

# California Complete Count – Census 2020

## Convenings 2 & Implementation Plan Workshop

June 5, 2019  
Palm Desert



BE COUNTED, CALIFORNIA!





# State Census 2020

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## Welcome & Opening Remarks



# State Census 2020

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**Quintilia Ávila**

**Regional Program Manager,  
Southern CA Lead  
California Complete Count**

# Special Guests

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**Mayor Susan Marie  
Weber – City of Palm  
Desert**

# Special Guests

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**Supervisor V. Manuel  
Perez – Riverside County**

# U.S. Census Bureau Census 2020 Goal

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**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.

# The Separation of Roles

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## U.S. Census Bureau

The Census Bureau administers the Census questionnaire

## California Complete Count – Census 2020

The Census Office will oversee California's outreach program to educate, motivate, and activate the hardest to count Californians



# Roles and Partnerships

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- 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

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- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions

Los Angeles #1 Hardest to Count in Nation!



# California's Hardest-to- Reach

## Outreach Target

- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency

# What's at Stake?

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## 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



# About California Complete Count – Census 2020 Office

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- 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.

# Phased Approach for 2020

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Phase 1: Convene, Collaborate, Capacity Build FY 2017-18

Phase 2: Educate. Motivate. Activate! FY 2018-19

Phase 3: Deploy. Count. Assess. FY 2019-20

Non-Response Follow Up, Results, Report, Wrap Up! July-Dec 2020

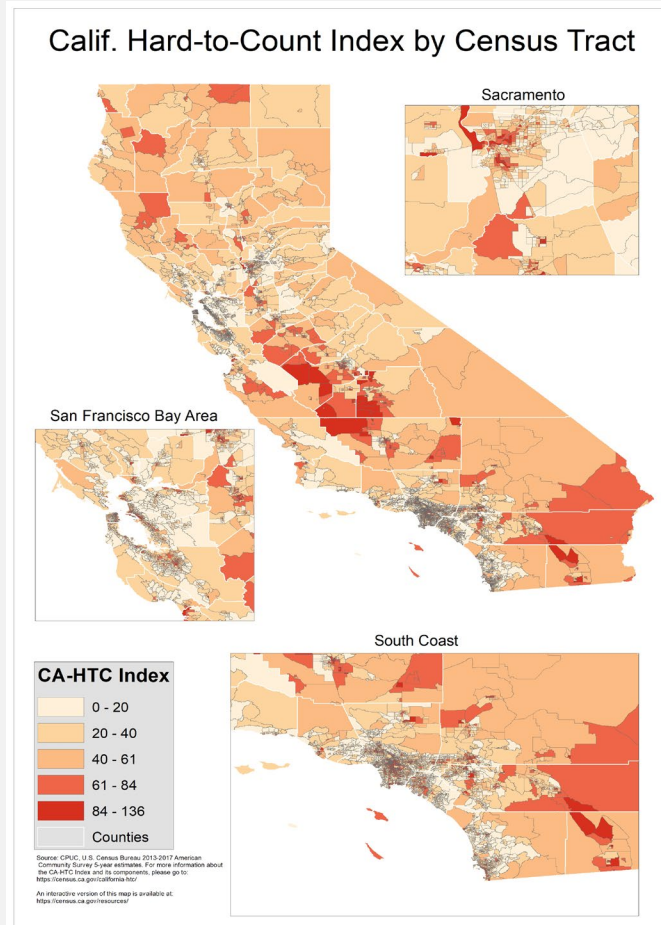
# Collaboration and Partnerships Across Sectors

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- ✓ Education
  - Early Education 0-5
  - K-12
  - Higher Education
- ✓ Health Services
- ✓ Labor/Unions
- ✓ Faith-Based
- ✓ Business/Corporate
- ✓ Technology & Innovation
- ✓ Entertainment
- ✓ Rural
- ✓ Chambers
- ✓ Government
  - Cities
  - Counties
  - State
- ✓ Media
- ✓ Nonprofits/CBOs

# Researching 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](https://census.ca.gov/HTC-map)



# 26 Regional Implementation Plan Workshops “IPWs”

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## **Purpose:**

- Facilitate collaboration among contractors so that they can develop effective and efficient Implementation Plans to conduct outreach to the HTC populations.
- The workshops are being held locations across the state between June and September 2019
- The Implementation Plans, due in October 2019, will provide a clear roadmap for contractors to conduct outreach to the hard-to-count populations and serve as a tool to monitor progress and coordinate efforts.



## California Complete Count

Email: [info@census.ca.gov](mailto:info@census.ca.gov)

Phone: (916) 852-2020

Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:  
[@CACompleteCount](https://twitter.com/CACompleteCount)



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## 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

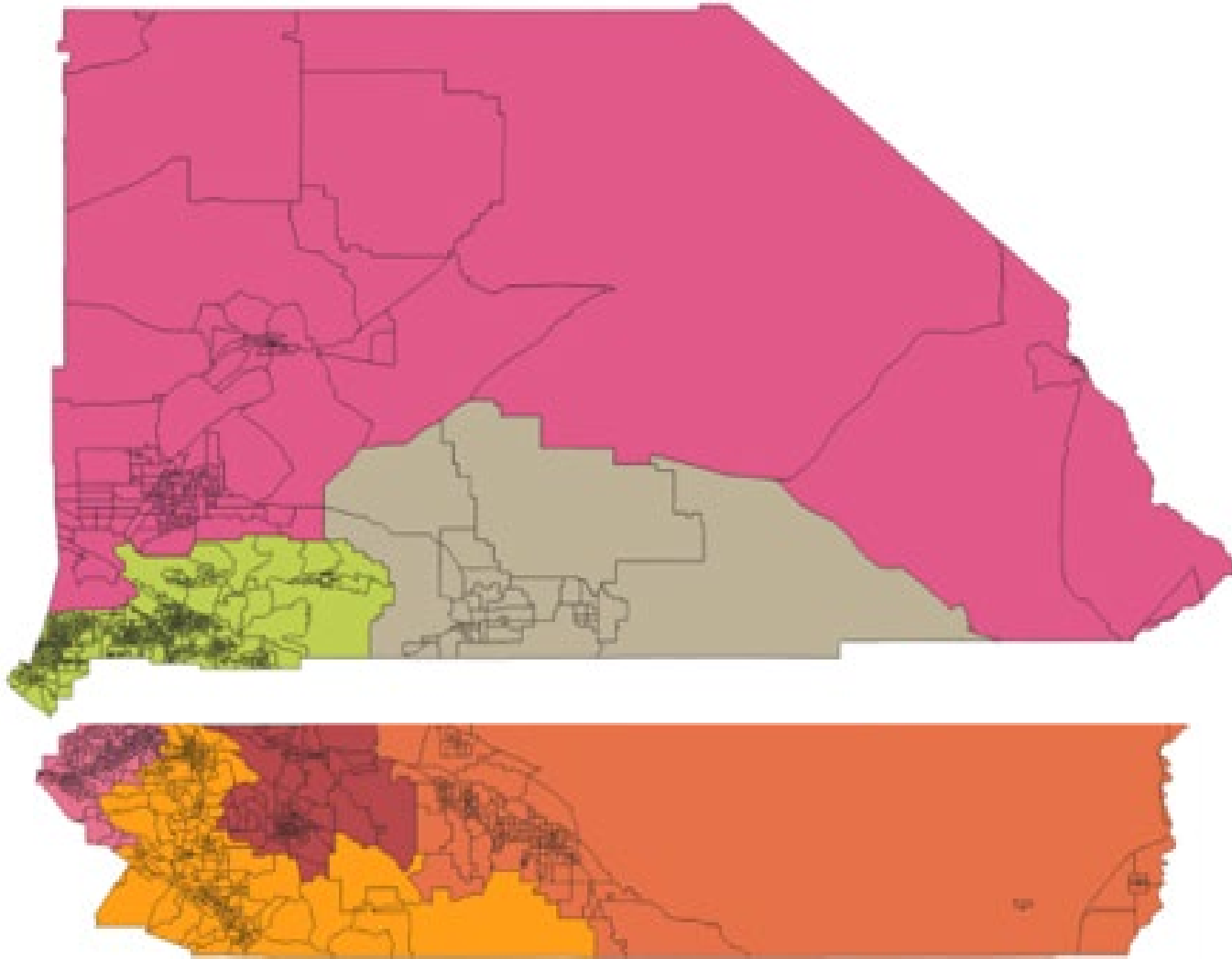
**Strategy #4** Get Out The Count - March to April

**Non Response Follow Up:** Stakeholder Convenings - May - August

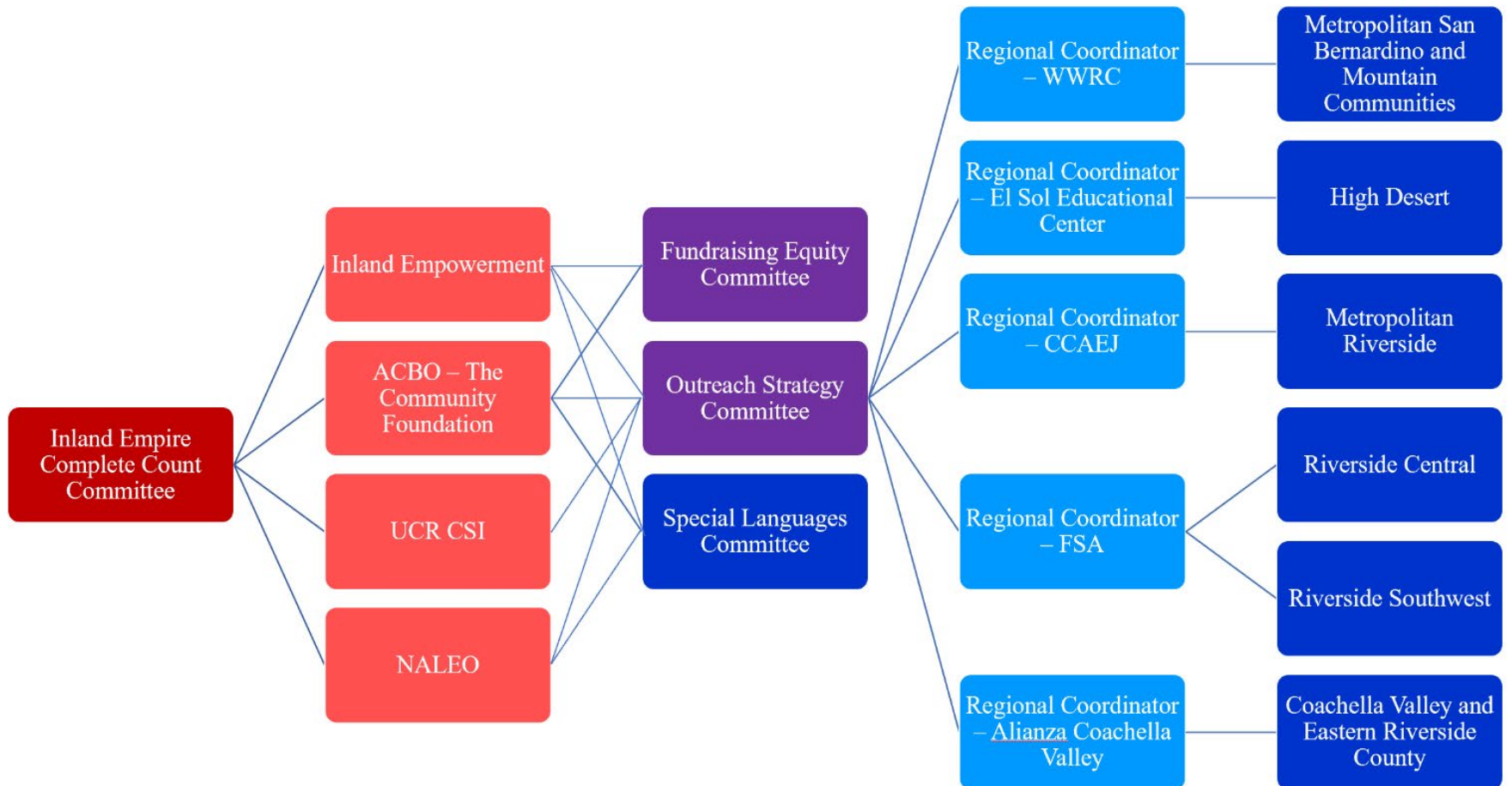
## Mobile Census Centers - March to July 2020

- 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





# Technical Assistance Organizations



# 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

# Data and Analysis Technical Assistance



*Michael Gomez Daily, Executive  
Director*

*Sono Shah, Census Research Director*



# Census Landscape Survey

Measuring the IE's Organizational  
Capacity

# Capacity Reports



- Inform **organization recruitment**
- Inform **outreach planning**
- Inform **private funding needs**

# Capacity Reports



- Hard to Count Groups
- Language Capacity
- Outreach strategies

# San Bernardino Metro: HTC Groups

- Strengths: **Immigrant, Latinx, Seniors**
- Weaknesses: **MENA, Refugees, Farmers**
- Language Capacity: **Spanish, Korean, Chinese, Tagalog, Vietnamese\***

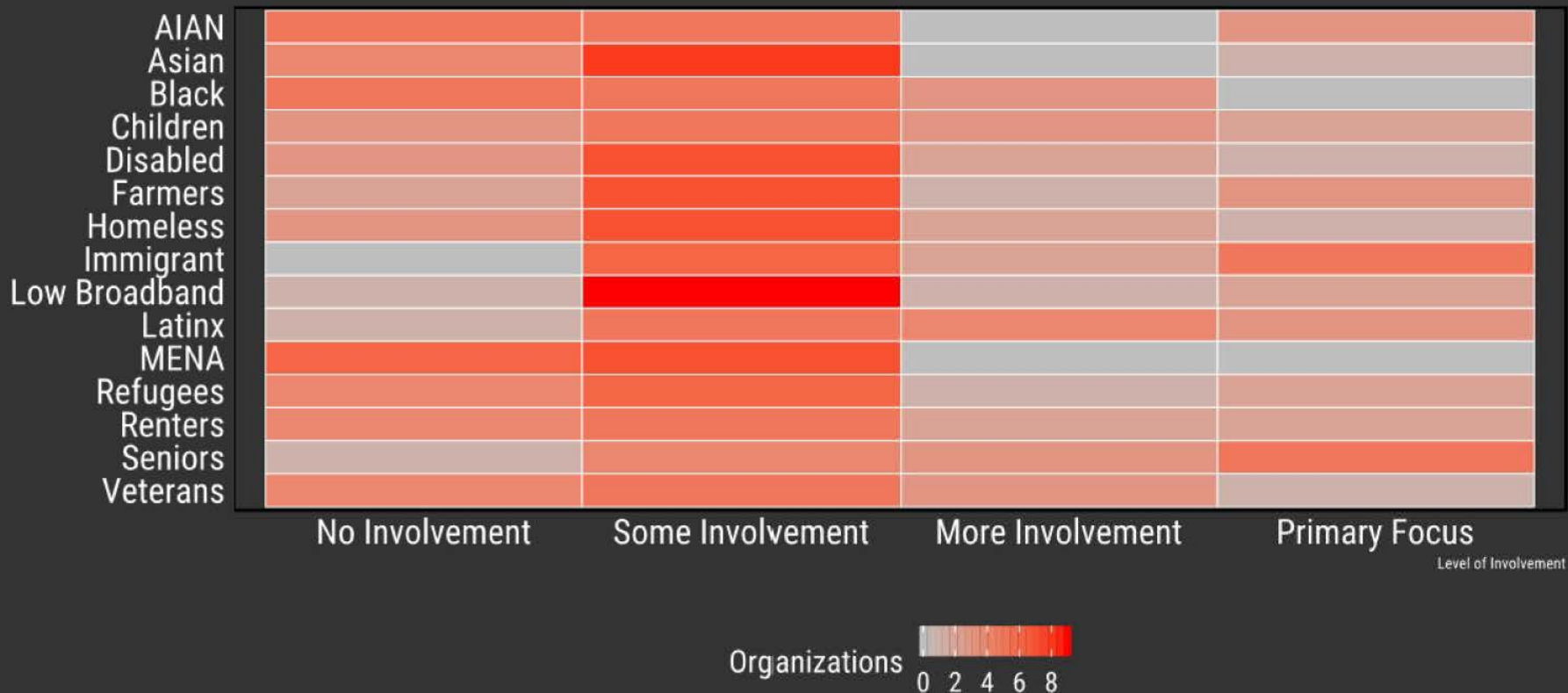


# San Bernardino Metro: Strategies

- More Experience : **Community events, Email, Public education campaigns**
- Less Experience: **mail, texting, door-to-door canvassing**



# Current Organizational Capacity by HTC Groups





<https://censusie.org/en/survey/>

# Stakeholder Survey

- Pre, mid, post
- How is the region getting stronger?
- Cross-sector collaboration
- Outreach/applied data capacity among nonprofits

# East Coachella Valley Regional Coordinator



*Silvia Paz, Executive Director*



# Implementation Planning Workshop Palm Desert

**June 5, 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



Policy, Research  
& Advocacy



Constituency  
Services



Civic  
Engagement

# 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](https://hagasecontar.org)



# Thank you.

**Adan Chavez**

Regional Census Campaign Manager

[achavez@naleo.org](mailto:achavez@naleo.org)

[www.naleo.org](http://www.naleo.org)

[www.hagasecontar.org](http://www.hagasecontar.org)

Twitter: @NALEO

Facebook: [www.facebook.com/naleo.org](http://www.facebook.com/naleo.org)



Thank you  
Region 7  
partners!!



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