

California Complete Count – Census 2020

Convening & Implementation Plan Workshop

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



BE COUNTED, CALIFORNIA!





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**



State Census 2020



Supervisor Andrew Do

Supervisor, 1st District
Orange County Board
of Supervisors



State Census 2020



Ditas Katague

Director

**California Complete
Count -**

Census 2020

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 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

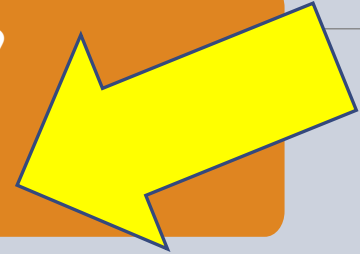


Phased Approach for 2020

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

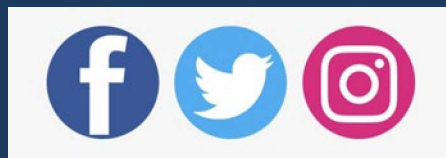


Visit our Website: [Census.ca.gov](https://census.ca.gov)



California Complete
Count Email:
info@census.ca.gov
Phone: (916) 852-2020
Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:
[@CACompleteCount](https://twitter.com/CACompleteCount)



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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

| TIMELINE | OPERATION |
|---------------|--------------------------------------|
| August 2019 | Address Canvassing (AC) |
| March 2020 | Update/Leave (UL) |
| March 2020 | Service Based Enumeration (SBE) |
| March 2020 | Group Quarters Enumeration (GBE) |
| March 12-20 | Self-Response |
| April 1, 2020 | Census Day |
| April 2020 | Early Non-Response Follow-up (ENRFU) |
| May 2020 | Non-Response Follow-up (NRFU) |

| WHAT WE WILL SEND IN THE MAIL | |
|-------------------------------|--|
| On or between | You'll receive: |
| 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



JOIN THE 2020 CENSUS TEAM

United States[®]
Census
2020

2020census.gov/jobs

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

2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
Census
2020

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

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bao.nguyen@2020census.gov

County of Orange

Saul Viramontes

August 23, 2019
Santa Ana



BE COUNTED, CALIFORNIA!





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



Sarah Middleton

**Charitable
Ventures of
Orange County –
Region 9 ACBO**



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

Orange County's Community-Based Outreach Plan

- 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
 - Administrate 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

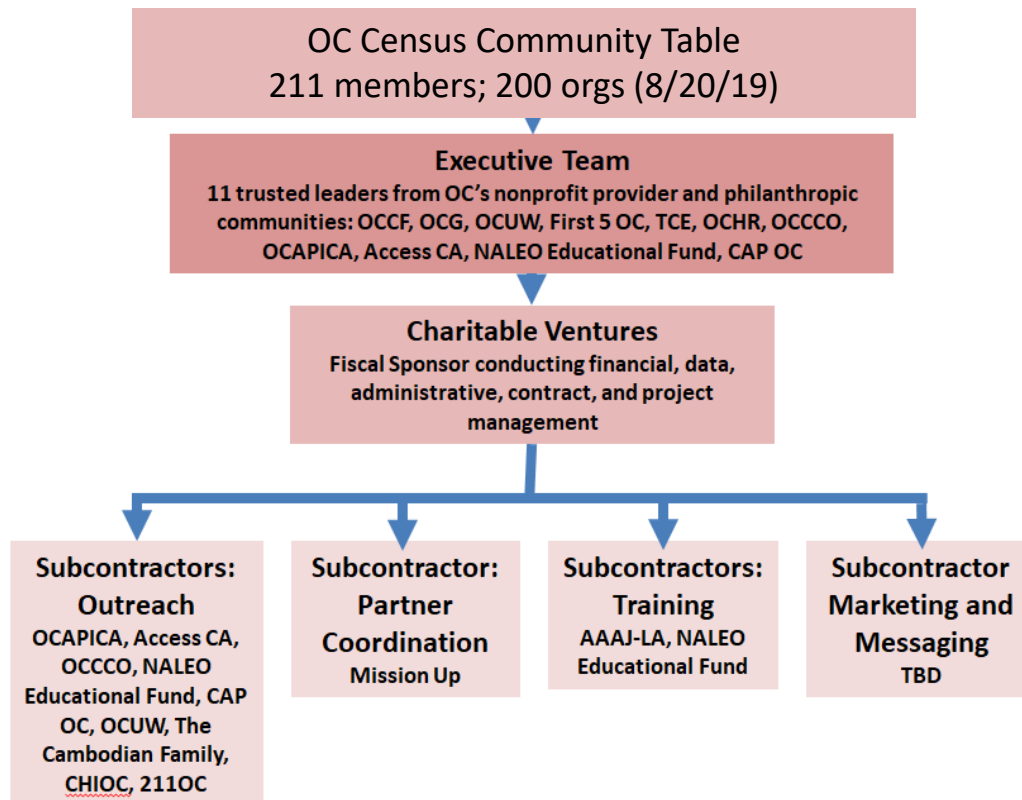
Our Outreach Framework is Guided...

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

What's Facing Orange County

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 (OCCCCO)
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

Strategy 1 – Targeted Use of Public Funds

| EXHIBIT 1: Tier 1 – HTC Populations in PUMA ≥ 10,000 + Language Access (numbers in thousands) | | | | | | | | | | | |
|--|------------------------------|----------------------------------|--------------------------------|---------------|----------------------------|----------------------------|---|--------------------------------------|-----------------------------|-------------------------------------|------------------------------|
| HTC Categories | TOTAL IN ALL 18 PUMAS | Santa Ana (East and West) | Anaheim (East and West) | Irvine | Garden Grove (East) | Fullerton/Placentia | Westminster/Stanton/Garden Grove (W) | Buena Park/Cypress/Seal Beach | Aliso/Laguna/Newport | Lake Forest/Tustin/Silverado | TOTAL IN TARGET PUMAS |
| Residents 200% below poverty | 838 | 149 | 129 | 58 | 63 | 55 | 65 | 43 | 33 | 39 | 634 |
| Foreign born | 963 | 144 | 128 | 96 | 79 | 57 | 66 | 60 | 46 | 63 | 739 |
| MENA | 96 | | 10 | 24 | 2 | | 3 | 4 | 8 | 5 | 56 |
| LEP Spanish | 318 | 111 | 58 | | 16 | 19 | 15 | | | | 219 |
| LEP Vietnamese | 117 | 14 | 11 | | 38 | | 31 | | | | 94 |
| LEP Korean | 38 | | | 6 | 3 | 6 | | 9 | 6 | 2 | 32 |
| LEP Chinese | 38 | 2 | 3 | 10 | | 3 | | 2 | 3 | 5 | 28 |
| LEP Persian | 15 | | | 3 | | | | | 2 | | 5 |
| LEP Tagalog | 13 | | 2 | | | | | 2 | | | 4 |
| LEP Arabic | 7 | | 2 | | | | | | | | 2 |
| LEP Cambodian | 6 | | 4 | | | | | | | | 4 |

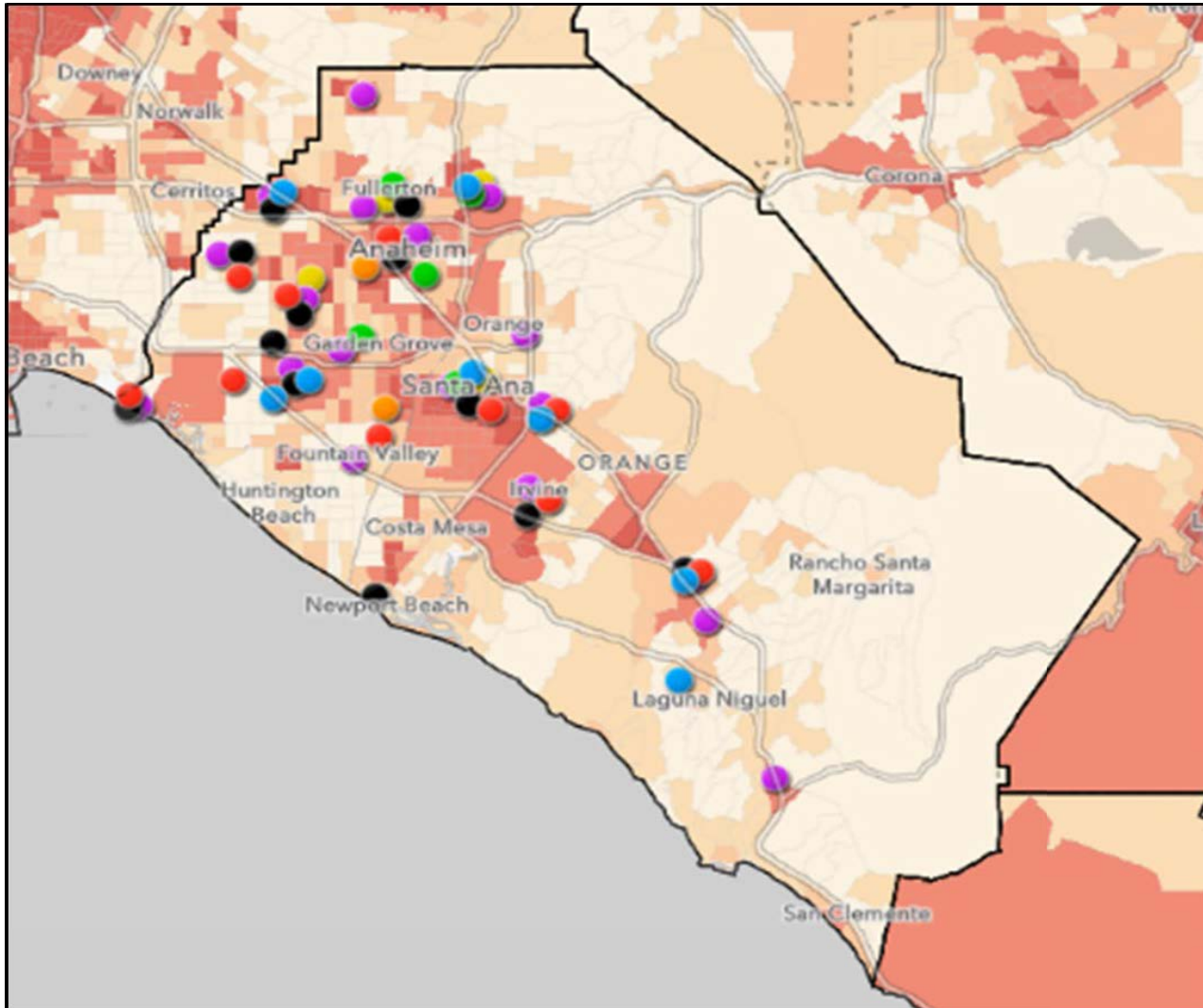
Strategies 2 and 3 – Opportunities for Private \$

| EXHIBIT 2: Tier 2 – HTC Populations in PUMA ≤ 10,000, across all PUMAs (numbers in thousands) | |
|---|-------|
| HTC Categories | Total |
| Native American | 6 |
| Pakistani | 4 |
| Samoan | 2 |
| Thai | 4 |
| Indonesian | 2 |
| Sri Lankan | 2 |

| EXHIBIT 3 Tier 3 – HTC Populations ≥ 25,000 Across all PUMAs (numbers in thousands) | |
|---|-------|
| HTC Categories | Total |
| Veterans | 108 |
| Seniors* | 458 |
| African-Americans | 49 |
| Children 0 to 5 | 223 |
| LGBTQ | 147 |
| Disabled – Vision | 24 |
| Homeless | 5 |

**58% of veterans in OC are senior citizens, so an outreach strategy for seniors may also capture veterans.*

Example: Partner Orgs Reaching HTC LEP Spanish



An estimated 318,000 OC residents are LEP Spanish. The CBOs shown in the table are the first sub-contractors 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.middleton@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**



ASIAN AMERICANS
**ADVANCING
JUSTICE**
LOS ANGELES

OC CENSUS 2020 Coordination & Training Plan

Asian American and NHPI Communities

August 2019

Building upon the legacy of the Asian Pacific American Legal Center

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



**Policy, Research
& Advocacy**



**Constituency
Services**



**Civic
Engagement**

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


Bilingual Census Informational Material



CENSO 2020:

Haga que los Centros de Salud Cuenten

Más de \$800 mil millones en el año fiscal 2016 en fondos federales fueron distribuidos sobre la base de datos guiados por el Censo, incluyendo \$361.2 mil millones en fondos para Medicaid. Las clínicas comunitarias y los centros de salud atienden a millones de pacientes a nivel nacional, lo que equivale a 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 de todos los que viven en el país. El censo debe incluir a las personas de todas las edades, grupos raciales y étnicos, y ciudadanos y no ciudadanos. Cada hogar debe completar un formulario del censo, ya que 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 las asignaciones obtenidas en el censo, incluyendo:

- Medicaid
- Programa de Seguro de Salud para Niños (CHIP)
- Vales de Vivienda Sección 8
- 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 tiempo 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 casa 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?

| EN O ENTRE | USTED RECIBIRÁ |
|---------------------------|---|
| 12 - 20 de marzo | Una invitación para responder el Censo 2020 en línea (algunos hogares también recibirán cuestionarios en papel) |
| 15 - 24 de marzo | Una carta de recordatorio |
| EN O ENTRE | SI NO HA RESPONDIDO AÚN: |
| 26 de marzo al 3 de abril | Una tarjeta postal de recordatorio |
| 8 - 16 de abril | Una carta de recordatorio y un cuestionario en papel |
| 20 - 27 de abril | Una tarjeta postal de recordatorio final antes de que la Oficina del Censo le dé seguimiento en persona a los hogares que no respondieron |

Para más información, visite hagasecontar.org o llame al 1-877-EL-CENSO (352-3676).

NATIONAL HEALTH CENTER WEEK

August 4-10, 2019



2020 Census data will guide billions of dollars in funding for community clinics and health centers that offer care to underserved communities and vulnerable populations.



Make Health Centers Count!



877-EL-CENSO (877-352-3676)

Bilingual Census Information Hotline

Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

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



Thank you.

Nancy Avila

Regional Census Campaign Manager

Orange County

navila@naleo.org

Twitter: @NALEO | #HagaseContar

www.hagasecontar.org

www.naleo.org

California Complete
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info@census.ca.gov
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For the latest updates:
[@CACompleteCount](https://twitter.com/CACompleteCount)

