



California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop PUBLIC 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," 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 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.

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.