



# Statewide Webinar on Tribal Funding, Outreach, and Engagement for Census 2020

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JANUARY 8, 2019

11:00 AM – 12:30 PM

# Agenda

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- **Welcome, Introductions, and Opening Remarks**
- **US Census Bureau: Timeline of Federal Efforts**
- **California's Census 2020 Challenges and Opportunities**
- **Panel Discussion on Tribal Efforts to Reach Hard-to-Count Members & Communities**
  - **Q & A**
- **Open Discussion on Tribal Outreach Efforts & Strategies to Achieve a Complete Count in the 2020 Census**
- **Closing Remarks**





## Webinar Instructions for Participants

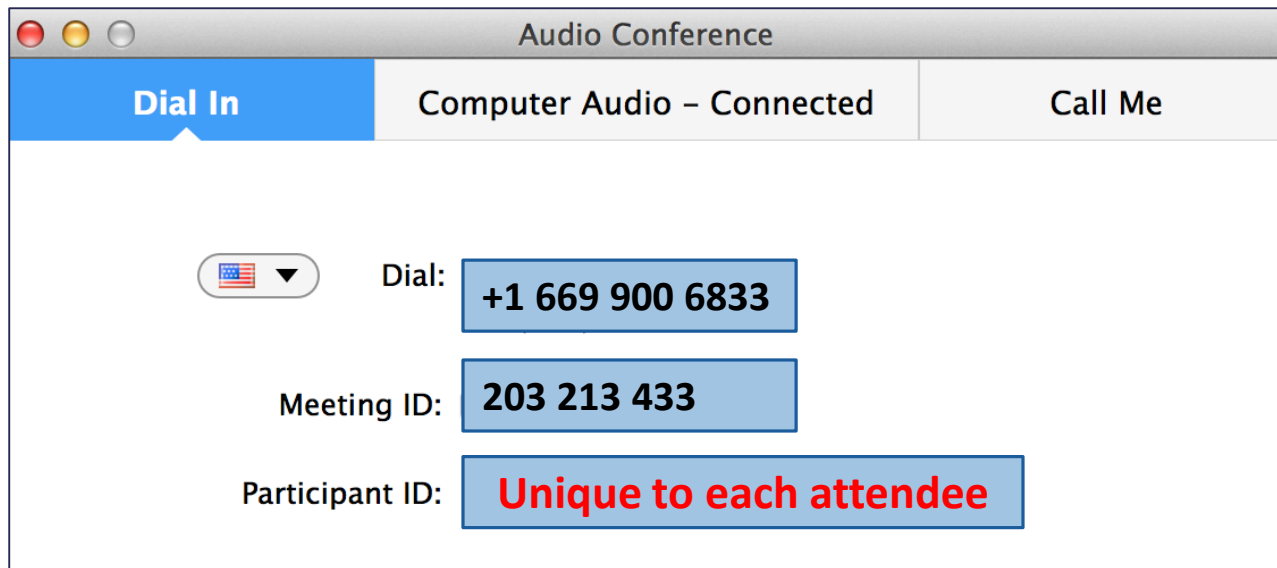
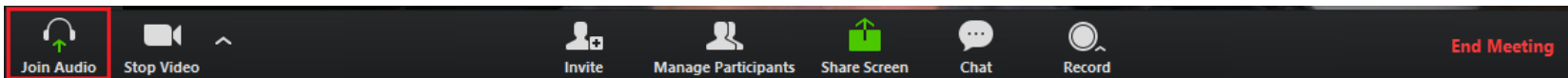
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1. Click the link, or copy and paste into your browser to log on to the webinar:  
<https://csus.zoom.us/j/933869986>
2. Call in: you can utilize your computer's audio to listen in, or the call in number below  
**Call-in #: +1 669 900 6833**  
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3. Enter your unique participant ID #



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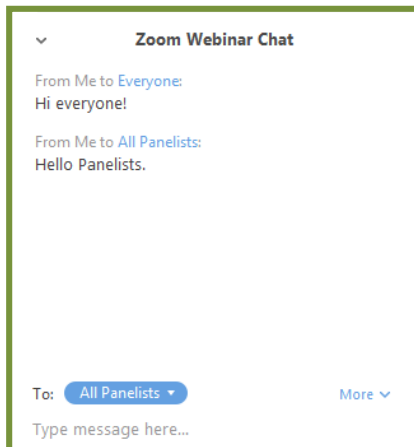
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# Webinar Objectives

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- ❑ Communicate the importance and benefits of engaging in Census
- ❑ Provide information on Federal and state Census outreach strategies and timelines
- ❑ Identify opportunities to partner with the State and Tribes to achieve a complete count of all of California's communities in Census 2020

# Timeline of Federal Efforts

**Jessica Imotichey**

Partnership Coordinator

Los Angeles Region

[Jessica.A.Imotichey@2020census.gov](mailto:Jessica.A.Imotichey@2020census.gov)

323-791-9864 (cell)

United States Census Bureau

# Why We Do a Census

Article 1, Section 2 of the US Constitution

*The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.*

Key purpose is apportioning the U.S. House of Representatives

Also about funding: Distribution of more than **\$675 billion** annually in federal funds



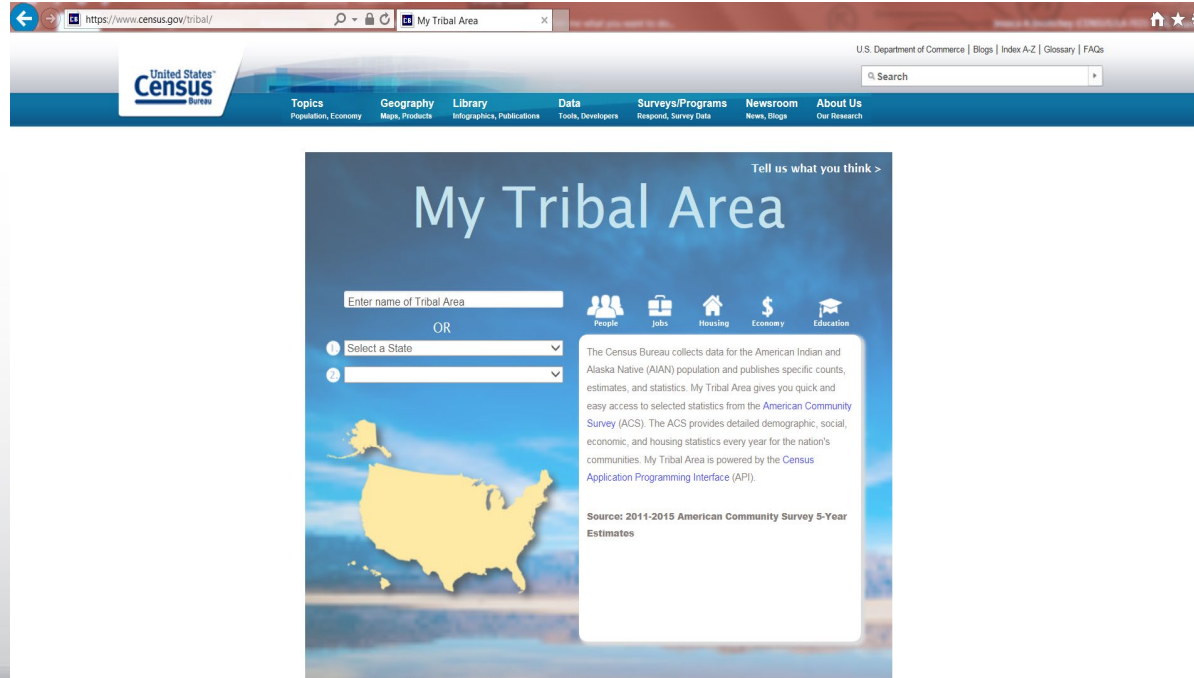


**Table 2. Ten Largest Census-Guided Assistance Programs, FY2008**

<b>CFDA #</b>	<b>Program Name</b>	<b>Department</b>	<b>FY08 Expenditures</b>	<b>Type of Assistance and Recipient</b>
93.778	Medical Assistance Program	Department of Health and Human Services	\$261,143,624,624	Formula grants to states
20.205	Highway Planning and Construction (Federal-Aid Highway Program)	Department of Transportation	\$36,795,552,695	Formula grants and project grants to states
14.871	Section 8 Housing Choice Vouchers	Department of Housing and Urban Development	\$15,340,853,794	Project grants to public housing agencies
84.027	Special Education Grants to States	Department of Education	\$10,786,318,120	Formula grants to states
84.010	Title I Grants to Local Educational Agencies	Department of Education	\$7,513,986,185	Formula grants to state educational agencies (local agencies are subgrantees)
10.410	Very Low to Moderate Income Housing Loans	Department of Agriculture	\$7,268,193,451	Direct loans and guaranteed/insured loans to very low- to moderate-income families and individuals
93.767	State Children's Insurance Program	Department of Health and Human Services	\$7,100,682,976	Formula grants to states
10.557	Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program)	Department of Agriculture	\$6,138,491,549	Formula grants to states
14.195	Section 8 Housing Assistance Payments Program (Project-based Section 8)	Department of Housing and Urban Development	\$6,002,587,454	Direct payments to public housing agencies
93.600	Head Start	Department of Health and Human Services	\$5,681,535,945	Project grants to local service providers

# My Tribal Area

- <https://www.census.gov/tribal/>



# Senate Committee on Indian Affairs Hearing

Feb 14, 2018: [Oversight Hearing on “Making Indian Country Count: Native Americans and the 2020 Census”](https://www.indian.senate.gov/hearing/oversight-hearing-making-indian-country-count-native-americans-and-2020-census)

<https://www.indian.senate.gov/hearing/oversight-hearing-making-indian-country-count-native-americans-and-2020-census>

“While the Census Bureau is planning the most automated and modern decennial census in history, we have not disregarded, and in fact recognized more than ever, the unique challenges associated with conducting the decennial census in American Indian and Alaska Native areas. We share the concerns that tribal delegates have raised about the undercount of American Indians and Alaska Natives in previous counts and are committed to improving this in the 2020 Census.”

“For the 2020 Census, we began tribal consultations with tribal representatives in 2015, 2 years earlier in the census lifecycle than in prior censuses. The Census Bureau held 17 consultations and one national webinar with federally and state recognized tribes and Alaska regional and village corporations. We met with over 400 tribal delegates representing over 250 different tribes, corporations and organizations.”

Testimony – Ron Jarmin  
Associate Director of Economic Programs  
*Performing the Non-Exclusive Functions and*

*Duties of the Director, U.S. Census Bureau*

# Tribal Partnership Program

- Engage tribal communities toward greater participation in the 2020 Census
- Outreach to tribal populations with historically low response rates and undercounts
- Deliver messaging through trusted tribal and/or community leaders
- Support 2020 Census activities for American Indian and Alaska Natives (AIAN) populations in Indian Country
- Ensure the best possible count of AIAN populations by increasing the overall AIAN self-response rate

# Tribal Liaison Program

- Select/Appoint a Liaison
- Educate Tribal Members
- Provide a Trusted Voice
- Training

## Goals

1. Communicate the importance and benefits of filling out the Census
2. Encourage tribal members to apply for Census Bureau jobs
3. Work with the Census Bureau and Tribal Partnership Specialists to ensure goals are met within your tribal community

# Tribal Complete Count Committee

## Complete Count Committee

- Established by Tribal Leadership
- Members are appointed by Tribal Leadership

## Complete Count Committee's Task

- Bring structured, focused unified outreach and communication campaign to their communities.
- Develop and implement plans to increase participation in the 2020 Census: "Strategic Plan"

# New Ability to Self Respond Starting March 23, 2020

- Internet
- Phone or
- Paper Form



## Key Dates

- 
- 2017**
- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
  - Publish final 2020 residence criteria and situations
- 
- 2018**
- Question wording to Congress—March 31, 2018
  - 2018 End-to-End Census Test
  - Regional Census Centers opening
- 
- 2019**
- Opening Field Offices
  - Complete Count Committees established
- 
- 2020**
- Advertising—begins in early 2020
  - Begin self response
  - Census Day**—April 1, 2020
  - Nonresponse Followup—early April–late July
  - Apportionment counts to the President—December 31, 2020
- 
- 2021**
- Redistricting counts to the States—March 31, 2021



# Key Data Collection Dates

Timeline	Operation	Activity
August 2019	Address Canvassing (AC)	Update the address frame and identify locations where people live, or could live for selected areas.
March 2020	Update/Leave (UL)	Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories).
March 23rd	Self-Response	Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.
April 1st	Census Day	Census Day
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.
May 2020	Non-Response Follow-up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.

# Answers are Protected by Title 13 of the US Code

- The Census is confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information with other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000.

# Wave 1 Area Census Offices



































Seven early Area Census Offices (ACOs) to open January 2019

Wave One

- ✓ Bakersfield, CA (covers Central Valley and Nevada)
- ✓ Oakland, CA (Bay Area and Northern Coast)
- ✓ Riverside, CA (San Diego, Orange County, and Inland Empire)
- ✓ Van Nuys, CA (Los Angeles County)
- ✓ Anchorage, AK (Alaska)
- ✓ Seattle, WA (Washington)
- ✓ Salem, OR (Oregon, Washington and Hawaii)

## ACO Office

### ACO City

 Anchorage	 North Las Vegas	 San Mateo
 Bakersfield	 Oakland	 Santa Ana
 Boise	 Olympia	 Santa Barbara
 Chico	 Ontario	 Santa Clarita
 Concord	 Palm Springs	 Santa Rosa
 El Cajon	 Pasadena	 Seattle
 Eugene	 Pleasanton	 South Gate
 Everett	 Portland	 Spokane
 Fullerton	 Riverside	 Stockton
 Honolulu	 Sacramento	 Sunnyvale
 Inglewood	 Salem	 Tacoma
 Las Vegas	 San Bernardino	 Van Nuys
 Long Beach	 San Diego	 Vista
 Merced	 San Francisco	 West Covina
	 San Jose	

# Recruiting and Staffing Numbers for Area Census Office (ACO)

- Summer 2018
  - ✓ Wave 1 ACO Management (approx. 10 per ACO)
- Fall 2018
  - ✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)
- Spring 2019
  - ✓ Address Canvassing field staff (approx. 300 per ACO)
- Spring 2019
  - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
  - ✓ Non-Response Follow-Up field staff (approx. 500 per ACO)
- Summer 2018
  - ✓ Partnership Specialists
- Recruiting Information for All Positions
  - [www.census.gov/2020jobs](http://www.census.gov/2020jobs)
  - [www.usajobs.gov](http://www.usajobs.gov)
  - **1-800-992-3529 (Recruiting Hotline)**

I CAN

## BE A CENSUS TAKER

**APPLY ONLINE!**

**2020census.gov/jobs**

**2020 Census jobs provide:**

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

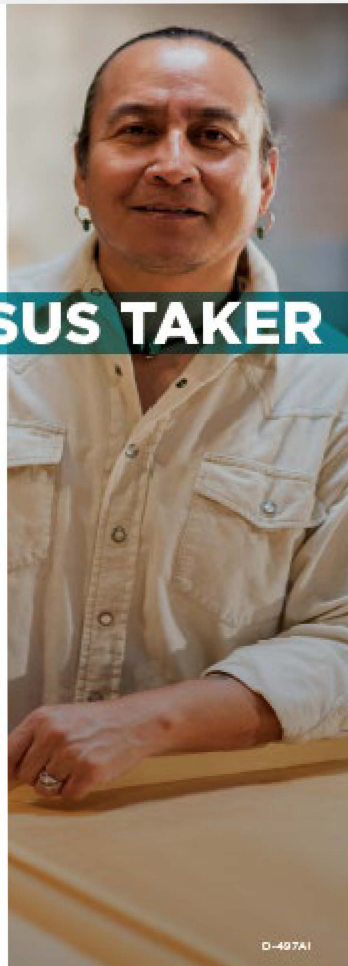
For more information or help applying, please call  
**1-855-JOB-2020**

Federal Relay Service:  
1-800-877-8339 TTY/ASCD  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

The U.S. Census Bureau is an Equal Opportunity Employer.



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# Next Steps

- Appoint a Tribal Liaison!
- Help to mobilize your community for the 2020 Census by forming a TCCC
- Invite Census Staff to your meetings, events, conferences and request a TCCC training
- Apply for Census Jobs and help us to recruit a diverse staff for the ACO positions

# California's Census 2020 Challenges and Opportunities

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**Ditas Katague, Director**

California Complete Count – Census 2020

**Justyn Howard, Deputy Secretary for Census  
Government Operations Agency**



# WHY: The Power of Census Data

## POWER

Congressional representation, reapportionment and redistricting

## MONEY

More than \$675 BILLION annually

- California receives \$BILLIONS each year for schools, crime prevention, healthcare and transportation

# Role of the State

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- **Create and communicate** the Statewide strategy for Census outreach
- **Identify** gaps, **develop** necessary tools, **disseminate** best practices
- **Coordinate** the overall mobilization of funding

# California Census 2020 Challenges and Opportunities

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- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- CA's Diverse Population - Hard to Count & Low Responding
- Governor's Commitment
- Engaged Foundations & Local Jurisdictions



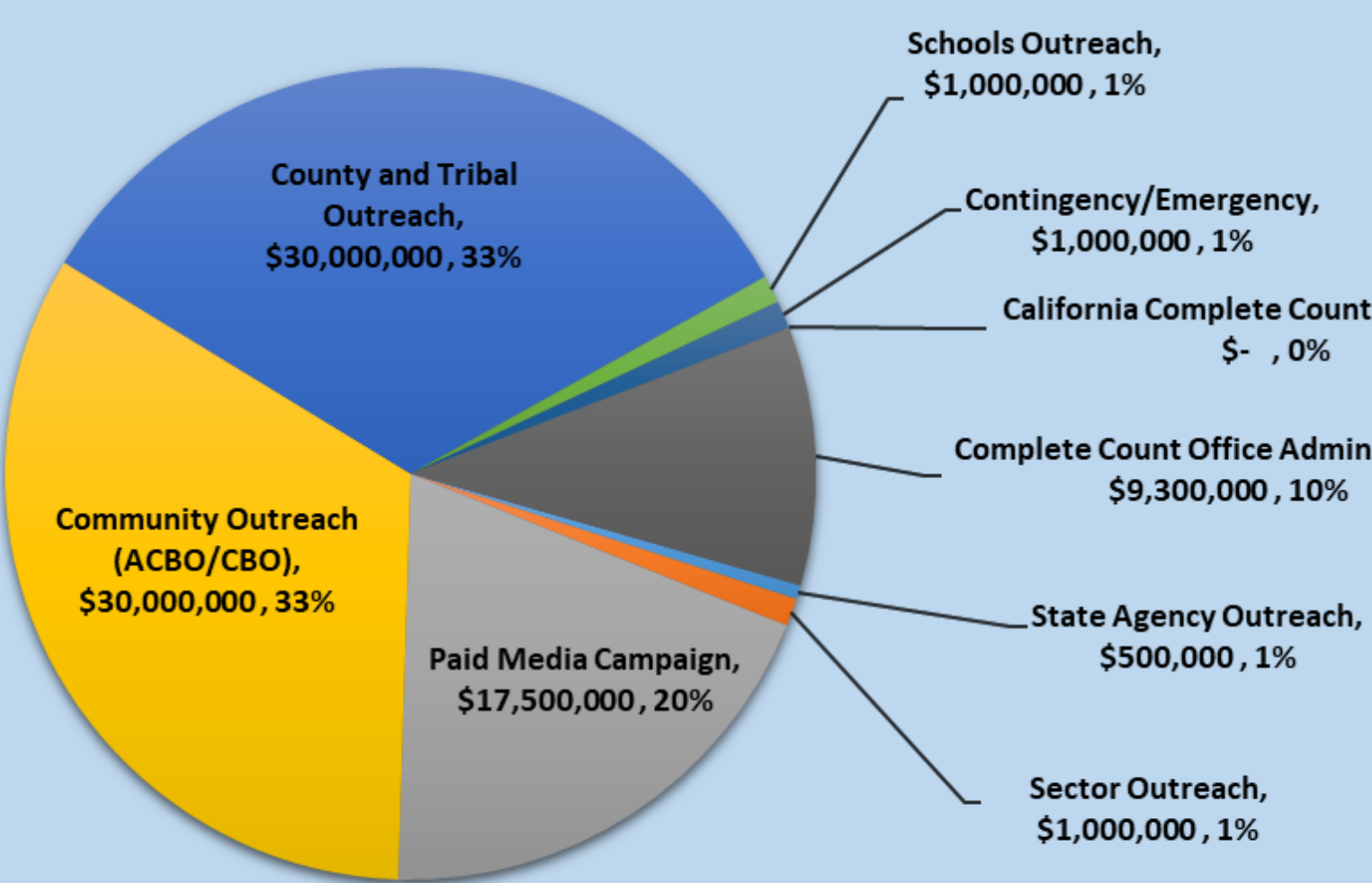
# Budget \$90M

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- Local Complete Count Committees
- Tribal Funding
- Community-Based Organization Outreach
- Media Campaign
- Schools
- Case Worker Training & Outreach
- State Agency Outreach
- Sector Outreach
- Travel & Administration



# Census 2020 Funding Allocations



# Funding for Outreach & Engagement

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- Funding for Tribal Governments
- Statewide CBO serving Tribal communities
- County Governments
- Regional and Statewide CBOs
- Media campaign (trusted ethnic media)

# Key Funding Distribution Dates

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## Nov. – Jan.

- 11/8/18 – Documents describing the State’s funding methodology, solicitation documents, timelines and resources were posted to [census.ca.gov](https://census.ca.gov)
- 11/9/2018 – County funding letters were distributed
- **11/30/2018 – Tribal funding agreement letters were distributed**
- **12/14/18 – State released regional ACBO RFP**
- **1/04/19 – State released statewide ACBO RFP**
- 1/19 – State releases media RFP

# Panel Discussion: How the Census Impacts Our Communities

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- ❖ **Beverly Miller**, Director, California Area Indian Health Services
- ❖ **Chrissie Castro**, California Native Vote
- ❖ **Lorenda Sanchez**, Executive Director, California Indian Manpower Consortium, Inc.
- ❖ **Virginia Hendrick**, Director of Policy and Planning, California Consortium for Urban Indian Health
- ❖ **Stephanie Tom**, Deputy Director of Broadband and Digital Literacy and Tribal Liaison, California Department of Technology
- ❖ **Dore Bietz**, Tuolumne Band of Me-wuk Indians







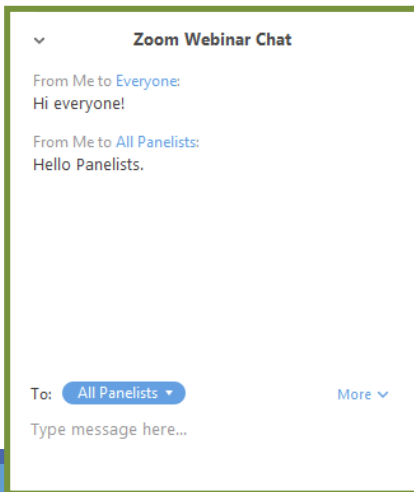
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# Open Discussion on Tribal Outreach Efforts & Strategies to Achieve a Complete Count in the 2020 Census

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## *Questions for consideration*

- What are **barriers** to participation in your communities?
- What are the **strategies and tactics** your Tribes will use or are using to reach HTC in your community?
- What are the **key messages** to share with Tribal communities?
- What types of **resources and tools** will your Tribes need to carry out a successful outreach campaign?
- What **information and research data** would be useful?

# Next Steps

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- Form **Tribal Complete Count Committees**
- Share **Census Tribal Liaison** contact info with the California Complete Count team
- Assess **key barriers** – e.g., broadband gaps
- Review materials and **resources** online at [www.census.ca.gov](http://www.census.ca.gov)



# Next Steps

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- Request for Proposals (RFP) for Administrative Community Based Organizations and Media
- Funding allocations for LCCCs and Tribal outreach
- Hire regional program managers (RPMs)
- Finalize & launch Statewide Outreach and Rapid Deployment (SwORD) mapping portal



# Sign Up for our Mailing List!



The screenshot shows the homepage of the California Census 2020 website. At the top, there is a navigation bar with the 'CA CENSUS 2020' logo and links for 'Contact Us' and 'Settings'. Below the navigation bar is a main banner featuring a map of California with a large orange checkmark icon overlaid on it. The text 'CA CENSUS 2020' is prominently displayed. Below the banner, there are several sections: 'Latest News' with a 'Funding Update' article from Cal eProcure, a 'Funding' article, and a 'Countdown to Census Day' section for April 1, 2020. The countdown shows 476 days, 15 hours, 0 minutes, and 28 seconds. A 'SUBSCRIBE NOW!' button is located below the countdown. A large blue arrow points to the 'SUBSCRIBE NOW!' button.

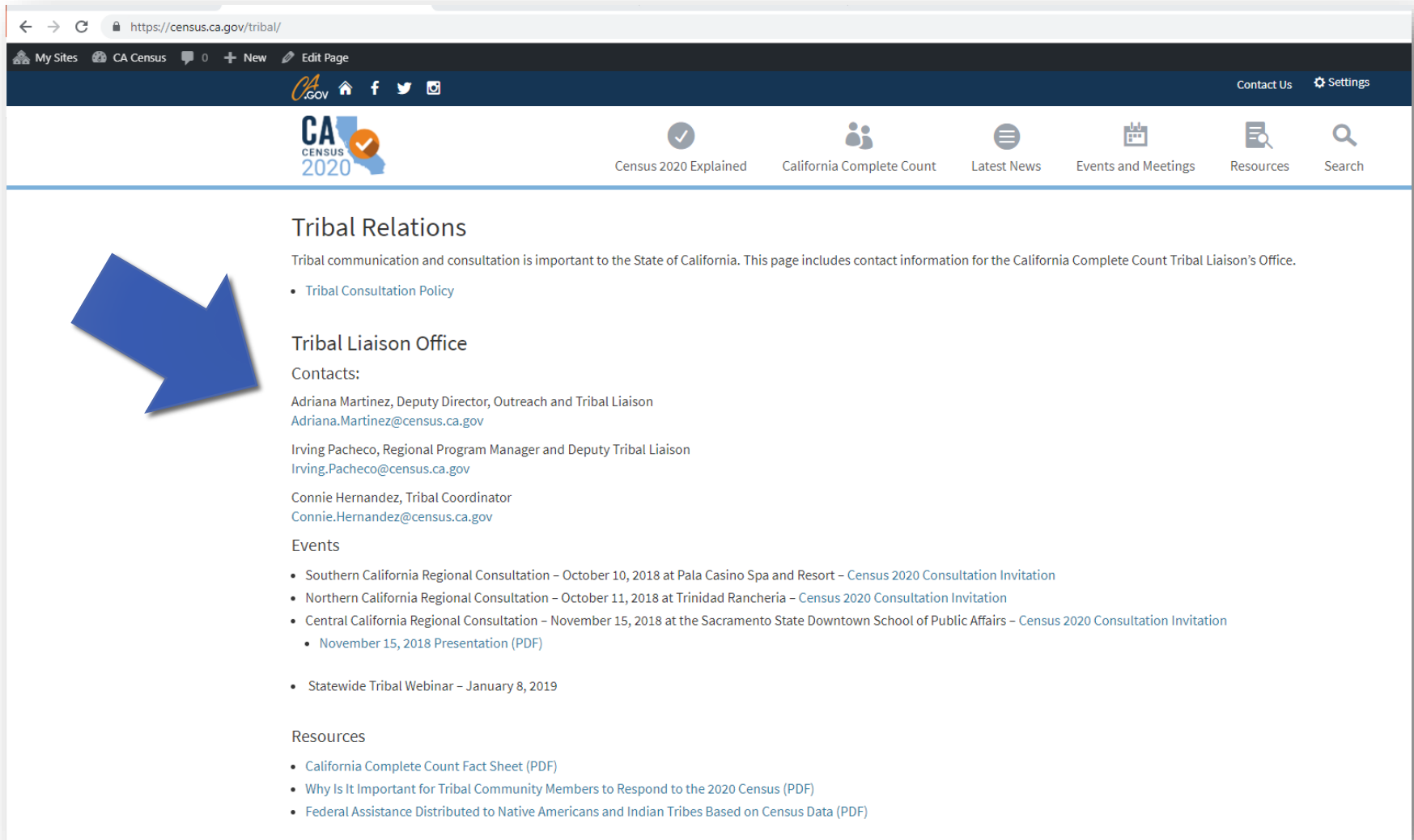
days	hrs	min	sec
476	15	0	28

**SUBSCRIBE NOW!**

[Census.ca.gov](https://census.ca.gov)



# Tribal Relations Contacts and Resources



https://census.ca.gov/tribal/

My Sites CA Census 0 + New Edit Page

CA GOV f t i

Contact Us Settings

CA CENSUS 2020

Census 2020 Explained California Complete Count Latest News Events and Meetings Resources Search

## Tribal Relations

Tribal communication and consultation is important to the State of California. This page includes contact information for the California Complete Count Tribal Liaison's Office.

- Tribal Consultation Policy

### Tribal Liaison Office

Contacts:

Adriana Martinez, Deputy Director, Outreach and Tribal Liaison  
[Adriana.Martinez@census.ca.gov](mailto:Adriana.Martinez@census.ca.gov)

Irving Pacheco, Regional Program Manager and Deputy Tribal Liaison  
[Irving.Pacheco@census.ca.gov](mailto:Irving.Pacheco@census.ca.gov)

Connie Hernandez, Tribal Coordinator  
[Connie.Hernandez@census.ca.gov](mailto:Connie.Hernandez@census.ca.gov)

### Events

- Southern California Regional Consultation – October 10, 2018 at Pala Casino Spa and Resort – [Census 2020 Consultation Invitation](#)
- Northern California Regional Consultation – October 11, 2018 at Trinidad Rancheria – [Census 2020 Consultation Invitation](#)
- Central California Regional Consultation – November 15, 2018 at the Sacramento State Downtown School of Public Affairs – [Census 2020 Consultation Invitation](#)
  - [November 15, 2018 Presentation \(PDF\)](#)
- Statewide Tribal Webinar – January 8, 2019

### Resources

- [California Complete Count Fact Sheet \(PDF\)](#)
- [Why Is It Important for Tribal Community Members to Respond to the 2020 Census \(PDF\)](#)
- [Federal Assistance Distributed to Native Americans and Indian Tribes Based on Census Data \(PDF\)](#)

# California Complete Count

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Sacramento, CA 95811

Phone: (916) 852-2020

Web: [Census.ca.gov](http://Census.ca.gov)

Email: [info@census.ca.gov](mailto:info@census.ca.gov)

**Social Media: @CAcompletecount**

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

