



# California Complete Count Committee

## **DRAFT** Meeting Minutes

### June 30, 2020



**Date:** June 30, 2020

**Time:** 10:00 am – 12:00 pm

**Location:** Virtual: Via Webinar and Facebook Live

#### Members Present:

- **Committee Chair Alex Padilla**, Secretary of State
- **Gita Amar**, PMK BNC
- **Miguel Bustos**, Center for Social Justice, GLIDE SF
- **Amy Fairweather**, Swords to Plowshares' Institute for Veteran Policy
- **Nicholas Hatten**, San Joaquin Pride Center
- **Alma Hernandez**, Service Employees International Union CA State Council
- **Lisa Hershey**, Housing California
- **Jesus Martinez**, Central Valley Immigrant Integration Collaborative
- **Keisha Nzewi**, California Child Care Resource and Referral Network
- **Tom Saenz**, Mexican American Legal Defense and Educational Fund
- **Lee Salter**, McConnell Foundation
- **Susan Shain**, Swing Left San Francisco
- **Regina Brown Wilson**, California Black Media
- **Tho Vinh Banh**, Disability Rights California
- **Tom Wong**, University of California, San Diego

#### Members Absent:

- **Carolyn Coleman**, League of California Cities
- **Kathleen Domingo**, Archdiocese of Los Angeles
- **Francis Guzman**, National Center for Youth Law
- **Marian Kaanon**, Stanislaus Community Foundation
- **Loren Kaye**, California Chamber of Commerce
- **Gerald McIntyre**, Justice in Aging
- **Eloy Ortiz Oakley**, California Community Colleges
- **Robert Smith**, Pala Band of Mission Indians
- **Christopher Wilson**, Alliance San Diego

#### California Complete Count Staff Present:

- **Ditas Katague**, Director
- **Emilio Vaca**, Deputy Director, Outreach
- **Jim Miller**, Operations Project Manager
- **Laura Askins**, Committee Liaison

**Government Operations Staff Present:**

- **Sarah Soto-Taylor**, Deputy Secretary of Census

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

- None

**Handouts and Presentations:**

- June 30, 2020 Meeting Agenda
- June 30, 2020 Meeting PowerPoint Presentation
- February 27, 2020 Draft Meeting Agenda

## **1. Opening Procedures**

Chair Alex Padilla called the California Complete Count Committee (Committee) meeting to order at 10:43 am (note: meeting start time was delayed while technical staff resolved audio issues for public participants). A quorum was established with fifteen members present. Attendees recited the Pledge of Allegiance, led by Member Regina Brown Wilson.

### **Approval of the Minutes from February 27, 2020 meeting**

Minutes from the Committee's February 27, 2020 meeting were unanimously approved.

### **Opening Remarks**

Laura Askins, Committee Liaison, California Complete Count – Census 2020, offered instructions for online public participation. Public participants were provided multiple opportunities to make appropriate comments on any issue before the Committee: at the time the item was discussed, during the general comment period under agenda Item #6, and up to one day following the meeting. Written comment was submitted by the following modes: email to [info@census.ca.gov](mailto:info@census.ca.gov), by leaving a comment on the Facebook livestream, or by mail.

Chair Padilla wished all good health and continued safety as the State continues to combat the COVID-19 pandemic. He acknowledged the myriad challenges this unprecedented situation has generated related to Census 2020 programming. He reflected on how COVID-19 has disproportionately impacted the same hard-to-count (HTC) communities Census 2020 has been focused on. Yet, Census efforts continue, with no rescheduling or postponement of target

dates. California's self-response rate to date is 62.9%. This is ahead of the National average by 1%, though below where the State was at this time during the 2010 Census.

## 2. State Census Office Updates

### Update on California's Response to the 2020 Census: CA Response Rate Data

Jim Miller, Operations Project Manager, California Complete Count – Census 2020, provided the following self-response rate data, valid as of June 28, 2020. Response rate data is updated daily by the U.S. Census Bureau (USCB).

- National Self-Response Rate (SRR): 61.8%
- California SRR: 62.9% (ranked 21<sup>st</sup>, including ties)
  - Of the above, approximately 48.2 percentage points are from households in tracts with a California HTC Index less than 57
  - Approximately 14.7 percentage points are from households in tracts with a California HTC Index greater than or equal to 57
- Tract SRR averages:
  - 62.9 % statewide
  - 66.8 % in tracts with CA-HTC Index less than 57
  - 53.4 % in tracts with CA-HTC Index greater than or equal to 57
  - Est. 1.90 million – 2.21 million households in those tracts have self-responded

He provided a breakdown of SRR by region, and additional SRR statistics. Region 9 (Orange County) currently has the highest SRR at 70.2%, where Region 8 (Los Angeles) has the lowest SRR of 57.9%. Five counties and 84 cities have met or exceeded the 2010 final self-response rate. Approximately 175 of the approximately 2,400 hardest-to-count census tracts have met or exceeded final 2010 SRR.

California is performing well among the top five states by demographic group, and when considering specific characteristics. Response rates of certain vulnerable populations continue to increase (such as limited English households, non-High School graduates, and persons living below 50% of the poverty level).

The Census Office has developed public response rate tools, available at [census.ca.gov](https://census.ca.gov), to assist partners with response rate visualizations through maps, layers and apps. Additionally, each week the Census Office produces several

hundred response rate fact sheets<sup>1</sup> to help stakeholders understand SRR by geography.

### **Outreach to Hard-to-Count to Increase Response Rates and COVID-19 Adjustments**

Emilio Vaca, Deputy Director of Outreach, California Complete Count – Census 2020, focused his presentation on the three following questions: How have outreach tactics been adjusted given the impacts of COVID-19? What are our partners doing to increase response rates in HTC communities? How will the Census Office and partners focus efforts as we look ahead?

He explained that digital partner outreach activities increased greatly when *shelter-in-place* orders went into effect in March. This includes communications via social media platforms, traditional media, and virtual events. Partners also increased the number of flyers posted at essential locations, and many increased phone banking efforts.

Mr. Vaca next shared several slides highlighting successful outreach efforts of statewide, regional, and county partners. For example, statewide partners *First 5 Association* and *Native People Count Campaign* collaborated to raise awareness in Native communities, and regional partner *Communities for a New California Education Fund* implemented an effective phone banking strategy. *My Black Counts* is successfully reaching people with new online content, drawing attention with entertainment, music and educational forums. County partners are also employing creative tactics to reach communities, such as shifting to outreach at essential services and to sidewalks, and organizing Census awareness car caravans. Schools continue to engage with students and families as well, in spite of closures. *Census Week of Action* (June 17<sup>th</sup> – 23<sup>rd</sup>) was also recently organized as an opportunity for coordination across partners and stakeholders, and to drive participation through integrated communications tactics.

The State will be distributing additional resources to partners who outreach to Census tracts currently exhibiting SRR challenges and high HTC index values. To help recognize these tracts, the California Census Office created a Self-Response Rate Index (SRR). Resources will be allocated to partners based on SRR values in Census tracts with a CA-HTC Index of at least 69. There is an estimated 850,644 remaining housing units among 957 tracts found in 21

---

<sup>1</sup> Available online at: <https://cacensusreporter.azurewebsites.net/responses.html>

counties that fall within these parameters. The largest majority of those tracts are in Los Angeles County.

Funding allocated to partners will support the following target activities from July through October, in Census tracts (HTC Index 69+) with the lowest SRR: language access; health and safety measures; phone banking and text campaigns; and localized media tactics (i.e., paid, digital, radio, direct mail) directed by partners. Contract amendments and disbursement of funds are scheduled to begin in July 2020.

### **Update on State Agency Outreach**

Laura Askins reported that State Agencies and Departments made 107.4 million impressions during the month of April 2020. Many of these impressions have come via partner state agencies (e.g. Department of Motor Vehicles, California State Parks, CA Lottery), as they are considered trusted messengers by California residents.

Opportunities to amplify Census messaging include: electronic communications, newsletters, web presence, social media posting, mass mailings, and messages during call-center hold time.

### Member Questions and Discussion:

- Chair Padilla commented that the necessary increase in online outreach due to COVID-19 restrictions has amplified the digital divide in California's communities. He asked if there have been tangible impacts registered from paid media efforts to date.
  - Mr. Vaca concurred with these statements, and shared that the Census Office is working in collaboration with USCB on maximizing use of mobile questionnaire assistance centers (QACs) in low broadband areas, while simultaneously ensuring the health and safety of residents. An increase in mailings providing instructions on how to complete the Census by phone is planned for rural communities with low response rates.
- Member Nicholas Hatten enquired as to the possibility of establishing a call center hotline specifically for partners (as opposed to public), where partners can quickly obtain logistics and technical support. This was implemented with success in the Covered CA campaign. He also requested strategic discussion around the USCB providing personal protective equipment (PPE) for partners in the event the State sees another major spike in COVID-19 contractions.

California Complete Count Committee  
Meeting Minutes  
June 30, 2020 10:00 am – 12:00 pm

- Mr. Vaca agreed to look into providing a hotline for partners.
- Member Jesus Martinez asked for further explanation on partners' capacity to receive and utilize additional funding.
  - Mr. Vaca shared that in discussions, partners were asked if they had the capacity and/or volunteer base to increase efforts if they received additional funds. The majority of partners are continuing their Census outreach efforts through October (several may cease earlier to support upcoming election efforts), and all have the capacity to increase efforts with additional funding.
- Member Gita Amar asked how the Census is managing the count of student residents, given that many students living on campus at universities were forced to move when COVID-19 related closures began occurring in March and April. Are these persons being counted via the educational institutions, or at the residence/home they moved to following closures?
  - Mr. Vaca responded that communication efforts by higher education institutions increased greatly during this time to ensure that students were counted on April 1<sup>st</sup>, either at the campuses or at their homes. This question will require additional follow up at a future time, once more information is available.
- Member Susan Shain asked if the State's Employment Development Department (EDD) is generating Census response.
  - Ms. Askins offered that the CalJobs website has been one of the State's top referral websites. In addition, Census information is shared on call-hold messaging, and on EDD's webpages to file unemployment and disability claims.
  - Chair Padilla commented that EDD could provide messaging for Census job opportunities for unemployed persons.

Public Comment (note: comments are excerpts from online chat submission):

- A Richer San with Pacific Asian Counseling Services (PACS) in Long Beach asked for a PSA from the State effort's video file to translate into Cambodian (Khmer) for use on Khmer TV.
  - Please contact Mr. Miller directly and he will assist with this request.
- Casey Farmer from Alameda County Complete Count Committee shared concerns on the Micromedia plan Counties and Administrative Community Based Organizations (ACBOs) collaboratively worked on: Commissioners need to know how utterly challenging this process has been. Collectively, our goal was to ensure good marketing was out in the field in a timely manner in targeted areas to increase response rates. This goal has not been remotely achieved. The processes for review and

execution of the marketing were remarkably lengthy, and then the types of marketing that we selected never got posted. To be more specific: 1) we have no evidence that any advertisements were ever displayed in the targeted areas such as ethnic grocery stores in very HTC areas; the only ads we have seen are in non-HTC areas. 2) the translations have also been remarkably poor, 3) the Technical Assistance costs are extremely high with extremely minimal results.

- Carmen Taylor-Jones with Black Women for Wellness stated her organization has the capacity to take on outreach in additional Census tracts. Since February they have conducted outreach to Faith Based Partners, engaging over 30,000 Congregations; and conducted virtual and text phone banking, issuing over 275,000 text/phone messages. Via their *200 Grand Campaign*, 200,000 text messages were sent to extremely HTC residents.
- Child360 in Los Angeles collaborated with Inglewood Unified to distribute thousands of multilingual census postcards<sup>2</sup> during some of their meal distribution days.
- A Pablo Radriguez from Region 4, with *Cuenta Conmigo Coalition*, shared their gratitude for the State Census team, in particular the continuous support they have received from Emilio Vaca and Diana Crofts-Pelayo since the launch of the Coalitions' door-to-door canvassing and phone banking efforts in October 2019.
- A public member thanked Emilio Vaca, recognizing Mr. Vaca as a trusted resource and content expert for the development and implementation of their outreach program.
- Eric Payne from the Central Valley Urban Institute Fresno shared he came to the Commission in October of 2019 to express concern about Mercury Communication's outreach efforts to engage African American families, given historical black neighborhoods went undercounted by 66% in 2010. He was reassured at that time Mercury would have made efforts by January of 2020. His organization has since made several attempts to communicate with Mercury and the Commission, to collaborate on ways to bolster African American participation in the Census in their region. He remains deeply concerned and asked for immediate attention in this matter.

### 3. Committee Member Engagement Opportunities

Members were invited to update the Committee on their recent Census outreach efforts, and upcoming engagement opportunities.

---

<sup>2</sup> The postcard can be found at: [https://child360.org/wpcontent/uploads/2020/06/Census\\_Postcard\\_05\\_2020\\_ENG\\_SPN\\_FINAL.pdf](https://child360.org/wpcontent/uploads/2020/06/Census_Postcard_05_2020_ENG_SPN_FINAL.pdf)

California Complete Count Committee  
Meeting Minutes  
June 30, 2020 10:00 am – 12:00 pm

- Member Susan Shain is promoting Census at a summer school program for middle schools in the Bay Area, through San Francisco's *Swing Left* group, *San Francisco Democratic Club*, and via *Valley Voices* and *Valley Forward* in Kings County. Additionally, her niece promotes Census through a podcast, related website, and Instagram posts.
- Member Nicholas Hatten shared on July 11<sup>th</sup> he will participate in a *League of Women Voters* forum. He is also scheduled to speak at an upcoming county-wide Stockton Town Hall meeting. He expressed concern about persistent disagreements among leaders in the Central Valley that racism and equality are major issues that need to be addressed. He believes these disagreements could amplify the difficulty in encouraging African Americans to complete the Census. However, he remains hopeful and supportive.
- Member Tom Wong reported his organization at University of California, San Diego is writing a new algorithm to identify Masa, South Asian individuals, and Middle East and North Africa (MENA) communities to support the matching of culturally competent outreach and language to these groups.
- Member Gita Amar shared she is conducting outreach with the Asian American community. A livestream event on Channel 7 was hosted in May that covered Asian American issues, including Census and the COVID-19 crisis. Additional virtual events are planned in the coming months. She is also working with young journalists in the University system to include Census information in their publications.
- Member Jesus Martinez is working with *Health Fund* in Region 6 to release Census videos in the coming weeks. His organization, Central Valley Immigrant Integration Collaborative, has been involved in organizing many activities and events in the Central Valley over the last several months.
- Member Tho Vinh Banh complimented *California Living Center's* efforts to message directly to persons experiencing disability, and *Disability Count's* website supported in American Sign Language (ASL).
- Member Lee Salter complimented *Shasta Community Foundation*, the Sikh Community, and South County's efforts in conjunction with the *Martin Luther King Center*.
- Chair Padilla noted he has been mentioning Census in every interview and event he has participated in over the last several months, and will continue to do so through October.



Public Comment:

- DisabilityCounts2020 would like to connect with partners to reach the disability community within every other HTC group. The 30<sup>th</sup> anniversary of the American's with Disabilities Act (ADA) is coming up (July 26<sup>th</sup>). DisabilityCounts2020 asks for help in spreading their message (via graphics, sharing social media posts, etc.) to ensure an accurate count of people with disabilities. Ultimately, there are people with disabilities in every HTC group, so we should work together. Please email Vanessa at [vanessa@cfilc.org](mailto:vanessa@cfilc.org) to learn more about collaborating on this effort in July. Thanks!

#### **4. July 1 Report to the Governor**

Chair Padilla explained this discussion is intended to help guide staff in generating the July 1<sup>st</sup> iteration of the Committee's Report to the Governor. He would like the Report to include a summary on the paid media efforts to-date.

Member Regina Brown Wilson suggested the Report discuss the challenges specific to conducting Census efforts during a change of administration, and the resultant time lost on efforts during the transition in leadership. The Report may consider methods for improved continuity of efforts between administrations.

Member Hatten suggested obtaining and including feedback from Counties and CBOs as to how the efforts were organized and implemented. He noted there are sometimes cultural and communication barriers between State Committees, State Staff, and partners, and challenges with individuals' own tolerance and acceptance, that could also be explored in the Report.

#### **5. General Public Comment Period**

Laura Askins read a statement indicating that public comment submitted via Facebook and not previously read under the appropriate section will be read now. All comments submitted via Facebook will be saved as part of the public record. Public comment may also be submitted via email at [info@census.ca.gov](mailto:info@census.ca.gov) within one day of this meeting or by mail to California Complete Count Census 2020, 400 R Street, Suite 359, Sacramento, CA 95811.

The following comments were submitted via the chat feature, and read for the Committee by Laura Askins.

- A Carmen Taylor Jones shared Black Women for Wellness is training with Cali Calls for their next Virtual Phone Bank – non-response follow up (NRFU).
- A Maikhou Thao from the Region 1 ACBO thanked Chair Padilla for participating in their regional press conference on June 10<sup>th</sup>. There was strong turn out, and several articles ran in publications throughout the region following the event, including the Sac Bee and Redding Record Searchlight, among others.
- A Maikhou Thao commented, during COVID-19 Shelter in Place orders, many of their partners pivoted to providing essential services to their communities including conducting wellness checks, food distribution, and book giveaways. The ACBO supported their efforts by providing Census materials and resources to include with the essential service programs, such as flyers, phone scripts, books, census worksheets, reusable bags, etc. The ACBO is also supporting its partners with phone banking capabilities, online activities, and distribution of PPE. The ACBO also reported that during the *Census Week of Action*, they: distributed information regarding the training and toolkits; provided materials to *Week of Action* events (they have flyers and photos from caravans in Sacramento, Shasta, and Sutter); shared information and graphics far and wide on social media; shared partners' events online; and sent an email blast about the *Week of Action*. Their partners have been able to quickly pivot and create innovative strategies to reach their communities during this challenging time and look forward to continuing the work as Census moves to the NRFU period.
- Anahuak Youth Sports Association has conducted significant phone and text banking in Northeast of Los Angeles.
- The San Diego Veterans Coalition (SDVC) has been holding a weekly meeting for veterans and their families during which they have promoted the Census. They also organize an online educational summit for college and university veteran students, and promoted the Census during this event.
- The Community Engagement Coordinator, Diana Alfaro, for Central City Neighborhood Partners (CCNP) asked if there is a way to obtain addresses for households that have completed the Census and those who have not, so CCNP can target those who have not completed the questionnaire in the Westlake, Pico-Union, and Downtown areas of Los Angeles.
- A Casey Farmer expressed their support for the State Census Office to continue advocacy for a comprehensive enumeration of people

experiencing homelessness, which the Census Bureau has rescheduled to mid-September. There are many gaps and outstanding questions about how the USCB will reach the thousands of unsheltered Californians in a manner that first ensures their health and safety, and with sufficient staff and time allotted to reach all people without an address.

- The Statewide MENA CBO thanked Marcy Kaplan for her support. The CBO has conducted Census FaceBook live webinars on topics related to immigrants, youth, how to complete the census, HTC, and will next host a webinar on racial equity. They are issuing regular social media and newsletter correspondence, and have posted flyers in food distribution and grocery stores. They are currently producing a video for statewide use featuring imams and community leaders. The CBO also reported the following statistics and phone banking: Region 1 41,000 calls, 11,000 contacts, 10,000 yes IDs; Central CA 13,000 calls, 3,400 contacts, 3,200 yes IDs. Next week they are launching phone banking efforts in San Diego, San Francisco Bay area, and Los Angeles.

## **6. Adjourn**

Chair Padilla thanked the Committee, staff, partners and public members for their participation, and wished everyone continued good health and safety.

**The meeting was adjourned at 12:46 pm.**