State of California
Census 2020
California Complete Count Office

Ditas Katague
Director

Mignonne Pollard, EdD
Education Sector Outreach Manager

April 5, 2019
1:00pm-2:30pm
Agenda

- Welcome and Opening Remarks – Ditas Katague
- Census Basics /Timeline
- Review of the Revised Statement of Work
- Questions and Answers
- Closing Remarks
Webinar Objectives

- Communicate the importance and benefits of engaging in the U.S. Census 2020 enumeration
- Provide information on timelines for the U.S. Census outreach and CA Census engagement
- To review the terms of the Statement of Work for K-12 contracts to County Offices of Education (COEs)
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.
The Separation of Roles

U.S. Census Bureau
The Census Bureau administers the Census questionnaire

California Complete Count – Census 2020
The Census Office will oversee California’s outreach program to educate, motivate, and activate the hardest to count Californians
We Know What’s at Stake for CA

POWER!
- Congressional Representation
- Reapportionment
- and Redistricting

MONEY!
- Over $675 BILLION annually

FEDERAL EDUCATION PROGRAMS
- Special Education
- Free Lunch
- Title I
- After School Programs
- Head Start programs
- Title III
- Improving Teacher Quality
Challenges and Opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions
California’s Hard-to-Reach/Hard-to-Count

- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- 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
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 16-23</td>
<td>USCB Mailing #1 sent to homes</td>
</tr>
<tr>
<td>March 20-27</td>
<td>USCB Mailing #2 sent to non-respondents</td>
</tr>
<tr>
<td>March 30-April 6</td>
<td>USCB Mailing #3 – a postcard – sent to non-respondents</td>
</tr>
<tr>
<td>March</td>
<td>USCB Service-based enumeration begins (for transitory locations like RV parks and campgrounds, tent cities, marinas, hotels)</td>
</tr>
<tr>
<td>March</td>
<td>USCB Group quarters enumeration begins (for those living in group quarters like dorms, nursing homes, etc. and for the homeless)</td>
</tr>
<tr>
<td>April 1</td>
<td>Census Day!</td>
</tr>
<tr>
<td>Early April-Late July</td>
<td>USCB Non-response follow-up (NRFU)</td>
</tr>
<tr>
<td>April 12-19</td>
<td>USCB Mailing #4 – letter &amp; paper questionnaire sent to those who have not yet responded</td>
</tr>
<tr>
<td>April 23-30</td>
<td>USCB Mailing #5 – It’s not too late! postcard</td>
</tr>
</tbody>
</table>
Phased Approach for 2020

- Phase 1: Convene, Collaborate, Capacity Build FY 2017-18
- **Phase 2: Educate. Motivate. Activate!** FY 2018-19
- Non-Response Follow Up, Results, Report, Wrap Up July-Dec 20
Objectives of K-12 Contracts

To further promote awareness about the Census 2020 to the students in hard-to-count areas.

To provide funding to COEs with Title I schools and a significant percentage of Title III students (a weighted average) to reach hard-to-count populations.

To publicize events that are hosted by school districts and COEs that educate about the Census 2020.

To motivate students to participate in visual and performing arts contests that focus on Census 2020 educational activities.

To provide access to schools or other facilities in trusted environments to allow the public to complete their Census questionnaires.
## CENSUS 2020
### COUNTY OFFICE OF EDUCATION
#### FUNDING ALLOCATION TABLE

<table>
<thead>
<tr>
<th>County</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>$56,863.59</td>
</tr>
<tr>
<td>Contra Costa</td>
<td>$41,088.33</td>
</tr>
<tr>
<td>El Dorado</td>
<td>$8,930.01</td>
</tr>
<tr>
<td>Fresno</td>
<td>$63,771.33</td>
</tr>
<tr>
<td>Humboldt</td>
<td>$12,589.58</td>
</tr>
<tr>
<td>Imperial</td>
<td>$17,312.96</td>
</tr>
<tr>
<td>Kern</td>
<td>$62,647.34</td>
</tr>
<tr>
<td>Kings</td>
<td>$11,630.16</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$421,576.82</td>
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<tr>
<td>Madera</td>
<td>$12,039.67</td>
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<tr>
<td>Marin</td>
<td>$12,510.01</td>
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<tr>
<td>Mendocino</td>
<td>$7,217.82</td>
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<tr>
<td>Merced</td>
<td>$23,792.23</td>
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<tr>
<td>Monterey</td>
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<tr>
<td>Napa</td>
<td>$5,322.64</td>
</tr>
<tr>
<td>Orange</td>
<td>$119,683.63</td>
</tr>
<tr>
<td>Placer</td>
<td>$16,252.24</td>
</tr>
<tr>
<td>Riverside</td>
<td>$112,228.02</td>
</tr>
<tr>
<td>Sacramento</td>
<td>$57,916.76</td>
</tr>
<tr>
<td>San Benito</td>
<td>$6,488.43</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Bernardino</td>
<td>$110,879.27</td>
</tr>
<tr>
<td>San Diego</td>
<td>$134,783.83</td>
</tr>
<tr>
<td>San Francisco</td>
<td>$14,903.21</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>$37,620.45</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>$9,986.78</td>
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<tr>
<td>San Mateo</td>
<td>$27,742.21</td>
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<tr>
<td>Santa Barbara</td>
<td>$26,268.31</td>
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<tr>
<td>Santa Clara</td>
<td>$63,645.44</td>
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<tr>
<td>Santa Cruz</td>
<td>$12,779.77</td>
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<tr>
<td>Shasta</td>
<td>$12,469.02</td>
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<td>Solano</td>
<td>$13,600.22</td>
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<td>Sonoma</td>
<td>$26,772.75</td>
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<tr>
<td>Stanislaus</td>
<td>$36,529.34</td>
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<tr>
<td>Sutter</td>
<td>$9,475.50</td>
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<tr>
<td>Tehama</td>
<td>$17,608.67</td>
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<tr>
<td>Tulare</td>
<td>$43,219.30</td>
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<tr>
<td>Ventura</td>
<td>$37,009.47</td>
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<tr>
<td>Yolo</td>
<td>$8,811.52</td>
</tr>
<tr>
<td>Yuba</td>
<td>$5,658.20</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total County Office of Education Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Benito</td>
<td>$1,750,000</td>
</tr>
</tbody>
</table>

*Butte allocation is included with Tehama County Office for regional assistance.*
Statement of Work

✓ Required:

Each COE is required to have an Opt-in letter that will indicate if they will utilize the *Count Me In, Census 2020* curriculum.
Statement of Work

✓ Required:

Outreach Plan – The outreach plan should include as many elements from the objectives (Section 2) as possible. While these can serve as a basis for Contractor’s Outreach Plan, Contractors are encouraged to create additional activities.

The plan shall include a timeline of activities, with at least one activity per quarter until April 1, 2020.
The Outreach Plan

I) Provide a brief demographic overview of the county’s educational system (race, English language learners, total number of students)

II) Your outreach plan should include at least two different aspects of outreach: (1) countywide and (2) targeted.

1) Overall countywide initiatives
2) Targeted resources (use SwORD to find indicators and name the Census Track(s) and use the common neighborhood names) Indicate which schools are located/near those tracks with high numbers of English Language Learners and high poverty.

a) Indicate what hard-to-count populations will be served?

b) Using the hard-to-count indexes show what neighborhoods/areas where outreach will take place. (This can be in the form of a table.)

<table>
<thead>
<tr>
<th>HTC population</th>
<th>School Name</th>
<th>Location/School CDS Code</th>
<th>Activity</th>
<th>Tentative Date</th>
</tr>
</thead>
</table>
Please check appropriate:

**OPTIONAL ACTIVITIES:**
The county will designate specific schools to use “Count Me In- Census 2020” curriculum?

☐ Yes ☐ No

The county will participate in a Visual and Performing Arts contest focused on Census 2020?

☐ Yes ☐ No
2.1 **Participate in/listen to a webinar** (month of August 2019) regarding the *California School-based Communications Toolkit* and how to use it throughout the year.

2.2 **Use the California Schools-based Communications Outreach Toolkit** through social media, letters, and telephone calls, to remind school communities to participate in the 2020 Census. Toolkits will be provided upon contract award.

2.3 Mobilize parent centers, or other **school locations** to be used as **Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs)** in coordination with the Local Complete Count Committees.

2.4 Use Statewide Outreach and Rapid Development (SwORD) program to document activities. Details and instruction will be provided after contract award. (**Template will be developed for schools**)
2.5 The County Office of Education’s PIOs or equivalent shall publicize outreach events and locations/times of QACs/QAKs to surrounding communities.

2.6 Hold a Census 2020 Week on campuses between March 23-April 9, 2020. Details will be provided to the COE once the contract has been awarded. The COE will work with the Education Outreach Manager to roll out Census Week plans.

2.7 When 15 percent or more of students enrolled in a public school speak a single primary language other than English, as determined by language census data from the preceding year, the contractor provides parents with information on census programs, meetings, and activities in a format and, to the extent practicable, in a language the parents can understand.
OPTIONAL

2.8 Use the curricula, “Census 2020 Count Me In: Taking Informed Action Today” and “Census 2020 Count Me In: A Historical Perspective” in grades 5, 8, 11 and 12.


2.9 Participate in a Train-the-Trainer workshop on the census curriculum. A minimum of one professional development day. (Date between July-August 2019).

2.10 Participate in the poster/public service announcements contests at school, district, and statewide levels. The State Education Outreach Manager will coordinate and announce activities.
Other Contract Requirements:

- Use templates for SWORD reporting

<table>
<thead>
<tr>
<th>HTC Population</th>
<th>School Name</th>
<th>Location/ School CDS Code</th>
<th>Activity</th>
<th>Date Completed</th>
<th>Number of Participants Served (estimated)</th>
</tr>
</thead>
</table>

- Budget
  - Administrative costs not to exceed 10% of total allocation

- Monthly Meetings (telephone or email)

- 2 Written Status Reports (Oct. 15 2019 & Feb. 15, 2020)

- Final Report (May 30, 2020)
Milestones for County Offices of Education

- Opt-In Letter: May 1, 2019
- Outreach Plan: July 1, 2019
- Status Reports: October 15 & February 15
- Final Report: May 30, 2020
# Payment Schedule

**Example $45,000**

<table>
<thead>
<tr>
<th></th>
<th>Milestone</th>
<th>Payment Percentage</th>
<th>Invoice Amount</th>
<th>Actual Payment (Less Withhold)</th>
<th>Invoice Date</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Outreach Plan</td>
<td>40%</td>
<td>$18,000</td>
<td>$16,200</td>
<td>July 1, 2019</td>
</tr>
<tr>
<td>2</td>
<td>Status Report</td>
<td>30%</td>
<td>$13,500</td>
<td>$12,150</td>
<td>October 15, 2019</td>
</tr>
<tr>
<td>3</td>
<td>Status Report</td>
<td>20%</td>
<td>$9,000</td>
<td>$8,100</td>
<td>February 15, 2020</td>
</tr>
<tr>
<td>4</td>
<td>Release of withhold</td>
<td></td>
<td></td>
<td>$4,500</td>
<td>May 29, 2020</td>
</tr>
<tr>
<td>5</td>
<td>Completion /Results of Outreach/Final Report</td>
<td>10%</td>
<td>$4,500</td>
<td>$4,050</td>
<td>May 29, 2020</td>
</tr>
</tbody>
</table>
Monthly Call Format
K-12 Contracts- Census 2020

• Important updates/changes/additions to current plan.

• Any proposed budget changes/updates?

• Any support needed for collaboration/connections?

• Any other information you would like to share?
Map based on latest California HTC Index

https://census.ca.gov/HTC-map/
Questions & Clarifications

Contact: Mignonne Pollard
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(916) 214-9835
Sign Up for our Mailing List!

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California Complete Count

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Follow us on social media @cacompletecount
Thank you for your participation!