California Complete Count Committee

Meeting Minutes

December 3, 2018 9:00am - 4:30pm

Members Present:

Marybel Batjer (Chair)

Government Operations Agency

Gita Amar (by phone)

PMK BNC

Tho Vinh Banh

Disability Rights California

Carolyn Coleman

League of California Cities

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

Nicolas Hatten

San Joaquin Pride Center

Lisa Hershey

Housing California

John Joanino

Advancement Project California

Loren Kaye

California Chamber of Commerce

Jesus Martinez

Central Valley Immigrant Integration Collaborative

Tom Saenz

Mexican American Legal Defense and Educational Fund (MALDEF)

Lee Salter

McConnell Foundation

Regina Brown Wilson

California Black Media

Angie Wei

California Labor Federation

Members Absent:

Kathleen Domingo

Archdiocese of Los Angeles

Alex Johnson

Californians for Safety and Justice

Kate Kendell

National Center for Lesbian Rights

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Gerald McIntyre

Justice in Aging

Eloy Ortiz Oakley

California Community Colleges

Jennifer Rodriguez

Youth Law Center

Christopher Wilson

Alliance San Diego

Tom Wong

University of California, San Diego

Government Operations Staff Present:

Justyn Howard, Deputy Secretary for Census

Stuart Drown, Deputy Secretary for Innovation and Accountability

CCCC Consultants - Sacramento State University Present:

Dave Ceppos

Julia Van Horn

Micaiah Palmer

California Complete Count Staff Present:

Ditas Katague, Director

Tamma Adamek

Quintilia Avila

Kristine Beckley

Diana Crofts-Pelayo

Alana Golden

Lance Hedbald

Kush Kishor

Jeanelle Loui

Adriana Martinez

Jim Miller

Sara Murillo

Thuong Pham

Sara Pol-Lim

Mignonne Pollard

Angela Rosas

Vanessa Vaughn

Patricia Vazquez-Topete

Alicia Wong

Adelina Zendejas

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U.S. Census Bureau Staff Present:

James Christy, Assistant Director for Field Operations

Luz Castillo, Regional Census Manager

Handouts and Presentations:

- October 1, 2018 Draft Meeting Minutes
- Meeting PowerPoint Presentation

1. Call to Order and Establishment of a Quorum

Chair Marybel Batjer called the California Complete Count Committee (Committee) meeting to order and acknowledged the importance of Committee members' participation in quarterly Committee meetings and monthly Working Group meetings.

Note: The meeting was called to order at 9:35 a.m. once quorum could be established.

Chair Batjer referred to Patricia Vazquez-Topete, Census staff liaison, for roll call. Quorum was established with 14 members present (one by phone at a publicly noticed location) and 9 members absent. Two additional Committee members arrived after the roll call was completed.

Review of October 1, 2018 Meeting Minutes

Tom Saenz moved to approve the meeting minutes, and Jesus Martinez second the motion. There was no discussion of the minutes by Committee members, and no public comments. All members present with the exception of one voted to approve the meeting minutes. Chair Batjer abstained as she was not a Committee member at the time of the October 1st meeting.

2. U.S. Census Bureau Updates and Responses to Committee Member Questions Posed on October 1, 2018

Chair Batjer introduced James Christy, Assistant Director for Field Operations, U.S. Census Bureau, and Luz Castillo, Regional Census Manager, U.S. Census Bureau.

Mr. Christy provided a general update on planning and operations for the 2020 Census, and then addressed questions asked by Committee members during the October 1st meeting. He discussed the importance of the Census, outlined challenges, and presented the U.S. Census Bureau's (USCB) strategy for a complete and accurate count.
- The USCB is focusing on four key innovation areas:
  - Reengineering address canvassing
  - Optimizing self-response
  - Utilizing administrative records and third-party data
  - Reengineering field operations
- Establishing where to count:
  - The USCB will first identify all the places where people could live, conducting a 100-percent review and update of addresses, including through receiving updates of delivery addresses from the U.S. Postal Service as well as address canvassing.
  - Address canvassing is being reengineered to minimize in-field work.
- Motivating people to respond:

- o The USCB will build on past successes in a nationwide communications and partnership campaign, incorporating new technology and digital media as well as traditional advertising.
  - o With the move to an online Census, the USCB will focus its message on the safety and security of data. Some usability tradeoffs will be necessary to ensure security.
  - o Local communities are already being engaged, and coordination between national, state, and local Complete Count Committees is occurring. Promotion will be targeted in communities that are hard to count (HTC), including through school-based programs.
- Self-response:
  - o The 2020 Census will provide people with multiple ways to respond, including online, via telephone, or through the paper survey.
  - o Contact strategies will be tailored, including sending paper surveys as the first round of communication to communities that have low levels of internet availability and/or use. Areas with high levels of Spanish speaking populations will be sent the paper questionnaire in Spanish as well as English.
  - o Phone support and the internet questionnaire will be available in 12 languages other than English. Outreach will also be conducted in the 12 non-English languages.
  - o Language guides, language glossaries, and language identification cards will be available in 59 non-English languages.
- Group quarters:
  - o The USCB is working with institutions, such as universities and prisons, to identify when and how will be the best way to conduct the Census count.
  - o There will be a series of events over three days through which homeless populations will be counted by enumerators going to places where homeless populations are known to congregate, including at shelters, mobile food vans, and other locations.
- Nonresponse follow-up:
  - o The USCB anticipates a non-self-response rate of about 40% and expects to hire between 400-500 thousand enumerators in communities around the country to conduct follow-up with all households that have not responded.
  - o Field operations for the follow-up effort will be reengineered with automation to efficiently manage things like case assignment. Follow-up will be conducted using a mobile application that incorporates strict security structures and also works offline so that it can be used in areas without cell phone reception.
  - o Administrative records will be used to minimize resources spent on vacant or nonexistent housing units.
- Tabulate and release results:
  - o While ensuring that Census data is secure, access to the data will also be improved through flexible tools, easier search functionality, visualizations, and access to data sets.
  - o The USCB will deliver counts to the President by December 31, 2020, and to states by March 31, 2021.

Mr. Christy presented answers to questions asked of the USCB during the October 1st Committee meeting. The following include the Committee's questions from the October 1st meeting, Mr. Christy's prepared responses, and follow-up questions and comments from Committee members and Mr. Christy.

- *Committee question:* Has the Census Bureau submitted a work waiver request for non-citizens, when was this submitted and what is the timeframe for approval/when will they be available?
  - o *USCB Response:* While there is an annual appropriations act restriction regarding the ability to hire and pay residents who are not U.S. citizens, there is not a ban and we will use all legal flexibilities provided by Congress to hire the workforce we need. These flexibilities, among other things, allow the Census Bureau to hire a permanent legal resident applying for U.S. citizenship, a person admitted as a refuge or granted asylum who has filed a declaration of intent to become a permanent resident and then a citizen when eligible, or a person who owes allegiance to the United States.

One committee member asked whether the USCB is working with communities for individuals with disabilities to test the process and provide feedback. Mr. Christy responded that there is an effort to this effect, and that he would follow up to provide more specifics about that process.

A member noted that he had previously asked whether the online Census is implementing the Web Content Accessibility Guidelines (WCAG) and asked for confirmation that the Census is meeting WCAG standards.

- *Committee question:* Beyond 508 compliant how is the USCB meeting the needs of the disability community in ensuring that completion of the Census questionnaire is accessible for people with disabilities? What is the ADA plan for the public?
  - o *USCB Response:* The 2020 Census questionnaire will be available in more ways than ever before. In addition to paper, responses will be accepted online on a 508 compliant website and via phone. There also will be a braille language guide. The Census Bureau also looks forward to working with partners that serve the disability community to determine ways in which partners and the Census Bureau can work together to ensure a positive experience for people with disabilities.

- *Committee question:* How is the Census Bureau safeguarding the misuse of census data (specifically related to the citizenship question) and when will talking points, messaging materials, etc. be available to states? Will there be a messaging campaign around the safety of the citizenship question?
  - o *USCB Response:* Information submitted to the USCB is strictly protected by federal law. USCB is forbidden from sharing individuals' information with other entities including the FBI, ICE, or any other law enforcement entity at the federal, state or local level. This law does not change with the addition of the citizenship question. At every step in the information collection and processing process, data is encrypted. In addition, the USCB is keeping pace with industry leaders in

information protection by changing the way we guard statistics when we release them. This state-of-the-art technology ensures that individual information cannot be pieced together when our data sets are paired with others. Our advertising campaign will absolutely address the issues of confidentiality, privacy and security.

A member asked when the USCB will make messaging points available to states to help address concerns and promote participation. The member noted that there are concerns about block-level aggregated data, which could be misused by those engaged in immigration enforcement despite not being individual-level information.

Another member asked why there is a need for a citizenship question. Mr. Christy said that he was not able to answer the question and would note it as a question for follow-up from the USCB.

A member asked whether the USCB will continue to release American Community Survey (ACS) calculations, and how the data will be calculated given the changes to the 2020 Census. Mr. Christy said that the ACS will not change – data will continue to be collected and released as in the past.

A member asked when the Census will release the exact language of the citizenship question. Mr. Christy said that the exact language has already been released by the USCB. The member asked whether it will be possible to submit the online Census questionnaire if a question has been skipped. Mr. Christy said that her question will be answered later in the presentation.

A member asked how the content of the citizenship question will be changed if President Trump attempts to change the federal definition of citizenship. Mr. Christy said that he was not able to answer the question.

- *Committee question:* Can a census questionnaire be edited/changed/updated post submission? What is the process? Related to this, if you are completing a form online and get interrupted, can you save a partial form and go back to complete the form at a later time?
  - *USCB Response:* When completing the 2020 Census online, you can hit the back button to return to previous questions and change your answers. There is also a check at the end where you can review the information you have submitted. Once you have submitted your information to the Census Bureau, you cannot edit or change it. When filling out the form online, you will not be able to save the answers you have submitted so far and then return later to finish the remaining questions. This is a deliberate cyber security decision the Census Bureau made to protect your information.

A member asked how long completion of the online questionnaire is estimated to take. Mr. Christy said that the time it will take to complete will vary based on the number of people in a household, and that the estimate is 10-15 minutes.

A member asked whether the full questionnaire must be completed in one sitting. Mr. Christy said this was correct.

A member noted that some design decisions for the online questionnaire are made in order to ensure that no information is stored online. The member asked Mr. Christy to confirm that information is transferred directly from the computer of the person completing the form to the USCB and is never stored online. Mr. Christy said that there are elements of the question that are beyond his technical expertise. Mr. Christy said that in general, partial sessions are not stored, and that information entered by a user is immediately loaded into the USCB's secure back-end. The member asked for follow-up about the technical aspects of the question from the USCB, noting that having answers to the question will be critical to messaging, given that security is a central concern with the 2020 Census. Mr. Christy suggested that the Committee or the Working Groups may benefit from a technical briefing on the architecture of the online Census questionnaire. Chair Batjer said that there will be follow-up on this question.

A member asked whether estimates for the length of time to complete the online survey differed based on the language in which it was being conducted. Mr. Christy said he was not able to answer the question, but that in-language tests were conducted and that he would look for the results of those tests and share them with the Committee.

A member asked whether progress toward completion of the online questionnaire will be communicated in some way as it is being completed. Mr. Christy said that progress will be communicated, and that there will be a prototype of the online session available soon.

A member asked what the threshold is that triggers a non-response follow-up. Mr. Christy said that multiple factors will be considered and there is no single number that will trigger a follow-up.

- *Committee question:* The California Complete Count (CCC) would like to be more aware of recruiting announcements as posted.
    - o *USCB Response:* The USCB Los Angeles Regional Office will communicate with the California CCC regarding recruiting. We appreciate the CCC's assistance in spreading the word about available jobs.

- *Committee question:* Will there be other recruiting events in addition to the ACO recruiting events being held this week; example: will the Census Bureau be present at job/recruiting fairs? Will there be recruiting events for Wave 2 ACO openings as well?
    - o *USCB Response:* Yes. The Census Bureau will attend job fairs and hold recruiting events for Wave 2 ACO openings.

- *Committee question:* USCB needs to highlight opportunities for when/where the State can assist in certain efforts (recruitment, homeless, disability, tribal, etc.) –how can the Census Bureau and the State best collaborate?

- *USCB Response:* The Census Bureau agrees with this statement. As the Census Bureau solidifies its plan, particularly around the advertising campaign, the assistance of CCCs and partners will be instrumental in allocating funding and time to reach and motivate segments of the population best reached by state or partner-level voices. As the campaign develops, the Census Bureau will have on-demand messaging and materials (posters or social media posts/images, for example) that CCCs and partners can customize and use to reach particular audiences.

Mr. Christy additionally noted that Ms. Castillo will work with CCC Director Ditas Katague. CCC Chairs across the State, and others to customize the effort to ensure its effectiveness in communities.

- *Committee question:* When a form is completed online, what happens at the end –do you receive a confirmation number or verification that your form has been successfully submitted/received?
  - *USCB Response:* Yes, you will receive a confirmation screen when you have successfully submitted the 2020 Census online. Once you hit send, your information is protected by state-of-the-art encryption and cyber security protection measures.

- *Committee question:* Will there be in-language phone lines dedicated to technical support when completing the form online? All 12 non-English languages?
  - *USCB Response:* Yes. There will be phone lines the public can use to contact agents who will help them with completing the 2020 Census online. The agents will also be able to take responses by phone, which may be faster than working through technical problems. And, the phone response is just as secure as paper or online response.

A member asked whether requests to skip questions by respondents that are answering via phone will be respected. Mr. Christy answered that they will.

- *Committee question:* Who gets directed to complete the form online versus paper so CCC can organize outreach efforts?
  - *USCB Response:* Approximately 80% of households will be directed initially (via a postcard they receive in the mail) to complete the 2020 Census online. The fourth piece of mail they receive will include a paper form so they can choose between online and paper submission (and phone). The other 20% of households will receive a paper form in the first mailing they receive. Those 20% of households will be identified using American Community Survey data that identifies low internet connectivity areas and populations less likely to use the internet (for example, older individuals). The Census Bureau expects to have those delineations finalized in Spring 2019 to ensure we have information that is as up-to-date as possible.

A member asked what is done in areas where there is no mail delivery. Mr. Christy said that on-the-ground staff will be sent to areas with no mail delivery to conduct "Update and Leave" – they will update addresses and leave questionnaires. Enumerators will then be sent back to collect responses only from those who do not self-respond.

A member asked at what scale the split will be done between those being directed to complete the online questionnaire and those receiving a paper questionnaire from the beginning. The member also asked whether data about the designation will be shared. Mr. Christy said that the split will likely be at the level of census tract.

A member asked whether those who fill the form out online will be able to save or print their responses. Mr. Christy said they will not be able to.

- *Committee question:* When completing a form online, at what point can you select your preferred language? Is there an immediate drop down menu prior to instructions?
  - o *USCB Response:* After you move from the landing page into the form, you will select your preferred language from a menu at the top of the page or from a drop-down menu.

Mr. Christy noted that the USCB is developing a prototype of the online form, which will be shared with the Committee.

A member asked how the USCB determined in which languages to provide the form. Mr. Christy said that the languages available are those that have the largest populations of speakers.

- *Committee question:* How are we advertising the paper census form?
  - o *USCB Response:* The advertising campaign, and other non-paid communications, will encourage online response but will absolutely ensure that the public understands that paper and phone are other viable and secure response options.

- *Committee question:* What is the timing for bringing on translators? When will that be an option? (Also see question and answer #1)
  - o *USCB Response:* We will hire census takers, or enumerators, who live in the communities in which they work to help ensure they speak the language(s) of the households they visit. In the past, in some instances we hired translators to work side-by-side with enumerators when those language capabilities did not exist on our enumerator team. For 2020, we plan to hire enumerators who will fill that role. We are in the midst of our paperwork process for some of those roles and will have a better sense of timing once that process concludes.

- *Committee question:* What happens with LUCA appeals? When do those come in, what happens? What is the entire LUCA appeals process and timing? (Expectation is the Census Bureau will discard thousands of addresses they've added – what is their recourse to appeal?)

- *USCB Response:* The LUCA appeals process is managed by the Office of Management and Budget (OMB). Should a government disagree with the Census Bureau's 2020 LUCA feedback, it has 45 days from receipt of the LUCA feedback materials to file an appeal. The specifics of that appeals process, including the procedures a government should follow to file an appeal, will be available in the summer of 2019. If your government files an appeal, OMB will notify you about whether your appeal is accepted or rejected. If it is accepted, the Census Bureau will include the address in the list of addresses used in the 2020 Census.

- *Committee question:* How will we provide response rates publicly? At what level and interval?
  - *USCB Response:* Response rates will be provided publicly via our website and other communications like press releases and social media. We have not yet determined the geographic level or interval of that information but understand how valuable it is for CCCs and partners to use to focus their resources and time to motivate response and work toward a complete and accurate count.

Chair Batjer asked Mr. Christy to get additional details to provide to the Committee.

A member asked whether fraud investigations will be triggered by submission of multiple responses to the online questionnaire originating from a single IP address, noting that this may occur if community groups are providing assistance with completion of the online questionnaire. Mr. Christy said that the USCB is aware that it is likely that this kind of assistance will occur, and that it should not trigger a fraud investigation. He said that the USCB will not disclose the specifics of what activity will trigger fraud.

A member asked to what extent assistance completing the form is permitted. Mr. Christy said that the USCB would like self-response, and its concern is around a respondent's responses being influenced by the person assisting them, or people submitting responses on behalf of others without their knowledge. He said that there have always been people who provide assistance in completing the questionnaire for those who do not understand the form or the questions.

- *Committee question:* What are the census guidelines for hiring community navigators to provide census form assistance?
  - *USCB Response:* Need more info on this question.

- *Committee question:* For those using community navigators (non-Census employees) in the field with tables, laptops, smartphones to provide census form assistance…will there be a process in place to register these devices so that they are not triggering a fraud investigation (i.e., register as an online census form site)?
  - *USCB Response:* Need more info on this question.

- *Committee question:* When will the results of the Census Bureau pilots be available?
  - *USCB Response:* To review findings of our 2015-2017 Census Tests, please visit our website at census.gov. Our 2018 Census Test findings will be available next Spring.

- *Committee question:* Will the online questionnaire be ADA compliant (accessible to the blind and in large print)?
  - *USCB Response:* The 2020 Census questionnaire will be available in more ways than ever before. In addition to paper, you can respond via a 508 compliant website and via phone. There also will be a braille language guide. The Census Bureau looks forward to working with partners that serve the disability community to determine ways in which partners and the Census Bureau can work together to ensure a positive experience for all.

- *Committee question:* Wilbur Ross said there will be information to tell people about security. The Committee wants to see what has been drafted by the Census Bureau.
  - *USCB Response:* The Census Bureau frequently communicates about the security measures we put in place –from encrypting responses at rest and in motion to employing state-of-the-art cybersecurity technology to releasing statistics using the most sophisticated data protection measures available. We invite the Committee to review a recent Director's Blog that discussed confidentiality https://www.census.gov/newsroom/blogs/director/2018/05/the_u_s_census_bure.html In addition, our 2020 Census communications campaign will address these issues. Materials are not created yet, but we will let you know when they are available.

- *Committee question:* When will we find out if the Federal Census will accept the online questionnaire if certain questions are not completed?
  - *USCB Response:* In the 2020 Census, as in past censuses, we expect that some respondents will skip or not answer some of the questions. Historically item nonresponse has been very low; in the 2010 Census between 2 to 4 percent of questions were left blank or incomplete. It is important to note that questionnaires with incomplete information are still counted, but we highly encourage people to fill out the census as completely and accurately as possible. Leaving questions blank may lead to a phone call or in-person visit from a census enumerator. During final data processing if we still are still missing information there are several procedures that we use. In the 2020 Census we are planning to use administrative information, such as from some federal and state records or previous census responses, to fill in missing data. As a last resort, we use statistical techniques to impute for missing responses.

A member asked about the process for imputation of data, especially for citizenship information, and asked whether that data will come from administrative records. The member noted that outreach efforts will be contingent on clarity about how citizenship information will be imputed.

Another member said that honesty is necessary in the effort to encourage response, and that the answer provided will not work for California and other states with similar concerns. Mr. Christy said that there will be no forced response, and that leaving a question blank will not necessarily lead to non-response follow-up. The USCB has a set of criteria upon which completion is determined, but that this information is not public.

A member asked whether Mr. Christy would know the answer at a later time; he said he did not know.

Chair Batjer said that this is a very critical question, and that the Committee would like follow-up about it.

- *Committee question:* What happens at the end when someone fills the form out online? Is there verification that it was done and received?
  - *USCB Response:* Yes, you will receive a confirmation screen when you have successfully submitted the 2020 Census online. Once you hit send, your information is protected by state-of-the-art encryption and cyber security protection measures.

Committee members asked additional questions of Mr. Christy.

One member asked whether there will be partnership funding available for community-based organizations (CBOs). Mr. Christy said that the in-kind funding of CBOs during the 2010 Census will not be continued for the 2020 Census; the resources are allocated to promotion and outreach. Some promotional items will be made available to CBOs. A member asked whether CBOs that receive state-level funding can request the promotional items. Mr. Christy said that Ms. Castillo would be responsible for allocation in California. He also noted that the USCB will provide copy and artwork, and CBOs will also be able to order promotional items at a bulk rate.

A member asked whether there will be improved coordination about the USCB's communication efforts, including the media outlets included in their campaign, so that state and local efforts can plan accordingly. Mr. Christy said that information about the media outlets the USCB will work with will not be made public until they are finalized, to prevent information from undermining negotiations with the outlets. That information will be available at a later date.

A member asked whether the online questionnaire will be web- or application-based. Mr. Christy said that it will be web-based. The application used by enumerators will not be public. A member asked whether the USCB is testing the capacity of the website to ensure that it will be able to handle user traffic. Mr. Christy said that there is extensive load testing being conducted, and lessons learned from other national level efforts that included websites are being implemented.

A member asked how enumerators will maintain access to the internet in areas where there is no cellular coverage. Mr. Christy said that the enumerator application is designed to work offline, so

that enumerators can continue working while they are without connectivity, and then information will be transmitted as soon as the device finds a signal and can connect to the internet.

A member asked whether the website will be available for self-response through the period in which non-response follow-up is being conducted. Mr. Christy said that the online questionnaire will be available during the whole time, because testing has shown that self-response increases once enumerators begin knocking on doors and leaving information about the online form. The member said that the Committee should request a briefing on the technical aspects of the online Census. Chair Batjer asked the CCC Office to arrange a technical briefing.

A member asked why the paper questionnaire will only be available in English and Spanish. Mr. Christy said the decision to only print in English and Spanish was based on threshold numbers. The member said that there were many communities where having printed questionnaires in additional languages would have a significant effect on response rates. The member asked whether the postcards will be sent in multiple languages other than English. Mr. Christy said that the postcards will also be only in English and Spanish and suggested that the Committee schedule an additional briefing on language. Chair Batjer said the Committee would follow up to receive the language briefing.

A member asked when the non-response follow-up will occur. Mr. Christy said that it will occur in May-August 2020.

A member asked whether there would be phone lines available for languages other than English and Spanish. Mr. Christy said that there would be a robust phone operation in at least 12 languages, that people could submit their responses over the phone in those languages, and that campaigns will communicate this information.

Chair Batjer opened the floor for public comment. No public comments were made.

3. Break 11:05 – 11:10 am

4. Census 2020 Budget Update

Chair Batjer welcomed back the Committee and introduced Justyn Howard, Deputy Secretary for Census, Government Operations Agency (GovOps). Mr. Howard provided an update about the State's funding and infrastructure for the 2020 Census. The State is actively recruiting for the last three positions for its full team of 27 staff. The three remaining positions include regional program managers based in Fresno and Oakland, as well as the Northern California lead based in Sacramento. Mr. Howard noted that Committee members were welcomed to provide input on those positions.

A member asked whether candidates were required to have civil service status. Mr. Howard said that candidates did not need civil service status to apply, and that the positions are listed online.

Mr. Howard provided an update about funding. The State has $90.3 million allocated to the Census effort, with 10% allocated to administration at the State level. The State has allocated 33% of its funding to a robust on-the-ground effort with county and Tribal outreach. Community outreach to administrative CBOs (ACBOs) and CBOs has also been allocated for 33% of the

budget. Twenty percent of funding will go to a paid media campaign targeting media not reached by the national media campaign. Sector-based outreach and State agency-based outreach, sending messages to Californians via existing communication streams, received $1 million and $500 thousand respectively. $1 million was also allocated to schools-based outreach, and a final $1 million for a contingency plan to reach areas with low response rates once the Census begins to be collected.

Mr. Howard reviewed the ten Census regions established within the State. Regions were determined by geographic and other similarities between counties, as well as the capacity of CBOs within the area. There are two regions that each contain a single county – Los Angeles County, which is the hardest-to-count county in the country, and Orange County.

Mr. Howard gave an overview of funding allocation within the Community Outreach category. Each region was allocated between $266 thousand and $8.5 million, which will be provided to an ACBO in each region that has existing capacity to administer funding for the entire region. In addition, $3 million was allocated to State program expenditures and $4 million to Statewide CBOs to target hard to count demographic groups. Mr. Howard reviewed the groups included in that category, including groups identified by race and ethnicity, age, language, immigration status, access to broadband, and others. Mr. Howard noted that regional requests for proposals (RFPs) will be released soon, as well as a separate RFP for Statewide community outreach.

Mr. Howard reviewed the funding timeline and key distribution dates. He noted that counties were able to opt in to funding, and for those that do not opt in, their allocated funding will be transferred to another government entity to complete outreach in their area. Mr. Howard noted that Tribal micro-funding agreements were made, and Tribes were asked to do outreach within their geographical service areas. Outreach efforts targeting Native Americans residing outside Tribal geographical service areas will be conducted through separate funding.

Chair Batjer asked for clarification about the timeline for responses to the forthcoming RFPs. Mr. Howard said that the due dates for proposals would be 45 days after the release of the RFPs.

A member asked for more information about the schools-based outreach. Mr. Howard said that the report about a pilot program that was conducted would be released in January. He said that schools-based funding would be targeted to Title 1 and Title 3 schools, and that counties would be the fiscal agents for work with schools. Mr. Howard noted that schools are trusted messengers in communities, and that it would be possible to open assistance centers based at schools. Allocations will be reviewed when counties submit their strategic plans. Mr. Howard noted that information about HTC communities in unincorporated areas was provided to counties.

A member asked whether the group reviewing RFPs would be diverse. Mr. Howard said that the internal team of regional managers would review the RFPs and they are a diverse group. Consistent criteria will be used to evaluate the RFPs.

A member asked what the criteria will be for the RFPs. Mr. Howard said that, generally speaking, the ACBOs will be expected to develop plans that include working with other groups. Additional information about the criteria can be provided once the RFPs are released.

A member asked what they expect in an ACBO. Mr. Howard said that they are looking for nonprofits that are large enough to have the administrative infrastructure needed as well as to have reach into all the communities within their region. ACBOs will have to demonstrate that they are able to reach out to these communities. The ACBOs will identify subgrants to CBOs that are trusted messengers within communities.

A member asked whether the RFP will be provided to Committee members so that they can disseminate it. Mr. Howard said that the RFP will be posted on the website, and people will be notified of the posting. He encouraged members and others to consult the FAQs available on the website for further information about funding.

A member asked whether there will be only one ACBO per region. Mr. Howard said that there would be at least one per region, and ACBOs that are large enough may apply in the multiple regions in which they work.

Chair Batjer opened the floor for public comment. No public comments were made.

5. Behavior Science & "Nudge" Marketing Tactics

Chair Batjer introduced Stuart Drown, Deputy Secretary for Innovation and Accountability, (GovOps), to discuss nudge marketing.

Mr. Drown said that GovOps is looking into whether nudge projects currently underway in other State agencies could have relevance for Census. Mr. Drown gave an overview of Nudge Theory, a low-cost and measurable strategy that draws on behavioral economics. Nudge marketing is a set of strategies that use cues and reminders to encourage a desired action and is most effective when tailored to targeted individuals. For example, voting is encouraged by telling voters the location of their polling place, rather than simply asking them to vote. Another example is the Franchise Tax Board (FTB) modifying the placement of the message reminding taxpayers of their legal obligation to be truthful in their tax filings so that taxpayers see the message before completing their tax forms.

Mr. Drown said that the Franchise Tax Board (FTB) has been using nudge techniques to encourage people to sign up for the Earned Income Tax Credit and has worked with the Department of Social Services to improve CalFresh enrollment, because the populations eligible for both have significant overlap.

GovOps is exploring how nudge tactics can be used to reach HTC communities, including through partnerships with other State agencies. For example, existing channels through which counties communicate with CalFresh enrollees may be used to promote Census participation. The agency is exploring the need for data sharing agreements in order to use partnerships in this way.

A member asked about where nudges might be placed. Mr. Drown said that this would be worked out as the State establishes its process and in partnership with counties in order to properly tailor messages to communities. Mr. Howard said that money allocated by Working Groups can be used for nudge efforts, and that adding a tailored message to existing outreach efforts should be very low cost.

A member asked whether government will become the messenger in this way. Chair Batjer noted that partnerships with CalFresh and FTB are based on the similarities between the populations they work with and those that need to be targeted for Census outreach.

A member noted that the examples provided either include an allure or a threat and asked what message would be used regarding participation in the Census. Mr. Drown said that there are a variety of options for messaging and provided the example that a program whose funding is determined by Census counts could remind participants to complete their Census questionnaire and note that Census responses are critical to the program.

A member asked whether there are examples of nudge tactics being used to target people with disabilities. Mr. Drown said he did not know of any. The member noted that partnerships with programs like In-Home Supportive Services could help reach people with disabilities.

A member noted that clarification must be included in the messaging to make sure that it does not convey that response to the Census questionnaire will have any effect on their continued eligibility for a program that is sending them the nudge message. The context created by past communications between programs and participants needs to be considered – for example, if past communications have focused on reminding people to submit information on which their eligibility is contingent, they may interpret new communications in that light.

A member said that it is encouraging that these strategies are being explored and noted the importance of using tested methods. The member encouraged further exploration of how to communicate the benefits of participating in the Census.

A member noted that eligibility workers and home care workers are potential assets for outreach efforts.

A member said that they appreciate that this effort builds on and leverages existing systems and infrastructure rather than building anew.

A member noted that there are State agencies that have compiled information about households' language needs and asked whether that information could be provided to the Census Bureau to ensure that information is being provided in the appropriate language. Mr. Drown said that data sharing arrangements would be necessary to protect the peoples' information. Chair Batjer said that the Committee would pursue the idea.

Chair Batjer opened the floor for public comment.

Public Comment:
A member of the public noted that there is an opportunity to use targeted messaging through schools, which receive Census funding and have established communication channels with parents via text message. The commenter noted that it is important to ensure that any necessary infrastructure to make a nudge actionable needs to be in place when a nudge is sent out. For example, a nudge to complete the Census questionnaire should include a link to the questionnaire.

6. Overview of Statewide Outreach and Communication Strategy (SOCS)

Chair Batjer introduced Tamma Adamek, Deputy Director, External Affairs and Media Relations, California Complete Count Office. Ms. Adamek discussed the Statewide Outreach and Communication Strategy (SOCS), which provides information about how the CCC will reach Californians, including working with counties, Tribes, schools, and organizations around the State. She noted that the Committee's Working Groups would spend an hour during the afternoon session to define goals and actions for 2019, and that these would be critical to the SOCS.

Ms. Adamek gave an overview of the outreach and communication timeline for 2019. A draft interim report will be completed by mid-February and will be presented at the Committee's meeting in March. Counties will submit their strategic plans in March, and ACBOs receiving funding will submit their strategic plans in May. Information from the strategic plans and recommendations from the Committee will be incorporated into an interim report completed by June 30th. A second round of Regional Convenings will be held in July, August, and September 2019 to gather information about activities being conducted and still needed. Input will also be collected from the Committee's Working Groups. The final SOCS report will be submitted in December 2019.

A member asked whether the CCC will conduct media-based outreach. Ms. Adamek said that they will release a media RFP, and they will reference the media contract. The CCC Office will have oversight over the contracted media plan.

A member asked Ms. Adamek to provide a rough outline of the report. She said that it will be similar to the reports created in 2000 and 2010, and will include a section on outreach, including information about CBOs, a State agency working group, counties, and others, and a communication section, which will discuss the media contract, among other things.

Chair Batjer opened the floor for public comment.

Public Comment:
A member of the public asked whether funding for media outreach would be broken up by region, in order to target media, or include one statewide contract. Ms. Adamek said that there will be a single contract, in order to keep administrative costs low, but that the funding will be spent throughout the State and ethnically-based local media will be targeted. State resources will be targeted based upon the USCB's media campaign and efforts by county and CBO partners, to ensure that resources are not spent duplicating efforts.

A Committee member reiterated the importance of emphasizing partnerships and working with ethnic media.

7. Lunch Break 12:15 - 1:00 pm

8. Statewide Outreach and Rapid Deployment Mapping Portal Update and Discussion of Hard to Count Communities around the State

Chair Batjer reconvened the Committee and introduced Jim Miller, Geographic Information System Manager, CCC Office.

<u>Statewide Outreach and Rapid Deployment Mapping Portal Update</u>

Ms. Katague noted that the tool profiled by Mr. Miller grew out of needs of partners and internal staff. Partners needed tools to help plan, share their efforts, and conduct outreach, and staff needed tools to support accountability and data needs.

Mr. Miller noted that the Statewide Outreach and Rapid Deployment (SwORD) portal was developed using ESRI software, with feedback from stakeholders including the Committee. He played a video introducing SwORD, a statewide, interactive map that provides information to support outreach efforts. Through SwORD, users can assess the impact of outreach efforts on low-response areas, refine efforts, and identify areas where additional outreach is needed. The map provides an overview of HTC tracts, specifying the factors that make a particular area hard to count and allowing users to add their own data. The tool can be used to visualize key indicators, such as children under five, and provides information about languages spoken in regions. Users who work with ArcGIS can combine their data with SwORD. As the Census gets under way, response data from the USCB will be added to the tool so that areas with low response rates can be further targeted.

Mr. Miller noted that the SwORD portal presented in the video is the tool's first iteration. It is being piloted with several Census partners to gather input for development of the next iteration. Work is being done to ensure that SwORD complies with State information technology and security policies.

The next iteration of the portal will be geared toward users with less experience working with data. A pilot will be conducted, and it will be launched in early 2019. Mr. Miller said that the overall goal is for the tool to be useful to people who range from sophisticated GIS users to those who make little use of computers.

A Committee member asked whether the tool will be mobile-friendly, and who the main users of the tool will likely be. Mr. Miller said that it will be possible to access the tool through mobile devices, but that the best user experience will be on a laptop or desktop computer, as with other data visualization tools. The main users are likely to be ACBO/CBO and county partners.

A member asked whether the tool will be available to the public or only to those receiving funding from the State. Mr. Miller said that the tool will require log-in and will be available to partners receiving State funding, in order to maintain the security of information. Some versions of the maps created with the tool will be publicly available.

A member asked whether the vision involves collecting data or only accessing data. Mr. Miller said that the current version is focused toward planning and education and therefore focuses on accessing data. The next iteration will include the ability to take in new data. Security issues around this functionality are being worked out. Mr. Howard said that the final phase of SwORD

is intended to be a robust data-sharing tool, including data uploading. For example, counties and other partners will be able to upload information about community events that have been held, so that analysis of outreach and response rates can be done. In addition to addressing privacy and security issues, a standard format will need to be established for the data uploads.

A member asked whether third-party political software like Political Data Incorporated (PDI) will be integrated. Another member noted the difference between collecting data about communities versus individual-level data. Ms. Katague said that this is still being explored because of the security issues around individual-level information. One possibility being explored is to aggregate information at the ACBO level so that it is not identifiable. The original commenter noted that PDI may be able to provide data to incorporate into SwORD.

The floor was opened for public comment.

Public Comment:
A member of the public commented that effective outreach should be personalized, and that the tool will help achieve that by allowing those conducting outreach to spend more time in communities. The commenter also said that outreach should be done in places where free and reduced lunches are available, beyond schools.

Discussion of Hard to Count Communities Across the State

Mr. Miller gave an overview of the HTC communities in California. He noted that many communities have multiple dimensions that make them HTC. Mr. Miller presented a "tour" of the HTC indexes throughout the State via a digital map that depicts the HTC index and population by Census tract. Mr. Miller pointed out four tracts to illustrate the variety of dimensions that make communities hard to count:
- In the Boyle Heights area of Los Angeles County, there are high rates of individuals who speak limited English, adults who did not complete high-school level education, and children under five years old.
- A Census tract highlighted in Fresno has a high HTC index due to the high number of households without broadband internet, adults who did not complete high-school level education, and a high unemployment rate.
- In Chinatown in San Francisco, drivers of the HTC index include the high percentage of the population that lives in multi-unit structures, foreign-born residents, and individuals who speak limited English.
- In the Lucerne area in Lake County, the high percentage of housing units deemed vacant, number of people who have moved recently, and number of households without broadband internet all contribute to a high HTC index.

The floor was opened for public comment. No comments were made.

9. Working Group Break Out Session

The Committee's Working Groups – Access and Outreach, Content and Citizenship, Housing, and Trust and Confidentiality – convened to discuss their objectives and tasks for 2019. During

the Working Group Breakout Session, Working Groups populated Working Group Goals Worksheets to guide the Working Groups' activities in the coming year.

10. Working Group Updates to Initial Report to the Governor

Chair Batjer reconvened the Committee and introduced Dave Ceppos, Managing Senior Mediator, Consensus and Collaboration Program, Sacramento State. Mr. Ceppos explained that each Working Group Chair would present the outcomes of their discussion. After each presentation, the Committee would have an opportunity to discuss and revise the objectives and tasks presented, followed by an opportunity for public comment and a vote from the full Committee to approve the respective Working Group objectives and confirm the incorporation of the objectives into the Committee's second Quarterly Report to the Governor's Office, due January 1, 2019.

John Joanino, Chair of the Content and Citizenship Working Group, said that the Working Group had voted unanimously to recommend a merger with the Trust and Confidentiality Working Group. Mr. Joanino then presented the Working Group's objectives and tasks for 2019. See Appendix E for the worksheets summarizing the Working Groups' objectives and tasks. Mr. Ceppos opened the floor for comment from the Committee; no comments were made. Mr. Saenz moved to approve the objectives, and Carolyn Coleman seconded the motion. The floor was opened for public comment; no comments were made. The motion carried with the fifteen members present in favor.

Tho Vinh Banh, Chair of the Access and Outreach Working Group, presented the Working Group's objectives and tasks for 2019. See Appendix E for the worksheets summarizing the Working Groups' objectives and tasks. The floor was opened for comment from the Committee; no comments were made. Ms. Banh moved to approve the objectives, and Regina Brown-Wilson seconded the motion. The floor was opened for public comment; no comments were made. The motion carried with the fifteen members present in favor.

Lisa Hershey, Chair of the Housing Working Group, presented the Working Group's objectives and tasks for 2019. See Appendix E for the worksheets summarizing the Working Groups' objectives and tasks. The floor was opened for comment from the Committee; no comments were made. Lee Salter moved to approve the objectives, and Amy Fairweather seconded the motion. The floor was opened for public comment; no comments were made. The motion carried with the fifteen members present in favor.

Angie Wei, Chair of the Trust and Confidentiality Working Group, said that the Working Group had voted unanimously to recommend a merger with the Content and Citizenship Working Group, and to recommend Mr. Joanino as the chair of the newly combined Working Group. Ms. Wei then presented the Working Group's objectives and tasks for 2019. See Appendix E for the worksheets summarizing the Working Groups' objectives and tasks. The floor was opened for comment from the Committee; no comments were made. Mr. Saenz moved to approve the objectives, and Ms. Hershey seconded the motion. The floor was opened for public comment; no comments were made. The motion carried with the fifteen members present in favor.

The floor was opened for discussion by the Committee about the suggestion to merge the Content and Citizenship Working Group with the Trust and Confidentiality Working Group. No comments were made. The floor was opened to public comment on the merger; no comments were made. Mr. Saenz moved to approve the merger, and Mr. Elkarra seconded the motion. The motion carried with the fifteen members present in favor.

Mr. Saenz moved to nominate John Joanino as the chair of the combined Working Group. Mr. Elkarra seconded the motion. The floor was opened to comment by the Committee; no comments were made. The floor was opened to public comment; no comments were made. The motion carried with fourteen members in favor and John Joanino abstained from voting.

Ms. Hershey said that the Housing Working Group currently has only four members, presenting challenges for establishing quorum in Working Group meetings. She asked whether there was a possibility for Committee members to change Working Groups, so that the Housing Working Group could gain additional members. Ms. Katague said that members interested in joining the Housing Working Group could inform the CCC Office. Chair Batjer said that this remains an informational question at this time, as further information is needed regarding the procedure for Committee members to change Working Groups. She said that the question would be taken under advisement and additional information will be provided at a later date.

11. Opportunity for Public Comment

The floor was opened for public comment on items not appearing on the agenda. No comments were made.

12. Adjourn

Chair Batjer thanked the Committee for their participation and adjourned the meeting.

The meeting adjourned at 3:29 pm.

ATTACHMENT A – ACTION ITEMS

1. Mr. Christy agreed to the following action items:
   a. Confirm to the Committee whether the online Census is implementing the Web Content Accessibility Guidelines (WCAG), and if the Census is meeting WCAG standards.
   b. Provide a formal USCB answer as to why there is a need for a citizenship question.
   c. Provide test results to the Committee about whether estimates for the length of time to complete the online survey differ based on the language in which it is being conducted.
   d. Share with the Committee, a USCB prototype of the online form.
   e. Provide response rates that reflect the geographic level or interval of information being used to motivate response and work toward a complete and accurate count.
   f. Share the USCB guidelines for hiring community navigators to provide census form assistance.
   g. Describe the USCB process that is / will be in place to register the tables, laptops, smartphones and similar devices being used to provide census form assistance by community navigators.
   h. Provide the Committee with the criteria being used to determine whether a Census form in completed and also provide conformation that leaving a question blank will not create a non-response follow up from USCB.
   i. Support the delivery of briefings from USCB on the technical aspects of the online Census (including the structure of the questionnaire), and on language factors.

2. The CCC will look into State agencies that have compiled information about households' language needs and asked whether that information can be provided to the Census Bureau to ensure that information is being provided in the appropriate language

Appendix E. Working Group Goals Worksheets

Access and Outreach Working Group Goals Worksheet

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes

Quarter I January-March	**Get Smart**	Identify experts and then coordinate for presentations:
		
		• Language access experts
		   o USCB (Jenny Kim)
		   o CA Secretary of State language Access expert
		• Cultural competency / humility experts
		• Coordinate with the message testing group and receive presentations from some of those experts and participants regarding messages and messengers including cultural relevant media
		• Coordinate with Housing Working Group for Group Quarters, Service Enumeration, and emergency response and displacement experts
		• Digital media for HTC communities.
		• Census enumerator recruitment and hiring process experts
		• Disability competence and accessibility expert(s)				

Quarter II **April-June**	**Document your Influence**	• Individual Committee members think about respective sphere of influence/relationships and bring recommendations to the Committee about networks and contacts to be accessed • Document all networks and known influences / trusted messengers to better advance access and outreach.				

Quarter III **July-September**	**Engage and Activate**	• Access and Outreach Working Group members review HTC maps, recommend outreach to HTC communities, recommend appropriate attendees to regional convenings and will attend regional convenings (when possible)				
Quarter IV **October-December**	**Deeper Dive, Focusing on Areas that Need Extra Support**	• Review Regional Program Manager reviews of proposed outreach approach from CBOs, etc. and fill gaps • Leverage Q4 CCCC meeting to finalize a status check / readiness check to launch full outreach program in 2020 • Convene with philanthropic sector to confirm readiness / alignment with outreach program.				

Content and Citizenship Working Group Goals Worksheet

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter I January-March	**Get Smart**	1. Engaging state cyber security expert to educate. 2. Obtain updated messaging from US Census. 3. Early look of short form questionnaire. 4. Engaging experts on data desegregation.	1. John will follow up. 2. Follow up from James Christy (US Census) 3. Follow up from James Christy (US Census). 4. John will follow up.	1. John Joanino. 2. John Joanino. 3. John Joanino. 4. John Joanino.	TBD after coordinating with other working group.	
Quarter II **April-June**	**Document your Influence**	1. CCCC members to document attended events/convenings. 2. CCCC filling out SWORD. 3. CCCC to help recruit enumerators and translators. 4. Share media tool kits.	1. CCCC 2. Obtain SWORD training. 3. Obtain guidelines on recruitment: who and how.			

Quarter III July-September	Engage and Activate	1.Have a presence at state convenings.	1.Obtain schedule for state wide convenings.			
Quarter IV October-December	Deeper Dive, Focusing on Areas that Need Extra Support	1.Help with enumerator recruitment. 2. Organizational outreach on an ad hoc basis.				

Housing Working Group Goals Worksheet

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter I January-March	**Get Smart** Identify topic areas that your working group needs to develop greater understanding on & the name of potential speakers that could cover these areas.	**Name of Potential Experts**: -Ed Kissam, a researcher -Ilene Jacobs, CRLA -Cindy Quezada, CIVIIC -Manuel Pastor, USC -Benjamin Harmwood, USC -Jonathon London, Center for Regional Change, UC Davis -Bernadette Austin -Eloy Ortiz Oakley- California Community Colleges (homeless youth) -Jennifer Lovin from Santa Clara County -Rowena Magana -Josh Banberger, VA Housing/Homelessness -Experts on homeless veterans	January: Outreach • **Invite USCB expert** to speak about the service-based location and enumeration. To understand enumeration process. • **Have regional program managers** attend and include Deputy director of outreach Adriana to give an update on 2019 convenings. • TBD individual to look back at the key issues articulated in the report. February: Foundations • **Invite Dorthea Park**, Complete Count Coordinator to speak in	Mr. Martinez Contact Ellen Braff-Guajardo		

Focus areas that will need presentations: -Service-based enumeration -A presentation on how trusted messengers will be doing outreach to the Hard to Count communities. -Los Angeles County Outreach Efforts to their HTCs -Presentation from a Regional Program Manger on the findings of the 25 regional convenings	February call to about the L.A. county efforts. This will help to inform the committee on what L.A. is already doing on HTC populations, and determine overlap in what the federal government has laid as a foundation. Have Alan and Ed to discuss work with San Joaquin Valley Health Fund. February/March. • San Joaquin valley health fund to speak in Feb. Possibly Ellen Braff-Guajardo (part of sierra health) • Provide a brief overview		

			March: Spring forward looking forward at regional convening's. • Update on regional convening's. What was learned. **March:** Recommendation to reach out to invite Chris Wagaman as an expert. • Invite Deputy Director or program manager to speak in March: Look back. • Consider locations up North affected by fires. (**pinpoint services who collaborate on disaster readiness challenges**) **Contact groups. Invite someone**	Determine who Committee should contact at USCB regarding obtaining FEMA data and establishing connections between the two federal governments. Possibly		

			from that group to speak with **Housing WG** to discuss the housing component regarding disasters. • Contact USCB on gaining FEMA data to utilize for outreach efforts.	reach out to Cal Fire for housing data of those affected by fires.		
Quarter II **April-June**	**Document your Influence** Identify Hard to Count areas and special populations and identify the trusted	Compile a matrix with the support of the CCC team, identifying geographic hotspots, place-based organizations that can best conduct outreach, and identifying the trusted messengers. This data will be				

	organizations/messengers on the ground who are best suited to reach them.	entered into SwORD and included into the SOCS report so that those across the State can access this information.			
Quarter III **July-September**	**Engage and Activate** Second Round of Convenings for the Census Office are taking place during this quarter and the implementation plans are due early September. Identify ways in which your Working Group can get involved.	Focus on addressing the goal of sharing Working Group expertise and findings with the Regional Program Managers to assist with outreach strategies.			

Quarter IV October-December	**Deeper Dive, Focusing on Areas that Need Extra Support** Implementation plans will be submitted to the Census Office- what kind of support can your Working Group offer to the counties and cities that need further support.	To support those areas that are struggling with a proactive outreach strategy and to assist them with support on their efforts.				

Trust and Confidentiality Working Group Goals Worksheet

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter I January-March	**Get Smart** What baseline information is needed.	1. Address cybersecurity questions for both individual and block-level data - Get briefing from USCB - Check in with tech community about robustness of USCB cybersecurity, what more should be done (e.g., from California Emerging Technology Fund, Google) 2. Develop state-level interventions to support messaging that the State is working to protect Californians - Meet with and help inform state legislators about state-level legislative interventions to protect confidentiality 3. Non-Legislative interventions - State Attorney General work with AGs from other states 4. Request for staff to provide information about conversations on trust and confidentiality from the 24 convenings 5. Develop a succinct document that can explain both the federal and state laws and efforts around confidentiality - Get briefing on federal confidentiality laws				

		6. Request to pilot questionnaire, and engage others like Code for America on piloting effort 7. Make sure that messages we are pursuing are protective of messengers within Federal and State laws - Get briefing about federal allowable messaging about completing the citizenship question				
Quarter II **April-June**	**Document your Influence** Work plan					
Quarter III **July-September**	**Engage and Activate**					
Quarter IV **October-December**	**Deeper Dive, Focusing on Areas that Need Extra Support**					