

# Progress Report on the Census Infrastructure

A Report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census, and the Senate Select Committee on the 2020 United States Census

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## I. INTRODUCTION

This initial report details progress to date to establish the State of California's (State) infrastructure for the 2020 United States Census (2020 Census). It is provided in response to the requirements of Subdivision (a) of Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866).

This document describes major program elements of the State's 2020 Census effort, the status of work underway, and findings from statewide readiness and needs assessment convenings held in spring and summer 2018. It outlines the California Complete Count Office (Office) budget and allocations to date.

This initial report will be succeeded, beginning January 1, 2019, by quarterly reports on California's 2020 Census-related overall budget, expenditures, and allocation of funds to organizations. Also by the start of 2019, the Office will submit reports on four programmatic topics of specific interest to the Legislature: 1) school curriculum pilots, 2) staffing and hiring, 3) an online platform tool for outreach, and 4) 2018 regional convenings.

### California's Approach to the Census

Launched in the 2017-18 fiscal year as a three-year program, California's Complete Count effort will be an extensive statewide outreach and awareness campaign designed to encourage and support full participation by all Californians in the upcoming 2020 Census.

The State is devoting significant resources to this campaign because California, home to extraordinarily diverse populations that risk being undercounted, faces the greatest barriers in the nation to ensure an accurate count and thus receive a fair share of federal funding and Congressional representation. This comprehensive campaign will seek to reach the more than 13.5 million total households in California to raise awareness of the 2020 Census and motivate the hardest to count residents to respond.

### A Focus on the Hard to Count

The State will focus its communication and outreach efforts on the area of greatest need: those communities historically undercounted in the Census. These populations, called "hard to count" or HTC, are least likely to respond to the Census questionnaire without specialized outreach and assistance. The bulk of messaging and outreach will be targeted and tailored to the variety of unique HTC communities around the state. The State aims to meet or exceed the U.S. Census Bureau's nationwide target to achieve a 60.5% self-response rate from people in all communities.

HTC census tracts are defined by the U.S. Census Bureau based on a range of housing, demographic, and socioeconomic variables that correlate with undercounts. They include population density, and percentage of:

- Immigrants and 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
- Native Americans living on tribal lands

HTC communities will encompass many communities of color, low-income households, veterans, young children, the elderly, renters, those experiencing homelessness, displacement or housing insecurity, and immigrants or those who speak limited English.

#### Overarching Principles

Four overarching principles will frame and inform the Office's work: messaging to Californians in linguistically competent and culturally appropriate ways; leveraging existing networks and community trust through partnerships; ensuring accountability; and operating transparently.

- ***Messaging:*** The Office is dedicated to communicating a language-appropriate "You Count!" message to 100% of California's HTC populations. With more than 200 languages spoken across California and approximately 18% of the State's population speaking limited English, language access will be critical to the success of a high-quality and comprehensive Census campaign. In-language assistance will be the main tactic to achieve the outreach goal among these different linguistic populations. The Office will invest in messaging that is locally created and tested in order to reach these distinct, diverse, numerous and geographically dispersed populations.
- ***Partnerships:*** Partnerships with organizations ranging from Local Complete Count Committees (LCCC) and schools, to foundations and other State and local government agencies, allow the Office to significantly expand its reach. These partnerships connect the State with extended networks that foundations and key convening organizations have developed. The State's collaboration with its many partners reduces duplication of efforts.
- ***Accountability:*** The Office will hold itself and all entities with which it partners financially accountable and accountable for delivering results. Rather than utilizing grants, the Office will contract with partners – including community-based organizations (CBOs), local governments, and media organizations – to ensure greater accountability for delivery of services, and greater transparency of

commitments and expectations. Contracts will enable the State to ensure prudent expenditures and quantifiable outcomes. A structured audit system will promptly identify any need for change.

- *Transparency:* State leaders have dedicated significant resources to the Office to encourage full participation among State residents in the 2020 Census. Complete transparency of how State money creates a highly accountable government, which in turn produces beneficial outcomes. The Office will report quarterly to the State Legislature on expenditures and accomplishments and regularly post materials to the [census.ca.gov](https://census.ca.gov) website.

The Office will also work to make sure its operations and expenditures are trusted and understood, so spending can be tracked and public dollars can be used most efficiently. The Office's focus for 2020 Census outreach is to achieve comprehensive access to the State's HTC populations to complete 2020 Census forms and ensure a complete count for the State.

Currently, the Office is transitioning from an initial Phase 1 assessment stage of convening partnerships, establishing infrastructure, and staffing up to begin core outreach, education and communication work. The plan is to combine and build on approaches successfully used in 2000 and 2010 as a starting place to maximize early participation. Conceptually, this is a phased approach summarized as:

- Phase 1: Convene, Collaborate, Capacity Build
- Phase 2: Educate, Motivate, Activate
- Phase 3: Count (Deploy, Count, Assess)

## II. COMMUNICATIONS AND OUTREACH

Central to the success of the 2020 Census effort is a robust, targeted communications and outreach strategy, based on data and effective methods to reach undercounted and HTC populations, while also being adaptive and responsive to unforeseen needs and changing political and media environments. The State will adapt messaging and outreach strategies in response to continually changing political and social circumstances and incoming data on Census non-participation. To avoid duplication of efforts, all of the Office's outreach efforts will support the U.S. Census Bureau's survey and enumeration operations, and complement and supplement U.S. Census Bureau outreach activities.

Key aspects of the Office's approach are:

- Messaging that is multi-lingual and culturally and linguistically competent to access the State's foreign language speakers;
- Educating youth on the Census;
- Using technology to support partner communications;

- Establishing or leveraging a broad range of collaborations, partnerships, outreach links and networks; and
- Relying on existing, trusted community leaders and outlets, including trusted messengers and ethnic and local media.

These elements of the Office's 2020 Census communication and outreach approach are detailed further in the following sections.

### Messaging Campaign

The intent of the Office's media and marketing campaign is to increase awareness and knowledge of the 2020 Census and thereby increase the likelihood that individuals from HTC communities will respond and be counted. Modeled after successful Census outreach efforts in 2000 and 2010, the State's 2020 Census team and contractor/s will create targeted multi-media, multi-lingual messaging. The campaign will deliver focused, tailored messages to HTC populations concentrated in the Census tracts most likely to be undercounted, with the goal of addressing those barriers that prevent HTC groups from completing and returning their forms. Ethnic and local media with knowledge of HTC populations will be involved in outreaching to communities.

The Office will leverage partners already engaged with message testing and research to inform the media plan. Lessons learned from the U.S. Census Bureau's national communications campaign show that State and local entities are better suited to create local content that resonates with their specific residents. Further information on the media campaign is in the *RFI Media* section below.

### Language and Communication Access

Estimates show that California's population has grown by more than two million since the 2010 Census, with 44% of residents speaking a language other than English at home. As previously noted, Californians speak more than 200 non-English languages. Per the U.S. Department of Justice, language access allows persons who do not speak English as their primary language, and who may have a limited ability to read, write, speak, or understand English, to access services that might otherwise inadvertently exclude them. The State also considers language access to be of critical importance to persons with communication-related disabilities, such as persons who are visually impaired, hard of hearing, or deaf, or persons who have limited language proficiency or are illiterate.

According to the latest Census Operational Plan draft in the Federal Register, the U.S. Census Bureau will provide the online Census form and telephone/electronic Census assistance in 12 languages other than English. The paper form will be in English and Spanish only, a departure from the six languages included in 2010. Further, the Bureau will limit the language assistance provided for online and telephone questionnaires. Language guides and glossaries will be provided for 59 languages. This poses a challenge to effectively message and connect to the State's many HTC residents unlikely to be accessed by the federal efforts. The State will therefore build a language access plan and develop materials to complement and supplement the U.S. Census Bureau's efforts.

The Office will hire a full-time Language and Communication Access Manager dedicated to address and support access to 2020 Census materials, and ensure all residents can complete the Census form in a fashion that is most comprehensible to them. As described below in the section on Requests for Information, contracts with CBOs and media agencies will address language and communication access by region (e.g. cities, identified rural communities, etc.).

### Schools

Grade school students and young adults can be powerful communication links to a variety of HTC communities. Students from kindergarten to 12<sup>th</sup> grade (K-12) serve as trusted messengers to family members and will be an important source of information about the Census, especially in immigrant and other limited English-speaking families.

As an early step to prepare and educate youth about the Census, the State, in partnership with the Sacramento, Los Angeles, and Fresno County Offices of Education, is funding development of a school-based curriculum pilot that provides modules and lesson plans for 5<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grade students. The pilot effort includes educating both students and teachers, and providing them with resources and support to advocate for increased Census participation among family and community. Implementation of the pilot will begin in Fresno County in 2019.

In other schools-related activities, the Office staff will include a Sector and Schools Outreach Coordinator who will focus on outreach to students at the K-12 and higher education levels.

The Office will outreach to school districts to identify schools, teachers, and programs to work with and develop additional innovative approaches, such as engaging students through the visual and performing arts. The State outreach effort plans to locate some of its regional offices on community college campuses, to establish a campus presence for grassroots-level engagement with higher education students, who are often undercounted.

### Statewide Outreach and Rapid Deployment (SwORD) Online Platform

A key finding from California's 2010 Census effort was a need for greater coordination and information-sharing between the State and other outreach and messaging partners. In response, the Office has contracted with ESRI, a GIS mapping and spatial data analytics company, to develop and launch an interactive online platform for Statewide Outreach and Rapid Deployment (SwORD).

SwORD will serve as the backbone of the Office's efforts to increase participation by enabling the rapid sharing of information between the State and its many local government and strategic partners. It will support collaboration and coordination on outreach. It will be the State's primary database for a wide range of resources and assets, including mapped data, and will house key HTC data.

Leading up to the Census count in 2020, SwORD will support decision-making for Census outreach planning and resource allocation and serve as a toolbox for data collection and analysis. During the Phase 3 deployment period in 2020, SwORD will support real-time outreach activities and monitoring for rapid response and deployment to achieve a complete count.

SwORD will also play a role to track and ensure accountability, as the Office will require that contracted partners use the platform to develop their State-funded outreach plans and submit reports.

The SwORD tool will be rolled out in iterative phases as the State builds capacity through the allocation of resources to key stakeholders such as counties, CBOs, and other partners. The design process has included stakeholder/end user input into the functionalities and data needed to plan, outreach, deploy, and monitor. The SwORD platform is currently in development and beta testing by State staff with input from an ad hoc design advisory team made up of local governments and statewide partners.

#### Links with Critical Partnerships

Even with significant State funding, it will take enormous resources and innovative approaches to reach households statewide and motivate HTC residents to respond. Partnerships with HTC communities' trusted messengers will be the most effective way to increase the likelihood of self-response.

California's strategy to reach HTC populations is based on the formation and support of strategic, local partnerships. Foundations, CBOs, non-governmental organizations (NGOs), non-profits, local government agencies, Tribal governments and local elected officials are critical to leverage existing networks, resources, and expertise. This relational, grassroots approach will provide valuable infrastructure to dynamically adapt messaging and outreach strategies in real time. State and foundation funding will enhance the resources and reach of these partner organizations during the 2020 Census.

- **Outreach Partnership with Community Based Organizations:** The heart of the State Census campaign is taking the complete count message to communities via grassroots outreach. The Office will partner with CBOs to provide “people to people” outreach, the most effective method to reach HTC communities. Outreach work will be two-pronged. Geographically, on a regional and/or local level, the Office will contract directly with individual CBOs or via regional general contracts. Demographically, on a statewide level, the Office will contract with CBOs that have expertise to reach specific HTC populations. The approach to contracting is described in more detail below. Regional program managers in State outreach offices will work with CBOs to provide technical assistance and coordinate efforts with multiple additional stakeholders, including LCCC's, cities, counties and local offices of elected officials.



- **Sector Outreach:** Following the 2010 Census, the State Census team at the time recommended that staff in 2020 expand their efforts at sector outreach, using pathways to HTC populations that exist internal and external to State government. It will be critical to solidify these collaborations in order to execute effective and well-coordinated outreach strategies and tactics. This statewide outreach effort will focus on sectors that intersect most with targeted HTC populations, including:
  - State agencies (through a State Agency Working Group)
  - Regional and local government agencies
  - Elected officials
  - K-12 schools
  - Higher education, including community colleges and universities (public and private)
  - Private sector businesses and large employers, including chambers of commerce
  - Unions, including organizations of farm workers and service employees
  - Corporations, including technology companies
  - Early education (0-5 years) advocates and service providers
  - Faith-based organizations and associations
  - Ethnic-oriented organizations and associations
  - Disabled individuals' advocates, service providers and organizations
  - Homeless individuals' advocates, service providers and organizations
- **Working with Counties:** A significant part of California's outreach strategy to reach HTC populations involves partnerships with local governments. Local counties and cities play a significant role to ensure their populations are aware of the Census and are ready to be counted. Counties that receive funding from the state will be required to submit plans including budgets outlining spending strategies. Counties' involvement in 2020 Census activity may include working with CBOs to canvas neighborhoods for unconventional housing and similar conditions that might otherwise result in a local undercount, if not accessed by Census staff; and funding and supporting Local Government Complete Count Committees (LCCCs) that conduct focused outreach and increase the count using local knowledge and resources to inform and promote targeted outreach efforts. These LCCCs can provide a nexus between local governments and the State and provide better organization and preparedness to avoid duplicating efforts.
- **Consultation with Native American Tribal Governments:** The State is initiating government-to-government consultation with California Native American Tribes (both federally-recognized and non-federally recognized) to explore opportunities to partner for outreach and communication to all Native Americans in California. There is a similar need to outreach and engage with Native Americans in California that do not live on tribal lands. This may include California natives as



well as Native Americans that work or live in California native communities, but whose tribes are located elsewhere in the U.S.

- **California Complete Count Committee:** To assist with informing and implementing a statewide communications and outreach plan, a California Complete Count Committee (CCCC or Committee) was formed in April 2018 and tasked with providing strategic recommendations to the State and extending pathways to reach HTC populations. The Committee brings together public and private partners from across the State to increase awareness about the Census, to encourage all Californians to participate, and to lend its expertise on outreach, communication and access issues. Its members work with their networks and communities to spread awareness of the Census and to collaborate with partners to support Census outreach. The Committee submitted a report with initial concerns and recommendations to the Governor's Office on October 1, 2018. These recommendations will continue to be developed and implemented during the preparation for and execution of the 2020 Census count.
- **Regional Convenings of Strategic Partners:** In spring and summer 2018, the State held 24 regional convenings across California to activate local partners and support the strengthening of regional collaborative networks around Census outreach and messaging. More than 1,500 local leaders from HTC communities were convened by region to assess and strengthen their readiness to engage in outreach with local communities. Attendees – including representatives from CBOs and NGOs, local government, community foundations, unions, the education, health and social service sectors, faith-based groups, as well as social service organizations. Attendees learned about State and U.S. Census Bureau 2020 efforts, the geography of HTC and distribution of primary languages spoken across communities, and shared lessons learned from the last Census. Participants identified HTC communities, ethnic and community media, and trusted messengers. Attendees were encouraged to form partnerships, identify necessary resources, and begin developing effective strategies to achieve a local complete count.

#### *Key Convening Findings*

Common themes emerged as attendees discussed major challenges and opportunities to achieve a complete count, and offered recommendations for strategies and tools to support the process.

#### *Challenges*

Participants identified the most significant barrier to achieving a complete count to be the Census citizenship question and the current political environment regarding immigrants. They expressed concern that the question could increase fear and distrust and thereby greatly depress the count of non-citizen residents. There was uncertainty among convening attendees about the most effective strategies to address this issue.

A related issue is the rising distrust of government and other major social institutions by many sectors of society, and the various reasons for this, including previous negative and/or traumatic experiences with government by refugees in their countries of origin. This distrust may depress participation and make it difficult for enumerators to reach residents.

The transition to a predominantly online Census form has the potential to greatly depress the count for the elderly, rural residents, and others with limited access or digital literacy. Attendees also identified growing concerns about data confidentiality, with rising public awareness of hacking and theft or misuse of data.

Language barriers and language access issues were of great concern to participants, in general Census outreach and information, in the Census form itself, and in federal door-to-door follow-up efforts. There was concern that many individuals with limited English proficiency would face further barriers to census participation with the paper Census form available only in English and Spanish.

California's housing crisis and the associated issues of gentrification, displacement and dramatically increasing homelessness will create challenges to reach and count people as they move or take refuge in unconventional housing arrangements, such as vehicles, garages, or the couches or spare rooms of friends and family.

Attendees highlighted the undercount of young children under 6 years, whether through lack of knowledge, distrust, housing or immigration status, or other circumstances. There is significant concern about achieving an accurate count for young children in families facing mixed immigration status or other uncertainties related to citizenship or legal residency.

#### [Recommended Strategic Approaches & Opportunities](#)

Attendees highlighted the need to personalize the message about why the Census is important and how it affects people's lives. This could include highlighting the services people use and depend on, and connecting the Census to other issues people care about, such as education and safety.

Culturally relevant and appropriate messages in language are critical, as is ensuring that the most effective trusted messengers are involved in outreach, including faith-based institutions and organizations, trusted community leaders, and service providers who can reach out to existing clients and caseloads. Census outreach should reach people where they are and where they feel comfortable, in locations perceived as safe and trusted, such as churches, libraries, schools, and parks.

Attendees suggested a variety of outreach strategies and approaches to engage California's HTC residents – key themes were to build upon known approaches that work *and* get creative and innovative. Many noted the importance of hiring

HTC community members and working to ensure the U.S. Census Bureau hires enumerators who are from HTC populations, and/or have expertise in or relationships with HTC communities. Other ideas shared included:

- Establish, utilize or build upon peer-to-peer outreach efforts, such as the “Promotores” model pioneered in Latino communities to provide basic health education in the community.
- Apply lessons learned from the successful *Covered California* outreach effort.
- Expand mobile Census assistance capacity by making laptops/tablets available (via State surplus property or donations from the high-tech sector).
- Establish mobile Census assistance centers, such as vehicles with internet connectivity (analogous to bookmobiles, blood banks, or other mobile services).
- Integrate Census outreach with existing outreach or community-focused campaigns, and make outreach events fun (e.g., festivals, parades, parties or sports events).
- Employ micro-targeting to reach specific HTC populations (e.g., barber shops, food trucks, and ethnic markets).
- Utilize themed giveaways, such as tote bags, refrigerator magnets, pens, etc., and offer incentives such as free gift cards to markets.
- Work with employers of HTC populations to allow time off to fill out the Census form or provide access to forms at places of employment.

#### Critical Resources and Tools for Outreach

The following provides examples of the resources and tools attendees identified that the State, local governments, foundations or NGOs might offer for effective outreach.

#### Messaging

- Toolkits with easily shareable images/flyers/language for sharing on electronic, written and spoken platforms, with consistent messaging and templates that can be customized;
- Informational materials such as flyers that are multilingual, culturally sensitive and relevant to target community values, and accessible to people with disabilities, including specific information on benefits of being counted that will resonate with various communities;
- Talking points on key Census issues, including public benefits, data security, confidentiality of information, and risks, consequences, and options; and
- Official statements from governmental authorities at different levels indicating support, or sharing information about data security and confidentiality;

#### Skills/Expertise

- Expertise in social media, Information Technology/web design, marketing, translation/language assistance, and field canvassing;

#### *Partner Support*

- Best practice guidelines/manual with pictures and graphics;
- Training/technical assistance for partners covering best practices, train-the-trainer approaches, and increasing computer literacy in HTC communities;
- Specific information for partners on volunteer development;
- Information on ways to stay updated on the latest information, issues, and available resources;
- Online information on how to apply for grants or state contract funding, including deadlines and contacts;

#### *Data*

- Mapping information that is easily accessible and digestible;
- Real-time mapping and monitoring of response;
- Technical support and training for mapping tools;

#### *HTC Community Support*

- Paper Census questionnaires in additional languages as guides;
- Cheat sheets and audio/visual tools on how to fill out the form and how to self-identify in response to race, ethnicity and gender questions; and
- An information hotline offering technical support, help in filling out the Census, and answers to key questions.

### **III. BUDGET**

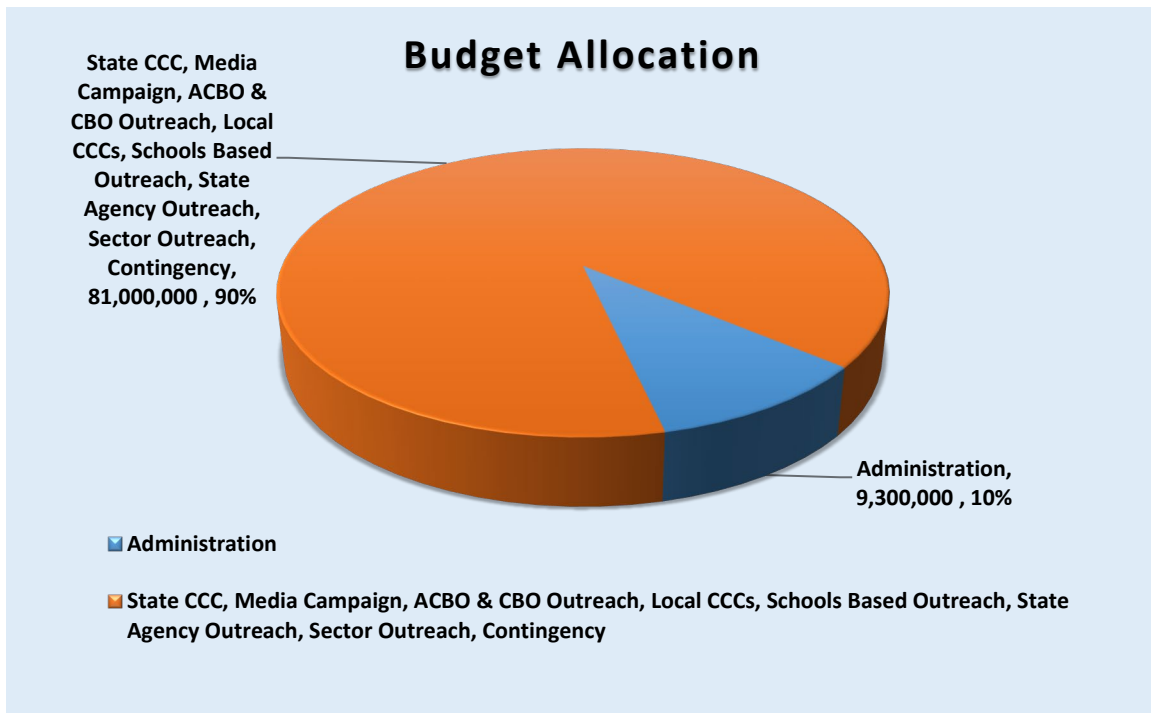
#### *Overview*

As referenced above, State leaders have made a sizeable commitment to the 2020 Census by investing approximately \$100 million towards strategies and other tasks that will help ensure an accurate and successful count of all Californians. The 2017 Budget Act launched this pledge by appropriating \$3 million for initial planning activities to the Governor's Office of Planning and Research (OPR) and \$7 million to the Department of Finance (DOF) for its Local Update of Census Address Operation (LUCA) incentive program. Building on those initial investments, the 2018 Budget Act includes an additional \$90.3 million for statewide outreach and strategies that aim to increase the participation rate of California's HTC populations in the 2020 Census. The table below shows the total amount of State resources provided to date and available funding amounts remaining:

	<b>Appropriation Amount</b>	<b>Expended*</b>	<b>Encumbered</b>	<b>Remaining Balance**</b>
<b>2017 Budget Act - LUCA</b>	\$ 7,000,000	\$ 5,200,000	\$ 802,000	<b>\$ 998,000</b>
<b>2017 Budget Act - OPR</b>	\$ 3,000,000	\$ 763,052	\$ 1,464,042	<b>\$ 772,906</b>
<b>2018 Budget Act - Agency</b>	\$ 90,300,000	\$ 713,030	\$ 17,009	\$ 89,570,000

\*Includes \$350,000 for Department of Finance Administrative Costs.

\*\*There are approximately 50 California cities/counties that have not submitted their LUCA package. If they were to do so, the total value of any awards for those jurisdictions would be approximately \$500,000.



The bulk of all expenditures to date were primarily related to initial planning activities that allowed the State to operate the LUCA incentive program and start up the Office. These expenditures are described below.

- Local Update of Census Addresses:** Currently, \$4.85 million of the LUCA funds have been paid to local jurisdictions (see Appendix A for detailed breakdown by jurisdiction). The latest LUCA submission report from the U.S. Census Bureau shows 79 local governments in California are eligible to request the incentive award for a total of \$802,500. The 79 local governments mentioned above have submitted their LUCA materials but have not yet requested incentive funds. An additional 50 local governments in California have not submitted their LUCA package (a total incentive value of about \$500,000), although some of these packages may have arrived recently to the U.S. Census Bureau. Some cities and counties have filed for and received extensions, but the deadline is drawing near for all LUCA submittals. At this point, it is assumed that almost all of those additional 79 cities and counties will ask for their incentive funds, which would move the total paid to local jurisdictions to \$5.65 million. We will know the final award amounts for all local governments in California by the end of October.
- Initial Planning and Research:** The \$3 million in resources provided to OPR was used to conduct the initial needs assessment, collaborate with interested stakeholders, launch the California's Complete Count Committee (CCCC), initiate consultation with federally recognized and non-recognized tribes, and establish informational convenings throughout the State. In essence this was a key part of Phase 1 of the State's capacity-building efforts. Furthermore, this funding was

utilized for the initial hiring of staff for the Office, and to enter into various contracts to assist with statewide coordination, information gathering, assessments, and report writing.

- **Statewide Outreach and Communication Plan and Operational Plan:** The \$90.3 million is primarily being utilized to finish staffing the Office, educate, motivate, and activate all levels of California governments, establish contracts with our community-based and local government partners, and implement a media strategy. It also is being used to assist with enumeration related activities, including monitoring work completed by local governments, Tribal governments, and CBOs, and assessing their needs in real time. While initial planning activities were started within OPR, the 2018 Budget Act realigned the operations under the oversight of the Government Operations Agency (Agency). The Office operates as a program within the Agency. The Agency provides oversight to ensure effective and efficient Office operations and legislative updates. This includes appropriate allocation of funds including funding methodologies and strategies incorporating input from the advisory CCCC.

### Funding Allocations

After accounting for 10% administrative costs of the \$90.3 million appropriation, 90% remains available for distribution to the various strategic programs. This includes program costs at the State level as well as contract costs for various services. It is anticipated that most of the funding will go towards the following two efforts:

- Outreach
- Media Campaigns

Within outreach efforts, the focus will be on Administrative Community Based Organizations (ACBOs) and CBOs, State Agencies, Governments to include Local Complete Count Committees, and Tribal communities. An amount will be set aside for contingencies and emergency actions that may need to be implemented as operational events unfold on the ground.

The final allocation has yet to be determined. The Agency and Office continue to collect data and information on how best to disburse the funding among the various strategies and avoid duplication of efforts. It is anticipated that the allocation of funding for the various strategies will be available in mid to late October 2018, with the goal of providing initial funding to ACBOs/CBOs and Local Governments in early January 2019.

Future iterations of this report will include updated information regarding awardees, amounts of each award, and the funding process.

### Administration (Operations)

Given that the Office's 2020 Census effort spans multiple years, the \$90.3 million appropriation for statewide outreach and coordination included language for funding to be spent and encumbered over the next three fiscal years. As part of staffing the Office's 2020 Census operation, the Agency established a preliminary administrative

budget unique in nature for this three-year operation. The table below shows the 10% estimated administrative costs of the Office's 2020 Census operation:

	<b>FY 18-19</b>	<b>FY 19-20</b>	<b>FY 20-21</b>	<b>3-Year Totals</b>
<b>Admin Staffing:</b>	\$ 1,620,000	\$ 1,810,000	\$ 1,776,000	\$ 5,206,000
<b>Admin OE&amp;E</b>	\$ 1,260,000	\$ 1,350,000	\$ 1,484,000	\$ 4,094,000
<b>Total Admin Costs:</b>	<b>\$ 2,880,000</b>	<b>\$ 3,160,000</b>	<b>\$ 3,260,000</b>	<b>\$ 9,300,000</b>

Future reports will refine this number as staff hiring is completed and leased office space is acquired in Los Angeles, San Diego, Fresno, and the Bay Area for the Regional Program Managers. Changes in these areas are not expected to result in large deviations from the numbers above.

### Staffing and Organizational Structure

The Office has been aggressively recruiting and hiring. We continue to advertise our positions on the Governor's Appointments, California Human Resources and Census websites as well as on LinkedIn.

The 2020 Census hiring plan is to onboard staff in phases. The plan includes providing necessary time to secure State 2020 Census offices in various regions throughout the state prior to hiring staff to occupy these offices. The Office originally received approval to hire 22 appointed positions.

After the recent reorganization shifting reporting and oversight of the Office from OPR to the Agency, a reevaluation of staffing levels found that five additional positions were needed to effectively complete the 2020 Census mission, for a total of 27 positions. The organizational chart on the following page shows the currently approved composition for the Office.

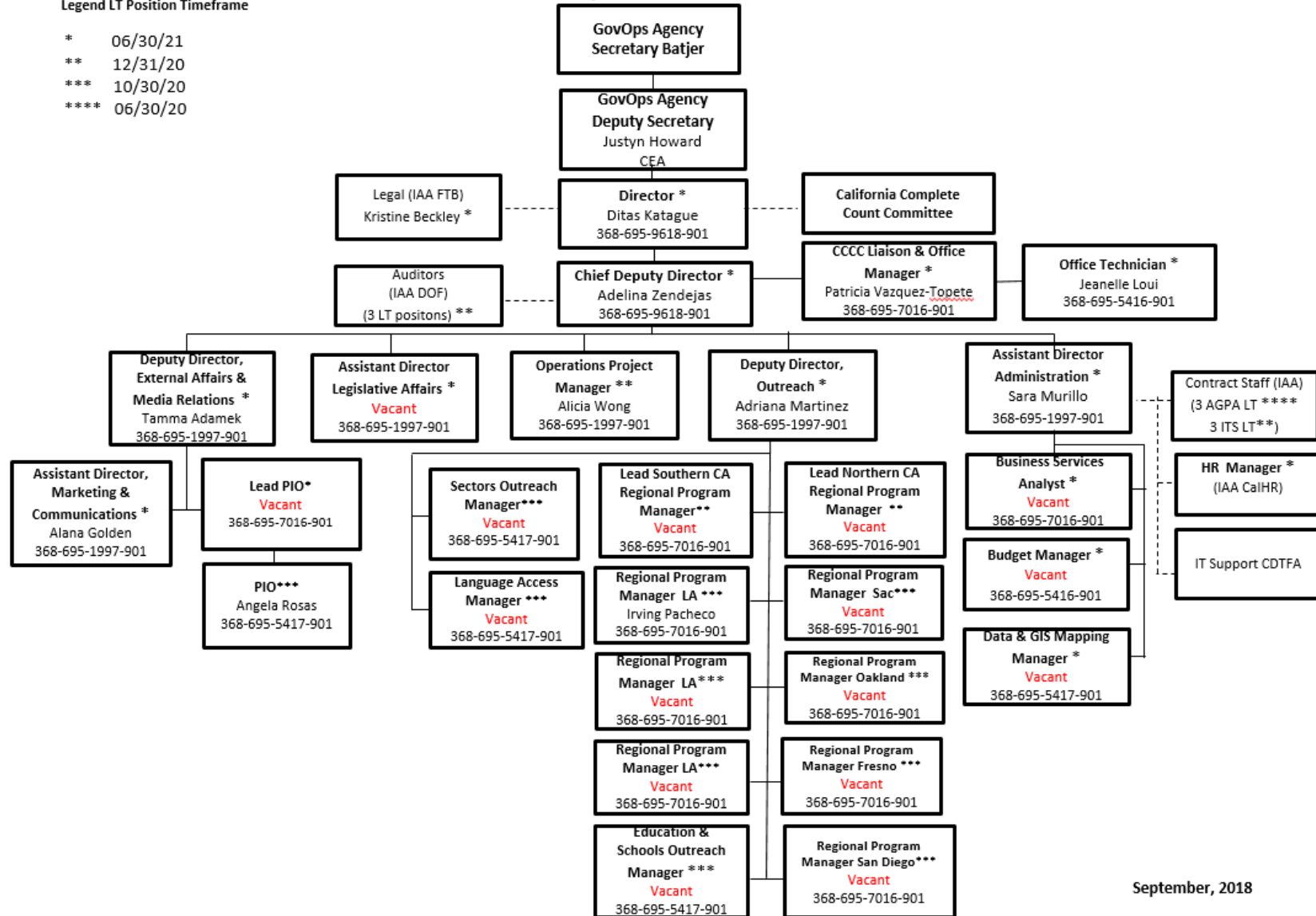
To date, the Office has hired 11 staff, and is on target to hire the remaining 16 positions by December 2018. The Office has recently made tentative offers to applicants for the following positions: Northern and Southern RPM Leads, one Southern California RPM, Lead Public Information Officer, and Budget Manager.



## Organization Chart California Complete Count - Census 2020

Legend LT Position Timeframe

\* 06/30/21  
 \*\* 12/31/20  
 \*\*\* 10/30/20  
 \*\*\*\* 06/30/20



September, 2018

### Current Contracting Efforts

The Office has taken numerous steps towards the anticipated robust contracting activity that will occur over the next several months. Below are the first contracts executed by the Office during Phase 1 initial planning:

- [Sacramento County Office of Education \(SCOE\)](#), \$250,000: Develop and pilot educational and support materials for students and teachers about the U.S. Census. SCOE will serve as the lead agency responsible for collaborating with the Los Angeles County Office of Education (LACOE) to develop materials and resources, and the Fresno County Office of Education (FCOE) to pilot and disseminate materials for the 2020 Census campaign.
- [California State University, Sacramento, Center for Collaborative Policy \[now Consensus and Collaboration Program, College of Continuing College\] \(CCP\)](#), \$749,999.89: CCP provides neutral facilitation for stakeholder engagement, readiness assessments / regional convenings, and governance / facilitation support for the CCCC. As a neutral third party, CCCC assists and supports the State in its efforts to ensure all Californians are counted and to ensure fair and complete funding and representation.
- [Environmental Systems Research Institute, Inc. \(ESRI\)](#), \$658,814: The contract with this GIS mapping and spatial data analytics company involves planning, designing and deploying a Statewide Outreach and Rapid Deployment (SwORD) interactive mapping site. It will support sharing of information between the State and its partners, while providing the ability to closely monitor user activity.
- [Stantec Consulting Services, Inc.](#), \$33,130.97: Stantec facilitated a meeting of the Governor's Office and State departmental representatives to initiate State plans for its 2020 Census operations and is assisting with development of the State's 2020 Census Operations Plan

In general, contracts are awarded by following the formal and competitive process outlined in the State Contracting Manual, Volume 1. Additional contracting methods include inter-agency agreements with State agencies, departments and universities that have internal resources and extensive reach into the populations they serve.

### Requests for Information

In addition to the executed contracts described above, the Office has recently issued two Requests for Information (RFIs) to help inform the process for issuing future funding via contracts with CBOs and media campaign organizations. The RFI are designed to gather new and innovative ideas beyond those approaches traditionally used to reach HTC populations, especially in light of the U.S. Census Bureau's use of an online, self-response tool and its limited resources. In addition, Office staff expect the RFI process will help the State contract in a way that avoids duplicating time or funding. These RFI are available on the State's [census.ca.gov](https://www.census.ca.gov) website and e-procure website. The Office

plans to utilize the resulting submissions to inform decision-making and drafting of future agreements. In future iterations of this report, more detail will be provided on submissions and the development of the Office's planned contract templates. Currently, the RFIs focus on the following areas:

#### *RFI - Community Based Organization Innovative Ideas*

This RFI, for information-gathering purposes only, will solicit new and innovative ideas from CBOs to reach HTC populations. After evaluating the information received, the Office may issue a solicitation to select qualified organizations to provide assistance.

RFI responses may include, but are not limited to, the following ideas:

- Potential strategies to overcome roadblocks to 2020 Census participation;
- Unique collaborations and/or coalitions that would add value to the State 2020 Census campaign;
- Methods to form partnerships for outreach to HTC populations;
- Ideas for partnerships to provide diverse, collaborative Census outreach effort;
- Innovative ideas to reach HTC communities; and
- Methods to help HTC populations complete an online Census form.

The RFI pertaining to *CBO Innovative Ideas* was released August 30, 2018, with a submittal deadline of September 14, 2018. The State received 84 responses, which will be used to draft the statement of work (SOW) for a future solicitation.

#### *RFI - Media Services Information and Capabilities*

The Office's 2020 Census media and marketing campaign will increase Census awareness and knowledge through multi-lingual and culturally appropriate messaging. The Office seeks a campaign strategy that is:

- Focused, timely, and cost-effective;
- Responsive to a rapidly changing climate; and
- Complements advertising and marketing campaigns by the U.S. Census Bureau and a network of CBOs, local governments and philanthropic entities.

The RFI for Media Services Information and Capabilities will gather innovative ideas from advertising, media and public relations agencies to reach and motivate HTC populations. The Office plans to award one or more contracts to help plan, design, produce, integrate, implement, and monitor a California 2020 Census communications program.

The selected contractor or contractors will be responsible for providing services in multiple communications areas, including but not limited to:

- Research and analytics, including message testing of HTC communities;
- Planning, development, and integration of a statewide multilingual advertising and marketing campaign;
- Project management;
- Traditional advertising and media buying;

- Digital advertising and other communications technologies;
- Social media and similar digital-based social engagement;
- Public relations; and
- Communications planning and materials for partnerships (LCCCs, CBOs, etc.).

The RFI pertaining to Media Services Information and Capabilities was released September 11, 2018, with a submittal deadline of September 26, 2018. The State received 19 responses, which will be used to draft the statement of work (SOW) for a future solicitation.

#### IV. NEXT STEPS

As described in earlier sections, the Office has completed a significant amount of work to date, including but not limited to: 1) Establishing an effective and responsive organizational structure; 2) identifying preliminary administrative costs; 3) hiring various administrative and program staff and acquiring necessary space in key locations; 4) initiating contracts for various program-related activities; 5) developing preliminary contract requirements for funding agreements; 6) completing numerous stakeholder convenings; 7) conducting outreach to our County, Tribal, and ACBO/CBO partners; 8) overseeing the development and implementation of the school-based pilot; 9) creating the SwORD online tool, and 10) standing up the CCCC.

Building on these accomplishments, by January 1, 2019 the Office will submit its follow-up report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census, and the Senate Select Committee on the Census. The report will detail the Office's actions during the last quarter of the calendar year and is expected to include the following key deliverables information:

- Identification of the funding allocations for the various programmatic areas. This area will include:
  - Maps identifying the various state regions.
  - Statewide and regional funding allocations for ACBOs/CBOs.
  - Statewide allocations for Local Complete Count Committees by County and Tribal government groupings.
  - Media Campaign Funding amounts.
  - Structure for the flow of funding pursuant to executed agreements.
- Finalization of the Office's administrative budget and updated staff hiring and space acquisition information.
- Updated year-to-date Office expenditures and encumbrances and final LUCA award information.
- Preliminary post-enumeration survey plan.

The next updated report will be provided along with the four programmatic one-time reports required pursuant to Subdivision (b) of Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866).

## APPENDIX A: Summary of Local Update of Census Addresses (LUCA) Incentive Program

SUMMARY OF LUCA PROGRAM: Updated 2018				
County	City	Population (Jan 2018)	Incentive Award	Incentive Approved Date
Alameda	Balance of County (Pop only)	148,895	\$ 7,500	
Alameda	Alameda	78,863	\$ 7,500	8/15/18
Alameda	Albany	19,053	\$ 7,500	
Alameda	Berkeley	121,874	\$ 15,000	7/10/18
Alameda	Dublin	63,241	\$ 75,000	9/6/18
Alameda	Emeryville	11,994	\$ 7,500	7/25/18
Alameda	Fremont	235,439	\$ 15,000	
Alameda	Hayward	162,030	\$ 15,000	9/6/18
Alameda	Livermore	91,411	\$ 15,000	7/25/18
Alameda	Newark	47,467	\$ 7,500	
Alameda	Oakland	428,827	\$ 15,000	8/15/18
Alameda	Piedmont	11,318	\$ 7,500	
Alameda	Pleasanton	79,201	\$ 15,000	8/15/18
Alameda	San Leandro	87,598	\$ 7,500	8/15/18
Alameda	Union City	72,991	\$ 7,500	8/15/18
Alpine	Balance of County (Pop only)	1,154	\$ 7,500	
Amador	Balance of County (Pop only)	21,690	\$ 7,500	7/25/18
Amador	Amador	186	\$ 7,500	7/25/18
Amador	Ione	8,058	\$ 7,500	7/25/18
Amador	Jackson	4,679	\$ 7,500	7/25/18
Amador	Plymouth	1,002	\$ 7,500	7/25/18
Amador	Sutter Creek	2,479	\$ 7,500	7/25/18
Butte	Balance of County (Pop only)	81,707	\$ 15,000	7/25/18
Butte	Biggs	1,913	\$ 7,500	
Butte	Chico	92,348	\$ 45,000	
Butte	Gridley	6,937	\$ 7,500	
Butte	Oroville	18,144	\$ 15,000	8/15/18
Butte	Paradise	26,572	\$ 7,500	8/15/18
Calaveras	Balance of County (Pop only)	41,036	\$ 15,000	
Calaveras	Angels City	4,121	\$ 7,500	5/16/18
Colusa	Balance of County (Pop only)	10,392	\$ 7,500	
Colusa	Colusa	6,241	\$ 7,500	
Colusa	Williams	5,465	\$ 7,500	
Contra Costa	Balance of County (Pop only)	172,513	\$ 45,000	8/15/18
Contra Costa	Antioch	113,061	\$ 15,000	8/15/18
Contra Costa	Brentwood	63,042	\$ 15,000	8/15/18
Contra Costa	Clayton	11,431	\$ 7,500	8/15/18
Contra Costa	Concord	129,159	\$ 7,500	8/15/18
Contra Costa	Danville	44,396	\$ 7,500	8/15/18
Contra Costa	El Cerrito	24,939	\$ 7,500	7/10/18

Contra Costa	Hercules	26,317	\$ 7,500	8/15/18
Contra Costa	Lafayette	25,655	\$ 7,500	8/15/18
Contra Costa	Martinez	38,097	\$ 7,500	8/15/18
Contra Costa	Moraga	16,991	\$ 7,500	8/15/18
Contra Costa	Oakley	41,742	\$ 15,000	8/15/18
Contra Costa	Orinda	19,199	\$ 7,500	8/15/18
Contra Costa	Pinole	19,236	\$ 7,500	8/15/18
Contra Costa	Pittsburg	72,647	\$ 15,000	
Contra Costa	Pleasant Hill	35,068	\$ 7,500	8/15/18
Contra Costa	Richmond	110,967	\$ 7,500	
Contra Costa	San Pablo	31,593	\$ 7,500	8/15/18
Contra Costa	San Ramon	82,643	\$ 15,000	
Contra Costa	Walnut Creek	70,667	\$ 15,000	8/15/18
Del Norte	Balance of County (Pop only)	20,631	\$ 7,500	5/16/18
Del Norte	Crescent City	6,590	\$ 7,500	
El Dorado	Balance of County (Pop only)	155,865	\$ 15,000	
El Dorado	Placerville	10,642	\$ 7,500	7/25/18
El Dorado	South Lake Tahoe	21,892	\$ 7,500	
Fresno	Balance of County (Pop only)	170,183	\$ 15,000	7/10/18
Fresno	Clovis	113,883	\$ 45,000	5/9/18
Fresno	Coalinga	16,791	\$ 7,500	
Fresno	Firebaugh	8,112	\$ 7,500	
Fresno	Fowler	6,241	\$ 7,500	
Fresno	Fresno	538,330	\$ 75,000	8/15/18
Fresno	Huron	7,302	\$ 7,500	
Fresno	Kerman	15,083	\$ 7,500	
Fresno	Kingsburg	12,392	\$ 7,500	
Fresno	Mendota	12,051	\$ 7,500	7/25/18
Fresno	Orange Cove	9,469	\$ 7,500	
Fresno	Parlier	15,493	\$ 7,500	
Fresno	Reedley	26,390	\$ 7,500	5/9/18
Fresno	Sanger	26,648	\$ 7,500	
Fresno	San Joaquin	4,119	\$ 7,500	
Fresno	Selma	24,742	\$ 7,500	
Glenn	Balance of County (Pop only)	148,895	\$ 7,500	
Glenn	Orland	7,932	\$ 7,500	
Glenn	Willows	6,064	\$ 7,500	
Humboldt	Balance of County (Pop only)	72,865	\$ 15,000	8/15/18
Humboldt	Arcata	18,398	\$ 7,500	
Humboldt	Blue Lake	1,280	\$ 7,500	
Humboldt	Eureka	26,362	\$ 7,500	
Humboldt	Ferndale	1,367	\$ 7,500	7/25/18
Humboldt	Fortuna	12,042	\$ 7,500	
Humboldt	Rio Dell	3,348	\$ 7,500	
Humboldt	Trinidad	340	\$ 7,500	
Imperial	Balance of County (Pop only)	40,007	\$ 7,500	7/25/18

Imperial	Brawley	27,417	\$ 7,500	
Imperial	Calexico	41,199	\$ 7,500	
Imperial	Calipatria	7,488	\$ 7,500	8/15/18
Imperial	El Centro	46,315	\$ 7,500	7/25/18
Imperial	Holtville	6,501	\$ 7,500	8/15/18
Imperial	Imperial	19,372	\$ 7,500	
Imperial	Westmorland	2,325	\$ 7,500	
Inyo	Balance of County (Pop only)	14,655	\$ 7,500	8/15/18
Inyo	Bishop	3,922	\$ 7,500	
Kern	Balance of County (Pop only)	315,289	\$ 45,000	9/6/18
Kern	Arvin	21,696	\$ 7,500	
Kern	Bakersfield	386,839	\$ 75,000	5/9/18
Kern	California City	14,875	\$ 7,500	
Kern	Delano	53,276	\$ 7,500	
Kern	McFarland	15,105	\$ 7,500	
Kern	Maricopa	1,156	\$ 7,500	
Kern	Ridgecrest	28,822	\$ 7,500	
Kern	Shafter	19,271	\$ 7,500	
Kern	Taft	9,482	\$ 7,500	
Kern	Tehachapi	12,299	\$ 7,500	6/19/18
Kern	Wasco	27,691	\$ 7,500	6/19/18
Kings	Balance of County (Pop only)	33,091	\$ 7,500	8/15/18
Kings	Avenal	13,053	\$ 7,500	
Kings	Corcoran	21,450	\$ 7,500	
Kings	Hanford	58,176	\$ 7,500	
Kings	Lemoore	25,892	\$ 7,500	
Lake	Balance of County (Pop only)	44,030	\$ 45,000	
Lake	Clearlake	15,917	\$ 7,500	
Lake	Lakeport	5,134	\$ 7,500	
Lassen	Balance of County (Pop only)	15,957	\$ 7,500	
Lassen	Susanville	14,954	\$ 7,500	
Los Angeles	Balance of County (Pop only)	1,057,162	\$ 75,000	7/27/18
Los Angeles	Agoura Hills	20,878	\$ 7,500	8/15/18
Los Angeles	Alhambra	86,665	\$ 7,500	7/27/18
Los Angeles	Arcadia	57,704	\$ 15,000	
Los Angeles	Artesia	16,792	\$ 7,500	7/27/18
Los Angeles	Avalon	3,867	\$ 7,500	7/27/18
Los Angeles	Azusa	49,954	\$ 15,000	
Los Angeles	Baldwin Park	76,708	\$ 7,500	7/27/18
Los Angeles	Bell	36,325	\$ 7,500	7/27/18
Los Angeles	Bellflower	77,682	\$ 7,500	7/27/18
Los Angeles	Bell Gardens	43,051	\$ 7,500	7/27/18
Los Angeles	Beverly Hills	34,504	\$ 7,500	7/27/18
Los Angeles	Bradbury	1,069	\$ 7,500	8/15/18
Los Angeles	Burbank	107,149	\$ 7,500	7/25/18
Los Angeles	Calabasas	24,296	\$ 7,500	7/25/18



Los Angeles	Carson	93,799	\$ 7,500	6/19/18
Los Angeles	Cerritos	50,058	\$ 7,500	6/19/18
Los Angeles	Claremont	36,446	\$ 7,500	7/27/18
Los Angeles	Commerce	13,067	\$ 7,500	7/27/18
Los Angeles	Compton	99,872	\$ 7,500	7/27/18
Los Angeles	Covina	49,006	\$ 7,500	7/25/18
Los Angeles	Cudahy	24,343	\$ 7,500	7/27/18
Los Angeles	Culver City	39,860	\$ 7,500	7/25/18
Los Angeles	Diamond Bar	57,460	\$ 7,500	7/27/18
Los Angeles	Downey	114,146	\$ 7,500	8/15/18
Los Angeles	Duarte	22,013	\$ 7,500	7/10/18
Los Angeles	El Monte	117,204	\$ 7,500	7/27/18
Los Angeles	El Segundo	16,784	\$ 7,500	
Los Angeles	Gardena	61,246	\$ 7,500	7/27/18
Los Angeles	Glendale	205,536	\$ 45,000	7/27/18
Los Angeles	Glendora	52,703	\$ 7,500	7/27/18
Los Angeles	Hawaiian Gardens	14,666	\$ 7,500	7/25/18
Los Angeles	Hawthorne	88,772	\$ 7,500	7/27/18
Los Angeles	Hermosa Beach	19,673	\$ 7,500	5/4/18
Los Angeles	Hidden Hills	1,892	\$ 7,500	7/27/18
Los Angeles	Huntington Park	59,473	\$ 7,500	7/27/18
Los Angeles	Industry	437	\$ 7,500	7/27/18
Los Angeles	Inglewood	113,559	\$ 7,500	7/27/18
Los Angeles	Irwindale	1,450	\$ 7,500	
Los Angeles	La Canada Flintridge	20,683	\$ 7,500	7/27/18
Los Angeles	La Habra Heights	5,454	\$ 7,500	
Los Angeles	Lakewood	81,179	\$ 7,500	8/15/18
Los Angeles	La Mirada	49,590	\$ 7,500	9/6/18
Los Angeles	Lancaster	161,485	\$ 15,000	7/27/18
Los Angeles	La Puente	40,686	\$ 7,500	7/27/18
Los Angeles	La Verne	33,260	\$ 7,500	7/27/18
Los Angeles	Lawndale	33,607	\$ 7,500	7/27/18
Los Angeles	Lomita	20,715	\$ 7,500	7/27/18
Los Angeles	Long Beach	478,561	\$ 15,000	7/25/18
Los Angeles	Los Angeles	4,054,400	\$ 125,000	9/6/18
Los Angeles	Lynwood	72,015	\$ 7,500	
Los Angeles	Malibu	12,957	\$ 7,500	7/27/18
Los Angeles	Manhattan Beach	35,991	\$ 7,500	
Los Angeles	Maywood	28,044	\$ 7,500	7/27/18
Los Angeles	Monrovia	38,787	\$ 7,500	7/27/18
Los Angeles	Montebello	64,327	\$ 7,500	7/27/18
Los Angeles	Monterey Park	62,240	\$ 7,500	7/27/18
Los Angeles	Norwalk	107,546	\$ 7,500	8/15/18
Los Angeles	Palmdale	158,905	\$ 7,500	8/15/18
Los Angeles	Palos Verdes Estates	13,519	\$ 7,500	7/27/18
Los Angeles	Paramount	56,000	\$ 7,500	7/27/18

Los Angeles	Pasadena	144,388	\$ 45,000	7/25/18
Los Angeles	Pico Rivera	64,260	\$ 7,500	7/27/18
Los Angeles	Pomona	155,687	\$ 7,500	6/19/18
Los Angeles	Rancho Palos Verdes	42,723	\$ 7,500	7/25/18
Los Angeles	Redondo Beach	68,677	\$ 15,000	
Los Angeles	Rolling Hills	1,939	\$ 7,500	7/27/18
Los Angeles	Rolling Hills Estates	8,111	\$ 7,500	
Los Angeles	Rosemead	55,267	\$ 7,500	7/27/18
Los Angeles	San Dimas	34,507	\$ 7,500	
Los Angeles	San Fernando	24,602	\$ 7,500	
Los Angeles	San Gabriel	40,920	\$ 7,500	
Los Angeles	San Marino	13,272	\$ 7,500	
Los Angeles	Santa Clarita	216,589	\$ 100,000	7/10/18
Los Angeles	Santa Fe Springs	18,335	\$ 7,500	7/10/18
Los Angeles	Santa Monica	92,416	\$ 15,000	7/10/18
Los Angeles	Sierra Madre	10,986	\$ 7,500	7/10/18
Los Angeles	Signal Hill	11,749	\$ 7,500	
Los Angeles	South El Monte	20,882	\$ 7,500	
Los Angeles	South Gate	98,133	\$ 15,000	7/27/18
Los Angeles	South Pasadena	26,047	\$ 7,500	7/27/18
Los Angeles	Temple City	36,411	\$ 7,500	8/15/18
Los Angeles	Torrance	149,245	\$ 7,500	8/15/18
Los Angeles	Vernon	209	\$ 7,500	7/27/18
Los Angeles	Walnut	30,457	\$ 7,500	7/27/18
Los Angeles	West Covina	108,245	\$ 7,500	7/27/18
Los Angeles	West Hollywood	36,723	\$ 15,000	5/9/18
Los Angeles	Westlake Village	8,358	\$ 7,500	8/15/18
Los Angeles	Whittier	87,369	\$ 7,500	
Madera	Balance of County (Pop only)	73,834	\$ 7,500	8/15/18
Madera	Chowchilla	18,835	\$ 7,500	
Madera	Madera	66,225	\$ 7,500	5/24/18
Marin	Balance of County (Pop only)	69,255	\$ 7,500	8/15/18
Marin	Belvedere	2,135	\$ 7,500	
Marin	Corte Madera	10,039	\$ 7,500	6/19/18
Marin	Fairfax	7,534	\$ 7,500	
Marin	Larkspur	12,351	\$ 7,500	
Marin	Mill Valley	14,963	\$ 7,500	
Marin	Novato	54,551	\$ 7,500	
Marin	Ross	2,533	\$ 7,500	9/6/18
Marin	San Anselmo	13,000	\$ 7,500	8/15/18
Marin	San Rafael	60,651	\$ 7,500	7/25/18
Marin	Sausalito	7,226	\$ 7,500	
Marin	Tiburon	9,648	\$ 7,500	
Mariposa	Balance of County (Pop only)	18,129	\$ 7,500	
Mendocino	Balance of County (Pop only)	59,985	\$ 7,500	8/15/18
Mendocino	Fort Bragg	7,512	\$ 7,500	

Mendocino	Point Arena	448	\$ 7,500	
Mendocino	Ukiah	16,226	\$ 7,500	
Mendocino	Willits	5,128	\$ 7,500	7/10/18
Merced	Balance of County (Pop only)	95,125	\$ 7,500	
Merced	Atwater	31,235	\$ 7,500	
Merced	Dos Palos	5,679	\$ 7,500	
Merced	Gustine	5,874	\$ 7,500	9/6/18
Merced	Livingston	14,328	\$ 7,500	
Merced	Los Banos	40,986	\$ 7,500	
Merced	Merced	86,750	\$ 7,500	7/25/18
Modoc	Balance of County (Pop only)	6,744	\$ 7,500	7/25/18
Modoc	Alturas	2,868	\$ 7,500	
Mono	Balance of County (Pop only)	5,506	\$ 7,500	9/6/18
Mono	Mammoth Lakes	8,316	\$ 7,500	
Monterey	Balance of County (Pop only)	107,264	\$ 15,000	8/15/18
Monterey	CarmelbytheSea	3,750	\$ 7,500	
Monterey	Del Rey Oaks	1,692	\$ 7,500	
Monterey	Gonzales	8,587	\$ 7,500	
Monterey	Greenfield	18,007	\$ 7,500	8/15/18
Monterey	King City	14,880	\$ 7,500	
Monterey	Marina	22,424	\$ 7,500	8/15/18
Monterey	Monterey	28,323	\$ 7,500	7/10/18
Monterey	Pacific Grove	15,660	\$ 7,500	
Monterey	Salinas	161,784	\$ 7,500	6/19/18
Monterey	Sand City	394	\$ 7,500	8/15/18
Monterey	Seaside	34,270	\$ 7,500	
Monterey	Soledad	26,246	\$ 7,500	
Napa	Balance of County (Pop only)	25,575	\$ 7,500	7/25/18
Napa	American Canyon	20,990	\$ 7,500	7/25/18
Napa	Calistoga	5,334	\$ 7,500	7/25/18
Napa	Napa	80,403	\$ 7,500	7/25/18
Napa	St Helena	6,118	\$ 7,500	7/25/18
Napa	Yountville	2,874	\$ 7,500	5/4/18
Nevada	Balance of County (Pop only)	66,207	\$ 7,500	8/15/18
Nevada	Grass Valley	13,041	\$ 7,500	7/10/18
Nevada	Nevada City	3,226	\$ 7,500	
Nevada	Truckee	16,681	\$ 7,500	
Orange	Balance of County (Pop only)	129,278	\$ 15,000	
Orange	Aliso Viejo	51,950	\$ 7,500	7/10/18
Orange	Anaheim	357,084	\$ 45,000	7/25/18
Orange	Brea	44,890	\$ 15,000	7/10/18
Orange	Buena Park	83,995	\$ 7,500	
Orange	Costa Mesa	115,296	\$ 7,500	8/15/18
Orange	Cypress	49,978	\$ 7,500	9/6/18
Orange	Dana Point	34,071	\$ 7,500	
Orange	Fountain Valley	56,920	\$ 7,500	5/4/18

Orange	Fullerton	144,214	\$ 15,000	6/19/18
Orange	Garden Grove	176,896	\$ 7,500	7/10/18
Orange	Huntington Beach	202,648	\$ 45,000	7/10/18
Orange	Irvine	276,176	\$ 100,000	7/25/18
Orange	Laguna Beach	23,309	\$ 7,500	7/10/18
Orange	Laguna Hills	31,818	\$ 7,500	7/10/18
Orange	Laguna Niguel	65,377	\$ 7,500	8/15/18
Orange	Laguna Woods	16,597	\$ 7,500	7/25/18
Orange	La Habra	62,850	\$ 7,500	
Orange	Lake Forest	84,845	\$ 15,000	8/15/18
Orange	La Palma	15,948	\$ 7,500	
Orange	Los Alamitos	11,863	\$ 7,500	
Orange	Mission Viejo	95,987	\$ 7,500	
Orange	Newport Beach	87,182	\$ 15,000	7/10/18
Orange	Orange	141,952	\$ 7,500	7/10/18
Orange	Placentia	52,755	\$ 7,500	8/15/18
Orange	Rancho Santa Margarita	49,329	\$ 7,500	6/19/18
Orange	San Clemente	65,543	\$ 7,500	9/6/18
Orange	San Juan Capistrano	36,759	\$ 7,500	
Orange	Santa Ana	338,247	\$ 15,000	7/25/18
Orange	Seal Beach	25,984	\$ 7,500	
Orange	Stanton	39,470	\$ 7,500	7/10/18
Orange	Tustin	82,344	\$ 15,000	7/25/18
Orange	Villa Park	5,951	\$ 7,500	
Orange	Westminster	94,476	\$ 7,500	9/6/18
Orange	Yorba Linda	69,121	\$ 15,000	6/19/18
Placer	Balance of County (Pop only)	113,313	\$ 15,000	7/10/18
Placer	Auburn	14,611	\$ 7,500	
Placer	Colfax	2,150	\$ 7,500	
Placer	Lincoln	48,591	\$ 15,000	8/15/18
Placer	Loomis	6,824	\$ 7,500	
Placer	Rocklin	66,830	\$ 15,000	8/15/18
Placer	Roseville	137,213	\$ 75,000	7/25/18
Plumas	Balance of County (Pop only)	17,612	\$ 7,500	
Plumas	Portola	2,161	\$ 7,500	
Riverside	Balance of County (Pop only)	385,953	\$ 100,000	8/15/18
Riverside	Banning	31,282	\$ 7,500	
Riverside	Beaumont	48,237	\$ 45,000	9/6/18
Riverside	Blythe	19,389	\$ 7,500	
Riverside	Calimesa	8,876	\$ 7,500	9/6/18
Riverside	Canyon Lake	11,018	\$ 7,500	9/6/18
Riverside	Cathedral City	54,791	\$ 7,500	
Riverside	Coachella	45,635	\$ 7,500	
Riverside	Corona	168,574	\$ 15,000	
Riverside	Desert Hot Springs	29,742	\$ 7,500	9/6/18
Riverside	Eastvale	64,855	\$ 15,000	7/10/18

Riverside	Hemet	83,166	\$ 7,500	8/15/18
Riverside	Indian Wells	5,574	\$ 7,500	8/15/18
Riverside	Indio	87,883	\$ 45,000	7/25/18
Riverside	Jurupa Valley	106,054	\$ 7,500	7/25/18
Riverside	Lake Elsinore	63,365	\$ 15,000	
Riverside	La Quinta	41,204	\$ 15,000	7/10/18
Riverside	Menifee	91,902	\$ 45,000	8/15/18
Riverside	Moreno Valley	207,629	\$ 7,500	7/10/18
Riverside	Murrieta	113,541	\$ 7,500	
Riverside	Norco	26,761	\$ 7,500	
Riverside	Palm Desert	52,769	\$ 15,000	8/15/18
Riverside	Palm Springs	47,706	\$ 7,500	9/6/18
Riverside	Perris	77,837	\$ 15,000	
Riverside	Rancho Mirage	18,738	\$ 7,500	9/6/18
Riverside	Riverside	325,860	\$ 15,000	
Riverside	San Jacinto	48,146	\$ 7,500	8/15/18
Riverside	Temecula	113,181	\$ 45,000	7/10/18
Riverside	Wildomar	36,287	\$ 7,500	
Sacramento	Balance of County (Pop only)	588,798	\$ 45,000	7/10/18
Sacramento	Citrus Heights	87,731	\$ 7,500	7/10/18
Sacramento	Elk Grove	172,116	\$ 45,000	7/25/18
Sacramento	Folsom	78,447	\$ 15,000	7/25/18
Sacramento	Galt	26,018	\$ 7,500	
Sacramento	Isleton	837	\$ 7,500	9/6/18
Sacramento	Rancho Cordova	74,210	\$ 15,000	8/15/18
Sacramento	Sacramento	501,344	\$ 45,000	7/10/18
San Benito	Balance of County (Pop only)	18,512	\$ 7,500	6/19/18
San Benito	Hollister	36,703	\$ 7,500	
San Benito	San Juan Bautista	1,873	\$ 7,500	6/19/18
San Bernardino	Balance of County (Pop only)	311,659	\$ 15,000	
San Bernardino	Adelanto	35,293	\$ 7,500	
San Bernardino	Apple Valley	73,984	\$ 7,500	7/25/18
San Bernardino	Barstow	24,411	\$ 7,500	
San Bernardino	Big Bear Lake	5,512	\$ 7,500	9/6/18
San Bernardino	Chino	86,757	\$ 45,000	8/15/18
San Bernardino	Chino Hills	83,159	\$ 7,500	7/25/18
San Bernardino	Colton	53,724	\$ 7,500	8/15/18
San Bernardino	Fontana	212,000	\$ 45,000	
San Bernardino	Grand Terrace	12,524	\$ 7,500	9/6/18
San Bernardino	Hesperia	94,829	\$ 7,500	7/25/18
San Bernardino	Highland	54,761	\$ 7,500	8/15/18
San Bernardino	Loma Linda	23,946	\$ 7,500	8/15/18
San Bernardino	Montclair	39,326	\$ 7,500	
San Bernardino	Needles	5,177	\$ 7,500	
San Bernardino	Ontario	177,589	\$ 15,000	8/15/18
San Bernardino	Rancho Cucamonga	176,671	\$ 45,000	7/10/18

San Bernardino	Redlands	71,196	\$ 7,500	5/4/18
San Bernardino	Rialto	107,041	\$ 7,500	
San Bernardino	San Bernardino	221,130	\$ 7,500	
San Bernardino	Twentynine Palms	27,046	\$ 7,500	
San Bernardino	Upland	77,017	\$ 7,500	6/19/18
San Bernardino	Victorville	123,701	\$ 15,000	6/19/18
San Bernardino	Yucaipa	54,651	\$ 7,500	7/10/18
San Bernardino	Yucca Valley	21,834	\$ 7,500	8/15/18
San Diego	Balance of County (Pop only)	513,123	\$ 45,000	8/15/18
San Diego	Carlsbad	114,622	\$ 15,000	7/10/18
San Diego	Chula Vista	267,503	\$ 45,000	7/25/18
San Diego	Coronado	21,683	\$ 7,500	7/25/18
San Diego	Del Mar	4,322	\$ 7,500	7/25/18
San Diego	El Cajon	105,557	\$ 7,500	8/15/18
San Diego	Encinitas	63,158	\$ 7,500	7/10/18
San Diego	Escondido	151,478	\$ 7,500	9/6/18
San Diego	Imperial Beach	28,163	\$ 7,500	8/15/18
San Diego	La Mesa	61,261	\$ 15,000	7/25/18
San Diego	Lemon Grove	26,834	\$ 7,500	9/6/18
San Diego	National City	62,257	\$ 7,500	6/19/18
San Diego	Oceanside	177,362	\$ 7,500	
San Diego	Poway	50,207	\$ 7,500	8/15/18
San Diego	San Diego	1,419,845	\$ 100,000	8/15/18
San Diego	San Marcos	95,768	\$ 45,000	8/15/18
San Diego	Santee	56,994	\$ 7,500	7/10/18
San Diego	Solana Beach	13,938	\$ 7,500	7/25/18
San Diego	Vista	103,381	\$ 15,000	
San Francisco	San Francisco	883,963	\$ 100,000	8/15/18
San Joaquin	Balance of County (Pop only)	154,949	\$ 45,000	5/4/18
San Joaquin	Escalon	7,558	\$ 7,500	8/15/18
San Joaquin	Lathrop	24,268	\$ 15,000	7/25/18
San Joaquin	Lodi	67,121	\$ 7,500	8/15/18
San Joaquin	Manteca	81,345	\$ 45,000	
San Joaquin	Ripon	15,847	\$ 7,500	
San Joaquin	Stockton	315,103	\$ 15,000	8/15/18
San Joaquin	Tracy	92,553	\$ 7,500	
San Luis Obispo	Balance of County (Pop only)	120,639	\$ 15,000	8/15/18
San Luis Obispo	Arroyo Grande	17,912	\$ 7,500	6/19/18
San Luis Obispo	Atascadero	31,147	\$ 7,500	8/15/18
San Luis Obispo	El Paso de Robles	31,559	\$ 7,500	8/15/18
San Luis Obispo	Grover Beach	13,560	\$ 7,500	8/15/18
San Luis Obispo	Morro Bay	10,503	\$ 7,500	7/25/18
San Luis Obispo	Pismo Beach	8,233	\$ 7,500	8/15/18
San Luis Obispo	San Luis Obispo	46,548	\$ 7,500	
San Mateo	Balance of County (Pop only)	65,828	\$ 7,500	9/6/18
San Mateo	Atherton	7,135	\$ 7,500	8/15/18

San Mateo	Belmont	27,388	\$ 7,500	7/10/18
San Mateo	Brisbane	4,692	\$ 7,500	8/15/18
San Mateo	Burlingame	30,294	\$ 7,500	
San Mateo	Colma	1,501	\$ 7,500	7/10/18
San Mateo	Daly City	107,864	\$ 7,500	
San Mateo	East Palo Alto	30,917	\$ 7,500	7/25/18
San Mateo	Foster City	33,490	\$ 7,500	9/6/18
San Mateo	Half Moon Bay	12,639	\$ 7,500	
San Mateo	Hillsborough	11,543	\$ 7,500	7/25/18
San Mateo	Menlo Park	35,268	\$ 15,000	
San Mateo	Millbrae	22,854	\$ 7,500	8/15/18
San Mateo	Pacifica	38,418	\$ 7,500	7/25/18
San Mateo	Portola Valley	4,767	\$ 7,500	8/15/18
San Mateo	Redwood City	86,380	\$ 15,000	8/15/18
San Mateo	San Bruno	46,085	\$ 15,000	7/25/18
San Mateo	San Carlos	29,897	\$ 7,500	
San Mateo	San Mateo	104,490	\$ 15,000	9/7/18
San Mateo	South San Francisco	67,082	\$ 7,500	7/25/18
San Mateo	Woodside	5,623	\$ 7,500	
Santa Barbara	Balance of County (Pop only)	142,262	\$ 15,000	
Santa Barbara	Buellton	5,291	\$ 7,500	9/6/18
Santa Barbara	Carpinteria	13,704	\$ 7,500	7/25/18
Santa Barbara	Goleta	31,949	\$ 7,500	7/25/18
Santa Barbara	Guadalupe	7,604	\$ 7,500	
Santa Barbara	Lompoc	43,599	\$ 7,500	7/25/18
Santa Barbara	Santa Barbara	94,807	\$ 7,500	8/15/18
Santa Barbara	Santa Maria	108,470	\$ 15,000	8/15/18
Santa Barbara	Solvang	5,771	\$ 7,500	8/15/18
Santa Clara	Balance of County (Pop only)	87,666	\$ 45,000	8/15/18
Santa Clara	Campbell	42,696	\$ 7,500	7/25/18
Santa Clara	Cupertino	60,091	\$ 7,500	8/15/18
Santa Clara	Gilroy	55,615	\$ 15,000	7/25/18
Santa Clara	Los Altos	31,361	\$ 7,500	
Santa Clara	Los Altos Hills	8,568	\$ 7,500	
Santa Clara	Los Gatos	30,601	\$ 7,500	8/15/18
Santa Clara	Milpitas	74,865	\$ 15,000	
Santa Clara	Monte Sereno	3,630	\$ 7,500	7/10/18
Santa Clara	Morgan Hill	44,513	\$ 15,000	8/15/18
Santa Clara	Mountain View	81,527	\$ 45,000	7/25/18
Santa Clara	Palo Alto	69,721	\$ 15,000	8/15/18
Santa Clara	San Jose	1,051,316	\$ 100,000	9/6/18
Santa Clara	Santa Clara	129,604	\$ 15,000	8/15/18
Santa Clara	Saratoga	31,435	\$ 7,500	8/15/18
Santa Clara	Sunnyvale	153,389	\$ 45,000	8/15/18
Santa Cruz	Balance of County (Pop only)	134,218	\$ 15,000	
Santa Cruz	Capitola	10,563	\$ 7,500	7/25/18



Santa Cruz	Santa Cruz	66,454	\$ 7,500	5/9/18
Santa Cruz	Scotts Valley	12,195	\$ 7,500	
Santa Cruz	Watsonville	53,434	\$ 7,500	
Shasta	Balance of County (Pop only)	66,508	\$ 15,000	9/6/18
Shasta	Anderson	10,263	\$ 7,500	5/16/18
Shasta	Redding	91,357	\$ 15,000	8/15/18
Shasta	Shasta Lake	10,143	\$ 7,500	
Sierra	Balance of County (Pop only)	2,450	\$ 7,500	
Sierra	Loyalton	757	\$ 7,500	
Siskiyou	Balance of County (Pop only)	24,084	\$ 7,500	
Siskiyou	Dorris	966	\$ 7,500	
Siskiyou	Dunsmuir	1,680	\$ 7,500	9/6/18
Siskiyou	Etna	744	\$ 7,500	
Siskiyou	Fort Jones	739	\$ 7,500	
Siskiyou	Montague	1,428	\$ 7,500	
Siskiyou	Mount Shasta	3,385	\$ 7,500	
Siskiyou	Tulelake	977	\$ 7,500	
Siskiyou	Weed	2,769	\$ 7,500	
Siskiyou	Yreka	7,840	\$ 7,500	6/19/18
Solano	Balance of County (Pop only)	19,633	\$ 7,500	7/10/18
Solano	Benicia	27,499	\$ 7,500	7/25/18
Solano	Dixon	19,896	\$ 7,500	
Solano	Fairfield	116,156	\$ 15,000	8/15/18
Solano	Rio Vista	9,188	\$ 7,500	
Solano	Suisun City	29,192	\$ 7,500	8/15/18
Solano	Vacaville	98,977	\$ 15,000	7/25/18
Solano	Vallejo	119,252	\$ 7,500	
Sonoma	Balance of County (Pop only)	142,391	\$ 15,000	
Sonoma	Cloverdale	9,134	\$ 7,500	
Sonoma	Cotati	7,716	\$ 7,500	
Sonoma	Healdsburg	12,061	\$ 7,500	
Sonoma	Petaluma	62,708	\$ 7,500	8/15/18
Sonoma	Rohnert Park	43,598	\$ 7,500	
Sonoma	Santa Rosa	178,488	\$ 15,000	5/16/18
Sonoma	Sebastopol	7,786	\$ 7,500	
Sonoma	Sonoma	11,390	\$ 7,500	7/10/18
Sonoma	Windsor	28,060	\$ 7,500	8/15/18
Stanislaus	Balance of County (Pop only)	116,941	\$ 15,000	8/15/18
Stanislaus	Ceres	48,326	\$ 7,500	
Stanislaus	Hughson	7,738	\$ 7,500	
Stanislaus	Modesto	215,692	\$ 15,000	8/15/18
Stanislaus	Newman	11,801	\$ 7,500	
Stanislaus	Oakdale	23,324	\$ 7,500	7/25/18
Stanislaus	Patterson	22,679	\$ 7,500	
Stanislaus	Riverbank	25,244	\$ 7,500	
Stanislaus	Turlock	74,730	\$ 7,500	8/15/18

Stanislaus	Waterford	9,149	\$ 7,500	
Sutter	Balance of County (Pop only)	21,177	\$ 7,500	7/25/18
Sutter	Live Oak	8,781	\$ 7,500	
Sutter	Yuba City	67,280	\$ 7,500	7/25/18
Tehama	Balance of County (Pop only)	42,236	\$ 7,500	8/15/18
Tehama	Corning	7,515	\$ 7,500	
Tehama	Red Bluff	13,858	\$ 7,500	
Tehama	Tehama	430	\$ 7,500	5/4/18
Trinity	Balance of County (Pop only)	13,635	\$ 7,500	
Tulare	Balance of County (Pop only)	144,375	\$ 15,000	
Tulare	Dinuba	24,873	\$ 7,500	
Tulare	Exeter	11,169	\$ 7,500	
Tulare	Farmersville	11,443	\$ 7,500	
Tulare	Lindsay	13,162	\$ 7,500	6/19/18
Tulare	Porterville	60,798	\$ 15,000	
Tulare	Tulare	65,982	\$ 15,000	
Tulare	Visalia	136,246	\$ 45,000	8/15/18
Tulare	Woodlake	7,786	\$ 7,500	
Tuolumne	Balance of County (Pop only)	49,850	\$ 7,500	8/15/18
Tuolumne	Sonora	4,890	\$ 7,500	8/15/18
Ventura	Balance of County (Pop only)	97,865	\$ 7,500	7/25/18
Ventura	Camarillo	68,741	\$ 15,000	7/10/18
Ventura	Fillmore	15,953	\$ 7,500	
Ventura	Moorpark	37,044	\$ 7,500	7/25/18
Ventura	Ojai	7,679	\$ 7,500	8/15/18
Ventura	Oxnard	206,499	\$ 15,000	
Ventura	Port Hueneme	23,929	\$ 7,500	8/15/18
Ventura	San Buenaventura	111,269	\$ 15,000	7/10/18
Ventura	Santa Paula	31,138	\$ 7,500	
Ventura	Simi Valley	128,760	\$ 7,500	5/9/18
Ventura	Thousand Oaks	130,196	\$ 7,500	8/15/18
Yolo	Balance of County (Pop only)	30,685	\$ 7,500	8/15/18
Yolo	Davis	68,704	\$ 7,500	8/15/18
Yolo	West Sacramento	54,163	\$ 15,000	7/25/18
Yolo	Winters	7,292	\$ 7,500	
Yolo	Woodland	60,426	\$ 7,500	7/10/18
Yuba	Balance of County (Pop only)	59,347	\$ 7,500	
Yuba	Marysville	11,883	\$ 7,500	
Yuba	Wheatland	3,497	\$ 7,500	