



California Complete Count Committee

Housing Working Group

November 1, 2018 2:00pm - 3:30pm



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

Other Committee Members, Staff:

California Complete Count Staff

Patricia Vazquez-Topete, CCCC Liaison

Ditas Katague, Director of CCC

Kristine Beckley, Legal Counsel

California State University, Sacramento

Jennifer Mair

Members Absent: none

Handouts and Presentations:

- August 29, 2018 Draft Working Group Meeting Minutes
- Initial Report to the Office of Governor Edmund G. Brown Jr. pg. 15-16

1. Call Meeting to Order

Chair Lisa Hershey called the meeting to order. She welcomed members and referred to Patricia Vazquez-Topete, California Complete Count Committee (CCCC) Liaison, for a roll call. A quorum was established with four members present and none absent.

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

- Ditas Katague, Director of California Complete Count (CCC) Census 2020
- Kristine Beckley, Legal Counsel for CCC
- Sara Pol-Lim, Regional Program Manager in Los Angeles County

Following review of the meeting objectives, agenda, and meeting procedures, Chair Hershey drew members' attention to the draft August 29th Working Group meeting minutes. No revisions



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to the draft minutes were proposed. Amy Fairweather moved to approve the August 29th meeting minutes. The motion was seconded by Jesus Martinez. Meeting minutes were unanimously approved.

2. Content for Interim Report to the Governor – Initial Issues of Concern Updates

Chair Hershey reminded Working Group members they submitted their portion of the report that went to the Governor for the October 1st Initial Report. She asked if there were any items of concern that have arisen since the submittal of the report.

There were none from the Working Group members or the public.

3. Content for Interim Report to the Governor – Recommended Initial Outreach Strategies Updates

Chair Hershey asked Ditas Katague to share her guidance for the Working Group on this topic.

Director Katague referred to the upcoming CCCC meeting on December 3rd, 2018, saying the Committee will focus on what should go into the January updated Interim Report. Working Group members should come prepared with high-level objectives and goals for the next six to 12 months.

Director Katague then provided some guidelines and suggestions for next steps based on the Working Group contributions to the Initial Report to the Governor's Office. These included:

- Invite an expert from the U.S. Census Bureau (USCB) to the next meeting to discuss service-based enumeration and non-traditional methods to count those experiencing homelessness and housing insecurity. It is important to understand how USCB is planning to enumerate so the Housing Working Group understands how it can help with a complete count.
- The Working Group started to compile for the Initial Report a clear list of places and geographic hotspots where USCB enumerators need to focus. Director Katague suggested members provide more detail about those locations, the organizations that are geographically close, and who trusted messengers are; and compile a matrix of place-based information for USCB to use to conduct effective outreach.
 - State census staff can provide the Working Group a template that can feed directly into SwORD, the Statewide Outreach and Rapid Deployment tool the State is using for Census 2020. CCC staff would like to create a CCCC page where they can list recommendations on hotspots and trusted messengers who can help conduct outreach to those spots.
 - The CCC office is in the process of releasing funding to counties and others who will assist with Census outreach, and wants counties to be able to benefit from the



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Working Group's expertise and find on SwORD the hotspots and the groups and trusted messengers to work with to reach those hotspots. This Working Group has deep experience to offer to help identify and catalogue these for SwORD.

- Working Group recommendations will also be included in the Statewide Outreach and Communication Strategy (SOCS) report. This report is intended to help guide the efforts of those not receiving funding from the State but who want to help the census outreach process.
- The first six months of 2019, the Working Group should be focused on identifying hotspots and developing recommendations.
- June through September 2019, the CCC office would like to connect the Working Group members with program managers at the regional level, so they can attend regional meetings and help regional leaders connect the dots from the statewide strategy level down to the local strategy level.
- In October 2019, the CCC will require those with State funding to provide an implementation plan for their January-July 2020 activities to outreach to hard-to-count (HTC) communities. During this time, the CCC office will receive feedback from locations where additional help is needed, and CCCC members can help those areas to better articulate an outreach strategy.

Chair Hershey thanked Director Katague for her suggestions and asked if there were clarifying questions from members.

Amy Fairweather asked if there is a template the Working Group will be provided with to populate for SwORD, and what SwORD is.

- Director Katague responded that her office will have a template in early 2019 to work with. In the meantime, members can start to identify hotspots, organizations and messengers.
- SwORD is the Statewide Outreach and Rapid Deployment tool that will inform all partners for State Census 2020 efforts. There will be a SwORD demonstration at the December 2018 CCCC meeting.
- In 2010, the State was beginning to get geographically based data. Now the State is able to identify assistance centers by zip code. The geographic information system now is highly developed. It provides an interactive map of California, identifying the HTC down to census block group level and including data on why they are HTC, from language to income levels.
- All those receiving funding from the State will be using SwORD for planning purposes and outreach. In June 2020, the USCB will provide the 2020 Census self-response rate down to the block level, and SwORD will show real time where additional outreach and messaging is needed.



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Jesus Martinez asked for SwORD information in writing. He asked about the release of funding information anticipated on November 8th.

- Director Katague responded that all information will be released for all sectors, including counties, tribes, NGOs, media, and schools. The whole funding allocation plan will be posted next week and the CCCC will receive this information.

Chair Hershey asked the Working Group to make a formal motion to adopt the suggested framework as its plan to move forward to guide what members bring to the December 3rd meeting and what they will include in the January Report. She reviewed the plan to propose high-level goals and objectives and adopt a four-part strategy that includes:

1. Bring in a variety of experts from USCB and other entities to advise the Working Group on its plan to outreach to non-traditional housing places to enumerate those who experience homelessness to set a stage for the work they will be doing.
2. Compile a matrix with the support of the CCC team, identifying geographic hotspots, place-based organizations that can best conduct outreach, and those who are trusted messengers. This data will be entered into SwORD and included in the SOCS report so that those across the state can access this information.
3. July-August 2019: Focus on addressing the goal of sharing Working Group expertise and information with regional managers to assist with outreach strategies.
4. September-October 2019: Support those areas struggling with a proactive outreach strategy to assist with their efforts.

Lee Salter moved to approve the Working Group plan as described, Jesus Martinez seconded the motion, and the plan was unanimously approved by all members.

There were no public comments.

Jesus Martinez relayed that a document was released yesterday from USCB entitled "*2020 Census Attitudes, Motivators and Barriers*" and that is informative and can be useful. Director Katague replied that she can have her staff send this to CCCC members.

There were no other updates or public comments.

4. Public Comment

There were no public comments on any agenda items.

General public comments were then invited.

A Census Coordinator from Orange County asked if the Working Group will develop a report of best practices to circulate broadly.



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- Chair Hershey explained the plan to produce information that will feed into SwORD and the SOCS report.
- Director Katague described the topics of the other Working Groups, saying that the Working Group on Outreach and Access might be the best to capture best practices on outreach across HTC populations.

A representative from U.S. Senator Kamala Harris's Office said she is present for updates and would like to better understand how Senator Harris's Office can help.

- Director Katague informed her of the USCB National Advisory Committee meeting tomorrow, saying the Committee makes recommendations to the USCB. All information can be accessed at www.census.gov, including recordings of the meetings, and reports of past recommendations in regards to language access and issues facing USCB operations.

5. Next Steps and Adjournment

Chair Hershey stated the next Working Group meeting will include participation from experts from USCB. She asked if there are other suggestions for experts.

Lee Salter suggested the Working Group circulate now a basic worksheet for filling in information on organizations and trusted messengers, so members can all begin compiling their resources.

Amy Fairweather asked if they will be learning more about the training of trusted group messengers and how they are going to reach HTC people in hard to reach places, to inform the efforts of the Working Group and how they might help.

- Chair Hershey said the Working Group may reach out to people in Los Angeles who are focused on this.
- Director Katague said it is a great suggestion since L.A. County is so far ahead in developing its trainings, and it may share this with the Working Group and others across the state.
- Chair Hershey asked Working Group members if they support the L.A. City/County team joining a meeting to share about their efforts and explore potential training and best practices.
- Lee Salter and Jesus Martinez both agreed this is a good idea, recognizing the progress L.A. County is making in its outreach strategy as the hardest-to-count county in California. Amy Fairweather agreed.

Public Comment:

Chris Wagaman, Assembly Select Committee on the Census, said that early next year, a report will be available about the 25 regional convenings that were held in 2018. At each one she



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attended, housing needs were brought up. She suggests the Working Group look at this report once it is available as it is a broad representation of concerns from across California.

- Chair Hershey asked if there is someone appropriate who can review this report with them.
- Director Katague said she will consider who might be the best to do this.

Director Katague's team will come up with the matrix for information for SwORD.

The December 3rd CCCC meeting will focus on preparing the January report. However, there will not be time to schedule separate meetings of the Working Groups that day. Chair Hershey said the Working Group can schedule time to discuss this separately.

The meeting was adjourned at 2:47 pm by Chair Hershey.