



California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop Summary

San Bernardino Valley College, Region 7
June 14, 2019

Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020 (CCC), 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 CCC 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 CCC 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.

CCC thanks and acknowledges San Bernardino Valley College for providing the venue and The Community Foundation for providing lunch.

Summary of Morning Session

Opening Remarks and Overview

The morning session began with opening remarks from **Diana Z. Rodriguez**, San Bernardino Valley College President, **Assembly Member Eloise Gomez Reyes**, and **Supervisor Josie Gonzales**, San Bernardino County. They stressed the importance of the census, particularly in this community, and appreciation of efforts to ensure a complete count.

Quintilia Ávila, Regional Program Manager and Southern California Lead, CCC, provided an overview of California's efforts and approach.

Roberto Garcia, US Census Bureau (USCB), described federal census efforts and provided information regarding confidentiality, the new on-line option for filling out the census, and employment opportunities.

Statewide Outreach and Rapid Deployment (SwORD) Overview

Quintilia Ávila, Regional Program Manager and Southern California Lead, CCC, provided an overview of the CCC website resources and SwORD. Suggestions made were:

- Provide a link on local websites to the CCC website chat box.
- Add question to chat box about room subletters.

Landscape of Census Outreach Strategies - Updates from Contracted Partners

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

- **Deborah Phares**, The Community Foundation, Region 7 Administrative Community Based Organization (ACBO)
- **Michael Gomez Daly**, Inland Empowerment
- **Sono Shah**, UCR
- **Silvia Paz**, Alianza Coachella Valley
- **Adan Chávez**, NALEO Educational Fund
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)
- **Danette Tealer**, San Bernardino County
- **Jesse Fraire**, California Native Voter Project

Significant progress has been made in the region. The ACBO's technical assistance partners (Inland Empowerment, CSIUCR, and NALEO) have conducted a survey to identify and assess capacity in the region. In addition, they have developed an asset mapping tool to be used for local geospatial examination of efforts, such as census outreach event planning.

Gaps and needs identified by the partners include:

- The ACBO is seeking additional participants for its regional tables.
- Additional participation in the survey is sought.
- Participants were encouraged to add data to the asset mapping tool via the website: outreach.censusie.org
 - Issues regarding privacy of data will be addressed by developer of mapping tool and concerned organization(s).
- Outreach gaps exist for Asian, Black, 0-5 youth, and Middle-Eastern North Africans (MENA).
- There is a need to coordinate local asset mapping tool with the Statewide Outreach and Rapid Deployment (SwORD) tool.

Questions Asked

- Will information be provided in braille? There is a large blind community in Riverside.

Summary of Afternoon Session

Review of Administrative Community Based Organization (ACBO) and County Strategic Plans

This discussion provided an opportunity for partners to discuss coordination of strategy and implementation of Strategic Plans. It was a continuation of the afternoon discussion held at the June 12 Riverside IPW wherein partners reviewed the ACBO's pledge card and canvassing strategies. The discussion at this meeting was framed around review of Riverside and San Bernardino Counties' Strategic Plans. Partners discussed gaps, areas where more assistance is needed, and brainstormed ideas for more effective and efficient outreach.

Key take-aways from the discussion were:

- Media and Messaging
 - Utilize Spanish radio especially during commuting times.
 - Provide visual messaging, e.g., on t-shirts, so community understands that various non-profits are all unified and share a common goal of a complete count for California. This will help to ensure trust.
 - Provide a unifying logo on t-shirts, websites, and materials.
 - Co-brand with the state.
 - Local media needs to know which Hard to Count (HTC) areas will be targeted by state media.
 - ACBO is looking for suggestions for HTC media spokespeople.
- Language Access
 - There is a growing Guatemalan population, Spanish is not always their primary language.
- Questionnaire Assistance Centers (QACs)
 - Relate Census to voting, review polling places and their related HTC areas.
 - Consider having scheduled appointments at QACs.
 - Staff with ethnically appropriate staff, ensuring staffing reflects community diversity.
 - Advertise time when assistance in languages other than English is available.
 - Create an inventory of QACs, hours, staffing so that people who are phone banking and texting know where to send people.
 - Inventory could be on the Inland Empire Census website, built into asset mapping.
 - Coordinate with consulates, e.g., Mexican and Guatemalan consulates.
 - The state is working with 4-5 sizable Mexican consulate offices.
 - Local radio station pitches may cause an influx at QACs.
- Volunteers
 - Cities and counties can form a pool of volunteers or Census good will ambassador program.
 - Community colleges, Cal State San Bernardino, can provide volunteers, ambassadors.
 - Charter schools would be willing to help; contact the charter school association.
 - Coordinate training.

- NALEO is designing a volunteer training program, other large non-profits may need training just for their staff. Regional tables will be the main source for training.
 - Provide a tool kit of different trainings.
 - Training messaging and narrative needs to be consistent, start with NALEO's training.
 - Prepare a list of trainers (legitimate, trusted).
- County and ACBO coordination
 - Expand survey prepared by ACBO to include county departments and contractors.
- Gaps
 - Areas without broadband.
 - Remote population pockets.
- Outreach Resources
 - Schools
 - Use K-12 schools for outreach, make sure they are informed.
 - Use community engagement centers at schools, youth programs.
 - Population in Fontana is growing there, as is their school system.
 - Unions
 - Participate on Interagency Coordination subcommittee.
 - Legislative offices
- Outreach Challenges
 - Reluctance of some, such as foreign born, to include anyone in their household. Need to assure them of confidentiality.
 - Renters (~40% of population) will require targeted outreach strategies.
 - Provide information at housing offices.
 - Define renter, address people who are renting a room in a house.
 - Need to have trusted messengers who come to the door, let people know that:
 - This information is confidential and will not be shared with landlords.
 - People should be counted where they are residing on April 1.
 - CCC has a housing subcommittee that discusses these issues – see website for meetings.
 - Group home residents, incarcerated population
 - California State Re-entry Initiative work with parolees, include them on local Complete Count Committee.
 - Incarcerated population will be counted where they are in prison, their families will be counted separately. Families need to be informed of this protocol.
 - Address this in frequently asked questions on websites.
 - Are formally incarcerated people eligible to be a US Census enumerator?
 - Disabled population
 - ACBO needs support to help organizations with ADA accessibility.
 - Messaging:
 - Census could help increase services.
 - Census can provide jobs.
 - Post information on Autism Society website.
 - Disabilities Collaborative will be a key resource.

- California School for the Deaf can help with braille.
- Private schools that work with individuals with disabilities can help
- Asian Pacific disability conference.
- Use philanthropic resources.
- Include individuals with disabilities in media videos.

Observations from Partners

Participants were offered an opportunity to share their thoughts about the meeting. They were excited about:

- Being part of the discussion.
- Collaborating.
- Make connections, meeting new people.
- Future collaboration with tribal population.
- Learning about how to get resources.
- Seeing that counties and agencies are working together.
- Broadening efforts.
- Centralizing information.
- The increasing depth of conversation at these workshops.
- The team expanding yet becoming more manageable with more clarity about roles.
- Having everyone in the room for the first time.

They appreciated learning about:

- QACs.
- CCC website.
- How information is gathered in SwORD.
- How their organization can participate.

Next Steps

- Additional regional meetings will be held during the summer.
- Once Riverside and San Bernardino Counties' Strategic Plans are complete and submitted, the next step is to develop a coordinated Implementation Plan.

Summary of IPW Evaluation Results

- Components of the workshop were rated mostly Excellent (5) and Good (4), with a few scores of Average (3).
- Components participants found the most helpful included:
 - Updates from ACBOs, state CBOS, Counties and their outreach strategies
 - Asset Mapping
 - SwORD and Census website overview
 - Discussion on ways to get involved
- Additional information that would be useful and/or interesting:
 - Discuss how government employees integrated in to census efforts

- Greater understanding of how non-governmental organizations (NGOs)/community groups can participate
- Progressive updates back to local partners on of HTC populations that have been successfully reached by outreach efforts
- Suggestions to improve the program:
 - Provide printed copies of PPTs
 - Invite representatives from other demographic groups (blind and deaf community)
 - Keep program on schedule (timing)
 - Send agenda prior via email

IPW Planning Committee

- Deborah Phares, Census Project Manager, The Community Foundation
- Sky Allen, Census Coordinator, IE Census non-profit roundtable
- Tiffany Tran, Census Contact, Assembly Member Jose Medina
- Shayra Hernandez, East Valley Liaison, Supervisor Manuel Perez
- Adan Chavez, Regional Census Campaign Manager, Inland Empire, NALEO
- Arturo Hernandez, US Census Bureau (USCB) Partnership Specialist
- Karla Lopez, USCB Partnership Specialist
- Marlenee Blas, Associate Director, University of California at Riverside, Center for Social Innovation (CSIUCR)

IPW Attendance Lists for Morning and Afternoon Sessions

Media Attendance

- Alejandro Cano, Fontana Herald News

FIRST	LAST	AFFILIATION	AM	PM
Sky	Allen	Inland Empowerment	X	X
Veronica	Alvarado	The Warehouse Worker Resource Center	X	X
Angelica	Alvarez	El Sol Neighborhood Educational Center	X	X
Paola	Avendano	Assemblymember Freddie Rodriguez	X	
Marlenee	Blas	UCR Center for Social Innovation	X	X
Eric	Caldernon	CSI UCR	X	
Alejandro	Cano	Redland News	X	
Benjamin	Carranza	TODEC Legal Center	X	
Edgar	Castelan	Senator Connie M. Leyva	X	
Josue	Castillo	Assemblymember Rodriguez	X	
Adan	Chavez	NALEO Educational Fund	X	X
Pilar	Cole	Rolling Start Inc.	X	
Stephani	Congdon	L4I	X	
Celia	Cudiamat	The Community Foundation	X	X

Steph	DeMoiz	Center Social Innovation (UCR)	X	X
Brandon	Fahey	San Bernardino County	X	
Angel	Fajardo	Inland Empire Immigrant Youth Collective	X	
Diego	Forero	Hesperia Church of the Nazarene	X	
Jesse	Fraire	California Native Vote Project	X	X
Roberto	Garcia	U.S. Census Bureau	X	
Susan	Gomez	Inland Empire Community Collaborative	X	
Michael	Gomez Daly	Inland Empowerment	X	X
Esperanza	Guevara	CHIRLA	X	
Shayra	Hernandez	Riverside County Board of Supervisors	X	
Sergio	Hernandez	Apple Valley	X	
Curt	Lewis	Representative Pete Aguilar	X	
Vilma	Lopez	El Sol	X	
Kris	Lovekin		X	
Burma Lee	Manns	Allen Chapel AME Church	X	
Luis	Marroquin	ISO	X	
Scott	McGrath	First 5 San Bernardino	X	
Boris	Medzhibovsky		X	
Jake	Orta	California State University, San Bernardino	X	
Deborah	Phares	The Community Foundation	X	X
Karthick	Ramakrishnan	Center Social Innovation (UCR)	X	
Sereeta	Reid	Time for Change Foundation	X	
Maha	Rizvi	Office of Assemblymember Eloise Reyes	X	
Angel	Rodriguez	San Bernardino Community College District	X	X
Blanca	Romero		X	
Sendy	Sanchez	Community Health Association Inland Southern	X	
Paul	Scott	BLU Educational Foundation	X	
Rakayla	Simpson	BLU Educational Foundation	X	
Lisha	Smith	Delta Sigma Theta Sorority, Inc. – SBRAAC	X	
Erica	Smith	Starting Over	X	
Danette	Tealer	County of San Bernardino	X	X
Esmeralda	Vazquez		X	X
Jorrel	Verella	Assemblymember James Ramos	X	
Chris	Wagaman	CA State Assembly	X	X
Rich	Wagaman		X	X
Patricia	Watkins	Weingart Foundation	X	
Karen	Watkins	San Bernardino County	X	
Joseph	Williams	SCE (626)302-4607	X	
STAFF				
Quintilia	Avila	Complete Count California - Census 2020	X	X
Lisa	Ballin	California State University Sacramento, CCP	X	X

Cecil	Flournoy	Complete Count California - Census 2020	X	X
Victor	Jackson	Complete Count California - Census 2020	X	X
Marcy	Kaplan	Complete Count California - Census 2020	X	X
Jessica	Lopez	Complete Count California - Census 2020	X	X
Irving	Pacheco	Complete Count California - Census 2020	X	X
Sara	Pol-Lim	Complete Count California - Census 2020	X	X
Meagan	Wylie	California State University Sacramento, CCP	X	X