



ALEX PADILLA
California Secretary of State

FOR PLANNING PURPOSES
January 31, 2020

MEDIA ADVISORY

Secretary of State Alex Padilla to Speak at the Public Policy Institute of California's Speaker Series: "Countdown to Census 2020"

SACRAMENTO, CA – Secretary of State Alex Padilla will be the featured speaker for the opening conversation of the Public Policy Institute of California's Monday, February 3 event "Countdown to Census 2020." In a moderated conversation with PPIC President and CEO Mark Baldassare, Secretary Padilla will discuss the stakes of the 2020 Census for California and how the state is working to ensure an accurate count.

[Click here for the full PPIC "Countdown to Census 2020" Agenda](#)

In 2019, Governor Newsom appointed Secretary Padilla to Chair the California Complete Count Committee. The California Complete Count Committee is an advisory panel of community leaders who represent diverse populations from across the state. Members of the CCCC raise awareness of the importance of census campaign efforts to community leaders and guide them in developing strategies for a complete and accurate count in their respective communities. They provide expertise and insight to develop an outreach strategy leveraging existing community partnerships, participate as experts, or collaborate with other experts on census established working groups, and identify effective outreach strategies.

In 2018, Secretary Padilla was also appointed Co-Chair of the National Association of Latino Elected and Appointed Officials (NALEO) bipartisan National Latino Commission on Census 2020. This commission brings together public officials, community leaders and other key stakeholders to discuss how challenges to a fair and accurate Census 2020 count could affect diverse communities across the country.

About the Program

Census Day is fast approaching. How will the country's most diverse and populous state respond? California's representation in Congress and billions in federal funds are on the line. This event will feature a wide-ranging conversation about the consequences of the census with state and local leaders on the front lines of this critical effort.

The PPIC Speaker Series will be livestreamed at <https://www.ppic.org/news-and-events/events/webcast-registration/>

*Media interested in attending should RSVP to bliss@ppic.org

WHO: California Secretary of State Alex Padilla
PPIC President and CEO Mark Baldassare

WHEN: Monday, February 3, 2020
12:00 p.m. – 1:30 p.m.
Registration begins at 11:45 a.m.

WHERE: Sheraton Grand Hotel - Magnolia and Camellia Rooms
1230 J Street
Sacramento, CA 95814

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