

California Complete Count Committee – Housing Working Group  
**Action Plan – Draft Purpose, Outcomes, and Process**

**Purpose:** The purpose of this Working Group is to identify every place a Hard To Count (HTC) person may live in California and establish strategies for where and how best to reach them to encourage full participation in Census 2020.

**Outcomes:**

1. Create a clear, comprehensive, and evidence-based picture of all non-traditional places including on the street, in cars, and other unconventional housing units where people need to be counted.
2. Clarify who are “special populations” or groups of people who are experiencing homelessness and housing instability and where they are most likely to reside.
3. Confirm trusted community-based organizations and messengers on the ground who are best suited to reach the *places* identified in Outcome 1 and effectively connect with the *people* identified in Outcome 2.
4. Advance recommendations to ensure the identified *HTC housing addresses* are added to the Master Address File.

**Process:**

Task	Team Lead	Timeline*	Status
1. Identify relevant past and emerging research. <ul style="list-style-type: none"> <li>• An Effective Strategy to Reduce Census Undercount: Results from California Pilots of Community-Based Address Canvassing - discussion led by Cindy Quezada, CIVIIC Special Projects Coordinator</li> <li>• A Report to Governor Gray Davis Counting All Californians: An Analysis of Outreach Effectiveness</li> <li>• California Complete Count: Counting 2010 and Planning for 2020</li> <li>• Other (e.g., Results from CCCC regional convenings, PPIC July 2018 Report, other)</li> </ul>			<b>ongoing</b>
2. Discuss research to inform approach and recommendations.		<b>7/30/18 –</b>	
3. Determine what other expertise is needed and identify technical advisors for the housing working group.		<b>7/30 -</b>	
4. Confirm when the working group will hold standing meetings. <i>First Wednesday of every month, 2 to 4 pm</i>	<b>Lisa</b>	<b>7/30/18</b>	<b>Staff finalizing</b>
5. Draft framework for upcoming Governor Outreach Report. (see below)	<b>Lisa</b>		
6. Discuss initial recommendations for the Governor Outreach Report.			
7. Submit Working Group recommendations to the Governor’s Office		<b>9/1/2018</b>	

\*Deadlines in **Red**

**Overarching  
Deliverables and  
Deadlines:**

1. Initial Report to Governor's Office (September 1, 2018)???
2. Interim Report to Governor's Office (December 1, 2018)
3. Interim Report to Governor's Office (May 30, 2019)
4. Interim Report to Governor's Office (December 1, 2019)
5. Interim Report to Governor's Office (May 30, 2020)
6. Interim Report to Governor's Office (December 1, 2020)
7. Interim Report to Governor's Office (May 30, 2021)

**CONTEXT** - Draft Framework for the California Complete Count Committee’s (CCCC) Initial Report to the Governor’s Office will consider the following -

Overarching Report Purpose: Recommend outreach strategy to encourage full participation and avoid undercount in Census 2020. (Note: This initial report should focus on process to date.)

Background: The CCCC formed 4 working groups to draft outreach recommendations. This working group’s is focused on housing and has met twice on July 20 via teleconference and July 30 in person.

Deadline: Report due from Working Group to CCCC by September 1 – The Housing Workgroup will complete the report section titled *Outreach Concerns and Responses Strategies*, and provide a brief update focused mostly on process that speaks to the Workgroups -

1. Proposed Purpose and Outcomes
2. Specific Issues of Concern
3. Recommended Outreach Strategies

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## CCCC Housing Workgroup Interim Report #1 – DRAFT Outline

### Purpose and Outcomes

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**Outcomes:**

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### Specific Issues of Concern

July 20 - The housing working group developed its Purpose, Outcomes and Process; and identified existing and emerging research to inform the working groups understanding of relevant *issues of concern*.

July 30 – The Housing Working Group completed the following activities during this meeting -

1. Reviewed and discussed findings from the reports below to inform the “specific issues of concern conversation:”
  - An Effective Strategy to Reduce Census Undercount: Results from California Pilots of Community-Based Address Canvassing - discussion led by Cindy Quezada, CIVIC Special Projects Coordinator
  - A Report to Governor Gray Davis Counting All Californians: An Analysis of Outreach Effectiveness

- California Complete Count: Counting 2010 and Planning for 2020
2. Identified initial expertise needed and potential advisors to guide this working group. Recommended advisors included – Ed Kassim, Eileen Jacobs/CRLAF, Cindy Quezada/CIVIIC, Manual Pastor/USC, Benjamin Henwood/USC, Jonathon London/Bernadette Austin/UCD Center for Regional Change, Eloy Ortiz Oakley /CA Community Colleges (homeless youth), Josh Bamberger, Jennifer Loving/Destination Home (Santa Clara County), Elaine de Coligny, Everyone Home (Alameda County), Julia Lave Johnston/American Planning Association.
  3. Next steps – Working group members agreed to:
    - Reach out to potential advisors to secure agreement to engage and advise on specific areas of concern and effective outreach strategies.
    - Secure answers to the following questions:
      - i. Can CCCC have an effect on address canvassing and changes to the Master Address File in 2019?
      - ii. How does the Census treat addressed that have more than one entrance if the property only has one address.
      - iii. How will this working group most effectively interface with, determine roles and responsibilities of and coordinate activities and recommendations with other CCCC working group.

### Recommended Outreach Strategies

The housing workgroup will focus on this portion of