California Complete Count – Census 2020

Convenings 2 & Implementation Plan Workshop

June 12, 2019
Riverside

State Census 2020

Welcome & Opening Remarks

Special Guests

Chancellor Wilcox, UCR

Morning Agenda

10am	**Welcome**
10:20	**US Census Bureau update**
10:25	**CA Census update**
11am	**Regional Landscape**

Planning Committee

Deborah Phares, Census Project Manager, The Community Foundation

Sky Allen, Census Coordinator, IE Census Non-profit roundtable

Tiffany Tran, Census Contact, Asm Jose Medina.

Shayra Hernandez, East Valley Liaison, Sup. Manuel Perez

Adan Chavez, Regional Census Campaign Manager, IE, NALEO

Arturo Hernandez, USCB Partnership Specialist

Karla Lopez, USCB Partnership Specialist

Marlenee Blas, Asso Dir, UCR Center for Social Innovation

Census 2020

U.S. Census Bureau - Los Angeles Regional Census Center

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United States Census 2020

Your Answers are Protected by Law Title 13 of the U.S. Code

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information or responses with any other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of $250,000

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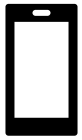
New Ability to Self Respond Starting March 12, 2020



Internet

Phone

Paper Form

In-person

12 languages plus English will be supported (Internet & Phone)

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2020 Census Jobs

One application qualifies you for any of the following positions:

Position		Pay rate
Office Clerks		$20.00 per hour
Office Operations Supervisors		$26.00 per hour
Census Field Supervisors		$27.50 per hour
Enumerators (Census Takers)		$25.00 per hour
Recruiting Assistants		$27.50 per hour

- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Basic Requirements

- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

Simple Application

33 Question Assessment
Plus 9 Supervisory questions if interested in Supervisory Positions

Apply today!
2020census.gov/jobs
Federal Relay Service: (800) 877-8339 TTY / ASCII
www.gsa.gov/fedrelay

1-855-JOB-2020 (1-855-562-2020)

The U.S. Census Bureau is an Equal Opportunity Employer

United States Census Bureau | U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

2020 Census Timeline

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United States Census 2020

Contact Information

Partnership Coordinator	Phone	Email
Lia Bolden Northern CA – West	510-935-9886	Elaine.Lia.Bolden@2020Census.gov
Tammie Brown LA County (part)	213-314-6419	Tammie.N.Brown@2020census.gov
Amalia De Aztlan Inland Empire, Kern, Kings & Tulare Counties	760-861-4937	Amalia.u.deaztlan@2020census.gov
Nhi Ho Orange & San Diego Counties	657-364-6902	Xuan.Nhi.V.Ho@2020census.gov
Jessica Imotichey Tribal & Congressional	213-314-6268	Jessica.A.Imotichey@2020census.gov
Meredeth Maxwell LA County (part)	213-314-6276	Meredeth.D.Maxwell@2020census.gov
Rosa Rendon CA Central Coast & Fresno	213-314-6259	Rosa.Rendon@2020census.gov
Brigitte Roberts Northern CA – East	510-761-1150	Brigitte.E.Roberts@2020census.gov

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State Census 2020

Ditas Katague

Director
California Complete Count Census 2020

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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.

What's at Stake?

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

Roles and Partnerships

- **United States Census Bureau**
- **State of California**
- **California Legislature**
- **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
- Regional ACBOs and Statewide CBOs
- Media

Challenges and Opportunities

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

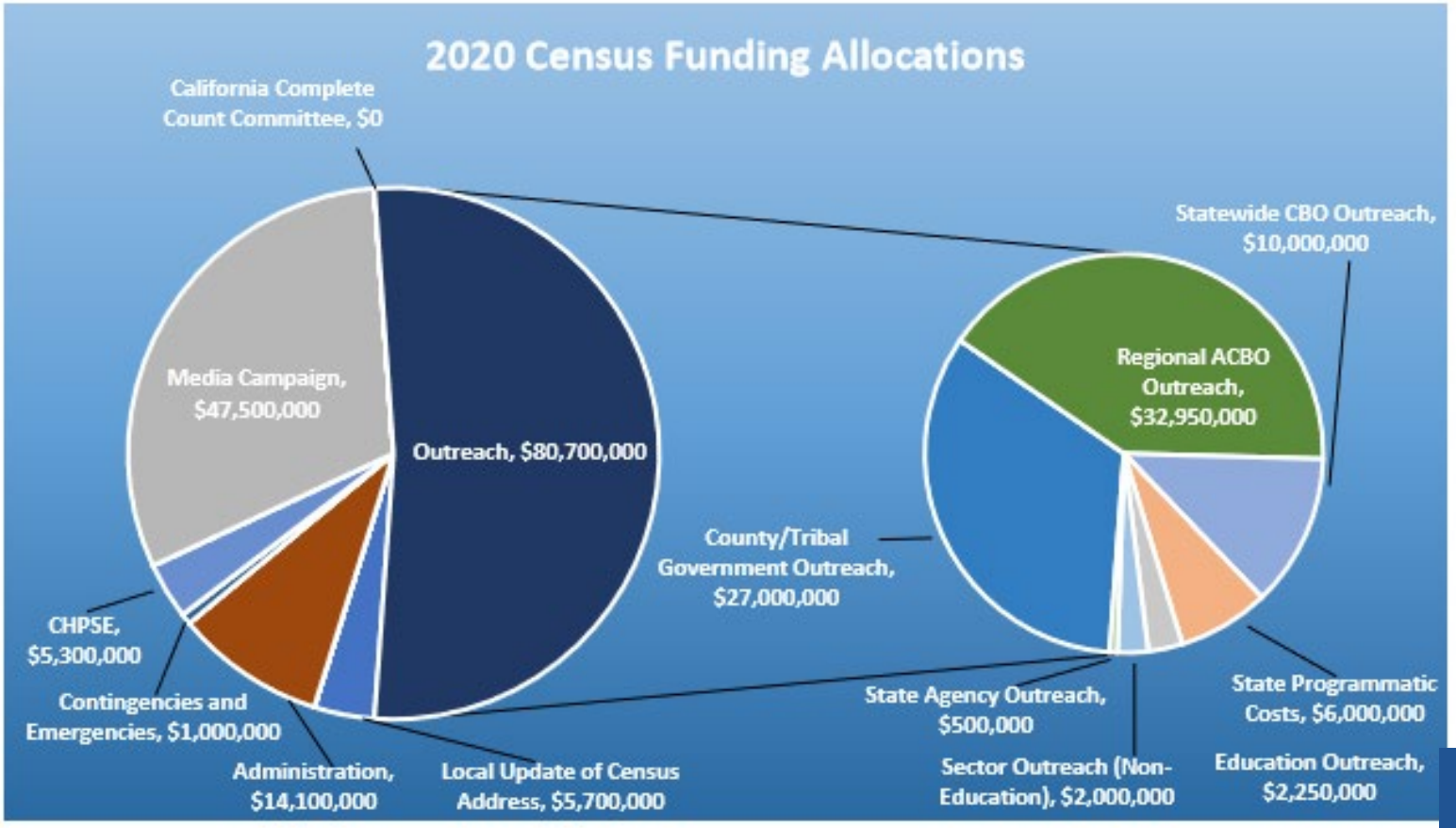
Role of the State

- Create and communicate the Statewide strategy for census outreach
- Identify gaps, develop necessary tools, disseminate best practices
- Coordinate the overall mobilization of funding

Budget - California Complete Count – Census 2020 Office

- California leaders have invested $100.3 million toward a statewide outreach and communication campaign.
- Governor Newsom's 2019-20 proposed Budget includes an additional $54 million to bolster the State's efforts.
- In total this is a proposed $154.3 million investment for the 2020 Census.

Budget Update



Phased Approach for 2020

Phase 1: Convene, Collaborate, Capacity Build FY 2017-18

Phase 2: January – December 2019 Educate & Motivate FY 2018-19

a) January – June 2019 : (Educate)

b) July – December 2019: (Motivate)

Phase 3: January – March 11, 2020 Activate

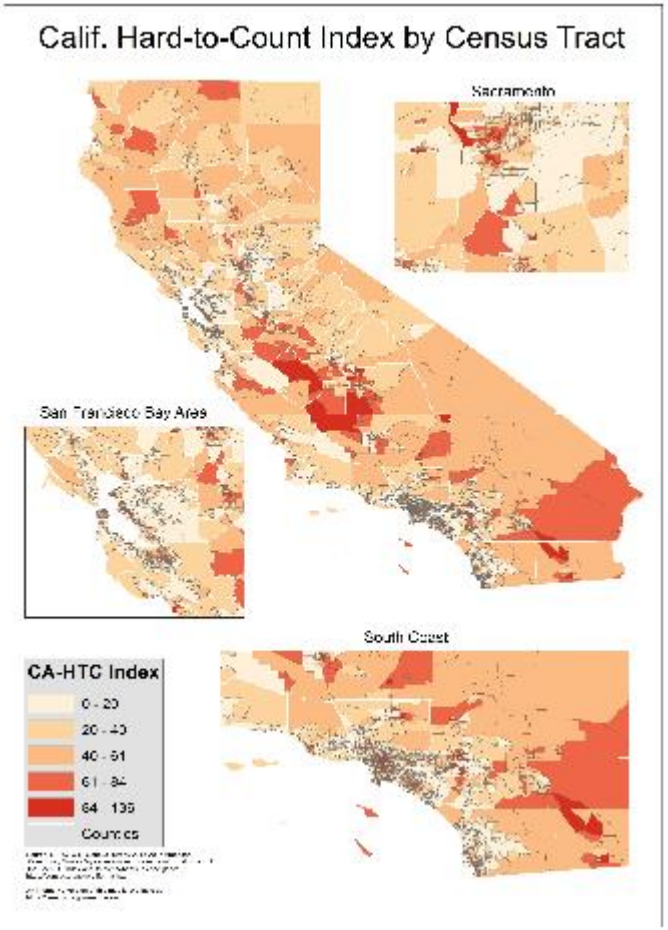
Phase 4: March 12, 2020 – April 30, 2020 Self-Response "Be Counted"

Phase 5: May 1, 2020 – July 30, 2020 Non-Response Follow-Up "It's not too late"

Phase 6: August 1, 2020 – June 30, 2021 Assess & Report

Focused on the Hard-to-Count

California's Interactive HTC Map



The interactive map shows California census tracts and block groups shaded by their shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/HTC-map

State Census 2020

Jim Miller

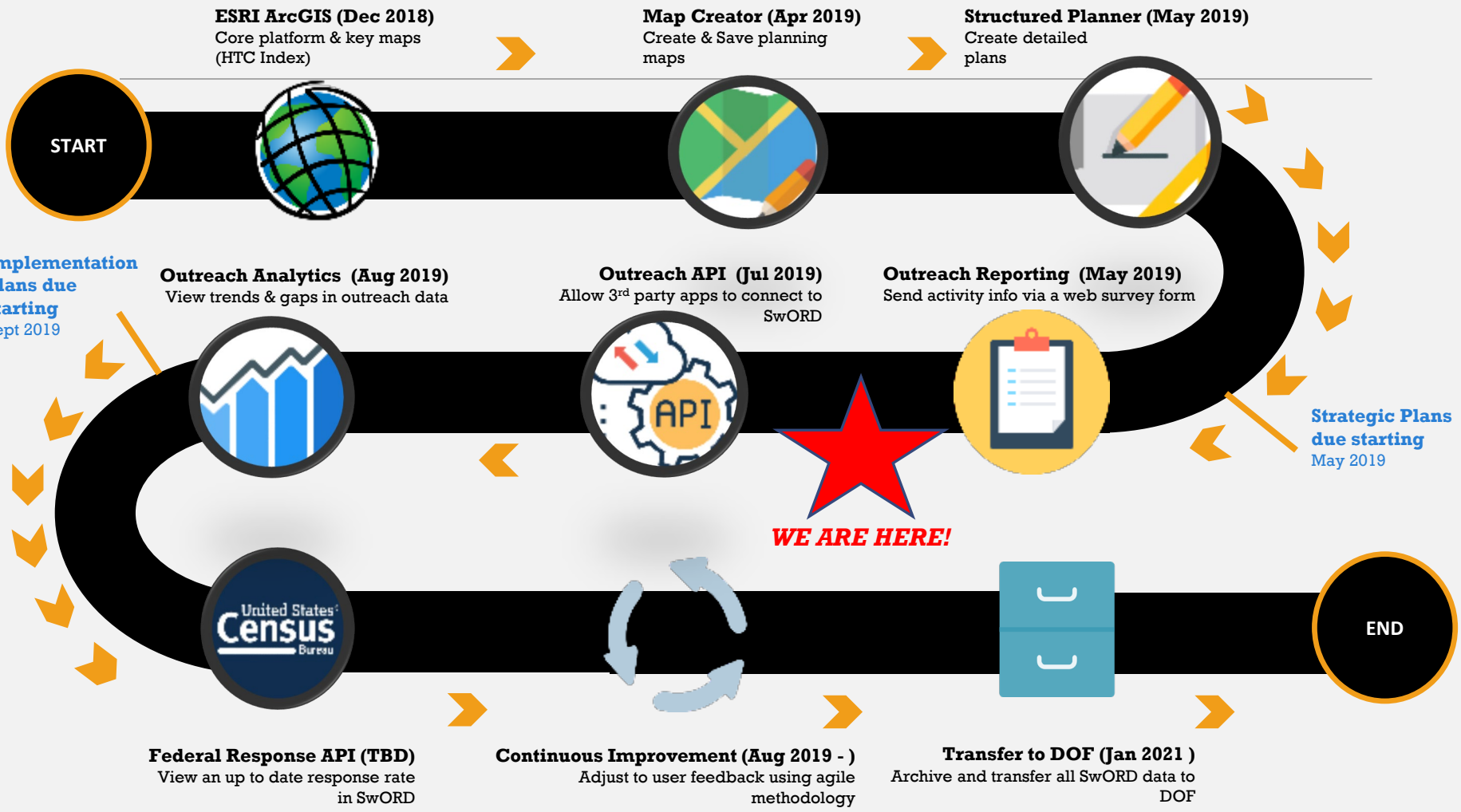
Data and GIS Manager

California Complete Count Census 2020

What is SwORD?

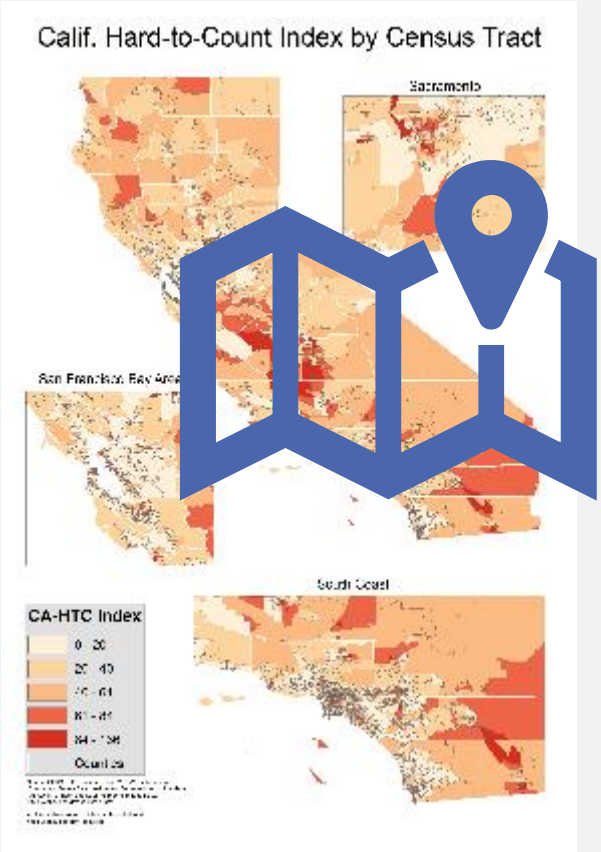
- Mapping and data platform developed with spatial software company Esri
- Data sharing, coordination, and collaboration
- Map Creator, Outreach Planning, ready-made interactive maps on specific subjects
- All skill levels
- Continuing to improve and enhance
- Census Bureau response rate data

SwORD Product Roadmap



Types of data available

- California Hard-to-Count Index
- Detailed non-English language data at multiple levels of geography
- Different hard-to-count attributes: young children, foreign-born
- Schools, Title I, Title III counts
- Libraries and other “community anchor institutions”
- Make your own data



How partners can use SwORD

- Identify areas to target with California Hard-to-Count Index.
- Identify leading hard-to-count factors
- Overlay with language data or other layers
- Incorporate your own data
- Structured Planning tool within Map Creator
- Outreach Reporting form
- Views can quickly be shared to other users in region
- Document Implementation Plans

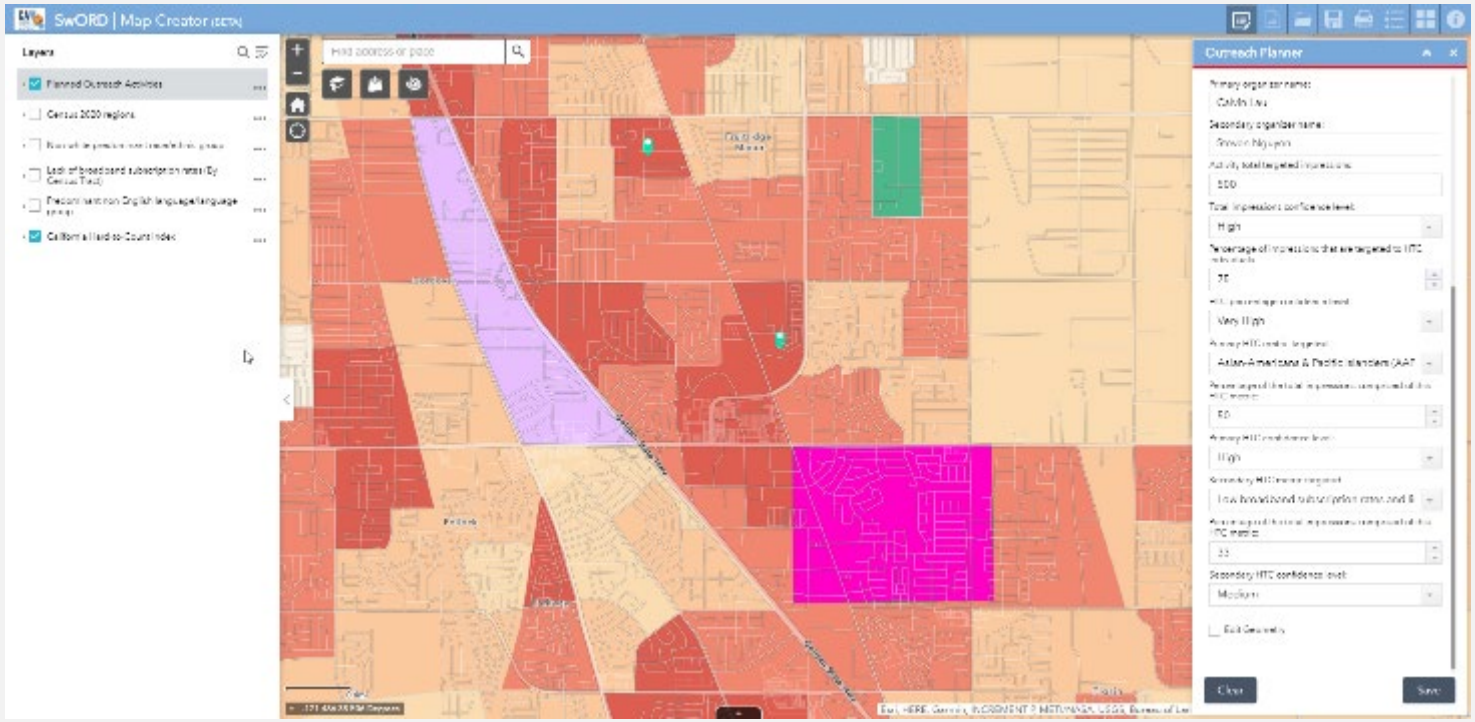
Help page

How-to videos and webinars

What CCC needs of partners

- Use SwORD
- Provide data on areas of coverage
- Planned outreach activities
- Completed outreach activities
- Data quality
- Use forms, templates, API
- File tickets to request data, features

Structured Planning



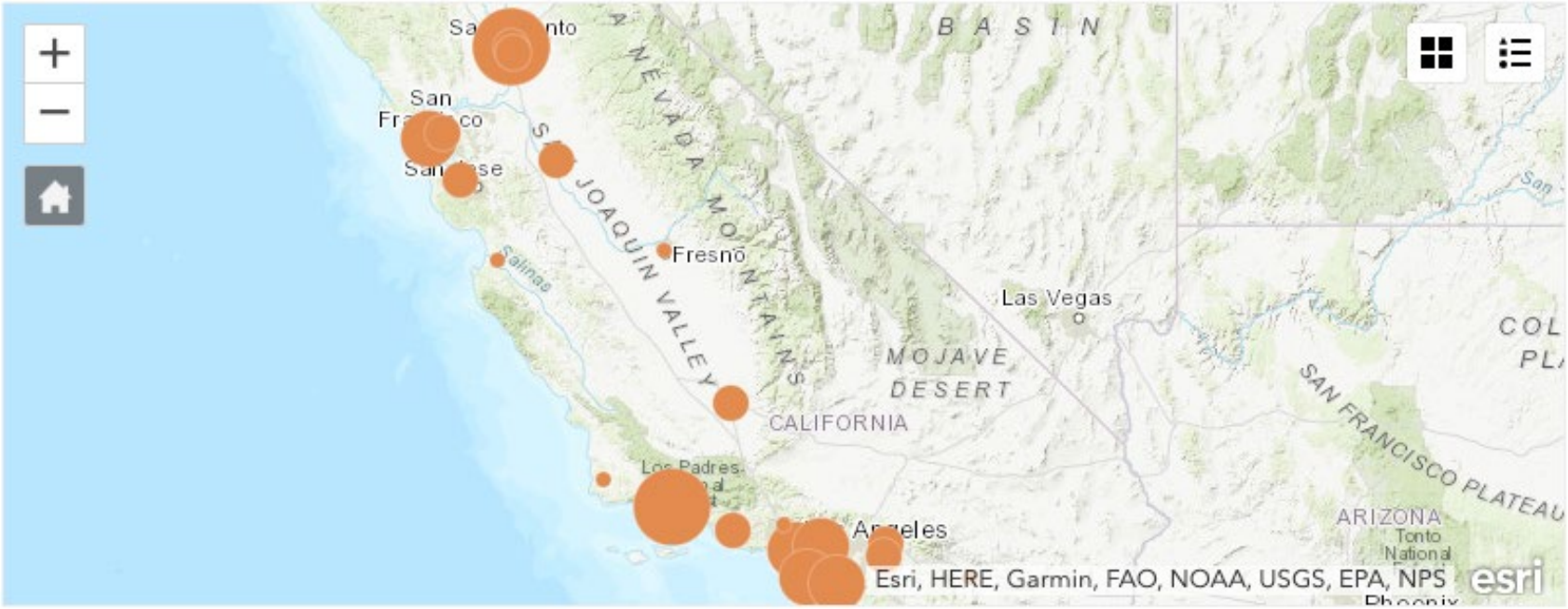
- Pilot close-out today

Outreach Reporting | Analysis

Impressions

Total number of impressions *

Column Bar Pie Map



Why we want your data

- Prevent gaps
- County, region and state-level dashboards
- Share best practices
- Metrics for success
- Accountability and transparency
- Impact of state, foundations, volunteers.
- Look ahead to 2030

Also available

Census 2020 California Hard-to-Count Fact Sheet
Riverside City in Riverside County
(CA Census 2020 Region 7)

Race and Hispanic Origin	
Total population	321,570
Hispanic or Latino of any race	52.8%
Hispanic Exclusive Race:	
White alone	31.1%
Black or African-American alone	5.7%
American Indian and Alaska Native alone	0.3%
Asian alone	7.1%
Native Hawaiian and Other Pacific Islander alone	0.3%
Some other race alone	0.3%

Top 3 Languages Spoken at Home	
Total Limited-English Population (Persons 5 years and older who do not speak English "very well")	44,904
Spanish	81.0%
Chinese (incl. Mandarin, Cantonese)	4.5%
Vietnamese	3.7%

Hard-to-Count Characteristics	
The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher indexes are likely to be places that will pose significant challenges to enumerate in 2020.	
Percent of Total Housing Units:	
That are vacant (includes seasonal)	6.2%
With 3 or more units in a multi-unit structure	28.1%

California Hard-to-Count Characteristics	
Median CA-HTC index all census tracts	40.5
Estimated Total Population in Census Tracts with above median CA-HTC	156,572
Leading HTC characteristics in those areas: Unemployed; Non-high school graduates; Households receiving public assistance	

Top 5 CA-HTC Census Tracts in Place	
Census Tract 305.03:	
Total Population	3,554
CA-HTC Index	107.0
Leading Hard-to-Count Reasons: Crowded units, Vacant housing units, Renter-occupied units	
Census Tract 303:	
Total Population	4,286
CA-HTC Index	95.0
Leading Hard-to-Count Reasons: Renter-occupied units, Non-family households, Moved recently	
Census Tract 467:	
Total Population	4,392
CA-HTC Index	92.0
Leading Hard-to-Count Reasons: Vacant housing units	

CENSUS 2020 CAMPAIGN OVERVIEW

DEBORAH PHARES, PROGRAM MANAGER CENSUS 2020
THE COMMUNITY FOUNDATION

Campaign Goals

- Ensure an Inclusive and Complete Count in Region #7
  - All geographies
  - All subgroups
  - Everyone is counted once

- Support a lasting collaborative infrastructure
  - Strengthened cross-sector relationships
  - Models for coordination
  - Innovative integration of Data

Strategies to EDUCATE, ACTIVATE, AND MOTIVATE Hard to Count Communities

Strategy #1: Integration of census into existing points of contact through pledge card drive - July 2019 to February 2020

Strategy #2: Canvass +27 LRS Tracts - September 2019 to February 2020

Strategy #3 : Identify and Train Trusted Messengers - July 2019 to August 2020

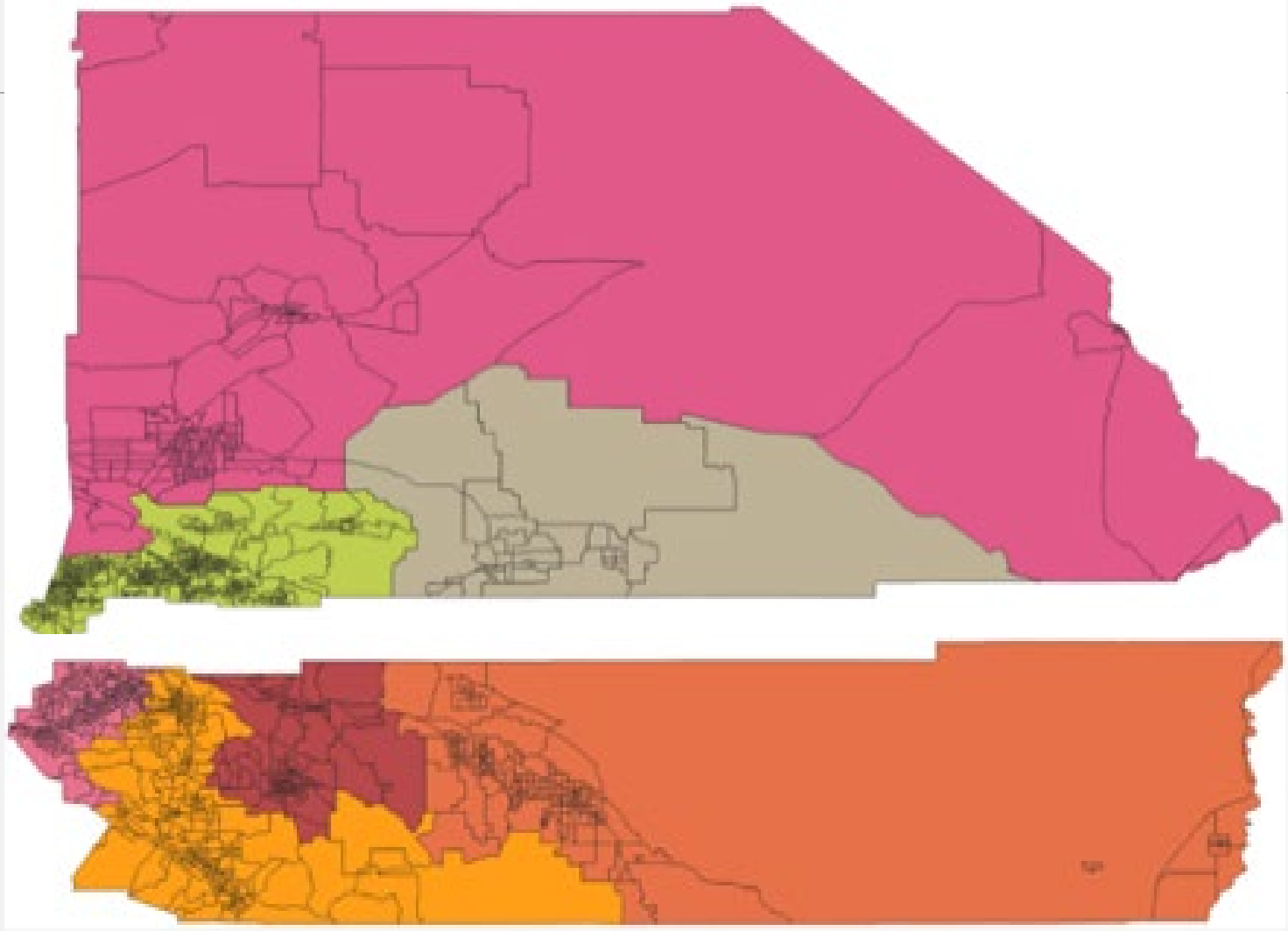
Strategy #4 Get Out The Count - March to April

Non Response Follow Up: Stakeholder Convenings - May - August

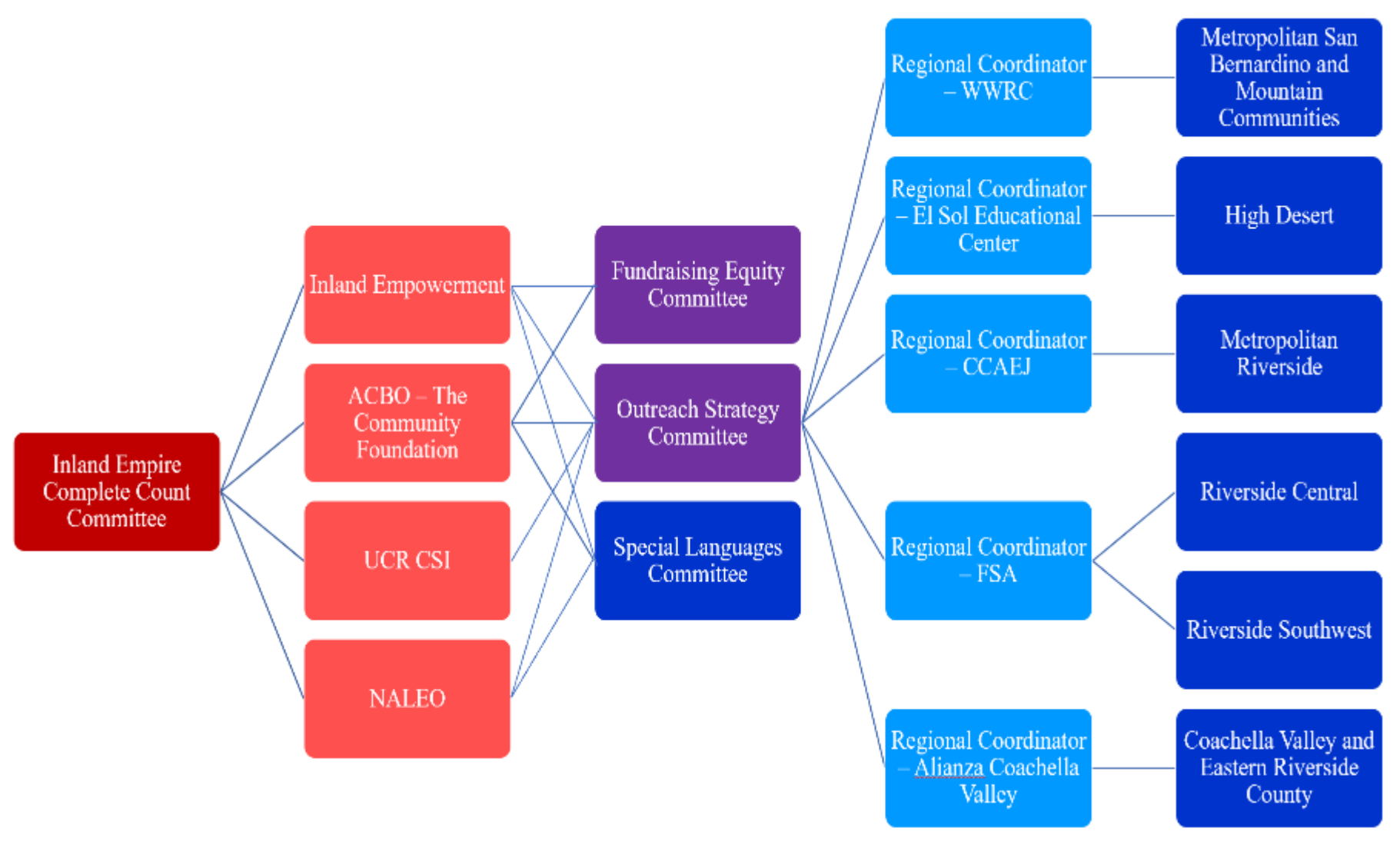
Mobile Census Centers - March to July 2020

- Provide in-language, hands-on assistance & technology
- Travel to locations which are relevant to language speakers/target populations. Partner with existing Census Centers (QACs)
- 1 each: Korean, Chinese, Vietnamese, Tagalog, Arabic,
- 2 each: Disabled Populations, Native/Tribal Govt.
- Work with TCF, Regional Tables, and CCC to publicize locations

7 Sub-Regions / Regional Tables



Overall Structure



Regional Coordinators

Technical Assistance Organizations

Regional Tables

Purpose:

- Coordinate for efficient use of resources
- Track Progress & Facilitate Learning
- Support and equip organizations
- Long Term - Build Collaborative Capacity

Regional Coordinator Role:

- Coordination Hub
- Pipeline for Resources and Training
- Local Accountability

Riverside Metro Regional Coordinator

Italia Garcia, Director of Civic Engagement

Riverside Southwest & Riverside Central Regional Coordinator

Shannon Gonzalez, Chief Programs Officer

Data and Analysis Technical Assistance

Michael Gomez Daily, Executive Director
Sono Shah, Census Research Director

Implementation Planning Workshop
UC Riverside

June 12, 2019

Adan Chavez
Regional Census Campaign Manager – Inland Empire

NALEO Educational Fund

NALEO Educational Fund was established in 1981, NALEO is the nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service

Policy, Research & Advocacy

Constituency Services

Civic Engagement

The ***¡Hágase Contar!*** Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the *¡Hágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:

- "Train-the-trainer" workshop opportunities;
- State of the Census 2020 briefings;
- Campaign material and promotional information;
- Public awareness events and informational panels;
- Digital and traditional media efforts;
- National bilingual hotline – **877-EL-CENSO** (877-352-3676);
- Informational Website: **hagasecontar.org**

Thank you.

Adan Chavez
Regional Census Campaign Manager
achavez@naleo.org

www.naleo.org
www.hagasecontar.org
Twitter: @NALEO
Facebook: www.facebook.com/naleo.org

CONTAMOS CONTIGO

#CENSUS2020 • CHIRLA.ORG

CHIRLA

Coalition for Humane Immigrant Rights

COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)

- The Coalition for Humane Immigrant Rights (CHIRLA) was founded in 1986 to achieve a just society fully inclusive of immigrants.
- Guided by the power, love, and vision of our community, CHIRLA was formed in response to the Immigration Reform and Control Act (IRCA) of 1986 which made hiring undocumented workers illegal, thus creating a situation ripe for worker exploitation and abuse which have increased since that time.
- We organize and serve individuals, institutions and coalitions to build power, transform public opinion, and change policies to achieve full human, civil and labor rights.

COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)

- **Civic Engagement:** provides education for new and infrequent immigrant voters
- **Community Education:** CHIRLA educates immigrant workers and students to know their rights and to protect them; one-on-one instruction to Day Laborers and Household Workers; education for workers about worker rights and how to protect against wage theft and other worker rights violations.
- **Legal Services:** recognized by the Board of Immigration Appeals (BIA) to provide immigration legal services at low-cost; our department has helped thousands of individuals to become citizens, reunite with their families and apply to renew DACA.
- **Organizing Department:** using the principles of community organizing leadership development, strategies and tactics, CHIRLA coordinates actions across the state to win pro-immigrant policies that make a difference in the lives of our members.
- **Policy and Advocacy:** CHIRLA works in coalitions at the local, state and national level to win policies that improve the lives of immigrants.

HTC AREAS

According to the Census HTC 2020 Map, these are some of the hardest to reach areas. CHIRLA has offices in each of these regions:

- High Desert
- San Bernardino
- Orange County
- Palmdale / Lancaster
- Ventura
- Central Valley
- Los Angeles

ON-THE-GROUND CAPACITY

Base	Cities	County
San Bernardino	San Bernardino, Fontana	San Bernardino
High Desert	Hesperia, Victorville	San Bernardino
Lancaster/Palmdale	Canyon Country, Palmdale, Lancaster, Simi Valley	Los Angeles
Sacramento	Sacramento, Davis, Stanislaus	Yolo
Los Angeles	Los Angeles, South Los Angeles, San Gabriel Valley, Pomona	Los Angeles
San Fernando Valley	Pacoima, Van Nuys, Canoga Park	Los Angeles
Central Valley	Visalia, Porterville	Tulare, Kern
Orange County	Fullerton, Irvine	Orange County

Butte, Colusa, Del Norte, El Dorado, Fresno, Glenn, Humboldt, Imperial, Kern, Kings, Lake, Lassen, Los Angeles, Marin, Mendocino, Monterey, Napa, Orange, Placer, Plumas, Riverside, Sacramento, San Bernardino, San Luis Obispo, Santa Cruz, Shasta, Siskiyou, Solano, Sonoma, Stanislaus, Sutter, Tehama, Tulare, Ventura, Yolo, and Yuba and additional regions

CIVIC ENGAGEMENT REACH

CONTAMOS CONTIGO

#CENSUS2020 • CHIRLA.ORG

Get involved!

→ Contact Esperanza Guevara

→ Census Campaign Manager, CHIRLA

→eguevara@chirla.org

→213.440.5450

Ensuring a Complete Count in 2020

Connecting the Hard to Count Communities to Broadband

United Way
United Ways of California

WHO WE ARE?

United Ways of California improves the health, education and financial results for low-income children and families by enhancing and coordinating the advocacy and community impact work of California's United Ways. Across the state we have 31 United Ways.

In Region 7 we have the following United Ways:

- United Ways of Inland Empire
- United Ways of Inland Valleys
- United Way of Corona-Norco
- Arrowhead United Way
- United Way of The Desert

United Way

United Ways of California

BUILDING ON THE WORK WE HAVE BEEN DOING

Access to the Internet is essential in everyday life, almost akin to running water and electricity. Unfortunately, low-income households, and especially people of color, are least likely to have high-speed Internet at home. That's why connecting hard to count communities to broadband at home is an essential part of getting a complete count during the 2020 Census. This will allow us to make sure individuals are ready and able to be counted!

WE CANNOT DO IT ALONE
HARNESSING THE POWER OF OUR NETWORK

- Local United Ways
- Partner Nonprofit Organizations
- 2-1-1 Help Line

United Ways of California

KEY POINTS

- Connecting the hard to count population is the easiest way for these individuals to participate in the Census and remain anonymous (important for the immigrant community).
- Getting people to take action requires several touches. Educations, follow-up and reminders.
- Using our digital platform we can communicate w/ individuals via text and e-mails to get them targeted messages. Even if someone doesn't qualify for internet service we can make sure they know when and how to participate in the Census.
- We can build surveys to get information and feedback from past clients so we can continue to tailor our messaging and strategy.
- Our horizontal integration of services approach allows us to reach out to past clients (example Free Tax Prep Services & CalEITC).
- We work in collaboration and part of that is referring people to partner organizations who specialize in the specific issue an individual might have questions about (example: immigration status and the Census).

United Way

United Ways of California

Meeting People Where

COORDINATED EFFORT HAPPENING SIMULTANEOUSLY ACROSS DIGITAL PLATFORMS THROUGHOUT OUR NETWORK

- Facebook & Instagram through organic post & targeted advertising
- SMS Texting to list of 30K past clients
- E-mail list of 7,000 past clients

United Way

United Ways of California

WHO IS ELIGIBLE FOR LOW-COST INTERNET?

- **Families that receive Cal-Fresh food assistance (SNAP)**
- **If any member of the household participates in the Medi-Cal Program.**
- **Families that have children who receive free or reduced-price school lunch.**
- **Seniors over the age of 65 who receive Supplemental Security Income (SSI)**

*Note: Individuals must live in areas served by Spectrum, Frontier, or AT&T. Eligibility requirements and speeds vary between service areas and companies.

United Way

United Ways of California

Pre-Screening is Easy!

Designed to be Done Using Smart Phone

How can you connect a client to low-cost internet service?
Pre-screening is easy and can be done from a mobile device by texting in the word CONNECT to (213) 296-0312 and completing a few simple questions. If an individual qualifies she/he can set up an appointment to apply for low-cost internet service with the help of one of our coordinators. Interested individuals can also visit www.unitedwaysca.org/broadband.

United Way

United Ways of California

BEYOND CENSUS 2020

Bridging the Digital Divide Among the Hard to Count Helps Build Equity

- Opens the door to resources and opportunities!
- Families can apply for government programs like Medical & CalFresh
- Adults can search for better jobs online & post their resumes
- Adults can pursue higher education by taking classes online
- Increases educational attainment for children living in these communities

United Way

United Ways of California

CONTACT INFORMATION

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Digital Outreach Manager
United Ways of California

E:Mail: sfuentes@unitedwaysca.org
Cell Phone: 626-375-1851

United Ways of California

Thank you Region 7 partners!!

California Complete Count

Social Media
@cacompletecount

#2020census and #cacensus

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