



External Affairs and Media Relations

Interim

Resources Toolkit

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CALIFORNIA COMPLETE COUNT – CENSUS 2020

BE COUNTED, CALIFORNIA!

BACKGROUND ON THE UNITED STATES CENSUS

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. The next enumeration will begin April 1, 2020, and will be the first to rely heavily on online responses.

The primary challenge facing the U.S. Census Bureau is the undercount of certain population groups. That challenge is amplified in California, where more residents are considered traditionally hard to count. Those include foreign-born residents, renters, individuals living in homes without a broadband subscription, people living close to or below the poverty line, and children younger than five years old.

A complete and accurate count of California’s population, in which every person is counted once and in the right place, is essential. Census data determines the number of seats each state has in the U.S. House of Representatives and the distribution of billions of dollars in federal funds to state and local governments.

CALIFORNIA COMPLETE COUNT – CENSUS 2020

That is why California has launched a statewide effort to ensure an accurate and complete count of Californians in the 2020 Census. The California Complete Count – Census 2020 office is coordinating the State’s outreach and communication strategy, which focuses on the hardest-to-count residents.

MISSION

Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

Collaborating with local governments, Tribal Governments, community-based organizations and media, the state is funding work that will complement work being done nationally by the U.S. Census Bureau.

California leaders have invested \$100.3 million toward a statewide outreach and communication campaign. The 2019–20 proposed Governor’s Budget includes an additional \$54 million to bolster the State’s efforts. In total, this is a proposed \$154.3 million investment for the 2020 Census.





CONTEO COMPLETO DE CALIFORNIA: CENSO 2020

¡PARTICIPA EN EL CENSO, CALIFORNIA!

SOBRE EL CENSO DE ESTADOS UNIDOS

Cada década, la Oficina del Censo de EE. UU. (U.S. Census Bureau) intenta contar a cada persona en los Estados Unidos. El próximo conteo se hará el 1 de abril de 2020 y será el primero que se conducirá principalmente en línea.

El principal desafío que enfrenta la Oficina del Censo de EE. UU. es el subconteo de determinados grupos de la población. Ese desafío es mayor en California, donde hay más residentes que se consideran tradicionalmente

difíciles de contar. Estos incluyen residentes nacidos en el extranjero, inquilinos, personas que viven en hogares sin suscripción de internet, personas de bajos recursos y niños menores de cinco años.

Es fundamental conducir un conteo preciso y completo de la población de California, en el cual se cuente a cada persona una sola vez y en el lugar correcto. Los datos del censo determinan el número de representantes que tiene cada estado en la Cámara de Representantes de EE. UU. y la distribución de los miles de millones de dólares en fondos federales para los gobiernos locales y estatales.

CONTEO COMPLETO DE CALIFORNIA: CENSO 2020

Este es el motivo por el cual California ha lanzado una iniciativa en todo el estado para garantizar un conteo completo y preciso de los californianos en el censo de 2020. La oficina de Conteo Completo de California: Censo 2020 (California Complete Count – Census 2020) está coordinando la estrategia de comunicación y de divulgación, la cual se centra en los residentes que son más difíciles de contar.

Al colaborar con los gobiernos locales, los gobiernos tribales, las organizaciones comunitarias y los medios de comunicación, el Estado está financiando las actividades que complementarán el trabajo realizado a nivel nacional por la Oficina del Censo de EE. UU.

MISIÓN

Garantizar que los californianos reciban su su porción de los recursos federales y la representación congresal fomentando la participación de todos los californianos en el censo de 2020.

Las autoridades de California han invertido \$100.3 millones en la campaña estatal de comunicación y divulgación. El presupuesto del gobernador propuesto para 2019-2020 incluye una suma adicional de \$54 millones para respaldar las iniciativas del Estado. En total, se trata de una inversión propuesta de \$154.3 millones para el censo de 2020..



II. California Census Office Phases

1. Phase One:

2017 and 2018: (Convene, Collaborate & Capacity Build)

2. Phase Two:

January – December 2019: (Educate & Motivate)

a. January – June 2019: (Educate)

b. July – December 2019: (Motivate)

3. Phase Three:

January – March 11, 2020: (Activate)

4. Phase Four:

March 12, 2020 – April 30, 2020: Self Response (Be Counted)

5. Phase Five:

May 1, 2020 – July 30, 2020: NRFU (It's not too late)

6. Phase Six:

August 1, 2020 – June 30, 2021 (Assess & Report)

III. California Census 101

Why is the 2020 Census important?



Every Californian counts: The Census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation: Every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's your civic duty: Completing the Census is mandatory and it's a way to participate in our democracy and say "My story counts!"



It's about redistricting: After each decade's Census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.



You are the expert – your responses help: Your ideas are the best way to make sure everyone in your community gets counted.



Your data are confidential: Federal law protects your Census responses. Your answers can only be used to produce statistics.

How is the Census data used?



To advocate more resources for community members.



To ensure public safety and plan new schools and hospitals.



To decide where to open companies and businesses, which create jobs.



By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.

How can you make a difference now?



Use social media to spread the message



Incorporate messaging into community events and meetings

IV. Census 2020 Discussion Points

Key Messages

- The 2020 Census is safe, secure and it's good for your community
- California is not allowing its future to be left in the hands of the federal government
- The Census is about power and money –federal and financial representation
- When you're filling out the Census, you are giving a voice to your community, you are telling your family's story
- California may be facing the most difficult Census count yet – from a new digital process to a citizenship question – many roadblocks to overcome
- California is dedicating the most resources to the census in the country
- California started its 2020 Census efforts early – a robust outreach and engagement effort to reach the hardest-to-count Californians

The U.S. Census

- Every 10 years, the U.S. Census Bureau counts every person in the U.S.
- The next enumeration will be April 1, 2020 and will be the **first** to rely heavily on online responses
- This data determines federal representation and used to distribute billions of dollars in federal funds to state and local governments
- **USCB Challenge:** the undercount of certain population groups

California's Census Efforts

- California has a statewide effort to ensure an accurate and complete count of Californians in 2020
- The California Complete Count – Census 2020 office is coordinating the State's outreach and communication strategy, which focuses on the **hardest-to-count Californians**
- California is working with: local governments, Tribal Governments, community-based organizations and media

The U.S. Census Bureau vs. The California Complete Count Office

- U.S. Census Bureau: responsible for canvassing and conducting the actual enumeration process nationally for each decennial census

- The California Complete Count Office: helps to get the word out to Californians
- U.S. Census Bureau: focus on national outreach and media campaigns to inform all individuals living in the U.S.
 - The California Complete Count Office: targeting the hardest-to-count Californians through grassroots culturally appropriate outreach and multicultural, in-language media efforts

California's financial investment

- California leaders have invested \$187.2 million toward this campaign

California's hard-to-count populations

- In California more individuals are considered traditionally hard to count
 - Those include:
 - foreign-born residents
 - renters
 - individuals living in homes without a broadband subscription
 - people living close to or below the poverty line
 - children younger than five years old
- Many Californians live in areas that based on demographic, socioeconomic and housing characteristics may be hard to count
 - The California Census Office has created an interactive map that shows California census tracts and block groups shaded by their [California Hard-to-Count Index](#), a metric that incorporates 14 variables correlated with an area being difficult to enumerate

V. California Hard-to-Count Data

California has the largest hard-to-count population in the country. Depending on where a person lives in California, the leading hard-to-count causes can be different. A few examples include:

Rural California

- Heavily rural population areas represent almost 90 percent of California.
- What are the biggest reasons rural California is hard to count?
 - **Households without broadband subscriptions.** About 90 percent of this hard-to-count population lives in tracts where occupied housing units' lack of a broadband subscription is among the top HTC reasons.
 - **Other leading reasons:** Vacant housing units; Unemployment; Households receiving public assistance; and people who recently moved.

San Joaquin Valley

- The San Joaquin Valley extends from Stockton to Bakersfield.
- What are the biggest reasons the San Joaquin Valley is hard to count?
 - **Households receiving public assistance:** About one-half of this hard-to-count population lives in tracts where the percentage of households receiving public assistance is among the top HTC reasons.
 - **Other leading reasons:** Unemployment; people living close-to-or-below the poverty line; non-high school graduates; households without broadband subscriptions

San Francisco Bay Area

- What are the biggest reasons the SF Bay Area is hard to count?
 - **Multi-unit structures:** About one-half of this hard-to-count population lives in tracts where the percentage of housing units in multi-unit structures is among the top-HTC reasons.
 - **Other leading reasons:** Percentage of population that is foreign-born; recent movers; non-family households; and crowded units.

Los Angeles County

- Home to the largest hard to-count population in the country.
- What are the biggest reasons LA County is hard to count?
 - **Crowded units:** Approximately one-half of this hard-to-count population lives in tracts where crowded housing units is among the top-HTC reasons
 - **Other leading reasons:** Multi-unit structures; non-high school graduates; renter-occupied units; and percentage of foreign-born

VI. Census Office Accomplishments

Funding Updates:

- The Census Office has awarded:
 - Counties
 - Tribal Governments
 - County Offices of Education
 - 10 Regional Administrative Community-Based Organizations
 - 13 Statewide Community-Based Organizations
 - Outreach and Public Relations Contractor
- The Census Office is in the process of working with certain sector groups:
 - Labor
 - Faith-Based
 - Healthcare

Highlights:

- Divided the state into 10 regions and assigned a state Census staffer to each region to collaborate and coordinate with unique hard-to-count communities there. This regional management structure is core to the outreach team's ability to establish and coordinate local relationships and effectively manage contracts.
- Held 24 Statewide Readiness Assessment Regional Convenings (2018) that brought together community-based organizations, advocacy groups, local governments and others.
- Launched the California Complete Count Committee, which meets quarterly to advise and inform state Census staff.
- Updated the state Legislature and Governor's Office with quarterly reports documenting progress of the state's campaign.
- Coordinated three tribal government consultations in Northern, Central and Southern California. Native American and Tribal populations have historically been difficult to count in the Census.
- Conducted county kick-off orientations to brief the counties on their contractual obligations and facilitate any questions.
- Executing more than half a dozen Statewide Outreach Implementation Planning Workshops and convenings (2019) to bring together resources for counties and community-based organizations to finalize their implementation plans. These workshops began in June and run through September.

VII. Census Office FAQ (English and Spanish)



CALIFORNIA COMPLETE COUNT – CENSUS 2020

BE COUNTED, CALIFORNIA!

California is committed to a complete and accurate count, inclusive of our immigrant populations. California has invested more resources than any other state to ensure our outreach and education efforts are robust and effective. California is committed to working with partners to monitor the federal effort, dispel fear and misinformation, and ensure Californians understand their protections under Title 13.

FREQUENTLY ASKED QUESTIONS

Will the 2020 Census include a question about citizenship?

- The 2020 Census questionnaire will NOT include a question about an individual's citizenship status. Everyone, regardless of their immigration status, has certain basic rights. For those who have concerns about opening your doors, there are other ways you can participate. You can participate online and over the phone, from the comfort of your home or a community run assistance center. Please complete your census questionnaire. An incomplete questionnaire may increase your chances of non-response follow-up by the United States Census Bureau. Households will receive an invitation to respond online to the 2020 Census beginning March 12, 2020. Your participation is vital, and your information is protected.

What does President Trump's Executive Order mean?

- The Executive Order does not create any information sharing beyond what is permissible under existing law. Your information remains confidential. The Executive Order states that information collected from federal and state sources "may not, and shall not, be used to bring immigration enforcement actions against particular individuals."

Is private information protected?

- The United States Census Bureau (USCB) is required by law to protect any personal information it collects and keep it confidential.
- The USCB is bound by Title 13 of the United States Code. These laws not only provide the Bureau with authority for its work, but also stipulate strong protections for the information the census collects from individuals and businesses.
- The USCB uses responses to produce statistics.
- Private information may not be published when it is collected. After 72 years, it may be published for historical purposes by the National Archives. It is against the law to disclose or publish any private information that identifies an individual or business, such as names, addresses (including GPS coordinates), Social Security numbers, and telephone numbers.
- Answers cannot be used for law enforcement purposes or to determine personal eligibility for government benefits.
- Personal information cannot be used against respondents for the purposes of immigration enforcement.
- USCB employees are sworn to protect confidentiality. Every person with access to data is sworn for life to protect personal information and understands that the penalties for violating this law are applicable for a lifetime.
- Violating confidentiality or sharing the information other than for statistical purposes is a serious federal crime. Anyone who violates this law will face severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.



Why is it important for everyone to be counted in the census?

- Some federal funds, grants, and support to states, counties and communities are based on population. It is critical for everyone to be counted, regardless of immigration status. When you respond to the census, you help your community get its fair share of federal funds.
- Businesses use census data to decide where to build factories, offices and stores, and this creates jobs.
- Developers use census data to build new homes and revitalize neighborhoods.
- Local governments use census data for public safety and emergency preparedness.

What is the California Census Office doing to encourage participation?

- California's Census Office is supporting a robust, coordinated outreach and communication effort focused on reaching the hard-to-count (HTC) population.
- The Census Office is collaborating with counties, local governments, tribal governments, regional and statewide community-based organizations, education, and other sectors.
- Communication efforts will aim to help Californians understand that their information will remain private and dispel misinformation.

How do you get counted?

- Starting mid-March 2020, each household will receive a letter in the mail informing them of the options for filling out the census questionnaire. That includes online, by phone, or by a requested paper form.
- Households that do not fill out the questionnaire during the self-response period will be contacted by the USCB during Non-Response Follow-Up.
 - › **March 12-20:** Households will receive an invitation to respond online to the 2020 Census. Some households will also receive paper questionnaires.
 - › **March 16-24:** A reminder letter will be sent.
 - › **If you still have not responded:**
 - **March 26-April 3:** A reminder postcard will be sent.
 - **April 8-16:** A reminder letter and paper questionnaire will be sent.
 - **April 20-27:** A final reminder postcard before the USCB follows up in person.
- USCB enumerators may contact households that submit partially filled-out questionnaires in an effort to obtain complete answers.

What should Californians be aware of when filling out the census?

- It is critical to be cautious of any requests that seem suspicious.
- The USCB will never ask for the following:
 - › Payment to fill out the questionnaire
 - › Social Security number
 - › Financial information
- USCB field staff will always show a valid Census Bureau ID. You can confirm that they are a USCB employee by entering their name into the **Census Bureau Staff Search** or by contacting the California **Regional Office**.
- It is a federal crime to impersonate a federal official, anyone who violates this law is subject to imprisonment.





CALIFORNIA COMPLETE COUNT – CENSUS 2020

BE COUNTED, CALIFORNIA!

El estado de California sigue comprometido a un conteo completo y preciso, incluso de nuestra comunidad inmigrante. California ha invertido más recursos que cualquier otro estado para asegurar que nuestros esfuerzos de comunicación y educación sean amplios y eficaces. El estado de California está comprometido a trabajar con nuestros colaboradores para monitorear el esfuerzo federal, eliminar temores y desinformación, y asegurar que los californianos entiendan sus protecciones bajo el Título 13.

PREGUNTAS MAS FRECUENTES

¿El cuestionario del Censo 2020 incluirá una pregunta sobre el estatus de la ciudadanía?

- El cuestionario del Censo 2020 NO incluirá una pregunta sobre el estatus de la ciudadanía de un individuo. Todos, sin importar sus estatus migratorio, tienen derechos fundamentales. Para aquellos que temen abrir sus puertas, hay otras maneras de participar. Se puede participar por teléfono, por internet, desde la seguridad de su hogar o en un centro de asistencia local. Por favor llene su cuestionario. Un cuestionario incompleto puede incrementar la posibilidad de que la Oficina del Censo de los EE. UU. conduzca seguimiento. Las viviendas recibirán información para responder por internet al Censo 2020 a partir del 12 de marzo 2020. Su participación es vital y su información será protegida.

¿Qué significa la orden ejecutiva del presidente Trump?

- La orden ejecutiva no inicia un intercambio adicional de información de lo que se permite bajo ley existente. Su información se mantiene confidencial. La orden ejecutiva dice que la información recolectada de fuentes federales y estatales “no puede, y no deberá, ser utilizada para traer acciones de aplicación de migración en contra de un individuo en particular.”

¿Está protegida la información privada?

- La ley requiere que la Oficina del Censo de los EE. UU. proteja y mantenga la confidencialidad de la información personal que reciba.
- La Oficina del Censo de los EE. UU. se dirige de acuerdo al Título 13 del Código de los Estados Unidos. Estas leyes proveen a la oficina la autoridad para su trabajo, pero también estipulan protecciones fuertes para la información que colecta como parte del censo.
- La Oficina del Censo de los EE. UU. utiliza las respuestas para producir estadísticas.
- Su información privada no puede ser publicada cuando es recolectada. Después de 72 años, puede ser publicada con fines históricos por los Archivos Nacionales. Es ilegal revelar o publicar cualquier información privada que identifique a un individuo o a un negocio. Esto incluye la dirección (coordenadas de GPS), el número de seguro social y el número de teléfono.
- Las respuestas no pueden ser utilizadas para propósitos de seguridad pública o para determinar elegibilidad de beneficios públicos.
- La información personal contenida en las respuestas del cuestionario no se puede utilizar con el propósito de hacer cumplir la ley de inmigración.
- Los empleados de la Oficina del Censo de los EE. UU. han jurado proteger la confidencialidad. Todas las personas con acceso a estos datos personales juran proteger la información personal y entienden que las penalizaciones asociadas con violar la ley se aplican por vida.
- El violar la confidencialidad o el compartir información fuera de los propósitos estadísticos es un crimen federal serio. Cualquier persona que rompa esta ley enfrentará penalizaciones severas. Esto puede incluir una multa de hasta \$250,000 y/o cinco años de prisión federal.



¿Por qué es importante que todos sean contados en el censo?

- Algunos fondos federales, subsidios, y apoyo a los estados, los condados y las comunidades se distribuyen a base de la población. Es crítico que todos sean contados, sin importar su estatus migratorio. Cuando tú respondes al censo, ayudas a que tu comunidad reciba los fondos federales que merece.
- Los negocios utilizan datos del censo para decidir en donde van a construir fábricas, oficinas y tiendas. Esto ayuda a crear empleos.
- Los desarrolladores de comunidades utilizan los datos del censo para construir viviendas y revitalizar vecindarios.
- Los gobiernos locales utilizan datos del censo para proveer seguridad pública y para prepararse para emergencias.

¿Qué está haciendo El Conteo Completo de California – Censo 2020?

- El Conteo Completo de California – Censo 2020 está apoyando un esfuerzo de comunicaciones coordinado y extenso, enfocado en las poblaciones que son difíciles de contar.
- El Conteo Completo de California – Censo 2020 está colaborando con condados, gobiernos locales, gobiernos tribales, organizaciones comunitarias regionales y estatales, sectores de educación y otros sectores.
- Los esfuerzos de comunicación ayudarán a los californianos entender que su información se mantendrá privada y eliminarán la desinformación.

¿Cómo te puedes hacer contar?

- A mediados de marzo 2020, cada vivienda recibirá una carta por correo con información de las diferentes opciones para llenar el cuestionario del censo. Esto incluye por internet, por teléfono, o por correo al pedir la forma.
- Las viviendas que no llenen su cuestionario durante este periodo serán contactadas por la Oficina del Censo de los EE. UU. durante el periodo de seguimiento en los hogares que no han respondido.
 - › **12-20 de marzo:** Las viviendas recibirán una invitación para llenar el cuestionario por internet. Algunas viviendas también recibirán el cuestionario por correo.
 - › **16-24 de marzo:** Se mandará una carta recordatoria.
 - › **Si no ha respondido:**
 - **26 de marzo-3 de abril:** Se mandará una postal recordatoria.
 - **8 de abril-16 de abril:** Se mandará otra carta recordatoria y el cuestionario por correo.
 - **20 de abril-27 de abril:** Se mandará una postal recordatoria final antes de que la Oficina del Censo de los EE. UU. haga un seguimiento en persona.
- Es posible que los empleados de la Oficina del Censo de los EE. UU. contacten a las viviendas que no llenaron los cuestionarios por completo para obtener respuestas.

¿Qué deben saber los californianos al llenar el censo?

- Es importante tener precaución con cualquier solicitud que parezca sospechosa.
- La Oficina del Censo de los EE. UU. nunca pedirá lo siguiente:
 - › Pago para llenar el cuestionario
 - › Número de seguro social
 - › Información financiera
- Los empleados de la Oficina del Censo de los EE. UU. siempre mostrarán una identificación válida que incluya una fotografía, una marca de agua del Departamento de Comercio y una fecha de vencimiento. Si todavía tiene preguntas o dudas, llame al 800-923-8282 para hablar con un representante de la Oficina del Censo.
- Es un crimen federal hacerse pasar como un oficial federal. Cualquier persona que rompa esta ley puede ser sujeto a prisión.



VIII. USCB FAQ

Why is the 2020 Census important?

- Every Californian counts
- It's about fair representation
- It's your civic duty
- It's about redistricting
- You are the expert – your responses help
- Your data are confidential

How is the Census data used?

- To advocate more resources for community members.
- To ensure public safety and plan new schools and hospitals.
- To decide where to open companies and businesses, which create jobs.

Is my information safe?

- **Your census responses are safe and secure**
 - The Census Bureau is required by law to protect any personal information it collects and keep it strictly confidential.
 - The Census Bureau can only use your answers to produce statistics.
 - Answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.
- **By law, your responses cannot be used against you**
 - Census responses cannot be used against you by any government agency or court in any way – not by the FBI, CIA, DHS nor ICE.

What's the U.S. Census Bureau's overall timeline?

- **January – March 2019:** The U.S. Census Bureau opens 39 area census offices. These offices open early to support Address Canvassing.
- **June – September 2019:** The Census Bureau opens the remaining 209 area census offices. The offices support and manage the census takers who work all over the country to conduct the census.
- **August 2019:** The Census Bureau conducts in-field address canvassing. Census takers visit areas that have added or lost housing in recent years to ensure that the Census Bureau's address list is up to date.
- **January 2020:** The Census Bureau begins counting the population in remote Alaska.

- **April 1, 2020:** Census Day is observed nationwide. By this date, households will receive an invitation to participate in the 2020 Census. You'll then have three options for responding: online, by mail, or by phone.
- **April 2020:** Census takers begin following up with households around selected colleges and universities. Census takers also begin conducting quality check interviews.
- **May 2020:** The Census Bureau begins following up with households that have not responded.
- **December 2020:** The Census Bureau delivers apportionment counts to the president.

What will the USCB send in the mail?

- **March 15-20:** Households will receive an invitation to respond online to the 2020 Census. Some households will also receive paper questionnaires.
- **March 16-24:** A reminder letter will be sent.
- **If you haven't responded yet:**
 - **March 26-April 3:** A reminder postcard will be sent
 - **April 8-16:** A reminder letter and paper questionnaire will be sent.
 - **April 20-27:** A final reminder postcard before the USCB follows up in person
- Every household that hasn't already responded will receive reminder and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how – the USCB will follow up in person with all households that don't respond.

IX. Outreach and Public Relations Contract Key Points

Updated 7/30/19

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Bidding Process Questions:

1. Who was the winning bidder?
Mercury Public Affairs LLC

2. How much was awarded?

Mercury submitted a proposed budget of \$41,863,174. The contract will be for \$46.1 million, with a contingency budget.

3. When do we anticipate having a signed contract?

The contract was finalized on July 29, 2019.

4. Who are the ethnic media partners?

The Census Office has reviewed and approved Mercury's ethnic media subcontractors, as outlined in their proposal and listed below. Based on contract terms and language, the Census Office reserves the right to enhance any efforts to ensure deliverables are fully executed in a timely matter.

- i. JP Marketing
- ii. Flagship Marketing
- iii. Lunia Blue
- iv. Freelance Media Group
- v. Ethnic Media Services
- vi. BPC Media Works
- vii. The Hatcher Group
- viii. Foster Momentum

5. How many agencies submitted proposals?
Seven

Scope of the RFP: It's all about the hard-to-count Californians.

- Covering all 10 regions – some markets will be more media saturated than others based on hard-to-count data analysis
- Vulnerable populations focus

- Demographics focus:
 - Latinos
 - African-Americans
 - Native Americans and Tribal Communities
 - Asian-Americans & Pacific Islanders (API)
 - Middle-Eastern North Africans (MENA)

Goals of the media campaign is to compliment the ground strategy:

1. Support a complete 2020 Census count focusing on California's HTC communities
2. Support regional outreach efforts and collaborate with ACBOs, CBOs, and local governments
3. Educate and prepare for Nonresponse Follow-up period
4. Deliver focused messaging
5. Ensure all communications and advertising are culturally and linguistically competent
6. Developing rapid response strategies
7. Track and dispel misinformation
8. Complement (but not duplicate) the advertising and marketing campaigns by the U.S. Census Bureau, community-based organizations, local governments and philanthropic entities
9. Support regional and local outreach efforts by creating collateral and providing media support
10. Advance California for All brand

Media Vendor Key Deliverables:

- **Media Engagement**
 - Developing science-based and accurate content
 - Media outlets and partnership
 - Media logistics
 - Earned Media
- **Media Campaign**
 - Project Management
 - Formative research
 - Local needs assessment survey
 - Communication Plan
 - Creative testing
 - Creative assets and products
 - Collateral materials
 - Media buy plans
 - Media Evaluation

X. Hard-to-Count Index by Census Tract

Census 2020 California Hard-to-Count Fact Sheet State of California

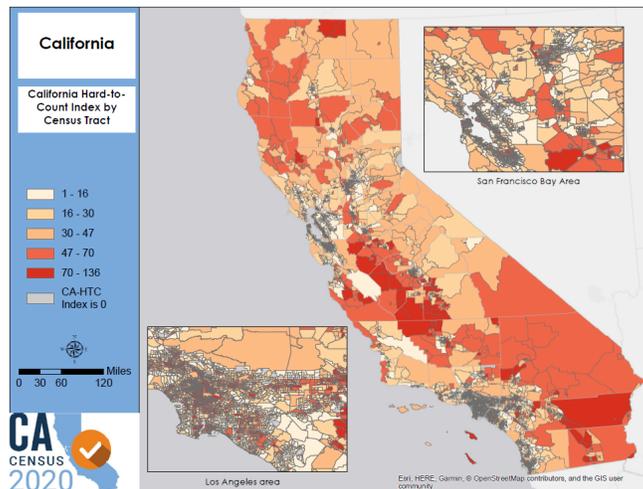
Race and Hispanic Origin	
Total population	38,962,847
Hispanic or Latino of any race	38.8%
Hispanic Exclusive Race:	
White alone	37.9%
Black or African-American alone	5.5%
American Indian and Alaska Native alone	0.4%
Asian alone	13.9%
Native Hawaiian and Other Pacific Islander alone	0.4%
Some other race alone	0.2%

Top 3 Languages Spoken at Home	
Total Limited-English Population (Persons 5 years and older who do not speak English "very well")	
Spanish	6,703,770
Chinese (incl. Mandarin, Cantonese)	9.9%
Vietnamese	4.9%

Hard-to-Count Characteristics	
The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher indexes are likely to be places that will pose significant challenges to enumerate in 2020.	
Percent of Total Housing Units:	
That are vacant (includes seasonal)	7.9%
With 3 or more units in a multi-unit structure	28.6%
Percent of Occupied Housing Units (or Households):	
That are renter-occupied	45.5%
That are overcrowded	2.8%
Without broadband Internet	17.4%
With limited-English speaking ability	9.2%
That are non-family	31.2%
Receiving public assistance income	3.6%
Percent of population:	
Under 5 years old	6.4%
That is foreign-born	27.0%
Who moved from outside county in past year	4.9%
With income below 150 percent of poverty level	24.7%
Age 16 or older that are unemployed	7.7%
Age 25 or older who are not high	

California Hard-to-Count Characteristics	
Median CA-HTC index all census tracts	37
Leading hard-to-count characteristics in census tracts with above median CA-HTC Index:	
Multi-unit structures	
Overcrowded units	
Non-high school graduates	
Households receiving public assistance	
Renter-occupied units	

Largest 35 Counties Sorted by Median CA-HTC Index			
County	Census 2020 Region	Total Population	CA-HTC Index
Imperial	10	179,957	70
Tulare	6	458,809	64.5
Merced	4	267,390	64
Fresno	6	971,616	53
Kern	6	878,744	51
Madera	4	154,440	50
Los Angeles	8	10,105,722	48
San Francisco	3	864,263	45
Kings	6	150,183	44
Stanislaus	4	535,684	43
San Joaquin	4	724,153	42
San Bernardino	7	2,121,220	41
Monterey	5	433,168	41
Humboldt	2	135,490	38
Alameda	3	1,629,615	35
Riverside	7	2,355,002	34
Yolo	1	212,605	34
Sacramento	1	1,495,400	33
Butte	1	225,207	31
Santa Barbara	5	442,996	29.5
San Diego	10	3,283,665	29
Santa Clara	3	1,911,226	29
Shasta	1	178,919	29
Napa	2	141,005	29
Solano	3	434,981	27.5
Santa Cruz	5	273,263	27
Orange	9	3,155,816	26
San Luis Obispo	5	280,119	25
San Mateo	3	763,450	24.5
El Dorado	1	185,015	24
Sonoma	2	500,943	23.5
Placer	1	374,985	21
Ventura	5	847,834	19.5
Marin	4	268,814	16



To view the hard-to-count factsheets, please go to <https://census.ca.gov/htcfactsheets/>

XI. California’s Hard-to-Count: Key Points and Background

California’s Hard-to-Count Index:

- The California Department of Finance Demographic Research Unit created a California-focused hard-to-count metric modeled on the U.S. Census Bureau’s Hard-to-Count Score of past censuses.
- The index reflects 14 different demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate – this is a spectrum from easier to harder to count.
- Census tracts with higher CA-HTC indexes are likely to be places that will pose significant challenges to enumerate in 2020, while tracts with lower indexes should be easier to count.

How many HTC Californians are there?

- The term “hard to count” is ambiguous and is defined differently by different organizations and groups.
- California’s outreach and communications strategy is based on our Index, which identifies our state’s “hard-to-count” Californians.
- **Background:** Our funding formula (Tribal Governments, counties, ACBOs, CBOs) is based on California’s **hard-to-count**
 - This reflects an area’s respective share of the more than 11 million estimated population in census tracts with the **highest** CA-HTC indexes.
 - Some counties’ allotments were based on population-based minimums.
- The goal is for 13.5 million households to complete the Census in California.

Style Guide		
hard-to-count <ul style="list-style-type: none"> • 2nd reference: (HTC) • When an adjective, use the hyphen • When a noun, do not use hyphen • Always lowercase unless part of a title 	hardest-to-count <ul style="list-style-type: none"> • 2nd reference: (HTC) • When an adjective, use the hyphen • When a noun, do not use hyphen • Always lowercase unless part of a title 	CA Hard-to-Count Index <ul style="list-style-type: none"> • 2nd reference: (CA-HTC) • Lands before Index when spelled out. • Keep capitalized

Difference between CA HTC Index and Demographic Populations	
California's HTC Index	California's Demographic Populations
<ul style="list-style-type: none"> • 14 variables • Combination of demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. • Our funding strategy and SwORD are based off the Index • Based on U.S. Census Bureau model. • The data sources: CPUC, the 2013-2017 American Community Survey 	<ul style="list-style-type: none"> • 15 demographic and socioeconomic groups • Used for: Statewide CBO awards and Outreach and Public Relations contract
<p>Conclusion:</p> <ul style="list-style-type: none"> • Do not confuse the Index and the demographic groups. • Some items from the Index and demographic list overlap. • When speaking publicly, mention the Index since it is holistic of our funding, efforts and strategy. • For now, do not use any figures associated with how many hard-to-count individuals are in California. 	

CA HTC Index Data Explanation:

- To calculate CA-HTC indexes for California's 8,057 census tracts, each of the 14 variables was sorted from high to low percentage
- Each variable was recoded 0-11: The highest values were recoded as 11, and the lowest were recoded as 0. The sum of the 14 values represents a tract's CA-HTC Index.
- The allocation of state census outreach money reflects an area's respective share of the total population in census tracts with the highest CA-HTC indexes. Some counties' allotments reflect population-based minimums.
- The California Census Office has created an interactive map to view California census tracts and block groups. <https://census.ca.gov/HTC-map/>

Below are descriptions of the 14 variables that comprise the CA-HTC Index:

- **Percent of households without broadband subscriptions**
Reason: More than 10 million California households will be asked to complete the census online. Some outreach efforts will be online, as well. A household without a broadband subscription is less likely to know about the census and more likely to fail to self-respond.
- **Percent of households that are non-family**
Reason: Nonfamily households generally involve multiple roommates. The household member completing the census form might forget to include some of these people.
- **Percent of occupied housing units that are renter-occupied**
Reason: The percentage of renter households in a tract or block group is among the strongest hard-to-count indicators. Renters move more often and have a greater chance of being missed during the census-taking process.
- **Percent of total housing units that are vacant**
Reason: Vacant housing units change status quickly. Housing units considered vacant by census takers in reality could be occupied April 1, 2020.
- **Percent crowded** (the percent of occupied housing units with more than 1.5 persons per room).
Reason: As with nonfamily households, occupants in crowded households are more likely to be left off census forms. Also, the person completing the form may omit occupants if the household exceeds landlord or government limits.
- **Percent of population that is foreign-born**
Reason: People who are born in other countries are less likely to be familiar with the census. Some also are not citizens and may fear the consequences of revealing their presence and legal status to the government.
- **Percent of adults (25 or older) who are not high-school graduates**
Reason: Non-high school graduates are less likely to be engaged in civic affairs and more likely to be working multiple low-wage jobs that leave little spare time for completing census forms.
- **Percent of population with income below 150 percent of poverty level**
Reason: Multiple issues increase the odds of an undercount among the poor. They tend to be renters. Administrative records to supplement the census, such as tax returns, may be incomplete for this group. They also are less likely to have internet access.
- **Percent of households receiving public assistance income**
Reason: People may be reluctant to share their true household size because the information may contradict government assistance records. They are likely living near or below the poverty line.

- **Percent of persons (ages 16 or older) unemployed**
Reason: Unemployed people spend much of their time looking for a job. They also might be homeless and living an unsettled lifestyle.
- **Percent limited-English households (the percent of households in which no person age 14 years or older speaks English very well)**
Reason: People who don't speak English well will have trouble understanding census materials, including the rationale for the census.
- **Percent of persons who moved from outside county in past year**
Reason: Recent arrivals likely have little connection to local civic affairs. Proxy information and administrative records about this population will be more difficult to come by.
- **Percent of population under 5**
Reason: More children are living in complex family situations, such as shared parental custody or with a grandparent, increasing the chances they will be left off the census form. Some new parents mistakenly believe the census incorporates birth records.
- **Percent of total housing units with 3 or more units in a multi-unit structure**
Reason: There could be a fence or gate around these types of housing units, hampering census workers' non-response follow-up. Individual units may not have addresses, skewing non-response data.

California's Demographic Population List:

- Latinos
- African-Americans
- Native Americans and Tribal Communities
- Asian-Americans & Pacific Islanders (API)
- Middle-Eastern North Africans (MENA)
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)
- Seniors/Older Adults
- Homeless Individuals and Families
- Children Ages 0-5
- Veterans
- Areas with low broadband subscription rates and limited or no access
- Households with limited English proficiency

XII. How to Run Your Own Data

The California Hard-to-Count Interactive map shows California census tracts and block groups shaded by their California Hard-to-Count Index. Census tracts and block groups with higher CA-HTC indexes likely will pose significant challenges to enumerate in 2020.

How to use the map:

1. Go to www.census.ca.gov
2. Click on "Interactive CA Hard-to-Count Map," which will take you to <https://goo.gl/JGYi4j>.
3. Click on a tract or block group to learn more information.
 - a. A box opens up with information on that census tract or block group.
 - b. Open the data attribute table by clicking on the three dots in the popup box's bottom-right corner. (You can also open the table by clicking on the arrow at the bottom of the screen)
4. Organize the data through various filters and settings –
Widgets in the map's upper-left corner:
 - a. **Search bar** – search by county or address.
 - b. **Basemap Gallery** – choose between different basemaps, such as imagery or StreetMap.
 - c. **Bookmark** – select a city to zoom to specific parts of the state
 - d. **Draw** – draw a circle or other shape in an area of focus
 - e. **Add Data** – upload data in .shp or another file format.
 - f. **Print** – export a .pdf of the view to save and/or print

Widgets in the map's upper-right corner:

- **Filter tool** – identify census tracts or block groups with HTC indexes above a certain value. Use the filter in the attribute table to further refine a selection.
- **Legend button** – see the ranges of CA-HTC Index classes
- **Layer list**
 - a. Congressional districts
 - b. State Senate districts
 - c. State Assembly districts
 - d. CA HTC Index tract level v. CA HTC Index block group level
- Want to download a slice of data? Go to the attribute table, zoom in to a desired area on the map or click on "options" and make a filter expression. Then click "export all to CSV."
- Need information not shown here? Go to the U.S. Census Bureau American Fact-Finder site <https://factfinder.census.gov/>.

XIII. Press Release Template

FOR IMMEDIATE RELEASE: [Date]

MEDIA CONTACT: [Add contact info: email and phone (cell)]

PRESS RELEASE

California Leaders and Community Groups Unite to Support Census Efforts One Year from Census Day

SACRAMENTO – Intro sentence: Community leaders and key advocates came together [Day of week] to highlight California's efforts to ensure a complete and accurate Census count on Census Day 2020.

Quote here: "California is determined to ensure we achieve a complete census count. We've started early and are committing more resources than any other state on a robust outreach and engagement effort to reach all Californians," said **Ditas Katague, Director, California Complete Count – Census 2020.**

Additional information after the quote: Many Californians live in areas that, based on demographic, socioeconomic and housing characteristics, may be hard to count in the 2020 Census.

California leaders have invested \$187.2 million toward a statewide outreach and communication campaign.

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. The next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses. The data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments.

###

Boilerplate language The California Complete Count – Census 2020 Mission

Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

XIV. Guiding Principles

1. Make Strategic Choices and Understand the Level of Effort

Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Ensure your organization has the staff resources to maintain a social media presence and provide accurate and timely responses to comments and questions.

2. Reach People Everywhere

Social media can help reach people everywhere—your organization can assess the relative popularity of social media sites in your organization's area by reviewing user statistics and demographics. If your organization has the capability to promote posts, your organization can target specific groups, like parents, physicians, or racial and ethnic groups that may benefit the effective dissemination of Census-related information.

3. Make Sure Messages Are Science-Based

As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.

4. Encourage Participation

Social media allows for the tailoring of messages to express empathy and acknowledge concern, promote action, and listen to what people are saying about Census-related topics. Two-way conversations can foster meaningful communication with your audience. Active engagement attracts social media followers and builds an on-line community by developing relationships and facilitating sharing and interaction.

5. Leverage Networks

Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.

XV. Social Media Best Practices

Purpose

Integrating social media into the Census 2020 campaign and activities encourages participation, conversation and a sense of community – all of which can help spread key messages and influence decision-making. Through social media, legislators and partners can deliver messages tailored to target audiences in a format that is customized to increase the availability and reach of content. Likewise, tapping into personal social networks, presenting information in multiple formats, and utilizing multiple sources to deliver information may make messages more widespread and effective.

This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

Communications Strategy

Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.

XVI. Community Guidelines

Every social media account should have clear community guidelines posted publicly. Having a standardized disclaimer in place can protect your organization from legal issues that could arise in the fast-moving social media environment and provide necessary justification for moderating community discussions or removing offensive content.

Sample disclaimer

Disclaimer: Posted comments and images do not necessarily represent the views of [name of organization]. External, non-[name of organization] links on this site do not constitute official endorsement on behalf of [name of organization]. While fans are encouraged to share thoughts and opinions on the [name of organization] Facebook page, it is expected that posted comments will be done in a respectful manner.

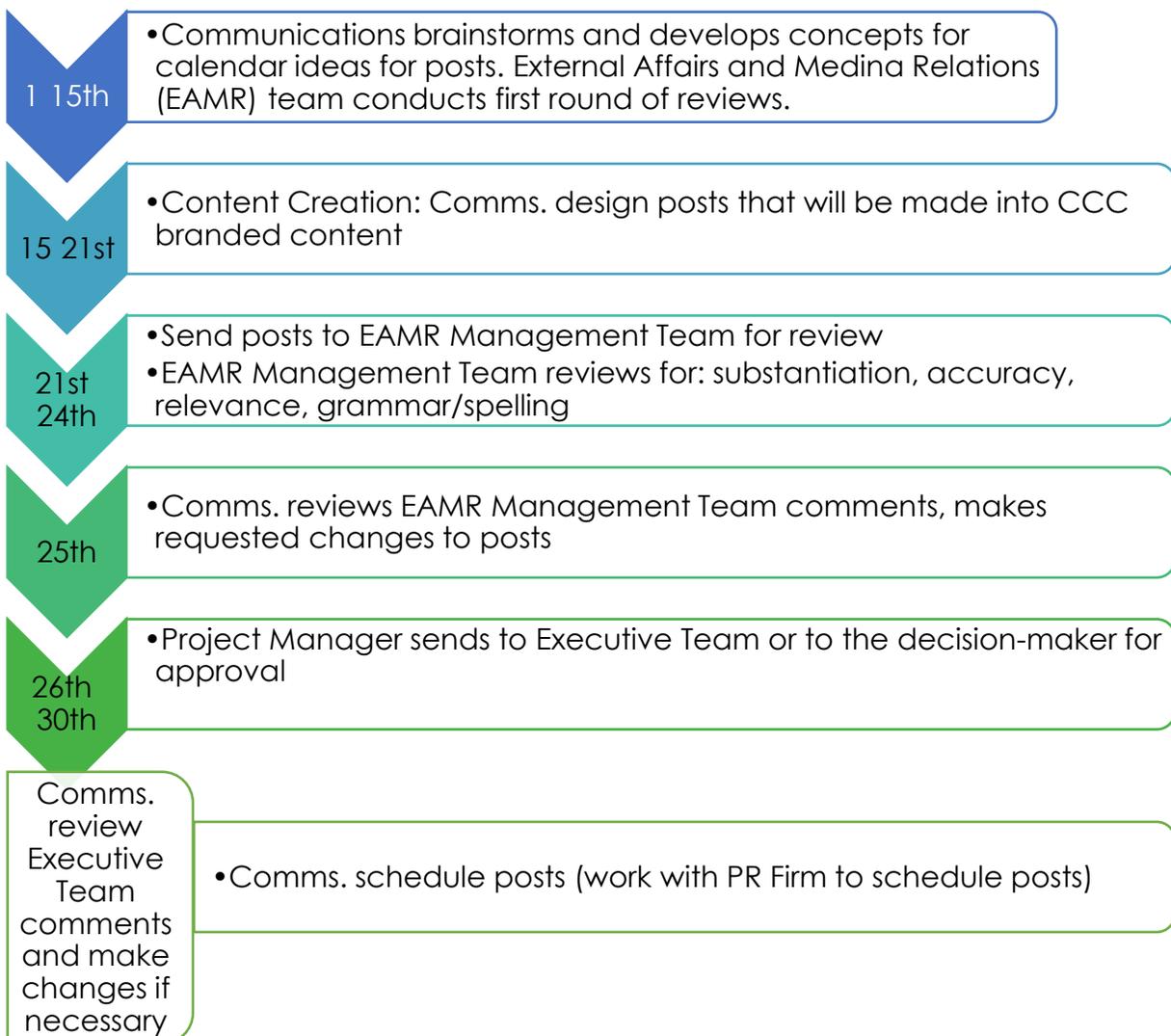
[Name of organization] does not necessarily agree with or endorse every comment that individuals post on [name of organization] pages. [Name of organization's goal is to share ideas and information with as many individuals as possible and to accept the majority of comments made to [name of organization's profile. Therefore, a comment will be deleted, at [name of organization's] sole discretion, if it contains:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity in profile pictures
- Defamation to a person or people
- Name calling and/or personal attacks
- Comments whose main purpose are to sell a product
- Comments that infringe on the rights of any third party, including intellectual property, privacy or public rights
- Spam comments, such as the same comment posted repeatedly on a profile

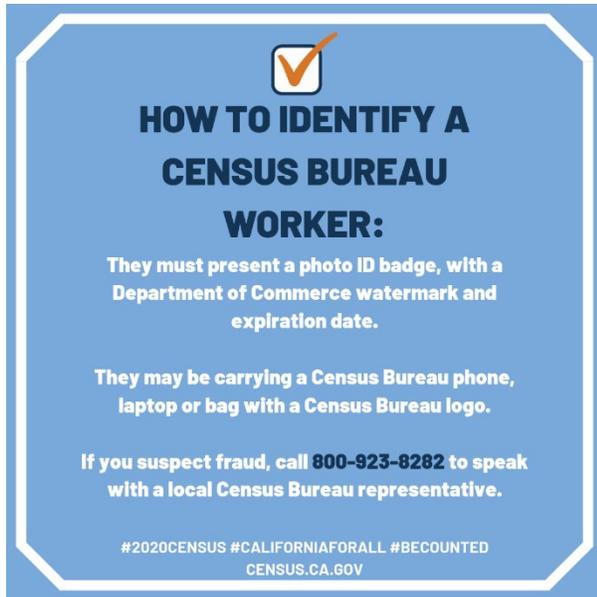
XVII. Sample Approval Process

Content Development, Clearance, and Approval Processes

Well-developed structure, policies, and leadership within your organization is key to effectively manage social media. Establish a workgroup to develop guidance, policies, standards, and recommendations for using social media at your organization. A standardized approval process for social media content will help to ensure the quality, accuracy, and timeliness of delivery.



XVIII. Examples: Content and Design



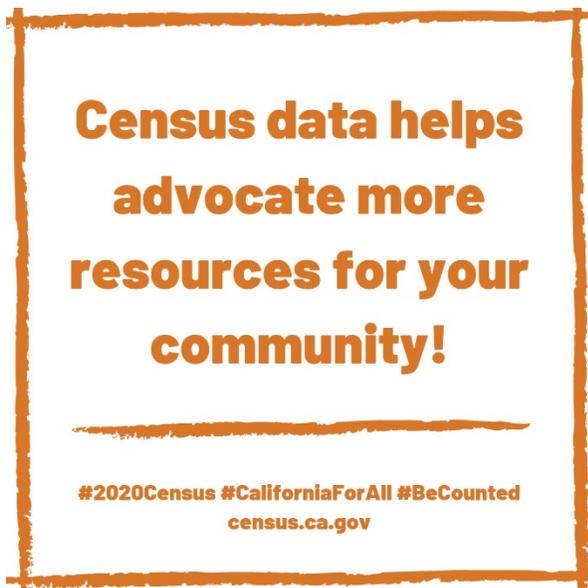
#FAQFRIDAY

California's committed to ensuring you avoid scams or fraudulent activity associated with the #2020Census. Here's some helpful tips:

(image description)

How to verify the identity of a Census Bureau worker: they must present a photo ID badge, with a Department of Commerce watermark & expiration date. They may be carrying a Census Bureau phone, laptop or bag with a Census Bureau logo. If you suspect fraud, call 800-923-8282 to speak with a local Census Bureau representative.

#2020Census #CaliforniaForAll #BeCounted



Roads, schools and hospitals – you can ensure your community has the resources it deserves in 2020. By filling out the Census, your information helps advocate more resources for communities across California.

(image description)

Census data helps advocate more resources for your community!

#2020Census #CaliforniaForAll #BeCounted

XVIII. SwORD FAQ

Why should we use SwORD, and why is it important?

A key finding from California's Census 2010 effort was a need for greater coordination and information-sharing between the State and other outreach and messaging partners. In response, the California Complete Count — Census 2020 Office (Census Office) has initiated the Statewide Outreach and Rapid Deployment (SwORD) mapping portal that will be a major part of the Census Office's efforts to increase participation by enabling the sharing of information between the State and its many local government and strategic partners. It will support collaboration and coordination on outreach as well as serving as the primary source of a wide range of state resources and assets, including maps and data on hard-to-count communities. Your participation is key to ensuring that the Census Office has all relevant data and information for planning and decision-making to ensure that California is counted. SwORD will also play a role to track and ensure accountability, as the Census Office will require that contracted partners use the platform to develop their State-funded outreach plans and reports.

Who pays for SwORD?

The Census Office entered into a contract with ESRI, a GIS mapping and spatial data analytics company, to host and help build SwORD. The Census Office will authorize logins for those Census partners who need the data to support decision-making for Census outreach planning, resource allocation, and researching how to reach hard-to-count populations in their area of focus. Ultimately, SwORD will include Census 2020 response rates to allow the Census Office and Census partners to monitor and focus activities during the critical outreach period to achieve a complete count.

Who maintains SwORD?

The Census Office will be responsible for all development, implementation, and maintenance activities for SwORD.

Do I have to use SwORD?

Contracted Census partners are required to use SwORD as a condition of funding.

Technical/Product Use

How is SwORD different from ArcGIS Online (AGOL)?

SwORD is based on the ArcGIS Online (AGOL) Hub product. It has been specifically configured and customized to meet the needs of the California Census 2020 project and User Group. If you are new to GIS and AGOL, the SwORD core features should provide all of the functionality you require to get started making maps and planning activities. If you already have an AGOL account, you can share data with your SwORD user account.

How do I link my AGOL account with SwORD?

Instructions and a video how-to are available on the Help page in SwORD.

How do I use SwORD for my planning?

You can use web mapping applications, feature layers and other data focused on specific hard-to-count subjects in SwORD to learn more about your outreach area. For example, you can open a web mapping application showing the California Hard-to-Count Index and then add your own data uploaded from your computer or adding data from My Content in SwORD. Users can also add open-government content such as city boundaries to further assist in planning outreach. This information will help you decide what activities to perform in which location (e.g. specifically targeted activities based on the HTC index score, language information, and so on.) In addition, the draw tool allows you to click and drag lines or type onto your map to denote areas of focus, CBO responsibility, or other criteria. Maps can be saved, shared and printed.

What additional features are planned for SwORD?

All that said, here's what I suggest including for now:

SwORD will soon be able to display a summary of outreach activity at the county and region level. During Census 2020, SwORD will include daily response rate data from the U.S. Census Bureau. SwORD will be regularly updated with bug fixes, new layers, and other improvements, and the SwORD team is always looking to hear from you! The best way to report feedback and suggest features is by creating a support ticket [here](#). Please select "SwORD Feedback and Feature Suggestion" from the Help Topic menu.

How do I report outreach activity in SwORD?

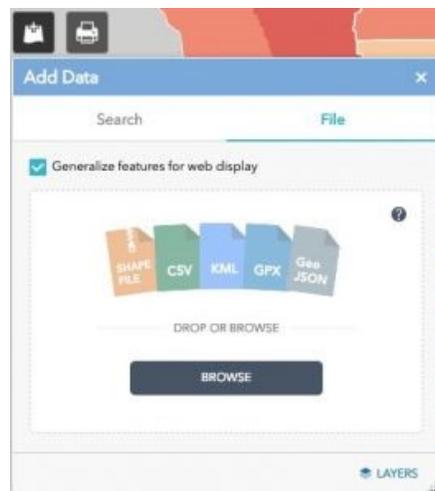
Users ultimately will be able to report outreach activity via an online web form or via an API that the SwORD team will publish. The SwORD team is also exploring options for integrating with several third-party data collection apps.

How can I bring other data into SwORD or use my own layers?

In any of the ready-made web mapping applications (“California Hard-to-Count Index”, “Renter-Occupied Housing,” “Limited-English Residents,” etc.) users can add their own data via the “add data” widget in the tool bar. Those maps can be printed but not saved:



Here, you will be able to search for an existing data set, or select the “File” tab below to upload a local file:



To add data to “My Content” in your SwORD user account, where it will be available for all your mapping projects, import it into ArcGIS Online via SwORD’s ArcGIS Smart Mapping tool or file a SwORD support ticket. In addition, as referenced above, users with existing AGOL accounts can share data with their SwORD account.

Is there a limit on how much data I can load in to SwORD?

The “add data” widget limits uploads a maximum of 1,000 records. In addition, each user has an overall quota that should be more than sufficient for Census purposes. You will receive a warning when your quota is approaching its limit or an error if you have exceeded your limit. If you require more storage, you will need to create a support ticket [here](#), and select “General / Other” from the Help Topic menu.

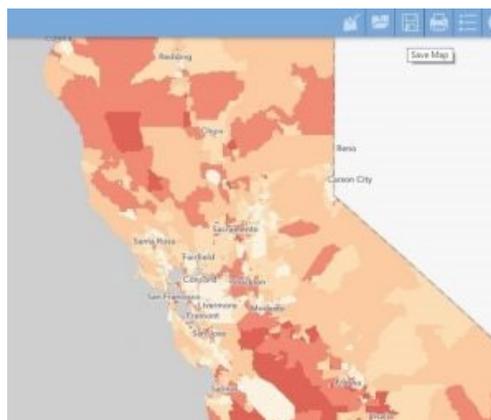
Is my data secure in SwORD? Where is it hosted?

SwORD uses ArcGIS which is hosted on Amazon Web Services and is FedRAMP Tailored Low Component. For more information, please see [Esri’s Cloud Security website](#).

How can I save the maps that I make?

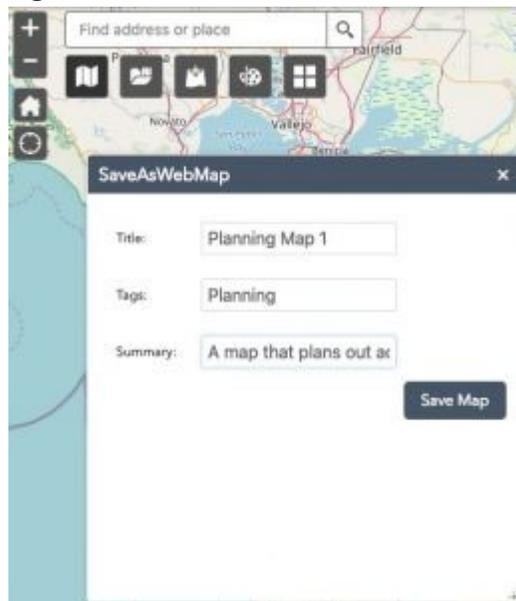
SwORD features two options to make maps that can be saved. Map Creator allows users with minimal GIS or data experience to make simple and focused maps and save them to their account. ArcGIS Smart Mapping allows more experienced users to make maps in ArcGIS Online.

In Map Creator, click on the disk “Save Map” icon.



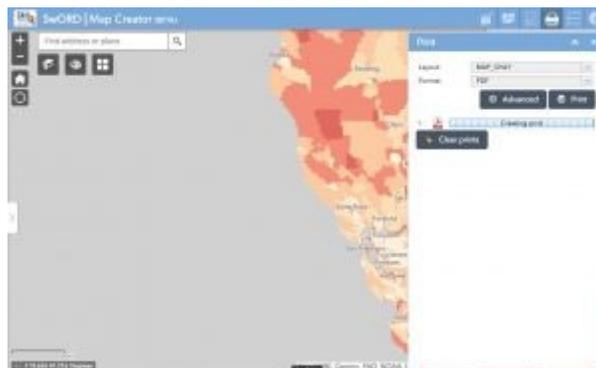
SwORD includes a feature to save maps to your account and reload them the next time you login. To do this within SwORD, first click on the Map Icon (right)

You will then be prompted to give the map a title, assign any tags (to assist with searching) and write a brief summary that explains what the map shows. Maps can be re-opened by clicking on the folder icon.



Can I export / print the maps that I make?

Yes, all maps can be printed and exported as .pdfs. In the Map Creator, press the Print button:



Support

If you are noticing technical difficulties with SwORD, have an issue logging in, forgot your password or need to contact the SwORD team, please create a support ticket [here](#).

California Complete Count – Census 2020

(Event Title)

**(Date)
(Location)**



BE COUNTED, CALIFORNIA!



Goal & Mission

U.S. Census Bureau

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count

Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in 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



What's at Stake for CA

POWER!

- Congressional Representation
- Reapportionment
- Redistricting

MONEY!

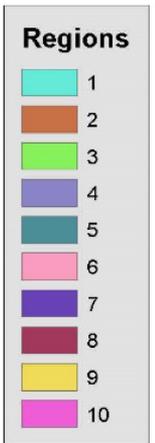
- An undercount could cost California \$1000 per person annually



San Francisco Bay Area



South Coast



Budget - California Complete Count – Census 2020 Office

- California leaders have invested \$187.2 million toward a statewide outreach and communication campaign.
- More than any other state in the nation.
- Most California has ever committed.

Funding Strategy

Goal is to maximize resources on the ground, which will:

- Build a strong base of trusted community voices
- Allow for increased in-person impressions in hard-to-count communities
- Facilitate culturally appropriate engagement within hard-to-count communities
- Break down language access barriers for non-English speaking populations
- Help combat disinformation campaigns
- Create a nimble program that allows for rapid responses and deployment of resources



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



CA HTC Index

The California Hard-to-Count Index is based on multiple demographic, housing and socioeconomic variables correlated with a geographic area being difficult to enumerate.

- households without broadband subscriptions
- households that are non-family
- occupied housing units that are renter-occupied
- total housing units that are vacant
- overcrowded
- population that is foreign-born
- adults (25 or older) who are not high-school graduates
- population with income below 150 percent of poverty level
- households receiving public assistance income
- persons (ages 16 or older) unemployed
- limited-English households
- persons who moved from outside county in past year
- population under 5
- housing units with 3 or more units in a multi-unit structure



California's vulnerable populations



- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency

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

Data Portal: SwORD

- Statewide Outreach and Rapid Deployment (SwORD) mapping portal to foster data sharing, coordination and collaboration in a user-friendly format
- SwORD provides informed planning and decision-making data for the state and our partners (local and Tribal government, etc.)
- Interactive map of California's Hard-to-Count Index at the Census tract and block group levels
- Several key features and maps were developed based on information from the Census Bureau, Esri, the Dept. of Finance-Demographic Research Unit and the California Public Utilities Commission
- Metrics reflect 14 socio-economic, demographic and housing variables that correlate with enumeration challenges

Critical Success Factors for 2020

- Understanding the new and challenging environment
- Convener, collaborator, coordinator
- Coordination and integration of outreach efforts at the state, local, and federal levels
- Leverage existing outreach opportunities
- Full commitment of all partners to bring the resources they have to ensure California has a complete count
- Accountability and performance measures for outreach and communications/media partners
- Language access
- Inter-sectoral collaborations and partnerships

Reaching Californians with Culturally Congruent Messaging

- Science-based and culturally congruent messages will be developed and disseminated
- Trusted messengers and organizations will reinforce and elongate messages
- Tangible and practical media tools will be available
- Robust media engagement will be deployed

Roles and Partnerships

- United States Census Bureau
- State of California
- California Legislature
- Local Government
 - Local Complete Count Committees
 - Counties
- Tribal Government
- Regional ACBOs and Statewide CBOs
- Sectors
- Education
- Media

What You Can Do Right Now

- Build Partnerships and Collaborate with Counties, Cities, Local Complete Count Committees, Local CBOs and Foundations
- Leverage Existing Outreach Methods and Tools
- Stay Connected with a State Regional Program Manager



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



(Your name here)
(Title)

California Complete
Count Email:
(xx@census.ca.gov)
Phone: (###)
Web: Census.ca.gov



BE COUNTED, CALIFORNIA!

