California Complete Count – Census 2020

Convening & Implementation Plan Workshop

June 24, 2019
Red Bluff
State Census 2020

Welcome & Opening Remarks
Agenda

• Welcome
• California Census Office
• US Census Bureau
• Landscape of Outreach Strategies
• Rural Approaches
• Afternoon Group Work: Counties and Funding Consortium
Session 1: Overview of Census

1. California Complete County Census Outreach
2. US Census Bureau
State Census 2020

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

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

Outreach, $80,700,000

Education Outreach, $2,250,000

Regional ACBO Outreach, $32,950,000

Statewide CBO Outreach, $10,000,000

Outreach, $80,700,000

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Outreach, $80,700,000
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
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
U.S. Census Bureau Updates

David Banuelos, 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 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 respondent’s 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
## 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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<td>Tammie Brown</td>
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<td>Nhi Ho</td>
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<td>510-761-1150</td>
<td><a href="mailto:Brigitte.F.Roberts@2020census.gov">Brigitte.F.Roberts@2020census.gov</a></td>
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Note: The table lists contact information for various partners in different regions of California.
Session 2: Landscape of Census Outreach Strategies

1. Niva Flor, ACBO, Sacramento Region Community Foundation
2. Lorenda Sanchez, Statewide CBO, California Indian Manpower Consortium
3. Tara Loucks-Shepherd, County of Tehama
4. Harjit Singh, Jakara Movement
5. Yumi Sera, CCC Panel Moderator
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

Community-Based Organizations

Complete Count Committees

Multi-County CBOs

Funding Consortiums Partners

State RPM & Reps

ACBO

Communications

Project Management
### Funding Consortium Partners

<table>
<thead>
<tr>
<th>Partner</th>
<th>County</th>
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<tbody>
<tr>
<td>North Valley Community Foundation</td>
<td>Butte</td>
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<tr>
<td>El Dorado Community Foundation</td>
<td>El Dorado</td>
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<tr>
<td>Placer Community Foundation</td>
<td>Placer</td>
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<tr>
<td>Sacramento Region Community Foundation</td>
<td>Sacramento</td>
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<tr>
<td>Shasta Community Foundation</td>
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<td>Modoc</td>
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<td></td>
<td>Siskiyou</td>
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<td>Tehama</td>
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<td>Sierra Health Foundation</td>
<td>Colusa</td>
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<td>Glenn</td>
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<td></td>
<td>Lassen</td>
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<td>Plumas</td>
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<td>Nevada</td>
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<td>Sierra</td>
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<td></td>
<td>Yuba</td>
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<td></td>
<td>Sutter</td>
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<tr>
<td>Yolo Community Foundation</td>
<td>Yolo</td>
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### Multi-County CBO Partners

<table>
<thead>
<tr>
<th>Partner</th>
<th>Target Sector/Population</th>
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<tbody>
<tr>
<td>California Capital Financial Development Corporation</td>
<td>Small business, labor, immigrant entrepreneurs, LEP</td>
</tr>
<tr>
<td>Legal Services of Northern California</td>
<td>Housing unstable, homeless, immigrants, LEP</td>
</tr>
<tr>
<td>Organize Sacramento</td>
<td>Labor, housing unstable, immigrants, LEP</td>
</tr>
<tr>
<td>Sacramento ACT</td>
<td>Faith-based communities, Latinos, immigrants, undocumented, Dreamers, LEP</td>
</tr>
<tr>
<td>CAIR</td>
<td>Muslim, Arab, South Asian communities</td>
</tr>
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</table>
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
Census 2020 & Engaging Ethnic Communities

HARJIT SINGH
COMMUNITY ORGANIZER | JAKARA MOVEMENT
Importance of Language Access

- Nearly 20% of California’s population has limited English proficiency (LEP)
- More than three-fourths (76%) of Asian Americans speak a language other than English. 50% of Punjabi language speakers often speak English less than ‘very well’, far higher than most other Asian American categories. Historically, areas with low rates of English proficiency have been undercounted.
Communicate the Meaning, not just Information

- Translations for various languages are mandated by the state Census Office’s Language & Communications Access Plan. As they are only now coming into effect, there is not an ecosystem developed of proper language translators. Improper translation of materials can lead to confusion and lower participation.

- Often when information is translated, the meaning is lost.
Snapshot of the Punjabi Community

- Punjabi-Americans form one of the largest sub-sections of the “Asian-Indian” Census designation, and are estimated to comprise nearly 60% (approximately 300,000) of the total 528,176 Asian-Indians living in California.

- Punjabi is the 10th largest linguistic group in California, 3rd most in Sutter County.

- While a number of Punjabis work in health, technology, and other professional sectors, in northern California they largely come from blue-collar families
  - Farmworkers & farmers
  - Transportation – truck drivers
  - Factory workers
Outreach to the Punjabi Community

- Punjabi radio stations (Punjabi Radio USA)
- Punjabi television
- The Gurdwara (Sikh place of worship) as a Census hub
- Punjabi mailers, yards signs, and print material (fliers, posters, etc)
- Social media advertising
  - Facebook
  - WhatsApp
Jakara Movement as a community partner

We have had a strong track record within the Punjabi Sikh community for the last 20 years. Our year-round commitment creates bonds of trust between our staff, our organization, and communities we serve. Jakara Movement has gained the trust of the Punjabi community through the grassroots work, activism, and advocacy initiatives we have led. We have been recognized as the primary Sikh organization in California that builds community power and advocates for the Punjabi community.
Census-specific work

Jakara Movement is engaging with on-the-ground Census education and advocacy which includes community events, forums, town-hall discussions, phone banks, door-to-door campaigns, build partnerships with local businesses, host events and focus groups at local Gurdwaras, initiate talk-show discussions on our Punjabi radio, write articles for Punjabi print media, and utilize our trucking community to help spread the word about the Census.

<table>
<thead>
<tr>
<th>Target Punjabi Sikh Populations</th>
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</thead>
<tbody>
<tr>
<td>Immigrants (documented, undocumented)</td>
<td>Limited English Proficiency</td>
</tr>
<tr>
<td>Young adults (ages 18-30)</td>
<td>Low-income households</td>
</tr>
<tr>
<td>College students</td>
<td>Punjabi senior citizens</td>
</tr>
<tr>
<td>Truck drivers</td>
<td>Migrant farm + factory laborers</td>
</tr>
<tr>
<td>Political Asylum Seekers</td>
<td>Women and families</td>
</tr>
</tbody>
</table>
Strategies to engage language-specific communities

1. Find the leaders in the community – elder and younger (trusted messengers)

2. Engage the community institutions

3. Partner with the media messengers

4. Go to community events
Let’s get to work!

Contact Info:

Harjit Singh
Community Organizer | Jakara Movement
Harjit@jakara.org
916-905-3312
Be counted!
Rural California

A FOCUSED CONVERSATION
YUMI SERA
IMPLEMENTATION PLAN WORKSHOP, RED BLUFF
JUNE 24, 2019
Rural America

- Homes are spread farther apart and often hidden from the main road
- Residents may not have street addresses
- Residents live in non-traditional living quarters
- Area have little or no digital access
- Other...

Source: Univ. of NH, Carsey School of Public Policy, “2020 Census Faces Challenges in Rural America,” 2017
Question 1

*Just the facts*

What is one key idea, image, or point you heard in the presentations?
Question 2

Reflections

How do these points relate to the rural communities where you live?
Question 3

Implications

In your communities, what assets, barriers, or opportunities will affect your outreach?
Question 4

*Actions*

What are outreach approaches to address the situation you’ve described?
Let’s Count Rural California
Thank you Region One partners!!