

**INTERIM REPORT TO THE  
OFFICE OF GOVERNOR GAVIN NEWSOM**  
**Counting All Californians in the 2020 Census**

California Complete Count Committee Activities

Submitted on behalf of the Census 2020 California Complete Count Committee  
and the California Government Operations Agency

January 1, 2020



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# I. MESSAGE FROM THE CHAIR

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## II. BACKGROUND

### The California Complete Count Committee

The California Complete Count Committee (Committee), established by Executive Order B-49-18 in April 2018, meets quarterly to advise and assist the State's outreach strategy to encourage full participation in the 2020 Census. The Committee brings together public and private partners from across the State to work with their networks and communities to increase awareness of the 2020 Census and collaborate to support census outreach. Committee membership and associated background information is presented in Appendix A.

The Committee, which held its inaugural meeting on May 7, 2018, formed internal Working Groups to conduct inquiry and develop focused recommendations on census outreach. As of September 2019, those Working Groups are:

- The **Access and Outreach** Working Group considers how to best outreach to historically undercounted and Hard to Count (HTC) communities, and assure their access to the census form.
- The **Housing** Working Group considers where and how residents who are experiencing homelessness, housing instability, or living in informal housing will be counted.
- The **Trust and Confidentiality** Working Group considers census questionnaire content matters, including the gender, race and ethnicity questions; privacy, confidentiality and trust issues; and how to best educate Californians on risks, protections and benefits of census participation.

This *Interim Report to the Governor*, the Committee's fourth report, summarizes the Committee's activities from July to December 2019.

Additional background on the Committee and California's Complete Count efforts can be found in the Initial Report, available at [census.ca.gov/reports](https://census.ca.gov/reports). The Committee will submit semiannual reports to the Governor through June 30, 2021, pursuant to the Executive Order.

## Summary of Prior Reports and Activities

The Committee has submitted previous regular reports to the Governor. The first report, the *Initial Report to the Governor* submitted on October 2, 2018, included detailed discussion of initial issues of concerns, and recommended initial outreach strategies to assist the State in its development of an effective 2020 Census outreach strategy. The issues and recommendations were organized under four areas: Housing, Trust and Confidentiality, Access and Outreach, and Content and Citizenship.

Additional Reports, which summarized Committee activities and plans to raise awareness of the 2020 Census, are the second Report submitted on January 1, 2019, and the third Report submitted on June 30, 2019.

Since its inception, the Committee has worked to become informed on U.S. Census Bureau (Census Bureau) and State 2020 Census plans and activities, and individual Committee members have worked across the state and across sectors and communities to raise awareness and support outreach to achieve a complete count in 2020. The Committee initially formed four Working Groups, which each met four to six times in 2018 to gather information, concerns and recommendations for the Initial Report. In the first half of 2019, the Committee worked with the Census Office to organize and host a series of educational webinars to inform its members and invited stakeholders on key areas of concern around the 2020 Census.

## III. CHANGES TO THE COMMITTEE MEMBERSHIP

The Committee would like to thank the following members for their service as they have stepped down from the Committee during this reporting period:

- **Basim Elkarra**, Executive Director at the Sacramento Valley Chapter of the Council on American-Islamic Relations
- **John Joanino**, Senior Communications Associate at Advancement Project California
- **Kate Kendell**, Executive Director at the National Center for Lesbian Rights
- **Jennifer Rodriguez**, Executive Director at the Youth Law Center

New members appointed to the Committee by Governor Newsom during this reporting period, on Oct. 31, 2019:

- **Miguel Bustos**, Senior Director at the Center for Social Justice, GLIDE SF and Principal at Bustos and Associates
- **Francis Guzman**, Attorney at the National Center for Youth Law

- **Marian Kaanan**, President and Chief Executive Officer at the Stanislaus Community Foundation
- **Keisha Nzewi**, Public Policy Director at the California Child Care Resource and Referral Network
- **Susan Shain**, former Chief Executive Officer at the Coro Northern California and Co-Lead of Swing Left San Francisco

## IV. COMMITTEE ACTIVITIES DURING QUARTERS 3 AND 4

### Introduction

The State’s phased approach to the 2020 Census identifies 2019 as the time to educate and motivate partners, trusted messengers and social networks around the State who will play an active role in getting out the count. The Committee developed a 2019 work plan framework, with a focus for each quarter of the year. For the period of this report, Quarters 3 and 4, the framework was:

- Third Quarter: “Engage and Activate.” Work with the California Complete Count Office (Census Office) to connect and engage regional partners, and partners in members’ areas of influence.
- Fourth Quarter: “Deeper Dive, Focusing on Areas that Need Extra Support.” Work to fill gaps through focused work to support areas of outreach and communication that need additional attention.

A discussion of activities completed in these framework areas follows.

### Quarter 3: “Engage and Activate” – Connecting and Engaging Regional and Area of Influence Partners

#### Committee Attendance at Regional Implementation Plan Workshops

Committee members engaged partners and networks at the regional level by participating in the 20 regional convenings and implementation plan workshops the Census Office held around the state from June to October. Committee members participated in their local events, as their schedules allowed.

Committee member workshop participation was as follows:

**Table 1: Committee Attendance at 2019 Convenings/Implementation Plan Workshops**

Member	Workshop City	Special Role
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Chair Alex Padilla	Sacramento, June 17	Opening remarks
	San Francisco, July 25	
	Bakersfield, August 7	Opening remarks
	San Diego, August 16	Opening remarks
	Stockton, October 8	Opening remarks
Nicholas Hatten	Stockton, August 8	
Jesus Martinez	Fresno, August 6	Planning Committee member
	Bakersfield, August 7	Planning Committee member, Opening remarks
Gerald McIntyre	Santa Ana, August 23	
Lee Salter	Red Bluff, June 24	Opening remarks
Chris Wilson	San Diego, August 16	Panelist
Regina Brown Wilson	Sacramento, June 17	
	Stockton, August 8	

### **Focused Efforts to Engage, Educate and Activate toward the 2020 Census**

During this phase, Committee members continued to spread the word about census jobs in order to help the Census Bureau recruit census enumerators and other employees who are culturally and linguistically competent, and support census outreach engagement and activation efforts in their region or sphere of influence.

In addition, individual Committee members raised awareness and supported the development of a variety of outreach, education, research, and support efforts, tools and networks. Among the activities that Committee members have reported:

- *[Did Committee members attend other regional events? It was specified in the last report that they would work with the Census Office to identify other such events that they might be able to attend.]*
- Lisa Hershey's organization, Housing California, is involved in the Census Policy Action Network (CPAN), and has integrated census education and outreach into all the work that it does, including introducing census discussions into regional conferences on housing and homelessness.
- Chris Wilson shared that Alliance San Diego is part of a coalition that is canvassing to raise awareness and convening "Census 101" trainings to recruit census ambassadors who can activate their communities. About 15% of those contacted in the door-to-door work were interested in attending the trainings. The Alliance has also encouraged the inclusion of census information in San Diego County voter materials.
- John Joanino's organization, Advancement Project California, helps support the Los Angeles Regional Census Table, convenes CPAN partners, and advocates for Census 2020 outreach funding.
- Carolyn Coleman has shared the interest of the League of California Cities in working with Census Office staff at the regional level, as well as educating and engaging its many diversity caucuses, such as the African-American, LGBTQ, Asian-Pacific Islander, Women's, and Latino Caucus, on the 2020 Census.
- Regina Brown Wilson's organization, California Black Media, has worked to build coalitions engaging media partners, convened a roundtable of ethnic media on the 2020 Census, advocated that writers include census references across content areas, and produced a report, Counting Black California, with block-level data on black communities to inform media buys.
- Tom Saenz said the Mexican American Legal Defense and Educational Fund (MALDEF) has worked to develop a nationwide coalition to collectively monitor potential breaches of confidentiality and to prevent future breaches. The effort aims to build confidence, and complement State efforts.
- Jesus Martinez shared how the Central Valley Immigrant Integration Collaborative (CVIIC) has enhanced its organizational capacity to address the census, given limited involvement of Central Valley city and county governments. The CVIIC has supported the launch of several Local Complete Count Committees (LCCCs), and is building networks among

CCCs, among local CBOs and governments, and between local immigrant organizations and statewide partners. CVIIC promotes census education to address confidentiality concerns. In addition, it was involved in the San Joaquin Valley Census Research Project gathering information at the grassroots level in 2018 on how people in the Central Valley, including different immigrant populations, perceive the census and the citizenship question.

- Tho Vinh Banh's organization, Disability Rights California, is focused in its work on being mindful of the multiple intersections of ethnicity and disability, in, for example, engaging with Chinese-speaking families with children with developmental disabilities. The organization seeks to combine the overlay of ethnic and cultural diversity with the diversity of disabilities that people and families experience. Disability Rights California engages with national partners to share toolkits and other resources, and is on social media (#disabilitycounts2020).
- Nicholas Hatten shared that the LGBT Healthcare Network has worked to connect organizations with county-level Complete Count Committees and seeks to partner with the State to train LCCCs on how to increase cultural competence on LGBTQ+ issues.
- Lee Salter is providing support to north state rural counties, sharing the Shasta County strategic plan with other rural counties as a model. His organization, the McConnell Foundation, plans to convene rural county leaders in this part of the state to inform and educate on the 2020 Census.
- *[Additional activities described at December 3<sup>rd</sup> meeting here.]*

## Quarter 4: “Getting Ready for the Count” – Leveraging Relationships and Opportunities

*[Content developed from discussion at Dec. 3<sup>rd</sup> meeting]*

### Committee Meetings

#### September 2019 Quarterly Meeting

The Committee met on September 4, 2019 to:

- Refresh its understanding of the Bagley-Keene Opening Meeting Act,



- Continue its focus on receiving informational updates about the Federal and State Census efforts, including State public relations and media and the Statewide Outreach and Rapid Deployment portal, and
- Provide questions and comments germane for the California Complete Count effort to key State and Census Bureau representatives.

Regarding informational sessions, the Committee received the following presentations at the September 4, 2019 meeting:

- *Bagley-Keene Open Meeting Act Overview* – Julia Zuffelato, Deputy Attorney General, Department of Justice
- *State Census 2020 Updates* – Sarah Soto-Taylor, Deputy Secretary for the Census, Government Operations Agency
- *Census Outreach and Public Relations (Media) Contract* – Martha Dominguez, Census Office Deputy Director of External Affairs and Media Relations, and Carolyn Becker and Stacey Legay, Mercury Public Affairs, LLC
- *U.S. Census Bureau Update* – Michael T. Thieme, Assistant Director, Decennial Census Programs, Systems and Contracts, Census Bureau; Jeff C. Enos, Deputy Regional Director, Los Angeles Region, Census Bureau
- *Outreach Update* – Emilio Vaca, State Census Office Deputy Director of Outreach; Yumi Sera, State Census Office Deputy Director of Statewide Initiatives; Jeremy Payne, Program Manager, Equality California Institute; Karthick Ramakrishnan, Inland Empire Complete Count Committee
- *SwORD Demo* – Ditas Katague, Director, California Complete Count Census 2020

During the day's proceedings, the Committee offered feedback on the various agenda items and took comments from members of the public, including via email for those observing the meeting remotely by video feed. Key themes from Committee and public comments included:

#### **State Census 2020 Updates:**

- It would be beneficial for local agencies to understand State agency (such as DMV and WIC) outreach plans.
- Stakeholders and members of the public need access to information from the Census Office and local contractors.
- Local contractor budgets and expenditures to be transparent and accessible to stakeholders.
- The census curriculum needs to be shared with teachers in a way that will ensure they are prepared to teach it in classes.
- Guides for schools hosting "family census nights" would be helpful.
- An opportunity exists to recruit enumerators through adult schools.

### **Census Outreach and Public Relations (Media) Contract:**

- Needs identified for Mercury Public Affairs, LLC (Mercury) and State communications included:
  - Coordination with local contractors to avoid duplication and fill gaps;
  - Messaging to undocumented populations focused on pro-census advocacy to ensure they are aware that the census form will not include the citizenship question;
  - Media plans to reach those speaking non-written languages, including Hmong and some indigenous Latin American populations;
  - Contingency plans to address mis/dis information and potential data breaches;
  - Including American Sign Language (ASL) and captioning in communications strategies;
  - Coordination among the State and other partners around production of in-language media/outreach materials.
  - Emphasis on mobile communications and messaging, including leveraging popular applications such as WhatsApp, and the importance of SMS and chatbot capability for mobile.
- The following populations warrant specific media/communications attention:
  - The state's large Latino population;
  - The homeless;
  - Residents without broadband or cell phones; and
  - The 0-5 population, which overlaps with other HTC categories.
- It was requested that the State distribute its regional media efforts based on a region's share of HTC census tracts.

### **Census Bureau Presentation:**

- Needs identified for the US. Census Bureau included:
  - Dispelling public confusion around recently mailed Census Bureau address canvassing cards that some mistook for census forms.
  - Preventing a data breach of a financial institution such as Capital One or Equifax impacting the census.
  - Regarding enumerators:
    - The Census Bureau was pressed about options for hiring non-citizens in order to achieve sufficient linguistic and cultural competence. One suggestion was using state-funded training to assist in applying for census jobs.
    - It is important for enumerators to maintain neutrality, including avoiding use of a personal car with bumper stickers.

- Key messaging and outreach priorities include:
  - Which questions a respondent can skip without drawing an enumerator to the door, in each mode (online, on the phone, or by mail);
  - Letting those in non-traditional living arrangements understand how to be counted, and offer supportive messaging to those with illegal dwelling situations;
  - Outreach to people living at commercial sites who might be overlooked; and
  - Messaging and outreach to reassure residents about enumerators.
- A Committee member raised the question of whether the Immigration and Naturalization Service (INS) and/or the Department of Homeland Security (DHS) will issue guidance to their staff, as they did in the past, to support and encourage full census participation, and encouraged the Committee, if need be, to write Commerce Secretary Wilbur Ross to request the guidance.

#### Outreach:

- Commenters emphasized the need to develop outreach plans and timelines, and identified gaps in reaching the following populations and sectors:
  - African American communities;
  - People with disabilities – they need to be informed on census format accessibility;
  - People with limited broadband access – offering low-cost broadband during the self-response period could help;
  - Youth, particularly children aged 0-5; and
  - Faith-based groups.
- Questions were raised about handling data at the level of the individual, and the challenge to uploading large quantities of data to SwORD.
- An attendee suggested the State create a way for interested members of the public to contribute ideas and strategies to the State to help fill outreach gaps.

#### December 2019 Quarterly Meeting

The Committee met on December 3, 2019 for [\[agenda summary\]](#) and to review and finalize this January 2020 Interim Report to the Governor.

The following presentations were given for the Committee at the December 3, 2019 meeting:

[\[Content developed from discussion at Dec. 3<sup>rd</sup> meeting\]](#)

During the day's proceedings, the Committee offered feedback on the various agenda items and took comments from members of the public. Key themes from Committee and public comments included:

- [Item]

## V. UPCOMING PLANS: MOVING TO PHASE 3 “ACTIVATE”

### Overview of Upcoming 2020 Plans

The California Complete Count phased strategy moves into the “Activate” phase, Phase 3, in January 2020, starting with the pre-census questionnaire period, from January 1 to March 11, with work intensifying toward the Census Self-Response period, March 12 through April 20, when outreach can directly impact Californians' decision to fill out the questionnaire by mail, phone, or online; and through the following Non-Response Follow-up period through July 30 when U.S. Census enumerators will be going door-to-door.

- In Phase 3a through March 11, Committee members will [ADD]
- In Phase 3b, March 12 through April 30, Committee members will [ADD]
- In Phase 3c, May 1 through July 30, Committee members will [ADD]

### Input into Development of Census Bill of Rights and Responsibilities (AB 1563)

Legislation adopted during the 2019 session, AB 1563, calls for the Secretary of State to promulgate a California Census Bill of Rights and Responsibilities by February 1, 2020, to affirm the rights of all Californians to participate in the U.S. Census free of threat or intimidation, in confidentiality, in their chosen modality, and to request language assistance and to verify the identity of a census worker. It creates the Freedom to Count Act as a part of the Penal Code, making it a misdemeanor punishable by up to one year in jail or a fine of up to \$1,000, for someone to falsely represent themselves as a census taker with the intent to interfere with the operations of the census or with intent to obtain information or consent to an otherwise unlawful search or seizure. It authorizes the Secretary to work with the Census Office and the Committee in this promulgation. The legislation is chaptered in Chapter 831, Statutes of 2019.

[Add Committee input from Dec 3<sup>rd</sup> meeting to Secretary of State's Office on development of Bill of Rights, and current link/citation to legislation or Government Code chapter.]

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# APPENDIX A: CALIFORNIA COMPLETE COUNT COMMITTEE MEMBERSHIP

Current positions are listed for Committee members. For additional information visit: <https://census.ca.gov/2018/04/16/governor-brown-creates-california-complete-count-committee/>.

- **Alex Padilla**, Chair, Secretary of State
- **Gita Amar**, Senior Director at PMK BNC
- **Tho Vinh Banh**, Supervising Attorney and Supervisor of Multicultural Affairs Outreach at Disability Rights California
- **Carolyn Coleman**, Executive Director at the League of California Cities
- **Kathleen Domingo**, Director for Office of Life, Justice and Peace at the Archdiocese of Los Angeles
- **Amy Fairweather**, Policy Director at Swords to Plowshares' Institute for Veteran Policy
- **Nicholas Hatten**, Executive Director at the San Joaquin Pride Center
- **Alma Hernandez**, Executive Director at Service Employees International Union California State Council
- **Lisa Hershey**, Executive Director at Housing California
- **Loren Kaye**, Foundation President at the California Chamber of Commerce
- **Jesus Martinez**, Executive Director at the Central Valley Immigrant Integration Collaborative
- **Gerald McIntyre**, Special Counsel at Justice in Aging, formerly the National Senior Citizens Law Center
- **Eloy Ortiz Oakley**, Chancellor of the California Community Colleges
- **Thomas Saenz**, President and General Counsel at MALDEF
- **Lee Salter**, Former President and Chief Executive Officer at the McConnell Foundation
- **Robert Smith**, Chairman of the Pala Band of Mission Indians
- **Regina Brown Wilson**, Executive Director at California Black Media
- **Christopher Wilson**, Associate Director at Alliance San Diego
- **Tom K. Wong**, Associate Professor at the University of California, San Diego

For additional information on CCCC membership, meetings, minutes, and materials, visit <https://census.ca.gov>.

## CCCC Documents

- Executive Order: <https://census.ca.gov/2018/04/15/be-counted-california/>
- Members: <https://census.ca.gov/2018/04/16/governor-brown-creates-california-complete-count-committee/>
- Meeting Agendas and Minutes: <https://census.ca.gov/cccc-meetings-2018/>

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