



**California Census Office RFI #0000010569
California Complete Count – Census 2020**

**Section I
California Census Office’s Request for Information**

1. INTRODUCTION

The California Census 2020 Complete Count effort is a statewide outreach and awareness campaign designed to ensure an accurate and complete count of all Californians in the upcoming 2020 Federal decennial census. The decennial census is used to allocate federal funds to state and local governments, and a census that undercounts California could cost the state billions of dollars. For every Californian missed during the Census 2020 count, the State is expected to lose approximately \$1,950 per person, per year, for 10 years, in federal program funding.

An undercount could also reduce California’s representation in the House of Representatives.

The intent of the California Census Office’s 2020 Census Campaign is to increase awareness and knowledge of the 2020 Census in hard-to-count communities and thereby increase the likelihood that individuals from hard-to-count communities will respond to the 2020 Census. This program aims to address the following goals:

- Help build the capacity of the California Census Office in identifying hard-to-count communities, building local partnerships, and finding appropriate programs and other funding relevant to the outreach effort;
- Increase awareness and knowledge about the 2020 Census in hard-to-count communities; and
- The ultimate goal is to ensure that hard-to-count populations in California are accurately counted in the 2020 census. The State aims to meet or exceed the U.S. Census Bureau’s nationwide target of achieving a 60.5% self-response rate from people in hard-to-count communities. The State will engage in activities to support enumeration during the Non-Response Follow-Up (NRFU) phase of the census count.

2. DISCLAIMER

This Request for Information (RFI) is issued for information and planning purposes only and does not constitute a solicitation. Responses will not be returned. A response to this notice is not an offer and cannot be accepted by the California Census Office to form a binding contract. Responders are solely responsible for all expenses associated with producing and submitting the response. The California Census Office is subject to the California Public Records Act (Gov. Code, § 6250 et seq.) and all information in RFI responses marked *Proprietary* or *Confidential* will be handled in accordance with the California Census Office’s obligations under that Act.

3. CALIFORNIA COMPLETE COUNT BACKGROUND

Only once each decade, the U.S. Census Bureau attempts to count every resident in the United States. The next enumeration will be April 1, 2020, and will be the first to rely heavily on online responses. The primary and perpetual problem facing the U.S. Census Bureau is the undercount of certain population groups.

Hard-to-count populations include:

- Immigrants and the foreign born
- Linguistically isolated individuals (non-English speaking individuals over 14 years of age within households)
- Non-two parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Persons without permanent homes
- Number of vacant housing units in an area
- Specific ethnic and minority populations
- Renters and children
- Densely populated communities with multi-unit housing, public assistance characteristics
- Native American and Tribal populations. This includes Native Americans living in urban and rural areas as well as tribal lands.

As a majority-minority state, most residents of California fit into at least one of the above-listed categories.

The Census 2020 efforts will include development of well-connected local networks of trusted messengers and targeted community organizations. The decennial census is a federal operation, and it is important to note that all of the State's efforts will be modified and focused on non-duplication, based upon the operation, advertising, partnership and outreach efforts of the U.S. Census Bureau currently being developed.

In preparation for the 2020 Census, the U.S. 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 a larger population. To keep costs down, the U.S. Census Bureau made significant cuts to programs, but has also modernized many operations. Expecting to hire 50 percent fewer enumerators for non-response follow-up, the U.S. Census Bureau is depending on an unprecedented self-response rate. To generate self-response, the U.S. Census Bureau has developed an internet self-response tool that is currently in beta testing. Funding to continue usability testing, improve user experience, and guarantee a cyber-secure application has been severely cut. The U.S. Government Accountability Office lists the decennial census functions at high risk of having major problems.

In light of these changes in the U.S. Census Bureau and what they might mean to California, Governor Brown issued an Executive Order (B-49-18) describing California's Census 2020 initiative. The Executive Order established a California Census Office for the

2020 Census which will develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 Census.

The Legislature has budgeted \$90.3 million and 22 limited-term positions to support the California Census Office. The California Census Office staff is appointed by the Governor and coordinates the state's outreach efforts, focusing on the hard-to-count population.

4. PURPOSE OF RFI

The purpose of this RFI is to gather new and innovative ideas from Community Based Organizations revolving around reaching hard to count populations. The California Census Office is well aware of traditional methods of reaching hard-to-count populations that have been used in previous census efforts. The goal of this RFI is to solicit new thinking that builds on that foundation, especially in light of the federal census using an on-line self-response tool and investing limited resources.

This RFI is for information gathering purposes only. After evaluating the information received, the California Census Office may issue a future solicitation to select qualified organizations to receive funding to provide assistance.

Responses to this RFI should be no more than 10 pages, size 10 Ariel font.

6. INFORMATION REQUESTED

To help the California Census Office develop plans for accomplishing its goals without duplication of time or funding, the State is asking for new and innovative ideas from Community Based Organizations for reaching hard to count populations. Responses should include outreach efforts that have not been used in previous census efforts. RFI responses may include, but are not limited to, the following ideas:

- Identify roadblocks to the 2020 Census and potential strategies for overcoming these challenges. This does not need to be limited to efforts your organization currently engages in.
- Describe any unique collaborations and/or coalitions that your organization is a part of in conducting similar work that would add value to the California Complete Count Census 2020 campaign.
- Describe any and all methods for forming partnerships that can conduct outreach to hard-to-count populations.
- Describe new partnerships that exist or could be created that would provide diverse, collaborative census outreach effort.
- Describe new ways your organization reaches hard-to-count communities or innovative ideas that your organization would like to use.
- Describe methods that could be employed to help hard-to-count populations complete an online census form.

- Identify ways to coordinate multi-lingual support for individuals who will be utilizing the telephone or paper questionnaire system.
- Identify ways to encourage hard-to-count communities to complete the census form that have not been used in previous census efforts.
- Describe any best practices for social media outreach that reach targeted communities.
- Identify the organization's strategies to help dispel negative messaging around the 2020 Census and what resources that could be leveraged, including the ability to be flexible when reacting to sudden or crisis situations.
- Identify other communication strategies your organization recommends using during the Census 2020 efforts.

7. PROTESTS

Since this RFI is not a request for bids on goods and services, and no commitment is required of either party, protests are not appropriate and will not be considered by the California Census Office.

8. DISPOSITION OF MATERIALS

All material submitted in response to this RFI will become the property of the State of California and will be returned only at the State's option and at the respondent's expense.

9. CONTACT INFORMATION

The contact for this RFI is: Vanessa Vaughn
Attn: California Complete Count RFI ##0000010569
Email address: Vanessa.Vaughn@census.ca.gov

10. KEY DATES

A non-mandatory phone conference will be held **on September 5, 2018 at 10:00 a.m.** to answer questions specific to the RFI process including viewing, downloading, registering, or logging in to the CaleProcure webpage. Questions related to any other topic will not be addressed during this call.

Phone Conference Line: 1 (877) 346-8673
Participant Code: 50907349#

Questions regarding the intent or content of the RFI should be submitted to the contact identified above and clearly marked "Questions Relating to California Census Office ##0000010569" Questions must be received in writing or by email on

September 7, 2018 by 5:00 p.m.

Written responses to the RFI are to be received by the California Census Office in writing on **September 14, 2018 by 5:00 p.m.** Respondents are strongly encouraged to submit the RFI response prior to the due date, if possible. RFI responses should be delivered to the contact identified above.

Responses must be submitted in a digital format either as an attachment to an e-mail or other digital format such as a compact disc or a thumb drive. Although not required, an additional hard copy response will be accepted.

11 . RESOURCES

- <https://www.census.gov/roam>
- <https://census.ca.gov/>
- <https://census.ca.gov/resources/>
- <https://cacensus2020.maps.arcgis.com/apps/webappviewer/index.html?id=13bdaa4c0d6c4b2a82a5b1ddf2efc56b&extent=-13936574.0534%2C3993215.3184%2C-12357690.7972%2C4719672.8353%2C102100>
- www.caleprocure.ca.gov