

Quarterly Progress Report on the California Complete Count – Census 2020

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

Prepared by: California Complete Count – Census 2020 Office

July 25, 2019



[This page is to facilitate double-sided printing]

TABLE OF CONTENTS

I. INTRODUCTION	1
II. BUDGET AND INFRASTRUCTURE	1
Overview	1
Adopted 2019-20 State Budget	2
Funding Allocations	2
Contracted Outreach and Communication Partners	4
Education Sector	9
Sector Outreach (Non-Education)	12
State Agency Outreach	13
Outreach and Public Relations (Media) Contract	14
Outreach Database Enhancements	15
California Housing and Population Sample Enumeration	15
Contingencies and Emergencies	15
Administration	16
California Complete Count Committee	16
Statewide Outreach and Rapid Deployment (SwORD)	17
Staffing and Organization	17
Administrative Support	17
Transparency, Reporting and Accountability	18
III. NEXT STEPS	18

EXHIBITS

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

- A. Regional Outreach Funding Allocation
- B. County Strategic Plan Due Dates
- C. "Count Me In!" Pilot Program Schools
- D. County Offices of Education Outreach Contract Statement of Work
- E. County Offices of Education Contract/Outreach Plan Status
- F. CA Complete Count – Census 2020 Office Organizational Chart

I. INTRODUCTION

The California Complete Count – Census 2020 Office (Census Office) is tasked with a once-in-a-decade effort that is on target to help achieve a full and complete count of all Californians in the 2020 Census. The strategic, data-driven campaign is built to be responsive to current conditions and lingering questions still to be decided by the U.S. Census Bureau (Census Bureau). The swiftly changing policy decisions and political climate influenced by the federal government necessitate a nimble plan to ensure hard-to-count (HTC) populations are not only counted but counted in the right place so that resources and representation are fairly allocated.

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

The budget allocations, tables, and program status reports highlighted in this document are current as of July 1, 2019. Additional program updates, including status of Strategic Plan approvals, will be made available on the Census Office's website at census.ca.gov. It also details the recently adopted Budget Act of 2019 that further augments the complete count effort, adding to the previously approved \$100.3 million for a total of \$187.2 million.

Further background and detail on the programs, operations and administrative actions referred to in this document can be found in the prior quarterly progress reports to the legislature, available at: census.ca.gov/reports.

II. BUDGET AND INFRASTRUCTURE

Overview

Governor Gavin Newsom signed the Budget Act of 2019, which approved nearly \$87 million for statewide census efforts, on June 27, 2019. The significant investment reflects the very real challenge that California faces as the home of the hardest to count regions in the nation. The \$187.2 million multi-year combined investment is outlined in the table below.

	Appropriation Amount	Expended	Encumbered	Available Balance
2017 Budget Act*	\$ 10,000,000	\$ 7,993,171	\$ 457,053	\$ 1,549,776
2018 Budget Act	\$ 90,300,000	\$ 13,101,965	\$ 55,651,163	\$ 21,546,872
2019 Budget Act	\$ 86,931,000	\$ -	\$ -	\$ 86,931,000
Total:	\$ 187,231,000	\$ 21,095,136	\$ 56,108,216	\$ 110,027,648

*The \$10 million includes two separate budget actions that provided \$7 million for the LUCA incentive program and \$3 million for initial planning activities that were conducted within the Governor's Office of Planning and Research. \$295,000 of the expended amount covered administrative costs at the Department of Finance.

Adopted 2019-20 Budget

The adopted 2019-20 State Budget reflects several funding proposals set forth in the Governor's January Budget and the Governor's May Revision, including:

- \$30 million to enhance the statewide Outreach and Public Relations (media) contract;
- Nearly \$18 million to supplement CBOs, school and sector outreach;
- \$2 million to further augment Native American population outreach;
- \$4 million to fully fund the California Housing and Population Sample Enumeration (CHPSE) survey; and
- \$931,000 to provide outreach contractors access to a robust data portal and a Census Office position to support and analyze data collection efforts.

The 2019-20 State Budget includes an additional \$30 million-dollar allocation, which is available for encumbrance or expenditure until June 30, 2021 (pursuant to Assembly Bill 74 (Committee on Budget; Chapter 23, Statutes of 2019)). Of the \$30 million, \$2 million is dedicated to local educational agency strategies. The remainder is to be available for 2020 Census efforts, including, but not limited to, language access, efforts by local governments and community-based organizations, costs related to appeals on determinations from the Census 2020 Local Update of Census Addresses (LUCA) process, or costs for other state entities related to Census outreach activities.

At time of publication, the Census Office is performing a gap analysis to determine where future outreach needs may exist and how to designate appropriate support for the identified areas. After the analysis is conducted, in early fall 2019, the Census Office will be in a strong position to address gaps and avoid potential duplications in resource allocation. Much of the information collected for the analysis will be through the Implementation Plan Workshops (IPWs), being held in the summer and early fall of 2019. Quarterly reports from contracted outreach partners and stakeholder meetings will also inform this process. Examples of gaps that potentially may surface include the need for additional language support services, Questionnaire Assistance Centers and associated staffing, media outreach, or community events.

The Census Office will provide an allocation schedule in the fall of 2019. Like the previous allocations, funding levels will be data-driven and support strategies effectively reaching the hardest-to-count Californians. The State will fund additional key outreach partners who have the expertise and capacity to activate HTC communities. In addition, the State will continue to work with partners who are trusted messengers among the HTC populations. The State will maintain reporting standards for contractors like those currently in place to uphold accountability and transparency.

Funding Allocations

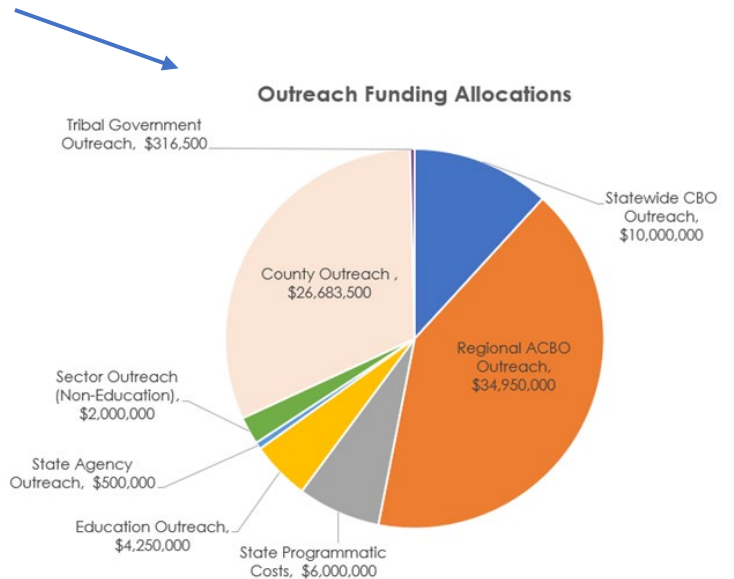
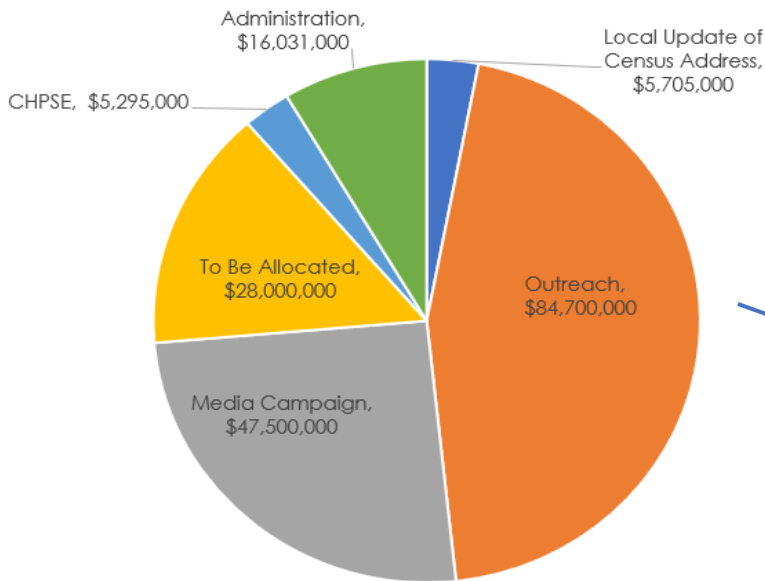
The below table and graph provide the funding and program area allocations prior to July 1, 2019, and the allocations pursuant to the Budget Act of 2019. In some instances, these numbers are broken down further in the report.

**California Complete Count Office
Census 2020 Program Funding Overview**

Programmatic Area	Original Funding Allocations	2019 Budget Act Funding Allocations	Total Allocation
Local Update of Census Address (LUCA)			
<i>Incentive Payments to Local Agencies</i>	\$ 7,000,000	\$ (1,295,000)	\$ 5,705,000
<i>LUCA Appeals</i>	\$ -	\$ -	TBD
Outreach			
County Contracts	\$ 26,683,500	\$ -	\$ 26,683,500
Tribal Outreach			
<i>Tribal Government Contracts</i>	\$ 316,500	\$ -	\$ 316,500
<i>Statewide Community-Based Organizations Contracts</i>	\$ -	\$ 800,000	\$ 800,000
<i>Media and Additional Community-Based Organization Contracts</i>	\$ -	\$ 2,000,000	\$ 2,000,000
Regional Administrative Community-Based Organizations (ACBO)			
<i>Regional Contracts</i>	\$ 22,950,000	\$ -	\$ 22,950,000
<i>Non-Response Follow Up Augmentations/Contingencies</i>	\$ -	\$ 10,000,000	\$ 10,000,000
<i>Statewide Community-Based Organization Contracts</i>	\$ 4,050,000	\$ 5,150,000	\$ 9,200,000
<i>State Programmatic Costs</i>	\$ 6,000,000	\$ -	\$ 6,000,000
Education			
<i>County Offices of Education Contracts</i>	\$ 750,000	\$ 3,000,000	\$ 3,750,000
<i>Census Education Curriculum</i>	\$ 250,000	\$ -	\$ 250,000
<i>Higher Education</i>	\$ 50,000	\$ -	\$ 50,000
<i>State Programmatic Cost</i>	\$ 200,000	\$ -	\$ 200,000
Sector (Non Education)			
<i>Healthcare (WIC)</i>	\$ -	\$ 500,000	\$ 500,000
<i>Other</i>	\$ 800,000	\$ 500,000	\$ 1,300,000
<i>State Programmatic Cost</i>	\$ 200,000	\$ -	\$ 200,000
State Agency Outreach	\$ 500,000	\$ -	\$ 500,000
Outreach and Public Relations Campaign			
<i>Statewide Contract</i>	\$ 16,100,000	\$ 30,000,000	\$ 46,100,000
<i>State Programmatic Cost</i>	\$ 1,400,000	\$ -	\$ 1,400,000
To Be Allocated	\$ -	\$ 28,000,000	\$ 28,000,000
Contingencies/Emergencies	\$ 1,000,000	\$ (1,000,000)	\$ -
California Complete Count Committee	\$ -	\$ -	\$ -
California Housing and Population Sample Enumeration*	\$ -	\$ 5,295,000	\$ 5,295,000
Administration	\$ 12,050,000	\$ 3,981,000	\$ 16,031,000
Totals	\$ 100,300,000	\$ 86,931,000	\$ 187,231,000

* \$295,000 is Department of Finance Administrative Costs

2020 Census Funding Allocations



Contracted Outreach and Communication Partners

The Census Office budget is centered on outreach and communication through contracted partners that are trusted messengers best suited to reach HTC residents. Funding also supports robust data collection, monitoring, and reporting as contractors and partners implement their outreach strategies and then provide rapid deployment to areas with low-responses during the final phases of the 2020 Census data collection period.

Please see Exhibit A for allocations by region, based on the 10 Census 2020 geographic regions, which reflects Administrative CBOs (ACBOs), counties, and county offices of education. Budget allocations for other entities (statewide CBOs, media contractor and Tribal Governments) are not available on a regional basis due to the structure of their allocations.

The Census Office is working expeditiously to review and approve outreach contractors' documentation and invoices in a timely manner. Improvements in the review procedure have been made and additional staff is committed to this priority task for the Census Office so that contractors may proceed with their critical outreach work.

County and Tribal Governments

The table below shows the total amount, expenditures, encumbrances, and remaining balance for county contracts and Tribal Government funding agreements.

	Funded Amount	Expended	Encumbered	Available Balance
County Contracts	\$ 26,683,500	\$ 4,053,562	\$ 22,046,491	\$ 583,447
Tribal Funding Agreements	\$ 316,500	\$ 76,000	\$ 5,000	\$ 235,500
State Programmatic Costs	\$ 3,000,000	\$ 523,925	\$ 92,922	\$ 2,383,153
Total:	\$ 30,000,000	\$ 4,653,487	\$ 22,144,413	\$ 3,202,100

County Contracts

At the time of publication, 45 counties have opted in to state funding, with an additional 13 as fiscal agent alternates. Counties are in different phases of completing the required Strategic Plans, which serve as milestones that trigger payments. Strategic Plans are due 60 days following contract execution, so each county's deadline will vary. (Please see Exhibit B for the county Strategic Plan deadlines). Upon completion and receiving approval from the Census Office, counties receive 35 percent of their total award amount, minus a 10 percent withholding (to be released in February 2020). Subsequent quarterly reports and approved Implementation Plans also serve as payment triggers.

Strategic Plans are reviewed by the Census Office to ensure required elements are included and that plans reflect the actual HTC community needs with the appropriate level of resources, in-language and culturally appropriate tactics, and budget. The review process includes a two-way dialogue between the county and Census Office to address questions and offer possible solutions to achieve the most efficient and effective plan possible before finalization. This is important since Strategic Plans also serve as a step in the development of the Implementation Plans, which are due in September 2019. Census Office staff is working diligently to follow-up on plans that are still pending approval.

Counties with approved Strategic Plans are¹:

- Contra Costa
- San Mateo
- Santa Clara
- Sacramento
- Sonoma
- Tehama
- Yolo

Tribal Governments

Census Office outreach efforts with Tribal Governments have shown that their operations are unique compared to other partners. Particularly, the distinct differences between the Tribal Governments, remoteness of their lands, and the lack of access to membership

¹ By August 31, 2019, the Census Office website will be updated to reflect Strategic Plan status updates.

information (which is strictly confidential to each individual Tribal Government) all provide challenges for this population and make them unlike any other HTC population.

Given the challenges, the Census Office extended the deadline for eligible Tribal Governments to provide an opt-in agreement to accept grant funding until August 31, 2019. (This was extended from the prior deadline of June 30.) A provision to receive funding is an agreement to develop and implement an Outreach Plan. Each plan will have unique elements and align with proven methods of engagement with the respective region.

Since the April 2019 Report, three additional Tribal Governments have completed the opt-in process, bringing the total to 13. In addition, four opt-in packages are being finalized and over 30 Tribal Governments are still reviewing the opt-in package for possible agreement to the terms.

The Tribal Governments that have opted-in (with grant amounts) are:

Cahto Tribe	\$ 2,500
Cher Ae Heights Indian Community of the Trinidad Rancheria	\$ 1,000
Hoopla Valley Tribe	\$10,000
Karuk Community Development Corporation	\$ 5,000
Mechoopda Indian Tribe	\$10,000
Morongo Band of Mission Indians	\$10,000
Pala Band of Mission Indians	\$10,000
Quartz Valley Indian Reservation	\$ 2,500
Redwood Valley Little River Band of Pomo Indians	\$ 2,500
Rincon Band of Luiseno Indians	\$10,000
San Pasqual Band of Mission Indians	\$10,000
Susanville Indian Rancheria	\$ 5,000
Yurok Tribe	\$10,000

The Census Office continues active communication with all 68 Tribal Governments that are eligible to enter the funding agreement. The remaining balance of funds not accepted by Tribal Governments will remain within Native American outreach.

The State-funded grant opportunity for Tribal Governments is just one of several layers specifically focused on reaching Native American populations. The Census Office is currently reviewing other ways to best serve the needs of the Native American populations in culturally appropriate methods through trusted messengers.

An initial opportunity made possible through the Budget Act of 2019 is the \$800,000 allocation to statewide CBOs serving Native Americans (see Community-Based Organizations section below.) In addition, the Budget Act of 2019 provides \$2 million for a communication campaign to reach all Native Americans through augmented, statewide efforts. The Campaign will produce various creative assets and products such as, tribal newsletters, public service announcements, paid and earned media, and branded collateral materials. The Census Office anticipates details of this strategy to be finalized in September 2019. These resources will also be used to assist with monitoring

completed efforts and assessing needs in real time to identify gaps. The multifaceted approach will ensure Native American populations are engaged no matter where they live.

Community-Based Organizations

The Census Office designated \$44.95 million for contracted partnerships with CBOs on a regional and statewide level in the complete count effort. With the Budget Act of 2019, additional award opportunities targeting the HTC population groups are secured along with \$10 million designated for Non-Response Follow Up (NRFU) period needs. The allocation schedule of the \$10 million is anticipated to be completed in early 2020.

The table below shows the total funded amount, expenditures, encumbrances and the remaining balance.

	Funded Amount	Expended	Encumbered	Available Balance
Regional ACBO Contracts	\$ 34,950,000	\$ 378,606	\$ 23,255,663	\$ 11,315,731
Statewide Contracts	\$ 10,000,000	\$ 108,000	\$ 3,892,000	\$ 6,000,000
State Programmatic Costs	\$ 3,000,000	\$ 523,925	\$ 92,922	\$ 2,383,153
Total:	\$ 47,950,000	\$ 1,010,531	\$ 27,240,585	\$ 19,698,884

Regional Administrative CBO Contracts

There are 10 Administrative CBOs (ACBOs), one for each Census 2020 geographic region, with executed contracts. Each ACBO is in various stages of finalizing their Strategic Plans with the Census Office for reaching the HTC populations in their regions. Thirty percent of the total contract award, minus a 10 percent withholding (to be released in January 2020) is triggered with the completion of an approved Strategic Plan. Census Office staff is working to ensure strategic plans are approved on time so that payment can be approved to the ACBO.

ACBOs seeking to contract with the State were required to submit a proposed Strategic Plan, which was revised with more granular level details on specific tactics, partners, and budgets. Draft Strategic Plans were due to the Census Office on May 31, 2019. The final review process includes the opportunity for a two-way dialogue between the contractor and the Census Office to address questions or make improvements as recommended by the Census Office. All plans will be finalized no later than August 31, 2019.

ACBOs with approved Strategic Plans are²:

- Sacramento Region Community Foundation (Region 1)
- United Way Bay Area (Region 3)
- California Community Foundation (Region 8)
- Charitable Ventures of Orange County (Region 9)

² By August 31, 2019, the Census Office website will be updated to reflect Strategic Plan status updates.

Statewide CBO Contracts

Contracts have been executed with 13 additional CBOs who are tasked with targeting outreach efforts based on statewide HTC demographic populations. Statewide CBOs were also required to submit their draft Strategic Plans by May 31, 2019, serving as the trigger payment for 30 percent of the total contract, minus a 10 percent withholding (to be released in January 2020.) As with other contractors, statewide CBO Strategic Plan review affords a two-way dialogue to address outstanding questions or provide supplemental information, if requested by the Census Office. All plans will be finalized no later than August 31, 2019.

Statewide CBOs with approved Strategic Plans are³:

- Coalition for Humane Immigrant Rights (CHILRA) – Immigrants/Refugees
- Coalition for Humane Immigrant Rights (CHIRLA)— Limited-English Proficiency Households
- California Rural Legal Assistance Fund – Farmworkers
- Equality California Institute – Lesbian, Gay, Bisexual, Transgender, Queer/Questioning
- National Association of Latino Elected and Appointed Officials (NALEO) Education Fund – Latinos

The approved \$5.95 million in the Budget Act of 2019 will be used for two purposes:

1. \$5,150,000 is allocated to augmenting outreach for demographic groups with existing contractors. Funding will support outreach efforts for the remaining demographic categories that did not receive any contract proposals and thus did not have a contractor awarded. The remaining demographics groups include:
 - Middle Eastern/North African
 - Individuals with disabilities
 - Individuals and families experiencing homelessness
 - Seniors/Older Adults
 - Children ages 0-5
 - Veterans
2. \$800,000 is allocated to Native American outreach

The Census Office will leverage existing procurement authority (Public Contract Code 19150) that permits direct contracting to ensure organizations can begin work in a timely manner while maintaining robust transparency and reporting elements. Invitation to participate notice letters are anticipated to be sent in fall 2019.

³ By August 31, 2019, the Census Office website will be updated to reflect Strategic Plan status updates.

Implementation Plan Workshops

The Census Office is holding over 25 convenings during the summer and fall of 2019 throughout the state known as Implementation Plan Workshops (IPWs). The IPWs are structured to bring together community leaders and outreach contractors to continue collaborating on strategies reaching California's HTC populations. It also provides a workshop setting for outreach contractors to further refine their Strategic Plans in the development of effective and efficient Implementation Plans, which are due in fall 2019. In instances where the Strategic Plans have not been approved, staff is working to ensure they are approved on a timely basis in order to inform the ongoing IPWs⁴. The intended outcomes of the IPWs are to:

- 1) Identify gaps and good practices to learn from one another and create synergies;
- 2) Coordinate expertise and resources to ensure efficiency and relevance to the HTC population; and
- 3) Develop next steps to finalize implementation plans, including the language and communication access component, and coordination of outreach.

The Census Office is publishing Executive Summaries for each IPW to capture critical information that will inform the gap analysis and serve as a helpful reporting tool. The Executive Summaries highlight key discussion items; needs identified by the partners; next steps for contractors; and a summary of the event evaluation results. They also include presenter and attendee rosters. The Executive Summaries will be made available on the Census Office website.

The IPWs are also informing the Census Office and outreach stakeholders on how to tailor future convenings to successfully achieve the intended outcomes. Rather than a one-size fits all approach, IPWs are being tailored to reflect the characteristics of the region, such as the number of outreach contractors, geography, and contractor milestones. This has led in some instances to selecting more accessible meeting venues or rescheduling the date to allow for greater participation. Other IPWs are being combined for a single, larger regional event. More information about previously held and upcoming IPWs is available at census.ca.gov/events.

Education Sector

The Education Sector is a critically important component to reach those Californians that may be least likely to respond to the Census. The strategy is divided into three main areas: K-12 Census Curriculum, County Offices of Education contracts, and higher education.

⁴ By August 31, 2019, the Census Office website will be updated to reflect Strategic Plan status updates.

Each of these are detailed below along with the summary table showing expenditures, encumbrances and remaining balance.

	Funded Amount	Expended	Encumbered	Available Balance
K-12 Census Curriculum*	\$ 250,000	\$ 225,000	\$ 25,000	\$ -
County Department of Education Contracts	\$ 3,750,000	\$ -	\$ -	\$ 3,750,000
Higher Education	\$ 50,000	\$ -	\$ -	\$ 50,000
State Programmatic Costs	\$ 200,000	\$ 95,709	\$ -	\$ 104,291
Total:	\$ 4,250,000	\$ 320,709	\$ 25,000	\$ 3,904,291

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

“Count Me In!” Census Curriculum

The “Count Me In!” curriculum began as a pilot program in Sacramento, Los Angeles, Orange, and Fresno counties for the 5th, 8th, 11th and 12th grades. The schools identified for the pilot program were included due to their HTC demographics of students and families in the respective school districts. (Please see Exhibit C for the list of pilot program schools). Teachers who piloted curriculum materials were provided a \$2,500 stipend for their planning and review. Additionally, the pilot program schools were awarded a \$2,500 grant to support onsite efforts related to promoting and implementing the Census curriculum. Pilot program teachers provided anecdotal comments and technical feedback on the specific lesson plans.

The pilot program evaluations are being analyzed by the Sacramento County Office of Education (SCOE) and the Los Angeles County Office of Education (LACOE) to identify any gaps in resources or need for additional clarification in the materials. The summary of findings is anticipated to be completed by August 2019.

After assessment of the pilot phase, the lessons will be revised, as needed, for statewide dissemination for the 2019-20 school year, with lessons intended for early 2020. SCOE is the contracted lead to conduct a series of rollout “Train the Trainer” sessions throughout the state designed to prepare teachers and other school leaders. SCOE staff will also provide ongoing coaching and technical support to educators using the “Count Me In!” resources. Finally, SCOE will conduct an evaluation assessing the effectiveness of the curriculum in raising students’ knowledge and awareness. It will also evaluate its effectiveness as an outreach tool to inform parents and family members. A final report will provide an analysis of outcomes achieved and recommendations for ongoing improvement of future census events.

County Offices of Education Outreach Contracts

County Offices of Education (COEs) serving the largest populations of HTC residents, as determined by number of Title I schools and Title III students within their jurisdictions, have the opportunity to serve as contracted outreach partners. They must “opt-in” to accept funding based on a number of required and optional components. Required components include hosting Questionnaire Assistance Centers, holding a “Census 2020

Week” between March 23 and April 9, and promoting events and resources in languages other than English based on spoken language of students. (Please see Exhibit D for the full details of contract requirements.)

The final deadline to “opt-in” to the funding agreement was June 15, 2019. The deadline was extended from the original deadline of May 1, 2019, to accommodate requests related to COE contracting procedures and resolve questions related to contract authority. COEs received information about the contracting opportunity and asked questions through two webinars hosted by the Census Office and direct emails and phone calls with Census Office staff.

There are 32 COEs that “opted-in” to the contract agreement, listed below. The first trigger for payment is approval of the COE outreach plan (40 percent of total contract, minus a 10 percent withholding), due 60 days following contract execution. (Please see Exhibit E for current contract and outreach plan status).

- Alameda
- Butte*
- Contra Costa
- El Dorado
- Fresno
- Imperial
- Humboldt
- Kern
- Los Angeles
- Marin
- Mendocino
- Merced
- Monterey
- Napa
- Orange
- Placer
- Riverside
- Sacramento
- San Benito
- San Bernardino
- San Francisco
- San Luis Obispo
- San Mateo
- Santa Clara
- Santa Cruz
- Shasta
- Solano
- Sonoma
- Stanislaus
- Tehama
- Tulare
- Yolo

**Administered by Tehama County*

The remaining eight eligible COEs (listed below) did not opt-in to the outreach agreement based on a variety of reasons. These included concerns about reporting requirements, limited capacity, insufficient funding, and alternative opportunities to promote Census 2020 such as through the “Count Me In!” curriculum and local complete count committees.

- Kings
- Madera
- San Joaquin
- Santa Barbara
- San Diego
- Sutter
- Ventura
- Yuba

The remaining dollars allocated for this purpose are dedicated to outreach strategies in the education sector. The additional \$2 million included in the Budget Act of 2019 will also be dedicated to the K-12 school-based outreach strategies with further details available in fall 2019 when the gap analysis is completed.

Higher Education

The Census Office secured a resolution from the California Community Colleges Board of Governors stating support for all 73 districts and 115 colleges to engage in Census 2020 outreach and education on their campuses in May 2019. The resolution encourages activities that may include providing Questionnaire Assistance Centers, actively participating on Local Complete Count Committees, and others tailored to local student body activities.

At time of publication, Governor Newsom has sent letters to the University of California President and Board of Regents, and the California State University Chancellor and Board of Trustees to begin a dialogue about education and participation on college campuses. The Census Office is currently working to take an inventory of higher education institutions that are involved at the local level and current engagement efforts. In addition, the Census Office is proactively collecting information from higher education entities about specific planning and implementation steps for anticipated campus-based engagement.

The higher education outreach strategies are being refined into a comprehensive outreach plan that will be finalized in August 2019.

Sector Outreach (Non-Education)

The Census Office has identified sector outreach as an important component of the comprehensive statewide strategy to reach those least likely to respond to the Census questionnaire. It is designed to complement other strategies that are based on geographic and demographic factors that contribute to making an individual hard to count. The Census Office has dedicated \$1.8 million to sector outreach and is placing initial focus on three areas with high capabilities to reach large HTC populations: healthcare, labor, and faith-based.

In reviewing potential anchor organizations to serve as ambassadors for their sector, the Census Office considered the following:

- 1) Data demonstrating a significant number of HTC populations are served through the anchor organization;
- 2) Ability to provide Questionnaire Assistance Centers with staffing through trusted messengers in trusted places;
- 3) Level of established, statewide infrastructure, which includes affiliate organizations, with communications channels to direct resources where gaps may exist;
- 4) Historical record of robust advocacy efforts to fully engage in statewide campaign activity; and
- 5) Extent of acknowledged and recognized leadership in their respective sectors.

The Census Office is leveraging existing procurement authority (Public Contract Code 19150) that allows direct contracting based on the Census Office's assessments of an organization's competitiveness, capacity and capability to fulfill the specific needs of the complete count effort in the timeframe and budget provided.

As a result, the Census Office is contracting with PICO California, the California Primary Care Association, and the California Labor Federation for faith-based, healthcare and labor sectors, respectively. As the anchor organizations they will be responsible for activities that include developing sector specific materials, which any organization in their field could use; providing "train the trainer" opportunities to their networks; supporting Questionnaire Assistance Centers in identified areas of need; and staffing for general coordination throughout the state. Each anchor organization contract is for \$250,000. All three anchor organizations have accepted the invitation to participate and, at time of publication, are developing their proposed Strategic Plans, which is a required element to initiate the contract.

Additional sector-based outreach will engage with businesses/corporations, technology and innovation, entertainment, rural communities, youth, and other areas to be identified following a similar contracting model in the fall 2019.

The table below shows the allocations, expenditures and encumbrances under sector outreach.

	Funded Amount	Expended	Encumbered	Available Balance
Sector Outreach	\$ 1,800,000	\$ -	\$ -	\$ 1,800,000
State Programmatic Costs	\$ 200,000	\$ 82,618	\$ -	\$ 117,382
Total:	\$ 2,000,000	\$ 82,618	\$ -	\$ 1,917,382

State Agency Outreach

The State Agency Outreach (SAO) strategy had proven successful in the 2000 and 2010 Census. The SAO will once again seek to leverage existing state agency, department, board, and commission resources and contacts, especially those that have direct interaction with HTC communities. The table below shows the amount available for SAO.

	Funded Amount	Expended	Encumbered	Available Balance
State Agency Outreach	\$ 500,000	\$ -	\$ -	\$ 500,000
Total:	\$ 500,000	\$ -	\$ -	\$ 500,000

Beginning in winter 2018, Census Office staff held initial small group and individual meetings with various agency contacts to begin building awareness of the strategy. An official State Agency Outreach kick-off meeting was held on May 17, 2019, to review the program strategies and goals of establishing an integrated approach that will maximize resources for a cohesive statewide effort. The Census Office also launched an asset survey to understand what existing resources are available for either direct HTC population engagement or other services that could support the complete count effort. Meetings with individual entities took place in June 2019 and the Census Office is currently

reviewing assets and opportunities to determine the best strategy to maximize these resources.

In addition, the Complete Count Committee Chair Secretary of State Alex Padilla is leading a Constitutional Officers Workgroup in conjunction to further the SAO program goals through the State constitutional offices.

First step examples of ways that agencies may be incorporating Census information with their activities include:

- Adding Complete Count banners/buttons to their websites;
- Adding logos and verbiage to email signature lines;
- Placing posters and informational materials in waiting areas, especially in buildings with public access;
- Hosting Questionnaire Assistance Centers and/or Questionnaire Assistance Kiosks;
- Integrating 2020 Census messaging at events and presentations;
- Adding Census branding or message inserts to existing mailings; and
- In-kind support through printing and design services, meeting spaces, and for other operational or administrative needs.

There will be other impactful efforts to be shared in late summer 2019. Rollout for each agency will coincide and complement their programs with an emphasis during the latter part of 2019 through the response period in 2020. Each agency will create their own timeline of activities based on their existing program calendar, which will also adjust to appropriately match the phases of Census Office outreach.

The Census Office anticipates supplementing material costs that exceed existing internal funding provided by agencies based on needs that may be unique to the services they offer or their means of interacting with HTC populations.

Outreach and Public Relations (Media) RFP

Reflecting the Budget Act of 2019, the Outreach and Public Relations (media) RFP will have up to \$46.1 million available to support a statewide coordinated strategy engaging local, ethnic media outlets and building on other outreach partners' efforts to date. The Census Office released the RFP on March 15, 2019 and held a bidders conference to assist interested bidders on March 29. Proposals were due on April 25. As of July 1, the Notice of Intent to Award the bid was announced with Mercury Public Affairs LLC as the selected vendor. The terms of the contract are currently being reviewed by the respective parties. While the Notice of Intent to Award announcement was made later than originally anticipated, the Census Office anticipates the timeline of deliverables will not be negatively impacted by the additional time needed to finalize the agreement.

The table below shows the expenditures, encumbrances and available balance for the media contract and administration.

	Funded Amount	Expended	Encumbered	Available Balance
Public Relations/Media Contracts	\$ 46,100,000	\$ -	\$ -	\$ 46,100,000
State Programmatic Costs	\$ 1,400,000	\$ 506,914	\$ 1,083	\$ 892,004
Total:	\$ 47,500,000	\$ 506,914	\$ 1,083	\$ 46,992,004

Outreach Database Enhancements

The Budget Act of 2019 includes funding to improve the data set used in Census efforts to monitor outreach and deploy necessary resources. While working with contracted partners in the development and use of the Statewide Outreach and Rapid Deployment (SwORD) tool, it became clear that contractors require household-level data in order to perform effective, targeted outreach such as household canvassing and phone banking. This level of data was not made available to the Census Office previously. The Census Office is allocating \$750,000 to acquire Political Data, Inc.'s (PDI) mobile and desktop application, which is capable of fulfilling this need. Outreach contractors and identified partners will have access to these resources through the State's account, which will result in higher-quality outreach and planning. The contract will be in effect to cover the full outreach period, including NRFU. This contract is anticipated to be finalized in August 2019.

California Housing and Population Sample Enumeration

The California Housing and Population Sample Enumeration (CHPSE) survey, managed by the Department of Finance's Demographic Research Unit (DRU), will ensure California has accurate and reliable data about the State's population, which is critical for allocation of not just federal, but also state resources. On June 10, 2019, RAND Corporation (RAND) entered into a contract with the Census Office to bring their in-house statistical expertise to co-develop the sampling frame and survey design. RAND also plans to retain survey statisticians from the UCLA Center for California Population Research on the CHPSE project for additional validation of the design and analysis. Other expertise will be drawn from the Institute for Social Research at the University of Michigan and retired Census Bureau statisticians who were involved with prior post-enumeration surveys.

RAND is preparing to conduct the survey in mid-May 2020, thus allowing the CHPSE survey period to be closely aligned with the Census Bureau data collection period. This is important in order to meet another goal of the study: to measure the effectiveness of Census Office's outreach efforts, which relies on having comparable data.

The Census Office, as the contracting entity, will be invoiced for payments on a quarterly basis. No payments have been issued at this time. The following table shows the expenditures, encumbrances and remaining balance for CHPSE.

	Funded Amount	Expended	Encumbered	Available Balance
CHPSE	\$ 5,295,000	\$ -	\$ 4,999,289	\$ 295,711
Total:	\$ 5,295,000	\$ -	\$ 4,999,289	\$ 295,711

The remaining balance is Department of Finance - Demographic Research Unit administrative costs.

Contingencies and Emergencies

The Census Office previously dedicated \$1 million to allow for contingencies and emergencies that may result from unanticipated outreach challenges during the enumeration period. Through the Budget Act of 2019, the Census Office has allocated

\$10 million for NRFU activities to re-deploy and/or add money for specific outreach and media strategies. The Census Office is committed to quickly and thoroughly addressing misinformation campaigns and other tactics, as well as formal federal policies, that seek to dissuade or block census participation. Developments surrounding the citizenship question, for instance, which ultimately will not be included in the Census 2020 questionnaire, demonstrate the need for continuous education and assurances about privacy and data security for individuals who participate in the census.

As part of this allocation, the previously dedicated \$1 million has been moved into the Administration line item.

Administration

The \$187.2 million Census funding plan for statewide outreach and coordination includes language for the funding to be spent and encumbered over four fiscal years. As part of staffing the Census Office's operation, the California Government Operations Agency (GovOps) has established an administrative budget unique in nature for this multi-year operation. Administrative costs are currently nine percent of the total budget and will continue to be less than ten percent for the duration of the Census Office operation.

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

	FY 17-18*	FY 18-19	FY 19-20	FY 20-21	4-Year Totals
Administrative Staffing	\$ 1,000,000	\$ 1,497,000	\$ 2,075,000	\$ 2,005,000	\$ 6,577,000
Administrative OE&E **	\$ 1,750,000	\$ 1,279,000	\$ 5,267,000	\$ 1,158,000	\$ 9,454,000
Total:	\$ 2,750,000	\$ 2,776,000	\$ 7,342,000	\$ 3,163,000	\$ 16,031,000

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

**The State is funding all costs related to SwORD through the Administrative Budget.

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

	4-Year Funded Amount	Expended	Encumbered	Remaining Balance
Administrative Staffing	\$ 6,577,000	\$ 1,722,271	\$ -	\$ 4,854,729
Administrative OE&E	\$ 9,454,000	\$ 2,407,439	\$ 1,722,847	\$ 5,323,714
Total:	\$ 16,031,000	\$ 4,129,710	\$ 1,722,847	\$ 10,178,443

California Complete Count Committee

On April 30, 2019, Governor Newsom appointed California Secretary of State Alex Padilla as the Chair of the California Complete Count Committee (Committee), succeeding GovOps Secretary Marybel Batjer. In addition, two new committee members were appointed to fill vacancies: Alma Hernandez, Executive Director of the Service Employees International Union California State Council, who was appointed by Assembly Speaker Anthony Rendon; and Robert Smith, Chairman of the Pala Band of Mission Indians, who was appointed by Governor Newsom.

In its advisory role, the Committee has worked on its first quarter goal "Get Smart" since the April 2019 Report. The Census Office hosted several webinars at the request of committee members, which also included interested stakeholders. The webinars

provided education on topics identified as priorities including enumeration in areas recovering from disaster, cybersecurity, and engaging with individuals with disabilities. Currently, the committee members are working on their second quarter goal, “Document Your Influence” wherein committee members provide information to the Census Office about their networks that reach HTC populations. Further details about the Committee activities can be found in the June 30, 2019, Interim Report to the Governor at census.ca.gov/reports/.

Statewide Outreach and Rapid Deployment

The Statewide Outreach and Rapid Deployment (SwORD) mapping portal continues to roll out with further enhancements to best serve the contracted partners and the goals of ongoing data monitoring for rapid response to achieve a complete count. SwORD will be integrated with the PDI data in fall 2019 once the contract is finalized.

Staffing and Organization

As anticipated with the ramping up of activity, the Census Office staff has grown to 36 approved positions reflected in the Census Office’s organization chart (please see Exhibit F). Since the April 2019 Report, new positions have been created to provide appropriate levels of staffing coverage through existing funding and the Budget Act of 2019. In addition, the Census Office recognized the benefits of some restructuring as the complete count effort moves from the capacity building phase to the education and activation phase. This will better suit workflow demands and maximize capacity. The positions are:

- Regional Program Manager for Region 5 - Central Coast (new position)
- Data Analyst (new position)
- Deputy Director of Statewide Initiatives (formerly combined with Deputy Director of Outreach)
- Tribal Liaison (formerly combined with Deputy Director of Outreach)
- Assistant Deputy Director of External Affairs and Communication (formerly a Lead Public Information Officer position)

The Census Office is actively working to fill the vacancies noted in the organizational chart in a timely manner.

Finally, GovOps Secretary Batjer was appointed by Governor Newsom to serve in a new role as President of the California Public Utilities Commission beginning on August 1, 2019. GovOps Undersecretary Julie Lee will serve as Acting Secretary until a new secretary is selected.

Administrative Support

The California State University, Sacramento, Center for Collaborative Policy (CCP) continues to support the Census 2020 efforts in the form of facilitation with stakeholder engagement during the statewide coverings and implementation workshops in 2019, Tribal Government consultations, the Statewide Outreach and Communication Strategy

(SOCS) report, as well as governance and facilitation support for the CCCC. The total contracted amount with CCP for the two years remains \$1.48 million.

Transparency, Reporting and Accountability

The Census Office is fully committed to operating in an open, transparent and accountable manner. This includes regular updates to the state Census website (census.ca.gov) and direct communication with stakeholders in local and Tribal Governments, CBOs, Census Bureau, the Legislature, key partners, and the media. The communication channels and frequency are evolving to meet the various stages of the complete count effort. In addition, the Census Office participated in several informational hearings before the Legislative Select Committees on the Census. The Census Office will observe these and other practices to share financial information and key milestones via the website, quarterly reports to the Legislature and bi-annual reports to the Governor. In addition, the Census Office will collaborate with the Office of State Audits and Evaluations for oversight of financial contracts and Census Office resource use.

III. NEXT STEPS

The Census Office will submit its next quarterly report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census and the Senate Select Committee on 2020 U.S. Census in October 2019. This report will include details on the allocation schedule for funding provided through the Budget Act of 2019. Pursuant to Section 45, Chapter 53 of Statutes of 2018 (Senate Bill 866; Committee on Budget), this report will also include details on the Census Office's funding and infrastructure actions during the third quarter of the calendar year. Allocations will be provided on a regional basis as feasible.