California Complete Count Committee

PUBLIC MEETING

1001 I 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 & 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


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-to-count 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

- LEP population below 54,000 (median)
  - 1,500 speakers of a language
  - 91.3%

- LEP population above 54,000 (median)
  - 3% or 3,000 speakers of a language
  - 95.96%

Los Angeles County

- Top 12 Languages groups (15 languages) = 95.96% LEP
  - Spanish, Korean, Chinese, Armenian, Mandarin, Tagalog, Vietnamese, Cantonese, Farsi, Japanese, Russian, Arabic, Khmer, Thai, Filipino

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

<table>
<thead>
<tr>
<th></th>
<th>REGION 7</th>
<th>REGION 8</th>
<th>REGION 9</th>
<th>REGION 10</th>
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<td>Los Angeles</td>
<td>Orange</td>
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<td>ACBO</td>
<td>The Community Foundation</td>
<td>California Community Foundation</td>
<td>Charitable Ventures of Orange County</td>
<td>United Way of San Diego</td>
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## Looking Ahead

### Implementation Plan Workshops

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

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<th>Total Counties</th>
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<td>Inyo</td>
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<td>Mariposa</td>
<td>Santa Barbara</td>
<td>Kern</td>
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<td>Santa Cruz</td>
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<td>Monterey</td>
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<td>Tuolumne</td>
<td>Ventura</td>
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<td>Opt-Out Counties</td>
<td>Alpine</td>
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<td>San Joaquin</td>
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<td>Mono</td>
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<td>ACBO</td>
<td>Faith In Action Network</td>
<td>Ventura County Community Foundation</td>
<td>Sierra Health Foundation: Center for Health Project Management</td>
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Looking Ahead

**Implementation Plan Workshops**

<table>
<thead>
<tr>
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<th>Date</th>
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<th>Counties</th>
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<tr>
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<td>5-Aug</td>
<td>Merced (UC Merced)</td>
<td>Merced, Stanislaus, Mariposa, Madera, Mono</td>
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<td>Region 5</td>
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<td>Monterey/San Benito/Santa Cruz</td>
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<td>July</td>
<td>San Luis Obispo (Ludwick Comm Ctr)</td>
<td>San Luis Obispo/Santa Barbara</td>
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<td>8-Aug</td>
<td>Oxnard (Oxnard Performing Arts)</td>
<td>Venture</td>
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<td>Region 6</td>
<td>6-Aug</td>
<td>Fresno (The Nielsen Conference Center- Fresno EOC)</td>
<td>Fresno, Kings, Tulare</td>
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<tr>
<td></td>
<td>7-Aug</td>
<td>Bakersfield (Beale Memorial Library)</td>
<td>Kern, Inyo</td>
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</table>
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

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<td>Humboldt</td>
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<td>Trinity</td>
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<td>Glenn</td>
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<td>Plumas</td>
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<td>ACBO</td>
<td>Sacramento Region</td>
<td>United Way of the Wine</td>
<td>United Way of the Bay Area</td>
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<td></td>
<td>Community Foundation</td>
<td>Country</td>
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## Looking Ahead

### Implementation Plan Workshops

<table>
<thead>
<tr>
<th>Region 1</th>
<th>Date</th>
<th>Location (Facility)</th>
<th>Area (Counties)</th>
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<td></td>
<td>17-Jun</td>
<td>Sacramento (CSU Sacramento Harpers Alumni Center)</td>
<td>El Dorado, Nevada, Placer, Sacramento, Yolo</td>
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<td>Region 2</td>
<td>31-Jul</td>
<td>Arcata (CSU Humboldt)</td>
<td>Humboldt, Del Norte, Trinity, Mendocino</td>
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<td>2-Aug</td>
<td>Santa Rosa (Sonoma County Bldg)</td>
<td>Sonoma, Lake, Napa, Mendocino</td>
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<td>Region 3</td>
<td>19-Jun</td>
<td>Richmond (Memorial Auditorium &amp; Convention Center)</td>
<td>Alameda, Marin, Solano, Contra Costa</td>
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<td>26-Jun</td>
<td>Redwood City (Sobrato Center for Nonprofits)</td>
<td>San Mateo, Santa Clara,</td>
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<td></td>
<td>10-Jul</td>
<td>San Francisco</td>
<td>San Francisco</td>
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</tbody>
</table>
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?
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.
2020 Census
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.
2020 Census
A Complete and Accurate Count of the Population and Housing

Count everyone once, only once, and in the right place.
2020 Census
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.

Local Update of Census Addresses (LUCA)
- Opportunity for tribal, state, and local governments to review and comment on the residential address list.

Boundary and Annexation Survey
- Annual survey to collect information about selected legally defined geographic areas.

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.
2020 Census
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.
2020 Census
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.
2020 Census
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.
2020 Census
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 self-responded.

• 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.
2020 Census
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.
2020 Census

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.”¹

**Census tracts with 20% or more**

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

**Census tracts with less than 20%**

- 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.
2020 Census
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
2020 Census
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.
2020 Census

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.
2020 Census 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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