California Complete Count Committee

PUBLIC MEETING

400 R STREET SACRAMENTO | MARCH 12, 2019
Establishment of Quorum

Marybel Batjer
Chair
California Complete Count Committee
Secretary
Government Operations Agency
Agenda

• Approval of December 3, 2019 Meeting Minutes
• State Census 2020 Updates
• Director’s Report
• Outreach Team Introductions
• Census Bureau Regional Coordinators Introductions
• Education Curriculum Project Update
• Statewide Outreach and Communications Strategy
• Breakout Sessions
State Census 2020 Updates

Justyn Howard

Deputy Secretary for Census
Government Operations Agency
Infrastructure Update

- Complete Count Office - Staffing
- Complete Count Office - Regional Locations
State Budget Update

- $10M for LUCA and early planning and outreach
- $90.3M committed in Budget Act of 2018
- $54M proposed in Governor’s January Budget
Census Funding Updates

2020 Census Funding Allocations

- California Complete Count Committee: $0
- Media Campaign: $47,500,000
- Contingencies and Emergencies: $1,000,000
- Administration: $14,100,000
- Local Update of Census Address: $5,700,000
- CHPSE: $5,300,000
- County/Tribal Government Outreach: $27,000,000
- State Agency Outreach: $500,000
- Sector Outreach (Non-Education): $2,000,000
- Regional ACBO Outreach: $32,950,000
- State Programmatic Costs: $6,000,000
- Education Outreach: $2,250,000
- Outreach: $80,700,000

Statewide CBO Outreach: $10,000,000
Director’s Report

Ditas Katague

Director

California Complete Count Office
Channels to a Complete Count of California

- California Complete Count
- Media
- GIS Platform
- Website, Social media
- Local and Tribal Governments
- Sectors
- California Complete Count Census Committee
- In Person Meetings & Convenings
- State Agencies and Departments
- Regional Program Managers
- California Census Office
- Community Events
- Text Smartphone
- Community based Organizations
- Local Complete Count Committees
- Non Government Organizations
- Community Publications
- Regional CA Census District Office
- Publications
- QACs & Kiosks
- District Office
**Strategic Goals**
1. Advocate Census 2020 participation to ensure everyone is counted once, and only once, in the right place.
2. Work through trusted messengers to educate, motivate, and activate California’s hardest to count populations.
3. Provide effective and efficient outreach and deployment efforts through accountable and transparent spending and operations.
4. Leverage technology for partner collaboration and communication.
5. Leverage modern social movement communication platforms provided by key partners.

**Mission**
As the California Complete Count Census 2020 Office, ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

**Vision**
The California Complete Count Census 2020 Office serves as the model and leader of inclusive Census outreach and education efforts that reach all people living in California, communicating the importance of a complete and accurate count.

**Census Partnerships**
Tribal and Local Governments, Statewide and Regional Community Based Organizations.

**Trusted Messengers**
Ethnic media and community leaders to share culturally appropriate messages for purpose of promoting census engagement within communities.

**California’s Hard to Count**
Outreach and messaging will target communications in areas difficult to enumerate based on multi demographic, housing and socioeconomic variables specific to California.

**Outreach Focus**
Emphasis to reach hardest to count populations based on regional location and sector type to provide appropriate language and communications access.
STRATEGIC GOALS

1. Advocate Census 2020 participation to ensure everyone is counted once, and only once, in the right place.
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## California Complete Count Census 2020

### Mission
As the California Complete Count Census 2020 Office, ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

### Vision
The California Complete Count Census 2020 Office serves as the model and leader of inclusive Census outreach and education efforts that reach all people living in California, communicating the importance of a complete and accurate count.

### Strategic Goals
1. Advocate Census 2020 participation to ensure everyone is counted once, and only once, in the right place.
2. Work through trusted messengers to educate, motivate, and activate California’s hardest to count populations.
3. Provide effective and efficient outreach and deployment efforts through accountable and transparent spending and operations.
4. Leverage technology for partner collaboration and communication.
5. Begin a modern social movement communication platform provided by key partners.

### California Census 2020 Partners and Stakeholders

<table>
<thead>
<tr>
<th>All people living in California</th>
<th>Governor of California</th>
<th>California Legislature</th>
<th>Assembly Select Committee on Census</th>
<th>Joint Legislative Budget Committee</th>
<th>California Complete Count Census 2020 Office</th>
<th>U.S. Census Bureau</th>
<th>U.S. Congress</th>
<th>Senate Select Committee on U.S. Census</th>
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</thead>
</table>

### Channels of Collaboration and Communication

- **Local Government Agencies**: Cities, Counties
- **Tribal Governments**: Health clinics, Chambers of commerce
- **Sectors**: Technology, Unions, Churches, Public libraries, Entertainment, Schools, Community-based Organizations
- **Community Events**: Cultural Events, Festivals, Townhalls
- **Non-government organizations**: Foundations
- **On-line Census Reporting**: Websites, Social media
- **In-person Census Reporting**: Publications, Mailings & Postcards
- **Kiosks**: Televisions, Radio

### California Census Benefits

- Fair share federal funding.
- Complete congressional representation.
- Hard to Count communities understand the community benefits of the census.
- Redistricting & true representation based on actual population numbers.
- Accurate local community planning.
- Increased trust in census activities through transparency of census spending and achievements.
- Empowered business planning and new opportunities.
- Contribution to accurate research data used by research bodies such as universities.

### Program Management

#### External Affairs and Media Relations
Inspiring Californians to participate in the census through targeted communications and engaging media.

**Regional Outreach**
Engage trusted partners embedded in the community to deliver culturally and linguistically appropriate messages to motivate and engage Californians.

**Sector**
Collaborate and use sectors as pathways to hard to count populations that exist internal and external to state government.

**Education**
Leverage all educational institutions from K 12, Community Colleges and Universities to achieve a complete and accurate count.

**Tribal Government**
Work in close partnership to ensure as high of a count as possible to maximize representation of Native Americans, historically one of the most undercounted and underrepresented groups.

**Language Access**
Building a language access plan and development materials for California’s unique population of 200 non English languages to complement and supplement the US Census Bureau efforts.

**State Agency Workgroups**
California agencies and departments working together to utilize existing resources and maximize opportunities for census outreach and communication across California.

**Technology**
Develop innovative technology to understand, plan, track and measure census effectiveness and performance and help rapidly adapt to the latest data to ensure the highest count possible.
Road to the California 2020 Census
Educate Phase

10/01 Legislative Progress Report
10/10 Southern California Tribal Consultation
11/08 State releases Funding Strategy
11/09 Letters to Counties to opt-in/out for funding
11/15 Central California Tribal Consultation
11/30 Letters to Tribal Governments to opt-in/out for funding
12/03 California Complete Count Committee (CCCC) Meeting
12/17 SwORD Phase I Pilot Ends
12/31 SwORD Phase I Ends

NOTE: California Complete Count Census 2020 Office reserves the right to adjust due dates to meet the census needs for the State of California

March 5, 2019
Road to the California 2020 Census
Educate Phase

**April 2019**
- 04/03: Southern California Kick-Off Meeting with Counties
- 04/04: SwORD Onboard and Training
- 04/05: Legislative Briefing
- 04/01: Census Kick-Off Week begins
- SwORD 2.1 Release
- Language Access Report Due
- Estimated start date of Regional and Statewide contracts
- Begin California Housing and Population Sample Enumeration (CHPSE) contract

**May 2019**
- 05/01: Deadline for County Offices of Education to opt-in/out and Resolutions due
- 05/03: SwORD Phase 2.2 Release
- 05/17: Legislative Briefing
- 05/31: Regional and Statewide Strategic Plans Due
- Monthly: RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

**June 2019**
- 06/03: Begin Implementation Planning Workshops
- 06/03: Legislative Report
- 06/30: SAWG Touchpoint meeting
- CHPSE Quarterly Report due with focus on method and plan
- Monthly: RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

**June - September: Open remaining 208 area census offices**
Road to the California 2020 Census

Motivate Phase

- **07/01**: Fiscal Year begins
- **07/12**: Legislative Briefing
- **07/31**: County Offices of Education Implementation Plan due
- **08/01**: Open remaining 208 area census offices
- **08/01**: Conduct in-field Address Canvassing
- **09/01**: Tribal Consultations start
- **09/15**: Implementation Planning Workshop ends
- **09/30**: Counties Implementation Plan due
- **09/30**: CHPSE Quarterly Report due with focus on survey instrument mock up and application
- **09/30**: Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

**July 2019**
- Monthly: RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

**August 2019**
- Monthly: RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
- SwORD Phase 2.3 Released

**September 2019**
- Monthly: RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
Road to the California 2020 Census
Motivate Phase

10/01
Legislative Report due
Regional and Statewide Quarterly Report due

10/15
County Offices of Education Implementation Plan due
census.org website launched

11/30
Tribal Consultations end

12/31
Release Final SOCS Plan
CHPSE Quarterly Report due with focus on pretest enumeration

Monthly
RPMs each meet with Counties, ACBO and Statewide CBO contractors
Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

October 2019
November 2019
December 2019
Road to the California 2020 Census
Activate Phase

January: Begin enumeration in remote Alaska
February: Group Quarters Operation begins
March: Update Leave begins and Internet Self-Response begins and March 23 begin public self-response for census

01/01
Governor’s Report due
Legislative Report due
Regional and Statewide Quarterly Report due

01/10
Budget Released

02/15
Regional and Statewide Non-responsive Follow-up Plan due

Target 03/31
SwORD to capture U.S. Census Bureau response rates
CHPSE Quarterly Report due with focus on listing process results

January 2020
February 2020
March 2020

Monthly
RPMs each meet with Counties, ACBO and Statewide CBO contractors
Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

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RPMs each meet with Counties, ACBO and Statewide CBO contractors
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Monthly
RPMs each meet with Counties, ACBO and Statewide CBO contractors
Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
Road to the California 2020 Census
Follow-up Phase

07/01
Legislative Report due

09/30
Regional and Statewide Final Report due
 Counties Final Report due
 CHPSE Quarterly Report due with focus on continuing data collection.

July 2020

- Monthly RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

August 2020

- Monthly RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

September 2020

- Monthly RPMs each meet with Counties, ACBO and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
Road to the California 2020 Census

- **October 2020**: Monthly RPMs meet with Counties, ACBO and Statewide CBO contractors. Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in.

- **November 2020**: Monthly RPMs meet with Counties, ACBO and Statewide CBO contractors. Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in.

- **December 2020**: Monthly RPMs meet with Counties, ACBO and Statewide CBO contractors. Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in.

**December 31**: Deliver apportionment counts to the President.

**12/31**: CHPSE Quarterly Report due with focus on outline of report.
Road to the California 2020 Census

1/1 Legislative Report due

3/31 CHPSE Quarterly Report due with evaluation question results memo

January 2021
February 2021
March 2021
Counties Outreach Updates

Counties that have opted-in to receive state funding for Census outreach:

- Alameda
- Calaveras
- Colusa
- Contra Costa
- Del Norte
- Fresno
- Humboldt
- Imperial
- Inyo
- Kern
- Kings
- Lake
- Los Angeles
- Madera
- Marin
- Mariposa
- Mendocino
- Merced
- Modoc
- Monterey
- Napa
- Nevada
- Orange
- Placer
- Riverside
- Sacramento
- San Benito
- San Bernardino
- San Francisco
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Shasta
- Solano
- Sonoma
- Stanislaus
- Sutter
- Tehama
- Tulare
- Ventura
- Yolo
- Yuba

County Contracts
- Nov. 9, 2018
  State sent letters to counties to opt in or out
- Feb. 8, 2019
  Deadline for counties to or opt in with a board resolution
Tribal Government Updates

Tribal Governments that have requested state funding for Census outreach:

• Coyote Valley Reservation
• Mechoopda Indian Tribe
• Mooretown Rancheria
• Pala Reservation
• Pauma and Yuima Reservation
• Quartz Valley Reservation
• San Pasqual Reservation
• Sherwood Valley Rancheria
• Susanville Indian Rancheria
• Trinidad Rancheria

Tribal Funding Agreements
• Nov. 30, 2018
  State distributes Tribal funding agreement letters
• March 15, 2019
  Deadline for Tribal Governments to request funding
Regional ACBO Awards

Notification of Contract Awards

Regions:
1. Sacramento Region Community Foundation
2. United Way of the Wine Country
3. United Way of the Bay Area
4. Faith in Action Network
5. Ventura County Community Foundation
6. Sierra Health Foundation: Center for Health Project Management
7. The Community Foundation
8. California Community Foundation
9. Charitable Ventures of Orange County
10. United Way of San Diego County
Key Activities
Q2 and Q3

• Implementation Plan Workshops (IPW) Round 2 Convenings
  ◦ Goal: Support for Development of Implementation Plans
  ◦ Statewide – 27 Locations
  ◦ June – September 2019
  ◦ Audience: Key Partners (Funded CBOs, Counties, Tribal Governments, and Trusted Messengers, Ethnic Media)

• Award Outreach and Public Relations Campaign Contract
Outreach Team Overview

Adriana Martinez

Deputy Director of Outreach & Tribal Liaison
California Complete Count Office
Census 2020 Regions

Region number and description

1 - Superior California
2 - North Coast
3 - San Francisco Bay Area
4 - Northern San Joaquin Valley
5 - Central Coast
6 - Southern San Joaquin Valley
7 - Inland Empire
8 - Los Angeles County
9 - Orange County
10 - San Diego - Imperial
## Regional Assignments

<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
<th>Regional Program Manager</th>
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<tbody>
<tr>
<td>1</td>
<td>Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, Yuba</td>
<td>Yumi Sera, Patricia Vazquez-Topete, Carlos Omar Beltran</td>
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## Statewide Assignments

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Liaison</th>
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<tbody>
<tr>
<td>Hard to Count Demographics Outreach</td>
<td>Patricia Vazquez Topete</td>
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<tr>
<td>Middle Eastern and North Africans (MENA)</td>
<td>Marcy Kaplan</td>
</tr>
<tr>
<td>Homeless Individuals and Families</td>
<td>Marcy Kaplan, David Tucker</td>
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<tr>
<td>Farmworkers</td>
<td>Carlos Omar Beltran, Emilio Vaca</td>
</tr>
<tr>
<td>Veterans</td>
<td>Irving Pacheco</td>
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<tr>
<td>Latinos</td>
<td>Adriana Martínez</td>
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<tr>
<td>Asian Americans &amp; Pacific Islanders (AAPI)</td>
<td>Sara Pol-Lim</td>
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<tr>
<td>African Americans</td>
<td>Cecil Flournoy, David Tucker</td>
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<tr>
<td>Native Americans &amp; Tribal Communities</td>
<td>Connie Hernandez</td>
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<tr>
<td>Children Ages 0-5</td>
<td>Mignonne Pollard</td>
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<td>Limited English Proficient Individuals</td>
<td>Clarissa Laguardia</td>
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<tr>
<td>People with Disabilities</td>
<td>Yumi Sera</td>
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<td>Seniors/Older Adults</td>
<td>Connie Hernandez</td>
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<td>Low Broadband subscription rates</td>
<td>Quintilia Ávila</td>
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<tr>
<td>Other Demographics as Proposed To Be Assigned</td>
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</tr>
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Key Milestones for 2019

• March 15 Announce awards for Regional and Statewide contracts
• March 20 Northern California Kick-Off Meeting with Counties
• March 27 Central California Kick-Off Meeting with Counties
• By March 29 Release Language Access and Communications Plan
• April 03 Southern California Kick-Off Meeting with Counties
• April 01 Estimated Start Date of Regional and Statewide Contracts
Key Milestones Continued

- May 30 County Offices of Education Implementation Plans Due
- May 31 Regional and Statewide Strategic Plans Due
- June 03 Begin Implementation Planning Workshops
- July 31 County Offices of Education Implementation Plan Due
- September-November 2019 Tribal Consultations Period
- September 15 Implementation Planning Workshops End
- September 30 Counties Implementation Plan Due
- October 15 County Offices of Education Implementation Plan Due
- October 31 Regional and Statewide Implementation Plan Due
Census Bureau Regional Coordinators

Luz Castillo
Assistant Regional Census Manager
Los Angeles Regional Census Center
U.S. Census Bureau
Community Partnership & Engagement Program (CPEP)

Staffing & Coordinator Assignments

Luz M Castillo
Assistant Regional Census Manager
Community Partnership & Engagement Program (CPEP)
Los Angeles Region
CPEP Objectives

Engage community partners to help increase decennial participation by those who are less likely to respond, or are often missed.

- **Educate** people about the 2020 Census and foster cooperation with enumerators.
- **Encourage** community partners to motivate people to self-respond.
- **Engage** grass roots organizations to reach out to hard to count groups.

*In Field, we do the things that count!*
National Low Response Areas

Identifying Hard-to-Survey Populations
Low Response Score (LRS) by Census Tract

In Field, we do the things that count!
Focus on Hard to Count Populations

- Veterans
- Homeless
- Children under 5
- Senior Citizens
- People with disabilities
- Renters

- Farm workers
- Refugees
- Limited English Proficiency
- Farm workers
- Refugees
# Partnership Program Staffing: California

<table>
<thead>
<tr>
<th>Position</th>
<th>Count</th>
<th>Start Date</th>
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<tr>
<td>ARCMs</td>
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<td>Current Staff</td>
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<tr>
<td>Coordinators</td>
<td>6</td>
<td>Current Staff</td>
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<tr>
<td>Media Specialists</td>
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<td>Current Staff</td>
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<tr>
<td>Partnership Specialists</td>
<td>32</td>
<td>Current Staff</td>
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<tr>
<td><strong>Current Staff in CA</strong></td>
<td><strong>43</strong></td>
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*Staffing as of March 4, 2019*
Partnership Program: Languages Spoken by Staff

<table>
<thead>
<tr>
<th>Language</th>
<th>Language</th>
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<tbody>
<tr>
<td>Spanish</td>
<td>Taiwanese</td>
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<td>Chinese (Mandarin/Traditional/Simplified)</td>
<td>Tlingit</td>
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<td>Tagalog</td>
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<td>Vietnamese</td>
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<td>Korean</td>
<td>Arabic</td>
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<tr>
<td>Japanese</td>
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*In Field, we do the things that count!*
## Partnership Program: Assistant Regional Census Managers

<table>
<thead>
<tr>
<th>Contact</th>
<th>States</th>
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</thead>
<tbody>
<tr>
<td>Luz M. Castillo</td>
<td>California</td>
</tr>
<tr>
<td>Assistant Regional Census Manager</td>
<td>Hawaii</td>
</tr>
<tr>
<td>Community Partnership &amp; Engagement Program</td>
<td></td>
</tr>
<tr>
<td>Los Angeles Regional Census Center</td>
<td></td>
</tr>
<tr>
<td>Phone: 213-234-6267</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:Luz.M.Castillo@2020Census.gov">Luz.M.Castillo@2020Census.gov</a></td>
<td></td>
</tr>
<tr>
<td>Michael A. Hall</td>
<td>Alaska</td>
</tr>
<tr>
<td>Assistant Regional Census Manager</td>
<td>Idaho</td>
</tr>
<tr>
<td>Community Partnership &amp; Engagement Program</td>
<td>Nevada</td>
</tr>
<tr>
<td>Los Angeles Regional Census Center</td>
<td>Oregon</td>
</tr>
<tr>
<td>Phone: 213-234-6206</td>
<td>Washington</td>
</tr>
<tr>
<td><a href="mailto:Michael.A.Hall@2020Census.gov">Michael.A.Hall@2020Census.gov</a></td>
<td></td>
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</table>

*In Field, we do the things that count!*
## Partnership Coordinators

<table>
<thead>
<tr>
<th>Coordinator</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lia Bolden</strong></td>
<td>510-935-9886</td>
<td><a href="mailto:Elaine.Lia.Bolden@2020Census.gov">Elaine.Lia.Bolden@2020Census.gov</a></td>
</tr>
<tr>
<td>Northern CA - West</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tammie Brown</strong></td>
<td>213-314-6419</td>
<td><a href="mailto:Tammie.N.Brown@2020census.gov">Tammie.N.Brown@2020census.gov</a></td>
</tr>
<tr>
<td>LA County (part)</td>
<td></td>
<td></td>
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<tr>
<td><strong>Nhi Ho</strong></td>
<td>657-364-6902</td>
<td><a href="mailto:Xuan.Nhi.V.Ho@2020census.gov">Xuan.Nhi.V.Ho@2020census.gov</a></td>
</tr>
<tr>
<td>Orange &amp; San Diego Counties</td>
<td></td>
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<tr>
<td><strong>Jessica Imotichey</strong></td>
<td>213-314-6268</td>
<td><a href="mailto:Jessica.A.Imotichey@2020census.gov">Jessica.A.Imotichey@2020census.gov</a></td>
</tr>
<tr>
<td>Tribal &amp; Congressional</td>
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<tr>
<td><strong>Meredeth Maxwell</strong></td>
<td>213-314-6276</td>
<td><a href="mailto:Meredith.D.Maxwell@2020census.gov">Meredith.D.Maxwell@2020census.gov</a></td>
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<tr>
<td>LA County (part)</td>
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<tr>
<td><strong>Rosa Rendon</strong></td>
<td>213-314-6259</td>
<td><a href="mailto:Rosa.Rendon@2020census.gov">Rosa.Rendon@2020census.gov</a></td>
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<tr>
<td>Central Coast &amp; Fresno</td>
<td></td>
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<tr>
<td><strong>Brigitte Roberts</strong></td>
<td>510-761-1150</td>
<td><a href="mailto:Brigitte.E.Roberts@2020census.gov">Brigitte.E.Roberts@2020census.gov</a></td>
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<tr>
<td>Northern CA - East</td>
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*Please see map for Geographic Assignments*

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**In Field, we do the things that count!**
Education Sector Outreach

Mignonne Pollard

Education and Schools Outreach Manager
California Complete Count Office

Frank Pisi

Director for History-Social Science
Sacramento County Office of Education
### Education Sector Outreach

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td>Curriculum Project</td>
<td>$250,000</td>
</tr>
<tr>
<td>Contracts to K-12 Schools</td>
<td>$1,750,000</td>
</tr>
<tr>
<td>Higher Education</td>
<td>$50,000</td>
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<tr>
<td>Libraries</td>
<td>In-kind</td>
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</tbody>
</table>
K-12 Contracts

- Top 40 Counties based on weighted populations of Title I and Title III students
- Use of facilities as Question Assistance Centers (QACs)
- School participation in Census Week
- Use of *Count Me In! Census 2020 Inquires* curriculum
- Participation in visual and performing arts competition
The Curriculum

A campaign designed to *educate students and teachers on the US Census*:

- **Historical importance**
- **Function of the Census (how it works)**
- **Use of Census data**
- **Importance of a complete count**
- **Ways to ensure that a complete count occurs (advocacy projects)**
The Curriculum

Development and Pilot

• Sacramento County Office of Education: 5th and 8th grades

• Los Angeles County Office of Education: 11th and 12th grades

• Fresno County Office of Education: Pilot materials

• Three modules per grade

• Additionally, a ‘How to’ Visual and Performing Arts Guide (VAPA) to create advocacy projects
The Curriculum

• **Pacing Guide:** Key events or eras in history when teachers can use census data to highlight the importance of a complete count.

• **Specific Inquiry Modules:** Three per grade level, lesson plans and resources to get students more knowledgeable about the Census

• **“How to Guide”:** Lessons on creating advocacy projects around the Census utilizing VAPA as a resource for communication
Inquiry-Based Curriculum

Grade 12: Historical Topics and Connections to the Census

Labor Market

*How does the Census measure local economic health and how can I use it to make college and career choices?*

Grade 11: Constitutional Foundations and the Evolution of Demographics

*How has "race" evolved through the history of the Census?*
Inquiry-Based Curriculum

Grade 8: Historical Topics and Connections to the Census

Westward Expansion

Was it destiny to move west?

How did the US Census change between 1790 and 1850?

Grade 5:

Taking Informed Action Now! Civic Action Lesson

Is it a waste of time to conduct a census?
Higher Education

- A resolution issued from the California Community Colleges Board of Governors (Proposed for the May 2019 meeting)

- Memorandum of Understanding:
  - California State University
  - University of California
  - Association of Independent Colleges and Universities
Libraries

• Met with State Librarian for coordinated statewide approach

• Provide access to internet for many hard to count (HTC) populations.

• Multiple outreach strategies

• Work with Local Complete Count Committees
Breakout Sessions

▪ Paid Media- Conference Room 363

▪ General Outreach Plan- Conference Room 300

▪ Education/Schools- Conference Room 357

▪ Language Access- Suite 359 Work Space
Statewide Outreach and Communications Strategy (SOCS)

Tamma Adamek
Deputy Director of External Affairs and Media Relations

Adriana Martinez
Deputy Director of Outreach and Tribal Relations

California Complete Count Office
General Update

Draft Interim Statewide Outreach and Communication Plan

Next step: Collect input
- Committee members
- Partners (Counties, ACBOs, Statewide CBOs, Media)

Interim SOCS in June

Final SOCS in December
Paid Media Plan

Timing: Award end of May/beginning of June

Emphasis on local ethnic media

Focus on

- Latino
- African American
- Asian-American & Pacific Islander
- Native American & Tribal
- Middle Eastern / North African
Outreach Approach

- Hard-to-Count (HTC): 14 Demographic Populations
- Educate (Q2 2019), Motivate (Q3-4 2019), Activate (Q1-2020)
- Trusted Messengers in Trusted Places
- Regional and Statewide Approach
  ◦ Counties and Tribal Governments
  ◦ ACBOs focused regionally
  ◦ Statewide CBOs focused on HTCs across the State
  ◦ Sectors to help reach and/or influence HTCs
Interim Language and Communications Access Standards

• Requiring ACBOs to do outreach in each region in their top six languages

• First time in California’s history for the development of a language and communications access strategy

• Approach is to ensure we reach a median of 93.45% or more LEPs in each county

• Language and Communications Access Standards (LACAS) outlines key language industry concepts, compliance with pertinent laws, and overreaching framework to ensure the messaging is culturally relevant and to guarantee meaningful communication
Breakout Sessions

▪ Paid Media- Conference Room 363

▪ Outreach Plan- Conference Room 300

▪ Education/Schools- Conference Room 357

▪ Language and Communications Access- Suite 359
  Work Space
Break Out Sessions Report Out

- Please keep your report out summary to five minutes maximum
20 Minute Public Comment
California Complete Count Office
Website: census.ca.gov
Email: info@census.ca.gov
(916) 852-2020