



California Interagency Council on Homelessness

Lourdes Castro Ramírez, MA
Secretary
Business, Consumer Services and Housing Agency

Dr. Mark Ghaly
Secretary
California Health and Human Services Agency
Council Co-Chairs

NEWS RELEASE

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Contact: Russ Heimerich
Russ.Heimerich@bcsh.ca.gov

Four Communities Complete Governor's 100-Day Challenge on Encampments

109 People Housed, Another 229 Put on the Pathway to Housing

SACRAMENTO – Four California communities participating in the Governor's 100-Day Challenge on Encampments reported that they have housed 109 people who were experiencing unsheltered homelessness.

Merced, Sacramento, San Bernardino and Santa Cruz Counties also reported that another 229 individuals have been connected to shelter and services and placed on the pathway to safe and stable housing.

The outcome data was presented during the challenge's Sustainability Workshop on Wednesday, April 20, marking the transition from the focused portion of the challenge to making their innovations developed during the 100 days part of their daily work.

"Having our neighbors suffering, unsheltered, in our parks, by our freeways and along our rivers is not acceptable," said Business, Consumer Services and Housing Agency Secretary Lourdes Castro Ramírez, who serves as the co-chair of the California Interagency Council on Homelessness (Cal ICH). "Through efforts like this Governor's 100-Day Challenge and our Encampment Resolution Fund grants, we are helping communities connect unhoused Californians with safe, stable, supportive and equitable housing."

"The Merced County community stepped up in a big way during the latest Governor's 100-day challenge serving people experiencing homelessness in City of Los Banos encampments," said John Ceccoli, Deputy Director of the Merced County Human Services Agency and 100-Day Challenge Sponsor. "This challenge provided us the

opportunity to defy stereotypes regarding the role of law enforcement, elected policy makers, community-based organizations, and most importantly the people experiencing homelessness we dedicated our efforts to serve. By the end of the Challenge elected officials from the City of Los Banos and County of Merced had agreed to jointly commit \$400,000 in funding to continue emergency non-congregate shelter. This decision was a direct result of the success of the Governor's 100-day challenge."

In the 100-Day Challenge, all the agencies and organizations that make up the homelessness response system in a community are encouraged to work together to set ambitious goals, streamline systems, and find new ways to help their neighbors experiencing homelessness. The communities are supported in the challenge by coaches from [RE!NSTITUTE](#), which provides intensive support and guidance. Participants also share ideas and encouragement with the other communities in their cohort. The encampment-focused cohort is the fourth group of communities to participate in the Governor's 100-Day Challenge.

Here are the accomplishments that each community reported during the workshop:

- **Merced County:** Merced County's team focused their efforts on a long-term encampment in Los Banos and provided safe and stable housing for 20 people living at the site. Another 65 people were put on the path to housing by being provided shelter and services. The team achieved these results through new approaches that hastened the process of getting new documents, improved data collection and expanded community engagement.
- **San Bernardino County:** San Bernardino County's team worked on small, scattered encampments throughout the county, which is the largest county by area in the continental United States. Thanks to an enhanced data platform and expanded case conferencing, the team was able to house 52 people experiencing unsheltered homelessness and put another 98 people on the path to housing.
- **Sacramento County:** Sacramento County's team worked to integrate the homelessness response amongst dozens of service providers and local agencies in the county. During the challenge, all these entities came together to understand how a unified approach to both services and data creates a more efficient and effective system. As a result of this work the team was able to develop a list of 49 people who received intensive case management as they work toward housing and housed four people experiencing homeless with another 12 on the pathway to housing.

- **Santa Cruz county:** Santa Cruz County’s team confronted several obstacles during the 100-Day Challenge, including flooding, COVID-19, limited resources and a lack of available housing. Despite these difficulties, 33 people experiencing unsheltered homelessness were placed in housing and another 54 people were put on the pathway to housing, using a combination of shelters and managed encampments. To achieve this, the team members expanded their housing navigation services, improved their data systems and expanded their landlord outreach.

Now that the 100 days of intensive work is complete, the participants have moved into the sustaining phase of the challenge, where they are working to lock in the innovations they pioneered during the challenge and ensure they can continue their work serving people experiencing unsheltered homelessness with greater efficiency.

The Governor’s 100-Day Challenge is implemented by Cal ICH in partnership with REINSTITUTE.

The 100-Day Challenge communities will continue to use their learnings from this initiative to improve their efforts in serving people experiencing homelessness, working closely with REINSTITUTE for the next 18 months to sustain the collaborative relationships and cross-system changes initiated during their 100-Day Challenges.

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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 California Interagency Council on Homelessness 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/calich.

REINSTITUTE’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 re-institute.org.