



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

University of California Riverside, Riverside Campus, Region 7
June 12, 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 Public Policy Institute of California for providing lunch.

Summary of Morning Session

Opening Remarks

The morning session began with opening remarks from **Maricela Rodriguez**, Governor's Office, Director of Civic Engagement and Strategic Partnerships, **Chancellor Wilcox**, UCR, **Councilmember Andy Melendez**, City of Riverside. They stressed the importance of the census and value of local outreach efforts.

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

Karla Lopez del Rio, US Census Bureau, expressed the Bureau's support for local outreach efforts and identified key information regarding confidentiality, the new on-line option for filling out the census, and employment opportunities.

Statewide Outreach and Rapid Deployment (SwORD) Overview

Jim Miller, GIS and Data Manager, California Complete Count provided an overview of SwORD. Participants were interested to discuss the public availability of SwORD and SwORD data, its anticipated longevity beyond completion of Census 2020, and confidentiality protections of SwORD data.

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:

- **Dr. Karthick Ramakrishnan**, UCR
- **Deborah Phares**, The Community Foundation, Region 7 Administrative Community Based Organization (ACBO)
- **Italia Garcia**, Center for Community Action and Environmental Justice
- **Shannon Gonzalez**, Family Service Association
- **Michael Gomez Daly**, Inland Empowerment
- **Sono Shah**, UCR
- **Silvia Fuentes**, United Ways of California
- **Adan Chávez**, NALEO Educational Fund
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)
- **Danette Tealer**, San Bernardino 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, 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, in particular a regional coordinator for the Morongo Basin subregion.
- 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 SwORD tool.

Issues Raised/Discussed

- Desire to maintain and continue partnerships and collaborative capacity developed for the Census.
- Local Community Based Organizations (CBOs) and state CBOs need to determine how they intend to coordinate with one another.
- US Census Bureau enumeration data can help identify populations without access to broadband. California Complete Count Census 2020 (CCC) is requesting this data.
- Identified gaps:
 - Youth aged 0-5
 - Isolated seniors
 - Expansive rural areas
 - Areas without broadband access
 - Renters
 - People who move often
 - Asian-led organizations/organizations with Asian cultural capacity
 - Morongo Basin CBO
 - Training on confidentiality and legal protections, especially in light of citizenship question

Summary of Afternoon Session (High Level Summary)

Group Discussion of Emergent Key Questions, Challenges, and Opportunities

This discussion provided an opportunity for partners to discuss coordination of Strategic Plan implementation. It was organized around the ACBO's pledge card and canvassing strategies. Partners discussed overlaps, identified gaps, and brainstormed ideas for more effective and efficient outreach.

Next Steps

- San Bernardino IPW on June 14.
- Continue strategy discussions at ongoing regional meetings, with a focus on finding gaps and engaging other partners to fill those gaps.
 - Consult list of organizations compiled by legislative offices.
- CCC will assemble contact list of meeting participants and a contact list for Regional partners including statewide CBOs working in region.
- At next strategy meeting (end of June), plan for the rest of the summer.