



# California Complete Count Committee



## Meeting Minutes

March 12, 2019 9:30am - 3:30pm

### **Members Present:**

#### **Marybel Batier (Chair)**

Government Operations Agency

#### **Gita Amar** (by phone)<sup>1</sup>

PMK BNC

#### **Tho Vinh Banh**

Disability Rights California

#### **Kathleen Domingo**

Archdiocese of Los Angeles

#### **Basim Elkarra**

Sacramento Valley Chapter of the Council on American-Islamic Relations

#### **Nicolas Hatten**<sup>2</sup>

San Joaquin Pride Center

#### **Lisa Hershey**

Housing California

#### **John Joanino**

Advancement Project California

#### **Kate Kendell** (by phone)<sup>3</sup>

National Center for Lesbian Rights

#### **Jesus Martinez**

Central Valley Immigrant Integration Collaborative

#### **Gerald McIntyre**

Justice in Aging

#### **Lee Salter**

McConnell Foundation

#### **Regina Brown Wilson**

California Black Media

### **Members Absent:**

#### **Carolyn Coleman**

League of California Cities

#### **Amy Fairweather**

Swords to Plowshares' Institute for Veteran Policy

#### **Loren Kaye**

California Chamber of Commerce

#### **Eloy Ortiz Oakley**

California Community Colleges

#### **Jennifer Rodriguez**

Youth Law Center

#### **Tom Saenz**

<sup>1</sup> Gita Amar arrived at approximately 10:00 a.m.

<sup>2</sup> Nicolas Hatten arrived at approximately 11:00 a.m.

<sup>3</sup> Kate Kendell left the meeting at 12:30 p.m.



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Mexican American Legal Defense and Educational Fund (MALDEF)

**Tom Wong**

University of California, San Diego

**Christopher Wilson** (by phone as a member of the public – address was not noticed in advance)

Alliance San Diego

**Government Operations Staff Present:**

Julie Lee, Undersecretary

Justyn Howard, Deputy Secretary for Census

**California Complete Count Staff Present:**

Ditas Katague, Director

Tamma Adamek

Quintilia Avila

Kristine Beckley

Carlos Omar Beltran

Diana Crofts-Pelayo

Alana Golden

Lance Hedbald

Dorothy Johnson

Adriana Martinez

Jim Miller

Mignonne Pollard

Yumi Sera

David Tucker

Emilio Vaca

Patricia Vazquez-Topete

**U.S. Census Bureau Staff Present:**

Luz Castillo, Regional Census Manager

**CCCC Consultants – California State University, Sacramento Present:**

Alex Cole-Weiss



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### Handouts and Presentations:

- December 3, 2018 Draft Meeting Minutes
- Meeting PowerPoint Presentation
  - Updated slide on Regional Administrative Community-Based Organizations (ACBO) Awards distributed during the meeting
- Strategic Outreach and Communication Strategy (SOCS) Report Interim Draft
- Language and Communication Access Standards (LACAS)
- Education Sector Outreach Update

### 1. Call to Order and Establishment of a Quorum

Chair Marybel Batjer called the California Complete Count Committee (Committee) meeting to order and referred to Patricia Vazquez-Topete, Census staff liaison, for roll call. When the meeting commenced, quorum was not established with eleven (11) members present and ten members absent.<sup>4</sup> Since his remote location was not noticed in advance, Committee member Christopher Wilson attended as a non-voting member.

Note: The meeting was called to order at 9:52 a.m.

Chair Batjer stated that since the Committee could not establish a quorum, agenda items requiring a vote (item 1 and item 2) would not be addressed and would be moved to the next quarterly meeting.

#### Approval of December 3, 2018 Meeting Minutes

This item was moved to the next quarterly meeting.

### 2. Suggestions and Vote on a New Name for the Merged Working Group: Trust and Confidentiality; and Content and Citizenship

This item was moved to the next quarterly meeting.

### 3. State Census 2020 Updates: Infrastructure, Budget, and Funding

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<sup>4</sup> For a brief period, from approximately 11:00 a.m. to 12:30 p.m., there were 13 members present, which was enough to establish quorum. However, no official action was taken on voting items during the brief period of quorum.



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Chair Batjer introduced Justyn Howard, Deputy Secretary for Census, Government Operations Agency (GovOps). Mr. Howard provided an update about the State's infrastructure, budget, and funding for the 2020 Census.

Mr. Howard explained that since December, the State slightly increased its full team of staff to thirty-three positions, most of which have been filled. One position, the Fresno office Regional Program Manager (RPM), is currently pending review and approval by the Governor's office. The team added an office tech support position for the Los Angeles regional office, an RPM for the Central Valley area, and Lead RPM for central California to help manage the Central Valley and Central Coast regions. The Census team now has three Lead RPM positions to coordinate and collaborate throughout the State. Additionally, the State is actively looking to bring on student assistants to provide support.

Regional offices in San Diego and Los Angeles are open and running, and the Fresno regional office is expected to open in two weeks. The Bay Area regional office is still in development, but a lease has been secured and plans for furnishings and equipment are under way. Mr. Howard emphasized the State's commitment to efficiently managing the network of offices and staying within the 10% administration budget allocation.

Mr. Howard provided an update on the budget. In 2017, \$10 million was allocated for early planning and the State's Local Update of Census Addresses (LUCA) incentive program. In 2018 \$90.3 million was added to start implementing strategic outreach and communication, as well as administrative activities. Under the Newsom administration a comprehensive review was done, and as a result, the Governor's office made a request for \$54 million additional funds to be allocated to Census. The Census team is working with the legislature to approve this amount in June 2019. This additional funding will go towards specific items:

- \$10 million of the additional funds will be allocated to regional ACBOs to bolster the latter end of their outreach in the Non-Response Follow Up (NRFU) period, with the goal of ensuring there is adequate funding for outreach activities in the critical NRFU period, such as door-to-door canvassing work, as the State receives live data from the U.S. Census Bureau (USCB) on response rates.
- \$6 million will be dedicated to the statewide Community-Based Organizations (CBOs) funding allocation, who conduct Census outreach to hard-to-count (HTC) populations across the State. There are fourteen target populations for statewide CBO funding, include Native Americans and Tribal communities, Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ), Veterans, Asian-Americans and Pacific Islanders (API), and African-Americans. The goal is to enhance existing funding and/or fund additional CBOs for outreach to particular target populations.
- Approximately \$1 million will go towards sector-based outreach activities, including education and healthcare. The State is targeting Title I and Title III schools for



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partnerships in Census education and outreach, as well as providing access to school facilities such as libraries or computer labs.

- \$4 million dollars will be used for the California Housing and Population Sample Enumeration (CHPSE). The CHPSE will be conducted with the California Department of Finance (DOF), who will contract out to perform the sample enumeration. The goal in conducting the CHPSE is to support the evaluation of the State's outreach efforts, determine the efficacy of using administrative records to improve counts, improve the State's demographic estimating processes, and provide a reliable alternative data set for the State to use and compare with USCB results. Mr. Howard noted that this has never been done before and the Census team is paving the way with DOF as a partner.
- The majority of the additional funding – around \$30 million – will go towards the State's media campaign. Under the original budget of \$90.3 million, \$17 million was dedicated to the media campaign, since the priority was to fund critical outreach activities on the ground. Additional funding allows for the State to bolster outreach and work with local ethnic media as partners.

Chair Batjer asked for questions from Committee members.

- A Committee member asked whether the CHPSE survey will include a citizenship question.
  - Mr. Howard clarified that it will not, and that the survey would be shared with the Committee when finalized.

Chair Batjer opened the floor for public comment.

### Public Comment

- A member of the public asked for clarification on why the Tribal government funding allocation for outreach was so low, why Tribal governments were not eligible for county funding (in the case of counties opting out to receive state funding), and asked for consideration of providing additional outreach dollars to Tribal governments as Native American and Tribal communities are very hard to count, especially in rural areas. Tribes are not organizations, but sovereign nations, and many Tribal governments are receiving allocations of only \$1000-\$2000 for Census outreach. This is a very difficult amount of money to act on, and Tribal governments are wondering if the paperwork is worth the small amount of funding offered.
  - Mr. Howard commented that since the Census is an address-based enumeration operation, the State provided direct funding to Tribal governments based on the number of housing units in their jurisdictional areas. Many of the Tribal governments have few housing units. In addition to providing funding to Tribal governments for outreach in their geographic jurisdictions, the State is targeting outreach to tribal communities under regional ACBOs and county government



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outreach activities. Native American and tribal communities are also one of the target populations for the statewide CBO funding. The State is encouraging Tribal governments and tribal organizations to partner as subcontractors within these other funding streams. The State Census staff will be reviewing and approving outreach plans for ACBOs and counties, and will be looking for inclusion of Native American populations in the region. The State's goal is to provide coverage for all target HTC populations, including Native American and Tribal communities, across four-to-five areas of funding.

- Ms. Katague added that the Request for Proposals (RFPs) for the media campaign will list each target population, including Native Americans and Tribal communities. The State knows that local communities understand how to effectively message and reach their members, and the goal is for content to be created by and for the specific HTC populations. All HTC populations will be considered for the media campaign.
- A Committee member commented that there are a lot of moving parts to the Census effort and for many of the funding opportunities, the deadlines are already closed. It is important to make sure that the State is clear about where the money is going. People are asking why they have not heard about funding opportunities, and it is imperative that those opportunities are well communicated. The Native American community needs to have their concerns recognized, and when funding is released for ACBO and statewide CBO awards, there needs to be communication and/or a mechanism so that communities understand subcontracting dollars are available.
- A Committee member commented that Native Americans do not live only in ethnic enclaves or tribal jurisdictional areas, and effective outreach to that target population needs to go well beyond tribal housing units.
- A member of the public commented that while LGBTQ identifying individuals have been identified as HTC by the State, it is hard to count people when only two sets of gender pronouns are included in the Census form. It was asked if there is any option to add gender neutral pronouns.
  - Ms. Katague clarified that the State Complete Count Committee is not in charge of federal operations nor have any decision-making authority on how the Census questions are formatted. This particular issue is being worked on at the federal level, but the State does not have discretion.
- A member of the public commented that the additional \$54 million is welcome, but the State is still falling short on education and awareness. The funding is still not enough. The Census Policy Action Network will be asking for an additional \$40 million to go towards CBOs. There is also an opportunity for Native American organizations and Tribal governments to further partner.



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- A Committee member asked whether a specific staff person from the State has been identified for Native American outreach, and emphasized the importance of staff facilitating and making connections with community partners on the ground.
  - Adriana Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count Office, said that there are two staff members, herself and Connie Hernandez, who are serving as Tribal liaisons. Those who self-identify as American Indian/Alaska Native are included in the target HTC populations. Each member of the State's outreach team has been assigned a specific demographic population where they have experience and subject matter expertise. In addition to target populations, there are eight sectors (e.g., education and healthcare) where outreach staff have focused efforts. Marcy Kaplan is the Sectors Outreach Coordinator. Ms. Martinez thanked the individual who provided comments on the issues regarding tribal funding allocations and noted she and the outreach team is in direct contact with organizations that have voiced those concerns and will be following up with them.
- A Committee member commented that people would like to know where the resources are and who to be in contact with at the local level, and asked whether specific information on the allocation of regional and local resources will be shared by the State.
  - Mr. Howard responded that the intention is to eventually share that information when appropriate, but that this time, awards are only being made at a high level.
- A Committee member asked whether there is an expectation or requirement for regional ACBOs to work with local Complete Count Committees. In some cases, there are concerns at the local level about certain CBOs that have a reputation for not working well with some groups. There is a need for a neutral spot where voices can be heard.
  - Ms. Katague commented that the State is currently in the process of awarding funds, and that there are points of leverage the State can use in the contracting mechanism to address this issue.
- A member of the public asked for clarification on how the State is advertising CBO funding opportunities, saying it seems like the opportunities are announced after the deadlines have passed.
  - Ms. Katague clarified that information on the ACBO awards has not been released yet. She said the State pushes out information regarding funding opportunities on the State's Census website, a listserv, social media, and at the local level.
- A Committee member asked for clarification on how outreach to Native Americans who are not members of California-based tribes is being addressed.
  - Ms. Katague responded that this falls under the blanket of coverage. People are being outreached to based on where they are (by county and Tribal governments), who they are (target HTC populations outreached to by statewide CBOs), and how the person might best be reached (i.e., Sector outreach at churches, clinics,



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schools, etc.). The State expects to have multiple touches, and the USCB is also doing outreach. Local outlets need to create local messages.

- A member of the public commented that it seems like deadlines are being announced after they are due, and that regional ACBO contract opportunities were not announced in a timely fashion. Timelines should be public and administered such that people have time to apply. It also seems like job placements are being filled before being shared publicly. Respect for the process is important, but timing and announcements should be more public and transparent.
- A Committee member commented that the original RFP language did not include LGBTQ as a target HTC population, but then was later updated, and asked for clarification on what measures will be taken in the future to ensure sure all HTCs are included. The challenge is that by excluding certain communities, trust is lost as those communities do not see themselves included.
  - Ms. Katague explained that a category of “Other HTCs” was originally listed, and a request was made to explicitly name other intersectional HTC communities, such as the LGBTQ population.

#### 4. Director’s Report

Chair Batjer introduced Ditas Katague, Director of the California Complete Count Office to provide an update on overall strategy and current activities.

Ms. Katague shared a visual diagram on the multiple channels being utilized to achieve a complete count of California. The process is not linear, but a web of outreach and networks, with the California Census office as a central hub. The California Census office went through a strategic planning process to develop and refine the mission, vision, and strategic goals to guide the effort. Ms. Katague reviewed the strategic goals and key partnership components of the overarching strategy. The State’s strategic goals are to advocate for participation in Census 2020, work through trusted messengers, provide effective and efficient outreach with accountability and transparency, leverage technology, and leverage modern social movement communication platforms. Ms. Katague emphasized the importance and effectiveness of a relational model in helping overcome barriers to participation.

Ms. Katague reviewed the timeline for State activities from 2018 - 2020, including deadlines for reports. The first phase has closed out and the team is currently in phase two, which is the “Educate, Motivate, and Activate” phase. She highlighted several items, including a webinar on disability access at the end of March 2019. Funding work continues, as well as the onboarding of new staff and training of counties and partners. The next report to the Governor is due on June 30, 2019, along with the interim SOCS report. The final SOCS report will be released in December 2019. The work the team accomplishes in the field during the third quarter of 2019 will inform the final SOCS report.





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Summer 2019 is the “Motivate” portion of phase two, during which the State will be convening implementation planning workshops. These workshops will build upon readiness convenings held in 2018. The target dates for implementation planning workshops are June through September 2019. These workshops will bring together contractual partners (counties, ACBOS, media, etc.) and additional local partners to collaborate on developing local and regional outreach and communication plans. A primary goal of the workshops is to help partners prepare to submit their implementation plans to the State due in September and October of 2019. These workshops will also be critical to identifying and finalizing the key resources and gaps so that during the fourth quarter of 2019, the State has an opportunity to fill gaps before the “Activate” portion of phase two begins in January 2020.

Ms. Katague provided an update on county and Tribal government funding. Currently forty-four counties have opted into receiving their designated dollars and these counties are in the process of contracting with the State. This is the right time to contact county-level Complete Count Committees to be included as an outreach partner and subcontracting of funds. Ten Tribal governments have already submitted their paperwork to receive funding, and there are twenty-three additional Tribal governments who are planning to opt in.

Ms. Katague announced the funding awards for regional ACBO contracts with regional partners, explaining there were multiple submissions for each region. Regional ACBOs will be responsible for administering funds at the regional level and partnering further through subcontractors to ensure outreach coverage in their respective regions. Organizations are listed by region below:

1. Sacramento Region Community Foundation
2. United Way of the Wine Country
3. United Way of the Bay Area
4. Faith in Action Network
5. Ventura County Community Foundation
6. Sierra Health Foundation: Center for Health Project Management
7. The Community Foundation
8. California Community Foundation
9. Charitable Ventures of Orange County
10. United way of San Diego

Ms. Katague reviewed key activities in quarters two and three of 2019, which include implementation planning workshops and awarding the outreach and public relations campaign contracts. She noted that Committee members will be contacted with information about implementation workshops and are encouraged to attend.

Chair Batjer asked for questions from Committee members.



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- A Committee member asked whether the webinar sessions for the Committee were recorded and posted online.
  - Ms. Vazquez-Topete clarified that recordings of webinar sessions specifically for the Committee are not available online. Ms. Katague commented that moving forward the team will be recording a variety of webinars as resources.
- A Committee member asked whether there is an appeal process for the ACBO awards.
  - Mr. Howard clarified that there is no protest period allowed, so the awards are considered final at this point.
- A Committee member asked for more information on what is being done in counties where the county governments have not opted into administering funding.
  - Ms. Katague explained that in such cases the State is reaching out to a local council of governments or similar entities to determine their interest and ability to administer the funding, and/or the ACBO to provide those dollars to conduct outreach. For example, in Del Norte, Trinity, and Humboldt counties, they are subcontracting with another partner.
  - Mr. Howard added that in the Central Valley, funds will likely be provided to the regional ACBO or other local government entities. Since San Joaquin County opted out, the State is in conversation with the City of Stockton to take on a proportionate share of funding there. In San Diego, the San Diego Association of Governments (SANDAG) will administer the funds. San Diego County will participate in outreach, but will not directly administer the funds.

Chair Batjer opened the floor for public comments. There were none.

### **5. Break 11:00 – 11:19 am**

### **6. Outreach Team Introductions**

Chair Batjer reconvened the Committee and introduced Adriana Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count Office, to provide an overview of the outreach team. Ms. Martinez described roles, expectations for RPMs, and key milestones.

Ms. Martinez started by introducing the outreach team, which included four statewide lead positions and over ten RPMs. She reviewed staff assignments by region and highlighted the newly sworn-in staff member, Emilio Vaca, who will serve as the RPM for Central Valley. As noted earlier in the meeting, the Fresno RPM will be hired soon. Connie Hernandez, RPM for Region 10, also serves as the Deputy Tribal Liaison and has been key to continuing to develop relationships and connections with Native American communities and Tribal governments. A lot of capacity-building has been accomplished by the team over the past several months. In December 2018 there were three RPMs, by Valentine's Day there were nine, and just last week two additional RPMs were hired.



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In addition to regional assignments, staff serve as statewide outreach liaisons for specific HTC demographics, and there are several statewide coordinators. Marcy Kaplan is the statewide Sectors Outreach Manager and Mignonne Pollard is the Education Sector lead. Clarissa Laguardia is the Language and Communication Access Manager.

Fundamentally, the role of the RPMs is to be leaders, conveners, and facilitators. They will make connections between smaller CBOs and ACBOs, and support networks in the regions. They are in charge of contract management duties for county awards, as well as ACBO awards.

Chair Batjer asked for comments or questions from Committee members.

- A Committee member asked if there is an organizational chart with titles and contact information.
  - It is on the website <http://census.ca.gov>.
- A Committee member requested the State staff be proactive in sending out information to members.
  - Action item: Send an organizational chart of RPMs with their contact information to Committee members.

Chair Batjer thanked the Census team for their good work on outreach and opened the floor for public comments. There were none.

### **7. Census Bureau Introduction to Regional Coordinators**

Chair Batjer introduced Luz Castillo, Assistant Regional Census Manager (ARCM), Los Angeles Regional Census Center to discuss staffing and coordinator assignments.

The Community Partnership and Engagement Program (Partnership Program) has several objectives. It is the USCB's "boots on the ground" effort to increase self-response rates in HTC communities. Partnership program staff are diverse and help encourage, educate and engage local communities. National Low Response Scores are used to focus and guide outreach and hiring. The census tract level is used to identify HTC populations, and local partners help recruit staff in these areas. The approach is data driven, paired with local knowledge.

Ms. Castillo reviewed the list of characteristics of HTC populations. The Partnership Program reaches out to partners who work with HTC populations to hire partnerships specialists. As of March 4, 2019, the total California Partnership Program staff is forty-three and will continue to grow. In California there are two ARCMs, six coordinators, three media specialists working out of the Los Angeles Regional Census Office, and thirty-two partnership specialists. The plan is to hire over 100-150 additional partnerships specialists, with the core group helping to train and onboard additional staff. Ms. Castillo reviewed the current list of languages spoken by staff, and said that soon Russian and Farsi will be added to the list with additional hires.



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Ms. Castillo is the key contact for California's Partnership Program, and shared contact information for herself and other relevant staff. She directed people with questions to contact regional coordinators who will refer people to the correct partnership specialists, saying there is a map that shows which coordinators are currently working within each county. There will be one coordinator out of the Los Angeles Regional Census Office who will help with administrative tasks, but the other nine will be assigned to specific geographies.

- A Committee member commented that farmworkers and refugees are repeated twice in the list of HTC populations and asked what populations might have been missing.
  - Ms. Castillo answered the LGBTQ population, and recent immigrants.
- A Committee member asked for clarification on whether the list of languages meant languages spoken by staff, and was answered that it is languages spoken. The member suggested to check with language experts about how to refer to written Chinese, saying it may be more accurate to change it to Mandarin and Cantonese.
- A Committee member referred to the goal of boosting public trust, and asked what information will be shared with partners about Title 13.
  - Ms. Castillo explained there is a factsheet on confidentiality being developed that will be provided in twelve non-English languages by the USCB, and the State is working with partnership specialists to translate the factsheet into additional languages. It will be shared as it is available.
- A Committee member thanked the Census team for their good work in Fresno, Central Valley to establish local Complete Count Committees (CCCs). He expressed the concern about language access in rural areas where there are many indigenous immigrants from Mexico, and requested the USCB consider hiring non-citizens to conduct outreach in Mixtec, Zapotec, and Triqui, which are some of the key indigenous languages in these areas. Ms. Castillo said the USCB would like to work with partners to address those languages, and asked for Committee members to please share any contacts or resources that might be of help in this area.
- Another Committee member expressed that with the large amount of those experiencing diverse types of housing instability and homelessness, it is important to make sure that the spectrum of housing instability is considered in the outreach approach. Using person-first language when referring to people experiencing homelessness was encouraged over “the homeless.”
- A Committee member commented that American Sign Language is a distinct language and should be captured as such.

Chair Batjer opened the floor for public comment.

### Public Comment:

- Casey Farmer, Executive Director of Alameda County Complete Count asked how the number of California Partnership staff compares to other states.



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- Ms. Castillo said that California will have close to 200 Partnership staff. HTC and population data is used to make staffing determinations. 70% of staff the Western region (which spans several states) will be based in California.
- Ms. Farmer asked what services and support Partnership Specialists will provide before and during the count, and how local work aligns with USCB work, wanting to understand how to work in partnership and avoid duplication of efforts as it relates to convening and outreach work.
  - Ms. Castillo replied that the work of the Partnership Specialists is primarily to provide information and messaging to local organizations for them to incorporate in their work. A goal is to communicate well with local CCCs to avoid duplication of efforts.
- Ms. Farmer inquired about how those who are homeless and not currently seeking services will be counted, saying that service-based enumeration will be woefully insufficient for those not seeking services and living in encampments.
  - Ms. Castillo said that the USCB homeless count is a three-day operation. Census enumerators go to shelters, and there is also an operation that goes to encampments, where a body count at midnight is coordinated with local partners. Census partners would like connect with people who manage group quarters as well.
- Ms. Farmer commented that in Alameda County, the Census count added a lot of additional work, and inquired about grants to hire additional staff, or the use of volunteers.
  - Ms. Castillo said Census enumerators have to be hired, and the Census staff would like to coordinate with regions and localities on that. For volunteers, there may be opportunities to act as cultural facilitators or guides.
- Ms. Farmer expressed concern about timing for the advance contact date, which is February 6, 2020, and inquired about how to can receive more information on laying the groundwork for advance contact.
  - Ms. Castillo said USCB staff is more than happy to attend local CCC meetings to provide further information.
- A Committee member asked if there are partnership coordinators for the area of California south of Los Angeles.
  - Ms. Castillo said that for Orange County and San Diego, a coordinator is on board. USCB is currently onboarding a coordinator for Riverside, San Bernardino, Kern, and Tulare, and hope to start them in the next few weeks.
- A Committee member asked about recruitment and accessing application information for the coordinator positions.
  - Ms. Castillo said there is a flyer specifically designed for California that has direct links.



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- A Committee member expressed that he did not hear anything about addressing LGBTQ youth, or those that are staying with friends or family who are not traditionally thought of as experiencing homelessness.
  - Ms. Castillo said outreach to that population would be part of the overall education and outreach campaign to make sure people are counted on April 1, 2020. If people think they are not counted, they can also respond online or by phone.

### 8. Education Curriculum Project Update

Chair Batjer introduced Mignonne Pollard, Education and Schools Outreach Manager, California Complete Count Office and Frank Pisi, Director for History-Social Science, Sacramento County Office of Education.

Ms. Pollard said the Education Sector Outreach Plan includes K-12, higher education and libraries, and overlaps with those targeting outreach to ages 0-5. The curriculum outreach approach is based on lessons learned from 2010, as well as new strategies, such as innovative outreach through libraries. \$250,000 has been devoted to developing curriculum, and \$1.75 million will go to schools. Libraries are encouraged to work with local CCCs to receive funding.

The State is working with California counties in the outreach effort, and has sent letters to the top forty counties with Title 1 and Title 3 students with a draft contract and information on how to opt in to receive funding. Ms. Pollard said the State has received feedback and are listening to concerns about administrative burdens. In response, the California Count Superintendents Educational Services Association (CCSESA) and State staff are working on refining the requirements for contracts. They will be non-competitive and based on Title 1 and Title 3 student populations. Schools will be asked to be Census action centers/kiosks, participate in Census Week, optionally use the Census 2020 “Count Me In” curriculum, and participate in a performing and visual arts competition for students to develop messaging.

Mr. Pisi explained they are working on an inquiry-based approach to learning history and social science, and the Census curriculum fits well with this approach. They have developed a plan to have students and teachers look at the Census in a few ways, not just focusing on the need to participate, but to also take a historical view using Census data to help students understand it as an historical event. The inquiry-based curriculum is focused on essential and compelling questions, as uses the Census as a tool to explore how the definition of race has evolved, the changing labor market, westward expansion, and why the Census matters. This also give students the opportunity to study it more regularly throughout the year.

The main partners in developing and piloting the curriculum are the Los Angeles County Office of Education (LACOE) and Sacramento County Office of Education. The State has convened 5th, 8th, 11th and 12th grade level teachers to discuss how to develop their interest and



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commitment to teaching on the Census, how they can teach the Census curriculum, and to provide training on inquiry-based teaching methods. Eighteen modules of the curriculum are in development. Mr. Pisi gave an example of how the different elements of the education outreach approach fit together. Imagine students are given a weeklong exposure to historical aspects of the Census with the final lesson focused on the importance of the Census today. Students can also go through “Take Action Now” modules where they develop materials for students to teach each other and share the Census message from their point of view. Mr. Pisi said the Education Sector partners are also drafting a guide for visual performance projects that outlines resources and steps for students to implement such a project.

Current activities also include piloting the curriculum, reflecting on improvements needed, integrating suggestions for content refinement. The State is getting ready for a statewide launch over the summer, and plan to train teachers to use the curriculum over the next school year in the lead up to Census 2020. The State plans to outreach to new teachers for a second pilot round.

Ms. Pollard expressed that the State hopes the curriculum will be use in major cities across California. She is working with the Chancellor offices on resolutions in support of Census outreach and education within the community college, University of California (UC), and California State University (CSU) systems, as well as independent colleges. The State team is also working with the State library to improve access to all libraries.

Chair Batjer asked for comments or questions from Committee members.

- A Committee member offered the suggestion that they take into account regional associations and organizations in higher education.
- Another Committee member asked if there any programs for kids in special education and limited English proficient (LEP) programs.
  - It was answered that the next level pilot will help with this.
- A question was asked about outreach to adult schools, as they tend to have high percentages of immigrants and LEP communities. Adult schools and vocational education play a big role in reaching immigrants.
  - Mr. Pisi answered this issue is on their radar, and they are currently talking with adult education partners in Silicon Valley.
- A Committee member asked about training for those working with First 5 and whether foster youth parenting training programs are being in considered.
  - Ms. Pollard answered that community colleges offer classes for foster parents and they are looking for ways to work with the foster youth system on Census outreach. They are also working on coordination with First 5, WIC, and other programs.
- A Committee member suggested they look at charter school associations, and asked for clarification on whether the state funding is being awarded to unified school district or to counties. It is important for funding to reach smaller educational entities as well.



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- Ms. Pollard answered the funding goes to counties with Title 1 and Title 3 students.
- A Committee member asked if the State considered funding School for the Deaf and School for the Blind.
  - It was answered that those schools were included in the funding formula.

The floor was opened for public comment.

### Public Comment:

- Connie Stewart, California Center for Rural Policy at Humboldt State University expressed concern about only the "top 40 counties" being prioritized. Smaller counties also have to put together education outreach plans. She asked for more information on which counties are receiving funds, and requested examples of their outreach plans so that smaller counties can build upon what the funded counties are doing and not have to reinvent the approach. She emphasized the importance of sharing the list of counties who are being offered education outreach funding, so that if counties are considering not opting in for funding, local outreach partners can help put pressure on superintendents to make sure they apply for the money and reassure counties that they have support to implement the contracts.
  - Ms. Pollard commented that county education superintendents have until May 1<sup>st</sup>, 2019, to make decisions about opting in to education outreach funding. Ms. Katague commented that the data used to identify Title 1 and Title 3 schools shows that the top forty counties cover 98% of California's HTC populations in schools.
- Casey Farmer, Alameda County, asked if there will be resolutions in support of the Census in the UC and CSU systems, which will be helpful for partners at the local level as well.
  - Ms. Pollard confirmed that there will be memorandums of understanding with the UC, CSU, and community college systems. There are dates for when their boards will hear those resolutions.
- Rachel Delman, Lake County Chair of the local CCC asked if materials for educational outreach will be available to anyone, not just funded counties.
  - Ms. Pollard confirmed that the educational materials will be available on the website for anyone to use. In some areas, such as Lake County, the State is working with local partners to support a regional approach.
- Barbara Rivera of Contra Costa County asked if she could see copies of letters sent to state librarians, and if they will be posted to the Census website.
  - Ms. Pollard indicated they did not think it would be an issue to share the letters on the website.





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- Action Item: State staff to post a copy of the letter sent to State librarians online at [www.census.ca.gov](http://www.census.ca.gov) on the education page. Copies will also be given to RPMs to share.
- A member of the public working with Assemblymember Sawyer asked for clarification about the target age group for visual arts competition component of the Education Outreach Plan, whether the plan includes engaging student groups on college campuses with setting up kiosks, and how the education outreach funding is being distributed at the district level.
  - Mr. Pisi clarified that the curriculum has been developed for 5<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grades, aligning with U.S. history, government, and economics lessons. The statewide visual arts competitions are for everyone, as is Census Week and other general outreach activities.
  - Ms. Pollard replied that there is a plan to engage college student groups, and that is where local coordination is key. The intention is for college and university resolutions to address how those higher ed institutions will engage. With regard to how funding is distributed, there is a funding formula for each county that defines dollar amounts for each school in the districts. Once a contract is signed, funding is allocated from July 1 – June 30 for one school year.
- Rosemary of Monterey County asked if there a list of the top forty counties available.
  - The list of counties is included in the Education Sector Outreach Update report posted on the website as part of today's meeting materials.

Chair Batjer left the meeting briefly. Julie Lee, Undersecretary, assumed Chair responsibilities in her absence.

### **9. Lunch Break 12:30 – 1:30 pm**

### **10. Statewide Outreach and Communication Strategy (SOCS) Update**

Undersecretary Lee reconvened the Committee and introduced Tamma Adamek, Deputy Director of External Affairs and Media Relations, California Complete Count Office, and Adriana Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count Office.

Ms. Adamek explained that the SOCS report is a detailed overview of the planned methodology and strategy to complete an accurate Census count. SOCS is organized into three phases, with the first phase completed. By this time next year, phase two will be wrapped up. Phase three starts on Census Day, which is April 1, 2020.

Outreach partners know their communities best, and their input is being incorporated into the interim SOCS report. Starting next week, county-level meetings will begin, and counties will be providing their strategic plans to the State this April. Regional ACBOs will provide their



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strategic plans in May. Input from implementation workshops this summer will also go into the SOCS report, as will input from State agency partners. The final SOCS report will be submitted in December. Ms. Adamek commented that the SOCS report will be discussed in one of today's breakout sessions.

The plan is to release the media campaign RFPs on Friday, March 15th. They will be posted on Cal-eProcure, the State portal (<https://www.caleprocure.ca.gov>) and on the Census website. There is a link on the website to sign up for notifications. RFPs will also be published on social media. The bids are due at the end of April, and awards will be announced the first week of June. The emphasis will be on awards to local ethnic media. Part of the qualifications include message testing and close communication with other outreach partners. Since it is a competitive bid, full details about the RFP cannot be shared at this time.

- A Committee member requested that State staff ensure the Committee receives the RFP when it is released.
- A Committee member asked if funding will be given out in a singular contract or with multiple contracts.
  - Ms. Adamek replied that more than one contract could be awarded.
- Another asked if there will be a dispute resolution process for the final awards.
  - Ms. Adamek indicated there will be a dispute resolution process. Ms. Katague added there will be a bidder's conference as well. The bidder's conference is an opportunity to develop partners for a strategic and coordinated response to the RFP. Five key demographic groups of focus have been identified for outreach by local ethnic media.

Ms. Martinez gave further detail on the statewide outreach and public relations strategy, explaining it is fundamentally focused on targeted outreach, a high-touch approach, and engaging trusted messengers in trusted places with culturally relevant messaging, in various languages as appropriate. There are over 220 languages spoken in California, with differences regionally and locally. Contractors are required to develop outreach materials in a minimum of the top six most widely spoken languages. In the regional bids, many contractors indicated they have capacity to reach people in the top twelve languages.

The outreach approach is also based on effective use of technology, including the Statewide Outreach and Rapid Deployment tool (SwORD). Messaging and information will need to address privacy concerns, confidentiality, and convey the value of census enumeration.

Ms. Martinez acknowledged the work of Dan Torres, former Chair of the Committee, on the importance of language and access. A statewide position on language and access was created in response to his recommendations, which was filled by Clarissa LaGuardia. The Language and Communication Access Standards (LACAS) plan and accompanying standards will be released



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by the end of March 2019. Each contractor will be required to show how LACAS will be utilized in their implementation plans. The standards are customized to California's HTC populations, both in regards to language and for people with disabilities, with the goal of reaching 93% of the language populations. State staff is looking for additional input on the outreach plan, including targeted sectors of health care, rural areas, technology and innovation, entertainment/media, businesses/corporations, and others.

- A Committee member asked what kind of training support will be provided for SWORD.
  - Training on SwORD will be provided since all contractors will be required to use it. The SwORD team is currently working with outreach to determine metrics for measuring progress and achievement. There was a training on February 28<sup>th</sup> and there will be more. There will be kickoff meetings for counties that have opted in to receive funding where SwORD will be discussed. The SwORD specific webinar training from February 28<sup>th</sup> is already posted on the website.
- A Committee member asked how the funding for media will connect with local language communities that have newsletters or local radio stations.
  - Ms. Adamek said media contractors are highly encouraged to subcontract with local media. One contract requirement will be for them to meet regularly with local CBOs and county government partners.
  - Census staff identified a lot of hyperlocal media in various regions as part of their early outreach effort. Outreach will coordinate with Communications to connect the dots to reach these local outlets.
  - Counties are encouraged to do their own media outreach, in addition, the media contractor hired will be required to attend the summer implementation workshops to network and partner with local ethnic media.

The floor was opened for public comment.

### Public Comment:

- The dates for the release of the media RFP were asked for again.
  - The RFP for media will be released Friday March 15<sup>th</sup>. The deadline to submit will be 45 days after that (end of April). Awards will be announced the first week of June.
- A Committee member asked for clarification on the requirements for contractors to work with hyperlocal ethnic media and how those requirements will be enforced.
  - Ms. Adamek said that it has been written into the RFP that the State can weigh in on who the subcontractors are. State staff are going to ensure the Census message is broadcast to the HTC populations.
- Santosh Seeram-Santana, representing Chinese for Affirmative Action, gave comments on the language and access approach and said a letter detailing recommendations will be sent to State staff for distribution to the Committee. Chinese for Affirmative Action has



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been involved for five decades in decennial census efforts and is concerned that the federal plan for reaching California's diverse linguistic communities is insufficient. The federal plan discriminates against LEP, refugees, and non-written languages. The California language access plan is crucial to activate, educate, and motivate to fill the gap. 6.8 million people need to be reached in California. The current LACAS is not a plan, it is simply a set of standards at this point. Mr. Seeram-Santana recommended that the State's plan clearly outline and address operational components for language and access, including detailing how State resources will reach specific language communities. Failure to address operational challenges will jeopardize the efficacy of the investment. The California plan should identify up to twenty-four languages for outreach, earmarking or specifying which languages will be resourced and how much will be spent on each language group. Language access is a civil right and should be framed that way in the plan. It is the key to ensuring a full count. Language access should be mandatory, and the plan must detail how the State is going to guarantee full and equal access under the law. Census is won or lost at the local level, and the State should not duplicate the work being done at the federal level.

Santosh Seeram-Santana submitted a transcript of her comments for the record after one of the Committee members requested a copy of her comments.

[Santosh Seeram-Santana official testimony submitted for the record](#)

### **11. Breakout Sessions: Discuss SOCS Outline and Provide Feedback**

Committee members and members of the public broke into four concurrent discussion sessions to discuss the SOCS outline:

- Outreach and Public Relations (paid media)
- Outreach
- Education/Schools
- Language & Communications Access

### **12. Breakout Sessions Report Out**

Chair Batjer reconvened the Committee and asked for presenters from each breakout group to give a brief summary of discussion.

Committee member Nicholas Hatten gave a report out on the Outreach and Public Relations (paid media) breakout group. The group emphasized the importance of local validation of the media outreach plan, suggesting working with local CCCs on accountability measures to ensure the right local media partners are being engaged. The group also suggested partnering with radio, church newsletters, LGBTQ pride centers' social media accounts, Latinx media. One example to



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look at this the implementation of the Voter's Choice Act, where a language access committee was formed to provide input on the selection of local media. The group made recommendations that the paid media partner focus on cultural and ethnic festivals throughout the State and utilize targeted billboards. Mr. Hatten also requested talking points from State staff to use when there is an inquiry about media.

David Tucker, RPM Region 3 (Bay Area) reported out for the Outreach group. The group discussed lack of access to the internet and what type of access improvement efforts have been initiated with internet/telecom providers. There is a need to improve access to broadband. The group requested outreach to County Boards of Supervisors to make sure funds are being well utilized. Another topic discussed was how to include diverse communities with disabilities in the outreach. There was discussion on the importance of the State's Census website being easy to use and accessible. The website is going through a redesign and relaunch soon. Another issue highlighted was cannabis cultivation areas and how to safely enumerate in these areas. Tribal outreach was discussed, including how to work with Tribes on enrollment and housing data. Finally, they discussed how to engage community action groups at the county level.

Carlos Beltran, RPA for Sacramento, gave a report out for the Education and Schools group, which discussed four major themes – demographics, engagement, regional outreach, and funding. The group discussed making Census relevant to K-12 students, and how educators can employ their own teaching strategies. The group discussed higher education and how to make Census relevant at that level. They also talked about how to work with campus housing and other entities to encourage Census participation.

Committee member Gerald McIntyre gave a report out for the Language Access group. The discussion centered on going beyond the top six languages and the need to assure the qualifications of interpreters, as more specific skills are needed being simply being bilingual. Clarissa LaGuardia provided additional information on the group discussion, saying LACAS is in draft form and staff are open to feedback and suggestions. One suggestion from the group was to compare standards from federal efforts with those of the State so as not to duplicate efforts. In regards to the request to operationalize the plan, it was clarified that the State is not calling LACAS a plan, since it is a set of standards. Participants requested more detailed tracking of funds being spent by language. CBOs are already doing some of this work without getting paid and it is unfair to expect them to do the work for free. Diana Crofts-Pelayo, Public Information Officer, State Census main office, added that the Region 1 ACBO awardee participated in the group discussion and shared how they addressed language access in their approach. There will be a language access webinar on March 19<sup>th</sup> with USCB.

The floor was opened for discussion by the Committee.

- Chair Batjer asked if the Education group was able to take information shared in the morning and further develop it for higher education contexts.



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- Mr. Pisi affirmed that the group discussed next steps and approaches for outreach to higher education.
- A Committee member suggested providing non-colonized examples for the westward expansion component of the Census curriculum.
- A Committee member requested that language access include considerations for those who communicate in American Sign Language (ASL), and people who have low vision.
- There was a suggestion to include the weekly local newspapers in language in the media conversation.
- A member commented that the Outreach group also discussed homelessness and housing instability and the importance of connecting with existing structures and networks to leverage opportunities.

Chair Batjer opened the floor for public comment. There were none.

### **11. Opportunity for Public Comment**

The floor was opened for public comment on items not appearing on the agenda. No public comments were made.

The following Letter of Response to the Governor's Budget Proposal was submitted by a member of the public for the record.

[Census Policy Advocacy Network \(CPAN\) Letter of Response to Governor's Budget Proposal](#)

### **12. Adjourn**

Chair Batjer thanked the Committee for their participation and adjourned the meeting.

**The meeting adjourned at 3:43 pm.**



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### ATTACHMENT A – ACTION ITEMS

Census staff agreed to the following action items:

1. Census staff to send an organizational chart of RPMs with their contact information to Committee members.
2. Census staff to post a copy of the letter sent to State librarians online at [www.census.ca.gov](http://www.census.ca.gov) on the education page, as well as circulate copies to RPMs to share.

DRAFT