



California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am - 4:00pm



Members Present:

Alex Padilla (Chair)

Secretary of State

Alma Hernandez

Service Employees International
Union California State Council

Amy Fairweather

Swords to Plowshares' Institute for
Veteran Policy

Francis Guzman

National Center for Youth Law

Gerald McIntyre

Justice in Aging

Jesus Martinez

Central Valley Immigrant Integration
Collaborative

Keisha Nzewi

California Child Care Resource and
Referral Network

Marian Kaanon

Stanislaus Community Foundation

Miguel Bustos

Center for Social Justice, GLIDE SF

Susan Shain

Swing Left San Francisco

Regina Brown Wilson

California Black Media

Tho Vinh Banh

Disability Rights California

Members Absent:

Christopher Wilson

Alliance San Diego

Carolyn Coleman

League of California Cities

Eloy Ortiz Oakley

California Community Colleges

Gita Amar

PMK BNC

Kathleen Domingo

Archdiocese of Los Angeles

Lee Salter



California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am - 4:00pm



McConnell Foundation

Lisa Hershey

Housing California

Nicholas Hatten

San Joaquin Pride Center

Robert Smith

Pala Band of Mission Indians

Tom Saenz

Mexican American Legal Defense
and Educational Fund (MALDEF)

Tom Wong

University of California, San Diego

**Government Operations Staff
Present:**

Sarah Soto-Taylor, Deputy Secretary
for Census

**California Complete Count Staff
Present:**

Diana Crofts-Pelayo

Emilio Vaca

Jim Miller

Laura Askins

Martha Dominguez

Yumi Sera

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

Luz M. Castillo

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

Meagan Wylie

Handouts and Presentations:

- December 3, 2019 Meeting Agenda
- December 3, 2019 Meeting PowerPoint Presentation
- September 4, 2019 Draft Meeting Agenda
- June 4, 2019 Draft Meeting Minutes
- Draft January 1, 2020 Interim Report to the Governor
- Various CaliforniaCensus.org printed collateral materials
- California Complete Count – Census 2020 Contract Partner Snapshots Packet of Information

1. Opening Procedures

Chair Alex Padilla called the California Complete Count Committee (Committee) meeting to order at 9:24 am. Attendees recited the Pledge of Allegiance.

Swearing in of New Committee Members

Chair Padilla swore in two new committee members, Keisha Nzewi, Public Policy Director at the California Child Care Resource and Referral Network, and Miguel Bustos, Senior Director at the Center for Social Justice, GLIDE SF and Principal at Bustos and Associates. Said individuals placed hand upon a copy of the U.S. Constitution and recited the following affirmation:

“I, _____, do solemnly swear (or affirm) that I will support and defend the Constitution of the United States and the Constitution of the State of California against all enemies, foreign and domestic; that I will bear true faith and allegiance to the Constitution of the United States and the Constitution of the State of California; that I take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties upon which I am about to enter.”

Opening Remarks

Chair Padilla thanked University Leadership at California State University, Fresno, for their hospitality and assistance with meeting preparations. He observed that the United States Census Bureau (USCB) is four months away from issuing its first census communications to households across the state of California, and underscored that California's level of participation in the 2020 Census will determine any redrawing of political district boundaries, the State's representation in Congress, and its share of federal funding received for the next decade. As Census 2020 approaches, the State is now moving in to its

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

“activate” stage to disseminate positive Census messaging to achieve a complete and accurate count.

Call to Order and Establishment of a Quorum

Chair Padilla officially called the meeting order. However, with 12 members present and 12 absent, a quorum was not achieved. Therefore, no official actions were taken at this meeting.

Approval of 06/04/2019 and 09/04/2019 Meeting Minutes

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

2. State Census Office Updates

Sarah Soto-Taylor, Deputy Secretary for the Census, Government Operations Agency, provided updates from the California Complete Count – Census 2020 (State Census Office). The USCB will begin its enumeration process in less than four months' time. The State's Census team is working to ensure the State is operationally ready to support enumeration efforts. Recent activities are described in the Quarterly Progress Report on the California Complete Count – Census 2020 website¹, submitted to the Legislature on October 31, 2019. Ms. Soto-Taylor called specific attention to Exhibits C and D of the Report for details on contract amounts for partners and payment structure, and Exhibit E which provides a snapshot of the State's regions, partners, funding allocation and population statistics.

Accomplishments since the last California Complete Count Census (CCCC) meeting were shared, including: the dedication of additional funding for Native American and Tribal Communities; securing a contract with a Native American media vendor, NUNA Consulting Group, LLC; numerous newly contracted outreach partners to connect with certain hard-to-count (HTC) populations; development of the *Count Me In* school curriculum and related training of more than 650 educators; additional investments in Title I and Title III schools; phasing in of a higher education outreach strategy; and increased media engagement.

¹ <https://census.ca.gov/reports/>

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

Regarding higher education outreach, the approach is to identify the institutions that serve HTC populations and conduct targeted outreach at these locations. For example, the State has invested over \$1 million in outreach to community colleges, and plans to form new partnerships with the University of California college systems.

Upcoming major milestones for next quarter includes the finalization of Implementation Plans (IPs) by contracted partners; enhanced regular communications with contacted 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.

The IPs will outline specific activities and actions to be conducted by on-the-ground outreach partners in their respective regions, and will serve to aid in the coordination of efforts among involved parties. IPs will be completed in part with information generated during the recent summertime Implementation Planning Workshops conducted across the State. Some trends in outstanding needs by statewide partners were identified, such as increased language access and a support for printing of 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.

Member Questions and Discussion:

- Chair Padilla recognized the significant amount of work completed by contracted partners that went in to first developing their Strategic Plans, and the effort now required to generate Implementation Plans. He was encouraged to hear that partners are requesting more frequent communications with State Census Office staff and RPMs, and asked for additional detail in this regard.
 - Ms. Soto-Taylor responded that RPMs are connecting with local partners more regularly, in some cases via weekly calls and more often through one-on-one email correspondences. Informational and instructional webinars are hosted as needed. The State Census Office also circulated its first census email newsletter to partners in mid-November. The census.ca.gov website is updated regularly and, while it is not currently a platform for communication, it is a site for information sharing.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

- Chair Padilla complimented the efforts to share materials and information digitally, and enquired about how partners' needs for print materials will be fulfilled.
 - Ms. Soto-Taylor shared the State is developing “welcome packets” of printed materials that will be distributed to all partners. However, the State is still conducting message testing which will result in modifications to written and visual materials. Printed collateral will be generated in bulk closer to Census Day 2020. In addition, partners will have the option to customize and/or co-brand template materials and print at their will.
- Member Tho Vinh Banh, Disability Rights California, expressed her approval of contracting with a number of new outreach partners. She asked if there are any remaining HTC communities that are not represented by an outreach organization, and if so, how will they be included.
 - Ms. Soto-Taylor explained the State's Census Office is in active discussions with several organizations exploring contracting opportunities to reach currently unrepresented HTC communities. This includes an organization that may engage in a statewide strategy focused on reaching the homeless population, and another to reach the statewide veteran community.
- Member Banh asked if there are considerations being made to ensure electronic outreach materials are accessible to persons with disabilities. She explained there can be issues translating PDF documents for accessibility, and suggested that the corresponding Word versions of materials also be collected.
 - Ms. Soto-Taylor shared that all materials will be reviewed for ADA compliance and accessibility. Word documents can be collected along with PDF documents to the extent possible.
- Member Jesus Martinez, Central Valley Immigrant Integration Collaborative, inquired if print materials produced with state funds by locally contracted partners can be shared statewide with all partners.
 - Ms. Soto-Taylor responded that materials being developed with census funding will be made sharable via the Partner Portal website. More on this topic will be explained during Agenda Item 5: Media Campaign Update.
- Member Regina Brown-Wilson, California Black Media, requested details on the amount of funding that has been distributed to contracted partners, and how the State Census Office plans to track deliverables and other associated expenditure of funds.
 - Ms. Soto-Taylor explained details on funding allocation can be found in Exhibits C and D of the Quarterly Report to the Legislature.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

Contracted partners are required to submit quarterly reports on activities conducted for financial accountability. Contractor invoices are paid upon completion of certain deliverables, such as submission of an approved Implementation Plan. Moreover, there are numerous subcontractor arrangements with primary partners across the state (e.g. an Administrative Community Based Organization (ACBO) may have the primary contract with the State, then subcontract to other Community Based Organizations (CBOs) in their region to conduct outreach to specific HTC communities). Subcontracting arrangements are all subject to their own payment arrangements and timeframes. No issues regarding subcontracting have been flagged yet, however the State is available to facilitate conversations as needed if dollars are not being released to smaller organizations in a timely fashion.

- Member Miguel Bustos, Center for Social Justice, GLIDE SF, commented that local communities' lack of trust in government offices remains a potential barrier to Census success. He encouraged all contracted partners, including media partners, to push positive messaging, suggesting that minority publications and outlets are important avenues for this messaging. He requested that staff encourage creativity in finding ways to positively message to growing minority communities, and he looks forward to supporting these efforts in any way he is needed.
- Member Alma Hernandez, Service Employees International Union California State Council, requested an update on Census Questionnaire Action Kiosks (QAKs) and Questionnaire Action Centers (QACs).
 - Ms. Soto-Taylor provided the State is requesting partners to identify best locations for QAKs/QACs in their local communities as part of their Implementation Plans. The IPs will then be reviewed to determine how many are needed in each region to reach HTC populations. The State Census Office is currently reviewing draft guidance on how to establish a QAK/QAC. Once approved, the guidance will be shared with all partners. It is expected within two weeks.
 - Ms. Hernandez emphasized that this guidance document is essential for partners to move forward.
- Member Banh asked if there will be a document or map listing the planned locations of all QAKs/QACs by region to aid partners in identifying best locations.
 - Ms. Soto-Taylor shared that there are some concerns related to publicizing all locations in the event unsupportive individuals or groups should choose to negatively target them.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

- Chair Padilla expressed his view that a directory of QAKs is an important resource for each county. While he appreciates the concerns, his belief is to share as much information as possible in support of the mission to achieve an accurate and complete count.
- Member Francis Guzman, National Center for Youth Law, asked if there are specific efforts to undermine the Census the Committee should be made aware of, for example websites spreading false information.
 - Ms. Soto-Taylor replied the issue of mis/dis information and the State's plan to combat the spread of inaccurate information will be addressed during Agenda Items 5: Media Campaign Update, and 10: Census Bill of Rights (AB 1563).

Public Comment:

- A public member from the Kern County Black Chamber of Commerce shared that his community is still struggling for inclusion in this effort, citing several examples of instances when the African American community in Kern County has recently been left out of Census-related outreach activities. This lack of inclusion equates to the undercount of this demographic in Kern County. In addition, there is a need for printed and collateral materials to effectively educate and motivate this community group to complete the census.
 - Chair Padilla thanked this gentleman for his comments, and requested present State Census Office staff connect him with the RPM for his region in order to rectify this situation.
- A public member from the Center for Independent Learning shared that his organization is working throughout the Central Valley in good collaboration with the counties, and expressed gratitude for the support being offered.
- A public member emphasized the importance of counting the youth population. Some school districts have already developed outreach materials and curriculum, in partnership with Women, Infants and Children (WIC) and other programs, and are willing to share all materials with the State Census Office staff.
- A public member from the Alameda County Complete Count Committee asked as to the status of the phone-based helpline, and in what languages phone support will be provided. She stated that Alameda County needs QAK guidance and is poised to establish QAKs as soon as guidance is received. Lastly, there is a homelessness crisis in Alameda

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

County and on-the-ground help is wanted in this area as soon as possible to reach this population.

3. SwORD Update (Carry Over from Previous Meeting)

Jim Miller, Data and GIS Mapping Manager, California Complete Count – Census 2020, provided an overview of the Statewide Outreach and Rapid Deployment System (SwORD) online mapping portal. He explained SwORD is a centralized location for visual data and analytics on Census outreach activities conducted statewide down to the census tract level. 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. A significant amount of outreach data will be obtained via contracted partners' IPs, and updated regularly as census activities take place. It will enable partners to identify gaps in coverage real-time and adjust outreach strategies when needed. In March 2020, USCB outreach data will be made available for inclusion in SwORD. The SwORD team is also available to load specific data into the mapping tool upon request (e.g. mapping locations of agencies for people with disabilities).

Recently the tool developed a SMS/Text outreach reporting tool for partners. Users text information about outreach activities to a specified number. The information is interpreted by Artificial Intelligence (AI) and automatically added to SwORD, with the option to add additional detail at a later time. In addition, the State is providing Political Data Inc. (PDI) linked to SwORD for use by contracted outreach partners in order to provide a simplified, centralized platform for canvassing and phone-banking data.

SwORD is available to contracted and government partners, and requires a login. Currently there are more than 500 accounts. Technical assistance is available to partners via an online ticketing system, email, telephone, in-person assistance during census events, and the online chat-bot.

California's interactive HTC map² is powered by SwORD, but is also publicly accessible. This map shows California census tracts and block groups shaded by their HTC index. Ready-made maps and HTC fact sheets are also available via this site.

Member Questions and Discussion:

² census.ca.gov/HTC-map

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

- Chair Padilla enquired as to adoption and utilization of SwORD throughout the state.
 - Mr. Miller shared that both use of SwORD and user proficiency increased throughout the year. The statewide IPWs generated great awareness of the tool, and there was an associated upsurge in accounts during this time. Certain areas of the state demonstrate greater SwORD activity, such as Los Angeles and Fresno. There are monthly training webinars hosted by the SwORD team, the next is scheduled for December 5.
- Member Brown-Wilson asked if the SwORD team takes the data and then generates character descriptions for certain communities.
 - Mr. Miller explained the SwORD team produces some downloadable stock visualizations (e.g. HTC Fact Sheets), and will produce visualization per requests from partners. SwORD users can also generate their own customized, downloadable maps.
- Member Banh asked if issues regarding PDI loading have been remedied.
 - Mr. Miller responded that these technical issues were primarily occurring with older Android devices and its underlying coding. The team is aware of, and working to address, these issues currently.
- Ms. Hernandez shared concerns that PDI may crash if it is overburdened with users at any time, and recommended trial runs on the systems before employing the tool statewide.

4. Outreach Updates from the State Census Office

State Census Office employees Yumi Sera, Deputy Director for Statewide Initiatives, and Emilio Vaca, Deputy Director of Outreach, co-presented updates.

Education Outreach

Forty of 45 County Offices of Education have opted-in to receive State funding for Census outreach. \$5.48 million is allocated across these 40 offices, per a mathematical formula based on weighted average of Title I and Title III children. County Offices have participated in an onboarding webinar and a targeted SwORD training. They will use facilities as QACs, require schools to participate in Census Week, use the *Count Me In! Census 2020* School Curriculum, and participate in census-related visual and performing arts competitions. The State is also engaging in strategic partnerships with the K-12 Sector, and Higher

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

Education Institutions. Higher Education Institutions have been encouraged to work with local Complete Count Committees, host census recruitment fairs and outreach events, and designate secure wi-fi locations for completion of the census form. A Higher Education Toolkit for 2020 Census is recently available on the online Partner Portal. Partnerships with California's Community Colleges have the potential to reach over 2.1 million students.

State Agency Outreach

State agency outreach builds on successful partnerships established during the 2000 and 2010 census campaigns. The aim is to leverage existing channels to reach HTC communities through trusted service providers. A list of agency and department engagement was reviewed. Each agency has identified a "Census Captain" or "Census Ambassador" to work with the State Census Office staff on identifying communication channels, in-kind resources, and other tactics to reach HTC communities. Several sample deliverables were shared, such as agency mailing inserts and magazine articles. Next steps for State agency outreach include aligning communications materials and establishing consistent messaging across agencies.

Implementation Plans Status

RPMs have recently focused efforts on assisting contracted partners to complete and submit their IPs to the State 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. On average, it is a two-week turnaround from submission to approval. There are 12 outstanding IPs, most of which are from counties. In these cases, some smaller counties have not yet been able to identify cities to conduct census outreach, and are therefore as yet unable to complete their Plans. Review of over 60 plans has revealed the partners' need for guidance around establishment of QAKs/QACs, and materials translated into a myriad of languages.

Deliverable Schedule Update

The next required deliverable of contracted partners is submission of Implementation Plans. Upon submission of IPs, partners will have met nearly all of their deliverable requirements. And if all invoices have been submitted and processed, partners should be in receipt of 90% of their funding. The remaining 10% of funding is dedicated to the Non-Response Follow-up (NRF) activities to be conducted in May-July 2020.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

Member Questions and Discussion:

- Marian Kaanon, the Stanislaus Community Foundation, requested additional education curriculum training be held in January 2020. She also asked when the webinar training will be made available, and where RPM information can be obtained.
 - Ms. Sera shared the webinar curriculum training will be available in January. RMP information is available at <https://census.ca.gov/regions/>.
- Member Banh expressed her concern that curriculum will not be developed or adapted for English as a Second Language (ESL) persons and persons with disabilities. She also asked if there is a list of state agency “census captains” available.
 - Ms. Sera was unable to speak directly as to how the education curriculum is adapted for persons with disabilities. However, she was able to share the Education Development Fund and Independent Living Centers reviewed the curriculum and will be reaching out to these HTC communities. Ms. Sera agreed to sharing the list of “census captains” with Members, as it is not available online.
- Alma Hernandez, Service Employees International Union California State Council, asked for specific examples of census related activities/actions State agencies have committed to conducting;
 - Ms. Sera explained the State Census Office has prioritized collaboration with those state agencies that have high contact with HTC populations. For example, Covered California has distributed Census information to certified agents and navigators. Many agencies have also agreed to sharing census information on their websites, in mailers, or e-newsletters. Eventually, CalTrans will include census signage over freeways at the appropriate time. Ms. Sera agreed and staff will generate a table or bulleted list that highlights activities of the various state agency partners and share this list with members in advance of the next meeting.
- Susan Shain, Swing Left San Francisco, stated it would be useful to review an example of a completed and approved Implementation Plan.
 - Ms. Sera said if members are interested in viewing a particular regions IP, State Census Office staff can speak with the respective ACBO or County to obtain permission to share this information in a timely fashion. In the coming months, all IP activities will be uploaded in to SwORD and viewable to those with login credentials. If Members have additional ideas on outreach, they should communicate them to the RPM representing said area.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

- Member Martinez underscored the importance of sharing information on state agency outreach so that local partners may better coordinate with them. He also shared concerns about the large volume of work conducted by the State Census Office, and enquired whether current staffing is adequate to handle upcoming workloads.
 - Mr. Vaca replied there are still some remaining staff position vacancies at the State Census Office, and they are working to fill them as soon as possible. As these positions are appointees of the Governor, there is a specific process that needs to be followed which can slow down the hiring process.
- Member Martinez next requested additional explanation as to the outstanding submission of Implementation Plans.
 - Mr. Vaca shared that several smaller counties have limited staff capacity and were recently required to prioritize their attentions on natural disaster relief (e.g. wildfires and power outages). Other county IP submissions are delayed due to the mechanism in which they are rolling out funding to subcontractors, for example via a *Request for Proposals* process.
- Member Hernandez emphasized the importance of collaboration among local partners and hopes this is clearly demonstrated in the IPs.
- Member Brown Wilson asked how many counties and ACBOs are working collaboratively by region.
 - Mr. Vaca restated that all IP data will be uploaded in to SwORD to visualize and support on-the-ground collaboration. In a few regions, counties worked directly with the ACBO to jointly develop their region's IP, such as in the Inland Empire. Though in some regions, collaboration between ACBO and counties can be improved.
- Chair Padilla asked for information related to the iHeartRadio collaboration that is occurring with community colleges.
 - Information on this effort will be provided during the Media Campaign Update agenda item.

Public Comment

- A public member from the Fresno CCC shared that many of the residents here receive State-provided medical care, and the importance of the census needs to be shared with this population group. He shared a statistic that 1 in 4 children have at least one undocumented parent. This is another group he emphasized the need to connect with. He Thanked Mr. Vaca and the State Census Office staff for their work and efforts to be responsive in addressing challenges in the Fresno community, and shared

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

that coordination, collaboration, contracting, and partnering across sectors has been successful in this area.

5. Media Campaign Update

Martha Dominguez, Deputy Director of External Affairs and Media Relations for the State Census Office, introduced the update on media campaign initiatives over the last quarter. Mercury analyzed more than 20 bodies of research to inform foundational message development before rolling out the website and related materials. Overall, there is a low level of awareness of the census and its purpose by residents across the state. Lack of information about the census is a key factor in low response rates. Showing the census form itself to communities is one of the most useful ways to increase awareness and motivate participation. Communities are motivated by diverse messages, ranging from services, funding, civic duty, accountability, to political representation. One primary factor causing reluctance to participate is a concern over privacy. It is imperative to continue messaging that the census is safe and secure.

Carolyn Becker, Senior Vice President, Mercury Public Affairs, LLC. (Mercury), discussed the communications rollout. It includes: californiacensus.org website and Partner Portal, social media channels, creative development, digital media, paid media, and earned media. Branding for the website, social media channels, collateral materials development, and other related items is cohesive. The branding rollout occurred in September 2019.

The website, *californiacensus.org*, includes information about the 2020 Census, why it matters, and ways to stay connected. Some material is provided in up to 13 languages. The Partner Portal is a password protected space within the website where partners can share and download/upload collateral materials and custom templates. There are over 400 active users of the Partner Portal, and the Mercury team is currently reviewing dozens of collateral material items to upload and share via the Portal. The Portal includes a newsletter feed that is distributed monthly. It also includes a feature that shows users any new material uploaded since their last visit, and an AI-supported chat box “Potter the Otter” that can be embedded in partners’ own websites. Currently, the top Partner Portal downloads are (in order): social media tool kit, census flyer, census one pager English/Spanish, K-12 Outreach Toolkit, and video Public Service Announcements (PSA)s featuring the voiceover of Governor Newsom.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

Jorge Garrido, Senior Vice President, Mercury, shared the digital advertisements that will be implemented in the coming month. The ads all state “there is power in your existence” and have varying headlines of “a voice for all,” “safety for all,” “parks for all,” and “census for all.” Ads will be developed in 12 additional languages in the next one to two weeks.

Ms. Becker next discussed monitoring the web and other media outlets for the spread of mis/dis information. Mercury has a robust daily, or sometimes hourly, data monitoring effort that primarily involves scanning the dark web to combat bad actors. Some information is also gathered from partners on the ground. A decision tree is used to inform an appropriate response to the spread of mis/disinformation.

Mr. Garrido shared information on paid media and the estimated percentage of budget that will be spent on paid ads during the upcoming months. While some paid advertisements have been running for the last eight weeks, the largest paid media push will occur during the “activate” phase in mid-March through May 2020, during which time 50% of the budget will be used.

For upcoming endeavors, Ms. Dominguez shared that Mercury will continue conducting message testing and media campaign evaluation, and build a foundation of messaging and imagery that supports consistent census brand recognition statewide. Message testing conducted via focus groups scheduled for February 2020 will test the responsiveness of the current media materials (e.g. receptivity, relevancy of language and imagery, etc.), and message testing scheduled for April will test messaging pertinent to the NRF efforts. Focus groups will be held in 13 languages, and will be community-specific. Local partners will be asked to help recruit focus group participants.

Ms. Becker indicated other 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.).

Member Questions and Discussion:

- Chair Padilla asked if Mercury has been able to identify any duplication or gaps in media coverage with the statewide media plan, citing that some local partners are investing in local media buys with separate funding.
 - Ms. Becker responded that Mercury is coordinating their plans with those outlined in the various IPs. A goal of Mercury’s is to use

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

resources wisely and avoid duplication of efforts. Mercury is working to identify gaps at the micro-media level. There has been good communication between local partners, the USCB and Mercury as to whom is purchasing what paid media. This allows Mercury to be strategic with their buys. The first quarter of 2020 will see a saturated media environment.

- Member Brown Wilson asked if persons with concerns about mis/dis information can contact Mercury, and if there will be a spokesperson training on this topic.
 - Ms. Dominguez indicated that yes, there will be a spokesperson training as part of capacity building effort with partners. It is still being scheduled. Partners can share concerns with Mercury by calling their office, via their RPM, or at meetings such as these.
- Member Banh demonstrated her awareness that message testing that has already occurred, indicating the website and branding colors have changed per her recollection.
 - Ms. Becker confirmed colors used in statewide census marketing materials have changed per focus group testing results. Individuals are more receptive to the use of blue, orange and white census materials.
- Member Banh requested that Mercury seek to use positive images that are representative of the disability community, and to remember that American Sign Language (ASL) is a language and should be included in outreach materials. She asked if Mercury has contacts with Facebook, Twitter, and other social media platforms.
 - Ms. Becker responded that Mercury does have connections with these outlets, however they are working more directly with state agencies to combat mis/dis information.
- Member Banh asked who may access the Partner Portal.
 - Ms. Dominguez replied that Committee Members can request access to the Partner Portal. The Portal is available to contracted partners, state agency partners, some legislative staff, and other key census players.
- Member Martinez approved of Mercury's focus on research and planned efforts for reaching micro-populations. He asked in what languages Mercury is tracking mis/dis information, and if Mercury is seeing any trends in this matter.
 - Ms. Dominguez indicated that a summary of Mercury's research findings is available on the Partner Portal. The summary may help answer questions on themes and trends.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

- Ms. Becker shared they are able to identify conversations about the census in multiple languages because often the word “census” is used in English. However, most of the active tracking currently occurs in English. The online community is relatively quiet at present, whereas in the beginning of the year there was much conversation around the potential citizenship question.
- Member McIntyre expressed his concern that a coordinated misinformation campaign could hit in March while partners are focused on securing participation. Chair Padilla added that this is already happening with the *boycott California Census* campaign, and it is reasonable to expect these efforts to increase. The most effective strategy is to be proactive in messaging.
 - Ms. Becker agreed, and explained that misinformation inadvertently spreads confusion that is more easily corrected. Disinformation is calculated, and is mostly coordinated in the dark web space, which is being monitored by Mercury.
- Member Hernandez asked about the use of surveys.
 - Ms. Becker replied the media evaluation utilizes surveys for a quantitative analysis. Around 1,500 – 2,500 survey responses will be collected and analyzed. Message testing is qualitative, and involves the use of focus groups. Mercury is partnering with JP Marketing for messaging, and Social Quest on media efforts. To the extent messaging and media endeavors are happening in parallel they will inform each other.
- Member Kaanon asked how social media influencers are identified.
 - Ms. Becker stated they will be looking to the State to vet potential social media influencers. Local trusted messengers will be asked first, then possibility celebrity figures.
- Ms. Sera provided additional information on the iHeartRadio collaborative campaign. iHeartRadio is a long-time pro-bono partner of California's community college system. They will conduct Census promotions through the Chancellor's office, and iHeart Street Teams will host *bandits* and *radio remotes* on local college campuses to get out the count.

6. Lunch Break

The Committee broke for lunch at 12:57. Chair Padilla reconvened the Committee from the lunch break at 2:00 pm.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

7. US Census Bureau Update

Luz Castillo, Assistant Regional Census Manager, Community Partnership and Engagement Program, US Census Bureau, gave an update on USCB efforts and job recruiting efforts. The USCB strives to hire enumerators in communities in which they live. Most hiring of Census staff is expected to occur in February 2020, though recruiting efforts continue through March. Pay rates for enumerator positions vary by county. These positions are temporary, part time jobs. Currently the USCB is working to expand its applicant pool to ensure enough staff are hired and onboarded during the NRFU phase. Nationwide, over 500,000 individuals will be hired, requiring an applicant pool of 2.4 million. It is anticipated that ~273,000 applicants are required for California in order to complete hiring for our state. Currently the State is at ~38% of its recruitment goal. USCB is looking for recruiting help in Chino, San Francisco, and Stockton, specifically.

In order to accelerate recruiting efforts, the USCB has been advertising information via online, radio and social media channels, in newsletters, distribution of printed promotional materials, and hosting recruiting events, and has asked State partners to continue to do the same.

The 2020 Community Partnership and Engagement Program (CPEP) is the designated name for the 2020 Local Partnership Program. Its purpose is to conduct outreach with diverse communities to increase decennial participation of those who are less likely to respond or are often missed. Every entity supporting census is considered a partner in this program. Partners seek to educate people about the census and foster cooperation with enumerators and encourage community partners to motivate people to self-respond.

Recently the USCB conducted workshops related the Group Quarters Road Tour. Currently staff is focused on planning for the Statistics in School Week program taking place from March 2nd – March 6th. Letters have been sent to school superintendents regarding this week, with letters to be sent to principles soon. A census song and coloring book have been designed to help educate youth. California is the only state with its own census curriculum, and the USCB is coordinating their K-12 outreach efforts with the State's.

Thirty USCB offices are now open in California, with 253 partnership staff who speak a combined total of more than 25 languages.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

New 2020 Census outreach materials are now available at 2020census.gov/partners, such as downloadable posters, handouts, and toolkits. A sample bilingual (English/Spanish) questionnaire is also available online, and 59 language assistance guides have been produced. Bilingual forms are distributed at the census tract level where more than 20% of residents speak Spanish at home. In order to help visualize distribution of forms, the USCB utilizes the 2020 Census Mail Contact Strategies Viewer.

Member Questions and Discussion:

- Chair Padilla enquired as to what USCB is doing to combat the spread of mis/dis information, and what cyber security measures they have in place.
 - Ms. Castillo responded that USCB has numerous cybersecurity measures in place and is actively tracking the dark web for the spread of disinformation. Much of the counteracting occurs at the local level in coordination with Partnership Staff and local state partners. The USCB has a webpage where the public can visit to obtain information as to how to combat misinformation directly. The USCB is asking people to send any news about mis/dis information to them at a dedicated email address.
- Member Banh complimented the language guide to 2020 Census and requested a Word version of this document.
 - Ms. Castillo agreed to provide this document.
- Member Kaanon asked if there is any effort through the various county workforce development departments to help UCSB achieve recruitment numbers.
 - Ms. Castillo responded affirmatively.
- Member Fairweather requested further description on the nature of the part time enumerator positions.
 - Ms. Castillo explained that during the NRFU phase, enumerators will be conducting efforts in late afternoon/ early evening and on weekends when residents are more likely home from work. The US Postal Service is assisting with an algorithm that helps determine these timeframes. Enumerators report their availability to work to USCB and receive assignments appropriately.
- Member Martinez asked for an overview of the USCB's media strategy, and for any new instruction on how to staff QACs and support those using the QAC as a resource.
 - Ms. Castillo shared that much research has been done related to media outreach, and in January the USCB initiates its awareness campaign. A media plan may be released later this month.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

Regarding QACs, their primary function is to provide a place for people to come complete their Census forms and/or obtain information. If the person staffing the QAC is not a hired enumerator, then they must not enter any information on behalf of the individual completing the form per law.

- Chair Padilla asked for a timeframe on enumerator trainings, and asked if job availability is being shared by the State?
 - Ms. Castillo provided that hired enumerators will do a full day of training plus a week of self-study, followed by another day of training. Training will be conducted in February and March, and conducted in stages corresponding with hiring phases.
 - Mr. Vaca shared that USCB job availability is shared via the State's census website and broadcast at every opportunity.
- Member Banh enquired if there is USCB funding available to support brick-and-mortar QACs, and if mobile QACs are still planned?
 - Ms. Castillo shared that the USCB is still waiting for confirmation of funding for USCB-led QACs. Once funding is secured, planning for these QACs will commence.
- Member Martinez requested information on the enumerator recruitment status for all counties across the State. He also mentioned that the Central Valley Adult Education schools are actively involved in supporting people to apply for census positions.
 - Ms. Castillo agreed to provide this.
- Chair Padilla asked if the paper form will only be translated to Spanish.
 - Ms. Castillo replied yes, it will only be provided in English and Spanish. She further noted that certain communities will receive a paper questionnaire as part of their first mailing (e.g. communities lacking internet service or with large senior populations). This is called "internet choice," wherein they receive a paper form but could also choose the option of completing the form online. Mailing will be staggered across the nation to help manage an influx of form submissions.

Public Comment

- A public member from Alameda County enquired if video guides will be made available in the 59 languages. She also shared that much effort has been invested to support recruitment of enumerator positions in Alameda County. The County will make their computer labs available for persons hired to be enumerators to complete their required online self-study, should anyone need this service. She indicated there are number of

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

persons who live in affordable housing units who are reticent to apply because they do not want to risk losing their accommodations upon receipt of a temporary, part time job, and asked for further consideration in this regard. Lastly, she expressed shared concerns about potential fraudulence and the need to protect confidentiality when supporting individuals in completing their forms. She encouraged the State and USCB to issue guidance on QAC/QAK support as soon as possible.

- Ms. Castillo responded that production of translated video guides will be available early next year.

8. Discussion and Report Out by Individual Committee Members

Chair Padilla requested that Committee Members share updates on how they have engaged with their communities over the last quarter, and how they plan to engage with communities and activities in the coming months. Members present each shared a brief overview:

- Member Nzewi provided that the California Child Care Resource Referral Network, at which she is the Public Policy Director, has at least one office in every county. They are celebrating their 40th anniversary, and have an established presence across the State. The Network has strong and consistent relationships with home-based childcare providers, whether or not these providers are licensed. They are working through their relationships to spread the word about Census.
- Member Kaanon, President and Chief Executive Officer at the Stanislaus Community Foundation, is committed to checking in with the other Community Foundations in the state who are serving as ACBOs in their regions. Secondly, she plans to host a meeting with officials from her County, County Office of Education, and the Chair of the Complete Count Census Committee for her community. She also plans to disseminate the social media messages to local nonprofits to utilize on their platforms.
- Member Bustos, Senior Director at the Center for Social Justice, GLIDE SF and Principal at Bustos and Associates, would like to coordinate with USCB staff and Census Office Staff on possibility securing enumeration positions for unhoused individuals in the San Francisco area.
- Member Shain, former Chief Executive Officer at the Coro Northern California and Co-Lead of Swing Left San Francisco, is also an advisor for HealthRIGHT 360 in San Francisco and will connect with Member Bustos on his activities. She continues to share information about Census through

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

various activist organizations in the Bay Area, particularly engaging with underrepresented groups.

- Member Fairweather, Policy Director at Swords to Plowshares' Institute for Veteran Policy, conducts outreach to low income housing and homeless populations, as well as the veteran community. She shared that trusted persons in the homeless community are very localized, and she is still considering how best to coordinate extremely localized outreach efforts with statewide campaigns to reach the homeless population. Historically counts of unsheltered homeless have not been effective.
 - Chair Padilla requested State Census Office Staff to provide a report on how the State is coordinating with Federal efforts on reaching the homeless population at the next meeting.
- Member Brown Wilson, Executive Director at California Black Media, continues to train journalists in Census outreach and encourages them to incorporate the 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.
- Member McIntyre, Special Counsel at Justice in Aging, formerly the National Senior Citizens Law Center, plans to reach out to legal and senior service providers to spread the word about Census.
- Member Hernandez, Executive Director at Service Employees International Union California State Council, produced a social media tool kit and training manual to ensure their members are prepared to be counted come Census Day. They have developed template emails and letters that will be mailed to members in January. She is working with her local chapters to plan canvassing efforts (two of the larger chapters have already initiated canvassing). They also continue to encourage recruitment for enumerators.
- Member Banh, Supervising Attorney and Supervisor of Multicultural Affairs Outreach at Disability Rights California, has given a presentation on the importance of the census to the Statewide Disability Accessibility Committee, and plans to present to the Directors of the 21 Regional Centers across the State who serve people with developmental disabilities. Ms. Banh is involved in the Sacramento Complete Count Committee, National Disability Rights Network (NDRN), and Census Policy Advocacy Network (CPAN), and conducts Census education and outreach activities via these outlets as well.
- Member Martinez, Executive Director at the Central Valley Immigrant Integration Collaborative, assists his organization with Census outreach training. He is now focused on promoting regional coordination and collaboration, such as development of outreach campaigns to

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

encourage immigrants to participate in Census, and hosting regional meetings.

- Chair Padilla, Secretary of State, continues to discuss Census in all venues and events he attends. As a result of legislation that was recently passed, AB 1563, he is also working to develop a Census Bill of Rights (see Agenda Item 10 for further detail). This will function in part as a communications and confidence building tool.

Member Bustos suggested that Members report out on actions taken to achieve their outreach goals at the subsequent Committee meeting. Chair Padilla will work with Census Staff to determine the best mechanism to support this request.

9. Committee Input for January 1, 2020 Report to the Governor

Committee members were directed to the printed copy of the draft California Complete Count Committee's Interim Report to Governor's Office, provided in their packet of materials. This will be the Committee's fourth report, and summarizes the Committee's activities from July to December 2019. This report is due to the Legislature on December 31, 2019.

Members were given the opportunity to provide any feedback on this draft for incorporation in the next week. No immediate comments were provided. Members may submit feedback via email to State Census Office staff.

10. Census Bill of Rights (AB 1563) Updates and Timeline

Lizette Mata, Deputy Secretary of State, Operations, explained Assembly Bill 1563, recently signed into law by Governor Gavin Newsom, establishes the Census Bill of Rights and makes it a misdemeanor to interfere with the 2020 Census. 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. By law, the Census Bill of Rights must be established no later than February 1, 2020.

An insert with information about the Census Bill of Rights was recently created and is to be included with the Voter Information Guide. However, it is not yet available on the Project Portal. It will also be translated into numerous languages and reviewed for accessibility.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

11. Opportunity for Public Comment

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

- A public member recommended that State Census Office staff explore waiving income reporting of college students who receive financial aid who may also secure a part time enumerator position. These students are trusted messengers in their communities, and would not want their financial assistance compromised while they are supporting civic engagement. He also mentioned there are professional organizations within educational institutions that could be ideal partners to help with outreach and messaging.

One written public comment submission pertaining to this meeting was received. It is provided in the attached appendix.

11. Adjourn

Chair Padilla thanked the Committee for their participation, and indicated the next Committee meeting may be held in January or February 2020. He wished everyone a joyous holiday season and adjourned the meeting at 3:30 pm.

The meeting was adjourned at 3:30 pm.

California Complete Count Committee

Meeting Minutes

December 3, 2019 9:00am – 4:00 pm

APPENDIX A: Written Public Comment Submissions

The following written comment letters were submitted via email to info@census.ca.gov during the meeting.

Comment Letter #1

Hello,

These are my additions for the Public Comment section for today's meeting.

1. What pre-emptive measures are in place to address executive order requests for the Census Bureau to gather information from states and the CA DMV for citizenship data? This is interfering with our communities' desire to engage in the Census process regardless of whether they are a citizen or not. Why are the plans for this executive order only going to be revealed the day before the Census by the Bureau? This is unacceptable.
2. The release of emails from the DOJ and Department of Commerce/Bureau relating to the fabrication of the Citizenship question to benefit the GOP and to disenfranchise the Latino community are extremely concerning. Efforts are more than likely to continue this front. Therefore, what pre-emptive measures are in place to defend against other flagrant partisan and unconstitutional forms of interference in the 2020 Census process by the current White House administration? The instances of interference by the White House, as well as foreign agents is going to greatly increase in the coming months, and it would be important to know that there are plans already in place to protect the Census process in California from these actions.
3. It is vital to the Census process that we can count folks without addresses that are homeless or who are not citizens. What efforts are in place to ensure that these folks will be counted aside from the transitory enumeration phase? Also, what protective measures are in place to ensure that people cannot fabricate Census data?

Best,

Joseph Watkins, Assistant Project Director
2020 Census Project