

California Complete Count – Census 2020

Convenings & Implementation Plan Workshop

June 19, 2019
Richmond



BE COUNTED, CALIFORNIA!





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

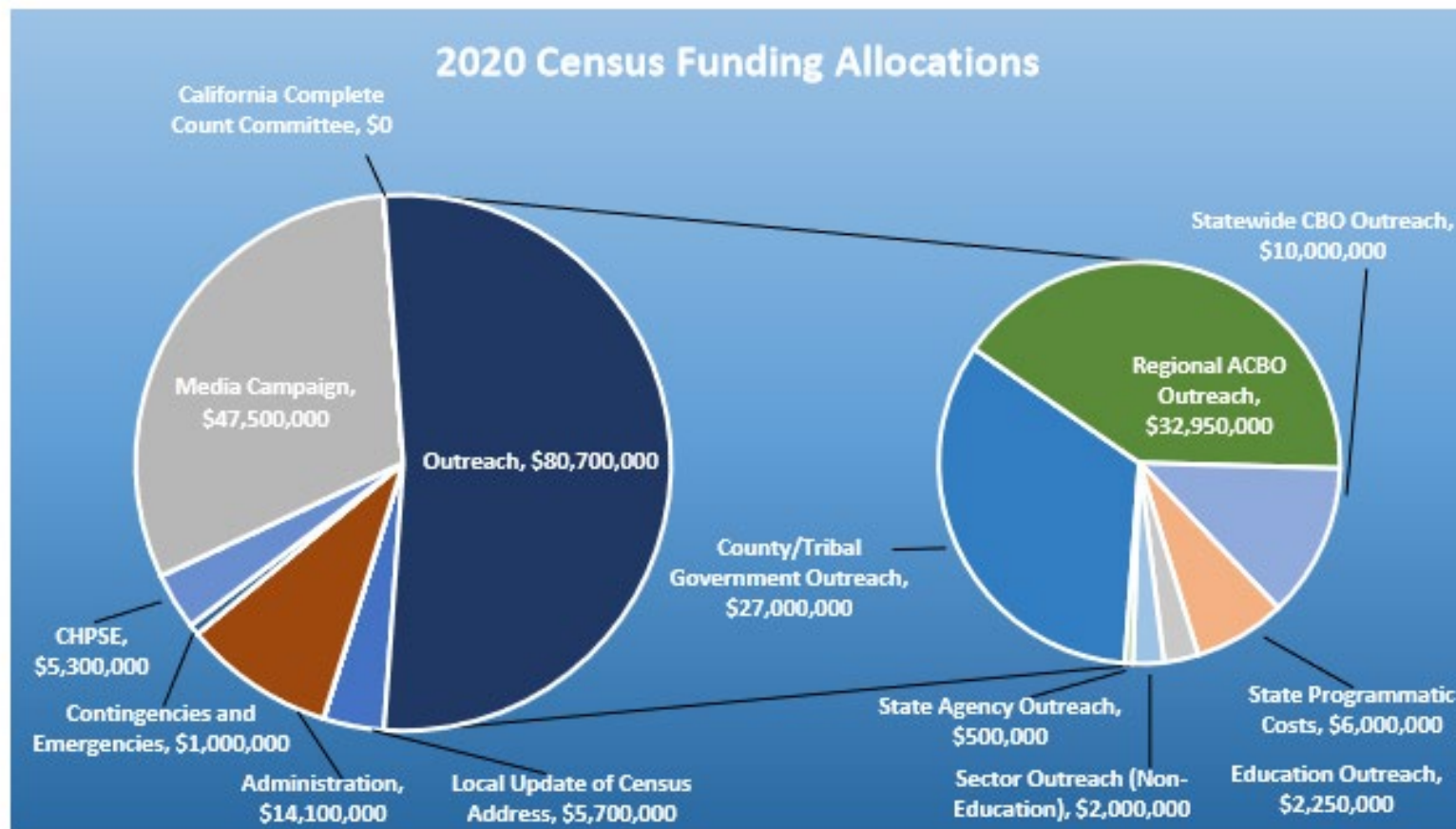
- Create and communicate the Statewide strategy for census outreach
- Identify gaps, develop necessary tools, disseminate best practices
- Coordinate the overall mobilization of funding



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

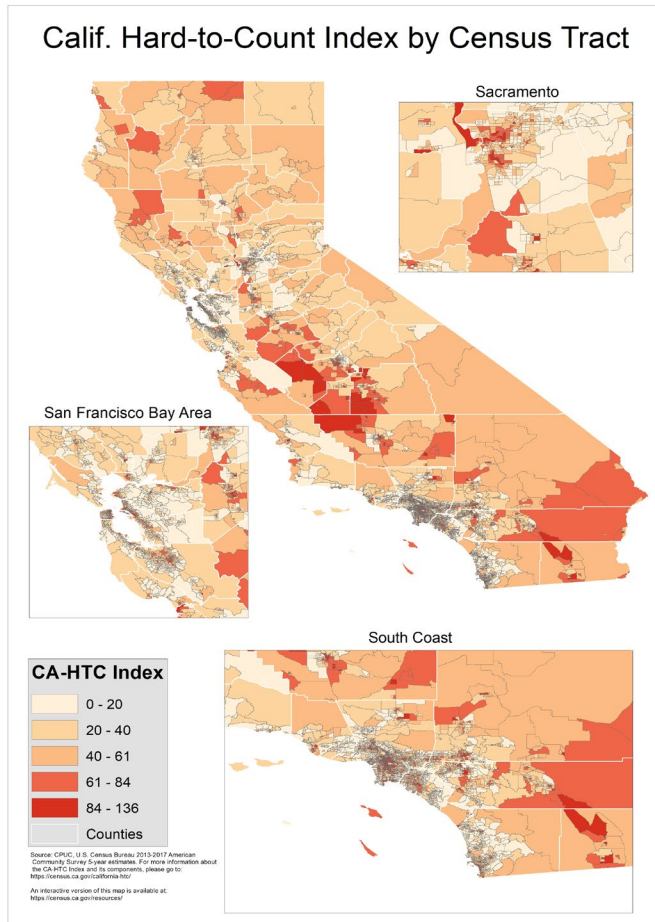
Phase 4: March 12, 2020 – April 30, 2020 Self-Response “Be Counted”

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



U.S. Census Bureau Updates

**Son Le, 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

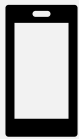
“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

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



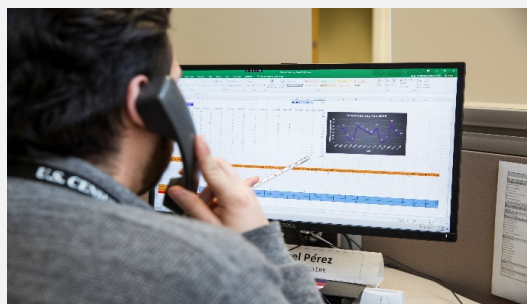
In-person

****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



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.

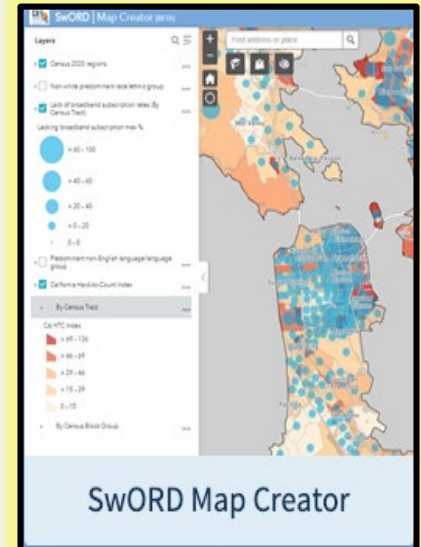
[Explore](#)



New - Community anchor institutions

See potential sites for Census 2020 questionnaire assistance centers.

[Explore](#)



- 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 and speaks English less than "very well"

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.

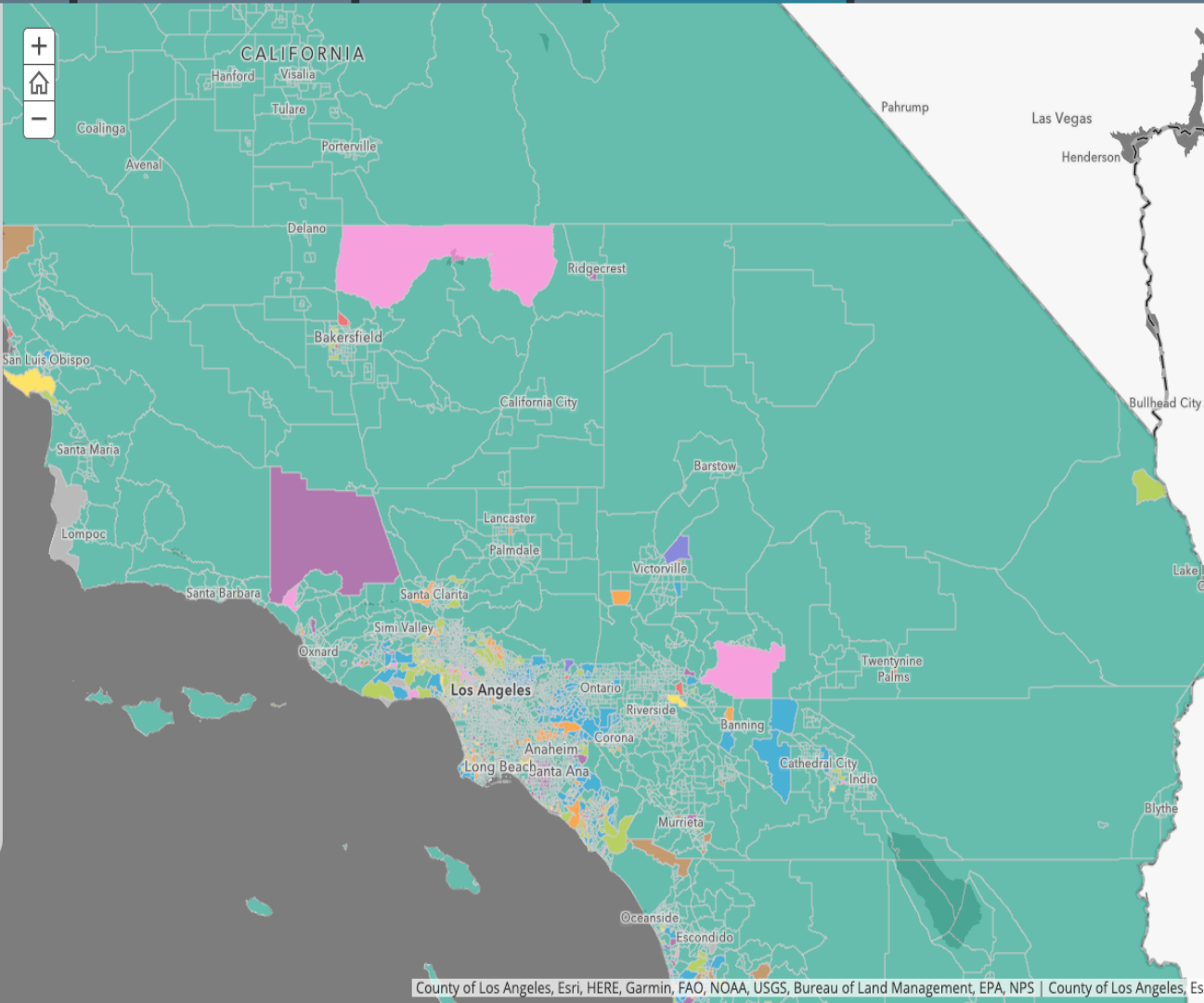
Currently, SwORD includes tract-level data on the following languages spoken at home by the 5-and-over population who speaks English less than "very well:" Spanish, Chinese (incl. Mandarin, Cantonese), Vietnamese, Korean, Russian (incl. Polish and other Slavic), Arabic, and Tagalog.

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

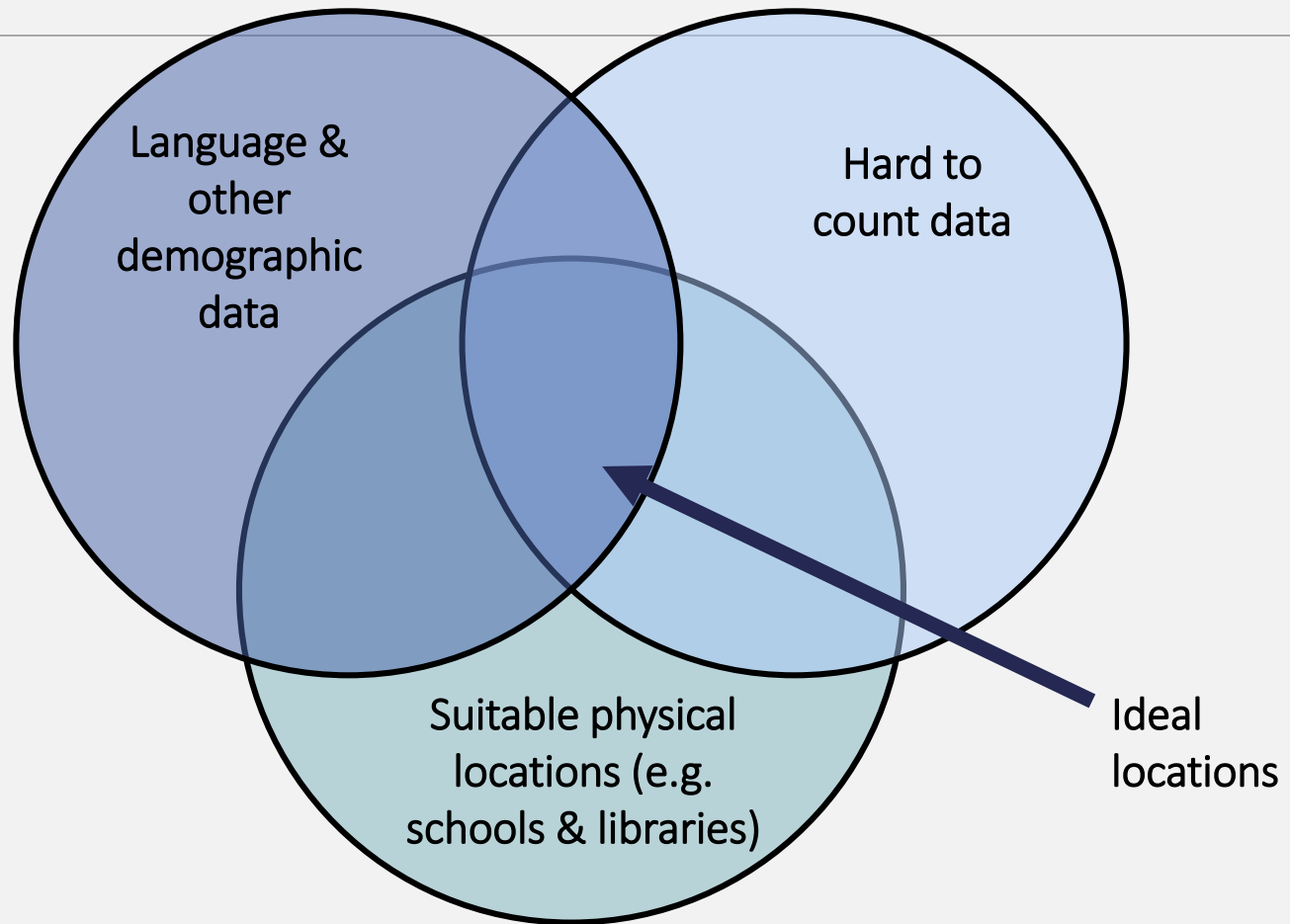
-  Spanish
-  Chinese incl. Mandarin, Cantonese
-  Other Indo-European languages
-  Vietnamese
-  Korean
-  Other Asian and Pacific Island languages
-  Russian, Polish, or other Slavic languages
-  Tagalog incl. Filipino
-  Arabic
-  Other and unspecified languages
-  Other



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

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



Strategic Plans due starting May 2019

WE ARE HERE!

United States[®]
Census
Bureau

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

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

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 3
partners!!



BE COUNTED, CALIFORNIA!

