



# California Complete Count Committee

## Housing Working Group

December 3, 2018 2:00pm - 2:45pm



### **Members Present:**

#### **Lisa Hershey (Chair)**

Housing California

#### **Jesus Martinez**

Central Valley Immigrant Integration  
Collaborative

#### **Amy Fairweather**

Swords to Plowshares' Institute for Veteran  
Policy

#### **Lee Salter**

McConnell Foundation

### **Members Absent: none**

### **Other Committee Members, Staff:**

#### **California Complete Count Staff**

Adelina Zendejas, Chief Deputy Director for  
Census

#### **California State University, Sacramento**

Micaiah Palmer

### **Handouts and Presentations:**

- November 1, 2018 Draft Working Group Meeting Minutes
- CCCC Goals for 2019 Working Group Chart



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### 1. Call Meeting to Order

Chair Lisa Hershey called the meeting to order and referred to Micaiah Palmer, Sacramento State's Consensus and Collaboration Program's (CCP) Associate Facilitator, for a roll call. A quorum was established with four members present and none absent.

Note: Due to timing constraints with the prior California Complete Count Committee (Committee) meeting, this Working Group meeting began at 1:45.

Chair Hershey encouraged members of the Working Group to review the November 1<sup>st</sup> meeting minutes. No revision to the draft minutes were proposed. Jesus Martinez moved to approve the minutes. The motion was seconded by Lee Salter. Meeting minutes were unanimously approved.

Chair Hershey welcomed staff members from the California Complete Count Census Office:

- Adelina Zendejas, Chief Deputy Director for Census

### 2. Review Draft of 2019 Working Group Goals & Objectives Writeup for January 1 Governor's Report.

Chair Hershey referred members to the Housing Working Group matrix established from previous meeting notes. She outlined the goals denoted for each quarter.

Amy Fairweather, asked for clarification regarding whether the second round of convening's to take place during the Quarter IV were hosted by the federal government. Chair Hershey clarified the previous and upcoming convenings were conducted by the California Complete Count Office (CCC). She expressed the possibility of the Housing Working Group's involvement in the 2019 regional convenings. Chair Hershey referred to the Chief Deputy Director for Census to elaborate. Ms. Zendejas explained the goal of the 2018 regional convenings, to conduct a readiness assessment of the 24 regions. The focus of the 2019 convenings will be to identify ways the Committee can assist regions in their Census outreach efforts. SwORD will be discussed and input from each working group will be used to assist CCC in their work.

Lee Salter asked how the CCC will interact with counties and nonprofit groups. Chief Deputy Director Zendejas recalled how the 24 regional convenings in 2018 consisted of counties, Community Based Organizations (CBO), legislative district offices, and tribal partners in an effort to be representative of all hard to count (HTC) groups. The goal for 2019 is to have a similar number of convenings.

Chair Hershey asked whether the 2019 round of regional convenings would narrow its focus from broad stakeholders to those who received grants for engagement efforts. Chief Deputy



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Director Zendejas noted that while some CBOs will most likely attend, the focus will be on those who received State resources for engagement.

Jesus Martinez informed the Working Group of a wider range of individuals to invite for the 2019 convenings. Many currently interested in participating in 2019 did not hear about the regional convenings in 2018. Among these individuals were elected officials of local communities. He expressed the potential benefit of reaching out to more groups. Chief Deputy Director Zendejas encouraged Working Group members to contribute lists to the State Census Office of who they believe the Committee should invite to the 2019 regional convenings. In concert with the Working Group's efforts, the addition of new regional program managers will augment future regional engagement by connecting with cities, counties and CBOs across the State.

Chair Hershey mentioned the possibility of Working Group members promoting the regional convenings by reaching out into places they believe there exists a disconnect. Lee Salter stated that in Northern California, individuals invited to the 2018 regional convenings did not attend. Chair Hershey mentioned the Committee's responsibility to ensure those invited

Chair Hershey thanked Working Group members for their questions and guided their attention towards Quarter I of the matrix. She reviewed the objectives and potential experts for January, February and March.

Members discussed inviting an expert from the United State Census Bureau (USCB) to their January call to discuss service-based enumeration. Amy Fairweather asked for clarification on service-based enumeration and whether it would be employed in conjunction with deliberative services. Chair Hershey recalled the objective's purpose to better inform the Working Group on service-based enumeration and how it pertained to nontraditional methods for reaching the homeless and those who experience housing insecurity.

Members reviewed the objectives for the month of February. Chair Hershey elaborated on their plan to invite Dorothea Parks, Los Angeles (LA) County Complete Count Committee Coordinator, to speak on their February call to inform members on what LA County is doing to reach hard to count (HTC) populations. Members anticipate her presentation will inform them on where overlap exists regarding the work that is underway by the federal government on reaching HTC populations.

Chair Hershey mentioned the objective to invite a regional program manager or Committee point person in March to discuss the regional convenings held in 2018. Chief Deputy Director Zendejas clarified the number of regional convenings mentioned in the November 1<sup>st</sup> meeting minutes. She noted 24, not 25 regional convenings were held in 2018.



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Members agreed upon the reviewed objectives and on inviting the experts mentioned. All four members voted to approve the reviewed objectives.

### 3. Discuss Workgroup Goals for 2019-First Quarter

Chair Hershey asked if members had additional suggestions on which experts to invite onto the calls for January, February and March. Jesus Martinez discussed the San Joaquin Valley Health Fund and its association with the Sierra Health Foundation (Foundation). The Foundation plans to issue grants for organizations to become involved in Census advocacy work. It currently funds close to 100 organizations in the Central Valley. He expressed the value in having a brief overview of what the Foundation plans for Census related efforts.

He also mentioned a study the Central Valley Immigrant Integration Collaborative and the Foundation is conducting, which focuses on how the Central Valley perceives the Census process and the citizenship question.

Chair Hershey asked what the Working Group would need to do to invite people to participate in the upcoming Working Group meetings. Chief Deputy Director Zendejas replied that the Chair could reach out and the State Census office could help. Jesus Martinez stated he could put Chair Hershey in contact with Ellen Braff-Guajardo of the San Joaquin Health Fund. Members decided Jesus Martinez would be the best person to reach out to Ellen Braff-Guajardo at [ebraff-guajardo@sierrahealth.org](mailto:ebraff-guajardo@sierrahealth.org).

Chair Hershey suggested the Working Group build upon the plans for January, February and March by including the experts mentioned above as well as individuals representing organizations that are investing deeply in similar work in other parts of California. The Working Group could start with the Sierra Health Fund and branch out to others throughout the State such as:

- Irvine Foundation
- California Endowment
- Building Healthy Communities.

Chair Hershey mentioned the importance of involving organizations and highlighting the links between their investments. Amy Fairweather noted the value in leveraging existing research. Jesus Martinez mentioned Ed Kissam and Cindy Quezada as possible contacts regarding the study on how the Central Valley perceives the Census process and citizenship question. Ed Kissam is the lead researcher and Cindy Quezada has worked closely with efforts on the ground. The study will be completed in early 2019 and findings could be presented in February or March.

Chair Hershey noted the Working Group's plan to have the Foundation present in February and asked members for suggestions on an additional person to present alongside the USCB expert in



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January. Chief Deputy Director Zendejas mentioned incorporating regional program managers as an option for providing knowledge on local strategies. She further expressed the importance of partnering with the federal government to avoid duplication of federal efforts as the Working Group moves forward.

#### **4. Public Comment**

None.

#### **5. Consider All Items Discussed**

Members outlined the discussed objectives and planned the following.

- January will have Adriana Martinez, Deputy Director of Outreach or a representative discuss the 24 regional convenings in 2018, and an expert discussing federal and regional efforts.
- February will involve Ellen Braff-Guajardo, Sierra Health Foundation, Ed Kissam and Cindy Quezada, CVIIC, and Dorothea Parks, LA County Complete Count Coordinator. Each will discuss their affiliation's work on Census outreach and engagement.
- March will focus on looking forward to the 2019 regional convenings.

Chief Deputy Director Zendejas suggested Working Group members review the upcoming report and determine topics to focus on for the January meeting.

Chair Hershey asked when the 2019 convenings would take place. Chief Deputy Director Zendejas explained the 2019 convenings would take place in July, August, September and October. Chair Hershey explored whether Working Group members had suggestions on additional experts to include for the month of March. Lee Salter noted the opt-in/opt-out date for counties is coming up in February. He expressed that counties will need to be reminded.

Chair Hershey questioned how to reach areas recently impacted by wild fires. Lee Salter informed fellow members of work done in Redding in which the Fire Department oversaw the collaboration between the fire, local police department and community organizations such as the North Valley Catholic Services. They established drills to coordinate efforts to prepare for disasters. He suggested having an expert knowledgeable of the collaborative effort from either Redding or Butte County to participate in March's meeting.

Chair Hershey asked how the organizations in collaboration might help with counting those displaced by disasters. Lee Salter noted North Valley Catholic Services could possibly assist with identifying where people have dispersed to and the housing they were moved into. Butte County's method for identifying those who were pronounced as missing may be useful for the Housing Working Group to determine where people live.



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Chair Hershey asked how the Federal Emergency Management Agency (FEMA), California Governor's Office of Emergency Services (CALOES) or Housing Community Development (HCD), could help with applying for federal funds. Lee Salter noted the possibility that data from FEMA might not be able to be shared. However, the organizations in collaboration do have a way of sharing data. Chief Deputy Director Zendejas expressed that State Census Office could provide a list of partners they worked with for the Northern California convenings to connect them with Lee Salter and to the coordinated organizations. Jesus Martinez asked whether USCB could help the State Census Office obtain information from FEMA.

Chair Hershey articulated how Jesus Martinez's point touches on a systems issue as California is not the only state experiencing challenges pertaining to natural disasters. She suggested that Lee Salter and Chief Deputy Director Zendejas determine the correct local contacts. She emphasized the value in exploring whether USCB and FEMA can be connected and questioned how that process could occur.

Amy Fairweather noted the current process of first identifying addresses, highlights the importance of understanding where have people moved to. The Housing Working Group will need to determine the correct local contacts and Census contacts to effectively connect each component in eventually help USCB and FEMA to connect.

Lee Salter added that Butte County has a system that identifies by address, whether homes were damaged. Cal Fire also has information on properties.

Due to the time constraints faced during the break out session all of the items that were discussed and agreed upon under this agenda item were brought forward for a formal vote during the full committee meeting under [agenda](#) item #10.

### **6. Adjourn**

Meeting adjourned at 2:45pm.