



California Complete Count Committee

Housing Working Group

July 30, 2018 1:30pm - 4:00pm



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

Presenters:

Cindy Quezada

Central Valley Immigrant Integration Collaborative

Staff Present:

Ditas Katague

California Complete Count Committee Chair

Patricia Vazquez-Topete

California Complete Count Committee

Ariana Gonzalez

California Complete Count Committee

Kim Crawford

Office of Governor Edmund G. Brown Jr.

Handouts and Presentations:

- Proposed Draft Housing Working Group Action Plan: Draft Purpose, Outcomes and Process – Author: Lisa Hershey
- [An Effective Strategy To Reduce Census Undercount: Results from California Pilots of Community-Based Address Canvassing \(PDF\)](#) – Ed Kissam, WKF Giving Fund
- **Presentation:** [Identifying households the Census may miss in 2020: Fresno and Stockton case studies](#) – Cindy Quezada, Central Valley Immigrant Integration Collaborative

1. Call Meeting to Order

Chairperson Lisa Hershey calls the meeting to order and welcomes attendees. All four members of the Housing Working Group are present and quorum is established.

Ms. Hershey outlines the purpose of this meeting and the agenda.

2. Approve Previous Working Group Meeting Minutes



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The working group unanimously approves the July 20th draft minutes as written.

3. Confirm Housing Working Group Purpose, Outcome, and Process

The working group reviews a handout drafted by Lisa Hershey proposing a draft purpose of the working group, draft outcomes, and draft process.

Lisa Hershey shares that she sees the purpose of this working group varying slightly from the others, as its primary responsibility is to determine where people need to be counted by the Census.

Jesus Martinez suggests part of the purpose could include strategies to conduct the count.

Amy Fairweather says the purpose should include where and how to conduct the count.

Lisa Hershey proposes that the purpose of this working group is to identify every place a hard to count (HTC) person could live in California and strategies to reach them.

Amy Fairweather stated, while a key need is to focus on those living in nontraditional housing and those experiencing homelessness, the working group could further clarify its focus as there are additional groups of people who experience housing insecurity.

Lisa Hershey replies there is a cross-field of people who they care about including other HTC individuals, but those who are HTC because of housing and who are otherwise HTC will end up being some of the same people.

Public Comment

A member of the public asks who is focused on counting residents of affordable housing projects, people under five years of age, and other HTC groups.

Lisa Hershey responds that all those people have addresses and the access and outreach working group will focus on those populations. This working group will consider deeper, specialized outreach and education, how to reach those without addresses, and those who would not be accessed by traditional outreach.

Continued Working Group Discussion

Lisa Hershey asked other working group members and attendees whether the group needs a more inclusive definition of "hard-to-count."

Jesus Martinez says the working group will find out along the way if there are other groups of people to include.



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Amy Fairweather says the idea of the populations who experience unstable housing should also be included. For example, those in transitional supportive housing, who may be HTC for other reasons like mental health, distrust of government, etc., are still in that population of people who have had difficulties with housing, and they have experienced homelessness and may bounce back into homelessness.

Lisa Hershey says she views these individuals as being included in the category of people who experience housing instability. For example, some people have housing for part of the year, but might not have housing during the Census count. This is what Jesus Martinez was referencing previously.

Public Comment

A member of the public says migrant farmworkers also fall under the category Amy Fairweather described.

This public attendee asked if this working group intends to focus on address canvassing and whether addresses are in the master address file, or focus on enumeration. Making sure that addresses are on the address list seems a different task than reaching people in housing where they might not be comfortable being reached. If an address is not in the master address file, the person does not receive a questionnaire, and an enumerator does not show up. The person will not be counted and it is not an issue of census response.

Lisa Hershey says it is her understanding that they are doing more than verifying the master address file, but that can be further clarified.

Another member of the public says Sacramento County did not have the capacity to fully update Local Update of Census Addresses (LUCA) and there are additional potential dwellings. Many people are living in locations where they do not have a specific address and will not receive a Census questionnaire.

Lisa Hershey says this working group will continue to use its evidence-based resources to look at where people are living.

A member of the public asks if this working group is looking at address canvassing. Can community based organizations (CBOs) and local governments ensure that addresses show up on the master address file, or is that beyond their scope? Can something be done to ensure that people who are in separate households at one address are counted separately?

Working Group members reference the U.S. Census Bureau presentation provided at that day's Committee meeting which addressed this general topic, and will be available online.



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A member of the public says one of the real problems with the Census is address processing, canvassing, and updating the master address file because of what is considered a distinct housing unit and how those addresses are reported.

Another member of the public noted HTC individuals and HTC places are different things.

Amy Fairweather says she does think it would be good for the working group to express something about this issue. If a single-family home with one entrance is home to multiple families, another address will not be added. There will need to be outreach and education to define what it means to live there.

A member of the public says another address can only be added if there is a distinct separate entrance. If it is eight families, each in one of six bedrooms and a living room and a spare room, then it is not going to be entered into the master address file as separate units. It will become an access and outreach issue.

Amy Fairweather asks if the Census would acknowledge a dwelling unit that has a separate entrance but is in an illegal basement unit.

A member of the public suggests that the Census Bureau could acknowledge it, but it is difficult because people will not make themselves known in that unit.

Continued Working Group Discussion

Lisa Hershey suggests they move on to talk about outcomes of this working group's efforts. She reviewed the following draft outcomes.

DRAFT Outcomes:

- 1. Create a clear, comprehensive, and evidence-based picture of all non-traditional housing places including on the street, in cars, and in other unconventional housing units where people need to be counted.**
- 2. Clarify subgroups of people who are experiencing homelessness and housing instability and where they are most likely to reside.**
- 3. Confirm trusted organizations/messengers on the ground who are best suited to reach the places identified in Outcome 1, and connect with the people identified in Outcome 2.**

Lisa Hershey says, in Outcome 2, she would like to change the term "subgroup."

Lee Salter says he feels these adequately reflect the working group purpose.



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Jesus Martinez says to the extent possible he wants to try to influence the work that will be carried out.

Public Comment

A member of the public suggests a new outcome: trying to ensure that hard-to-count housing is in the master address file. Also, the Census Bureau uses the term “special populations.”

Lisa Hershey asks if the working group is willing to add “try to ensure that special populations are in the address file.”

Amy Fairweather suggests adding not just *where* to count HTC populations, but *how* to count them. And if the working group includes the master address file issue in its outcomes, does it also need to be in the working group purpose?

Lee Salter says maybe they could add a footnote about the master address file.

Public Comment

A member of the public says it is not hard-to-count people but hard-to-count housing that is relevant.

Continued Working Group Discussion

Lisa Hershey says she wondering if the group should put housing (versus HTC “person”) back into the purpose.

Working group members propose the following changes:

- Purpose: Amend the language at the end to read: “where to count and how to count them.”
- Outcomes:
 - Change “subgroups” to “special populations.”
 - Add outcome #4, “try to ensure that hard to count housing is in the master address file.”

Working group members identify the need to clarify the definition of “hard-to-count,” although there is no one definition for “special populations.”

Jesus Martinez moves that the working group approve the purpose and outcomes.

Lee Salter seconds.

The motion to approve the purpose and outcomes unanimously passes.



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The language as approved:

Purpose:

The purpose of this working group is to identify every place a hard-to-count person could live in California and establish where and how to count them.

Outcomes:

- 1. Create a clear, comprehensive, and evidence-based picture of all non-traditional places including on the street, in cars, and in other unconventional housing units where people need to be counted;**
- 2. Clarify special populations of people who are experiencing homelessness and housing instability and where they are most likely to reside; and**
- 3. Confirm trusted organizations/messengers on the ground who are best suited to reach the places identified in Outcome 1, and connect with the people identified in Outcome 2.**
- 4. Try to ensure that hard-to-count housing is in the master address file.**

Public Comment

A member of the public asks how the Census addresses P.O. boxes. At the Committee meeting this morning, a Census Bureau representative said there are physical addresses that do not receive mail.

Jesus Martinez said some people have a P.O. Box so they are identified with a physical address, but they do not receive mail there. People who get mail at their P.O. Box will receive notice of the Census. People who have a P.O. Box but do not receive mail will not receive a Census notification there.

He further explained that there are regions with rural areas, such as the Central Valley, where there is no mail service. In the 2010 Census, one of the rules was that you could not deliver a form to a P.O. Box because it was not a residence. What should the working group do about populations with P.O. Box addresses? The Census Bureau will enumerate the homes in those communities, even if they do not receive mail via their P.O. Box. There are private post offices. The enumerators will talk to people and leave an invitation to participate at the home. There will be a physical presence from the Census at the home. He is not sure whether this will work. There are additional hurdles, such as how to connect the person to the internet to fill out the electronic form.

A member of the public asks how they match the P.O. Boxes to specific physical addresses. She asks whether they have it set up in a specific way.



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A member of public says in the past, entire P.O. Box communities were omitted. The Census Bureau did not put post cards in P.O. Boxes and it was on the recipients to make sure they received a questionnaire. Community-based organizations spent a long time identifying P.O. Box communities and asking for enumerators to be sent to those specific communities. She thinks that this would be a good point of clarification and recommended it be part of this group's task to identify P.O. Box communities.

Jesus Martinez says that there were 308,000 such units identified by the Census Bureau this morning.

The working group agreed to note the issue and raise it with the Census Bureau.

The working group discussed its process for developing content for the first CCCC report, the Interim Report to the Governor, which is to be submitted on October 1.

Working group members agreed that the report would not need to include any conclusions, but could include what they've identified as important questions, concerns, challenges, and possibly a short summary of existing research.

Amy Fairweather notes that the working group included in its outcomes a focus on special populations. Groups that come to mind for her include migrant workers or individuals who are chronically homeless.

Lisa Hershey agrees.

Ditas Katague, California Census 2020 Director, says the report does not need to be long, but just needs to be thorough. It can include what the working group looked at, what it plans to look at, and resources for the other working groups to look at, so they can all have an understanding of each other's work and get on the same page. The handout describing the working group purpose, outcomes and process could go in the report. The report does not need to be fancy. On the other hand, some areas may be beyond the scope of the report: a literature review would be beyond the task scope of the working group; and an existing document already details lessons learned from Census 2010.

Working group members agree with a suggestion by Cindy Quezada, that it include some of the intersectional issues and areas that overlap with other working groups.

Amy Fairweather says for the report, they will largely be talking about process and their experts. They will list the experts they want to reach out to, what their expertise is, and what questions they plan to ask the expert. They can base questions on Outcomes #1, #2, and #3 from the handout.



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Jesus Martinez says he agrees with Amy's suggestions regarding questions.

Patricia Vazquez-Topete of the California Census 2020 Office says Dan Torres, Committee Chair, drafted a small report on three focus areas for this report: the purpose of the working group, specific areas of concern, and recommended outreach strategies.

4. Explore Evidences-Based Research to Inform Approach and Recommendations

Cindy Quezada, a researcher with the Central Valley Immigrant Integration Collaborative (CVIIC), gives a presentation on her research in Fresno and Stockton on unconventional housing. The presentation is available at <https://census.ca.gov/wp-content/uploads/sites/4/2018/08/073018-LUCA-Project-Gov-CCC-Presentation.pdf>.

Lee Salter leaves at 3:38pm.

Questions and Discussion

Question: Have you found that in denser areas, illegal housing units are more hidden because units would be inside a larger building?

Answer: In Fresno, the study did not count housing where more than one family lives. However, I would see a van of farmworkers come back at 4:00 pm and go into a huge house. If those numbers had been included, there would have been an additional 20% increase in individuals. These individuals did not fit into the LUCA parameters because they only have one address.

Cindy Quezada says she thinks her research is useful both to those doing outreach, and in providing data to support the Census Bureau increasing address listings in hard-to-count communities.

Amy Fairweather says you are also going to have different situations where people are reticent to respond.

5. Determine What Other Expertise are Needed and Identify Technical Advisors

Lisa Hershey says the working group needs to determine what other evidence-based expertise and technical advisors it needs to inform its approach and recommendations. They also need to determine what other expertise they need and select technical advisors.

The working group discusses subpopulations they want to focus on or learn more about.



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Amy Fairweather says subpopulations will be, for example, someone who is chronically mentally ill. Such individuals may avoid people or being counted because of the stigma surrounding their illness. Migrant workers may not want to be counted because they may fear deportation or an impact to their family. Those living in potentially illegal units will fear eviction.

Cindy Quezada shares that there is an increase in the rate of homelessness amongst elderly farmworkers – this is an issue in Madera.

Lisa Hershey says there is an increase in older people who are experiencing homelessness and asks about possible research on this topic.

Working group members identify the following researchers to invite to future meetings:

- Ed Kissam of WKF, author of studies focusing on Fresno, San Jose and San Francisco, who has been involved with Census for a long time. (Jesus Martinez)
- Ilene Jacobs (Jesus Martinez)
- Cindy Quezada (Jesus Martinez)
- Manuel Pastor, USC (Jesus Martinez)
- Jonathan London, Center for Regional Change, UC Davis (Jesus Martinez)
- Bernadette Austin (Jesus Martinez)
- Ariana says Eloy (part of Access and Outreach) has reached out to the community colleges.
- Benjamin Hermwood (Lisa Hershey)
- Sarah Manin (Lisa Hershey)
- Rowena Magana (Lisa Hershey)
- Jennifer Lovin (Lisa Hershey)
- Josh Banberger, VA housing/homelessness (Lisa Hershey)
- Experts on homeless veterans (Amy Fairweather)

Lisa Hershey asks everyone to reach out to their experts now. In the September 5th meeting they can further refine their recommendations and craft an agenda, and the experts can join via conference call on October 3 or November 7.

6. Develop Action Plan for the Remainder of the Year to Address Outcomes Determined Under Agenda Item #3

Lisa Hershey determines that they will meet the first Wednesday of every month.

There are no additional questions from attendees.

7. Motion to Adjourn



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Jesus Martinez moves to adjourn the meeting.

Amy Fairweather seconds the motion.

The meeting is adjourned at 4:00pm.