

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

2018-07-02

2. Department

Government Operations Agency

3. Organizational Placement (Division/Branch/Office Name)

4. CEA Position Title

Deputy Secretary of Census 2020

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

The California Government Operations Agency (GovOps) proposes to allocate the above position to the CEA category. Under the direction of the Secretary of GovOps, the Deputy Secretary of Census 2020 is responsible for overall policy development and project management of the California Complete Count – Census 2020 (Census). The position directs, manages, organizes, implements and evaluates the activities for the Census at the agency level.

6. Reports to: (Class Title/Level)

Secretary of Government Operations Agency

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

8. Organizational Level (Select one)

- 1st 2nd 3rd 4th 5th (mega departments only - 17,001+ allocated positions)

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

Under the direction of the Secretary of GovOps, the Deputy Secretary for Census 2020 is responsible for overall policy development and management of the Census. This position directs, manages, organizes, implements and evaluates the activities of the Census. The position provides oversight and direction to the Census at the Government Operations Agency and will act as a key member of the Census Executive Management Team who will participate in agency-wide planning policy-making and decision-making, as well as the development, implementation and evaluation of the Census strategic and operational planning.

The position will provide status updates to the Secretary, the Governor's Office, the Department of Finance and the Legislature on key Census milestones and other important outcomes. Duties and responsibilities include:

- Work with the Governor's Office, the Department of Finance, the Legislature and community partners to deliver key initiative objectives.
- Monitor Census budget of \$90 million over the next three fiscal years.
- Act as the primary control point for external stakeholders on all major budget-related inquiries and correspondence.
- Build office and staff to meet Census 2020 needs.
- Create Request for Proposals (RFPs) and funding allocation strategies to contract with Community Based Organizations and regional partners.
- Advise the Secretary on contract and procurement policies and assists in the development of sensitive contract language.
- Conduct educational presentations to the public relative to the importance of the Census.
- Conduct research and high-level analysis on California demographic trends.
- Problem-solving and identify strategies and recommendations for the prioritization of projects, issues and activities that benefit the Census.
- Oversee development of Census website and social media efforts that engage stakeholders.
- Interface with other states in pursuit of Census goals.
- Work with schools to implement curriculum based outreach
- Engage departments to find opportunities for Census messaging through existing state department outreach, marketing and service effort.

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The decennial census is used to apportion Congressional seats and federal funding, but California's large and diverse population mean that an undercount would have more severe implications than for other states. The census is funded by Congress and led by the U.S. Census Bureau headquartered in Suitland, Maryland. Because it is a federal operation, states and local governments have limited influence in how the actual counting of residents occurs. In preparation for the 2020 Census, the Census Bureau has been mandated to reduce costs and keep spending levels at the 2010 Census funding amount, which in real terms means fewer resources to cover larger population. To keep costs down, the Census Bureau made significant cuts to its programs.

Because of the reduction in U.S. Census programs, the California Legislature significantly increased California's census participation by creating a comprehensive statewide multilingual, micro-targeted outreach campaign focused on the state's hardest-to-count residents.

For every Californian missed by Census 2020, the state loses approximately \$1,950 per person, per year, for 10 years, in federal funding. During Census 2000, Price Waterhouse Coopers estimated that Los Angeles County missed out on an estimated \$650 million in federal funding between 2002 and 2012 and California lost \$1.5 billion in funding. Additionally, Election Data Services, a nationwide consulting firm, estimates that a significant undercount could cost California one or more seats in the U.S. House of Representatives.

The Deputy Secretary of Census 2020, will be the overall advisor to the Secretary of GovOps, and is responsible to assist the Director of the Census and executive management on complex, sensitive and administrative policy matters pertaining to the Census.

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

The Legislature established in GovOps budget 22 full time limited-term positions to staff the Census effort to complement U.S. Census outreach, focusing on hard-to-count populations. An appropriation of approximately \$90 million will be available for the duration of a 3-year effort crossing over fiscal years 2018-19, 2019-20 and 2020-21. The program becomes operational July 1, 2018.

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

The position will oversee building office and staff infrastructure with statewide capacity. This includes finding and procuring new office space in Los Angeles, Fresno, Oakland and Sacramento sufficient for expected staff growth. The position will also be involved with setting up all information technology needs and help with the hiring of qualified staff.

Help partner with the California Department of Technology to build an interactive web-portal to provide information and spur collaboration among all outreach partners, including Foundations, Community Based Organizations and local governments, to target groups and census tracts with low response rates. The mapping portal will allow key partners to enter cultural and social data, grantees and populations served as well as record where on the ground assets for grassroots efforts are strategically placed.

School-based Curriculum Pilots

Work with schools to implement curriculum based outreach. Partner with Sacramento, Los Angeles and Fresno County Offices of Education to develop a pilot approach to engage 5th, 8th, 11th and 12th grade students. Partner with visual and performing arts or digital media academy schools for an innovative approach to engaging students about the importance of the Census and counting underrepresented communities.

Establish and staff the SAWG to identify and engage a single point of contact from each state department with the goal of creating opportunities for Census messaging through existing state department outreach, marketing and service efforts. Coordinate Census messaging on lottery tickets, amber alert/traffic signage, unemployment checks, state employee pay stubs, field office television monitors, state websites and other forums.

Partner with the Sacramento State's Center for Collaborative Policy to conduct approximately 24 statewide community needs assessments and develop and deliver training programs to local communities and grass-root leaders. Engagement of these local partners is essential to establishing regional committees who will partner with local community foundations and faith-based organizations to help Census participation in underserved communities.

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

The proposed CEA has full management responsibility for planning, organizing and directing all aspects and functions of the Census. The Deputy Secretary for Census 2020 will assist in formulating and administering policies, procedures and practices, as well as implement and monitor them to ensure compliance; Analyze complex administrative problems for strategic and operational planning, financial integrity and risk assessment processes.

Serves as the principal advisor to the Secretary, the Governor's Office, the Department of Finance and the Legislature by providing Census status updates, budgetary analysis, policy and support and provides data to assist in formulating program and operational alternatives. Evaluates staff proposals involving all areas of program administration. Provides input to legislative analyses and program proposals. Acts as the primary control point for external stakeholders on all major budget-related inquires and correspondence. Advises the Secretary on contract and procurement policies and assists in the development of sensitive contract language.

The position provides managerial skills and demonstrates leadership by continuously meeting and improving administrative goals and objectives; review and approve administrative documents that require a high degree of technical and independent judgement that impacts policy and decision makers.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

The CEA will be responsible for developing and implementing new policies that impacts Census outcomes. The CEA will review existing statewide policies, procedures and rules that relate to administrative services and determine how they apply to the organization. Thereafter, the CEA will formulate and direct the development of new or revised policies. The CEA will be responsible for formulating, standardizing, administering and evaluating policies for administrative services, budget, contracts, risk management and State Leadership Accountability Act.