



# MATERIALS DEVELOPMENT WORKING GROUP OF THE EQUITY COMMITTEE

**Tuesday, May 9, 2023  
from 2:00 – 4:00**

**Zoom Registration:** <https://homebaseccc.zoom.us/meeting/register/tZEtceihqTkpG9EJtPcklOi-MBqwyOb4vdtF>

**In Person Location:** NO IN PERSON MEETING

**PUBLIC ACCESS AND PUBLIC COMMENT INSTRUCTIONS:** The public may attend this meeting in person at the above location. The public also may attend this meeting remotely via Zoom or call-in. Click the Zoom registration for meeting link and call-in information.

**HOW TO PROVIDE PUBLIC COMMENT:** Persons who wish to address the Council on Homelessness Equity Committee during public comment on matters within the jurisdiction of the Council on Homelessness that are not on the agenda, or who wish to comment with respect to an item on the agenda, may comment in person, via Zoom, or via call-in. Those participating in person should come to the podium when called upon. Those participating via Zoom should indicate they wish to speak by using the “raise your hand” feature in the Zoom app. Those calling in should indicate they wish to speak by pushing 9 on their phone. All public comments will be limited to 2 minutes per speaker. For assistance with remote access contact: Jaime Jenett, Staff to the Council on Homelessness at [contracostacoc@cchealth.org](mailto:contracostacoc@cchealth.org) or call/text 925-464-1052. Public comments may also be submitted before the meeting by email at [contracostacoc@cchealth.org](mailto:contracostacoc@cchealth.org) or by voicemail at 925-608-6700. Comments submitted by email or voicemail will be included in the record of the meeting but will not be read or played aloud during the meeting.

**Committee Members:** Janae Thomas, Jo Bruno, Juno Hedrick, Keva Dean, Leslie Gleason, Pat Mims

## AGENDA

TIME	AGENDA ITEM	PRESENTERS
5	<b>I. Welcome and Roll Call</b>	Jaime Jenett, H3
5	<b>II. Review purpose of Key Messages</b>	Jaime Jenett, H3
10	<b>III. Review Environmental Health Example</b>	Jaime Jenett, H3
15	<b>IV. Key Messages: Review/Set Goals</b>	All
30	<b>V. Key Messages: Audience 1: People Seeking Services</b>	All
30	<b>VI. Key Messages: Audience 2: Amplifiers</b>	All
5	<b>VII. Next Steps</b>	All

Next full Equity Committee meeting will be Tuesday, June 13th from 2 pm – 4 pm.

Online registration: <https://homebaseccc.zoom.us/meeting/register/tZEtceihqTkpG9EJtPcklOi-MBqwyOb4vdtF>

**3/24/22 DRAFT**

<b>Cart Vendor Communication Plan</b>	<b>Equity Plan</b>
<u>Goals</u>	
1. Provide outreach and education to vendors of limited food, packaged fruit and whole produce carts about the need for commercial food permits to operate.	<ul style="list-style-type: none"> <li>• Provide outreach and education on homeless/housing services to underserved and/or previously unreached communities in Contra Costa County, with a specific focus on the Latinx community.</li> </ul>
2. Streamline and potentially incentivize the permitting process in ways that address language, cultural and economic barriers.	<ul style="list-style-type: none"> <li>• Address common questions and provide information to help allay fears and set reasonable expectations</li> </ul>
3. Encourage the public to patronize permitted cart vendors who sell healthy foods, particularly in communities where access to healthy foods is limited (food deserts).	<ul style="list-style-type: none"> <li>• Encourage Amplifiers to share new materials with populations they serve.</li> </ul>
<u>Key Messages:</u>	
<i>Vendors</i>	<i>PWLE</i>
<ul style="list-style-type: none"> <li>• Contra Costa Environmental Health makes it fast, easy and affordable to get a permit.</li> </ul>	<ul style="list-style-type: none"> <li>• Call 211 or walk into a CARE Center to get help with housing</li> </ul>
<ul style="list-style-type: none"> <li>• Getting a food permit is an investment that opens doors for more business.</li> </ul>	<ul style="list-style-type: none"> <li>• Something about immigration status.</li> </ul>
<ul style="list-style-type: none"> <li>• Cart vendors who sell fresh fruit and vegetables can be heroes in communities where it is hard to find healthy food – but they must follow safe food practices.</li> </ul>	<ul style="list-style-type: none"> <li>• Getting help may take time.</li> </ul>
<i>Public</i>	<i>Amplifiers</i>
<ul style="list-style-type: none"> <li>• CCEH is partnering with community produce cart vendors to ensure a safe supply of healthy</li> </ul>	

<p>food in neighborhoods where it is hard to find fresh fruits and vegetables.</p>	
<ul style="list-style-type: none"> <li>• Look for the Environmental Health placard to know which carts sell safe produce.</li> </ul>	
<ul style="list-style-type: none"> <li>• Steer clear of produce from unpermitted vendors – it may not be safely prepared or stored.</li> </ul>	
<p><u>Strategies:</u></p>	
<ul style="list-style-type: none"> <li>• Develop a placarding program to easily identify permitted cart vendors.</li> </ul>	
<ul style="list-style-type: none"> <li>• Advertising/public communication campaign to promote the placards and their holders for selling safe, fresh and healthy food.</li> </ul>	
<ul style="list-style-type: none"> <li>• Incentivize getting permitted by working with partners to reduce the cost of permits and/or commissary kitchens for participating vendors.</li> </ul>	
<p><u>Tactics</u></p>	
<ul style="list-style-type: none"> <li>• <b>Direct outreach in areas with high numbers of unregulated vendors (EH/Outreach)</b> Provide culturally/linguistically appropriate literature and explain the permitting process, learn about barriers, and notify vendors that enforcement starts soon.</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Food cart placards (EH/CEI)</b> Develop attractive signage that permitted holders can display to let the public know they are partners in delivering fresh, safe food to the community.</li> </ul>	
<ul style="list-style-type: none"> <li>○ Think about giving them stickers they can hand out to kids that have some tie-in to the program. Like a cartoon</li> </ul>	

<p>bird, but with our logo or a QR to our web page.</p>	
<ul style="list-style-type: none"> <li>• <b>One-stop permitting and education workshops (EH/External partners TBA)</b> Hold workshops in neighborhoods where the vendors sell, preferably at participating commercial kitchen commissaries. Provide education and on-the-spot permitting.</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Subsidize permit fees and/or commissary fees (EH/External partner)</b> Partner with community organizations and/or commercial kitchen commissaries to reduce or waive the cost of the annual permit or commissary rent.</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Online advertising campaign (CEI)</b> Use paid (if we have budget) and unpaid social media to advertise the placard program, particularly on media that allow for localized targeting (NextDoor) or are spaces where people are accustomed to seeing advertising for unregulated foods (Facebook). Make a web page.</li> </ul>	
<ul style="list-style-type: none"> <li>○ Consider Bay Area Spanish radio and/or television for advertising opportunities.</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Shoe-leather outreach campaign (EH/CEI for collateral)</b> Distribute window posters and postcards in targeted neighborhoods linking to website explaining program and encouraging residents to patronize placard holders. Visit community organizations (Richmond Neighborhood Councils, Food Bank, faith community, CBOs, service organizations, etc.) to get out the word.</li> </ul>	

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| <ul style="list-style-type: none"><li>○ Chambers of commerce might not love cart vendors. Need to consider who we approach selectively.</li></ul> |  |
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## Homeless Service System Access Key Messages

Developed by Materials Development Working Group 4.19.23

**Audiences:** People at risk of homelessness and those experiencing homelessness, people trying to connect someone with services (amplifiers)

Title: **Struggling/Dealing/Problems with housing?** [flagging who this information is for]

1. Call 211 or walk into a CARE Center to find out your options. [include dates/times/locations on piece] [starting with what we want them to DO]
2. Staff will ask you questions to find the best options. [conveying what to expect right away]
3. There is not enough money, shelter and housing. [There may not be a simple answer to your problem] [trying to set expectations]
4. You may/will have to wait [to talk to someone, to get an assessment, to get help, to hear back from someone, for CORE to come to you, to get an apartment, to get called up on a waiting list. Help takes time.]
  - a. Getting help may take time. [trying to set expectations]
5. People are getting help. Find out more here. [QR code for success stories?] [trying to convey hope]
6. We want to do better. Give us feedback at: [QR code for survey] [want to keep door open for people who feel frustrated]
7. For more information about housing help, click here [link to landing page with FAQs, videos, etc] [where to get more info]

**Commented [JJ1]:** Trying to convey first thing that will happen

**Commented [JJ2]:** Do we want to include what the options might be or does that accidentally make it seem like these are menu items they'll get to pick from?

**Commented [JJ3R2]:** Could include things like: help with rent/utilities, links to shelters, help with basic needs like showers, laundry and food, and help finding and paying for housing

**Commented [JJ4]:** Added by JJ

**Commented [JJ5]:** Trying to set realistic expectations about timing. Not sure how to convey this. Working on getting data from 211 on wait times for call pick up.

**Commented [JJ6]:** From JJ

**Commented [JJ7]:** Want to convey that it's not hopeless!

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**Key Target Population:** Latinx and Native/American Indian

**Questions to ask provider re: why low utilization:**

- Language?
- Technological fluency?
- Geography?
- Concerns about documentation status?
- Cultural norms? If so

Feedback from Karl Fischer

I think there's an opportunity to tighten the focus a bit. If I understand correctly, the goal of the committee is to combat inequities in access to information/resources/services/etc. So I think our audiences and topline messages should reflect that -- which groups are we concerned

about? What is the nature of the inequities that are creating additional barriers for those groups? I think that would really help to shape the plan.

Are we able to say "We want more people in this group to do X" (a call to action) or, "we know that X is a barrier to services for this group?" That will help us be less general in our messaging.

Example: We want people to know about 211 and the services available at CARE centers. But do we know if there are demographic groups that are under-utilizing these services and, if so, do we know why? It would be good to narrow down audiences based on their particular barriers. Is it language? Technological fluency? Geography?

It would be great if we could get all the way down to a statement (note my statements are entirely hypothetical, based on my imagination) like "We need to tell lower-income African-American seniors in East County who are at risk of losing their housing about our program, because this group is disproportionately losing housing, and early participation helps get them sheltered quicker," or "We think Khmu speakers are underrepresented in our services and want to make that community more aware of services available through 211."