



California Complete Count Committee

Housing Working Group

July 20, 2018 10:00am-11:00am



Members Present:

Lisa Hershey (Chair)

Housing California

Jesus Martinez

Central Valley Immigrant Integration Collaborative

Amy Fairweather

Swords to Plowshares' Institute for Veteran Policy

Members Absent:

Lee Salter

McConnell Foundation

1. Call meeting to order

Chair, Lisa Hershey calls meeting to order. She welcomes the California Complete Count Committee (CCCC) and refers to Patricia Vazquez-Topete, Census Staff Liaison, for a roll call. Three members are needed to establish a quorum, three members are counted as present, and one is absent.

2. Role of the Content and Citizenship Working Group

Lisa Hershey outlines the purpose of this teleconference: 1) to clearly articulate roles of the working group; 2) scheduling for future meetings; and 3) to determine what the working group will report out on July 30th.

Lisa Hershey suggests that the subcommittee¹ use the “POP” method to determine the **Purpose**, **Outcomes** the working group aims to achieve, and the **Process** to achieve these outcomes.

Jesus Martinez asks if the California Complete Count (CCC) Office can provide information about past CCCs and working groups created.

Patricia Vazquez-Topete answers that L.A. County has created multiple CCC working groups and she will share information via email.

Jesus Martinez mentions the Local Update of Census Addresses Operation (LUCA) does not include all unconventional housing arrangements. He says recent studies conducted in Fresno and Stockton found that about 6% of housing units were not included. He also mentions that urban centers in San Bernardino have emerging populations of individuals who do not reside in non- traditional housing.

¹ Unless otherwise specified, the terms “working group” and “subcommittee” are used interchangeably herein to refer to the Content and Citizenship Working Group.



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Lisa Hershey notes that LUCA will be a valuable resource so that they can see where HTC outreach needs to be deployed. She says the working group needs to identify places and develop messages for individuals experiencing homelessness and living in non-traditional housing. She says the working group needs to develop a way to communicate with the messengers working on the ground with these type of HTC populations.

Amy Fairweather mentions navigation centers in cities, tent cities, and youth experiencing homelessness and/or couch surfing. We need to do outreach at colleges and safe spaces where these individuals might attend frequently, she says.

Lisa Hershey states that this answers the question of who to consider HTC. We know that there are college students and transition age youth who are aging out of foster care, she adds.

Jesus Martinez references the [Counting 2010 and Planning for 2020](#) document found on the California Complete Count Office website. The report mentions what local governments can do and it lists some organizations that work with the homeless population. It is also important to note that the homeless and unconventional housing are different HTC populations.

Lisa Hershey mentions she would like an update on L.A. County and their efforts in a future meeting.

Lisa Hershey asks how to define the purpose of their working group. She says her understanding of the purpose is to ensure that we are using effective messaging at all identified key places to reach HTC populations, including those experiencing homelessness and residing in unconventional housing.

Amy Fairweather brings forward the motion that the Housing Working Group will work on finalizing and approving the purpose, outcomes, and processes at the next working group meeting on July 30th.

The motion passes unanimously.

Amy Fairweather addresses the desirable outcome as follows: 1) creating a clear picture of all nontraditional places where people need to be counted; and 2) identifying and confirming the subgroups that need special consideration. Amy also adds that when messages are being developed, the working group needs to use a trauma-informed approach when it comes to drafting the messages for HTC populations.

Lisa Hershey drafts the desirable outcomes as follows: 1) create an informed, comprehensive picture of places where we need to do outreach (this will be evidence based); 2) identify subgroups for people who are experiencing homelessness/housing instability; 3) identify and train the trusted messengers on the ground who are already trusted and connected to the HTCs;



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and 4) identify strategies that have been used in the past and learn from current and existing outreach strategies.

Amy Fairweather moves to accept Lisa Hershey's suggestions as a draft of desirable working group **Outcomes**, which will be polished on July 30th.

Jesus Martinez seconds the motion.

Lisa Hershey discusses deliverables for the Housing Working Group. Working groups will draft recommendations for the initial report due to the Governor one month prior to report due dates. The first report is due October 1, 2018. Work groups shall contribute to the interim reports every January 1 and June 30 thereafter, with a final report due to the Governor no later than June 30, 2021.

3. Working group scheduling and call frequency

Lisa Hershey suggests monthly calls that the CCCC Liaison will schedule in advance.

4. Discuss working group report out for July 30th CCCC meeting

Jesus Martinez updates the working group that his staff member, Cindy Quezada, has confirmed to present during the housing break out session on July 30th.

Lisa Hershey will present the draft language of the POP of the working group to the rest of the CCCC.

5. Motion to adjourn

Jesus Martinez moves to adjourn the meeting.

Amy Fairweather seconds the motion.

The meeting is adjourned at 10:45am.