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
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
New Ability to Self Respond Starting March 12, 2020

Internet  Phone  Paper Form  In-person

*12 languages plus English will be supported (Internet & Phone)
2020 Census Jobs

One application qualifies you for any of the following positions:

<table>
<thead>
<tr>
<th>Position</th>
<th>Pay rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Clerks</td>
<td>$20.00 per hour</td>
</tr>
<tr>
<td>Office Operations Supervisors</td>
<td>$26.00 per hour</td>
</tr>
<tr>
<td>Census Field Supervisors</td>
<td>$27.50 per hour</td>
</tr>
<tr>
<td>Enumerators (Census Takers)</td>
<td>$25.00 per hour</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$27.50 per hour</td>
</tr>
</tbody>
</table>

Basic Requirements
- Excellent Pay
- Flexible Hours
- Paid Training
- Temporary Positions
- 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
2020 Census Timeline

- **March:** Census Bureau delivers questions to Congress
- **April:** Open 6 regional census centers
- **October:** Full implementation of the communications program
- **October:** Partnership specialists begin working for Census Bureau
- **August:** Begin In-Field Address Canvassing
- **January:** Begin enumeration in remote Alaska
- **February:** Group Quarters Operation begins
- **March:** Update Leave begins
- **March:** Internet Self-Response begins
- **April 1:** Census Day
- **May:** Nonresponse Followup begins
- **December 31:** Deliver apportionment counts to the President

**2018**
- Key census activities start in 2018 and continue through 2021

**2019**
- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices
- November: Launch advertising campaign

**2020**
- Operation and Implementation Phase
  - March 1: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

**2021**

2020CENSUS.GOV

Shape your future
START HERE

United States Census 2020
## Contact Information

<table>
<thead>
<tr>
<th>Partnership Coordinator</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lia Bolden</td>
<td>510-935-9886</td>
<td><a href="mailto:Elaine.L.Bolden@2020Census.gov">Elaine.L.Bolden@2020Census.gov</a></td>
</tr>
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</tr>
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</tr>
<tr>
<td>Nhi Ho</td>
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</tr>
<tr>
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</tr>
<tr>
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<tr>
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<td><a href="mailto:Rosa.Rendon@2020census.gov">Rosa.Rendon@2020census.gov</a></td>
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<tr>
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</tr>
</tbody>
</table>
State Census 2020

Ditas Katague
Director
California Complete Count Census 2020
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?

POWERS

Congressional 
Representation, 
Reapportionment and 
Redistricting

MONEY!

Over 
$675 BILLION 
anually

- 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
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

2020 Census Funding Allocations

- California Complete Count Committee, $0
- Outreach, $80,700,000
- Media Campaign, $47,500,000
- County/Tribal Government Outreach, $27,000,000
- Regional ACBO Outreach, $32,950,000
- State Programmatic Costs, $6,000,000
- Statewide CBO Outreach, $10,000,000
- Education Outreach, $2,250,000
- CHPSE, $5,300,000
- Contingencies and Emergencies, $1,000,000
- Administration, $14,100,000
- Local Update of Census Address, $5,700,000
- Sector Outreach (Non-Education), $2,000,000
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

2020CENSUS.GOV
Focused on the Hard-to-Count
California’s Interactive HTC Map

The interactive map shows California census tracts and block groups 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

ESRI ArcGIS (Dec 2018)
Core platform & key maps
(HTC Index)

Map Creator (Apr 2019)
Create & Save planning maps

Structured Planner (May 2019)
Create detailed plans

START

Outreach Analytics (Aug 2019)
View trends & gaps in outreach data

Outreach API (Jul 2019)
Allow 3rd party apps to connect to SwORD

Outreach Reporting (May 2019)
Send activity info via a web survey form

Implementation Plans due starting Sept 2019

Federal Response API (TBD)
View an up to date response rate in SwORD

Continuous Improvement (Aug 2019 - )
Adjust to user feedback using agile methodology

Transfer to DOF (Jan 2021 )
Archive and transfer all SwORD data to DOF

END

Strategic Plans due starting May 2019

WE ARE HERE!
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

Map of California showing various locations with markers.
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

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

### Race and Hispanic Origin

<table>
<thead>
<tr>
<th>Category</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>321,570</td>
</tr>
<tr>
<td>Hispanic or Latino of any race</td>
<td>52.6%</td>
</tr>
<tr>
<td>Hispanic Exclusive Race: White alone</td>
<td>31.1%</td>
</tr>
<tr>
<td>Black or African-American alone</td>
<td>9.7%</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone</td>
<td>0.3%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>7.1%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone</td>
<td>0.3%</td>
</tr>
<tr>
<td>Some other race alone</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

### Top 3 Languages Spoken at Home

<table>
<thead>
<tr>
<th>Language</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Limited-English Population</td>
<td>44,904</td>
</tr>
<tr>
<td>Spanish</td>
<td>81.0%</td>
</tr>
<tr>
<td>Chinese (incl. Mandarin, Cantonese)</td>
<td>4.5%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Percent of Total Housing Units:</th>
</tr>
</thead>
<tbody>
<tr>
<td>That are vacant (includes seasonal)</td>
</tr>
<tr>
<td>With 3 or more units in a multi-unit structure</td>
</tr>
</tbody>
</table>

### 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 HTS characteristics in those areas: | Unemployed; Non-high school graduates; Households receiving public assistance |

### Top 5 CA-HTC Census Tracts in Place

<table>
<thead>
<tr>
<th>Census Tract</th>
<th>Total Population</th>
<th>CA-HTC Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>305.03</td>
<td>3,554</td>
<td>107.0</td>
</tr>
<tr>
<td>303</td>
<td>4,286</td>
<td>95.0</td>
</tr>
<tr>
<td>467</td>
<td>4,392</td>
<td>92.0</td>
</tr>
</tbody>
</table>

Leading Hard-to-Count Reasons:
- Crowded units
- Vacant housing units
- Renter-occupied units

Leading Hard-to-Count Reasons:
- Renters-occupied units
- Non-family households
- Moved recently

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

[Logos of Alianza, El Sol, WWRC, CCAEJ, FSA]
Technical Assistance Organizations

[Logos of INLAND EMPOWERMENT, CSI UCR, and NALEO Educational Fund]
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.
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
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

<table>
<thead>
<tr>
<th>Base</th>
<th>Cities</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Bernardino</td>
<td>San Bernardino, Fontana</td>
<td>San Bernardino</td>
</tr>
<tr>
<td>High Desert</td>
<td>Hesperia, Victorville</td>
<td>San Bernardino</td>
</tr>
<tr>
<td>Lancaster/Palmdale</td>
<td>Canyon Country, Palmdale, Lancaster, Simi Valley</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Sacramento</td>
<td>Sacramento, Davis, Stanislaus</td>
<td>Yolo</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Los Angeles, South Los Angeles, San Gabriel Valley,</td>
<td>Los Angeles</td>
</tr>
<tr>
<td></td>
<td>Pomona</td>
<td></td>
</tr>
<tr>
<td>San Fernando Valley</td>
<td>Pacoima, Van Nuys, Canoga Park</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Central Valley</td>
<td>Visalia, Porterville</td>
<td>Tulare, Kern</td>
</tr>
<tr>
<td>Orange County</td>
<td>Fullerton, Irvine</td>
<td>Orange County</td>
</tr>
</tbody>
</table>
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
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
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
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).
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
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.
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.
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
CONTACT INFORMATION

Silvia Fuentes
Digital Outreach Manager
United Ways of California

E:Mail: sfuentes@unitedwaysca.org
Cell Phone: 626-375-1851
Thank you Region 7 partners!!
California Complete Count

Social Media
@cacompletecount

400 R Street, Suite 359
Sacramento, CA 95811
Phone: (916) 852-2020
Web: Census.ca.gov
Email: info@census.ca.gov

#2020census and #cacensus