Webinar on Counting People Experiencing Homelessness

Asian Americans Advancing Justice
Moment of Silence
In Remembrance of Those Who Lost Their Lives on September 11, 2001
Monthly Webinar Series

2020:
• August: Counting Young Children in the 2020 Census: https://bit.ly/35qKU00
• July: Census & Redistricting: https://bit.ly/3hrAVKL
• June: Junkipedia Disinformation Tool & Updated Census Bureau Communications Plan: https://bit.ly/2FTMRr1
• April: Non-Response Follow Up & Local Outreach: https://bit.ly/2KmMqV2
• March: Census Mailing Responses & Self Response: https://bit.ly/2QGoZcT

2019:
• September: Census & Data https://bit.ly/2ozGlwO
Monthly Webinar Series

2019 (continued):
• April: Engaging the LGBTQ AANHPI Community https://bit.ly/2Hy27bq
• March: Fundraising https://bit.ly/2DIGI8i

2018:
• September: How are People Counted in the Census? https://bit.ly/2Prvr81
• August: Census FAQs https://bit.ly/2zb6jsk
Agenda

• Overview of CountUsIn2020.org
• 844-2020-API Census Language Hotline
• National LGBTQ Task Force
• California Complete Count
• Q&A
Visit our new **census website** for our resources, partner resources, press releases, latest news, social media, and more!

Everyone counts.

There’s power in being counted.
Questions About the Census?

Call our census language hotline for answers to your questions in English, Mandarin (普通話/普通话), Cantonese (廣東話/广东话), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা)

844-2020-API or 844-202-0274
Staffed live 8:30 AM to 8:30 PM Eastern Time

www.CountUsIn2020.org/hotline

Check out our toolkit here: https://bit.ly/hotlinetoolkit
Census Language Hotline

www.CountUsIn2020.org/hotline

전화로 인구통계조사를 작성하고 싶으신가요? 인구통계조사국 설문지 지원 센터의 한국어 전화번호 844-392-2020로 전화하세요.


www.CountUsIn2020.org/hotline
Meghan Maury

Policy Director at the National LGBTQ Task Force
Queer THE CENSUS US.
A National LGBTQ Task Force project
COUNTING PEOPLE EXPERIENCING HOMELESSNESS
Operations Overview

- Group Quarters
- Service Based Enumeration (SBE)
- Targeted Non-Sheltered Outdoor Locations (TNSOL)
TNSOL

ENCAMPMENTS

BRIDGES

PARKS
Timeline

SBE: Sept. 22-24

TNSOL: Midnight Sept. 23 – Midnight Sept. 24

Important note: Unlike for most responses to the Census, people counted through SBE and TNSOL are counted where they are at the time they are counted, not where they were on April 1, 2020.
Scope

Pre-pandemic estimates of the number of people experiencing homelessness hover around 500,000 people on a given night, while 2.7 million people experience homelessness in any single year.
Flagging Concerns

Expanded provider landscape
Staffing concerns
Reduced capacity among community partners
Self-response less accessible
Ditas Katague

Director of the California Complete Count
California Complete Count

• California invested $187 million in outreach and education statewide to motivate and activate hard to count (HTC) Californians

• Data-driven, strategic campaign that pinpoints who are the HTC, where do they live, and how to best reach them

• 155+ contracted outreach partners serving as trusted messengers
By the Numbers

Nationwide - 567,715

- California 151,278
  - LA County 56,257
  - Unsheltered 42,471
- New York 92,091
- Florida 28,328
- Texas 25,848

U.S. Dept Housing and Urban Development 2019 Point in Time Count
Reaching People Experiencing Homelessness

• HomeBase is lead contracted outreach partner for the California Complete Count
  www.homebaseccc.org

• All-hands on Deck approach
  • County Offices of Education
  • Higher Education
  • State and local government point of service
  • Headstart
  • Foodbanks
  • Health Clinics
Supporting a Complete and Accurate Count

• **Connect** with the Area Census Office

• **Prepare** for visits September 22-24 in local communities

• **Share** the dates of the in-person visits with community members with accurate messages about who can complete the census (everyone!) and information privacy
QUESTIONS?
Contact Information

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