



California Complete Count Committee

PUBLIC MEETING

400 Q STREET | MAY 7, 2018



Welcome and Oath of Office

Marybel Batjer

Secretary

California Government Operations Agency



Establishment of Quorum

Dan Torres

Chair

California Complete Count Committee



Agenda

- **Call to Order and Establishment of a Quorum**
- **Overview of California Complete Count Committee**
- **Information on Bagley-Keene, Public Records Act, and Conflict of Interest**
- **Panel Discussion: Overview of Census 2020**
- **Forming Working Groups**
- **Public Comment**
- **Future Agenda Items and Meeting Dates**
- **Closing and adjournment**



California Complete Count Mission

Mission: Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

Goal: Ensure **everyone** is **counted once**, only **once**, and in the **right place**.



California Complete Count Introductions

- **Member Introductions (Name, Organization, Region/City)**
- **California Complete Count Staff Introductions**



Overview of the California Complete Count Committee

- Handbook
- Roles and Responsibilities
- Working Groups



Roles and Responsibilities of CCCC

- Collaborate with the California Complete Count Office and U.S. Census Bureau
- Offer their expertise, insights, and collective knowledge to encourage all communities, particularly hard-to-count communities to participate in Census 2020
- Identify effective outreach methods for all Californians and provide recommendations to California Census staff.
- Assist in the coordination of local outreach efforts
- Mobilize volunteer networks for grass-roots efforts
- Participate in working groups as it deems appropriate



A Guide to Bagley-Keene (and other Government Stuff)

California Complete Count Committee
Grace Arupo Rodriguez

Why We're Here

- Governor Brown created the California Complete Count Committee by executive order on April 13, 2018
- The Committee is advisory. Although no binding decisions are made, your role is very important.
- All State boards and commissions, including the California Complete Count Committee, must comply with the Bagley-Keene Open Meeting Act (Act).

Purpose

- Openness and Transparency in Transacting Business
 - Californians do not yield their sovereignty to the agencies that serve them; they insist on remaining informed. (Gov't Code, § 11120.)
- The Act Grants Rights to the Public:
 - Right to attend and record (without being disruptive).
 - Right to comment on Committee actions.
 - Right to copy and inspect records.

The Seat for the Public



- The Bagley-Keene Open Meeting Act (Act) implements a provision of the California Constitution which declares that **“the meetings of public bodies and the writings of public officials and agencies shall be open to public scrutiny,”** and explicitly mandates open meetings for California State agencies, boards, and commissions. The Act facilitates accountability and transparency of government activities and protects the rights of citizens to participate in state government deliberations.

Meetings

- Definition of a Meeting: “Includes any congregation of a majority of the members of a state body at the same time and place to hear, discuss, or deliberate upon any item that is within the subject matter jurisdiction of the state body to which it pertains.”
- When a quorum of the Committee meet, either “serially” (to be covered in another slide) or all together, in one place, at the same time, to address issues under the Committee’s subject matter.
- Meetings of a body’s committees and subcommittees also need to be noticed and open to the public (these include working groups), unless there are less than 3 persons meeting. Working group less than 3 persons without any delegated authority okay to meet without a notice.

Meeting Exemptions

- Certain situations where a majority of the members are present but do not discuss the body's business.
- Individual contacts or conversations between a Committee member and any other person (i.e. California Complete Count Committee Staff).
- Attendance of a majority of members at a conference or similar gathering open to the public that involves a discussion of issues of general interest to the public
- Attendance by a majority of members at an open and noticed meeting of another state body or of a legislative body of a local agency.
- Attendance by a majority of members at a purely social or ceremonial occasion.

Notice Requirements

- Posted at least 10 days prior to the meeting and provided to any person who requests it.
- Sets forth the time and location of the meeting, as well a contact person in the event more information is needed.
- Locations, even teleconference locations, must be specified and these locations must be accessible to the public and ADA-compliant.

The Rule of Three

- Note: Noticing requirements **do not** apply if a committee or subcommittee consists of **less than three persons**.
- It is the number of persons on the committee or subcommittee that is determinative, not how many are committee members.

Agenda

- As with the Notice, must be posted at least 10 days prior.
- Brief but specific description of all items of business to be considered or discussed.
- Not a generalization like “Other Things of Interest to the Committee” or “Things That Might Come Up.”
- No generalizations like “Old or New Business.”

Disclosure of Documents

- When writings are distributed to a majority of the members of a body for discussion or consideration, the writings must be made available for public inspection.
- Exception: Records exempt from disclosure under the Public Records Act need not be disclosed.

Open Session

- Business conducted in open session unless closed session authorized by law
- Some reasons for closed session:
 - Matters under the Administrative Procedure Act
 - Matters Affecting Individual Privacy

Communications

- Committee deliberations occur and decisions are made at Committee meetings.
 - Can't use serial or "hub-and-spoke" communication methodologies to discuss, deliberate or take action on Committee business.
 - The Bagley-Keene Open Meeting Act permits contacts or communications between a member of a state body and any other person, provided that such communications are not part of the prohibited type specified above.
 - Includes technological advances – texting, e-mail.

Remedies/Penalties for Act Violations

- The decision or action of the body may be overturned.
- Costs and fees may be awarded.
- Criminal misdemeanor penalties could be imposed.

Nuts and Bolts of a Meeting (Handbook Excerpt)

Meeting Schedule

The Committee shall meet no less than quarterly each year. Additional meetings, including working groups, may be added per the Chair's discretion. Attendance at all Committee meetings is expected.



Quorum

Fifty percent of the membership, plus one member, shall constitute a quorum for the Committee. The presence of the Chair shall count in the determination of a quorum. The CA Census 2020 staff are the liaisons to the Complete Count Committee members. CA Census 2020 staff will conduct roll call at the direction of the Chair to establish quorum at each meeting and shall facilitate the roll call for any actions that require a vote.

Role of Committee Staff

- California Census 2020 staff are the liaisons to the Complete Count Committee members.
- Role -call
- Staff will capture Committee's recommendations and activities in meeting minutes, summarizing the discussion and key outcomes of the meeting.
- Members will review and approve the previous meeting's highlights at the beginning of the following meeting.

Motions

- When an action is to be considered, a Committee member should make a motion to propose a decision or course of action. The Chair may also invite a motion.
- Upon making a motion, Committee members are encouraged to speak slowly and clearly as the motion is being voice and/or video recorded.

Motions (con't)

- An agenda item has been thoroughly discussed and reviewed. (Note: At the advice of the Chair, a motion can be called before discussion.)
- The Chair opens a forum for a Committee member to make a motion to adopt, modify, or reject the discussed item.
- A Committee member makes a motion to the committee.
- A different Committee member seconds this motion.
- The Chair solicits additional comment from Committee members.
- The Chair solicits comment from the public.
- The Chair puts forth the motion to a vote.
- The vote of each Committee member shall be recorded via roll call vote.
- Upon completion of the voting, the Chair will announce the result of the vote (e.g. “the ayes have it and the motion is adopted” or “the no’s have it and the motion fails”).

Form 700/Gifts

- What is the Form 700?
- What are gifts?
- Limit is \$470 (under \$49 non reportable)
- Exceptions
 - Informational material
 - Gifts from non-profits 501(c)(3)
 - Meals (maybe)
 - Long-standing friendships



GOOD NEWS! This Committee is Advisory! No Form 700 requirement.

Conflicts of Interest

- Under the Act, a public official has a disqualifying conflict of interest in a governmental decision if it is foreseeable that the decision will have a **financial impact on his or her personal finances or other financial interests**. In such cases, there is a risk of biased decision-making that could sacrifice the public's interest in favor of the official's private financial interests. To avoid actual bias or **the appearance of possible improprieties**, the public official is prohibited from participating in the decision.

Disqualifying Financial Interests

- There are five types of interests that may result in disqualification:
- **Business Entity.** A business entity in which the official has an investment of \$2,000 or more in which he or she is a director, officer, partner, trustee, employee, or manager.
- **Real Property.** Real property in which the official has an interest of \$2,000 or more including leaseholds. (However, month-to-month leases are not considered real property interests.)
- **Income.** An individual or an entity from whom the official has received income or promised income aggregating to \$500 or more in the previous 12 months, including the official's community property interest in the income of his or her spouse or registered domestic partner.
- **Gifts.** An individual or an entity from whom the official has received gifts aggregating to \$470 or more in the previous 12 months.
- **Personal Finances.** The official's personal finances including his or her expenses, income, assets, or liabilities, as well as those of his or her immediate family.

Public Record Act

(Gov't Code § 6250 et. sec)

- The fundamental goal of the California Public Records Act is that governmental records shall be disclosed to the public, upon request, unless there is a specific reason not to do so.
- The Legislature declared that access to information concerning the conduct of the public's business is a fundamental and necessary right for every person in the State.
- Cases interpreting the Act also have emphasized that its primary purpose is to give the public an opportunity to monitor the functioning of their government.

What is a “record”



- A public record is any **writing** containing information relating to the conduct of the public's business prepared, owned, used or retained by a governmental agency (i.e., this Committee) regardless of physical form.
- “**Writing**” means handwriting, typing, printing, photocopying, email, fax or other records, including pictures, sounds or symbols in a manner in which a record has been stored.
- No duty to create a record

Public Records Act (con't)

- This Committee is subject to the Act.
- The public can ask for records either in writing or verbally.
- Required to respond within 10 calendar days.
- Unless an exemption exists, the Committee is required to produce the records.
- Materials distributed to the Committee are subject to the Act.

Exemptions

- Individual's right to privacy (e.g., privacy in certain personnel, medical or similar records).
- Government's need to perform its assigned functions in a reasonably efficient manner (e.g., maintaining confidentiality of investigative records, official information, records related to pending litigation, and preliminary notes or memoranda, balancing test).

The End

- Questions?
- Comments?

Panel Discussion: Overview of Census 2020

❖ **Walter Schwarm**

Director of California State Data Center, Department of Finance

❖ **James Christy**

Assistant Associate Director for Field Operations, U.S. Census Bureau

❖ **Ditas Katague**

Director of Census 2020, California Complete Count



Panel Discussion

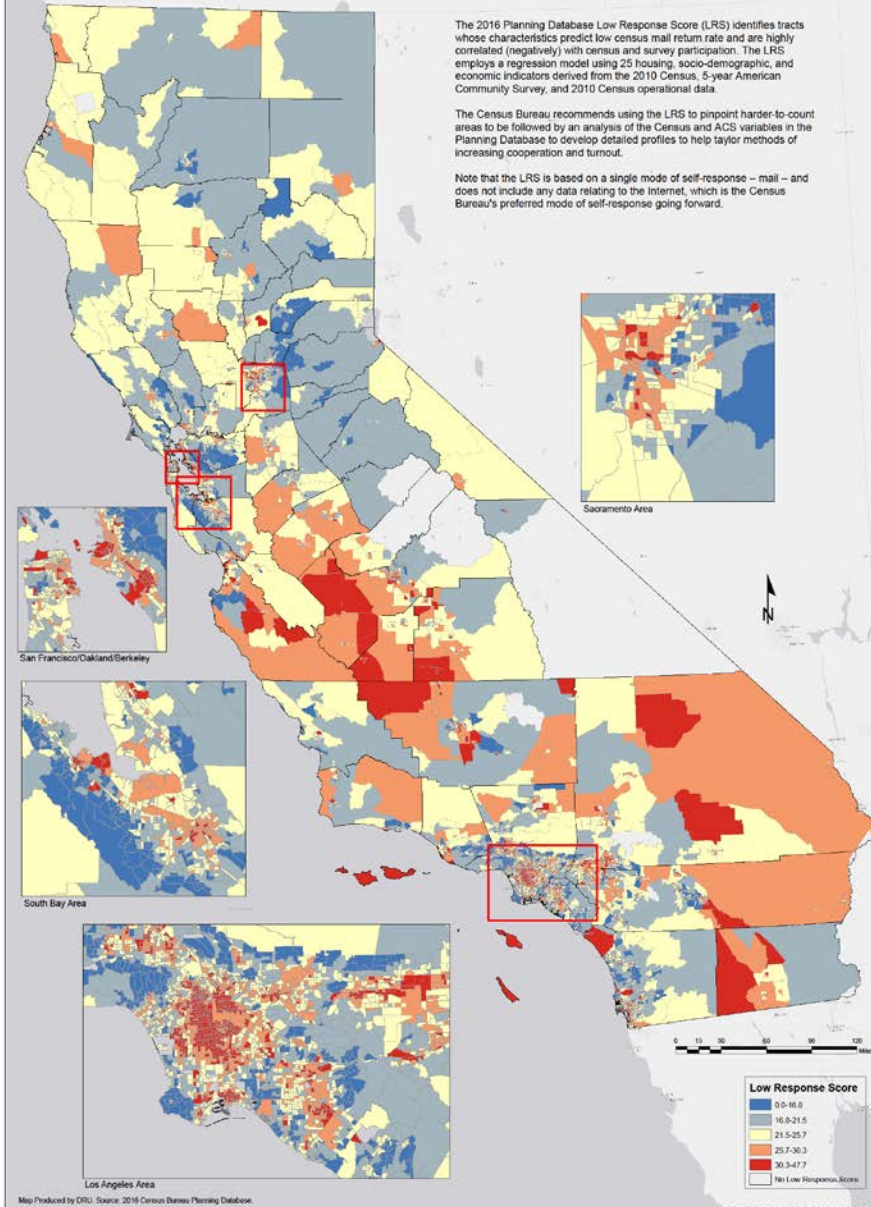
Walter Schwarm

Director of California State Data Center

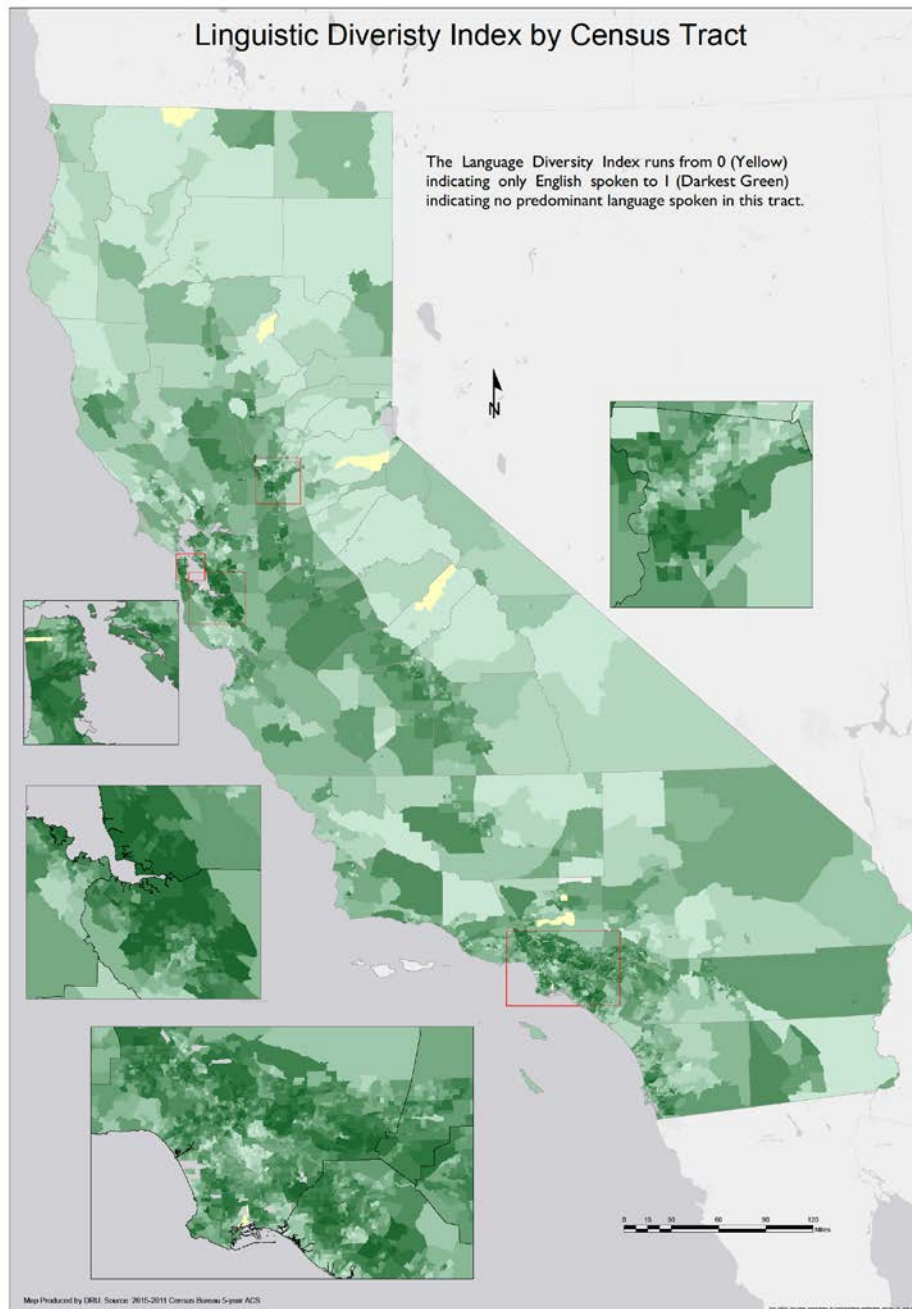
Department of Finance



2016 Planning Database Low Response Score by Census Tract



Linguistic Diveristy Index by Census Tract



Panel Discussion

James Christy

**Assistant Associate Director for Field Operations
U.S. Census Bureau**



The 2020 Census Operational Overview



Count everyone once,
only once, and in the right place.



ESTABLISH WHERE TO COUNT

Identify all addresses
where people could live.

Conduct a 100-percent review
and update of the nation's
address list.

Minimize in-field work
with in-office updating.

Use multiple data sources
to identify areas with
address changes.

Get local government input.



MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide
communications and
partnership campaign.

Work with trusted sources
to increase participation.

Maximize outreach using
traditional and new media.

Target advertisements to
specific audiences.



COUNT THE POPULATION

Collect data from all
households, including
group and unique living
arrangements.

Make it easy for people to
respond anytime, anywhere.

Encourage people to use the
online response option.

Use the most cost-effective
strategy to contact and
count nonrespondents.

Streamline in-field
census taking.

Knock on doors only
when necessary.



RELEASE CENSUS RESULTS

Process and provide Census data.

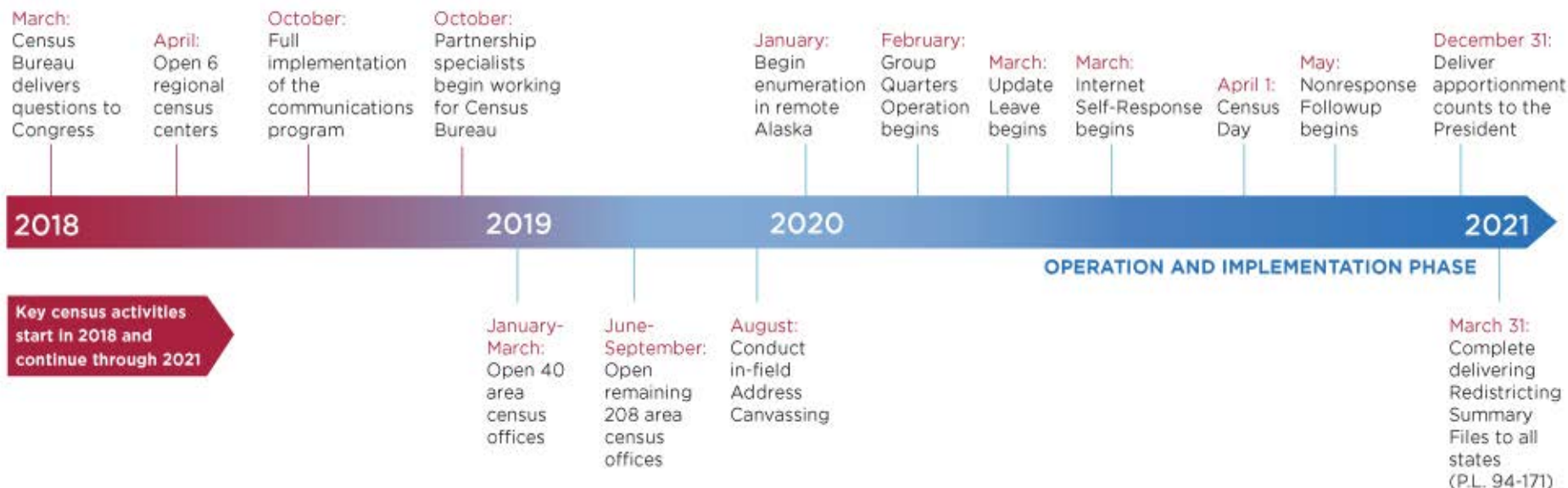
Deliver apportionment counts
to the President by
December 31, 2020.

Release counts for
redistricting by April 1, 2021.

Make it easier for the public
to get information.

Road to the 2020 Census

2020 Census Operational Timeline



In-Field Canvassing

Limited In-Field Address Canvassing in 2019 for those areas where address updates cannot be obtained or verified or areas that are undergoing rapid change.

Continual In-Office Canvassing

Update and verify the MAF using aerial imagery, administrative records, and commercial data.



Master Address File (MAF) Coverage Study

Ongoing fieldwork to measure coverage, validate in-office procedures, and improve in-field data collection methodologies.



2020 Census Begins

Updated MAF
used to conduct
2020 Census



**Motivate
people to respond
and assure that
data are secure**



**Micro-
Targeted
Advertising**



**Tailored
Contact
Strategy**



**Partnership
Program**



**Notices
Encouraging
Self-Response**

**Make it easy to
respond from
any location at
any time**



**Multiple Modes and
Devices**



**Preassigned ID
Not Required***



**Online Forms in
Multiple Languages**

* Validate all Internet respondent addresses and prevent fraudulent submissions.

Supporting Linguistically Diverse Populations

Language Access

- Available in Spanish
 - Enumerator Instruments (hand held)
 - Paper questionnaire and other mailings
 - Field enumeration materials
- Internet option and Census Questionnaire Assistance (CQAs) will be available in 12 non English languages
 - Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Items available in 59 non-English languages
 - Language glossary
 - Language identification card
- Additional efforts from the Los Angeles Region
 - Partner with grass roots organizations to localize the Census message
 - Hire locally

Decision

The Census Bureau will provide non-English instruments and materials in the following non-English languages for the 2020 Census:

Instrument/Material	Non-English Language
Internet Self-Response Instrument	<ul style="list-style-type: none">• 12 Non-English Languages<ul style="list-style-type: none">○ Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
Census Questionnaire Assistance	<ul style="list-style-type: none">• 12 Non-English Languages<ul style="list-style-type: none">○ Spanish, Chinese (Mandarin, Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese• Includes Telecommunication Device for the Deaf
Enumerator Instrument, Bilingual Paper Questionnaire, Bilingual Mailing, Field Enumeration Materials	<ul style="list-style-type: none">• Spanish
Language Glossaries, Language Identification Card	<ul style="list-style-type: none">• 59 Non-English Languages
Language Guides (Video and Print)	<ul style="list-style-type: none">• 59 Non-English Languages• Includes American Sign Language, braille, and large print

This process yielded the languages below (in order—top to bottom, left to right). The Census Bureau will provide language guides, language glossaries, and a language identification card in these languages.

Spanish	Haitian Creole	Bengali	Romanian	Tamil	Tigrinya	Igbo
Chinese	Portuguese	Greek	Telugu	Navajo	Ilocano	Marathi
Vietnamese	Japanese	Amharic	Burmese	Hungarian	Dutch	Sinhala
Korean	Italian	Somali	Punjabi	Hebrew	Croatian	Slovak
Russian	Farsi	Thai	Lao	Malayalam	Bulgarian	American Sign Language
Arabic	German	Gjurati	Hmong	Swahili	Twi	
Tagalog	Armenian	Khmer	Albanian	Yiddish	Lithuanian	
Polish	Hindi	Nepali	Turkish	Indonesia	Yoruba	
French	Ukrainian	Urdu	Bosnian	Serbian	Czech	

In determining the languages for Internet Self-Response and Census Questionnaire Assistance, the Census Bureau transcribed to a list the languages spoken by at least 60,000 limited-English-speaking households, sorted by the number of limited-English-speaking households, in descending order. This yielded the following 12 non-English languages: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

Contact Information

James Christy

Regional Director

Los Angeles Region, U.S. Census Bureau

James.t.christy@census.gov

Panel Discussion

Ditas Katague

Director of Census 2020

California Complete Count

Governor's Office of Planning and Research



What is at Stake?

- California could lose an existing Congressional seat for the first time in its history
- \$675 billion in Federal funding is allocated each year
 - \$6.75 trillion over the next 10 years
- In fiscal year 2015, California received an estimated \$76 billion in federal funding tied to the state's population count
- Due to an undercount in 2000, Los Angeles County missed out on an estimated \$650 million in federal funding (between 2002 and 2012) and
- California lost \$1.5 billion in funding for eight programs alone



California Complete Count Overview

- ❖ Statewide Readiness/ Needs Assessment
- ❖ State Agency Working Group (SAWG)
- ❖ SWORD mapping portal
- ❖ School Based Curriculum Pilots
- ❖ Community & Faith Based Outreach
- ❖ Caseworker Training and Outreach
- ❖ Local Complete Count Committees
- ❖ Media campaign
- ❖ Statewide Outreach & Communications Strategy (SOCs)



California Census 2020 Challenges and Opportunities

- ❖ First Digital Census - Online Self Response
- ❖ Federal Funding/Priorities and federal climate shift
- ❖ Timing, Complexity, Accuracy
- ❖ Overall distrust of government
- ❖ CA's diverse population – Hard to Count & Low Responding
- ❖ Governor's Commitment - \$40.3 Million
- ❖ Engaged Foundations & Local Jurisdictions



Governor's Proposed Budget \$40.3M

LINE ITEM	AMOUNT
<input type="checkbox"/> Administration - Staffing	\$4,205,740
<input type="checkbox"/> Media Campaign	\$17,500,000
<input type="checkbox"/> Admin CBO & CBO Outreach	\$12,500,000
<input type="checkbox"/> State Agency Outreach	\$ 300,000
<input type="checkbox"/> Schools	\$ 1,000,000
<input type="checkbox"/> Case Worker Training/Outreach	\$ 500,000
<input type="checkbox"/> Local Complete Count Committees	\$ 3,000,000
<input type="checkbox"/> Travel & Administration	\$ 600,000
<input type="checkbox"/> Sector Outreach	<u>\$ 700,000</u>
	\$40,305,740



Phased Approach for 2020

Phase 1: Convene, Collaborate, Connect	FY2017-18
Phase 2: Educate. Motivate. Activate!	FY2018-19
Phase 3: Deploy. Count. Assess.	FY 2019-2020
Closeout: Non-Response Follow Up (NRFU), Results, Report, Wrap Up	July-Dec 2020

*December 31, 2020 – Apportionment Counts by State delivered to POTUS

March 31, 2021 - Redistricting Data delivered to each Governor



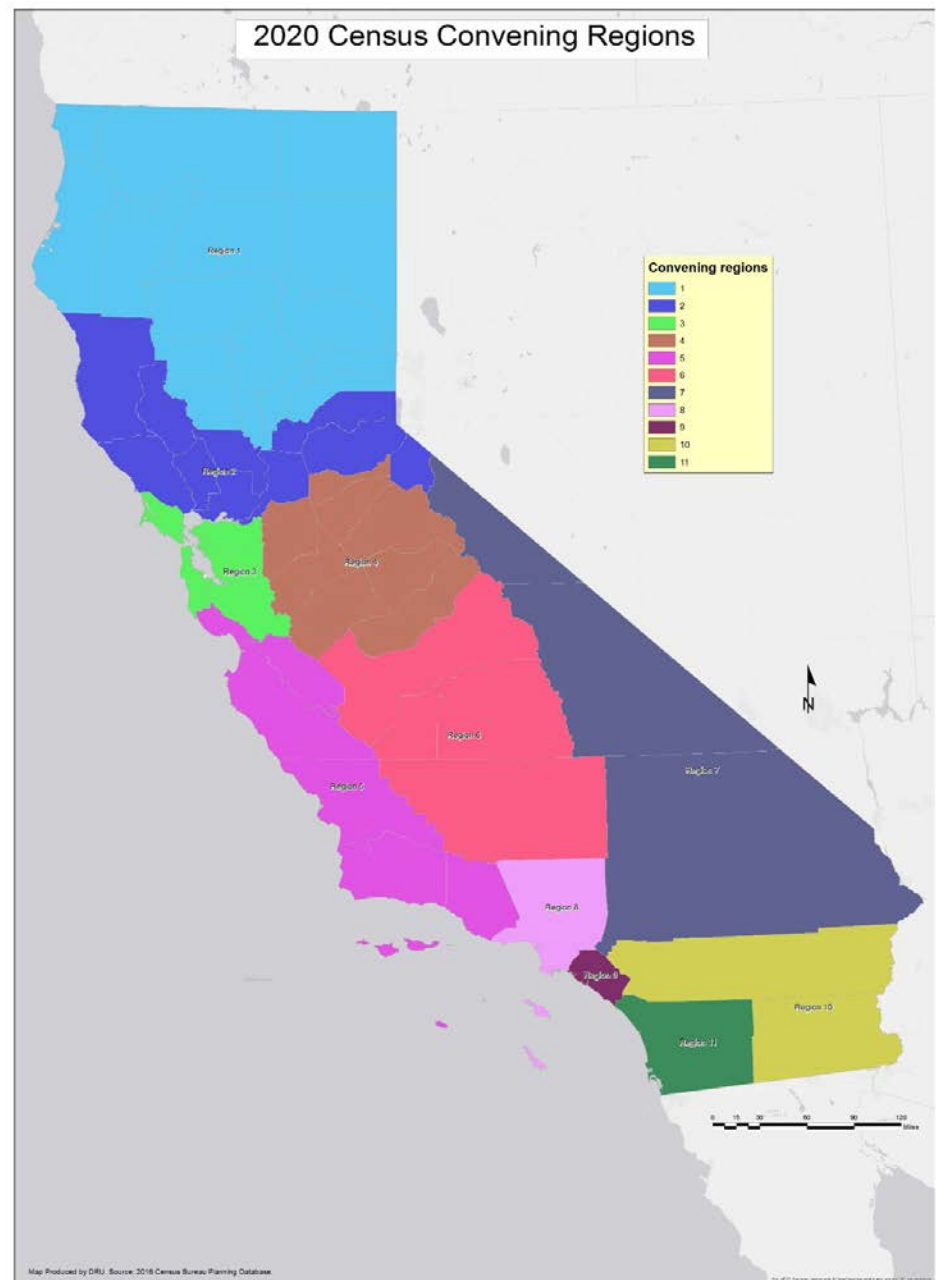
Theme: Flexibility & Agility

- ☐ Ground game & Air game
- ☐ Technical & Personal
- ☐ Planning & Rapid Response
- ☐ Governance & Accountability



Regions

1. Butte, Colusa, Del Norte, Glenn, Humboldt, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity
2. Alpine, El Dorado, Lake, Mendocino, Napa, Placer, Sacramento, Solano, Sonoma, Yolo
3. Alameda, Contra Costa, Marin, San Francisco, San Mateo,
4. Amador, Calaveras, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tuolumne
5. Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
6. Fresno, Kern, Kings, Tulare
7. Inyo, Mono, San Bernardino,
8. Los Angeles
9. Orange
10. Imperial, Riverside
11. San Diego



Key Deliverables of the 2020 Effort

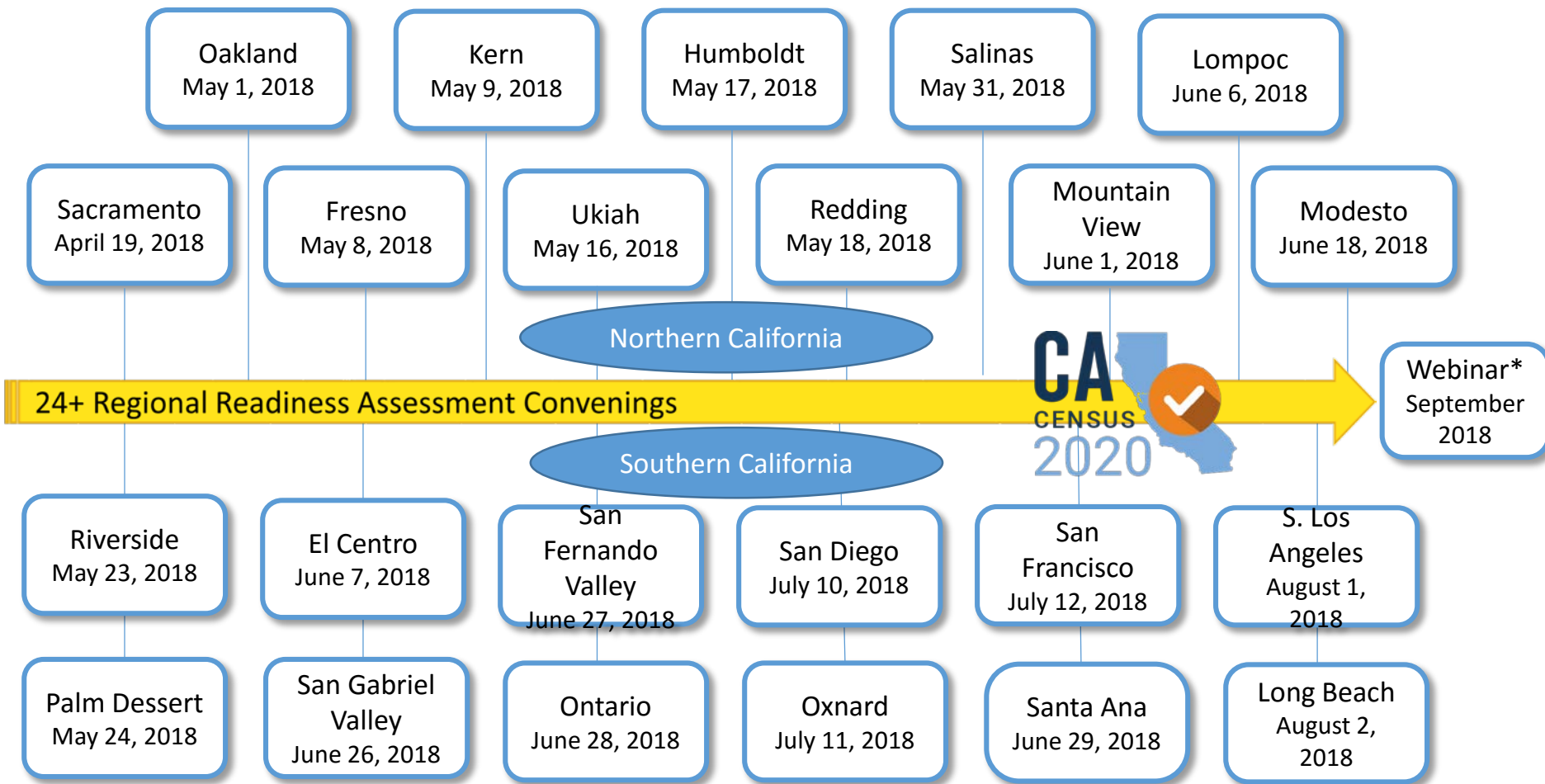
- Initial Report to Governor by October 1, 2018
- SOCS First Draft Due December 31, 2018
- Language Access Report to Legislature April 2019
- Interim Reports to Governor due every January 1st and June 30th
- Final Report to the Governor by June 30, 2021



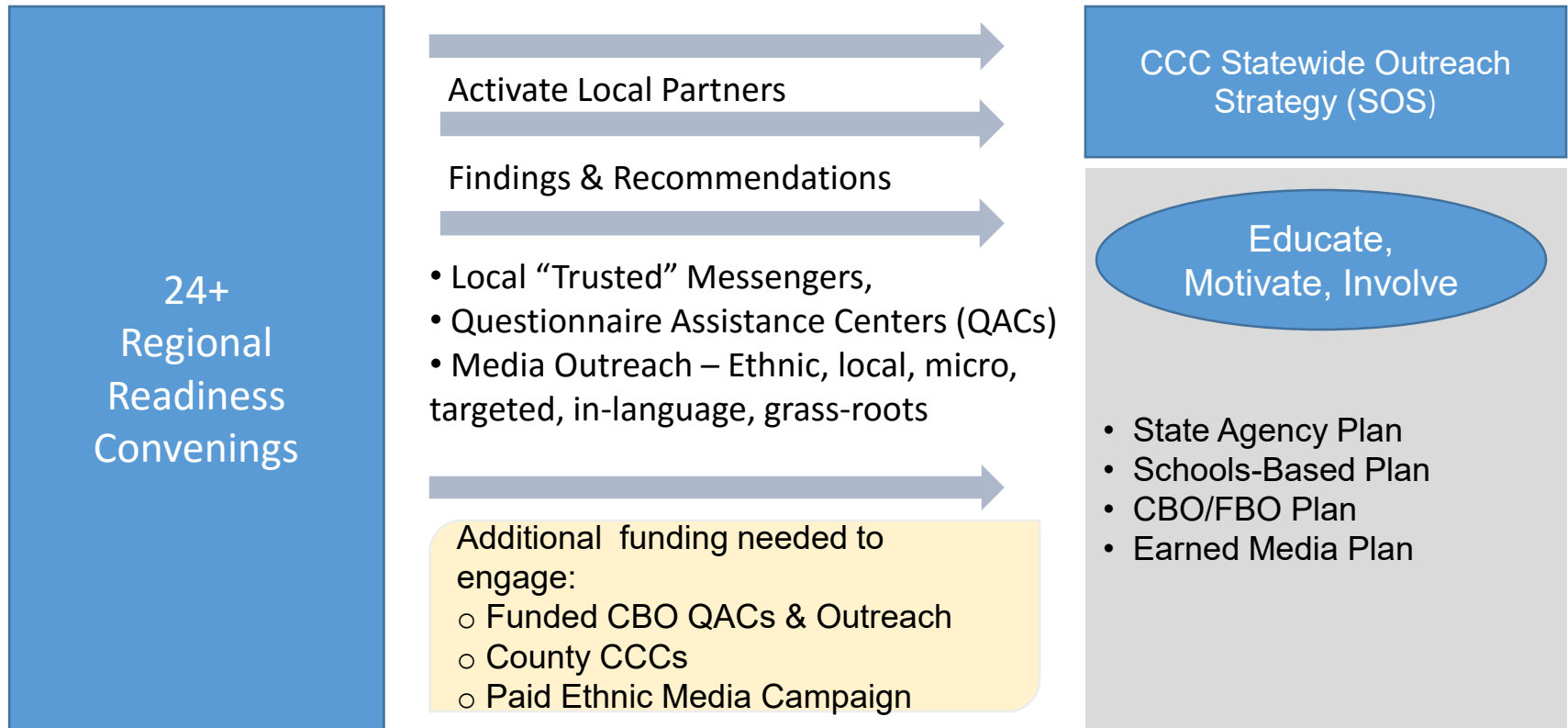
Where do the Regional Convenings fit in?

- Assess the readiness for outreach for ENTIRE state, starting REGION BY REGION
- Create a space for cross-sector interaction of local entities, to lay groundwork for Local Complete Count Committees
- Provide info on Fed and state Census outreach strategies and timelines
- COLLECT data on the HTC populations, Ethnic Media and Trusted Messengers in the region





Where Do the Regional Convenings Fit In?



Critical Success Factors for 2020

- Understanding the new and challenging environment
- Convener, Collaborator, Coordinator
- Consultant and Advisory Role to the U.S. Census Bureau
- Coordination and integration of outreach efforts at the state, local, and federal levels
- Leverage existing outreach opportunities
- Full commitment of all partners to bring the resources they have to ensure California has a complete count



What you can do right now?

- Invite, collaborate, and participate in regional convenings
- Include California Census 2020 talking points in your presentations and speeches
- Identify key staff to assist the CCC staff and/or join a subcommittee
- Share outreach opportunities with the CCC
- Visit the website – census.ca.gov
- Place the logo and link on your website
- Follow, like and share our social media accounts
 - Twitter – www.twitter.com/CACompleteCount
 - Instagram - www.instagram.com/calcompletecount/
 - Facebook - <https://www.facebook.com/CACompleteCount>



Recommended Readings

[Complete Count Committee Guide](#)

[Adding Immigration and Citizen Status Questions to the Census](#)

[Factsheet: Citizenship and Legal Status Questions on the 2020 Census. Preventing a Decennial Disaster](#)

[Will You Count? Renters in the 2020 Census](#)

[Will You Count? People Experiencing Homelessness in the 2020 census](#)

[United States Census Bureau Language FAQ](#)

[2020 Census Local Update of Census Addresses Operation \(LUCA\) FAQ](#)

[2020 Census LUCA Information Guide](#)

[GCIR's California Counts!](#)

[Community Outreach Toolkit](#)

[An Effective Strategy To Reduce Census Undercount: Results from California Pilots of Community-Based Address Canvassing](#)

[2000 CA Complete Count Census Report](#)

[2010 CA Complete Count Census Report](#)



Dan Torres

**Chair
California Complete
Count Committee**



Forming Working Groups

Suggested topics include, but are not limited to, the following:

- **Local Update of Census Addresses Operation (LUCA) and Housing**
- **Citizenship Question**
- **Language Access**

Please refer to Agenda Item #6 Forming Working Groups Document inside your binders



30 Minute Public Comment



Patricia Vazquez-Topete

Liaison

**California Complete
Count Committee**



Future Agenda Items and Meeting Dates

- Topic interest for future CCCC meetings

- Upcoming meeting dates:

- 2nd CCCC Meeting July 30th, 2018
- 3rd CCCC Meeting October 1st, 2018
- 4th CCCC Meeting December 3rd, 2018



Closing Remarks and Adjourn

- Thank you for your commitment to the Census 2020
- We will see you again on July 30th
- Please email patricia.Vazquez-topete@census.ca.gov in advance to schedule working group meetings and conference calls.



Dan Torres
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