



California Complete Count Committee

Access and Outreach Working Group

July 30, 2018 1:30pm - 4:00pm



Members Present:

Tho Vinh Banh (Chair)

Disability Rights California

Efrain Escobedo

California Community Foundation

Regina Brown Wilson

California Black Media

Nicholas Hatten

San Joaquin Pride Center

Christopher Wilson

Alliance San Diego

Eloy Ortiz Oakley

California Community Colleges

Kate Kendell

National Center for Lesbian Rights

Members Absent:

Carolyn Coleman

League of California Cities

Jennifer Rodriguez

Youth Law Center

Other Committee Members, Staff:

Dan Torres

California Complete Count Committee Chair

James Miller

Department of Finance

Ariel Ambruster

Sacramento State

Dave Ceppos

Sacramento State

Micaiah Palmer

Sacramento State

Handouts and Presentations:

- [The Low Response Score \(LRS\): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations](#) – Authors Chandra Erman, Nancy Bates (March 2017)
- **Presentation:** [Access and Outreach Working Group Presentation](#) – James Miller

1. Call Meeting to Order

Chair Tho Vinh Banh calls meeting to order. She welcomes members and refers to Dave Ceppos, Sacramento State Consensus and Collaboration Program Lead Facilitator, for a roll call. A quorum of at least five members is established with seven members present and two absent.



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2. Approve Previous Working Group Meeting Minutes

Previous working group meeting minutes were approved with one abstention, Kate Kendall.

3. Demographic Research Unit Presentation

Jim Miller of the Demographic Research Unit discusses his work identifying where Hard to Count (HTC) communities exist within California, and presents video maps of HTC communities and languages around the state. His work looks at the US Census Bureau's Low Response Scores as well as the HTC score that California has developed. Convenings were set within roughly 20 to 25 miles of HTC populations. The HTC Score, unlike the Low Response Score, includes locations with no internet access, and where significant populations do not have internet at home. Jim Miller uses an example of "live-aboard" or those who live on their boats as an example of those without internet access.

Multiple questions are posed pertaining to Jim Miller's presentation, including: How will the HTC score be used to allocate resources? How will the qualitative gap in the research be addressed? Who is going to do the work even when the funds exist? How many resources should be deployed to the HTC locations? What areas have the greatest opportunities to increase the count and how could that be determined?

The questions are meant to provoke thoughts, and will continue to be considered. Two suggestions offered are to use firefighters at first responder shelters as trusted messengers, and to partner with the postal service.

A working group attendee presents the challenge pertaining to language barriers. Members note the need to determine which languages are most common among HTCs and mention comparing the 12 languages of Census forms provided by the federal government as a place to begin cross-referencing. Jim Miller provides the link below to access the HTC interactive map, which provides more details on HTC data: <https://census.ca.gov/resources/>.

4. Outreach to HTC Populations

Chair of the California Complete Count Committee (CCCC) Dan Torres articulates the need for discussing the concerns of the Working Group pertaining to Access and Outreach. He emphasizes the need for utilizing high level thinking strategies to inform outreach and access recommendations.

Chair of the Access and Outreach Working Group Tho Vinh Banh notes two key topical areas for the day's discussion, which are language access opportunities and census access for people with disabilities. She emphasizes the existence of limitations in outreach efforts and limitations in the disabled community's ability to respond. She would like to establish an effort for integration that meets individuals "where they are." She notes that while she mentioned two



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topical areas, attendees are encouraged to expose their own concerns pertaining to access and outreach.

A member poses the question regarding whether the Access and Outreach Working Group would focus on combating misinformation, to which the response consisted of looking into referring the concern to the trustee. An additional commenter presents the concern of duplication and expressed the need for cross communication for access and outreach efforts.

Chair of CCCC Torres voices the value and need for ensuring there is a clear definition for CCCC's use of the words "access and outreach." He clarifies his point by suggesting that outreach should consist of strategies that ensure participation in the 2020 census. Questions posed in terms of outreach include: who can be involved in the census process in terms of jobs and acquiring information, and who should be involved in the marketing plan? Access is suggested to be defined as how CCCC ensures tools and processes help the population to complete the form. Follow up questions and concerns pertaining to access include the need to expose problems, establish solutions, and determine what structures hinder people from being included.

Chair Banh highlights access challenges and begins with language access. She mentions the Federal operational plan, established June 8, 2018, the Census Bureau has determine that they will provide online and phone materials in 12 languages. Chair Banh notes the desire the State of California has to provide additional language resources. A member conveys the need for a strategy to fill language gaps and questions how CCCC can work with Community Based Organizations (CBOs) to increase and strengthen language access. A member suggests working with organizations that have trained translators and/or interpreters. Chair Banh adds on the topic of translating materials and asks what methods exist to adapt census materials for those with various types of disabilities.

Regina Brown Wilson inquires on the range of digital access that will be provided and questioned whether online information made available is accessible for cellphone, laptop and desktop usage. She wonders if information is accessible on all smart devices and whether the information is written with those of varying literacy levels in mind.

Regina Brown Wilson reminds other meeting attendees of the lack of access incarcerated populations have to the internet and cellphones. Christopher Wilson agrees that the issue is important. Tina Glover from Sacramento Area Council of Governance notes that prisons count the incarcerated and that they are categorized as a part of group quarters although some differences between institutionalized and noninstitutionalized facilities do exist. The suggestion for the US Census Bureau to have a focused conversation on inmates in jails, prisons and out of state inmates is mentioned.



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Kate Kendell highlights the need to understand whether California Residents living outside of California are counted and what that process entails. The example members use to illustrate this question is California college students studying outside of the state in both campus dorms and private apartments. The question regarding who is considered a California resident as well as the question on how to proceed with students who do not wish to be counted with their parents was daylighted. Members suggest galvanizing college students for the census project as a possible outreach strategy in establishing facilities for state operations. Working Group members attendees would like an answer on who is captured within the scope of group quarters.

Working Group members mention the need to engage with faith-based leaders and trusted messengers to garner participation and support without the census message being politicized. The challenge of reaching subcategories such as Hmong and Mien populations is noted and utilizing grass top connections is offered as a recommendation. Members choose to further discuss religious organizations and outreach efforts in the next meeting.

The Working Group next turns attention towards answering the question of what specifically is the public trying to access. Members list numerous items such as online/digital information, local resources, non-profit organizations, funding, hard copies of messaging materials, access to job opportunities, telephones and technology, and all basic operations that USCB employs. Furthermore, they acknowledge the existing challenges for each item. Chair Torres suggests establishing a matrix consisting of access needs and the subpopulations in question. Subpopulations include groups who use American Sign Language, the disabled community, those who predominantly speak a language other than English as their primary language, non-English speakers, those with lower literacy levels, students, the incarcerated, out of state residents, military, non-familial multi-family households, housing insecure families, transients, rural and migrant communities, urban neighborhoods, children between the age of 0 and 5 years old, assisted living seniors, LGBTQ and tribal communities. Specific challenges the group emphasizes include the work that will need to occur to reach those with low digital access in urban communities.

Working Group members acknowledge that many challenges crossover with other census Working Groups. Specifically, outreach efforts will need to crossover with the Trust and Confidentiality Working Group and with Housing. Chair Banh notes that using the law to ensure individuals will be protected from the government is problematic when the law has been used against many HTC communities. The need for integrating the meaning of confidentiality into messaging and the value in coordinating with the messaging team is emphasized. Members pose the question of what pathways and networks exist for CCCC to tap into for reaching HTCs. Structural challenges of voting registration are likened to the structural challenges of ensuring HTCs complete the census. Meeting attendees suggest determining the structural challenges that exist for low propensity voters will help with resolving obstacles in census accessibility.



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Members articulate that if we design our outreach strategy for the extreme user by prioritizing HTC's then we can capture all prospective problems.

5. Report and Outreach

The Working Group notes that in terms of access problems and future strategies that CCCC should see what opportunities exist regarding getting the census message out. Members reference multipronged strategies such as forming an interstate agency working group. Other suggestions include ensuring messaging is clear and consistent with each group; running paid ads; CBO funds; funding schools; employing case workers; mobilizing local complete count teams, partnering with unions, big technological industries and promulgating the census through the gig economy.

Attendees to the Working Group acknowledge the language access concern and suggested producing supplemental information beyond what the federal government has already produced. To do so it would be vital to look at HTC locations and note the common languages spoken. Furthermore, members emphasized the need for multilingual citizens to operate as enumerators to circumvent the citizenship challenge. The Working Group articulates that strategies for outreach should first begin with ensuring that CBOs that work with HTC's are "evangelist for the census". The group emphasizes the need to produce supplemental information in languages beyond what already exist at the federal level. One attendee notes that to ensure the quality of the translated materials, CCCC could leverage the Secretary of State to work and refine census information. The attendee mentions how critical it is to understand the legwork for translating information into other languages and distributing them out to trusted messengers. It is proposed to establish a language advisory committee that identifies the communities not being served that would oversee the translation of census materials for HTC's. Attendees indicate that the work done with the Secretary of State would require a period for comments to be made on the levels of literacy within each language to ensure accuracy and lack of offense.

A methodology for distributing materials would need to be established. Such discussions lead Working Group members to highlight the need for all census informational materials to be written at an optimal reading level for an easier translation process. Additional translation efforts include exploring funding opportunities and partnerships with CBOs to establish alternative hotlines and to train interpreters. Attendees note that hard to reach communities may not have funding hotlines in place. Members note that other bilingual workers could include students.

The Working Group explores outreach strategies for the disabled. Such strategies include refining census tools by determining who already has the tools that CCCC could tap into to serve the wide array of disabled persons. How can government agencies tap into resources for census outreach and other existing programs? One attendee further recommends reaching out to



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advisory committees that work with voters with disabilities as well as establish partnerships with big technological companies.

6. Experts/Practitioners to be Present at Future Meetings

Regina Brown Wilson suggests that all meeting attendees hold conferences with their communities to gain a better sense of how to implement outreach efforts decided at the census level within their communities. She mentions the need for communities to highlight their needs and to provide feedback for the census bureau.

7. Discuss Agenda Items for future Working Group Conference Call

Members pose the question: How can we advise the census office with how to structure requests for proposals to media minds? They emphasize prioritizing HTC communities, requesting that the media outlines how they intend to reach HTC, asking any organization that receives a media contract to commit to holding three state holders convenings with stakeholders (which could be mandated) and lastly, determining who is in the room to decide where those contracts are given on the potential basis of letters of recommendations, paying vendors according to state laws, and ensuring good standing by operating in good faith.

8. Motion to Adjourn

Motion to adjourn is made by Chair Tho Vinh Banh.

The meeting is adjourned at 4:07pm