

What is 180/180?

180/180 is a community effort in Santa Cruz County to help 180 homeless men and women *turn their lives around*. We've joined the national 100,000 Homes Campaign and have a goal to house 180 of our most vulnerable, long-term, chronically homeless men, women and families by July 2014, moving them into permanent housing with the support services they need to stay housed.

Who is 180/180?

180/180 is an all-inclusive community effort with input and participation from people like you, representing a broad spectrum of stakeholders including the business community, faith-based organizations, community-based group, government agencies, civic organizations, outreach providers, student groups, and concerned citizens.

What is the 100,000 Homes Campaign?

The 100,000 Homes Campaign (www.100khomes.org) is a national movement of communities working together to find permanent homes for 100,000 of the most vulnerable and chronic homeless individuals by July 2014.

What is Chronic Homelessness?

On any given night there are over 2,700 men and women who are homeless in Santa Cruz County. Of these, over 900 are chronically homeless. Chronic homelessness is long-term or repeated homelessness, coupled with a disability. People who have been chronically homeless need support in order to escape the cycle of extreme poverty. 180/180 targets the most vulnerable, chronically "street"-homeless individuals for placement in permanent, affordable supportive housing.

Why target Chronic Homelessness?

Chronic homelessness is emotionally and physically dangerous. 180/180 will use a Vulnerability Index to measure how likely homeless individuals are to suffer a premature death, and we give these vulnerable individuals – often veterans – first priority in accessing housing. Chronic homelessness isn't just a social injustice and human tragedy for our community, it's expensive. It can take two to three times as much money to manage chronic homelessness – *month after month, year after year of costly emergency services* – as it does to provide permanent housing for an individual.

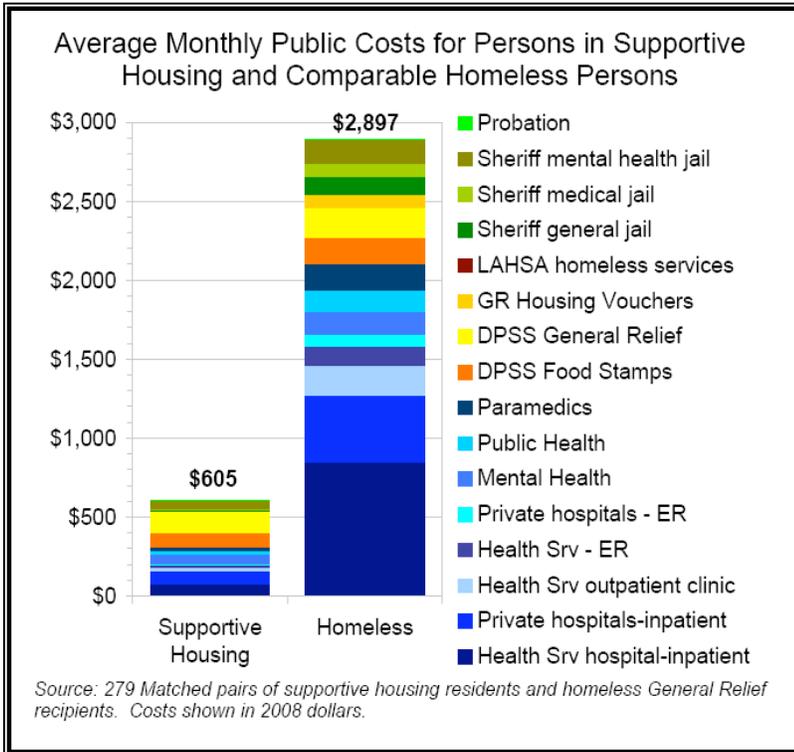
What is the Solution?

The solution is prioritizing the housing and supportive services already in the community and delivering them to the toughest cases – those at greatest risk of remaining on our streets and dying there. Permanent Supportive Housing (PSH) has proven to be the optimal solution to ending chronic homelessness. We already have PSH success stories right here in Santa Cruz County – *we know it works!*

We can end chronic homelessness for good while ensuring the most vulnerable in our community are receiving cost-effective services as they regain stability and their place in our community. **To get involved**. . .visit our website: www.180santacruz.org to learn how you can make a difference. Also, feel free to contact Phil Kramer, 180/180 Project Manager at phil@180santacruz.org / (831) 334-4976

Supportive Housing is Cost Effective

(study shows 5x cost savings – comparing 279 matched pairs of supportive housing residents and homeless General Relief recipients)



Our Plan

Inspired by the work of advocates and innovators across the country, people who have made significant and measurable progress towards ending homelessness in their communities.

- 1. Build the local team:** Our 180/180 campaign team is an action-oriented group drawn from as many local sectors as possible. The best teams are not afraid to overhaul systems to drive tangible housing outcomes and sustainable change.
- 2. Clarify the demand:** During Registry Week (May 6 – 12, 2012) our campaign team & volunteers surveyed over 325 homeless individuals to create a registry of street-homeless men, women and families throughout Santa Cruz County. And, we've continued to outreach and survey, having completed – as of March 1, 2013 – over 500 surveys.
- 3. Line up the supply of housing and services:** Campaign communities across the country have found brilliantly creative ways to line up housing and services...we'll need to do the same here in SCC, and we will tap into the 100k Homes campaign network of like-minded communities and mentors to find new ways to secure and prioritize rental units, funding and support.
- 4. Move people into housing:** Data from Step 2 will help us match people to the housing, neighborhoods, service models, and rental supports that best fit their needs and eligibility.
- 5. Help people stay housed:** Ensuring that housed individuals are able to maintain housing long term is critical to our success.

facts & figures

2,771 homeless individuals in Santa Cruz County

67% were already living in Santa Cruz County when they became homeless

63% of the homeless in SCC have a disability (*serious mental illness, post traumatic stress disorder, substance abuse, cognitive impairments from physical trauma and chronic physical illness or disabilities*)

54% are homeless for a year or more

25% reported job loss as the primary reason for their homelessness

17% said alcohol or drug issues were the primary reason for their homelessness

49 = average age at death for homeless men and women in Santa Cruz County

78 = average age of death for all Americans

6 weeks = current wait time for an emergency shelter bed

67% homeless men in SCC

32% homeless female in SCC

1% homeless transgender or "other" in SCC

11% are homeless Veterans

84% of homeless Veterans were unsheltered

11% of homeless women were experiencing domestic violence

Sources: 2011 Santa Cruz County Homeless Census and Survey; 100k homes website; HPHP report on homeless deaths.