



California Complete Count Committee

Trust and Confidentiality Working Group

July 3, 2018 1:00-3:00pm



Members Present

Angie Wei (Chair)

California Labor Federation

Basim Elkarra

Council on American-Islamic Relations

Tom Saenz

Mexican American Legal Defense and Educational Fund

Gerald McIntyre

Justice in Aging

1. Call meeting to order

Chair Angie Wei welcomes everyone and calls meeting to order. Chair Wei refers to Patricia Vazquez-Topete, Census Staff Liaison, for roll call. Three members are needed to establish a quorum, all four members are counted present.

2. Role of the Trust and Confidentiality Working Group

Chair Wei outlines what the meeting will cover. She states that the role of the working group is to help provide ideas to the State of California and to reassure people of the confidentiality of census data.

Angie Wei asks the subcommittee for ideas and recommendations they can make to the Governor's Office.

Tom Saenz mentions how this is one of the most critical issues. He talks about the current political atmosphere and lack of confidence with federal laws around census data which are meant to protect this type of data. He says we need to ensure Californians that the State will do everything possible to prevent misuse of census data.

Gerald McIntyre comments that a particular concern has to do with confidentiality and the citizenship question. He says we need very careful messaging to ensure we do make people more anxious about responding to the census, but rather show our opposition to the citizenship question.

Basim Elkarra points out that the Muslim and immigrant communities' concerns are validated by the history of the Japanese-Americans in WW2.



California Complete Count Committee

Trust and Confidentiality Working Group

July 3, 2018 1:00-3:00pm



Angie Wei focuses on the key ideas that this working group will be focusing on moving forward:

- 1) To help provide ideas as to how the State can guarantee protection for peoples' confidential information.
- 2) To inform the State and the California Complete Count Committee (CCCC) of messaging that will help us to build higher trust with the hard to count (HTC) communities.
- 3) To identify concerns on the ground and in communities, and to develop specific strategies or tactics that we can use to address these specific concerns.

Tom Saenz states that the information collected through the U.S. Census is protected under Title 13, but people continue to feel hesitant to trust the federal government. We need effective messaging to communicate to households that their privacy is protected despite the current political climate. The State of California should consider state-level penalization. He mentions how we should also share with the public that anyone who violates Title 13 will go to prison for violating census confidentiality. He suggests the working group draft a message that communicates all of this information down to the communities who distrust filling out the census. In regard to messaging, he says we need to focus on the benefits that could come from everyone deciding to take the risk to submit their information and completing the census.

Angie Wei mentions that unions have instructed their members to not open their door to Government Officials including ICE without a warrant or subpoena and now we are going to ask folks to open up their doors to census enumerators. She asks how this working group will play a role in reconciling those two type of messages.

Tom Saenz states that the easiest way to prevent the people from coming to your door is to be one of the first people to fill out the census form online, since enumerators are only sent out if your information is not filled out. Saenz also mentions that it will be very important that enumerators have batches assigned by the U.S. Census Bureau that cannot be easily replicated for security purposes.

Basim Elkarra suggests that messaging should include how funding will help their local community. He says the messaging should also include how being counted increases the power of the community in the next election cycle.

Chair Wei suggests different phases of advertising and outreach to engage community-based organizations that have the local trusted messengers. The messaging should be in multiple languages and there should be resources in other language tiers to help people fill it out online. We must bring awareness to the digital census form, and work on a way to make it more mobile friendly.



California Complete Count Committee

Trust and Confidentiality Working Group

July 3, 2018 1:00-3:00pm



Tom Saenz mentions the issue with cyber security and how the communities might not currently trust a lot of the tech companies. The working group discusses the possibility of reaching out to financial working groups that have learned what consumers need to hear for the message to resonate with them and help them feel like their information is safe and protected.

The groups briefly discussed reaching out to The California Emerging Technology Fund and having them present during the next working group conference call.

Angie Wei asks if there are any public comments at this time.

A member of the public emphasizes counting children under five, especially children who might have undocumented parents. There is an undercount of children, and money needs to be allocated to this special population.

Another member of the public brings attention to migrant farmworkers and children living in rural communities who might not have access to broadband. Memos need to be developed to guide how information is provided to these communities and need we need to have experts on immigration and confidentiality.

3. Working group scheduling and call frequency

Angie Wei reminds the subcommittee that draft recommendations for the initial report are due to the Governor one month prior to report final due dates. The first report is due October 1, 2018. Work groups shall contribute to the interim reports every January 1 and June 30 thereafter, with a final report due to the Governor no later than June 30, 2021.

4. Discuss working group report out for July 30th CCCC meeting

Patricia Vazquez-Topete revisits the three key ideas of the working group.

- 1) To help provide ideas as to how the State can guarantee protection for peoples' confidential information.
- 2) To inform the State and the CCCC of messaging that will help us to build higher trust with the hard to count (HTC) communities.
- 3) To identify concerns on the ground and in communities, and to develop specific strategies or tactics that we can use to address these specific concerns

Tom Saenz motions to vote on the three key ideas of the working group.

Basim Elkarra seconds motion.

The motion passes unanimously.

5. Motion to adjourn



California Complete Count Committee

Trust and Confidentiality Working Group

July 3, 2018 1:00-3:00pm



Tom Saenz motions to adjourn the meeting. Basim Elkarra seconds motion.

The motion is adjourned at 2:30pm.