

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

California Complete Count Committee Activities

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

June 30, 2019



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# I. BACKGROUND

## The California Complete Count Committee

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

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

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

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

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

## Committee Work Program: Four Goals for 2019

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

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

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

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

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

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

## **II. COMMITTEE ACTIVITIES COMPLETED**

### **March 2019 Quarterly Meeting**

The Committee met on March 12, 2019, to continue its focus on receiving informational updates about the Federal and State Census efforts and providing questions and comments germane for the California Complete Count effort to key State and U.S. Census Bureau (Census Bureau) representatives, and to generate and provide focused feedback on the outline of the Statewide Outreach and Communications Strategy (SOCS).

Regarding informational sessions, the Committee received the following presentations at the March 12, 2019 meeting:

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

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

- Interest in increased funding and support for tribal government outreach activities;
- Concerns about the absence of LGBTQ as a hard-to-count community in earlier RFP and other communications;
- A desire for more extensive outreach, time for response, and transparency regarding announcements of contracting and other application deadlines;
- The need for sufficient Census Bureau in-language outreach in rural areas to speakers of indigenous Mexican languages;
- The need for outreach approaches to address the full spectrum of housing instability California residents, including LGBTQ youth and couch surfers, are experiencing;
- The need for outreach support for smaller and more rural county areas; and
- Concerns that the federal language plan is insufficient toward and may discriminate against LEP, refugees, and non-written languages, and that the State language plan fill gaps by addressing operational challenges, including details on how State resources will reach specific language communities at local levels.

During the meeting, the Committee and members of the public divided into breakout groups to develop feedback on four components of the Statewide Outreach and Communications Strategy. The SOCS is focused on targeted outreach, a high-touch approach, and engaging trusted messengers in trusted places with culturally relevant messaging, in various languages as appropriate. Key feedback included:

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

## June 2019 Quarterly Meeting

The Committee met on June 4, 2019. **(To be updated following June 4 Meeting)**

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

As part of their “Get Smart” goal, the Committee and its Working Groups identified topics for a series of webinars the California Complete Count Office hosted in the first and second quarters of 2019 so that Committee members and invited stakeholders could educate themselves on various areas of concern. Working Groups opted to focus their time on webinars rather than meetings. A summary of key content of those webinars follows.

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

Presenters:

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

Summary:

The Census Bureau has a number of enumeration programs designed to count individuals who may not be counted in the Self Response enumeration process. These procedures include Group Quarters, Service-Based Enumeration, and Transitory Locations, as well as enumeration for areas impacted by natural disasters. **Group Quarters** house unrelated people in group living arrangements and may offer services. These include college dormitories, military barracks, prisons, and transitional shelters. Enumeration involves a Group Quarter representative counting residents and sending the data directly to the U.S. Census Bureau. **Service-Based Enumeration** occurs over three days at locations where people without conventional housing or who are experiencing homelessness receive services, such as shelters, soup kitchens, food vans or known homeless encampments. **Transitory Locations** are sites such as RV parks, campgrounds, marinas, and racetracks with movable housing; and hotels and motels where people may be present who do not have a usual home elsewhere. Enumerators will collect data via paper at these sites from April 4-May 9, with follow-up phone interviews.

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

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

Presenters:

- Ed Kissam, WKF Giving Fund

- Cindy Quezada, Central Valley Immigrant Integration Collaborative
- Ellen Braff-Guajardo, Sierra Health Foundation

Summary:

San Joaquin Valley Census Research Project researchers conducted surveys and held focus groups to learn Latino immigrants' views on the citizenship question and their implications for 2020 Census participation. Respondents included foreign-born undocumented residents, legal residents, naturalized citizens, and U.S.-born Latino youth with immigrant parents. Researchers found a large drop in willingness to respond to the Census if the citizenship question is added – from 84% to 46% of all Latino respondents. Results indicated a drop of more than 20% even among legal Latino residents. The research also found strong opposition to participating in proxy interviews to share information about non-responding neighbors – 19% without a citizenship question and 8% with it. There are other Census barriers: about 25% of respondents lacked standard mail delivery, and a similar percentage had low or no internet access.

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

### **[March 1, 2019: Protecting the Confidentiality of 2020 Census Statistics](#)**

Presenter:

- Simson L. Garfinkel, Senior Computer Scientist for Confidentiality and Data Access, U.S. Census Bureau

Summary:

Simson Garfinkel described methodologies the U.S. Census Bureau will use in 2020 to ensure the privacy and confidentiality of Census data, how these differ from methodologies used in the 2010 Census, and how this is being messaged to the public to promote trust in the enumeration process. Census 2010 methods



relied on swapping data from households of the same size and within the same state. The Census Bureau's Confidentiality and Data Access department tested 2010 data for vulnerability to an attack using today's data science, and determined that an attacker could reconstruct databases sufficiently to learn self-response race and ethnicity. For 2020, the Census Bureau's **Disclosure Avoidance System** will use **Differential Privacy**, a rigorous, mathematically proved technique for protecting confidentiality that can show a provable maximum privacy loss and provides algorithms for policymakers to use to manage the trade-off between accuracy and privacy. Privacy is protected by adding statistical noise to every data product from a data set. The noise, as an example, prevents using block-level data to find individuals. The Confidentiality and Data Access team is continuing to address Data and Cyber Security through creating and reinforcing a culture of privacy and data protection, implementing secure systems, securing data collection and dissemination, and monitoring and responding to security issues.

### [March 19, 2019: Overview of 2020 Census Non-English Language Support](#)

Presenters:

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

Summary:

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

Clarissa Laguardia described how the HTC under Language and Communication Access includes LEP populations and people with disabilities. She reviewed the State's interactive online HTC map tool and showed a demo video of the Statewide Outreach and Rapid Deployment (SwORD) Mapping Portal, which will be used by state Census partners to share data and

coordinate. These tools are used with other data sources to help determine language support needs for the State. Digital and print outreach and informational materials are to be easy to digest and share, and developed in accordance with the U.S. Census Bureau's language access guidance. State census contractors will be required to abide by the State's Language and Communication Access Standards (LACAS), which will identify each language to be targeted at the county level [Note: the State has since released its Language and Communication Access Plan or LACAP, which supersedes its LACAS].

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

### Presenters:

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

### Summary:

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

## **June-July Date TBD: Message Testing Webinar (to be updated when/if info is available)**

The California Community Foundation and The California Endowment, with support from the Fenton communications firm, moderated a discussion of findings from research on responses of hard to count communities to potential messages about the 2020 Census, to help support plans to develop culturally competent multilingual messaging around the Census. This webinar, while developed for the Committee, was also open to the public.

Further information on the webinars, including copies of slides, is available on the California Census 2020 website on the Events page at <https://census.ca.gov/events/>.

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

During the April-to-June Quarter 2, individual Committee members “documented their influence” by considering their respective spheres of influence, networks and relationships, and bringing recommendations to the Committee about networks and contacts to be accessed. They documented all of their networks, known influencers and trusted messengers to better advance access and outreach to HTC communities and populations. Committee members began participating in regional events such as Implementation Planning Workshops (starting June 3, 2019). They are also documenting the events and regional workshops they are attending.

Committee members are providing their data to the Complete Count Office so that it may be entered into the Statewide Outreach and Rapid Deployment (SwORD) mapping tool for use in tracking and in focused Census outreach efforts.

In addition, Committee members are helping to spread the word about Census jobs in order to help recruit enumerators and translators who are culturally competent and have the linguistic expertise to communicate with specific HTC populations. They are also sharing out media toolkits.

## **III. UPCOMING COMMITTEE PLANS**

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

During the third quarter (July-September), Committee members will engage with communities at the regional level and within their areas of influence. Activities will include participating in Implementation Planning Workshops scheduled from June to September that take place within their regions or spheres of influence,

as their schedules allow. Committee members will also work with the Census Office to identify other such events that they may be able to attend.

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# 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/>.

- **Alex Padilla**, Chair, Secretary of State
- **Gita Amar**, Senior Director at PMK BNC
- **Tho Vinh Banh**, Supervising Attorney and Supervisor of Multicultural Affairs Outreach at Disability Rights California
- **Carolyn Coleman**, Executive Director at the League of California Cities
- **Kathleen Domingo**, Director for Office of Life, Justice and Peace at the Archdiocese of Los Angeles
- **Basim Elkarra**, Executive Director at the Sacramento Valley Chapter of the Council on American-Islamic Relations
- **Amy Fairweather**, Policy Director at Swords to Plowshares' Institute for Veteran Policy
- **Nicholas Hatten**, Executive Director at the San Joaquin Pride Center
- **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
- **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/>

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