California
Complete Count – Census 2020

Convenings 2 & Implementation Plan Workshop

June 5, 2019
Palm Desert
State Census 2020

Welcome & Opening Remarks
State Census 2020

Quintilia Ávila

Regional Program Manager, Southern CA Lead
California Complete Count
Special Guests

Mayor Susan Marie Weber – City of Palm Desert
Special Guests

Supervisor V. Manuel Perez – Riverside County
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.
The Separation of Roles

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

- 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
- 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?

**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
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

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

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


Non-Response Follow Up, Results, Report, Wrap Up! July-Dec 2020
Collaboration and Partnerships Across Sectors

- 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 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
26 Regional Implementation Plan Workshops “IPWs”

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
Phone: (916) 852-2020
Web: Census.ca.gov

For the latest updates:
@CAClcompleteCount
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

Inland Empire Complete Count Committee
- Inland Empowerment
  - ACBO – The Community Foundation
  - UCR CSI
  - NALEO
- Fundraising Equity Committee
- Outreach Strategy Committee
- Special Languages Committee
- Regional Coordinator – WWRC
- Regional Coordinator – El Sol Educational Center
- Regional Coordinator – CCAEJ
- Regional Coordinator – FSA
- Regional Coordinator – Alianza Coachella Valley
- Metropolitan San Bernardino and Mountain Communities
- High Desert
- Metropolitan Riverside
- Riverside Central
- Riverside Southwest
- Coachella Valley and Eastern Riverside County
Regional Coordinators

[Logos for Alianza, El Sol, WWRRC, CCAEJ, and FSA]
Technical Assistance Organizations

Inland Empowerment

CSI UCR
Center for Social Innovation

NALEO Educational Fund
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

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<thead>
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<th>Group</th>
<th>No Involvement</th>
<th>Some Involvement</th>
<th>More Involvement</th>
<th>Primary Focus</th>
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**Level of Involvement**

- 0: No Involvement
- 2: Some Involvement
- 4: More Involvement
- 6: Primary Focus

**Organizations**

- 0: None
- 2: Low
- 4: Moderate
- 6: High
- 8: Very High
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
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.
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](http://hagasecontar.org)
Thank you.

Adan Chavez
Regional Census Campaign Manager
achavez@naleo.org

www.naleo.org
www.hagasecontar.org
Twitter: @NALEO
Facebook: www.facebook.com/naleo.org
Thank you Region 7 partners!!
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For the latest updates:
@CACompleteCount