

PUBLIC MEETING

1001 | STREET, SACRAMENTO | JUNE 4, 2019





Establishment of Quorum

Alex Padilla

Secretary of State

Chair
California Complete Count
Committee





Agenda

- Approval of December 3, 2019 Meeting Minutes
- Approval of March 12, 2019 Meeting Minutes
- New Name for Merged Working Group
- Review and Approval of Committee's Report to the Governor
- State Census 2020 Updates
- Director's Report
- Outreach Update
- US Census Bureau Update
- Public Comment





State Census 2020 Updates

Sarah Soto-Taylor

Deputy Secretary for Census Government Operations Agency





State Census 2020 Updates

Executive Summary

Budget—May Revise





Director's Report

Ditas Katague Director

California Complete Count – Census 2020



Outreach and Public Relations Request for Proposal

- Received 7 Proposals
- Evaluated 5
- 2 were received after the deadline and were not evaluated as stated in the RFP
- Oral interviews were scheduled/held Date TBD
- Expected award date—early June
- Estimated contract start date—end of June
- Per RFP, these dates are subject to change





Implementation Plan Workshops

- What are the Implementation Plan Workshops (IPWs)?
- Purpose
- Outcomes
- Audience
- How Committee members can participate



Upcoming Implementation Plan Workshops

- June 5 Palm Desert, UC Riverside
- June 12 Riverside, UC Riverside
- June 14 San Bernardino, San Bernardino Valley
 College
- June 17 Sacramento, CSU Sacramento Harpers
 Alumni Center
- June 19 Richmond, Memorial Auditorium & Convention Center





Statewide Outreach and Communications Strategy

Adriana Martinez

Deputy Director of Outreach

8

Tribal Liaison

California Complete Count –

Census 2020



Statewide Outreach and Communications Strategy CCCC Feedback from March 12, 2019 Meeting

Outreach (ground game)

- Improve and ensure access to broadband across HTC communities
- Hold counties and local partners accountable to ensure access and funds well invested across outreach activities
- Ensure meaningful access for people with disabilities

Outreach and Public Relations (air game)

- Local validation of media outreach plan through LCCCs
- Accountability measures and use of appropriate local media partners

Education/Schools

- Make census relevant to K-12 students through classroom learning
- Engage higher education campus housing to encourage census participation

Language & Communication Access Plan

- Ensure meaningful access by going above existing federal and state standards
- Develop quality assurance recommendations that contractors may follow





Statewide Outreach and Communication Strategy

- Develop a comprehensive community-engagement campaign utilizing trusted community-based messengers in trusted places to reach hard-to-count communities throughout California.
- Require contractors to collaborate and coordinate with stakeholders, and avoid duplication of effort.
- State of CA campaign will be additive to the U.S. Census Bureau's operation.





Statewide Outreach and Communication Strategy

Focuses outreach efforts on:

- Where the hard-to-count live (geographic-based outreach)
- Who the hard-to-count are (demographic-based outreach)
- How to reach the hard-to-count (sector-based and media outreach)





Statewide Outreach and Communication Strategy: Phased Approach for 2020

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

Phase 2: Educate. Motivate. Activate! January 2019-March 2020

Phase 3: Deploy. Count. Assess. March-June 2020

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



Statewide Outreach and Communication Strategy



Ground Game

The approach calls for maximizing resources on the ground:

- Build a strong base of trusted community voices
- Allow for increased in-person impressions in hard-tocount communities
- Address language and communication access barriers for non-English speaking individuals and people with disabilities
- Get ahead of misinformation about the census
- Execute an effective program that allows for rapid responses and deployment of resources through the use of technology



Statewide Outreach and Communications Strategy



Ground Game: Statewide CBOs

NALEO Educational Fund

Latino Community Foundation

California Calls

California Indian Manpower Consortium (CIMC)

Community Partners/California Native Vote Project

Asian Americans Advancing Justice

Coalition for Humane Immigrant Rights (CHIRLA)

California Rural Legal Assistance, Inc. (CRLA)

Mixteco/Indigena Community Organizing Project (MICOP)

Equality California Institute (LGBTQ)

United Ways of California

Great Nonprofits/Community Connect Labs



Statewide Outreach and Communications Strategy



Air Game: Sharing Census Outreach Efforts

- Targeted investments in local ethnic media and paid in-language media in HTC communities designed to:
 - Build a base of trusted messengers
 - Break down language barriers
 - Facilitate culturally appropriate engagement within communities

Overall strategy:

- Deliver the right messages in culturally appropriate, native languages
- Delivered through trusted messengers within the HTC communities
- Coordinated outreach efforts among local, regional and statewide entities to avoid duplication





Statewide Outreach an Communications Strategy

Questions?





Why Language and Communication Access?

- Equal and meaningful access for limited English proficient individuals and people with disabilities in:
 - Their primary language
 - Accessible formats
- The majority of HTC, not just LEP, will need assistance in non-English primary language. Appropriate and correct language, and cultural sensitivity are fundamental to earning the trust of our HTC.
- Goal is to ensure we reach a median of 91.3% LEPs in each county with LACAP approach.



How will contractors know what language to focus on?

Geographic Data Areas

population below 54,000 (median) population above 54,000 (median)

Los Angeles County

Top 12 Languages groups (15 languages) = 95.96% LEP

1,500 speakers of a language 3% <u>or</u> 3,000 speakers of a language Spanish, Korean, Chinese, Armenian, Mandarin, Tagalog, Vietnamese, Cantonese, Farsi, Japanese, Russian, Arabic, Khmer, Thai, Filipino

91.3%

95.96%



All geographic areas will be required to cover English and Spanish

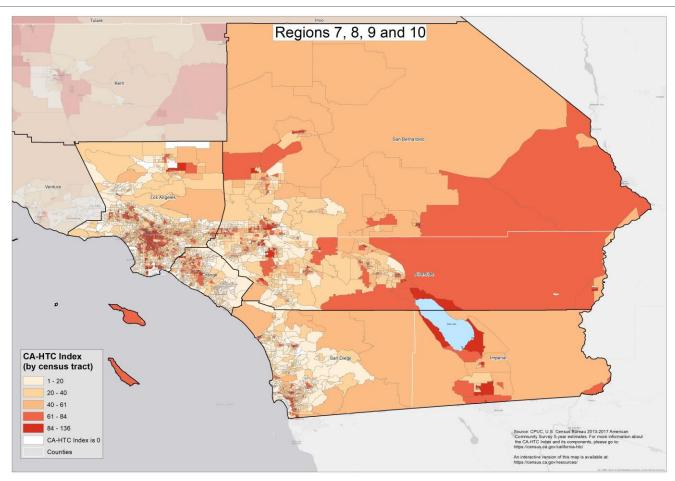


Outreach Regional Updates

- Quintilia Ávila, Regional Program Manager, Southern California Lead
- Emilio Vaca, Regional Program Manager, Central California Lead
- Yumi Sera, Regional Program Manager, Northern California Lead



Southern CA Population and Hard-to-Count MAP







Southern CA Population and Hard-to-Count

Region 7

Estimated Hard-to-Count population 1.2 million

Region 8

Estimated Hard-to-Count Population is 4.1 million

Region 9

Estimated Median Hard-to-Count Population is 711,760

Region 10

Estimated Median Hard-to-Count Population is 783,277





Contracting Partners

	REGION 7	REGION 8	REGION 9	REGION 10
Total counties	Riverside San Bernardino	Los Angeles	Orange	San Diego Imperial
ACBO	The Community Foundation	California Community Foundation	Charitable Ventures of Orange County	United Way of San Diego

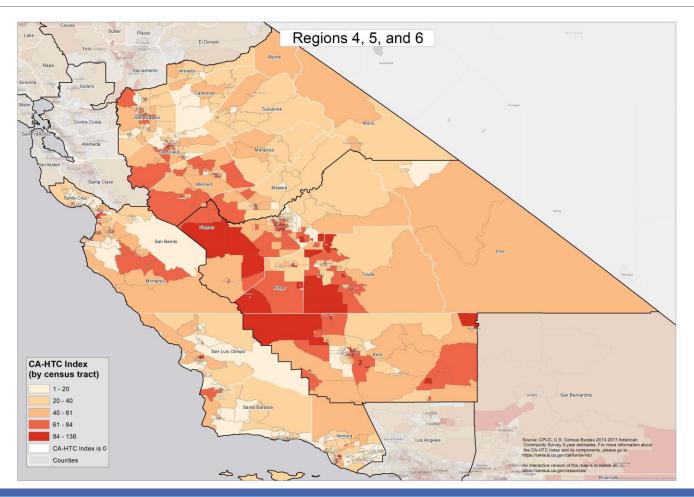




Looking Ahead

Implementation Plan Workshops				
Region 7	5-Jun	Palm Desert (UC Riverside)	Riverside, San Bernardino	
	12-Jun	Riverside (UC Riverside)	Riverside, San Bernardino	
	14-Jun	San Bernardino (San Bernardino Valley College	Riverside, San Bernardino	
Region 8	30-Aug	Long Beach (Blue Star Manor)	Los Angeles/Long Beach	
	5-Sep	Huntington Park (Community Center)	Los Angeles/South East LA	
	11-Sep	El Monte (El Monte Community Center	Los Angeles/San Gabriel Valley	
	18-Sep	South Los Angeles (Exposition Park-California Center)	Los Angeles	
	20-Sep	Palmdale (Chimbole Cultural Center)	Los Angeles/Antelope Valley, Santa Clarita	
	25-Sep	San Fernando (Alicia Broadous-Duncan Multi- Purpose Senior Center)	Los Angeles/ San Fernando Valley	
	30-Sep	Los Angeles (California Endowment)	Los Angeles	
Region 9	23-Aug	Anaheim (County Office Bldg)	Orange	
Region 10		El Centro (Department of Social Services)	Imperial	
	16-Aug	San Diego (Educational Cultural Complex)	San Diego	

Central CA Population and Hard-to-Count MAP





Central CA Population and Hard-to-Count

Region 4

Estimated Hard-to-Count population 541,447

Region 5

Estimated Hard-to-Count Population is 525,767

Region 6

Estimated Hard-to-Count Population is 1.1 million





Contracting Partners

	REGION 4	REGION 5	REGION 6
Total Counties	Calaveras Madera Mariposa Merced Stanislaus Tuolumne	San Benito San Luis Obispo Santa Barbara Santa Cruz Monterey Ventura	Fresno Inyo Kern Kings Tulare
Opt-Out Counties	Alpine Amador San Joaquin Mono		
ACBO	Faith In Action Network	Ventura County Community Foundation	Sierra Health Foundation: Center for Health Project Management

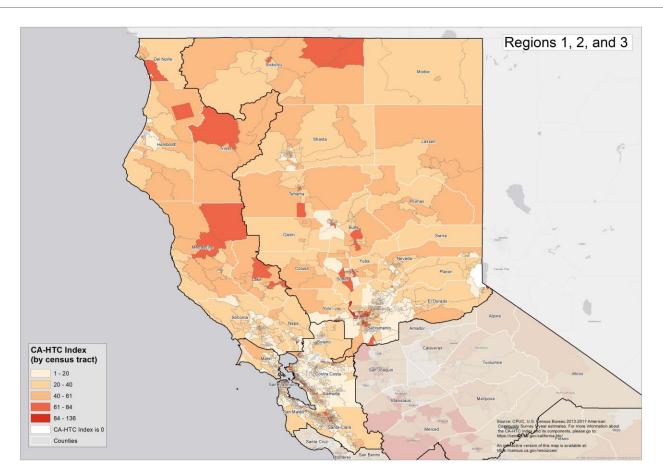


Looking Ahead

Implementation Plan Workshops			
Region 4	5-Aug	Merced (UC Merced)	Merced, Stanislaus, Mariposa, Madera, Mono
Region 5	July	Monterey/San Benito/Santa Cruz	Monterey/San Benito/Santa Cruz
	July	San Luis Obispo (Ludwick Comm Ctr)	San Luis Obispo/Santa Barbara
	8-Aug	Oxnard (Oxnard Performing Arts	Venture
Region 6	6-Aug	Fresno (The Nielsen Conference Center- Fresno EOC)	Fresno, Kings, Tulare
	7-Aug	Bakersfield (Beale Memorial Library	Kern, Inyo



Northern CA Population and Hard-to-Count MAP





Northern CA Population and Hard-to-Count

Region 1

Estimated Hard-to-Count population 619,931

Region 2

Estimated Hard-to-Count Population is 131,336

Region 3

Estimated Hard-to-Count Population is 1.4 million





Northern California Contracting Partners

	REGI	ON 1	REGION 2	REGION 3
Counties	Placer Shasta Tehama Yuba Sutter	Modoc Colusa Sacramento Yolo Nevada	Sonoma Lake Napa Mendocino Del Norte Humboldt	Alameda Contra Costa Marin Solano San Mateo Santa Clara San Francisco
Opt out counties	El Dorado Sierra Siskiyou Plumas	Lassen Glenn Butte	Trinity	0
ACBO	Sacramento Region Community Foundation		United Way of the Wine Country	United Way of the Bay Area



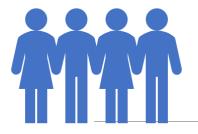


Looking Ahead

Implementation Plan Workshops			
Region 1		Sacramento (CSU Sacramento Harpers Alumni Center)	El Dorado, Nevada, Placer, Sacramento, Yolo
Region 2	31-Jul	Arcata (CSU Humboldt)	Humboldt, Del Norte, Trinity, Mendocino
	2-Aug	Santa Rosa (Sonoma County Bldg)	Sonoma, Lake, Napa, Mendocino
Region 3	19-Jun	Richmond (Memorial Auditorium & Convention Center)	Alameda, Marin, Solano, Contra Costa
	26-Jun	Redwood City (Sobrato Center for Nonprofits)	San Mateo, Santa Clara,
	10-Jul	San Francisco	San Francisco







How Can CCCC Help?

1. Attend Implementation Plan Workshop

2. Join our Speakers Bureau

3. Advise on gaps in your area of expertise





Statewide Outreach an Communications Strategy

Questions?





Sector Outreach

Marcy Kaplan

Sectors Outreach Manager California Complete Count – Census 2020



Sectors: HOW we reach the hard to count

- Health Services
- Labor (unions)
- Faith-based
- Business/Corporate

- Technology & Innovation
- Entertainment Industry
- Rural Communities

- CCC priority sectors reach people where they come for services and activities
- Trusted messengers/trusted places -----CCC priority sectors have ongoing points of contact with HTC
- CCC priority sectors have a unique ability to reach communities that may not be contacted through other CA Complete Count outreach efforts





Sectors

- ➤ Goal: leverage California statewide sectors, and leaders/influencers within, to support outreach efforts to hard to count populations
- ➤ Suggested recommendations from 2000 and 2010 Census
- >Statewide entities, networks & associations
- ➤ Regional coordination with RPMs
- ➤ Stakeholders identified through:
 - Participation in past Census outreach
 - Serving HTC communities
 - Large statewide infrastructure and reach
 - Recommended by key partners





Anchor Organizations: Health, Faith & Labor

Anchor Organizations (1 for each sector)

- ➤ Serve large numbers of HTC
- > Have existing statewide and regional infrastructure
- High impact with limited dollars

Anchor Organizations Can:

- > Develop sector specific materials including toolkits
- ➤ Provide training opportunities
- Onsite activation events and questionnaire assistance





Business/Tech & Innovation/ Entertainment Sector:

Statewide: Coordination with large companies and networks/association that reach HTC

- Coordination with SOS Democracy at Work program
- Coordination with US Census Bureau
- Additional examples: telecommunications providers, public utilities, companies who hire in gig economy

Regional Opportunities: Local Chambers, EDC offices





Other Cross Sector Collaboration

> Rural sector

> Feedback for other sectors





Outreach Next Steps:

- Review of Strategic Plans from contractors and kick off Implementation Plan Workshops—June 2019
- Select Outreach & Public Relations contractors and involve in Implementation Plan Workshops—June 2019
- Engage statewide and local partners to outreach to demographic populations: MENA, People with Disabilities, Seniors/Older Adults, Homeless, Children 0-5, and Veterans
- Questions and Feedback?



2020 Census Overview and Update

Presentation to the California Complete Count Committee
June 4, 2019

Albert E. Fontenot, Jr., Associate Director Decennial Census Programs





2020 Census **Approach to the 2020 Census**



At a Glance

- Complete and accurate count—The goal of the 2020 Census is to count everyone once, only once, and in the right place.
- Safe and secure—Incorporated industry best practices and follow federal IT security standards for encrypting data in transmission and at rest.
- Easy—Respondents can respond anytime, from anywhere—online, by mail, or over the phone.

Cybersecurity—Your Data Are Safe and Secure



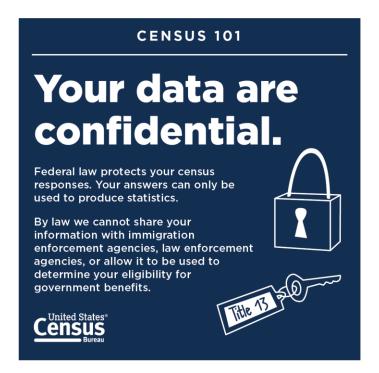
Cybersecurity Focus

- From the beginning when a respondent answers to the end when the data products are released, data are encrypted, safe, and secure.
- The Census Bureau is partnering with the federal intelligence community (DHS, FBI, NSA) and industry experts to protect the data we collect and maintain.
- Follow industry best practices to protect our networks from external threats and secure data inside the network.
- Advanced ability to continually identify, protect, detect, respond, and recover from possible cyber threats.
- Continuously improve our security posture.





2020 Census Data Are Confidential



Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law.
- All Census Bureau staff take a lifetime oath to protect your personal information and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

 The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way.

- The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits.
- Title 13 makes it very clear that the data we collect can only be used for statistical purposes we cannot allow it to be used for anything else, including law enforcement.

We will never ask for:

- Your full social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your full bank or credit card account numbers.

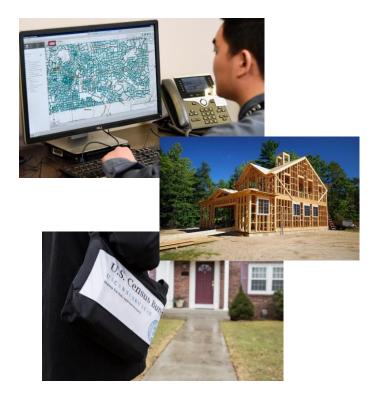




A Complete and Accurate Count of the Population and Housing



Establish Where to Count—Address Frame Development



Development for the 2020 Census Master Address File (MAF) started with the 2010 Census Base.

U.S. Postal Service (USPS) Delivery Sequence File (DSF)

• Updates from USPS twice per year.

Geographic Support System Partnership Programs

 Support and maintenance of the geographic and cartographic infrastructure.

Boundary and Annexation Survey

 Annual survey to collect information about selected legally defined geographic areas.

Local Update of Census Addresses (LUCA)

 Opportunity for tribal, state, and local governments to review and comment on the residential address list.

New Construction Program

 Opportunity for tribal, state, and local governments to update the Census Bureau's residential address list with living quarters for which construction is in progress during or after March 1, 2018, and completion is expected by Census Day, April 1, 2020.





2020 Census California Frame Building Activities



USPS DSF

- Spring 2019 DSF provided 8,769 addresses that were new to the MAF. Of these addresses, 1,651 (18.8 percent) are in Los Angeles County.
- An additional 1,769 addresses were new to the DSF, but matched to addresses already in the MAF.

Geographic Support System Partnership Programs

 Processed address and road centerline files for 40 counties and 10 census places.

Boundary and Annexation Survey

- 2019—494 responses from 539 eligible governments.
- 129 with changes/365 with no changes.

LUCA (Fall 2018)

- 340 governments submitted a return.
- 2,890,000 LUCA address updates in California.

New Construction Program

 82 governments have registered, including Los Angeles, San Diego, San Luis Obispo, and Yolo Counties.





Address Canvassing Operations

What You Need to Know

- Temporary Census Bureau employees, known as Listers, walk the streets of designated census blocks.
- Listers will knock on doors and, using laptops, verify addresses in the Census' MAF in preparation for the 2020 count.
- Listers will attempt to contact every structure to ask about living quarters.
- In-field operation begins in August 2019 and concludes in October 2019.





Advertising and Media Buying

Advertising Strategy

- The 2020 Census will use traditional media (print, TV, radio), as well as digital and social media.
- Integrated approach allows for tailored messages to specific geographic and demographic groups using channels that are most appropriate for reaching the target audience.
- Specific advertising will be leveraged to reach multicultural groups using non-English languages.
- Campaign data will be used continuously to refine our approach—advertising strategy allows for rapid adjustments to areas with low response rates.

- Multicultural partners will provide input to the media plan from both the national and local perspectives, in addition to executing buys at both levels.
- Simplify complex data by identifying key shared characteristics.

Local Media

- Local media is a key component in reaching hard-to-count populations.
- More than 50 percent of media buys will be from local media.
- Currently negotiating media buys. Final Media Buys Plan expected in September 2019.



Newspaper



Radio



Magazine



Television



Out-of-home



Internet

Shape your future **START HERE >**



How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by paper form, or in person.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use post office boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.







When We Start Mailing

What You Need to Know

- Initial invitations to respond to the 2020 Census will start arriving by U.S. mail on March 12.
- These will be followed by up to four additional mailings if a household has not selfresponded.
- Every household that has not responded by the fourth mailing will receive a paper questionnaire arriving by U.S. mail starting on April 8.
- People who live in areas with low Internet connectivity will receive a paper questionnaire in their first mailing.
- Regardless of how households are invited to respond, respondents will be able to respond by any of the three modes—online, by phone, or by paper.





Responding Is Easier Than Ever—Online, by Mail, or Over the Phone

Self Response Is Easier Than Ever.

- You will be able to respond anytime, from anywhere. Regardless of how households receive their invitation to respond they will be able to do so online, by mail, or over the phone.
- The Internet Self-Response instrument has been optimized for responses from smartphones and mobile devices.
- Self-respond in English or one of 12 non-English languages.
- Print and video language guides are in 59 non-English languages provided to field partnership specialists and available online.
- Video language guide will be available in American Sign Language, print guides will be available in braille and large print.
- Partnership specialists will be hired from within local communities, emphasizing the importance of communicating in local languages.











Shape your future START HERE >



How the Census Bureau Determines Areas for Bilingual Mailings

English/Spanish bilingual mailings will be sent to **all Census tracts** that have 20 percent or more of households that are recognized as needing "Spanish Assistance"—defined as at least one person aged 15 or older who **speaks Spanish and does not speak English "very well."**

Census tracts with 20% or more



Bilingual English/Spanish mailings for entire census tract (bilingual questionnaires up front or in the fourth mailing)





English mailings that include a Spanish phrase inviting you to respond online or via direct toll-free line in Spanish





Spanish online questionnaire



Spanish phone support and response





¹ Based on 2013–2017 American Community Survey, 5-year estimates.

Special Populations—Service-Based Enumerations, Enumeration at **Transitory Locations, Prison Populations**

Service-Based Enumeration

- Provides an opportunity for people without conventional housing or people experiencing homelessness to be included in the census by enumerating them at places where they receive services or at preidentified outdoor locations.
 - Missions, hotels and motels used as shelters, and places for children who are runaways, neglected, or experiencing homelessness.
 - Soup kitchens that offer meals to people experiencing homelessness.
 - Regularly scheduled mobile food vans.
 - Emergency and transitional shelters for people experiencing homelessness.
 - Targeted nonsheltered outdoor locations.

Highly mobile populations that do not have a usual home elsewhere (i.e., campgrounds, recreational vehicle parks, marinas, hotels and motels, racetracks, circuses, or carnivals).

People in Correctional Facilities for Adults

- Prisoners are counted at the correctional facility.
- The Census Bureau will make available a bulk geocoding service in order to assist states in their goals of reallocating their own prisoner population counts.
- California has enacted legislation requiring the Department of Corrections to report the home addresses of incarcerated people to the Citizens Redistricting Commission so that the commission may count incarcerated people at home for redistricting purposes.



Enumeration at Transitory Locations

Areas Recovering From Natural Disasters

Update Leave

- Deliver questionnaires in geographic areas where the majority of housing units do not have mail delivered to the physical location of the address.
- Areas that have experienced recent and significant changes to the housing stock—for example, natural disasters such as a hurricane or forest fire.
- Leave a 2020 Census Internet Choice Questionnaire Package at every housing unit. Able to respond online, by mail, or over the phone.
- Occurs simultaneously with Internet Self-Response.
- People temporarily displaced by natural disasters can be counted at their usual residence.





Nonresponse Follow-up

What You Need to Know

- Temporary Census Bureau employees, known as census takers, determine the housing unit status for addresses that do not self-respond to the 2020 Census.
- Census takers will personally visit housing units to count or enumerate the households.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-field operation begins in May 2020 and concludes in July 2020.





Partnership

What You Can Do To Help

- Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.
- Our partners are integral in building a location list of missions, shelters, soup kitchens, emergency and transitional shelters, and outdoor locations where people experiencing homelessness congregate.
- Your support can help ensure that your community and constituents are accurately counted and represented in the 2020 Census.



How can I learn more?

- Visit <www.census.gov/partners>.
- For the latest updates on the 2020 Census, visit <www.2020census.gov>.





Thank You

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30 Minute Public Comment





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