



# California Complete Count Committee

## Access and Outreach Working Group

July 11, 2018 9:30am-11:30am



Members Present:

**Tho Vinh Banh (Chair)**

Disability Rights California

**Carolyn Coleman**

League of California Cities

**Regina Brown Wilson**

California Black Media

**Nicholas Hatten**

San Joaquin Pride Center

**Christopher Wilson**

Alliance San Diego

Members Absent:

**Eloy Ortiz Oakley**

California Community Colleges

**Efrain Escobedo**

California Community Foundation

**Jennifer Rodriguez**

Youth Law Center

**Kate Kendell**

National Center for Lesbian Rights

### **1. Call meeting to order**

Chair Tho Vinh Banh calls meeting to order. She welcomes members and refers to Patricia Vazquez-Topete, Census Staff Liaison, for a roll call. Need five members to establish a quorum. Five members are counted as present, three are absent. Individuals introduce themselves and explain their positions and how they aim to increase a complete census count.

### **2. Role of the access and outreach working group**

Chair Banh discusses the deliverables of the California Complete Count Committee (CCCC). The CCCC is expected to collaborate to offer expertise knowledge and insight with reach hard to count (HTC) communities. They will also help to coordinate outreach to these communities. Members should leverage statewide connections to help generate efforts across the state.

Chair Banh explains it is important to identify HTC communities in order to better understand them. Some HTC communities that the working group identified are: people with disabilities, low-income, immigrant (documented and undocumented), African-American, Latino, Native American, LGBTQ, early childhood populations (infants and toddlers), and the incarcerated.

Chair Banh wants to identify safe spaces and trusted messengers that could encourage response. Schools, medical offices, faith-based organizations, and non-profits are just a few.

Carolyn Coleman asks is there a correlation between low voter turnout and census response rate? Could this be another potential HTC group?



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Chair Banh thinks that there might be a correlation, we could look into statistics to test this theory. She asks what are some other barriers that prevent people from filling out the census? She starts by mentioning the addition of the citizenship question, which has yet to be finalized. Chair Banh says legal requirement to fill out the census is a concern because people do not feel that their information is safe. Our role, she says, is to get people encouraged about the census and trying to get them to fill it out. Chair Banh outlines two options to the outreach strategy: we could go into each of these communities and discuss individual strategies or we can speak generally about how we intend to deliver this information.

Nicholas Hatten reminds the CCCC of access barriers to the HTC as well. This is the first census that offers a digital response, so he suggests considering areas without access to computers or to the internet. There are also security concerns that come with the online self-response. Chair Banh states that the State's census office needs to get the message out to people that they can also call the U.S. Census Bureau and request a paper form.

Regina Brown Wilson asks how incarcerated individuals are counted. Chris Wilson answers that the U.S. Census Bureau counts them at the address of the prison where they are located.

Chair Banh explains for this subcommittee to be effective, they need to be connected to the California Complete Count Office, in order for both parties to feel like they have all the resources and information needed.

Chair Banh wants to receive more information in regard to how that State's census budget is going to be distributed. She explains how moving forward it will be important for the Complete Count Committee to understand where the resources are being allocated to. She would also like to see greater communication between the California Complete Count Committee, with the California Complete Count Office, and the Governor's Office. She wants the CCCC to work hand-in-hand with the California Complete Count Office to ensure that we are developing the same census outreach message for the communities across the state.

### **3. Working group scheduling and call frequency**

Chair Banh recommends that the working meet for at least an hour and a half per month.

### **4. Discuss working group report out for July 30th CCCC meeting**

Nicholas Hatten states it's important to have outreach coordination with the public. Rather than us just relying on the Governor's Office, he says, we can use the resources in our communities and utilize our local experts. He provides the example of inviting experts from the LGBTQ community to speak during our quarterly meetings and on the working group conference calls.

The working group and the Chair asked that when the California Complete Count Office has hired a staff on outreach, the working group would like them to join in on their calls and to provide them with updates on where the State is heading in regard to outreach.

### **5. Motion to Adjourn**



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Regina Brown Wilson makes a motion to adjourn. Carolyn Coleman seconds this motion.

**The meeting is adjourned at 11:15am.**