

**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. 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 four internal Working Groups to conduct inquiry and develop focused recommendations on census outreach. The original working groups were Access and Outreach, Trust and Confidentiality, Housing, and Content and Citizenship. In December 2018, the Committee voted to merge the Trust and Confidentiality and Content and Citizenship working groups, and in June 2019, voted to maintain the name Trust and Confidentiality for the merged working group.

As of September 2019, the 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 Committee's *Initial Report to the Governor*, submitted on October 2, 2018, and 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 October 2, 2018 *Initial Report to the Governor*, included detailed discussion of initial issues of concern 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 summarizing 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.

## II. CHANGES TO THE COMMITTEE MEMBERSHIP

### Resignations

The following Committee members resigned 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

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

### III. 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 those in 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, 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 Committee activities follows.

#### 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<sup>1</sup>. Committee members participated in their local events, as their schedules allowed.

The table below outlines Committee member workshop participation:

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

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<sup>1</sup> <https://census.ca.gov/events/>

<b>Member</b>	<b>Workshop City</b>	<b>Special Role</b>
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 period, Committee members continued to support census outreach, engagement and activation efforts in their region or sphere of influence. They continued to spread the word about census jobs in order to help the Census Bureau recruit enumerators and other employees who are culturally and linguistically competent.

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 completed or planned activities that Committee members reported:

- Chair Padilla, Secretary of State, continues to discuss the 2020 Census in all venues and events he attends. As a result of recently passed legislation, AB 1563, he is also working to develop a Census Bill of Rights. The Census Bill of Rights will affirm the rights of all Californians to participate in the census free of intimidation or threat; verify the identity of a census worker; report with confidentiality on census forms; respond to the census

electronically, on paper or by telephone; and request language assistance. It must be established no later than February 1, 2020.

- 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 and Latinx who are visually impaired. 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 promote the use of the social media tag *#disabilitycounts2020*. Ms. Banh has presented on the importance of the 2020 Census to the Statewide Disability Accessibility Committee and plans to present to the directors of California's 21 Regional Centers serving people with developmental disabilities. Ms. Banh conducts census educator and outreach via the Sacramento Complete Count Committee, the National Disability Rights Network (NDRN), and Census Policy Action Network (CPAN).
- Miguel Bustos plans to coordinate with the Census Bureau and Census Office on the possibility of securing enumeration positions for unhoused individuals in the San Francisco area.
- 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.
- Amy Fairweather conducts outreach to low income housing and unhoused populations, as well as the veteran community. As trusted persons for the homeless community are very localized, she is still considering how best to coordinate extremely localized outreach efforts with statewide campaigns to reach the homeless population. In addition, she is assisting the Census Office in preparation of the *Census Veteran Toolkit* which will be shared on the Partner Portal and used for veteran outreach. The toolkit includes outreach practices and information intended to encourage veterans and their families to engage in the census count.
- 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 Local CCCs on how to increase cultural competence on LGBTQ+ issues.

- Alma Hernandez produced a social media tool kit and training manual to ensure the members at her organization, Service Employees International Union (SEIU), are prepared to be counted come Census Day. The union has developed template emails and letters that will be mailed to members in January. SEIU is working with its locals to plan canvassing efforts and continues to encourage recruitment for enumerators.
- Lisa Hershey's organization, Housing California, serves as the housing and homelessness leader on 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. For example, during Third Quarter: "Engage and Activate," Ms. Hershey helped connect and coordinate collaboration among a Sacramento Complete Count Committee representative, the local (homelessness) Continuum of Care leadership, and a key affordable housing developer. This partnership creates the conditions for comprehensive planning, outreach and engagement among Sacramentans experiencing homelessness, housing instability and/or living in unconventional housing settings. During the Fourth Quarter "Deeper Dive," Ms. Hershey and her team collaborated with the Legislature and the Census Office to identify an organization that would fill the statewide homelessness technical assistance, outreach and communication gap. Based on this work, the Census Office is partnering with Homebase, a non-profit dedicated to building community capacity to prevent and end homelessness. Housing California is also exploring with the Census Office and its partners how to educate and activate its broader affordable housing, homelessness and intersectoral networks to educate and activate within its sphere of influence during the first quarter of 2020.
- John Joanino's organization, Advancement Project California, helps support the Los Angeles Regional Census Table, convenes partners in the diverse CPAN, and advocates for 2020 Census outreach funding.
- Marian Kaanan will check in with other California community foundations serving as ACBOs. She plans to host a meeting with Alameda County and County Office of Education officials, and the Chair of the Complete Count Census Committee for her community. Last, she plans to disseminate social media messages to local nonprofits to utilize on their platforms.
- 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. He is now focused on promoting regional coordination and collaboration, such as developing outreach campaigns to encourage immigrants to participate in the census, and hosting regional meetings.

- Gerald McIntyre is reaching out to legal and senior service providers to spread the word about the census.
- Keisha Nzewi is the Public Policy Director at the California Child Care Resource Referral Network (Network). The Network has at least one office in every county and strong and consistent relationships with both licensed and unlicensed home-based childcare providers. The partners in this 40-year-old Network are using their relationships to spread the word about the census.
- Thomas Saenz said the Mexican American Legal Defense and Educational Fund (MALDEF) is working 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.
- Lee Salter is providing support to north state rural counties, sharing the Shasta County census 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.
- Susan Shain, former Chief Executive Officer for the Coro Northern California and Co-Lead of Swing Left San Francisco, is also an advisor for HealthRIGHT 360 in San Francisco and will coordinate with Committee Member Bustos on his activities. She continues to share information about the 2020 Census through various Bay Area activist organizations, with a particular focus on engaging with underrepresented groups.
- Robert Smith, Chairman of the Pala Band of Mission Indians, is leading the Pala Complete Count Committee and continues to encourage Tribes throughout the state to form their own CCCs to conduct census education and outreach in their communities. As the Chair of the

Southern California Tribal Chairmen's Association and board member for many other Tribal organizations, he includes census discussions at scheduled events, ensuring that Tribal representatives are connected with community-based organizations in their regions and are aware of census funding opportunities.

- 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. She continues to train journalists in census outreach and encourages them to incorporate the 2020 Census into as many stories as possible. She hopes to conduct a direct push on census advertising via California Black Media outlets in early 2020 if resources can be secured.
- Chris Wilson's organization, 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 percent 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.
- Tom Wong worked with State officials and interested stakeholders to develop a methodology for estimating the size and the characteristics of the Middle Eastern and North African (MENA) population using census microdata. The MENA community represents an often overlooked HTC demographic. This new methodology will help interested parties focus outreach to Muslim, Arab and South Asian (MASA) communities to ensure that they are counted in the 2020 Census.

## 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.

The Committee received the following informational 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
- *State Census Office Outreach Update* – Emilio Vaca, Deputy Director of Outreach; Yumi Sera, Deputy Director of Statewide Initiatives; Jeremy Payne, Program Manager, Equality California Institute; Karthick Ramakrishnan, Inland Empire Complete Count Committee
- *SwORD Demonstration* – 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 outputs from presentations provided, Committee and public comments include:

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

- 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.
- Local agencies need to understand State agency (such as Department of Motor Vehicles and the State Women, Infants and Children (WIC) Program) outreach plans in order to solidify local plans.
- Stakeholders and members of the public need access to information from the Census Office and local contractors, including updates on State outreach and outcomes of regional ACBO/CBO census meetings. In addition, it is important for local contractor budgets and expenditures to be transparent and accessible to stakeholders.
- It is unclear how the census curriculum will 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:**

- Mercury Communications, LLC (Mercury) was introduced as the recently contracted statewide media and public relations partner.
- The three pillars of the media relations efforts are: media engagement (press, social media, earned media), media campaign (communication support and “air game”), and local capacity (local media engagement and community engagement).
- 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.
- Needs identified for Mercury and State communications included:
  - Coordination with local contractors to avoid duplication and fill gaps, and a clear plan on how Mercury will connect with local community partners on all campaign components;
  - Messaging to undocumented populations about ICE and the border wall, and pro-census advocacy with these groups 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/disinformation and potential data breaches;
  - Including American Sign Language (ASL) and captioning in marketing strategies;
  - Coordination among the State and other partners around production of in-language media/outreach materials. Mercury could publish a list of the various languages covered by ACBOs and counties, and produce a gap analysis and plan.
  - Emphasis on mobile communications and messaging, including leveraging popular applications such as WhatsApp, and the importance of SMS and chat box capability for mobile.
- The following populations warrant specific media/communications attention:
  - The state's large Latino population;
  - The unhoused;
  - 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:**

- Explanations on cyber security were provided, including a description of external and internal threats to data, and mitigation strategies to ensure the collection of census form data remains secure.
- Updates related to in-office and in-field address canvassing were provided.
- Needs identified included:
  - Dispelling public confusion around recently mailed Census Bureau address canvassing cards that some mistook for census forms.
  - Preventing a data breach of financial institutions 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 supportive messaging to those with illegal dwelling situations;
  - Outreach to people living at commercial sites; and
  - Messaging and outreach to reassure residents about enumerators.
- A Committee member raised the question of whether the Immigration and Naturalization Service (INS) and 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:**

- Equality California Institute, a contracted statewide CBO, provided updates on best practices in working with the LGBTQ population.
- The Inland Empire Complete Count Committee provided an overview on efforts underway in the Inland Empire. In the Inland Empire, 1.13 million live

in Census Tracts with high HTC scores spread over a large geographic region.

- Nearly all contracted partners' Strategic Plans have been approved. These 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. They further inform the Implementation Plans due in October 2019.
- 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, who need information 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 to:

- Receive an introduction to the Census Bill of Rights (AB 1563),
- Share individual Committee reports on and plans for outreach and community engagement activities,
- Receive informational updates about the Federal and State Census efforts, including State public relations and media and the SwORD Deployment portal,
- Provide questions and comments germane to the California Complete Count effort to key State and Census Bureau representatives, and
- 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:

- *Census Office Updates* – Sarah Soto-Taylor, Deputy Secretary for the Census, Government Operations Agency
- *SwORD Update* – Jim Miller, Data and GIS Mapping Manager

- *Outreach Updates from the Census Office* – Yumi Sera, Deputy Director, Statewide Initiatives, and Emilio Vaca, Deputy Director, Outreach
- *State Census Media Campaign Update* – Martha Dominguez, Deputy Director of External Affairs and Media Relations, and Carolyn Becker and Stacey Legay, Mercury Public Affairs, LLC
- *U.S. Census Bureau Update* – Luz Castillo, Assistant Regional Census Manager, Community Partnership and Engagement Program, Census Bureau
- *Census Bill of Rights (AB 1563) Updates and Timeline* – Lizette Mata, Deputy Secretary of State, Operations

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

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

- Upcoming major milestones for next quarter include the development and submission of Implementation Plans (IPs) by contracted partners; enhanced regular communications with contracted partners (e.g. special topic webinars, regular check-in calls between Regional Program Managers (RPMs) and contracted partners, etc.); and a focus of partner activities and resources on HTC census tracts.
- Some trends in outstanding needs by statewide partners were identified, such as increased language access and support for printing collateral materials. The State will look to see how partners' contracts can be supplemented in these areas, and will focus resources and activities on HTC census tracts over the next several months.
- The Census Office is actively looking to contract with statewide organizations that will serve to reach the homeless and veteran populations.
- Statewide partners have issued requests for guidance on establishing Questionnaire Assistance Centers and Kiosks (QACs and QAKs) in their communities.

#### **SwORD Updates:**

- SwORD helps partners plan effective outreach activities by indicating how HTC populations will be outreached to, where activities are planned, and who is conducting respective activities.
- The State will obtain a significant amount of outreach data to input into SwORD from contracted partners' IPs, and will update regularly as census activities take place.
- In March 2020, Census Bureau outreach data will be made available for inclusion in SwORD.

- Recently SwORD developed a SMS/text outreach reporting tool for partners.
- SwORD is available to contracted and government partners, and requires a login. Currently there are more than 500 accounts.

### **Census Outreach Updates:**

- The State is engaging in strategic partnerships with the K-12 sector and higher education institutions, and has developed the *Count Me In! Census 2020* school curriculum and a Higher Education Toolkit.
- RPMs have recently focused efforts on assisting contracted partners to complete and submit their IPs to the Census Office. Of the 74 statewide contracted partners, 62 partners have submitted their IPs, of which 49 have been approved and 13 are under review.
- Next steps for State Agency outreach include aligning communications materials and establishing consistent messaging across agencies.

### **Public Relations (Media) Updates:**

- The California 2020 Census communications and branding rollout includes: [californiacensus.org](http://californiacensus.org) website and Partner Portal, social media channels, creative development, digital media, paid media, and earned media.
- The Partner Portal is a password protected space within the website where partners can share and download or upload collateral materials and custom templates. There are over 400 active users of the Partner Portal. The Mercury team is currently reviewing dozens of collateral material items to upload and share via the Portal.
- Monitoring the dark web for the spread of mis/disinformation remains a top priority of Mercury and the Committee.
- Mercury is coordinating its various media engagement plans with those partners outlined in the various IPs.
- Upcoming activities include: regional micro-media outreach, capacity building for partners (such as technical assistance training, social media best practices training, etc.), a robust editorial calendar, and engagement of social influences (celebrities, community influencers, etc.).

### **Census Bureau Updates:**

- The Census Bureau is focusing on job recruitment for enumerator positions. It anticipates about 273,000 California applicants are required in order to complete hiring for our state, and is at 38 percent of its recruitment goal. The Census Bureau is looking for recruiting help in Chino, San Francisco, and Stockton, specifically.
- Thirty Census Bureau offices are now open in California, with 253 partnership staff members who speak a combined total of more than 25 languages.



- New 2020 Census outreach materials, such as downloadable posters, handouts, and toolkits, are available at [2020census.gov/partners](https://2020census.gov/partners).

## **IV. 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.

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

Legislation adopted during the 2019 session, AB 1563<sup>2</sup>, 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.

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<sup>2</sup> [http://leginfo.ca.gov/faces/billNavClient.xhtml?bill\\_id=201920200AB1563](http://leginfo.ca.gov/faces/billNavClient.xhtml?bill_id=201920200AB1563) and <https://californiacensus.org/census-bill-of-rights-and-responsibilities/>

# APPENDIX A: CALIFORNIA COMPLETE COUNT COMMITTEE MEMBERSHIP

Current positions for California Complete Count Committee members are listed below. For additional information on the establishment of this Committee, visit: <https://census.ca.gov/2018/04/16/governor-brown-creates-california-complete-count-committee/>.

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

- **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
- **Miguel Bustos**, Senior Director at the Center for Social Justice, GLIDE SF and Principal at Bustos and Associates
- **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
- **Francis Guzman**, Attorney at the National Center for Youth Law
- **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
- **Marian Kaanan**, President and Chief Executive Officer at the Stanislaus Community Foundation
- **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
- **Keisha Nzewi**, Public Policy Director at the California Child Care Resource and Referral Network
- **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

- **Susan Shain**, former Chief Executive Officer at the Coro Northern California and Co-Lead of Swing Left San Francisco
- **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

## 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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