



Ditas Katague

Director

California Complete Count -- Census 2020

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Ditas Katague serves as Director at the California Complete Count – Census 2020 Office, the statewide outreach and communications campaign to ensure a complete count of the hardest-to-count Californians. This is her third time leading a decennial census outreach effort for the State.

Prior to her current role, Katague served as Chief of Staff to the California Public Utilities Commissioner Catherine Sandoval, where she improved public participation and access to the energy and telecommunications utility rate and regulation process. From 2012-2018, she served on the U.S. Census Bureau's National Advisory Committee (NAC) on Race, Ethnicities and Other Populations, including serving as Chair from 2015-2018. In 2010, Katague served as the Director of the Governor's Census 2010 project. In 2000, as Chief Deputy Campaign Director for the Governor's Census 2000 California Complete Count campaign, she led a groundbreaking multi-lingual, multi-media outreach effort that resulted in a mail-in return rate that outpaced the entire nation. She is an expert in multi-ethnic outreach and civic engagement. Since 1998, she has served on the Sacramento Center Advisory Board for the Sol Price School of Public Policy, University of Southern California.

Katague was recently recognized as one of the most powerful movers and shakers in California politics by the Capitol Weekly's Top 100 publication.

About the Census:

California has launched a statewide effort to ensure an accurate and complete count of its residents in the 2020 census. This is unprecedented investment in a statewide education campaign. To reach more than 11 million of the hardest-to-count Californians, the Census Office has tapped local and tribal governments, community-based organizations, and so many more partners to serve as trusted messengers in our communities.

Key Dates:

Mid-March – July 2020 = Self Response Period – Fill out your form online!

August – October 2020 = Non-Response Follow-Up – Enumerators will knock on your door!



CALIFORNIA COMPLETE COUNT – CENSUS 2020

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