



# California Complete Count Committee Meeting Minutes February 27, 2020

**Date:** February 18, 2020      **Location:** Secretary of State Building  
Auditorium  
**Time:** 10:30 am – 3:00 pm

## 1. Opening Procedures

- Chair Alex Padilla called the California Complete Count Committee
- (Committee) meeting to order at 10:44 am.
- Call to Order and Establishment of a Quorum
- Chair Padilla officially called the meeting order. A Quorum was established.

Members Present:

Secretary Alex Padilla, Chair  
Tho Vinh Banh  
Miguel Bustos  
Carolyn Coleman  
Kathleen Domingo  
Amy Fairweather  
Frankie Guzman  
Nicholas Hatten  
Alma Hernandez  
Lisa Hershey  
Jesus Martinez  
Gerald McIntyre  
Keisha Nzewi  
Lee Salter  
Robert Smith  
Regina Brown Wilson  
Christopher Wilson

Members Absent:

Gita Amar  
Marian Kaanon  
Loren Kaye  
Eloy Ortiz Oakley  
Tom Saenz  
Susan Shain



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Tom Wong

Approval of the minutes of previous meetings:

-The minutes of the meetings of 06/04/2019, 09/04/2019 and 12/3/19 were unanimously approved.

## **Opening Remarks**

Chair Padilla spoke about the upcoming primary election and the close timing of the start of enumeration. He established this meeting as a final chance to understand the outreach strategies, and to track, manage, and support the activities of the CBOs leading into critical Census time.

Motion to approve 6/4/2019, 9/4/2019, 12/3/2019 successful.

## **2. Review and Input from Member's for Committee's Report to the Governor**

There was a brief discussion on the Committee's Report to the Governor. It was noted that the report would not be inclusive of anything discussed today. The Secretary asked to be allowed to make some minor additions. The draft and any necessary changes were approved by the Committee.

## **3. US Census Bureau Update**

1. **Leah Boden** from the US Census Bureau presented on behalf of Luz Castillo. She started by walking through the calendar of operations, including
  - Group Quarters enumeration
    - o 3 phases (GQ Advance Contact 2/3-3/6, SBE/TNSOL 3/30-4/1, GQE 4/1-5/29)
  - Transitory Location
    - o 2 phases (TL Advance Contact 2/24, 3/20, ETL 4/9-5/4)
  - ✓ Partners can help Group Quarters Enumeration by:
    - Providing lists of locations
    - Lists of TNSOL
    - Special instructions and needs of TNSOL in communities
    - Encourage participation and cooperation
    - Promoting Census jobs
  - Update Leave – Non city addresses, disaster areas, seasonally vacant areas (3/16)
    - ✓ Partners can help Update Leave by:
      - Encouraging response (mail or phone)



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- Educate about Census
- Promote Census jobs
- Census Questionnaire Assistance
  - ✓ 3/1 English/Spanish telephone lines available for assistance
  - ✓ 3/9 all lines available - all will end on 7/31
- How partners can help self-response
  - ✓ Encourage early online or phone response
  - ✓ Educate about Census
- NRFU
  - ✓ Early NRFU 4/9 on college campuses
- Mobile Questionnaire Assistance (MQA) 3/24 - 7/31
  - ✓ Partner QAC/K, Census MQA, Census HMQA
    - Congregation areas with high traffic
  - ✓ Partners can help by hosting QAC, helping to identify locations for Census MQAs
- Statistics in School Week 3/2-3/6

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#### **Member Questions and Discussion:**

- Member Christopher Wilson asked what the US Census Bureau is doing to help deal with confusion regarding testing and other surveys in the community, and whether those are completion of the Census.
  - ✓ Ms. Boden responded that the Census Bureau is attempting to clearly advertise the specific dates of the main Census survey, and to make sure enumerators and employees are clearly indicated.
- Member Tho Vinh Banh asked about the necessity of providing phone numbers, how languages are distributed.
  - ✓ Ms. Boden responded the phone number is important in case there are further clarifying questions necessary for full completion, the languages are decided based on prevailing existing data.
- Member Jesus Martinez asked about the difficulty of hiring, and whether recruiting is still an issue.
  - ✓ Ms. Boden responded that the hiring numbers are at or near their targets. They are still hiring to make sure they take into account language need and attrition. There are also localized areas where there is still a need.
- Member Keisha Nzewi asked about how MQAs are being identified, and whether LCCCs will be the primary point for identifying locations.



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- ✓ Ms. Boden responded that they will be using their ROAM system in conjunction with input from LCCCs to find the most optimal locations and events to have MQAs.
- Member Alma Hernandez asked about the language accessibility for the assistance lines.
  - ✓ Ms. Boden said she would get back to her with more details.
- Member Miguel Bustos asked about culturally appropriate enumeration for those experiencing homelessness, and the server capacity and security for online self-response.
  - ✓ Ms. Boden responded that they have done an analysis, and don't anticipate problems, but that she will have to get back to him with more details later.
- Member Regina Wilson asked about where gaps in recruiting are, and how USCB is coordinating with the state to do homeless enumeration in many locations
  - ✓ Ms. Boden responded that they have an expanded view of locating those experiencing homelessness, to include cars, trailers, other shelter types.
- Member Regina Wilson followed up to ask if volunteers in communities could be used to help.
  - ✓ Ms. Boden responded that that would not be an option that worked for them, because there is an extensive hiring process to insure people are knowledgeable and equipped to follow the law and protect privacy
- Member Christopher Wilson asked about whether canvassing during NRFU was a request, or a matter of federal statute.
  - ✓ Ms. Boden responded she would get more guidance and would do so as quickly as possible.

### 3. Lunch Break

The Committee broke for lunch. Chair Padilla reconvened the Committee from the lunch break.

### 4. State Census Office Update

1. **Sarah Soto-Taylor**, Deputy Secretary of the Census

#### **Member Questions and Discussion:**



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- Secretary Padilla asked if there was a list of events that could be provided to the committee and electeds so they can attend and asked about the accessibility and use of the tool kit by partners.
  - ✓ Deputy Secretary Soto-Taylor responded that more information about events would be presented later, and that we are providing any and all information to partners, as requested, to make sure they have all the resources needed.
  
- Member Regina Wilson asked how the outreach events vary by county/region across the state.
  - ✓ Deputy Secretary Soto-Taylor responded that the list referenced was probably not the entirety of events because of the variety of relationships between counties and ACBOs, and that they reflect events across the entirety of the phases of the campaign.
  
- Member Regina Wilson followed up to ask if engagement/new contracts were complete, or if there was a plan for additional engagement with partners.
  - ✓ Deputy Secretary Soto-Taylor responded that the recent additions were partners brought on to address long established HTC sectors.
  
- Member Regina Wilson asked about access to the Implementation Plans, speaking about some confusion and issues on events and activities listed that may or may not have been counted, or may or may not be happening.
  - ✓ Deputy Secretary Soto-Taylor responded that CCC has a system in place, primarily through the regional RPMs, to make sure we are aware of any alterations and changes that take place.
  
- Member Nicholas Hatten asked about the communication flow between CCC and the counties and requested more report out to the Committee.
  
- Member Jesus Martinez asked about any major common issues that are popping up that need global attention to make the Census happen as easily as it can.
  - ✓ Deputy Secretary Soto-Taylor responded, listing education of the timeline and process, clear communication around mis/disinformation as a couple of major issues of attention.
  
- Secretary Padilla asked about the status of printed collateral.
  - ✓ Deputy Secretary Soto-Taylor responded that we have a hybrid approach, providing access to CCC generated material, but also supporting the producing of materials by partners.



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- Member Tho Vinh Banh asked about whether they could provide the materials they had collected regarding people with disabilities for CCC to generate a toolkit, or at to existing ones, and asked about whether CCC could facilitate a conversation with PDI users on making PDI work better.
  - ✓ Deputy Secretary Soto-Taylor responded yes, we would use that material for that use, and responded that a conversation took place at our convening to work through the issues, and that it will be an ongoing process to make sure the issues are addressed in a timely manner.
- Member Christopher Wilson expressed frustration about PDI and asked how it can be tweaked for proper usage.
  - ✓ Deputy Secretary Soto-Taylor responded that some of the issue with PDI use is expectations of what Census PDI can do, and the differences are between the two. They also highlighted the facilitated conversation with PDI and superusers at Census Convening.
- Member Nicholas Hatten asked about whether a PDI Toolkit could be created to expand knowledge and access to PDI.
- Member Christopher Wilson asked about Homepage and what their process is for identifying people experiencing homelessness is, and the timing.
  - ✓ Deputy Secretary Soto-Taylor responded that speaking to Homepage directly would be the best way to access information
- Member Christopher Wilson followed up and asked about where the QAC/QAK finder will be accessible.
  - ✓ Deputy Secretary Soto-Taylor responded that this was a question that Communications could respond to better.

## 2. **Emilio Vaca**, Deputy Director for Outreach

### **Member Questions and Discussion:**

- Member Regina Wilson asked about why they can't have access to a calendar of events and activities now.
  - ✓ Deputy Director Vaca responded that CCC is just not 100% confident that events from November IP plans are still happening and wants to prevent sending people to phantom events.
- Member Nicholas Hatten asked about the reporting of collected data, and what the process will be for all collected data from all sources.



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- ✓ Deputy Director Vaca responded that all activities, on and off PDI, will be housed in SwORD as a central location of information, and that anyone who wants access will be given it.

3. **Martha Dominguez**, Deputy Director of Communications, and **Stacy Legay** of Mercury Public Affairs

## **Member Questions and Discussion:**

- Member Tho Vinh Banh asked if a chart can be generated to track the media spending in each HTC community, for easy communication, clarification, and identifying any gaps existing.
  - ✓ Deputy Director Dominguez and Ms. Legay responded that such a chart exists, something that they will investigate sharing more widely.

## **5. Adjourn**

The meeting was adjourned at 3:02 pm.