



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

University of California Riverside, Palm Desert Campus, Region 7
June 5, 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 University of California Riverside (UCR) for providing the venue and The Community Foundation for providing lunch.

Summary of Morning Sessions

Opening Remarks and Overview

The morning session began with opening remarks from **Mayor Susan Marie Weber**, Palm Desert, and **Supervisor V. Manuel Pérez**, County of Riverside (via video). Both emphasized the importance of the census. Mayor Weber highlighted its constitutional requirements and thanked all involved in this large effort. Supervisor Pérez noted the regional coordination that is taking place to achieve a complete count.

Quintilia Ávila, Regional Program Manager and Southern California Lead, California Complete Count, described the purpose of the meeting and provided an overview of California Complete Count's efforts and approach.

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**, National Association of Latino Elected Officials (NALEO) Educational Fund
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)
- **Jason Farin**, Riverside County

Significant progress has been made in the region. The ACBO has divided the region into seven subregions and is developing regional tables for each subregion. The ACBO's technical assistance partners (Inland Empowerment, UCR, 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 included:

- 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.

Summary of Afternoon Session

IP Template Discussion

- Suggested modifications to draft IP:
 - General:
 - Add output of "coordination and collaboration" under each outcome.
 - Begin the timeline of activities in June.
 - Add a category for activities that have already occurred, beginning in October of next year; break up activities pre- and post-strategic plan.
 - Add a category or identify where to capture accomplished groundwork such as building infrastructure.

- Require a metric for outcomes but not for activities as each organization may do things differently.
 - IPs should correlate with quarterly reports.
 - Embed “Language and Communication Access” under each output, rather than as a stand-alone.
 - Add “rapid response” under each outcome.
- Outcome 1: Outreach
 - Add a category for pledge cards.
 - Add a category to capture confirmation that people have filled out the census form and in what languages.
 - Regarding canvassing, ask how many people will be canvassing and for how many hours (rather than the number of people expected to be reached).
- Outcome 2: Data Management
 - Explain SwORD requirement.
 - Add output for technical assistance.
- Outcome 3: Communications
 - Note that these are all external communications. Internal communications would fall under collaboration and coordination.
 - Add damage control/ reporting.
- Assumptions
 - Editorial correction: “unanticipated challenges.”
- Other issues that arose during the conversation:
 - Need to coordinate location of QACs with counties.
 - Organizations that serve vulnerable populations have concerns about being a public QAC.
 - Gaps identified in the region include 0-5 youth, seniors, and veterans.

SwORD Discussion

- Comments/topics raised by partners during overview of SwORD:
 - Essential to provide quality assurance of data being entered in to SwORD.
 - Currently, statewide Community Based Organizations (CBOs) can see statewide information in SwORD, but not content assigned to specific regions.
 - Jim Miller is working to address this.
 - CBOs can only view information in their regions due to privacy issues.
 - Shape files can be uploaded to SwORD. Jim Miller will look into uploading geodatabases.
 - Summary data sheets can be created for specific subregions.
 - Census data at the block level is not available in SwORD. This would be helpful for small pockets. Some local funders want to fund more localized efforts only.

Group Discussion of Emergent Key Questions, Challenges, and Opportunities

Based on discussion generated during earlier sessions, the following topics were identified for further conversation:

- Coordination among State CBOs, ACBOs, CBOs, counties, and local Complete Count Committee (CCC), particularly regarding data and targeting;
- Planning and strategy for populating asset map; and
- Alignment of state and private funding.

Participants chose to discuss these as a whole, rather than break up into smaller groups.

The major theme of this conversation was that the ACBO, counties, and state CBOs need to coordinate their Implementation Plans. Key conversation points included:

- Local CBOs would benefit from an understanding of what state CBOs are doing in the region and where they will be active. This would allow CBOs to plan accordingly and use resources efficiently.
- Coordination of data and targeting efforts are of primary concern (pledge cards as an example).
- Is there a role the State can play to help coordinate data? The State's role as a convener is helpful.
- A matrix would be helpful in understanding roles in the region.
- Inland Empire CCC can assist in coordination efforts.
- Given that communities span jurisdictional lines, can the State help CBOs to share resources?
- How do we make sure private funders participate and share their strategy for outreach?
- The ACBO for this region is working with regional coordinators to make sure that private philanthropy will be funding outreach gaps.
- Private funders don't have to coordinate with CBOs, and there is no incentive for this.
- How can we strategize (perhaps with Funders Alliance) to have private funders at the regional tables?

Other Observations

- Attendees were interested in receiving guidance on messaging.
- Some interest to discuss the citizenship question and how the Census Team can proactively address this, including updated messaging after citizenship questions determination.
- Need to take closer look at coverage/efforts by on the ground partners. Where is there duplication of efforts, where are there gaps?
- Next step by partners: Clarity around Inland Empire CCC: what is the purpose of this group, how do they operate, how to avoid duplication of work, etc.
- About 30% of attendees also participated in Regional Convenings Round 1. Some requested to tie these Round 2/Implementation Plan Workshop (IPW) meetings back to 2018 Round 1 meetings.

Next Steps

- Participants were excited to learn about all the outreach efforts in the region. This discussion will be continued at the next two meetings in the region (Riverside on June 12 and San Bernardino on June 14, 2019).
- California Complete Count Census 2020 staff will review and revise the IP template, taking participants' comments into consideration.
- A Stakeholder Strategy Group meeting is planned for June 25, 2019.

- Regional tables will continue to convene on a monthly basis.

Summary of IPW Evaluation Results

- Components of the workshop were ranked mostly Excellent (5), and some Good (4)
- Components participants found the most helpful included:
 - Group conversation (in general) and panel discussion
 - Updated information on SwORD
 - Identifying people involved in Census work
 - Updates from ACBOs, SCBOS, Counties and their outreach strategies
 - Asset Mapping application
- Additional information that would be useful and/or interesting:
 - Follow up on the topics introduced here, especially local coordination with SCBOs
 - Handouts that can be shared with partners
 - Spanish materials
 - Talking points on the benefits of being counted
 - Roadmap/diagram of key players/organizations involved in local effort
- Suggestions to improve the program:
 - Include other organizations in the meetings
 - Translation service

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

- No members of the press attended this meeting.

FIRST	LAST	AFFILIATION	AM	PM
Sky	Allen	Census IE	X	X
Veronica	Alvarado	Warehouse Worker Resource Center	X	X
Alani	Arze	Congressman Ruiz	X	
Joseph	Avila	Alianza Coachella Valley	X	
-	Bacilio	-	X	X
Kimberly	Barraza	Office of Assemblymember Eduardo Garcia (AD 56)	X	

Marlenee	Blas	UC Riverside	X	
Rosilicie	Bogh	Office of Assemblymember Chad Mays (AD 42)	X	
Adan	Chavez	NALEO	X	X
Celia	Cudiamat	The Community Foundation	X	X
Vivian	De Armas	TODEC Legal Center	X	
Debbie	Espinoza	Find Food Bank	X	
Jason	Farin	Riverside County	X	X
Silvia	Fuentes	United Ways of California	X	
Italia	Garcia	Center for Community Action and Environmental Justice	X	X
Michael	Gomez Daly	Inland Empowerment	X	X
Victor	Gonzalez	Alianza Coachella Valley	X	
Esperanza	Guevara	CHIRLA San Bernardino	X	X
Arturo	Hernandez	2020 US Census	X	
Mario	Janesin	Community Access Center	X	
Alan	Kaplan	Engage San Diego	X	
Eric	Limas		X	
J.	Lopez	ICUC	X	
Jacqueline	Lopez	Congressman Ruiz	X	
Javier	Lopez	Coachella Valley Housing Coalition	X	
Lorena	Martinez	California Rural Legal Assistance	X	X
Vanessa	Moreno	Council of Mexican Federations in North America	X	
David	Newell	City of Palm Springs	X	
Maribel	Nunez	California Partnership	X	
Laura	Olvera	El Sol	X	
Leticia	Olvera	El Sol	X	
Agam	Patel	UC Riverside	X	
Deborah	Phares	Census IE	X	X
Oscar Giovanni	Ruiz	Census IE	X	
Otilia	Sabala		X	
Sono	Shah	UC Riverside	X	X
Henry	Steyer	Lift to Rise	X	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
Jessica	Lopez	Complete Count California - Census 2020	X	X
Meagan	Wylie	California State University Sacramento, CCP	X	X