

# **Quarterly Progress Report on the California Complete Count – Census 2020**

A report to the Joint Legislative Budget Committee, the Senate Select  
Committee on the 2020 U.S. Census and the Assembly Select Committee on the  
Census

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## EXHIBITS\*

- A. Statewide Outreach and Communication Strategy Draft Interim Plan
- B. County-Alternate Fiscal Agents
- C. Administrative Community-Based Organization Awards
- D. Statewide Community-Based Organization Awards
- E. Education Outreach Sector Update
- F. CA Complete Count – Census 2020 Office Organizational Chart

*\* Please note, some exhibits may contain their own page numbers, attachments, or exhibits.*

# I. INTRODUCTION

The California Complete Count – Census 2020 Office (Census Office) continues to develop and implement a robust, multifaceted statewide outreach and public awareness effort to promote a full and complete count of all Californians in the 2020 U.S. Census (2020 Census) with thoughtful attention to the diverse needs of individuals who have been historically undercounted.

This report contains further details regarding the Statewide Outreach and Communication Strategy (SOCS), which provides structure and the guiding framework for the Census Office's comprehensive engagement and education plan.

This report also includes an update to the state of California's (State) progress related to the 2020 Census since the Census Office January 2019 Progress Report to the Legislature (January 2019 Report). Provided in response to the requirements of Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866), the report consists of (1) the overall budget, including the annual allocations for community-based organizations (CBOs), media outreach, and local complete count committees and other local government entities; (2) the total amount of funds allocated to organizations.

Further background and detail on the programs, operations and administrative actions referred to in this document can be found in the January 2019 Report, available at: [www.census.ca.gov/reports](http://www.census.ca.gov/reports).

# II. STATEWIDE OUTREACH AND COMMUNICATION STRATEGY

## Overview

With the resources and funding provided by State leaders, the Census Office developed an aggressive and collaborative statewide community-engagement campaign to reach the least likely to respond and hard to count (HTC) communities throughout California. The campaign complements the U.S. Census Bureau's (Census Bureau) efforts and, by requiring collaboration and coordination, avoids duplication of work.

The State's funding is allocated for outreach in HTC communities including sizeable distributions to counties, Tribal Governments and community-based organizations, and for associated programmatic costs. Media and public relations funding will supplement this outreach by using local, ethnic media to target specific communities and to cover gaps identified in the Census Bureau's media campaign within California.

The Census Office's awareness approach consists of three-phases and is designed to ensure an accurate and complete count of all Californians in the upcoming 2020 Census. The three phases of the California Complete Count campaign are as follows:

Phase One (Completed)	Phase Two (Ongoing)	Phase Three (In Development)
2017 – 2018	January 2019 – March 2020	April – June 2020
Convene, Collaborate & Capacity Build	Educate, Motivate & Activate	Deploy, Count & Assess

The Statewide Outreach and Communication Strategy (SOCS) provides a detailed overview of the Census Office's methods and communication efforts for each of the three campaign phases.

The draft Interim SOCS was provided to the California Complete Count Committee (CCCC) for input at the March 12, 2019, meeting (See Exhibit A). This is the first of three publication stages as the Census Office gathers input from stakeholders through the remainder of 2019.

The draft Interim SOCS consists of an overview of methodology and a timeline for each of the following, by phase:

- Language and Communication Access;
- Collaborating and Leveraging Partners: CCCC, Sector, Education, Statewide Agency Working Group (SAWG), Constitutional State Entities, and Legislature and Local Governments;
- Ground Game: Regional Administrative Community-Based Organizations (ACBOs), Counties, Native American and Tribal Governments, and Statewide Community-Based Organizations (CBO); and
- Air Game: Outreach and Public Affairs.

The Interim SOCS will be available in June 2019 and will include input from legislators, CCCC members, and key stakeholders. It will reflect details from strategic plans provided by counties, regional ACBOs and statewide CBOs.

The Final SOCS will be available in December 2019 and will provide a comprehensive statewide strategy that details the strengths of the 2020 Census campaign and address the responsiveness of the State's various methods and tactics. The Final SOCS will include input from more than two dozen implementation workshops held between June and September 2019, implementation plans from local governments, CBOs, county offices of education, and the communication plan provided by the State's outreach and public relations contractor.

### III. BUDGET AND INFRASTRUCTURE

#### Overview

The prior two adopted State Budgets and the Governor's Proposed January Budget for 2019-20 each include an allocation to support a successful Census outcome in which all

Californians are counted once, and only once, and in the right place. The three-year combined \$154.3 million investment is detailed in the table below.

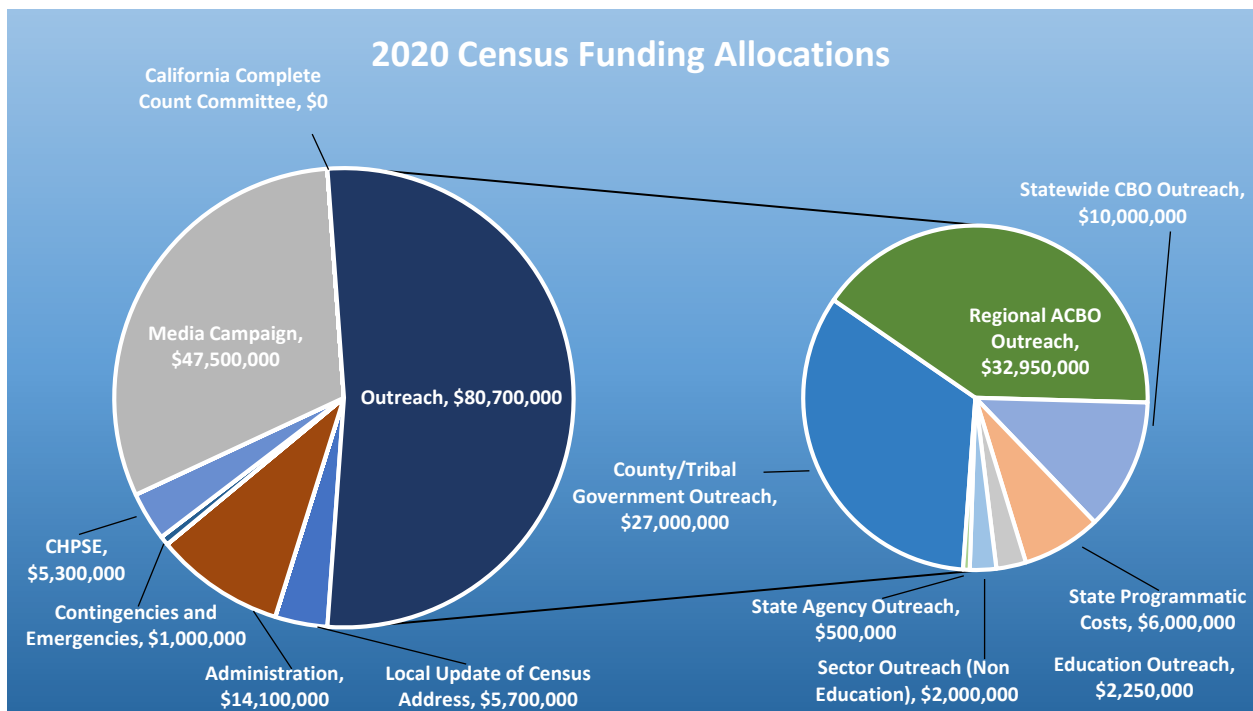
	Appropriation Amount	Expended	Encumbered	Available Balance
<b>2017 Budget Act*</b>	\$ 10,000,000	\$ 7,409,938	\$ 747,502	\$ 1,842,561
<b>2018 Budget Act</b>	\$ 90,300,000	\$ 2,342,979	\$ 154,811	\$ 87,802,210
<b>2019 Proposed Budget**</b>	\$ 54,000,000	\$ -	\$ -	\$ 54,000,000
<b>Total:</b>	<b>\$ 154,300,000</b>	<b>\$ 9,752,917</b>	<b>\$ 902,313</b>	<b>\$ 143,644,771</b>

\*The \$10 million includes two separate budget actions that provided \$7 million for the LUCA incentive program and \$3 million for initial planning activities that were conducted within the Governor's Office of Planning and Research. \$350,000 of the expended amount covered administrative costs at the Department of Finance.

\*\*\$54 million is proposed in the 2019 Governor's Budget to strengthen the various components of the Census Office's statewide outreach and communication strategy and conduct a state-run enumeration survey of Californians.

## Funding Allocations

Since the publication of the January 2019 Report, the Census Office has not adjusted the program allocations. The following graph and table below provide the current funding levels by program area.



<b>California Complete Count Office Census 2020 - Program Funding Overview</b>			
<b>Programmatic Area</b>	<b>Original Funding Allocations</b>	<b>New Funding Allocations</b>	<b>Difference</b>
Local Update of Census Address*	\$ 7,000,000	\$ 5,705,000	\$ (1,295,000)
Outreach			
County/Tribal Government	\$ 27,000,000	\$ 27,000,000	\$ -
Regional ACBO	\$ 22,950,000	\$ 32,950,000	\$ 10,000,000
Statewide CBO	\$ 4,050,000	\$ 10,000,000	\$ 5,950,000
State Programmatic Costs	\$ 6,000,000	\$ 6,000,000	\$ -
Education Outreach			
Census Education (K-12)	\$ 250,000	\$ 250,000	\$ -
County Education Departments (Title I & Title III Schools)	\$ 750,000	\$ 1,750,000	\$ 1,000,000
Higher Education	\$ 50,000	\$ 50,000	\$ -
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
Sector Outreach (Non-Education)			
Healthcare	\$ -	\$ 500,000	\$ 500,000
Other Sectors	\$ 800,000	\$ 1,300,000	\$ 500,000
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
State Agency Outreach	\$ 500,000	\$ 500,000	\$ -
Media Campaign			
Public and Media Relations Contracts	\$ 16,100,000	\$ 46,100,000	\$ 30,000,000
State Programmatic Costs	\$ 1,400,000	\$ 1,400,000	\$ -
California Complete Count Committee	\$ -	\$ -	\$ -
Contingencies and Emergencies	\$ 1,000,000	\$ 1,000,000	\$ -
California Housing and Population Sample Enumeration	\$ -	\$ 5,295,000	\$ 5,295,000
Administration**	\$ 12,050,000	\$ 14,100,000	\$ 2,050,000
<b>Total:</b>	<b>\$ 100,300,000</b>	<b>\$ 154,300,000</b>	<b>\$ 54,000,000</b>
*Reflects the final programmatic cost. Program was originally funded at \$7 million. \$1.295 million of the unspent funding has now been moved to the California Housing and Population Sample Enumeration program.			
**Reflects initial organization and planning funding provided through the Governor's Office of Planning and Research.			

## Contracted Outreach and Communications Partners

Of the \$154.3 million investment, a total of \$129.2 million is planned for outreach and communication efforts to educate, motivate, and activate all levels of California governments, establish and fund deliverable-based outreach contracts with non-profit organizations and local and Tribal Governments, and implement a comprehensive media and public awareness strategy. The funding is also being used to assist with monitoring and reporting efforts completed by partners who will carry-out dynamic and responsive tactics.

## County and Tribal Governments

The following table shows the allocations to date for county and tribal governments. Due to the timing of contract executions and funding agreements at time of publication, the expenditures have been made for state program (administrative) costs only.

	Funded Amount	Expended	Available Balance
County Contracts	\$ 26,683,500	\$ -	\$ 26,683,500
Tribal Funding Agreements	\$ 316,500	\$ -	\$ 316,500
State Program Costs	\$ 3,000,000	\$ 285,545	\$ 2,714,456
<b>Total:</b>	<b>\$ 30,000,000</b>	<b>\$ 285,545</b>	<b>\$ 29,714,456</b>

### County Contracts

The State made available nearly \$27 million for counties to serve as fiscal agents for outreach focused on HTC populations within their boundaries, including incorporated areas (cities). Each county had the opportunity to accept funding through the outreach agreement contract, through adoption of a resolution by the Board of Supervisors. Of the 58 counties, 45 adopted the agreement and contracts are now being processed. The first payments, equal to 10 percent of the total contract amount, will be made upon contract execution which is estimated to commence in early April 2019. Counties are required to provide ongoing quarterly reports to the Census Office to ensure key components of the strategic plan (due 60 days following contract execution) and then the implementation plan (due September 30, 2019) are included and completed. The documentation also serves as triggers for issuing payment.

The remaining 13 counties (Alpine, Amador, Butte, Calaveras, El Dorado, Glenn, Lassen, Mono, Plumas, San Diego, San Joaquin, Sierra, and Trinity) did not accept the outreach agreement contract to serve as the fiscal agent. This was for a variety of reasons including staffing levels, workload capacity, and the ability to maintain core service delivery responsibilities. In the instances when the county chose not to accept state funding, the Census Office identified the next most appropriate local government entity or regional provider with the administrative capacity to serve as the fiscal agent for outreach, be it a regional government, city, or local CBO (See Exhibit B). The county-alternate fiscal agents are required to keep the county-designated funding within the county jurisdiction. They must also meet the planning and reporting requirements to receive payments, per the terms of their contract.

### Tribal Government Grants

Tribal Governments will be awarded direct funding to conduct Census outreach activities in their geographical service areas. Funding tiers are based on housing units ranging from \$1,000 funding agreements for Tribal Governments with 25 to 49 housing units and up to \$50,000 for those with more than 10,000 housing units. The original deadline for Tribal Governments to accept the funding agreement was extended from February 15 to March 15, 2019, to allow additional time to ensure full understanding of the responsibilities



connected to agreement acceptance. This deadline has been further extended through the second quarter of 2019 given the critical importance of outreach to this population.

The timing will not delay deliverables since the tribal consultations are not slated until third quarter of 2019. At the time of publication, 12 Tribal Governments submitted approved agreements, as listed below:

- Coyote Valley Reservation
- Hoopa Valley Reservation
- Mechoopda Indian Tribe
- Mooretown Rancheria
- Pala Reservation
- Pauma and Yuima Reservation
- Quartz Valley Reservation
- Redwood Valley Rancheria
- San Pasqual Reservation
- Sherwood Valley Rancheria
- Susanville Indian Rancheria
- Trinidad Rancheria

Communication continues with the additional eligible tribes, the majority of which have indicated interest or taken initial steps to accept the grant funding. One tribe has declined funding (Colusa Rancheria – Cachil DeHe Band of Wintun Indians). For those Tribal Governments who decide not to accept the grants, the dollars will still be dedicated to Native American outreach through allocations to statewide CBOs.

The State funded grants are one of several funding layers specifically focused on reaching Native Americans. In addition to direct government allocations for Native American populations living outside tribal geographic service areas, these individuals are also being reached through statewide CBO contracts, regional and local CBOs, and local government partners. Furthermore, the statewide Outreach and Public Relations campaign Request for Proposals (RFP) has required elements for culturally sensitive and appropriate messaging to reach Native American populations.

## Community-Based Organizations

The Census Office has designated \$42.95 million for contracted partnership with CBOs on a regional and statewide level. The table below shows the total amount for regional ACBOs, statewide CBOs, state programming costs and remaining balance. The CBO allocation reflects funding from the Governor’s January Budget proposal that will be used to make awards targeting the HTC population groups. For ACBOs, \$10 million is designated for Non-Response Follow Up (NRFU) activities. For Statewide CBOs, the additional \$5,950,000 will allow for additional awards.

	Funded Amount	Expended	Available Balance
Regional ACBO Contracts	\$ 32,950,000	\$ -	\$ 32,950,000
Statewide CBO Contracts	\$ 10,000,000	\$ -	\$ 10,000,000
State Program Costs	\$ 3,000,000	\$ 285,545	\$ 2,714,456
<b>Total:</b>	<b>\$ 45,950,000</b>	<b>\$ 285,545</b>	<b>\$ 45,664,456</b>

## Regional CBO Awards

On March 12, the Census Office announced the 10 ACBO contract awardees (See Exhibit C). The first funding allocation will be in May 2019 upon the finalization and approval for each of the ACBO's Strategic Plan.

These organizations participated in a competitive bidding process that included a scored evaluation. Winning bidders were chosen based on their ability to partner with a diverse set of subcontractors to reach all hard-to-count (HTC) populations within their regions. It should be noted that while most of the ACBOs are located within the same region as their awarded contract regions, two are headquartered in other communities – Region 4 and Region 6. These ACBOs were chosen because of the partnerships they have forged with a diverse set of strong subcontractors to achieve the necessary outcomes for a full and complete count.

## Statewide CBO Award

On March 22, the Census Office announced the Statewide CBO contract awards to 13 organizations that will focus their statewide outreach on demographic groups considered particularly hard to count. The total amount of the awards is \$4 million, and the combined efforts of the awarded statewide CBOs will reach nine of the 15 HTC demographic population groups (See Exhibit D). The Census Office is working to identify gaps in outreach based on submitted draft strategic plans. Solutions to fill those gaps include a variety of methods, such as working with the awarded Statewide CBO to expand their proposed strategic plans and contracting with established non-profits that can reach targeted groups. The State will award another round of contracts after June 2019 to capture the remaining demographic groups and augment the first round of groups.

## Education

Developments related to various education outreach components are ongoing. The table below shows the total amount available for education outreach programs. As indicated, the State has only expenditures related to the K-12 Census curriculum and administrative costs. Additional awards for contracts with Title I schools and Title III students and higher education programs will be issued in May 2019 for expenditure in FY 2019-20 (See Exhibit E).

	Funded Amount	Expended	Available Balance
K-12 Census Curriculum*	\$ 250,000	\$ 125,000	\$ 125,000
County Department of Education Contracts	\$ 1,750,000	\$ -	\$ 1,750,000
Higher Education	\$ 50,000	\$ -	\$ 50,000
State Program Costs	\$ 200,000	\$ 44,426	\$ 155,574
<b>Total:</b>	<b>\$ 2,250,000</b>	<b>\$ 169,426</b>	<b>\$ 2,080,574</b>

\*Effort is funded by the initial organization and planning appropriation provided through the Governor's Office of Planning and Research.

## Sector Outreach (Non-Education)

The Census Office has dedicated \$2 million to sector outreach, targeting entities from areas including health services, unions, faith-based communities, business and corporations, technology and innovation, the entertainment industry and rural communities. The table below shows the total amount available for sector outreach. Since development of strategies to this area are ongoing, no expenditures have been made beyond state program costs.

	Funded Amount	Expended	Available Balance
Sector Outreach	\$ 1,800,000	\$ -	\$ 1,800,000
State Program Costs	\$ 200,000	\$ 33,566	\$ 166,434
<b>Total:</b>	<b>\$ 2,000,000</b>	<b>\$ 33,566</b>	<b>\$ 1,966,434</b>

## State Agency Outreach

The State Agency Working Group (SAWG) will leverage existing state agency, board, and commission resources and contacts, especially those that serve HTC communities. The table below shows the total amount available for SAWG costs. No expenditures have been made related to these efforts to date as program development is ongoing.

	Funded Amount	Expended	Available Balance
State Agency Working Group Efforts	\$ 500,000	\$ -	\$ 500,000
<b>Total:</b>	<b>\$ 500,000</b>	<b>\$ -</b>	<b>\$ 500,000</b>

## Outreach and Public Relations (Media) RFP

Statewide media efforts will supplement and support on-the-ground efforts by using paid and earned media and strategic tactics to target hard-to-count communities. In addition, this approach will fill messaging and media outreach gaps by both the U.S. Census Bureau and regional partners in California. It will also address misinformation and support rapid response efforts to low-response areas. The major components of the Census 2020 Outreach and Public Relations Campaign are:

- Focus of the campaign is California's HTC population
- Efforts must reach all of California's 10 geographic regions
- Contractor is highly encouraged to work with local and ethnic media
- Required collaboration with CBOs and local governments
- Media outreach and messaging must be strategic, in-language, and culturally relevant
- Priority audience demographics listed in the RFP are:
  - Asian Pacific Islander
  - African American
  - Latino
  - Middle Eastern/North African
  - Tribal

The RFP was developed through several stages including a Request for Information (RFI) to understand the current media and public relations landscape and opportunities and

to gather ideas from advertising, media, and public relations agencies that have the experience reaching and activating California's HTC populations. The State received more than 20 responses from a wide-range of media entities. The Census Office used the RFI responses to help inform the Scope of Work within the Media RFP and integrated relevant best practices from previous Census campaigns. The Census Office used previous State media RFPs that were similar in scope and outcomes, including Covered California and Employment Development Department's Paid Family Leave, as examples for the structure of the RFP, including requirements, evaluation, and various exhibits.

The Census Office released the Outreach and Public Relations RFP on March 15, and bidders have until April 25 to submit their proposals. The RFP incorporates the Governor's Proposed January Budget funding, totaling \$47.5 million. Up to \$46.1 million will be available for the contract award and the remaining for administrative and programmatic costs. The Census Office is providing resources to assist interested bidders including a bidders' conference held on March 29 and opportunities to submit questions/change requests before the notice of intent to award on June 3, 2019\*.

The table below shows the total amount available for the Outreach and Public Relations RFP and expenditures for administration.

	<b>Funded Amount</b>	<b>Expended</b>	<b>Available Balance</b>
Public and Media Relations Contracts	\$ 46,100,000	\$ -	\$ 46,100,000
State Program Costs	\$ 1,400,000	\$ 314,702	\$ 1,085,298
<b>Total:</b>	<b>\$ 47,500,000</b>	<b>\$ 314,702</b>	<b>\$ 47,185,298</b>

\* The State reserves the right to amend dates at any time during the RFP process.

## Contingencies and Emergencies

The Census Office continues to dedicate \$1 million to allow for contingencies and emergencies that may result from unanticipated outreach challenges during the enumeration period. This funding will allow the Census Office to re-deploy and/or add money for specific outreach and media strategies. The table below shows the total amount for contingency/emergency funding. It is still anticipated no expenditures will be made until 2020.

	<b>Funded Amount</b>	<b>Expended</b>	<b>Available Balance</b>
Contingency/Emergency Funding	\$ 1,000,000	\$ -	\$ 1,000,000
<b>Total:</b>	<b>\$ 1,000,000</b>	<b>\$ -</b>	<b>\$ 1,000,000</b>

## Administration

The \$154.3 million Census funding plan for statewide outreach and coordination includes language for the funding to be spent and encumbered over three fiscal years. As part of staffing the Census Office's operation, the California Government Operations Agency has established an administrative budget unique in nature for this three-year operation.

The table below shows the administrative costs for the Census Office's operation.

	FY 17-18*	FY 18-19	FY 19-20	FY 20-21	4-Year Totals
Administrative Staffing	\$ 1,000,000	\$ 1,497,000	\$ 2,075,000	\$ 2,005,000	\$ 6,577,000
Administrative OE&E**	\$ 1,750,000	\$ 1,279,000	\$ 3,336,000	\$ 1,158,000	\$ 7,523,000
<b>Total:</b>	<b>\$ 2,750,000</b>	<b>\$ 2,776,000</b>	<b>\$ 5,411,000</b>	<b>\$ 3,163,000</b>	<b>\$ 14,100,000</b>

\*Includes the Administrative portion of the organization and planning appropriation provided through the Governor's Office of Planning and Research.

\*\*The State is funding all costs related to Statewide Rapid Deployment (SwORD) tool through the Administrative Budget.

The table below shows the expenditures, encumbrances and remaining balance for the Census Office's operation.

	4-Year Funded Amount	Expended	Encumbered	Remaining Balance
Administrative Staffing	\$ 6,577,000	\$ 891,138	\$ -	\$ 5,685,862
Administrative OE&E	\$ 7,523,000	\$ 363,058	\$ 154,811	\$ 7,005,131
<b>Total:</b>	<b>\$ 14,100,000</b>	<b>\$ 1,254,196</b>	<b>\$ 154,811</b>	<b>\$ 12,690,993</b>

## Staffing and Organization

The Census Office is nearly fully staffed following an intensive recruitment and hiring period for 27 positions in the Sacramento Headquarters office and regional offices located in Oakland, Fresno, Los Angeles and San Diego. In addition, the Census Office has further augmented the organizational plan to ensure sufficient staffing for the Outreach Team and administrative needs. There are four new positions since the January 2019 Report:

- Lead Regional Program Manager for Central California (Sacramento Headquarters)
- Los Angeles Regional Program Manager (Los Angeles Regional Office)
- Office Technician (Los Angeles Regional Office)
- Analyst (Sacramento Headquarters)

At time of publication, the Census Office has three vacancies: Office Technician (Los Angeles), Regional Program Manager (Los Angeles), and Deputy Director of External Affairs and Media Relations. The Census Office's organizational flow chart shows all 33 approved positions and their status (See Exhibit F).

## Administrative Support

Early in the Census Office's development, it was necessary to contract for administrative services to plan and coordinate initial Census 2020 activities. With the growth of the Census Office staff, this need continues to diminish. Contract services with the California State University, Sacramento, Center for Collaborative Policy (CCP) will continue to support the Census 2020 efforts. The Census Office is, at time of publication, negotiating an amendment to the current contact, which will continue providing support in the form of facilitation with stakeholder engagement during the statewide implementation workshops, Tribal Government consultations, the Statewide Outreach and Communication Strategy (SOCS), as well as governance/facilitation support for the CCCC. The total contracted amount with CCP for the two years is \$1.48 million.

## Transparency, Reporting and Accountability

The Census Office continues a commitment to operate in a transparent and open manner. This includes regular updates to the state Census website ([www.census.ca.gov](http://www.census.ca.gov)) and direct communication with stakeholders in local and Tribal governments, U.S. Census Bureau, the Legislature, key partners and the media. The Census Office will observe these and other practices to share financial information and key milestones via the website and quarterly reports to the Legislature and Governor. In addition, the Census Office will collaborate with the Office of State Audits and Evaluations for oversight of financial contracts and Census Office resource use.

## IV. NEXT STEPS

The Census Office will submit its next quarterly report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census and the Senate Select Committee on 2020 U.S. Census by July 1, 2019. Pursuant to Section 45, Chapter 53 of Statutes of 2018 (Senate Bill 866; Committee on Budget), this report will include details on the Census Office's funding and infrastructure actions during the second quarter of the calendar year. Regional award amounts will be available in the report as contract milestones will have been met to trigger funds disbursement.