Establishment of Quorum

Alex Padilla
Chair
California Complete Count Committee
Secretary of State
Bagley-Keene Open Meeting Act Overview

Julia Zuffelato
Deputy Attorney General
Department of Justice
Bagley-Keene Open Meeting Act

Abbreviated Training for State Boards and Commissions
Purpose of Open Meeting Act

- Promotes an open consensus building model of decision making.
- Ensures the public a seat at the table.
The Act applies to state bodies. What is a “state body?”

- Five types.
- A body created by statute.
- AB --
What is a “state body?”

- Advisory body created by state body.
  - Subcommittees, task forces, advisory committees, working groups, etc.
  - Three (3) or more members.
  - Created by official action of state body or state body member.
  - Impromptu Advisory Bodies: Rule of Two
What is a “state body”?

- New members of state bodies.
- Act applies upon appointment.
What is a meeting?

- Gathering of a majority of members of a state body.
- Includes all phases of decision-making from information gathering to final vote.
Serial Communications: Prohibition

• Members of a state body must avoid serial communications outside of a public meeting among a quorum of members or through an intermediary.

• Applies to subcommittees. Rule of Two.
Serial Communications: Prohibition

- Prohibition applies to ALL forms of communication.
Staff Briefing Exception

- Staff may brief or respond to questions from individual board members.

- Staff may not share communications from a committee member with any other committee member.
What is “not” a meeting?

• Communication with one other person (as long as not used to circumvent serial meeting requirement).

• Rule of Two
What is “not” a meeting?

• Conferences open to the public.

• Open meetings of other public bodies.

• Social events.
What is “not” a meeting?

• An open subcommittee meeting of a state body is not a meeting of the entire state body.

• Parent state body members who are not subcommittee members may only attend as observers.
Rights of the Public

- Right to Participate at Public Meetings
  - No identification required.
  - Reasonable time limits.
Rights of the Public

- Right to Access Public Meeting Records
  - Best practice is to post agency’s public meeting records on website before meeting.
  - Some records may be exempt from disclosure.
Approval of the Minutes of the June 4, 2019 Meeting
State Census 2020 Updates

Sarah Soto-Taylor
Deputy Secretary for the Census
Government Operations Agency
Road to the California 2020 Census Motivate Phase

**June – September:** Open remaining 208 area census offices

**August:** Conduct in-field Address Canvassing

**07/01** Fiscal Year begins

**07/09** Outreach and PR Contract Award

**07/19** Legislative Report due

**07/23** Begin SwORD user community meetings

**08/01** Legislative Briefing

**08/02** Outreach and PR Content Development Plan Due

**08/05** Outreach and PR Content Development/Testing starts and Production starts

**09/01** Tribal Consultations start

**09/02** Outreach and PR Contract Award

**09/05** Outreach and PR Content and Development Plan Due

**09/19** Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

**09/23** Legislative Report due

**July Legislative Report due**

**Release SOCS Interim Outreach and PR contract starts**

**08/01** SwORD user community meetings

**Throughout the month**

**Weekly campaign calls with Census and Outreach and PR Contractor**

**Bi-Weekly planning calls with Census, ACBOs, Outreach and PR Contractor and Media Partners**

**Monthly**

- RPMs each meet with Counties, ACBO, Sector Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
- County Offices of Education Outreach Plan due
- League of Communities Colleges - A resolution to support Census
- Census Office Call for Contractors
- SwORD user community meetings

**Throughout the month**

**Weekly campaign calls with Census and Outreach and PR Contractor**

**Bi-Weekly planning calls with Census, ACBOs, Outreach and PR Contractor and Media Partners**

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- RPMs each meet with Counties, ACBO, Sector and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
- Census Office Call for Contractors
- SwORD user community meetings

**September**

- Message Testing Starts
- Media Buys Start
- PDI application released
- Release Interim SOCs
- Operationalize Security Operations Center

**Throughout the month**

- Weekly campaign calls with Census and Outreach and PR Contractor
- Bi-Weekly planning calls with Census, ACBOs, Outreach and PR Contractor and Media Partners

**07/31**

- Monthly State Agency Outreach Meeting
- Begin SwORD user community meetings

**08/01**

- Legislative Briefing

**08/02**

- Outreach and PR Content Development Plan Due

**09/01**

- Tribal Consultations start

**09/02**

- Outreach and PR Contract Award

**09/05**

- Outreach and PR Content and Development Plan Due

**09/19**

- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

**Census Office Call for Contractors**

**SwORD user community meetings**

**July**

- Legislative Report due

**07/23**

- Begin SwORD user community meetings

**August**

- Conduct in-field Address Canvassing

**September**

- Legislative Report due

**Release SOCS Interim Outreach and PR contract starts**

**08/02**

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- Outreach and PR Contract Award

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- Outreach and PR Content and Development Plan Due

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- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in

**Census Office Call for Contractors**

**SwORD user community meetings**

**SwORD user community meetings**

**SwORD user community meetings**

**SwORD user community meetings**

**SwORD user community meetings**
Road to the California 2020 Census
Motivate Phase

- **October**
  - Legislative Report due
  - Regional and Statewide Quarterly Report due
  - October 15: County Offices of Education status Report due
  - 10/15: Outreach and PR Campaign launched
  - census.org website launched
  - 10/15: County Offices of Education status Report due
  - 10/15: Report due
  - 10/15: Report due

- **November**
  - 11/1: Outreach and PR Campaign launched
  - 11/30: Tribal Consultations end
  - 11/30: Tribal Consultations end

- **December**
  - 12/31: Release Final SOCS Plan
  - 12/31: Release Final SOCS Plan

**Throughout the month**
- Monthly
  - RPMs each meet with Counties, ACBO, Sector and Statewide CBO contractors
  - Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
  - Census Office Call for Contractors
  - SwORD user community meetings

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  - Census Office Call for Contractors
  - SwORD user community meetings
Road to the California 2020 Census
Activate Phase

**January:** Begin enumeration in remote Alaska

01/01
Governor’s Report due

Legislative Report due

Regional and Statewide Quarterly Report due

01/01
Budget released

**February:** Group Quarters Operation begins

02/15
Regional and Statewide Non-responsive Follow-up Plan due

County Offices of Education Status Report

**March:** Update Leave begins and Internet Self-Response begins and March 23 begin public self-

Target 03/31
SwORD to capture U.S. Census Bureau response Rates

**Throughout the month**

Weekly campaign calls with Census and Outreach and PR Contractor

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**Monthly**

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SwORD user community meetings

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SwORD user community meetings

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Census Office Call for Contractors

SwORD user community meetings
Road to the California 2020 Census
Follow-up Phase

07/01
Legislative Report due

08/01
Regional and Statewide Final Report due
Counties Final Report due

09/30
Regional and Statewide Final Report due
CHPSE Quarterly Report due with focus on continuing data collection.

Throughout the month
Weekly campaign calls with Census and Outreach and PR Contractor
Bi-Weekly planning calls with Census, ACBOs, Outreach and PR Contractor and Media Partners

July 2020

Monthly
RPMs each meet with Counties, ACBO, Sector and Statewide CBO contractors
Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
Census Office Call for Contractors
SwORD user community meetings

August 2020

Monthly
RPMs each meet with Counties, ACBO, Sector and Statewide CBO contractors
Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
Census Office Call for Contractors
SwORD user community meetings

September 2020

Monthly
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Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
Census Office Call for Contractors
SwORD user community meetings
Road to the California 2020 Census

**December 31: Deliver apportionment counts to the President**

- **12/31** CHPS Quarterly Report due with focus on outline of report

---

**October 2020**

- **Throughout the month**
  - Weekly campaign calls with Census and Outreach and PR Contractor
  - Bi-Weekly planning calls with Census, ACBOs, Outreach and PR Contractor and Media Partners

**November 2020**

- **Throughout the month**
  - Weekly campaign calls with Census and Outreach and PR Contractor
  - Bi-Weekly planning calls with Census, ACBOs, Outreach and PR Contractor and Media Partners

**December 2020**

- **Monthly**
  - RPMs each meet with Counties, ACBO, Sector and Statewide CBO contractors
  - Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in Census Office Califor Contractors
  - SwORD user community meetings

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  - SwORD user community meetings
Road to the California 2020 Census

1/1 Legislative Report due

3/31 CHPSE Quarterly Report due with evaluation question results memo
Road to the California 2020 Census

April 2021

May 2021

June 2021

4/1
Language Access Report due

6/30
CHPSE Final Report and data sets
Final Governor Report

7/1
Final Legislature Report
California Complete Count – Census 2020

External Affairs & Media Relations

Martha E. Dominguez, MA, MPH, Ph.D., CLC
Deputy Director
External Affairs and Media Relations

Martha E. Dominguez, MA, MPH, Ph.D., CLC  
Deputy Director  
Martha.Dominguez@census.ca.gov

Diana Crofts-Pelayo  
Assistant Deputy Director  
Diana.Crofts-Pelayo@census.ca.gov

**Media Engagement**
- Press
- Social media
- Earned Media

**Media Campaign**
- Communication support
- “air game”

**Local Capacity**
- Media Engagement
- Community Engagement
Goals and Objectives

**Goal:** To get an accurate and complete count among the HTC communities

**Objectives:**

- To educate, motivate and activate all the HTC communities to participate and fill out their Census 2020 forms
- To provide culturally congruent and evidence-based information about the 2020 Census
Campaign

- Est. 11 million hardest-to-count Californians
- 10 Regions
- 15 Vulnerable Populations
- 12 languages + English
- Multi-Phased & Evidence-Based Approach
- Collateral Materials
Campaign Elements

- Research
- Message Testing
- Collateral Development
- Campaign Website & Partner Portal
- Paid Media Advertising
- Earned Media
- Social Media
- Digital Media
- Content & Creative Development for Each Phase and 13 Languages
- Community Integration in 10 Regions
- Misinformation
What to Expect

• Media **campaign launch**: End of September through Non Response Follow Up (NRFU)

• Regional leads work with Census Outreach Team and partners to **support the ground game**, while identifying gaps and opportunities to integrate the air game

• Robust **misinformation campaign**

• Media campaign tactics: **earned, social, and paid advertising**
What to Expect

• A plan that integrates **ethnic media and multicultural media**
  • Message testing
  • Leveraging trusted voices
  • Content
  • Advertising placement
  • Community feedback

• Collaborating with **social influencers and trusted messengers**

• **Community-specific campaigns** that target overlapping populations
Community-based participatory research (CBPR) is a collaborative process between community-based organizations and academic investigators.
Five-Pronged Research Approach

- Community Survey
- Research Analysis
- Statewide Digital Survey
- Media Market Data
- A/B & Message Testing
A Nimble Approach

- **Campaign optimization** with quality assurance and improvement
- **Rapid response** to misinformation/disinformation
- **Redirecting funds** to communities with low response rates
Statewide Approach

• Media planning by:
  • Region
  • Language
  • HTC demographics
  • Media market

• Leveraging statewide buys to connect, and offer more, to the ground game

• Keep funding proactive and responsive to communities with low-response rates
Regional Collaboration

• Collaborate on activations
• Technical assistance
• Messaging and materials
• Digital media by region
• Help with partner portal
Reaching the Hard to Count

- Latinos
- Children Ages 0-5
- Farm-workers
- Veterans
- African-Americans
- Homeless Individuals
- People with Disabilities
- Seniors/Older Adults
- Tribal Communities
- Native Americans
- Immigrants and Refugees
- Middle-Eastern North Africans (MENA)
- Homeless Families
- Limited or no broadband access
- Asian American & Pacific Islander
- Limited English Proficiency
Message Testing

• Message testing informs our **nimble approach**
• The website is **reflective of all regions**
• Messaging and creative is informed, and **culturally congruent** in English plus 12 key languages

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<table>
<thead>
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<tbody>
<tr>
<td>Spanish</td>
<td>Korean</td>
<td>Russian</td>
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<tr>
<td>Chinese</td>
<td>Armenain</td>
<td>Japanese</td>
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<tr>
<td>(Cantonese + Mandarin)</td>
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<tr>
<td>Vietnamese</td>
<td>Farsi</td>
<td>Punjabi</td>
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<tr>
<td>Tagalog</td>
<td>Arabic</td>
<td>Khmer</td>
</tr>
<tr>
<td>(including Filipino)</td>
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</tbody>
</table>
Regional Capacity

REGIONS 1 & 2 LEAD:
Araceli Gutierrez, Nexus

REGIONS 3, 4, 5, 6 & 8 LEAD:
Jane Olvera, JP Marketing

REGION 7 LEAD:
Paulette Brown-Hinds, Voice Media Ventures

REGIONS 9 & 10 LEAD:
Audrey Patterson, Ark Marketing
Region Leads & Partners

• Familiarize ourselves with the media component of the strategic plans
• Continue to collaborate with the Outreach Team
• Facilitate conversations between the Mercury regional leads and the Census Office’s partners
• Provide online partner portal for sharing content
Earned Media

• Elevating publicity for the launch
• Plugging into existing narratives
  • Editorial calendar targeting the hardest-to-count
• Driving specific narratives
Social & Digital Media

• Social media audit & SWOT analysis
• Organic content calendar
• Paid digital ads – culturally congruent to drive awareness and engagement
Community Media Toolkit

• Update toolkit
• Talking points
• Social media guidelines
• Templates for news materials
• Media engagement DOs and DON’Ts
• Spokesperson training and tips
Mis/Disinformation

• The difference between misinformation and disinformation
• Digital listening
• Opposition research
• Rapid response
Upcoming Deliverables

• Data recommendations
• Collateral phase 1
• Website phase 1 launch with partner portal
• Community-specific campaigns
• Earned and social media campaigns
• Message testing phase 1a
• Message testing phase 1b
• Website phase 2
• Regional campaign integrations
• Collateral phase 2
• Website phase 3
Questions?
Statewide Outreach and Rapid Deployment—SwORD

Jim Miller

Data and Mapping Manager
California Complete Count – Census 2020
What is SwORD?

Google/Apple/Bing Maps for Census

Single source of truth for outreach planning & reporting

Detailed analytics and insights facilitate a data-driven approach
SwORD Product Roadmap

ESRI ArcGIS (Dec 2018)
Core platform & key maps (HTC Index)

Map Creator (Apr 2019)
Create & Save planning maps

Structured Planner (May 2019)
Create detailed plans

Outreach Analytics (Aug 2019)
View trends & gaps in outreach data

Outreach API (Jul 2019)
Allow 3rd party apps to connect to SwORD

Outreach Reporting (May 2019)
Send activity info via a web survey form

Spreadsheet Upload Tool (Jul 2019)
Submit data to SwORD in bulk

SMS Reporting (Aug 2019)
Submit data to SwORD via text message

PDI for Census App (Sept 2019)
Perform and record front-line activities such as canvassing. Auto send to SwORD.

Federal Response API (TBD)
View an up to date response rate in SwORD

Continuous Improvement (Aug 2019 - )
Adjust to user feedback using agile methodology

Transfer to DOF (Jan 2021)
Archive and transfer all SwORD data to DOF
SwORD helps partners plan effective outreach activities

WHERE
Identifying hardest-to-count areas

WHO
Vulnerable population characteristics

HOW
Trusted messengers, Questionnaire Assistance Centers

Ideal activities consider all 3 factors.
Focused on the Hard-to-Count

California’s Interactive HTC Map

The interactive map shows California census tracts and block groups shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate. It is powered by SwORD, but is also publicly accessible.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/HTC-map
Ready-made maps available

One Stop Shop: Open Government & CA specific data all in one place

Lack of broadband subscriptions and CA-HTC
This map web app shows a census tract’s lack of broadband subscription rate in the context of its CA-HTC Index.

California schools
Find schools, with their 2017-18 enrollment, Title I status, and percentages of English-learner

Foreign-born residents
Plan outreach to foreign-born Californians.

Census 2020 - Language access
A story map examining language access challenges and ways SwORD can help.

New - Community anchor institutions
See potential sites for Census 2020 questionnaire assistance centers.

SwORD Map Creator
The Value of SwORD

Plan to Understand

- Use maps to create more effective, data-driven plans leading to less rework.
- Share and collaborate with others to combine resources and prevent overlap.
- Relevant data is curated and all in one place, meaning less time spent searching and manipulating data and more time is spent on higher value planning tasks.

Understand to Execute

Understand plan & execution effectiveness, identify gaps and re-allocate resources to maximize impact.
Demo: mapping agencies for people with disabilities

The SwORD team loaded data of resources and agencies for people with disabilities provided by Tho Vinh.

DCARA
Deaf Counseling Advocate & Referral Agency
14895 E. 14th Street, #200
San Leandro, CA 94578
(510) 343-6670 VP/Voice
(877) 322-7288 TTY
(510) 483-1790 Fax
DCARA

NorCal
NorCal Services For Deaf & Hard of Hearing
4708 Roseville Road, Suite 112
North Highlands, CA 95660
(916) 349-7500 Voice/TTY
(916) 993-3048 VP
(916) 349-7580 Fax
NorCal
## End-to-End Data Experience

<table>
<thead>
<tr>
<th></th>
<th>EDUCATE</th>
<th>MOTIVATE</th>
<th>ACTIVATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SwORD</strong></td>
<td>Who, what, where and how</td>
<td>View all plans and gaps</td>
<td>See Fed response rate data</td>
</tr>
<tr>
<td></td>
<td>Enter plans and see gaps</td>
<td>Activity reports &amp; coverage gaps</td>
<td>Reports &amp; analysis: pivot &amp; adapt</td>
</tr>
<tr>
<td><strong>PDI</strong></td>
<td>Create “turf” and coverage plans</td>
<td>Perform front-line canvassing and tracking. <em>Auto send to SwORD.</em></td>
<td>Perform front-line canvassing and tracking. <em>Auto send to SwORD.</em> Get priority updates for areas to target.</td>
</tr>
<tr>
<td><strong>Reporting</strong></td>
<td>Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI</td>
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</table>

- **SwORD**
  - SMS/Text | Spreadsheet | Web Form | API
- **PDI**
  - Enter plans and see gaps
- **Reporting**
  - View all plans and gaps
  - Activity reports & coverage gaps
  - See Fed response rate data
  - Reports & analysis: pivot & adapt

- **SwORD**
  - Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI
SMS/Text Outreach Reporting Tool
SMS/Text Outreach Reporting

*Simplified, faster reporting for partners & increased probability of SwORD receiving data with SMS/Text message reporting of outreach activities.*

Users text a number with their report. It is interpreted by Artificial Intelligence and automatically added to SwORD. Users can add more details later.
Uses AI to make outreach reporting extremely simple

Increases our chances of getting complete data; minimizes gaps

Geo-codes address and automatically adds to SwORD

Users can edit / add data afterwards

Also supports MMS (send pictures of events)

No app or special software needed; just a phone

Anyone with a SwORD account can register
Political Data, Inc. (PDI)
Why PDI for Census?

- Statewide account creates opportunities for all partners to leverage a cohesive single platform for canvassing data
- Simplified, centralized outreach reporting for Census; many partners are already familiar with PDI and have indicated in their strategic plans an intent to use the tool
- Consistent, quality data sent to SwORD
- Easier for partners using the tool to see gaps in coverage
- Reduced duplicate door knocks for California residents
PDI for Census | Approach

- Supports a simplified and consistent message to promote Census
- Anticipating levels of participation, at the neighborhood level and identifying areas of concern
- “PDI for Census” App will be available in the App Store/Google Play Store, to approved users
PDI | Canvasser Screens

- Assignment are made in the Admin screens (not shown), Canvassers work their assignments via the mobile app.
- Can view homes that need to be covered with a list or map view.
- SwORD’s HTC maps are integrated, providing a seamless user experience.
- Can mark household as not home, add people to the household and even add new addresses.
PDI answers are captured and sent to SwORD on a nightly basis via the automated API.

PDI is one of several other third-party apps using the SwORD API.

Canvassing and other touchpoints can be viewed alongside other reported data Statewide.

Partners do not need to fill in separate reports.
Questions?
2020 Census
California Complete Count Committee
September 4, 2019

Michael T. Thieme Assistant Director
Decennial Census Programs, Systems and Contracts
2020 Census Cybersecurity Overview
2020 Census Cybersecurity
Evolving Cybersecurity Threat Areas

**External Threats**
- Compromising Respondent Device
- Compromised External Network Access
- Impersonation of the U.S. Census Bureau
- Invalid Response
- Disruptions to the Internet Self-Response Web Site
- Data Breaches

**Internal Threats**
- Compromised Employee Devices
- Data on Individual Devices has minimal value to cybercriminals
- Data collected and protected by the Census Bureau
- Individual Data + Everyone’s Data = High Value

**Risk Mitigation Strategy**
- Continuously evolving our cybersecurity program to prevent and detect threats
- Continuous communication and technology mitigate risk
- Data on Individual Devices
- Data on Everyone’s Data

---

Data on Individual Devices has minimal value to cybercriminals. Data collected and protected by the Census Bureau is of high value.
## Internal Cyber Threat Mitigation

### Monitoring and Directly Responding to Cyber Threats

<table>
<thead>
<tr>
<th>Internal Threat Mitigation Strategies</th>
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</thead>
<tbody>
<tr>
<td><strong>Disruption to the Internet Self-Response Web Site</strong></td>
</tr>
<tr>
<td>- Monitoring for traffic spikes and unusual activity in systems/applications</td>
</tr>
<tr>
<td>- Proactive identification of malicious traffic and robots</td>
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<tr>
<td>- Cyber threat intelligence (federal, commercial, state, and local government)</td>
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<tr>
<td>- Designed to sustain self response services</td>
</tr>
<tr>
<td>- Use of Distributed Denial of Service (DDoS) protection services</td>
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</tbody>
</table>

| **Data Breaches** |
| - Monitoring for irregular data flows |
| - Monitoring for unauthorized access |
| - Encryption of data in-transit and at-rest |
| - System/application penetration testing |
| - Security management, monitoring, and analytics |
| - Timely patch management |
| - Cyber awareness training |
| - Proactive public outreach and awareness campaign |

| **Compromised Employee Devices** |
| - Encryption of data in-transit and at-rest |
| - Remote wipe capability |
| - Monitoring user activity and detection of malicious end user |
| - Two factor authentication |
| - Phishing tests |
## External Cyber Threat Mitigation

*Relying on Partnerships to Respond*

<table>
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<tr>
<th>External Threat Mitigation Strategies</th>
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<tbody>
<tr>
<td><strong>Compromising Respondent Device</strong></td>
</tr>
<tr>
<td>- Minimal storing of data on device</td>
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<tr>
<td>- Encryption of data in-transit for website communications</td>
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<tr>
<td>- Proactive public outreach and awareness campaign</td>
</tr>
<tr>
<td><strong>Compromised External Network Access</strong></td>
</tr>
<tr>
<td>- Proactive monitoring of site performance and activity</td>
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<tr>
<td>- Proactive monitoring for unauthorized or unusual connection attempts</td>
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<tr>
<td>- Industry and interagency coordination and information sharing</td>
</tr>
<tr>
<td><strong>Impersonation of U.S. Census</strong></td>
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<td>- Proactive identification of rogue websites</td>
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<tr>
<td><strong>Invalid Response</strong></td>
</tr>
<tr>
<td>- Automated analysis of individual responses to identify irregularities</td>
</tr>
<tr>
<td>- Analysis of identified irregularities</td>
</tr>
<tr>
<td>- Data flow analysis</td>
</tr>
</tbody>
</table>
2020 Census Cybersecurity
Security is at the core of our system design

- **Flow**  Intentionally manage data flow to see unexpected behavior (hallways)
- **Contain**  Layered entry with appropriate level of security for the area (doors, walls)
- **Sustain**  Isolate areas to handle interactions (lines, tellers, guards)
- **Secure**  Lock down valuables behind closed doors (vaults, safes)
2020 Census Cybersecurity
Continuously monitoring for, and ready to respond to, new threats

- Threat Intelligence and Response Strategy
- Log Collection and Analysis
- Network Behavior Analysis
- Compliance and Patch Monitoring
- Vulnerability Management
- Malware and Anomaly Detection
- Incident Response
- Forensic Analysis
- Reporting and Communication
2020 Census Cybersecurity
*Working with Federal and Industry Partners*

- Security Architecture and Engineering
- Risk and Vulnerability Assessments
- Tabletops, Penetration Testing and Phishing Exercises
- Threat Mitigation Technology
- Threat Intelligence Briefings and Knowledge Sharing
- Continuous Threat Monitoring and Threat Mitigation
- Cyber Incident Response Support and Coordination
- Cybersecurity Communication and Training
2020 Census Cybersecurity

Communicating about Cyber

Educate the public to keep them safe when

Reduce insights to bad actors looking for vulnerabilities

More Information

Less Information
Frequently Asked Questions
How do I know my connection is secure?

Please look for the "S" in httpS:// (in the URL). This ensures that you are using a secure connection.

What browsers support the Internet Self Response (ISR), or is there a best browser?

ISR supports N and N-1 versions of:

- Microsoft (IE/Edge)
- Google (Chrome)
- Apple (Safari)
- Mozilla Foundation (Firefox and other Mozilla based browsers)
- Samsung Native browser
2020 Census Cybersecurity
Commonly Asked Questions

Does a computer need any special configuration that, if not done, could leave respondents less secure?
In general, no. ISR launches through a secure (https) connection that supports all the data security protections we have built. Though antivirus software is always advisable, our security measures do not assume or rely on respondents having it.

How long can someone be idle before it times out?
The time-out is set to 15 minutes, and the user will get a warning first before time out occurs.

Is there a confirmation number that respondents will be given once their information is submitted?
Yes, the user will receive a confirmation screen with a confirmation number as the last page of the survey and it can be saved as a pdf.
2020 Census Cybersecurity

Frequently Asked Questions

If you are overseas, can I respond via ISR?
If a user is overseas and they are using a non-U.S. Internet provider, they will be blocked.

Can I respond on my mobile device?
Yes, ISR works securely on both iPhone and Android phones.
2020 Census response at Libraries
2020 Census

Internet Access at Public Libraries

Strong partnership between the U.S. Census Bureau and the American Library Association (ALA)

- Cybersecurity is an everyday best practice for libraries
- Some libraries – like other agencies and businesses – have been targeted in the past
- Though we have no indication that libraries will be particularly targeted during the Census, the ALA and Census are working together to be prepared
2020 Census
Internet Access at Public Libraries

Census-specific Activities

• ALA already offers general cybersecurity guidance for libraries, and will be distributing additional guidance specifically related to the Census on the topic about online self-response
• ALA is consulting with library colleagues about potential additional cybersecurity needs and opportunities and will follow up if any clear solutions emerge
• For other partners (besides just libraries), Census Counts is preparing a Get Out The Count toolkit that will also include guidance about cybersecurity
2020 Census Mobile Questionnaire Assistance Centers*

*Still pending funding
2020 Census

Mobile Questionnaire Assistance Centers*

- Mobile Questionnaire Assistance Centers (M-QACs) could be deployed to hard-to-count locations across the country instead of being tied solely to static locations (as in 2010).

- At M-QACs, respondents could get assistance from trained staff, and they could answer the census on-site, using secure Census Bureau devices.

- The Census Bureau would work with partners to identify key locations where self-response rates may be low.
  - Grocery stores and markets that serve hard-to-count populations
  - Houses of worship before and after services
  - Community festivals
  - Public transit hubs
  - Libraries
  - Other high-traffic locations

*Still pending funding
2020 Census
Mobile Questionnaire Assistance Centers*

- Initially, the M-QAC locations would be where data models, such as the Response Outreach Area Mapper (ROAM), predict low self-response rates.

- As households submit responses, real-time response rates would drive where M-QACs travel.

- Would be deployed dynamically where they are most needed.

- Would also support the 2020 Census language program:
  - M-QAC staff could help respondents call for assistance
  - Directly access the questionnaire on mobile devices in the twelve non-English languages.
  - Provide language assistance guides for 59 non-English languages.

*Still pending funding
2020 Census

Mobile Questionnaire Assistance Centers*

• **M-QACs would be staffed by existing Census Bureau staff**
  • Instead of being released at the conclusion of recruiting activities (March 2020), the approximately 4,700 Recruiting Assistants hired in 2019 would simply transition to the Mobile Response Initiative and stay on until the first week of August

• **A Key Role for Census Partners**
  • Partnership Specialists would work with Complete Count Committees, state and local officials, and other local partners to identify locations for Mobile QACs and to help publicize when they will be open.
  • As households across the country submit responses, the staff would work with those same partners to identify high-priority areas to re-locate M-QACs to engage the communities to generate high visibility and increased participation.

*Still pending funding*
Questions

and

Thank You

Michael T. Thieme
Assistant Director for Decennial Census Programs, Systems
and Contracts
U.S. Department of Commerce
U.S. Census Bureau
4600 Silver Hill Rd.
Suitland, Maryland 20746

michael.t.thieme@census.gov
U.S. Census Bureau
Los Angeles Regional Census Center Updates

Jeff C. Enos
Deputy Regional Director
Los Angeles Region

September 4, 2019
2020 Census Timeline

Key census activities start in 2018 and continue through 2021

March: Census Bureau delivers questions to Congress
April: Open 6 regional census centers
October: Full implementation of the communications program
October: Partnership specialists begin working for Census Bureau

August: Begin In-Field Address Canvassing
January: Begin enumeration in remote Alaska
February: Group Quarters Operation begins
March: Update Leave begins
March: Internet Self-Response begins
April 1: Census Day
May: Nonresponse Followup begins
December 31: Deliver apportionment counts to the President

June-September: Open remaining 208 area census offices
November: Launch advertising campaign

March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)
Address Canvassing - Purpose

- The Address Canvassing Operation Serves Two Purposes:
  1. Deliver a complete and accurate address list
  2. Determine the type and address characteristics for each living quarter
- An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.
Address Canvassing - Method

Methods for Conducting Address Canvassing

1. In-Office - Complete

2. In-Field – In Progress
In-Office Address Canvassing

- Compare housing units that existed in 2009 baseline images to what exists in current imagery to identify change on the ground.
- Compare counts of housing units in the Master Address File to housing units shown in current imagery to identify coverage or geocoding issues.
- Assess current imagery for signs of stability or future change.
- Identify blocks where coverage or change was identified and determine which blocks need to be included in In-field Address Canvassing.
In-Field Address Canvassing

- Census canvassers visit neighborhoods to confirm the location of houses, apartments, shelters and other places where people could live or stay.

- Field Staff compare what they see on the ground to the existing census address list and either verify or correct the address and location information on the list.

- Blocks selected for In-field address canvassing (approx. 30% of blocks nationwide) are blocks where the Census Bureau was unable to confirm the accuracy of the address list to an acceptable confidence level during the in-office address canvassing operation. These include blocks flagged with growth/decline of living quarters or where the number of living quarters does not match the number of addresses in the Master Address File.
In-Field Address Canvassing

- Address Canvassing will be conducted from August 4th to October 18th.

- Canvassers will attempt to knock on every door in the neighborhood they are canvassing.
  - Verify address information
  - Collect associated mailing address information
  - Collect information about any additional housing units present at the address

- Census canvassers will always have an official government badge with photo ID, an official bag, and an official laptop with the 2020 Census logo.
In-Field Address Canvassing Interactive Map

https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=1a0004d1745547888c8fd2f4d929d42f
In-Field Address Canvassing
Los Angeles Region

- Number of Active Staff (Address Canvassers and Field Supervisors) deployed throughout California – 2,986

- Number of Housing Units that are part of in-field address canvassing workload – 3.5 million
Efforts to Inform Law Enforcement

- Each and every law enforcement agency in the country was sent a memo and poster about Address Canvassing.
  - The poster contains sample pictures of the official government badge with photo ID and the bag and laptop with the 2020 Census logo that address canvassers will have with them.

- Every police station in the country will show the Address Canvassing video the week of August 4th at the start of police shifts, known as roll call, so that police officers know the operation is occurring and how to identify a census worker.
Resources – Address Canvassing Videos

English: https://youtu.be/tOSl4sc3Ts4
English Downloadable Video: https://www.census.gov/library/video/2019/address-canvasing-for-2020-census.html
English with Spanish Subtitles: https://youtu.be/57qRCTEND2w
Confirming Neighborhood Canvasser Employment

Los Angeles Regional Census Center
AK, CA, HI, ID, NV, OR, WA

Contact your Regional Census Center
TO CONFIRM NEIGHBORHOOD CANVASSER EMPLOYMENT
http://2020census.gov/contact-us/rcc

States Served
- Alaska
- California
- Hawaii
- Idaho
- Nevada
- Oregon
- Washington

213-314-6500
On-Going Census Surveys

• The Census routinely deploys staff in communities to collect responses from on-going Census surveys, drop off materials, and conduct quality checks.

• Employees conducting this work will also have official Census Bureau credentials and materials.

• Examples of ongoing Census Surveys
  - American Community Survey
  - Survey of Income and Program Participation
  - Current Population Survey
  - American Housing Survey
  - National Crime and Victimization Survey
  - National Health Interview Survey
  - National Survey of College Graduates
2020 Census Timeline

2018
- March: Census Bureau delivers questions to Congress

2019
- April: Open 6 regional census centers
- October: Full implementation of the communications program

2020
- January: Begin In-Field Address Canvassing
- February: Group Quarters Operation begins
- March: Update Leave begins
- March: Internet Self-Response begins
- April 1: Census Day
- May: Nonresponse Followup begins

2021
- December 31: Deliver apportionment counts to the President

Key census activities start in 2018 and continue through 2021
- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices
- November: Launch advertising campaign

Operation and Implementation Phase
- March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)
How the 2020 Census will invite everyone to respond

- **95%** of households will receive their census invitation in the mail.

- **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

- **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don’t live in households, such as students living in university housing or people experiencing homelessness.

2020CENSUS.GOV
Type of Enumeration (TEA) Viewer

https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242ac9f849f381090cf44715340
Accelerating Recruiting Efforts

When to apply
Apply now – Recruiting through March 2020

How to apply
Apply online – www.2020census.gov/jobs

Other positions available
www.census.gov/fieldjobs
We need help to get the word out

How Can you help?

• Post information about 2020 census jobs using your organizations social media channels.
• Post information about 2020 census jobs on your organization’s website and/or in newsletters.
• Distributing promotional materials about 2020 Census jobs to your clients, customers, and/or members.

APPLY FOR A 2020 CENSUS JOB

2020census.gov/jobs
Contact Information

Luz M. Castillo
Assistant Regional Census Manager
Community Partnership & Engagement Program
U.S. Census Bureau - Los Angeles Regional Census Center
213-314-6267
Luz.m.castillo@2020census.gov

Los Angeles Regional Census Center
555 W. 5th St, 30th Floor
Los Angeles California, 90013
Outreach Update

Emilio Vaca
Deputy Director of Outreach

Yumi Sera
Northern California Regional Lead
## Implementation Plan Workshop

### Completed To Date:

<table>
<thead>
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<th>Location</th>
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<tr>
<td>June 5, 2019</td>
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<tr>
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<td>Riverside</td>
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<td>June 14, 2019</td>
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# Implementation Plan

## Workshops

**Completed To Date:**

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<tr>
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<td>Bakersfield</td>
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<td>El Centro</td>
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<td>August 16, 2019</td>
<td>San Diego</td>
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<tr>
<td>August 23, 2019</td>
<td>Santa Ana</td>
</tr>
<tr>
<td>August 28, 2019</td>
<td>LA – in partnership with LA Regional Census Table</td>
</tr>
<tr>
<td>Consolidated with</td>
<td>El Monte, Long Beach, South Los Angeles, Palmdale, San Fernando, Huntington Park</td>
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Implementation Plan Workshop

Next

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<tr>
<th>Date</th>
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<tr>
<td>September 26, 2019</td>
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Need to reschedule

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</tr>
<tr>
<td>Merced</td>
</tr>
<tr>
<td>Stockton</td>
</tr>
<tr>
<td>San Luis Obispo</td>
</tr>
<tr>
<td>Oxnard</td>
</tr>
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</table>
Strategic Plan Purpose

Contracted partners’ strategic plans identified approaches to reach the least likely to respond, including:

- Outreach based on census tracts
- Language and communication access
- Collaboration and partnerships
- Coordination
- Data management
- Local Complete Count Committee structure and coordination

These plans lead to the Implementation Plan due in October.
# Strategic Plans Approval

<table>
<thead>
<tr>
<th>Entity</th>
<th># Approved</th>
<th># Review in Process</th>
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<td></td>
<td>Health Faith Based</td>
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</table>

As of 8/28/19
Jeremy Payne
Program Manager
Equality California Institute
Welcome

California Complete Count Statewide Advisory Committee

- Equality California
- Statewide CBO
- Census Outreach Efforts
Our Strategy
Our Strategy

✓ From June 2019 to November 2019 and then April 2020 to August 2020, we will maintain a significant presence at LGBTQ Pride events.

✓ EQCAI will develop EQCAI-branded Frequently Asked Questions (FAQ) fact sheets to be disseminated at our LGBTQ Pride events.

✓ Beginning January 2020, we will begin census engagement via text and phone banking.
Our Strategy

✓ In June 2019, we began our comprehensive and culturally competent digital communications campaign, targeting LGBTQ individuals with membership in other HTC demographic populations.

✓ We also began the subgrant process with organizations that serve particularly hard to count subscts of the LGBTQ community to help reach and educate HTC communities utilizing in-person outreach tactics.
Our Strategy

✓ We will be securing and tracking contact information for outreach either digitally or face-to-face.

✓ These contacts will be combined to create a larger universe of LGBTQ individuals who will receive follow-up, guidance, and questionnaire technical assistance during the self-response period.
Outreach in the Community
¡No me van a silenciar! Seré contado.
Hoy, yo prometo que voy a completar el Censo 2020.

¿POR QUÉ ES EL CENSO 2020 IMPORTANTE PARA LA COMUNIDAD LGBTQ?

El Censo de EE.UU., que se realiza cada 10 años, intenta contar a cada persona que vive en el país. Sin embargo, el Censo generalmente cuenta de menos a la diversa comunidad LGBTQ de California.

En dos años, los resultados del Censo 2020 se usaran para trazar los distritos legislativos y del Congreso y determinarán la representación de los votantes.

¿En qué país se nos cuenta de menos?

¿POR QUÉ ES EL CENSO 2020 IMPORTANT PARA LA COMUNIDAD LGBTQ?

También es importante porque hay más de 300 programas federales y más de 600 millones en fondos federales asignados anualmente en base a los datos del Censo de EE.UU. que son importantes para responder a las necesidades de los californianos LGBTQ (incluyendo Medicaid y el Programa Supplementario de Asistencia Nutricional). *Nuestras familias LGBTQ merecen acceso justo a la democracia y los servicios sociales.

Comprométase a completar el Censo 2020 llenando el formulario de abajo:

Nombre
Domicilio
Ciudad
Estado
Código Postal
Teléfono
Email
Firma

#WillBeCounted es un programa de Equality California, la organización estatal de derechos civiles para gente LGBTQ más grande del país. Información de contacto pública es compartida con Equality California y con #WillBeCounted organizaciones compañeras cuyas actividades son compatibles con la misión de Equality California.

*Fuente de información: George Washington University, Counting for Dollars 2020 National LGBTQ Task Force; Why the Census Matters for LGBTQ People.
What is the Census? A national population count that occurs every ten years.

Who gets counted? Everyone! The Census counts all people who reside in the US, regardless of citizenship or immigration status.

What questions does the Census ask? The census will ask your name, sex, age, date of birth, race/ethnicity, as well as those details for everyone in your household. Answers must be completed truthfully, and false answers may face a penalty of $500 – yet, no one has been prosecuted under this provision since the 1970 U.S. Census.

All information is your own self-identified information, including name, race/ethnicity, and gender identity.

Is the Census safe? YES! Title 13 requires your information to be kept confidential and prevents your responses from being used against you by any government agency.

Can U.S. Census Bureau workers share my information? No, it’s illegal!

U.S. Census Bureau workers who have access to your personal information are sworn for life to protect confidentiality and are subject to a $250,000 fine and/or up to five years in federal prison for the wrongful disclosure of information.

What do they do with my information? Personal information is strictly confidential through encryption and statistical disclosure controls, which prevent anyone from being able to trace census statistics back to an individual.

Where can I be counted? Online, by telephone, or via mail! This is the first Census to go digital.

Why do we have a Census? An accurate and complete count is vital because the data is used to make sure everyone is equally represented in our political system and that government resources are allocated fairly.

- The Census data determines how many congressional seats a state receives.
- How much federal funding will be allocated to local communities for programs and projects ranging from early childhood education to senior nutrition.
- Provides a picture of the changing demographics of the country.

¿Qué es el censo? Cada 10 años, el gobierno cuenta toda la población nacional.

¿A quien cuentan? ¡A todos! El censo cuenta a toda la gente que vive en el país, no importa su estatus de ciudadanía o inmigración.

¿Qué preguntas puedo esperar en el Censo? Su nombre, sexo, edad, fecha de nacimiento, raza y las mismas preguntas aplican a toda la gente en su hogar. Las respuestas deben ser contestadas honestamente. Si contesta con respuestas falsas podría enfrentar una multa de $500 – pero desde el Censo de 1970, nadie ha sido penalizado bajo esta provisión.

Toda la información colectada son datos que usted da incluyendo su nombre, raza/etnicidad y su identidad de género.

¿Ay peligro en participar en el censo? No. El Título 13 requiere que toda información juntada para el censo será mantenida privada y no puede ser usada contra ninguna persona por el gobierno.

¿Pueden los trabajadores de la agencia del Censo compartir mi información? No. Es ilegal.

Si un trabajador de la agencia del censo de los EE. UU datos personales, ese trabajador podría ser multado/a hasta $250,000 y/o encarcelado/a por hasta cinco años en cárcel federal.

¿Qué hacen con mis respuestas? Información personal es confidencial y es cifrada. Así evita que las respuestas puedan ser conectadas con cualquier individuo.

¿Donde puedo participar? ¡En línea, por teléfono o por correo! ¡Este es el primer año que el censo está disponible digitalmente!

¿Porque hay un censo? Es vital tener un cuento preciso porque esa información será usada para asegurarnos que todos son representados en nuestro sistema político y para repartir fondos para programas necesarios.

- La información establece el número de sillas estatales del congreso.
- Cuanto dinero se va a dirigir a ciertos programas federales incluyendo educación y nutrición para ancianos, y
- Ofrece una vista a los demográficos del país.
Coalition Building & Resources
# WILL BE COUNTED
Thank You!
Dr. Karthick Ramakrishnan
Inland Empire Complete Count Committee
#2020Census in the I.E.
Organizing and Innovating to “Get Out the Count”

Karthick Ramakrishnan
Director of IE Complete Count Committee
I.E. Undercount Risk

1.13 million live in Census Tracts with high HTC scores
  
  642,000 in San Bernardino County
  
  486,000 in Riverside County
How is the IE Organizing and Innovating to Achieve a Complete Count?
Objectives

1. Information sharing across sectors
   • public, private, nonprofit, academic
2. Collaboration: avoiding duplication, awareness of gaps
3. Ensuring resources are allocated efficiently and equitably
4. Create legacy effects that strengthen the region
How did we get here?

• **Summer 2018**
  - Anxiety that our region is behind LA County
  - UCR helps organize State Census regional meetings
  - Relationship building with counties, nonprofit table, very strong RFI submitted

• **Fall 2018**
  - Uncertainty about 2-county or IE Complete Count committee
    - UCR organizes "design session" involving county and COG representatives
    - Proposal for innovative IE CCC structure proposed, feedback from nonprofit table and funders
    - Census Outreach Table holds # meetings on information sharing, planning, governance, MOU, and increasing size of coalition each month
City or other CCC coordinating with Regional CCC subcommittee

Field Outreach: Regions

- High Desert
- San Bernardino Metro
- Morongo Basin
- Riverside Metro
- Riverside Central
- Riverside Southwest
- Riverside Eastern
- Tribal Governments

Field Outreach: HTC Communities

- Limited English Proficient
- Young mobile
- LGBT
- Homeless
- Children
- Undocumented
- African American
- Latinx
- Asian Am
- NHPI
- Disabled
- Transitioning Age Youth
- AIAN
INLAND EMPIRE

Counties eye ‘complete’ census

Supervisors in Riverside, San Bernardino join push to ensure every person counted

By Jeff Horserman

Inland Empire supervisors are working on a campaign to ensure every resident is counted in the 2020 census.

The boards of supervisors in both counties recently voted to join a “complete count committee” for the Inland Empire. This committee is focused on increasing awareness and participation in the census.

The committee’s goal is to increase the response rate in the Inland Empire, especially among communities of color and low-income households.

NEWS

Census 2020: Los Angeles County’s loss could be the Inland Empire’s gain in 2021 redistricting

The Rose Institute’s predictions are based on a 2020 Census forecast

By Jeff Horserman

A reshuffling of political representation in favor of the Inland Empire and to the detriment of Los Angeles County could be in order following the 2020 census, according to a new report from a Southern California think tank.
Census Work Timeline

Plan: Data, Mapping, Committees (Jan 2019 - )
Educate: Stakeholder education, public awareness (2019)
Motivate: Pledge cards, door-to-door, trusted messengers (2019)
Activate: Get Out the Count (March 2020 – June 2020)
More information?

CensusIE.org
IECounts.org
Committee Members Report on Quarter Goals

Alex Padilla
Chair
California Complete Count Committee
Secretary of State
Committee Members Report on Quarter Goals

- Quarter 1—Get Smart
- Quarter 2—Document your Influence
- Quarter 3—Engage and Activate
- Quarter 4—Deeper Dive, Focusing on Areas that Need Extra Support
Discussion

How have you used your influence to help with Census 2020?
Discussion

How have you engaged with communities and with the activities of the Complete Count Census 2020 Office?
Discussion

What gaps have you identified that need additional support?

How can you help fill gaps in the areas of outreach and communication?
25 Minute Public Comment
California Complete Count Office
Website: census.ca.gov
Email: info@census.ca.gov
(916) 852-2020