



Census 2020

REGIONAL READINESS ASSESSMENT CONVENING

CALIFORNIA | APRIL-AUGUST 2018

U.S. Census Bureau Census 2020 Goal

Ensure that **everyone** is **counted once**,
only **once**, and in the **right place**.

California Complete Count Mission

Ensure that Californians get their fair share of
Federal resources and Congressional representation
by encouraging the full participation of all
Californians in Census 2020.



Convening Objectives

- ☐ Assess the readiness for outreach for ENTIRE State, starting REGION BY REGION
- ☐ Create a space for cross-sector interaction of local entities, to lay groundwork for Local Complete Count Committees
- ☐ Provide info on Fed and state Census outreach strategies and timelines
- ☐ COLLECT data on the HTC populations, Ethnic Media and Trusted Messengers in the region



Agenda

- ❖ Welcome
- ❖ U.S. Census Bureau - Overview
- ❖ California Complete Count - Challenges and Opportunities
- ❖ Mapping: Understanding our Hard to Count (HTC) Populations
- ❖ Community Panel: Overcoming Barriers to a Complete Count in Our Region
- ❖ Media and Trusted Messenger Group Exercise and Break
- ❖ Focus Group Breakouts & Report Out
- ❖ Next Steps and Closing



Timeline of Federal Efforts

United States Census Bureau

Road to the 2020 Census

Engaging our Communities



State of California Readiness Convening
U.S. Census Bureau
Los Angeles Regional Census Center

It is in the Constitution

Article 1, Section 2 of the U.S. Constitution

“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.”

- Apportionment
- Redistricting
- Distribution of Funds
- Inclusive Event
- Civic Engagement
- Democracy

Key Dates



2017	Local Update of Census Addresses—invitations sent to local governments for completion in 2018
	Publish final 2020 residence criteria and situations
2018	Question wording to Congress—March 31, 2018
	2018 End-to-End Census Test
	Regional Census Centers opening
2019	Opening Field Offices
	Complete Count Committees established
2020	Advertising—begins in early 2020
	Begin self response
	Census Day —April 1, 2020
	Nonresponse Followup—early April–late July
	Apportionment counts to the President—December 31, 2020
2021	Redistricting counts to the States—March 31, 2021

Key Data Collection Dates

Timeline	Operation	Activity
August 2019	Address Canvassing (AC)	Update the address frame and identify locations where people live, or could live for selected areas.
March 2020	Update/Leave (UL)	Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories).
March 23rd	Self-Response	Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.
April 1st	Census Day	Census Day
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.
May 2020	Non-Response Follow-up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.

Your Answers are Protected by Title 13 of the US Code

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information with other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000.

Supporting Linguistically Diverse Populations

Language Access

- Available in Spanish
 - Enumerator Instruments (hand held)
 - Paper questionnaire and other mailings
 - Field enumeration materials
- Internet option and Census Questionnaire Assistance (CQAs) will be available in 12 non English languages
 - Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Items available in 59 non-English languages
 - Language glossary
 - Language identification card
- Additional efforts from the Los Angeles Region
 - Partner with grass roots organizations to localize the Census message
 - Hire locally

Recruiting and Staffing Numbers for Area Census Office (ACO)

- Summer 2018
 - ✓ Wave 1 ACO Management (approx. 10 per ACO)
- Fall 2018
 - ✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)
- Spring 2019
 - ✓ Address Canvassing field staff (approx. 300 per ACO)
- Spring 2019
 - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
 - ✓ Non-Response Follow-Up field staff (approx. 500 per ACO)
- Summer 2018
 - ✓ Partnership Specialists
- Recruiting Information for All Positions
 - www.census.gov/2020jobs
 - www.usajobs.gov
 - **1-800-992-3529 (Recruiting Hotline)**

Complete Count Committees

- Bring structured, focused unified outreach and communication campaign to their communities.
- Tribal, state, and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.
- Committee members are experts in the following areas:
 - Government
 - Media
 - Workforce development
 - Business
 - *Education
 - *Community Organizations
 - *Faith-Based Community
 - *Other, Based on needs

Next Steps

- Help to generate your communities readiness for the 2020 Census
- Work to mobilize your community and form Complete Count Committees
- Invite Census Staff to your network meetings
- Apply for Census Jobs and Help us to recruit a diverse staff for the ACO's

Contact Information

Lia Bolden

Partnership Specialist

Elaine.Lia.Bolden@census.gov

510-406-8841

Jessica Imotichey

Tribal Partnership Specialist

Jessica.A.Imotichey@census.gov

818-606-3246

Tina Stewart

Partnership Specialist

Tina.Erdis.Stewart@census.gov

Jerry Wong

Partnership Specialist

Jerry.B.Wong@census.gov

818-653-5143

Los Angeles Regional Census Center

555 W. 5th St, 30th Floor

Los Angeles, California 90013

California's Census 2020 Challenges and Opportunities

**State of California
California Complete Count**



California Census 2020 Challenges and Opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- CA's Diverse Population - Hard to Count & Low Responding
- Governor's Commitment - \$50.3 Million
- Engaged Foundations & Local Jurisdictions



Governor's Proposed Budget \$40.3M

LINE ITEM	AMOUNT	
■ Administration - Staffing	\$4,205,740	
■ Media Campaign	\$17,500,000	
■ Admin CBO & CBO Outreach	\$12,500,000	
■ State Agency Outreach	\$300,000	
■ Schools	\$1,000,000	
■ Case Worker Training & Outreach	\$500,000	
■ Local Complete Count Committees	\$3,000,000	
■ Travel & Administration	\$600,000	
■ Sector Outreach	<u>\$700,000</u>	
	\$40,305,740	+ \$10M for LUCA in 2017/18



Enacted Budget \$90.3M

- Administration - Staffing
- Media Campaign
- Admin CBO & CBO Outreach
- State Agency Outreach
- Schools
- Case Worker Training & Outreach
- Local Complete Count Committees
- Travel & Administration
- Sector Outreach



Phased Approach for 2020

Phase 1: Convene, Collaborate, Capacity Build	FY 2017-18
Phase 2: Educate. Motivate. Activate!	FY 2018-19
Phase 3: Deploy. Count. Assess.	FY 2019-2020
Closeout: Non-Response Follow Up (NRFU), Results, Report, Wrap Up	July-Dec 2020



Theme: Flexibility and Agility

- ❖ Ground Game & Air Game
- ❖ Technical & Personal
- ❖ Planning & Rapid Response
- ❖ Governance & Accountability



Ground Game

Goal: Trusted messengers effectively motivate action in targeted locations and audiences

- Foundations fund grantees for “on the ground, grass roots outreach, language accessibility”
- Community based organizations host “Questionnaire Action & Assistance Centers” (QACs)
- Case-worker outreach and training through state & local governments

Air Game

Goal: Media coverage to blanket messages to encourage response

- Paid Media – targeted audience including multi-lingual, multi-medium buys
- Social Media – may not be as effective in reaching HTC audience
- Targeted Ethnic Media –in language media outlets
- Digital Ads



Technical

Scalable, High Impressions

- StateWide Outreach & Rapid Deployment (SWORD) Portal
- Webinars for Local & District Offices
- School-based Curriculum Pilots
- State Agency Working Group (SAWG)
- Sharing of Outreach Resources Online
- Toolkits

Personal

High Touch, Agile

- Statewide Readiness Assessment
- Regional Tables
- Statewide Coordinating Collaborations (with funders, local entities & state)
- Tribal Consultations
- Community Based Organization Outreach
- Caseworker Outreach
- Sector Outreach Plan Development



Planning

- Statewide & local
- Visually engage partners to build/weave coverage
- Open, transparent process
- Train & provide mapping tool
- Inclusive and flexible
- Build the ground strategy
- Create a network that has coverage and fills gaps

Rapid Response

- Activate local partners early
- Create a team that can react/respond quickly
- Use SWORD/ROAM and uploaded response rates real time during critical outreach period
- Assess impact of outreach and adjust to reach those not responding real time



Leadership & Governance

- Executive Sponsor
- CA Complete Count Committee (CCCC)
- State Agency Working Group
- Statewide Outreach & Communication Strategy
- Local Complete Count Committees
- Partner with US Census Bureau

Accountability

- Contracts vs. Grants
- Quarterly meetings with CCCC
- Oversight & Approval by Governor's Office & CCCC Staff
- Formulaic distribution of funding
- Fund targeted outreach based on research



Regions

1. Butte, Colusa, Del Norte, Glenn, Humboldt, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yuba
2. Alpine, El Dorado, Lake, Mendocino, Napa, Placer, Sacramento, Solano, Sonoma, Yolo
3. Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara
4. Amador, Calaveras, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tuolumne
5. Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
6. Fresno, Kern, Kings, Tulare
7. Inyo, Mono, San Bernardino,
8. Los Angeles
9. Orange
10. Imperial, Riverside
11. San Diego



WHY: The Power of Census Data

POWER

Congressional
Representation,
Reapportionment, and
Redistricting.

MONEY

Over
\$400
BILLION
annually

CALIFORNIA

Over
\$73 BILLION
each year for schools,
crime prevention,
healthcare and
transportation

1990 Census – California's undercount was estimated to cost the state one additional congressional seat and \$2.2B in federal funding

Role of the State

- **Create** and **communicate** the strategy for census outreach of California
- **Identify** gaps, **develop** necessary tools, **disseminate** best practices
- **Coordinate** the overall mobilization of funding.

WHO: Outreach Target

■ Hard to Count (HTC): Percentage of

- Immigrants and the foreign born
- Linguistically isolated individuals (non-English speaking individuals over 14 years of age within households)
- Non-two parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Number of vacant housing units in an area
- Specific ethnic and minority populations
- Renters and children
- Densely populated communities with multi-unit housing, public assistance characteristics
- American Indians living on tribal lands



Resolution: 4500x3375 px
Free hires: JPG file download
www.psdgraphics.com

WHO: Outreach Target

- Hard to Count
 - Renters,
 - Communities of Color,
 - Urban and Rural Low-Income House
 - Immigrants,
 - Young Children,
 - Limited English Proficiency
 - Homeless
 - Veterans
 - Seniors and others



Understanding your Hard-to-Count Communities

Jim Miller

**California Department of Finance,
Demographic Research Unit**



Understanding Your Region's Hard-To-Count

Low Response Score (LRS) & Languages

See Maps Specific to your Region at:

<https://census.ca.gov/maps/>

Media and Trusted Messenger Group Exercise

1. Media Map
2. Trusted Messenger Worksheet
 - a. *Submit to Event Staff*
3. Question/Comments Flip Charts



Focus Group Introduction

Building an Outreach Plan for HTC Communities

- **Table Introductions**
- **Identification of Work Group Questions and Roles**
- **Individual Reflection on Questions & Notation on Worksheets**
- **Groups Discussion to Share and Record Ideas**
- **Summarize Top Ideas for Two Minute Report Out**



Break Out Focus Work Group Questions

Focus Group 1: Connect your outreach strategies to your HTC

- What populations will your organization target for census outreach?
- What are barriers to participation in your communities?
- What are the different strategies and tactics your organization will use to reach the HTC in your community?

Focus Group 2: Identify useful tools for successful census outreach?

- What types of resources and tools will your organization need, to carry out a successful outreach campaign?
- What information and research data would be useful?

Focus Group 3: Identify useful partnerships for successful census outreach?

- Identify the partners you currently have.
- Identify the types of partners that are missing and brainstorm ways to address these gaps.



Thank You and Next Steps

- Engaging and finding your local partners
- Forming Local Complete Count Committees
- Convenings & Readiness Assessment Report (end of 2018)
- Regional Convenings 2019

Thank You to our Sponsors

Please fill out the evaluation form –thank you for your participation!



CONTACT INFORMATION

California Complete Count Office

www.census.ca.gov

info@census.ca.gov

(916) 852-2020

Facebook

Twitter

Instagram

@CACompleteCount

Director - Ditas.Katague@census.ca.gov

Deputy Director – Adelina.Zendejas@census.ca.gov

Assistant Director, Marketing & Communications - Alana.Golden@census.ca.gov

CCCC Liaison & Office Manager – Patricia.Vazquez-Topete@Census.ca.gov

