

**MINUTES OF REGULAR MEETING OF
THE BOARD MEMBERS OF
THE HARRIS COUNTY HOUSING POLICY ADVISORY COMMITTEE**

THE STATE OF TEXAS

COUNTY OF HARRIS

The Board Members of the Harris County Housing Policy Advisory Committee (“the Committee”) convened at 10:00 a.m. on the 29th day of April via Skype for Business, and roll was called at 10:00 a.m. of the duly constituted acting members of the Committee, to-wit:

Daphne Lemelle	Harris County Community Services Department
Allison Hay	Houston Habitat for Humanity
Lance Gilliam	Precinct 1
Mike Moody	Greater Houston Builder’s Association
Mike Nichols	Coalition for the Homeless
Zoe Middleton	Texas Housers
Oudrey Hervey	United States Veterans Initiative
Erica Brown	County Judge
Starla Turnbo	Houston Apartment Association
Mary Green	Harris County Children and Adult Protective Services
Tom McCasland	City of Houston Housing and Community Development
Quentin Wright	Lone Star College
Eric Heppen	Precinct 3
Horace Allison	Harris County Housing Authority
Mercedes Sanchez	Precinct 2
Assata Richards	Sankofa Research Institute
Dr. Umair Shah	Harris County Public Health
Loyd Smith	County Engineering
Paul Shanklin	Precinct 4
Jennifer Herring	Harris County Sheriff’s Department
Wayne Young	Harris Center for Mental Health and IDD

And all of said members were present at the convening of such meeting, except Mike Moody, Mike Nichols, Eric Brown, Paul Shanklin, Jennifer Herring, and Wayne Young, thus constituting a quorum. Aimee Shultze sat in place of Dr. Umair Shah. The following persons also attended the meeting: Kyle Shelton, Deputy Director for Urban Research, Kinder Institute at Rice University; Rene Martinez, Richelle Henderson, Leah Chambers, Danielle Scott, Andy Teas, Alpa Patel, Elyssa Fonicello, Eugene Smith, Mary Itz, Maya Ford, Mercedes Marquez, and Jared Briggs.

Ms. Turnbo motioned to approve the minutes. Mr. Gilliam seconded the motion. The minutes were approved unanimously.

Affordable Housing Study Progress Update

Mr. Shelton began his presentation with a brief overview of a data spreadsheet that was sent to each committee member. The spreadsheet provided committee members a sense of what information is currently being analyzed to inform work group activities and future policy recommendations. Ms. Richards emphasized that, while there is a working group that will be targeted specifically to the data mentioned, all working groups should have access to and provide feedback on the spreadsheet's contents. Mr. Shelton and Ms. Lemelle agreed. Following this, Mr. Shelton touched on the first topical brief to be completed by the end of May. The first topical brief will focus on identifying the broader gaps seen in the initial data collection. Problem areas will be highlighted from this analysis. Describing the method of engagement will also be included in this first topical brief as well as a summary of programmatic work at the county level regarding housing. In terms of coordination with the City of Houston ("the City") and the Kinder Institute, a contract between the two entities is close to be finalized. A final report on the Affordable Housing Study ("the Study") should be expected 13 months after a contract is finalized with the City.

Ms. Ford presented on the public engagement portion of the Study. Ms. Ford used the term "fishing" as the method used to engage the public. The term refers to going out into the community and receiving input where community members typically congregate. Because of the novel coronavirus outbreak, however, the engagement plan has been modified by leaning more on a massive media campaign strategy. June 1 is the expected launch date for the media campaign. Committee members should anticipate hearing spots in English and Spanish on KTRK-TV and Telemundo, respectively. Translations outside of English and Spanish will begin after the launch. Engagement will focus on historically marginalized communities like people with disabilities, those at high-risk of experiencing homelessness post-Hurricane Harvey, and those who are at risk of eviction. Public input will be paired with data collection from the Study survey, which will serve a dual-purpose.

Phase 2 of the engagement piece will begin once the effects of the novel coronavirus's long-term impacts on public gatherings are better understood, per Ms. Ford. Through the use of apps and partnerships with community groups, the engagement team will be able to target those who are not TV-watchers or do not consume media in a traditional fashion. Similarly, because previous outreach incorporated Houston driving habits into the plan, the media campaign will be revamped to reflect the new regulations around regional movement. Ms. Ford emphasized that the team will have to find ways to co-share space with organizations already involved in housing policy, accomplishing the goals of both entities as activities are carried out.

In further questioning about what an alternative plan looks like to substitute face-to-face contact, Ms. Ford stated that employee safety was the top priority. An alternative plan will then focus on high emotional attraction and low physical touch. A first attempt will utilize virtual activations that consist of three, 45-minute long meetings at different times in the day which will have an introduction, followed by an activity, and rounded-out by a walk-through of the survey. Advertising for these meetings will occur on various digital platforms. Ms. Lofton asked if coordination with the Census outreach would be a good idea. Ms. Ford discussed previous attempts to work with the Census prior to the novel coronavirus outbreak but warned of possible overexposure to messaging from the two major projects.

Ms. Richards reiterated importance of oversampling for and reaching out to historically excluded groups. In soliciting methods to accomplish this, Ms. Ford received strategies such as reaching out

to faith-based organizations, leveraging school and access to children to provide messaging to parents, and a possible text messaging system coordinated through the Harris County Community Services Department (HCCSD). Ms. Richards closed out her comments by maintaining that leaving infrastructure in place for further community engagement is critical; Ms. Ford responded that the “My Home is Here” branding, which is the branding the Study and survey will be using, can be engaged with for longer than the Study.

Ms. Ford mentioned the survey will be open until March 2021 at the least. Testing for effective strategies will be completed June-August 2020. Finally, an interlocal agreement on the Study will be presented to Harris County Commissioner’s Court (Commissioner’s Court) in May.

Working Groups

A survey was distributed to the Committee prior to the meeting to gauge interest in new working groups. The proposed working groups were those focused on accessibility and opportunity, funding and financing, and land use design and resiliency. Ms. Richards asked where policy recommendations will fit into the new working group model. Recommendations will flow from each individual working group and will be informed by the data collected by the Kinder Institute. Commissioner’s Court will then decide what recommendations to adopt in a meeting.

Ms. Richards motioned to adopt the new working group model. Ms. Turnbo seconded the motion. The new working group model was approved unanimously.

Other Discussion and Concerns

Ms. Lemelle announced the Committee will have a page dedicated to it on the HCCSD website. Committee members should expect a Dropbox account to be created for relevant information to the Committee’s activities.

Adjournment and Next Meeting

The meeting adjourned at 11:05 a.m. The Committee’s next meeting will be held June 24, 2020.