# Statewide Webinar on Rural Outreach and Engagement for Census 2020

FEBRUARY 21, 2019

10:00 AM – 11:30 PM

# Agenda

- Welcome, Introductions, and Opening Remarks
- US Census Bureau: Addressing California's Needs
- California's Census 2020 Challenges and Opportunities
- Panel Discussion: Strategies for Success – Overcoming Barriers to a Complete Count for Rural Hard-to-Count (HTC) Members & Communities
  - Q & A
- Open Discussion on Outreach Efforts & Strategies to Achieve a Complete Count in the 2020 Census
- Closing Remarks

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2. Call in: you can utilize your computer's audio to listen in, or the call in number below
   **Call-in #:** +1 669 900 6833
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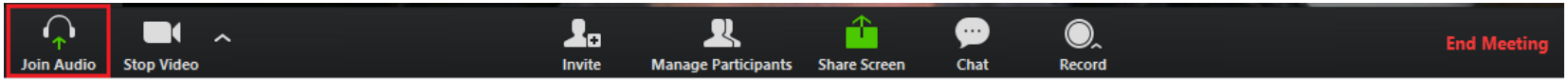


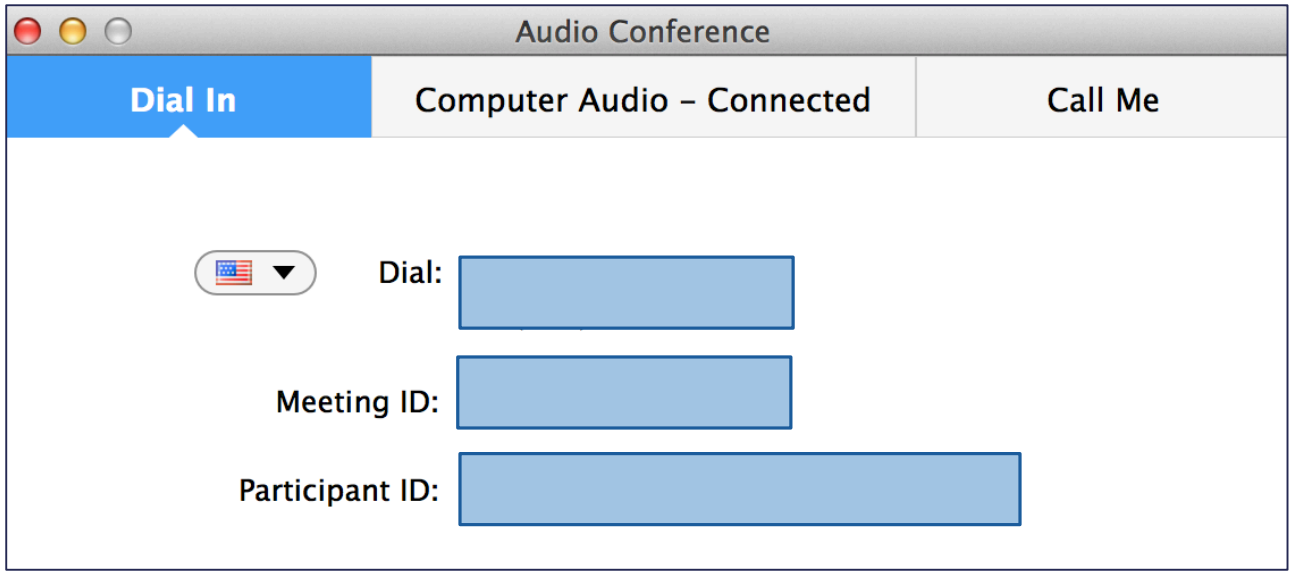


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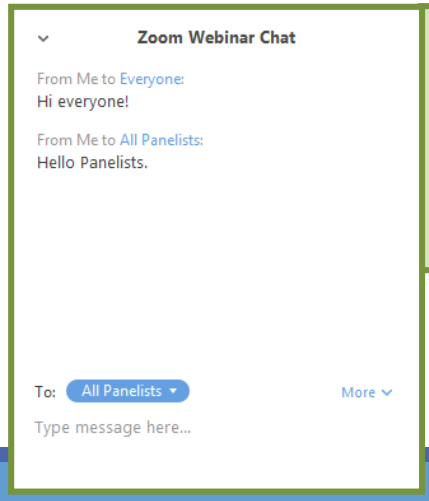


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# Webinar Objectives

- Communicate the importance and benefits of engaging in Census
- Provide information on Federal and state Census outreach strategies and timelines
- Identify opportunities to partner with the State to achieve a complete count of all of California's communities in Census 2020

# United States Census Bureau: Addressing California's Needs

Jessica Imotichey, Partnership Coordinator

# Final 2020 Census residence Criteria and Residence Situations

- Every decade, the Census Bureau undertakes a review of the decennial residence criteria and residence situations to ensure that the concept of usual residence is interpreted and applied in the decennial census as intended, and that these interpretations are consistent with the intent of the law, which directs the Census Bureau to enumerate people at their usual residence. This review also serves as an opportunity to identify new or changing living situations resulting from societal change, and to create or revise the residence criteria guidance for those situations.

# Changing Type of Enumeration for Natural Disasters

There are a number of factors considered when deciding whether to change affected areas assigned to Self Response enumeration to Update Leave enumeration.

- The number of housing units impacted.
- Does the number of housing units warrant operationalizing Update Leave.
- Compactness of affected area.
- Update Leave enumeration already in the area.
- When the disaster occurred.
- Post Office Delivery Sequence File identifies addresses that no longer have mail delivery.
- LUCA participation.
- New Construction participation is only available in Self Response areas.
- Addresses in affected areas will be visited during Non-Response Follow Up (NRFU) if there is no response.

# Carr and Camp Fires (Redding and Paradise)

Requested to move burn areas for both fires from Self Response enumeration to Update Leave enumeration.

- In both fires more than 1000 housing Units were destroyed.
- Both fires were compact areas.
- Update Leave enumeration is nearby.

# Woolsey and Hill Fires (Los Angeles and Ventura Counties)

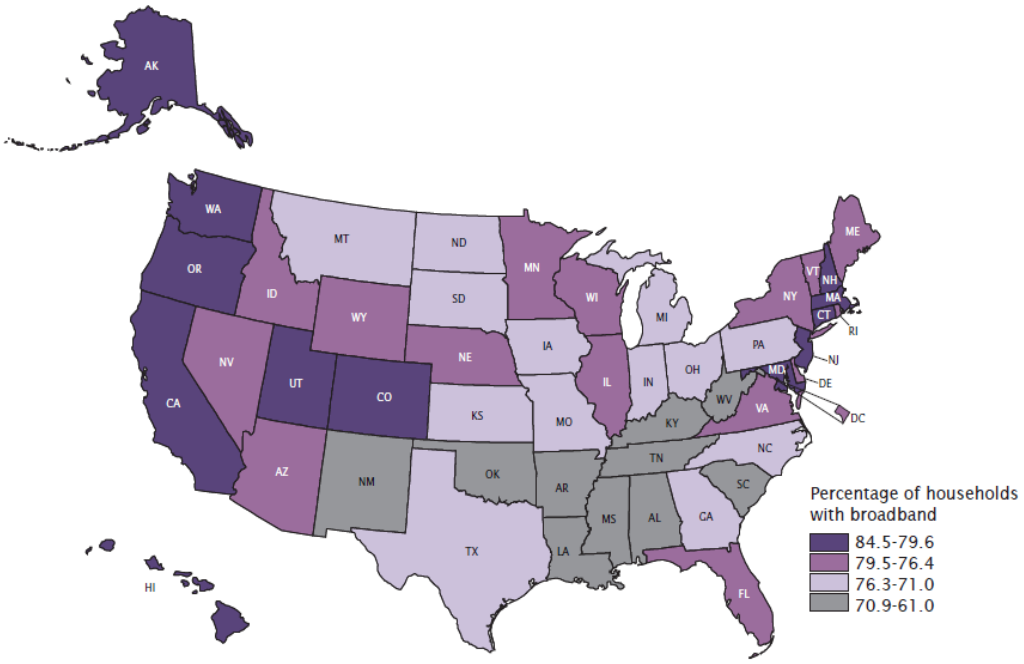
Leave in Self Response Enumeration.

- Less than 1000 housing units destroyed.
- No Update Leave enumeration in the area
- Address with no response will be visited in NRFU.
- Areas are eligible for New Construction program
- Outreach to local governments

# Census 2020 Statewide Rural Communities Webinar

## The Digital Divide

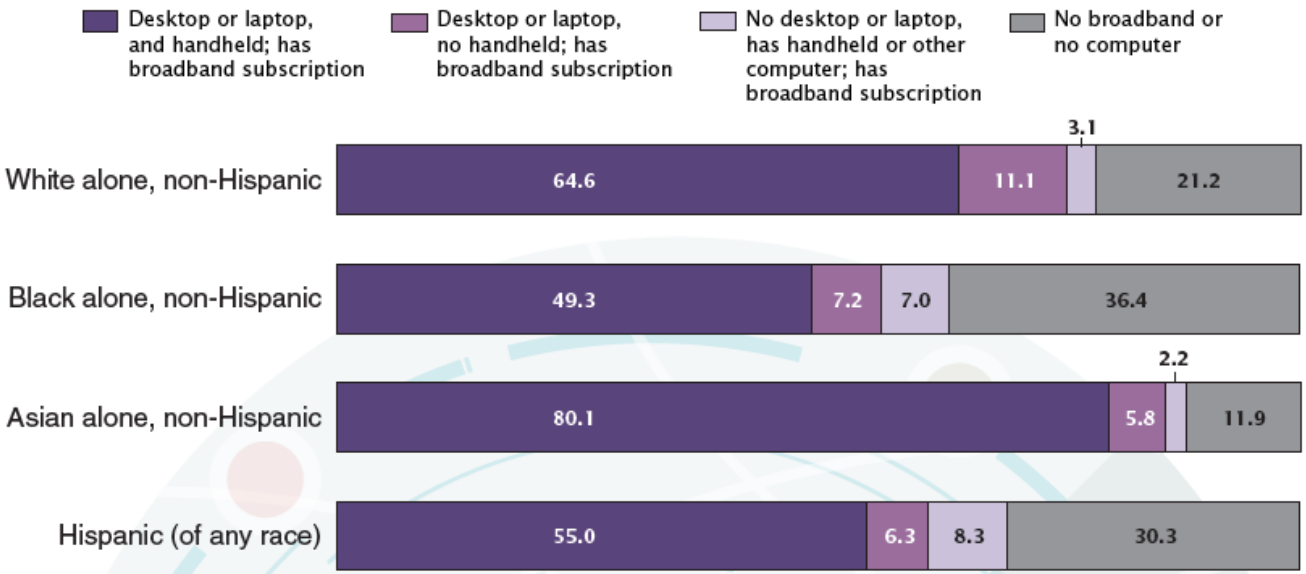
Percentage of Households With Broadband Internet[1] Subscription by State




[1] Broadband internet refers to households who said "Yes" to one or more of the following types of subscriptions: DSL, cable, fiber optic, mobile broadband, satellite or fixed wireless.

# The Digital Divide

## Percentage of Households by Broadband Internet[1] Subscription, Computer Type, Race and Hispanic Origin




[1] Broadband internet refers to households who said "Yes" to one or more of the following types of subscriptions: DSL, cable, fiber optic, mobile broadband, satellite or fixed wireless.

Note: Estimates may not sum to 100 percent due to rounding.

# Limited Broadband Accessibility

- Partnerships in areas with limited in-home broadband access:
  - Public Libraries
  - Public Schools
  - Colleges/Universities
  - Local Government (ex: community centers, government offices)

# What is a Group Quarter (GQ)?

A GQ is a place where people who are not related, live or stay in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents.

- Examples
  - College residence hall
  - Skilled nursing facility
  - Military barracks
  - Group home
  - Correctional Facility
  - Workers' dormitory
  - Transitional Shelter
  - Residential Treatment Center
  - Religious housing like a convent or monastery

# Service Based Enumeration

- Emergency and Transitional Shelters for People Experiencing Homelessness
- Soup Kitchens
- Regularly Scheduled Mobile Food Vans
- Targeted Non-Sheltered Outdoor Locations (TNSOL)

# How are GQs Enumerated?

- Advance Contact
  - 5 week operation
- Service-Based Enumeration/TNSOL
  - 3 day enumeration to provide opportunities for people who are experiencing homelessness. This includes enumerating at Shelters, Soup Kitchens, Mobile Food Vans and Outdoor Locations
- Group Quarters Enumeration
  - 6 weeks to enumerate everything else

# GQ Advance Contact
## *GQ Preparation Stage*

- Verify GQ Address and Facility Contact Information
- Determine Facility's Enumeration Method
- Collect Expected Population as of Census Day/April 1.
- Determine GQ Type
- Schedule Enumeration appointment
- Determine any special needs information
  - Language requests
  - Safety and security issues
- Using GQAC PCS
- Process for all added GQs start in GQAC.

# Group Quarters
## *Enumeration Methods*

- Response methods
  - Electronic (e-Response)
  - Paper data collection options
    - In person interview
    - Facility self-enumeration
    - Drop off/pick up
    - Paper listing
- Options limited by GQ type

# Important Dates

- Conduct Advance Contact
  - 2/3/20 to 3/6/20
- Conduct Service Based Enumeration (SBE)
  - 3/30/20-4/1/20
- E-Response
  - 4/1/20 to 5/1/20
- Group Quarters Enumeration
  - 4/1/20 to 6/12/20

# Transitory Locations (TLs)

- Sites that contain movable or mobile housing that may include transitory units such as boats, motorized recreational vehicles or trailers (RVs), tents, or other types of portable housing.
- Transitory locations also include hotels or motels if being occupied on a transitory basis because the occupants have no other residence.

# Transitory Locations
## Schedule

- Advance Contact
  - 2/24/20- 3/21/20
- ETL data collection (paper based)
  - 4/9/20 -5/4/20
- ETL re-interview
  - 4/13/20 – 5/06/20
    - *Subject to change*

# Questions?

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# State of California
# Census 2020

**California Complete Count Office**

**Ditas Katague**

**Director**

**Marcy Kaplan**

**Sectors Outreach Manager**

Rural Webinar

February 21, 2019

# U.S. Census Bureau Census 2020 Goal

**Ensure that everyone is counted once, only once, and in the right place.**

## California Complete Count Mission

Ensure that Californians get their fair share of Federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

# Challenges and Opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions

# We Know What's at Stake for CA

**POWER!**

**Congressional Representation, Reapportionment and Redistricting**

**MONEY!**

**Over $675 BILLION annually**

- *1990 undercount was estimated to cost California one additional congressional seat and $2.2B in federal funding*
- *California receives $BILLIONS each year for schools, crime prevention, healthcare and transportation*

# Census 2020 Roles

- United States Census Bureau
- State of California
- Local Government
  - Local Complete Count Committees
    - Formed at the local and community levels
    - Established by county and city governments, community leaders, and volunteers
    - Plan and execute local/regional outreach plans
- Tribal Government
- Administrative CBOs
  - Smaller CBOs
- Media

# California Complete Count Overview

- Statewide Regional Readiness/Needs Assessment
- Local Complete Count Committees
- Community & Faith Based Outreach – “Trusted Messengers”
- School Based Curriculum Pilots
- State Agency Working Group (SAWG)
- Media Campaign
- Implementation Planning Workshops – Round 2 Convenings

# Regional Themes

- Accessibility - U.S. Census Bureau office proximity, access and functional needs support
- Broadband/Internet Accessibility - Cybersecurity, Fraud, Disinformation
- Census Bureau Enumerators – from Community, Language Capacity, cultural sensitivity
- Residency - Natural Disaster Displacement, Migration
- Title 13 – Trust, Privacy, Fear
- Language Access and Cultural Messaging
- Outreach/Messaging - Community Sensitivity
- Local Outreach Partnerships/Strategies – CBOs, tribes, faith-based, etc.)

# Phased Approach for 2020

- Phase 1: Convene, Collaborate, Capacity Build — FY 2017-18
- **Phase 2: Educate. Motivate. Activate!** — **FY 2018-19**
- Phase 3: Deploy. Count. Assess. — FY 2019-20
- Non-Response Follow Up, Results, Report, Wrap Up — July-Dec 20

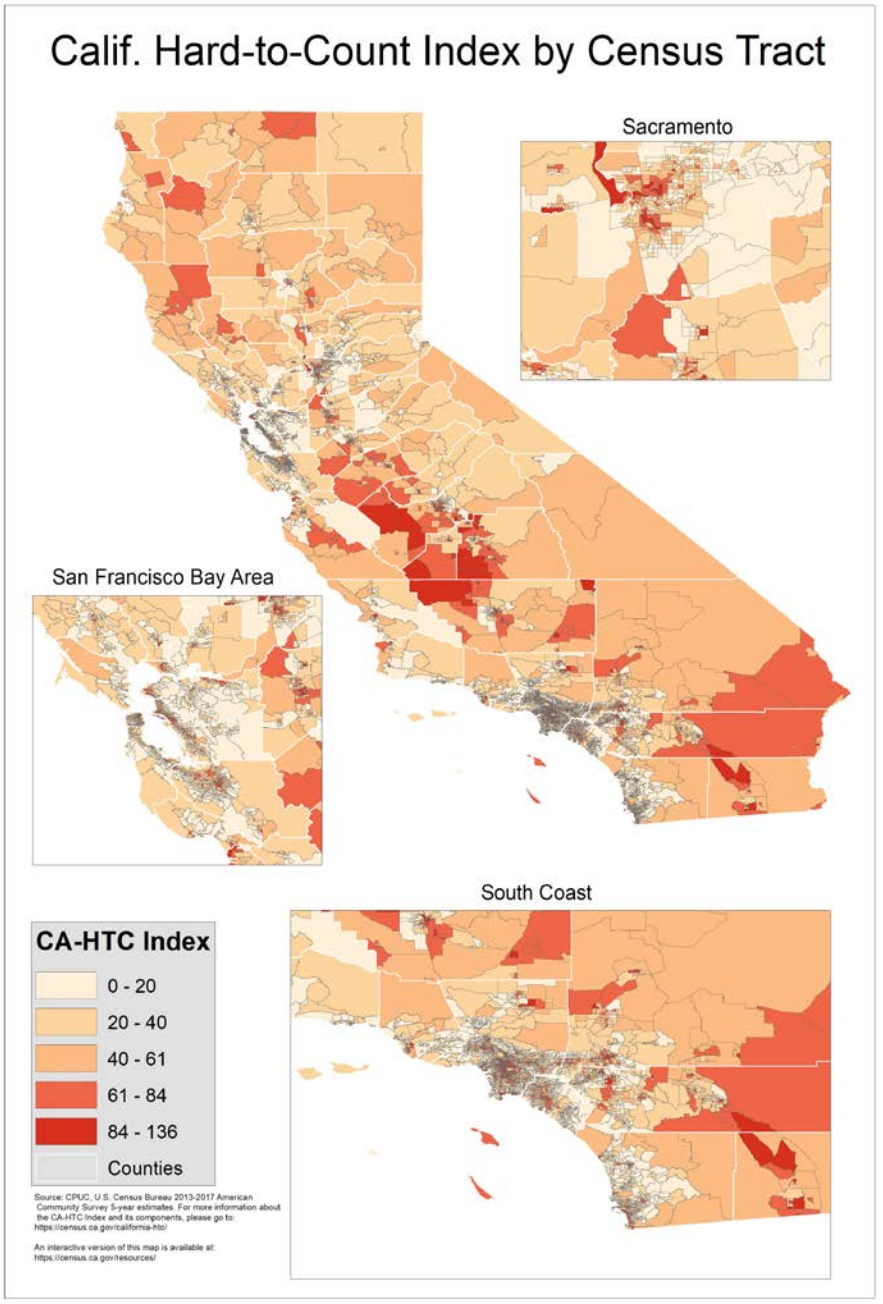
# Collaboration and Partnerships Across Sectors

- ✓ Education
  - Early Education 0-5
  - K-12
  - Higher Education
- ✓ Health Services
- ✓ Labor/Unions
- ✓ Faith-Based
- ✓ Business/Corporate
- ✓ Rural
- ✓ Technology & Innovation
- ✓ Entertainment
- ✓ Chambers
- ✓ Government
  - Cities
  - Counties
- ✓ Media
- ✓ Nonprofits/CBOs

# Who are California's Hard-to-Reach and Hard-to-Count?

- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- **Areas with low broadband subscription rates or low/no access to broadband**
- **Homeless Individuals and Families/Nonconventional Housing**
- **Veterans**
- **Seniors/Older Adults**
- **Children 0-5**
- **Households with Limited English Proficiency**

# Map based on latest California HTC Index



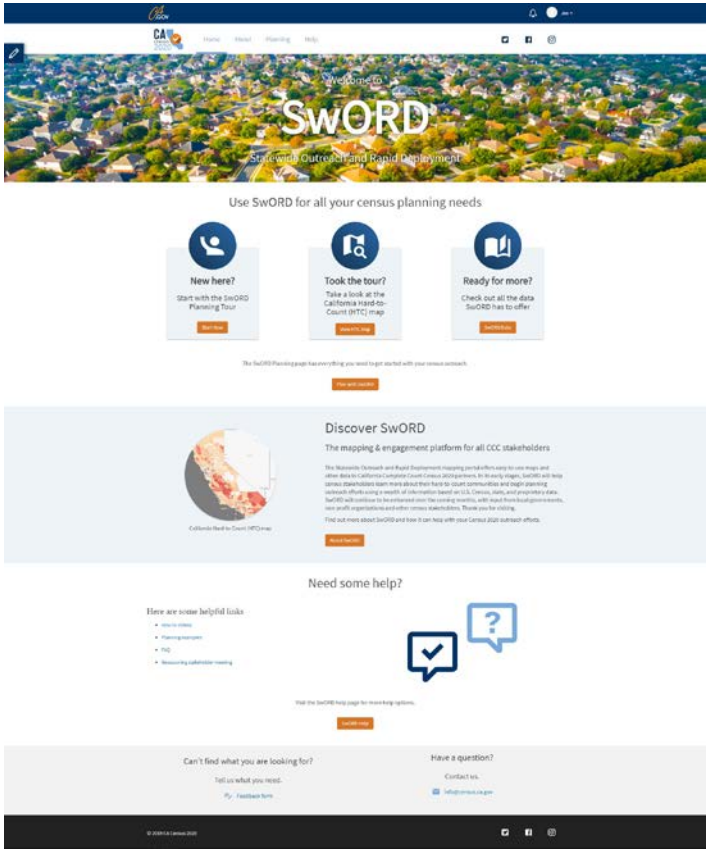
# CA HTC Index map demo

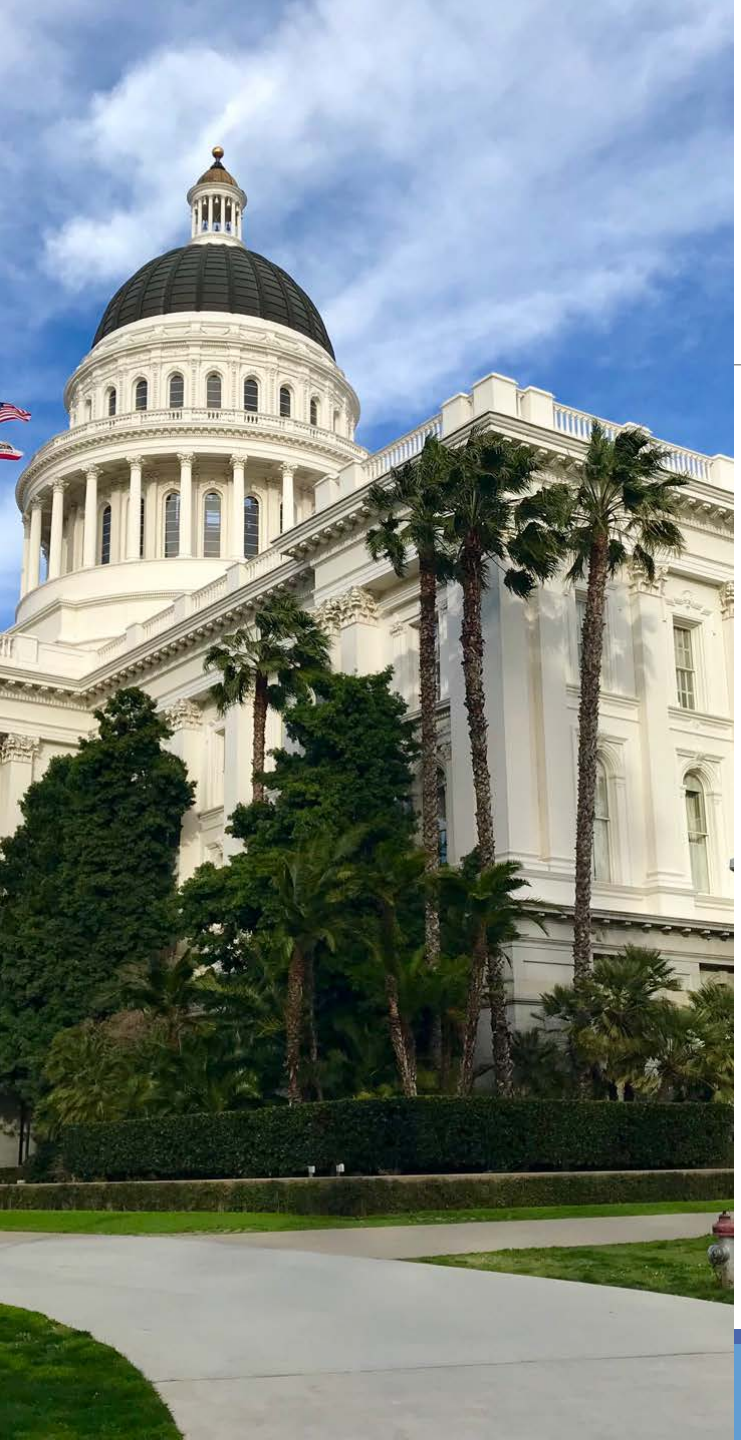
# Data about rural hard-to-count populations

- An estimated 2.3 million Californians live in census tracts where the 2010 rural population percentage was at least 25 percent.
- The median CA-HTC Index in those tracts was 34 (vs. 37 statewide)
- Top hard-to-count characteristics in rural census tracts that have CA HTC Index values above the median:
  - Lack of broadband subscription
  - Vacant housing unit
  - Unemployed
  - Moved recently from outside county
  - Households receiving public assistance
  - Crowded units

# Statewide Outreach and Rapid Deployment (SwORD) portal

- Mapping platform developed with spatial software company Esri
- Goal is to foster data sharing, coordination and collaboration in a user-friendly format.
- Features a variety of web apps focused on assisting hard-to-count outreach efforts.
- Upcoming iterations will include map creator tool and partner data intake.

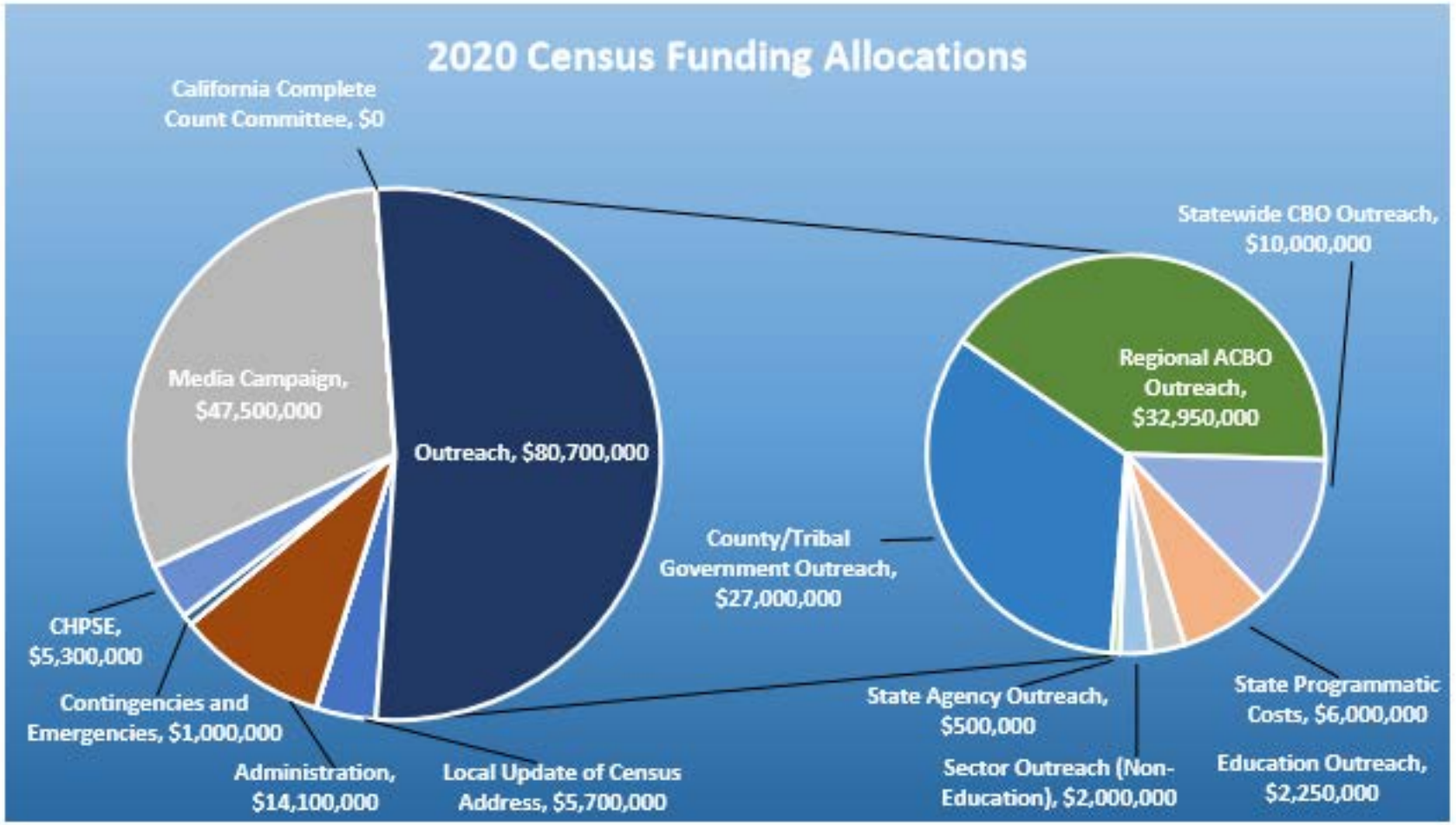




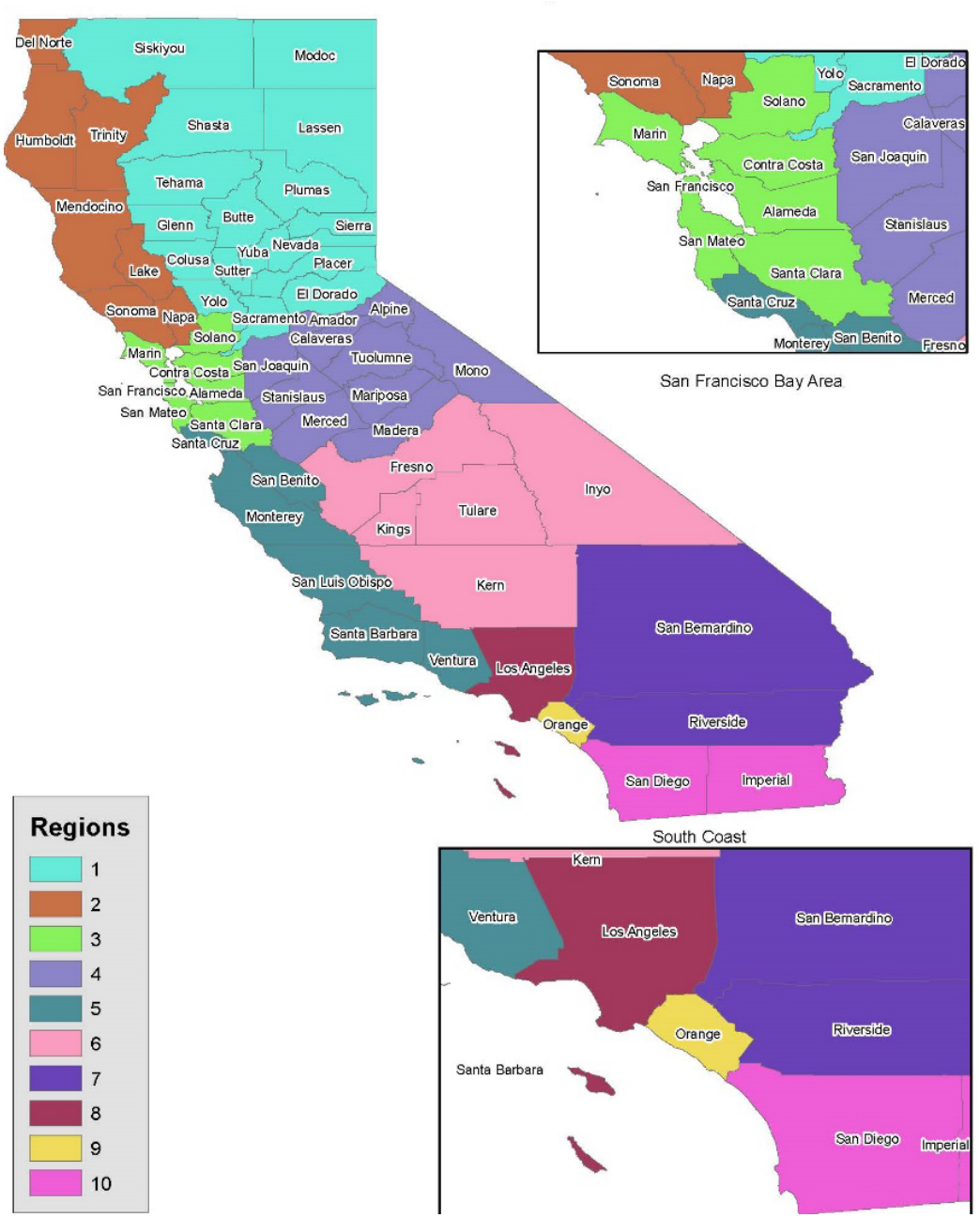
# State Funding

- $10 M for LUCA and early planning and outreach
- $90.3M committed in Budget Act of 2018
- $54M proposed in Governor's January Budget

# Census 2020 Funding Allocations



# California's Census 2020 10 Regions



# Panel Discussion: How the Census Impacts Our Communities

- **Connie Stewart,** Executive Director, California Center for Rural Policy
- **Julie Beardsley,** Senior Public Health Analyst, Mendocino County Health and Human Services
- **Silvia Paz,** Executive Director, Alianza Coachella Valley
- **Jessica Imotichey,** Partnership Specialist, U.S. Census Bureau

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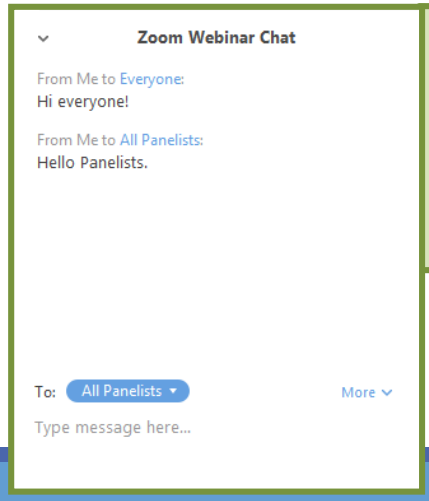


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# Open Discussion on Outreach Efforts & Strategies to Achieve a Complete Count in the 2020 Census

*Questions for consideration*

- What are the **barriers** to participation that HTC communities in rural areas experience?
- What are the **strategies and tactics** your organization will use or are using to reach hard-to-count members and communities?
- What are the **key messages** to share with communities living in rural areas?
- What types of **resources and tools** will your organization need to carry out a successful outreach campaign?
- What **information and research data** would be useful?

# What Should You Do Right Now?

- ❑ Designate a Census Coordinator/Lead
- ❑ **Build Partnerships and Collaborate with Counties, Cities, Local Complete Count Committees, Local CBOs and Foundations**
- ❑ Identify your Hard-to-Count Populations and Census Tracts
- ❑ Identify Existing Outreach Methods and Tools
- ❑ Connect with a State Regional Program Manager

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# California Complete Count

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# *Thank you for your participation!*