

SECOND QUARTERLY REPORT TO THE  
OFFICE OF GOVERNOR EDMUND G. BROWN, JR.

# Counting All Californians in the 2020 Census



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

January 1, 2019

# **Second Report to the Office of Governor Edmund G. Brown, Jr. COUNTING ALL CALIFORNIANS IN THE 2020 CENSUS**

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## FOREWORD

### Section A: Background

The California Complete Count Committee (Committee) meets quarterly to advise on and assist the State's Census outreach strategy. This Quarterly Report to the Governor is the Committee's second report to provide an update on Committee actions and recommendations, subsequent to the Initial Report to the Governor submitted on October 2, 2018. Additional background on the Committee and California's Complete Count efforts can be found in the Initial Report. The Committee will submit quarterly reports to the Governor moving forward.

The Committee met on December 3, 2018 to expand on its first quarter's work (as memorialized in the Initial Report to the Governor). The Committee's focus in this most recent quarter has been to continue receiving informational updates about the federal and state Census efforts, provide questions and comments germane for the California Complete Count effort to key State and *U.S. Census Bureau* (USCB) representatives, and to identify and confirm objectives and tasks for 2019. Regarding informational sessions, the Committee received the following presentations on December 3, 2018:

- *USCB Updates and Responses to Committee Member Questions Posed on October 1, 2018* – James Christy, Regional Director Los Angeles Region, USCB; Luz Castillo, Regional Census Manager, USCB
- *Census 2020 Budget Update* – Justyn Howard, Deputy Secretary for Census, Government Operations Agency
- *Behavior Science and “Nudge” Marketing Tactics* – Stuart Drown, Deputy Secretary for Innovation and Accountability, Government Operations Agency
- *Overview of Statewide Outreach and Communications Strategy (SOCS)* – Tamma Adamek, Deputy Director, External Affairs and Media Relations, California Complete Count Office
- *Statewide Outreach and Rapid Deployment (SWORD) Mapping Portal Update* – Jim Miller, Geographic Information System Manager, California Complete Count Office
- *Discussion of Hard to Count (HTC) Communities around the State* – Jim Miller, Geographic Information System Manager, California Complete Count Office

### Working Group Updates to the Initial Report to the Governor

During the December 3 Committee meeting, the Committee's four Working Groups, which are:

- Access and Outreach,
- Content and Citizenship,
- Housing, and
- Trust and Confidentiality,

The Working Groups discussed their proposed work for each quarter of 2019 and ratified it for recommendation by the full Committee. During the Working Group breakout sessions, the Groups populated *Goals Worksheets* in which they memorialized their proposed assignments and activities in the coming year.

Following the breakout sessions, the Committee reconvened, and the chairs of each Working Group shared the outcomes of their discussions. The Committee discussed and revised the objectives and tasks presented, followed by an opportunity for public comment. The Committee then voted and adopted the proposed assignments for each Working Group for 2019.

The goals of the individual Working Groups include some overlap. These redundancies will be addressed and reconciled as assignments are implemented in 2019. The completed *Working Group Goals Worksheets* are presented in Section 2 of the following Quarterly Report to the Governor from the Committee.

Sections 1 and 2 outline Committee actions taken at the December 3 meeting.

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COMMITTEE ACTIONS**

**Section 1: Revision of the Composition of Working Groups**

**A. Merger of Content and Citizenship Working Group with Trust and Confidentiality Working Group**

Based on shared recognition that there is significant overlap in the work and focus of two Working Groups, the California Complete Count Committee (Committee) carried a motion to merge the Content and Citizenship Working Group with the Trust and Confidentiality Working Group. The Committee carried a further motion to name John Joanino, formerly the Chair of the Content and Citizenship Working Group, as the Chair of the newly merged Working Group.

**B. Expanding Membership in the Housing Working Group**

The Committee discussed increasing the membership of the Housing Working Group, which currently only has four members, presenting challenges for establishing quorum in Working Group meetings. The question was taken under advisement; the process for changing the membership of the Working Groups will be researched by the California Complete Count Office and further information will be provided to the Committee.

**Section 2: Working Group Goals Worksheets**

The four Working Groups completed and voted to adopt the four *Working Group Goals Worksheets*, below, to guide their activities in the coming year. The Working Groups planned their objectives and tasks for each quarter for 2019:

- In the first quarter (January – March 2019), each Working Group will “get smart,” arranging for speakers to help educate themselves about concerns important to each group.
- In the second quarter (April – June 2019), each group will document how they can use their expertise and influence to help with Census 2020.
- In the third quarter (July – September 2019), each group will “engage and activate,” working with the state Census Office to participate in events such as convenings.
- In the fourth quarter (October – December 2019), Working Groups will take a deeper dive, filling gaps and focusing on supporting areas of outreach and communication that need additional work.

These recommendations were subsequently discussed and adopted by the Committee.

## A. Access and Outreach Working Group

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter I January-March	Get Smart	<p>Identify experts and then coordinate for presentations:</p> <ul style="list-style-type: none"> <li>• Language access experts <ul style="list-style-type: none"> <li>○ USCB (Jenny Kim)</li> <li>○ CA Secretary of State language Access expert</li> </ul> </li> <li>• Cultural competency / humility experts</li> <li>• Coordinate with the message testing group and receive presentations from some of those experts and participants re: messages and messengers including cultural relevant media</li> <li>• Coordinate with Housing Working Group for Group Quarters, Service Enumeration, and emergency response and displacement experts</li> <li>• Digital media for HTC communities</li> <li>• Census enumerator recruitment and hiring process experts</li> <li>• Disability competence and accessibility expert(s)</li> </ul>				
Quarter II April-June	Document your Influence	<ul style="list-style-type: none"> <li>• Individual Committee members think about respective sphere of influence / relationships and bring recommendations to the Committee about networks and contacts to be accessed</li> <li>• Document all networks and known influences / trusted messengers to better advance access and outreach.</li> </ul>				

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter III July-September	Engage and Activate	<ul style="list-style-type: none"> <li>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)</li> </ul>				
Quarter IV October-December	Deeper Dive, Focusing on Areas that Need Extra Support	<ul style="list-style-type: none"> <li>Review Regional Program Manager reviews of proposed outreach approached from CBOs, etc. and fill gaps</li> <li>Leverage Q4 CCCC meeting to finalize a status check / readiness check to launch full outreach program in 2020</li> <li>Convene with philanthropic sector to confirm readiness / alignment with outreach program.</li> </ul>				

## B. Content and Citizenship Working Group

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter I January-March	Get Smart	<ol style="list-style-type: none"> <li>1. Engaging state cyber security expert to educate working group.</li> <li>2. Obtain updated messaging from US Census.</li> <li>3. Early look of short form questionnaire.</li> <li>4. Engaging experts in data desegregation.</li> </ol>	<ol style="list-style-type: none"> <li>1. John Joanino will follow up.</li> <li>2. Follow up from James Christy (US Census)</li> <li>3. Follow up from James Christy (US Census).</li> <li>4. John Joanino will follow up.</li> </ol>	<ol style="list-style-type: none"> <li>1. John Joanino</li> <li>2. John Joanino</li> <li>3. John Joanino</li> <li>4. John Joanino</li> </ol>	TBD after coordinating with other working group.	
Quarter II April-June	Document your Influence	<ol style="list-style-type: none"> <li>1. CCCC members to document attended events/convenings.</li> <li>2. CCCC filling out SwORD.</li> <li>3. CCCC to help recruit enumerators and translators.</li> <li>4. Share media tool kits.</li> </ol>	<ol style="list-style-type: none"> <li>1. CCCC</li> <li>2. Obtain SwORD training.</li> <li>3. Obtain guidelines on recruitment: who and how.</li> </ol>			



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

## C. Housing Working Group

*\*Please note: gray text reflects steps pending upon the next Housing Working Group Meeting discussion.*

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter I January-March	<b>Get Smart</b>  Identify: (1) Topic/focus areas the Housing Work Group (Housing WG) needs to develop greater understanding on; and (2) Names of potential speakers with expertise in these areas.	<u><b>Focus areas presentations include:</b></u>  1. <b>US Census Bureau's service-based enumeration</b> – Bring in key experts to provide context and expert input to deepen Housing WG understanding of process and develop action items based upon initial recommendations and concerns the Housing WG included in the 10/1/18 Report to Governor.	<b>January:</b> <ul style="list-style-type: none"> <li>Invite USCB expert - service based enumeration.</li> </ul>	Task: 1.CCC	TBD	Working group to possibly include a presentation from a group that was deploying mobile app technology to help with LUCA, as they saw a lot of housing complexities in a few areas.
		2. <b>24 Regional Convenings of 2018</b> – Reflect back and dive into the housing-related issues and ideas lifted up during the 24 local workshops, conducted by the CCC team in 2018.	<b>January:</b> <ul style="list-style-type: none"> <li>Invite CCC point person to do look back at the key housing-related issues identified during 2018-24 workshops</li> </ul>	2.CCC	TBD	

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
		3. <b>LA County CCC outreach and engagement local experience</b> - Ground the Housing WG statewide understanding of effective outreach and engagement in the local strategy (e.g., How the counties will work with CBOs and trusted messengers to do effective outreach to the Hard to Count (HTC) Communities.)	<b>February:</b> <ul style="list-style-type: none"> <li>• <b>Invite Dorothea Parks</b>, LA County CCC Coordinator to discuss the LA county efforts. This will help to inform the committee on what LA is already doing on HTC populations, and determine overlap in what the federal government has laid as a foundation.</li> </ul>	3.CCC	TBD	
		4. <b>Sierra Health Foundation's deep investment</b> – Engage the Housing WG in a deeper look at philanthropies' innovative investment in the San Joaquin Valley's effective strategy. Include: The San Joaquin Valley Health Fund community-based action to ensure successful 2020 Count in the San Joaquin Valley, and associated research re: SJ Valley	<b>February</b> <ul style="list-style-type: none"> <li>• <b>Invite Ellen Braff-Guajardo</b>, Sierra Health Foundation. <b>Invite Ed Kissam &amp; Cindy Quezada</b>, Research. (Contact USCB on gaining FEMA data to utilize for outreach efforts.)</li> </ul>	4. Jesus Martinez	TBD	

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
		<p>residents' perception of the 2020 Census and the citizenship question. Consider other philanthropic partners investments in Census in other parts of CA.</p>				
		<ul style="list-style-type: none"> <li> <b>Disaster Recovery Planning for Complete Count in 2020</b> – Help the Housing WG understand how counties who have recently experienced major disasters are planning to capture a complete count for the 2020 Census in the context of their new reality. Consider locations in North California affected by fires. Also, consider implications and opportunities to inform USCB's ability to work with FEMA on the national levels. Perhaps talk with other states about how they are managing this issue. </li> </ul>	<p><b>March:</b></p> <p>5. <b>Invite Butte County Fire</b> (managed Disaster Readiness) <b>Invite CA Office of Emergency Services.</b> (Contact USCB on gaining FEMA data to utilize for outreach efforts.)</p>	<p>5a. Lee Salter</p> <p>5b. CCC</p>	TBD	

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
		6. <b>Spring Forward</b> – Help Housing WG prepare for 2019 community workshops and develop strategies on how to provide support.	<b>March:</b> <ul style="list-style-type: none"> <li>Invite appropriate CCC staff, So Cal and No Cal Regional Program Managers?</li> </ul>			
		<p><b>Names of Potential Experts - San Joaquin Valley Research:</b></p> <ul style="list-style-type: none"> <li>- Ed Kissam, CIVIIC</li> <li>- Cindy Quezada, CIVIIC</li> </ul> <p><u>USC Research:</u></p> <ul style="list-style-type: none"> <li>-Manuel Pastor, USC Program for Environmental and Regional Equity (PERE) &amp; USC Center for the Study of Immigrant Integration (CSII)</li> <li>-Benjamin Henwood, USC School of Social Work</li> </ul> <p><u>Housing/Homelessness Advocacy:</u></p> <ul style="list-style-type: none"> <li>-Ilene Jacobs, CRLA</li> <li>-Eloy Ortiz Oakley, CA Community Colleges</li> <li>-Jennifer Loving, Destination Home</li> <li>-Rowena Magana, Homeless Initiative at L.A. county</li> </ul>				

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
		<p>-Josh Bamberger, Non-profit Housing Association of Northern California (NPH)</p> <p>Bernadette Austin, UCD Center for Regional Change</p> <p>- Aaron Kirman Partners- Real Estate Beverly Hills</p> <p><u>IE:</u></p> <p>- Karthick Ramakrishnan, UCR Center for Social Innovation</p>				
<b>Quarter II April-June</b>	<p><b>Document your Influence</b></p> <p>Identify Hard to Count areas and special populations and identify the trusted organizations &amp; messengers on the ground who are best suited to reach them.</p>	<p>Housing WG will compile matrix/spreadsheet with the support of the CCC team, identifying geographic hotspots, place-based organizations that can best conduct outreach, and identifying the trusted messengers. CCC will use this data to populate SwORD and the SOCS report so CCC grantees across the State can access this information. Recommendations provided spatially or written will be considered in SOCS.</p>	<p>1. CCCC members to document attended events/convenings.</p> <p>2. CCCC filling out SWORD.</p> <p>3. CCCC to help recruit enumerators and translators.</p> <p>4. Share media tool kits.</p>	<p>1. CCCC</p> <p>2. Obtain SWORD training.</p> <p>3. Obtain guidelines on recruitment: who and how.</p>	TBD	

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
<b>Quarter III July- September</b>	<b>Engage and Activate</b> Identify ways in which the Housing WG can get involved in the 2019 Round of Convenings for the Census Office are taking place during this quarter and the implementation plans are due early September.	Focus on sharing Housing WG expertise and findings with the Regional Program Managers to assist with outreach strategies.	1. Have a presence at statewide convenings.	1. Obtain schedule for statewide convenings.	TBD	
<b>Quarter IV October- December</b>	<b>Deeper Dive, Focusing on Areas that Need Extra Support</b> Determine what type of technical assistance the Housing WG can offer to support counties and cities who need further support following receipt of local implementation plans submitted to the Census Office.	Assess what type of support will be most helpful to areas that are struggling with a proactive outreach strategy and to assist them with support on their efforts.			TBD	

## D. Trust and Confidentiality Working Group

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter I January-March	<b>Get Smart</b>  What baseline information is needed.	<ol style="list-style-type: none"> <li>1. Address cybersecurity questions for both individual and block-level data               <ul style="list-style-type: none"> <li>- Get briefing from USCB</li> <li>- Check in with tech community about robustness of USCB cybersecurity, what more should be done (e.g., from California Emerging Technology Fund, Google)</li> </ul> </li> <li>2. Develop state-level interventions to support messaging that the State is working to protect Californians               <ul style="list-style-type: none"> <li>- Meet with and help inform state legislators about state-level legislative interventions to protect confidentiality</li> </ul> </li> <li>3. Non-Legislative interventions               <ul style="list-style-type: none"> <li>- State Attorney General work with AGs from other states</li> </ul> </li> <li>4. Request for staff to provide information about</li> </ol>				



Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
		<p>conversations on trust and confidentiality from the 24 convenings</p> <p>5. Develop a succinct document that can explain both the federal and state laws and efforts around confidentiality</p> <ul style="list-style-type: none"> <li>- Get briefing on federal confidentiality laws</li> </ul> <p>6. Request to pilot questionnaire, and engage others like Code for America on piloting effort</p> <p>7. Make sure that messages we are pursuing are protective of messengers within Federal and State laws</p> <ul style="list-style-type: none"> <li>- Get briefing about federal allowable messaging about completing the citizenship question</li> </ul>				
<b>Quarter II April-June</b>	<b>Document your Influence</b>  Work plan					

Quarter 2019	Goal	Objectives/Tasks	Actions Needed	Assignments	Milestone Deadline Date	Notes
Quarter III July-September	Engage and Activate					
Quarter IV October- December	Deeper Dive, Focusing on Areas that Need Extra Support					

## APPENDIX A: California Complete Count Committee Membership

Current positions are listed for Committee members. For additional information, visit:

<https://census.ca.gov/2018/04/16/governor-brown-creates-california-complete-count-committee/>.

- **Marybel Batjer**, Chair of the California Complete Count Census Committee and Secretary of the California Government Operations Agency
- **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
- **Efrain Escobedo**, Vice President for Education and Immigration Programs at the California Community Foundation
- **Amy Fairweather**, Policy Director at Swords to Plowshares' Institute for Veteran Policy
- **Nicholas Hatten**, Executive Director at the San Joaquin Pride Center
- **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
- **Angie Wei**, Chief of Staff at the California Labor Federation
- **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/2018/04/16/governor-brown-creates-california-complete-count-committee/>
- Meeting Agendas and Minutes: <https://census.ca.gov/cccc-meetings-2018/>