

State of California Census 2020

California Complete Count Office

Ditas Katague
Director

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Education Sector Outreach Manager

April 5, 2019

1:00pm-2:30pm



BE COUNTED, CALIFORNIA!





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



March 16-23	USCB Mailing #1 sent to homes
March 20-27	USCB Mailing #2 sent to non-respondents
March 30-April 6	USCB Mailing #3 – a postcard – sent to non-respondents
March	USCB Service-based enumeration begins (for transitory locations like RV parks and campgrounds, tent cities, marinas, hotels)
March	USCB Group quarters enumeration begins (for those living in group quarters like dorms, nursing homes, etc. and for the homeless)
April 1	Census Day!
Early April-Late July	USCB Non-response follow-up (NRFU)
April 12-19	USCB Mailing #4 – letter & paper questionnaire sent to those who have not yet responded
April 23-30	USCB Mailing #5 – It's not too late! postcard

2020 Census Bureau Timeline & Milestones



Phased Approach for 2020

- | | |
|---|-------------------|
| <input type="checkbox"/> Phase 1: Convene, Collaborate, Capacity Build | FY 2017-18 |
| <input type="checkbox"/> Phase 2: Educate. Motivate. Activate! | FY 2018-19 |
| <input type="checkbox"/> Phase 3: Deploy. Count. Assess. | FY 2019-20 |
| <input type="checkbox"/> 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**

County	Allocation	County	Allocation
Alameda	\$ 56,863.59	San Bernardino	\$110,879.27
Contra Costa	\$ 41,088.33	San Diego	\$134,783.83
El Dorado	\$ 8,930.01	San Francisco	\$14,903.21
Fresno	\$ 63,771.33	San Joaquin	\$37,620.45
Humboldt	\$ 12,589.58	San Luis Obispo	\$9,986.78
Imperial	\$ 17,312.96	San Mateo	\$27,742.21
Kern	\$ 62,647.34	Santa Barbara	\$26,268.31
Kings	\$ 11,630.16	Santa Clara	\$63,645.44
Los Angeles	\$ 421,576.82	Santa Cruz	\$12,779.77
Madera	\$ 12,039.67	Shasta	\$12,469.02
Marin	\$ 12,510.01	Solano	\$13,600.22
Mendocino	\$ 7,217.82	Sonoma	\$26,772.75
Merced	\$ 23,792.23	Stanislaus	\$36,529.34
Monterey	\$ 30,375.17	Sutter	\$9,475.50
Napa	\$ 5,322.64	Tehama	\$17,608.67
Orange	\$119,683.63	Tulare	\$43,219.30
Placer	\$ 16,252.24	Ventura	\$37,009.47
Riverside	\$ 112,228.02	Yolo	\$8,811.52
Sacramento	\$57,916.76	Yuba	\$5,658.20
San Benito	\$6,488.43	Butte*	
Total County Office of Education Funding		\$1,750,000	

*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.)

HTC population	School Name	Location/ School CDS Code	Activity	Tentative Date



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.

Link to:

<https://census.ca.gov/wp-content/uploads/sites/4/2019/01/T-School-Curriculum-Count-Me-In-5-8-Grades-Sample-Curriculum.pdf>

- 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

HTC population	School Name	Location/ School CDS Code	Activity	Date Completed	Number of Participants Served (estimated)

- 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

	Milestone	Payment Percentage	Invoice Amount	Actual Payment (Less Withhold)	Invoice Date
1	Outreach Plan	40%	\$18,000	\$16,200	July 1, 2019
2	Status Report	30%	\$13,500	\$12,150	October 15, 2019
3	Status Report	20%	\$9,000	\$8,100	February 15, 2020
4	Release of withhold			\$4,500	May 29, 2020
5	Completion /Results of Outreach/Final Report	10%	\$4,500	\$4,050	May 29, 2020



Monthly Call Format

K-12 Contracts- Census 2020

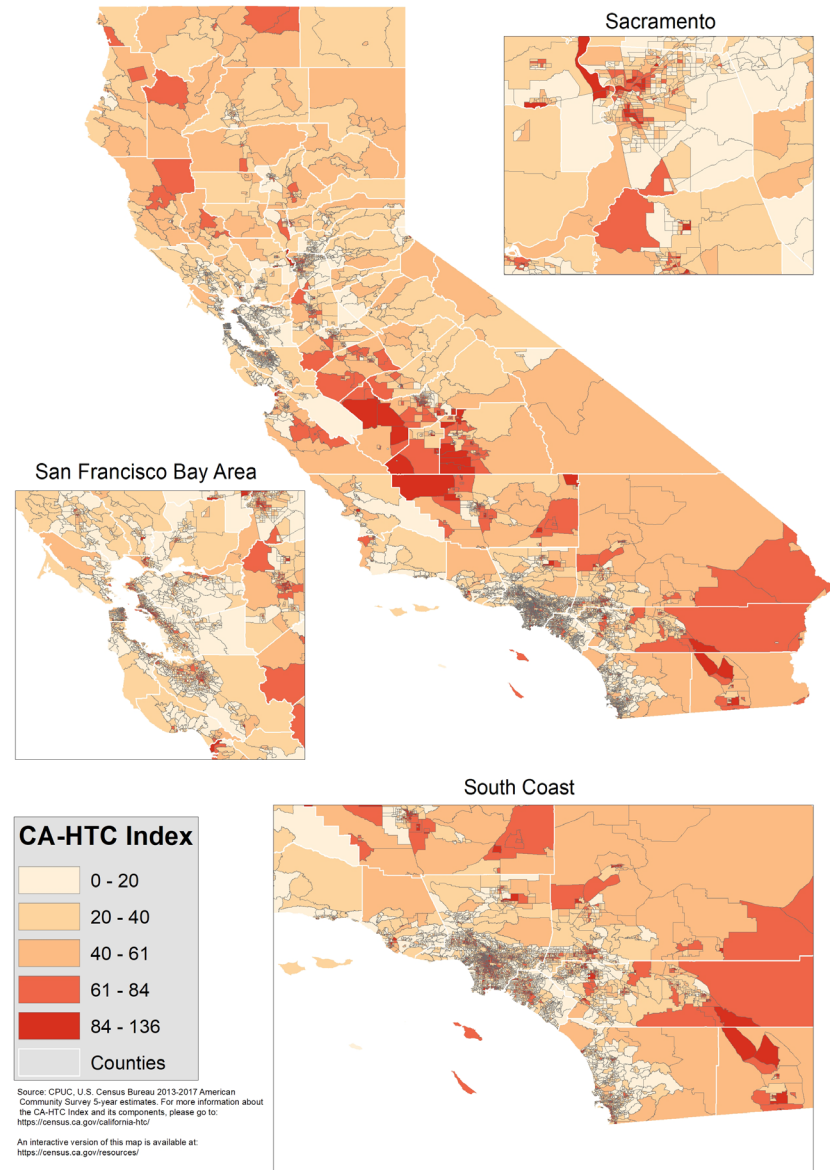
- Important updates/changes/additions to current plan.
- Any proposed budget changes/updates ?
- Any support needed for collaboration/connections?
- Any other information you would like to share?



Map based on latest California HTC Index

<https://census.ca.gov/HTC-map/>

Calif. Hard-to-Count Index by Census Tract





Questions & Clarifications

Contact: Mignonne Pollard
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The screenshot shows the CA Census 2020 website. The header includes navigation links: My Sites, CA Census, New, and Edit Page. The main navigation bar contains: CA Census 2020, CA Complete Count Committee, Latest News, Events and Meetings, Resources, and Search. The hero banner features the text "CA CENSUS 2020" over a background of hands stacked together and a map of California with a checkmark. Below the banner, the "Latest News" section includes three articles: "Opt In / Opt Out" with a pencil icon, "Congratulations! California's 'Complete Count' Counties" with a CA map icon, and "January 2019 Report to the Legislature" with a CA map icon. A "Request for Proposals: Statewide Community-Based Organizations" section is also visible. On the right, a "Countdown to Census Day" timer shows 414 days, 8 hours, 38 minutes, and 4 seconds remaining. Below the timer is a "SUBSCRIBE NOW!" button, which is highlighted by a large orange arrow. A "Quick Links" section lists: State Census Funding, Census 2020 Regions, Interactive CA Hard-to-Count Map, Toolkits, and Reports.

My Sites CA Census New Edit Page

CA CENSUS 2020

CA Census 2020 CA Complete Count Committee Latest News Events and Meetings Resources Search

CA CENSUS 2020

Latest News

☒ Opt In
☐ Opt Out

Congratulations! California's "Complete Count" Counties

Congratulations! California's "Complete Count" Counties and Tribal Governments Counties that have opted-in to receive state funding for Census outreach: Alameda Calaveras Colusa Contra Costa Del Norte El Dorado Fresno Inyo Kern Kings Lake Mendocino Monterey Placer San Bernardino San Diego Santa Clara Santa Cruz Stanislaus Tulare Yuba

READ MORE

CA CENSUS 2020

January 2019 Report to the Legislature

The California Complete Count Office (Census Office) submitted its Progress Report on Complete Count Office's Census 2020 Outreach and Communication Program (Report) to the Joint Legislative Budget Committee.

READ MORE

Cal Progress

Request for Proposals: Statewide Community-Based Organizations

The California Complete Count Office seeks experienced and qualified Community-Based Organizations (CBOs) to conduct Census 2020 outreach to specific demographic populations and communities at the

Countdown to Census Day
April 1, 2020

days	hrs	min	sec
414	8	38	4

SUBSCRIBE NOW!

Quick Links

- State Census Funding
- Census 2020 Regions
- Interactive CA Hard-to-Count Map
- Toolkits
- Reports

Census.ca.gov

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Follow us on social media [@cacompletecount](https://twitter.com/cacompletecount)



***Thank you for your
participation!***