

California Complete Count Committee Meeting Minutes
May 7, 2018
Sacramento, CA

Members Present:

Dan Torres (Chair)

Office of Governor Edmund G. Brown Jr.

Gita Amar

PMK BNC

Tho Vihn Banh

Disability Rights California

Carolyn Coleman

League of California Cities

Kathleen Domingo

Archdiocese of Los Angeles

Nicholas Hatten

San Joaquin Pride Center

Lisa Hershey

Housing California

John Joanino

Advancement Project California

Alex Johnson

Californians for Safety and Justice

Lee Salter

McConnell Foundation

Tom Saenz

Mexican American Legal Defense and Educational Fund (MALDEF)

Basim Elkarra

Sacramento Valley Chapter of the Council on American-Islamic Relations

Amy Fairweather

Swords to Plowshares' Institute for Veteran Policy

Loren Kaye

California Chamber of Commerce

Kate Kendell

National Center for Lesbian Rights

Jesus Martinez

Central Valley Immigrant Integration Collaborative

Gerald McIntyre

Justice in Aging

Eloy Ortiz Oakley

California Community Colleges

Angie Wei

California Labor Federation

Regina Brown Wilson

California Black Media

Christopher Wilson

Alliance San Diego

Tom Wong

University of California, San Diego

Members Absent:

Efrain Escobedo

California Community Foundation

Margie Mejia

Lytton Rancheria of California

Jennifer Rodriguez

Youth Law Center

CCCC Staff Present:

Ditas Katague

Alana Golden

Patricia Vazquez-Topete

Ariana Gonzalez

1. Welcome and Oath of Office

Marybel Batjer, Secretary, Government Operations Agency welcomes the CCCC. She discusses the importance of the CCCC and the influence of the upcoming 2020 Census on everyone in the United States.

2. Call to Order and Establishment of a Quorum

Chair Dan Torres refers to Patricia Vazquez-Topete, Census staff Liaison, for a roll call. Need fourteen members present to establish a quorum, twenty-two members are counted as present, three are absent.

3. Overview of CCCC Roles and Responsibilities

Chair Torres states the mission of the CCCC, to "ensure that every Californian is counted once, only once, and in the right place." He states the CCCC is expected to collaborate, to offer expertise, insights and knowledge in reaching hard to count communities (HTC), to identify and help coordinate effective outreach efforts, to leverage statewide connections to facilitate outreach, to support grassroots efforts across the state, and offer expertise in developing outreach efforts in local communities.

4. Bagley-Keene Public Records Act and Conflict of Interest Act

Grace Arupo Rodriguez, Assistant Deputy Director, Department of Consumer Affairs reviews information on the Bagley-Keene Open Meeting Act.

The purpose of Bagley-Keene Open Meeting Act is openness and transparency to the public. Meetings are noticed ten calendar days in advance. Bagley-Keene grants the public the right to attend, to video, to comment before committees take recommended votes, and to copy and inspect records.

DCA's Bagley-Keene Open Meeting Act Guide:

http://www.dca.ca.gov/publications/bagleykeene_meetingact.pdf

California Complete Count Committee Training PowerPoint on the Act

<https://census.ca.gov/wp-content/uploads/sites/4/2018/05/Bagley-Keene-Presentation-for-California-Complete-Census-Count-Committee.pdf>

5. Panel Overview of Census 2020

Walter Schwarm, Director of California State Data Center, Department of Finance begins, talking about demographic tracts and maps across California.

- Twenty-five percent of all immigrants to the U.S. reside in California, indicating challenges for the census. Native Californian born residents are a majority for the first time in several census counts.
- Director Schwarm's office serves as a resource to the CCCC by providing data at the block group level, looking at the various factors that overlay population demographics that indicate the HTC. They can provide the underlying data and information to help with outreach efforts and determine funding for HTC regions.

Question: How secure is all of the data we collect? How do we talk about this to the public?

Answer: Our office cannot pull data for less than 100 people at a time. When looking for information at a very local level with very few people, the information is "mashed" together so that individual information cannot be identified. Our office can direct you to ask the best questions to determine how to locate the best data you are looking for.

James Christy, Assistant Associate Director for Field Operations, U.S. Census Bureau explains:

- A census is done in two parts. Housing is first. We look for every place a person could live and establish where to count people. We use the U.S. Postal Service, information from 2010 Census, updated lists with local government data, as well as other data sources, and build an inventory into the Master Address File. The vast majority of people live at an address.
- The next step is to count everyone at those addresses. We start by notifying people the census is coming. We begin by engaging organizations, hiring outreach staff, and communicating the importance of the census. Then we start the effort to count the population. Everything is geared around April 1st, 2020, Census day. By December 31, 2020 we give the U.S. President the census data for purposes of apportionment, and by March 31, 2021, the U.S. Census Bureau delivers redistricting data to the State Governor.
- For the internet option we have identified twelve non-English languages. We identified these languages through a detailed analysis of households where everyone speaks the language at home. We will furnish support materials in fifty-nine non-English languages. We will hire census workers who can speak every language, up to 200 different languages.
- In relation to citizenship question, this is a decision made by the Secretary of Commerce. He wants to directly handle specific questions about the citizenship question, you can email him directly at WLRoss@doc.gov. In the American Community Survey more people do not answer the income question

than the citizenship question. The citizenship question was not included in the 2018 end-to-end test in Rhode Island (it was added to the census after this test started), so we will not have data on how this will be impacting responses.

Question: Is there a number of questions that people can skip and their data will still be counted?

Answer: We have measures of sufficiency, I am not sure what will determine what a sufficient response is. If it is not enough to meet the sufficiency requirement, we will be contacting those households to get more information. If we cannot contact them, we make an informed guess. This is called imputation. In some cases we will record no answer and leave it blank.

Question: How secure is the data collected?

Answer: Census data collected is covered under the 1954 Census Act, Title 13, and cannot be released for seventy-two years. In census data tracks where very few people live we combine data with other data sets to "mask and swap" data to protect individual confidentiality.

Question: How will the Census Bureau count incarcerated individuals and the homeless community?

Answer: The federal level will continue to count incarcerated people where they are held, but California can look at residents' location at the State level. For a homeless count, from March 28- March 31, 2020 we engage shelters, soup kitchens, mobile services, and other services who work with the homeless who will assist in the count.

Ditas Katague, Director of Census 2020, California Complete Count, Governor's Office of Planning and Research, discusses state efforts and initiatives, as well as the budget overview

- California is ahead of the game in terms of timeline and funding, even though there are challenges to be addressed. Challenges include distrust of government. We are working with local organizations and jurisdictions to encourage local Complete Count Committees (CCCs) to form. We are conducting twenty-four regional meetings across California to do a readiness assessment, to invigorate local partners, to make sure local representatives are there, and to build networks.
- For school curriculum outreach, we are looking at the national materials and testing it with teachers in California to see how to make it easy to incorporate them into civic engagement and social sciences curriculum. Students have an impact on their parents, especially in households where children are the translators for their parents.
- For Community Based Organizations and Faith Based outreach, this is our ground game in terms of trusted messengers. Local CCCs will be integral in terms of identifying areas that do not have CBOs who are working in specific HTC areas.

- Media is the air game, focusing on multilingual, and micro-targeted areas. All of this feeds into our Statewide Outreach and Communication Strategy (SOCS) report.
- We are focused on timing and rapid response, as well as governance and accountability. We are doing contracts with CBOs rather than grants to increase accountability.
- The CCCC will be submitting interim and final reports to the Governor's Office and the committee will have an opportunity to provide its recommendations.
- The State Wide Outreach and Rapid Deployment (SWORD) tool, shows we have over thirteen million households, so how do we start to tackle? We look at the layers of data points to show us how to approach each Low Response Score (LRS) area. SWORD will allow for additional data points to be added, such as trusted messengers, ethnic media, foundation funding, etc., so we can see how our efforts can complement rather than duplicate current efforts. We can see where there are LRS and reach out to our partners in those areas to plan, deploy, and measure in terms of accountability.

Question: Who is the audience for the regional convenings?

Answer: Community organizers, community leaders, CBOs, county representatives, ethnic media reporters, etc. We start to gather data from participants and encourage them to start organizing themselves.

Question: What are we doing to engage companies like Google who can help?

Answer: We plan to outreach to tech companies and we have started speaking to google already.

Question: How did you determine who the trusted messengers are? Did you do testing? Will you be sharing the validated messages as they are tested?

Answer: There is current message testing going on to determine trusted messengers. We will be sharing validated messages as they are shared by those conducting the message testing research. They are currently in the initial feedback phase.

6. Forming Working Groups

Chair Dan Torres refers to the three working group suggestions on the agenda: Language Access, Address Updates and Housing, and Citizenship, saying there may be strategies that the CCCC can come up with to help in each area. He asks if there are any additions or changes to this list.

Comments:

- Tom Saenz comments that people do not trust this administration to follow the law. Building confidence and trust can be approached through a confidentiality working group.
- Tom Wong comments that California needs to protect vulnerable communities.

- Amy Fairweather comments that trust will be important to be its own group.
- Angie Wei raises the concern that in the last few year we have discouraged people from opening the door to government representatives and with the Census we are now asking the opposite. We need to come up with different strategies so people are not being asked to answer these questions in their homes, but in more centralized community places.
- Loren Kaye mentions how it makes sense to have some of the overarching concerns of confidentiality, trust and access embedded into each of the work groups.
- Regina Brown Wilson comments that in 2010 there was no ground game directed at the African American community. Some communities are filled with trauma in ways that a postcard encouraging people to respond to the Census are not going to motivate them to act. People need to hear what is on the line for Census 2020 and how these impacts the services receiving funding in their community.
- Lisa Hershey comments we each play different roles in the State, which is part of our strengths as a Committee. As we think about recommendations and the role we all play, we can identify our partners in and out of the room.

Tho Vinh Banh makes a motion to form four working groups:

1. Housing
2. Content & Citizenship
3. Trust & Confidentiality
4. Access & Outreach

Jesus Martinez seconds this motion. There are twenty-one ayes, no nays, and four absent votes.

Patricia Vazquez-Topete asks if anyone would like to volunteer to chair a working group. Carolyn Coleman nominates Lisa Hershey to chair the Housing workgroup. Amy Fairweather seconds this nomination. There are twenty-one ayes, no nays, and four absent votes.

Tom Saenz motions that the Committee delegates the authority to select chairs of working groups to Dan Torres, the Chair of the CCCC. Nicholas Hatten seconds the motion. Patricia takes roll call of committee members. There are 20 ayes, no nays, one abstention from Dan Torres, and three absent votes.

7. Opportunity for Public Comment

There are no public comments.

8. Future Meetings & Next Steps

Chair Torres indicates the next meeting will be July 30th.

Meeting is adjourned at 1:40pm.