



## California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop 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." 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 for 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**

### Implementation Planning and Coordination

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

Key conversation points regarding the strengths, weaknesses, opportunities, and threats (SWOT) for contracted partner's strategic plans include the following:

### *Strengths*

- Resources
  - Data analysis
  - Local networks
  - Development of a campaign toolkit for outreach
  - Volunteer Income Tax Assistance Program (VITA)
  - Nonprofit organization's flexibility to analyze, gauge, and adjust outreach methods as data is acquired
- Outreach strategies
  - Collaborative Impact Model
  - Census Ambassador program with clear deliverables that provides training and merchandise
  - Grassroots problem solving approaches
  - 211 as a resource for outreach
  - Leverage social media to strengthen outreach in areas that lack a strong media presence
  - Social media as a tool for promoting content, education events, and jobs in hard to count areas
  - Link outreach to existing problems to expand access to census
- Partnerships
  - Commitment from counties on forming partnerships to utilize social media for outreach.
  - Broad network of CBOs to support with education and outreach.
  - Interest in QACs

### *Weaknesses*

- Resources
  - Limited budget constricts outreach
  - Inadequate assistance on language programs
  - Lack of resources to educate CBOs and alleviate burden of outreach
  - Low/lack of broadband access in counties
  - Inadequate ability to track outreach success
  - Lack of sufficient knowledge on where ACBO can support counties
  - Determining best technology for outreach
- Messaging
  - Challenge of making sure all have the same message pertaining to the citizenship question
  - Challenge in developing proper messaging on what individuals will receive in mailboxes
- Media coverage/placement
  - No hyperlocal media

- Media market split between San Francisco and Sacramento
- Coordination
  - Need to coordinate messaging and canvassing efforts, find trusted messengers, and leverage existing resources between counties and the ACBO
  - Need clarity on existing work done by ACBO and counties to determine how to maximize what the State and ACBO is already spending
  - Need to identify additional gaps, for example non-marginalized populations who overlook counting children 0-5 years old
- Commitment
  - Maintaining committee engagement throughout the process
  - Enumerator recruitment in acquiring information, data and proper coordination

### *Opportunities*

- Collaboration
  - Leveraging procurement options (e.g., bulk purchasing of items such as magnets for messaging or use as an event prize)
  - Submit funding requests as a coalition and not as an individual organization
  - Develop a coalition to acquire funding and collaborate on grants
  - Develop a collaborative structure where one organization is the backbone for coordinating other organizations
  - There are opportunities to collaborate on media and regional ethnic media.
  - Leverage work done in counties to expand into the region and statewide by connecting with all ACBOs
  - Streamline subcommittee reporting on funding and data for SWORD
- Partnerships
  - Engage with private and public sector entities for training in cultural sensitivity (i.e., YMCA program “Solidarity Not Saviors”)
  - Philanthropic partnership between United Way of the Bay Area and the Bay Area Census Funders Foundation Collaborative
  - Community foundations as a resource for partnering on gaps that may exist for reaching hard-to-count communities
  - Workforce development with census jobs
  - Need to connect economic development corporations in the regions (and across the state).
- Resources
  - Utilize “know your rights” skits for census.
  - Provide language workshops where translations and interpretations are available
  - Develop a document for counties with facts and tips for workforce development
  - Launch an app with bilingual census information

### *Threats*

- Distrust
  - A lack of trust within counties reemerged once funding surfaced.

- Challenge of bringing together counties and CBOs with conflicting interests
- The citizenship question is of concern.
- Lack of resources
  - Concerned enumerators will not have enough staffing or time to properly reach unsheltered populations.
  - Not all languages are supported for the U.S. Census Bureau to fill out the questionnaire
  - Assisting with decoding the form will be a challenge
  - Lack of funding for outreach activities
  - Assisting populations with low literacy skills
- Competition with other priorities and/or new items (i.e., the California primary in spring 2020)
- Historical and contemporary social and economic inequity and inequality within Marin county.
- Unsheltered HTC populations may not be able to access services where census outreach would be conducted.
- “Too many cooks in the kitchen” could lead to lack of coordination.
- There is a lack of clarity on the opportunities to hire enumerators who are not citizens of the United States.

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

#### *Communication / Public Relations*

- Outreach tactics
  - Digital pledge cards
  - Distribution options including a one stop shop with downloadable templates
  - Create option for individuals to “check-in” on social media after filling out their census form
  - Coordinate with media contractor and review media plans at local levels
- Messaging tactics
  - Avoid compulsory language related to filing out the census form such as “you’ll go to jail if you don’t fill out the census”
  - Provide a list of communication outlets being used by the state to reduce duplication and determine who the state is using as messengers
  - Focus messaging on safety and the value of participation
  - Need clear messaging on what is optional and what is mandatory
  - Determine how to keep leveraging existing communication.
  - Avoid doing message testing in a vacuum and indicate who validated the data

- Resources needed (from statewide media contractor)
  - Provide a timeline of messaging operations to counties that includes a timeline for collateral and when toolkits will be made available
  - Downloadable templates with the option to order printed collateral
  - Have a State specific census tagline.
  - Create a misinformation reporting hotline
  - Provide guidance on how to communicate on delicate issues
  - Create one location to access resources that includes non-trademarked images to share on social media and a filtered message repository
  - Develop a bank of resources for feedback on communication and for message testing and meta data
  - Develop best practices for messaging
  - Reframe Title 13 in a way that is digestible. Emphasize safety and provide accurate information.

#### *Reaching the HTC Population Experiencing Homelessness*

- Outreach
  - Work with Napa County Office of Education to reach homeless and foster youth
  - Develop advisory councils
  - Language access for USCB form specifically related to individuals experiencing homelessness
- Training
  - Counties need to make sure they train and conduct background checks for workers enumerating sensitive populations to build trust.
  - Skits and scenarios can be helpful for training enumerators.
  - Need to encourage county residents to apply for USCB jobs
- More information on the details of USCB operations to enumerate people experiencing homelessness is needed.

#### *Language and Communication Access*

- Counties need assistance in determining where to conduct outreach and in acquiring resources to translate materials
- Smaller cities like San Rafael need support to translate and interpret materials.
- Not all counties have translators on staff.
- Language subgroups may be missed in outreach efforts.
- It would be useful to develop a language access resource portal for the region to share written materials across regions.
- Outreach approaches
  - Develop strategies tailored towards live languages and static content.
  - Develop a centralized way of tracking QACs with languages served that considers who is checking for coverage and when it is occurring

- Inputting data into SwORD can be intimidating for CBOs.
- Recommendations
  - Develop SwORD mapping tool “Find my QAC”
  - Develop a template for uploading information required by the state
  - Allow for search by block group/census tract and search by language
  - Develop a post-event data metrics tool that is easy to fill out and preferably digital (as opposed to a paper form)
  - Change position of information box or make so that it can be moved.
- Partners need to know what the Statewide CBOs are doing in order to finalize implementation plans.

### 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 21<sup>st</sup>.
- 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.

## **Appendices**

### **Questions and Answers**

#### **Morning Session:**

- How can resources and messaging from the State, the ACBO, and across counties be used to mitigate duplication and streamline outreach strategies for identifying outreach gaps related to regional language access and media markets?
- How to integrate Low Response Score data into SwORD.
- How will the USCB deploy staff to individuals experiencing homelessness?
- How can formerly incarcerated populations and victims of domestic violence be equipped to participate in outreach efforts?
- How can the census message be incorporated into classrooms when census curriculum is not accepted by schools?
- What plans exist for additional funds to support the work of CBOs?
- Who will input data and outreach metrics into the data entry templates being developed in SwORD? Will subcontractors need to hire data managers to add data to SwORD?
  - The ACBO hopes to hire data managers to support subcontractors.

- What does the process look like for individuals enumerated over the phone, online, and in person at a QAC?
- How will populations affected by gentrification be enumerated?
  - ACBO is aware of where some populations have moved.

**Afternoon Session:**

- Partners need clarity from USCB on how individuals experiencing homelessness will be enumerated and what the options are for someone experiencing housing instability or lack of housing to self-respond. For example, can someone without a permanent address call in by telephone to be counted? What is the protocol/process for handling such calls?
- How do people in hotels get counted?
  - There is a New Construction program from the USCB that seeks to get hotels and motels on board.
- What are the roles of the Statewide CBOs with regard to SwORD?
- Who gets to utilize and add data into SwORD?
  - Anyone with a SwORD account can access SwORD. CBOs can obtain an account to fill out reports.
- Is there a way to import information in one step?
  - A spreadsheet template that easily integrates into SwORD will be made available for data upload.

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**IPW Planning Committee**

- Kristin Drumm, Senior Planner, Marin County
- Julie Enea, Senior Deputy County Administrator, Contra Costa County
- Casey Farmer, Executive Director of Alameda County's Complete Count Committee
- Robert Burris, President and CEO, Solano Economic Development Corporation
- Emily Condon, Office of U.S. Senator Dianne Feinstein
- Ayana Galace, Office of California Assemblymember Rob Bonta, District 18
- Dean Wallace, Office of California Assemblymember Buffy Wicks, District 15
- Angela Yip, Office of California Senator Nancy Skinner, District 9

**IPW Attendance Lists for Morning and Afternoon Sessions**

Media Attendance

- None

FIRST	LAST	AFFILIATION	AM	PM
Claudia	Albano	Alameda County	X	X
Karen	Allen	Marin COE	X	X
Jessica	Angulo	Office of Congressman Mark DeSaulnier	X	
Lauren	Babb	Planned Parenthood Northern California	X	X
Kelly	Batson	United Way Bay Area	X	X



<b>FIRST</b>	<b>LAST</b>	<b>AFFILIATION</b>	<b>AM</b>	<b>PM</b>
Fran	Biderman	First 5 Contra Costa	X	
Chala	Bonner	Safe Return Project	X	
Alex	Boskovich	Alameda County Community Food Bank	X	
Diane	Bridges	Contra Costa County Board of Supervisors	X	
Robert	Burris	Solano Economic Development Corporation	X	X
Laneisha	Butler	Oakland Rising	X	X
Reina	Canale	California Rural Legal Assistance Inc.	X	
Jaime	Clark	Statewide Database at Berkeley Law	X	
Emily	Condon	Office of U.S. Senator Feinstein	X	
James	Coyle	Retired	X	
Julie	DiMaggio Enea	Contra Costa County	X	X
Darlene	Drapkin	US Census Bureau	X	
Wylendia	Eastman	Richmond Public Library	X	
Jamileh	Ebrahimi	RYSE Youth Center	X	
Roberta	Feliciano	City of Richmond	X	
Lorraine	Fernandez	Solano County	X	X
Holly	Flores	Alameda County Office	X	X
Steve	Fowler	Fowler Hoffman	X	
Teresa	Gerringer	Office of Supervisor Diane Burgis, District III	X	X
John	Gioia	Contra Costa County Board of Supervisors	X	
Ayala	Goldstein	California School-Age Consortium	X	
Juan	Gonzalez	US Census Bureau	X	
Beatriz	Guerrero	City of Richmond	X	
J. Paul	Harrington	Solano Economic Development Corporation	X	X
Ruben	Hernandez-Story	Richmond Mayor's Office	X	
Yueh Chiao	Kuo	US Census Bureau	X	
Sonny	Le	US Census Bureau	X	X
Tonya	Love	California Assembly	X	
Richard	Luna	City of Oakland	X	
Karin	Mac Donald	Statewide Database	X	
Julia	Marks	Advancing Justice- ALC	X	X
Sophie	McGuinness	Alameda County Community Development Agency	X	X
Stephanie	McNally	Canal Alliance	X	X
Anna	Miera	Alameda County GSA	X	
Guadalupe	Morales	City of Richmond	X	
Mark	Orcutt	East Bay Leadership Council	X	X
Natalie	Orozco	Radio Bilingue	X	
James	Ottem	Travis Credit Union	X	X
Danielle	Payspay	Alameda County CDA	X	
Edson	Perez	CA State Senate	X	
Jane	Pratt	Richmond Public Library	X	
Don	Raulston	City of Oakland	X	

FIRST	LAST	AFFILIATION	AM	PM
Sandra	Rivera	Alameda County CDA	X	X
Deb	Sica	Alameda County	X	X
Alessia	Simmonds	Alameda County CDA	X	X
Lina	Velasco	City of Richmond	X	X
Chris	Wagaman	CA State Assembly	X	
Matthew	Wright	Office of Assembly Member Bauer-Kahn	X	
Angela	Yip	Office of Senator Skinner	X	
Zhiyuan	Zhang	US Census Bureau	X	X
Carlos	Beltran	Complete Count California - Census 2020	X	X
Ditas	Katague	Complete Count California - Census 2020	X	X
Micaiah	Palmer	Complete Count California - Census 2020	X	X
Ben	Rogers	Complete Count California - Census 2020	X	X
Yumi	Sera	Complete Count California - Census 2020	X	X
David	Tucker	Complete Count California - Census 2020	X	X
Alex	Cole-Weiss	California State University Sacramento, CCP	X	X
Micaiah	Palmer	California State University Sacramento, CCP	X	X

#### A4: IPW AGENDA

Session 1	Opening	Presenters
10:00 – 10:45 am <i>Public invited</i>	<b>Welcome &amp; Opening Remarks</b> Review of the workshop objectives provided by California Complete Count, Regional Program Manager, and Elected Officials.	<ul style="list-style-type: none"> <li>▪ <b>Ditas Katague</b>, Director, California Complete Count (CCC)</li> <li>▪ <b>Supervisor John Gioia</b>, Contra Costa County</li> <li>▪ <b>Supervisor Diane Burgis</b>, Contra Costa County</li> <li>▪ <b>Son Le</b>, USCB</li> </ul>
10:45 – 11:00 am	<b>CA State Census Efforts and Statewide Outreach and Rapid Deployment (SwORD)</b> Overview and update of the State's 2020 Census outreach campaign and SwORD, the data-spatial tool used for data-sharing, coordination, and collaboration.	<ul style="list-style-type: none"> <li>▪ <b>Ditas Katague</b>, Director, CCC</li> <li>▪ <b>Ben Rogers</b>, GIS and Data Implementation, CCC</li> </ul>
Session 2	Landscape of Census Outreach Strategies	Presenters
11:00 – 12:00 pm <i>Public invited</i>	<b>Updates from Contracted Partners</b> Census contracted partners provide updates on the development of their Strategic Plans and corresponding outreach efforts for their respective areas/ targeted HTC populations.	<ul style="list-style-type: none"> <li>▪ <b>Kelly Batson</b>, United Way of the Bay Area</li> <li>▪ <b>Casey Farmer</b>, Alameda County</li> <li>▪ <b>Kristine Solseng</b>, Contra Costa County</li> <li>▪ <b>Kristin Drumm</b>, Marin County</li> <li>▪ <b>Robert Burris</b>, Solano County</li> </ul> <p>Moderator: <b>David Tucker</b>, Regional Program Manager, CCC</p>

12:00 – 12:45 pm	<b>Break (Lunch &amp; Networking)</b>	Light refreshments provided by the City of Richmond. Thank you!
<b>Session 3</b>	<b>Ensuring a Complete Count for California</b>	<b>Presenters</b>
12:45 – 3:00 pm  <i>Contracted partners only</i>	<p><b>From Strategy to Implementation: Deep Dive into Strategic Plans</b></p> <p>Interactive discussion on planned activities, strengths, weaknesses, opportunities, and threats, coordination needs, and areas where partners anticipate needing additional support.</p> <p><i>Focused discussion/Q&amp;A on the following topics:</i></p> <ul style="list-style-type: none"> <li>• SwORD</li> <li>• Communication / Public Relations</li> <li>• Language and Communication Access</li> <li>• Reaching the HTC Population Experiencing Homelessness</li> <li>• Outreach / Questionnaire Assistance Centers (QACs)</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Contracted partners</b></li> <li>▪ <b>CCC Staff</b></li> </ul>
<b>Session 4</b>	<b>Next Steps &amp; Closing</b>	<b>Presenters</b>
3:00 – 3:30 pm	Review of upcoming IPW and other essential dates, and notable milestones from Census staff and project partners.	<ul style="list-style-type: none"> <li>▪ <b>CCC Staff</b></li> </ul>
3:30 pm	<b>Adjourn</b>	