

Progress Report on Complete Count Office's Census 2020 Outreach and Communication Program

A report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census, and the Senate Select Committee on the 2020 United States Census

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**Exhibits to this Legislative Report are numbered separately from the primary document. Marker pages inserted before each exhibit are printed in blue. Please note, some exhibits may contain their own page numbers. In addition, some exhibits may contain their own attachments or exhibits.*

I. INTRODUCTION

The California Complete Count – Census 2020 Office (Census Office) is developing a comprehensive statewide outreach and communication strategy to encourage and support full participation by all Californians in the 2020 U.S. Census (2020 Census). An accurate 2020 Census count is one in which every person is counted once, only once, and in the right place. The Census Office is coordinating local and statewide outreach and awareness efforts to reach the state’s hardest-to-count Californians.

This report contains updates to the state of California’s (State) progress related to the 2020 Census. Provided in response to the requirements of Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866), this document gives specific updates on topics of special interest to the Legislature relating to the Census Office, including: 1) budget and infrastructure, including staffing and hiring; 2) readiness and needs assessment based on the 2018 regional convenings; 3) an online platform tool for outreach, and 4) school curriculum pilots. In addition, the Census Office is providing information on language and communication access and coordination and collaboration efforts.

The State is devoting significant resources to the Census Office’s strategic outreach and communication campaign because California faces the greatest barriers in the nation to ensure an accurate count and thus receive a fair share of federal funding and Congressional representation. This effort will seek to reach more than 13.5 million households in California to raise awareness of the 2020 Census and motivate the hardest-to-count Californians to respond. Those that are considered hard-to-count (HTC) are least likely to respond to the Census questionnaire without specialized outreach and assistance.

II. BUDGET AND INFRASTRUCTURE

Overview

State leaders made a sizeable commitment to the 2020 Census by investing \$100.3 million toward strategies that will help ensure an accurate and successful count of all Californians. The 2017 Budget Act appropriated \$10 million for both the Local Update of Census Address (LUCA) Incentive Program and initial organizing and planning activities of the Census Office. Subsequently, the 2018 Budget Act included \$90.3 million for a comprehensive statewide outreach and communication strategy that targets the State’s hardest-to-count residents to ensure full participation in the 2020 U.S. Census (2020 Census). Building on those previous investments, the 2019-20 Proposed Governor’s Budget includes an additional \$54 million to bolster the outreach and communication strategy and conduct a housing and population enumeration of Californians separate and apart from the 2020 Census. With so much at risk for the State, the \$154.3 million investment will help ensure a successful and accurate 2020 Census count.

The table below shows the total amount of State resources provided and requested to date and the available funding amounts remaining.

	Appropriation Amount	Expended	Encumbered	Available Balance
2017 Budget Act*	\$ 10,000,000	\$ 7,163,618	\$ 977,229	\$ 1,859,153
2018 Budget Act	\$ 90,300,000	\$ 874,301	\$ 371,968	\$ 89,053,731
2019 Proposed Budget**	\$ 54,000,000	\$ -	\$ -	\$ 54,000,000
Total:	\$ 154,300,000	\$ 8,037,919	\$ 1,349,197	\$ 144,912,884

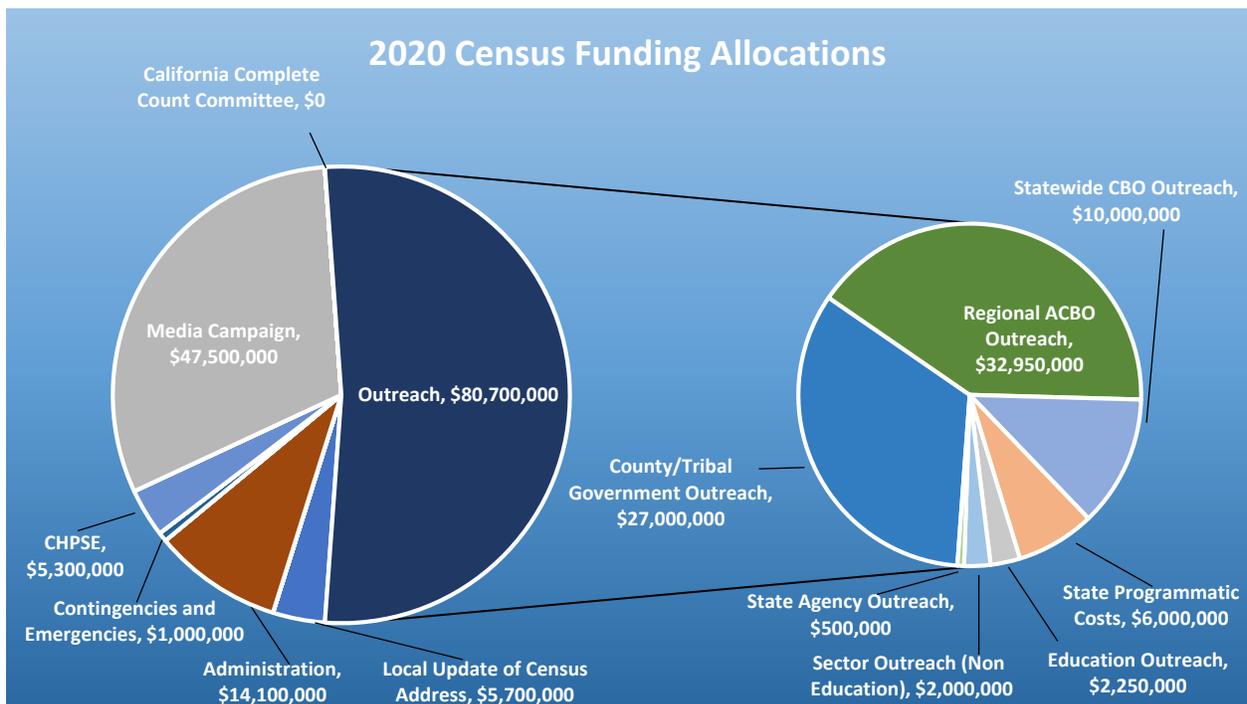
*The \$10 million includes two separate budget actions that provided \$7 million for the LUCA Incentive Program and \$3 million for initial planning activities that were conducted within the Governor's Office of Planning and Research. \$350,000 of the expended amount covered administrative costs at the Department of Finance.

**\$54 million is proposed in the 2019 Governor's Budget to strengthen the various components of the Census Office's statewide outreach and communication strategy and conduct a State-run enumeration survey of Californians.

Funding Allocations

In order to conduct an effective statewide outreach and communication campaign that reaches the State's hardest-to-count residents, the Census Office must perform frequent outreach to the hard-to-count (HTC) population both in-person through trusted community messengers and through various media channels. After accounting for the Census Office's administrative costs, LUCA Incentive Program awards, and the proposed California Housing and Population Sample Enumeration (CHPSE), \$129.2 million remains available for the various components of the statewide outreach and communication strategy and the associated programmatic costs. Of this amount, \$80.7 million is dedicated for outreach strategies to be conducted on the ground within the HTC communities, \$47.5 million is dedicated for the Census Office's media campaign, and \$1 million is set aside for contingencies and emergencies.

The final funding allocations for all 2020 Census-related efforts, including the components within the outreach program, are shown in the graph and table below.



California Complete Count Office Census 2020 - Program Funding Overview			
Programmatic Area	Original Funding Allocations	New Funding Allocations	Difference
Local Update of Census Address*	\$ 7,000,000	\$ 5,705,000	\$ (1,295,000)
Outreach			
County/Tribal Government	\$ 2,700,000	\$ 27,000,000	\$ -
Regional ACBO	\$ 2,950,000	\$ 32,950,000	\$ 10,000,000
Statewide CBO	\$ 4,050,000	\$ 10,000,000	\$ 5,950,000
State Programmatic Costs	\$ 6,000,000	\$ 6,000,000	\$ -
Education Outreach			
Census Education (K-12)	\$ 250,000	\$ 250,000	\$ -
County Education Departments (Title I & Title III Schools)	\$ 750,000	\$ 1,750,000	\$ 1,000,000
Higher Education	\$ 50,000	\$ 50,000	\$ -
State Programmatic Costs	\$ 2,000,000	\$ 2,000,000	\$ -
Sector Outreach (Non-Education)			
Healthcare	\$ -	\$ 500,000	\$ 500,000
Other Sectors	\$ 800,000	\$ 1,300,000	\$ 500,000
State Programmatic Costs	\$ 2,000,000	\$ 2,000,000	\$ -
State Agency Outreach	\$ 5,000,000	\$ 500,000	\$ -
Media Campaign			
Public and Media Relations Contracts	\$ 16,100,000	\$ 46,100,000	\$ 30,000,000
State Programmatic Costs	\$ 1,400,000	\$ 1,400,000	\$ -
California Complete Count Committee	\$ -	\$ -	\$ -
Contingencies and Emergencies	\$ 1,000,000	\$ 1,000,000	\$ -
California Housing and Population Sample Enumeration	\$ -	\$ 5,295,000	\$ 5,295,000
Administration**	\$ 1,205,000	\$ 14,100,000	\$ 2,050,000
Total:	\$ 1,003,000,000	\$ 154,300,000	\$ 54,000,000

*Reflects the final programmatic cost. Program was originally funded at \$7 million. \$1.295 million of the unspent funding has now been moved to the California Housing and Population Sample Enumeration program.

**Reflects initial organization and planning funding provided through the Governor's Office of Planning and Research.

Local Update of Census Addresses Incentive Program

The LUCA program is the first step toward ensuring an accurate and complete count of all Californians. LUCA, which is operated by the U.S. Census Bureau (Census Bureau), aims to update the Bureau's Master Address File (MAF) to ensure there is an accurate address list from which to conduct the physical enumeration. The Census Bureau provides the opportunity for all governments to update the MAF to reflect changes in housing types, new construction, unconventional housing, and to provide any address corrections. To encourage full participation in this program, the Census Office, through the California Department of Finance's Demographic and Research Unit (DRU), provided incentive funding to local governments for the work they completed and provided to the Census Bureau.

While a final decision on the acceptance of newly added addresses is still pending at the Census Bureau, and local governments may appeal any decisions to not include newly added or corrected addresses, the State incentive portion of this program has now ended. The State awarded approximately \$5.4 million in LUCA funds to 373 local jurisdictions (see Exhibit A). These local governments reported 1.5 million additions and 390,000 deletions to the Census Bureau's MAF, yielding net address additions of 1.1

million. They also corrected more than 844,000 addresses in the MAF. The final LUCA participation rate was 78 percent of all cities and counties in California. Approximately 93 percent of the State's population was covered by those jurisdictions that participated in LUCA. In addition, \$300,000 was also spent by the Department of Finance (DOF) for various administrative costs related to this program.

Statewide Outreach and Communication

Of the \$154.3 million, \$129.2 million is planned for outreach and communication efforts to educate, motivate, and activate all levels of California governments, establish and fund deliverable-based outreach contracts with non-profit organizations and local and tribal governments, and implement a comprehensive media strategy. The funding is also being used to assist with monitoring work completed by local and tribal governments, and community organizations, and assessing their needs in real time.

The Ground Game—Geographic and Demographic Community Outreach

The Census Office's ground game efforts focus on Administrative Community-Based Organizations (ACBOs) that will conduct comprehensive outreach within 10 designated regions of the state; Statewide Community-Based Organizations (CBOs) that will target specific demographic populations; state agencies that will outreach to the citizens they serve; local and tribal governments that will conduct outreach within their geographic service areas; schools that will focus on educating and providing outreach to their student populations; and various organizations that will concentrate on the Californians they interact with. An amount will be set aside for contingencies and emergency actions that may need to be implemented as operational events unfold.

County, Tribal, and Local Government Funding

To maximize dollars distributed to local communities and require collaboration and coordination between governmental entities, the State will use counties as fiscal agents for funds targeting HTC populations within their boundaries, including those within incorporated cities. Approximately \$27 million will be allocated for local governments.

Allocations for most counties are based on the California Hard-to-Count (CA-HTC) Index created by the DOF Demographic Research Unit (DRU) and modeled on the Census Bureau's Hard-to-Count Score of past censuses (see Exhibit B). The CA-HTC Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate (see Exhibit C). Those 14 variables include the estimated percent of occupied housing units without broadband subscriptions, percent of renter-occupied households, percent of population that is foreign-born and percent of limited-English households. Census tracts with higher CA-HTC indexes are likely to be places that will pose significant challenges to enumerate in 2020, while tracts with lower indexes should be easier to count. The Census Office has created CA-HTC Index charts of Assembly districts (see Exhibit D) Senate districts (see Exhibit E), and Congressional districts (see Exhibit F).

For some counties, State funding allocations reflect population-based minimums, ensuring that all corners of the state – even those with low CA-HTC indexes – have an opportunity to conduct State-funded outreach within their geographical boundaries. Those minimums will range from \$25,000 for counties with fewer than 25,000 residents to \$100,000 for counties with more than 100,000 residents.

Should a county choose not to participate, the State will reach out to a large city, regional council of governments or ultimately a community-based organization with the administrative capacity and

experience to conduct robust outreach in that county. Counties that do participate are mandated to collaborate and coordinate with cities within their boundaries (see Exhibit G).

Tribal Governments will be awarded funding agreements to conduct Census outreach activities in their geographical service areas. Funding tiers are based on housing units ranging from \$1,000 funding agreements for Tribal Governments with 25 to 49 housing units to \$50,000 for those with more than 10,000 housing units (see Exhibit H).

- County Contracts (\$26,683,500)**—On Nov. 9, 2018, the Census Office sent letters to all 58 counties, providing them an opportunity to opt in or out of state Census funding for outreach (see Exhibit I) The deadline for counties to respond is Feb. 8, 2019. To date, the Census Office has received opt-in letters from two counties, Colusa and Yolo. The State will work with any county that needs an extension on its deadline to help facilitate participation in the program.

Funding Flow Chart for Counties

Milestone	Payment Amount	Timeline
Board Resolution (Upon contract execution)	10% of Total Contract Amount, less 10% withhold	Upon Receipt by the State
Strategic Plan	35% of Total Contract Amount, less 10% withhold	Upon State Approval
First Quarterly Report	10% of Total Contract Amount, less 10% withhold	April 1, 2019
Second Quarterly Report	10% of Total Contract Amount, less 10% withhold	July 1, 2019
Third Quarterly Report / Implementation Plan (January 2020 - July 2020)	25% of Total Contract Amount, less 10% withhold	September 30, 2019
Completion / Results of Outreach (Final plans for Census week of outreach events)	Release of Withhold	February 15, 2020
Non-Response Follow Up (NRFU) Plan	5% NRFU Plan	April 15, 2020
Final Report	5% of Total Contract Amount	September 30, 2020

- Tribal Funding Agreements (\$316,500)**—On Nov. 30, 2018, the Census Office sent letters to 68 Tribal Governments, offering funding agreements to conduct Census outreach activities in their geographical service areas (see Exhibit J). The deadline for Tribal Governments to respond is Feb. 1, 2019. To date, the Census Office has not received any official responses from Tribal Governments. The State will work with any Tribal Government that needs an extension on its deadline in order to help facilitate participation in our outreach program. The Census Office will release all funds directly to Tribal Governments upon approval of their outreach plans.

The table below shows the total amount available for county contracts and tribal funding

agreements, state program costs and remaining balance.

	Funded Amount	Expended	Available Balance
County Contracts	\$ 26,683,500	\$ -	\$ 26,683,500
Tribal Funding Agreements	\$ 316,500	\$ -	\$ 316,500
State Program Costs	\$ 3,000,000	\$ 45,522	\$ 2,954,478
Total:	\$ 30,000,000	\$ 45,522	\$ 29,954,478

Community-Based Organization Funding

The Census Office believes community-based organizations (CBOs) will be essential to a complete count of Californians in 2020 because their intimate knowledge of California communities and their needs make them trusted messengers, particularly among HTC populations. The Census Office will allocate \$42.95 million to community-based organizations across the state for their on-the-ground outreach efforts.

The State will work primarily through large, community-based organizations with the administrative capacity and experience to conduct robust outreach throughout an entire region and/or to a specific HTC demographic population (see Exhibit K). The organizations receiving awards are required to subcontract with smaller organizations to target outreach in communities and serve as trusted messengers.

Targeting HTC groups within specific California regions will help toward the goal of a complete count in 2020. That’s why the State grouped California’s 58 counties into 10 regions (see Exhibit L) based on their HTC populations, like-mindedness of the counties, capacity of the CBOs within the counties, and state Census staff workload capabilities. The State has designated \$22.95 million (see Exhibit M) for CBOs to reach out to HTC populations within each of these regions. The State will augment this amount with an additional \$10 million from the proposed 2019 Governor’s Budget to bolster on-the-ground Non-Response Follow Up (NRFU) work within those communities where low response rates are materializing.

- Request for Proposal—Regional Administrative Community Based Organizations (\$22,950,000)**—The Census Office received 84 responses to a Request for Information from ACBOs interested in performing outreach on behalf of the State (see Exhibit N). The Census Office used this information to develop a Statement of Work (SOW) for the Regional ACBO RFP, which was released on Dec. 14, 2018 (see Exhibit O). The current deadline for ACBOs to submit their proposals is Feb. 15, 2019. The notification of contract awards is scheduled to be issued in March 2019.

In addition to regional funding, the State designated \$4,050,000 for various statewide CBOs that will be charged with targeting outreach efforts (see Exhibit P) towards specific hard-to-count demographic populations on a statewide basis. The State plans to augment this amount with an additional \$5,950,000 from the proposed 2019 Governor’s Budget to make additional awards targeting these HTC population groups.

- Request for Proposal—Statewide Community-Based Organizations (\$4,050,000)**—Responses to the RFI mentioned above also informed a RFP for CBOs interested in performing statewide outreach on behalf of the state. This RFP was released on Jan. 4, 2019. The deadline for CBOs to submit their proposals is Feb. 15, 2019 (see Exhibit Q). The notification of contract awards

would then be issued in March 2019. Similar to the regional ACBO contracts, funding will flow to statewide CBOs based on deliverable deadlines being met.

Funding Flow Chart for Regional ACBO RFP and Statewide CBO RFP

Milestone	Payment Amount	Timeline
Finalized and Approved Strategic Plan	30% of Total Contract Amount, less 10% withhold	May 2019
First Quarterly Report	20% of Total Contract Amount, less 10% withhold	July 2019
Second Quarterly Report	20% of Total Contract Amount, less 10% withhold	September 2019
Finalized Implementation Plan (January 2020- July 2020)	20% of Total Contract Amount, less 10% withhold	October 30, 2019
Implementation of Outreach Period	Release of Withhold	January 2020
Non-Response Follow Up (NRFU) Plan	5% NRFU Plan	February 15, 2020
Final Report	5% of Total Contract Amount	September 2020

The table below shows the total amount available for regional ACBO and statewide CBO contracts, state program costs and remaining balance.

	Funded Amount	Expended	Available Balance
Regional ACBO Contracts	\$ 32,950,000	\$ -	\$ 32,950,000
Statewide Contracts	\$ 10,000,000	\$ -	\$ 10,000,000
State Program Costs	\$ 3,000,000	\$ 45,522	\$ 2,954,478
Total:	\$ 45,950,000	\$ 45,522	\$ 45,904,478

State Agency Outreach

Building on successes from the 2010 Census campaign, the Census Office will again create a State Agency Working Group (SAWG) to increase the Census response rate by leveraging existing state agency (and department, board and commission) resources and contacts with Californians, especially those that serve HTC communities. Sixteen agencies partnered with the Census Office to provide support during the 2010 Census.

Examples of the anticipated activities to be implemented by SAWG, include, adding Census messages, logos or weblinks to websites that receive a high volume of online visitors and to materials produced by the Franchise Tax Board, Secretary of State, Employment Development Department; printing Census messages on California lottery tickets with the help of the California Lottery Commission; and targeting messages to CalPERS network of retirees and members. The Census Office has dedicated \$500,000 to the SAWG and will convene a kickoff meeting among agency leaders by February 2019.

The table below shows the total amount available for SAWG costs. To date, while program development is ongoing, as indicated below, no expenditures have been made related to these efforts.

	Funded Amount	Expended	Available Balance
State Agency Working Group Efforts	\$ 500,000	\$ -	\$ 500,000
Total:	\$ 500,000	\$ -	\$ 500,000

Education Outreach

The Census Office will engage higher education and kindergarten to 12th grade (K-12) students, teachers, and parents to provide information about the importance of the 2020 Census. The final report of the 2010 Census outlined the necessity of outreach efforts through schools and encouraged adapting Census Bureau materials and supporting teachers in the implementation of census curriculum. The Census Office has dedicated \$2.25 million for outreach through schools (See below, Section III – Outreach and Communication)

- **K-12 Census Curriculum (\$250,000):** The Census Office contracted with the Sacramento County Office of Education (SCOE) to develop and pilot educational and support materials for students and teachers about the 2020 Census.
- **Targeting Title I Schools and Title III Students (\$1,750,000):** The Census Office will contract with 30 of 58 county offices of education to distribute funds to school districts with the highest hard-to-count populations to complete Census education by engaging youth in classroom curriculum, hosting competitions, and providing information via parent centers, parent-teacher associations, and school site councils. These county offices represent 89 percent of all students statewide who qualify for Title I funding and 95 percent of students statewide who qualify for Title III funding.
- **Higher Education (\$50,000):** The Census Office will work with higher education student organizations, university libraries, and cultural centers located on campuses to provide information and support around understanding and participating in the 2020 Census.

The table below shows the total amount available for education outreach costs. Developments related to various education outreach components are ongoing. As indicated below, the State has only made expenditures related to the K-12 Census Curriculum.

	Funded Amount	Expended	Available Balance
K-12 Census Curriculum*	\$ 250,000	\$ 125,000	\$ 125,000
County Department of Education Contracts	\$ 1,750,000	\$ -	\$ 1,750,000
Higher Education	\$ 50,000	\$ -	\$ 50,000
State Program Costs	\$ 200,000	\$ -	\$ 200,000
Total:	\$ 2,250,000	\$ 125,000	\$ 2,125,000

*Effort is funded by the initial organization and planning appropriation provided through the Governor's Office of Planning and Research.

Sector Outreach (Non-Education Sectors)

In addition to reaching HTC populations geographically through county and regional funding (where they live) and demographically statewide (who they are), sector outreach will focus on reaching HTC populations through organizations they commonly engage with (how they interact). The Census Office has dedicated \$2 million to coordinate targeted outreach efforts through various sector entities, including health services, unions, faith-based communities, businesses and corporations, technology and innovation entities, the entertainment industry, and rural communities.

The table below shows the total amount available for sector outreach costs. Since development of strategies related to this area are ongoing, as indicated below, no expenditures have been made.

	Funded Amount	Expended	Available Balance
Sector Outreach	\$ 1,800,000	\$ -	\$ 1,800,000
State Program Costs	\$ 200,000	\$ -	\$ 200,000
Total:	\$ 2,000,000	\$ -	\$ 2,000,000

The Air Game—Public and Media Relations Campaign

The Census Office’s public and media relations campaign will increase Census awareness and knowledge through multilingual and culturally appropriate messaging. The Census Office will soon be seeking proposals for a campaign strategy that is focused, timely, and cost-effective; responsive to a rapidly changing climate; and complements advertising and marketing campaigns by the Census Bureau, as well as campaigns by a network of CBOs, local governments and philanthropic entities. The Census Office plans to award one or more contracts to help plan, design, produce, integrate, implement, and monitor a California 2020 Census public and media relations campaign.

The Census Office is dedicating \$47.5 million to its public and media relations campaign. This includes \$30 million as proposed in the 2019 Governor’s Budget. The State’s emphasis will be on local ethnic media that will focus resources in hard-to-count communities to build a base of trusted messengers, break down language access barriers for non-English speakers, and facilitate culturally appropriate engagement within communities.

- Request for Proposal—Media Services – \$47,500,000**—The Census Office received more than 20 responses to a Request for Information (RFI) regarding media services (see Exhibit R). The Census Office is using this information to develop a Statement of Work (SOW) for the Media Services Request for Proposal that is expected to be released in February 2019. The anticipated deadline for applicants to submit their proposals will be in March 2019 and notification of contract awards is expected to be issued in May 2019. Similar to the ACBO and CBO contracts, funding will flow to media contractor(s) based on deliverables being met and labor and services being provided.

The table below shows the total amount available for the public and media relations campaign.

	Funded Amount	Expended	Available Balance
Public and Media Relations Contract(s)	\$ 46,100,000	\$ -	\$ 46,100,000
State Program Costs	\$ 1,400,000	\$ 147,459	\$ 1,252,541
Total:	\$ 47,500,000	\$ 147,459	\$ 47,352,541

Contingencies and Emergencies

To maintain its ability to respond swiftly to unanticipated outreach challenges, the Census Office has dedicated \$1 million to contingency or emergency funding. This funding will be utilized to respond to ever-changing conditions on the ground as they unfold during the actual enumeration process. The Census Bureau has committed to providing the State with real-time Census questionnaire response rates. If necessary, the Census Office will re-deploy and/or add money for specific outreach and media strategies.

The table below shows the total amount for contingency/emergency funding. It is anticipated no expenditures will be made until 2020.

	Funded Amount	Expended	Available Balance
Contingency/Emergency Funding	\$ 1,000,000	\$ -	\$ 1,000,000
Total:	\$ 1,000,000	\$ -	\$ 1,000,000

California Complete Count Committee

Executive Order B-49-18 established the California Complete Count Committee (Committee) to develop, recommend, and assist in the administration of a Census outreach strategy to encourage full participation in the 2020 Census. The Census Office supports quarterly meetings of the Committee and its working groups. These efforts and associated costs are funded through the Census Office's administrative budget.

The Committee previously had four Working Groups: Access and Outreach; Content and Citizenship; Housing; and Trust and Confidentiality. At its Dec. 3, 2018 meeting, the Committee merged Content and Citizenship working group with the Trust and Confidentiality working group. More detailed information on the Committee can be found in the Jan. 1, 2019 Governor's Report, which is available on the Census Office's website.

California Housing and Population Sample Enumeration

While the Census Bureau is responsible for conducting the actual enumeration process for each decennial census, the barriers identified for the 2020 Census have raised significant concern related to the possible accuracy of its results. To mitigate these concerns, the State is proposing to conduct its own survey-based enumeration, the California Housing and Population Sample Enumeration (CHPSE), to gauge the accuracy of the Census Bureau's results and ensure the State has accurate and reliable demographic data. The CHPSE is intended to achieve the following four goals through one comprehensive sample survey instrument:

- **Support the evaluation of Census 2020 outreach efforts:** When completed, CHPSE will be the only unit-level enumeration of population and housing available to the state of California, as the Census Bureau releases aggregated data only. Individual housing unit-level data will help the State evaluate the reach and coverage of the messaging from the Census Office's outreach efforts. This evaluation will become an integral part of recommendations for the 2030 Census effort.
- **Determine the efficacy of using administrative records:** CHPSE will also be used to evaluate the coverage of administrative records data, which is increasingly being used to validate population and housing counts. The Department of Finance's Demographic Research Unit (DRU) collects administrative data from numerous public agencies. DRU will compare population counts and household characteristics as reported in program participation data with data collected in the field.
- **Provide a reliable alternative data set for state usage:** In the event significant flaws in the Census Bureau's 2020 Census results materialize, the State will need to be prepared to address those inaccuracies. The CHPSE will provide a comprehensive and reliable set of demographic data that the State can use to inform State resource apportionments and/or redistricting.
- **Improve state demographic estimates:** CHPSE will enable evaluation of the population estimates and projections produced by DRU. DRU will validate methods being used for housing

unit and population estimation with a “gold standard” enumeration dataset and use the dataset to train statistical models for small area population estimates. State agencies need population data in custom geographies (water districts, medical service study areas, etc.), a need that DRU cannot currently meet. Without data from DRU, agencies are increasingly using diverse and divergent datasets, which are sometimes inaccurate and inconsistent with DRU estimates and projections.

The cost of the CHPSE is projected to be approximately \$5.3 million and is included as a separate component of the Census Office’s funding allocation plan. Of this amount, \$1.3 million is proposed to be repurposed from the remaining portion of the LUCA Incentive Program. The remaining \$4 million is included as part of the proposed 2019 Governor’s Budget. The Census Office will contract with an outside entity to complete this project. The Department of Finance and the Census Office will sign an Interagency Agreement (IAA) and DRU will manage this effort on behalf of the State.

Administration

Since the 2020 Census effort spans multiple years, the \$154.3 million funding for statewide outreach and coordination includes language for funding to be spent and encumbered over three fiscal years. As part of staffing the Census Office’s operation, the Agency has established an administrative budget unique in nature for this three-year operation.

The table below shows the administrative costs for the Census Office’s operation.

	FY 17-18*	FY 18-19	FY 19-20	FY 20-21	4-Year Totals
Administrative Staffing	\$ 1,000,000	\$ 1,797,000	\$ 1,876,000	\$ 1,854,000	\$ 6,527,000
Administrative OE&E **	\$ 1,750,000	\$ 1,431,000	\$ 3,396,000	\$ 996,000	\$ 7,573,000
Total:	\$ 2,750,000	\$ 3,228,000	\$ 5,272,000	\$ 2,850,000	\$ 14,100,000

*Includes the Administrative portion of the organization and planning appropriation provided through the Governor’s Office of Planning and Research.
 **The State is funding all costs related to SwORD through the Administrative Budget.

The table below shows the expenditures, encumbrances and remaining balance for the Census Office’s operation.

	4-Year Funded Amount	Expended	Encumbered	Remaining Balance
Administrative Staffing	\$ 6,527,000	\$ 443,457	\$ -	\$ 6,083,543
Administrative OE&E	\$ 7,573,000	\$ 67,341	\$ 371,968	\$ 7,133,691
Total:	\$ 14,100,000	\$ 510,798	\$ 371,968	\$ 13,217,234

Staffing Organization Structure

The Census Office has aggressively recruited and hired 26 of 28 appointed positions. As of the October 1, 2018 Legislative Report, the Census Office had a total of 27 positions. Upon further assessment, the Census Office determined an additional position within the Outreach program was needed to adequately support the Northern part of the state. The Census Office now has two Regional Program Associate (RPA) positions for the Sacramento area. Three of the 26 staff have accepted offers that are awaiting approval by the Governor’s Office. The Census Office’s organizational chart shows the approved composition for the office (see Exhibit S).

The Census Office is headquartered in Sacramento and given the geographic size of the state and scope of work that needs to be completed to ensure a successful count, it has established dedicated outreach offices in Los Angeles, San Diego, Fresno and Oakland. This regional management structure is core to the outreach team’s ability to establish and coordinate effective local relationships.

Administrative Support

Early in the Census Office's development, it was necessary to contract for administrative services in order to plan and coordinate initial Census 2020 activities. The Census Office's reliance on contract administrative services has diminished significantly. Contract services will still be utilized to assist the Census Office with Committee activities, Tribal Government engagement, and regional convening facilitation. This will allow the State's outreach team to focus on coordination and collaboration efforts with the stakeholders they are assigned to work with.

- **California State University, Sacramento, Center for Collaborative Policy (CCP) Contract (\$750,000)**— CCP provides neutral facilitation for stakeholder engagement, readiness assessments/regional convenings, and governance/facilitation support for the Committee. Funding for this contract was initially provided by the 2017 Governor's Office of Planning and Research appropriation and a new amendment is currently being negotiated to reduce the scope of work required of CCP.

Statewide Outreach and Rapid Deployment Tool Development

The Census Office has developed the Statewide Outreach and Rapid Deployment (SwORD) mapping portal to foster data sharing, coordination and collaboration in a user-friendly format. SwORD provides informed planning and decision-making data for the Census Office's outreach and messaging partners.

To create SwORD, the Census Office collaborated with the geographic information system (GIS) mapping and spatial data analytics company, Esri to leverage their ArcGIS Hub, a commercial, off-the-shelf product. The first iteration of SwORD was completed in November 2018 with a focus on how Census stakeholders will plan, educate, and activate outreach efforts for the 2020 Census.

- **Esri Contract (\$658,814):** The contract with this GIS mapping and spatial data company involves planning, designing and deploying a SwORD mapping portal. (See below, Section III – Outreach and Communication) This contract is funded out of the Census Office's administrative budget.

Transparency, Reporting, and Accountability

The Census Office is committed to transparent operations. As relevant information becomes available, Census Office staff routinely provide updates to local and Tribal governments, the Census Bureau, key partners, and other stakeholders through regular meetings and reports. The Office regularly updates the state Census website with critical information, including funding plans, applicable timelines, staffing information and other operational information.

The Office will continue to share financial information, such as expenditures, encumbrances, operational plans and accomplishments via its website and quarterly reports to the Legislature and Governor's Office. In addition, the Census Office will collaborate with the Office of State Audits and Evaluations for oversight of financial contracts and Census Office resource utilization.

III. OUTREACH AND COMMUNICATION

Readiness and Needs Assessment

Phase 1 of the State’s Census 2020 efforts focused on “convening, collaborating and capacity building.” Using lessons learned from 2000 and 2010, the California Complete Count – Census 2020 Office (Census Office) embarked on an assessment of regions across the state. Twenty-four (23 state-sponsored and one locally sponsored) readiness assessment convenings were conducted in the Spring and Summer of 2018. Three Tribal Government consultations were conducted in October and November 2018 in Trinidad (Northern California), Sacramento (Central California), and Pala (Southern California).

This readiness assessment convened the early partners in each area to heighten relationships between key organizations as they built regional networks to begin planning efforts. The Census Office sought to build a culture of collaboration and to educate and identify partners who would play a key role in establishing local complete count committees and helping build capacity among community-based organizations (CBOs) that will serve as trusted messengers during the Census outreach campaign. Census Office outreach and communications staff reviewed the data, which informed requests for proposal for contracts with county governments and administrative community-based organizations (ACBOs). The data will also inform the Census Office’s Statewide Outreach and Communications Strategy (SOCS) and provide a foundation for Regional Program Managers (RPMs) to engage in the field.

Convening sessions included focus groups and were designed for participants to identify available and needed partners for effective outreach strategies to targeted communities. Those discussions fed directly into planning for the launch of local complete count committees. The Census Office’s RPMs are also using the data to develop a strategic approach for cultivating relationships and identifying resources, expertise, and core competencies of a variety of organizations across their regions.

Review of the outcomes of the 24 regional convenings and three tribal convenings resulted in the following major themes:

- **New citizenship question:** Attendees identified the most significant barriers to achieving a complete count as the proposed citizenship question and the current political environment regarding immigrants. They said these could greatly depress the count of non-citizen residents because of fear and distrust within these communities and a retreat from public services. Convening attendees were uncertain about the most effective strategies to address this issue, which was discussed at length at all regional convenings, though not at tribal consultations.
- **Accessibility—Census Office proximity and functional needs support:** Attendees expressed the need to make the 2020 Census accessible via several means: the locations of centers where guidance in filling out the form is provided, in-language support, and online access. Attendees talked about the need to “meet people where they are and where they feel comfortable.” Approaches to addressing this challenge, include establishing Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs). Participants stressed the need to have U.S. Census Bureau (Census Bureau) offices and partnership specialists on the ground and in their neighborhoods. These issues were discussed specifically in Ukiah, Bayside, El Monte, Imperial, Oxnard, and Long Beach.

- **New online Census questionnaire format and broadband and Internet accessibility:** Attendees consider the Census Bureau's cost-saving online Census a double-edged sword. One concern is that areas with no or low broadband access or low internet subscription rates will be at a greater disadvantage than areas with easy access to the internet. Some participants were confused about the Census Bureau's approach of mailing 80 percent of households a postcard with a personal identification number and instructions to complete the Census online and sending paper forms to 20 percent of households. Participants in many areas were concerned the initial online option will greatly depress the count for rural residents, tribal members and others with limited broadband access and/or digital literacy. This theme was discussed at length during the tribal consultations in Northern, Southern and Central California, as well as at convenings in South Los Angeles, Salinas, Fresno, Bakersfield, San Bernardino, Bayside, Modesto, and Santa Ana.
- **Cyber security and combatting disinformation:** Attendees identified growing concerns about data confidentiality, with rising public awareness of hacking and theft or misuse of data. This issue was discussed at length in Ukiah, Imperial, Bayside, Santa Ana, Oxnard, and at tribal consultations.
- **Language access, cultural competence and communication access for special needs populations:** Attendees expressed the need for in-language assistance that addresses cultural barriers throughout the process of educating, motivating and activating the public, especially among recent immigrant communities and people with limited English proficiency (LEP). Also, communication in people's native language fosters trust, confidence and increased comfort with the census process. In most focus groups, attendees also discussed the need to address the communication needs of people with disabilities. This theme was discussed at length in Salinas, Mountain View, Santa Ana, San Fernando, El Monte, San Diego, South Los Angeles, and Long Beach.
- **Trusted messengers to address rising mistrust of government:** Attendees considered critical the importance of using trusted messengers to communicate to hard-to-count (HTC) communities. Attendees provided suggestions including working with locally based trusted messengers in each region/community during focus group discussions. This point was discussed at length across all convenings and tribal consultations.
- **Addressing transitory residency, migration, and homelessness:** Attendees discussed the need to find solutions to counting every person where they are, knowing that many individuals face homelessness or are in transition or migration. Gentrification, displacement, and dramatically increasing homelessness will create challenges for reaching and counting people as they move or take refuge in informal housing, such as the vehicles, garages, or the couches or spare rooms of friends and family. This theme was discussed at length in Oakland, Ukiah, San Diego, South Los Angeles, and Imperial. Additional interest in this area includes understanding how the Census Bureau will enumerate areas affected by natural disasters.
- **Coordination and collaboration needs:** Attendees discussed the need to dedicate specific staff to help with local outreach efforts and collaborate with counties and Tribal Governments, foundations, and community-based organizations.

Media Assessment

Based on the information obtained during the statewide convenings, it appears each community relies on a combination of trusted messengers and local media for their information. In particular, the media information collected at convenings was unique to each area and often contained general instead of specific media outlets. For example, participants at the convening in Salinas primarily listed Spanish-language radio and TV outlets, due to its large Spanish-speaking community. However, participants in San Diego stated that radio, websites and newsletters geared toward Native Americans and the tribal community resonate highly in that community due to its prominent tribal population. While at the Fresno and Bakersfield convenings, respondents listed radio and TV geared toward farmworkers and Spanish-speaking individuals as primary sources.

As a whole, respondents at the convenings listed social media, Spanish-language radio and TV outlets, local and ethnic newspapers, and faith-based media as helpful toward the overall media outreach plan. Community members trust and respect the information contained in these media outlets because the information most likely pertains directly to them.

The Census Office plans to utilize the information gathered from these convenings in a few ways: 1) to inform its media contract and paid media outreach; 2) to inform its earned media efforts statewide; 3) to complement paid media efforts while avoiding outreach duplication; and 4) to analyze more closely how these trusted organizations and media outlets can partner to achieve a complete count.

Future Regional Convenings

The Census Office will conduct a second round of convenings between July and September 2019, which will seek to build community participation by delivering outreach and messaging tools and resources to local partners. This will also be an opportunity for regional partners to share trusted messenger successes, possible needed adjustments, and messaging effectiveness, particularly in the context of ethnic media and social media. The Census Office will reconvene attendees from the first round of convenings and expand to include all contractual partners to finalize their strategic and tactical outreach plans in HTC areas prior to “launch” in 2020.

Like the first round of regional convenings, these are designed to foster relationships between key organizations, build regional networks, build local outreach capacity and provide local partners with outreach and messaging tools and resources, including the Statewide Outreach and Rapid Deployment (SwORD) mapping portal. The Census Office will also conduct a second round of Tribal Governments consultations with the same scope as above.

Collaboration and Coordination Management

As a result of the readiness and needs assessment, the Census Office created Regional Program Manager (RPM) positions to fill the collaboration and coordination void that was discussed during various regional convenings. The RPMs work from offices strategically located to reach HTC communities. Being located closer to the communities they will be working with/in will help facilitate consistent in-person support and outreach to all stakeholder groups. Additionally, in an attempt to create cohesiveness between state and federal census efforts, the Census Bureau will assign one partnership specialist to each of the 10 established state regions who will then coordinate with the

assigned RPM to that region. The RPM will also be coordinating and collaborating with all local and tribal governments, CBOs, foundations, and other interested stakeholders in their assigned region.

Regional Program Managers

The Census Office’s outreach team is responsible for ensuring collaboration among the Census Bureau, State, local and tribal governments, CBOs and foundations invested in achieving the most accurate census count possible in California. The RPMs have chief responsibility in their assigned regions for holding all contractors, including ACBO and county partners, accountable for executing their outreach work. RPM responsibilities include conducting extensive in-person outreach activities and reviewing and approving funding plans submitted by contracted local governments and CBOs. RPMs will monitor all deliverables with each contractor throughout the duration of the contract via in-person meetings and weekly, monthly and quarterly reporting periods as specified per contract.

RPMs also have chief responsibility in their assigned regions to act as conveners and facilitators, ensuring that all partners are actively coordinating, communicating and collaborating throughout the census outreach process. In addition, RPMs will work closely with elected officials’ district offices to help reach out to communities and align Census Office outreach goals. RPMs will interact directly with local and regional partners and act as liaisons within the region. RPMs will also ensure all regional partners contribute to the SWORD mapping portal. Given the RPM scope of work and responsibilities, the Census Office is conducting a multi-day training in January 2019 to ensure RPMs are given the tools they need to become successful in their assigned communities and are working closely with the Census Office management.

Below are outreach assignments for RPMs.

Region	Counties	Regional Program Manager
1	Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, Yuba	Patricia Vazquez-Topete and Northern California Lead RPM
2	Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, Trinity	Patricia Vazquez-Topete
3	Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano	Oakland RPM
4	Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne	Sacramento RPA
5	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura	Fresno RPM
6	Fresno, Inyo, Kern, Kings, Tulare	Fresno RPM
7	Riverside, San Bernardino	Quintilia Avila
8	East Los Angeles, Southeast Los Angeles, San Gabriel Valley	Irving Pacheco
8	Long Beach, South Bay cities	Sara Pol-Lim
8	Los Angeles, South Los Angeles, West Los Angeles, San Fernando Valley	Cecil Flournoy
9	Orange	Sara Pol-Lim
10	Imperial, San Diego	Connie Hernandez

Sector Outreach	Regional Program Manager
Education and Libraries	Mignonne Pollard
Health Services	Quintilia Avila
Unions	Irving Pacheco
Faith Based	Cecil Flournoy
Business and Corporations	Adriana Martinez
Technology and Innovation	Marcy Kaplan
Entertainment	Marcy Kaplan
Rural	Sacramento RPA

Hard-to-Count Demographics Outreach	Regional Program Manager
Immigrants, Refugees	Patricia Vazquez-Topete
Middle-Eastern North African (MENA)	Oakland RPM
Homeless Individuals and Families	Marcy Kaplan
Farmworkers	Sacramento RPA
Veterans	Irving Pacheco
Latinos	Adriana Martinez
Asian-Americans & Pacific Islanders	Sara Pol-Lim
African Americans	Cecil Flournoy
Native Americans/Tribal Communities	Connie Hernandez
Children Ages 0-5, K-12, Higher Education	Mignonne Pollard
Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)	Mignonne Pollard
Limited-English Proficiency	Clarissa LaGuardia
People with Disabilities	Northern California Lead RPM
Seniors/Older Adults	Connie Hernandez
Low Broadband subscription rates and limited or no access	Sacramento RPA
Other Demographics as Proposed	To Be Determined

Education Sector Outreach

The Census Office education outreach will reach the hardest-to-count populations through teachers, scholars, librarians, and children in safe environments, like kindergarten to 12th grade (K-12) schools, higher education and libraries.

Educating K-12 students is essential to the goal of conducting a complete count of Californians in 2020 because they not only serve as informational channels to other HTC communities, but are oftentimes considered HTC themselves. In particular, those students who are economically underserved or are limited English proficient, which are served by Title I and Title III programs, are considered HTC. These additional resources focused on HTC students will help toward a complete count in the 2020 Census.

Outreach to higher education students is beneficial because some higher education students fit within the CA-HTC Index and providing resources to higher education has the potential to reach millions of students throughout California. In addition, libraries are trusted environments that provide vital community outreach, including pertinent information, food services, and literacy classes. They provide an effective network statewide to reach HTC populations, especially those with limited access to technology.

Kindergarten to 12th Grade

K-12 students serve as trusted messengers to family members and will be an important source of information about the Census, especially in immigrant and other limited English-speaking families. The work to make the Census a permanent part of the civics curriculum benefits all Californians. Census education has both short-term and long-term positive impacts. In the short term, high school students engaged in learning about all the implications of the Census are more likely to participate in 2020. In the long-term, elementary school students engaged in critical thinking around the Census are more likely to participate in future Censuses. Overall, Census education as a permanent part of the civics curriculum creates an informed and engaged population.

Part of the Census Office's outreach strategy is to engage K-12 students, teachers, and parents to provide information about the importance of the Census. The Census Office is utilizing the data from Title I schools and Title III students to target hard-to-reach students. Title I is a federal program for children who live in high concentrations of poverty and Title III is a program for English-language learners that serves mostly immigrant children. The final report of the 2010 Census outlined the necessity of adaptation of 2020 Census materials and support of teachers in the implementation of curriculum for effective outreach efforts to schools.

In the 2017 Budget Act, \$250,000 of the total education sector outreach budget was allocated for a School Curriculum Pilot. The Census Office contracted with the Sacramento County Office of Education (SCOE) to develop and pilot educational support materials about the 2020 Census for students and teachers in California. The project is taking place in three phases. Phase I identified 20 teachers statewide who developed inquiry-based curriculum that was tested in their classrooms. Phase II pilots these materials in their individual classrooms. Phase III refines materials for publication and use statewide. Additionally, in Phase III, multiple school sites in hard to count communities will begin to use the curriculum.

In Phases I and II, SCOE sub-contracted with Los Angeles County Office of Education (LACOE) for facilitation of the process. In Phase III, SCOE is subcontracting with Fresno County Office of Education (FCOE) to support the work statewide.

Phase I

Education specialists at SCOE and LACOE engaged a group of 20 teachers in curriculum design. The targeted grades are 5th, 8th, 11th, and 12th. In grades 5th, 8th, and 11th California's social studies standards outline different aspects of U.S. history and geography. At the 12th grade level, the curriculum focuses on principles of American democracy and economics. The teachers developed lessons that are organized as historical research and Take Action Now! modules that are hands-on, interactive, and build civic awareness projects around the census.

- In July 2018, the teachers were provided an overview of the 2020 Census in general and outreach and implementation plans for Census 2020. The teachers were introduced to the College, Career, and Civic Life (C3) national framework with its inquiry-based foundational educational pedagogy due to its emphasis on preparation for civic life. Sacramento County teachers lead the development for the 5th and 8th grade curriculum. Los Angeles County teachers lead the development for the 11th and 12th grade curriculum.

- From September 2018 through December 2018, this group of teachers met and refined inquiry-based lesson plans that reflect their current communities. The teachers are now piloting the refined lessons in their classrooms.

Phase II

- In January 2019, the teachers will meet again for additional refinement of the curriculum. They will create final drafts for the statewide pilot. The final product, Count Me In! Census 2020 Inquiries, will be used as a basis for the implementation of a statewide pilot.

Phase III

- From March 2019 through June 2019, the leadership team of the education project will identify 10 school districts with hard-to-count populations as pilot sites for the newly-developed Census curriculum (see Exhibit T). As part of the SCOE contract, each of the sites will be provided \$2,500 to support outreach efforts. FCOE is subcontracted to provide technical assistance support to teachers at the 10 identified sites.
- In February 2019, the Census Office will present the final curriculum package at the 2019 California County Superintendents Educational Services Association - Curriculum and Instruction Steering Committee Leadership Symposium. This event hosts representatives from the 58 County Superintendents of Schools. This will be one of the first statewide outreach efforts to provide information regarding the curriculum.
- In March 2019, the Census Office will engage social studies educators statewide and provide exposure to the Census curriculum at the California Council for Social Studies annual conference.

The State's second education-focused outreach strategy is to educate through youth engagement using visual and performing arts. A Visual and Performing Arts (VAPA) Guide is in development using Inderkum High School in the Natomas School District in Sacramento as the pilot site. The guide will form the basis of statewide contests in which students produce public service announcements (PSAs) and posters to create impactful media campaigns that engage youth at all ages.

Higher Education

Students who live on university campuses are likely to be missed during a census count or do not realize that they should be counted in the first place because they often live in communal housing. In addition, those students who are low-income, renters or are generally transient are considered part of the CA-HTC Index. That is why it is essential to provide resources and bring awareness of the Census to higher education students.

University of California and the California State University System provide vast communication networks that will help the Census Office reach the 18 to 25-year-old population. College-aged students can also be trusted messengers among their peers. The Census Office will work with student organizations, university libraries, and cultural centers located on campuses to provide information and support around understanding and participating in the 2020 Census.

The Community Colleges of California also offer an opportunity to support HTC populations at locations that are convenient. The role of community colleges to reach single parents, older foster youth, parents

of current foster youth, veterans and other venerable populations is central to supporting the Census 2020 outreach efforts. There are more than 115 institutions statewide that provide a valuable network with access to technology, ability to assist in education, and to disseminate information in safe environments. Engagement with student governmental groups, and the statewide network of local campus program officials provides invaluable opportunities for collaboration.

Libraries

Libraries are trusted environments that provide vital information and services to local communities, including, technology resources, food services, literacy classes and educational programs. Libraries provide an effective network statewide to reach the hardest-to-count populations, especially those with limited access to technology. The State will be engaging the vast network of libraries available throughout the state to assist with broadband access and information services related to the 2020 Census.

Language and Communication Access

Language and communication access are an important hallmark of the state of California's measure of how well it serves inhabitants across the state; and this factor is integral to how well the State conducts outreach as part of California Complete Count – Census 2020 efforts.

Estimates show that California's population has grown by more than two million since the 2010 Census, with 44 percent of residents speaking a language other than English at home. Californians speak more than 200 non-English languages. Language access allows people who do not speak English as their primary language or who may have a limited ability to read, write, speak, or understand English, to access services that might otherwise inadvertently exclude them. The state of California also considers language access to be of critical importance to people with communication-related disabilities, such as those who are visually impaired, hard of hearing, or deaf, or those who have limited language proficiency or are illiterate.

The Census Bureau will provide the online Census form and telephone/electronic Census assistance in 12 languages other than English. It is important to note that these 12 languages are not the top 12 non-English languages spoken among LEP populations in California. Thus, California will develop its own language access program utilizing its own resources to address the state's distinct top non-English languages. Furthermore, the Census Bureau will provide the paper form in English and Spanish only, a departure from the six languages provided in 2010. In addition, the Census Bureau will limit the non-English languages provided for online and telephone questionnaire assistance. Language guides and glossaries will be provided for 59 languages. The limited number of languages offered via online and telephone assistance pose a challenge to effectively message and connect to the state's many HTC Californians unlikely to be accessed by the federal efforts.

The Census Office is in the process of developing a comprehensive, standardized approach to language and communication access and will require all contractors, including the 58 counties and all ACBOs, to submit a Language and Communication Access Plan to include those standards and reflect and address the specific access needs in their geographic region. There are distinct populations with LEP and other access needs within each of the 58 counties and 10 regions that have been identified for outreach purposes. Specific language and communication access requirements have been included in the

invitation letters that were sent to the 58 counties on Nov. 9, 2018, and in the both RFPs to statewide CBOs on Jan. 4, 2019 and regional ACBOs on Dec. 14, 2018. Once statewide CBOs and regional ACBOs are selected during the first quarter of 2019, the Census Office will provide data per region on LEP populations and top languages among those LEP populations. This data will be accessible to community-based organizations and outreach partners via SwORD by census tract and by grouping of census tracts.

The Census Office has hired a Language and Communication Access Manager dedicated to overseeing the implementation of all language and communication access plans incorporated into outreach contracts throughout the state.

Statewide Outreach and Rapid Deployment Mapping Portal

One of the lessons learned from California's 2010 Census effort was the need for greater coordination and information sharing between the State and other outreach and messaging partners. Leveraging new technology and innovation, the Census Office has developed the Statewide Outreach and Rapid Deployment (SwORD) mapping portal to foster data sharing, coordination and collaboration in a user-friendly format.

SwORD provides informed planning and decision-making data for the Census Office's outreach and messaging partners, including local governments, foundations, CBOs and other non-government organizations.

To create SwORD, the Census Office collaborated with the geographic information system (GIS) mapping and spatial data analytics company Esri to leverage its ArcGIS Hub, a commercial, off-the-shelf product. The first iteration of SwORD was completed in November 2018 with a focus on how Census stakeholders will plan, educate, and activate outreach efforts for the 2020 Census.

Several key features and maps were developed based on information from the Census Bureau, Esri, the Department of Finance's Demographic Research Unit (DRU), and the California Public Utilities Commission (CPUC), including an interactive map of California's Hard-to-Count Index at the census tract and block group levels. This map (see Exhibit U) provides metrics reflecting 14 socio-economic, demographic and housing variables (see Exhibit C) that correlate with enumeration challenges. Users can draw on the map, add their own data, and print information. The first iteration of SwORD also features a planning page that provides multiple ways for Census stakeholders to begin preparing outreach activities. The Census Office developed a virtual planning tour, which guides users through how to start learning about their HTC areas. Other maps focus on particular HTC variables, such as the percentage of young children in relation to the overall index. In addition, the planning page presents deeper looks at specific HTC issues, such as housing and language access.

SwORD was piloted in November and December 2018 with several large census partners that have spatial data experience, including Sacramento and Los Angeles counties, the Advancement Project in Los Angeles, and the Dolores Huerta Foundation in Bakersfield. A series of check-in meetings took place to collect feedback and input for the next iteration of SwORD. The pilot closed in December 2018 with enhancements to the first iteration that included a redesigned home page to offer clearer guidance to users; filter tools to allow users to highlight areas that have specific characteristics; and the latest Census race and ethnic group data.

The Census Office will ensure that SwORD complies with the state of California Information Technology (IT) policies, including information security and project oversight. The Census Office is adhering to the California Department of Technology's (CDT) Project Approval Lifecycle (PAL), which will result in an overall business and technology plan for SwORD. At the recommendation of CDT, the Census Office will also seek an additional independent contractor to further support the project needs and ensure the SwORD mapping portal tool stays within scope, schedule and budget.

The SwORD mapping portal will continue to evolve over the next several months. The next iteration of SwORD, which will be available in the first quarter of 2019, will focus on users with less data experience and overall communication needs during outreach. The Census Office is conducting research and will interview these types of users to have a comprehensive understanding of how they will use this tool in their day-to-day planning and Census outreach activities. These users will be a part of a second pilot.

The Census Office will continue to collect feedback from pilot participants, determine the needs of stakeholders, and work with Esri to develop and release enhancement features to improve the tool to ensure that it meets the needs of intended users.

IV. NEXT STEPS

The Census Office will submit its follow-up report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census, and the Senate Select Committee on the 2020 U.S. Census by April 1, 2019. The report will detail the Census Office's funding and infrastructure actions during the first quarter of the calendar year, as required by Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866).

In addition, the Census Office's interim Statewide Outreach and Communication Strategy (SOCS) will be completed in March 2019. In its next report, the Office will provide an update on this document, which informs the Census Office's many partners, from counties to Tribal Governments and community-based organizations, on the State's detailed strategy for reaching out to hard-to-count communities and communicating statewide.