



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

Richmond Memorial Auditorium and Convention Center, Region 3
Wednesday, June 19, 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 Richmond Mayor Tom Butt and Richmond Planning Director Lina Velasco for providing the venue and refreshments.

Summary of Morning Sessions

Opening Remarks and Overview

The morning session began with opening remarks from Supervisor John Gioia, Contra Costa County and Supervisor Diane Burgis, Contra Costa County. They highlighted the critical importance of a complete count and the magnitude of potential negative impacts and loss of funding in the event of an undercount. They emphasized the unique challenges and as well opportunities faced by the county and the region to achieve success.

Ditas Katague, Director, California Complete Count, provided an overview of California Complete Count's efforts and approach.

Son Le, US Census Bureau (USCB), described federal census efforts and provided information regarding confidentiality, the new online option for filling out the census, and employment opportunities.

Statewide Outreach and Rapid Deployment (SwORD) Overview

Ben Rogers, SwORD Project Manager, California Complete Count, provided an overview of the California Complete Count Census 2020 (CCC) website resources and SwORD.

Updates from Contracted Partners

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

- **Kelly Baston**, United Way of the Bay Area, Region 3 Administrative Community Based Organization (ACBO)
- **Casey Farmer**, Alameda County
- **Kristine Solseng**, Contra Costa County
- **Stephanie McNally**, Canal Alliance
- **Robert Burris**, Solano County, Economic Development Corporation

Significant progress has been made in the region. Region 3 partners have regular meetings and are working towards strengthening implementation strategies as well as coordination between counties and the regional ACBO. The ACBO is working towards securing data managers to work with subcontractors and to determine who besides subcontractors will need to access the Statewide Outreach and Rapid Deployment (SWORD) platform. In addition, they are hoping to leverage county relationships for outreach to shared media markets. The ACBO hopes to develop a campaign toolkit that will be available in multiple languages for partners to use as a shared resource.

Gaps and needs identified by the partners included:

- Partners need clarity on space and staffing requirements for Questionnaire Assistance Centers (QAC) and Questionnaire Assistance Kiosks (QAK).
 - Need clarity on whether the United States Census Bureau (USCB) staff are the only persons allowed to assist with completing questionnaires at QACs/QAKs.
- There is a need for coordination of messaging and allocation of resources:
 - Not all county partners have the same resources for addressing language access needs; there is a need to look at language access resources across the region so that different geographic areas or “pockets” can be served.
 - Need to determine how counties can focus on all communities while also having specific messages tailored towards subgroups (i.e., various types of immigrant communities)
 - Need clear communication concerning the citizenship question.
- There is a lack of strong media outlets for local communications in certain parts of the region (e.g., Solano County).
- There are still gaps in identifying trusted messengers to support community-level messaging efforts.
- There are still challenges in figuring out how to maximize the limited funds.
- There are still outreach gaps on how to reach high-poverty neighborhoods, densely populated multifamily areas, and migrant families.

Summary of Afternoon Session (High Level Summary)

Implementation Planning and Coordination

Contracted partners engaged in an interactive discussion on planned activities, strengths, weaknesses, opportunities, and threats (SWOT), coordination needs, and areas where partners anticipated needing additional support.

The major theme of this conversation was that coordination will enable Region 3 to better tackle threats and weaknesses as well as assist with building upon strengths and expanding opportunities.

From Strategy to Implementation

After the SWOT analysis contracted partners also discussed the following items:

- Communication / Public Relations
- Reaching the HTC Population Experiencing Homelessness
- Language and Communication Access
- SwORD

Implementation Plan Worksheet

The implementation plan worksheet was briefly introduced to contracted partners at the end of the day. David Tucker, Regional Program Manager, explained for counties to use the worksheet as a template to populate information as counties move from their strategic plans to their implementation plans.

Next Steps

- Contracted partners should reach out to the Regional Program Managers if they have questions regarding the Implementation Plan Worksheet.
- Region 3 will have a coordination phone call June 21st.
- Another Region 3 phone call will occur in July or in August to go into more detail concerning the IP worksheet.
- Bi-weekly webinars will be coming to help users gain familiarity in SwORD. If partners have a question about SwORD, there is the option to create a ticket to provide further questions and comments to help the SwORD team build and adapt the tool.