

HUD Cohort 6 100-Day Challenge Summary

Santa Barbara County, CA

100-Day Challenge Goal

In 100 days, we will house 50 youth, with 100% of youth on the by-name list (BNL) assigned a navigator and at least 75% accepting case management with an individual service and housing retention plan.

100-DAY CHALLENGE CONTEXT & FOCUS AREAS

BACKGROUND: YOUTH HOMELESSNESS IN SANTA BARBARA COUNTY

Santa Barbara County has prioritized ending unsheltered homelessness among unaccompanied youth and young adults (YYA) as part of its [Community Action Plan to Address Homelessness](#). In 2020, the Santa Maria/Santa Barbara County Continuum of Care identified 82 unaccompanied YYA experiencing homelessness, of whom 83% are estimated to be living in unsheltered situations. Santa Barbara County has strong, dedicated street outreach and youth providers serving YYA experiencing homelessness, making it within reach for the community to end homelessness for all YYA residing on the street or other unsheltered locations.

Santa Barbara County launched their 100-Day Challenge to help bring greater attention and focus to the goal of preventing and ending YYA homelessness. The 100-Day Challenge provided a unique opportunity to build new collaborative relationships and improve coordination of efforts between the educational sector, child welfare system, juvenile justice system and service providers to meet the needs of YYA experiencing homelessness.

100-DAY CHALLENGE FOCUS AREAS

System leaders from Santa Barbara County came together to help identify the following areas of focus for their 100-Day Challenge to improve housing solutions for youth experiencing or at risk of homelessness by:

- Identifying youth experiencing homelessness, leveraging the access educational partners have to these youth;
- Housing youth experiencing homelessness with new and creative housing options; and
- Preventing housing-unstable youth from falling into homelessness after exiting the juvenile justice and foster systems.

100-DAY CHALLENGE SUCCESSES, ACCOMPLISHMENTS & INNOVATIONS

SNAPSHOT OF 100-DAY CHALLENGE PROGRESS

100-Day Challenge Goal: In 100 days, we will house 50 youth, with 100% of youth on the by-name list (BNL) assigned a navigator and at least 75% accepting case management with an individual service and housing retention plan.

OUTCOMES AS OF DAY 100:

52 YYAs safely and stably housed

Safe Housing Options



52 YYAs safely and stably housed through Rapid Re-Housing, Permanent Supportive Housing, market rate housing, and family reunification.

Housing Navigation



100% of YYA on the by-name list (BNL) were assigned a housing navigator to help each YYA identify and connect with the right housing and service options for their needs.

Case Management



100% of YYA housed with a housing intervention during the 100-Day Challenge accepted case management with an individual service and housing retention plan.

ACCOMPLISHMENTS IN SYSTEMS CHANGE

CROSS-SYSTEMS COLLABORATION

Santa Barbara County utilized the 100-Day Challenge as an opportunity to work across sectors and establish new partnerships to address youth homelessness. The Santa Barbara 100-Day Challenge Team included over 20 local stakeholders, including the Continuum of Care (CoC), the Coordinated Entry lead agency, local homeless shelters, school districts, colleges, Public Housing Authorities, mental health providers, County Offices of Child Welfare, Education, and Probation, and local youth with lived experience of homelessness. This effort spurred new collaboration between the homeless response system and partners that had not historically been engaged in efforts designed to prevent and end youth homelessness, including K-12 and higher education partners. Santa Barbara County was able to bring cross-systems partners to the table from the beginning of the 100-Day Challenge and maintain their engagement and buy-in throughout the initiative, particularly by utilizing virtual forums to encourage participation from a variety of agencies from different geographies of the County.

INCREASED UNDERSTANDING OF YYA HOMELESSNESS

The Santa Barbara County 100-Day Challenge helped to increase understanding around the issue of YYA homelessness throughout the community. The 100-Day Challenge Team developed a youth survey to help collect information on current living situations and housing and service needs for YYA experiencing homelessness in Santa Barbara County. The Santa Barbara 100-Day Challenge Team also created trainings for people and agencies

working outside of the homeless crisis response system to provide information on the structures, services, and opportunities available. Training topics included “Homelessness 101” to provide information and context on the homeless response system; Coordinated Entry; and how to help YYA obtain documentation for housing and services. The community also met with direct service providers and YYA with lived experience to talk about the response to YYA homelessness during the COVID-19 pandemic and lessons learned. As a result of the 100-Day Challenge, members of the Santa Barbara 100-Day Challenge have been invited present on the issue of YYA homelessness to more and different groups than ever before, as more stakeholders and agencies throughout the community recognize their connection to identifying and serving YYA experiencing homelessness.

IMPROVED DATA COLLECTION AND COORDINATED ENTRY FOR YOUTH

The 100-Day Challenge created a focus for Santa Barbara County on timely, accurate data collection and utilization of Coordinated Entry to quickly and effectively connect YYA experiencing homelessness to available housing and service options. The 100-Day Challenge helped Santa Barbara identify existing gaps in their data collection process – including collection of information on sexual orientation and gender identity – and facilitated communitywide conversations about policy changes that would allow for the collection of this data in a trauma-informed manner. Increased collaboration also helped to bring additional youth-serving agencies, including a local college and Public Housing Authority, into the county’s HMIS and Coordinated Entry System (CES). The 100-Day Challenge also spurred Santa Barbara County to reimagine their CES process to allow for an increased focus on YYA homelessness. Santa Barbara utilized the 100-Day Challenge as an opportunity to explore population-based case conferencing, allowing youth-serving providers from across regions of the county to come together and coordinate housing solutions for YYA experiencing homelessness.

LANDLORD ENGAGEMENT AND INCREASED HOUSING OPTIONS

During the 100-Day Challenge, Santa Barbara County was able to accelerate the rate of YYA housed through landlord engagement initiatives, intensive case conferencing among youth providers, and forming connections with non-traditional housing programs in the county. The Santa Barbara 100-Day Challenge Team developed a landlord engagement letter to share information with landlords and property owners about partnership opportunities with the homeless response system. The Team thought creatively about landlord outreach, purchasing a list of all property owners in the county and utilizing grant funding from Axa XL Insurance to pay for postage and materials to send 10,000 engagement letters to a sampling of property owners from the list. The Santa Barbara CoC was also able to begin collaborating with a university-based Rapid Re-Housing (RRH) program that has previously been unconnected to the homeless response system and HMIS. This new partnership helped the community to identify students experiencing homelessness and support their transition into a range of housing options, including the university-based RRH program as well as transitional housing and other permanent housing programs.

YYA-FOCUSED CASE MANAGEMENT AND SUPPORTIVE SERVICES

One of the goals for Santa Barbara’s 100-Day Challenge was to increase connections to case management and supportive services for YYA at every point in the homeless response system. The 100-Day Challenge Team worked to ensure that every YYA on the by-name list was assigned to a housing navigator to support YYA in identifying existing housing options, supportive services, mainstream benefits, and options within their social networks to help resolve their housing crisis. Additionally, every YYA connected to a housing intervention during the 100-Day Challenge was offered and accepted case management with an individual service and housing retention plan to help them remain permanently housed after placement. Santa Barbara also developed a youth-specific online

resource guide that will be regularly updated with information about remote and in-person services available for YYA experiencing homelessness across the county, including COVID-19 specific resources.

MAINTAINING 100-DAY CHALLENGE MOMENTUM

To preserve the gains made during the 100 days and maintain momentum around preventing and ending youth homelessness, the Santa Barbara 100-Day Challenge Team plans to build a Youth Action Board (YAB) to generate awareness around the unique issues and challenges that face runaway, homeless, and foster YYA.

ACTION PLAN FOR ONGOING WORK

- Scheduling meetings with key stakeholders who would like to be engaged in this effort;
- Working with organizations with existing Youth Boards to identify YYA to help provide training to empower YYA leaders with skills to manage and sustain a YAB;
- Recruiting and establishing a YAB;
- Identifying funding sources to compensate YAB members for their time;
- Ensuring technology access to support meeting participation;
- Holding an inaugural YAB meeting; and
- Developing a regular meeting and check-in schedule for the YAB.

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
<p>Improving Coordinated Entry for youth</p>	<ul style="list-style-type: none"> • Incorporate youth-focused breakout rooms into existing case conferences • Facilitate Coordinated Entry discussions for youth providers
<p>Expanding YYA-focused partnerships and understanding of the homeless response system</p>	<ul style="list-style-type: none"> • Facilitate greater information and data sharing across organizations • Assist service organizations in understanding their role and the role of other organizations in the homeless response system
<p>Investing in authentic youth engagement to further progress</p>	<ul style="list-style-type: none"> • Continue authentic YYA engagement from the 100-Day Challenge • Identify new and different ways for YYA to engage and participate in the work • Create a list of organizations with Youth Boards or that are otherwise actively engaging YYA in their efforts