

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. Thank you.*