California Complete Count Committee

PUBLIC MEETING

1315 10TH ST | JULY 30, 2018
Welcome Remarks

Marybel Batjer
Secretary
California Government Operations Agency
Establishment of Quorum

Dan Torres
Chair
California Complete Count Committee
Agenda

- Call to Order and Establishment of a Quorum
- U.S. Census Bureau Updates
- State Census 2020 Updates
- Panel Discussion- Message Testing Updates
- Working Group Report Out
- Opportunity for Public Comment
- Adjourn
U.S. Census Bureau Updates

- Luz Castillo, Partnership Coordinator
- Michael Hall, Assistant Regional Census Manager
- Celeste Jimenez, Assistant Regional Census Manager
2020 Census Update

U.S. Census Bureau
Los Angeles Regional Census Center
July 30, 2018
# LUCA: Participation

<table>
<thead>
<tr>
<th>Status</th>
<th>California</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Counties</td>
<td>Cities &amp; Towns</td>
</tr>
<tr>
<td>Participating</td>
<td>52</td>
<td>405</td>
</tr>
<tr>
<td>Participating %</td>
<td>91.23%</td>
<td>84.02%</td>
</tr>
<tr>
<td>Did Not Complete Registration</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Did Not Complete Registration %</td>
<td>0.00%</td>
<td>0.41%</td>
</tr>
<tr>
<td>Declined</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Declined %</td>
<td>3.51%</td>
<td>1.24%</td>
</tr>
<tr>
<td>Deferred to Higher Level Gov</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Deferred to Higher Level Gov %</td>
<td>0.00%</td>
<td>2.28%</td>
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<tr>
<td>No Response</td>
<td>3</td>
<td>58</td>
</tr>
<tr>
<td>No Response %</td>
<td>5.26%</td>
<td>12.03%</td>
</tr>
<tr>
<td>TOTAL COUNT</td>
<td>57</td>
<td>482</td>
</tr>
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</table>
## LUCA: Submissions

<table>
<thead>
<tr>
<th>Status</th>
<th>California</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Counties</td>
<td>Cities &amp; Towns</td>
</tr>
<tr>
<td>Dropouts</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Dropouts %</td>
<td>0.00%</td>
<td>0.74%</td>
</tr>
<tr>
<td>Submitted - No Changes</td>
<td>0</td>
<td>53</td>
</tr>
<tr>
<td>Submitted - No Changes %</td>
<td>0.00%</td>
<td>13.09%</td>
</tr>
<tr>
<td>Submitted - with Changes</td>
<td>35</td>
<td>253</td>
</tr>
<tr>
<td>Submitted - with Changes %</td>
<td>67.31%</td>
<td>62.47%</td>
</tr>
<tr>
<td>Not Submitted</td>
<td>17</td>
<td>96</td>
</tr>
<tr>
<td>Not Submitted %</td>
<td>32.69%</td>
<td>23.70%</td>
</tr>
<tr>
<td>TOTAL LUCA Participants</td>
<td>52</td>
<td>405</td>
</tr>
</tbody>
</table>
Type of Enumeration (TEA)

- **TEA1**: Self Response
  - Primary response for the 2020 Census
  - Initial invitations provided by letter, postcard, or questionnaire
  - Approximately 14 million housing units

- **TEA5**: Military
  - Part of military installations
  - Enumeration primarily via administrative records
  - Approximately 28,000 housing units
Type of Enumeration (TEA): Continued

- **TEA6: Update Leave**
  - Housing units that do not receive mail directly at their unit
  - Can be found in both urban and rural areas
  - Enumerators canvass areas to update census addresses and map information and leave an invitation to participate
  - Approximately 308,000 housing units
**Area Census Offices (ACOs): Leasing Status**

- **Wave One: Opening January to March 2019**
- **Overseeing Address Canvassing Operation**

<table>
<thead>
<tr>
<th>Offices</th>
<th>Address</th>
<th>Area of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakersfield</td>
<td>5060 California Ave. Bakersfield, CA93309</td>
<td>Inland: Kern County to Siskiyou and Modoc Counties</td>
</tr>
<tr>
<td>Oakland</td>
<td>7901 Oakport St. Oakland, CA94621</td>
<td>Coastal: Monterey County to Del Norte County</td>
</tr>
<tr>
<td>Van Nuys</td>
<td>6300 Canoga Ave. Woodland Hills, CA91367</td>
<td>Los Angeles County</td>
</tr>
<tr>
<td>Riverside</td>
<td>1605 Spruce St. Riverside, CA92507</td>
<td>Imperial, Orange, Riverside, San Bernardino, San Diego Counties</td>
</tr>
</tbody>
</table>
**2020 CENSUS Area Census Office Organization**

As of 2/7/2018

NOTE: Positions subject to change and the number of CFMs per ACO will vary.

### Position Count Start Date

<table>
<thead>
<tr>
<th>Position</th>
<th>Count</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruiting Manager</td>
<td>1 per office</td>
<td>Aug-18</td>
</tr>
<tr>
<td>IT Manager</td>
<td>1 per office</td>
<td>Dec-18</td>
</tr>
<tr>
<td>Remaining Managers</td>
<td>Varies by office</td>
<td>Jan-19</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>Varies by office</td>
<td>Jan-19</td>
</tr>
</tbody>
</table>

### Legend

- **ACO**: Area Census Office
- **ACOM**: Area Census Office Manager
- **CFM**: Census Field Manager
- **CFS**: Census Field Supervisor
- **IT**: Information Technology
- **OOS**: Office Operations Supervisor
- **WAH**: Work at Home

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**Position Structure**

- Recruiting Manager
- IT Manager
- Remaining Managers
- Recruiting Assistants
- LEADCFM
  - CFM
  - CFS
  - Enumerators (WAH)
  - OOS
  - Clerks

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**Additional Notes**

- Positions subject to change and the number of CFMs per ACO will vary.
- As of 2/7/2018.
## Partnership Program: California Staffing

<table>
<thead>
<tr>
<th>Position</th>
<th>Count</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinator</td>
<td>1</td>
<td>Current Staff</td>
</tr>
<tr>
<td>Partnership Specialists</td>
<td>5</td>
<td>Current Staff</td>
</tr>
<tr>
<td>Partnership Specialists</td>
<td>10</td>
<td>August 2018</td>
</tr>
<tr>
<td>Coordinator</td>
<td>1</td>
<td>September 2018</td>
</tr>
<tr>
<td>Partnership Specialists</td>
<td>7</td>
<td>November 2018</td>
</tr>
<tr>
<td>Total CASpecialists</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Total Specialists for Region</td>
<td>41</td>
<td></td>
</tr>
</tbody>
</table>
Contact Information

Celeste Jiménez, Assistant Regional Census Manager
Celeste.Jimenez@2020census.gov

Luz Castillo, Partnership Coordinator
Luz.M.Castillo@2020census.gov
State Census 2020 Updates

Ditas Katague

Director of Census 2020
California Complete Count
Government Operations Agency
Budget Update and Reporting

Budget

- Original Governor’s Budget Request $40.3 M
- 2018 Budget Act - $90.3M
Reporting Requirements from 2018 Budget Act

- Quarterly Reports on Overall Budget, Annual Allocations for CBOs, Media Outreach, Local CCCs, and Census Office Operations due to Joint Legislative Budget Committee
- Quarterly Reports - Total funds allocated to organizations
- Quarterly Reports on school-based curriculum pilot projects - development, deployment, completed and planned, project contracting agreements
Progress of State Regional Convenings

An expanded statewide needs/readiness assessment process through summer 2018 to launch local outreach and inform the SOCS, including:

◦ 24 regional meetings (instead of 20 in 2010)
◦ 1 rural web-based virtual convening
◦ 3 tribal consultations
Progress of State Regional Convenings

Partnering with trusted messengers to reach and support hard-to-count communities, including greatly extended support for local community-based organizations to conduct multi-lingual, culturally competent outreach and support. Partnerships include but are not limited to:

- California Complete Count Committee (CCCC)
- Local Complete Count Committees (CCCs)
- Community-based organizations (CBOs), faith-based organizations and non-governmental organizations (NGOs)
- Foundations
- State agencies
- Local governments
- Schools
- Local Assistance Centers
- Offices of local elected officials
- Caseworkers
- Unions

Greatly expanded media and messaging with an emphasis on culturally and linguistically competent content and extensive testing and the use of sector and region-specific messaging toolkits.
2018 Regional Convenings - Early Outputs and Concerns

- Lack of Federal Resources
- Distrust of Government
- First Digital Census
- Census Citizenship Question
- Increasing Immigrant Fears
- Housing crisis
SAMPLE CONCERNS, REQUESTS and IDEAS

- Meet people where they are and where they feel comfortable
- Integrate Census outreach with existing outreach or community-focused campaigns
- Make outreach events fun, such as festivals, parties or sports events
- Employ microtargeting to reach specific HTC populations (example: barber shops, taco trucks, ethnic markets)
- Establish, utilize or build upon peer-to-peer outreach efforts, such as the
- “Promotores” model, in which lay Latino community members with specialized training provide basic health education in the community
- Apply lessons learned from the successful Covered California outreach effort
- Utilize themed giveaways, such as tote bags, refrigerator magnets, pens, etc.
- Offer incentives (free gift cards to markets, etc.)

- Hire within HTC communities: Support the U.S. Census Bureau in hiring enumerators with specific expertise in / relationships with and/or membership with hard-to-count populations such as:
  - Tribal communities
  - Isolated rural communities
  - Perceived “dangerous” areas where enumerators have been fearful to go in the past, (e.g. cannabis-growing regions, inner-city encampments, etc.)
  - Homeless and indigent communities
  - Seniors

- Ensure that the most effective trusted messengers are involved in outreach, including:
  - Faith-based institutions and organizations
  - Trusted community leaders from HTC areas
  - Service providers who can reach out to existing clients and caseloads, including health clinic, school and Head Start employees, and immigrant advocacy and support personnel
  - Use libraries, schools and parks as they are often perceived as trusted messengers
CRITICAL OUTREACH RESOURCES & TOOLS

- Messaging
- Skills & Expertise
- Partner Support
- Data
- HTC/HTS Community Support
- Technical Assistance
Panel Discussion: Message Testing

- Alana Golden
  Assistant Director of Marketing and Communications, California Complete Count

- Sandy Close
  Ethnic Media Services

- Efrain Escobedo
  California Community Foundation
Message Testing Coordination Work Group

California Complete Count
Census 2020
The establishment of the Message Testing Coordination Work Group will allow for coordination among various Census 2020 message testing and polling efforts, in order to share information; stay updated on member organization’s efforts, outcomes and schedules; avoid duplication; identify and fill gaps; and coordinate as needed.
Members

- Arab American Institute
- Asian Americans Advancing Justice (AAAJ)
- Asian Americans Advancing Justice - Los Angeles
- Blue Shield of California Foundation
- California Calls
- California Community Foundation
- California Complete Count
- Color of Change
- Communities for a New California
- Consultant to national census funders, US Commission on Civil Rights
- Ethnic Media Services
- FM3 (Fairbank, Maslin, Maullin, Metz & Associates)
- Grassroots Solutions
- Karen Narasaki
- Latino Decisions
- Mercury
- National Association for Latino Elected and Appointed Officials (NALEO)
- National Congress of American Indians (NCAI)
- PICO California
- Sacramento State, Collaboration & Consensus Policy Unit, Center for Continuing Education (Facilitator)*
- The California Endowment
- Weingart Foundation

*Ariel Ambruster, Facilitator*
State CCC
Alana Golden

- Reaching the Hard-To-Count
- Targeted
  - California’s HTC
  - Low Response Tracts
- Comprehensive media campaign
  - Complement the U.S. Census Bureau’s marketing campaign
  - Fill the gaps
  - Avoid duplication
  - Multi-segment
  - Multi-media (TV, radio, print, digital, social, OOH)
  - Limited English proficiency
  - Multi-cultural
  - Multi-lingual
  - Language/translation adaptation
  - Support regional outreach
HTC gaps the group has identified to date:

- Black Africans*
- Filipinos
- Middle Easterners
- Muslims*
- Native Americans – California tribes
- Native Americans – Other tribes
- Montagnards/Degars (indigenous from Central Highlands of Vietnam)
- Other indigenous communities
- Also infants
- Others...

* Other states are conducting this research
What We’re Learning...

- There is a reluctance to respond by many communities
- Citizen question is instilling fear
- Lack of trust in government
- Some groups are skeptical about benefits
- Language barriers
- Internet literacy
- Broadband/data access and cost
- People prefer the paper survey
- Some feel although Census information is confidential, aggregated data can be used to target communities in specific tracts
Efrain Escobedo, California Community Foundation*

* Member of CCCC and CCC Message Testing Working Group

- Recent Message Testing Efforts
Sandy Close, Ethnic Media Services*

- Important Role of Ethnic Media

* Member CCC Message Testing Working Group
Communicating Data Use and Privacy: In-Person Versus Web-Based Methods for Message Testing


- Messaging and Mail Package Assessment Research
  - https://www2.census.gov/cac/nac/meetings/2014-10/acs_messenging_boone.pdf

- Integrated Communications Plan
Next Steps...

- **TEST, TEST, TEST**
- **IMPORTANT** to **CONTINUE** testing
- It’s expected that the Message Testing Work Group will be able to respond **nimbly** to breaking issues as they arise...
Contact us

- Alana Golden, California Complete Count
  - Alana.Golden@census.ca.gov
  - 916-852-2020

- Efrain Escobedo, California Community Foundation
  - eescobedo@calfund.org

- Sandy Close, Ethnic Media Service (formerly New America Media)
  - sclose@ethnicmediaservices.org

The Message Testing Working Group is facilitated by CA State University, Sacramento. Ariel Ambruster, Facilitator, aambrust@ccp.csus.edu
Working Group Report Out

- **Access and Outreach**
  Chair: Tho Vinh Banh, Disability Rights California

- **Trust and Confidentiality**
  Chair Designee: Tom Saenz, MALDEF

- **Content and Citizenship**
  Chair: John Joanino: Advancement Project California

- **Housing**
  Chair: Lisa Hershey: Housing California
20 Minute Public Comment
Closing Remarks and Adjourn

• Please make sure to reconvene with your working group at 1:30pm.
  ➢ Content and Citizenship- State Capitol Room 115
  ➢ Trust and Confidentiality- State Capitol Room 317
  ➢ Access and Outreach- State Capitol Room 125
  ➢ Housing- 801 Capitol Mall, Suite 600 Conference Room

• See you again on October 1, 2018.
Dan Torres  
Chair of California Complete Count Committee  
Dan.Torres@gov.ca.gov

Ditas Katague  
Census 2020, California Complete Count Director  
Ditas.Katague@census.ca.gov

Census 2020 California Complete Count Office  
info@census.ca.gov  
(916) 852-2020