



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

Status	California		National	
	Counties	Cities & Towns	Counties	Cities & Towns
Participating	52	405	1,866	7,292
Participating %	91.23%	84.02%	59.94%	37.40%
Did Not Complete Registration	0	2	2	44
Did Not Complete Registration %	0.00%	0.41%	0.06%	0.23%
Declined	2	6	342	2,472
Declined %	3.51%	1.24%	10.99%	12.68%
Deferred to Higher Level Gov	0	11	31	1,183
Deferred to Higher Level Gov %	0.00%	2.28%	1.00%	6.07%
No Response	3	58	872	8,506
No Response %	5.26%	12.03%	28.01%	43.63%
TOTAL COUNT	57	482	3,113	19,497

LUCA: Submissions

Status	California		National	
	Counties	Cities & Towns	Counties	Cities & Towns
Dropouts	0	3	14	69
Dropouts %	0.00%	0.74%	0.75%	0.95%
Submitted - No Changes	0	53	68	638
Submitted - No Changes %	0.00%	13.09%	3.64%	8.74%
Submitted - with Changes	35	253	991	3,361
Submitted - with Changes %	67.31%	62.47%	53.08%	46.04%
Not Submitted	17	96	794	3,232
Not Submitted %	32.69%	23.70%	42.53%	44.27%
TOTAL LUCA Participants	52	405	1,867	7,300

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

Offices:	Address:	Area of Coverage:
Bakersfield	5060 California Ave. Bakersfield, CA93309	Inland: Kern County to Siskiyou and Modoc Counties
Oakland	7901 Oakport St. Oakland, CA94621	Coastal: Monterey County to Del Norte County
Van Nuys	6300 Canoga Ave. Woodland Hills, CA91367	Los Angeles County
Riverside	1605 Spruce St. Riverside, CA92507	Imperial, Orange, Riverside, San Bernardino, San Diego Counties

2020 CENSUS Area Census Office Organization

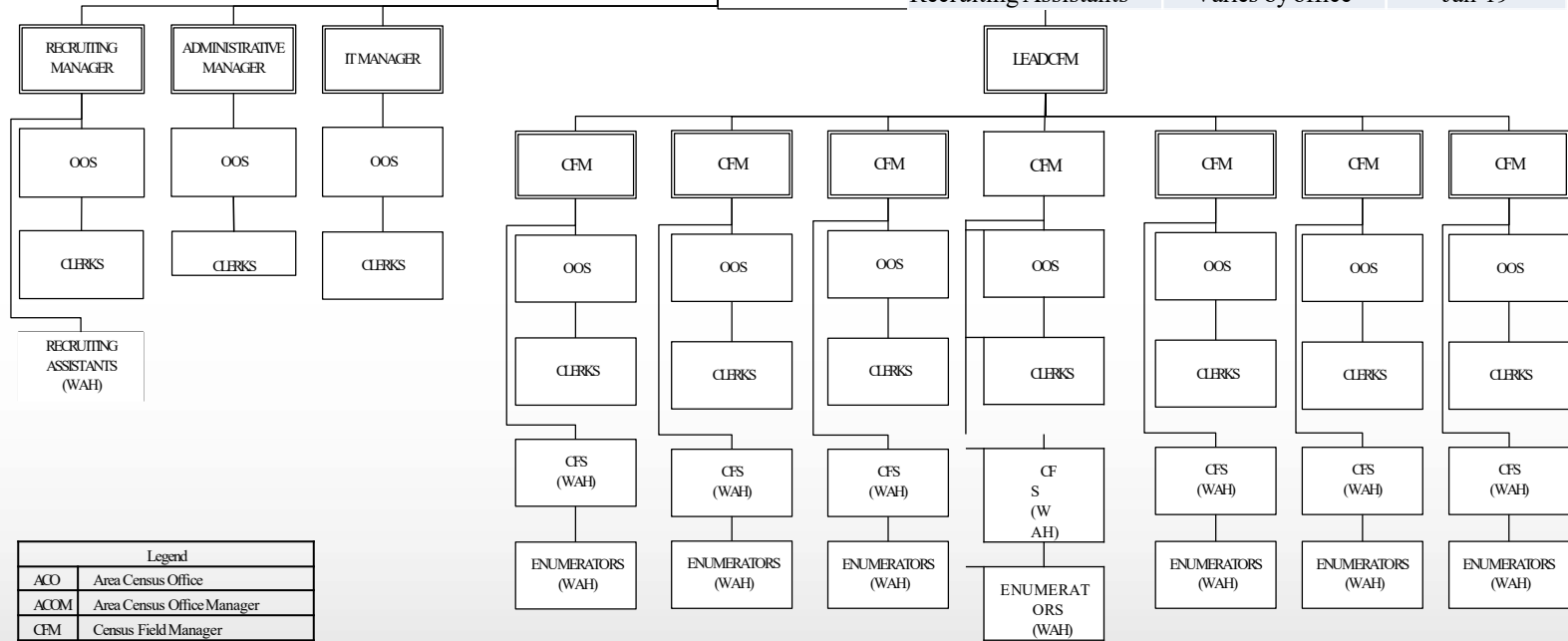
As of 2/7/2018

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

Position	Count	Start Date
Recruiting Manager	1 per office	Aug-18
IT Manager	1 per office	Dec-18
Remaining Managers	Varies by office	Jan-19
Recruiting Assistants	Varies by office	Jan-19

ACOM

ADMINISTRATIVE ASSISTANT



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

Partnership Program: California Staffing

Position	Count	Start Date
Coordinator	1	Current Staff
Partnership Specialists	5	Current Staff
Partnership Specialists	10	August 2018
Coordinator	1	September 2018
Partnership Specialists	7	November 2018
Total CASpecialists	22	
Total Specialists for Region	41	

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



Purpose

- 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 adaptatio**
 - **Support regional outreach**



Gaps

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*

- **Recent Message Testing Efforts**

* Member of CCCC and CCC Message Testing Working Group

Sandy Close, Ethnic Media Services*

- **Important Role of Ethnic Media**

* Member CCC Message Testing Working Group

Resources...

Communicating Data Use and Privacy: In-Person Versus Web-Based Methods for Message Testing

- <https://www.census.gov/newsroom/blogs/research-matters/2016/05/communicating-data-use-and-privacy-in-person-versus-web-based-methods-for-message-testing.html>
- **Messaging and Mail Package Assessment Research**
 - https://www2.census.gov/cac/nac/meetings/2014-10/acs_messaging_boone.pdf
- **Integrated Communications Plan**
 - https://www2.census.gov/programs-surveys/decennial/2020/program-management/planning-docs/2020_integrated_COM_plan.pdf

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

