



California Complete Count Committee



Meeting Minutes

July 30, 2018 9:00am – 12:00pm

Members Present:

Dan Torres (Chair)

Office of Governor Edmund G. Brown Jr

Tho Vihn Banh

Disability Rights California

Basim Elkarra

Sacramento Valley Chapter of the
Council on American-Islamic Relations

Efrain Escobedo

California Community Foundation

Amy Fairweather

Swords to Plowshares' Institute for
Veteran Policy

Lisa Hershey

Housing California

John Joanino

Advancement Project California

Loren Kaye

California Chamber of Commerce

Kate Kendell

National Center for Lesbian Rights

Jesus Martinez

Central Valley Immigrant Integration
Collaborative

Gerald McIntyre

Justice in Aging

Eloy Ortiz Oakley

California Community Colleges

Tom Saenz

Mexican American Legal Defense and
Educational Fund (MALDEF)

Lee Salter

McConnell Foundation

Regina Brown Wilson

California Black Media

Christopher Wilson

Alliance San Diego

Members Absent:

Gita Amar

PMK BNC

Carolyn Coleman

League of California Cities

Kathleen Domingo

Alex Johnson

Californians for Safety and Justice

Jennifer Rodriguez

Youth Law Center

Angie Wei



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Archdiocese of Los Angeles

California Labor Federation

Nicholas Hatten

Tom Wong

San Joaquin Pride Center

University of California, San Diego

CCCC Staff Present:

Ditas Katague (Chair)

Adelina Zendejas

Alana Golden

Patricia Vazquez-Topete

Ariana Gonzalez

CCCC Consultants (Sacramento State) Present

Ariel Ambruster

Sophie Carrillo-Mandel

Dave Ceppos

Micaiah Palmer

1. Welcome, Call to Order and Establishment of a Quorum

Chair Dan Torres called the meeting to order and welcomed the CCCC. He referred to Patricia Vazquez-Topete, Census staff Liaison, for a roll call. Quorum was established with 16 Members present and 7 absent.

2. Review of May Meeting Summary

All members present approved the May Meeting Summary as final.

3. CCCC Updates and Agenda Review

Chair Torres reported that the Census budget has been approved for \$90.3 million. To better serve the process and ensure effective reporting and management, the Census effort has been moved under the California Government Operations Agency (Gov Ops). GovOps and Census staff are actively trying to hire two assistant directors, one for Outreach and one for Administration. Chair Torres thanked the California Community Colleges for recent support. Lastly, Chair Torres reviewed the June 30 agenda for the CCCC and subsequent Working Groups later in the day.

4. U.S. Census Bureau Updates

Celeste Jimenez, Assistant Regional Census Manager, U.S. Census Bureau (USCB) and Luz Castillo, Partnership Coordinator for USCB reported on USCB activities including:



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- Local Update of Census Addresses (LUCA). Ms. Jimenez reported that California is participating at rates significantly higher than the federal average. She stated that the LUCA process is almost over and that her department will soon be compiling full data and that there is a process through which cities and towns can appeal data for rejected addresses if warranted.
 - CCCC members asked what the timeline is to appeal rejected addresses and why there is a disparity between California participation and the rest of the country. Regarding timeline, Ms. Jimenez committed to get that to the CCCC. Regarding the disparity, Ms. Jimenez conjectured that it has a lot to do with California's early level of activity on Census and the various proactive funding that has been made available.
- Type of Enumeration Areas (TEA). Ms. Jimenez reported information on the various types of TEA including various categories and training that has and will take place to support enumerators with the necessary skills and methods. Ms. Jimenez described how for 2020, web-based questionnaires will be used as well as a call center. Discussion ensued about the number of major languages that will be provided translation support through the call center and how that number is insufficient to address the multi-lingual needs of California. Discussion also took place on how accessibility issues will be addressed for people with disabilities that seek to access / register Census information online or through online systems. Ms. Jimenez did not have all information requested but committed to get said information provided to the California Census staff.
- USCB Offices and Hiring: Ms. Jimenez reported that new USCB offices are being opened in Bakersfield, Oakland, Van Nuys, and Riverside and that staff recruiting has started for management positions with other staff to be hired soon. Ms. Jimenez stated that hiring may be more difficult for this effort because the economy is growing and there may be less people needing such jobs. Discussion and questions were raised about whether there is a moratorium right now for the USCB to hire anyone but U.S. Citizens. Ms. Jimenez confirmed that is accurate for now. Members expressed concern about this both from a context of hiring an available work force but also the limits it might put on translation and language barriers.

Members asked numerous questions about the differences between in-field canvassing in the past and projected numbers for 2020 (e.g. 100% for 2010 versus potentially 30% for 2020). Discussion also ensued about how enumeration will be done for multiple families living at the same address.



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Members discussed activating their various networks to enhance the availability of skilled and willing Census staff. Luz Castillo provided additional presentation information about targeted new staff in California. Chair Torres asked the USCB staff to return at the next CCCC meeting to provide further updates on hiring successes and challenges so the CCCC can be aware and potential augment staffing efforts in the State.

5. Ditas Katague, Director of Census 2020, California Complete Count, GovOps

Director Katague provided an update on the recent and upcoming regional convenings:

Ms. Katague reported that the Census team has conducted twenty-two regional meetings across California with two last meetings next week as well as one rural web-based virtual meeting and upcoming Tribal convenings / consultation as well. Key themes are emerging. There are similar fear as in past years, but more intensified.

Ms. Katague reiterated the budget changes from a prior target of \$40.3 million to the new budget of \$90.3 for three years.

Census and GovOps are refining the spending plan to ensure that investments support a multi-pronged, multi-stakeholder effort. The pending budget plan will focus on transparency, accountability / governance, and inclusivity. There is a heightened emphasis on reporting to the legislature and Governor to ensure accountability and knowledge.

Discussion ensued from some members about how the new budget will be allocated. Chair Torres reported that they are preparing a rubric and eligibility criteria to guide what organizations will be considered and how they will apply and be vetted for funding decisions.

Regarding the regional convenings and associated readiness assessment, Ms. Katague reported that the CCCC binders for today's meeting include example information that has been identified / compiled from initial reviews of meeting outcomes. She reported that a significantly more comprehensive reporting of outcomes will be available soon.

6. Panel Discussion- Message Testing Updates.

Presenters included Alana Golden, Assistant Director of Marketing and Communications - California Complete Count, Sandy Close - Ethnic Media Services, Efrain Escobedo - California Community Foundation.

The panelists reported that the Messaging Committee work has been very productive and collaborative. Various partners are doing quantitative and qualitative research on



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messaging including getting data from similar organizations in other states and data from polls / surveys being executed.

- Some key information being learned is that each hard to count (HTC) population segment reacts differently and messaging will need to be very segmented and targeted.
- Ms. Escobedo described examples of what fear is and how it shapes behavior. Examples include Latino and Asian communities that feel un-American if messaging is too targeted as for them being immigrants. Similarly, anything too ethnically specific sometimes makes people feel negatively targeted. Especially in urban and poor areas.
- Education remains key as many HTC segments don't know what the Census is.
- Field testing needs to happen. Much is being learned from groups like PICO and California Native Vote Project.
 - Innovations and field testing are key.
 - Allocation of resources sounds promising but those that have participated in the past don't see that allocation as very tangible. "My life isn't better after filling out the 2010 Census."
 - Government is not a trusted messenger.
- Empathetic Synthesis of what we are learning.
 - How do we understand now what the lives of these HTC's are? On their hierarchy of needs. Census is low and we need to address that. In reaching out, we need to be realistic about the level importance of this in the lives of HTC people.

Ms. Close discussed the importance of ethnic media. She described how it is a parallel universe to the news and how such media are embedded in the HTC communities and become synonymous with the community and reflect a deeper understanding of their perspectives.

The panelists described / discussed next steps including testing and research. Mr. Escobedo suggested that there might be merit to hold a "mini-summit" with the people doing the research so they can share their insights. Ms. Close recommended that youth development organizations partnerships were powerful in 2010. In 2010 they took young trusted messengers into the classroom, taught children about the census, had the children write letters home about the value of the census, mailed these letters, and then published these in ethnic media.

Discussion ensued about how to make a connection regarding Census with disabled persons.

7. Working Group Report Outs

Report outs were provided by representatives from the four Working Groups.



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- Access and Outreach: Chair - Tho Vinh Banh
 - Fortunate to have a large group of well-connected people
 - Spoke about engaging low-income groups, different ethnic groups, LGBTQ communities, different age groups
 - The working group is a motivated group of people, eager to look at HTC communities and how to focus this work
- Trust and Confidentiality: Tom Saenz (Filling in for Chair Angie Wei)
 - Provided ideas as to how California can guarantee protection for peoples' confidential information
 - Inform the State and CCCC of messaging they believe will build higher trust
 - Will now incorporate into discussions, how fear of the use of aggregate data will be part of the conversation
- Content and Citizenship: Chair - John Joanino
 - Codified goals and research gaps (included in the CCCC binder)
 - Family separation. There is risk knowing that the Census cyber security program has some weaknesses
 - Some organizations in the state are debunking myths around the citizenship question (e.g. Asian Americans Advancing Justice)
- Housing: Chair - Lisa Hershey
 - Confirmed purpose which is to identify every place that is hard to count where a person could live in California, establish how and when to count them
 - Confirmed intended outcomes:
 - Create a clear, comprehensive and evidence-based picture where people need to be counted
 - Identify groups of people experiencing homelessness
 - Identify trusted messengers
 - Realized they need to look more at research that exists. Excited to start looking into that research and talk about it.
- Chair Torres provided instruction and background for the Working Groups regarding upcoming reporting requirements.
 - The CCCC was formed by Executive Order and the overall purpose of the committee is to provide recommendations for a state Census strategy for a complete and accurate count of California's population.
 - The first task of the CCCC is to prepare a report to the governor for the overall outreach strategy for the State.
 - The data from working groups will be integrated to make a comprehensive report (with support from Sacramento State, Consensus and Collaboration Program).
 - Initial report is due in October, with subsequent reports each Jan and June until 2021.



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- Working Groups are requested to finalize their reports by August 31, so that Sacramento State can integrate information and CCCC can complete report and turn it in by October 1.
 - Members asked if the initial report will it be more about infrastructure and process than recommendations? Chair Torres and Ms. Katague confirmed this is accurate.
 - Chair Torres reiterated that it is very important that the initial reports from each working group is very clear on purpose so Sacramento State can identify commonalities between working groups.

Members suggested convening experts on various topics to get more information, and that coordinating such requests will be necessary so that they can interact with and inform all of the working groups and avoid redundancy.

8. Adjournment

Chair Dan Torres adjourned the meeting.