

California Complete Count – Census 2020

Convenings & Implementation Plan Workshop

June 17, 2019
Sacramento



BE COUNTED, CALIFORNIA!





State Census 2020

Welcome & Opening Remarks

Special Guests

Mayor Darrell Steinberg, City of Sacramento

Supervisor Don Saylor, Yolo County

Secretary of State Alex Padilla



Morning Agenda

- Welcome
- California Census Office Efforts
- SwORD Update
- Landscape of Strategies
- U.S. Census Bureau Update



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.



2020CENSUS.GOV

Shape
your future
START HERE >

United States®
Census
2020

What's at Stake?

POWER!

Congressional
Representation,
Reapportionment and
Redistricting

- ❑ 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

MONEY!

Over
\$675 BILLION
annually



2020CENSUS.GOV



United States[®]
Census
2020

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



2020CENSUS.GOV

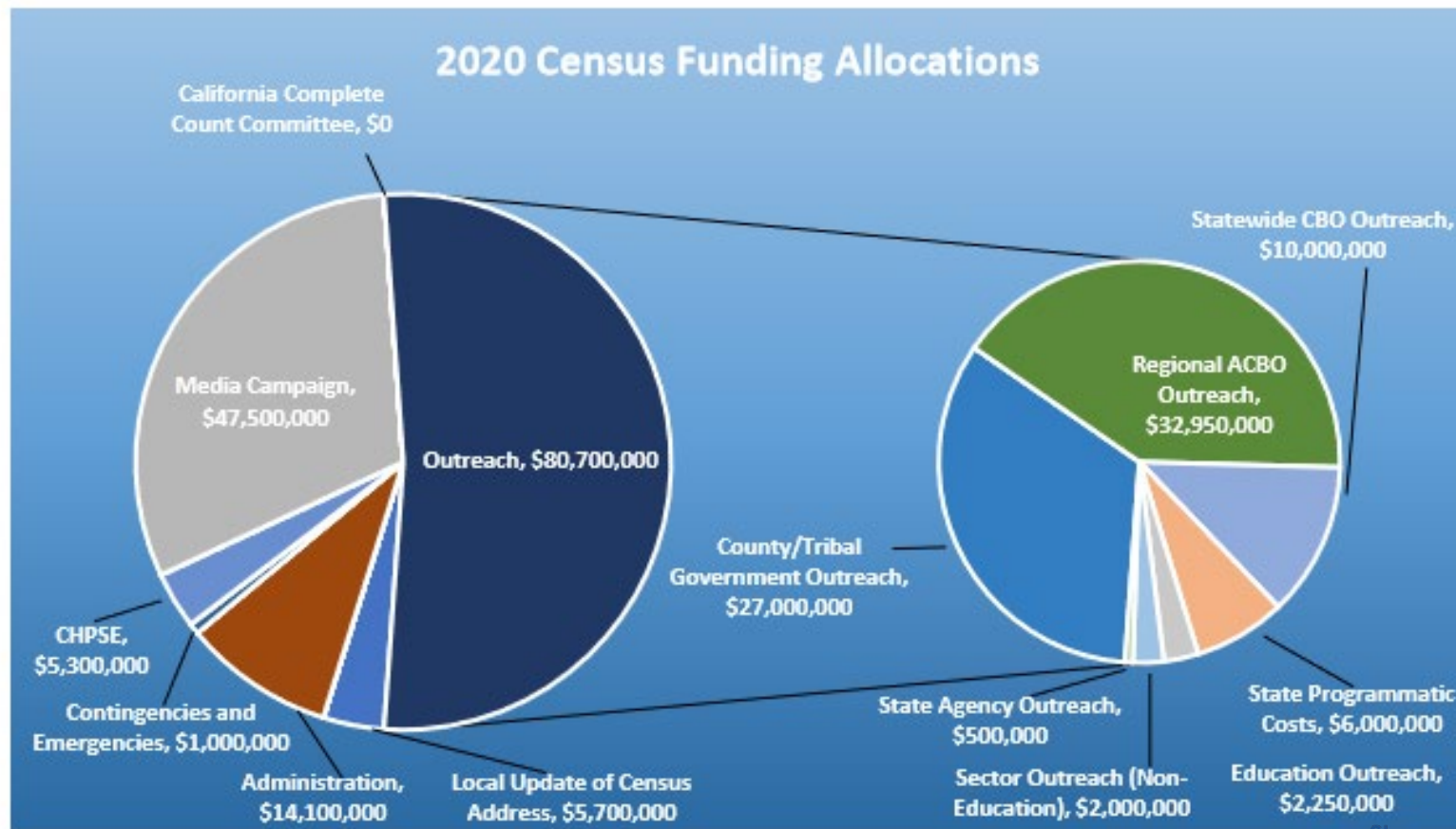
Shape
your future
START HERE >

United States®
Census
2020

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



2020CENSUS.GOV

Shape
your future
START HERE >

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

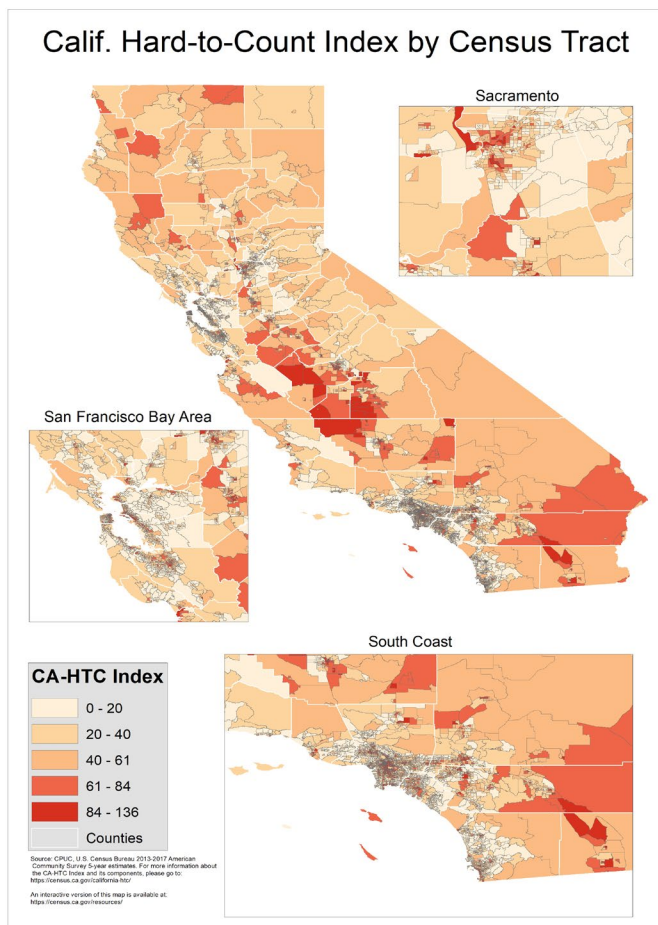
Phase 4: March 12, 2020 – April 30, 2020 Self-Response “Be Counted”

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 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



2020CENSUS.GOV



United States[®]
Census
2020



State Census 2020

Ben Rogers
SwORD Project Manager
California Complete Count
Census 2020

What is SwORD?



**Google/Apple/
Bing Maps for
Census**



**Single source of truth
for outreach planning
& reporting**



**Detailed analytics
and insights
facilitate a *data-
driven* approach**

Types of data available

**One Stop Shop:
Open
Government
& CA specific
data all in one
place**



Lack of broadband subscriptions and CA-HTC

This map web app shows a census tract's lack of broadband subscription rate in the context of its CA-HTC Index.

[Explore](#)



California schools

Find schools, with their 2017-18 enrollment, Title I status, and percentages of English-learner

[Explore](#)



Foreign-born residents

Plan outreach to foreign-born Californians.

[Explore](#)



Census 2020 - Language access

A story map examining language access challenges and ways SWORD can help.

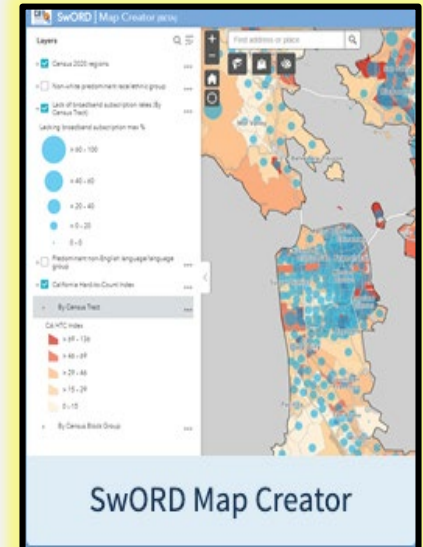
[Explore](#)



New - Community anchor institutions

See potential sites for Census 2020 questionnaire assistance centers.

[Explore](#)



Census 2020 outreach - reaching California's Limited-English Proficient population

Reaching limited-English speaking populations in Census 2020

Limited-English speakers

Language and Communication Access

Language detail, smaller areas

Predominant non-English language

Speaks Chinese at home

Census data also shows language data at the much smaller census tract and block group levels.

Zoom in to the tract and block group levels to learn more about predominant non-English languages.

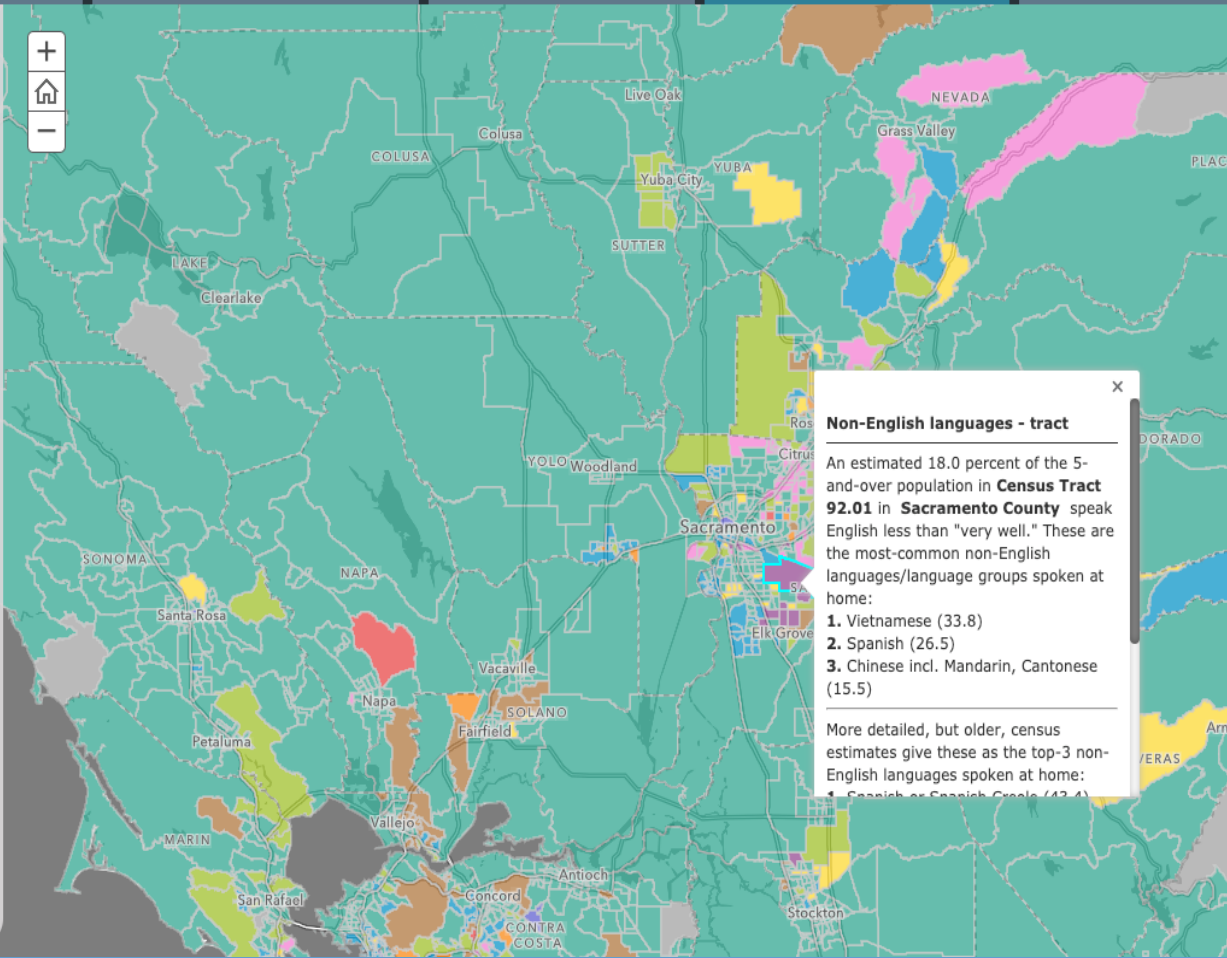
Currently, SwORD includes tract-level data on the following languages spoken at home by the 5-and-over population who speaks English less than "very well:" Spanish, Chinese (incl. Mandarin, Cantonese), Vietnamese, Korean, Russian (incl. Polish and other Slavic), Arabic, and Tagalog.

View the ready-made interactive language maps on the Planning Page or make a map with any of the above layers with SwORD's map creator tool.

The next slide, "LEP population that speaks Chinese at home," shows an example of a languages-specific census tract layer in SwORD.

Tract-level: Predominant non-English language

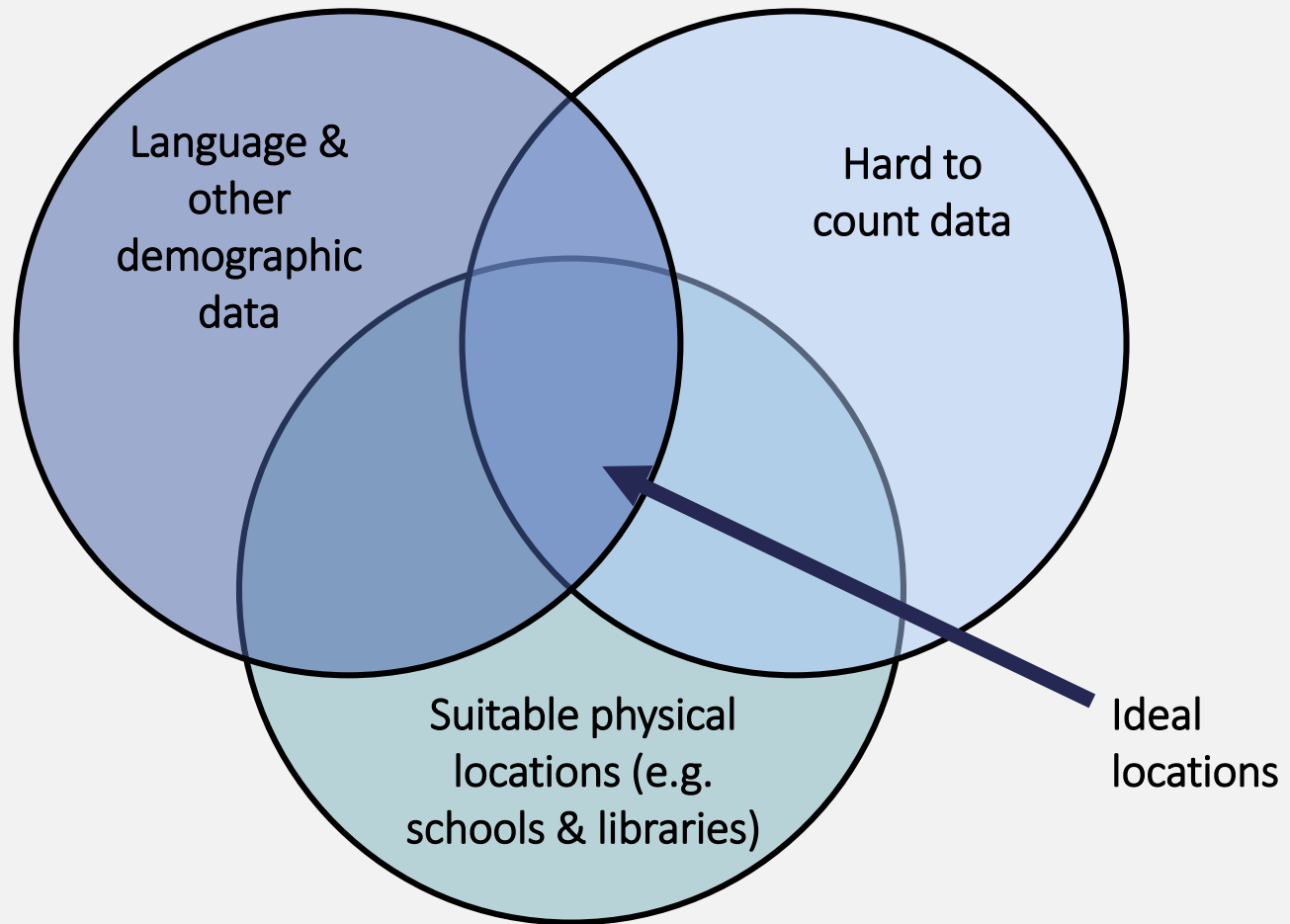
- Spanish
- Chinese incl. Mandarin, Cantonese
- Other Indo-European languages
- Vietnamese
- Korean
- Other Asian and Pacific Island languages
- Russian, Polish, or other Slavic languages
- Tagalog incl. Filipino
- Arabic
- Other and unspecified languages
- Other



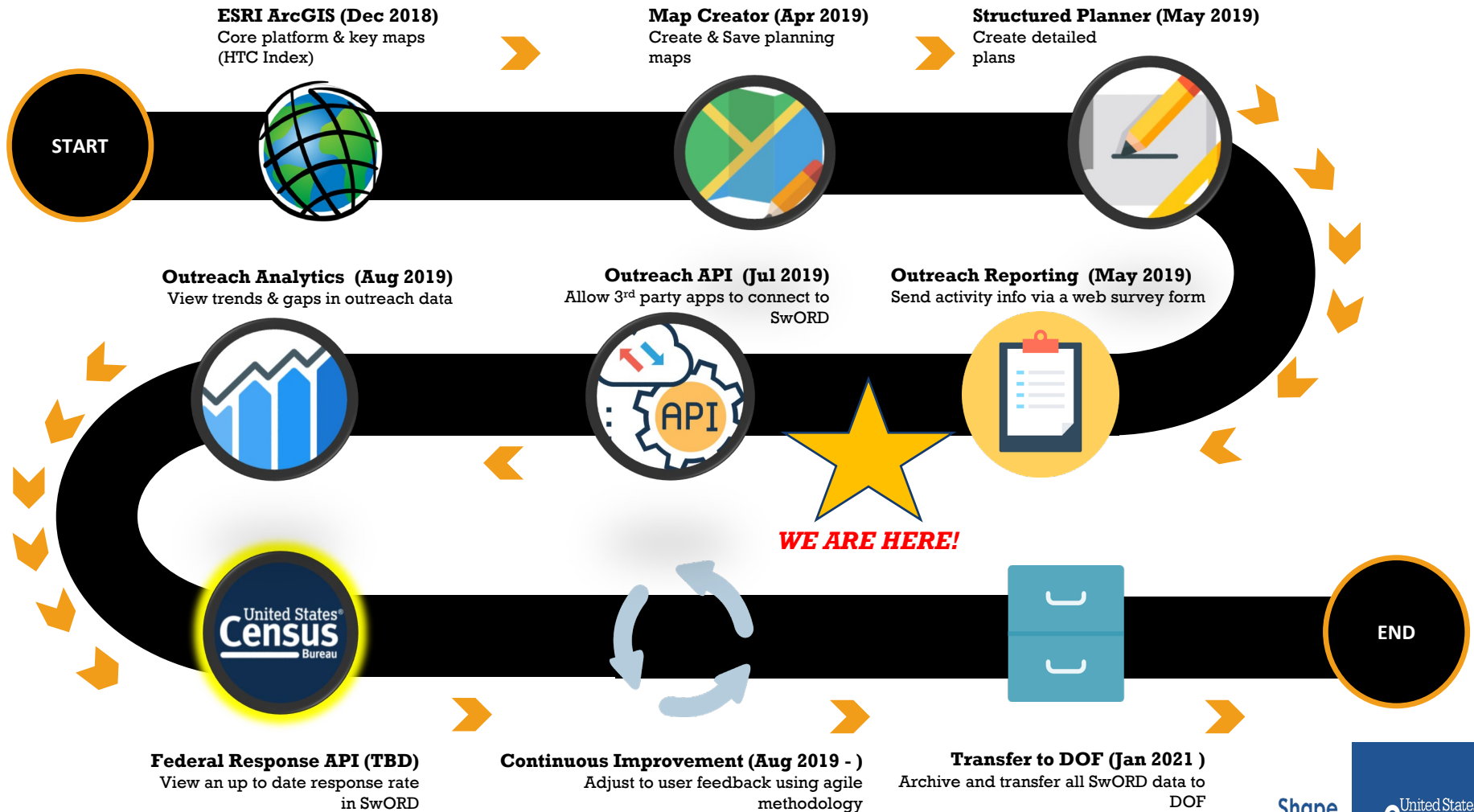
Guided "Story" maps

Use SwORD data to understand an area in intricate detail to enable better Census outreach planning.

Choosing the most effective locations for outreach



SwORD Product Roadmap



Shape
your future
START HERE >

United States[®]
Census
2020

Updates from Contracted Partners

- **Niva Flor**, Sacramento Region Community Foundation
- **Gaby Trejo**, Complete Count Committee, Sacramento County and Sacramento ACT
- **Jenny Tan**, Complete Count Committee, Yolo County
- **Jeremy Payne**, Equality California
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights



**ACBO Region One:
Sacramento Region Community Foundation
June 17, 2019**

VISION AND VALUES

Vision

A complete 2020 Census count for the 17-county Region One target area, accomplished by applying community-designed outreach strategies and partnering with local, state, and Federal government to ensure Hard-to-Count/least likely to respond populations are accurately counted.

Guiding Values

Collaboration, Community-Centered, Comprehensive, and Cohesive

GOALS AND OUTCOME

Strategic Goals

1. Educating Hard-to-Count/least like to respond populations about the benefits of being counted and maximizing the number of Californians enumerated in the 2020 Census.
2. Design innovative outreach strategies to reach hard-to-count and vulnerable populations.
3. Strengthen multi-County, region-wide collaboration.

Outcome

A community-led and -designed outreach strategy and strategic plan that builds the capacity of community-based organizations and counts all the hardest-to-count members in Region One.

ACBO REGION ONE

COUNTIES (17 total):

Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, and Yuba

FUNDING ALLOCATION: \$1.7M



REGION ONE LANDSCAPE

Unique challenges and assets can be characterized in aggregate groups below:

- Remote, rural, and agriculturally rich areas
- Highly densely populated urban communities and suburbs
- No- to low-response communities
- Nonprofit capacity gaps

REGION ONE STRUCTURE

COMPLETE COUNT ORGANIZATIONAL STRUCTURE



PARTNERS

Funding Consortium Partners

Partner	County
North Valley Community Foundation	Butte
El Dorado Community Foundation	El Dorado
Placer Community Foundation	Placer
Sacramento Region Community Foundation	Sacramento
Shasta Community Foundation	Shasta
	Modoc
	Siskiyou
	Tehama
Sierra Health Foundation	Colusa
	Glenn
	Lassen
	Plumas
	Nevada
	Sierra
	Yuba
	Sutter
Yolo Community Foundation	Yolo

Multi-County CBO Partners

Partner	Target Sector/Population
California Capital Financial Development Corporation	Small business, labor, immigrant entrepreneurs, LEP
Legal Services of Northern California	Housing unstable, homeless, immigrants, LEP
Organize Sacramento	Labor, housing unstable, immigrants, LEP
Sacramento ACT	Faith-based communities, Latinos, immigrants, undocumented, Dreamers, LEP
CAIR	Muslim, Arab, South Asian communities

STRATEGIC PLAN METHODOLOGY

OUR APPROACH

The strategic plan for Region One is guided by a local, grassroots approach to reaching the least likely to respond populations in the 17-County region.

Our approach to developing the strategic plan:

- Data-driven: target the HTC populations and the communities they live in
- Community-centered: connecting with local community leaders and organizations
- Asset focused: build on resources and infrastructure existing in each county

OVERARCHING STRATEGIES

Strategy 1: Starting with what works locally

Strategy 2: Allocate resources, distributed through the Funding Consortium Partners, to support census outreach in HTC communities throughout Region One

Strategy 3: Regional approach for greater impact on regional issues

Strategy 4: Align resources, data, and community-driven input



THANK YOU



Sacramento County

June 17, 2019

COMPLETE COUNT COMMITTEE (CCC) STRUCTURE

VISION AND VALUES

Vision: A complete count for Sacramento County accomplished by applying community-designed outreach strategies and partnering with local, state, and federal government.

Guiding Values: Collaboration, Community-Centered, Comprehensive, and Cohesive

GOALS

Strategic Goals:

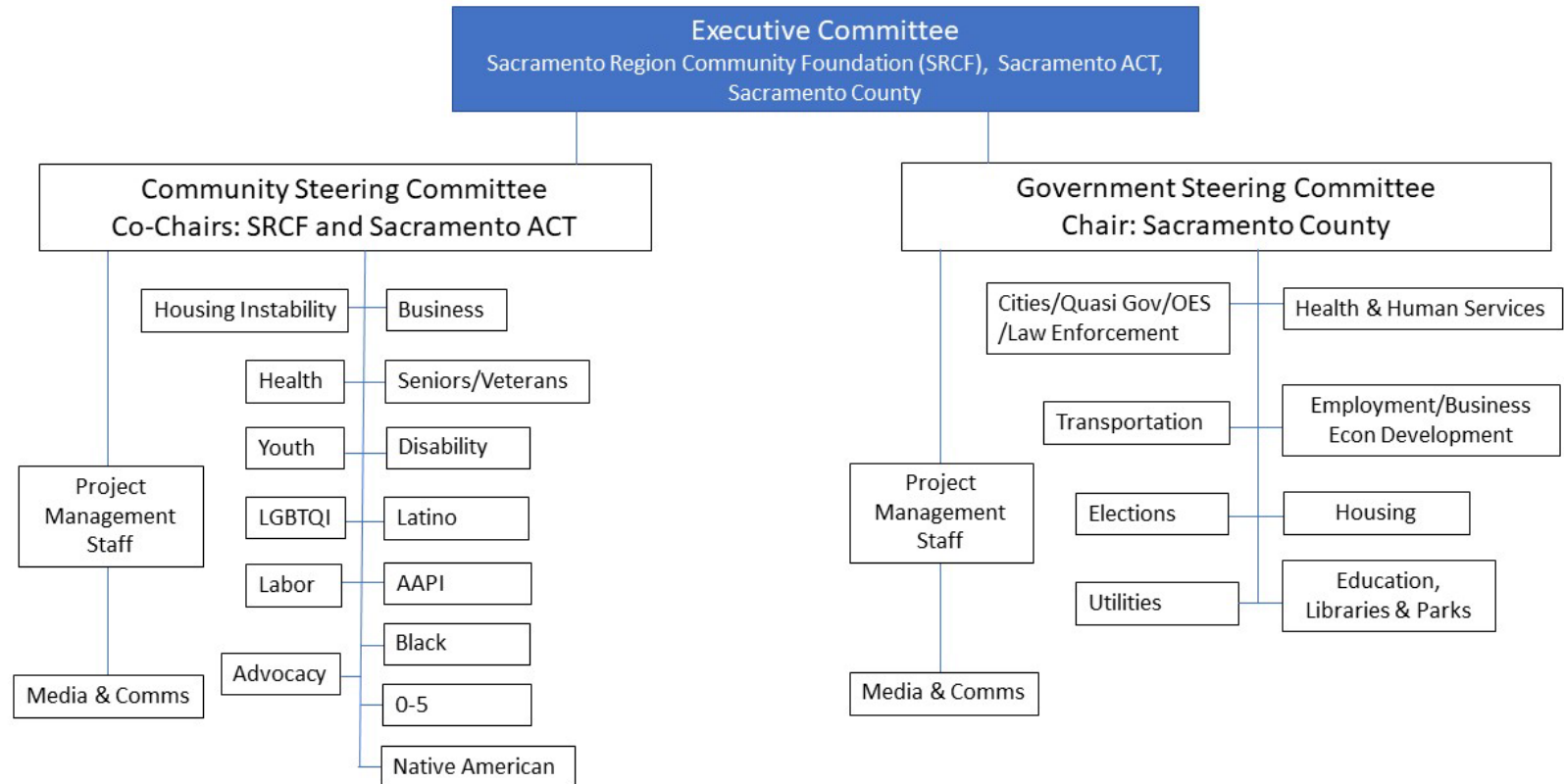
- **Goal 1: Leverage resources**
- **Goal 2: Complete Count Countywide (Focus on Geography)**
- **Goal 3: Education and Promotion (Government and Elected Officials Engagement with Public)**
- **Goal 4: Information-sharing**
- **Goal 5: Count the Hard-to-Count (HTC) populations by development strategies that are created by community stakeholders representing the various HTC populations**

OUTCOMES

Strategic Outcomes:

- **Outcome 1: Ensure that all Sacramento County residents are counted in the 2020 Census**
- **Outcome 2: Design new and innovative outreach strategies to reach hard-to-count and vulnerable populations.**
- **Outcome 3: Strengthen county-wide, multi-sector collaboration.**

SACRAMENTO CCC



SUBCOMMITTEES

Subcommittee are designed to ensure thoughtful and community-driven outreach strategies which reflect the diversity and unique needs of hard-to-count populations **throughout the Sacramento County.**

Responsibilities include:

- Developing strategies to reach HTC communities
- Implementing strategies to ensure a complete count
- Becoming key spokespeople for the CCC census efforts
- Brainstorming and developing solutions toward overcoming Census barriers and implementing streamlined outreach approaches

Community Steering Committee

Co-Chaired by: Niva Flor (Sacramento Region Community Foundation) & Gabby Trejo (Sacramento ACT)

Committee Member	Organization	Subcommittee
Clarence Williams	California Capital Financial Development Corporation	Business Co-Chair
Khaim Morton	Sacramento Metropolitan Chamber of Commerce	Business Co-Chair
Rachel Rios	La Familia Counseling Center	LatinX
Kim Williams	Sacramento Building Healthy Communities	Youth
Kelly Bennett	Sacramento Covered	Health
Julie Gallelo	First 5	0-5
Tho Vinh Banh	Disability Rights California	Disability Co-Chair
April Wick	Resources for Independent Living	Disability Co-Chair
Cha Vang	Hmong Innovating Politics	AAPI
Cassandra Jennings	Greater Sacramento Urban League	African American
Britta Guerrero	Sacramento Native American Health Center	Native American
Jennifer Berdugo	AARP	Seniors/Veterans
Lisa Bates	Sacramento Steps Forward	Housing Instability
Tamie Dramer	Organize Sacramento	Labor
Ben Hudson	Gender Health Center	LGBTQI+ Co-Chair
David Heitstuman	Sacramento LGBT Community Center	LGBTQI+ Co-Chair

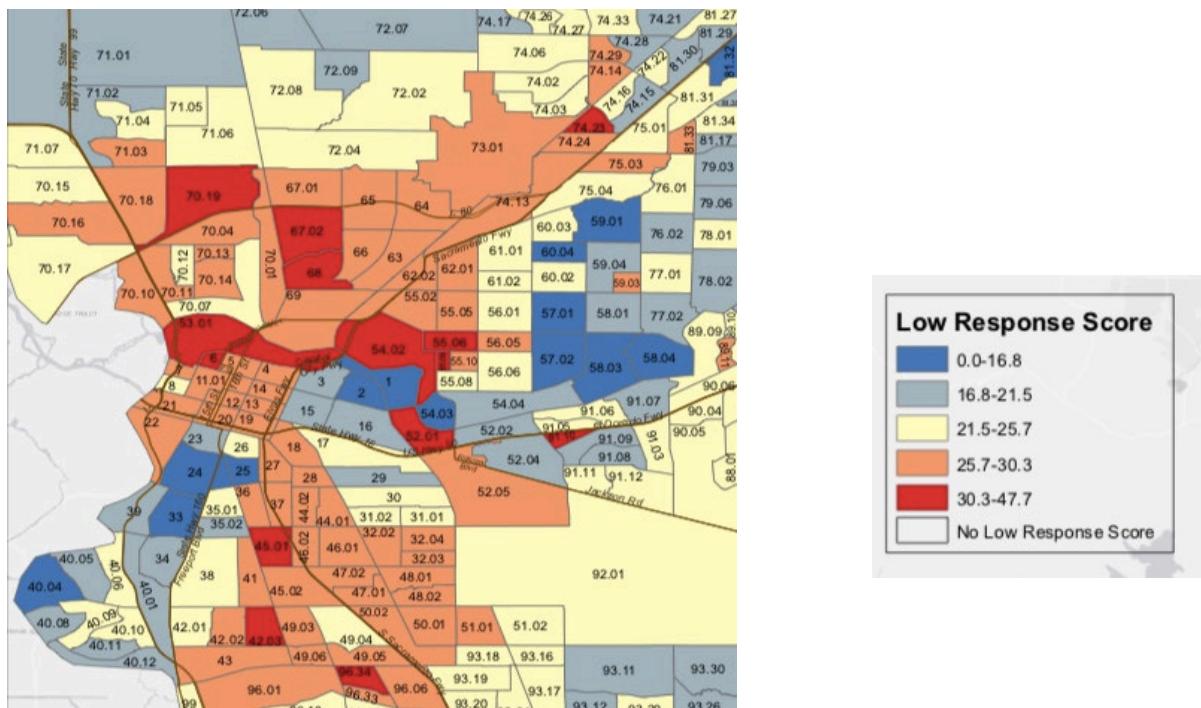
Government Steering Committee

Chaired by: Judy Robinson (Sacramento County)

Committee Member	Agency/Department	Subcommittee
Zachary Yeates	City of Sacramento/Mayor's Office	Cities/Quasi Gov/Special Districts
Marc Marquez	Sacramento County/Probation Dept.	OES/Law Enforcement
Chris Flores	Sacramento Regional Transit	Transportation
Courtney Bailey	Sacramento County/Voter Elections	Elections
Steve Johns	SMUD	Utilities
Dr. Peter Beilenson	Sacramento County/Health Dept.	Public Health
Mary Sabillo	Sacramento County/Human Assistance Dept.	Human Services
Roy Kim & William Walker	Sacramento Training and Employment Agency (SETA)	Employment/Business/Economic Dev.
LaShelle Dozier	Sacramento Housing and Redevelopment Agency (SHRA)	Housing Insecurity
Cindy Cavanaugh	Sacramento County/Homeless Coordinator	Homeless/Group Quarters
Frank Pisi & Cathy Crosswaithe	Sacramento County Office of Education Sacramento City-County Libraries	Education/Libraries/Parks
Rami Zakaria	Sacramento County/Dept. of Technology	Geographic Information Systems, Website, Technology

SACRAMENTO HTC

2016 CA State Planning Database Low Response Score by Census Tract





COUNTY STRATEGIC PLAN METHODOLOGY

Strategic Plan Development

The final Strategic Plan is the result of months of open, transparent, inclusive and broad collaboration.

January 2019 – March 2019:

- The CCC Steering Committee spent time working in their subcommittees to gather data which informed elements of the strategic plan.

April 2019 – Early May 2019:

- The data was collected, analyzed, and synthesized by the CCC project management staff to develop a draft plan.
- The draft plan was initially reviewed by the Executive Committee then shared with the CCC.
- Subcommittees provided two rounds of feedback.

May 2019:

- The Executive Team sent additional feedback and revisions which were compiled and resulted in a third draft which was reviewed by the County of Sacramento before final submission.

Meta-Level Outreach Strategies

Resources

- Leverage relationships and resources
- Develop resource toolkits and targeted materials for HTC populations
- Resource advocacy/fund development
- Invest in and utilize technology

Information-Sharing

- Design communications/media strategies for the HTC/least likely to respond populations
- Outreach with existing outreach tools

Meta-Level Outreach Strategies

Education & promotion

- Event outreach
- Outreach in existing community spaces
- Outreach with existing tools

Direct Outreach

- Deploy census ambassadors
- Promote census through civic engagement
- Culturally responsive outreach



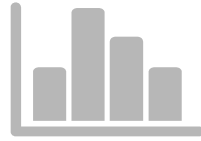
THANK YOU



YOLO COUNTY & THE 2020 CENSUS



**COMPLETE COUNT
COMMITTEE**



219,000 people

Live within Yolo County's 1,021 square miles

87% of population

Are located in Yolo County's four cities

\$600 million in commodities

Exported to more than 40 countries worldwide



STRATEGIC PLAN

- Multi-lingual, multi-sensory and multi-touch
- It's about equity, not equality; be flexible
- Partner with local organizations & messengers



PHASES



“

JENNY TAN

**Communications Coordinator
Yolo County**

Jenny.Tan@yolocounty.org

P: (530) 666-8170



Equality California Institute (EQCAI)

Mission Statement

EQCAI is the nation's largest statewide lesbian, gay, bisexual, transgender, and queer (LGBTQ) civil rights organization, with 800,000 members. EQCAI brings the voices of LGBTQ people and allies to institutions of power in California and across the United States, striving to create a world that is healthy, just and fully equal for all LGBTQ people.

Outreach in Region 1

To increase census awareness and self-response rates of the LGBTQ community, EQCAI is conducting a three-pronged outreach program throughout the state and in Region 1, which involves ***culturally competent digital communications***, subcontracting LGBTQ-focused organizations to serve as QAKs or provide ***face-to-face education and list building*** at LGBTQ Pride events, and ***follow up using a text-messaging service*** that allows us to send pre-populated text messages to large universes of individuals.

LGBTQ Census Resources

National LGBTQ Task Force – Queer the Census

Census Policy Advocacy Network – LGBTQ HTC Demographic Brief

Contact Us

Equality California Institute

Jeremy Payne – Program Manager

323-848-9801 x126

jeremy@eqca.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, in response to the Immigration Reform and Control Act (IRCA) of 1986 which made hiring undocumented workers illegal.
 - 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.
- 



A hand is holding a census form. The form has the "CONTAMOS CONTIGO" logo and the text "We're Counting on You for Census 2020". It includes a pledge to participate in the census and checkboxes for completing the form, telling friends and family, and volunteering. The CHIRLA logo and address are also visible.

CONTAMOS CONTIGO

We're Counting on You for Census 2020

You can count on me to participate in the Census 2020

I pledge to: [check all that apply]

☐ Complete the census form

☐ Tell friends and family about census 2020

☐ Volunteer to Get Out The Count

☐ By checking this box, I agree to get text message updates from CHIRLA.

☐ By checking this box, I agree to get e-mail updates from CHIRLA.

CHIRLA
2833 W 3rd St. #101
Los Angeles CA 90057

Name: _____

Mobile: _____

Email: _____

For more information call CHIRLA's Hotline 1.888.624.4752 chirla.org



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

HTC AREAS & CHIRLA OFFICES

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

- San Bernardino
- High Desert
- Orange County
- Central Valley
- Los Angeles

In addition, CHIRLA has a Sacramento office:

1225 8th St, Sacramento, CA 95814

COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)

- Civic Engagement: provides education for new and infrequent immigrant voters: **45,360 HTC Latino 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. Reach: **132,700 individuals**
- 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. Reach: **5,600 individuals**

COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)

- 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. Reach: **21,600**
- Communications: CHIRLA's media outreach will utilize various media strategies, including print, radio, TV; digital outreach to Reach **2.5 million individuals**
- Membership: CHIRLA's Contamos Contigo Campaign will be featured at all membership outreach events. Reach: **12,000 individuals**

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

CIVIC ENGAGEMENT REACH

Get involved!

- Contact Esperanza Guevara
- Census Campaign Manager, CHIRLA
- eguevara@chirla.org
- 213.440.5450

U.S. Census Bureau Updates

**David Vanuelos, USCB,
Partnership Specialist**

Census 2020



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

los.angeles.rcc.partnership@2020census.gov

It is in the Constitution

It is in the Constitution Article 1, Section 2 of the U.S. Constitution

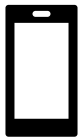
“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

The fact that it is in the constitution makes it's central to a democratic form of government.

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



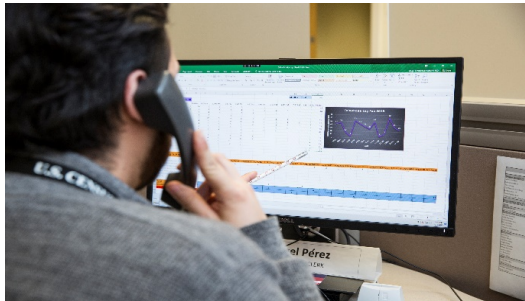
In-person

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

2020 Census Jobs

One application qualifies you for any of the following positions:

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

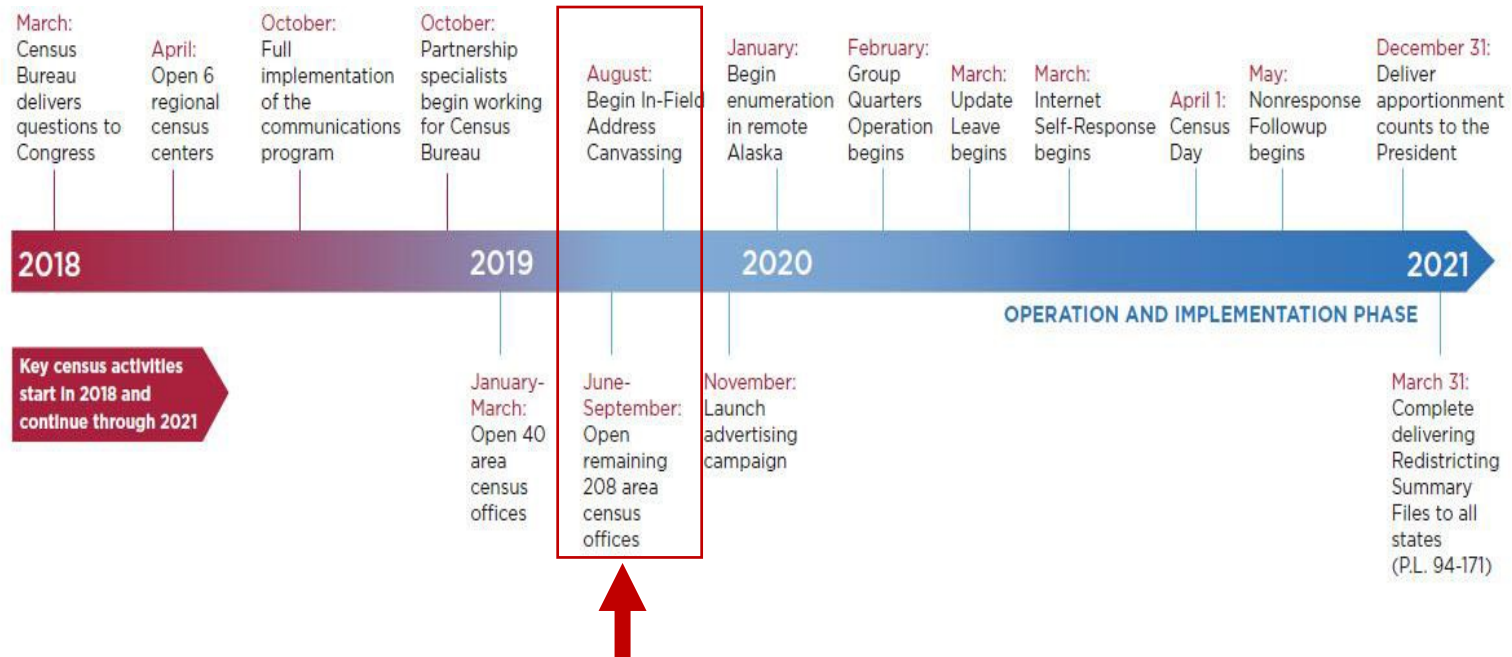
Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

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

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

2020 Census Timeline



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

California Complete Count

Social Media
@cacompletecount



#2020census and #cacensus

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

Thank you
Region 1
partners!!



BE COUNTED, CALIFORNIA!

