California Complete Count – Census 2020

Convenings & Implementation Plan Workshop

June 19, 2019
Richmond
State Census 2020

Welcome & Opening Remarks
Special Guests

Supervisor John Gioia, Contra Costa County

Supervisor Diane Burgis, Contra Costa County

Son Le, US Census Bureau
Morning Agenda

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

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
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

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

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
U.S. Census Bureau Updates

Son Le, USCB, Partnership Specialist
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

*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>

- 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

Month:
March: Census Bureau delivers questions to Congress
April: Open 6 regional census centers
October: Partnership specialists begin working for Census Bureau
October: Full implementation of the communications program

January: Begin In-Field enumeration in remote Alaska
February: Group Quarters Operation begins
March: Update Leave begins
March: Internet Self-Response begins

April: Census Day
May: Nonresponse Followup begins
December 31: Deliver apportionment counts to the President

2018
2019
2020
2021

Key census activities start in 2018 and continue through 2021

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

February: Delivery of the communications program
August: Full implementation of the communications program

March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)
## Contact Information

<table>
<thead>
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<th>Phone</th>
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<tbody>
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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

SwORD Map Creator
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

- Language & other demographic data
- Hard to count data
- Suitable physical locations (e.g. schools & libraries)

Ideal locations
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

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

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

Implementation Plans due starting Sept 2019

Strategic Plans due starting May 2019

We Are Here!
Updates from Contracted Partners

- **Kelly Batson**, United Way of the Bay Area
- **Casey Farmer**, Alameda County
- **Kristine Solseng**, Contra Costa County
- **Kristin Drumm**, Marin County
- **Robert Burris**, Solano County
Region 3 Counties

Contra Costa County:
http://www.contracosta.ca.gov/6999/Census-2020

Marin County:
https://marincensus2020.org/

Alameda County:
https://www.acgov.org/census2020/

Solano County - TBD
Thank you Region 3 partners!!