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

JANUARY 8, 2019
11:00 AM – 12:30 PM
Agenda

• 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

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
   Webinar ID: 203 213 433

3. Enter your unique participant ID #
Webinar Instructions for Participants

Once you are in the Zoom meeting, select the **Join Audio** in the menu bar. Follow instructions on the dialog box to **Dial In**.

Participants will automatically enter the audio conference in “Mute” mode.
Webinar Instructions for Participants

In the upper left-hand corner of your screen is the control panel, shown below:

- **Audio Settings**
- **Q&A**
- **Chat**
- **Raise Hand**

You can type a question/comment anytime during the Webinar.

You can use the raise hand function to let the facilitator know you would like to make a verbal comment.

To privately chat with another participant or to send a public message to the entire group, or to only the panelists, click here.
Webinar Objectives

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

[Image of My Tribal Area website]

- 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”


“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

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AC)</td>
<td>Update the address frame and identify locations where people live, or could live for selected areas.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Update/Leave (UL)</td>
<td>Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>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).</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker’s dormitories).</td>
</tr>
<tr>
<td>March 23rd</td>
<td>Self-Response</td>
<td>Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.</td>
</tr>
<tr>
<td>April 1st</td>
<td>Census Day</td>
<td>Census Day</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.</td>
</tr>
<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
</tr>
</tbody>
</table>
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)
<table>
<thead>
<tr>
<th>ACO City</th>
<th>North Las Vegas</th>
<th>San Mateo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchorage</td>
<td>Oakland</td>
<td>Santa Ana</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>Olympia</td>
<td>Santa Barbara</td>
</tr>
<tr>
<td>Boise</td>
<td>Ontario</td>
<td>Santa Clarita</td>
</tr>
<tr>
<td>Chico</td>
<td>Palm Springs</td>
<td>Santa Rosa</td>
</tr>
<tr>
<td>Concord</td>
<td>Pasadena</td>
<td>Seattle</td>
</tr>
<tr>
<td>El Cajon</td>
<td>Pleasanton</td>
<td>South Gate</td>
</tr>
<tr>
<td>Eugene</td>
<td>Portland</td>
<td>Spokane</td>
</tr>
<tr>
<td>Everett</td>
<td>Riverside</td>
<td>Stockton</td>
</tr>
<tr>
<td>Fullerton</td>
<td>Sacramento</td>
<td>Sunnyvale</td>
</tr>
<tr>
<td>Honolulu</td>
<td>Salem</td>
<td>Tacoma</td>
</tr>
<tr>
<td>Inglewood</td>
<td>San Bernardino</td>
<td>Van Nuys</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>San Diego</td>
<td>Vista</td>
</tr>
<tr>
<td>Long Beach</td>
<td>San Francisco</td>
<td>West Covina</td>
</tr>
<tr>
<td>Merced</td>
<td>San Jose</td>
<td></td>
</tr>
</tbody>
</table>
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 Canvasing 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/ASCII
www.gsa.gov/fedrelay

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

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

- *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

• 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

- 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

- County and Tribal Outreach (ACBO/CBO), $30,000,000, 33%
- Community Outreach, $30,000,000, 33%
- Paid Media Campaign, $17,500,000, 20%
- Schools Outreach, $1,000,000, 1%
- Contingency/Emergency, $1,000,000, 1%
- California Complete Count Office Admin, $9,300,000, 10%
- State Agency Outreach, $500,000, 1%
- Sector Outreach, $1,000,000, 1%

----- Complete Count Office Admin, $9,300,000, 10%
Funding for Outreach & Engagement

• Funding for Tribal Governments
• Statewide CBO serving Tribal communities
• County Governments
• Regional and Statewide CBOs
• Media campaign (trusted ethnic media)
Key Funding Distribution Dates

- **11/8/18** – Documents describing the State’s funding methodology, solicitation documents, timelines and resources were posted to 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

- **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
Webinar Instructions for Participants

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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

• 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

- 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
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 Martínez, Deputy Director, Outreach and Tribal Liaison
Adriana.Martinez@census.ca.gov
Irving Pacheco, Regional Program Manager and Deputy Tribal Liaison
Irving.Pacheco@census.ca.gov
Connie Hernandez, Tribal Coordinator
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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Web: Census.ca.gov
Email: info@census.ca.gov

Social Media: @CAcompletecount
Thank you for your participation!