



California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop (IPW) PUBLIC SUMMARY

Red Bluff Community Center
June 24, 2019

Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020, focuses on both the geographic areas and demographic populations who are "least likely to respond," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges the County of Tehama for providing the venue and planning support for this meeting.

Summary of Morning Sessions

Introductory Remarks and Landscape of Census Outreach Strategies – Updates from Contracted Partners

The morning session began with opening remarks from **Laura Williams**, Director of Social Services for the County of Tehama, **Lee Salter**, CA Complete Count Committee (CCCC) member, and **Linda Cutler**, CEO for the Sacramento Region Community Foundation. Each stressed the value of the census and the value of regional collaboration and partnerships.

Carlos Beltran, CA Complete Count, provided an overview on the role of the state and its ongoing work to achieve a complete count. David Banuelos, United States Census Bureau (USCB) presented on the federal efforts and provided additional background on the U.S. Census.

Updates from Partners – Outreach Strategies

A panel comprised of contracted partners described their plans, strategies, programs and tools to be used for Census 2020 outreach. Panelists included:

- **Niva Flor**, Sacramento Region Community Foundation, Administrative Community Based Organization (ACBO)
- **Lorenda Sanchez**, California Indian Manpower Consortium
- **Tara Loucks-Shepherd**, County of Tehama
- **Harjit Singh**, Jakara Movement

Contracted partner’s Strategic Plans are currently under review. Panelists discussed their anticipated strategies for reaching out to Hard to Count (HTC) communities in Region One. They highlighted their existing local connections and stressed the value of leveraging community knowledge and relationships for census outreach efforts. Partners underscored the value of having data-driven, community-centered and asset focused outreach strategies that target HTC populations and the communities they live in. Partners discussed the importance of connecting with local community leaders and organizations to build upon the resources and established infrastructure in each county. They concluded by emphasizing the value of transparency and vulnerability as steps towards building trust with communities.

Gaps and needs identified by contracted partners included:

- Nonprofit capacity gaps
- Lack of broadband access
- Low response rates for tenants
- Reaching children 0 -5 years old
- Working with community-based organizations (CBOs) can provide opportunities for filling the gaps for translation and interpretation.
- Written information cannot always be interpreted, so messages need to be communicated in other forms to accommodate low levels of English proficiency and varied literacy rates.
- Consistent messaging

Rural Approaches to a Complete Count

Yumi Sera, Regional Program Manager with California Complete Count (CCC), introduced the second portion of the morning session and highlighted the goal to dive into the region’s assets, barriers and potential approaches for ensuring a complete count. The discussion was facilitated in the context of the following questions:

1. What is one key idea, image or point you heard in the partner presentations?
 - Challenges
 - Language should be considered more extensively when planning outreach
 - Lack of P.O. boxes
 - People living off the grid
 - Limited broadband access
 - Transportation
 - Mistrust of the government
 - Communities with gaps between elderly and younger generations are a challenge since youth do not always speak the language of the elderly.
 - Opportunities
 - Develop multiple access points for technology, which is multifaceted and adaptable for reaching different populations.

- Organize gatherings that communicate the importance of the census.
 - Develop simple and community based best practices for strategies in the northern portion of the state.
2. How do these points relate to the rural communities where you live?
- Challenges
 - Older communities such as those affected by fires have no broadband access
 - Many displaced by fires are hard to track
 - No access due to locked gates on properties
 - People do not want to engage or participate
 - Undocumented community may be resistant to being counted
 - Farm owners may tell undocumented workers not to participate in Census 2020
 - Homeless population's data may be difficult to capture
 - Residents unable to get access codes for census
 - Opportunities
 - Connect with the Fire Department or voter registration to find addresses

Participants discussed the following questions in small groups:

1. In your communities, what assets, barriers, or opportunities will affect your outreach?
2. What are outreach approaches to address the situation you've described?

Participants highlighted general ideas and strategies related to the above questions then focused in on the issues of homelessness, displacement and post office boxes during the report out:

Potential Messaging Strategies

- Connect personal interests and day to day impacts to the census

Potential Outreach Tactics

- Post signage in local stores
- Use 211 as a translation resource
- Send translated mailers and other media messages
- Use text messaging
- Expand transportation opportunities
- Leverage the following sites for QAC's:
 - Libraries
 - Senior centers
 - Grocery stores
 - Family and other resource centers that already engage with HTC communities

Potential Outreach Partners

- Faith Based Organizations (FBOs)
- CBOs
- Younger generation
- Landlords
- First 5

- Department of Education

Homelessness and Displacement

- Message via point and time throughout counties
- Review FEMA temporary housing
- Utilize mobile technology
- Utilize maps
- Invite people experiencing homelessness to breakfast at centers to discuss Census
- Partner with homeless consortium
- Work with agencies that already serve specific HTC populations

Alternatives to P.O. boxes

- Connect with local Fire Departments for addresses
- Leave mailers in P.O. boxes
- Use municipal service billings
- Use voter information
- Access county records on property information

Summary of Afternoon Session (High Level Summary)

Activating the Region from Strategy to Implementation

Emilio Vaca, CCC, Central California Regional Program Manager, acknowledged counties were at different stages of their planning processes. Some counties have submitted strategic plans and other counties are working to complete theirs. Mr. Vaca encouraged counties to utilize SwORD as a guide to focus their outreach efforts. He emphasized California Complete Count's (CCC) role to support counties with strengthening their strategic plans.

Group Discussions

Participants were next split into two groups: contracted county partners and Funding Consortium Partners (FCPs). **The major theme** from the group discussions was that partners need clarity on the roles of the ACBOs, counties and Funding Consortium Partners to strengthen their strategic planning, identify gaps and create opportunities for collaboration.

The group received a strategy worksheet for opted-out counties. The ACBO will provide a work plan with responsibilities and approaches and will follow up with framework development.

Next Steps

- USCB is creating a list of outreach events they will put on throughout the state
- Participants are invited to attend SwORD training sessions.