



California Complete Count Committee

Access and Outreach Working Group

September 7, 2018 11:00 am - 12:00 pm



Members Present:

Tho Vinh Banh (Chair)

Disability Rights California

Carolyn Coleman

League of California Cities

Efrain Escobedo

California Community Foundation

Regina Brown Wilson

California Black Media

Christopher Wilson

Alliance San Diego

Kate Kendell

National Center for Lesbian Rights

Eloy Ortiz Oakley

California Community Colleges

Jennifer Rodriguez

Youth Law Center

Other Committee Members, Staff:

California Complete Count Committee

Dan Torres, Chair

Patricia Vazquez-Topete, Liaison

California State University, Sacramento (CCP)

Ariel Ambruster, Dave Ceppos and Sophie Carrillo-Mandel

Members Absent:

Nicholas Hatten

San Joaquin Pride Center

Handouts and Presentations:

- Agenda
- August 27 Draft Minutes, including addendum with Working Group Draft Purpose

1. Opening Procedures

Chair Tho Vinh Banh called the meeting to order.

While waiting for a quorum of Working Group members to arrive, Chair Banh reviewed Working Group procedures, noting that the meeting is open to the public but not a public meeting, and therefore participants outside of the working group are requested to hold their comments for the designated public comment period.

Chair Banh reviewed the agenda for the day, sharing that the meeting's focus would be to finalize Working Group draft content for the Initial Report to the Governor's Office.



California Complete Count Committee

Access and Outreach Working Group

September 7, 2018 11:00 am - 12:00 pm



Chair Banh referred to Patricia Vazquez-Topete, Census Staff Liaison, for a roll call. A quorum of at least five members was established with five members present and four absent.

Chair Banh asked if there were any edits to the previous meeting's minutes. A member of the public asked if the document being reviewed was available to the public. The draft minutes were posted to the Census website after the meeting.

Under the concern "Disabilities as barriers to census participation," Chair Banh suggested the following change to the recommendation to better reflect the intent of the Working Group: "State and federal census materials ~~are~~ **should be** developed to be accessible to persons with disabilities." There was no opposition.

In the Media Messaging concern, CCP Facilitator Dave Ceppos indicated a typographical error, in which the following sentence was left unfinished: "There is a concern that HTC communities have input into state media outreach, and that..." He recommended that the sentence be struck from the notes or completed. Chair Banh proposed that the first part of the sentence before the comma should be retained and the rest struck. No opposition was expressed. It now reads "There is a concern that HTC communities have input into state media outreach."

Also under the Media Messaging concern, Efrain Escobedo proposed the sentence "Efrain Escobedo expressed a concern that media messaging and efforts may be inconsistent over the course of the outreach period," be changed to more accurately reflect his point, as "Efrain Escobedo expressed a concern that media messaging and efforts may be inconsistent with or not adequately informed by HTC and local communities over the course of the outreach period."

Dan Torres, California Complete Count Committee Chair, stated a comment he made was not captured in the minutes, and requested it be added to the minutes: Responding to a public comment related to the Legislature possibly suspending State contracting rules, he stated that the only legislation he was aware of was a trailer bill sponsored by the Administration that seeks to expedite Census contracts.

Regina Brown-Wilson moved to approve the minutes from the August 27, 2018 meeting, with the changes reflected above. Carolyn Coleman seconded the motion, and the minutes were approved.

2. Committee Initial Report to Governor – Working Group Review of Draft Materials

Under Section 3 of the notes, "Committee Initial Report to Governor – Working Group Purpose," Efrain Escobedo proposed to include in the Purpose the term "level of literacy" to the list of diversity factors. Christopher Wilson proposed that the way people access the internet or telecommunications, diversity in digital access, be included, as well. There was no opposition to either proposal, so the list would be:

...diversity in race, age, disability, **level of literacy**, language and language access, **digital access**, sexual orientation, residential status, citizenship status, and socioeconomic status.



California Complete Count Committee

Access and Outreach Working Group

September 7, 2018 11:00 am - 12:00 pm



Under the concern “Disabilities as barriers to census participation,” Regina Brown Wilson suggested that the language include mention of caretakers of people with disabilities. The Working Group did not have time to return to this issue to reach consensus.

Regarding the concern about Language and Language Access, Efrain Escobedo stated that in the recommendation “Census materials should be produced in as many languages as possible, most importantly languages other than the 12 languages translated by USCB,” he viewed the term “as many languages as possible,” as being too broad. He recommended that instead, the report reference the maximum number of languages the State translates, and/or standards for the number of languages the State should serve, from other State resources. A document such as the Voting Rights Act or another State document could provide a guide for what languages to utilize in Census outreach materials.

Under the concern about “Media Messaging,” Efrain Escobedo called attention to the use of the term “selection priority” in the statement below:

The state should have contracting rules in place that protect smaller media entities such as ethnic media and additionally, provide selection priority to organizations that have a record of working with HTC communities. This requirement may need to be written in to the RFP process for contracting.

He raised the question of whether the term “selection priority” is appropriate and achieves what the Working Group is trying to express. He raised a concern about the Working Group directing how a contract is written, and suggested the group use language such as “Seek out and ensure that they partner with media organizations that have a record of working with HTC communities.” Chair Banh suggested the words “HTC communities” be replaced with “HTC and smaller media outlets.” Efrain Escobedo added that beyond smaller and ethnic media, there are a lot of valuable but perhaps overlooked local media that are not ethnic.

Regina Brown Wilson said her goal is to ensure staff is looking at this issue, so that contractors are not able to do window dressing, but are actually working sensitively and responsibly with HTC communities and ethnic and local media, the smaller media outlets that traditionally serve those communities. She suggested that these entities provide letters of recommendation in the contracting process for the larger media firms.

Dan Torres suggested the Working Group recommend on the principles, and let staff design the process, ensuring that HTC communities are able to provide input.

Chris Wilson recommended that under the “Digital Access” recommendation, “ensure that all internet information is mobile accessible” should be included.

Facilitator Dave Ceppos directed the group’s attention to the Draft Purpose language located at the bottom of the August 27th Working Group meeting minutes, which was developed as straw text for the Working Group to work with CCP, based on ideas presented by the working group at that meeting. He



California Complete Count Committee

Access and Outreach Working Group

September 7, 2018 11:00 am - 12:00 pm



asked for edits, and requested the group to focus on the content, not the stylistic character of the proposed purpose, which is formatted to coordinate with the purpose statements of the other Working Groups.

Under the “Access” Section of the purpose, Chair Banh requested that the language on diversity be updated as it was in the Concerns and Recommendations conversation above. Regina Brown-Wilson suggested the purpose mention historically undercounted communities. There were no objections, and no suggestions for changes to the “Outreach” section of the purpose statement.

Regina Brown-Wilson moved to approve the Concerns and Recommended Strategies for Governor’s Report, with the changes reflected above. Carolyn Coleman seconded the motion, and the concerns and recommendations were approved.

3. Adjournment

Chris Wilson moved to adjourn the meeting. Carolyn Coleman seconded the motion, and the meeting of the California Complete Count Committee Access and Outreach Working Group was adjourned at 12:02.

DRAFT