

**INTERIM REPORT TO THE  
OFFICE OF GOVERNOR GAVIN NEWSOM**  
**Counting All Californians in the 2020 Census**

California Complete Count Committee Activities

Submitted on behalf of the Census 2020 California Complete Count Committee  
and the California Government Operations Agency

June 30, 2019



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# I. BACKGROUND

## The California Complete Count Committee

The California Complete Count Committee (Committee), established by Executive Order B-49-18 in April 2018, meets quarterly to advise and assist the State's outreach strategy to encourage full participation in the 2020 Census. The Committee brings together public and private partners from across the state to work with their networks and communities to increase awareness of the Census and collaborate to support Census outreach. Committee membership and associated background information is presented in Appendix A.

The Committee formed internal working groups to conduct and develop focused recommendations on Census outreach. As of June 2019, those Working Groups are:

- The **Access and Outreach Working Group** considers how to best outreach to historically undercounted and hard-to-count (HTC) communities, and assure their access to the Census.
- The **Housing Working Group** considers where and how residents who are experiencing homelessness, housing instability or living in informal housing will be counted.
- The **Trust and Confidentiality Working Group** considers Census questionnaire content matters, including the citizenship, gender, race and ethnicity questions; privacy, confidentiality and trust issues; and how to best educate Californians on risks, protections and benefits of Census participation.

This Interim Report to the Governor is the Committee's third report, subsequent to the Initial Report to the Governor submitted on October 2, 2018 and the Second Report submitted on January 1, 2019. It summarizes the Committee's activities from January to June 2019.

Additional background on the Committee and California Complete Count – Census 2020 (Census Office) efforts can be found in the Initial Report, available at <https://census.ca.gov/reports/>. The Committee will submit semiannual reports to the Governor through June 30, 2021, pursuant to the Executive Order.

## Committee Work Program: Four Goals for 2019

For 2019, the Committee agreed to the following framework of goals to guide its work plan:

- First Quarter: “Get Smart” – arrange for experts to help inform Committee members on issues related to each working group’s focus area.
- Second Quarter: “Document Your Influence” – document how Committee members can use their expertise and influence to help with Census 2020.
- Third Quarter: “Engage and Activate” – work with the Census Office to connect and engage regional partners.
- Fourth Quarter: “Deeper Dive, Focusing on Areas that Need Extra Support” – work to fill gaps through focused work to support areas of outreach and communication that need additional attention.

The Committee’s Working Groups have developed a work plan of objectives, tasks and actions for each quarter of 2019 to meet those goals.

## **Governor’s Appointment of New Complete Count Committee Chair and Members**

On April 30, 2019, Governor Gavin Newsom appointed Secretary of State Alex Padilla as the new Chair of the Committee. In announcing the appointment, Governor Newsom noted the Secretary of State’s leadership nationally in working to ensure a fair and accurate census count and said California will benefit from his strategic vision and ability to be an effective partner in reaching hard-to-count communities. He succeeds Chair Marybel Batjer, Secretary of the California Government Operations Agency.

Secretary of State Padilla is the first Latino elected to his office and serves as co-chair of the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund’s bipartisan National Latino Commission on Census 2020.

New members were appointed to the California Complete Count Committee in late May 2019. Alma Hernandez, Executive Director of the Service Employees International Union, was appointed by Assembly Speaker Anthony Rendon. Governor Gavin Newsom appointed Robert Smith, Chairman of the Pala Band of Mission Indians.

## **COMMITTEE ACTIVITIES COMPLETED**

### **March 2019 Quarterly Meeting**

The Committee met on March 12, 2019 to continue its focus on receiving informational updates about the federal and state Census efforts, on providing questions and comments germane for the California Complete Count effort to key state and U.S. Census Bureau (Census Bureau) representatives, and to

generate and provide focused feedback on the outline of the Statewide Outreach and Communications Strategy (SOCS).

Regarding informational sessions, the Committee received the following presentations at the March meeting:

- *State Census 2020 Updates – Infrastructure, Budget, Funding* – Justyn Howard, Deputy Secretary for the Census, Government Operations Agency
- *Director's Report – Census Models/Framework; Road to the California 2020 Census “Educate, Motivate, Activate”;* County Outreach; Tribal Government; Regional ACBO Update; Activities: Quarter 2 & 3 – Ditas Katague, Director, California Complete Count - Census 2020
- *Outreach Team Introductions – Roles, Expectations for Regional Project Managers, Key Milestones* – Adriana Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count - Census 2020
- *Census Bureau Introduction to Regional Coordinators* – Luz Castillo, Assistant Regional Census Manager, Los Angeles Regional Census Center, U.S. Census Bureau
- *Education Curriculum Project Update* – Mignonne Pollard, Education and Schools Outreach Manager, California Complete Count - Census 2020; and Frank Pisi, Director for History-Social Science, Sacramento County Office of Education
- *Statewide Outreach and Communications Strategy (SOCS) Update* – Tamma Adamek, Deputy Director, External Affairs and Media Relations; and Adriana Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count - Census 2020

During the day's proceedings, the Committee offered feedback on the various agenda items and took comments from members of the public. Key themes from Committee and public comments included:

- Interest in increased funding and support for tribal government outreach activities;
- Concerns about the absence of LGBTQ as a hard-to-count (HTC) community in earlier RFPs and other communications;
- A desire for more extensive outreach, time for response, and transparency regarding announcements of contracting and other application deadlines;
- The need for sufficient Census Bureau in-language outreach in rural areas to speakers of indigenous languages;
- The need for outreach approaches to address the full spectrum of housing instability California residents experience, including LGBTQ youth and couch surfers;
- The need for outreach support for smaller and more rural areas;

- Concerns that the Census Bureau language plan is insufficient and may discriminate against those with limited English proficiency (LEP), refugees, and non-written languages; and
- Requests for the state language plan to fill gaps by addressing operational challenges, including details on how state resources will reach specific language communities at local levels.

During the meeting, the Committee and members of the public divided into breakout groups to provide feedback on four components of the SOCS: Outreach and Public Relations (media); Outreach; Education/Schools; and Language Access. The SOCS is focused on targeted outreach, a high-touch approach, and engaging trusted messengers in trusted places with culturally relevant messaging in various languages, as appropriate. Key feedback included:

- Outreach and Public Relations (media): Local validation of the media outreach plan is important and working with local complete count committees (LCCCs) on accountability measures for working with local partners would be helpful.
- Outreach:
  - There is a need to improve access to broadband;
  - Attention needs to be paid to inclusion of diverse communities with disabilities;
  - The state Census website needs to be easy for people with disabilities to access;
  - Consideration should be given to how to safely enumerate in cannabis cultivation areas; and
  - It will be important to identify how to work with Tribal Governments on enrollment and housing data.
- Education/Schools: It will be important to consider how to make Census relevant to K-12 and higher education students and how to work with campus housing to encourage participation.
- Language and Communication Access:
  - It will be important to go beyond the top six languages, the State's minimum requirement for contractors;
  - It will be important to assure that interpreters have specific skills needed; and
  - Language access should include American Sign Language (ASL).

## June 2019 Quarterly Meeting

The Committee met on June 4, 2019 for California Census Office and Census Bureau updates with agenda items addressing updates on the Regional Implementation Plan Workshops, SOCS, Language and Communication Access

Plan (LACAP), regional and sector outreach, and to review and finalize this June 2019 Interim Report to the Governor.

The following presentations were given for the Committee at the June meeting:

- *State Census 2020 Updates - Executive Budget Summary* - Sarah Soto-Taylor, Deputy Secretary for Census Government Operations Agency
- *Director's Report – Outreach and Public Relations RFP, Implementation Plan Workshops* – Ditas Katague, Director, California Complete Count - Census 2020
- *Statewide Outreach and Communications Strategy (SOCS) and Language & Communication Access Plan (LACAP) Updates* – Adriana Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count - Census 2020
- *Regional Outreach Updates* – Quintilia Ávila, Regional Program Manager, Southern California Lead, Emilio Vaca, Regional Program Manager, Central California Lead, and Yumi Sera, Regional Program Manager, Northern California Lead, California Complete Count – Census 2020
- *Sector Outreach Updates* – Marcy Kaplan, Sectors Outreach Manager, California Complete Count - Census 2020
- *Census Bureau Updates – Security, Confidentiality, Master Address Files, Canvassing Operations, Media and Advertising, Enumeration Methods and Non-Response Follow Up* – Albert E. Fontenot, Jr., Associate Director, Decennial Census Programs, U.S. Census Bureau

During the day's proceedings, the Committee offered feedback on the various agenda items and took comments from members of the public. Key themes from Committee and public comments included:

- Each Committee member is actively engaged in their respective networks and constituencies helping to spread awareness about Census, and helping to develop and leverage resources as appropriate;
- Concerns about Census Bureau staff being properly trained in the use of proper pronouns for the LGBTQ+ community;
- The need to ensure clarity in the state contracting process and contractor requirements, and concerns about the timely disbursement of funds to contracted partners for them to execute their outreach work;
- Interest in understanding how Political Data, Inc. (PDI) will support efforts on the ground;
- The need to engage additional statewide partners to connect with the African-American HTC community, particularly outside of the area where the current contractor primarily operates;
- The need to engage additional statewide partners to address HTC populations for which there is no statewide community-based

organization (CBO) contract to date (i.e. people with disabilities, veterans, Middle-Eastern North Africans, people experiencing homelessness, children 0-5, and seniors/older adults);

- The need for visual outreach tools for communities with low literacy rates and tailored for populations with unwritten languages;
- Concerns about the growing population of those experiencing homelessness and housing instability and the potential increase leading up to the Census 2020 count;
- The need to ensure that key partners on the ground are hearing about events and opportunities to connect with resources (e.g., outreach for Implementation Plan Workshops, county and regional contracts, LCCC meetings);
- Concerns about the online Census form interface being functionally accessible to people with disabilities;
- The need to ensure people know how to recognize official Census Bureau workers and combat fraudulent impersonations;
- Interest in leveraging technology to remove barriers to participation in the Census;
- Appreciation for a revised LACAP and interest in partnering to ensure diverse language needs are served across the state.

## **Quarters 1-2 “Get Smart” Educational Webinars**

As part of their “Get Smart” goal, the Committee and its Working Groups identified topics for a series of webinars the California Census Office hosted in the first and second quarters of 2019 for Committee members and invited stakeholders to educate themselves on various areas of concern. The working groups opted to focus their time on webinars rather than meetings. A summary of key content of those webinars follows. Materials and information on the webinars listed below, including copies of slides, are available on the California Census Office website on the Events page at <https://census.ca.gov/events/>.

### **January 30, 2019: Group Quarters, Service-Based Enumeration, and Counting Areas Affected by California Wildfires**

Presenters:

- Linda Akers Smith, Assistant Regional Census Manager, Los Angeles Regional Census Center, U.S. Census Bureau
- Tim McMonagle, Geographic Coordinator, Los Angeles Regional Center, U.S. Census Bureau

Summary:

The Census Bureau has a number of enumeration programs designed to count individuals who may not be counted in the Self Response enumeration process.



These procedures include group quarters, service-based enumeration, and transitory locations, as well as enumeration for areas impacted by natural disasters. Group quarters house unrelated people in group living arrangements and some may offer public services. These include college dormitories, military barracks, prisons, and transitional shelters. Enumeration involves a group quarter representative counting residents and sending the data directly to the Census Bureau. Service-based enumeration occurs over three days at locations where people without conventional housing or who are experiencing homelessness receive public services, such as shelters, soup kitchens, food vans or known homeless encampments. Transitory locations are sites, such as RV parks, campgrounds, marinas, and racetracks with movable housing, and hotels and motels where people may reside who do not have a usual home elsewhere. Enumerators will collect data via paper at these sites from April 4-May 9, 2020, with follow-up phone interviews.

Every decade the Census Bureau reviews residence situations, which allows for revising criteria to account for societal changes in living situations. When an area is impacted by a natural disaster, such as a wildfire, a decision is made to either leave them in self-response enumeration or move to update leave enumeration, in which addresses are updated and a questionnaire is left at each identified housing unit. The Carr and Camp Fire-impacted areas in Northern California are being considered for update leave, while the Woolsey and Hill Fire-impacted areas in Los Angeles and Ventura counties and older burn areas are being left in self-response.

### **[February 20, 2019: San Joaquin Valley Research: Latino Immigrants' Views on the Citizenship Question and Implications for Census 2020 Strategy](#)**

Presenters:

- Ed Kissam, WKF Giving Fund
- Cindy Quezada, Central Valley Immigrant Integration Collaborative
- Ellen Braff-Guajardo, Sierra Health Foundation

Summary:

San Joaquin Valley Census Research Project (Research Project) researchers conducted surveys and held focus groups to learn Latino immigrants' views on the citizenship question and their implications for 2020 Census participation. Respondents included foreign-born undocumented residents, legal residents, naturalized citizens, and U.S.-born Latino youth with immigrant parents. Researchers found a large drop in willingness to respond to the Census if the citizenship question is added – from 84% to 46% of all Latino respondents. Results indicate a drop of more than 20% even among legal Latino residents. The

research also found strong opposition to participating in proxy interviews to share information about non-responding neighbors – 19% without a citizenship question and 8% with it. There are other Census barriers: about 25% of respondents lack standard mail delivery and a similar percentage have low or no internet access.

The Research Project suggests ways to address these challenges, including through procedural advocacy around mail access issues; an extremely user-friendly online Census interface for cell phone users; community facility online access and active campaigns encouraging their use, and mobile Question Assistance Centers (QACs). The research also identifies challenges enumerating the 22% of Latino immigrant households with multiple family units living under the same roof and suggests that facilitating online responses by the “extra” people in the household would be useful. In interviews, researchers encountered a grave concern about how information might be used, along with a widespread perception that the citizenship question is divisive, racist and bad social policy. Many are weighing the risks and benefits of responding, with some planning to respond, but skipping the citizenship question. The research findings may be relevant to litigation for post-census statistical adjustment and advocacy for additional analysis, canvassing, hiring of non-citizen enumerators, and federal funding for more non-response follow-up.

### **March 1, 2019: Protecting the Confidentiality of 2020 Census Statistics**

Presenter:

- Simson L. Garfinkel, Senior Computer Scientist for Confidentiality and Data Access, U.S. Census Bureau
- Stephen L. Buckner, Assistant Director of Communications, U.S. Census Bureau

Summary:

Simson Garfinkel described methodologies the Census Bureau will use in 2020 to ensure the privacy and confidentiality of Census data, how these differ from methodologies used in the 2010 Census, and how this is being messaged to the public to promote trust in the enumeration process. Census 2010 methods relied on swapping data from households of the same size and within the same state. The Census Bureau’s Confidentiality and Data Access Department tested 2010 data for vulnerability to an attack using today’s data science and determined that an attacker could reconstruct databases sufficiently to learn self-response race and ethnicity. For 2020, the Census Bureau’s Disclosure Avoidance System will use “differential privacy,” a rigorous, mathematical technique for protecting confidentiality that can show a provable maximum privacy loss and provides algorithms for policymakers to use to manage the trade-off between accuracy

and privacy. Privacy is protected by adding statistical noise to every data product from a data set. As an example, the noise prevents block-level data being used to find individuals. The Confidentiality and Data Access team is continuing to address data and cyber security through creating and reinforcing a culture of privacy and data protection, implementing secure systems, securing data collection and dissemination, and monitoring and responding to security issues.

## **March 19, 2019: Overview of 2020 Census Non-English Language Support**

Presenters:

- Jennifer Kim, Assistant Division Chief, U.S Census Bureau, Language Expert for the Census Bureau's National Advisory Committee Language Working Group
- Clarissa Laguardia, Language and Communication Access Manager, California Complete Count Office

Summary:

Jennifer Kim reviewed how the Census Bureau is expanding non-English language in 2020 by offering support for languages spoken in at least 60,000 housing units. Compared to the five in 2010, in 2020 the Census Bureau will questionnaires and questionnaire assistance in 12 non-English languages in questionnaires and questionnaire assistance, adding Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese. Language guides (video and print), glossaries and language identification cards will be provided in 59 non-English languages, versus 50 in 2010, and the Census Bureau will make enumerator instruments available in Spanish. The Census Bureau has established an in-house translation branch, has conducted research in usability and cognitive testing, and has monitored language trends.

Clarissa Laguardia described how the HTC under language and communication access includes LEP populations and people with disabilities. She reviewed the State's interactive online HTC map tool and showed a demo video of the Statewide Outreach and Rapid Deployment (SwORD) Mapping Portal, which will be used by California's contracted partners to share data and coordinate. These tools are used with other data sources to help determine language support needs for the State. These contracted partners will be required to abide by the State's Language and Communication Access Standards (LACAS), which will identify each language to be targeted at the county level [Note: the State has since released its Language and Communication Access Plan or LACAP, which supersedes its LACAS].

## April 30, 2019: Census 2020: Inclusion of People with Disabilities

### Presenters:

- Susan Henderson, Executive Director, Disability Rights Education and Defense Fund
- Margaret Jakobson-Johnson, Immediate Past Advocacy Director, Disability Rights California
- Sheri Farinha, CEO, NorCal Services for Deaf & Hard of Hearing
- Christina Mills, Executive Director, California Foundation for Independent Living Centers
- Jeff Thom, Immediate Past President, California Council of the Blind
- Judy Mark, President, Disability Voices United, Faculty Member, UCLA Disability Studies Department
- Leroy Moore, Board Member, Disability Voices United and Founder, Krip Hop Nation
- Dawniell A. Zavala, Associate Director & General Counsel, NORCAL MHA, Program Director, Access California
- Moderator: Tho Vinh Banh, Supervising Attorney, Multicultural Affairs Outreach Unit, Disability Rights California; Member, California Complete Count Committee

### Summary:

The purpose of this webinar, which was open to stakeholders and the public, was to advocate for the importance of outreach to people with disabilities and how best to encourage their participation in the 2020 Census; expand the State's Census engagement with disability advocates and leaders to ensure the overall outreach effort is inclusive of people with disabilities; and lastly, to inform people with disabilities about the 2020 Census. Webinar participants were provided with the 2020 Census Disability Community Toolkit developed by Disability Rights California and the Disability Rights Education and Defense Fund based on Southern California field research on attitudes towards the Census, needs and messaging.

### **Message Testing Webinar**

A webinar on message testing has been proposed by the Committee. The plan for this webinar is a moderated discussion of findings from research on responses of hard to count communities to potential messages about the 2020 Census. The results will be used to help support plans to develop culturally competent multilingual messaging around the Census. This webinar, while developed for the Committee, will be open to the public. This webinar has been postponed until the California Census Office awards the Outreach and Public Relations contract.

[Note: This section changed after the June 2019 Committee meeting. The Committee assumed the webinar would be complete by the date this report was submitted, but due to delay in awarding the above contract, this section was modified to reflect that it is still planned for a future date].

## **Quarter 2 “Document Your Influence” Activities**

During the second quarters (April to June 2019) individual Committee members “documented their influence” by considering their respective spheres of influence, networks and relationships, and bringing recommendations to the Committee about networks and contacts to be accessed. In addition to documenting their networks of known influencers and trusted messengers to better advance access and outreach to HTC communities and populations, Committee members are also documenting their participation in regional events, such as the Regional Implementation Plan Workshops taking place June to September 2019.

Committee members are providing their data to the California Census Office so that it may be entered into the SwORD mapping tool for use in tracking and in focused Census outreach efforts.

In addition to formal activities by the Census Bureau, Committee members are helping to spread the word about Census jobs to help recruit Census employees who are culturally competent and have the linguistic expertise to communicate with specific HTC populations. They are also sharing media toolkits.

## **II. UPCOMING COMMITTEE PLANS**

### **Quarter 3 “Engage and Activate” Activities**

During the third quarter (July-September 2019), Committee members will engage with communities at the regional level and within their areas of influence. Activities will include participating in the Regional Implementation Plan Workshops scheduled from June to September 2019 that take place within their regions or spheres of influence, as their schedules allow. Committee members will also work with the Census Office to identify other such events that they may be able to attend.

# APPENDIX A: CALIFORNIA COMPLETE COUNT COMMITTEE MEMBERSHIP

Current positions are listed for Committee members. For additional information visit: <https://census.ca.gov/committee/>.

- **Alex Padilla**, Chair, Secretary of State
- **Gita Amar**, Senior Director at PMK BNC
- **Tho Vinh Banh**, Supervising Attorney and Supervisor of Multicultural Affairs Outreach at Disability Rights California
- **Carolyn Coleman**, Executive Director at the League of California Cities
- **Kathleen Domingo**, Director for Office of Life, Justice and Peace at the Archdiocese of Los Angeles
- **Basim Elkarra**, Executive Director at the Sacramento Valley Chapter of the Council on American-Islamic Relations
- **Amy Fairweather**, Policy Director at Swords to Plowshares' Institute for Veteran Policy
- **Nicholas Hatten**, Executive Director at the San Joaquin Pride Center
- **Alma Hernandez**, Executive Director at Service Employees International Union California State Council
- **Lisa Hershey**, Executive Director at Housing California
- **John Joanino**, Senior Communications Associate at Advancement Project California
- **Loren Kaye**, Foundation President at the California Chamber of Commerce
- **Kate Kendell**, Executive Director at the National Center for Lesbian Rights
- **Jesus Martinez**, Executive Director at the Central Valley Immigrant Integration Collaborative
- **Gerald McIntyre**, Special Counsel at Justice in Aging, formerly the National Senior Citizens Law Center
- **Eloy Ortiz Oakley**, Chancellor of the California Community Colleges
- **Jennifer Rodriguez**, Executive Director at the Youth Law Center
- **Thomas Saenz**, President and General Counsel at MALDEF
- **Lee Salter**, Former President and Chief Executive Officer at the McConnell Foundation
- **Robert Smith**, Chairman of the Pala Band of Mission Indians
- **Regina Brown Wilson**, Executive Director at California Black Media
- **Christopher Wilson**, Associate Director at Alliance San Diego
- **Tom K. Wong**, Associate Professor at the University of California, San Diego

For additional information on CCCC membership, meetings, minutes, and materials, visit <https://census.ca.gov>.

## CCCC Documents

- Executive Order: <https://census.ca.gov/2018/04/15/be-counted-california/>
- Members: <https://census.ca.gov/committee-members/>  
Meeting Agendas and Minutes: <https://census.ca.gov/events/cccc-meetings/>