



# California Complete Count Committee

---

## PUBLIC MEETING

400 R STREET SACRAMENTO | DECEMBER 3, 2018



# Establishment of Quorum

---



**Marybel Batjer**

**Chair**

**California Complete Count Committee**



# Agenda

---

- **Approval of October 1, 2018 Meeting Minutes**
- **U.S. Census Bureau Updates and Responses to Committee Questions**
- **Census 2020 Budget Update**
- **Behavior Science & “Nudge” Marketing Tactics**
- **Overview of Statewide Outreach and Communications Strategy (SOCS)**



# Agenda Continued

---

- **Statewide Outreach and Rapid Deployment (SWORD) Mapping Portal Update**
- **Discussion of Hard to Count (HTC) Communities around the State**
- **Working Group Break Out Sessions**
- **Working Group Updates to Governor's Office Jan. 1 Report**
- **Opportunity for Public Comment**
- **Adjourn**



# U.S. Census Bureau Updates

---

- **James Christy, Assistant Director for Field Operations, U.S. Census Bureau**
- **Luz Castillo, Regional Census Manager, U.S. Census Bureau**





## 2020 Census Overview and Update

California Complete Count Committee  
December 3, 2018

**James Christy**  
**Assistant Director for Field Operations**

# The Decennial Census

## Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

**Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...**

*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.*

## Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than \$675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

# The Decennial Census

## The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.





# 2020 Census

## A Complete and Accurate Count of the Population and Housing

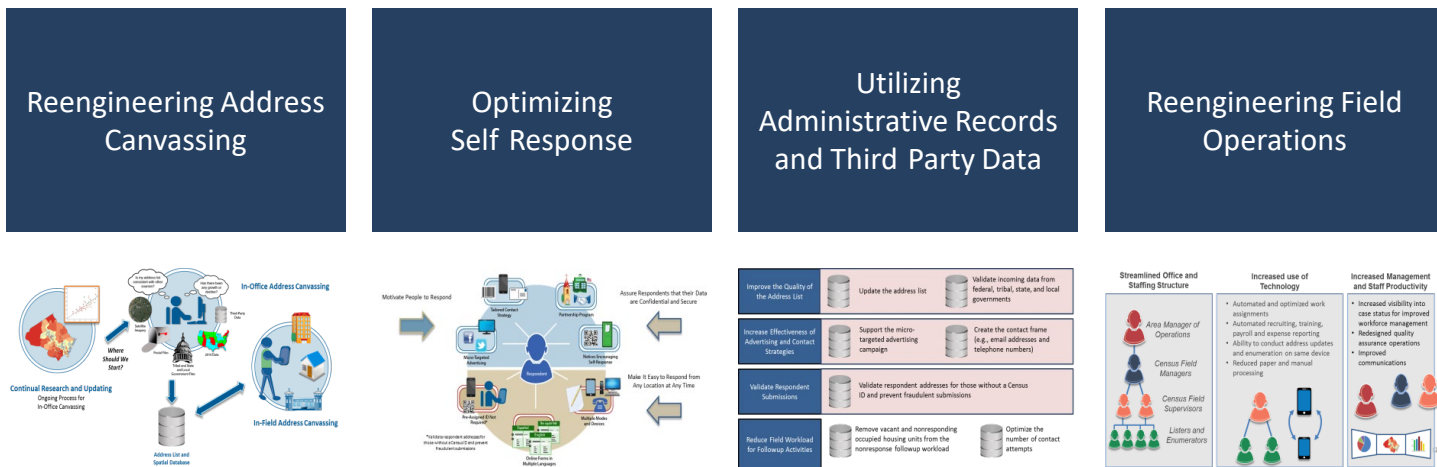


# 2020 Census

## Goal and Key Innovation Areas

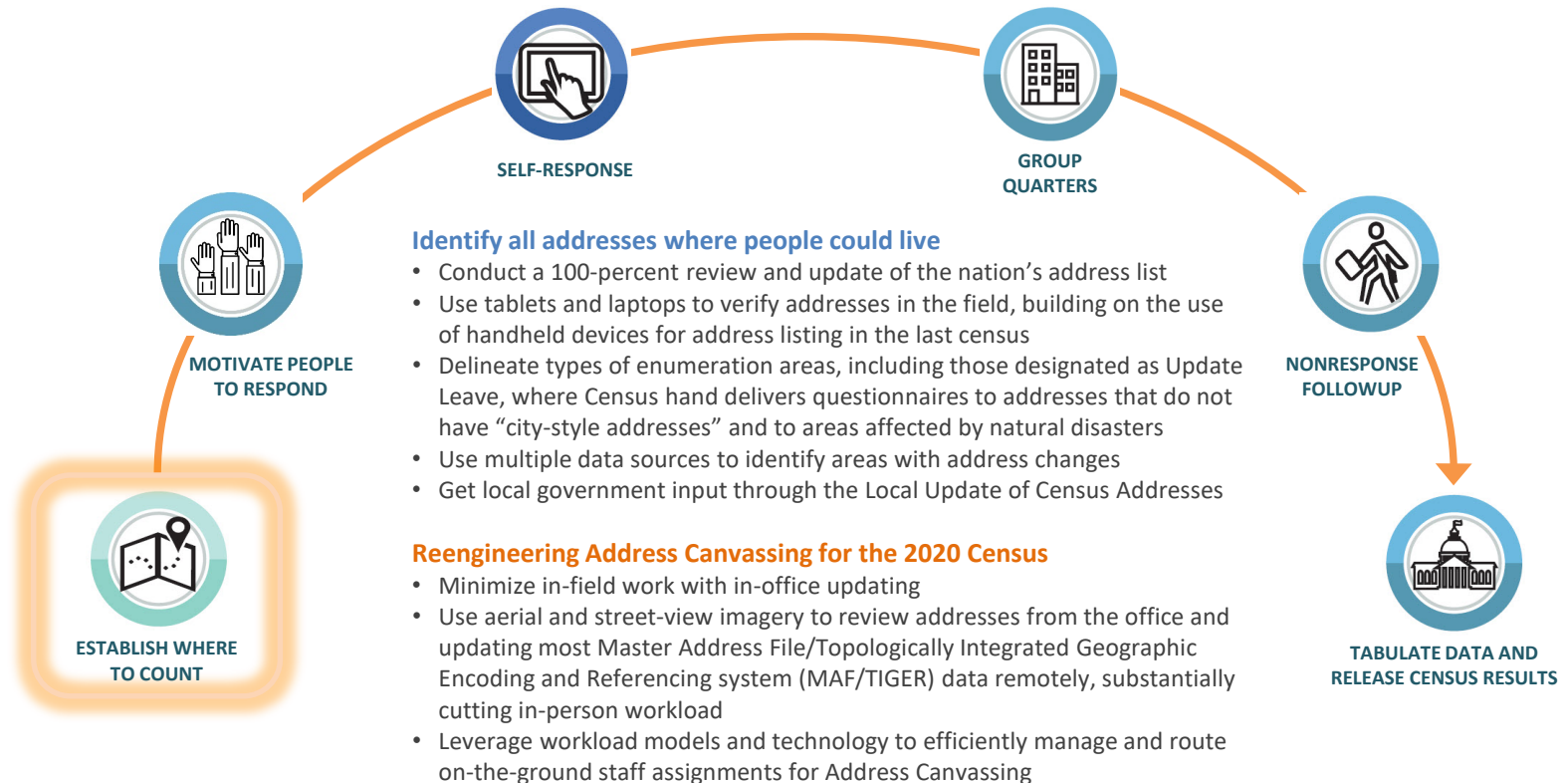
**Goal: To count everyone once, only once, and in the right place.**

### Focus on Four Key Innovation Areas



# 2020 Census

## Establish Where to Count



# 2020 Census

## Motivate People to Respond

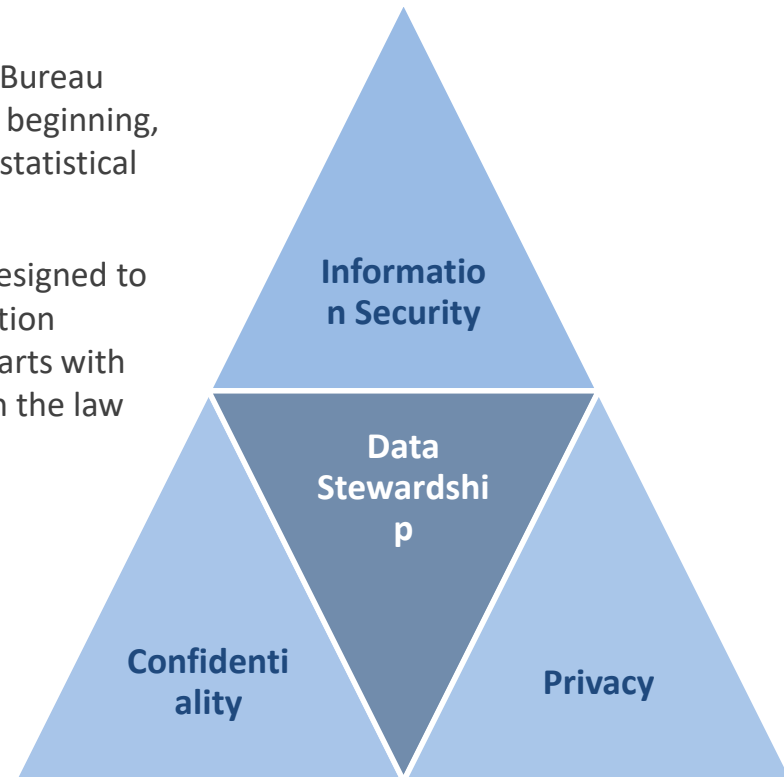


# Census Data Stewardship – Insuring Your Data Is Safe And Secure

## Our Culture Values Data Security

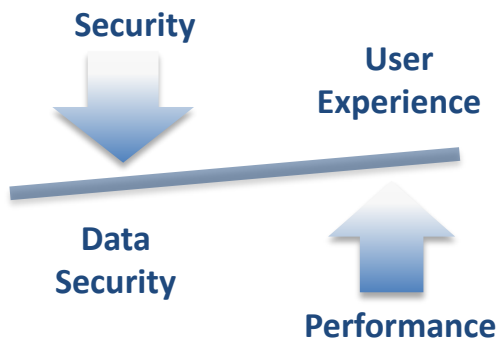
Data Stewardship is the formal process the Census Bureau uses to care for respondent information—from the beginning, when a respondent answers, to the end, when the statistical data products are released.

Data Stewardship is a comprehensive framework designed to protect information over the course of the information lifecycle, from collection to dissemination, and it starts with creating a culture of confidentiality that is based on the law and designed to maintain public trust.



# Secure System Design

## Designed to Contain, Sustain, and Maintain Public Trust



Census design is focused 1<sup>st</sup> on data security to protect respondents' data and 2<sup>nd</sup> on user experience so that respondents may confidently respond to the 2020 Census.

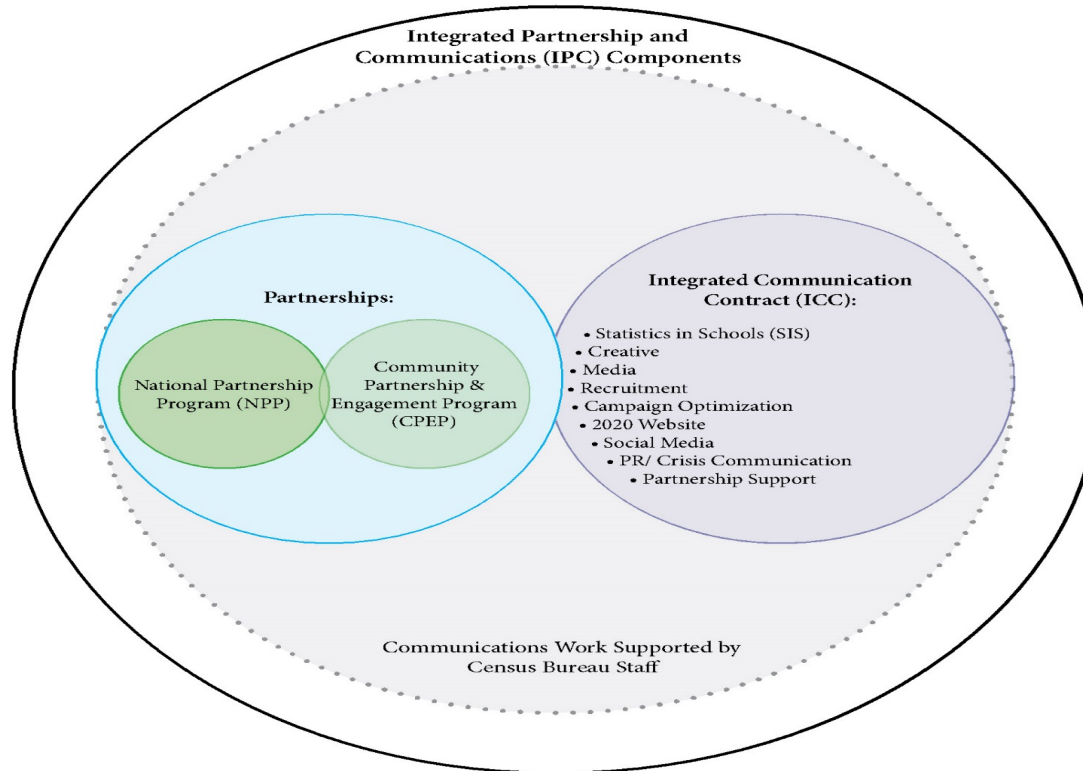
***Contain Issues + Sustain Services = Maintain Public Trust***

### Employ “Physical Security” Techniques

- “Layer” physical entry with the appropriate level of security (doors, walls)
- “Isolate” separate areas within layers to efficiently handle interactions (lines, guards)
- “Lock down” valuables behind closed doors (vaults, safes)

# 2020 Census

## Motivating Response through a Multifaceted Approach



# 2020 Census

## Integrated Partnership and Communications

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response

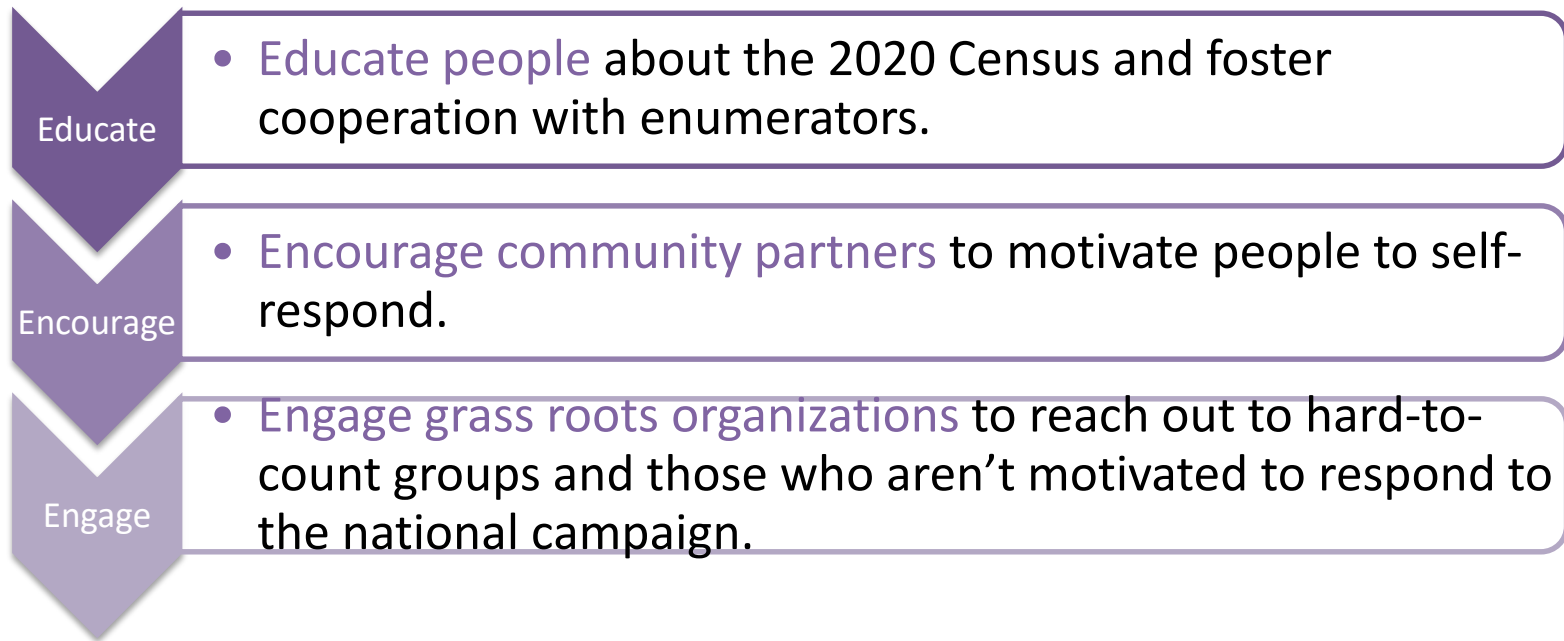




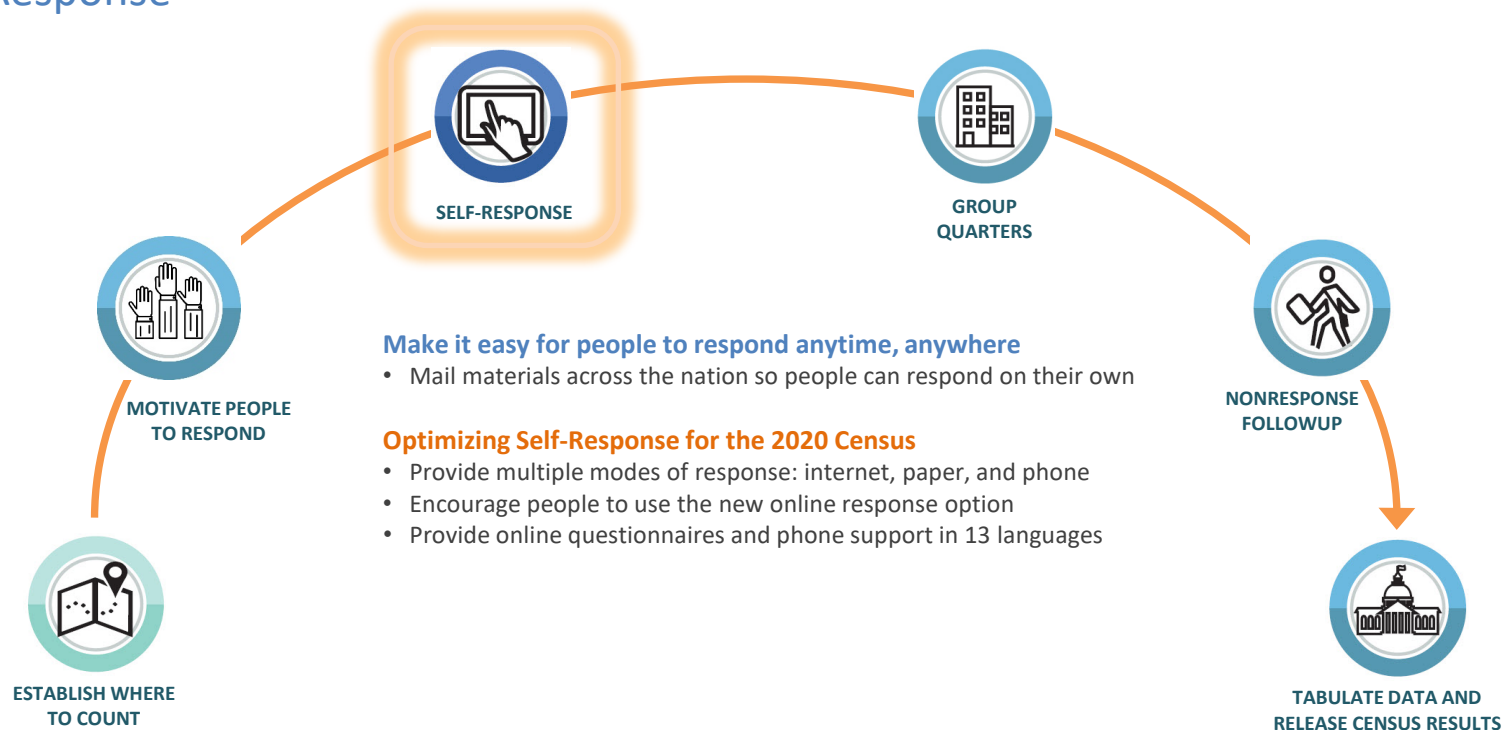
# 2020 Census

## Community Partnership and Engagement Program (CPEP)

CPEP's purpose and mission is to enroll community partners to help increase participation in the census by those who are less likely to respond or are often missed by using what we call the 3 "E's".



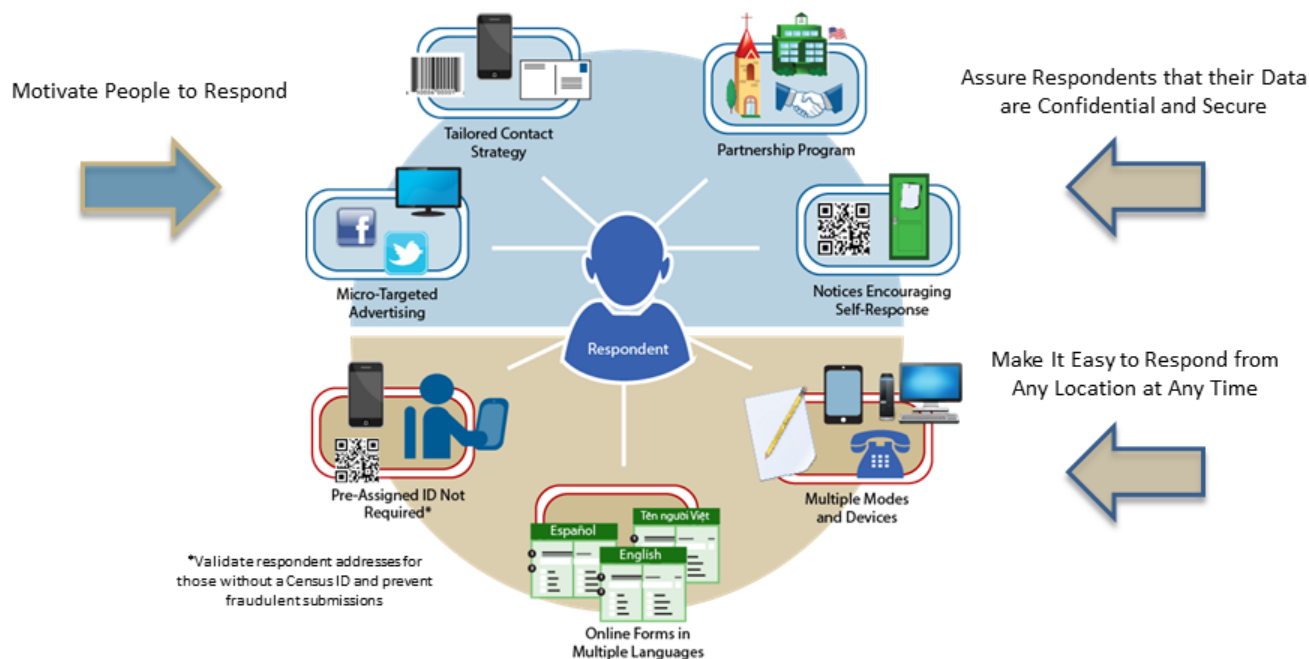
# 2020 Census Self-Response



# 2020 Census

## Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up

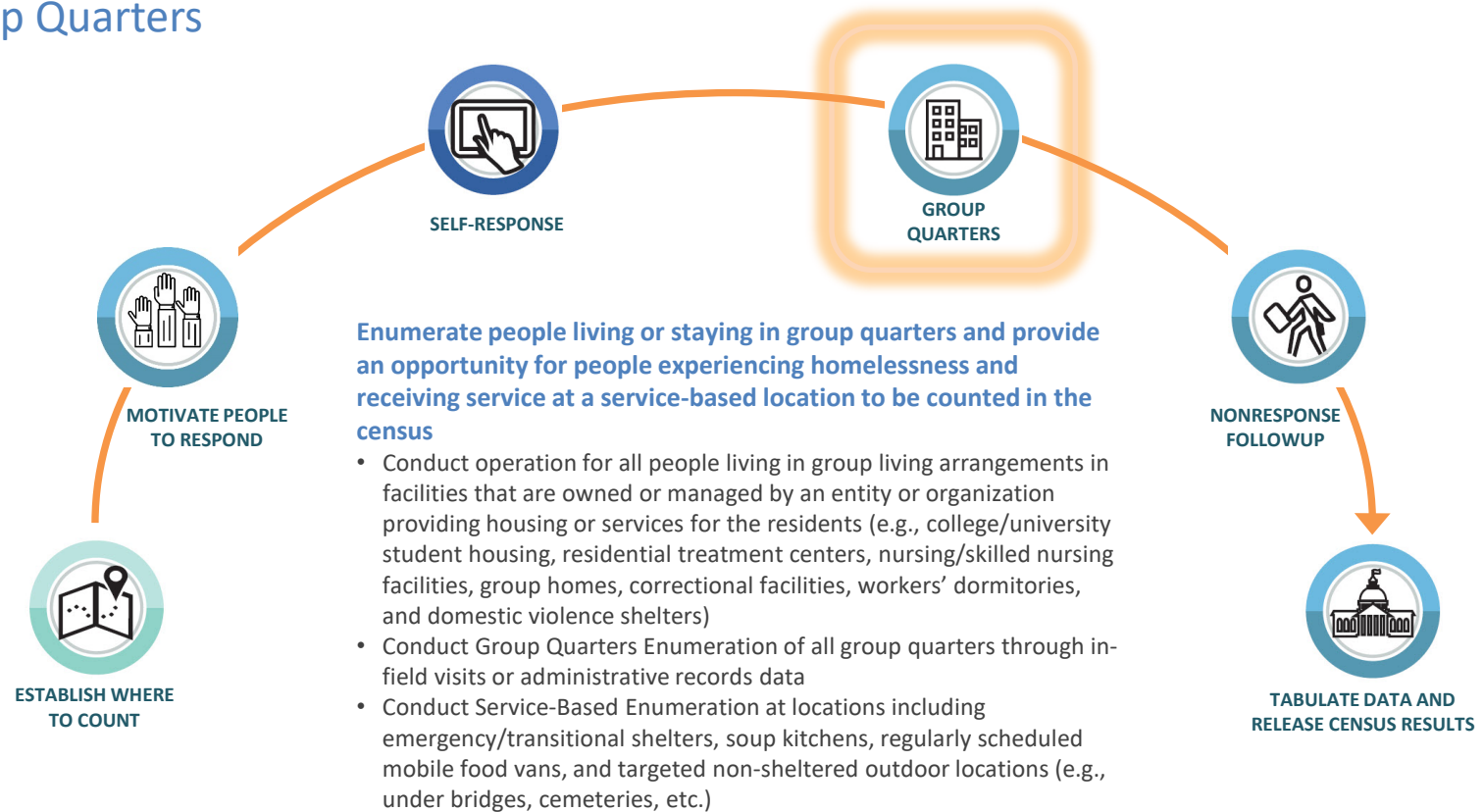


# 2020 Census Language Program

## Summary of Non-English Support

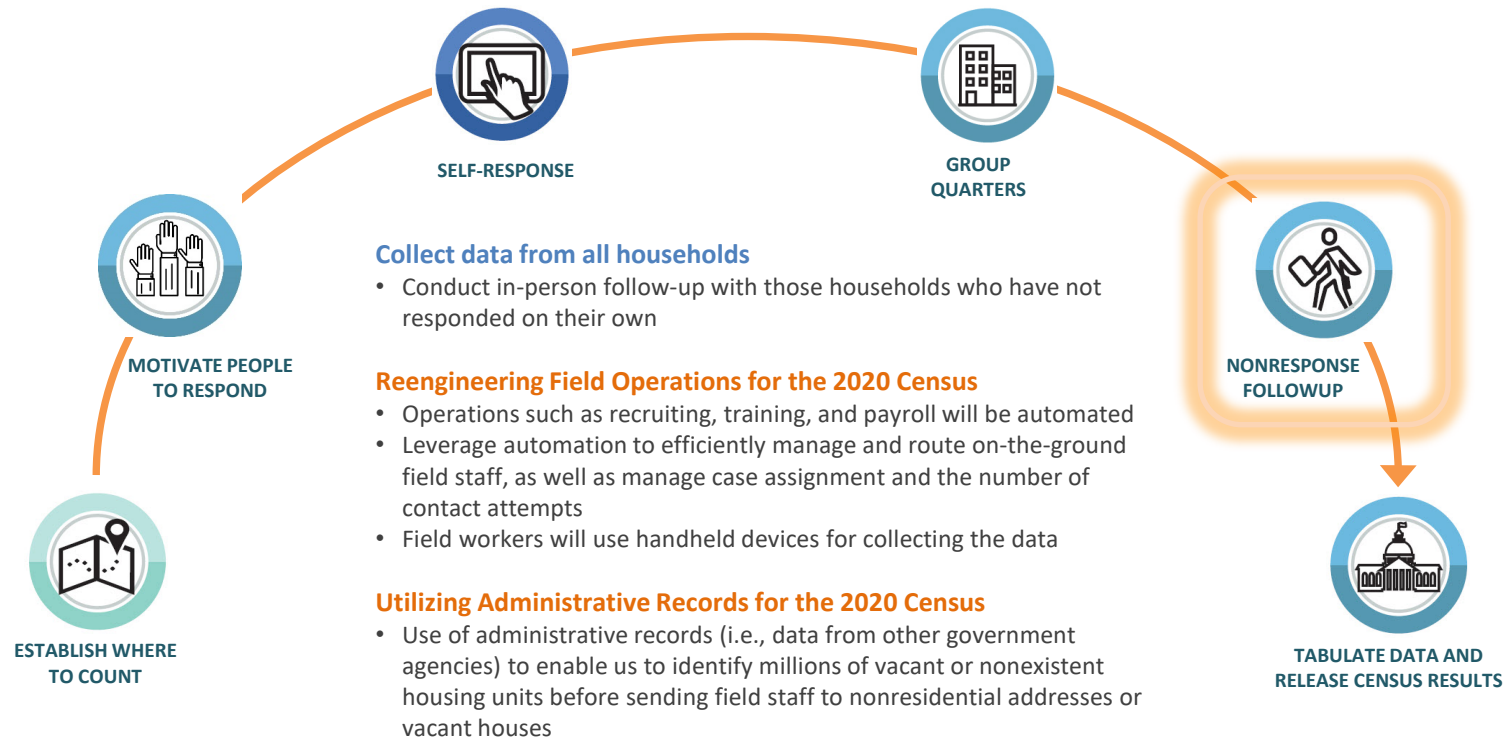
Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA)	<ul style="list-style-type: none"> <li>12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese</li> <li>* <i>Chinese (Simplified)</i> for ISR;</li> <li>** <i>Chinese (Mandarin and Cantonese)</i> for CQA</li> <li>Language Selection Criteria: 60,000 or more housing units</li> </ul>
Language Guides (Video and Print) Language Glossaries Language Identification Card	<ul style="list-style-type: none"> <li>59 Non-English Languages</li> <li>Language Guides include American Sign Language, braille, large print</li> </ul>
Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials	<ul style="list-style-type: none"> <li>Spanish</li> </ul>
Communications and Partnership	<ul style="list-style-type: none"> <li>Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum)</li> <li>Procedures and Materials to Support Partnership Specialists and Partners</li> <li>Support Materials for Regional Offices and Partnership Specialists</li> </ul>

# 2020 Census Group Quarters



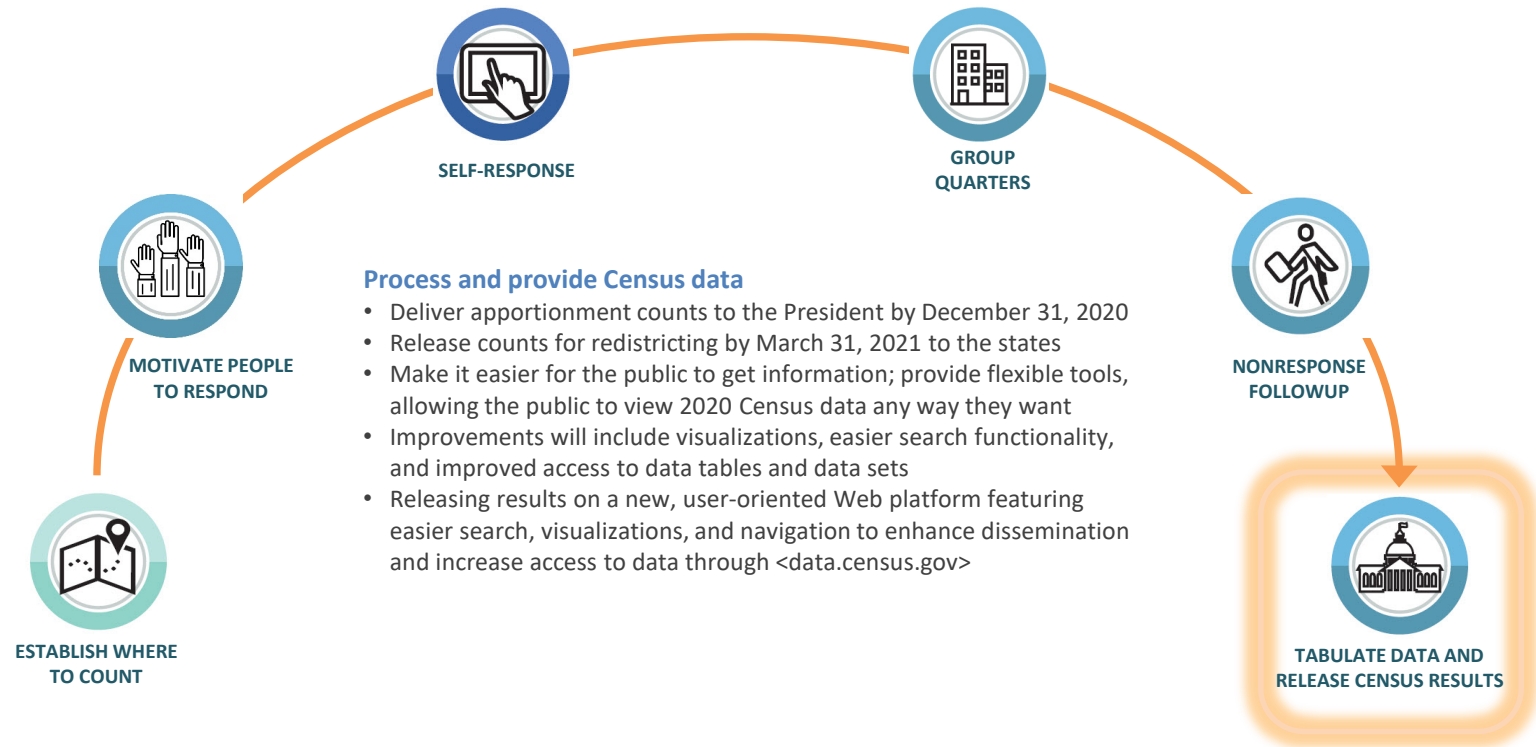
# 2020 Census

## Nonresponse Followup



# 2020 Census

## Tabulate Data and Release Census Results



### Process and provide Census data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by March 31, 2021 to the states
- Make it easier for the public to get information; provide flexible tools, allowing the public to view 2020 Census data any way they want
- Improvements will include visualizations, easier search functionality, and improved access to data tables and data sets
- Releasing results on a new, user-oriented Web platform featuring easier search, visualizations, and navigation to enhance dissemination and increase access to data through <[data.census.gov](https://data.census.gov)>

# The Questions



- **Has the Census Bureau submitted a work waiver request for non-citizens, when was this submitted and what is the timeframe for approval/when will they be available?**
  - While there is an annual appropriations act restriction regarding the ability to hire and pay residents who are not U.S. citizens, there is not a ban and we will use all legal flexibilities provided by Congress to hire the workforce we need. These flexibilities, among other things, allow the Census Bureau to hire a permanent legal resident applying for U.S. citizenship, a person admitted as a refugee or granted asylum who has filed a declaration of intent to become a permanent resident and then a citizen when eligible, or a person who owes allegiance to the United States.

- **Beyond 508 compliance, how is the Census Bureau meeting the needs of the disability community in ensuring that completion of the census questionnaire is accessible for people with disabilities? What's the ADA plan for the public?**
  - The 2020 Census questionnaire will be available in more ways than ever before. In addition to paper, responses will be accepted online on a 508 compliant website and via phone. There also will be a braille language guide. The Census Bureau also looks forward to working with partners that serve the disability community to determine ways in which partners and the Census Bureau can work together to ensure a positive experience for people with disabilities.

- **How is the Census Bureau safeguarding the misuse of census data (specifically related to the citizenship question) and when will talking points, messaging materials, etc. be available to states? Will there be a messaging campaign around the safety of the citizenship question?**
  - Information submitted to the Census Bureau is strictly protected by federal law. The Census Bureau is forbidden from sharing individuals' information with other entities including the FBI, ICE, or any other law enforcement entity at the federal, state or local level. This law does not change with the addition of the citizenship question. At every step in the information collection and processing process, data is encrypted. In addition, the Census Bureau is keeping pace with industry leaders in information protection by changing the way we guard statistics when we release them. This state-of-the-art technology ensures that individual information cannot be pieced together when our data sets are paired with others. Our advertising campaign will absolutely address the issues of confidentiality, privacy and security.

- **Can a census questionnaire be edited/changed/updated post submission? What is the process? Related to this, if you are completing a form online and get interrupted, can you save a partial form and go back to complete the form at a later time?**
  - When completing the 2020 Census online, you can hit the back button to return to previous questions and change your answers. There is also a check at the end where you can review the information you have submitted. Once you have submitted your information to the Census Bureau, you cannot edit or change it. When filling out the form online, you will not be able to save the answers you have submitted so far and then return later to finish the remaining questions. This is a deliberate cyber security decision the Census Bureau made to protect your information.

- **The CCC would like to be more aware of recruiting announcements as posted.**
  - The Census Bureau’s Los Angeles Regional Office will communicate with the California CCC regarding recruiting. We appreciate the CCC’s assistance in spreading the word about available jobs.
- **Will there be other recruiting events in addition to the ACO recruiting events being held this week; example: will the Census Bureau be present at job/recruiting fairs? Will there be recruiting events for Wave 2 ACO openings as well?**
  - Yes. The Census Bureau will attend job fairs and hold recruiting events for Wave 2 ACO openings.

- **The Census Bureau needs to highlight opportunities for when/where the state can assist in certain efforts (recruitment, homeless, disability, tribal, etc.) – how can the Census Bureau and the state best collaborate?**
  - The Census Bureau agrees with this statement. As the Census Bureau solidifies its plan, particularly around the advertising campaign, the assistance of CCCs and partners will be instrumental in allocating funding and time to reach and motivate segments of the population best reached by state or partner-level voices. As the campaign develops, the Census Bureau will have on-demand messaging and materials (posters or social media posts/images, for example) that CCCs and partners can customize and use to reach particular audiences.

- **When a form is completed online, what happens at the end – do you receive a confirmation number or verification that your form has been successfully submitted/received?**
  - Yes, you will receive a confirmation screen when you have successfully submitted the 2020 Census online. Once you hit send, your information is protected by state-of-the-art encryption and cyber security protection measures.
- **Will there be in-language phone lines dedicated to technical support when completing the form online? All 12 non-English languages?**
  - Yes. There will be phone lines the public can use to contact agents who will help them with completing the 2020 Census online. The agents will also be able to take responses by phone which may be faster than working through technical problems. And, the phone response is just as secure as paper or online response.

- **Who gets directed to complete the form online versus paper so CCC can organize outreach efforts?**
  - Approximately 80% of households will be directed initially (via a postcard they receive in the mail) to complete the 2020 Census online. The fourth piece of mail they receive will include a paper form so they can choose between online and paper submission (and phone). The other 20% of households will receive a paper form in the first mailing they receive. Those 20% of households will be identified using American Community Survey data that identifies low internet connectivity areas and populations less likely to use the internet (for example, older individuals). The Census Bureau expects to have those delineations finalized in Spring 2019 to ensure we have information that is as up-to-date as possible.



- **When completing a form online, at what point can you select your preferred language? Is there an immediate drop down menu prior to instructions?**
  - After you move from the landing page into the form, you will select your preferred language from a menu at the top of the page or from a drop down menu.
- **How are we advertising the paper census form?**
  - The advertising campaign, and other non-paid communications, will encourage online response but will absolutely ensure that the public understands that paper and phone are other viable and secure response options.

- **What's the timing for bringing on translators? When will that be an option?**
  - *(Also see question and answer #1)* We will hire census takers, or enumerators, who live in the communities in which they work to help ensure they speak the language(s) of the households they visit. In the past, in some instances we hired translators to work side-by-side with enumerators when those language capabilities did not exist on our enumerator team. For 2020, we plan to hire enumerators who will fill that role. We are in the midst of our paperwork process for some of those roles and will have a better sense of timing once that process concludes.

- **What happens with LUCA appeals? When do those come in, what happens? What's the entire LUCA appeals process and timing? (Expectation is the Census Bureau will discard thousands of addresses they've added – what's their recourse to appeal?)**
  - The LUCA appeals process is managed by the Office of Management and Budget (OMB). Should a government disagree with the Census Bureau's 2020 LUCA feedback, it has 45 days from receipt of the LUCA feedback materials to file an appeal. The specifics of that appeals process, including the procedures a government should follow to file an appeal, will be available in the summer of 2019. If your government files an appeal, OMB will notify you about whether your appeal is accepted or rejected. If it is accepted, the Census Bureau will include the address in the list of addresses used in the 2020 Census.

- **How will we provide response rates publicly? At what level and interval?**
  - Response rates will be provided publicly via our website and other communications like press releases and social media. We have not yet determined the geographic level or interval of that information but understand how valuable it is for CCCs and partners to use to focus their resources and time to motivate response and work toward a complete and accurate count.

- **What are the census guidelines for hiring community navigators to provide census form assistance?**
- **For those using community navigators (non census employees) in the field with tables, laptops, smartphones to provide census form assistance...will there be a process in place to register these devices so that they are not triggering a fraud investigation (i.e., register as an online census form site)?**
  - Need more info on these questions

- **When will the results of the Census Bureau pilots be available?**
  - To review findings of our 2015-2017 Census Tests, please visit our website at [census.gov](https://www.census.gov). Our 2018 Census Test findings will be available next Spring.
- **Will the online questionnaire be ADA compliant (accessible to the blind and in large print)?**
  - The 2020 Census questionnaire will be available in more ways than ever before. In addition to paper, you can respond via a 508 compliant website and via phone. There also will be a braille language guide. The Census Bureau looks forward to working with partners that serve the disability community to determine ways in which partners and the Census Bureau can work together to ensure a positive experience for all.

- **Wilbur Ross said there will be information to tell people about security. The Committee wants to see what has been drafted by the Census Bureau.**
  - The Census Bureau frequently communicates about the security measures we put in place – from encrypting responses at rest and in motion to employing state-of-the-art cybersecurity technology to releasing statistics using the most sophisticated data protection measures available. We invite the Committee to review a recent Director’s Blog that discussed confidentiality  
[https://www.census.gov/newsroom/blogs/director/2018/05/the\\_us\\_census\\_bure.html](https://www.census.gov/newsroom/blogs/director/2018/05/the_us_census_bure.html)
  - In addition, our 2020 Census communications campaign will address these issues. Materials are not created yet, but we will let you know when they are available.

- **When will we find out if the Federal Census will accept the online questionnaire if certain questions are not completed?**
  - In the 2020 Census, as in past censuses, we expect that some respondents will skip or not answer some of the questions. Historically item nonresponse has been very low; in the 2010 Census between 2 to 4 percent of questions were left blank or incomplete. It is important to note that questionnaires with incomplete information are still counted, but we highly encourage people to fill out the census as completely and accurately as possible. Leaving questions blank may lead to a phone call or in-person visit from a census enumerator. During final data processing if we still are still missing information there are several procedures that we use. In the 2020 Census we are planning to use administrative information, such as from some federal and state records or previous census responses, to fill in missing data. As a last resort, we use statistical techniques to impute for missing responses.



- **What happens at the end when someone fills the form out online? Is there verification that it was done and received?**
  - Yes, you will receive a confirmation screen when you have successfully submitted the 2020 Census online. Once you hit send, your information is protected by state-of-the-art encryption and cyber security protection measures.

## Connect with Us



Sign up for and manage alerts at  
<https://public.govdelivery.com/accounts/USCENSUS/subscribe/new>



More information on the 2020 Census Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



More information on the 2020 Census:  
<http://www.census.gov/2020Census>



More information on the American Community Survey:  
<http://www.census.gov/programs-surveys/acs/>



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)



[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)

# Thank You

**James Christy**

**Assistant Director for Field Operations**

United States Department of Commerce  
Bureau of the Census  
4600 Silver Hill Rd.  
Suitland, Maryland 20233

Office 301-763-6228  
[james.t.christy@census.gov](mailto:james.t.christy@census.gov)

# Break

---



# Census 2020 Budget Update

---

**Justyn Howard**

**Deputy Secretary for Census,  
Government operations Agency**





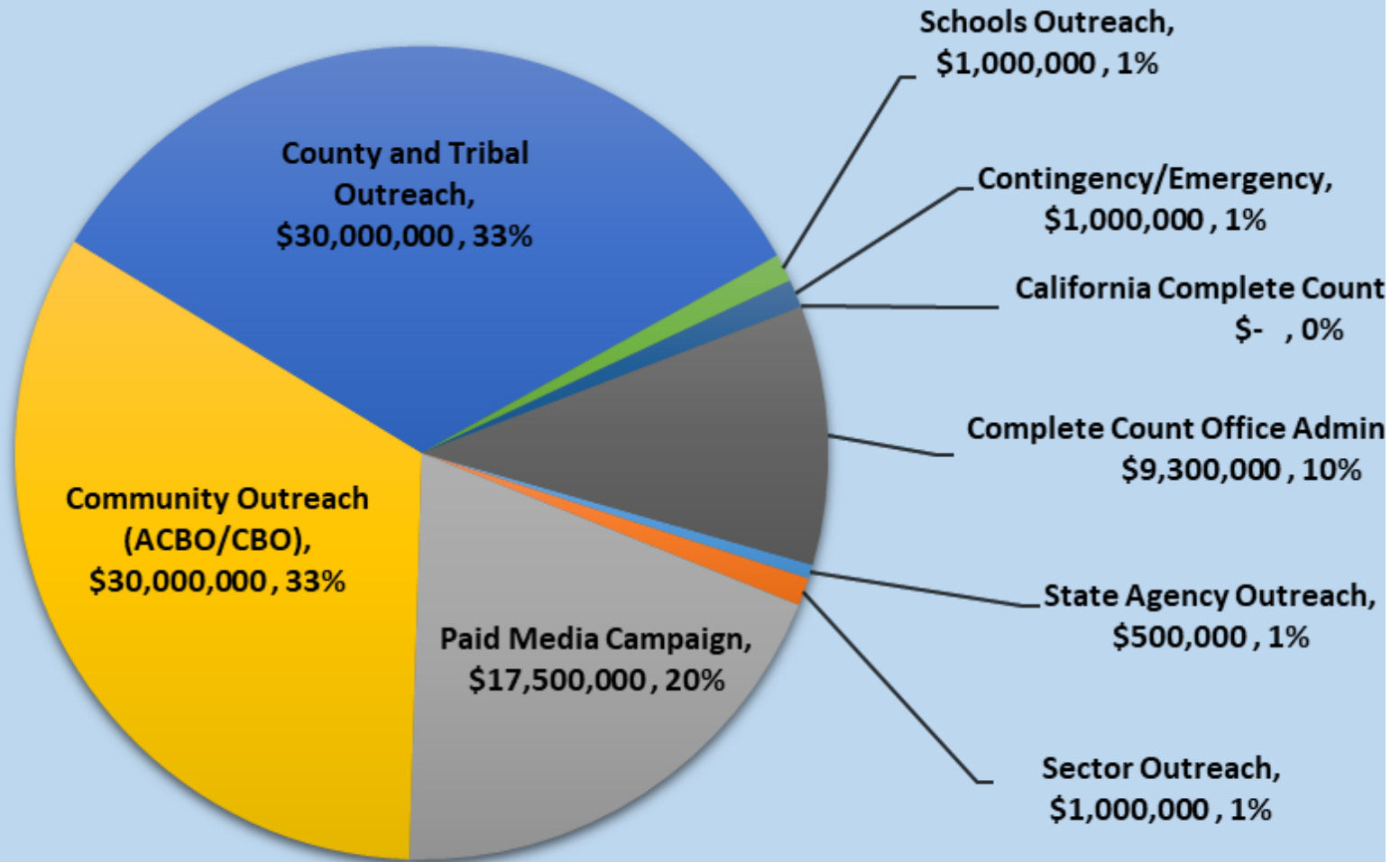
# State Funding

---

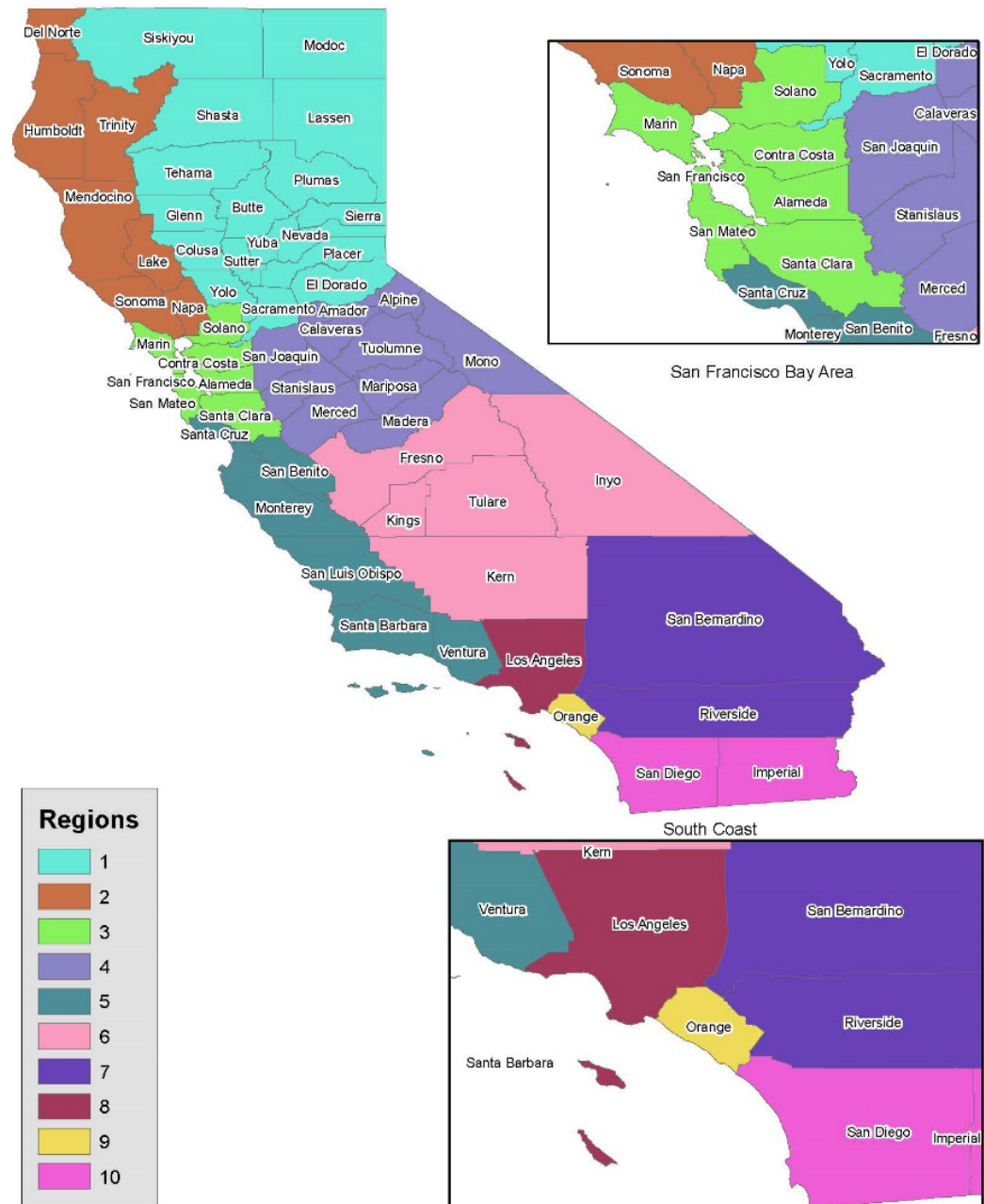
- **2018/19**
  - \$90.3M for statewide outreach



# Census 2020 Funding Allocations

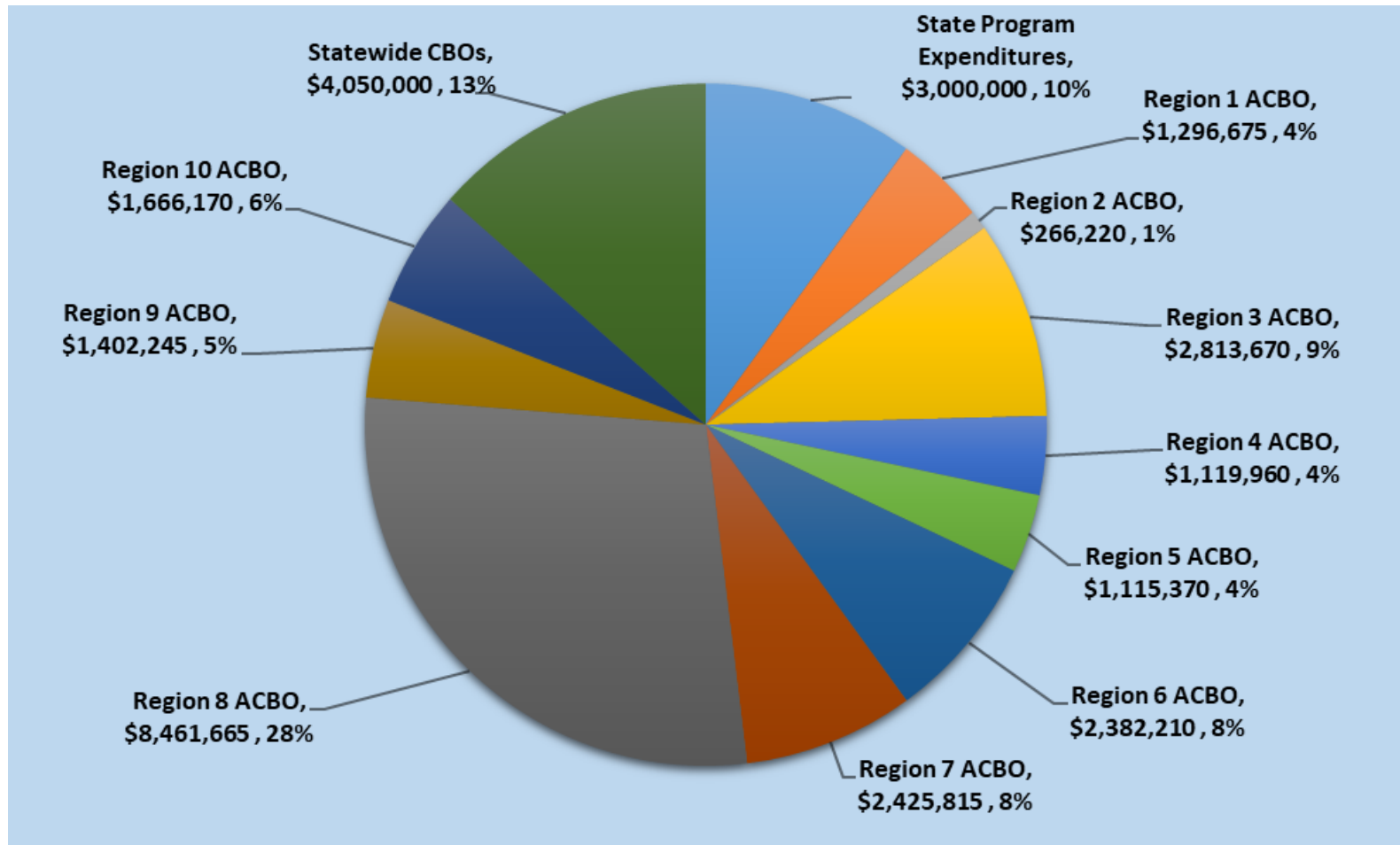


# California's Census 2020 Regions





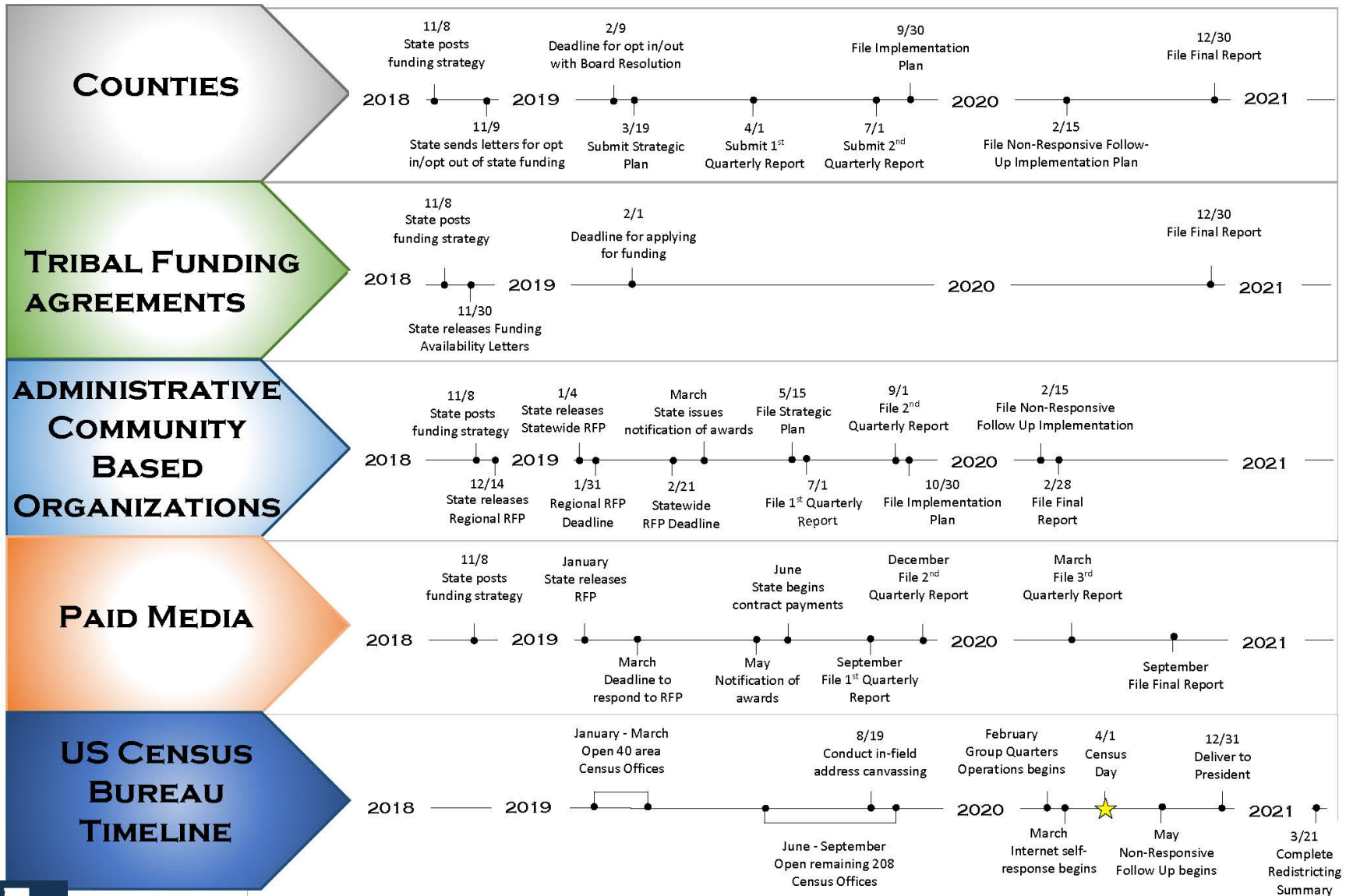
# Community Outreach



# California Hard to Reach and Hard to Count

- Latinos
- African Americans
- Asian Americans/Pacific Islanders
- Native Americans and Tribal
- Middle Eastern/Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency
- Technical Assistance for Statewide Outreach and Rapid Deployment (SwORD)

# Funding Timeline



# Key Funding Distribution Dates

---

**Nov. – Jan.**

- 11/9/18 - Documents describing the State's funding methodology, solicitation documents, timelines and resources were posted to [census.ca.gov](https://census.ca.gov)
- 11/9/2018 - County funding letters were distributed
- 11/30/2018 - Tribal funding agreement letters will be distributed
- 12/14/18 – State releases regional ACBO RFP
- 1/04/19 – State releases statewide ACBO RFP
- 1/19 – State releases media RFP

# Funding Information on census.ca.gov

---

- Identifying California's Hard-to-Count in Census 2020
- Program Funding Overview and Pie Chart (PDF)
- Community Outreach Funding Allocations and Pie Chart (PDF)
- ACBO Regional Funding Allocations (PDF)
- County Contract Amounts (PDF)
- City Share of HTC (PDF)
- Methodology for Calculating City Percentages of County Hardest-to-Count
- Tribal Government Funding Availability (PDF)
- Census 2020 Regions Map (PDF)
- Funding Timeline (PDF)
- Census 2020 Funding FAQs

# Behavior Science & “Nudge” Marketing Tactics

---

**Stuart Drown**

**Deputy Secretary for Innovation and  
Accountability, Government Operations  
Agency**



# Overview of Statewide Outreach and Communications Strategy (SOCS)

---

**Tamma Adamek**

**Deputy Director, External Affairs and  
Media Relations, California Complete  
Count Office**



# Lunch Break

---





# SwORD Mapping Portal

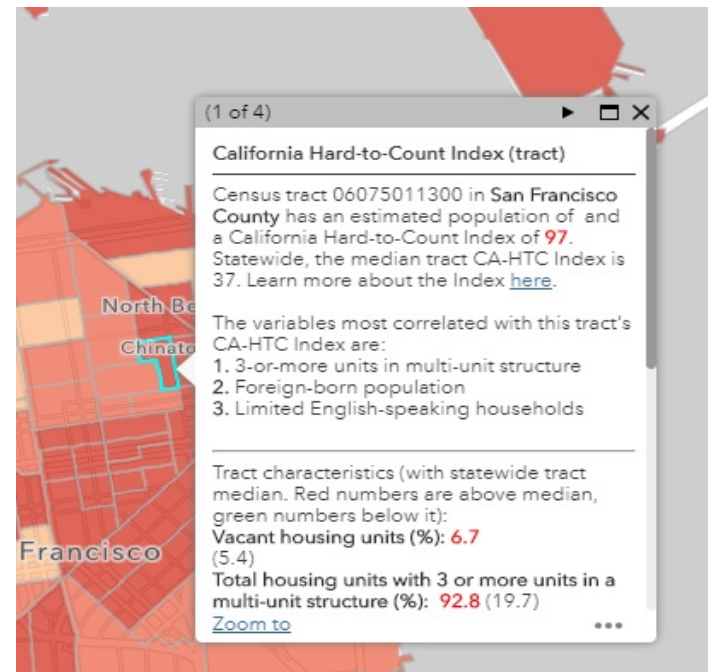
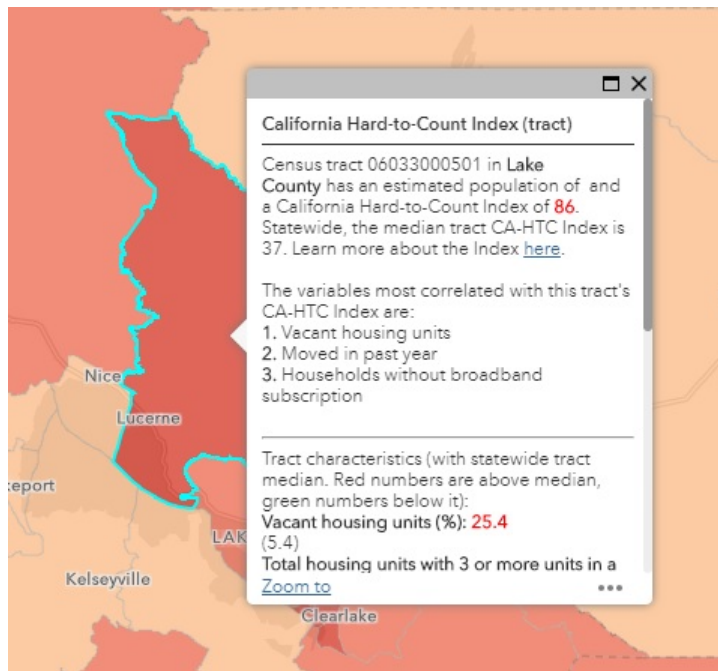
---

**Jim Miller**

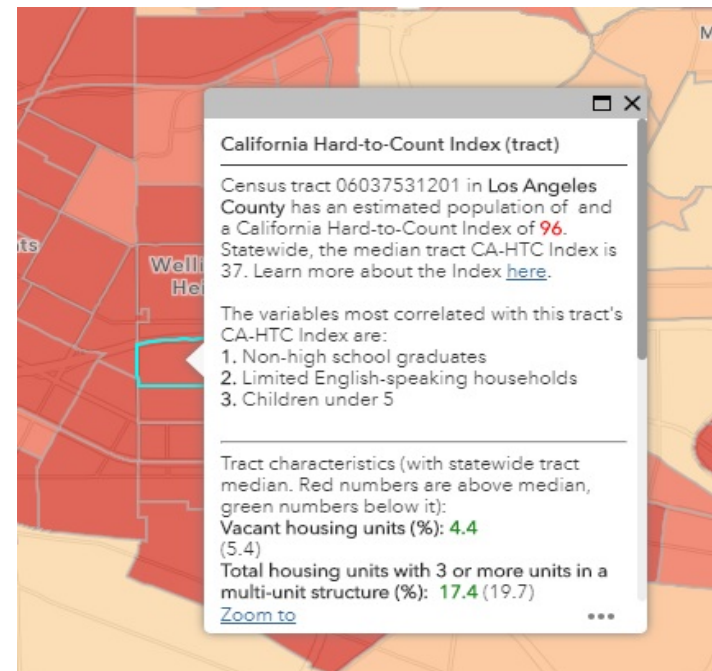
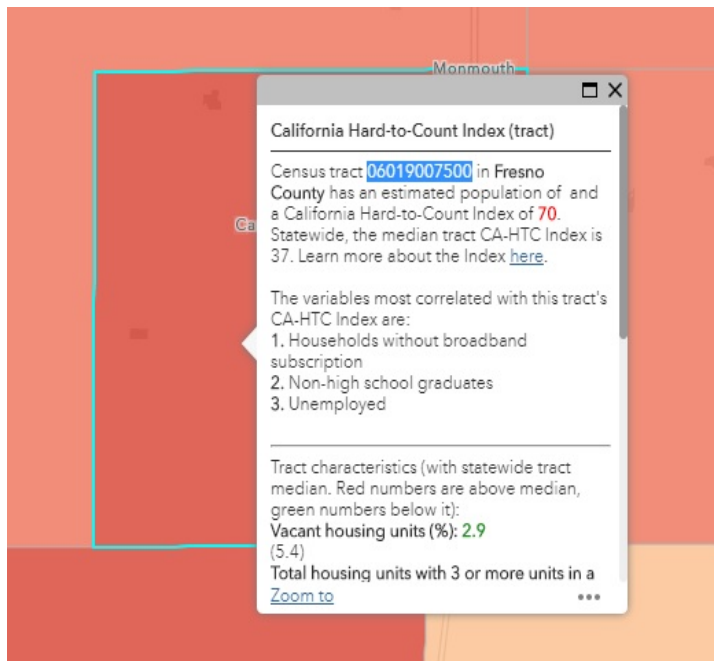
**Data & GIS Mapping Manager,  
California Complete Count**



# Hard-to-count tracts in Lake County and San Francisco



# Hard-to-count tracts in Fresno and Los Angeles counties



# Working Group Break Out Sessions

---

All Working Group Break-Out Sessions will be hosted on the third floor

- **Access and Outreach-** Conference Room 300
- **Housing-** Suite 359
- **Content and Citizenship-** Conference Room 357
- **Trust and Confidentiality-** Conference Room 353



# Governor's Office Jan 1<sup>st</sup> Report

---

**David Ceppos**

**Managing Senior Mediator**

**Sacramento State CCP**



# Working Group Updates to the Governor's Office Report

---

- Presentation of updates
- Review and Discuss updates
- Final Update Recommendations
- Voting on Final Updates for Draft of the January 1<sup>st</sup> Report



# 20 Minute Public Comment





## **California Complete Count Office**

**Website: [census.ca.gov](https://census.ca.gov)**

**Email: [info@census.ca.gov](mailto:info@census.ca.gov)**

**(916) 852-2020**

