

The 100,000 Homes Campaign:

*A national movement to find and house
100,000 vulnerable homeless people in three years*

A TEAM EFFORT

The 100,000 Homes Campaign is uniting change agents across the country to finish the job of ending chronic homelessness. The campaign is a team effort, coordinated by Common Ground and the **Institute for Healthcare Improvement**, that brings together stakeholders from across the nation in this urgent work. The **National Alliance to End Homelessness, Corporation for Supportive Housing, the United Way of Greater Los Angeles, and Denver's Road Home** - and many others - are coming together in support of local teams, consisting of change agents in city and county human service departments, Continuum of Care agencies, 10 Year Plan agencies, public housing authorities, health care providers, business improvement districts, faith-based and community groups. Guided by a shared conviction that no one entity can accomplish this ambitious goal alone, these national and local teams are committed to housing 100,000 people over a three-year period, starting with the official **launch of the campaign at the National Alliance to End Homelessness Conference in July 2010**.

At the local and national levels, we are already spending more to maintain homelessness, through unnecessary jail and hospital stays and costly extended shelter stays, than we would need to end chronic homelessness. The Campaign will **work with local and federal partners to refine and disseminate tools** that will hasten the realignment of resources to produce housing placement for our most vulnerable citizens and cost reductions in the institutions that have too long borne the burden of their inappropriate use. Additionally, the Campaign seeks to **harness in new ways the generosity of volunteers** to support our housing placement and retention goals.

HOW THE CAMPAIGN WORKS

The 100,000 Homes Campaign is designed to **fundamentally alter the response to chronic homelessness** by giving communities concrete tools to rapidly identify and house their most vulnerable. The initiative provides rich guidance and resources to support local implementation, and creates numerous opportunities for leaders to connect and collaborate with other change agents across the country to more broadly and rapidly disseminate promising practices.



100,000 Homes Campaign communities launch their participation in the campaign with a **Registry Week** that brings together hundreds of volunteers to administer a survey (**the Vulnerability Index**) and create a by-name registry of everyone experiencing homelessness. That registry is broken down into sub-populations (veterans, medically fragile, seniors, and youth) and prioritized, matching those in the greatest need to housing. The registry **provides the concrete, actionable data** around which local agencies can set shared aims and pool resources to solve homelessness.

In addition, the **campaign accelerates innovation and improvement of the housing process** by bringing change agents from each community together in a national network of learning. Communities discuss common challenges and breakthrough ideas in online exchanges, weekly conference calls and other regional fora, and they join forces to consolidate best practice and influence policy.

Work groups also form around specific sub-populations, such as the most frequent users of hospital emergency rooms. The **Hospital to Home** work group links hospitals with local housing providers. These collaborations work to improve health outcomes while reducing health system costs by arranging for stable housing and primary care coordination. Additional work groups are forming to support veterans, seniors, and youth, and to mobilize business leaders and volunteers to tap into their energy and resources.

EARLY RESULTS

Since 2008, Common Ground has worked with **17 communities** to pilot the methodology that underpins the Campaign. These communities have completed Registry Weeks, created by-name listings of their homeless populations, and used the Vulnerability Index that identifies conditions associated with a high mortality risk to prioritize their housing list, **placing over 1,900 long-term and vulnerable individuals to date**. Housing retention rates range from 85% and 95%, among these pilot cities. Equally impressive are the cost savings to communities associated with this targeted housing placement.

WHY 100,000?

Though over 2 million people experience homelessness in the United States in the course of a year, a much smaller number of households - an estimated **130,000 individuals and 10,000 families - remain trapped in homelessness for extended periods**. These households are the most likely to have severe challenges that interfere with their ability to find and maintain a stable home. Housing with support services to help manage health, mental health, education and employment issues is far more cost effective than the costly emergency services these households now rely on. The Campaign focuses on reaching and housing 100,000 of these highly vulnerable individuals and families.

Scale: The housing process in the Campaign will unfold incrementally and **target fifty large communities** with the most significant homelessness burden. Other communities will be invited to take part but, with as many as 75,000 chronically homeless, these communities demand the most urgent attention.

In the phase leading up to its formal launch in July, the primary effort will be to engage half of these target communities - those that have already completed registries or made significant advances in housing their most vulnerable. Together, they will house **5,000 people by July 2010** (they have housed 1,900 through February 2010), intensively study and refine the housing process, and act as mentors to the remaining large cities that will come aboard between the effort's launch and July 2011. These fifty target cities - by housing an average of 300 people each by July 2011 - will **cumulatively house 15,000 in the effort's first year**, drawing additional

attention, energy and resources to the work. Over the two remaining years, they will together **house almost 55,000** persons by reaching between 60-100% of their chronically homeless.

Simultaneously, approximately **200 other mid-sized and smaller communities** will access resources and tools from the campaign web site and regular calls. They will also receive coaching from peer communities and campaign experts. Together - by housing an average of 200 homeless over the course of the campaign effort - they will house approximately 40,000.

GETTING STARTED IN YOUR COMMUNITY

The 100,000 Homes Campaign initially **seeks to partner with the 50 American communities which have more than 1,000 unsheltered homeless persons** according to the most recent Annual HUD Assessment Report. Helping these communities to succeed is critical to making national progress in reducing homelessness. Working with these highly impacted communities to introduce the process innovations that lead to reduced street homelessness, reduced veterans' homelessness and reduced frequency of use of healthcare systems will produce further innovations that will be shared with all enrolled in the Campaign. Upon enrolling in the Campaign, community leaders are immediately invited to attend weekly *Innovations Calls* to learn from program innovators and leaders from other participating communities. A *Registry Week* is scheduled for each newly enrolled community. Communities may choose to send two representatives to an upcoming Registry Week in another city to learn first-hand how to lead this event, or can host two certified Registry Week facilitators who have successfully led this process before.

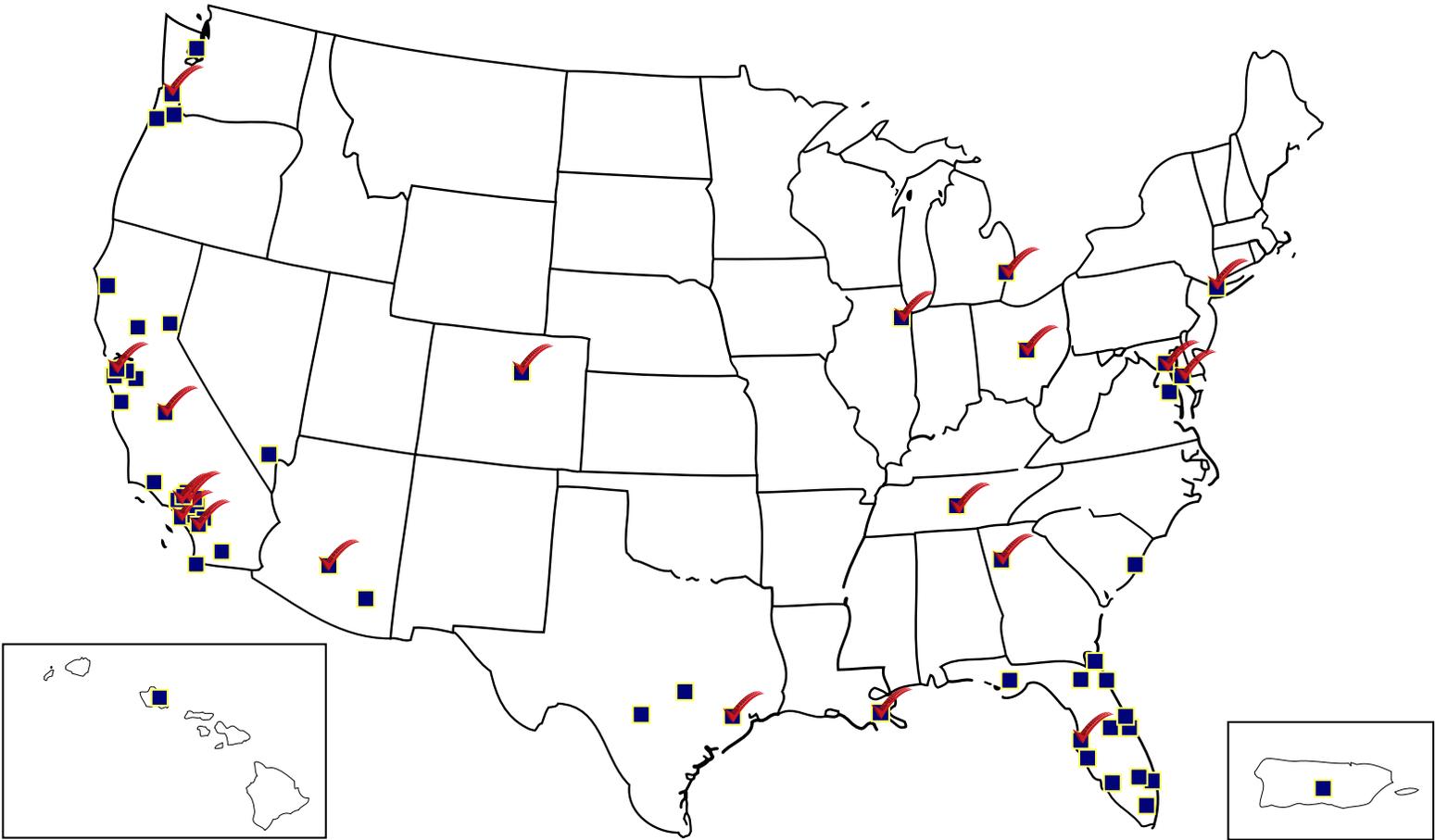
While the 50 high impact communities will be the focus of the Campaign staff's efforts, *all* communities will be invited to enroll in the Campaign and access the Campaign's learning and resources through web-based tools, the *Innovations Calls*, and regional learning communities that will be organized to share expertise as the Campaign evolves. The Campaign aims to ensure that **no change agents have to start from scratch or feel alone** in their efforts to end chronic homelessness in their communities.

A TRANSFORMATIVE STEP

By the Campaign's close in 2013, the effort will have dramatically reducing chronic homelessness. It will have **created a nationwide network of community problem solvers** able to use data to systematically organize resources to prevent and end homelessness. It will **save lives and reduce health care spending** among those whose health is made worse by their living conditions. It will **help rebuild the civic infrastructure** of American communities by equipping neighbors, faith communities and other volunteers to work with government and not-for-profits to identify and use the resources that exist in every community to house those in greatest need.

For more information contact **Kat Johnson** at kjohnson@commonground.org or **(212) 471-0888**.

■ "Tipping Point" Community
 ✓ Enrolled 100,000 Homes Campaign



ENROLLED COMMUNITIES		TARGET COMMUNITIES		TARGET COMMUNITIES	
Cities	Unsheltered Population	Tipping Point Communities	Unsheltered Population	Tipping Point Communities	Unsheltered Population
Atlanta, GA	2,115	Austin, TX	2,146	Orange County, CA	1,071
Baltimore, MD	629	Charles County, MD	1,685	Orlando, FL	1,368
Chicago, IL	1,633	Clackamas County, OR	1,410	Pasco County, FL	2,574
Denver, CO	3,955	Contra Costa, CA	3,159	Puerto Rico	1,503
Detroit, MI	13,324	Daly/San Mateo County, CA	1,094	Riverside, CA	3,178
Fresno, CA	1,556	Daytona Beach, FL	1,225	Sacramento, CA	1,266
Nashville, TN	466	Fort Pierce, FL	1,205	St. Johns County, FL	1,132
New Orleans, LA	629	Fort Walton Beach, FL	1,433	Salem, OR	1,416
New York, NY	3,306	Hardee County, FL	2,867	San Antonio, TX	1,545
Phoenix, AZ	2,426	Honolulu, HI	1,793	San Bernadino, CA	5,749
Portland, OR	1,634	Houston, TX	5,346	San Diego, CA	1,736
San Fernando Valley, CA		Jacksonville, FL	1,093	San Diego County, CA	2,303
San Francisco, CA	2,771	Las Vegas, NV	7,537	San Jose, CA	5,101
Santa Monica, CA		Long Beach, CA	2,150	Santa Barbara, CA	2,773
St. Petersburg, FL	1,221	Los Angeles County, CA	28,644	Santa Cruz, CA	2,303
Venice, CA	221	Mendocino County, CA	1,138	Seattle, WA	2,693
Washington, DC	378	Merced, CA	2,320	Tampa, FL	5,433
West Hollywood, CA	184	Miami, FL	1,347	Tucson, AZ	1,108
		Myrtle Beach SC	1,339	Vallejo/Solano County, CA	1,499
		Oakland, CA	2,496	West Palm Beach, FL	1,039