE MOMENTUM

Three Month Community Performance Goal

In the next 3 months, we will house 15 Project Roomkey guest into safe and stable housing.

In order to lock in their gains and maintain the momentum around connecting Project Roomkey guest to safe and stable housing, the Stanislaus County 100-Day Challenge team plans to focus on the following priorities moving forward:

1. Continuing weekly case conferencing and weekly meetings;
2. Continuing landlord engagement/recruitment plan (i.e. create mitigation fund, online HUB); and
3. Maintaining partnerships that were formed during the 100-Day Challenge.

Additionally, the team has established the following priority system shifts needed to sustain performance and proposed actions to make those system shifts a reality.

Priority System Shifts	Action Areas for System Shifts & Sustainability
<i>Overall: The housing stock in our community is inadequate to meet the needs of our neighbors experiencing homelessness.</i>	<i>In an ideal world, we will have adequate and appropriate housing and case management support to adequately meet the needs of vulnerable seniors.</i>
Policies and guidelines needed to facilitate sustained progress	<ul style="list-style-type: none"> • Universal housing application for use among all providers • Strengthen partnerships particularly with local Social Security Administration (SSA) and Department of Motor Vehicle (DMV) offices • Live inventory of housing opportunities • Standardized guidance on verified documentation needed
Tools and processes that enable progress	<ul style="list-style-type: none"> • Live inventory of housing opportunities • Utilize HMIS for housing resources • Establish a ‘housing matcher’ position that can easily match clients to appropriate housing opportunities

	<ul style="list-style-type: none"> • Develop and implement a clear strategy for landlord engagement, including maintaining a landlord online Hub and reliable mitigation funding • Engage local business and elected leaders to champion housing goals in a refined and coordinated communication plan
<p>Relationships, roles and skills identified as necessary to sustain progress</p>	<ul style="list-style-type: none"> • System-wide shared understanding of what case management is and how it is delivered, varying degrees of intensity of services, and matching case management to client needs (i.e. intensive vs. light-touch) • Increase number of case managers to work with harder to engage clients • Improve communication between housing providers, service providers, and outreach workers • Share progress and obstacles with policy makers
<p>Ways to promote equity and client engagement</p>	<ul style="list-style-type: none"> • Increase engagement of Hispanic/Latinx outreach agencies that can provide any resources for this demographic • Add peer support to boots-on-the-ground services and committees