

Minutes of the Access to Counsel in Evictions Task Force's
Outreach and Assessment Committee
November 12, 2021

Committee Members in attendance: Reena Shah (chair); Seema Iyer; Jim Johnson; Jessica Kaufman; Natalie McSherry; Lisa Sarro; Ryan Trout; Vicki Schultz (Task Force chair; *ex officio*)

Task Force Members and Staff in attendance: Rebecca Guay; Charisse Lue; Deb Seltzer; Stuart Simms; Leah Tulin

Ms. Shah opened the meeting and explained that outreach would be the topic of discussion. The committee then discussed the following:

- The need to coordinate and partner with local state and local agencies, housing providers, schools, and non-profit organizations serving the populations likely to be eligible for services through the program.
- The need to raise awareness about the program in advance and through different touch points (e.g., language in the lease, 10-day notice, at court, on the web, on the sticker the Sheriff's place on the property when an eviction is filed).
- The need to reach people as early as possible so that they can connect to counsel in advance of a hearing.
- The importance of a centralized call-in number that can route to local jurisdictions so that people can get the help they need immediately.
- The development of centralized outreach messages that can be disseminated by local partners.
- The need for multimodal outreach strategies, including digital, videos, social media, etc. but also a ground game, using trusted partners, paper outreach to areas with technological challenges, etc.

There was consensus among committee members that these outreach strategies should be recommended to the Task Force consideration.