



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

SwORD Demonstration

Issues Raised/Discussed

- Further discussion of the meaning of “language support” is needed.
- Census tracts often cross city boundaries. Jim Miller will be adding a layer in SwORD that has city/unincorporated area for each census tract.
- Coordination of local mapping tool and SwORD: local mapping tool will collect door to door collection information that will be aggregated to the block group and census tract level before being uploaded to SwORD.

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.

Key take-aways from the discussion are as follows:

- Develop one joint Implementation Plan (IP) for the region with input from ACBO, other contracted CBOs, counties, and statewide organizations operating in the area.
 - Ditas Katague will need to confirm with legal staff that submission of a joint IP is allowable.
- ACBO Strategy 1: Pledge Card Drive

- Coordinate ACBO, state CBO, and county pledge card efforts.
 - Consider using one pledge card for all organizations.
 - Unified branding - have one logo.
 - Ask for the same data on all pledge cards so that the information collected can be aggregated.
 - Coordinate among partners to determine who has filled out a pledge card.
 - Coordinate data to identify gaps
- Printed cards will be numbered and coded by organization and method of outreach; this will help measure effectiveness of outreach and messaging approach.
- Put information about census jobs on pledge cards.
- Provide a check box on the pledge cards asking if a paper census form is preferred.
- Provide a tool kit to leave at the door along with pledge card tear off.
- Challenge: vulnerable populations may not want to provide all information even with trusted messenger; if contact information is not provided the pledge card is not considered complete.
- Schools may be a good place to deploy pledge cards in rural areas.
- ACBO Strategy 2: Canvassing
 - Coordinate state and local CBO efforts.
 - Given cost of canvassing, minimize its need through other methods, where possible.
 - Need a statewide centralized inventory for training resources.
 - CCC is looking into developing a .org website that would provide a clearing house for information and identify Questionnaire Assistance Centers (QACs).
 - Invest in electric scooters for canvassing in rural areas.
- Additional Takeaways
 - State CBOs can participate in regional tables.
 - Determine at what point a census tract is considered saturated (in terms of positive responses).
 - Tap into the power of the youth: high school and community college student can receive school credit for census efforts.
 - For outreach to seniors, train meals on wheels deliverers about the census.
 - County Workforce Development works with graduating seniors. They can become census ambassadors.

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.

Summary of IPW Evaluation Results

- Components of the workshop were rated mostly Excellent (5) and Good (4), with a few scores of Average (3).
- Components participants found the most helpful included:
 - Mapping data
 - Updates from ACBOs, state CBOs, counties and their outreach strategies
 - Organizational capacity survey
 - USCB presentation
- Additional information that would be useful and/or interesting:
 - Handouts/outreach materials that can be shared with partners
 - Avenues for community members to volunteer for census
 - Dates and information on upcoming regional/local meetings
- Suggestions to improve the program:
 - Larger meeting room
 - Include other organizations in the meetings (LGBTQ, renters, homeless, small business owners, deaf population)
 - Provide printed copies of power point presentations

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

- NBC LA/Telemundo LA
- Univision El Centro requested and was sent photos and video of the IPW

FIRST	LAST	AFFILIATION	AM	PM
Sky	Allen	Inland Empowerment	X	X
Frances	Arguello	Chino Valley Democrats	X	
Marlenee	Blas	UC Riverside	X	

Ulises	Cabrera	City of Moreno Valley	X	
Matt	Carroll	Ventura County	X	
Adan	Chavez	NALEO Educational Fund	X	X
Connie	Dorame		X	
Gilberto	Esquivel	CHIRLA	X	X
Yolanda	Esquivel	LULAC of Riverside	X	
Jason	Farin	Riverside County	X	X
Silvia	Fuentes	United Ways of California	X	
Luz	Gallegos	TODEC Legal Center	X	
Italia	Garcia	Center for Community Action & Environmental Justice	X	X
Michael	Gomez Daly	Inland Empowerment	X	X
Rachel	Gonzaga	Assemblymember Sabrina Cervantes	X	
Shannon	Gonzalez	FSA - Family Service Association	X	
Jacquelyn	González	UC Riverside	X	
Jeff	Greene	Riverside County Board of Supervisors	X	
Esperanza	Guevara	CHIRLA	X	
Martha	Guzman	City of Fontana	X	
Corey	Jackson	Sigma Beta Xi, Inc.	X	
Michael	Kavate	Grantmakers Concerned with Immigrants and Refugees	X	
Karla	Lopez Del Rio	U.S. Census Bureau	X	
Tyler	Madary	Senator Richard D. Roth	X	
Burma Lee	Manns	Allen Chapel A.M.E. Church	X	
Jenna	Oliver	Inland Empowerment	X	
Celene	Perez	Inland Empire Labor Council	X	
Deborah	Phares	The Community Foundation	X	X
Sala	Ponnech	LULAC of Riverside, Council 3190	X	
Monique	Reza-Arellano	SBCOG	X	
Maricela	Rodriguez	Office of Governor Gavin Newsom	X	
Zachary	Romawac	First 5 Riverside	X	
Oscar	Ruiz	Inland Empowerment	X	
Danette	Tealer	San Bernardino County	X	X
Tiffany	Tran	Assemblymember Jose Medina	X	
Jorrel	Verella	Assemblymember James Ramos	X	
Chris	Wagaman	CA State Assembly	X	X

STAFF

Quintilia	Avila	Complete Count California - Census 2020	X	X
Lisa	Ballin	California State University Sacramento, CCP	X	X
Diana	Crofts-Pelayo	Complete Count California - Census 2020	X	X
Victor	Jackson	Complete Count California - Census 2020	X	X
Marcy	Kaplan	Complete Count California - Census 2020	X	X
Ditas	Katague	Complete Count California - Census 2020	X	X
Jessica	Lopez	Complete Count California - Census 2020	X	X
Jim	Miller	Complete Count California - Census 2020	X	X