

State of California Census 2020



Counties Welcome Kick-Off Northern California

March 20, 2019



Agenda

- 10:00 Welcome
- 10:05 Introduction to Regional Program Managers
- 10:10 Contract Execution Process and Deliverables Schedule
- 10:20 County Roles and Responsibilities
- 10:30 Deliverables
- 10:40 Implementation Plan Workshop
- 10:50 Statewide Outreach and Rapid Deployment Tool
- 11:00 Q&A
- 11:20 Wrap Up

Contract Deliverables Schedule

	Milestone	Payment Amount	Timeline
1	Board Resolution (Upon contract execution)	10% of Total Contract Amount, less 10% withhold	Upon Receipt by the State
2	Strategic Plan	35% of Total Contract Amount, less 10% withhold	Upon State Approval
3	First Quarterly Report	10% of Total Contract Amount, less 10% withhold	04/01/19
4	Second Quarterly Report	10% of Total Contract Amount, less 10% withhold	07/01/19
5	Third Quarterly Report / Implementation Plan (January 2020- July 2020)	25% of Total Contract Amount, less 10% withhold	09/30/19
6	Completion / Results of Outreach (Final plans for Census week of outreach events)	Release of Withhold	02/15/20
7	Non-Response Follow Up Plan	5% NRFU Plan	04/15/20
8	Final Report	5% of Total Contract Amount	09/30/20

County Roles & Responsibilities

- Play significant role to ensure their populations are aware of the Census and ready to be counted
- Collaborate with cities within their jurisdiction
- Collaborate with other contracted entities to inform public of Census
- Fulfill contractual requirements

Deliverables

- 1) Strategic Plan
- 2) Implementation Plan
- 3) Quarterly Reports
- 4) Monthly check-in's with the Regional Program Manager
- 5) Final Report

Strategic Plan

Purpose: The overarching strategic plan should address broad census goals and objectives and specific outreach strategies, as well as integrate with other outreach efforts.

Process: Contractor shall design and implement a multi-faceted, multi-lingual cohesive strategic outreach plan to reach all census audiences in their county. A recommended template will be offered.

Implementation Plan

Purpose: The Implementation Plan provides specific outputs and activities for key milestones.

Process: An Implementation Plan Workshop will be held (June-September) to discuss components, such as:

- Outreach and marketing/communications
- Subcontractors
- Non-Response Follow-Up (NRFU) Period
- Update on strategic plan - Task 1.11

Quarterly Reports

Purpose: Quarterly reports provide an important way to report out on progress, as well as barriers and upcoming events. The Regional Program Managers will analyze and track the progress statewide to sharpen strategies.

Process: A template will be provided to collect information on:

- Progress, barriers, lessons learned
- Statewide Outreach and Rapid Deployment (SwORD) data
- Language access plan
- Calendar and event
- Budget

Final Report

Purpose: The final report will detail the activities, lessons learned, and budget.

Process: Final report is due 9/30/20. At a minimum, the final report shall include:

- Local response outcome including specific self-response rate
- Overview of Non-Response Follow Up activities
- Detailed report on strategies, tactics and timeline(s) used
- Lessons learned and best practices that may inform subsequent census outreach efforts
- Evaluations, criteria used and further recommendations for 2030

Implementation Plan Workshops

Purpose: For contractors (counties, ACBOs, statewide CBOs, sub-contractors, cities) to work toward completing implementation plans (due Sept/Oct 2019)

Outcome: Day-long workshop to discuss plans at a public meeting

Process:

- Regional Program Manager coordinate workshop in region
- Regional “local planning committee” to plan workshops
- Conduct workshops (June-Sept) across California (1-3 per region, total of 27 cities / communities)

Statewide Outreach and Rapid Deployment (SwORD)



The SwORD Platform is innovative technology to understand, plan, track and measure census outreach activities, assess effectiveness and performance and help rapidly adapt to the latest data to help ensure the highest count for California possible.

Introduction to SwORD Video

<https://www.youtube.com/watch?v=3k8WDqxoBOg&feature=youtu.be>

Collecting Census Data

Who: You as our partners.

Where: Throughout California with focus on Hard to Count communities.

When: Now through the close-out of your outreach efforts.

Why: Goal of data collection is to have a comprehensive collection of outreach activities and the effect within the Hard to Count communities.

What: Form

Q&A and Wrap-Up

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