



## California Complete Count Census 2020 Implementation Plan Workshop (IPW) Public Summary

Red Bluff Community Center, Region 1  
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." These areas and populations are commonly referred to as hard-to-count (HTC). The ultimate goal is to ensure that HTC/ least likely to respond communities and populations 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 an effective and efficient Implementation Plan (IP) to conduct outreach to the HTC populations. The IPs 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

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**, Chief Executive Officer for the Sacramento Region Community Foundation. Each stressed the value of the census and the value of regional collaboration and partnerships.

Carlos Beltran, California Complete Count Census 2020 (CCC), 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
- The CCC does not have a robust system for translation and interpretation services. 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 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

#### 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 Statewide Outreach and Rapid Deployment platform (SwORD) as a guide to focus their outreach efforts. He emphasized CCC's role to support counties with strengthening their strategic plans.

#### SwORD Discussion

Questions and comments by partners during overview of SwORD:

- How do we sign-up to access SwORD?
  - Complete a ticket and ask for a new account; set-up typically takes 24 hours.
- Will SwORD allow users to narrow down mapping to a certain time frame for specific regions?
  - Yes.
- What does clean data look like?
  - The State will validate the data collected and make sure the block groups are correct. Everything shown on SwORD is aggregated by block group. The state will not have personal information such as addresses.
- Can information be shared with CBOs not involved in represented partnerships established by the ACBO or CCC? Is there a way to connect them to regions across the State?
  - They should submit a ticket to request an account and mention the sponsoring ACBO or county.
- If an organization is doing something effective or helpful how will that be shared?
  - CCC can help facilitate conversations between different users. Also, CCC sends out regular update emails to counties, CBO's and other SwORD users. In addition, SwORD includes a "What's New" page.
- Please expand on the outreach reporting, the PDI (Political Data, Inc.) app and the online form for submitting data.

- PDI is an app that the state will be providing to partners to assist them with household canvassing and other outreach activities. There are other 3rd party apps, as well.

In summary, to get completed outreach activity data to the state, SwORD users have three main options: completing the outreach reporting web form; filing a ticket to submit the census outreach data bulk upload using an Excel worksheet; or using PDI or another 3rd party application that connects to the state census' office application programming interface (API) service.

- Is there a cost to using PDI?
  - Not for partners.

### 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.

**Contracted County Partners** expressed the following needs:

- Understanding the difference between strategic plans and implementation plans
- Networking opportunities
- Guidance on what is expected for implementation plans
- Coordination with local efforts to add value and support to existing work
- Public Relations support
- Provide branded tools and media toolkits that can be customized based on the community
- Messaging that highlights tested messaging is crucial
- Establish a robust center for people with disabilities
- Interested in hearing more on ways to collaborate with ACBO and seeing more information pertaining to funding.
- Plans need to factor in weather conditions during enumeration. Some counties may still have snowfall. Consider how work can be done in advance.

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.

**Funding Consortium Partners (FCP's) discussion:**

- The ACBO will be in touch with Funding Consortium Partners (FCPs). If a county wants to form a CCC, the ACBO can walk you through the process to form one, understanding that each county is different. They will find an approach that works for you.
- Siskiyou-Shasta Region Community Foundation can help form a CCCC.
- CBOs in opt-out counties can still receive funds thru FCPs.
- FCPs can also help areas with gap coverage and connect them with tools and outreach strategies. Go to them for answers on how to become involved.
- Regular gatherings of CBO's and funding partners will occur in the future.
- FCPs would like access to a project manager.

- Community Foundations have signed contracts, completed their strategic plans and now await funding. They are waiting for direction on any required quarterly reports and implementation plans.

**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.

Sue Woods asked participants to express their current or anticipated needs following the information presented throughout the Implementation Planning Workshop.

Participants highlighted the following needs:

- Direction from the state on what is and is not eligible to be purchased as outreach incentives.
- Need timeline on milestones as guidance for counties
- Provide a matrix that illustrates types of funding counties receive related to census and showing how ACBO plans to use funding
- Translation services for outreach

**Summary of IPW Evaluation Results**

- Seven participants turned in meeting evaluations. Components of the workshop were ranked mostly Good (4) with some Excellent (5) and some Average rankings (3)
- Components participants found the most helpful included:
  - Sharing challenges and ideas on outreach and implementation strategies
  - Overview of planning goals, structure, timelines, approaches and barriers
  - Meeting the ACBO representative
  - Understanding the levels of involvement and how funding/resources are allocated
  - Learning about materials for Census 2020
- Additional information that would be useful and/or interesting:
  - More information on funding allocations and its sources
  - More information on timelines and milestones
  - List of county connections and resources
  - In-depth step by step tools for implementation for CBOs
  - Give more time to ACBO to explain their process
  - How outreach strategies are or are not working
- Suggestions to improve the program:
  - Provide snacks and drinks
  - Introductions from everyone in the room
  - Make a note of questions that are difficult to answer and e-mail answers later
  - Hand out agreed upon language, definitions and meaning of acronyms
  - More table discussions and report out
  - Provide power point copies and links to the power point online

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## IPW Attendance List for Morning and Afternoon Sessions

FIRST	LAST	AFFILIATION	AM	PM
Elaine	Abelate-Mateo	Everyday Impact Consulting	X	X
David	Banuelos	US Census Bureau	X	X
Shelley	Blackser	Sacramento Region Community Foundation	X	X
Krista	Blackwell	SYFNL	X	X
Tony	Blackwell	SYFNL	X	X
Kerry	Caranci	Shasta Regional Community Foundation	X	X
Casey Ann	Carbonell	Sierra Health Foundation	X	X
Matt	Cervantes	Sierra Health Foundation	X	X
Chris	Chaffee	Everyday Impact Consulting	X	X
Linda	Cutter	Sacramento Region Community Foundation	X	X
Donna	Dennis	Colusa County	X	X
Niva	Flor	Sacramento Region Community Foundation	X	X
Sue	Gallagher	Tehama DCC	X	X
Kathy	Garcia	Job Training Center	X	X
Ligaya	Hattari	California Indian Manpower Consortium, Inc.	X	X
Heather	Heckler	Connecting Point	X	X
Bill	Hubbard	North Valley Community Foundation	X	X
Orle	Jackson	Tehama Together	X	X
Denise	Keokhamdy	County of Shasta	X	X
Dava	Kohlman	Tehama County	X	X
Brandon	Konicke	County of Tehama	X	X
Tara	Loucks-Shepherd	Tehama County	X	X
Heather	MacDonald	County of Butte	X	X
Samantha	Maciel	U.S. Senator Kamala D. Harris	X	X
Oziel	Magana	North Valley Community Foundation	X	X
Tiffany	Martinez	Modoc County	X	X
Bob	Mulholland	Democratic National Committee	X	X

Braden	Pisani	Office of Assemblyman James Gallagher	X	X
Austin	Preller	Shasta County of Education	X	X
Jessica	Riske-Gomez	County of Tehama	X	X
Bruce	Ross	Office of Senator Brian Dahle	X	X
Lee	Salter	The McConnell Foundation	X	X
Lorenda	Sanchez	California Indian Manpower Consortium, Inc.	X	X
Kathy	Sarmiento	Job Training Center	X	X
Shasta	Schnittker	First 5 Siskiyou	X	X
Kristen	Schreder	County of Shasta	X	X
Gretchen	Sharrah	Mountain Valley Health Centers	X	X
Nicolas	Sigala	Harmony Health Medical Clinic and Family Resource	X	X
Harjit	Singh	Jakara Movement	X	X
Dawn	Smith	Access Home	X	X
Megan	Smith	North Valley Community Foundation	X	X
Brynda	Stranix	Yuba Sutter Economic Development Corp.	X	X
Tara	Sullivan-Hames	Butte-Glen 211	X	X
Logan	Todd	North Valley Community Foundation	X	X
Christinen	Villagas	Harmony Health Medical Clinic and Family Resource	X	X
Chris	Wagaman	Assembly Select Committee on the Census	X	X
Laura	Williams	TCDSS	X	X
Taylor	Wolfe	Nevada County	X	X
Seng S	Yang	Hmong Cultural Center of Butte County	X	X

**STAFF**

Carlos	Beltran	Complete Count California - Census 2020	X	X
Jim	Miller	Complete Count California - Census 2020	X	X
Micaiah	Palmer	California State University Sacramento, CCP	X	X
Yumi	Sera	Complete Count California - Census 2020	X	X
Emilio	Vaca	Complete Count California - Census 2020	X	X



Sue

Woods

California State University Sacramento, CCP

X

X

Media Attendance

- No members from the press attended.

IPW Planning Committee

- This IPW had no planning committee.



# California Complete Count Census 2020 Convening & Implementation Plan Workshop

**Red Bluff Community Center**  
**1500 S. Jackson St., Red Bluff, California**  
**Monday, June 24, 2019**



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## CALIFORNIA COMPLETE COUNT CENSUS 2020

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## WORKSHOP PURPOSE

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The overall purpose of the Implementation Plan Workshop (IPW) is for the Census Office and contractors to provide a general update, including strategic planning efforts to reach the HTC. The morning session will be an overview and update for the public and contractors. During the afternoon session, the Census Office will facilitate collaboration among contractors so that they can develop effective and efficient Implementation Plans to conduct outreach to the HTC populations. The workshops are being held in locations across the state between June and September 2019. The Implementation Plans, due in the Fall of 2019, 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.

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## OUTCOMES

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The primary expected outcomes of the workshop are for Census and contractors to share information and progress on their outreach approaches, so that they can:

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

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## AUDIENCE

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The primary audiences for the full day are contractors, which include: local governments, Administrative Community-Based Organizations (ACBOs), Statewide Community-Based Organizations, Tribal Governments, and subcontractors. Other invited participants include elected officials, Local Complete Count Committee members, California Complete Count members, and education and sector partners. The participating counties are Colusa, Modoc, Nevada, Shasta, Sutter, Tehama, and Yuba. The opt-out counties' outreach will be conducted by the ACBO and their partners; these counties are: Butte, Glenn, Lassen, Plumas, Sierra, and Siskiyou.

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## ACKNOWLEDGEMENTS & INFORMATION

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Thank you to the Tehama County for providing the venue and support for planning.

Please contact Yumi Sera yumi.sera@census.ca.gov (916) 200-5617 for more information.

## AGENDA

Session 1	Opening & Overview	Presenters
10:00 – 10:20 am  <i>Public invited</i>	Opening remarks, and review of the workshop objectives.	<ul style="list-style-type: none"> <li>▪ <b>Yumi Sera</b>, California Complete Count (CCC) Office</li> <li>▪ <b>Laura Williams</b>, Director of Social Services, County of Tehama</li> <li>▪ <b>Lee Salter</b>, California Complete Count Committee</li> <li>▪ <b>Linda Cutler</b>, CEO, Sacramento Region Community Foundation</li> </ul>
10:20 – 10:40 am	Overview on the Census provided by CA Complete Count (CCC) and US Census Bureau.	<ul style="list-style-type: none"> <li>▪ <b>Carlos Beltran</b>, CCC</li> <li>▪ <b>David Banuelos</b>, Partnership Specialist, US Census Bureau</li> </ul>
Session 2	Landscape of Census Outreach Strategies	
10:40 – 11:30 am  <i>Public invited</i>	<p><b>Outreach Strategies</b></p> <p>Panelists will provide updates on the development of their plans for outreach and coordination with other stakeholders. The panelists will provide a variety of perspectives and include the Region 1 Administrative Community Based Organizations (ACBO, a Statewide CBO working with Native Americans and tribal communities, a county local level approach, and a community organization and member of a Local Complete Count Committee engaging the Punjabi language community. Q&amp;A to follow.</p>	<ul style="list-style-type: none"> <li>▪ <b>Niva Flor</b>, Sacramento Region Community Foundation</li> <li>▪ <b>Lorenda Sanchez</b>, California Indian Manpower Consortium</li> <li>▪ <b>Tara Loucks-Shepherd</b>, County of Tehama</li> <li>▪ <b>Harjit Singh</b>, Jakara Movement</li> <li>▪ <b>Yumi Sera</b>, CCC, Panel Moderator</li> </ul>
11:30 – 12:30 pm	<p><b>Rural Approaches to a Complete Count</b></p> <p>There are a number of challenges that are faced by rural populations to ensure a complete count. Among these are families displaced by wildfires, rural addresses,</p>	<ul style="list-style-type: none"> <li>▪ <b>Sue Woods</b>, Facilitator California State University Sacramento</li> </ul>

	digital access, and mistrust of government. A facilitated discussion will draw out the region's assets, as well as barriers and possible approaches.	
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12:30 – 1:00 pm	<b>Lunch</b>	
<b>Session 3</b>	<b>Activating the Region</b>	
1:00 – 1:30 pm <i>Contracted partners only</i>	<b>From Strategy to Implementation</b> Strategies start with data and community-driven approaches that identify hard-to-count (HTC) populations. CCC staff will discuss the importance of using data to formulate and refine strategies. This will be followed by group discussions on applications at the local level for strategic and implementation planning.	<ul style="list-style-type: none"> <li>▪ <b>Jim Miller, CCC</b></li> <li>▪ <b>Emilio Vaca, CCC</b></li> </ul>
	<b>Group 1: Counties</b>	
1:30 – 2:45 pm	CCC staff will lead a discussion on how a robust strategic plan will lead to an effective implementation plan. The implementation plan and quarterly report templates will be introduced.	<ul style="list-style-type: none"> <li>▪ <b>Yumi Sera, CCC</b></li> </ul>
	<b>Group 2: Funding Consortium Partners</b>	
1:30 – 2:45 pm	Funding Consortium Partners, who have relationships across Region One, will discuss coordination efforts to reach the HTC communities in the opt-out counties. Together, they will do a deep dive in developing meaningful, engaging, targeted outreach strategies and tactics.	<ul style="list-style-type: none"> <li>▪ <b>Elaine Abelaye-Mateo, Region One Contractor</b></li> </ul>
2:45 – 3:15 pm	<b>Report Out</b> Report out and Q&A from the two groups.	<ul style="list-style-type: none"> <li>▪ <b>Sue Woods, Facilitator</b></li> </ul>
<b>Session 4</b>	<b>Next Steps &amp; Closing</b>	

3:15 – 3:30 pm	Participants will discuss their next steps and commitments.	▪ <b>Sue Woods</b> , Facilitator
3:30 pm	<b>Adjourn</b>	