



California Complete Count Committee

Meeting Minutes

June 4, 2019 9:00am - 4:00pm



Members Present:

Alex Padilla (Chair)

Secretary of State

Carolyn Coleman

League of California Cities

Tho Vinh Banh

Disability Rights California

Regina Brown Wilson

California Black Media

Kathleen Domingo (arrived 10 am)

Archdiocese of Los Angeles

Basim Elkarra (arrived 1 pm)

Sacramento Valley Chapter of the Council
on American-Islamic Relations

Nicholas Hatten

San Joaquin Pride Center

Lisa Hershey

Housing California

John Joanino

Advancement Project California

Jesus Martinez

Central Valley Immigrant Integration
Collaborative

Eloy Ortiz Oakley

California Community Colleges

Gerald McIntyre

Justice in Aging

Lee Salter (left at 1 pm)

McConnell Foundation

Tom Saenz

Mexican American Legal Defense and
Educational Fund (MALDEF)

Christopher Wilson

Alliance San Diego

Members Absent:

Gita Amar

PMK BNC

Amy Fairweather

Swords to Plowshares' Institute for Veteran
Policy

Alma Hernandez

Service Employees International Union
California State Council

Kate Kendell

National Center for Lesbian Rights

Jennifer Rodriguez



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Youth Law Center

Robert Smith

Pala Band of Mission Indians

Tom Wong

University of California, San Diego

Government Operations Staff Present:

Sarah Soto-Taylor, Deputy Secretary for Census

California Complete Count Staff Present:

Ditas Katague, Director

Adriana Martinez

Quintilia Ávila

Emilio Vaca

Yumi Sera

Marcy Kaplan

Kristine Beckley

Carlos Omar Beltran

Diana Crofts-Pelayo

Alana Golden

Dorothy Johnson

Jim Miller

Angela Rosas

David Tucker

Patricia Vazquez-Topete

Laura Askins

Alicia Gallegos

U.S. Census Bureau Staff Present:

Albert E. Fontenot, Jr., Associate Director, Decennial Census Programs

Luz Castillo, Regional Census Manager

CCCC Consultants – California State University, Sacramento Present:

Alex Cole-Weiss

Dave Ceppos

Handouts and Presentations:

- December 3, 2018 Draft Meeting Minutes
- March 12, 2019 Draft Meeting Minutes
- California Census 2020 Languages Access and Communication Plan
- Draft Interim Report to the Office of Governor Gavin Newsom
- California Complete Count – Census 2020 Implementation Plan Workshops Overview
- Meeting PowerPoint Presentation

1. Call to Order and Establishment of a Quorum

Chair Alex Padilla called the California Complete Count Committee (Committee) meeting to order at 9:17 am and asked Albert E. Fontenot, Jr., Associate Director, Decennial Census Programs, to lead everyone in reciting the Pledge of Allegiance.

Chair Padilla gave opening remarks. In accepting the appointment to chair the Committee, he said his goal is to ensure an all-hands-on-deck effort to achieve a complete count. The stakes are high, as the population count will determine the State's federal funding for the next decade. He emphasized that California's voice in Congress is at stake, and anyone who cares about fair redistricting and voting rights should be working toward a complete count. Some 70% of Californians fall under one of the hard-to-count categories, and there are other factors that will impact the count, including a lack of confidence in the federal government and an understaffed United States Census Bureau (USCB) that is now working hard to catch up from past delays. The 2020 Census is the first one that will be conducted online despite the gaps in broadband access and digital literacy issues. The citizenship question is also a barrier. California must hope for the best and prepare for the worst. The potential of the questions has already created fear and concern among our communities. He encouraged Committee members to use their respective areas of expertise and networks to ensure a complete count. Chair Padilla committed to reach out to as many people as possible and to use his office resources in the effort.

Work already underway out of the Secretary of State (SOS) office through the voter guide will reach 13.5 million households. The voter guide will be available in ten languages and will include information on Census 2020. The SOS will also send emails to 10 million voters who have shared their emails with the office, and those emails will include information on the census. The SOS will seek to deploy as many opportunities as possible to spread the message about the census. It is also critical to work with leaders across many sectors to share census information with every single Californian. He gave a special thanks to the Committee and to California Complete Count staff for laying the foundation for outreach thus far.

Chair Padilla highlighted that the third quarter of 2019 is a key phase of engagement and activation of communities throughout the State, and expressed his hope that the Committee can continue to listen to partner organizations to identify gaps and challenges. One item to immediately strengthen is information sharing among the Complete Count networks. There is a need to leverage technology, utilizing the right platforms to store and share resources around the State. One example of a simple but effective use of technology is today's livestreaming of the



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meeting so that those who cannot attend in person can receive information and be empowered to learn and engage.

He noted that the digital divide is only one aspect of the technology challenges present for the 2020 Census. Concerns about cybersecurity are very real, and not just about individuals transmitting their data to the USCB online, but also about the storage and use of that data and the guarantee of privacy. Another key challenge is in countering disinformation about the census, especially on social media.

Chair Padilla said he looks forward to working alongside Committee members to execute a strong outreach plan to reach all Californians in 2020. He thanked the California Environmental Protection Agency for the use of their facilities, and invited other members to make opening comments. There were none.

Chair Padilla referred to Laura Askins, California Complete Count Committee staff liaison, for roll call. Quorum was established at 9:30 with 13 members present and seven members absent.

Review of December 3, 2018 Meeting Minutes

Carolyn Coleman moved to approve the meeting minutes, and Regina Brown Wilson seconded the motion. There was no discussion of the minutes by Committee members, and no public comments. All members present voted to approve the meeting minutes.

Review of March 12, 2019 Meeting Minutes

Carolyn Coleman moved to approve the meeting minutes, and Regina Brown Wilson seconded the motion. There was no discussion of the minutes by Committee members, and no public comments. All members present voted to approve the meeting minutes.

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

Chair Padilla asked for Committee input on the proposed new name for the merged working group.

John Joanino, former working group chair, recommended keeping the name “Trust and Confidentiality” to reflect the primary purpose of the working group. Confidentiality concerns are very high in our communities.

- A member suggested to the working group name be “Trust, Confidentiality, and Content.”



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- A member asked for clarification on why it would be important to include “content” in the name, since the Committee has very little control over the content of the census questionnaire.
- The member who provided the suggestion acknowledged his colleague’s point, and explained that it seems important to address content in census messaging. The Committee does not have control over confidentiality either, but it also is an important issue to address in messaging.
- A member commented that the Content and Citizenship working group was originally formed to focus on how particular content would impact response rates and impact the ability to get a complete count. He said that trust and confidentiality is the right focus at this time, and would not want to include content as a focus of this working group.
- Chair Padilla agreed that the focus of the group should be on trust and confidentiality.

John Joanino moved to adopt the name “Trust and Confidentiality” for the working group. Tom Saenz seconded the motion. The motion passed with zero objections from members.

Chair Padilla asked for public comment. There were none.

3. Report to the Governor’s Office

Chair Padilla introduced Dave Ceppos, facilitator with California State University, Sacramento for review of the *Interim Report to the Office of Governor Gavin Newsom* (Report). Mr. Ceppos explained Committee members had received a draft of the Report in advance of the meeting, and would be reviewing the Report collectively at this time to discuss edits. Should there be significant editorial changes, the facilitation and notetaking team would be capturing the essence of the comment.

Mr. Ceppos explained the process for how the document review would proceed and how edits would be incorporated:

- Mr. Ceppos will proceed paragraph by paragraph through each section of the Report requesting comments and edits by Committee members.
- After discussion of suggested edits, Mr. Ceppos will take a straw poll vote prior to the official roll call vote. The opportunity for public comment will be offered and then the Committee will proceed to the official vote.

Interim Report to the Governor’s Office Edits

Table of Contents

- No suggested edits.

I. Background

- “The California Complete Count Committee” section



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- No suggested edits.
- Note: the Committee voted to approve the renaming of the Content and Citizenship/Trust and Confidentiality Working Group to “Trust and Confidentiality Working Group.”
- “Committee Work Program: Four Goals for 2019” section
 - No suggested edits.
- “Governor’s Appointment of New Complete Count Committee Chair” section
 - Update section to include mention of Committee member transitions and new Committee member appointments.

II. Committee Activities Completed

- “March 2019 Quarterly Meeting” section
 - No suggested edits.
- “June 2019 Quarterly Meeting”
 - No suggested edits.
 - Note: this section will be updated with a brief summary of June 4th meeting proceedings.
- “Quarters 1 -2 Get Smart” section
 - No suggested edits.
- “January 30, 2019: Group Quarters, Service-Based Enumeration, and Counting Areas Affected by California Wildfires” section
 - No suggested edits.
- “February 20, 2019: San Joaquin Valley Research: Latino Immigrants’ Views on the Citizenship Question and Implications for Census 2020 Strategy” section
 - No suggested edits.
- March 1, 2019: Protecting the Confidentiality of 2020 Census Statistics”
 - Add missing presenter name: Stephen L. Buckner, Assistant Director of Communications, U.S. Census Bureau.
- “March 19, 2019: Overview of 2020 Census Non-English Language Support” section
 - No suggested edits.
- “April 30, 2019: Census 2020: Inclusion of People with Disabilities” section
 - Update report with online link for this webinar.
 - Request to record all webinars and provide links to view them.
 - Ms. Askins: For those webinars that were recorded, we will provide links. Moving forward, the plan is to record all webinars.
- “June-July Date TBD: Message Testing Webinar” section
 - Note: A date for this webinar has not yet been set.
 - Modify “TBD” language to be past tense, not future.
- “Quarter 2 “Document Your Influence” Activities” section



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- This work is ongoing through the end of June and the language should reflect that the work is in process.
- First paragraph suggested edits:
 - Change “all” to “*many* of their networks”
 - Add language that these activities remain a work in progress, and the intention to complete them by the end of June 2019.
- Comment suggesting expansion of language about recruitment for Census jobs to include jobs beyond enumerators and translators.
- Comment that a word of mouth pool is limited, and Committee members are not the only or primary ones responsible for recruitment.
- Question whether translators refers to individuals providing written language support, or is this meant to refer to interpreters. The intent is to ensure the correct word is used. Suggestion to refer to interpreters explicitly.
 - U.S. Census Bureau clarified that they are not hiring for written language support (translators) in the field, but are looking for help with oral translation.
- Comment expressing concern about having cultural competence, particularly with the use of pronouns in LGBTQ+ communities, and the desire to ensure that U.S. Census Bureau employees are trained on this.
- Third paragraph suggested edits:
 - Delete “enumerators and translators” and change to “*In addition to formal activities by the U.S. Census Bureau, Committee members are helping to spread the word about Census jobs in order to help recruit Census employees who are...*”

III. Upcoming Committee Plans

- “Quarter 3 “Engage and Activate” Activities” section
 - Question if there is a centralized, updated schedule of meetings, workshops, events, that could be linked to in this section.
 - Ms. Katague: Yes, we can add a link to the www.census.ca.gov website event page.
 - Add link to centralized events page on website.

Appendix A: California Complete Count Committee Membership

- Amend to include new members recently appointed.

Straw Poll

No opposition to changes noted.

Chair Padilla opened the floor for public comment.

Public Comment:



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- Does the draft report include an education sector update? Will the public be able to see the draft report now, and/or after publication?
- Ms. Katague: The draft report is currently posted on the website. This report will not include an education sector update. The report to legislature will have an update on the education sector. The deadline for the upcoming report to the legislature is July 1, 2019.

Eloy Ortiz Oakley motioned to approve the document with suggested edits outlined above. A member seconded the motion. Laura Askins took a roll call vote, and all members present approved.

Ditas Katague, Director, California Complete Count Office, invited Committee members to share additional ideas for engagement and activation activities in quarter three.

- Eloy Ortiz Oakley commented that it is important to activate and engage students in the community college system. California Community Colleges support Census 2020 in finding ways to engage student organizations, club advisors, and many others. This is a perfect opportunity for all colleges – including the UC and CSU systems – to engage.
- Kathleen Domingo said that the Archdiocese of Los Angeles is reaching out to parishes that have strong connections to the immigrant community. The Archdiocese already has sections in 43 languages, and they work with other dioceses up and down the State. In Los Angeles, the Archdiocese has already started working on an education piece for the 2020 Census, and is engaging Catholic radio stations in English and Spanish.
- Ms. Katague commented that the City of Los Angeles might want to connect with the Archdiocese regarding language support.
- Lisa Hershey shared that Housing California has been integrating census education and outreach into all the work that they do. For example, Housing California held a statewide conference with over 2000 people and held a panel discussion on the census. The goal is to integrate census discussions into regional conferences on housing and homelessness. Housing California is part of a cohort preparing for the 2020 election and is also connecting election outreach work to the Census. Housing California is involved in the Census Policy Action Network (CPAN) as well.
- Chris Wilson commented that Alliance San Diego is part of a large number of coalitions, including one in San Diego that is over 100 members strong. Alliance San Diego and partners are convening “Census 101” trainings, going door-to-door to raise awareness early on, and generating interest in local communities to learn more and engage on the census. Alliance San Diego is having conversations with local communities about the redistricting process, and helping to identify and empower members from the community who can serve on



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redistricting commission. Alliance San Diego is also in conversation with the county registrar about including census information on voter ballots in San Diego County.

- Ms. Katague asked for more information on what the “Census 101” trainings included, and if there are plans to follow up with people after the initial canvassing efforts to compare the “before” and “after” impact of outreach. She added the State would like to be able to have that kind of information if possible.
- Mr. Wilson explained that the door-to-door efforts involves a 5–10 minute conversation that focuses on building an awareness of the 2020 Census and then gauges interest in attending a training to learn more. Secondly, the canvassing involves talking about redistricting, asks about voting, and gauges interest on involvement on the redistricting commission or receiving training on how to participate. The “yes” response rate thus far is 15% percent, so maybe 1500 people might attend a training on the census or redistricting. The aim is to turn residents into community leaders so they can be census ambassadors and activate their communities. In terms of metrics, a measurement of general interest can be taken by assessing the turnout at trainings, and how many people are interested in another level of community leader/ambassador training.
- Ms. Katague commented that there are a lot resources to share, and it’s very important to have measurable outcomes.
 - John Joanino said that Advancement Project California continues to convene CPAN partners, perform budget advocacy for Census 2020, and provide support to the Los Angeles Regional Census Table.
 - Carolyn Coleman commented that the League of California Cities is looking forward to working with Regional Program Managers (RPMs). The League has a representative in each region and is hoping to connect with State Census staff. In addition, there are also many diversity caucuses in the League, such as the African-American, LBGTQ, Asian-Pacific Islander, Women’s, and Latino Caucus who would welcome more information about the 2020 Census. The League’s annual conference in the fall is an opportunity for engagement. Ms. Coleman invited Chair Padilla to attend the fall conference again to continue to engage on key issues.
 - Chair Padilla provided a few examples his office is engaged in regarding the 2020 Census, including memorandums of understanding with other state departments, particularly in the area of higher education (UC, CSU, and community college systems), to use educational-system platforms to disseminate voter information and census information. This would include repeat email reminders and information on key timeframes. The Secretary’s Democracy at Work program is an initiative that works with private and public employers to promote voter participation, and the plan is to provide census information as



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well. For example, Starbucks put voter information signage above the sugar and creamer area. The office is also working with professional sports teams, banks, and other institutions.

- Regina Brown Wilson shared that California Black Media convened a roundtable of ethnic media just recently on the 2020 Census, and has been working in a coalition-building fashion to engage key media partners early on. California Black Media has also been working with writers to include census references across content areas, and is in the process of finalizing a key report that will have information at the block level to guide state and local contractors to inform media buys.
- Ms. Katague thanked Ms. Brown Wilson for her work and commented that the block level information will be very valuable.
- Tom Saenz commented that confidentiality is a major concern, especially with the citizenship question and the current federal administration. MALDEF is putting together a nationwide coalition to collectively monitor potential breaches of confidentiality and to prevent future breaches. The purpose of this effort is to create confidence, and is in complement to State work to prevent confidentiality breaches. It is all about ensuring that those who have reason to be distrustful can feel reassured that their information will be protected. Mr. Saenz recommended that the Committee take a deep dive into what is happening with outreach in schools. With the first digital census, he commented that it seems likely that many middle and high school students are going to be filling out online forms for their families. All schools will need to be part of this outreach effort – public, private, K-5, high school. It would be great to have a message simultaneously broadcast to all schools in alignment with Census Day. Maybe the Governor can speak, and others who resonate with young people. Also, since there is a problem with young children being left out of the count, it is important to look into messaging to parents now. Messaging to new parents should happen right away, and there is a need to work with hospitals to share information with new parents. There is also a real danger this year that older members of the household may get left out, so it's important to work with organizations that serve seniors. Mr. Saenz commented that during the webinar on confidentiality given to the Committee, he raised the issue that the U.S. Census Bureau needs to be much clearer about what the confidentiality agreement means. The USCB needs to be able to provide answers to specific hypothetical examples. If USCB cannot answer specific hypotheticals, the State should work on specific messages about what confidentiality means. He commented that there has been some concern from schools about the limited resources for 2020 Census outreach that has gone out thus far. It is critical to counter that concern, and either provide more



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resources or convince school partners that this is so important they need to invest also.

- Ms. Katague commented that the State has heard feedback that the confidentiality message is so key, that it needs to be honed, and repeated widely. She thanked Mr. Saenz and said the State does want to have clear examples with messaging about confidentiality. With regard to schools, the State is working actively with the K-12 system and First 5 entities. There is a census-oriented curriculum for 5th, 8th, 11th, and 12th grades. She suggested holding conference calls with Committee members with an interest in particular outreach sectors to elicit feedback. She commented that a school-wide broadcast sounds like a great idea, and that her office looks to Committee members for their expertise and star power.
- Jesus Martinez commented that the Central Valley Immigrant Integration Collaborative has historically focused on immigrant communities and last year began to discuss needs for Census 2020. The initial priority was to enhance organizational capacity to address the census, given limited involvement of city and county government in the Central Valley. The Collaborative has also supported the launch of several local Complete Count Committees, and will continue to help stand up those committees and link them to others in the State. With our work with immigrants, we are working to connect local organizations to statewide partners, and to promote census education to address confidentiality concerns. The Collaborative is engaged in the Central Valley Census Research Project, which is providing information to partner organizations about how people in the Central Valley are perceiving the census and the citizenship question. We are trying to engage the local governments in the Central Valley on the 2020 Census, and maintain and build contacts at the local level with those within local government who are engaged and involved in the Census already.
- Tho Vinh Banh commented that she wants to make sure that disability is not forgotten as part of the Census effort. She thanked Ms. Katague and the State Census team for putting on the disability access webinar to share information and engage leaders in the disability advocacy community. Disability Rights California is very mindful of the multiple intersections in the work that we do (for example, how to engage a deaf African-American woman who signs). We are mindful of reaching out to those who are often “double -missed.” We are engaging with Chinese-speaking families who have children with developmental disabilities, that is to say, combining the overlay of ethnic and cultural diversity with the diversity of disabilities that people and families experience. There are a lot of institutions that need to be engaged in the effort that are often isolated. California is ahead of the game, but we are also engaging with national partners on the resources that have been developed (e.g. toolkits), and we are engaged in social media using #disabilitycounts2020. Part of our responsibility is to connect



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- with people on real things that they care about, to go very concrete with our constituencies about what matters. Maybe there should be stickers that say “I got counted”. Disability accessibility is key, especially with the digital divide.
- Ms. Katague thank Ms. Banh for her leadership on the disability access webinar. She acknowledged that local partners struggle with providing equal access for people with disabilities, and encouraged people to reach out to Ms. Banh to connect with her and other leaders to inform accessible outreach strategies.
 - Gerald McIntyre declined to comment.
 - Nicholas Hatten commented that June is Pride month, and it is an opportunity to celebrate and to reach out to the LGBTQ+ community. This month kicks off lots of events through October, and it is important to partner with local organizations holding events. The LGBT Healthcare Network held a webinar connecting organizations with county-level Complete Count Committees and will continue to link partners together. Mr. Hatten said they would like to partner with the State Census office to train county Complete Count Committees how to increase cultural competence on LGBTQ+ issues. He acknowledged the importance of non-profits and expressed the concern that non-profits are being asked to do outreach work as a friendly gesture, saying it is important to make sure that media plans are considering the value of non-profits. Social media outreach is the primary way people are receiving information today. There is a need to pay attention to our trans siblings in this moment and to make sure people know they are welcome.
 - Lee Salter commented that being from far north in the State, there is a large area to count in Census 2020. The Shasta County census lead is about to submit the county’s strategic plan, which Mr. Salter said he plans to share with other rural counties as a model. Shasta County was undercounted by 23% in 2010, and the Shasta County Board of Supervisors knows the importance of being counted in 2020. The McConnell Foundation plans to convene county leaders to get the word out in the far north of the State.

Ms. Katague thanked all of the Committee members for their work to support a complete count.

5. State Census 2020 Updates

Chair Padilla introduced Sarah Soto-Taylor, Deputy Secretary for the Census, to provide an update.

Ms. Soto-Taylor thanked former Committee Chair Marybel Batjer and former Deputy Secretary Justyn Howard for their work on the Committee and on the 2020 Census over the past year. She expressed appreciation for Secretary Padilla in his new leadership role as Committee Chair and welcomed new Committee members. She said the team looks forward to hearing advice and



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feedback from Committee members. Ms. Soto-Taylor thanked Laura Askins for her work on organizing Committee meetings, and Mr. Fontenot for attending and answering questions on USCB operations.

She highlighted accomplishments completed by the California Complete Count team since the last Committee meeting in March, including:

- The release of the State's Language and Communication Access Plan (LACAP)
- Planning for Implementation Plan Workshops (IPWs) being held June – September 2019 across the State
- The release of the Statewide Outreach and Rapid Deployment (SwORD) tool

She gave an update on funding and the May budget revise. The State has made a sizable investment thus far of over \$100 million dollars to achieve a complete count in 2020. The Governor's January budget proposed an additional \$50 million dollars to augment outreach and \$4 million for the California Housing and Population Sample Enumeration (CHPSE). The January budget augmentation brought the total 2020 Census investment to \$154 million.

The May budget revise includes an additional \$26.4 million dollars dedicated to several key areas:

- \$1 million set aside for CHPSE (this is a technical budget mechanism to allow for spending of a previously approved budget item).
- \$2 million to support Native American populations and tribal government outreach. Research shows that the Native American community needs a tailored outreach approach, and the money will be devoted to tribal outreach efforts that are specific to tribal communities. Funding will also assist in real time monitoring of the outreach needs of tribal governments during the response period.
- \$750,000 has been proposed for an account with Political Data, Inc. (PDI) to provide software and tools for outreach. This product is a recognized and familiar tool to partners.
- \$180,000 to provide for a technical support position on the Complete Count team to cover evaluation, metrics, and success criteria.
- \$22.5 million as a provisional allocation to address potential outreach gaps. Provisional allocation means there is no need to return to legislature for approval of funds. At this time, there is not a clear picture of where that money will be allocated. The expectation is that outreach gaps will be identified over the summer (primarily at IPWs) and then existing allocation methodology will be used to fill identified gaps. It is not possible to understand the total funding need at this time, hence the request for a provisional allocation to be flexible in applying funds where most needed.

In terms of the budgeting process, a final Governor's Budget package is being developed in the next week or so. The final deadline for the package is June 15th. A notable difference coming



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from the Senate and Assembly budget proposals is an additional \$30 million for outreach. This amount would be part of 2019/2020 budget. The Assembly proposal is detailed in how the money will be allocated, while the Senate allocates more generally. Both houses have approved the provisional allocation opportunity. The Assembly proposal removed the budget cap, and the Senate proposal kept the cap in place. Allocations and restrictions will be discussed in conference committee. Only the Assembly is recommending any policy adjustments; the suggestion is to delay the CHPSE operation due to concerns about saturation, and to include placeholder language for requirements.

Member Questions and Comments

- Please clarify if the legislature has approved the Governor's May revise. Is that the \$26.4 million amount?
- Ms. Soto-Taylor: The Governor's proposed \$26.4 million has been approved, and additionally the legislature wants to add \$30 million on top of that amount.
- Will PDI users get free access to the census app that PDI will develop?
- Ms. Katague said her understanding is that there will be a primary statewide account and other accounts will be subaccounts. It is not the intent of the State to collect any personally identifiable information data. The functionality of the PDI tool is being geared toward census efforts.
- Follow-up question: Will users have to be contracted with an Administrative Community-Based Organization (ACBO) in order to get an account?
- A member recommended that there be a solution to allow non-directly funded partners to connect to the State account with PDI.
- Chair Padilla commented that PDI can be a great tool, saying it sounds like there is a need to clarify protocols on access and functionality for users, and to develop and/or deploy the necessary training required to maximize the usefulness of the tool.
- Ms. Katague suggested to hold a more detailed discussion on PDI at the next quarterly Committee meeting. Chair Padilla added maybe a webinar or workshop for Committee members might also be useful.
- A member asked for further information on contingency planning, i.e. if something were to happen that has a statewide impact. For example, there are opportunities and perils with the national election coming up in 2020, or there could be a major consumer data breach that undermines confidence in the safety of personal data. Are there available resources in the budget to address unforeseen issues?
- Ms. Soto-Taylor confirmed there are funds in the budget for contingencies. In particular, the State is putting resources toward addressing misinformation, and the State has emphasized that our media contractors need to pivot quickly to address issues as they emerge.



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6. Director's Report

Chair Padilla introduced Ditas Katague, Director of the California Complete Count Office to provide an update. Ms. Katague thanked members for their participation and Sarah Soto-Taylor for her work in her new position of leadership, saying the team is very excited, and the buzz about the Census is spreading.

In June 2009, there was no State money for census outreach and outreach depended heavily on community-based organizations. The unsung heroes were all of the state agencies who stepped up to support the efforts in the ways they could. For Census 2020, the Complete Count team kicked off state agency outreach in May 2017, and has been working for over a year with state partners. Around 40 agencies attended the kickoff last year, which was followed up by an asset survey to gauge what is already planned and what can be leveraged for Census outreach. The team is continuing to assess areas of opportunity and provide resources to plug into agency work.

Ms. Katague gave an update on the Outreach and Public Relations Request for Proposals (RFPs). The team received seven proposals and evaluated five, as two were received after the deadline. The expected award date is later this June, with an estimated start date at the end of June. Unfortunately, specific questions cannot be addressed until the process is complete.

There are over 25 Implementation Plan Workshops (IPWs) scheduled over the summer. The morning session will convene local and regional leaders to talk about the importance of the Census and build a shared understanding for the community about what funded county and Community-Based Organization (CBO) partners are doing in the region. There will be an afternoon session for State contractors to come together to discuss gaps and opportunities to address needs. The goal is to make sure that what is being planned is measurable, and contractors will need to create and submit their implementation plans by the fall in order to receive their funding. Implementation plans need to be coordinated across the region, sectors, and other partners. Some duplication is okay, since hard-to-count communities need to receive multiple outreach touches, but the goal is to not duplicate gaps. Committee members are invited to attend and open up the afternoon sessions. Ms. Katague asked members to please work with Laura Askins and Regional Program Managers (RPMs) to coordinate attendance at the workshops.

Upcoming IPWs include the following:

- June 5 –Palm Desert, UC Riverside
- June 12 –Riverside, UC Riverside
- June 14 –San Bernardino, San Bernardino Valley College
- June 17 –Sacramento, CSU Sacramento Harpers Alumni Center
- June 19 –Richmond, Memorial Auditorium & Convention Center
- June 24—Red Bluff, Community Center
- June 26—Redwood City, Sobrato Center for Nonprofits



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Member Questions and Comments

- A member commented that there is only one day scheduled for San Diego, and it would be beneficial to add a day or few days to cover the northern and eastern areas of San Diego County.
- Ms. Katague commented that she was not sure if the budget would support additional workshops. She acknowledged the need for coordination in the region, and suggested Philanthropy CA may be a partner to engage to meet this need.
- A member asked for further clarification about the release of funding since people are anxious to have the dollars come faster to get work done on the ground.
- A member wanted to know if there is a public list of local Complete Count Committee meetings and ACBOs meetings. The member expressed concerns about some of the partners meeting in silos and not announcing opportunities to partner as widely and effectively as needed.
- Ms. Katague noted that there will be an update from the outreach team at the current meeting. Program leads are working to support partner coordination and to ensure that people are meeting in a transparent fashion. The State understands that contracted partners are anxious about receiving funding and the State is committed to transparency, as well as getting dollars out as fast as possible while holding people accountable.
- Ms. Soto-Taylor commented that GovOps is working with the State Controller's office to see if the time frame for getting money out can be shortened.
- A member asked for clarification on approaches for dealing with household under-reporting and household under-response.
- Ms. Katague said addressing household under-reporting (i.e. not reporting all people living in the household) requires education and on the ground efforts to let people know who should be counted. One question is whether a renter can fill out a census form at their address if they feel they have not been counted or may have been left out.
- Mr. Fontenot clarified that the USCB is not requiring people to use the pre-identified census code to respond. That means two families living at the same address can respond online, by phone, or by paper form.
- A member commented on the need to make sure that people know they do not need a code to respond. The message that every member of the household needs to be counted is very key for contractors to include in their outreach. Incomplete household count is just as much of an issue as non-response.
- A member asked if the California Department of State Hospitals, Department of Rehabilitation, and Department of Developmental Services joined the state agency partner kickoff.



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- Ms. Golden said that all state departments have been invited to participate as a state agency partner. There were 40 agencies at the first meeting at the Governor's Office. This initial meeting focused on the cabinet-level leadership with the expectation that the message will then be shared down to other departments. The Complete Count team is also working directly with other state agencies who have historically been census partners.
- A member commented that there is confusion around the contracting requirements for subcontractors with ACBOs and asked for clarification on whether subcontractors have to meet the same requirements (minus the budget requirement) to contract with the State, and if a 501c4 can subcontract with an ACBO. The member requested that information on subcontractor requirements be shared in an easily accessible form and posted on the website.
- Ms. Katague commented that subcontract awards that are more than 25% of the ACBO budget have different requirements than awards that fall below that amount, and confirmed that 501c4s can subcontract with ACBOs.
- Ms. Beckley commented that the specific subcontractor requirements should be discussed with the legal representative from the ACBO.
- Chair Padilla requested information about subcontractors and 501c4s be provided in writing.
- A member requested to hold a session with the ACBOs at a future Committee meeting.
- A member asked if there will be a mechanism for Committee members to hear what is being learned locally to connect the dots. The member suggested holding a webinar to discuss shared tools, strategies, resources, etc.
- Ms. Katague encouraged members to attend an IPW, as the workshops will be great opportunity to learn and hear about things on the ground.
- Chair Padilla suggested the Committee go "on the road" to hold meetings in other parts of the State besides Sacramento, and noted that there are many tools for information sharing and sharing of best practices.
- Chair Padilla suggested asking the State Controller's office if the recent implementation of Fi\$cal will result in delays of payments. If it is going to cause delay, then the Committee might explore what to do to address any issues.
- A member asked if last year's trailer bill language, which suspended state contracting rules around the initial \$90 million in Census funding, allows for the Complete Count office to set rules regarding the allocation of funding.
- Ms. Soto-Taylor responded that the Complete Count office cannot make their own rules regarding state contracting, but that there is the option to exercise the contract exemption. Generally, state contract exemptions allow for the shortening of RFP timeframes, for example, but the funds are still under state contracting manual processing rules.



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- Ms. Beckley added that while some of the funding is not bound by competitive bidding rules, the office is following state contracting policies as much as possible unless there is a clear need to go outside of that process. Decisions about this are made on a case by case basis.
- Ms. Katague said that the contract exemption ability allows the office to move more quickly in the case of contingencies. The office is following the state process and using the exemption where necessary.
- A member made a follow-up comment that while ACBOs are expected to be able to handle the allocation schedule, smaller CBOs are likely to experience challenges with the cash flow.
- Ms. Katague clarified that the cash flow is an issue with the State Controller's office.
 - A member asked if are contracts are reimbursable.
- Ms. Katague clarified that contracts are based on deliverables, not based on reimbursement.
 - A member commented that explaining the contracting process has been one of the hardest things to clarify with local partners. These are contracts not grants, and this poses a challenge, especially with smaller organizations. The Committee can be more vocal with philanthropy to help fill the gap in funding that exists with the challenges of the state contracting process.
 - A member commented that it is very important to be very transparent with partners about some of the financial issues they may be facing as they enter the state contracting process.

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

7. Outreach Update

Chair Padilla reconvened the Committee from the lunch break at 1:20 p.m. He introduced Adriana Martinez, Deputy Director of Outreach and Tribal Liaison, California Complete Count Office, to provide an update on the outreach team's efforts.

Ms. Martinez gave an update on the Statewide Outreach and Communications Strategy (SOCS). At the last quarterly Committee meeting, Committee members provided feedback on how the Complete Count team might further engage partners and collaborators. Feedback and input was given through breakout sessions on several key topics including outreach, public relations, education/schools, and the LACAP. Feedback received was incorporated into the interim SOCS report, which will be released by the end of June. SOCS reflects a comprehensive campaign utilizing trusted messengers, requirements for coordination among contractors, and the supplemental nature of the State's efforts to federal efforts. The interim report focuses on hard-to-count (HTC) and vulnerable populations, and describes a process to reach them from a



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geographically and locally-based approach. SOCS describes who the HTC populations are and how to reach them through sector outreach and media campaigns. SOCS also includes a timeline of efforts; we are currently in Phase 2: Educate, Motivate, Activate.

The team has made a lot of progress on the ground game in Phase 2 since the last Committee meeting and has continued to build a strong base of community voices, increase in-person impressions, and address language, communication and access barriers. The team is aiming to get ahead of misinformation and deploy a rapid approach with technology.

Ms. Martinez reviewed the list of statewide CBOs awarded funding to serve HTC populations, and explained the statewide CBO partners supplement the work being done at the local and regional level. The awards were given out March 22, 2019 to the following organizations:

- NALEO Educational Fund
- Latino Community Foundation
- California Calls
- California Indian Manpower Consortium (CIMC)
- Community Partners/California Native Vote Project
- Asian Americans Advancing Justice
- Coalition for Humane Immigrant Rights (CHIRLA)
- California Rural Legal Assistance, Inc. (CRLA)
- Mixteco/Indigena Community Organizing Project (MICOP)
- Equality California Institute (LGBTQ)
- United Ways of California
- Great Nonprofits/Community Connect Labs

The focus of the air game in Phase 2 is linking the media and public relations efforts with what is happening on the ground to have an integrated approach between the two.

Member Questions and Comments

- A member asked for staff to please provide the dollar amounts for each statewide CBO.
 - Ms. Martinez commented that funding for statewide CBOs was done through a competitive RFP process and CBOs were asked to submit tiered proposals at the \$150K, \$250K, and \$450K range. The team evaluated submitted proposals for the best value, and there was a range of awards in terms of dollar amounts for each CBO.
- A member asked which of these organizations is reaching the African-American community, and people with disabilities?
 - Ms. Martinez said California Calls is doing outreach to the African-American community. The State received bids for most of the HTC populations, but not all. The team is still looking to address how to serve people with disabilities, veterans, the MENA community, people experiencing homelessness, seniors/older adults,



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and children ages 0–5 from a statewide perspective. The intention is to look at potential gaps and solutions at the IPWs, as there may be geographic gaps. She invited Committee members to provide suggestions or resources to address these gaps.

- A member made a follow-up comment that California Calls only works in 12 counties. The member expressed concern about reaching those African-Americans living outside of the areas in which California Calls works.
- A member asked if there is a plan to reopen the RFP process in areas where no proposals were received.
 - Ms. Martinez said that due to time constraints, the State is not looking at re-opening a competitive process.
 - Ms. Katague added that the State is doing a comprehensive gap analysis. Because we are exempt from state contracting procedures, we are figuring out the best way to engage partners who can fill those gaps, particularly in the children aged 0-5 population.
 - Chair Padilla requested that by the next Committee meeting or sooner, the Committee be briefed on how these gaps will be addressed. He noted that Committee members can focus outreach in the areas where there are current gaps.
- A member asked for clarification on the implementation plan and whether there is a role for Committee members.
 - Ms. Martinez said the Complete Count would love for Committee members to attend the IPWs to give guidance and support on the implementation plans being developed.
 - Chair Padilla reminded members that while they are encouraged to attend IPWs, it will be very important to coordinate attendance with Laura Askins and the Complete Count team to ensure compliance with Bagley-Keene.
- A member commented that a lot of times people do not know about opportunities for partnering and receiving funding. It is important to make sure people know about funding, and putting information on the website is not enough. The member commented that it was their understanding that another organization that serves the African-American community (in addition to California Calls) did apply. Language that invites organizations to attend is needed. Some organizations that serve HTC communities may not have been able to compete for the funding. The member suggested looking into the flexibility in the contracting rules in order to bring on organizations that can fill the gaps.
- A member commented that a key part of the gap analysis should look at how we are meeting youth and adults, millennials, and older adults. It is important to make sure Generation Z in the HTC populations are engaged and counted.



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- Ms. Martinez said the State is also focused on younger people in HTC populations, both through the education sector outreach and through use of social media.
- Follow-up member comment: Of particular interest is how to utilize and engage immigrant youth organizations, who have developed their identity somewhat in opposition to established organizations.
- Chair Padilla suggested that in addition to the legislative committees on the census, legislative caucuses might also be useful to help conduct outreach (for example, the Black, Latino, Women's caucuses).

Ms. Martinez gave an update on the final Language Access and Communications Plan (LACAP), which was released on May 17, 2019. The Committee received and discussed a draft plan in March. The Complete Count team received a lot of input and suggestions on the LACAP. The final plan includes requirements for contracted partners. The primary goal is to ensure to reach a median of 91.3% Limited English Proficient populations (LEPs) in each county with the LACAP approach.

All geographic areas regardless of region are required to provide information in English and Spanish. The methodology for determining which additional languages to focus on is data-driven, based on languages spoken and geography. The LACAP has detailed information on which languages each county is required to serve. Los Angeles County is required to provide language support to the top 12 language groups (15 languages), which represents 95.96% of the LEP population in the county. The LACAP also reflects equal focus on providing access to those with disabilities.

Member Questions and Comments

- Chair Padilla asked whether there is a difference between Tagalog and Filipino (as listed under the required languages for Los Angeles County to serve) and whether it made sense to list as "Tagalog/Filipino."
 - Ms. Katague said the difference has to do with a specific language versus a language group.
 - Other members commented that it is not advisable to use a "slash" since there are other languages within the language group, and that Tagalog and Filipino are different languages and should be listed separately.
- A member commented that Mandarin and Cantonese are spoken languages that are subsets of Chinese. With regard to written Chinese, the simplified form has been identified as having a broader reach. For printed materials, it is important to check whether the simplified or traditional written Chinese is better for the target community. The specific language should match the regional needs for the type of Chinese spoken and read in that area.



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- Chair Padilla asked what systems are in place for content sharing across counties, and how ACBOs and other partners are staying informed of the availability of the language access resources.
 - Ms. Martinez explained that this is a key issue discussed in the LACAP document. There will be a resources clearinghouse housed by the Complete Count office, and the media/public relations contractor will play a big role. Materials in the top 12 languages will be available on the State Census website. RPMs are also key to helping coordinate resources across the State. Asian Americans Advancing Justice and MICOP are both providing language support across the State and in specific geographic areas where particular LEP populations live. The IPWs are also an important opportunity to connect language resources to gaps.
 - Follow-up question: What will that clearinghouse look like? Will it include online resources that are downloadable?
 - Ms. Martinez replied that there will be templates for materials (e.g. agendas), facilitated and managed by the Complete Count office.
- A member commented that in the Central Valley there are many indigenous immigrants who tend to have low literacy levels, and that non-written materials such as videos and images will be critical for them. If there are other partners who could help develop visual materials that would be great. At the Fresno local CCC meeting, a representative from the adult school highlighted the urgent need to be able to reach indigenous immigrants from Guatemala in their preferred languages, citing the need to begin to take that into account and address Central American immigrants and their language access needs.
- A member agreed that there is a particular challenge with non-written languages. Central American immigrants have been coming to California for many years, and the language access issues are compounded with immigration status issues and fear.
- A member asked about what data are used to determine where the LEP populations are living and suggested overlaying the State's public education LEP student data, which may be more current than what is being used.
 - Ms. Martinez said the Complete Count GIS and data teams use past census data and American Community Survey data, among other data sources. The data are from 2017.
- Mr. Fontenot commented that since the USCB is providing full access for the top 12 languages in California, it might be useful to consider if the State's language access approach is a good use of resources.
 - Chair Padilla commented that the point is well taken.
- A member commented that especially with the deaf community, there is a vicious cycle in terms of the lack of data – those that are not counted continue to go uncounted. There is not enough data collected on all these HTC populations. The very hardest to count may not show up in the data.



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- Ms. Martinez commented that lack of data was certainly found to be an issue with some populations, and the team wants to explore how to address this challenge.

The outreach team provided regional updates from Southern California, Central California and Northern California.

- Quintilia Ávila, RPM and Southern California Lead shared that her area includes Regions 7-10. Region 7 includes San Bernardino and Riverside counties, Region 8 is Los Angeles County, Region 9 is Orange County, and Region 10 includes the Imperial County/San Diego area. Ms. Ávila reviewed the estimated HTC population numbers per region, the regional ACBOs per region, and the schedule of IPWs per region. There is no CCCC member based out of Region 7, but members are encouraged to attend. The IPWs in Regions 8, 9, and 10 are happening in August and September.
- Emilio Vaca, RPM and Central California Lead shared that his area includes Regions 4-6, ranging from the northern San Joaquin valley, to the central coast, and the southern San Joaquin valley. He reviewed the estimated HTC population numbers by Region, and the county partners who opted in and opted out of State funding. He noted that all counties opted in for Regions 5 and 6, while San Joaquin County deferred to the City of Stockton to lead the effort. The funds that were not allocated to the county were reallocated to the regional ACBO. In these regions, the ACBOs are looking to complete a projected gap analysis prior to the IPWs in the Region. He reviewed the schedule of IPWs in Regions 4, 5, and 6. There is not a date selected for Stockton yet, as they may attend the Merced convening.
- Yumi Sera, RPM and Northern California Lead shared that her area covers Regions 1-3, starting from the Bay Area and extending to the Oregon border. She reviewed the estimated HTC population numbers for each Region, counties who opted in and those who opted out, and the regional ACBOs. The Sacramento Region Community Foundation is supporting the opted-out counties in Region 1, and Trinity County is being supported by the California Center for Rural Policy. She reviewed the schedule for IPWs in Regions 1, 2, and 3. Each of the workshops is being tailored to the participants in terms of where they are in the planning process. The IPW in Arcata will be webcast and will offer remote participation.
- Committee members were invited to attend the IPWs, join the California Complete Count Speakers Bureau, and advise in their areas of expertise to address gaps.

Member Questions and Comments

- A member asked for clarification on the outreach approach for the IPWs, with the assumption being that invitees from last year's convenings will be a starting point.
 - Ms. Martinez clarified that the main purpose of the IPWs is for contractors and collaborators to work together toward the implementation plan that must be submitted in the fall. A primary goal is to coordinate on where the needs still remain. The RPMs are one of the main ways that regional partners are being



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notified about the IPW. There are also local planning committees for each of the IPWs that bring together diverse partners. The RPMs are working with their local partners to get out the word and invite the people who need to be included. The local CCCs have also been instrumental in getting the word out. To clarify, the counties who opted out chose not to be a fiscal agent, but are still engaged in local CCCs and other on the ground coordination efforts.

- Ms. Katague said that media advisories are being sent out about the morning session, which will have a broader audience. The afternoon session will be with contractors. The invites are going out to previous attendees and those who have signed up on the Census website. Invites can be provided to Committee members to share.
- Chair Padilla asked for clarification on who the invited attendees are, especially in terms of new partners.
 - Ms. Martinez replied that IPWs are required for the contractors, but it is also an opportunity for new and potential partners.
- A member asked what is being done to make sure that local CCCs are collaborating with ACBOs and counties, saying this is not happening as much as it should.
 - Ms. Ávila commented that in the Southern California area the two co-chairs of the Region 7 CCC and the Inland Empire local CCC are actively engaged with one another. For the other regions, the ACBOs and counties are beginning to meet or already have met together, and coordination will be bolstered by the IPWs.
 - Mr. Vaca commented that in Regions 4 and 6, one of the challenges has been that contracted partners are joining the census effort a bit later than the rest. For example, in some areas there are local CCCs that formed where the counties and ACBOs were not involved at the outset, and now there are efforts to move those partners toward greater collaboration. There is a timeline mismatch in some areas, where local CCCs were launched before the funding effort. RPMs ask questions about the connections the contractors are making with other partners, have found some unique challenges in these areas, and are working to address them by encouraging participation at the local level.
 - Follow-up comment: A key consideration is who is being sent to collaborative meetings, and that ACBOs need to send their decision-makers and leaders who can join meetings and make decisions.
- A member expressed concern about African-Americans and rural whites not receiving enough support to achieve a complete count.
 - Ms. Sera said many of the counties in Region 1 are very rural, and feedback being received from the Region is that rural communities often experience similar or related issues as other HTC communities, such as the distrust of government and the lack of access to broadband. Ms. Sera said she has spoken with staff from



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Assembly member Cecilia Aguiar-Curry's office on how to conduct outreach in a way that is tailored to rural concerns.

- A member commented that regional leads are in very strategic positions for developing a bird's eye view on what is taking place on the ground, especially to be able to compare across regions. RPM insights will be very helpful to understanding what is happening on the ground. A request was made to consider sharing more in-depth analysis at follow-up meetings, such as information on what is working with capacity building, what is not working, what is taking place that shows we are in the right direction, and what might need to change.
- A member asked for more detailed information on the number of estimated HTC individuals in Los Angeles County (i.e. a breakdown of the 4.1 million estimate). This information would be helpful to better know who to send to the multiple IPWs happening in Los Angeles County. Having the data in advance is needed in order to invite the right people.
- A member asked for RPMs to speak to how closely they are in communication with the ACBOs, and if they felt they are able to have honest conversations that get at the truth of what people need and where they are struggling. As the point of contract oversight, it may be uncomfortable for ACBOs to report failure to RPMs.
 - Ms. Sera shared that she is in communication with the regional ACBO almost every day, and as such is very informed about the issues that are being faced.
 - She stated that she is trying her best to balance the needs of the state, its partners and the stakeholders. . RPMs are engaged in variety of support activities to help our partners and to address the challenges they are facing with the limited resources they have.
 - Mr. Vaca shared that starting conversations early on is key. RPMs are focused on managing realistic expectations, targeting the hardest to count areas, and identifying who will cover specific areas in a realistic fashion, so that the gaps become evident sooner rather than later in order to fill them. There are some ACBOs who are engaged on the census for the first time, and we are managing the transition from getting the funding award to doing the implementation work. County partners are also experiencing challenges, for example, the contracting exemption clause was not extended to partners, so there are some thresholds and triggers at the local level for competitive bid processes.
 - Chair Padilla commented that many of these issues will come to light at the IPWs.
- A member commented that unfortunately one of the largest and fastest growing HTC populations is people experiencing homelessness. A statewide CBO to address this population has not been identified. Consider focusing on this issue at the IPWs to try and fill gaps in this demographic.
- A member commented that it is crucial to figure out how to invite partners to fill gaps for the populations who do not yet have statewide coverage.



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- Chair Padilla asked whether all ACBOs turned in their strategic plans.
 - Mr. Vaca confirmed that all ACBOs met the deadline to submit strategic plans.

Marcy Kaplan, Sectors Outreach Manager, CCC, gave a brief overview of sector outreach efforts. Sectors are another way the State is targeting HTC populations. The priority is to reach people where they come for services and activities, and sector outreach follows the model of trusted people and places. Ms. Kaplan said she is working to target statewide entities, networks, and associations and is working with RPMs to connect statewide partners with regional networks. For the health, faith, and labor sectors, the recommendation is to fund an anchor organization in each sector. An anchor organization can develop sector specific toolkits and materials, provide training opportunities, and hold onsite activation events and provide questionnaire assistance.

For the business/technology and innovation/entertainment sectors, the Complete Count team is working with statewide partners, including large companies and associations. The team is coordinating with the SOS's Democracy at Work Program and USCB as well. There are opportunities to think creatively about partnering with utilities and gig economy employers. There are regional opportunities with local chambers and economic development offices. It is important to achieve cross-sector collaboration, and the rural sector is a priority area in this regard.

Member Questions and Comments

- Member Lisa Hershey shared that she has been working with the RPMs and Ms. Kaplan on housing and homelessness issues, particularly on connecting advocates and Census partners to ensure a complete count. Housing instability is also increasing, especially for those who are experiencing poverty. It is important to continue to connect the dots and link services with outreach efforts.
- A member asked for more information on what is being done with unions.
 - Ms. Kaplan said she has been connecting labor unions and labor councils to local CCCs and looking at how unions serve or connect with HTCs (e.g. nurses, schools/universities). She welcomed follow-up conversation with Committee members about suggested unions to focus on regional efforts.

7. Census Bureau Update: Operations One Year Out

Chair Padilla introduced Albert E. Fontenot, Jr., Associate Director, Decennial Census Programs, U.S. Census Bureau, to discuss federal operations. Mr. Fontenot thanked Committee members and participants for their work.

Mr. Fontenot gave an update and overview of the 2020 Census.



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The three primary goals of the 2020 Census are to ensure a complete and accurate count, a safe and secure count with regard to data, and an easy count for respondents.

Cyber threats are a major concern and the USCB has a robust system to protect data, monitor for intrusions, and manage and secure data in the network. The USCB works with cybersecurity experts to stay up to date on new technology and does not disclose encryption methods. Data are safe, secure, and confidential. Federal law protects census data and the USCB will not share data with law enforcement or immigration officials.

Mr. Fontenot gave an overview of the Census operations process. It begins with address canvassing and establishing where to count. Then the USCB motivates people to respond with messaging about the importance and value of participation. Then comes the self-response phase. Following this, the USCB counts people living in group quarters and people experiencing homelessness, as some people will not respond on their own. Census workers go out during the non-response follow-up period to count people where they are living.

Establishing where to count started with the 2010 Census base address file. The USCB also uses the U.S. Postal Service delivery sequence file. This decade, there are new processes to update the master address file. For example, the USCB used satellite information to review changes in the housing landscape. The USCB does the boundary and annexation survey yearly. The local update of area addresses (LUCA) process provides an opportunity for tribal, local, and state governments to provide updates in addresses to the federal government. New constructions are also included in a program to capture housing units built after the LUCA process. Each process serves to validate the master address file, and update it as needed. The master address file is more complete than it ever has been before.

As a result of address update processes, California saw a 5.5% increase in the State's master address file. As of spring 2019, there are approximately 15.16 million addresses. A good portion of the recent address updates are in Los Angeles County, and there was an 11% increase in addresses in San Francisco. Only 82 governments have enrolled in the New Construction Program, which is well short of the 539 governments that are eligible. Governments that have not responded are encouraged to respond and join the program so addresses are the most up to date they can be.

Beginning in August 2019, the USCB will be verifying the address list, and asking about additional units. The USCB needs state partners to help let people know USCB address canvassing employees will be out in neighborhoods verifying addresses. Mr. Fontenot emphasized that the USCB does not report any of the address canvassing information to local code enforcement.

For the paid advertising and media buying strategy in 2020 the USCB is using proven methods in addition to social media and digital advertising. The USCB conducted message testing research



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last year, which included a survey of 50,000 households and 42 focus groups. Data from this research informs the advertising strategy. The USCB has the ability to drive response through digital ads for the first time, and is integrating the media approach to tailor the messages, allowing for rapid adjustments. The USCB will monitor and adjust to conditions on the ground during the response period. Multicultural partners will play a key role in the media strategy, and they have been providing input on the plan. Central to reaching HTC communities is using local media. More than 50% of the media buys will be in local media. The USCB is currently negotiating media buys – over 1600 proposals were received – and the final media buys plan is expected in September 2019.

The self-response period begins March 2020. Every household will have the option to respond online, by phone, or by paper questionnaire. 95% of households nationwide will receive their Census invite by mail, 5% will receive a paper packet, and less than 1% will be counted by a Census taker. Mailed invitations will begin arriving March 12, 2020. The USCB will send up to five mailings if the household has not responded, and the last mailing will include a paper questionnaire. 20% of addresses nationwide will receive a paper questionnaire in their first mailing (primarily those areas with low internet connectivity). The objective with self-response is to maximize the options to respond, as Census 2020 is designed to be easier to respond to than ever before. People will be able to respond anytime, anywhere on the internet, as well as by telephone and paper questionnaire. Respondents do not need to have a census code to respond. Our partners will be able to encourage folks to fill out the census form in person at events.

For Census 2020, we will have the most robust language program to date. To support self-response, all questionnaire content, including instructions, will be available in 12 non-English languages. Census assistance centers will be staffed by bilingual agents. The first mailing will include instructions in 12 languages, which covers 87% of LEP populations. In California, if there are more than 1000 speakers of a certain language, then the language is covered by one of the USCB's 59 non-English languages assistance guides. Partnership specialists are another key resource for reaching LEP populations.

Some groups or persons who require special or additional effort to ensure representation will also be covered. The effort to count HTC populations is woven through the entire census operations design. Service-based enumeration targets those without conventional housing or experiencing homelessness at locations where they receive services. This is an area where partnering with local partners is key. There is a special operation to ensure people in correctional facilities are counted. California has enacted legislation requiring the Department of Corrections to report the home addresses of incarcerated people to the Citizens Redistricting Commission so that the commission may count incarcerated people at home for redistricting purposes. For areas recovering from natural disasters, people can respond online and use their prior address to be counted at their usual address.



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The non-response follow-up (NRFU) period starts in May 2020. The primary purpose is to enumerate areas that have not responded. Enumerators will collect information in person, and if no one is home, they will leave information. An enumerator will make at least six attempts to enumerate.

Mr. Fontenot emphasized the role of partners in supporting an accurate and complete count. The regional census center in Los Angeles has more detailed information on the California effort.

Member Questions and Comments

- Chair Padilla asked when the final questionnaire will be available for review, especially given the pending ruling on the citizenship question.
- Mr. Fontenot replied that the USCB is hoping for a decision by the end of June. When the decision is made, the final questions will be released (likely early July). The USCB is conducting tests using both questionnaires that have and do not have the citizenship question in order to plan for the staffing and media strategy.
- Chair Padilla commented that with the paper questionnaire it is possible for someone to not answer a question and mail it in. He asked whether the phone and online questionnaires require respondents to answer all questions in order to proceed and submit.
- Mr. Fontenot explained that respondents who answer by phone or online will receive a soft prompt to answer all questions, and can move through the questionnaire without answering all questions. Omitting answers to questions increases the likelihood that the respondent will be visited during NRFU operations.
- Chair Padilla asked what assurances the USCB can provide around outreach events, for example, that Census events will not become targets for Immigration and Customs Enforcement (ICE) raids.
- Mr. Fontenot said the USCB is working to ensure that other federal agencies will not use Census events for ICE raids.
- Chair Padilla requested the USCB please keep the Committee informed in this area.
- A member commented that the Committee has asked the USCB previously for details on what accessibility testing has been done for respondents with disabilities but has not received a firm answer. The member asked whether the form was tested on people with disabilities, and whether there is opportunity to change it.
- Mr. Fontenot said there is no opportunity to change the questionnaire. The USCB is in compliance with section 508. He said he was unsure about the details of the test groups. When the USCB does ability testing, the test is done with a broad base of the population, not with census staff.



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- Several members discussed the importance of receiving information and links to USCB jobs in order to share with member networks. One member confirmed they have been receiving specific and detailed job announcements and sending them out to their networks. Another member commented it is important to push out information beyond saying links to job openings are available.
- Mr. Fontenot commented that the USCB is receiving good responses overall for the general pool of canvassers, but at the local county level there is not always a good response, so outreach is now being targeted in those areas.
- A member suggested there may be a need for an advertising strategy at the county level.
- A member expressed concern about achieving a complete count in group quarters that are not prisons, such as places for people with developmental disabilities.
- Mr. Fontenot explained that group quarters operations include many types of institutions, including sensitive/confidential areas such as domestic violence safe houses. There are USCB programs and connections with programs serving those with special needs and living situations, such as those with development disabilities.
- A member asked whether the USCB has contemplated a media campaign alerting people to address canvassing efforts. The member said there have been reports from community members of people impersonating census workers and asking questions about immigration status.
- Mr. Fontenot said there is no media campaign planned for address canvassing, since the core responsibility of workers is to verify the address, and secondly to determine if there are additional units not accounted for in the address file. The USCB conducts regular surveys throughout the decades, the American Communities Survey (ACS) for example, and there are USCB workers on the ground nationwide asking legitimate survey questions. It could be that there are other USCB activities going on. He clarified that the USCB does not ask about immigration status. The ACS does ask about citizenship status, but not immigration status. Mr. Fontenot said he can talk to the USCB communications staff about the issue raised by the member.
- Another member commented that since communities are seeing people impersonating census officials, it would be beneficial to educate people on how to identify and validate a census employee. California is working to make it a crime to impersonate a census official, and there is a question of enforcement at the federal level.
- Mr. Fontenot said that census workers wear an official badge, and that the USCB generally publishes information on how to identify a census worker.



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- A member suggested reaching out directly by phone to the eligible governments who have not yet signed up for the New Construction Program.
- A member asked for Mr. Fontenot to comment on the best ways for state contractors to support and complement USCB operations and efforts.
- Mr. Fontenot said the USCB needs help from partners to share messaging and local recruitment of census workers. Key messages to share include that Census 2020 provides a safe and secure response, and people can respond in the way that works best for them. The USCB is printing enough paper forms for those who want to respond by mail. Testing has shown that the majority of people will respond online using their smartphones, tablets, or computer. Other examples of help include provide language assistance in those languages the USCB is not covering, helping people with disabilities respond to the census, and providing access to computers across diverse and trusted locations. The USCB does not want people to knock on doors and try to collect data as this causes confusion and they want to avoid enumerators collecting data and then filling out questionnaires for people.
- A member asked if it was acceptable for a partner to make tablets available for people to fill out the form onsite.
 - Mr. Fontenot confirmed that providing technology for people to use is acceptable, but the person should fill out the questionnaire themselves, saying this has not changed from 2010 to today.
- A member asked for more information on how the USCB is connecting with local partners to make sure people who are familiar with or have experienced homelessness are being considered for jobs for the service-based and transitory locations operations.
- Mr. Fontenot said the best answer is to work with the local regional census center, since they do work to ensure connections are made for the different HTC populations.
- A member commented that saying the USCB is working with the FBI and the Department of Homeland Security on data protection and cybersecurity does not inspire trust in many of the HTC communities that members are working with.
- Mr. Fontenot acknowledged the concern expressed by the Committee member saying there is a balancing act in this regard, since those agencies are the foremost experts on cybersecurity issues, and the USCB wants to make sure to have the most up-to-date and robust security system.
- A member asked for more information on what training and policies are in place to ensure that census workers use proper pronouns.
- Mr. Fontenot said that proper pronouns training is currently in development, since it is a growing area of concern and attention. The USCB understands this is an important and sensitive issue.



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- A member asked where overseas military personnel are counted.
- Mr. Fontenot said that overseas military personnel fall in two categories. Individuals who are on assignment are counted at their home of record. If deployed, they are counted at the base from which they are deployed. There is a clear definition of criteria for each category posted on the USCB website.
- Chair Padilla asked for clarification on which households will receive a paper form in their first mailing and requested more detailed geographic information on those areas (e.g. maps).
- Mr. Fontenot explained that the USCB is sending paper forms in the initial mailing to areas with low internet connectivity or in areas where because of the respondents' age, they would have less propensity to use the internet. He said the information is not yet available, and can be provided at a later date when ready.
- Chair Padilla asked whether speakers of languages other than English or Spanish can receive a paper form in their language.
- Mr. Fontenot said the USCB is not providing forms in languages other than English and Spanish. For those people, their options are to fill out the form by phone with a translator or online.
- Chair Padilla commented that coordination is needed on combatting misinformation.
- Mr. Fontenot affirmed the Chair's comment and said coordination and collaboration with private and public sectors is a key focus area of the USCB. The media contractor will also focus on combatting misinformation and monitoring dark web activities.

11. Opportunity for Public Comment

The floor was opened for public comment on items not appearing on the agenda.

Public Comment:

- Doretha Flournoy, California Black Health Network. I appreciate comments on and recognition of the undercount of African-Americans around the State. Just as recently as today, PBS Newshour reported that Blacks and Latinos are at risk of an undercount in the 2020 Census. California has been documented as one of the states most at risk for undercounting Blacks and Latinos. I see a statewide organization representing Latinos. I would like to know what the plan is for ensuring African-Americans are not undercounted and I worry about limited outreach through one statewide organization. The California Black Health Network has been doing outreach and we know trust is an issue. We think a



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multi-pronged, multi-organization approach is best and we look forward to working with the State on this effort.

- Maikhou Thao, Region 1 ACBO, Sacramento Region Community Foundation. I appreciate the hard work and staff of the Committee and Complete Count office. I want to provide feedback on a few items. We support the revised LACAP. Our CBO provides support to many communities and we would be foolish to limit outreach. The new plan allows for tailored activities in native languages. Regarding any additional State requirements for contractors that we understand are being developed, we request that they be streamlined and that they are given in advance for review. For IPWs, we request more information on roles and requirements, including timing of trainings, meetings, etc.
- Judy Robinson, Sacramento County. One of the concerns is about the need for a swift turnaround on payment of invoices after deliverables are turned in. Also, we have not heard an update on the LUCA appeals process – the recommendation was to adopt the 2010 process. We would like to know the State’s position on not canvassing, especially since it is a strategy outlined in our strategic plan. We would like to suggest a helpdesk/chat box for the media contract so that information is consistent. The helpdesk should be digital and supported by phone in the 12-15 top languages. We are planning the IPW for Sacramento on June 17 and we invite Secretary Padilla to attend and provide opening remarks.
- David Banuelos, USCB Partnership Specialist in Sacramento. As we engage with communities, they are asking for a simple marketing tool, for example like the “I voted” sticker. Could the California Complete Count team create an “I support the 2020 Census” sign to be placed in the front window of supporting schools, business organizations, etc., or maybe a sticker? We know people need to hear the message many times.
- Tony McAnelly, California Community Action Partnership Association. Our association engages 60 community action agencies across California. We have been trying to engage with the Complete Count Committee since we would like to part of the effort. We work with low-income families, veterans, and other HTCs. We are struggling to engage with you on these efforts.
- Pamela Rodriguez. As an immigrant from a low-income family, I can speak to the fear people are facing and it is real. I suggest using Facebook, Google, to help people know how important the census is. We need to know why we should put our families at risk, why it matters to participate.
- Harjit Sing, Jakara Movement. Thank you to the Committee and Complete Count team on their work with the LACAP to ensure language access. Many groups are excited to start the work and Jakara Movement looks forward to creating language resources in Punjabi. As a grassroots organization, we have many



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outreach strategies that we know are successful in our communities. We want to make sure there is flexibility to use these strategies. There needs to be many opportunities to collaborate to avoid unnecessary duplication. It's vital that we hire enumerators from diverse language backgrounds in the top 20 languages.

- Casey Farmer, Alameda County Complete Count Committee. A centralized, easy helpdesk will help to ensure effective communication. We would like continued communication about what partnership really means. In particular, we want to know what the statewide CBO deliverables are, so we can define what counties need to do and not do. We hope to have that discussion at the IPWs, since it not clear who is going to own all the different pieces. Also, we need a better plan to address people experiencing homelessness. In Alameda County, we have 8200 people experiencing homelessness, and the point in time count required 600 people. A lot of people in our homeless population do not access services or group quarters. There a dozens of commercial living spaces like the Ghost Ship in Oakland. I continue to ask for pressure from the State on the USCB to expand the plan to address homelessness.
- Sam Reeve, Community Connect Labs. We have been providing census outreach technology to counties. We are creating a helpdesk which we plan to deliver throughout the State. Technology can help remove or lessen barriers to participation. We believe we should leverage technology to ensure a complete count. We can build for multiple languages, apps can be easily scaled, and tailored for a variety of partners. Technology enables ease of integration across systems like SwORD and PDI. We can automate reminders to respond to the Census. We hope that the State will continue to make technology tools available across the State.
- Esperanza Guevara, CHIRLA and CPAN. CHIRLA, on behalf of CPAN, believes that language access plan reliance on IPWs to identify gaps means that IPWs will need to be truly inclusive of all communities. To ensure this inclusivity, we recommend that IPWs be widely advertised to stakeholders, include relevant contractors, the entire IPW should be open to stakeholders and the public at large, and written notes from IPWs including results from the draft gap analysis should be publicly posted.

The following questions came in via the conference line and the speakers choose not to identify themselves:



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- I would like to see collaboration with the “Big 4” tech companies including Apple and Facebook to reach the HTC. These companies have access to immense client data and reach almost all HTC populations. In today’s world, a viral marketing campaigns is vital to reach these communities. Has a partnership with such companies started or been considered, and if so, what is the status of those conversations.
- My understanding is that when funds are allocated to the ACBO, the ACBO will allocate those dollar amounts to their subcontractors. Do you as RPMs, specifically in Region 9 (Orange County) have or know of any oversight plan to keep track of how these dollar amounts are being used by subcontractors (outreach materials, canvassers, etc.). Please elaborate on the plan.
- Can someone share the efforts/plans for census outreach to the African-American community, especially since this is a hard to reach population and is historically undercounted?
- How are we working with service providers and agencies in the homeless/houseless community to reach this particular demographic that is also hard to reach?
- California should also share with other states such as Texas, Arizona and Florida any detailed confidentiality information as Latino communities would benefit greatly from it.
- Has anyone received money from the CCC office for the outreach contract?
- When can we expect to see plans from statewide partners and how they plan to integrate services into counties? Or when are most of their strategic plans due?
- I am with a Chinese media organization. I saw that we have media buys scheduled for September 2019. Will the advertising media buys be handled by the contractors? Or is it done by Census CA 2020 internally?
- To clarify, the Region 9 IPW is at the Orange or Anaheim county office building. The information that was shared with us shows the location as Anaheim, but the information provided in the slide in this presentation showed Orange.
- When is the soonest that indigenous language materials will be available for outreach efforts? Also, for Community Connect Labs, which tools from their five tools will be available for use?
- If someone wanted to volunteer for outreach or other efforts on behalf of Census 2020, how would you advise them? Who should they contact?
- How were the locations determined for the various IPWs? The only IPW in my county (Orange) is located at a government office and I’m concerned some community members who are wary or distrustful of government won’t attend for this reason.



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- Has anyone contacted Cal Vet as a possible CBO partner for the 2020 Census project?
- When will the CCC Office send out checks for the first two deliverables?
- To member Ms. Brown Wilson: Will the data of HTC population by block level be available on SwORD? It would be great to have that information available in the platform.
- To Ms. Katague: It would be great to have members of the Committee provide an update to the Education Sector calls, thank you for looking into that.
- What other follow-up actions are being planned for the New Construction Program? Is an extended deadline being considered? Emails and physical letters are great, but I know that many Tribal communities respond better to phone calls.
- What are the deliverables (outreach plans) of the Latino/Black partners for the California Census? Beyond CBO's, who else are contractors for multicultural outreach in California?

Ms. Katague thanked members of the public for their comments in person and by email. She clarified that statewide CBOs plans were turned in on May 31st. She said her team will debrief and provide follow-up answers for the questions raised in public comment. In closing, she thanked Committee members for their participation and staff for their work and support. There are over 150 contracts to get the census funding out and there two Complete Count staff dedicated to working through those. The team is committed to getting the dollars out quickly and in an accountable fashion.

Chair Padilla thanked everyone and acknowledged his staff for their support, saying the stakes are high and it will take all of us to achieve a complete count.

12. Adjourn

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

The meeting adjourned at 4:35 pm.