



Council Report

penticton.ca

Date: October 7, 2025 File No: RMS
To: Anthony Haddad, City Manager
From: Amber Webster, Social Development Manager, Julie Czeck, GM of Public Safety & Partnerships and
100MH Partner Delegation

Subject: 100 More Homes 2025 Midterm Report

Staff Recommendation

THAT Council receive into record the report titled: "100 More Homes 2025 Midterm Report" dated October 7, 2025.

Executive Summary

Since signing a formal Memorandum of Agreement with the City three years ago, 100 More Homes has worked closely with the City of Penticton to create practical, community-driven solutions to housing and homelessness. Instead of focusing only on short-term relief, the initiative has helped build long-term supports that strengthen people and systems. The 2025 Midterm Report highlights how 100 More Homes continues to deliver real results—while also helping the City prepare for future challenges by addressing the root causes of homelessness and building lasting community resilience.

100 More Homes has positioned Penticton as a leader in innovative housing solutions, gaining attention from provincial and federal governments. For example, 100 More Homes and Penticton was selected to participate in the BC and Federal Coordinated Access System and HIFIS Expansion Alignment Project—making it the only non-federally funded organization included (among 10 other larger municipalities). This project will enhance the City's access to critical data for informed decision-making and open doors to future provincial and federal funding.

By continuing this accountable, professional, and action-oriented partnership, the City strengthens its commitment to building a Safe & Resilient and Livable & Accessible community.

Strategic priority objective

Vision: Penticton is a connected, resilient and healthy waterfront city focused on safety, livability and vibrancy.

Mission: Penticton will serve its residents, businesses and visitors through organizational excellence, partnership and the provision of effective and community focused services.

Culture: We are committed to open communication, integrity, and professionalism to build public trust through excellence in all that we do. We embrace modernization, innovation and adaptability to meet the evolving needs of our community, fostering a culture of engagement and purpose.

Safe & Resilient: The City of Penticton will enhance and protect the safety of all residents and visitors to Penticton.

Livable & Accessible: The City of Penticton will proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

Background

In 2016, 100 Homes began as a local initiative of stakeholders invested in housing solutions for Penticton community members. What began as an informal collaboration to address immediate needs, has now grown into a formal collective of approximately 40 organizations who are working together to address and prevent chronic homelessness. (Please visit [100 More Homes Penticton | United Way British Columbia](#) for the list of community partners.)

While the initial work in 2016 sought to establish 100 homes for the City of Penticton, the demonstrated success – 25 individuals from January 2025 to August 2025 have been connected to housing from shelter or supportive housing -- led to a formalization of this collective established in April 2022 with a Council-approved MOU between the City of Penticton and the member organizations of what is now called 100 More Homes.

From 2016 to 2022, 100 More Homes led grassroots efforts to address homelessness in Penticton, with strong support from United Way British Columbia (UWBC). At the time, despite having no dedicated funding, UWBC helped coordinate collaboration across government, health authorities, non-profits, crown corporations, and people with lived experience. Together, they advanced action planning, public education, business cases for new services, improved coordination, and long-term strategic planning.

This groundwork for collective action in those years meant that various partners had established trust with each other: coordinating their efforts, aligning advocacy goals, supporting grant applications and stewarding resources to address community-wide need. As homelessness continued to rise, 100 More Homes evolved into a strategic systems-planning organization, well-positioned to lead Penticton's coordinated response.

The primary attributes of this initiative include organized co-efforts, provision of reliable data, and a strategic community-centered approach with local leadership steering the initiatives.

100 More Homes operates under a co-chair governance model, supported by a steering committee that functions as its executive leadership. United Way British Columbia (UWBC) continues to serve as the backbone organization—a critical role in collective impact initiatives. As the backbone, UWBC provides strategic coordination, administrative support, and ensures alignment across partners. This includes

facilitating communication, managing shared data, supporting evaluation, and driving the initiative forward with consistency and accountability.

Regular reporting is provided to both the City of Penticton and the public, ensuring transparency and reinforcing trust in the collaborative approach.

This report is intended to provide an overview of the work of 100 More Homes for 2025.

A Working Relationship: The City of Penticton and 100 More Homes

In tackling the issues that come with people living in homelessness, the tendency is to address those issues from the “bottom up” relief model that does not often allow for significant change in the realities faced across community. 100 More Homes has instead functioned in a development model to deliver collective impact to the City of Penticton over the last three years, been largely due to the formal partnership and investment from the City of Penticton. What started as a community update and information sharing table has become a complex, data gathering and advocacy focused collection of tables to ensure that the City of Penticton is staged to develop a response that moves the community beyond relief initiatives and into developmental principles that position the community with preventative measures.

United Way BC is the backbone organization that provides the infrastructure to ensure this collective is representative of diverse views and can respond objectively to community needs as required.

The 100 More Homes 2024 Impact Report (Attachment B) includes a snapshot of key initiatives that have driven action in Penticton. A few key milestones include:

- **Coordinated Action Tables:** Supported 7 cross-sector tables focused on emergency response, youth housing, affordable housing development, lived/living experience engagement, and data coordination.
- **Public & Community Engagement:** Facilitated 15 engagement sessions and hosted neighbourhood forums to support the 2024–25 Community Winter Response Plan.
- **Strategic Planning & Advocacy:** Developed frameworks and reports on youth housing, non-market housing needs, and data trends; submitted grant proposals and presented to the RDOS and other government bodies.
- **Cross-Sector Collaboration:** Led coordinated efforts to address homelessness and public safety, contributing to reduced calls to Fire, Police, and Bylaw services.
- **Public-Private Partnerships:** Advanced housing development initiatives through the Housing Action Table, fostering collaboration between public and private sectors.
- **Emergency Shelter Implementation:** Delivered cold weather shelter responses from 2022–2024, including the successful launch of the Temporary Winter Shelter model in 2024–25.
- **Community Clean-Up Initiative:** Mobilized over 500 volunteer hours for litter removal, public space maintenance, and community engagement.

Community-Informed Direction and Governance

Throughout 2025, 100 More Homes leadership actively engaged in assessing community needs through a collaborative and transparent process. This work has included input from neighborhood forums and a review of existing strategic documents and plans, ensuring alignment with broader community goals.

The Steering Committee provides direction through group discussions, email feedback, and one-on-one meetings, creating a dynamic and responsive governance model. Crucially, feedback loops—especially the contributions from individuals with lived and living experience—serve as essential checks and balances. This inclusive approach ensures that the initiative’s direction remains grounded in the realities and priorities of the broader community.

The 100 More Homes 2025 Midterm Report

This report reflects a comprehensive assessment of community needs, informed by neighborhood forums, existing strategic documents, and collaborative input from the 100 More Homes Steering Committee—including voices of lived experience. These feedback loops ensure that decisions are community-driven and responsive to real challenges on the ground.

Significant progress has been made through the Housing Action Table, which has built trust across sectors and advanced multiple low-income and affordable housing projects. Applications have been submitted to major funding streams such as BC Builds, the Rental Protection Fund, and the Community Housing Fund, with additional projects aligned with the Build Canada Homes program. These efforts directly support the City of Penticton’s housing targets and address critical local gaps. The development of the Social Housing & Infrastructure Plan (SHIP) in partnership with the City further strengthens this work.

The Youth Action Table has convened regularly over the past two years to identify priorities for a youth housing strategy. While funding from senior governments remains pending, advocacy continues, guided by the *Nowhere to Go* report. Collaboration with the City, RDOS, developers, and non-profits is ongoing to accelerate youth housing solutions.

Finally, the community is making a meaningful shift from reactive, emergency-based responses to a preventative housing model. This includes expanding the housing continuum to encompass workforce, affordable, and low-income housing. The goal is to ensure residents can access stable housing before falling into core housing need—defined as spending more than 50% of income on shelter—thereby building long-term resilience across Penticton.

Current Strategic Direction

In response to the City of Penticton’s request for a progress update, 100 More Homes has outlined significant strides across its five priority areas:

In response to the City of Penticton’s request for a progress update, 100 More Homes has outlined significant advancements across seven priority areas. These updates reflect a community-driven approach, informed by strategic planning, lived experience, and cross-sector collaboration.

1. Housing & Supports:

Coordinated efforts through the Penticton Outreach Coordination Table (POCT) and the Lived and

Living Experience Table (LLET) have improved service delivery for unsheltered and precariously housed individuals, reducing duplication and informing partner responses.

2. Quality Data:

Data collection has improved through collaboration with shelter operators. Work is underway to access the Homeless Individuals and Families Information System (HIFIS), and the upcoming Point-in-Time count will provide a clearer picture of homelessness in Penticton.

100 More Homes partners supported the 2025 Point-in-Time count, which recorded 194 individuals experiencing homelessness—up from 166 in 2023; a 16.8% increase. Of those counted, 78 were unsheltered: sleeping outdoors in parks, alcoves, or encampments. The remaining 116 sheltered in emergency shelters. This however, still qualifies as homelessness. People are not considered homeless once people move into supportive, independent or market housing. This data highlights the need for transitional and supportive housing inventory to prevent longer-term shelter stays. A full report with detailed trends and analysis will be released in October 2025.

Breaking the cycle of homelessness is dependent on short stays in shelter and quick transition to more stable housing. This also leads to better outcomes related to personal stability including health and employment, thereby improving overall well being.

3. Education & Awareness:

Over 20 community engagement activities and public awareness campaigns have helped build understanding of housing and homelessness issues, particularly among government partners.

4. Systems Change:

A shift toward preventative approaches is underway, supported by policy alignment, coordinated access, and data-driven decision-making. The BC Tri-Lateral Alignment Project and advocacy around the Residential Tenancy Act are key components of this work.

5. Community Engagement:

Efforts continue to strengthen public involvement and build trust across the community, reinforcing the collective impact model. 100MH partners will participate in supporting the City in developing the first ever, Community Safety and Wellbeing Plan, which builds upon the efforts of the Social Development Framework (2022-2026).

6. Current Projects – Heart & Hearth:

Partners are collaborating with the City of Penticton to develop a locally tailored proposal for the Heart & Hearth initiative, aimed at enhancing transitional housing options.

7. Current Projects – BC Alignment Project:

Penticton has been selected to participate in the BC and Federal Coordinated Access System and HIFIS Expansion Alignment Project. 100 More Homes is the only non-Reaching Home funded organization included, positioning the City to access better data and unlock future provincial and federal resources. An added benefit of this initiative is that all participating social sector partners will begin tracking data in a consistent way, enabling a more robust and real-time snapshot of

homelessness trends in Penticton—including inflow and outflow. This shared approach strengthens coordination and supports more informed, timely decision-making across the system.

Financial Implications

The City of Penticton has historically contributed \$85,000 annually to support the work of 100 More Homes. This investment has been effectively leveraged to generate impact across housing, outreach, and systems coordination. In addition to the City's contribution, participating partners have provided an estimated \$45,000 per year in in-kind support, further amplifying the initiative's reach and value.

To reflect inflationary pressures and the growing scope of work, an increased annual contribution of \$120,000 (an additional \$35,000) will be considered as part of the Budget 2026 process this fall, tied to a proposed three-year MOU (2026–2028).

Climate Impact

Social crises and public safety disproportionately challenge vulnerable populations as they relate to extreme heat events, community safety, health outcomes, food security, poverty, community livelihood, housing and access to services. The creation of supports for unhoused populations, and an increase in affordable housing will in turn lead to more positive social impacts that build a climate resilient community.

Analysis

In alignment with Council's strategic priorities of Safe & Resilient and Livable & Accessible communities, the City's partnership with 100 More Homes represents a meaningful investment in public safety and long-term community wellbeing. This initiative reflects a balanced approach—integrating social supports with enforcement measures—to address both the symptoms and root causes of safety concerns.

By supporting vulnerable populations through prevention and intervention, while maintaining enforcement as a necessary tool for public order, the City reinforces its commitment to sustainable, equitable solutions. This dual strategy enhances livability, promotes resilience, and builds a stronger, more inclusive Penticton.

Over the past three years, 100 More Homes has earned recognition as a leader in collective impact and community development. Its work has attracted the attention of provincial and federal partners, including the BC Alignment Project, which aims to improve data sharing and resource coordination. This positions Penticton as a model for integrated systems planning and opens pathways to future funding.

The initiative's continued success is supported by dedicated stewardship through its Strategy Coordinator, working in close collaboration with the City's Social Development team. Together, they are advancing proactive, development-focused solutions that strengthen the entire community's sense of safety and wellbeing.

Maintaining this partnership—grounded in accountability, professionalism, strategic design, and action-oriented solutions—is a worthwhile and strategic investment for the City of Penticton.

Attachments

Attachment A – 100 More Homes Mid Term Report September 2025

Attachment B – 100 More Homes 2024 Impact Report

Respectfully submitted,

Amber Webster
Social Development Manager

Julie Czeck
GM, Public Safety and Partnerships

Concurrence

City Manager
JH