

California Legislature

CENSUS 2020: HOW THE CENSUS OUTREACH, COMMUNICATION, AND PUBLIC RELATIONS EFFORT WILL REACH THE HARD-TO-COUNT

Joint Informational Hearing
Assembly Select Committee on the Census
Senate Select Committee on 2020 United States Census

California State Capitol, Room 444
Sacramento, CA 95814
Wednesday, August 21, 2019
1:30 – 4:35 PM

AGENDA

- I. **Welcome Remarks**
 - Senator Umberg, Senator Pan, Assemblymember Berman
- II. **Comments from Secretary of State Alex Padilla, Chair of the California Complete Count Committee**
 - Alex Padilla, Secretary of State
 - Q&A
- III. **Experience and Research in Communicating with Hard-to-Count Communities**
 - Efrain Escobedo, Vice President of Education and Immigration, California Community Foundation
 - Jonathan Tran, Senior Program Manager, California Endowment
 - Genevieve Flores-Haro, Associate Director, Mixteco/Indigena Community Organizing Project
 - Q&A
- IV. **Overview of State Census Communications Efforts and How the State's Media Contractor Will Reach the Hard-to-Count**
 - Ditas Katague, Director, Census 2020 - California Complete Count
 - Martha Dominguez, Government Operations Agency/CA Complete Count Office
 - Mercury Public Affairs, LLC, State Media Contractor
 - Fabian Núñez, Partner
 - Carolyn Becker, Senior Vice President
 - Q&A
- V. **Public Comment***
- VI. **Closing Remarks**

* Please note that time will be limited for the public comment period. We encourage you to submit written testimony via email to chris.wagaman@asm.ca.gov, diana.douglas@sen.ca.gov, and aria.ghafari@sen.ca.gov. Please submit written testimony by Friday, August 30th, 2019. Thank you.

