



California Complete Count Committee

Meeting Minutes

October 1, 2018 9:00am - 4:00pm



Members Present:

Dan Torres (Chair)

Director of Immigrant Integration, Office of Governor Edmund G. Brown Jr.

Tho Vinh Banh

Disability Rights California

Carolyn Coleman

League of California Cities

Kathleen Domingo

Archdiocese of Los Angeles

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

Alex Johnson

Californians for Safety and Justice

Loren Kaye

California Chamber of Commerce

Jesus Martinez

Central Valley Immigrant Integration Collaborative

Gerald McIntyre

Justice in Aging

Tom Saenz

Mexican American Legal Defense and Educational Fund (MALDEF)

Lee Salter

McConnell Foundation

Regina Brown Wilson

California Black Media

Christopher Wilson

Alliance San Diego

Angie Wei

California Labor Federation

Tom Wong

University of California, San Diego



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Members Absent:

Gita Amar

PMK BNC

Kate Kendell

National Center for Lesbian Rights

Eloy Ortiz Oakley

California Community Colleges

Jennifer Rodriguez

Youth Law Center

Government Operations Agency Staff Present:

Secretary Marybel Batjer, Secretary

Justyn Howard, Deputy Secretary for California Complete Count

CCCC Consultants (University of California, Sacramento) Present:

David Ceppos

Jennifer Mair

Sophie Carrillo-Mandel

California Complete Count Staff Present:

Ditas Katague, Director

Adelina Zendejas, Chief Deputy Director

Alana Golden, Assistant Director of Marketing/Communications

Patricia Vazquez-Topete, CCCC Liaison

Tamma Adamek, Deputy Director of External Affairs and Media Relations

Sara Murillo, Assistant Director of Administration

Adriana Martinez, Deputy Director of Outreach

Irving Pacheco, Regional Program Manager

Angela Rosas, Public Informational Officer

Kristine Beckley, Legal Counsel

Alicia Wong, Project Manager

Jeanelle Loui, Office Technician

Vanessa Vaughn, Procurement Official

Chris Groves, Procurement Official

U.S. Census Bureau Staff Present:

Michael Hall, Assistant Regional Census Manager

Jessica Imotichey, Tribal Partnership Specialist

Handouts and Presentations:

- July 30, 2018 Draft Meeting Minutes
- Meeting PowerPoint Presentation
- Draft Initial Report to the Office of Governor Edmund G. Brown Jr.
- Draft Initial Report to the Office of Governor Edmund G. Brown Jr. (suggested edits)

1. Call to Order and Establishment of a Quorum

Chair Dan Torres called the meeting to order, welcomed the Committee members and acknowledged the amount of work they have been dedicating to the Initial Report to the Governor's Office.

Chair Torres referred to Patricia Vazquez-Topete, Census staff Liaison for roll call. Quorum was established with 15 members present at 9:15am, four members arriving late (Carolyn Coleman, Nicholas Hatten, Regina Brown Wilson, and Tom Wong), and four members were absent.

Review of July 30, 2018 Meeting Minutes

Tho Vinh Banh pointed out a spelling error of her name. It was corrected in the record. No other corrections were offered. All members present with the exception of one voted to approve the meeting minutes. Angie Wei abstained as she did not attend the July 30th meeting.

Chair Torres reviewed the agenda.

2. U.S. Census Bureau Updates

Chair Torres introduced Jessica Imotichey, Tribal Partnership Specialist, U.S. Census Bureau (USCB), and Michael Hall, Assistant Regional Census Manager, USCB.

Mr. Hall discussed the importance of the 2020 Census, and provided an overview of updates from the USCB.

- Language Updates:
 - There will be a total of 12 languages in addition to English for online and paper Census forms.
 - There will be 59 languages total online via the drop-down menu to translate the Census form.
 - There will be a language card to point to during door-to-door enumeration such that a language can be identified and an appropriate enumerator can return to assist with translation.
- Opening of Area Census Offices (ACOs) and Hiring Census Staff:
 - Four of seven offices are opening, including Bakersfield, Oakland and Riverside. Three more ACOs will be opened soon.
 - USCB are now recruiting staff, approximately 30 people per office. This includes hiring various managers for each of the ACOs, including Information Technology (IT) managers, administrative managers and ACO managers.



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- Fifteen Partnership Specialists have been hired in the State of California. These individuals are now in training. USCB will bring on an additional ten Partnership Specialists that will be trained by November 2018. Staff will double by January 2019 in California, offering 50 people positions. Once USCB has hired to full capacity, there will be over 200 partnership specialists.
- In spring 2019, USCB will begin hiring for address canvassing.
- USCB is looking to hire diverse specialists with diverse language capabilities, and are asking questions in various languages during the interview process to ensure language fluency.

One member asked if it would be possible to review the Census job descriptions. Mr. Hall encouraged all to visit the website, USAjobs.gov, to review open positions. He noted some job descriptions are still being refined, and the website will have updated positions and descriptions once available. Mr. Hall shared that in 2010 there were highly qualified people working in administrative positions due to the state of the economy at that time. However, this year is it more challenging to find qualified applicants due to the low unemployment rate. USCB is working with partner organizations to ensure they are finding qualified people to fill vacant positions.

One member asked if Mr. Hall can share more of what a Partnership Specialist does. Another member asked if there are specific specialists hired for specific communities. A third member inquired if there will be specialists to outreach to the disability community.

Mr. Hall invited Jessica Imotichey of the USCB to describe the job, as she held the position of Partnership Specialist in 2010. Ms. Imotichey described a primary responsibility of the role as building relationships. Partnership Specialists actively research who resides in which neighborhoods, and how to reach them. They work with various non-governmental organizations (NGOs) and local businesses to identify key trusted messengers and coordinate with them so that all populations understand how important it is to participate in Census. She did a lot of grassroots organizing, including building a coalition around the Census outreach efforts.

- There are “general specialists” who cover general geography, and there are also specialists who are specific to specific communities. For example, Ms. Imotichey started as a Tribal Specialist.
- There are no specific specialists to outreach to the disability community as of yet, but USCB is taking that into consideration.
- USCB has targeted certain specialists for certain communities by language, and have several other key groups they are looking in to. The disabled group is one, health care group is another. They are looking at entities that have a certain reach in various communities.

Mr. Hall discussed outreaching to different areas with specialists who speak language/s specific to those communities. Using available data and the expertise of a dissemination specialist on staff, USCB can review an analysis of every State by county, ethnic breakdown, languages



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spoken, etc., and are able to hire partnership specialists according to local needs. Currently employed Partnership Specialists help with the hiring recruitment of additional Specialists.

- A member asked if compared to 2010, is recruitment going slower than USCB had hoped, and expressed the desire to help with identifying qualified applicants. He also asked if there will be waivers to be able to hire non-citizens to fill the appropriate language needs.
 - Mr. Hall said in 2020 this will be a challenge as USCB funding is limited right now and job applicants can command higher pay due low unemployment rates. They are also looking to Partnership Specialists who are working with cities and counties to help identify where to hire additional workforce. There may be kiosks and recruiting fairs run by ACO offices to recruit people now.
- A member said she is waiting to get a job announcement to circulate to her constituent group, and expressed that she does not think people in Hard to Count (HTC) communities are seeing job announcements or know where to go to apply for Census jobs. She asked what the plan is to ensure people know about these jobs.
 - Mr. Hall explained the USCB national partnership office is working with Uber and Lyft to get out job descriptions to drivers. He suggested going to USAjobs.gov and setting up a profile to receive notices of all jobs available.
 - There are two Partnership Specialists who are developing a list of minority media throughout the State. They are trying to reach out to minority media to make them partners so they can help get the word out and run positives stories about the Census.
 - Chair Torres suggested that the California Complete County Committee (CCCC) and Government Operations Agency (GovOps) can assist as they have staff, specialists, convenings, and have collected a lot of information about partners and media. They can help disseminate information to diverse segments of the population to create interest in the jobs.
- A member expressed they are in touch with community members who are interested in these jobs who live in communities with higher than average unemployment, and asked if there is an easier way to get job notifications out to existing networks. He noted that recruiting fairs at ACOs are only in specific locations and there will not be people in his area who will go to an ACO sixty miles away.
 - Mr. Hall expressed hesitation to send out job notices, as things are still changing in regards to job scoping and descriptions based on incoming data.
 - Chair Torres suggested that once it is determined what the USCB will allow, there are opportunities to work together to get circulate Census job announcements.
- Another member asked if USCB can share a list of persons who are compiling lists for targeted hiring, as well as the names of the media specialists, so that the CCCC can work with them. She knows people in specific communities who she can help recruit for these specialist positions.
 - Mr. Hall reiterated that USCB has a policy of not giving out job descriptions for specialists as areas are still changing. Once hired, each partnership specialist has an area, and they recruit assistants who are specific to neighborhoods where



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targeted outreach is needed. He acknowledged that Census must be a local effort if it is to be successful.

- Chair Torres stated that the CCCC will continue their engagement with USCB as they determine their needs, and suggested the CCCC can begin mapping out their networks, and identifying who may be appropriate for partnership specialist positions.

A member expressed concerns about the lack of a federal waiver to be able to hire non-citizen residents, stating there are different groups that the citizenship question will pose concern for. He thanked the regional office in L.A. for hiring a specialist who is coming to local meetings to inform partners about Census efforts and encouraged others to find the specialist in their region so they can work with them to come to local meetings.

- Mr. Hall replied that partnership specialists will attend local Complete Count Committee (CCC) meetings, and warned that they do not want to start hosting meetings too early so by the time it is year 2020, they are tired of hearing about the Census. There is a tier outreach strategy where cities with over 100,000 residents are establishing local CCCs. They understand the partnership program has to be the “boots on the ground” to reach out to HTC communities.
- Mr. Hall said the waiver would ultimately need to be adopted at the federal level, and that USCB understands the importance of hiring non-citizens, but they have not seen anything guaranteeing the waiver will be granted.
- USCB plans to open 26 offices, including locations in HTC areas, and each will have a recruiter. Mr. Hall talked about a few upcoming dates in October when there are meetings with Census partners and recruiting kick-offs.
- Mr. Hall praised the CCCC and their extensive efforts to share information about job recruiting in California. He stated that Los Angeles Cities and Counties have vibrant CCCs, but he needs the Committee's assistance to push local CCCs throughout the State. He expressed that California has a disproportionately low number of local CCCs organized compared to how much money has been allocated to the Census.
- USCB has done dozens of trainings for local CCCs. They know of a number of CCCs that want to start meeting and have appointed a lead, but they have not met yet. They are encouraging people to start meeting.

Mr. Hall quickly reviewed answers to Committee questions from the July 30th meeting:

- LUCA Update – USCB is continuing to go through address verification through March 2019. They are finding many small corrections, and are working overtime to process them. After summer 2019 they will mail feedback materials explaining address changes made/not made. There will be 45 days to respond.
- New Construction Program – This program allows tribal, State, and local governments to reply to a request to disclose new construction addresses. In April 2019 registration forms will be sent out with a deadline of July 2019. In September 2019 they will conduct new construction training webinars. In December 2019 no new addresses will be accepted.



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- Participant Specific Areas Program (PSAP) - Statistical geographies are under review. Geographical update software (GUS) will include secure web modules.
- Address Canvassing - Operations will be managed out of each office.
- Homeless Count – This count will be conducted at the end of March 2020 for a three-day period working with local shelters.
- Self-response for Persons with Hearing Disabilities – Phones will be equipped with Telecommunication Device for the Deaf (TDD) equipment.
- Multi-family Households – USCB is messaging to assure the Census is safe and secure and residents are comfortable completing Census forms.
- United States Postal Service (USPS) Address – All households with a regular USPS address will receive a letter and postcard with instructions to self-respond online. If residents do not self-respond in this manner, a paper form will be mailed.
- Census Confidentiality – Staff take an oath to protect data confidentiality when helping to complete enumeration. Furthermore, Census data is protected by Title 13.

A member posed some access concerns for those with different disabilities, saying people who are blind cannot process paper forms, people who are deaf cannot use a TTD, which is outdated, and some cannot go to a website, especially if it is not screen reader accessible. She asked if USCB can provide detailed explanations in writing of the ways each disability will be accommodated.

Chair Torres added they have seen an Operational Plan, and asked if there is something in that Plan that explains how people with disabilities will be accommodated.

Another member asked a question on visual impairment and large print.

- Mr. Hall suggested that Census forms in large print and braille will be available.

Chair Torres opened the floor for public comment.

Public Comment

- A member of the public learned Friday that two Partnership Specialists were hired for Sacramento County, but they live in Central Valley and are not up to date on where Sacramento County is in the Census preparation process. She has names of people to recommend, and expressed that it is important they are connected to the hiring process.
- Another comment expressed concern with the appeals process for LUCA, saying the 45-day response period is inadequate.
 - Mr. Hall read the USCB code that specifies the 45-day period. He said there is some awareness of concerns that they are trying to address.
- A member of the public stated they were told Partnership Specialists need permission to attend local CCC meetings.
 - Mr. Hall explained these guidelines apply to new specialists who are being trained. As such, they need to understand a variety of topics related to Census as a subject matter expert, and they are required to meet with Operations staff



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weekly to talk about needs. They want Specialists up to date so they can be available to attend local CCCs. There will be more hired in the Sacramento area. Regarding the State CCC meetings, USCB is making sure they have a senior manager attending each State meeting, and Partnership Specialists available for county meetings.

- A member of the public asked for a description of the CCC trainings.
 - Mr. Hall explained he designed a six-hour training, however has received feedback that this is too long. He stated there is a need to identify with local CCCs where trainings need to occur, saying this is a number one priority.
- A public comment pointed out that Partnership Specialists' staff and USCB should meet together to see who is covering what topics, so efforts are not being duplicated.
 - Mr. Hall answered that Partnership Specialists are not employed to run local CCCs. Their job is to be a resource person to assist as needed, but Specialists should not serve on the Committees. Their role is to be advisory only. USCB does not dictate anything about how local CCCs operate.

3. Break 10:40 - 10:50 am

4. Census Partnerships - Overview of Roles and Responsibilities

Chair Torres welcomed back the Committee and introduced the panel assembled to discuss partnerships, help clarify roles of the State and Federal operations, and to discuss how they will work together on Census 2020 efforts. The panel included:

- Michael Hall, Assistant Regional Census Manager, USCB
- Marybel Batjer, Secretary, Government Operations Agency
- Dan Torres, Director of Immigrant Integration, Office of Governor Edmund G. Brown Jr.

Secretary Batjer explained the California Census office had recently moved under Government Operations Agency (GovOps) for greater support. GovOps was created in 2013, comprising different departments responsible for administering state operations including procurement, information technology, and human resources. She expressed the Census effort is a tremendous one requiring a great deal of coordination and resources, and the work of the CCCC is critical. Secretary Batjer stressed the importance of planning and thoughtful use of resources so that efforts to support at complete count by various involved parties across the State are not duplicated, priorities are in alignment, partnerships and relationships are strong, and sharing of information is excellent between partners and organizations. She asserted that Census is the most important thing GovOps will be working on for the next two years.

Secretary Batjer shared that in July 2018 the budget for Census efforts was expanded to \$90 million, and those resources are being managed extremely well. She further described current staffing opportunities include new positions in GovOps, and requested all staff members present to introduce themselves. Self-introductions included:

- Justyn Howard, Deputy Secretary, GovOps



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- Ditas Katague, Director, California Complete Count
- Adrianna Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count
- Irving Pacheco, Regional Program Manager L.A. Region, California Complete Count
- Adelina Zendejas, Chief Deputy Director, California Complete Count
- Tamma Adamek, Deputy Director for External Affairs and Media Relations, California Complete Count
- Alana Golden, Assistant Director of Marketing and Communications, California Complete Count
- Angela Rosas, Information Officer, California Complete Count
- Kristine Beckley, Legal Counsel, California Complete Count
- Sara Murillo, Assistant Director of Administration, California Complete Count
- Alicia Wong, Operations Project Manager, California Complete Count
- Jeanelle Loui, Office Tech, California Complete Count
- Vanessa Vaughn, Procurement Official, California Complete Count
- Chris Groves, Procurement Official, California Complete Count
- Patricia Vazquez-Topete, California Complete Count Committee Liaison

In addition to building a team, Census Complete Count staff recently conducted a *Statewide Regional Readiness Assessment*, an effort which comprised 24 regional convenings. They are currently engaged in planning Government to Government Tribal Consultations for the coming weeks. Staff have been working with the Department of General Services to secure new office space in Sacramento, and are also working with community colleges to secure space on campuses. There will be updates in December of where all staff are located. Secretary Batjer expressed that staff want to be well informed by the CCCC, and are looking forward to the Initial Report to the Governor's Office along with the information gathered from the regional convenings.

GovOps released a Request for Information (RFI) on August 30th regarding best practices for reaching HTC communities and media outlets. Secretary Batjer emphasized it is very important how the media is utilized for Census messaging, as is the information gathered from the RFI. Nineteen organizations responded to the media request, and those responses will help craft Requests for Proposals (RFPs) from media and Community Based Organizations (CBOs) to assist with Census outreach. RFPs will be released in approximately 60 days. GovOps are working on funding formulas for future distribution of funds through the RFP process, and expect to be awarding grant allocations in January 2019.

Census staff are working with tribal populations. They met with Trinidad Rancheria in September, participated in Native American day September 28th in Sacramento, and there will be formal Government to Government Tribal Consultations in October as previously mentioned. Secretary Batjer stressed that work with tribal leadership is absolutely critical to achieving a complete count that includes all Native American populations.



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Census staff are working on a Statewide Outreach and Communications Strategy (SOCS), and know this is of keen interest. The CCCC Initial Report to the Office of Governor Brown will also help inform the SOCS.

GovOps and Census staff have constructed a draft budget following the July 2018 allocation of additional funds to Census efforts in California, and are pledging to keep administrative costs at or below 10% such that the vast majority of the \$90 million is allocated to outreach to the HTC. A detailed report on the budget will be available for the next CCCC meeting in December.

A member asked how many organizations responded to the RFI.

- 84 CBOs responded
- 19 media outlets responded

Another member asked if Secretary Batjer could explain more about the State's research efforts and how that information will be shared.

- Secretary Batjer answered they will not be doing research in that manner, but they are currently mapping HTC areas and will hire a mapping expert soon who can provide a presentation of detailed information of every neighborhood in the State. More information may be shared in December. It will be critical to inform the CCCC of this information and research, and have the CCCC advice on gaps identified.

Chair Torres explained the CCCC advises government on Census outreach. The CCCC is made of diverse voices from around the State, and they want to leverage the collective knowledge, experience and expertise members bring to bear. He asked in what ways may the CCCC work together with USCBs and GovOps to be efficient and effective.

- Mr. Hall answered that State and local agencies can conduct activities that USCB cannot do. For example, the State can hire undocumented persons for outreach efforts, but USCB cannot right now without a waiver. One area of support USCB needs from the State is how to effectively reach HTC areas. California has great maps with detailed information that shows where HTC neighborhoods are, as a very useful outreach tool. USCB wants to work through Partnership Specialists to collaborate with local stakeholders to reach HTC neighborhoods. He asserted Census is a local effort, and people in the community who are trusted voices are needed to help conduct Census outreach.
- Mr. Hall acknowledged the citizenship question is a big concern among the general populous. USCB was instructed to add this question to the Census form by the Federal administration. With the addition of that question, USCB needs states and localities to be strong advocates in their communities to say California cannot afford not to have people answer the Census questionnaire, and California will lose out on federal funding with an undercount. Census organizers need to talk about how to work together to reach people locally. It is up to local CCCs to encourage participation and identify key trusted messengers. USCB will share self-response rates and data accumulated in real time so others can target areas where response rates are low. California is already partnering with CBOs, media outlets, cities, etc. locally, and can identify how to shift resources to



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reach those who have not responded. USCB wants to provide real time data to assist the outreach effort.

- Chair Torres asked if USCB will work with the State to identify non-response areas and if Mr. Hall could highlight the resources the Federal government has to assist the State in reaching the HTC.
 - Mr. Hall responded that USCB is hiring Specialists to assist with outreach to certain populations, including Specialists focused on the homeless, children under five years, education, specific geographic areas, group quarters, etc.
- Another member asked how USCB can further collaborate with the State, asking what else USCB can do to provide basic trainings, such as PPT presentations to train volunteers and other community supporters.
- A member asked a question about when the waiver request to be able to hire non-citizen residents was submitted to the Federal government.
 - Mr. Hall expressed he did not know, that it is hard to say when the Federal government will get information back to USCB.
- A member asked if USCB had created any specific materials to ensure people that the misuse of Census data will be addressed, saying this question had come up frequently. Concerns range from personal level information to block level concerns, where citizenship data can be used to target specific neighborhoods.
 - Mr. Hall responded USCB is working to ensure they can protect data. They have put in place the disclosure review, and are looking at all of their procedures to ensure data protection. There is a data disclosure review board. USCB is also determining a cutoff point to alert of possible fraudulent Census forms submitted, as there will be thresholds that alert them to investigate. They are looking into if they can handle millions of people sending in forms all at once (as could happen if encouraged to do by a celebrity via social media campaign).
- A member reiterated his concern about how they can reassure people how their data will be used, as confidentiality is a major concern. A 2020 Census USCB goal is to have people fill out the Census form digitally, and it creates concerns about the security of data via technology breeches.
- Chair Torres echoed that the Committee would like to know when materials from USCB on confidentiality will be available, if those issues are being discussed and how they are being addressed.
 - Mr. Hall replied that he is aware of these important concerns and questions, but he does not know when they will be answered.
 - Secretary Batjer expressed that the heart of reaching HTC communities is the factor of trust, and that Secretary Ross needs to give his promise and validate that information will not be misused by the Federal government. The current environment has made it extremely difficult to move forward and confidentiality is at the heart of gaining trust. The Federal government needs to respond in a way all residents can depend on.



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- A member expressed he is unaware of a mechanism for the State to hire undocumented workers, and asked if USCB can hire non-citizens with documentation to work in the U.S.
 - Mr. Hall restated that USCB cannot hire non-citizens if they do not have a waiver.
- A member asked what happens at the end of the Census questionnaire if someone does not answer each question.
 - Mr. Hall replied there will be information showing participation rates, but he not familiar with the tracking mechanisms.
- A member stated there is a general fear that some online submissions will not be counted, and asked if there will there be a confirmation that the Census form submission was received, especially considering this is the first digital Census.
 - Ms. Imotichey stated she did not recall if there is a confirmation of successfully completing a form and said that is an excellent question. Mr. Hall said they will look into it.
- A member asked a question about user error and connectivity issues, asking if there will be dedicated call lines staffed to help people who are having technical issues. He also asked for more data, saying that in 2010 there was great collaboration in sharing real time response data. He asked for information about who will just receive a postcard directing them to the online form and who will receive paper forms, and if there is any information USCB has collected during tests about people completing the digital form online.
 - Mr. Hall responded USCB will be providing data from 2018 tests by the end of the year, and described a 52% online response rate, a 74% phone response, and very few calls into the assistance centers. He said paper questionnaires were sent out as well, and further noted there are different strategies for reaching different populations. Some residents will receive just a postcard directing them to the online form, some will receive both the postcard and paper form. Anyone with an address that does not fill out a digital form or respond via phone will have a response form mailed.
- Chair Torres clarified that members are interested in where to direct more intense outreach efforts based on how people are/are not responding to Census enumeration efforts.
 - Mr. Hall replied that response information will be updated so that enumerators will know they do not need to go to an address if a household has already responded.
- A member asked a question related to undercounted households and if there is a mechanism to go back and re-fill out the form accurately.
 - Mr. Hall responded they can call the telephone assistance center to assist with a change to the form submitted. USCB will also survey a number of people to determine that the forms were filled out correctly. The wording on the form has been changed to help people understand to include all members of the household in the Census data form.
- A member asked if Post Enumeration Survey (PES) discovers a large number of people were left out in the sample, how that will be accounted for.



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- Mr. Hall replied he is unsure, but PES will be checking to see where USCB may have missed counting people.
- A member asked if the test forms were done in all 12 languages and if there were any issues reported with the test. She also wondered if the forms were tested for usability. She pointed out that for those who hold green cards and are permanent residents, it sends an unusual message that they are meant to be counted but cannot be hired if there is no waiver.
 - Mr. Hall explained that the USCB was not in agreement with adding the citizenship question and that the Secretary of Commerce took full responsibility against USCB recommendations. This question is anticipated to raise issue, and USCB recognizes they need to develop talking points to address this concern.
 - He further explained that only English and Spanish were tested in the 2018 test, however 12 languages will be available online, and information from the 2018 test is still being compiled.

Chair Torres next opened the floor for public comment.

Public Comment

- It was asked if Mr. Hall could clarify if CBOs can hire helpers to assist individuals with tablets to complete the Census questionnaire.
 - Mr. Hall replied the USCB does not regulate how communities will help citizens with completion of the Census form. While USCB has constraints, they do not issue guidelines for how communities can assist others in filling out the form.
- A member asked about the use of one internet IP address to fill out numerous online forms.
 - Mr. Hall replied the security team will not provide threshold information about when an investigation will be triggered and will not discuss thresholds that give hackers a chance to distort their efforts. However, USCB is aware people will be assisting others to fill out Census forms.
- Chair Torres expressed the desire for clarification on how to assist others to fill out Census forms so that USCB knows the assisted responses are not fraudulent.
 - Mr. Hall replied the IT people are work to address this.
- Secretary Batjer asked for an example to illustrate how this scenario will be handled.
 - Mr. Hall said there will be many organizations who will be doing this type of effort. For example, the may station a kiosk at a library where one computer or device is stationed for use by whoever visits the kiosk.
- A member suggested assistance sites/locations could pre-registered, and if a site is not preregistered they can be investigated. Another member asked if instructions can be passed to IT people working on this.
- A member of the public commented they understood for other sources that if it is a foreign ISP, or coming in at more than 15 entries per minute, those entries will be flagged.



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- A member stated they wanted to ensure they understand what to tell constituents on this topic, and requested Mr. Hall share talking points.
 - Mr. Hall responded that social media mis-information is also a danger, and USCB is developing a plan for how to notice mis-information on social media and how to counteract this. As it does not take much time for things to go viral via the internet, USCB needs to be prepared to act quickly.

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

6. Role of the Consensus and Collaboration Program (CCP), Sacramento State

Chair Torres reconvened the Committee and introduced Dave Ceppos, Managing Senior Mediator of CCP with Sacramento State. Mr. Ceppos explained the role of CCP as neutral facilitators in working with Census Staff and the CCCC, assisting with quarterly meetings of the CCC, CCCC Work Group meetings, support in drafting the *Initial Report to the Governor*, the *Legislative Report*, tribal engagement, and facilitation support of the message testing group.

7. Initial Report to the Office of Governor Edmund G. Brown, Jr.

Mr. Ceppos turned to the review of the *Initial Report to the Office of Governor Edmund G. Brown Jr.*, explaining Committee members had received a draft of the Report, and will review the Report collectively at this time to discuss edits. He referred to Bagley-Keen limits of Committee members being allowed to discuss edits outside of a public meeting. Mr. Ceppos then explained the process for how the document review will proceed and how edits will be incorporated:

- Sections 1-3 will be treated as a forward written by GovOps, and Sections 4-5 will comprise the Report from the CCCC to the Governor's Office.
- For Sections 1-3, Mr. Ceppos will walk Committee members through suggested changes, and will ask GovOps for verification about edits to be incorporated.
- For Sections 4-5, Mr. Ceppos will proceed paragraph by paragraph through each suggested edit, take a straw poll for levels of agreement with regard to incorporating edits, open the floor to public comment, then move to the next section. He will ask each Working Group chair to comment on the purpose of their group, their process for developing Report content, and what they want to achieve via this initial Report.
- Mr. Ceppos will take a straw poll vote prior to the official roll call vote, then will proceed to the official vote.

Initial Report to the Governor's Office Edits

Section 1

Paragraph 1 suggested edits:

- Change to "*all persons*"



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- Add: "Census Bureau, *individual states, local governments, Tribal governments and CBOs...*"

Paragraph 2 suggested edits:

- "*equitable*"

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits:

- Eliminate word "historically" from the beginning of the paragraph
- Add "immigration status"
- Add "*citizen and non-citizen status...*" (strike immigration status)
- "Of particular note..." include "...rural residents, and *undocumented immigrants*, as these groups fall within..."
- Discussion about including the word immigrants or undocumented immigrants.
- Request to add *LGBTQ+*.
- Request to add *disability*.
- Change to "*...immigrants including those who are undocumented, LGBTQ+, and people with disabilities, as these groups...*"

Paragraph 5 suggested edits:

- Add "*This is an initial report that will be followed by reports every January and June 2019 - 2021.*"

Paragraph 6 suggested edits: none

Public Comment: none

Straw Poll: No opposition to changes noted.

Section 2

Paragraph 1 suggested edits:

- Census staff provided pre-written language regarding suggested edits and the undercount for this paragraph.
- Question on how Medicare funding is impacted by the Census.
- Motion to delete "Medicare."
- Question on whether schools should be included in the first section.
- Question on added data, 1.9 million undercounted, 1.2 million duplicates counted, net undercount of 2.6%. Some might think this is not a huge undercount and confuses the mission. Motion to strike 2.6%.
- Comment that the point being made is that the accuracy of counts leads to distribution of resources in a fair way.
- Recommend to strike the percentile as well as reference to an overcount.



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- Comment that it should be described and needs to be explained. Explain an overall undercount, and who is double counted. If there is no room to explain it in this report, it may be included in a future report.
- Suggestion to mention both numbers and mention it results in inappropriate distribution of funds in the state.
 - Chair Torres recommended this to be included in the next report.

Paragraph 2 suggested edits: (2020 Census Challenges)

- Recommendation to include "*people with disabilities*" to the list of HTC.
- To expedite, can we add the description we devised for Section 1 to this narrative description of HTC?
 - Yes. Agreement to add this throughout the document.
- Comment that one concern is the potential for undercounting older people due to a digital census.
 - Agreement to add "*elderly*" or "*seniors*" to the potentially undercounted.
- Comment that this is the first time the use of the term minority populations is no longer accurate for California. Move to strike "minority populations."

Paragraph 3 suggested edits: None

Paragraph 4 suggested edits: (First Digital Census)

- Add "*cybersecurity concerns*"
- State "there is *an expectation* to complete...." not just "there is an option..." the reality is there is an expectation.
- Comment that numerous populations may not accurately include people with disabilities.

Paragraph 5 suggested edits: (Census Citizenship Question)

- Question if needed to cite documents that discuss evidence from the ACS.
- Agreement to cite a letter from 2018 to Secretary Ross from Attorney General, as well as a memorandum discussing the difficulty added by the citizenship question.
- Add: "Census Bureau has *strong* evidence that including the citizenship question....."

Paragraph 6 suggested edits: (Increasing Immigrant Fears and Distrust)

- Desire to change the words "strict enforcement" to "undue enforcement" as it is more accurate. It is undifferentiated enforcement in reality.
- Comment that "undue" "indiscriminate" "aggressive" are accurate. There is a lot more to convey here and delve deeper, but it may be something to take on in the next report.
- Chair Torres explained there are changes being made every day, and to maintain this as an ongoing placeholder in this report so as to keep the conversation going around strategies to address those concerns.
- There is not much certainty about how immigrants are going to respond to Census forms, and more research needs to be done in regards to the citizenship question. It is being documented daily that people will not respond to forms due to this issue.



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- Change to "...including rapidly changing policies and practice, as well as arbitrary and aggressive enforcement of immigration removal, have led to concerns....."
- Add "*This dynamic situation will remain a major concern of the committee.*"
- Going back to Section 1, paragraph 5, there are various ongoing issues this Committee will be working on. It does not say anything about updated reports.
- Edit to "*The federal administration focus on...and rapidly changing enforcement priorities of immigration laws....*"
- Comment that there are not really federal priorities.
- Comment regarding a concern about removals: those who are being jailed are not being removed. Take removals out so it applies across the board.

Paragraph 7 suggested edits: (Lack of Trust in Government & Security of Information)

- Remove influencing, read "*Causingto skip the census all together, excluding certain household members, or refusing to open doors to Census enumerators.*"

Paragraph 8 suggested edits: none

Paragraph 9 suggested edits: none

Paragraph 10 suggested edits: (Non-Native English Speakers)

- Comment questioning the difference between non-native English speakers and non-English speakers. Non-English speakers may not be included.
- Recommend to say "*...limited English proficient, and non-English speaking individuals.*"
- Change the heading to "*Language Access Concerns.*"

Paragraph 11 suggested edits: (Hard to Count Populations)

- Include a reference to the housing crisis and stably housed populations....
- "...residents who are non-white, mixed race,... *unhoused...*" Add the reference.
- Question if we know the percentage of California residents that fall under one HTC category. Include that information if so, so that it reads as fact.
- Comment that this paragraph is not consistent with what we have described as HTC in section 1. Necessary to add *LGBTQ+, persons with disabilities*, etc.

Paragraph 12 suggested edits: none

Paragraph 13 suggested edits: (Building on Lessons Learned from 2000 & 2010 Census Efforts)

- appropriate change to "*competent*"

Paragraph 14 suggested edits: none

Paragraph 15 suggested edits: none

Paragraph 16 suggested edits: none



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Paragraph 17 suggested edits: (bullets under State's outreach and communication strategy)

- Bullet on partnering with trusted messengers: Suggested "...to include multi-lingual, disability and culturally competent..."
- Ending statement about phases - aren't we in Phase 2? Change: "*The state is currently completing Phase 1 and entering Phase 2.*"

Public Comment: none

Straw Poll: No opposition to changes noted.

Section 3

Paragraph 1 suggested edits: none

Paragraph 2 suggested edits: none

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits: none

Paragraph 5 suggested edits: none

Paragraph 6 suggested edits: none

Paragraph 7 suggested edits:

- add "...diverse, multilingual, *disability aware* staff to design and execute outreach..."
- "...is culturally, *disability* and linguistically appropriate, and targets the..."
- Question if there is a way to include youth in the staff and say "committed" or "informed" instead of experienced to not exclude youth. Will modify to "*informed*" or "*committed*"

Paragraph 8 suggested edits: none

Paragraph 9 suggested edits: (CCCC)

- Question if something about the CCCC making recommendations to the USCB can be added.
 - Yes.

Paragraph 10 suggested edits: (Strategic Local Partnerships)

- Request to add "*faith-based organizations*" after non-profits.

Paragraph 11 suggested edits: none

Paragraph 12 suggested edits: none



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Paragraph 13 suggested edits: none

Paragraph 14 suggested edits: none

Paragraph 15 suggested edits: none

Paragraph 16 suggested edits: none

Paragraph 17 suggested edits: (Messaging and Outreach)

- Add "*faith-based organizations, NGOs, CBOs...*"

Paragraph 18 suggested edits: none

Public Comment

- Going back to "Filling Gaps" the last portion...can it be clarified if outreach includes assistance to complete the Census and if so, what their role would be.
- Under Local Govt CCC, 2nd sentence "they will use local knowledge propose *"they will collaborate with CBOs and others to use local knowledge...."*
- Comment about the list of things that are federally funded, and issues around including Medical. Medical will be removed because California is already at the minimum level of being federally funded.
- Section 3. Add a sentence about how the fate of the partners are tied together and how overall success relies on each partner doing their part. Concerned with the current stance of USCB. Suggest to mention something about our success being contingent upon each other, and everyone needs to hold up their end of the bargain.

A member asked to revisit the definitions of navigators and trusted messengers, asking if a trusted messenger could be a navigator.

- Chair Torres replied the intention is to work with those CBOs who will be contracted to do outreach. They will be called navigators. Those contractors will be able to assist individuals to complete the Census form.
- A member explained they are using the term Census Goodwill Ambassadors, and asked if they qualified to be funded navigators.
- Chair Torres replied that once contracts are drawn, terms will be determined, and that will happen in the next phase.

Another member questioned how people in group homes will be counted.

- Chair Torres explained there is not a detailed plan for this yet as additional information is needed, and the CCCC can add language in a future report to say there needs to be more work done in this area.

Straw Poll

No opposition to changes noted.



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Section 4 California Complete Count Committee

Paragraph 1 suggested edits: none

Paragraph 2 suggested edits: none

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits: (Working Groups)

- Bullet Access and Outreach: "...adequate language *and disability* access...."
- "*historically undercounted and HTC communities*" add this as global framing throughout section 4.

Paragraph 5 suggested edits: none

Public Comment: None

Straw Poll: No opposition to changes noted.

Section 5 Working Groups

Paragraph 1 suggested edits: none

Paragraph 1 suggested edits: none

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits:

- "...culturally *and disability* competent messaging...."

Paragraph 5 suggested edits: none

Paragraph 6 suggested edits: none

Public Comment

A member of the public asked if SWORD as a mapping tool will be more integrated into each Working Group's efforts moving forward for tracking and measurement, wondering if it is best to put in the report recommendations, or how SWORD will be folded into each Working Group.

- Chair Torres recommended to include this in future iterations of this report since it is not something the Committee has been familiarized with yet. A few Committee members expressed agreement.



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Straw Poll

No opposition to changes noted.

Section 5a Housing

Mr. Ceppos reminded the Committee of the process of asking Chairs to talk about their Working Group's purpose, goals, and importance.

Jesus Martinez provided a description of the Housing Working Group efforts.

Paragraph 1 suggested edits: none

Paragraph 2 suggested edits: none

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits: none

Paragraph 5 suggested edits: (Populations that need to be outreached to include:)

- First bullet point: Expand to *add elderly/seniors*
- First bullet point: Expand to add mentally ill. Comment that mentally ill falls under people with disabilities. Suggestion to say "people with disabilities *including mental health disabilities*". There is concern that if it is mentioned here and not included elsewhere it can be confusing. Add to the second bullet instead.
- Second bullet point: Add "*people with mental health and intellectual/developmental disabilities*"
- Second bullet point: Add "*Displaced people due to natural disasters.*"
- Chair Torres explained this is a limited list, not exhaustive, there are others who could be added. For purposes of this conversation can we say this is an initial list?
- First bullet point: Question if it would be helpful to take out USCB? Strike the USCB.
- First bullet point: "*Vulnerable populations of concern to the Housing Working Group include, but are not limited to:*"
- Second bullet point: "*recently arrived immigrants who have not established permanent housing*". Add "*farm workers*"
- Third bullet point: Include "*people living in vehicles*"
- Third bullet point: "*People living in developmental centers and state hospitals*". Suggestion to lump this under group quarters. The committee voted to keep it separate.

Paragraph 6 suggested edits: (Potential locations or organizations to outreach to these populations include:)

- Add "*organizations that work with disability communities*"

Section 5b. Trust and Confidentiality

Angie Wei provided a description of the Trust and Confidentiality Working Group efforts.



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Paragraph 1 suggested edits: none

Paragraph 2 suggested edits: none

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits: none

Paragraph 5 suggested edits: none

Paragraph 6 suggested edits: none

Paragraph 7 suggested edits: none

Paragraph 8 suggested edits: none

Paragraph 9 suggested edits: none

Section 5c. Access and Outreach

Tho Vinh Banh provided a description of the Housing Working Group efforts.

Paragraph 1 suggested edits:

- Change ability to "*disability*"

Paragraph 2 suggested edits: none

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits: none

Paragraph 5 suggested edits: (Recommended Initial Strategies for Language Access)

- Add "*Consideration also needs to be given to providing outreach to...*"

Paragraph 6 suggested edits: (Digital Access)

- Proposed edits from document provided in meeting materials are approved.
- Note to add language about online being the preferred Census option.

Paragraph 7 suggested edits:

- Add bullet: "*Ensure availability to people with disabilities*"

Paragraph 8 suggested edits: (Diversity of Census Enumerators)

- Add that non-citizens are trusted messengers.



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Paragraph 9 suggested edits: (Recommended Initial Strategies)

- Bullet two is a big deal. If we don't get the waiver we need to think this through.
- Bullet two: *"the state should support and encourage hiring of local community navigators..."*

Paragraph 10 suggested edits: (Initial Issue of Concern: Historically Undercounted Communities)

- *"are at risk to being undercounted during..."*

Paragraph 11 suggested edits:

- Suggested edits are covered elsewhere, there are no edits at this time.

Paragraph 12 suggested edits: (Initial Issue of Concern: Accessibility of Information to People with Disabilities)

- Suggested "people with a range of physical and cognitive disabilities..." There is opposition to that change as it is limited. Say *"people with disabilities, including sensory disabilities such as deafness and blindness..."*

Paragraph 13 suggested edits: (Recommended Initial Strategies)

- Proposed edits from document provided in meeting materials are approved.

Paragraph 14 suggested edits: none

Paragraph 15 suggested edits:

- Information usability is another way to say plain language. Include *"usability practices"*

Paragraph 16 suggested edits:

- Myriad is not proper.
- Heading should be *"Unstable Populations"*

Paragraph 17 suggested edits: none

Paragraph 18 suggested edits: none

Paragraph 19 suggested edits: none

Paragraph 20 suggested edits: none

Paragraph 21 suggested edits: (Initial Issue of Concern: Media Messaging)

- Proposed edits from document provided in meeting materials are approved.

Paragraph 22 suggested edits: (Recommended Initial Strategies)

- Suggested edits "Curates existing research..." No need to include in report at this time; rather come back to it in the next report.



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Paragraph 23 suggested edits: none

Paragraph 24 suggested edits:

- Proposed edits from document provided in meeting materials are approved.
- Add "*faith-based organizations*"

Section 5d. Content and Citizenship

John Joanino provided a brief description of the Working Group Efforts.

Paragraph 1 suggested edits: none

Paragraph 2 suggested edits: none

Paragraph 3 suggested edits: none

Paragraph 4 suggested edits: none

Paragraph 5 suggested edits: (Initial Issues of Concern: Accurate Self Identification)

- Move on from suggested edits, and come back to for the next report.

Paragraph 6 suggested edits:

- Consider the phrase "...benefits outweigh the risks..."
- "*Educational outreach effort should help people understand their personal connection to the Census and how the Census will effect....*" Strike benefits outweigh the risks.

Paragraph 7 suggested edits:

- Proposed edits from document provided in meeting materials are approved with the exception of the request to strike names of organizations as the report is not that specific yet.

Paragraph 8 suggested edits: none

Paragraph 9 suggested edits: none

Paragraph 10 suggested edits:

- Acceptable as is, except strike out names of organizations.
- Keep descriptions that refer to youth.

Public Comment

Farm workers should be changed to "*seasonal and migrant farmworkers*"

Straw Poll

No opposition to changes noted.



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Tom Saenz motioned to approve the document with suggested edits. Regina Brown Wilson seconded the motion. Patricia Vazquez-Topete took roll call. All members present approved. 16 members voted to approve the entire report.

8. Opportunity for Public Comment

There were two public comments from organizations offering their help to assist with the outreach efforts.

9. Adjourn

Chair Torres thanked the Committee for their work and noted that he will be leaving his position as the Chair of the Committee, and will be moving into another capacity in the Attorney General's Office. Secretary Batjer thanked Chair Torres for his work. Chair Torres stated the next meeting will be December 3, 2018 and next report from the Committee will be due January 2019. GovOps will facilitate the transition of Mr. Torres to help the Governor's Office find a new Chair.

The meeting adjourned at 4:06 pm.