



California Complete Count Committee

PUBLIC MEETING

300 S. SPRING STREET, LOS ANGELES | SEPTEMBER 4, 2019



Establishment of Quorum

Alex Padilla

Chair

California Complete Count
Committee

Secretary of State



Bagley-Keene Open Meeting Act Overview

Julia Zuffelato
Deputy Attorney
General
Department of Justice

Bagley-Keene Open Meeting Act

Abbreviated Training for State
Boards and Commissions

Purpose of Open Meeting Act

- Promotes an open consensus building model of decision making.
- Ensures the public a seat at the table.



The Act applies to state bodies. What is a “state body?”

- Five types.
- A body created by statute.
- AB --



What is a “state body?”

- Advisory body created by state body.
 - *Subcommittees, task forces, advisory committees, working groups, etc.*
 - *Three (3) or more members.*
 - *Created by official action of state body or state body member.*
 - *Impromptu Advisory Bodies: Rule of Two*

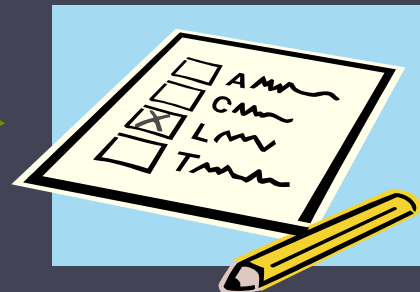
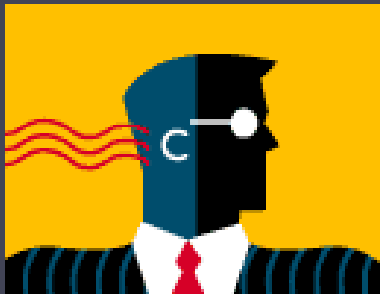
What is a “state body”?

- New members of state bodies.
- Act applies upon appointment.



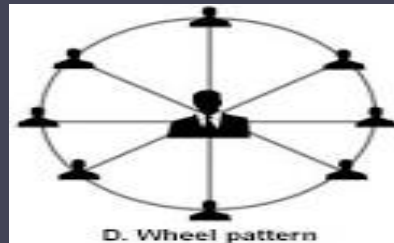
What is a meeting?

- Gathering of a majority of members of a state body.
- Includes all phases of decisionmaking from information gathering to final vote.



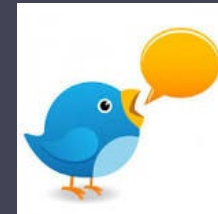
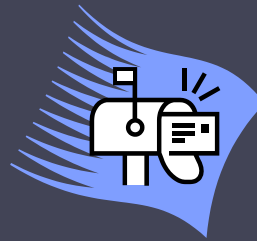
Serial Communications: Prohibition

- Members of a state body must avoid serial communications outside of a public meeting among a quorum of members or through an intermediary.
- Applies to subcommittees. Rule of Two.



Serial Communications: Prohibition

- Prohibition applies to ALL forms of communication.



Staff Briefing Exception

- Staff may brief or respond to questions from individual board members.
- Staff may not share communications from a committee member with any other committee member.



What is “not” a meeting?

- Communication with one other person (as long as not used to circumvent serial meeting requirement).
- Rule of Two

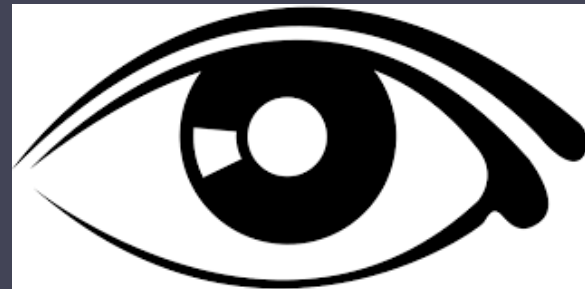
What is “not” a meeting?

- Conferences open to the public.
- Open meetings of other public bodies.
- Social events.



What is “not” a meeting?

- An open subcommittee meeting of a state body is not a meeting of the entire state body.
- Parent state body members who are not subcommittee members may only attend as observers.



Rights of the Public

- Right to Participate at Public Meetings
 - *No identification required.*
 - *Reasonable time limits.*



Rights of the Public



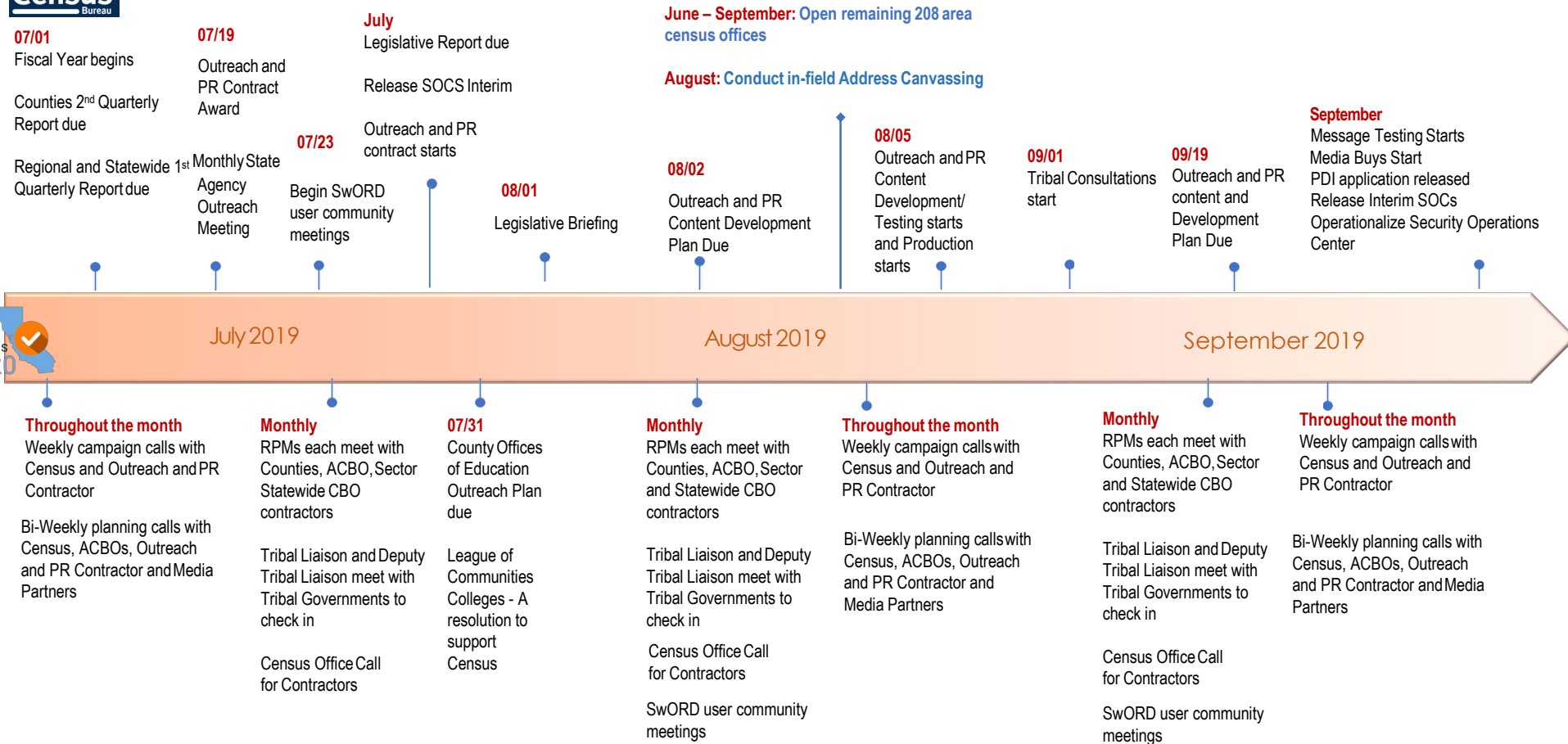
- Right to Access Public Meeting Records
 - *Best practice is to post agency's public meeting records on website before meeting.*
 - *Some records may be exempt from disclosure.*

Approval of the Minutes of the June 4, 2019 Meeting

State Census 2020 Updates

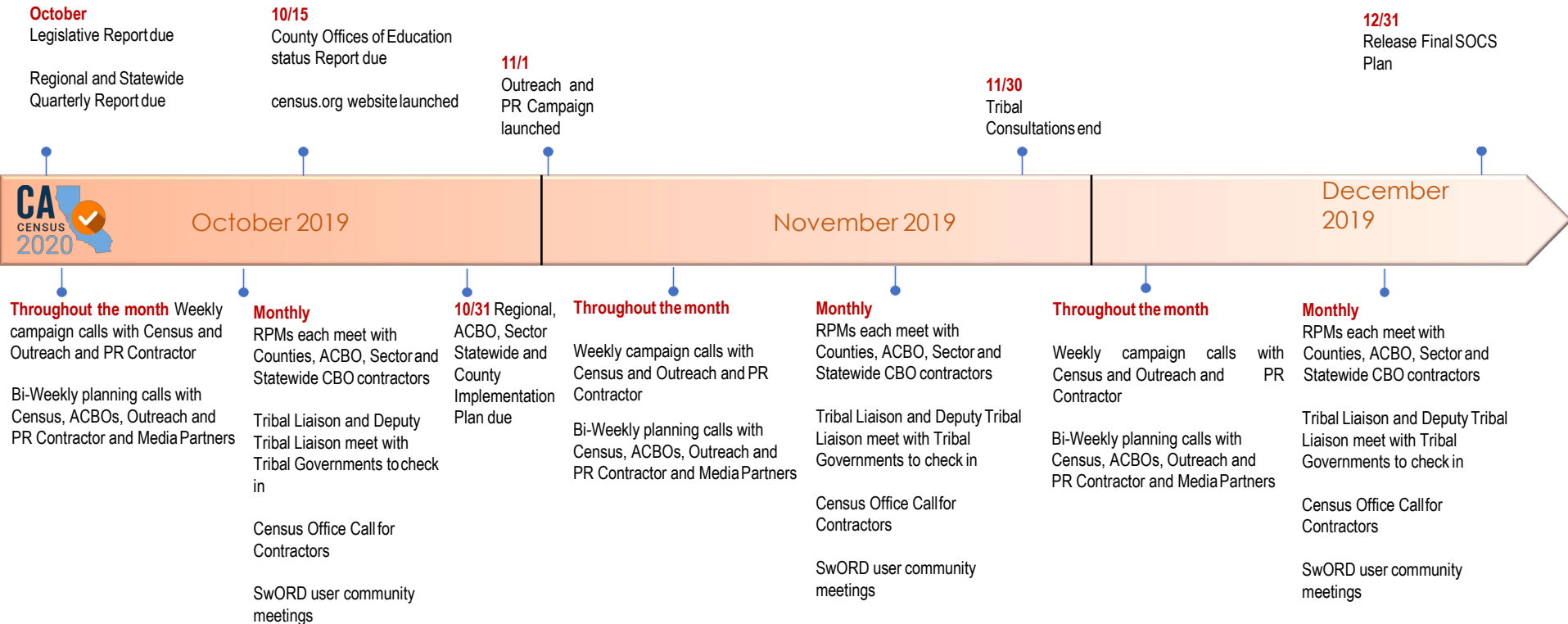
Sarah Soto-Taylor
Deputy Secretary for the Census
Government Operations Agency

Road to the California 2020 Census Motivate Phase

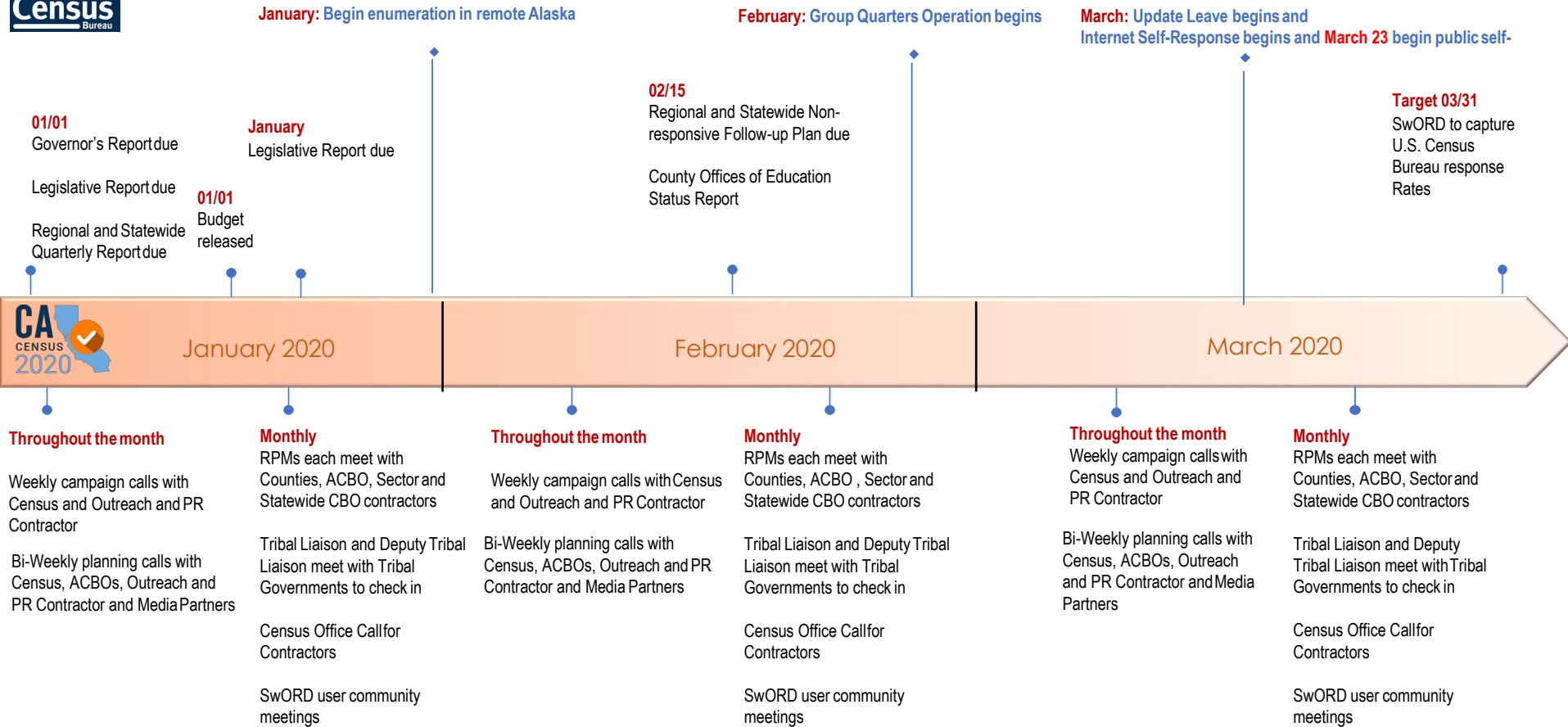


Road to the California 2020 Census

Motivate Phase

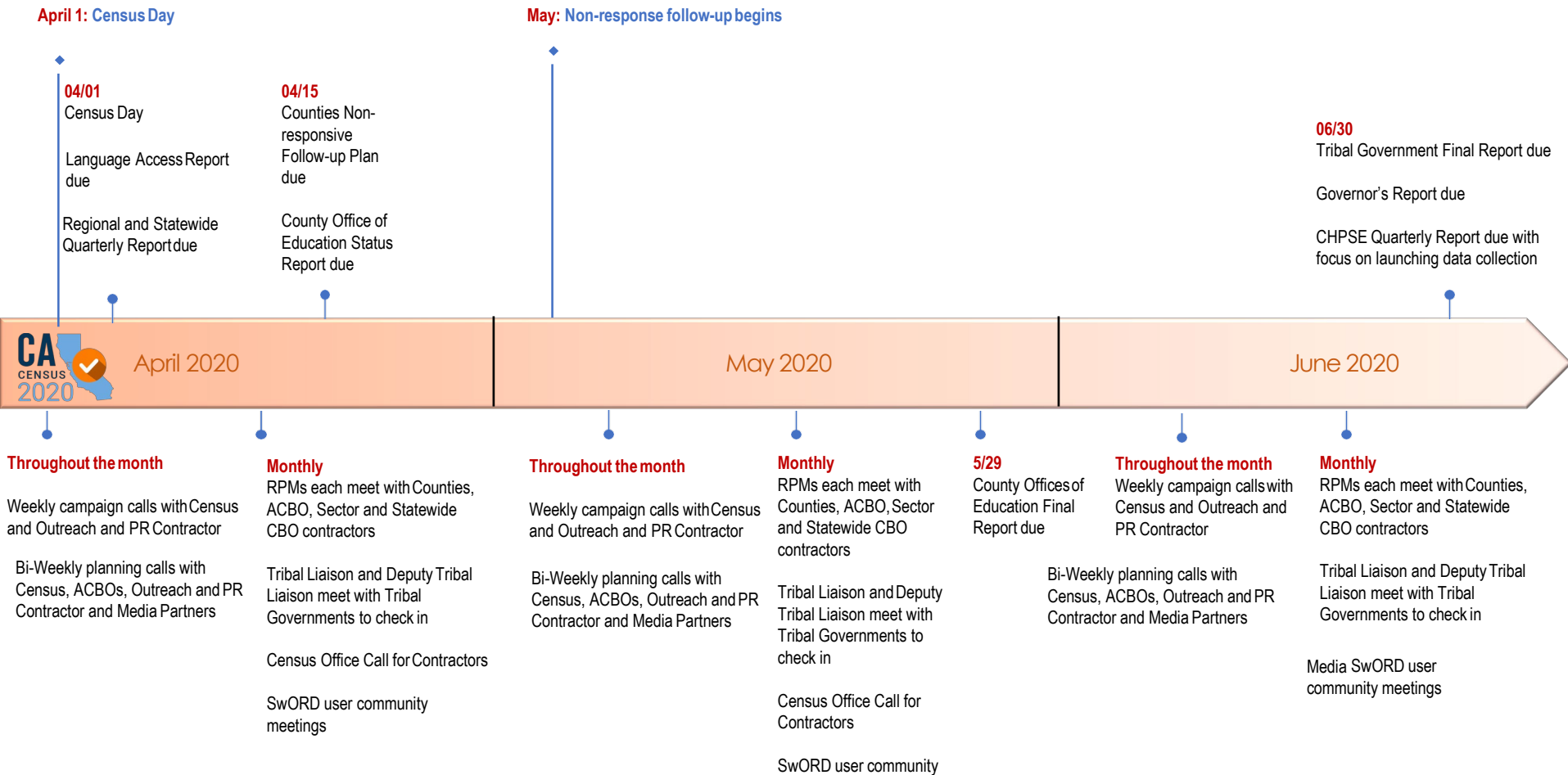


Road to the California 2020 Census Activate Phase



Road to the California 2020 Census

Activate Phase



Road to the California 2020 Census Follow-up Phase



07/01
Legislative Report due

09/30
Regional and Statewide Final Report due

Counties Final Report due

CHPSE Quarterly Report due with focus on continuing data collection.



July 2020

August 2020

September 2020

Throughout the month

Weekly campaign calls with Census and Outreach and PR Contractor

Bi-Weekly planning calls with Census, ACBOs, Outreach and PR Contractor and Media Partners

Monthly

RPMs each meet with Counties, ACBO, Sector and Statewide CBO contractors

Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

Census Office Call for Contractors

SwORD user community meetings

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Road to the California 2020 Census



October 2020

November 2020

December 2020

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12/31
CHPS Quarterly Report due with focus on outline of report

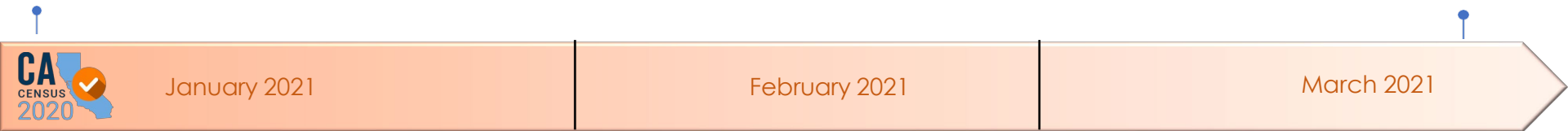
December 31: Deliver apportionment counts to the President

Road to the California 2020 Census

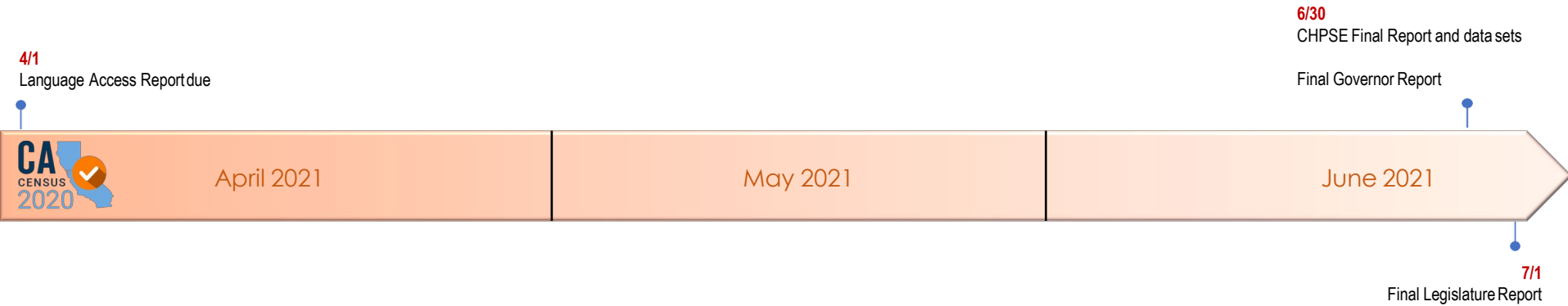


1/1
Legislative Report due

3/31
CHPSE Quarterly Report due with
evaluation question results memo



Road to the California 2020 Census



California Complete Count – Census 2020

External Affairs & Media Relations

Martha E. Dominguez, MA, MPH, Ph.D., CLC

Deputy Director



External Affairs and Media Relations

Martha E. Dominguez, MA, MPH, Ph.D., CLC

Deputy Director

Martha.Dominguez@census.ca.gov

Diana Crofts-Pelayo

Assistant Deputy Director

Diana.Crofts-Pelayo@census.ca.gov

Media Engagement

- Press
- Social media
- Earned Media

Media Campaign

- Communication support
- “air game”

Local Capacity

- Media Engagement
- Community Engagement



Goals and Objectives

Goal: To get an accurate and complete count among the HTC communities

Objectives:

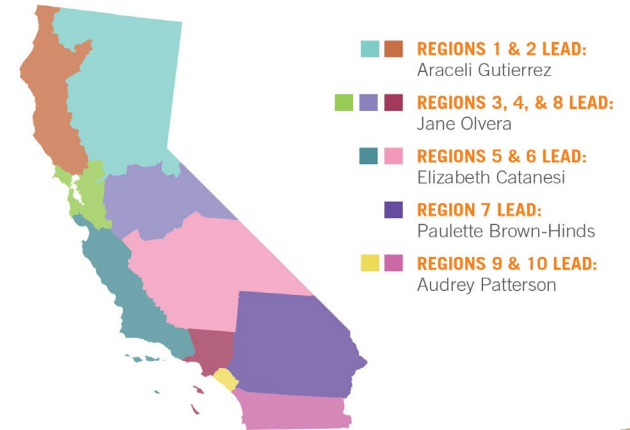
- To educate, motivate and activate all the HTC communities to participate and fill out their Census 2020 forms
- To provide culturally congruent and evidence-based information about the 2020 Census

Mercury's Team



TEAM LEADS

US CENSUS LEAD: Amy Fahnestock
REGIONAL MESSAGE TESTING LEAD: Jane Olvera
LATINO MEDIA SPECIALIST: Renee Ostrom
AFRICAN-AMERICAN MEDIA SPECIALIST: Paulette Brown-Hinds
MULTICULTURAL MEDIA SPECIALIST: Sandy Close
CREATIVE LEAD: Matt Rallens
DVBE & TRANSLATION SPECIALIST: Joshua Ders
FARM BUREAU SPECIALIST: Laura McIntosh



Campaign

Est. 11 million hardest-to-count Californians

10 Regions

15 Vulnerable Populations

12 languages + English

Multi-Phased & Evidence-Based Approach

Collateral Materials

Campaign Elements

Research

Message Testing

Collateral
Development

Campaign
Website & Partner
Portal

Paid Media
Advertising

Earned Media

Social Media

Digital Media

Content & Creative
Development for
Each Phase and
13 Languages

Community
Integration in
10 Regions

Misinformation

What to Expect

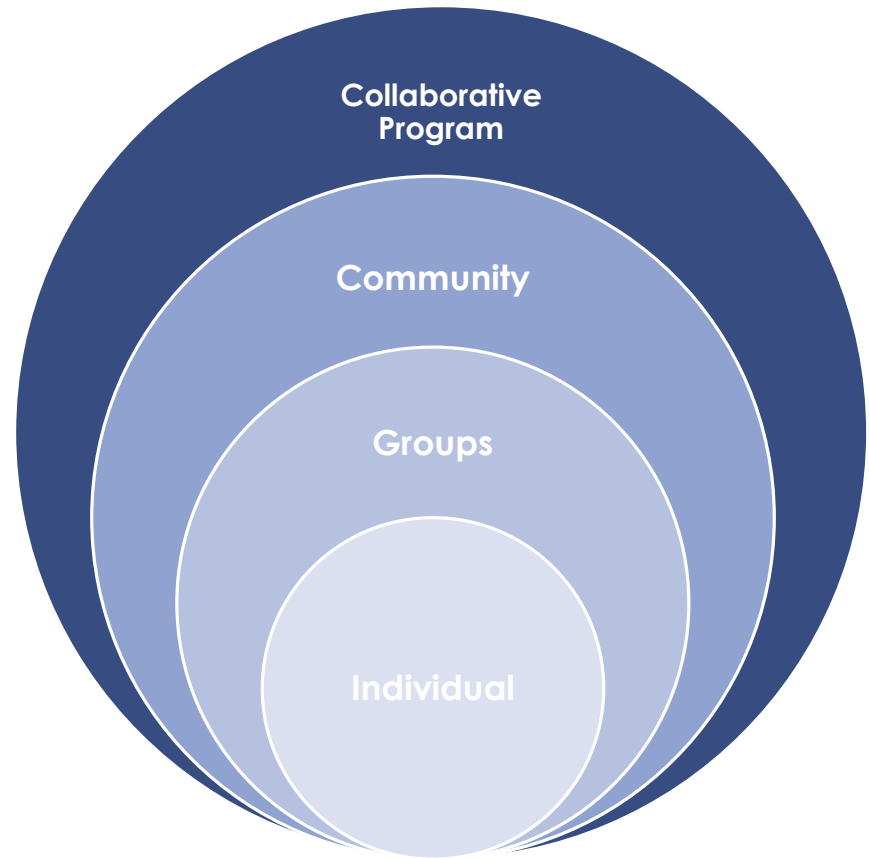
- Media **campaign launch**: End of September through Non Response Follow Up (NRFU)
- Regional leads work with Census Outreach Team and partners **to support the ground game**, while identifying gaps and opportunities to integrate the air game
- Robust **misinformation campaign**
- Media campaign tactics: **earned, social, and paid advertising**

What to Expect

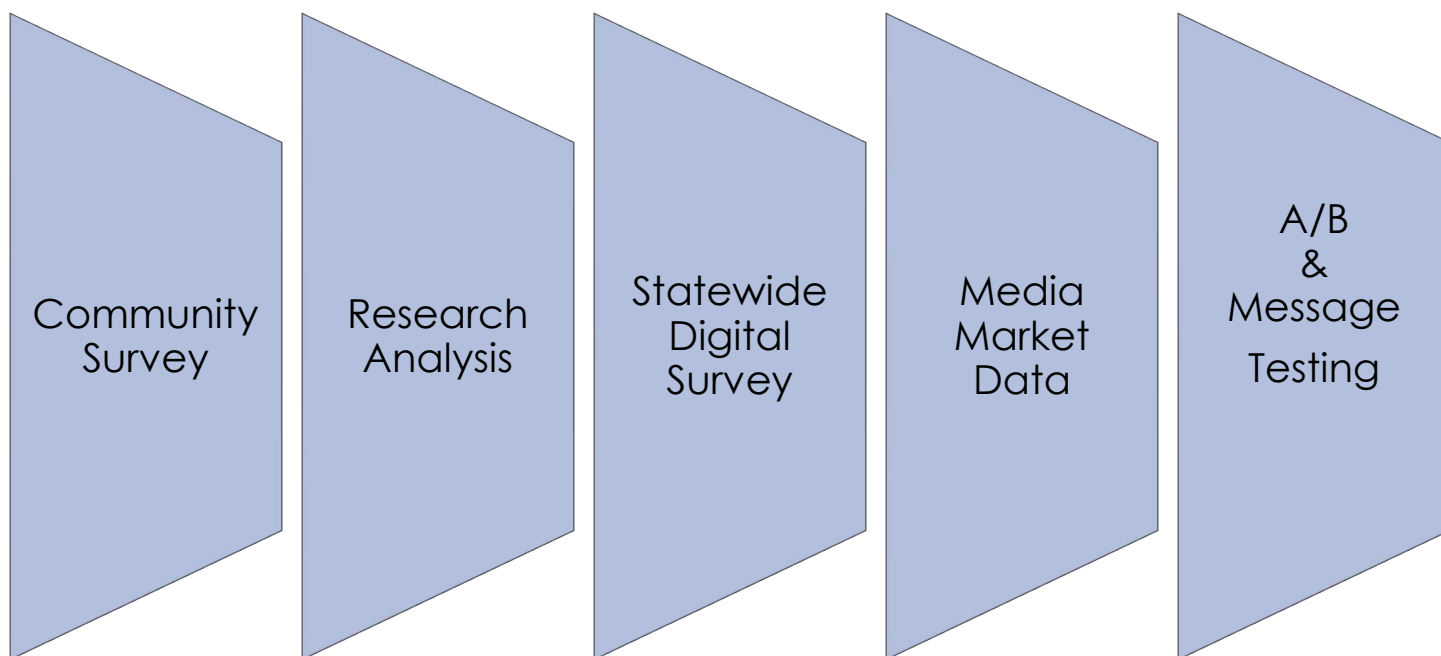
- A plan that integrates **ethnic media and multicultural media**
 - Message testing
 - Leveraging trusted voices
 - Content
 - Advertising placement
 - Community feedback
- Collaborating with **social influencers and trusted messengers**
- **Community-specific campaigns** that target overlapping populations

Community-Based Participatory Model

Community-based participatory research (CBPR) is a collaborative process between **community-based** organizations and academic investigators.



Five-Pronged Research Approach



A Nimble Approach

- **Campaign optimization** with quality assurance and improvement
- **Rapid response** to misinformation/disinformation
- **Redirecting funds** to communities with low response rates

Statewide Approach

- Media planning by:
 - Region
 - Language
 - HTC demographics
 - Media market
- Leveraging statewide buys to connect, and offer more, to the ground game
- Keep funding proactive and responsive to communities with low-response rates

Regional Collaboration

- Collaborate on activations
- Technical assistance
- Messaging and materials
- Digital media by region
- Help with partner portal

Reaching the Hard to Count

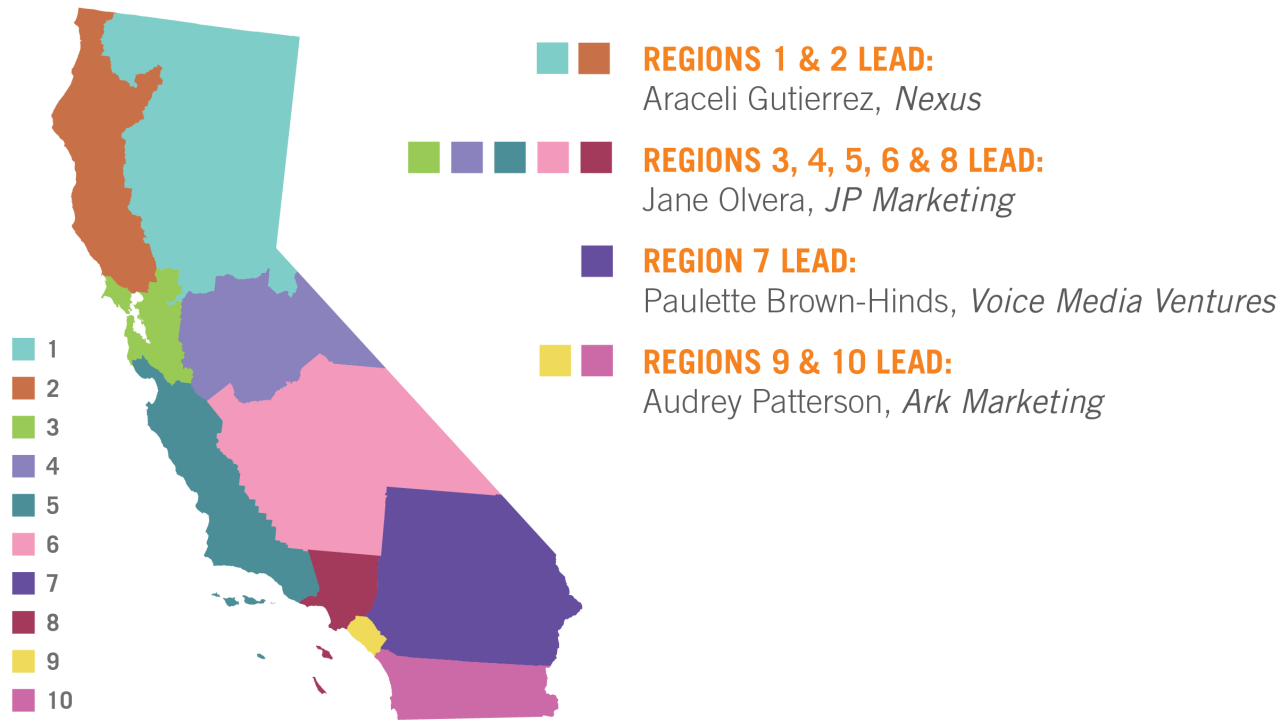


Message Testing

- Message testing informs our **nimble approach**
- The website is **reflective of all regions**
- Messaging and creative is informed, and **culturally congruent** in English plus 12 key languages

Spanish	Korean	Russian
Chinese (Cantonese + Mandarin)	Armenian	Japanese
Vietnamese	Farsi	Punjabi
Tagalog (including Filipino)	Arabic	Khmer

Regional Capacity



Region Leads & Partners

- Familiarize ourselves with the media component of the strategic plans
- Continue to collaborate with the Outreach Team
- Facilitate conversations between the *Mercury* regional leads and the Census Office's partners
- Provide online partner portal for sharing content

Earned Media

- Elevating publicity for the launch
- Plugging into existing narratives
 - Editorial calendar targeting the hardest-to-count
- Driving specific narratives

Social & Digital Media

- Social media audit & SWOT analysis
- Organic content calendar
- Paid digital ads – culturally congruent to drive awareness and engagement

Community Media Toolkit

- Update toolkit
- Talking points
- Social media guidelines
- Templates for news materials
- Media engagement DOs and DON'Ts
- Spokesperson training and tips

Mis/Disinformation

- The difference between misinformation and disinformation
- Digital listening
- Opposition research
- Rapid response

Upcoming Deliverables

- Data recommendations
- Collateral phase 1
- Website phase 1 launch with partner portal
- Community-specific campaigns
- Earned and social media campaigns
- Message testing phase 1a
- Message testing phase 1b
- Website phase 2
- Regional campaign integrations
- Collateral phase 2
- Website phase 3

Questions?

Statewide Outreach and Rapid Deployment—SwORD

Jim Miller

Data and Mapping Manager
California Complete Count – Census
2020

What is SwORD?



**Google/Apple/Bing
Maps for Census**

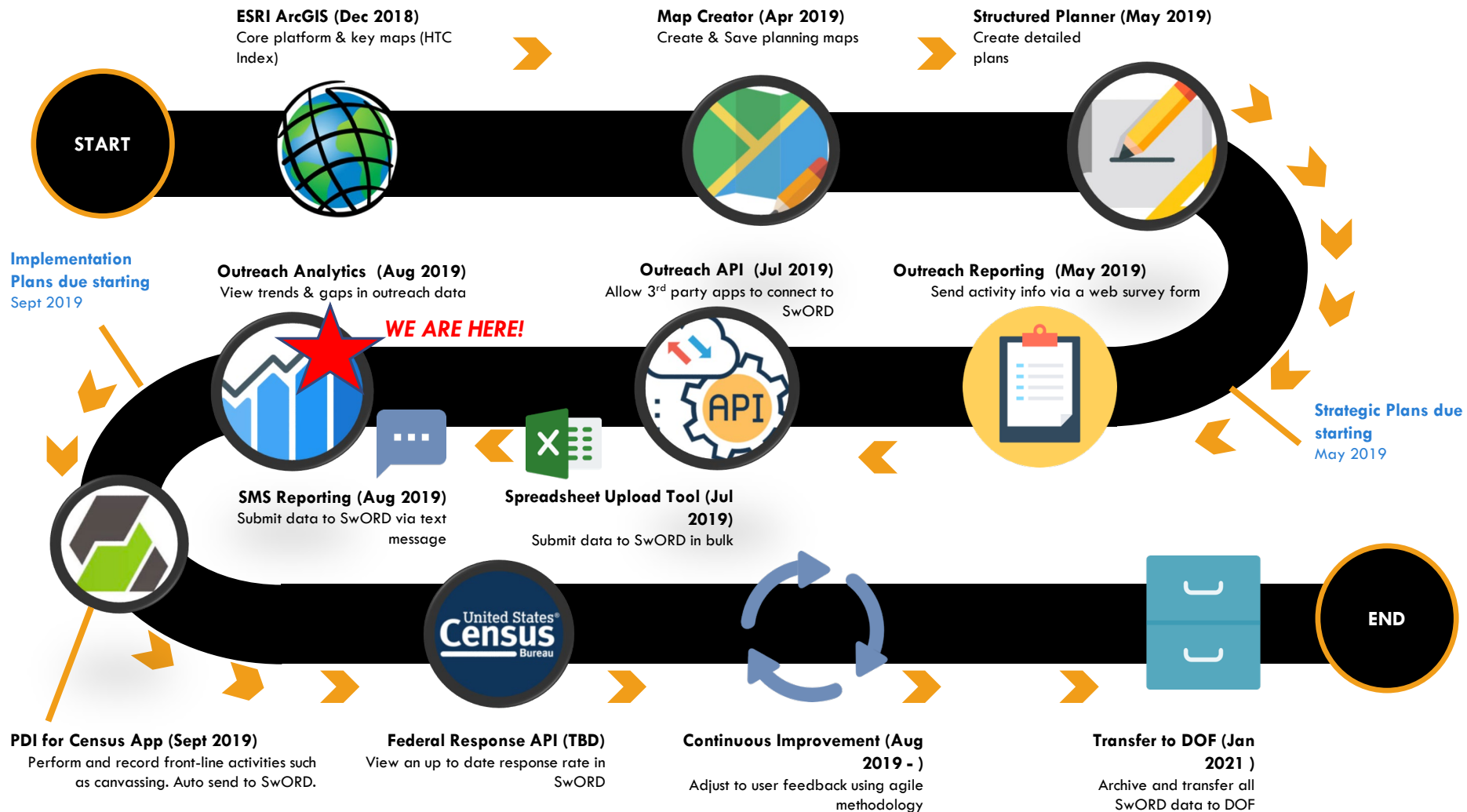


**Single source of truth for
outreach planning &
reporting**

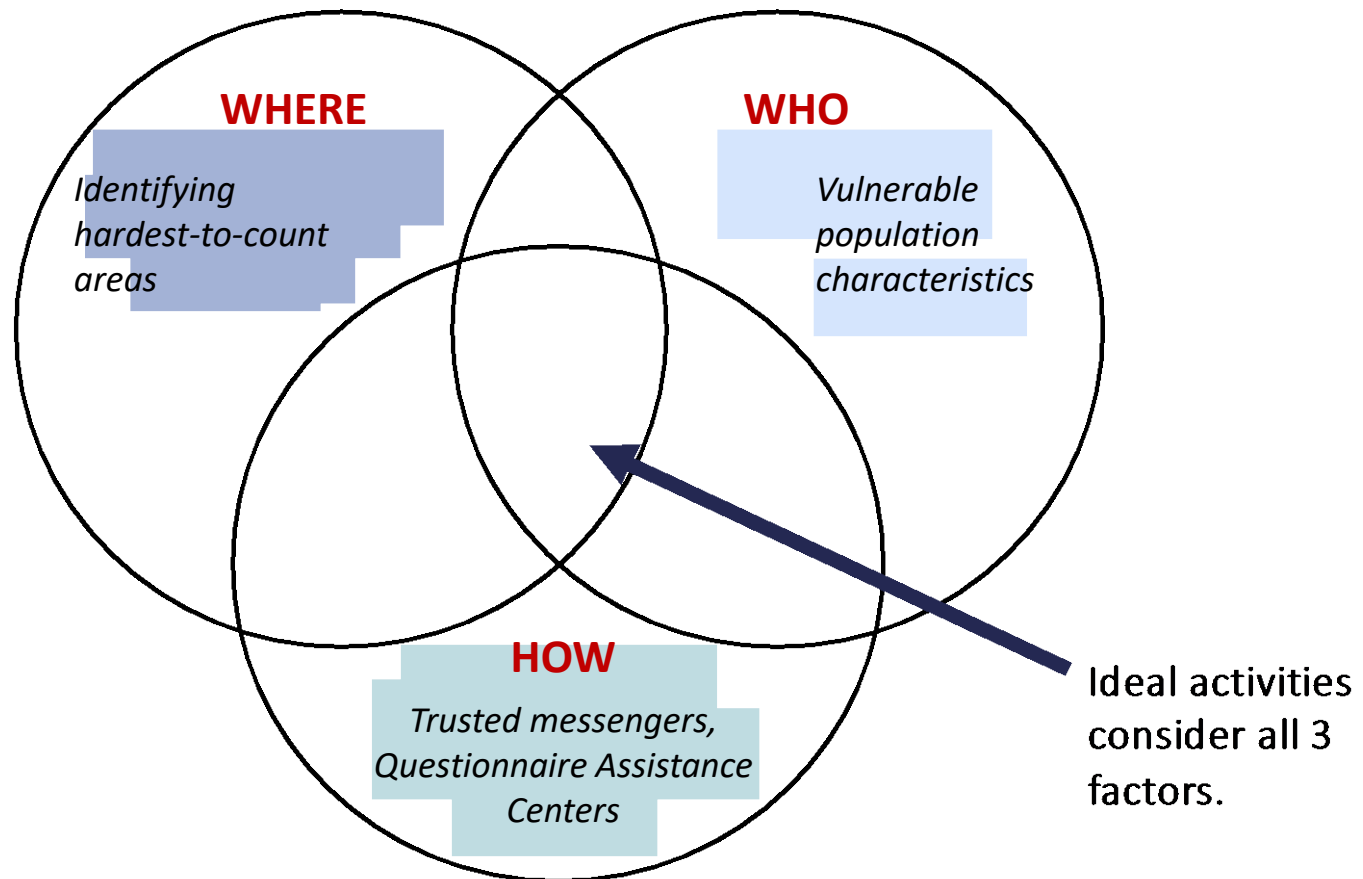


**Detailed analytics
and insights facilitate
a data-driven
approach**

SwORD Product Roadmap



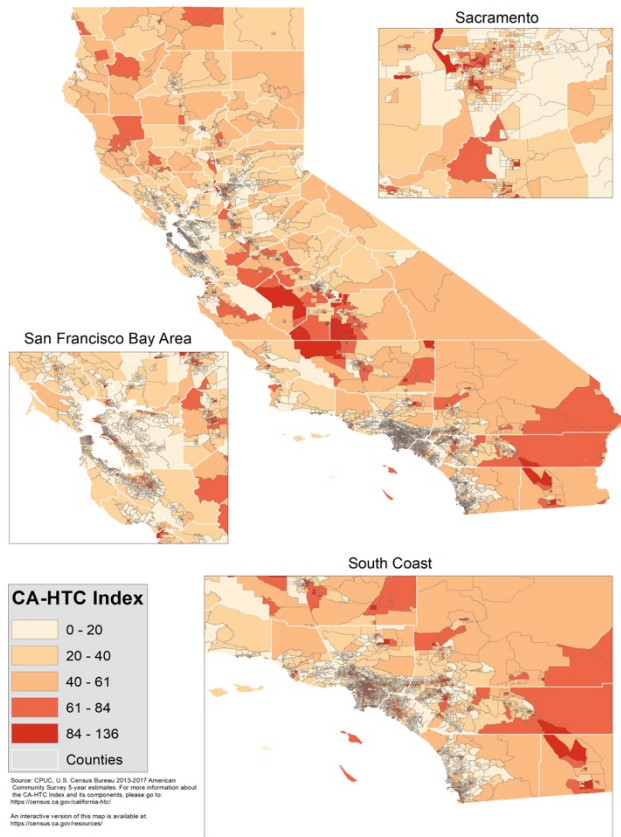
SwORD helps partners plan effective outreach activities



Focused on the Hard-to-Count

California's Interactive HTC Map

Calif. Hard-to-Count Index by Census Tract



The interactive map shows California census tracts and block groups shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate. **It is powered by SwORD, but is also publicly accessible.**

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/HTC-map

Ready-made maps available

One Stop Shop:
Open Government
& CA specific
data **all in one**
place



Lack of broadband subscriptions and CA-HTC

This map web app shows a census tract's lack of broadband subscription rate in the context of its CA-HTC Index.

[Explore](#)



California schools

Find schools, with their 2017-18 enrollment, Title I status, and percentages of English-learner

[Explore](#)



Foreign-born residents

Plan outreach to foreign-born Californians.

[Explore](#)



Census 2020 - Language access

A story map examining language access challenges and ways SWORD can help.

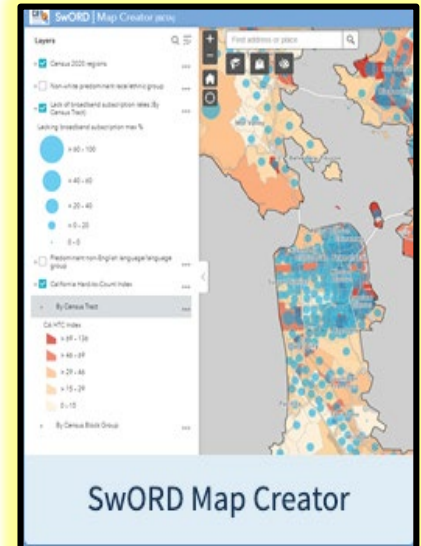
[Explore](#)



New - Community anchor institutions

See potential sites for Census 2020 questionnaire assistance centers.

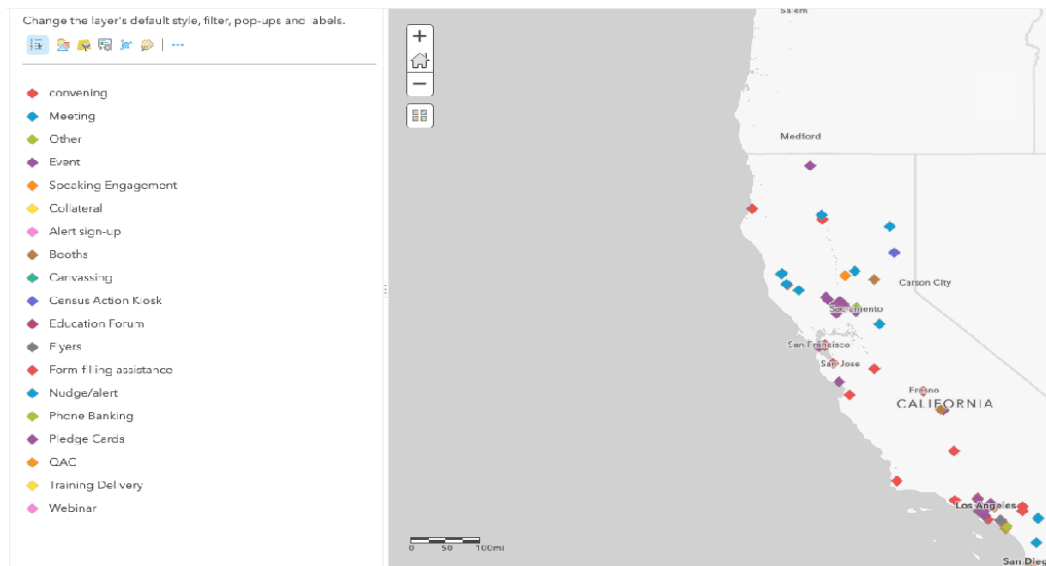
[Explore](#)



The Value of SwORD

Plan to Understand

- Use maps to create more effective, data-driven plans leading to less rework.
- Share and collaborate with others to combine resources and prevent overlap
- Relevant data is curated and all in one place, meaning less time spent searching and manipulating data and more time is spent on higher value planning tasks



Understand to Execute

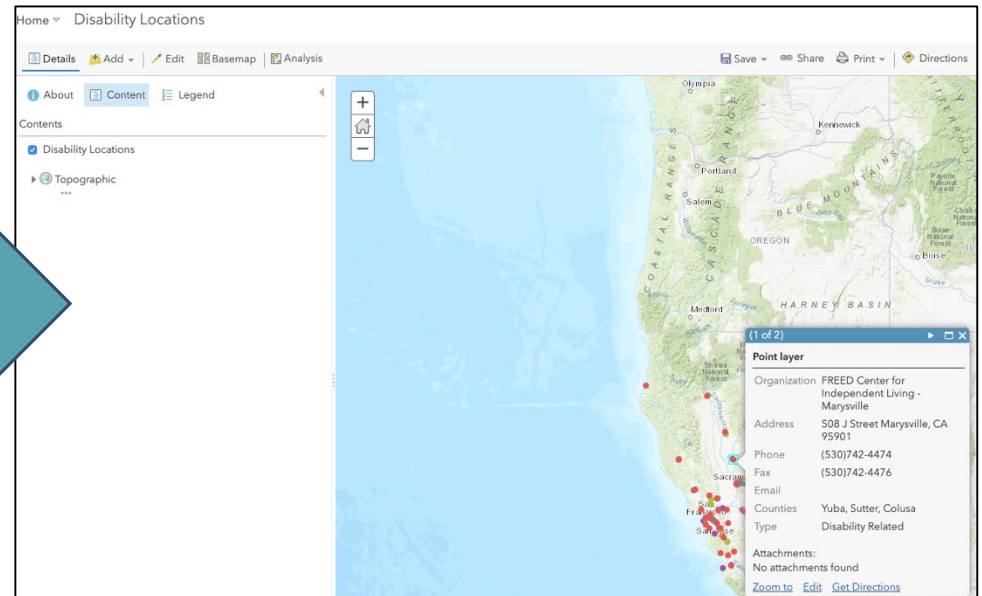
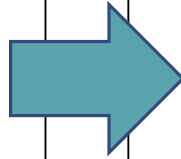
Understand plan & execution effectiveness, identify gaps and re-allocate resources to maximize impact

Demo: mapping agencies for people with disabilities

The SwORD team loaded data of resources and agencies for people with disabilities provided by Tho Vinh.

DCARA
Deaf Counseling Advocate & Referral Agency
14895 E. 14th Street, #200
San Leandro, CA 94578
(510) 343-6670 VP/Voice
(877) 322-7288 TTY
(510) 483-1790 Fax
[DCARA](#)

NorCal
NorCal Services For Deaf & Hard of Hearing
4708 Roseville Road, Suite 112
North Highlands, CA 95660
(916) 349-7500 Voice/TTY
(916) 993-3048 VP
(916) 349-7580 Fax
[NorCal](#)



End-to-End Data Experience

	EDUCATE	MOTIVATE	ACTIVATE
SwORD	<div>Who, what, where and how</div> <div>Enter plans and see gaps</div>	<div>View all plans and gaps</div> <div>Activity reports & coverage gaps</div>	<div>See Fed response rate data</div> <div>Reports & analysis: pivot & adapt</div>
PDI	<div>Create “turf” and coverage plans</div>	<div>Perform front-line canvassing and tracking. <i>Auto send to SwORD.</i></div>	<div>Perform front-line canvassing and tracking. <i>Auto send to SwORD.</i> Get priority updates for areas to target.</div>
Reporting		<div>Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI</div>	<div>Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI</div>
SMS/Text Spreadsheet Web Form API			

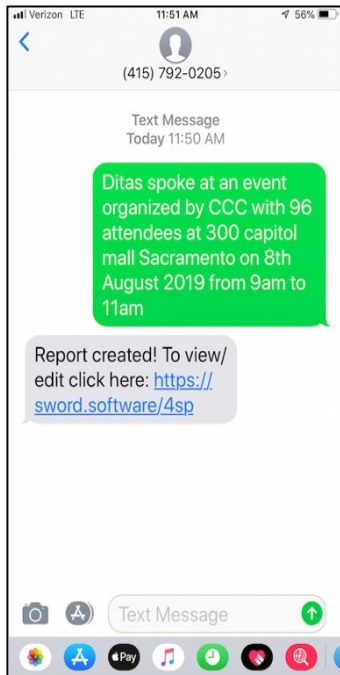
SMS/Text Outreach Reporting Tool



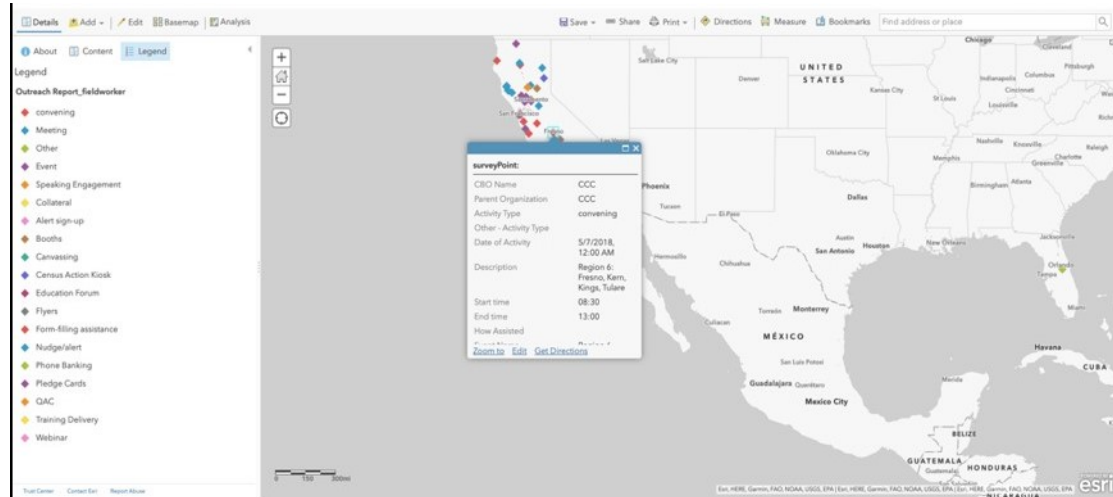
BE COUNTED, CALIFORNIA!

SMS/Text Outreach Reporting

Simplified, faster reporting for partners & increased probability of SwORD receiving data with SMS/Text message reporting of outreach activities.



Users text a number with their report. It is interpreted by Artificial Intelligence and automatically added to SwORD. Users can add more details later.



SMS/Text Outreach Reporting



Uses AI to make outreach reporting extremely simple



Increases our chances of getting complete data; minimizes gaps



Geo-codes address and automatically adds to SwORD



Users can edit / add data afterwards



Also supports MMS (send pictures of events)



No app or special software needed; just a phone



Anyone with a SwORD account can register



Political Data, Inc. (PDI)



BE COUNTED, CALIFORNIA!

Why PDI for Census?



Statewide account creates opportunities for all partners to leverage a cohesive single platform for canvassing data



Simplified, centralized outreach reporting for Census; many partners are already familiar with PDI and have indicated in their strategic plans an intent to use the tool



Consistent, quality data sent to SwORD



Easier for partners using the tool to see gaps in coverage



Reduced duplicate door knocks for California residents

PDI for Census | Approach



SUPPORTS A SIMPLIFIED AND
CONSISTENT MESSAGE TO
PROMOTE CENSUS



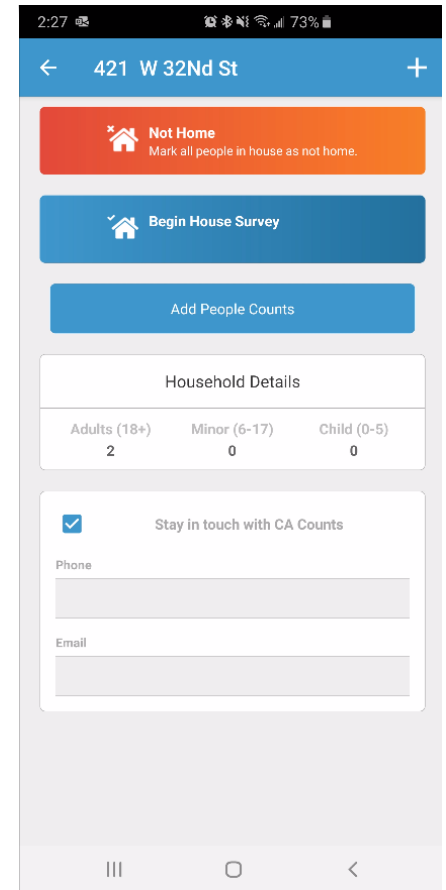
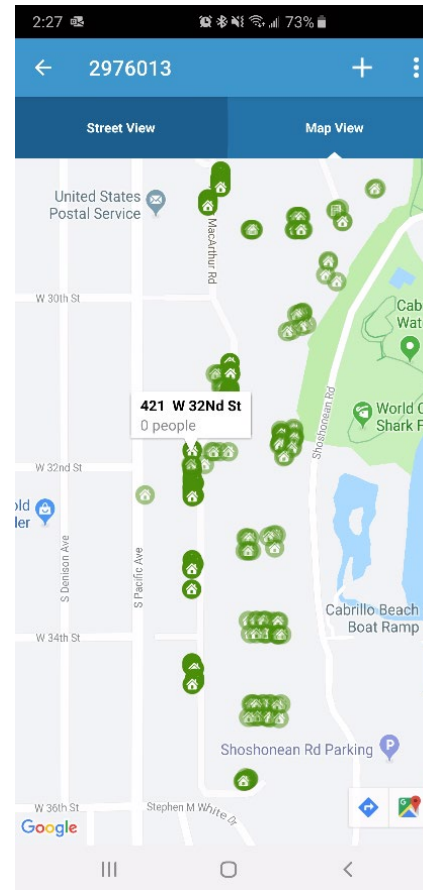
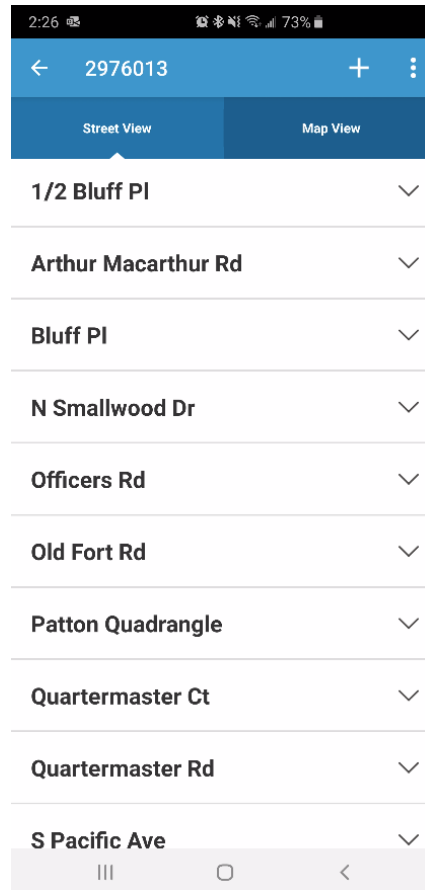
ANTICIPATING LEVELS OF
PARTICIPATION, AT THE
NEIGHBORHOOD LEVEL AND
IDENTIFYING AREAS OF CONCERN



“PDI FOR CENSUS” APP WILL BE
AVAILABLE IN THE APP
STORE/GOOGLE PLAY STORE, TO
APPROVED USERS

PDI | Canvasser Screens

- Assignment are made in the Admin screens (not shown), Canvassers work their assignments via the mobile app
- Can view homes that need to be covered with a list or map view
- SwORD's HTC maps are integrated, providing a seamless user experience
- Can mark household as not home, add people to the household and even add new addresses



PDI | SwORD Automation

- PDI answers are captured and sent to SwORD on a nightly basis via the automated API
- PDI is one of several other third-party apps using the SwORD API
- Canvassing and other touchpoints can be viewed alongside other reported data Statewide
- Partners do not need to fill in separate reports



Questions?



2020 Census California Complete Count Committee

September 4, 2019

**Michael T. Thieme Assistant Director
Decennial Census Programs, Systems and Contracts**

Shape
your future
START HERE >

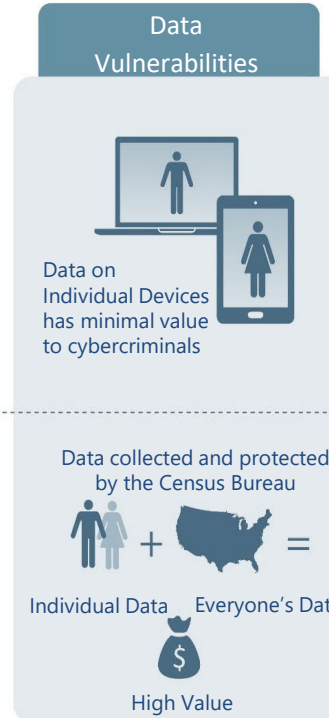
United States[®]
**Census
2020**

2020 Census Cybersecurity

Evolving Cybersecurity Threat Areas

External Threats
Beyond
U.S. Census Bureau
Control

Internal Threats
Within
U.S. Census Bureau
Control



Internal Cyber Threat Mitigation

Monitoring and Directly Responding to Cyber Threats



Internal Threats
Within
U.S. Census Bureau
Control

Internal Threat Mitigation Strategies	
Disruption to the Internet Self-Response Web Site	<ul style="list-style-type: none">▪ Monitoring for traffic spikes and unusual activity in systems/applications▪ Proactive identification of malicious traffic and robots▪ Cyber threat intelligence (federal, commercial, state, and local government)▪ Designed to sustain self response services▪ Use of Distributed Denial of Service (DDoS) protection services
Data Breaches	<ul style="list-style-type: none">▪ Monitoring for irregular data flows▪ Monitoring for unauthorized access▪ Encryption of data in-transit and at-rest▪ System/application penetration testing▪ Security management, monitoring, and analytics▪ Timely patch management▪ Cyber awareness training▪ Proactive public outreach and awareness campaign
Compromised Employee Devices	<ul style="list-style-type: none">▪ Encryption of data in-transit and at-rest▪ Remote wipe capability▪ Monitoring user activity and detection of malicious end user▪ Two factor authentication▪ Phishing tests

External Cyber Threat Mitigation

Relying on Partnerships to Respond

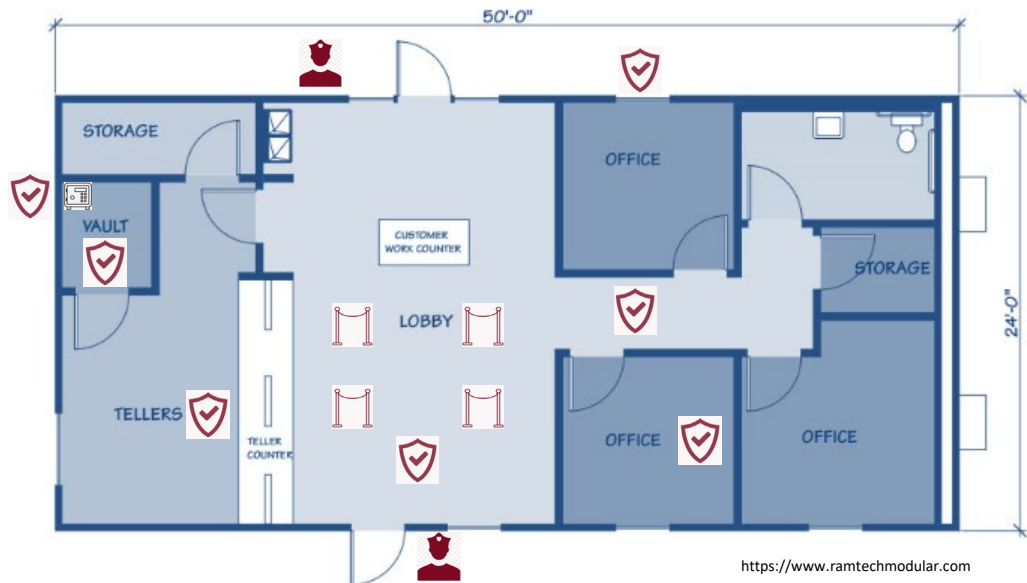


External Threat Mitigation Strategies	
Compromising Respondent Device	<ul style="list-style-type: none">■ Minimal storing of data on device■ Encryption of data in-transit for website communications■ Proactive public outreach and awareness campaign
Compromised External Network Access	<ul style="list-style-type: none">■ Proactive monitoring of site performance and activity■ Proactive monitoring for unauthorized or unusual connection attempts■ Industry and interagency coordination and information sharing
Impersonation of U.S. Census	<ul style="list-style-type: none">■ Proactive identification of rogue websites■ Interagency coordination and information sharing■ Proactive public outreach and awareness campaign
Invalid Response	<ul style="list-style-type: none">■ Automated analysis of individual responses to identify irregularities■ Analysis of identified irregularities■ Data flow analysis

2020 Census Cybersecurity

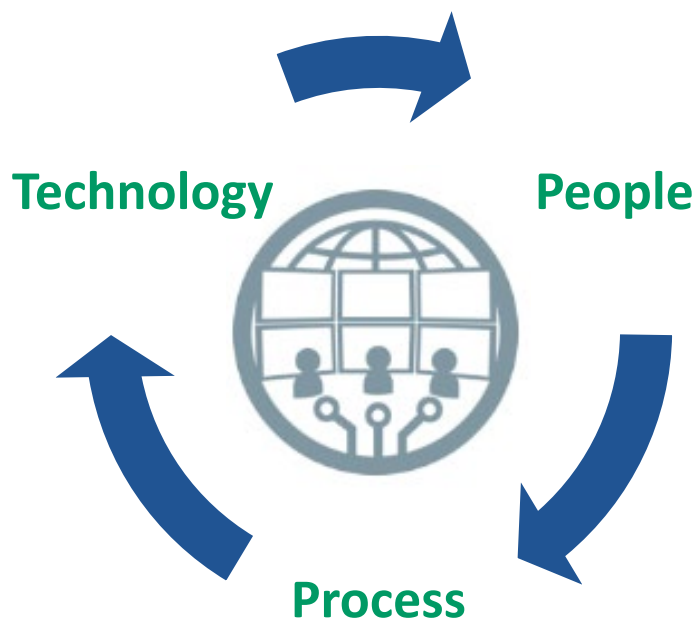
Security is at the core of our system design

- **Flow** Intentionally manage data flow to see unexpected behavior (hallways)
- **Contain** Layered entry with appropriate level of security for the area (doors, walls)
- **Sustain** Isolate areas to handle interactions (lines, tellers, guards)
- **Secure** Lock down valuables behind closed doors (vaults, safes)



2020 Census Cybersecurity

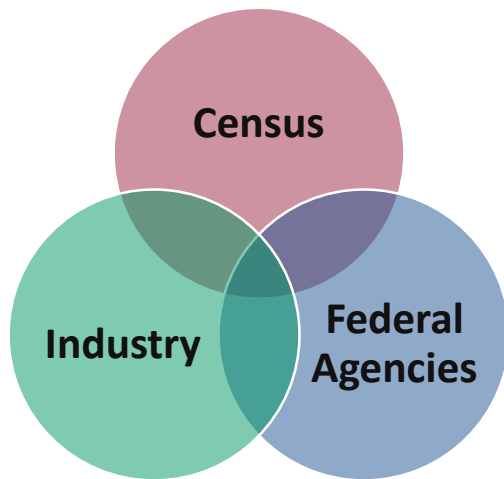
Continuously monitoring for, and ready to respond to, new threats



- Threat Intelligence and Response Strategy
- Log Collection and Analysis
- Network Behavior Analysis
- Compliance and Patch Monitoring
- Vulnerability Management
- Malware and Anomaly Detection
- Incident Response
- Forensic Analysis
- Reporting and Communication

2020 Census Cybersecurity

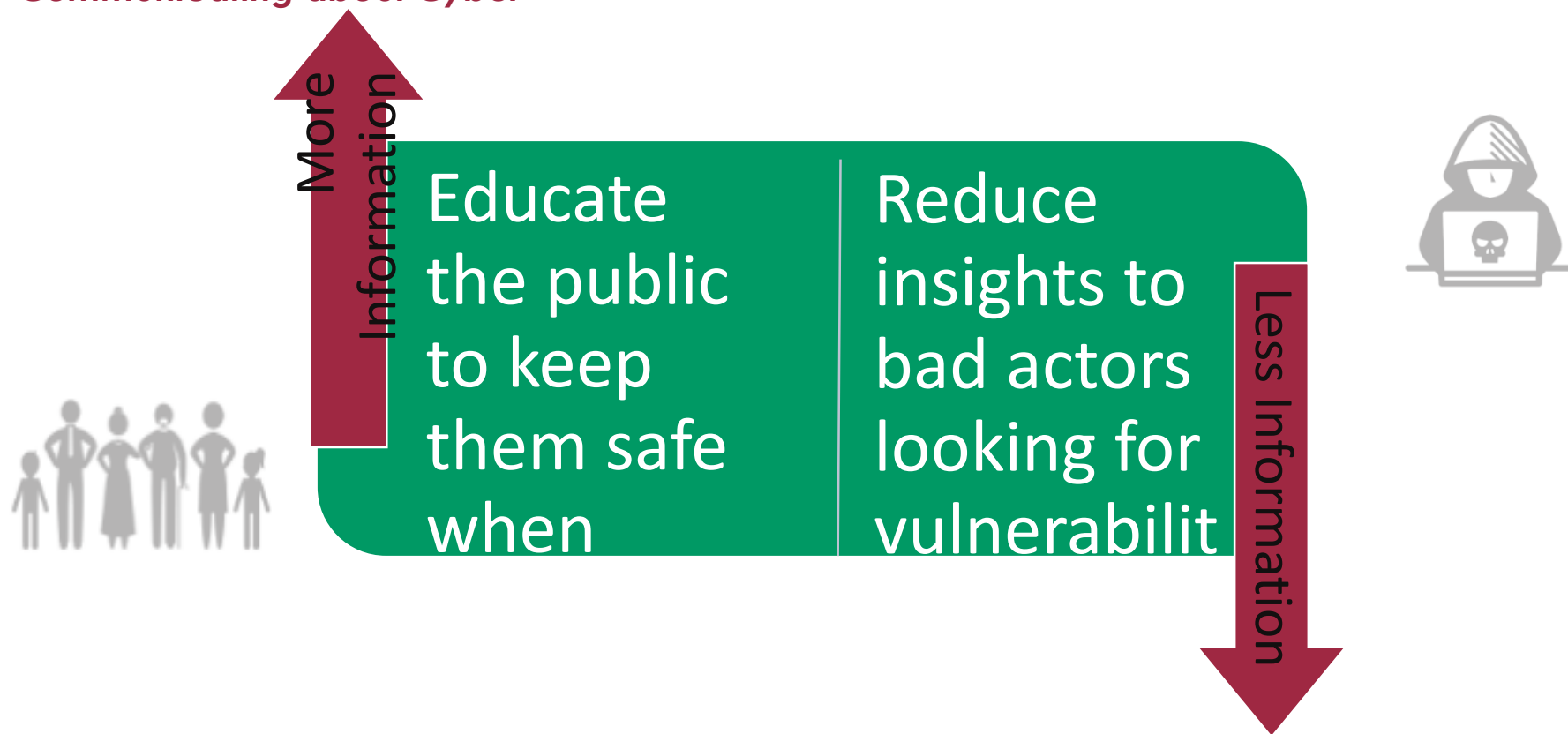
Working with Federal and Industry Partners

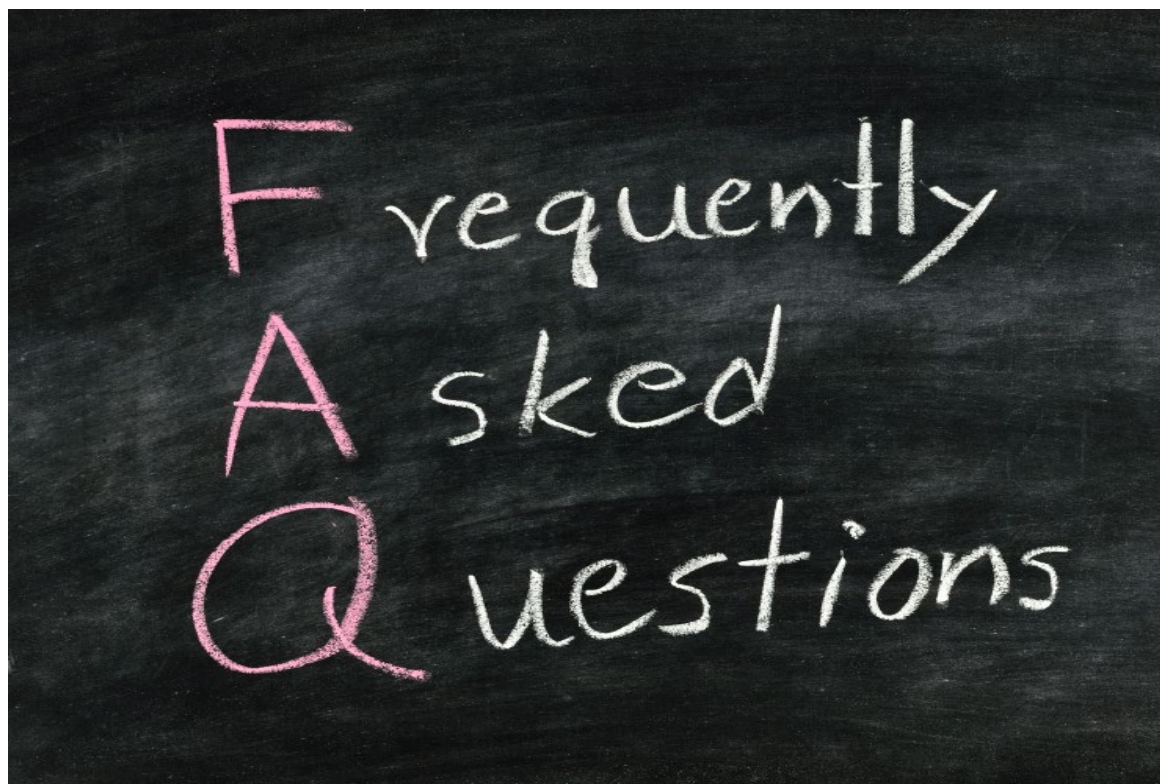


- Security Architecture and Engineering
- Risk and Vulnerability Assessments
- Tabletops, Penetration Testing and Phishing Exercises
- Threat Mitigation Technology
- Threat Intelligence Briefings and Knowledge Sharing
- Continuous Threat Monitoring and Threat Mitigation
- Cyber Incident Response Support and Coordination
- Cybersecurity Communication and Training

2020 Census Cybersecurity

Communicating about Cyber





Cyber- Security FAQ

2020 Census Cybersecurity

Frequently Asked Questions

How do I know my connection is secure?

Please look for the "S" in <https://> (in the URL). This ensures that you are using a secure connection.



What browsers support the Internet Self Response (ISR), or is there a best browser?

ISR supports N and N-1 versions of:

- Microsoft (IE/Edge)
- Google (Chrome)
- Apple (Safari)
- Mozilla Foundation (Firefox and other Mozilla based browsers)
- Samsung Native browser

2020 Census Cybersecurity

Commonly Asked Questions

Does a computer need any special configuration that, if not done, could leave respondents less secure?

In general, no. ISR launches through a secure (https) connection that supports all the data security protections we have built. Though antivirus software is always advisable, our security measures do not assume or rely on respondents having it.

How long can someone be idle before it times out?

The time-out is set to 15 minutes, and the user will get a warning first before time out occurs.

Is there a confirmation number that respondents will be given once their information is submitted?

Yes, the user will receive a confirmation screen with a confirmation number as the last page of the survey and it can be saved as a pdf.

2020 Census Cybersecurity

Frequently Asked Questions

If you are overseas, can I respond via ISR?

If a user is overseas and they are using a non-U.S. Internet provider, they will be blocked.

Can I respond on my mobile device?

Yes, ISR works securely on both iPhone and Android phones.



2020 Census response at Libraries



2020 Census

Internet Access at Public Libraries

Strong partnership between the U.S. Census Bureau and the American Library Association (ALA)

- Cybersecurity is an everyday best practice for libraries
- Some libraries – like other agencies and businesses – have been targeted in the past
- Though we have no indication that libraries will be particularly targeted during the Census, the ALA and Census are working together to be prepared



2020 Census

Internet Access at Public Libraries

Census-specific Activities

- ALA already offers general cybersecurity guidance for libraries, and will be distributing additional guidance specifically related to the Census on the topic about online self-response
- ALA is consulting with library colleagues about potential additional cybersecurity needs and opportunities and will follow up if any clear solutions emerge
- For other partners (besides just libraries), Census Counts is preparing a Get Out The Count toolkit that will also include guidance about cybersecurity



2020 Census Mobile Questionnaire Assistance Centers*

*Still pending funding

2020 Census

Mobile Questionnaire Assistance Centers*

- **Mobile Questionnaire Assistance Centers (M-QACs) could be deployed to hard-to-count locations across the country Instead of being tied solely to static locations (as in 2010)**
- **At M-QACs, respondents could get assistance from trained staff, and they could answer the census on-site, using secure Census Bureau devices.**
- **The Census Bureau would work with partners to identify key locations where self-response rates may be low.**
 - Grocery stores and markets that serve hard-to-count populations
 - Houses of worship before and after services
 - Community festivals
 - Public transit hubs
 - Libraries
 - Other high-traffic locations

*Still pending funding

2020 Census

Mobile Questionnaire Assistance Centers*

- Initially, the M-QAC locations would be where data models, such as the Response Outreach Area Mapper (ROAM), predict low self-response rates.
- As households submit responses, real-time response rates would drive where M-QACs travel.
- Would be deployed dynamically where they are most needed.
- Would also support the 2020 Census language program:
 - M-QAC staff could help respondents call for assistance
 - Directly access the questionnaire on mobile devices in the twelve non-English languages.
 - Provide language assistance guides for 59 non-English languages.

*Still pending funding

2020 Census

Mobile Questionnaire Assistance Centers*

- **M-QACs would be staffed by existing Census Bureau staff**
 - Instead of being released at the conclusion of recruiting activities (March 2020), the approximately 4,700 Recruiting Assistants hired in 2019 would simply transition to the Mobile Response Initiative and stay on until the first week of August
- **A Key Role for Census Partners**
 - Partnership Specialists would work with Complete Count Committees, state and local officials, and other local partners to identify locations for Mobile QACs and to help publicize when they will be open.
 - As households across the country submit responses, the staff would work with those same partners to identify high-priority areas to re-locate M-QACs to engage the communities to generate high visibility and increased participation.

*Still pending funding

Questions and *Thank You*

Michael T. Thieme

**Assistant Director for Decennial Census Programs, Systems
and Contracts**

U.S. Department of Commerce
U.S. Census Bureau
4600 Silver Hill Rd.
Suitland, Maryland 20746

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U.S. Census Bureau

Los Angeles Regional Census Center Updates

Jeff C. Enos
Deputy Regional Director
Los Angeles Region

September 4, 2019

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United States[®]
Census
2020

2020 Census Timeline



Address Canvassing - Purpose

- ❑ **The Address Canvassing Operation Serves Two Purposes:**
 1. Deliver a complete and accurate address list
 2. Determine the type and address characteristics for each living quarter
- ❑ **An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.**

Address Canvassing - Method

Methods for Conducting Address Canvassing

1. In-Office - Complete
2. In-Field – In Progress

In-Office Address Canvassing

- ☐ Compare housing units that existed in 2009 baseline images to what exists in current imagery to identify change on the ground.
- ☐ Compare counts of housing units in the Master Address File to housing units shown in current imagery to identify coverage or geocoding issues.
- ☐ Assess current imagery for signs of stability or future change.
- ☐ Identify blocks where coverage or change was identified and determine which blocks need to be included in In-field Address Canvassing.



In-Field Address Canvassing

- ❑ Census canvassers visit neighborhoods to confirm the location of houses, apartments, shelters and other places where people could live or stay.
- ❑ Field Staff compare what they see on the ground to the existing census address list and either verify or correct the address and location information on the list.
- ❑ Blocks selected for In-field address canvassing (approx. 30% of blocks nationwide) are blocks where the Census Bureau was unable to confirm the accuracy of the address list to an acceptable confidence level during the in-office address canvassing operation. These include blocks flagged with growth/decline of living quarters or where the number of living quarters does not match the number of addresses in the Master Address File.



In-Field Address Canvassing

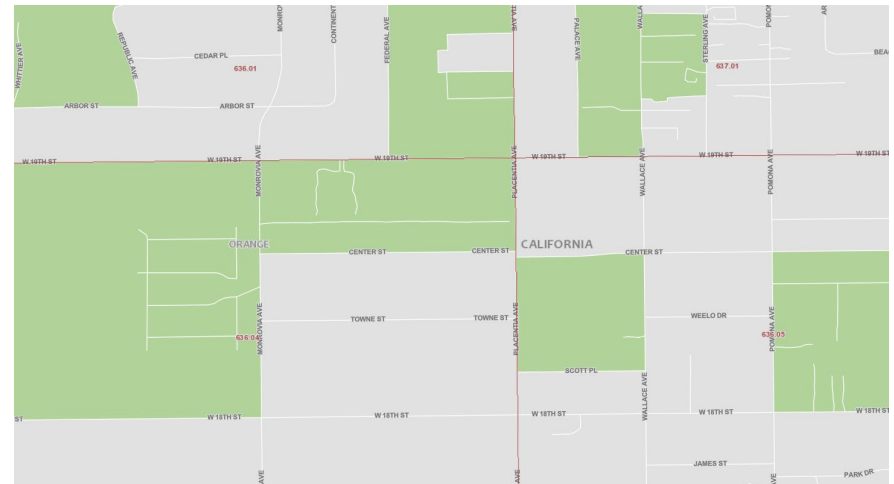
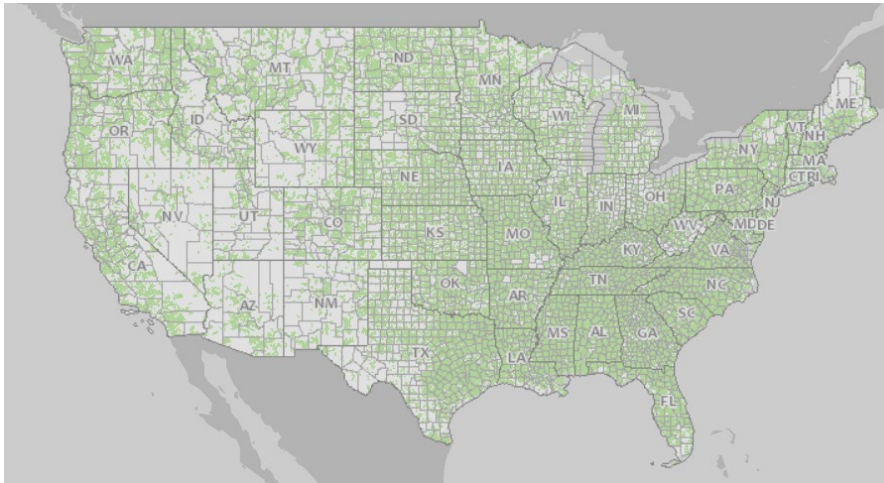
- ☐ **Address Canvassing will be conducted from August 4th to October 18th.**

- ☐ **Canvassers will attempt to knock on every door in the neighborhood they are canvassing.**
 - ☐ Verify address information
 - ☐ Collect associated mailing address information
 - ☐ Collect information about any additional housing units present at the address
- ☐ **Census canvassers will always have an official government badge with photo ID, an official bag, and an official laptop with the 2020 Census logo.**



In-Field Address Canvassing Interactive Map

<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=1a0004d1745547888c8fd2f4d929d42f>



In-Field Address Canvassing Los Angeles Region



❑ **Number of Active Staff (Address Canvassers and Field Supervisors) deployed throughout California – 2,986**

❑ **Number of Housing Units that are part of in-field address canvassing workload – 3.5 million**

Efforts to Inform Law Enforcement

- ❑ **Each and every law enforcement agency in the country was sent a memo and poster about Address Canvassing.**
 - The poster contains sample pictures of the official government badge with photo ID and the bag and laptop with the 2020 Census logo that address canvassers will have with them.
- ❑ **Every police station in the country will show the Address Canvassing video the week of August 4th at the start of police shifts, known as roll call, so that police officers know the operation is occurring and how to identify a census worker.**

Resources – Address Canvassing Videos

English: <https://youtu.be/tOSl4sc3Ts4>

English Downloadable Video: <https://www.census.gov/library/video/2019/address-canvassing-for-2020-census.html>

English with Spanish Subtitles: <https://youtu.be/57qRCTEND2w>



Resources- Tri-Fold Brochure

THE 2020 CENSUS OPERATIONAL OVERVIEW

COUNT EVERYONE ONCE, ONLY ONCE, AND IN THE RIGHT PLACE.

Establish Where To Count

IDENTIFY ALL ADDRESSES WHERE PEOPLE COULD LIVE.

- Conduct a 100-percent review and update of the Census Bureau's address list.
- Use multiple data sources to identify areas with address changes.
- Receive local government input.
- Conduct In-Field Address Canvassing.

Motivate People To Respond

CONDUCT A NATIONWIDE COMMUNICATIONS AND PARTNERSHIP CAMPAIGN.

- Work with trusted sources to increase participation.
- Maximize outreach using traditional and new media.
- Target advertisements to specific audiences.

Count The Population

COLLECT DATA FROM ALL HOUSEHOLDS, INCLUDING GROUP AND UNIQUE LIVING ARRANGEMENTS.

- Make it easy for people to respond anytime, anywhere.
- Encourage people to use the Online response option.
- Use the most cost-effective strategy to contact and count nonrespondents.
- Streamline in-field census taking.
- Knock on doors.

Release Census Results

PROCESS AND PROVIDE CENSUS DATA.

- Deliver apportionment counts to the President by December 31, 2020.
- Release counts for redistricting by April 1, 2021.
- Make it easier for the public to get information.

FREQUENTLY ASKED QUESTIONS

When will Census Bureau employees be in my neighborhood?

- Census Bureau employees will be in your neighborhoods knocking on doors from early August through mid-October.

How do I know the person at my door works for the Census Bureau?

Census employees will have:

- Badges with photo IDs
- Black canvas bags and laptops with 2020 Census Logos

How is the Census Bureau informing the public of the Address Canvassing operation?

The Census Bureau will work with local authorities to inform the public about when Census Bureau workers will be in your area.

Who can I contact to find more about Address Canvassing?

- New York Region** (CT, ME, MA, NH, NJ, NY, RI, VT, PR): 212-882-7100
NewYork.rc.partnerhip@2020census.gov
- Philadelphia Region** (DE, DC, KY, MD, OH, PA, TN, VA, WV): 202-780-2600
Philadelphiarc.partnerhip@2020census.gov
- Atlanta Region** (AL, FL, GA, LA, MS, NC, SC): 470-889-6800
Atlanta.rc.partnerhip@2020census.gov
- Chicago Region** (AR, IL, IN, IA, MI, MN, MO, WI): 312-579-1500
Chicago.rc.partnerhip@2020census.gov
- Dallas Region** (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY): 972-510-1800
Dallas.rc.partnerhip@2020census.gov
- Los Angeles Region** (AK, CA, HI, ID, NV, OR, WA): 213-914-6500
LosAngeles.rc.partnerhip@2020census.gov

For more information on Address Canvassing, please visit: [Census.gov](https://census.gov)

2020 CENSUS FIELD OPERATIONS
Address Canvassing

Shape your future
START HERE >

United States
Census
2020

2020 Census Operational Timeline

2018

- March: Census Bureau delivers questions to Congress
- April: Open 6 regional census centers
- October: Full implementation of the communications program
- October: Partnership specialists begin working for Census Bureau

2019

- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices

2020

- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: Update Leave begins
- March: Internet Self-Response begins
- April 1: Census Day
- May: Followup begins
- May: Nonresponse counts to the President
- December 31: Deliver apportionment counts to the President

2021

- March 31: Complete delivering Redistricting Summary Files to all states (PL 94-171)

Key census activities start in 2018 and continue through 2021

OPERATION AND IMPLEMENTATION PHASE

PURPOSE OF ADDRESS CANVASSING

The Address Canvassing Operation serves two purposes:

- Deliver a complete and accurate address list and spatial database for enumeration.
- Determine the type and address characteristics for each living quarter.

Specifically, this operation implements both in-office and in-field methods to maintain and update the United States Census Bureau's address list in advance of the 2020 Census enumeration. The Census Bureau needs the address and physical location of each living quarter in the United States and Puerto Rico to conduct and tabulate the census. An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.

RE-ENGINEERED ADDRESS CANVASSING WITH IN-OFFICE ADDRESS CANVASSING

In Interactive Review, clerical staff use a customized application to:

- Compare housing units that existed in 2009 baseline images to what exists in current imagery to identify change on the ground.
- Compare counts of housing units in the Master Address File to housing units shown in current imagery to identify coverage or geocoding issues.
- Assess current imagery for signs of stability or future change.
- Imagery is a critical component of In-Office Address Canvassing: we have the ability to canvass blocks from an office location without having to go out and do so in the field.

MAINTAINING AN ACCURATE ADDRESS LIST

On-going Maintenance and Update

- U.S. Postal Service's Delivery Sequence File
- Tribal, state, and local government address lists
- Continuous identification of stability and change

Local Update of Census Addresses

- Opportunity for tribal, state, and local governments to review and update the Census Bureau's address list for their respective jurisdictions (Feb-April 2018)

Address Canvassing

- Nationwide In-Office Address Canvassing
- Annual in-field data collection, checks, and tests
- In-Field Address Canvassing

Confirming Neighborhood Canvasser Employment

Los Angeles Regional Census Center

AK, CA, HI, ID, NV, OR, WA

213-314-6500



States Served

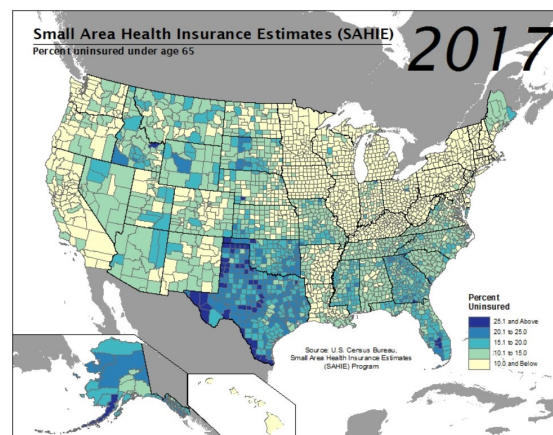
- Alaska
- California
- Hawaii
- Idaho
- Nevada
- Oregon
- Washington

On-Going Census Surveys

- The Census routinely deploys staff in communities to collect responses from on-going Census surveys, drop off materials, and conduct quality checks.
- Employees conducting this work will also have official Census Bureau credentials and materials.

- **Examples of ongoing Census Surveys**

- ☐ American Community Survey
- ☐ Survey of Income and Program Participation
- ☐ Current Population Survey
- ☐ American Housing Survey
- ☐ National Crime and Victimization Survey
- ☐ National Health Interview Survey
- ☐ National Survey of College Graduates



2020 Census Timeline



How the 2020 Census will invite everyone to respond



95% of households will receive their census invitation in the mail.



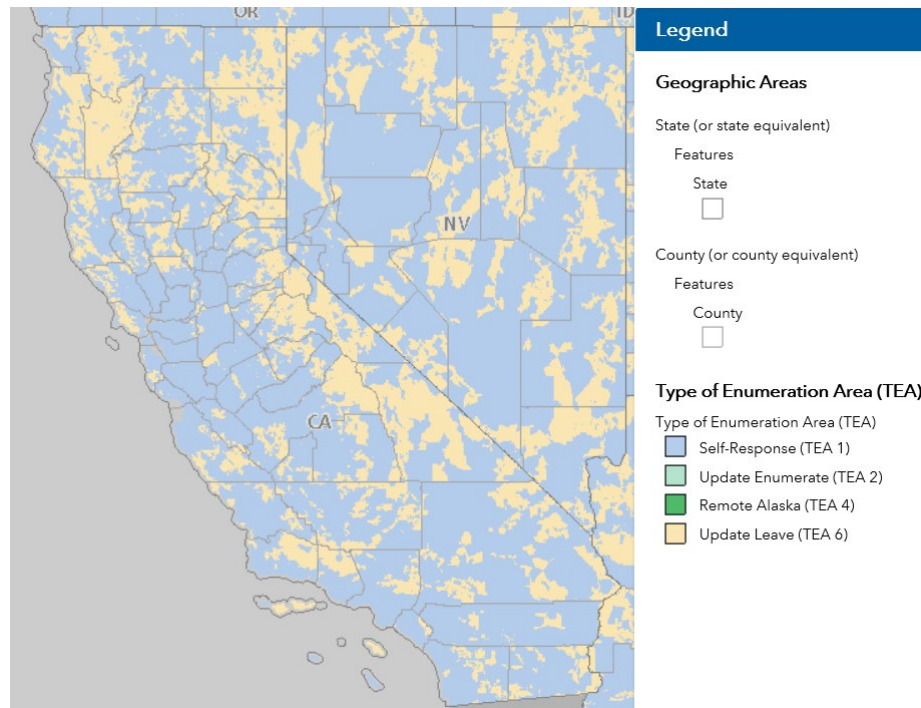
Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

Type of Enumeration (TEA) Viewer



<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340>

Accelerating Recruiting Efforts

When to apply

Apply now – Recruiting through March 2020

How to apply

Apply online – www.2020census.gov/jobs

Other positions available

www.census.gov/fieldjobs



We need help to get the word out

How Can you help?

- Post information about 2020 census jobs using your organizations social media channels.
- Post information about 2020 census jobs on your organization's website and/or in in newsletters.
- Distributing promotional materials about 2020 Census jobs to your clients, customers, and/or members.



2020census.gov/jobs

Contact Information

Luz M. Castillo
Assistant Regional Census Manager
Community Partnership & Engagement Program
U.S. Census Bureau - Los Angeles Regional Census Center
213-314-6267
Luz.m.castillo@2020census.gov

Los Angeles Regional Census Center
555 W. 5th St, 30th Floor
Los Angeles California, 90013

Outreach Update

Emilio Vaca

Deputy Director of Outreach

Yumi Sera

Northern California Regional Lead

Implementation Plan Workshop

Completed To Date:

Date	Location
June 5, 2019	Palm Desert
June 12, 2019	Riverside
June 14, 2019	San Bernardino
June 17, 2019	Sacramento
June 19, 2019	Richmond
June 24, 2019	Red Bluff
July 17, 2019	Salinas
July 25, 2019	San Francisco
July 31, 2019	Eureka

Implementation Plan Workshops

Completed To Date:

Date	Location
August 2, 2019	Santa Rosa
August 6, 2019	Fresno
August 7, 2019	Bakersfield
August 14, 2019	El Centro
August 16, 2019	San Diego
August 23, 2019	Santa Ana
August 28, 2019	LA – in partnership with LA Regional Census Table
Consolidated with the August 28 event	El Monte, Long Beach, South Los Angeles, Palmdale, San Fernando, Huntington Park

Implementation Plan Workshop

Next

Date	Location
September 26, 2019	Redwood City

Need to reschedule

Location
Los Angeles
Merced
Stockton
San Luis Obispo
Oxnard

Strategic Plan Purpose

Contracted partners' strategic plans identified approaches to reach the least likely to respond, including:

- Outreach based on census tracts
- Language and communication access
- Collaboration and partnerships
- Coordination
- Data management
- Local Complete Count Committee structure and coordination

These plans lead to the Implementation Plan due in October.

Strategic Plans Approval

Entity	# Approved	# Review in Process
Administrative CBO	10	0
Statewide CBO	12	0
Counties (includes city of Stockton)	45	3 Humboldt Trinity Del Norte
Sectors	2 Health Faith Based	

As of 8/28/19

Jeremy Payne
Program Manager
Equality California Institute



FOR ALL



EQUALITY CALIFORNIA

2 YEARS

Welcome

**California Complete Count Statewide Advisory
Committee**

-

**Equality California
Statewide CBO
Census Outreach Efforts**





Our Strategy

Our Strategy

- ✓ From June 2019 to November 2019 and then April 2020 to August 2020, we will maintain a significant presence at LGBTQ Pride events.
- ✓ EQCAI will develop EQCAI-branded Frequently Asked Questions (FAQ) fact sheets to be disseminated at our LGBTQ Pride events.
- ✓ Beginning January 2020, we will begin census engagement via text and phone banking.

LGBTQ FOLX
#WILL
BE
COUNTED

Our Strategy

- ✓ In June 2019, we began our comprehensive and culturally competent digital communications campaign, targeting LGBTQ individuals with membership in other HTC demographic populations.
- ✓ We also began the subgrant process with organizations that serve particularly hard to count subsets of the LGBTQ community to help reach and educate HTC communities utilizing in-person outreach tactics.

BISEXUAL POC
#WILL
BE
COUNTED

Our Strategy

- ✓ We will be securing and tracking contact information for outreach either digitally or face-to-face.
- ✓ These contacts will be combined to create a larger universe of LGBTQ individuals who will receive follow-up, guidance, and questionnaire technical assistance during the self-response period.

TRANSGENDER FOLX
#WILL
BE
COUNTED

Outreach in the Community



2020 Census Postcard & FAQ



**¡No me van a silenciar!
Seré contado.
Hoy, yo prometo que voy
a completar el Censo 2020.**

¿POR QUÉ ES EL CENSO 2020 IMPORTANTE PARA LA COMUNIDAD LGBTQ?

El Censo de EE.UU., que se realiza cada 10 años, intenta contar a cada persona viva en el país. Sin embargo, el Censo generalmente cuenta de menos a la diversa comunidad LGBTQ de California.

Entonces, ¿qué pasa si se nos cuenta de menos?

En dos años, los resultados del Censo 2020 se usarán para trazar los distritos legislativos y del Congreso y determinarán la representación de los votantes.

También es importante porque hay más de 300 programas federales y 800 mil millones en fondos federales asignados anualmente en base a los datos del Censo de EE.UU. que son importantes para responder a las necesidades de los californianos LGBTQ (incluyendo Medicaid y el Programa Suplementario de Asistencia Nutricional). * Nuestras familias LGBTQ merecen acceso justo a la democracia y los servicios sociales.

Comprométase a completar el Censo 2020 llenando el formulario de abajo:

Nombre			
Domicilio	Ciudad	Estado	Código Postal
Teléfono	Email		
Firma			

#WillBeCounted es un programa de Equality California, la organización estatal de derechos civiles para gente LGBTQ más grande del país. Información de contacto podría ser compartida con Equality California y con #WillBeCounted organizaciones compañeras cuyas actividades son compatibles con la misión de Equality California.

*Fuentes de información: George Washington University, Counting for Dollars 2020. National LGBTQ Task Force, Why the Census Matters for LGBTQ People.



**I will not be silenced.
I #WillBeCounted.
I pledge to complete the 2020 census.**

WHY DOES THE 2020 CENSUS MATTER FOR THE LGBTQ COMMUNITY?

Conducted every 10 years, the U.S. Census attempts to count every living person in the country. However, California's diverse LGBTQ community too often finds itself undercounted in the Census.

So what's at stake if we're undercounted?

In two years, the results of the 2020 Census will be used to draw Congressional and legislative districts and determine voting representation.

As importantly, there are over 300 federal programs and \$800 billion in federal funds allocated annually based on U.S. Census data that are important to meeting the needs of LGBTQ Californians (including Medicaid and the Supplemental Nutrition Assistance Program, which 1 out of 5 LGBTQ families are enrolled in). * Our LGBTQ families deserve fair access to democracy and social services.

Pledge to complete the 2020 Census by filling out the form below:

Name			
Address	City	State	Zip
Phone	Email		
Signature			

#WillBeCounted is a program of Equality California, the nation's largest statewide LGBTQ civil rights organization. Contact information may be shared with Equality California and local #WillBeCounted partner organizations whose activities are compatible with Equality California's mission.

*Sources: George Washington University, Counting for Dollars 2020. National LGBTQ Task Force, Why the Census Matters for LGBTQ People.



What is the Census? A national population count that occurs every ten years.

Who gets counted? *Everyone!* The Census counts all people who reside in the US, regardless of citizenship or immigration status.

What questions does the Census ask? The census will ask your name, sex, age, date of birth, race/ethnicity, as well as those details for everyone in your household. Answers must be completed truthfully, and false answers may face a penalty of \$500 – yet, no one has been prosecuted under this provision since the 1970 U.S. Census.

All information is your own self-identified information, including name, race/ethnicity, and gender identity.

Is the Census safe? *YES!* Title 13 requires your information to be kept confidential and prevents your responses from being used against you by any government agency!

Can U.S. Census Bureau workers share my information? *No, it's illegal!*

U.S. Census Bureau workers who have access to your personal information are sworn for life to protect confidentiality and are subject to a \$250,000 fine and/or up to five years in federal prison for the wrongful disclosure of information.

What do they do with my information? Personal information is strictly confidential through encryption and statistical disclosure controls, which prevent anyone from being able to trace census statistics back to an individual.

Where can I be counted? Online, by telephone, or via mail! This is the first Census to go digital.

Why do we have a Census? An accurate and complete count is vital because the data is used to make sure everyone is equally represented in our political system and that government resources are allocated fairly.

- ☐ The Census data determines how many congressional seats a state receives.
- ☐ How much federal funding will be allocated to local communities for programs and projects ranging from early childhood education to senior nutrition.
- ☐ Provides a picture of the changing demographics of the country.



¿Qué es el censo? Cada 10 años, el gobierno cuenta toda la población nacional.

¿A quien cuentan? ¡A todos! El censo cuenta a toda la gente que vive en el país, no importa su estatus de ciudadanía o inmigración.

¿Qué preguntas puedo esperar en el Censo? Su nombre, sexo, edad, fecha de nacimiento, raza y las mismas preguntas aplican a toda la gente en su hogar. Las respuestas deben de ser contestadas honestamente. Si contesta con respuesta falsas podría enfrentar una multa de \$500 – pero desde el Censo de 1970, nadie ha sido penalizado bajo esta provision.

Toda la información colectada son datos que usted da incluyendo su nombre, raza/etnicidad y su identidad de género.

¿Ay peligro en participar en el censo? No. El Título 13 requiere que toda información juntada para el censo será mantenida privada y no puede ser usada contra ninguna persona por el gobierno.

¿Pueden los trabajadores de la agencia del Censo compartir mi información? No. Es ilegal.

Si un trabajador de la agencia del censo de los EE. UU. datos personales, ese trabajador podría ser multado/a hasta \$250,000 y/o encarcelado/a por hasta cinco años en cárcel federal.

¿Qué hacen con mis respuestas? Información personal es confidencial y es cifrada. Así evita que las respuestas puedan ser conectadas con cualquier individual.

¿Donde puedo participar? ¡En línea, por teléfono o por correo! ¡Este es el primer año que el censo esta disponible digitalmente!

¿Porque hay un censo? Es vital tener un cuento preciso porque esa información será usada para asegurarnos que todos son representados en nuestro sistema político y para repartir fondos para programas necesarios.

- ☐ La información establece el numero de sillas estatales del congreso,
- ☐ Cuanto dinero se va a dirigir a ciertos programas federales incluyendo educación y nutrición para ancianos, y
- ☐ Ofrece una vista a los demográficos del país.



Coalition Building & Resources

#WILL
BE
COUNTED





Thank You!

Dr. Karthick Ramakrishnan

Inland Empire Complete Count Committee

#2020Census in the I.E. Organizing and Innovating to “Get Out the Count”

Karthick Ramakrishnan

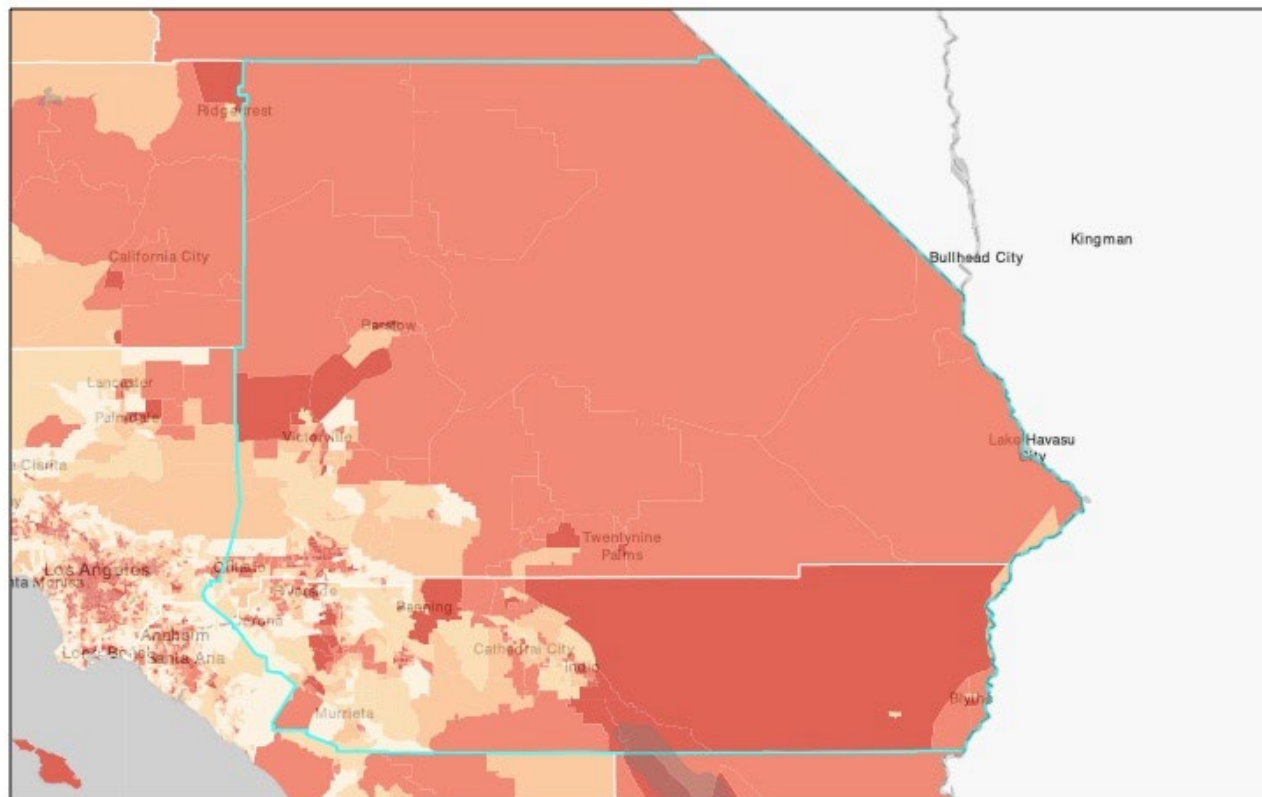
Director of IE Complete Count Committee



CSIUCR
CENTER FOR SOCIAL INNOVATION

**The
Community
Foundation**
Strengthening Inland Southern California through Philanthropy

Inland Empire Hard to Count



6/21/2019, 6:50:59 AM

Calif. Hard-to-Count Index by Census Tract

0 - 15	> 29 - 46
> 15 - 29	> 46 - 69
	> 69 - 136

1:2,311,162

0 15 30 60 mi

0 25 50 100 km

Web AppBuilder for ArcGIS

Esri, HERE, Garmin, FAO, NOAA, USGS, Bureau of Land Management, EPA, NPS | Esri, HERE, Garmin, FAO, NOAA, USGS, Bureau of Land Management, EPA, NPS | Esri, HERE, Garmin, FAO, NOAA, USGS, Bureau of Land Management, EPA, NPS |

I.E. Undercount Risk

1.13 million live in Census Tracts with high HTC scores

642,000 in San Bernardino County

486,000 in Riverside County

How is the IE *Organizing and Innovating* to Achieve a Complete Count?

Objectives

1. Information sharing across sectors
 - public, private, nonprofit, academic
2. Collaboration: avoiding duplication, awareness of gaps
3. Ensuring resources are allocated efficiently and equitably
4. Create legacy effects that strengthen the region

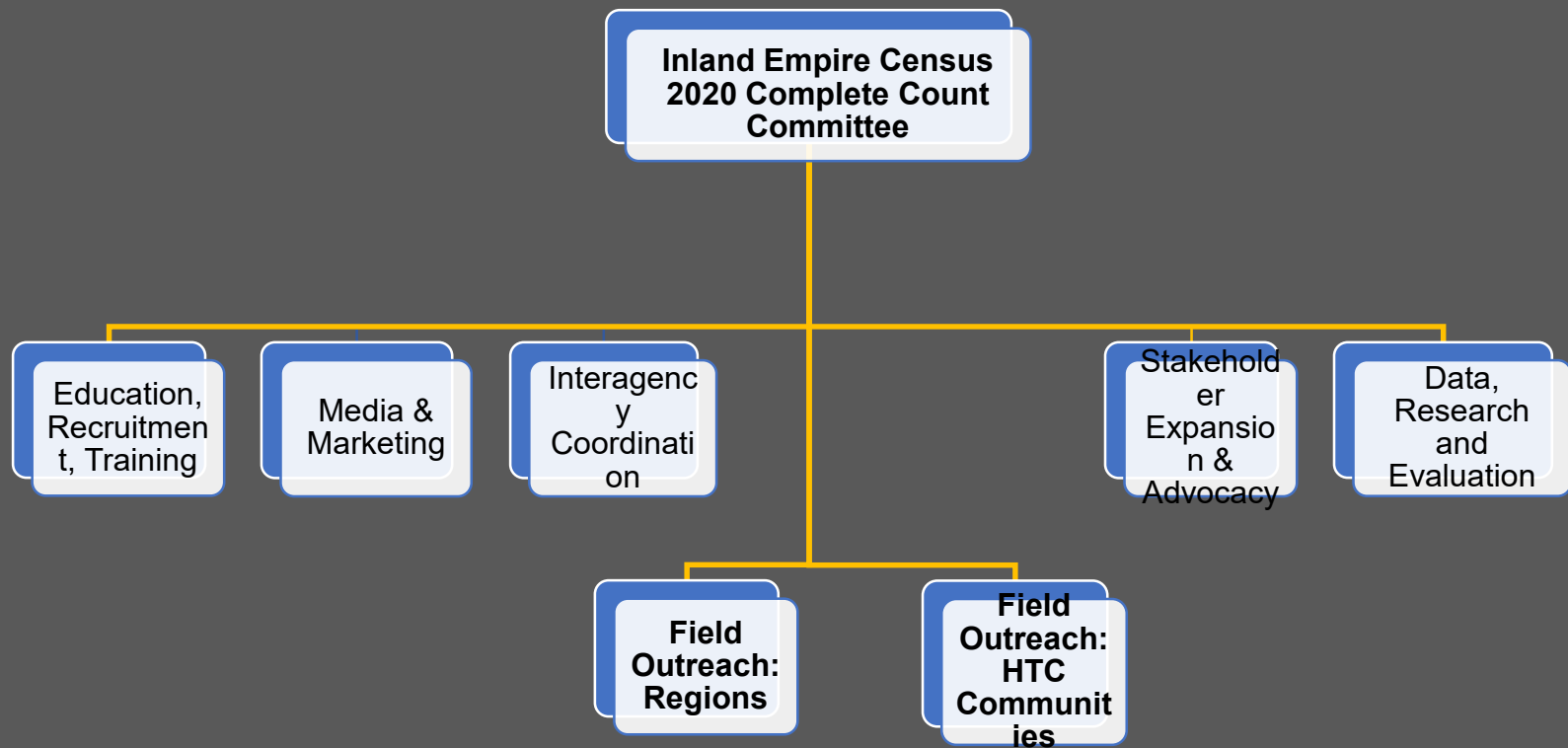
How did we get here?

- **Summer 2018**

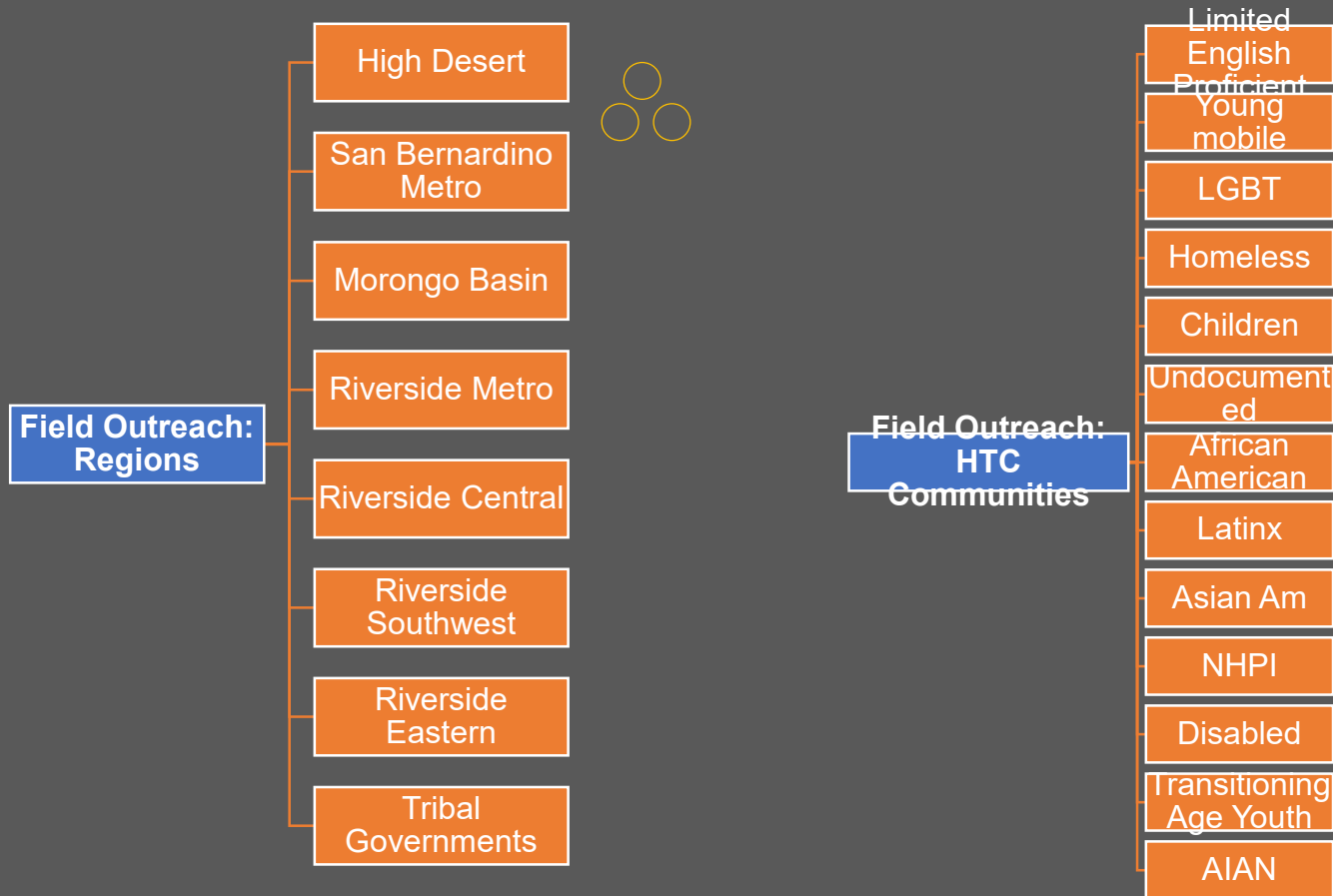
- Anxiety that our region is behind LA County
- UCR helps organize State Census regional meetings
- Relationship building with counties, nonprofit table, very strong RFI submitted

- **Fall 2018**

- Uncertainty about 2-county or IE Complete Count committee
 - UCR organizes "design session" involving county and COG representatives
 - Proposal for innovative IE CCC structure proposed, feedback from nonprofit table and funders
 - Census Outreach Table holds # meetings on information sharing, planning, governance, MOU, and increasing size of coalition each month



○ City or other CCC coordinating with Regional CCC subcommittee



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INLAND EMPIRE

Counties eye 'complete' census

Supervisors in Riverside, San Bernardino join push to ensure every person counted

By Jeff Horsemann
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@JeffHorsemann on Twitter

As debate rages over whether the 2020 census should include a citizenship question, supervisors in Riverside and San Bernardino counties are joining an effort to ensure every Inland resident is counted in the upcoming survey.

The boards of supervisors in both counties recently voted to join a "complete count commit-

tee" for the Inland Empire. With technical support from UC Riverside's Center for Social Innovation, the committee, which is expected to include leaders from local government, business and nonprofits, will try to boost the local response rate in next year's census, especially among Inland Empire groups considered difficult to count.

Neither county is committing money to the committee, which is still taking shape and has yet

to meet. San Bernardino County supervisors voted to join the committee on Jan. 8, while Riverside County supervisors did the same on Jan. 15.

The committee's work comes amid a national dispute over the Trump administration's plans to ask all residents if they are U.S. citizens. Traditionally, the census has counted all people living in the country, not just citizens.

The White House, mainly through Commerce Secretary

Willbur Ross, has argued the citizenship question is an effort to enforce the Voting Rights Act. But opponents say the question is intended to discourage undocumented immigrants from participating in the census, leading to an undercount that will affect congressional redistricting and how federal money is allocated. More than two dozen states and other plaintiffs are suing to keep the question out of the census.

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Los Angeles Times

THE ORANGE COUNTY REGISTER

Desert Sun.
PART OF THE USA TODAY NETWORK

NEWS • POLITICS

Census 2020: Los Angeles County's loss could be the Inland Empire's gain in 2021 redistricting

The Rose Institute's predictions are based on a 2020 Census forecast



By JEFF HORSEMAN | jhorsemann@scng.com | The Press-Enterprise

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A reshuffling of political representation in favor of the Inland Empire and to the detriment of Los Angeles County could be in order following the 2020 census, according to a new report from a Southern California think tank.



Census Work Timeline

Plan: Data, Mapping, Committees (Jan 2019 -)

Educate: Stakeholder education, public awareness (2019)

Motivate: Pledge cards, door-to-door, trusted messengers (2019)

Activate: Get Out the Count (March 2020 – June 2020)

More information?

CensusIE.org

IECounts.org



CSIUCR
CENTER FOR SOCIAL INNOVATION

The Community Foundation
Strengthening Inland Southern California through Philanthropy



Committee Members Report on Quarter Goals

Alex Padilla

Chair

California Complete Count Committee
Secretary of State

Committee Members Report on Quarter Goals

- Quarter 1– Get Smart
- Quarter 2—Document your Influence
- Quarter 3—Engage and Activate
- Quarter 4—Deeper Dive, Focusing on Areas that Need Extra Support

Discussion

How have you used your
influence to help with Census
2020?

Discussion

How have you engaged with communities and with the activities of the Complete Count Census 2020 Office?

Discussion

What gaps have you identified that need additional support?

How can you help fill gaps in the areas of outreach and communication?

25 Minute Public Comment



California Complete Count Office

Website: census.ca.gov

Email: info@census.ca.gov

(916) 852-2020

