



ASIAN AMERICANS  
**ADVANCING  
JUSTICE**

PREPARED FOR:

# 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>
- May: **Census Response Rates & Reaching Historically Undercounted Communities:** <https://bit.ly/3etLD28>
- April: **Non-Response Follow Up & Local Outreach:** <https://bit.ly/2KmMqV2>
- March: **Census Mailing Responses & Self Response:** <https://bit.ly/2QGoZcT>

## 2019:

- February: **Questionnaire Assistance Centers and Libraries:** <https://bit.ly/2PMFwf3>
- December: **Engaging K-12 Students/Teachers on the 2020 Census:** <https://bit.ly/2S4YCON>
- October: **Engaging College Students on the 2020 Census** <https://bit.ly/2QHSbkt>
- September: **Census & Data** <https://bit.ly/2ozGlwO>

# Monthly Webinar Series

## 2019 (continued):

- August: **Organizing, Engagement, and Census Bureau and Partnerships** <https://bit.ly/2zalbal>
- June: **Citizenship Question – Next Steps** <https://bit.ly/30lxaYz>
- May: **Digital Tools – Hard to Count Map** <http://bit.ly/2lcohyQ>
- April: **Engaging the LGBTQ AANHPI Community** <https://bit.ly/2Hy27bq>
- March: **Fundraising** <https://bit.ly/2DIGI8i>
- March: **Digital Tools – CommunityConnect Labs** <https://bit.ly/2HOvpD6>
- February: **Engaging the AANHPI Faith Community** <https://bit.ly/2HueDcX>

## 2018:

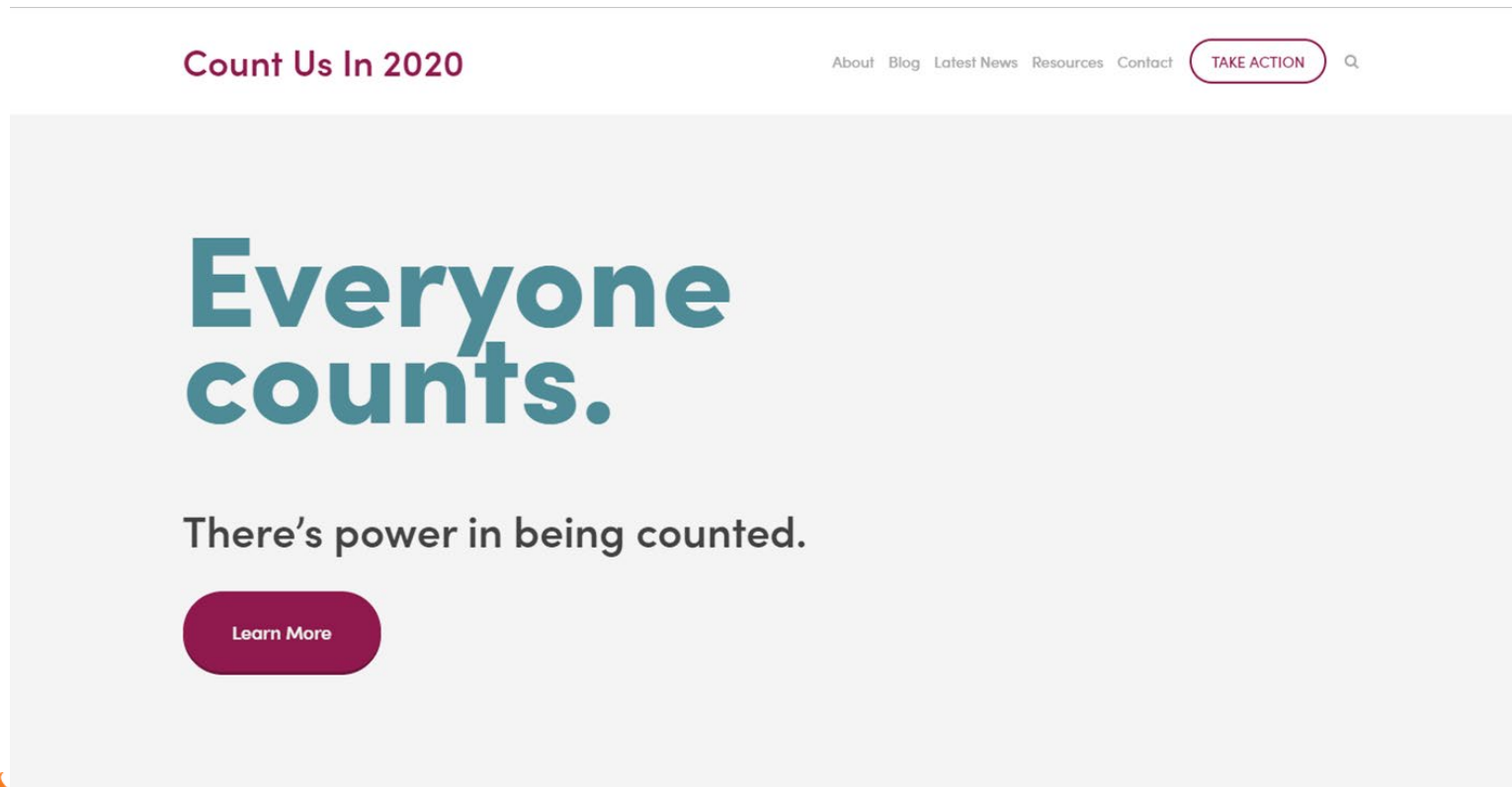
- November: **The Race Question** <https://bit.ly/2U1GXpN>
- October: **Communications – Messaging Deep Dive** <https://bit.ly/2Fq512S>
- September: **How are People Counted in the Census?** <https://bit.ly/2Prvr81>
- August: **Census FAQs** <https://bit.ly/2zb6jsk>

# Agenda

- Overview of CountUsIn2020.org
- 844-2020-API Census Language Hotline
- National LGBTQ Task Force
- California Complete Count
- Q&A

www.CountUsIn2020.org

**Visit our new *census website* for our resources, partner resources, press releases, latest news, social media, and more!**



# Census Language Hotline

## 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](http://www.CountUsIn2020.org/hotline)

*Check out our toolkit here: <https://bit.ly/hotlinetoolkit>*

# Census Language Hotline



আপনি কী ফ এনি জিগগিটি সম্পন্ন করেনে চো? ফসিসোস ব্যুরো ফকোনেচেচানোর অ্যুনেসনেল ফসটোর (জিগগি ব্যুরো প্রম্মোলো সছোচ ফকস) ব্যাংলোনে ভোষো সছোচ প্রদী কনর টি নেব্ আপোর জব্চ ফদেওর জি আপনি ফসিসোস ব্যুরো ফকোনেচেচানোর অ্যুনেসনেল ফসটোর ইংলিশ লাইনি **844-330-2020** স্বনর কল করনে পোরি।

জিগগি সম্পনকে ফকোনো প্রম্ম আনে কী ফেমি “নমে কী কী প্রম্ম আনে” ব্ “অলোইনি কীডোনব্ এটি পূরণ করনে হনব্”? আপনি **Asian Americans Advancing Justice | AAJC** ও **APIAVote**-এর জিগগির ভোষো হটলোইনি **844-2020-API** যা **844-202-0274** শ্বনর কল করনে পোরি এবাং ব্যাংলোনে সছোচ জি **5** চোপষি।



Staffed live 8:30 AM to 8:30 PM Eastern Time  
7:30 AM to 7:30 PM Central Time  
6:30 AM to 6:30 PM Mountain Time  
5:30 AM to 5:30 PM Pacific Time  
2:30 AM to 2:30 PM Hawaii Time



[www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline)



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

“조사 양식에 어떤 질문이 있나요?” 또는 “온라인으로 어떻게 작성할 수 있나요?” 와 같은 인구통계조사 에 관한 질문이 있으신가요? **Asian Americans Advancing Justice | AAJC** 및 **APIAVote** 의 인 구조사 언어 핫라인 **844-2020-API** 또는 **844-202-0274** 에 전화하고 **4** 를 눌러 한국어 도움을 받아보 세요.



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# Meghan Maury

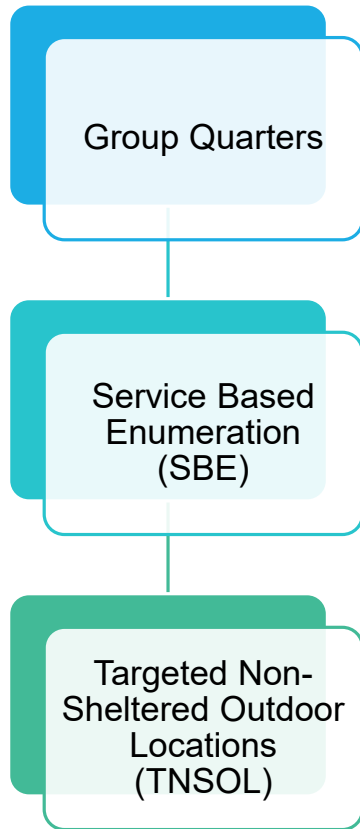
*Policy Director at the National LGBTQ Task Force*

# Queer THE CENSUS.

A National LGBTQ Task Force project

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COUNTING PEOPLE  
EXPERIENCING  
HOMELESSNESS



# Operations Overview

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# SBE

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Shelters



Soup Kitchens



Mobile Food  
Vans

# TNSOL

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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

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Expanded provider landscape

Staffing concerns

Reduced capacity among community partners

Self-response less accessible





# Engagement Suggestions



1. Community  
Engagement



2. Service Provider  
Outreach



3. Street Media

# **Ditas Katague**

*Director of the California Complete Count*



ASIAN AMERICANS ADVANCING JUSTICE



# California Complete Count Census 2020 Office

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# 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**

• <b>California</b>	151,278	• <b>New York</b>	92,091
↳ <b>LA County</b>	56,257	• <b>Florida</b>	28,328
↳ <b>Unsheltered</b>	42,471	• <b>Texas</b>	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](http://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

## **Meghan Maury**

*Policy Director at the National LGBTQ Task Force*

[mmaury@thetaskforce.org](mailto:mmaury@thetaskforce.org)

## **Ditas Katague**

*Director of the California Complete Count*

[Ditas.Katague@census.ca.gov](mailto:Ditas.Katague@census.ca.gov)

# Contact Information

## **Terry Ao Minnis**

*Senior Director of Census and Voting Programs, Asian Americans Advancing Justice | AAJC*

## **Bessie Chan-Smitham**

*Director of Community Engagement, Asian Americans Advancing Justice | AAJC*

## **Raima Roy**

*Program Associate, Census and Civic Engagement, Asian Americans Advancing Justice | AAJC*

[Census@advancingjustice-aajc.org](mailto:Census@advancingjustice-aajc.org)

