

2020 Census Health and Human Services Committee Meeting Notes
January 16, 2018
(Conference Call)

Attendees:

Lisa Simmons, Chair, DPSS
Rosalia Montero, DPSS
Hasmik Hatamian, DPSS
Gayle Haberman, DPH

Lourie Gladney, DHS
Rowena Magana, CEO-Homeless
Angie Gentry, CEO-UAS

Introductions

Lisa Simmons opened the conference call with introductions.

Census Updates

- Angie Gentry provided an update on the development of 2020 Census outreach messaging. Based on information contained in the Governor's Budget released on January 10, 2018, the County will shift its focus on outreach to include general (Countywide) messaging and programmatic-based messaging, with an additional focus on hard-to-survey populations not targeted by key regional Community Based Organizations funded by the State to conduct outreach. To that end, the HHS Committee will need to modify its approach to focus on programmatic-based messaging to populations that are served by their departments.
- In addition, Angie Gentry informed the group that Supervisors Solis and Hahn introduced a motion on January 16, 2018 regarding the 2020 Census; which in part directed the CEO to enhance the 2020 Census Planning and Complete Count Committees (CCCs) by adding the Office of Immigrant Affairs as a partner and reaching out to families through County-provided public social services, health services, and other relevant County programs. The motion also directed the CEO to report back on a quarterly basis with a status on the implementation of education and outreach strategies by the CCCs.
- The CEO will request funding in the budget for FY 2018-19 to support education and outreach efforts for the 2020 Census.

Development of Strategic Plan for HHS Committee -Status

- Based on the shift in focus in education and outreach strategy, the due date for input on the draft strategic plan was extended to January 23, 2018. The plan will be finalized on February 6, 2018.

Next Steps

- The HHS Committee will reconvene on February 6, 2018, at which point the Strategic Plan will be finalized and submitted to the CEO for review.