



California Complete Count Committee

Access and Outreach Working Group

November 5, 2018 1:00 pm - 3:00 pm



Members Present:

Tho Vinh Banh (Chair)

Disability Rights California

Carolyn Coleman

League of California Cities

Kate Kendell

National Center for Lesbian Rights

Regina Brown Wilson

California Black Media

Efrain Escobedo

California Community Foundation

(Mr. Escobedo participated as a member of the public as he was unable to call from a publicly noticed location.)

Members Absent:

Nicholas Hatten

San Joaquin Pride Center

Eloy Ortiz Oakley

California Community Colleges

Jennifer Rodriguez

Youth Law Center

Christopher Wilson

Alliance San Diego

Other Committee Members, Staff:

California Complete Count Committee

Ditas Katague, Director of CCC

Patricia Vazquez-Topete, CCCC Liaison

California State University, Sacramento

Dave Ceppos

Jennifer Mair



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Handouts and Presentations:

- Agenda
- September 7th Working Group Draft Meeting Minutes
- Initial Report to the Office of Governor Edmund G. Brown Jr. pg. 20-24

1. Opening Procedures

Chair Tho Vinh Banh called the meeting to order.

While waiting for a quorum of Working Group members to arrive, Chair Banh reviewed the Working Group agenda and introduced Ditas Katague, Director of California Complete Count (CCC).

Chair Banh referred to Patricia Vazquez-Topete, California Complete Count Committee (CCCC) Liaison, for a roll call. A quorum of at least five members was not established: four members were present, one member participated as a member of the public as he was not able to call in from a publicly noticed location, and four members were absent.

The following summary represents the discussion and decisions made in the meeting. The roll call to seek establishment of a quorum, while presented above outside of chronological order, was taken at the end of the meeting.

Chair Banh asked if there were any suggested edits to the previous meeting's minutes.

- Chair Banh offered an edit on Page 2, Paragraph 3: change "State and federal census materials should be developed" to "are developed" to capture stronger language for recommendations.
- Regina Brown Wilson corrected the spelling of her name, removing a hyphen.
- Ms. Brown Wilson suggested an edit on Page 3, Paragraph 5: change "do window dressing" to "window dress."

These items were tabled pending a Working Group quorum for a vote.

Chair Banh asked if there were public comments in reference to the September 7th meeting minutes. There were no public comments.

2. Content for Interim Report to Governor: Initial Issues of Concern Updates

Chair Banh asked Working Group members to propose edits under Section 2c Access and Outreach in the Committee Initial Report to Governor, pages 20-24.



California Complete Count Committee

Access and Outreach Working Group

November 5, 2018 1:00 pm - 3:00 pm



- Chair Banh suggested an edit on page 22, Recommended Initial Strategy first bullet: Change "Census materials should be developed." Change "should be" to "are" to capture stronger language for recommendations.
- Carolyn Coleman suggested on page 22, paragraph 2, Recommended Initial Strategies: Strengthen the language by changing "should" to "will" so it reads "The state will..."
- Efrain Escobedo suggested on page 22, 1st paragraph: Add the following words shown in italics: "historically undercounted *populations and communities*"
- Ms. Coleman suggested reframing the issue as "historically undercounted populations and communities," making the change to include "populations" globally throughout the report.

There were no other suggested edits.

Ms. Brown Wilson asked if there is a question included on the 2020 Census form about origin.

- Director Katague answered that the intention is to replace the race question and will likely be similar to the 2010 question that referenced race, ethnicity, or national origin. The finalized version of the question will not be available until June 2019.
- Ms. Brown Wilson expressed concern with having clarity about the messaging going out to constituents about how to most accurately answer census questions.
- Chair Banh suggested that both the media and CCCC members need to know how best to message around this question and expressed concern that the final question wording will not be known until June 2019.
- Director Katague suggested that the Working Group and various constituencies prepare to be agile and respond to final decisions regarding the census form. In the meantime, messengers can work with media and organizations to test for confusion as it pertains to this question, so they better understand how to message around it. She referred to research and testing on why children under five years of age are consistently undercounted, saying it came down to confusion and concealment.

Ms. Coleman asked about accurately capturing gender and whether there will be a transgender option.

- Director Katague responded that, to adjust or add additional categories to census questions, the Office of Management and Budget must first circulate and test the changes. She expects that nothing will change on this option for the 2020 Census as additional categories have not yet been tested.

Chair Banh asked if there are public comments in reference to edits to the Initial Report. There were no public comments.



California Complete Count Committee

Access and Outreach Working Group

November 5, 2018 1:00 pm - 3:00 pm



These items were tabled pending a Working Group quorum for a vote.

3. Content for Interim Report to Governor: Recommended Initial Outreach Strategies Updates

Chair Banh asked Ms. Katague, Director of CCC, for updates.

Director Katague relayed that Government Operations Agency Secretary Marybel Batjer was just sworn in as Chair of the CCCC. Additional CCC staff have been hired and the Office's staff count is now up to eighteen.

The CCC will be announcing its funding allocation plan later this week, and will include explanations for how decisions were made. The CCC has reduced its administrative costs to ten percent and is working actively to get the contracts out.

Director Katague said she will speak to the Working Group plan for this meeting, the December 3rd CCCC meeting, and the January Interim Report. She suggested the Working Group begin moving forward on its recommendations by:

- First Quarter 2019: Working Groups "get smart" by inviting experts to help inform them further on their recommendations.
- Second Quarter 2019: Working Groups compile a list of geographic locations, trusted organizations, and messengers to enter into the SwORD database, the Statewide Outreach and Rapid Deployment tool the State is using for Census 2020, so all working on outreach have access to the data, can see where undercounted populations are, and strategize how best to outreach to those populations. The Working Groups will also make recommendations to inform the Statewide Outreach and Communication Strategy (SOCS).
- Third Quarter 2019: A second round of regional convenings will take place, and CCCC members can engage in the regional convenings to help those that are having the most trouble with outreach to the hard to count (HTC). The implementation plan from the U.S. Census Bureau (USCB) is due September 2019, so the State will be able to identify gaps and employ CCCC members to help address those gaps.
- By July 2020, there will be updated census response rate information from USCB about specific response rates across specific areas, so outreach specialists can redeploy trusted messengers to areas where response rates are low.

Chair Banh asked if there were any other questions from members.

Chair Banh asked for more information regarding group quarters and suggested an expert come to help inform the Working Group further about how these populations will be counted.



California Complete Count Committee

Access and Outreach Working Group

November 5, 2018 1:00 pm - 3:00 pm



- Ms. Brown Wilson asked if this is a question for USCB, as they are responsible for the count. She is unsure how Working Group members move USCB toward specific efforts for outreach.
- Director Katague suggested that "getting smart" might include asking USCB for clarification on their enumeration process for group quarters and service-based enumeration. She suggested that the Working Group come to the December 3rd CCCC meeting with a list of questions so members can coordinate together what all Working Groups and members need to know to aid in the census outreach effort.

Ms. Brown Wilson asked about USCB media efforts and messaging in California.

- Director Katague relayed that research has been conducted at the national level regarding attitudinal testing as a precursor to focus groups that are now being organized for message testing. She said it is possible to ask questions of the USCB National Advisory Committee during its presentations which are also recorded. She recommended that this step be taken before getting to the media buys.
- Ms. Brown Wilson qualified her question, saying that California is a large and diverse state and media market and is wondering where USCB will be focusing its resources, knowing that information from USCB will help focus State funding and efforts.
- Ms. Katague suggested that the Working Group add understanding USCB's Integrated Communications Plan (ICP) and timeline to the "getting smart" list of questions for that phase.

Chair Banh suggested that when members have ideas for additional items to add to the "get smart" phase, they send these to CCCC Liaison Patricia Vasquez-Topete, so that she can compile a list for the December 3rd CCCC meeting.

- Director Katague suggested that a worksheet be sent out to all Working Group and Committee members in advance of the December 3rd meeting asking members to list their questions for "getting smart" and their resources that will eventually be entered into SwORD.

Chair Banh suggested the Access and Outreach Working Group agree to monthly 90-minute meetings with experts from January to March 2019 (and possibly beyond), and that this action item be added to the next Working Group agenda to be voted on.

Director Katague reviewed and summarized the suggested plan for the next phases of the Working Group:

- 1st Quarter 2019: "get smart;"
- 2nd Quarter 2019: recommendations for SwORD and SOCS;



California Complete Count Committee

Access and Outreach Working Group

November 5, 2018 1:00 pm - 3:00 pm



- 3rd Quarter 2019: connect and engage regional partners;
- 4th Quarter 2019: members deep dive in those areas that need additional support.

Director Katague suggested that these four stages become the content and workplan to be included in the next Interim Report due in January 2019.

Ms. Vazquez-Topete reminded the group that they will need to vote on items to be included in the January Interim Report on December 3rd during a short Working Group breakout session.

- Director Katague suggested that Working Groups meet during lunch to discuss items for vote, and then bring items for vote to the entire CCCC group.

Chair Banh opened the floor to public comment.

Mr. Escobedo liked the recommendations from Director Katague and would like to continue to move forward on implementation. He shared suggestions on "getting smart" to be included on the list for the December 3rd meeting. The Access and Outreach Working Group are focused on topics that other Working Groups are not working on, and he suggested they focus on issues specific to this Working Group relating to its recommendations in the Initial Report.

Mr. Escobedo said Complete Count Committees across the state will be looking to this Working Group for recommendations about bridging the digital divide and other issues localities will be dealing with. He suggested that members go back to their recommendations from the Initial Report and focus on those in the "get smart" phase.

- Chair Banh asked Ms. Vazquez-Topete to incorporate the language around the Working Group's specific concerns in the requests for expert input during "getting smart," asking USCB for additional information on its outreach processes.

Mr. Escobedo asked what happens next with the information gathered by the State during the Request for Information (RFI) phase.

- Ms. Katague responded that this information will be incorporated into the Request for Proposals (RFPs) that are coming out shortly.

Chair Banh asked for public comments. There were none.

4. Next Steps & Adjournment

Chair Banh suggested the Working Group schedule monthly meetings that include experts to assist with the "getting smart" phase.



California Complete Count Committee

Access and Outreach Working Group

November 5, 2018 1:00 pm - 3:00 pm



Chair Banh summarized that the structure suggested for the Working Groups for December 3rd sounded like it will work well for them.

Chair Banh requested public comments. There were none.

The meeting was adjourned at 2:35 pm.

DRAFT