



# California Complete Count Committee

## Meeting Minutes

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



### Members Present:

#### **Alex Padilla (Chair)**

Secretary of State

#### **Amy Fairweather**

Swords to Plowshares' Institute for  
Veteran Policy

#### **Christopher Wilson**

Alliance San Diego

#### **Gerald McIntyre**

Justice in Aging

#### **Gita Amar** *(arrived at 10:02 am)*

PMK BNC

#### **Jesus Martinez**

Central Valley Immigrant Integration  
Collaborative

#### **Kathleen Domingo**

Archdiocese of Los Angeles

#### **Lee Salter** *(via phone)*

McConnell Foundation

#### **Lisa Hershey**

Housing California

#### **Regina Brown Wilson**

California Black Media

#### **Robert Smith** *(arrived at 1:20 pm)*

Pala Band of Mission Indians

#### **Tom Saenz**

Mexican American Legal Defense  
and Educational Fund (MALDEF)

#### **Tom Wong**

University of California, San Diego

### Members Absent:

#### **Alma Hernandez**

Service Employees International  
Union California State Council

#### **Basim Elkarra**

Sacramento Valley Chapter of the  
Council on American-Islamic  
Relations

#### **Carolyn Coleman**

League of California Cities

#### **Eloy Ortiz Oakley**

California Community Colleges

#### **Jennifer Rodriguez**

Youth Law Center



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### John Joanino

Advancement Project California

### Kate Kendell

National Center for Lesbian Rights

### Nicholas Hatten

San Joaquin Pride Center

### Tho Vinh Banh

Disability Rights California

### **Government Operations Staff Present:**

Sarah Soto-Taylor, Deputy Secretary  
for Census

### **California Complete Count Staff Present:**

Ditas Katague, Director

Diana Crofts-Pelayo

Dorothy Johnson

Emilio Vaca

Jim Miller

Laura Askins

Martha Dominguez

Victor Jackson

### **U.S. Census Bureau Staff Present:**

Jeff C. Enos

Michael T. Thieme

### **CCCC Consultants – California State University, Sacramento Present:**

Meagan Wylie

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## Handouts and Presentations:

- September 4, 2019 Meeting Agenda
- June 4, 2019 Draft Meeting Minutes
- Meeting PowerPoint Presentation
- Equality California 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 9:19 am and requested member Kathleen Domingo, Archdiocese of Los Angeles, to lead attendees in reciting the Pledge of Allegiance.

Chair Padilla provided opening remarks, reflecting that much has transpired since the Committee's last meeting in June, including completion of contracting with Administrative Community Based Organizations (ACBOs), Statewide CBOs, and county and local governments for on-the-ground outreach and communication efforts; the launch of the series of statewide Implementation Planning Workshops (IPWs); the activating of essential partnerships and relations with the countless people who are contributing to the Census effort; and most recently the official contracting with Mercury Public Affairs, LLC (Mercury) the statewide media and public relations partner. He noted that immediately following California's primary elections in March 2020 is the Census "prime-time" window, and it will be essential to channel the momentum of civic engagement from the primaries for a successful Census.

Chair Padilla referred to Laura Askins, California Complete Count Committee staff liaison, for roll call. With 10 members present, one member attending via phone, and 10 absent, a quorum was not achieved. Therefore, no official actions were taken at this meeting.

### 2. Bagley-Keene Open Meeting Act Overview

Julia Zuffelato, Deputy Attorney General, California Department of Justice, provided an abbreviated training on the Bagley-Keene Open Meeting Act for state bodies. She first acknowledged that being subject to Bagley-Keene requirements proves frustrating at times for members, as it deprives members of natural communication channels. However, the intention behind the Act is to promote an open, consensus building model of decision-making that ensures inclusive public participation in discussions and decision-making. For certain appointed bodies, this principle is more important than efficiency of meetings.

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All Bagley-Keene meetings must be open to the public. This includes gatherings where information is exchanged, trainings held, topics deliberated, decisions made, and similar. Any state body created by a statute is subject to Bagley-Keene, such as this Committee which was formed via Executive Order. Advisory bodies created by the state body are also subject to the Act, including a subcommittee, task force, working group or similar that includes three or more members meeting to discuss Committee business. Thus, no more than two Committee members should meet to discuss Committee business outside of Committee meetings at any time. The Act applies to all members immediately as of appointment.

Bagley-Keene prohibits serial communications. A serial communication is a series of communications each involving less than a majority of members, but *collectively* the majority of members, and can be visualized as a hub of a wheel communicating with all spokes. Members of a state body must avoid serial communications outside of a public meeting among a quorum of members or through an intermediary. This prohibition applies to all forms of communication such as phone calls, text messaging, emails, and in person conversations. The exceptions to the serial communications prohibition are staff briefings. Staff may brief or respond to questions from individual board members. However, staff may not share communications from a Committee member with any other Committee member.

There may be instances where an event, such as a conference, open meetings of other public bodies, or a social engagement, may involve attendance by the majority of the Committee but no Committee business is being discussed. In these cases, these events are not subject to Bagley-Keene and are not required to be publicly noticed. Another exception is an open subcommittee meeting of a state body, wherein the parent state body members who are not subcommittee members may only attend as observers.

The public has the right to attend all Bagley-Keene meetings anonymously. The public should also be provided reasonable time limits for comment after each agenda item before any action on that item is taken. The Committee must avoid restricting content of speech by public members, and must treat commenters viewpoints equally. If a comment is made off-agenda topic, the Committee cannot deliberate on that topic until it is agendized on a future meeting. The public also has rights to access public meeting records, though some records may be exempt from disclosure. It was noted that if all Committee members receive an email correspondence from a member of the public, they are advised to reply directly, and not to “reply all” in order to avoid accidental serial communications violation.

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Regina Brown Wilson, California Black Media, asked as to the requirements for posting meeting-related documents, such as agendas and materials. Ms. Zuffelato responded that meeting notifications and agendas should be posted and circulated via email listserve 10 calendar days in advance of the meeting. Associated materials are not subject to the 10-day requirement. However, as a best practice, it is encouraged to make such documents available as soon as possible. If physical materials are distributed to a majority of members at a meeting, these materials should be posted and distributed electronically as soon as available following the meeting.

### **3. Approval of 06/04/2019 Meeting Minutes**

The review and approval of the June 4, 2019 meeting minutes was tabled due to lack of quorum.

### **4. State Census 2020 Updates**

Sarah Soto-Taylor, Deputy Secretary for the Census, Government Operations Agency, provided an update on the State's 2020 Census efforts via a detailed walkthrough of the timeline and associated key activities:

- Work conducted in July and August 2019 was foundational for the development of Implementation Plans (IPs) by on-the-ground contracted partners.
  - Fifteen Implementation Plan Workshops (IPWs) were held since June. Information gathered at these IPWs is helping the Census office and partners identify and address gaps in outreach coverage and where/how to allocate resources.
  - IPs are to be submitted to the Census Office by the end of October.
- During September and October 2019, the Census team will be increasing communications to partners. At minimum, every two weeks partners will receive contact from their Regional Program Manager (RPM) in the form of a call, webinar, personal visit, or email to communicate updates, provide assistance and answer questions, offer support for completion of IPs, etc.
- Effective as soon as possible, the details of partners' outreach activities will be uploaded and shared via the Statewide Outreach and Rapid Deployment (SwORD) tool so all regional partners may view efforts ongoing in their region for improved collaboration and coordination.
- In January 2020, as the campaign moves towards the *Activate* phase, the Office will begin phasing in printed materials, updating the [census.ca.gov](http://census.ca.gov) website, and heavily engaging the media and public relations partners.

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Ms. Soto-Taylor noted the Census Office recently hired two new management partners, Public Consulting Group (PCG) and Richard Heath and Associates (RHA) to assist the Office in achieving milestone objectives leading up to Census day. Furthermore, the Office continues to review both internal and external procedures for efficiency measures (e.g. invoicing, message testing processes).

#### Member Questions and Discussion:

- Chris Wilson, Alliance San Diego, pointed out that per the timeline, message testing is to begin in September. He indicated that many organizations have already conducted localized message testing in their respective regions, and are highly interested to offer input to the State's message testing efforts.
  - Ms. Soto-Taylor responded that the recently contracted statewide media and public relations partner, Mercury, will be building from message testing efforts that have already been conducted locally. As they were officially contracted within the last few weeks, they have not yet had the opportunity to connect directly with local partners.
  - Carolyn Becker, Mercury, shared that they are currently in the data gathering phase. Ultimately, they will be adopting a community-based participatory model for localized message testing. Mercury will provide additional details during their afternoon presentation to the Committee.
- Tom Wong, University of California, San Diego, asked what metrics for evaluation of efforts the Census Office will be utilizing, and if that data will be made publicly available.
  - Ms. Soto-Taylor responded that partners' IPs include activity-specific metrics for evaluation, such as event attendance numbers. The Office will also look at census form return rates, as well as surveys and polling data collected by a Foundation at various points throughout the *Motivate* and *Activate* phases. The Foundation will hire a fellow to support surveys and polling efforts at the end of September.
- Tom Saenz, Mexican American Legal Defense and Educational Fund (MALDEF), asked for additional detail on outreach efforts to educational institutions, specially how the State plans to engage private, charter, and parochial schools, community colleges, and if the State is still exploring a statewide educational message broadcast through schools.
  - Ms. Soto-Taylor responded that for K-12<sup>th</sup> grade the State developed the *Count Me In* curriculum, which is currently being piloted and will soon be incorporated into curriculum stateside. The

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State is working with the community colleges, Cal State and University of California systems to begin message testing and coordination of outreach as well.

- It was generally agreed to add an update on outreach efforts to educational institutions as an agenda item for the next Committee meeting.
- Gita Amar, PMK BNC, asked about the robustness of the social media component of the outreach campaign. She expects this will be a critical method for communicating with youth and young adults.
  - Ms. Soto-Taylor indicated there is a social media component, and more will be shared by Mercury during their update.
- Jesus Martinez, Central Valley Immigrant Integration Collaborative, inquired if there are any common concerns, issues or otherwise general developments emerging from bi-weekly communications with local partners by region.
  - Ms. Soto-Taylor shared the most recurring conversation is how to ensure a higher level of on-the-ground collaboration and coordination among state-funded and otherwise-funded partners: how are lines of communication kept open and clear; how can partners be aware of and avoid potential duplication of efforts; how can gaps in outreach be quickly identified and filled, etc.?
  - Chair Padilla commented that the State began encouraging more inclusivity at the IPWs for non-contracted partners as a way to begin increasing coordination.
- Amy Fairweather, Swords to Plowshares' Institute for Veteran Policy, shared her observation from the San Francisco IPW that partners may be anxious about the “outreach rules” from the State versus the Federal perspective, such as if it is permissible to have a stack of census forms in an organization's reception area.
  - Ms. Soto-Taylor responded that the State is committed to a productive partnership with the U.S. Census Bureau (USCB) and the Committee will receive a presentation on that later in the afternoon. The State will also continue its efforts to gather and respond to these types of questions and concerns by partners.
- Chair Padilla asked in general, how does Committee staff communicate critical and time-sensitive information with ACBOs, CBOs and other stakeholders?
  - Ms. Soto-Taylor stated the State plans to primarily exchange these communications regionally via the RPMs during the planned bi-weekly communications previously described. In addition, a password-protected online project portal is being developed for

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partners for sharing of information, resources, and dissemination of time-sensitive information.

- Chair Padilla next requested a status update on partners' Strategic Plans (SPs) and distribution of contract funding.
  - Ms. Soto-Taylor provided that SPs have been received, and all but three have been approved. It is anticipated those will be completed within the next two weeks. The State has also been timely in issuing payments to contracted partners.
  - Emilio Vaca, Deputy Director of Outreach, California Complete Count, added that partners received 35% of their contract amount upon approval of their SP. Upon completion and approval of IPs, another 15% of the contract amount will be issued. The remaining 50% is distributed upon submission of other related deliverables, such as quarterly reports. Most partners are expected to receive up to 90% of their total contract amount by January 2020. The Census Office's administration staff informs the RPMs on current contracting status for respective ACBOs and CBOs.
- Chris Wilson asked for additional information on the three pending SPs.
  - Mr. Vaca explained the SPs pending approval are for Humboldt County, Trinity County, and Del Norte County. The Census Office is working with these counties to rectify concerns.
- Mr. Wilson next questioned how many counties opted not to participate and seek funding.
  - Mr. Vaca shared that 13 counties elected not to opt in. Some instead requested specific jurisdictions to conduct work on their behalf. For example, San Diego County has deferred work to the San Diego Association of Governments (SANDAG). In Regions 1 and 4, the State augmented contracts with the ACBOs in those regions to ensure sufficient outreach efforts.
- Jesus Martinez requested information on the contracted Statewide CBO partners, and potential review of their work plans.
  - Ms. Soto-Taylor indicated that the State will be summarizing information on Statewide CBO outreach efforts into a short handout for later distribution.

Chair Padilla next opened the floor for Public Comment on this agenda item.

#### Public Comment:

- Casey Farmer, Alameda County Complete Count Committee. Regarding census outreach conducted in partnership with education institutions, Alameda County is unclear how the developed Census curriculum will be



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shared with the appropriate teachers, and thus adequately taught in local schools. There is only one professional development day in the Bay Area, and this singular opportunity is not suitable to bridge that gap. In Alameda, the County's English as a Second Language (ESL) program will produce and include census information in its curriculum. This can be shared with other counties statewide. It would also be helpful for the State to produce a guide for schools, as trusted messengers, who will host "family census nights." Lastly, an update was not provided as to what outreach efforts other State agencies/programs such as the Department of Motor Vehicles (DMV) or the California Women, Infants and Children program (WIC), are conducting. Knowing this will help to move local efforts forward.

- Chair Padilla thanked Ms. Farmer for her remarks, and reaffirmed that school open house events are good opportunities to share census information. He reminded folks that this topic of census outreach via educational institutions will be agendaized next Committee meeting.
  - Ms. Soto-Taylor reminded participants of the *Count Me In* school curriculum. The State will also look to see where co-branding with local efforts is possible, such as putting the 2020 Census logo on school websites. Furthermore, the State's Constitutional Officers will support locals acting as ambassadors and spokespeople.
- Zeke Hernandez, City of Santa Ana, commented he attended the IPW in Orange County. In Santa Ana, they have established a collaborative to work on achieving a complete count of the hardest to count populations. He is an appointee for the limited English community for this collaborative, whose members have over 140 combined years of experience outreaching to our community. In late July, the County of Orange suspended the local Complete Count Committee meetings, and it is currently very difficult to provide input as to what is needed to reach these hard to count communities. He asked, can the updates provided by the RPMs to the ACBOs also be provided to the public for transparency? Related to review of invoices, how is transparency provided on budget and expenditures? Their collaborative has received complaints from the Latino community who cannot get answers to questions related to budget and expenditures.
  - Chair Padilla responded that some of Mr. Hernandez's questions may be answered in the upcoming presentation on outreach. Regarding budget transparency, reports are provided regularly at these Committee meetings, which are open to the public.
- Kristin Merkle, Community Connect Labs. She expressed interest in learning more about how enumerator recruitment is being conducted. She has

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been working with California adult education groups, and indicated they are a likely representative cohort of persons who would make good enumerators.

## **5. Census Outreach and Public Relations (Media) Contract**

Martha Dominguez, Deputy Director of External Affairs and Media Relations, explained the goals of the media relations effort is to achieve an accurate and complete count of the hardest to count populations, with the three primary objectives of educating, motivating and activating all HTC communities to participate and fill out their Census 2020 forms; and to provide culturally congruent and evidence-based information about the 2020 Census. The three pillars of the State's media relations efforts in support of these objectives are: media engagement (press, social media, earned media), media campaign (communication support and "air game"), and local capacity (local media engagement and community engagement). Recent examples of activities include release of a Census 2020 podcast, activity on social media, utilizing Chair Padilla for PR opportunities, and supporting community events such as the recent series of IPWs. Additionally, there is a resource tool kit currently available for download on the website. Ms. Dominguez spoke to the importance of continuous evaluation of media-related efforts throughout the Census 2020 campaign so that messaging can be improved, customized and tailored to local communities' needs.

Next, Mercury Communications, LLC (Mercury) was introduced as the recently contracted statewide media and public relations partner. Carolyn Becker and Stacey Legay spoke on behalf of Mercury. Ms. Becker reviewed Mercury's organizational chart, and explained they structured their team to reflect the structure the State has built for census efforts. For example, Mercury's regional leads will work hand-in-hand with the Regional Program Managers to understand the local landscape in all ten regions.

Mercury's campaign will focus on those populations and communities that are hardest to count. This includes an estimated 11 million hardest-to-count Californians comprising 15 vulnerable populations. The campaign will fully integrate ethnic and multicultural media, traditional media, digital media, collaborations with social influencers and trusted messengers, and community-specific campaigns that target overlapping populations.

Stacey Becker reviewed the 11 components of Mercury's campaign:

- *Research*: including fact-based, community-based, and current research already in the market place

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- *Message testing*: conducted often throughout the entire campaign to ensure messages are relevant, responsive and accurate
- *Collateral development*
- *Campaign website and partner portal*: the website, scheduled to launch at the end of September, is intended to be consumer-friendly, wherein the partner portal allows for real-time collaboration.
- *Paid media advertising*: Mercury anticipates to release its recommendations on where to invest paid media dollars in two weeks' time.
- *Earned media*: Includes traditional and unique earned media methodology and will be used to drive specific narratives.
- *Social media*: This is a critical component of the campaign, and will include paid social media and leveraging of social media influencers.
- *Digital media*: Paid digital ads should be culturally congruent to drive awareness and engagement
- *Content and creative development for each phase and 13 languages*
- *Community integration in 10 regions*
- *Mis/ Dis information*: Relates to both intentional and unintentional spread of misinformation. This is similar to opposition research campaign, and Mercury is working across all teams on a rapid response program.

Community-based participatory research (CBPR), a collaborative process between community-based organizations and academic investigators, will be used to inform media campaign efforts. The five-pronged research approach includes community surveys, research analysis, statewide digital survey, media market data, and A/B message testing. Mercury can include Committee members in their survey efforts to better learn about the efforts of the partner organizations.

A community media toolkit will be available in the very near future, and includes talking points, social media guidelines, templates for news materials, media engagement *Dos and Don'ts*, and spokesperson training and tips.

It will be essential for Mercury to remain nimble throughout this campaign in order to provide quality assurance and improvements for campaign optimization, allow for rapid response to the spread of mis/disinformation, and the ability to redirect funds to communities with low response rates. Furthermore, the statewide media approach is just as critical as the regional approach. Mercury will leverage statewide buys to connect, and offer more, to the "ground game."

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Paulette Brown-Hinds, Mercury's Region 7 Lead and African-American engagement specialist, discussed connecting ethnic media to work already being done on the ground. Mercury will work in close collaboration with local partners to develop culturally relevant content and help fill gaps by conducting media briefings, hosting story-telling workshops, supporting technical trainings, and similar.

Jane Olvera, Regions 3, 4, 5, 6 and 8 Lead for Mercury, provided a visualization of Mercury's data processing efforts: Mercury is akin to Grand Central Station, with dozens of trains bringing in enormous amounts of data that must be captured, analyzed and integrated at rapid speed, just as other trains carrying data move quickly in and out of the station for processing. All of this data informing the campaign needs to be synthesized and shared to a very broad audience at the highest level. The public-facing website will provide the highest-level aggregate data. Ultimately, Mercury's goal in data-sharing is to be as congruent as possible with the needs of the audience referencing the data.

Mercury's upcoming deliverables include: data recommendations, collateral materials development, website launch with partner portal, community-specific campaigns, earned and paid media campaigns, message testing, and regional campaign integration.

Chair Padilla thanked the Mercury team for their extensive and thorough update, sharing that he has already heard of a "Boycott the California Census" twitter movement, indicating the digital/social media component of the campaign is of utmost importance. He next invited Committee members to questions and comments.

Member Question and Discussion:

- Chris Wilson asked if the 13 languages Mercury will communicate in includes English, and if they are the same languages selected by the USCB. He further inquired why only 12 additional languages were selected as the Committee has noted over 200 languages are spoken in California.
  - The 13 total languages include English. They are not the same as those used by USCB, rather they were informed by the Language Access Plan. Twelve languages were selected as a baseline to start from. If partners indicate they require materials in other languages, Mercury's translation team can work to provide those. However, if additional message-testing in alternative languages is needed, the State will work with Mercury to conduct this testing of threshold languages in specified communities. Other community partners

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may likely have translated and tested materials that can be leveraged.

- Mr. Wilson further expressed his concern that many local communities have not yet heard from Mercury communications, and that a more definitive plan to connect with these communities is preferred.
- Mercury responded that they are working quickly to engage and introduced themselves to the local partners, by attending IPWs and making personal connections. They are first focusing on big-picture strategies, then will move to more localized approaches, as this will require considerable thought and collaboration, and be informed by focus group and qualitative data collection. An example was provided that in the Central Valley, there is a large Hmong population, but materials are not expected to be translated in Hmong. This is because the research indicates that there is a low literacy rate in Hmong, so written materials are not required. Instead, verbal translations will be prioritized, and second-generation children will receive census messaging in English in schools.
- Tom Wong inquired if the news that the citizenship question will not be included on the census form has penetrated to undocumented persons, indicating that pro-census advocacy to undocumented persons is still necessary regardless of the absence of this question. He suggested testing the impacts if Immigration and Customs Enforcement (ICE) made an announcement that they have no connection to census data, or if an announcement was made regarding the Immigration and Naturalization Service (INS) memorandum of January 2010 that field operations are not to conflict with census operations. He also asked Mercury to describe the recruitment strategy for participation in their planned digital surveys.
  - Mercury currently has a survey in the field in collaboration with California Endowment to test the absence of the citizenship question with undocumented persons.
- Regina Brown-Wilson asked how the Federal government's census advertising efforts will overlay with the State's.
  - Mercury is currently attempting to connect with the Federal-level media subcontractor to obtain that understanding.
- Member Brown-Wilson commented that some ACBO strategic plans include budget line items for advertising. She hopes these local efforts are not duplications of Mercury's efforts. She asked if there were any changes to the original scope of work upon execution of Mercury's contractual agreement.

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- Mercury will be collaborating and supporting local partners via their organizational structure, and will be cognizant of duplicative efforts. Only minor non-substantive changes were made to Mercury's scope of work.
- Gerald McIntyre asked what is being done to reach persons whose language exists in a non-written format, such as the Hmong originating in Guatemala.
  - Mercury is working to ensure all of their communications efforts are informed by data. As needs arise, they will be evaluated real-time by review of supporting data, and then actions determined.
  - In communities where literacy competency is low, or various dialects exist without written form, creative approaches to communicate may be required. Such as *fotonovelas* where information can be shared with an image via a trusted messenger.
- Gita Amar enquired how Mercury plans to address crisis communications needs, and if responses can be made within a 24-hour time period.
  - Mercury will have rapid-response mechanisms in place, however it is premature to share specifics of these plans currently in development. This plan will include a small network of emergency responders, trusted messengers and social influencers to address the spread of mis/dis information.
- Jesus Martinez emphasized the importance of Mercury working with local level partners on all campaign components.
- Tom Saenz requested a more detailed discussion on the topic of mis/dis information at the next Committee meeting, including a review of contingency plans to address the spread of mis/dis information, potential data breaches, etc.
  - Chair Padilla would also like future discussion on cyber-security.
- Chris Wilson asked Mercury to explain their vetting process for ethnic media as trusted messengers.
  - Mercury has complete vetting processes they are conducting for all media as potential trusted messengers. Different processes are enacted for print, digital, and social media. For example, the history of a social media influence will be scrutinized before they are seen as trusted. Last publications and ratings will be reviewed, their activity in the community, anecdotal reports collected, etc. Mercury will also look to communities to inform them of what media they listen to and trust. Members were invited to share their inherent knowledge about local ethnic media, or other media, with the Mercury team to include as part of the vetting process.
  - Regina Brown-Wilson encouraged Mercury to review the outputs of the 2018 Regional Convenings held across the state for an initial list

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of potentially trusted media outlets generated by participants at each convening.

- Lisa Hershey, Housing California, complimented Mercury on their campaign approach, and expressed appreciation for the clarity and transparency provided during their presentation.

Chair Padilla next opened the floor for Public Comment on this agenda item.

Public Comment:

- A meeting attendee commented there are more than 16 million Latinos in the State. They asked Mercury about their plan for reaching this population. Additionally, they asked how Mercury plans to reach the people who do not have phones, computers, are homeless, or in the 0-5 population.
  - Mercury responded that many ethnic and trusted messengers work with Latino communities. They plan to connect with local partners on their “ground game” for reaching homeless populations. There are partnerships with schools and hospital networks to reach the 0-5 population.
- A meeting attendee from Region 6 was concerned that many decisions on media had already been made, and is encouraged to learn that discussions are open to the public. To reach the Latino community, they suggested using *Los Tigres Del Norte* as a trusted messenger.
- Zeke Hernandez, City of Santa Ana. What message will be put together to answer for ICE, or combat impacts of the news of the border wall being built? Will messaging be coming from Washington D.C. on these issues?
- A meeting attendee commented American Sign Language (ASL) and captioning was not discussed. It is strongly recommended for Mercury to include ASL in marketing strategies.
- A meeting attendee commented the 0-5 population needs more room in the discussion, especially as they overlap with undocumented persons and other hard to count populations. Partnering should also be done with day cares, centers for children, etc.
- Kristin Merkle, Community Connect Labs. Please consider mobile communications and mobile messaging. It would be beneficial to leverage applications people are already using to communicate, such as WhatsApp.
- A meeting attendee commented there needs to be a concise plan to reach the youth, especially 0-5. More work conducted in this area is encouraged. While the work being conducted by Mercury is appreciated concerns were expressed about redundancies and gaps if Mercury is only

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addressing 12 languages. Can Mercury publish a list of other languages being covered by ACBOs and Counties in each region, and create a written gap analysis and plan to address gaps?

- A meeting attendee from San Bernardino shared, there are some discrepancies on how many local complete count committees are active in her area. There is a need here to connect with media efforts and fill gaps.

## 7. US Census Bureau Update

Chair Padilla reconvened the Committee from the lunch break at 1:20. He indicated a change in agenda, with the presentation on the Statewide Outreach and Rapid Deployment (SwORD) tool moved to follow the USCB and Outreach Updates. He introduced Michael T. Thieme Assistant Director, Decennial Census Programs, Systems and Contracts, USCB.

Michael Thieme provided an overview on cyber security. He first highlighted the evolving nature of cyber security, noting that myriad agencies and companies combat new threats to data breaches and massive data losses daily. The decennial census, in combination with the 2020 elections occurring in the same year, increases the likeliness of attacks on data. It is of critical importance to defend against and combat such threats coming from any direction.

There are external and internal threats to cybersecurity. *External threats* are those that are beyond the US Census Bureau's control. For example, compromised external access, compromised respondent devices, and impersonation of the USCB. *Internal threats* are those within USCB control. These may include disruptions to the internet self-response web site, data breaches, and compromised employee devices. The ultimate goal of the USCB when conducting the census is that all census form data is collected by the USCB, and none leaves the UCSB.

Internal threat mitigation strategies primarily rely on monitoring and directly responding to cyber threats. They include such measures as monitoring for traffic spikes and unusual activity in systems/applications, monitoring for unauthorized access, proactive identification of malicious traffic and robots, encryption of data in-transit and at-rest, security management, monitoring, and analytics, and system/application penetration testing.

External threat mitigation strategies rely heavily on partners' response. Strategies may include encryption of data in-transit for website communications, proactive monitoring of site performance and activity, proactive monitoring for



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unauthorized or unusual connection attempts, industry and interagency coordination and information sharing, data flow analysis, and proactive public outreach and awareness campaign.

The UCSB attempts to provide enough information to the public on cyber security measures to ensure a sense of safety, without providing too much information to bad actors whose aim is to compromise data security. Mr. Thieme provided the analogy of data storage at the Bureau being akin to that of a bank's floor plan. They intentionally manage the flow of data (hallways), contain data in appropriate areas given the level of security required for said data (doors and walls), sustain and isolate data in certain areas to handle interactions (lines, tellers, guards), and secure valuable data behind closed doors (vaults, safes).

Every time someone touches the data system, a log is generated. All computers undergo regular updates for patches and security measures. The cyber security team, working with federal and industry partners, is constantly monitoring for, and ready to respond to, new threats. Risk and vulnerability assessments are constantly conducted; tabletops, penetration testing and phishing exercises conducted; cybersecurity communication and training, and threat intelligence briefings are provided. Trusted messengers will play a key part in the public communications aspect of this effort, to share factual news about real or contrived data breaches.

When completing the Census internet self-response form: in order to know if a connection to the internet is secure, people should look for the "s" in <https://> (in the URL). This ensures that you are using a secure connection. People should only provide census data on a URL that ends in .gov, and be aware of suspicious copycat website using alternative extension. Most all internet browsers will support the internet self-response form, and internet self-response works securely on both iPhone and Android phones. If a user is overseas and they are using a non-U.S. Internet provider, they will be blocked. A person working to complete the form can be idle for up to 15 minutes before the session times out. If the session times out, no data will be stored and input will start over from the beginning. There is a confirmation number that respondents will be given once their information is submitted.

Internet access at public libraries will be crucial for the success of online census form completion. There is a strong partnership between the U.S. Census Bureau and the American Library Association (ALA). Cybersecurity is an everyday best practice for libraries. Some people regularly complete their taxes at libraries, and data security is top priority. ALA is anticipating providing extra security

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during the Census. 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 libraries), Census Counts is preparing a Get Out The Count toolkit that will also include guidance about cybersecurity.

2020 Census 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. 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. M-QACs will 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. Funding for M-QACs is still pending.

Jeff C. Enos, Deputy Regional Director, Los Angeles Region, provided Los Angeles Regional Census Center updates related to address canvassing. Address canvassing began in August as an effort to update the USCB address lists to respond to census mailings. An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.

In-office address canvassing methods utilize satellite imagery to compare housing units that existed in 2009 baseline images to what exists in current imagery, to identify change on the ground. Current imagery is also assessed for signs of stability or future change. In-office assessments include processing of addresses from the US Postal Service and Local Update of Census Addresses (LUCA) data bases. In-office assessments further help to determine which census blocks need to be included during in-field address canvassing. For the 2020 Census, in-office address canvassing is complete.

In-field address canvassing, currently in progress, involves census canvassers visiting 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. In California, there are many "hidden housing units" such as converted garages or tool sheds, that are

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in need on being identifies. The USCB has created supplemental training for canvassers on this topic.

In-field address canvassing is conducted from August 4th to October 18<sup>th</sup>. Efforts are around 45% complete. Nearly 3,000 address canvassers and field supervisors have been deployed throughout California to asses approximately 3.5 million housing units. Canvassers will attempt to knock on every door in the neighborhood they are canvassing. Census canvassers will always have an official government badge with photo ID, an official bag, and an official laptop with the 2020 Census logo to assist them in being recognized by residents.

An in-field address canvassing map is available online at: <https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=1a0004d1745547888c8fd2f4d929d42f>.

The USCB had made efforts to update law enforcement about ongoing in-field canvassing activities. 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. Videos have also been shown at the start of all police shifts. More videos can be found on YouTube. Furthermore, there are phone numbers one can call to confirm the legitimacy of a census field employee.

There are also ongoing census surveys conducted by the USCB, and 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 surveys include the American Community Survey, Current Population Survey, and the National Health Interview Survey.

In January 2020, the Census will begin remote enumeration in Alaska. They will move to group quarters enumeration in February. March begins the internet self-response period. Non-response follow-up will initiate in May 2020. Approximately 95% of households will receive their census invitation via mail. Almost 5% will receive their census invitation once it is dropped off by a census worker. Less than 1% will be counted in person by a census taker, instead of being invited to respond on their own. It is possible to view the type of enumeration (TEA) by region online at <https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340>.

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Mr. Enos closed his presentation by encouraging Committee members and all present to spread the word about available census jobs. Recruiting is happening now through March 2020.

Member Questions and Discussion:

- Chair Padilla asked for clarification as to who can apply for USCB census jobs?
  - At this time only US citizens can apply for census positions.
- Tom Saenz commented that he is less concerned about a census data hack than a data breach of a financial institution such as Capital One or Equifax. Should this happen, would the Bureau be able to respond?
  - Yes, the Bureau has multiple contingency and crisis management plans, and pre-built communications plans that could be rolled out immediately in a case such as this.
- Tom Saenz inquired about the potential for a website crash should upwards of 1 million individuals be completing their census form online simultaneously.
  - Mr. Thieme explained that after five years of conducting statistical modelling for this scenario, the highest amount of persons completing their census form simultaneously is approximately 120,000. The system is built to handle 600,000 simultaneous form completions without crashing. If the system reaches 75% of that capacity, other measures to prevent crashing and provide for up to 1,000,000 simultaneous completions will be employed. The Bureau has also designed the mailing roll out so people do not receive the form in the mail at same day to spread out responses.
- Tom Saenz shared a previous occurrence that a hired, legitimate canvasser was using their private vehicle to conduct work. This vehicle was covered with political bumper stickers, no longer making it a neutral method of transport. Is there anything in place to prevent something similar from occurring for census?
  - There is a provision in the training/job description that makes showcasing political materials, whether on your person, vehicle, or otherwise, a violation.
- Tom Wong commented that via a Freedom of Information Act request, he gathered some interesting documents. One document from 2000, issued as guidance from an INS commissioner to field staff, stated that INS shall conduct activities to support and encourage full participation in the Census. He asked if there have been conversations between USCB and the Department of Homeland Security (DHS) to issue similar guidance for

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2020. If not, he would encourage the Committee to issue a letter to Secretary Ross requesting DHS issue such guidance.

- Mr. Thieme responded there are discussions at the Census Bureau level happening in this regard.
- Chair Padilla followed up with a statement indicating this question and concern has been raised previously, and the Committee awaits response.
- Chris Wilson pointed out there is lingering confusion among residents as recently informational cards about census were issued, but many people mistakenly took those cards for census forms. What is the Bureau doing to ensure people know that this address canvassing exercise is not the census, and they should still participate next year?
  - Mr. Enos responded that the canvassing program is robust, involving over 200 partnership specialists communicating in approximately 20 languages in California. They receive talking points and will inform residents of the distinction. However, the point is taken and will be considered further.
- Jesus Martinez requested additional clarification on the requirement to be a US citizen in order to work for the census. He recently received information that there is not a ban on applicants, and the Bureau will use flexibility to hire necessary workforce. In some specific communities, it may be necessary to hire non-citizens because they are trusted messengers.
  - Mr. Thieme explained there is very specific appropriations language that allows for hiring of non-citizens. However, navigating this system can be extremely cumbersome and time consuming.
  - Amy Fairweather suggested that the distrust of the federal government is at such a level, that only at the community level may we overcome these fears. It may be possible to train individuals who are grantees under the California Fund and assist them in applying for census jobs with the USCB.
- Chair Padilla asked several other questions related to completing the form: will completion of the census form on an Xbox or Playstation be supported? If one or two questions on the form are left blank will this prompt the NRFU? If someone participates by phone, is it permissible for them to skip a question.
  - Mr. Thieme confirmed that yes, forms can be completed via gaming devices connected to the internet. Regarding skipping questions, there are sufficiency protocols but omission of one or two questions will likely not trigger NRFU. A person taking down the census data via phone will not argue with the individual providing the data if they elect to skip a question.

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- Chair Padilla asked, hypothetically, if two persons submit data for the same address and the data is duplicative, how will that data be addressed?
  - Mr. Thieme explained that there is a primary selection algorithm that selects and keeps the data the computer believes is correct for that particular address. This is a scientific method for dealing with data duplication, but it is not always correct. It is an issue that the Bureau has been dealing with for centuries. To expand on that hypothetical, if a garage was converted in to a dwelling unit but there is no separation in physical address, the person completing the form for the dwelling unit could add a descriptive identifier such as “garage unit.”
- Regina Brown-Wilson asked, what is the clear message from the Bureau to residents in non-traditional living arrangements?
  - The message is to count everyone in the household, whether you are related to them or not.
- Amy Fairweather expressed her concerns about master tenants being fearful of completing the form if they have persons residing in their dwelling illegally. If you were a resident and knew the master tenant threw away the census form, what is the best course of action?
  - Mr. Thieme stated to complete a census form and respond for the household to ensure everyone is counted.
- Lisa Hershey agreed with the sentiments to ensure everyone is counted, further stating that with so many people experiencing housing insecurities, the messaging will be much more pertinent the closer it is to Census day.

Chair Padilla next opened the floor for public comment.

Public Comment:

- A meeting attendee asked, how are you training your canvassers and enumerators to engage with individuals who do not wish to participate? How are you making sure people feel safe with the folks knocking on their doors?
  - Mr. Enos responded that for address canvassing, there is no push to participate. Data can simply be collected via observation. For actual enumeration, the training is extensive and includes methods for overcoming objections. If a request is denied two or three times, a supervisor could be deployed and data processed using administrative records. Neighbors may also be consulted to confirm the number of residents living in a housing unit. On safety, every census employee is sworn to secrecy via Title 13.

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- A meeting attendee asked, if address canvassers find a back unit of a home, will they send two census forms to the same address?
  - Mr. Thieme stated this is possible, and a unit number or descriptor could be added to the mail.
- A meeting attendee asked, how do persons who live in ghost ship properties, such as residing overnight on a commercial site, get counted? Another example is an establishment that be a school day care during operating hours, but a residence at night.
  - Mr. Them noted that anyone can fill out a census form, and can indicate their current place of residence via a physical address or approximate description. As part of follow up, census workers may go to these locations to conduct verification.
- A meeting attendee asked, is it a requirement to identify oneself as a male or female on the census form?
  - Mr. Them responded that no, it is not a requirement.
  - Ditas Katague, Director of California Complete Count, added that the optional responses for gender identification may be revised on future census forms.
- A meeting attendee asked, if the head of household is a US citizen, and other individuals residing in that property are not citizens, how will they be counted?
  - Mr. Them explained that all persons residing in that household should be counted. The citizenship question will not be on the census form. The census counts residents, not citizens. This data will not be shared for any other purpose.
- A meeting attendee asked, should we be discouraging students who live in dormitories from filling out census forms?
  - Mr. Them responded that group quarters enumeration is conducted before census forms are available. Generally, dorm residents will be counted through group quarters enumeration.
  - Ms. Katague added that the method for counting students is a choice of the educational institution. It can be done via the dormitory's Resident Advisor, or individually through the establishment.

## 8. Outreach Update

Emilio Vaca, Deputy Director of Outreach, California Complete Count Committee, began by thanking the Committee for hosting this meeting in Los Angeles and acknowledging the LA-based staff present. He introduced Jeremy Payne, Program Manager, Equality California Institute, as a contracted

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statewide CBO to provide updates on best practices in working with the LGBTQ population.

With 800,000 members, Equality California is the nation's largest statewide LGBTQ civil rights organization and California's only LGBTQ civil rights organization working at the local, state and national levels. In regards to census outreach, Equality California has initiated a presence at Pride Events since June 2019. They are encouraging open dialogue and creating positive, casual conversations about census, informing residents about the importance of being counted and letting them know they can self-identify on the form. In June, they also launched their comprehensive and culturally competent digital communications campaign targeting LGBTQ individuals with membership in other HTC demographic populations (utilizes the hashtag #willbecounted). They will develop a branded FAQ sheet, create email and text message lists, and produce a newsletter with census updates. Beginning in January 2020, they will begin census engagement via text and phone banking. Additionally, they will continue to collect pledge postcards to generate mailing lists. Equality California has subcontracted with other LGBTQ organizations throughout the state to work with localized subsets of the population on a day-to-day basis, and continues with coalition building efforts.

Mr. Vaca next introduced Dr. Karthick Ramakrishnan, Director of the Inland Empire Complete Count Committee (IE CCC), and professor at University of California Riverside, to provide updates. Dr. Ramakrishnan thanked the Committee for the opportunity to speak about efforts underway in the Inland Empire. The IE CCC is a collaboration between the County of Riverside, County of San Bernardino, UC Riverside, and The Community Foundation.

In the Inland Empire, 1.13 million live in Census Tracts with high HTC scores spread over a large geographic region. It requires a great deal of effort to reach HTC census tracts in these remote areas. In order to innovate and achieve a complete count for this region, there must be a high level of collaboration and organizing to share information across sectors, avoid duplication, and generate awareness of gaps. Efforts must be made to ensure resources are allocated efficiently and equitably. Ethnic media will play an important role in this community, as will door-to-door outreach. Funding will cover door-to-door outreach in areas where 25% or more of the census tract is HTC.

The IE CCC is finding that through the process of census outreach, many organizations that have never been involved in civic engagement are now engaged. This region is becoming more sophisticated and collaborative over time. Efforts to organize began in 2018 following submission of a strong Request



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for Information (RFI) to the state. The IE CCC took the RFI, customized it, and built a strong sense of regional identity that helped to engage the two counties and other parties. Now the IE CCC maintains numerous sub-committees that are organized by functional specialty and HTC communities. Cities can also form their own CCCs and interact with the IE CCC and sub-committees. More information is available on CensusIE.org and IECounts.org.

Mr. Vaca provided an overview of the 16 IPWs conducted to date, the most recent one held last week in Los Angeles. Remaining IPWs are being scheduled for the fall months. In the interest of time, he suggested reviewing the draft meeting minutes from the June 4<sup>th</sup> Committee meeting for details on the objectives and goals of the IPWs. The April 2019 Legislative Report also provides information on IPWs and outreach work. The format for the IPWs has been revised several times since the first meeting in order to best meet the needs of the project partners and ensure the correct information is both shared and received. Afternoon sessions at IPWs will now include a review of HTC census tracts and discussion on where/what coverage exists, and what gaps in coverage remain.

Mr. Vaca next provided a review on the purpose of contracted partners' Strategic Plans. 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. All except three Strategic Plans have been approved. The three still under review include Humboldt, Del Norte, and Trinity. He commented that staff have learned a great deal about the review and processing of strategic plans, and the subsequent issuing of payments. It is necessary to maintain frequent communications with project partners, and CCC will share information more regularly and deliberately moving forward.

#### Member Questions and Discussion:

- Chair Padilla asked Mr. Vaca to describe any key themes or global take-aways his team has observed from reviewing so many Strategic Plans, and suggest ways in which ideas and best practices described in the Strategic Plans can be shared globally across regions.
  - Mr. Vaca shared one key lesson that there are many partners onboarding in to the effort at varying times, and so communications and information sharing must be intentional and thorough. This engagement should not just be limited to ACBOs and

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counties, but inclusive of educational partners, healthcare partners, and others.

- Chair Padilla asked how non-contracted partner efforts are considered to augment and support CBO Strategic Plans.
  - Mr. Vaca responded that a new position in their office, the Deputy Director of Communication, has opened and CCC is working to fill it. The Census Office continues to work collaboratively with both internal and external partners, while respecting that many agencies and organizations have been working in these communities much longer than the Census team. He offered to provide the Committee a background on touchpoints the Census Office has provided local partners. Chair Padilla requested he do so in writing.
- Jesus Martinez asked if any information gathered at the IPWs and other various census-related meetings can inform the Implementation Plans ACBOs and counties will be submitting. How can the CCC and RPMs ensure that Implementation Plans are useful for partners?
  - Mr. Vaca shared the biggest need across all regions is increased, intentional coordination among ACBOs, CBOs, sub-contractors, counties, and non-contracted partners. Implementation Plans should include plans for improved coordination. Furthermore, the Census Office should continue efforts to follow up on outputs from IPWs and assist contracted partners in completing their Implementation Plans. The State should also continue to consider what it can do to facilitate having non-contracted partners at the table with contracted partners.

Chair Padilla transitioned the gavel to Tom Saenz at 3:50 pm as he had another obligation.

- Regina Brown-Wilson commented she is impressed with the Inland Empire CCC efforts. She next expressed her desire to volunteer time to work with staff in advance of the next Committee meeting to ensure efforts are on track to outreach to African American communities.
- Chris Wilson similarly volunteered to assist in overcoming the gap to reach the African American population. He further requested that the next Committee meeting include a gap analysis report, and discussion on how best to fill gaps before time becomes critical in January 2020. He shared his experience in a meeting with San Diego Association of Governments (SANDAG), who indicated they are conducting outreach for census tracts with HTC index of 37. This caused him deep concern. For example, an HTC index of 17 could result in 500 persons not receiving census information. Mr. Wilson, while appreciative of the work being conducted by the

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Census Office, would like to see more coordination between the Office and at the regional ACBO level.

- Mr. Vaca responded in agreement with the need for gap analysis and the associated sense of urgency.
- Tom Wong stated that in terms of outreach, a recurring theme is the difficulty in shifting from a census-tract to an individual level. How well are organizations within regions sharing data? If organizations are hesitant to share data, how can the shift be made to the level of the individual?
  - Mr. Vaca replied that some of that data sharing is conducted via SwORD and Political Data, Inc. (PDI). The statewide PDI account creates opportunities for all partners to leverage a cohesive single platform for canvassing data. Jim Miller can provide additional information in this regard.
  - Dr. Ramakrishnan responded that in the IE, trust among partners provides the ability to share data. They are developing a local mapping tool only accessible by project partners that will track real-time outreach efforts, called a Community Asset Map, as well as continuing to develop protections for data sharing.
  - Chris Wilson stated that part of data sharing involves power and influence, and the request to upload massive amounts of data in to a cloud-based data sharing tools is an enormous one, even with safeguards in place.

#### Public Comment:

- Zeke Hernandez, City of Santa Ana, thanked Mr. Vaca for being so welcoming throughout this long process. He shared he has been engaged in census work since February, and his group is not a contracted partner, though they see the need to engage in census efforts on behalf of their community. They have invited local Latino elected officials, city council representatives, K-12 and college representatives to come together to work cooperatively within our community frameworks. September 15th is the launch of Spanish Heritage month, and will be used to educate and motivate for Census.
- A resident of Santa Barbara County commented, she uses the US Census Bureau data as benchmark data for many things. The Santa Barbara City Council is voting to opt-out of receiving funding. As such, she would like to offer her services to assist in any way needed.
- A California Foundation for Independent Living Centers representative shared her concerns about the digital survey and lack of broadband access to many communities. She suggested including affordable broadband services through census outreach efforts. Having low cost

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broadband provides access to jobs, information, and the ability to collect census information. California Foundation for Independent Living Centers has outreach materials that can be shared.

- Kristen Merkle, Community Connect Labs shared her organization is focused on reaching people via mobile messaging across the nation. Their help desk has been developed specifically to have language detection. It can receive questions and provide responses back in language. It is SMS capable, so individuals can text in their questions. There is also an option to install a chat box with integration on a smart phone. This help desk is available 24 hours a day with the goal of being able to address easy to answer questions. It does cost standard messaging and data rates to the user, though most plans now come with unlimited text.
- A member of the public attended to advocate for Spanish-speaking media. They have created a blue card with census information for use in Region 6. This template can be shared with other regions.

## **9. SwORD Demonstration**

Due to time constraints, Ditas Katague, Director, California Complete Count Census 2020, was asked to provide a very truncated overview on SwORD. The full presentation to be given by Jim Miller, Data and Mapping Manager, California Complete Count Census 2020, will be provided at the next Committee meeting.

Ms. Katague explained that SwORD is an interactive mapping tool for use by project partners. Partners can use this tool to obtain information on outreach efforts occurring in their regions at the census tract level. Data input by partners is kept private and reflected in aggregate form. SwORD is intended to be as easy to use as Google maps. The value SwORD provides is that it allows the Census Office and partners to see real-time where dollars are spent, current coverage of HTC census-tracts, remaining gaps, and where efforts should focus next. Partners can share and collaborate with others to combine resources and prevent overlap. Relevant data is curated and in one place, which means less time spent searching and manipulating data and more time spent on higher value planning tasks. Once the where/ who/ how is identified, partners can develop best methods for outreach, whether that is canvassing or another form of information sharing. This is all in support of achieving a complete and accurate count.

Tom Saenz asked for Committee member discussion. There was none.

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**10. Opportunity for Public Comment**

The floor was opened for public comment on items not appearing on the agenda. There was none.

Three written public comment submissions pertaining to this meeting were received. They are compiled in the attached appendix.

**11. Adjourn**

Tom Saenz thanked the Committee for their participation. He indicated the following agenda items were tabled until the next meeting: SwORD Demonstration, Committee Members Report on Quarter Goals, and approval of 06/04/2019 Meeting Minutes.

**The meeting adjourned at 4:23 pm.**

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**APPENDIX A: Written Public Comment Submissions**

The following written comment letters were submitted via email to info@census.ca.gov during the meeting. They are provided below in alphabetical order by the commenter's last name.

**Comment Letter #1**

To Whom It May Concern:

Several questions and concerns about gaps:

1. Are the strategic plans of the CCCC partners from the ACBOs and CBOs open to the public? Communication previously by these partners are they are not keeping minutes and are conducting their work as staff meetings rather than public meetings.
2. Alameda County outreach to the teachers and children is well received. There is a gap throughout the state reaching children and faith-based organization (CCC Committees that existed in 2010). Is the State open to strategic plans that will bridge these gaps especially in the HTC areas particularly the 13 Counties within the African American Community one of the major HTC areas?
3. What is the best path the submit gap plans to the CCCC by the public?

Daphne M. Harris  
CA BRE 01890521

**Comment Letter #2**

I am Livestreaming the California Complete Count Committee meeting at the Ronal Reagan state building.

I have a few questions for the Committee.

The 2020 Census has identified people with disabilities as among the hard-to-count populations. I am not hearing from presenters how outreach and research is being conducted to ensure people with disabilities are included in the census or whether the census is even accessible in various formats and a plan to make it accessible. Please ask the presenters to speak to this issue.

Best Regards,

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Marielle Kriesel  
Systems Change Advocate  
Disability Community Resource Center

**Comment Letter #3**

Re: CCCC September 4, 2019 Meeting / Item #5 Census Outreach and Public Relations (Media) Contract

Dear California Complete Count Committee,

I serve on the Tulare County Complete Count Committee. At our last CCC meeting, committee members expressed concern that an appropriate amount of the State's \$47.5 million Media Contract be earmarked for media coverage in the Central Valley.

I would like to request that the State CCC consider allocating media funding based on the proportion of the Hard-to-Count (HTC) population in each region.

The San Joaquin Valley, represented by Regions 4 and 6, comprises 15.26% of the HTC population in California (Region 6 comprises 10.38% of the HTC population in California; Region 4 comprises 4.88%). These percentages are listed in the ACBO Regional Funding Allocations table (see attached).

I would like to request that the State CCC allocate at least 15.26% of the \$47.5 million (\$7.25 million) to Regions 4 and 6 based on the proportion of the Hard-to-Count population that resides in the San Joaquin Valley.

Thank you for your consideration,

Barbara Pilegard  
Tulare County Association of Governments / Tulare County Complete Count Committee

Attachment to Comment Letter

ACBO Regional Funding Allocations*				
Region 1 County	Region 2 County	Region 3 County	Region 4 County	Region 5 County
Butte Colusa El Dorado Glenn Lassen Modoc Nevada Placer Plumas Sacramento Shasta Sierra Siskiyou Sutter Tehama Yolo Yuba	Del Norte Humboldt Lake Mendocino Napa Sonoma Trinity	Alameda Contra Costa Marin San Francisco San Mateo Santa Clara Solano	Alpine Amador Calaveras Madera Mariposa Merced Mono San Joaquin Stanislaus Tuolumne	Monterey San Benito San Luis Obispo Santa Barbara Santa Cruz Ventura
Total HTC%: 5.65%	Total HTC%: 1.16%	Total HTC%: 12.26%	Total HTC%: 4.88%	Total HTC%: 4.86%
Funding Amt: \$ 1,296,675	Funding Amt: \$ 266,220	Funding Amt: \$ 2,813,670	Funding Amt: \$ 1,119,960	Funding Amt: \$ 1,115,370
Region 6 County	Region 7 County	Region 8 County	Region 9 County	Region 10 County
Fresno Inyo Kern Kings Tulare	Riverside San Bernardino	Los Angeles	Orange	Imperial San Diego
Total HTC%: 10.38%	Total HTC%: 10.57%	Total HTC%: 36.87%	Total HTC%: 6.11%	Total HTC%: 7.26%
Funding Amt: \$ 2,382,210	Funding Amt: \$ 2,425,815	Funding Amt: \$ 8,461,665	Funding Amt: \$ 1,402,245	Funding Amt: \$ 1,666,170

\*This includes \$22.95 million in awards for Regional ACBOs. The Regional ACBO RFP was released on Dec. 14, 2018 and the deadline to submit proposals is Feb. 15, 2019. The State plans to augment this amount with an additional \$10 million from the proposed 2019 Governor's Budget to bolster on-the-ground Non-Response Follow Up work. Any additional changes to the funding may be indicated at a later date.



