California Complete Count – Census 2020

Convening & Implementation Plan Workshop

August 23, 2019
Region 9 – Orange County
City of Santa Ana
State Census 2020

Welcome & Opening Remarks
Agenda

• Welcome
• California Census Office
• US Census Bureau
• Landscape of Outreach Strategies
• From Strategy to Implementation
State Census 2020

Sara Pol-Lim

Regional Program Manager – Orange County
California Complete Count Census 2020
State Census 2020

Senator Tom Umberg

Co-Chair – Senate Select Committee on the 2020 United States Census

Senate District 34
California State Senate
State Census 2020

Congressman Lou Correa

Congressional District 46
United States House of Representatives
Supervisor Andrew Do
Supervisor, 1st District
Orange County Board of Supervisors
The Separation of Roles

U.S. Census Bureau
• Canvasses and counts everyone living in the U.S.
• Ensures outreach and media campaigns inform everyone in the U.S.

California Complete Count – Census 2020
• Helps get the word out to the hardest-to-count Californians
• Ensures grassroots culturally appropriate outreach and multicultural, in-language media efforts in California
Role of the State

• Outreach to the hardest-to-count Californians
• Coordinate statewide with contracted partners and stakeholders
• Identify gaps, develop necessary tools, disseminate best practices
California’s Census 2020
10 Regions
Where, Who & How?

Basing our outreach and communications strategy on:

• **Where** - address based enumeration, CA HTC Index and the LRS
• **Who** – California’s vulnerable populations
• **How** – Leveraging existing sectors

**Final result:** Trusted messengers with trusted messages, in trusted, safe places
Phased Approach for 2020

Phase 1: Convene, Collaborate, Capacity Build FY 2017-18

Phase 2: January – December 2019 Educate & Motivate FY 2018-19
   a) January – June 2019: (Educate)
   b) July – December 2019: (Motivate)

Phase 3: January – March 11, 2020 Activate

Phase 4: March 12, 2020 – April 30, 2020
   Self-Response “Be Counted”

Phase 5: May 1, 2020 – July 30, 2020
   Non-Response Follow-Up “It’s not too late”

Phase 6: August 1, 2020 – June 30, 2021
   Assess & Report
What You Can Do Right Now

- Designate a Census Coordinator/Lead
- **Build Partnerships and Collaborate with Counties, Cities, Local Complete Count Committees, Local CBOs and Foundations**
- Identify your Hard-to-Count Populations and Census Tracts
- Identify Existing Outreach Methods and Tools
- Connect with a State Regional Program Manager
Sign Up for our Mailing List to Receive News Releases

Visit our Website: Census.ca.gov
California Complete Count Email: info@census.ca.gov
Phone: (916) 852-2020
Web: Census.ca.gov

For the latest updates: @CACompleteCount
State Census 2020

Bao Nguyen
Partnership Specialist
Team Leader
Orange County
US Census Bureau,
2020 Census and CCC
Overview

Presented By Bao Nguyen
U.S. Census Bureau, Orange County, CA
It is in the 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.”

Article One, Section Two

Constitution of the United States of America

- Apportionment
- Redistricting
- Distribution of Funds
- Inclusive Event
- Civic Engagement
- Democracy
<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>OPERATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AC)</td>
</tr>
<tr>
<td>March 2020</td>
<td>Update/Leave (UL)</td>
</tr>
<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GBE)</td>
</tr>
<tr>
<td>March 12-20</td>
<td>Self-Response</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>Census Day</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (ENRFU)</td>
</tr>
<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU)</td>
</tr>
</tbody>
</table>
### WHAT WE WILL SEND IN THE MAIL

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
</table>
| March 12-20      | An invitation to respond online to the 2020 Census.  
(Some households will also receive paper questionnaires.) |
| March 16-24      | A reminder letter.                                                   |
|                  | **If you haven’t responded yet:**                                   |
| March 26–April 3 | A reminder postcard.                                                 |
| April 8-16       | A reminder letter and paper questionnaire.                            |
| April 20–27      | A final reminder postcard before we follow up in person.             |

We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
Your Answers are Protected by Title 13 of the U.S. Code

✓ The Census is confidential and required by law
✓ Results of the Census are reported in a statistical format only
✓ We do not share respondent 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
Complete Count Committees

Bring a structured, focused, and unified outreach and communication campaign to their communities.

Tribal, state, and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.

Committee members are experts in the following areas:

- Government
- Education
- Media
- Community Organizations
- Workforce Development
- Faith-Based Community
- Business
- Other, based on needs
Contact Information

Bao Nguyen
Partnership Specialist Team Leader
657-364-6903
bao.nguyen@2020census.gov
County Outreach Efforts

- Census Outreach RFP
- Media, Communications, & Advertising
  - Countywide Census “Get Counted” campaign
  - Media Kit and Outreach materials to be provided to all partners
  - Contracting with many local, ethnic media outlets
  - Working with our network for earned media
- Questionnaire Assistance Centers
  - Activating all County public assistance service centers, County Libraries, and County sponsored assets such as Family Resource Centers
- Census Day Events
- Leveraging Existing Resources
  - County publications and social media
  - Training line staff to message key Census information to the public
  - Census messaging in OC Voter Guides for the 2019 November Special Election and 2020 Primary Election
Outreach RFP

Census Outreach Request for Proposals (RFP)

- **August 30** - Finalizing the RFP by the end of the month
- **September** – Releasing the RFP which will remain open approximately three weeks
- **October** – Evaluation of proposals
- **November** – Board to consider recommendations
- **December** – Mandatory meetings with all contracted stakeholders
- **January** – Outreach to start in January and last through June
Outreach RFP

Census Outreach Request for Proposals (RFP)
- Focused on person-to-person outreach
- Potential for additional funding to be added
- Can be used for the Non-Response Follow-up Plan
- All Census partners are welcome to propose
State Census 2020

Charitable Ventures of Orange County – Region 9 ACBO

Sarah Middleton
Making Sure Orange County Counts

An Overview of Community-Based Census Outreach Efforts from Charitable Ventures, the Region 9 ACBO
Orange County Census Executive Team

1. Access California Services
2. Community Action Partnership of Orange County
3. First 5 Orange County
4. NALEO (National Association of Latino Elected and Appointed Officials) Educational Fund
5. Orange County Asian and Pacific Islander Community Alliance (OCAPICA)
6. Orange County Congregation Community Organization (OCCCO)
7. Orange County Community Foundation
8. Orange County Grantmakers
9. Orange County Human Relations
10. Orange County United Way
11. The California Endowment
Charitable Ventures is fiscal agent for $1.4M State contract and will distribute funding to sub-contractors.

Charitable Ventures will also deploy funds from the $1M private philanthropy pooled fund to support outreach not covered by State funds.

Goals:
– Support and resource OC nonprofits to achieve accurate count
– Administer contracts
– Establish between 50-100 QAC/QAK locations
– Manage the point-in-time data management for the region through the State SwORD system
– Coordinate with State, Regional, County, City efforts
– Identify/distribute in-kind resources that can be deployed in OC
Our Outreach Framework is Guided...

By five primary objectives:

1. Targeted and intentional use of public funds to PUMAs with high numbers of HTC
2. Leverage philanthropy to expand the plan to smaller HTC populations
3. Leverage partnerships, associations and regional networks
4. Alignment with County, Regional and State efforts
5. Strategic and responsive communication to address potential miscommunications and threats to Census outreach
It’s estimated that ~25% of our 3 million residents are Hard-to-Count (HTC), representing 750,000-800,000 individuals.

The OC Census Community Table is a cross-sector hub for Census education and outreach, specifically for HTC populations.
Lead Sub-Contractors

Outreach:
1. Access California Services
2. Community Action Partnership of Orange County
3. Community Health Initiative of Orange County (CHIOC)
4. NALEO (National Association of Latino Elected and Appointed Officials) Educational Fund
5. Orange County Asian and Pacific Islander Community Alliance (OCAPICA)
6. Orange County Congregation Community Organization (OCCCO)
7. Orange County Human Relations
8. Orange County United Way
9. The Cambodian Family

Training:
1. Asian-Americans Advancing Justice – LA
2. NALEO Educational Fund
### EXHIBIT 1: Tier 1 – HTC Populations in PUMA ≥ 10,000 + Language Access (numbers in thousands)

<table>
<thead>
<tr>
<th>HTC Categories</th>
<th>TOTAL IN ALL 18 PUMAS</th>
<th>Santa Ana (East and West)</th>
<th>Anaheim (East and West)</th>
<th>Irvine</th>
<th>Garden Grove (East)</th>
<th>Fullerton/Placentia</th>
<th>Westminster/Stanline/Garden Grove (W)</th>
<th>Buena Park/Cypress/Seal Beach</th>
<th>Aliso/Laguna Newport</th>
<th>Lake Forest/Tustin/Silverado</th>
<th>TOTAL IN TARGET PUMAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents 200% below poverty</td>
<td>838</td>
<td>149</td>
<td>129</td>
<td>58</td>
<td>63</td>
<td>55</td>
<td>65</td>
<td>43</td>
<td>33</td>
<td>39</td>
<td>634</td>
</tr>
<tr>
<td>Foreign born</td>
<td>963</td>
<td>144</td>
<td>128</td>
<td>96</td>
<td>79</td>
<td>57</td>
<td>66</td>
<td>60</td>
<td>46</td>
<td>63</td>
<td>739</td>
</tr>
<tr>
<td>MENA</td>
<td>96</td>
<td>10</td>
<td>24</td>
<td>2</td>
<td></td>
<td>3</td>
<td>4</td>
<td>8</td>
<td>5</td>
<td></td>
<td>56</td>
</tr>
<tr>
<td>LEP Spanish</td>
<td>318</td>
<td>111</td>
<td>58</td>
<td>16</td>
<td>19</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>219</td>
</tr>
<tr>
<td>LEP Vietnamese</td>
<td>117</td>
<td>14</td>
<td>11</td>
<td>38</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>94</td>
</tr>
<tr>
<td>LEP Korean</td>
<td>38</td>
<td></td>
<td>6</td>
<td>3</td>
<td>6</td>
<td></td>
<td>9</td>
<td>6</td>
<td></td>
<td>2</td>
<td>32</td>
</tr>
<tr>
<td>LEP Chinese</td>
<td>38</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td></td>
<td>3</td>
<td></td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td>LEP Persian</td>
<td>15</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>LEP Tagalog</td>
<td>13</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>LEP Arabic</td>
<td>7</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>LEP Cambodian</td>
<td>6</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>
### EXHIBIT 2: Tier 2 – HTC Populations in PUMA ≤ 10,000, across all PUMAs (numbers in thousands)

<table>
<thead>
<tr>
<th>HTC Categories</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native American</td>
<td>6</td>
</tr>
<tr>
<td>Pakistani</td>
<td>4</td>
</tr>
<tr>
<td>Samoan</td>
<td>2</td>
</tr>
<tr>
<td>Thai</td>
<td>4</td>
</tr>
<tr>
<td>Indonesian</td>
<td>2</td>
</tr>
<tr>
<td>Sri Lankan</td>
<td>2</td>
</tr>
</tbody>
</table>

### EXHIBIT 3 Tier 3 – HTC Populations ≥ 25,000 Across all PUMAs (numbers in thousands)

<table>
<thead>
<tr>
<th>HTC Categories</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterans</td>
<td>108</td>
</tr>
<tr>
<td>Seniors*</td>
<td>458</td>
</tr>
<tr>
<td>African-Americans</td>
<td>49</td>
</tr>
<tr>
<td>Children 0 to 5</td>
<td>223</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>147</td>
</tr>
<tr>
<td>Disabled – Vision</td>
<td>24</td>
</tr>
<tr>
<td>Homeless</td>
<td>5</td>
</tr>
</tbody>
</table>

*58% of veterans in OC are senior citizens, so an outreach strategy for seniors may also capture veterans.*
An estimated 318,000 OC residents are LEP Spanish. The CBOs shown in the table are the first subcontractors identified to focus on the LEP Spanish community, along with their outreach targets. Subsequent funding rounds will dramatically expand the number of CBOs engaged in outreach.
Selected Tactics for Effective Outreach

- Education
- Using the “trusted messenger” model
- Targeted outreach to communities with culturally competent messaging
- Capacity building and technical training to build champions
- Coordination, partnerships and coalition-building
- Data tracking and reporting
- Direct outreach
- Ethnic media, social media and text to text outreach
- Special and community events
- Communications and marketing
- Working with businesses and worksites of the HTC
- Engaging youth
- Working with schools and universities
- Phone-banking
**Language Access**

**Required by the State:** Spanish, Vietnamese, Korean, Chinese, Farsi, Tagalog, Mandarin, Arabic, Japanese, Khmer, Cantonese, and Min Nan Chinese.

Additionally, our sub-contractors can offer the following languages:

- Taiwanese
- Fukien
- Teochew
- Thai
- Samoan
- Tongan
- Urdu
- Pashtu/Pashto
- Hindi
- Sinhalese
- Gujarati
- Hmong
- Ilonggo
Since May 2019, Our ACBO Has:

• Developed terms and parameters for sub-contracts
• Expanded the OC Census Community Table to broaden regional support
• Have worked closely with the County, State and US Census Bureau teams
• Prepared for broad use of, and uploading to, the SwORD system
• Met with local electeds about the Regional ACBO plan
• Built and launched a website (www.occensus.org) as a clearinghouse for information, as well as launched Facebook (@OCCensus) and Twitter (@OCCensus2020) accounts
• Formalized the locations of the planned QACs and QAKs
• Built a case for funding and began to solicit private philanthropy to support the effort
• Worked with NALEO and AAAJ-LA as sub-contractors to develop a plan for training organizations in Orange County
• Hosted an initial quarterly OC Census Expo with ~200 attendees
Upcoming RFPs

RFP #1
• Will be released Tues, Sept 3
• Will help Charitable Ventures identify the remaining ACBO sub-contractors
• There are eligibility requirements
• Applications will be due by 5pm PT on Fri, Oct 4

RFP #2
• Released Fri, Nov 1
• Funding will focus on any gaps in the strategy outlined for RFP #1 and also on historically undercounted, but smaller, populations like Samoan, Pakistani, etc. We may also direct funding to larger HTC groups that aren't necessarily concentrated in a certain city/community, like seniors, LGBTQ, people with disabilities, etc.
• Applications will be due by 5pm PT on Mon, Dec 2
Get Involved

You can:

- Join the OC Census Community Table
- Sign up to be a QAC/QAK
- Hold a Be Counted event
- Apply for a sub-contract or grant
- Connect us to others
Contact the ACBO

sarah.middletone@missionup.co or susan.johnson@charitableventuresoc.org

@OCCensus

@OCCensus2020

www.occensus.org
Next Census Expo

Thursday, September 19
Check-In: 8:30am
Event: 9am-12pm
Delhi Center, Santa Ana

To request an invitation, please email sarah.middleton@missionup.co (not .com)
State Census 2020

An Le

2020 Census Statewide Network Manager
Advancing Justice – Los Angeles
Network Partners

- Asian Resources, Inc. – Sacramento
- Jakara Movement – San Joaquin
- Asian Law Caucus – Bay Area
- Chinese for Affirmative Action – San Francisco
- Asian Law Alliance – Santa Clara
- Fresno Center for New Americans – Central Valley
- Asian Pacific Policy and Planning Council – Los Angeles
- **Orange County Asian and Pacific Islander Community Alliance – Orange County**
- Union of Pan Asian Communities – San Diego
- Empowering Pacific Islander Communities – Statewide
- AAPIs for Community Empowerment - Statewide
What Will We Do?

• Trainings
• Materials Production
• Media Work
• Advocacy
Trainings

In-person trainings (Fall 2019)
• Census 101: importance of the census; developing talking points; addressing concerns about confidentiality; where to get language assistance; roles that different types of organizations can play

Webinars (early 2020)
• Preparing Questionnaire Assistance Centers/Kiosks
• Preparing for Non-Response Follow-Up
### Materials Production

**Required under LACAP:**
- Chinese*
- Hindi
- Hmong
- Japanese*
- Khmer
- Korean*
- Iu Mien
- Punjabi
- Tagalog*
- Telugu
- Thai
- Vietnamese*

**Additional Languages:**
- Bengali
- Burmese
- Fijian
- Gujarati
- Lao
- Marshallese
- Samoan
- Tamil
- Tongan
- Urdu
State Census 2020

Nancy Avila
Regional Census Campaign Manager
NALEO Educational Fund
Census 2020: Ensuring a Full Count of Latinos in Orange County

August 23, 2019

Nancy Avila
Regional Census Campaign Manager
NALEO Educational Fund
NALEO Educational Fund was established in 1981, NALEO is the nation’s leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.
The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund. The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:

- “Train-the-trainer” curriculum & training opportunities;
- State of the Census 2020 briefings;
- Campaign material, stakeholder toolkits, and promotional information;
- Public awareness events and informational panels;
- Digital and traditional media efforts;
- Questionnaire Information & Assistance Centers
- National bilingual hotline – **877-EL-CENSO** (877-352-3676);
- Informational Website: [hagasecontar.org](http://hagasecontar.org)
**CENSO 2020: Haga que los Centros de Salud Cuenten**

En el año fiscal de 2020, el censo federal incluirá miles de millones de dólares en fondos para identificar y activar miles de millones de dólares en fondos necesarios para los próximos 10 años.

**¿Qué es el censo?**
La Constitución de los EE.UU. requiere que el gobierno federal realice un censo cada diez años para que el país, 120 centros de salud, grupos raciales y étnicos, y ciudadanos no ciudadanos. Cada hogar debe completar un formulario del censo, que se debe participar en el censo es nuestro derecho y nuestra responsabilidad.

**¿Qué es lo que está en riesgo si no respondemos?**
Programas federales clave dependen de la información y asignaciones obtenidas en el censo, incluyendo:
- Medicaid
- Vales de Vida
- Programa de Seguro de Salud para Niños (CHIP)
- Programa Nutricional Suplementario para Mujeres, Infantes y Niños (WIC)

Estos son programas vitales, fundamentales para apoyar la salud y bienestar de nuestras comunidades.

**¿Cómo invitará el Censo 2020 a que todos respondan?**
Cuando sea el momento de responder, la mayoría de los hogares recibirán una invitación por correo. Por primera vez, el cuestionario del censo podrá ser llenado en línea, por teléfono o en el formulario de papel. La asistencia en línea y por teléfono estará disponible en 13 idiomas.

**¿Cuándo podemos llenar el censo?**
Cada hogar recibirá una invitación inicial para responder al Censo 2020 la semana del 12 de marzo de 2020. Si un hogar no responde después de la carta inicial, recibirán invitaciones adicionales por correo.

**¿Qué podemos esperar que nos llegue en el correo?**

<table>
<thead>
<tr>
<th>EN O ENTRE</th>
<th>USTED RECIBIRÁ</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 - 26 de marzo</td>
<td>Una invitación para responder el Censo 2020 en línea (algunos hogares también recibirán cuestionarios en papel)</td>
</tr>
<tr>
<td>16 - 24 de marzo</td>
<td>Una carta de recordatorio</td>
</tr>
<tr>
<td>SI NO HA RESPONDIDO AÚN:</td>
<td></td>
</tr>
<tr>
<td>26 de marzo al 3 de abril</td>
<td>Una tarjeta postal de recordatorio</td>
</tr>
<tr>
<td>9 - 16 de abril</td>
<td>Una carta de recordatorio y un cuestionario en papel</td>
</tr>
<tr>
<td>20 - 27 de abril</td>
<td>Una tarjeta postal de recordatorio final antes de que la Oficina del Censo le de seguimiento en persona a los hogares que no respondieron</td>
</tr>
</tbody>
</table>

Para más información, visite hagasecontar.org o llame al 1-877-EL-CENSO (362-3676).
Fully trained bilingual staff and trusted messengers ready to answer all census related questions, including:

- Information about Summer 2019 test
- Census outreach events in your community
- How and where to apply for Census jobs
- Up to date information on Census operations and CQ
- Flagging major issues and rapid response referrals
- Self response methods and non response follow up
- Basic information on questionnaire and who should be included

**877-EL-CENSO** (877-352-3676)  
Bilingual Census Information Hotline  
Monday – Friday: 8:30 a.m. – 8:30 p.m. ET
Thank you.

Nancy Avila
Regional Census Campaign Manager
Orange County
navila@naleo.org
Twitter: @NALEO | #HagaseContar

www.hagasecontar.org
www.naleo.org
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info@census.ca.gov
Phone: (916) 852-2020
Web: Census.ca.gov

For the latest updates:
@CACompleteCount