California Complete Count Committee

PUBLIC MEETING

300 S. SPRING STREET, LOS ANGELES|SEPTEMBER 4, 2019

Bagley-Keene Open Meeting Act Overview

Julia Zuffelato
Deputy Attorney General
Department of Justice

Bagley-Keene Open Meeting Act

Abbreviated Training for State Bodies

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 or executive order.

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 decisionmaking from information gathering to final vote.
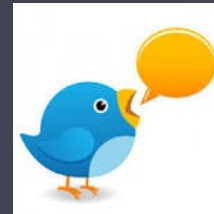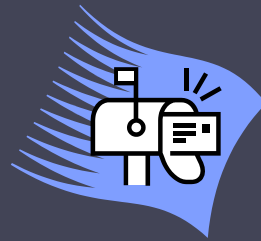
Serial Communications: Prohibition

- 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.

D. Wheel pattern
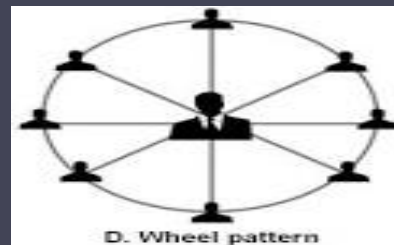
Serial Communications: Prohibition

- 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).
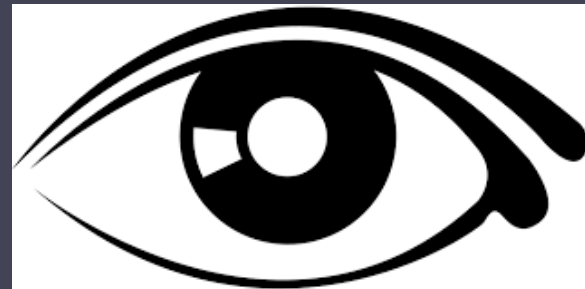
- Rule of Two

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

07/01
Fiscal Year begins

Counties 2nd Quarterly Report due

Regional and Statewide 1st Quarterly Report due

07/19
Outreach and PR Contract Award

Monthly State Agency Outreach Meeting

07/23
Begin SwORD user community meetings

July
Legislative Report due

Release SOCS Interim

Outreach and PR contract starts

08/01
Legislative Briefing

June – September: Open remaining 208 area census offices

August: Conduct in-field Address Canvassing

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

09/19
Outreach and PR content and Development Plan Due

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

July 2019

August 2019

September 2019

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

Census Office Call for Contractors

07/31
County Offices of Education Outreach Plan due

League of Communities Colleges - A resolution to support Census

Monthly
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Road to the California 2020 Census
Motivate Phase

October
Legislative Report due

Regional and Statewide Quarterly Report due

10/15
County Offices of Education status Report due

census.org website launched

11/1
Outreach and PR Campaign launched

11/30
Tribal Consultations end

12/31
Release Final SOCS Plan

October 2019 | **November 2019** | **December 2019**

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SwORD user community meetings

10/31 Regional, ACBO, Sector Statewide and County Implementation Plan due

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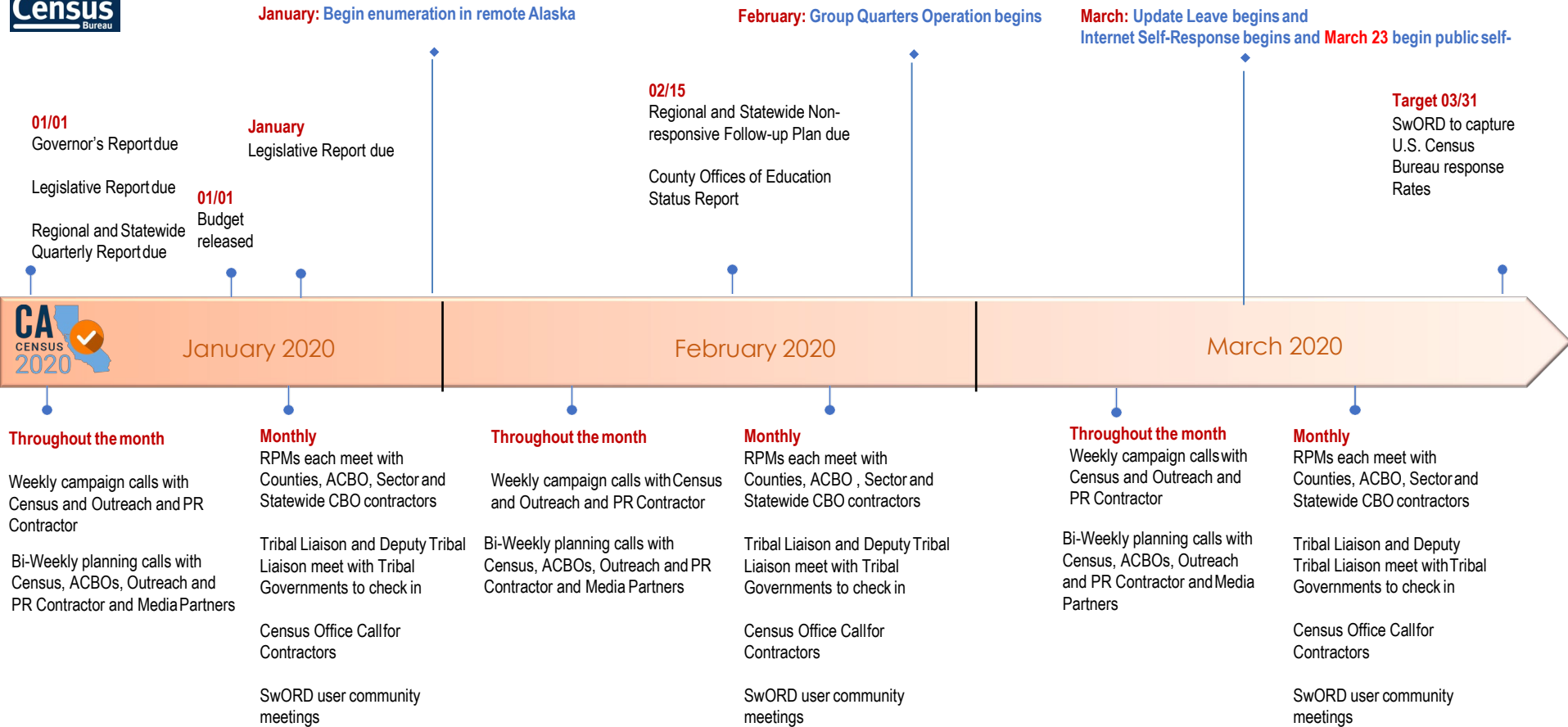RPMs each meet with Counties, ACBO, Sector and Statewide CBO contractors

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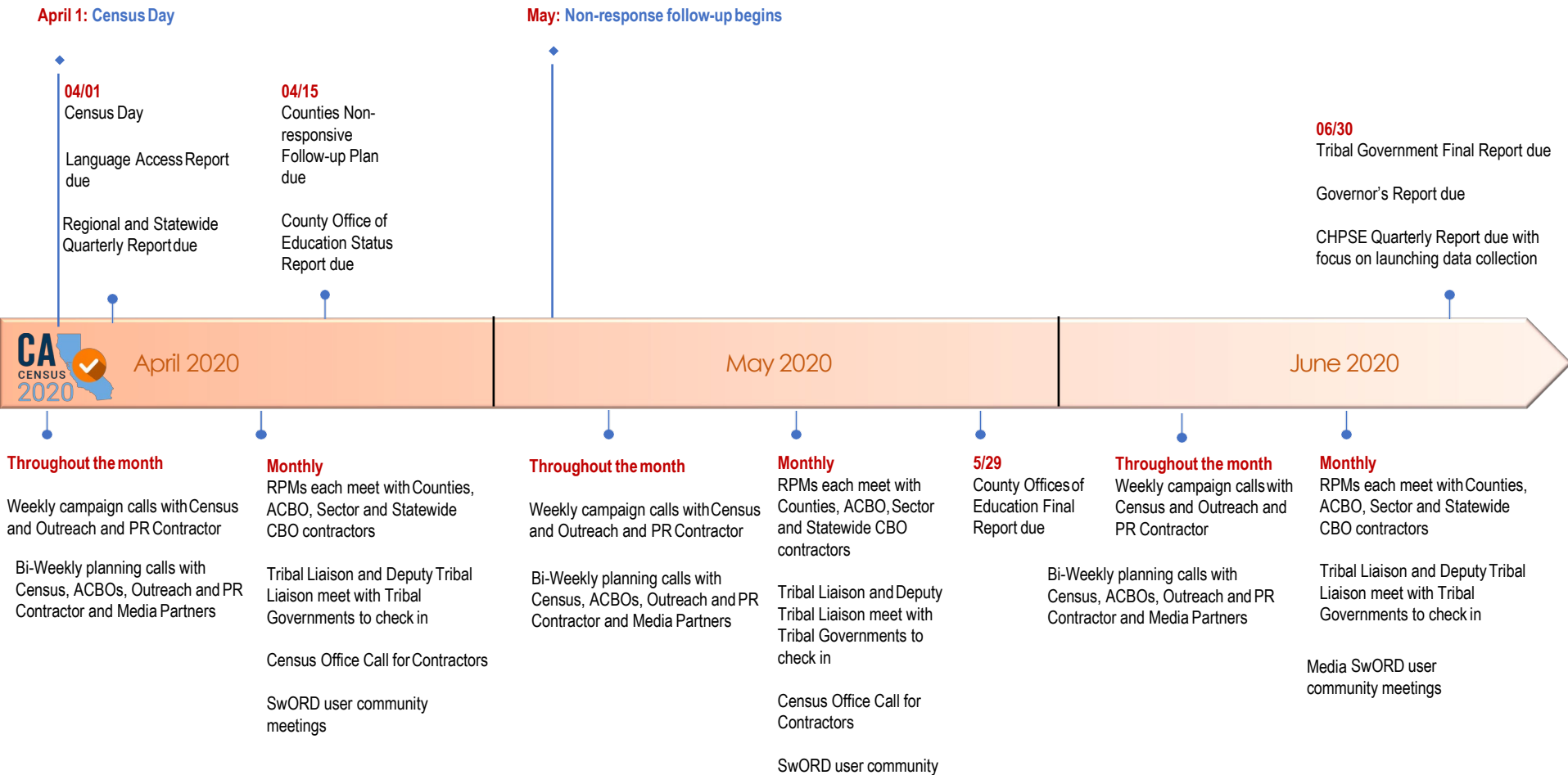
SwORD user community meetings

Road to the California 2020 Census
Activate Phase

January: Begin enumeration in remote Alaska

February: Group Quarters Operation begins

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

01/01
Governor's Report due

Legislative Report due

Regional and Statewide Quarterly Report due

January
Legislative Report due

01/01
Budget released

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

County Offices of Education Status Report

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

CA CENSUS 2020

January 2020 | February 2020 | March 2020

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SwORD user community meetings

Road to the California 2020 Census

Activate Phase

United States Census Bureau

April 1: Census Day

May: Non-response follow-up begins

04/01
Census Day

Language Access Report due

Regional and Statewide Quarterly Report due

04/15
Counties Non-responsive Follow-up Plan due

County Office of Education Status Report due

06/30
Tribal Government Final Report due

Governor's Report due

CHPSE Quarterly Report due with focus on launching data collection

| CA CENSUS 2020 April 2020 | May 2020 | June 2020 |

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SwORD user community

5/29
County Offices of Education Final Report due

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Media SwORD user community meetings

Road to the California 2020 Census
Follow-up Phase

United States Census Bureau

09/30
Regional and Statewide Final Report due

Counties Final Report due

CHPSE Quarterly Report due with focus on continuing data collection.

07/01
Legislative Report due

CA CENSUS 2020

| July 2020 | August 2020 | September 2020 |

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SwORD user community meetings

Road to the California 2020 Census

United States Census Bureau

December 31: Deliver apportionment counts to the President

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

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Road to the California 2020 Census

1/1
Legislative Report due

3/31
CHPSE Quarterly Report due with
evaluation question results memo

January 2021

February 2021

March 2021
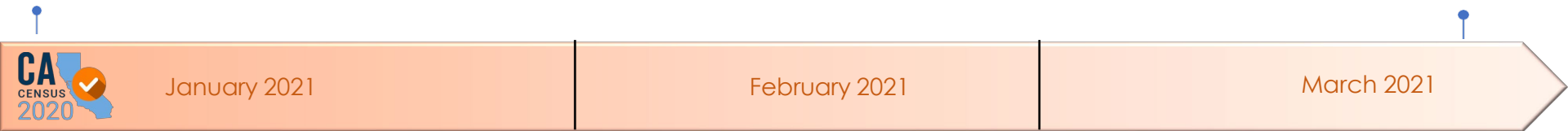
Road to the California 2020 Census

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	Media Campaign	Local Capacity
• Press • Social media • Earned Media	• Communication support • "air game"	• 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

Mercury's Team

FABIAN NÚÑEZ
Account Principal, Mercury

STACEY LEGAY
Media & Partnerships

CAROLYN BECKER
Account Project Manager, Mercury

MAYA ARAMOUNI
Reporting Specialist

JESSICA NG
Communication Specialist

DEVON KEELER
Media Specialist

ALEXANDRA LOMBARDI
Digital Media Specialist

NICOLE FLOTTERON
Misinformation Specialist

MICAH GRANT
Deputy Communication Specialist

CARRIE SOUZA
Deputy Media Specialist

MARITZA PADILLA
Deputy Media Specialist

OSCAR CHIARELLA
Deputy Digital Media Specialist

JANE MURCIA
Deputy Digital Media Specialist

TEAM LEADS

US CENSUS LEAD: Amy Fahnestock
REGIONAL MESSAGE TESTING LEAD: Jane Olvera
LATINO MEDIA SPECIALIST: Renee Ostrom
AFRICAN-AMERICAN MEDIA SPECIALIST: Paulette Brown-Hinds
MULTICULTURAL MEDIA SPECIALIST: Sandy Close
CREATIVE LEAD: Matt Rallens
DVBE & TRANSLATION SPECIALIST: Joshua Ders
FARM BUREAU SPECIALIST: Laura Mcintosh

REGIONS 1 & 2 LEAD: Araceli Gutierrez

REGIONS 3, 4, & 8 LEAD: Jane Olvera

REGIONS 5 & 6 LEAD: Elizabeth Catanesi

REGION 7 LEAD: Paulette Brown-Hinds

REGIONS 9 & 10 LEAD: Audrey Patterson
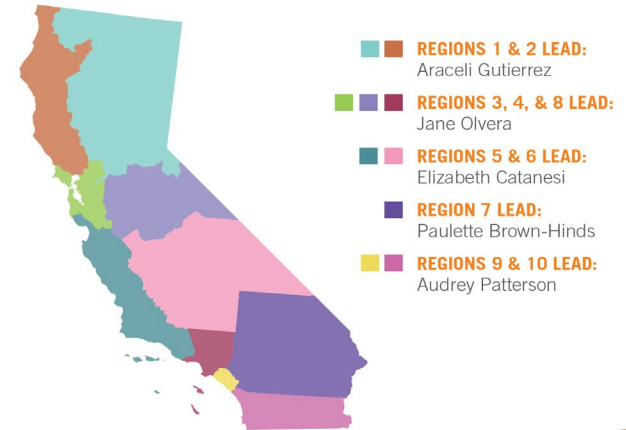
Campaign

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 Model

Community-**based participatory research** (**CBPR**) is a collaborative process between **community-based** organizations and academic investigators.

Collaborative Program

Community

Groups

Individual
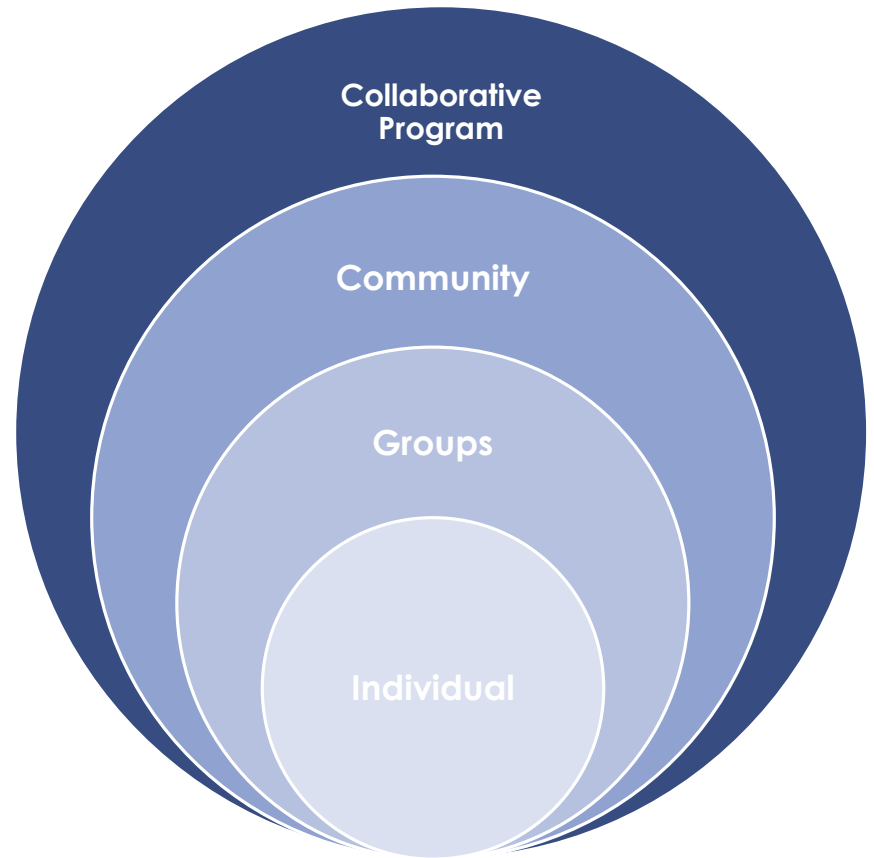
Five-Pronged Research Approach

Community Survey

Research Analysis

Statewide Digital Survey

Media Market Data

A/B & Message Testing
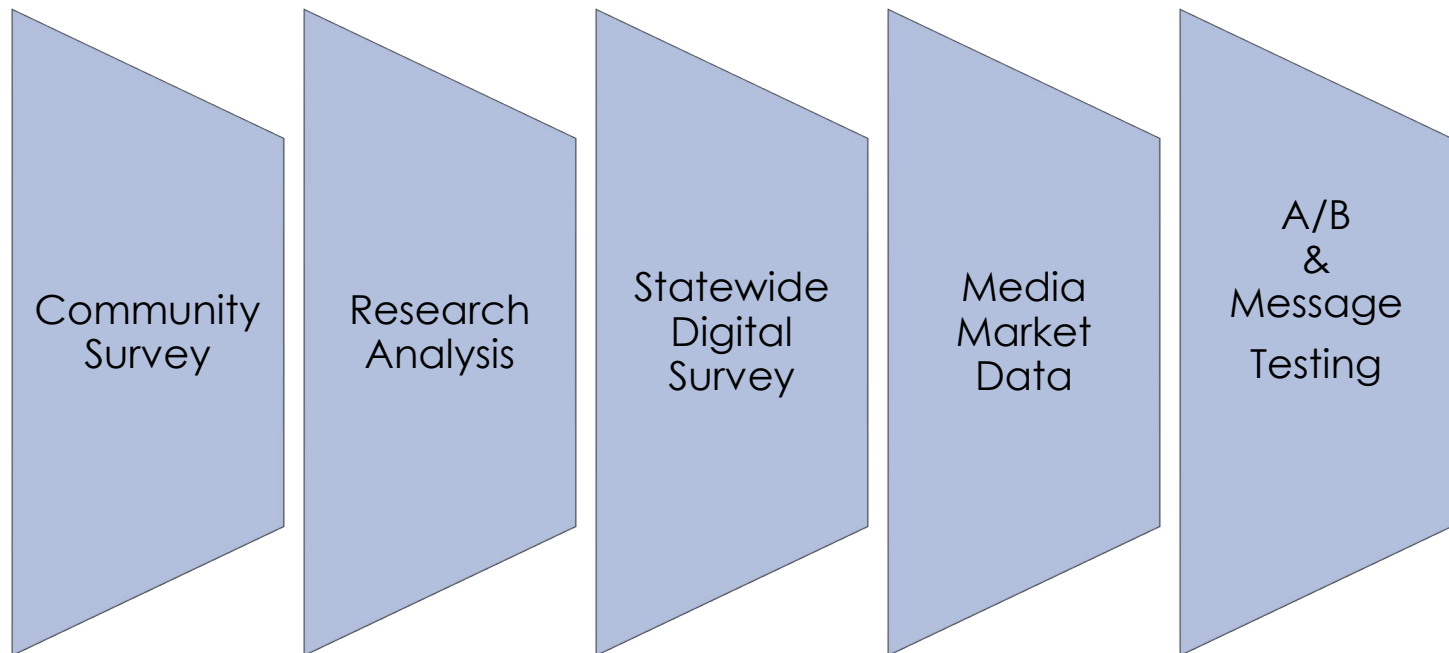
A Nimble Approach

- **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

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

Spanish	Korean	Russian
Chinese (Cantonese + Mandarin)	Armenian	Japanese
Vietnamese	Farsi	Punjabi
Tagalog (including Filipino	Arabic	Khmer

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:
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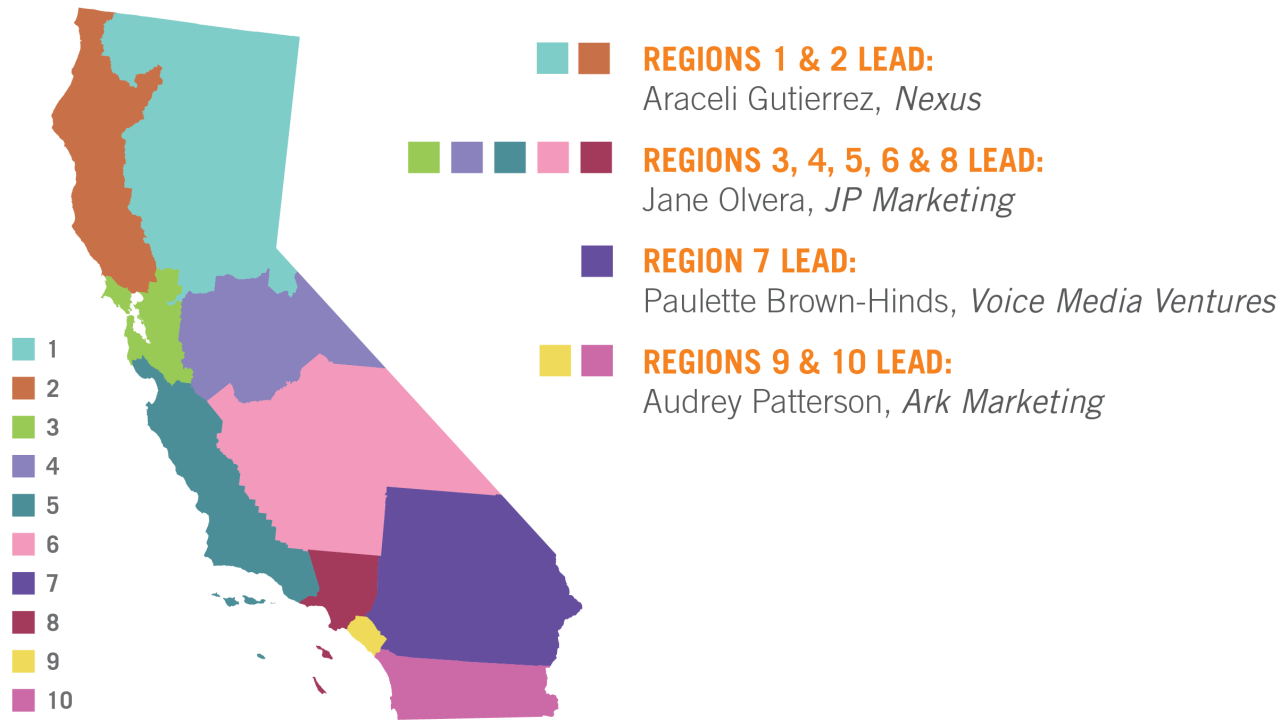
Region Leads & Partners

- 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

Committee Comment

Public Comment

2020 Census
California Complete Count Committee

September 4, 2019

Michael T. Thieme Assistant Director
Decennial Census Programs, Systems and Contracts

2020
Census
Cyber-
security
Overview

Shape
your future
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2020

2020 Census Cybersecurity
Evolving Cybersecurity Threat Areas

Cyber Threats

Data Vulnerabilities

Risk Mitigation Strategy

External Threats
Beyond
U.S. Census Bureau
Control

Compromising Respondent Device

Compromised External Network Access

Impersonation of the U.S. Census Bureau

Invalid Response

Data on Individual Devices has minimal value to cybercriminals

Continuous communication and technology mitigate risk

Continually evolving our cybersecurity program to prevent and detect threats

Internal Threats
Within
U.S. Census Bureau
Control

Disruptions to the Internet Self-Response Web Site

Data Breaches

Compromised Employee Devices

Data collected and protected by the Census Bureau

Individual Data + Everyone's Data =

High Value

2020CENSUS.GOV

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Internal Cyber Threat Mitigation
Monitoring and Directly Responding to Cyber Threats

Internal Threats
Within
U.S. Census Bureau
Control

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

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External Cyber Threat Mitigation
Relying on Partnerships to Respond

External Threat Mitigation Strategies	
Compromising Respondent Device	▪ Minimal storing of data on device ▪ Encryption of data in-transit for website communications ▪ Proactive public outreach and awareness campaign
Compromised External Network Access	▪ Proactive monitoring of site performance and activity ▪ Proactive monitoring for unauthorized or unusual connection attempts ▪ Industry and interagency coordination and information sharing
Impersonation of U.S. Census	▪ Proactive identification of rogue websites ▪ Interagency coordination and information sharing ▪ Proactive public outreach and awareness campaign
Invalid Response	▪ Automated analysis of individual responses to identify irregularities ▪ Analysis of identified irregularities ▪ Data flow analysis

External Threats
Beyond
U.S. Census Bureau
Control

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2020

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)

https://www.ramtechmodular.com

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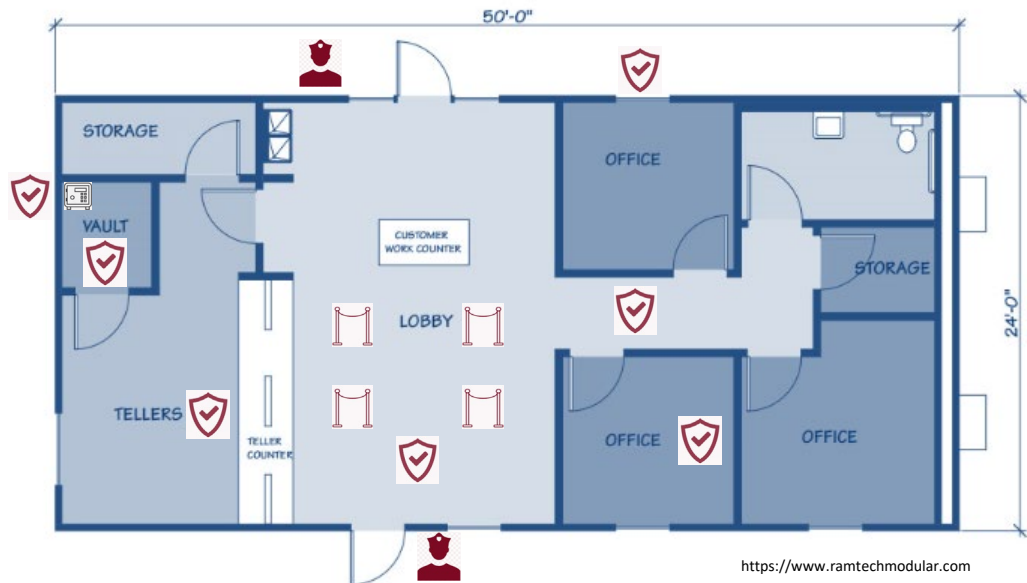
2020 Census Cybersecurity
Continuously monitoring for, and ready to respond to, new threats

Technology · **People** · **Process**
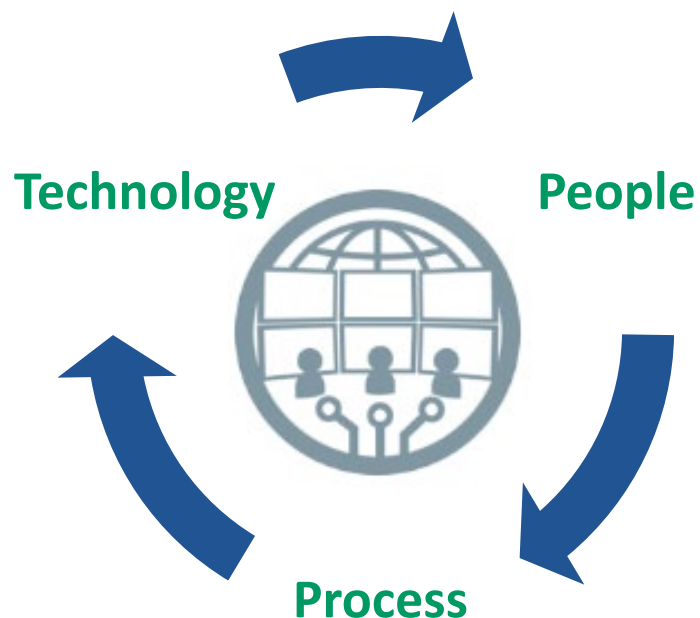
- Threat Intelligence and Response Strategy
- Log Collection and Analysis
- Network Behavior Analysis
- Compliance and Patch Monitoring
- Vulnerability Management
- Malware and Anomaly Detection
- Incident Response
- Forensic Analysis
- Reporting and Communication

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2020 Census Cybersecurity
Working with Federal and Industry Partners

Census

Industry

Federal
Agencies
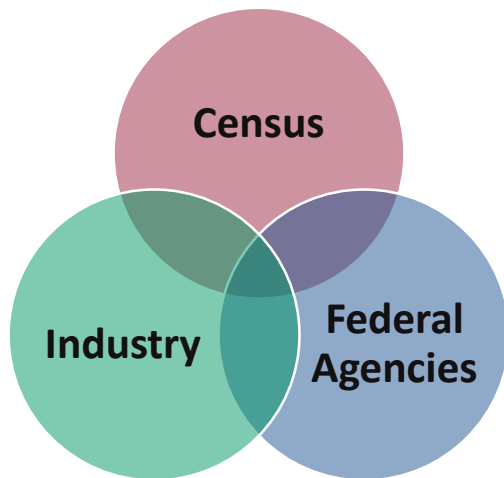
- Security Architecture and Engineering

- 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

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2020 Census Cybersecurity
Communicating about Cyber

More Information

Educate the public to keep them safe when

Reduce insights to bad actors looking for vulnerabilit

Less Information

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Cyber-Security FAQ

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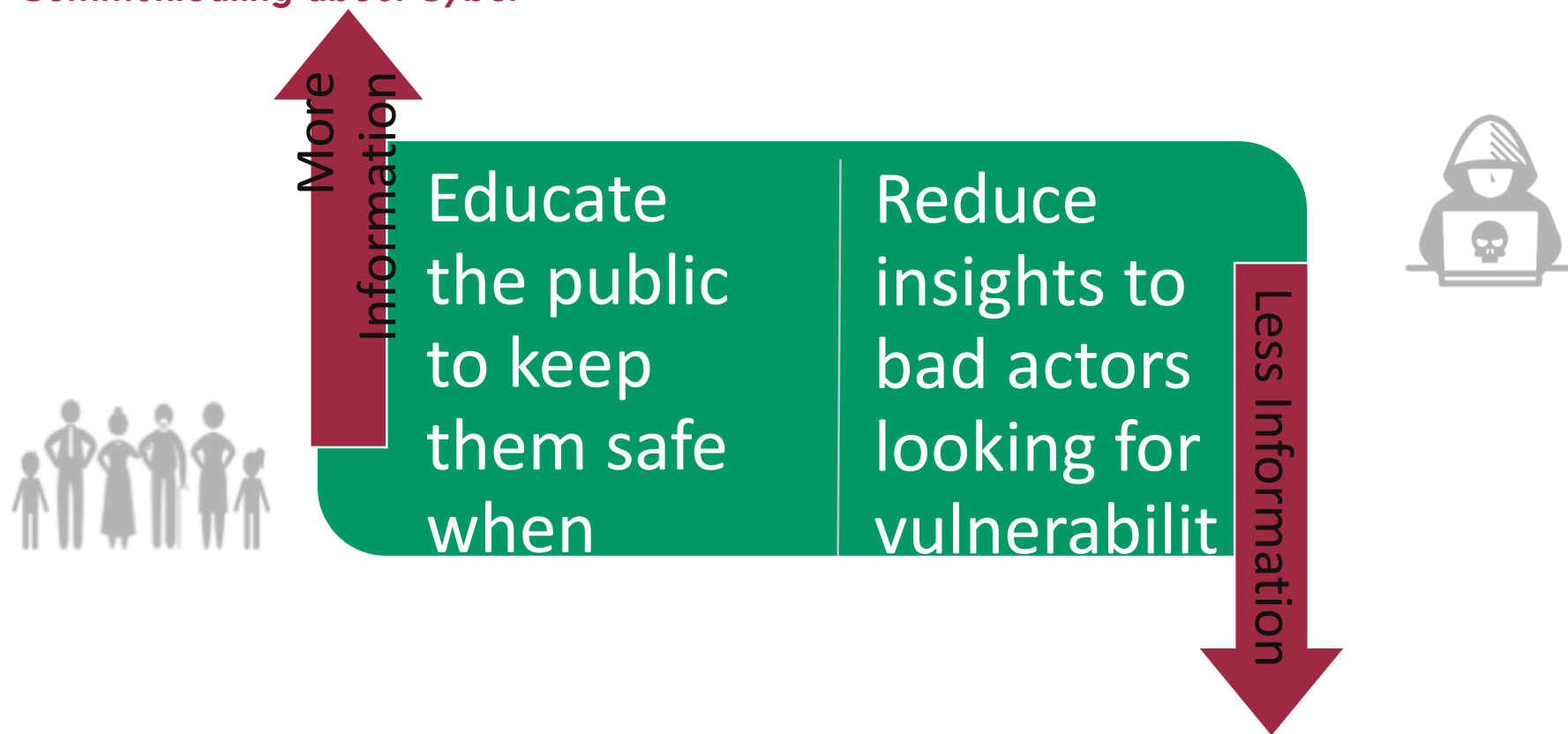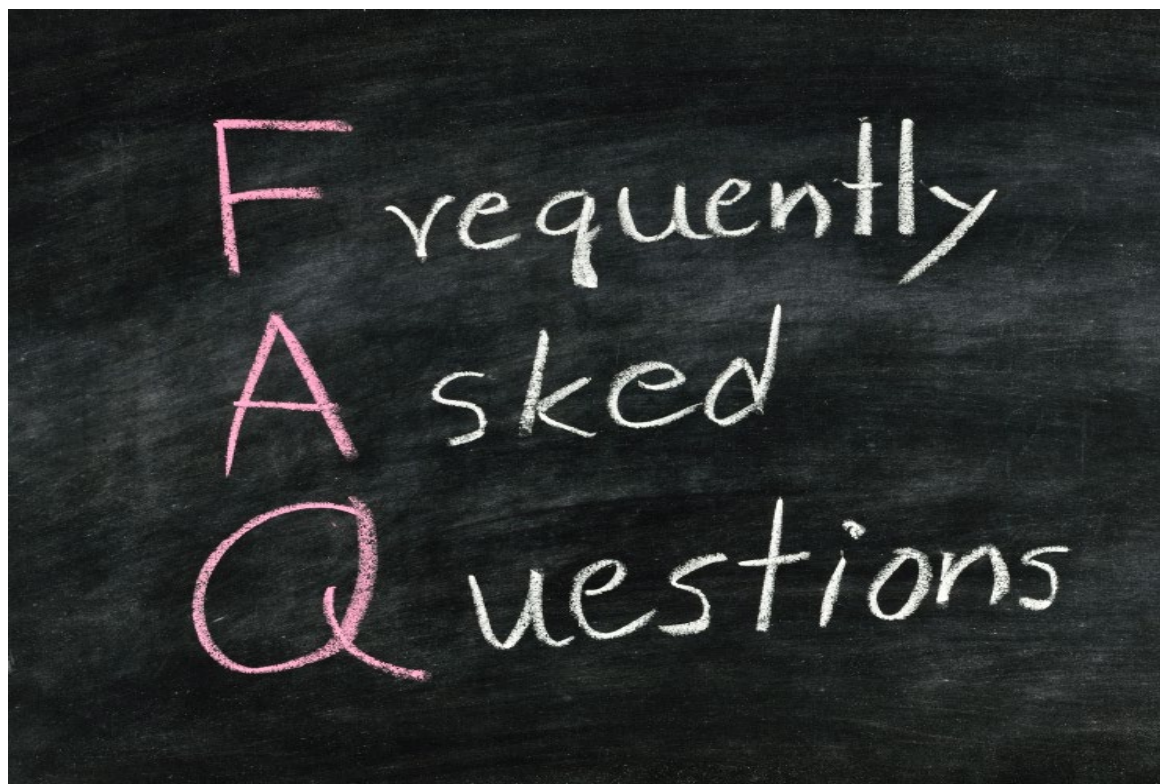
2020 Census Cybersecurity
Frequently Asked Questions

How do I know my connection is secure?

Please look for the "**S**" in http**s**:// (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

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Census 2020

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.

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2020 Census Cybersecurity
Frequently Asked Questions

If I am 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 Andriod phones.

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2020 Census response at Libraries

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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

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2020 Census Mobile Questionnaire Assistance Centers*

*Still pending funding

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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

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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

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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

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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

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2020

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

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

2018 **2019** **2020** **2021**

OPERATION AND IMPLEMENTATION PHASE

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

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

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2020CENSUS.GOV

Address Canvassing - Purpose

❑ **The Address Canvasing 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.**

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Address Canvassing - Method

Methods for Conducting Address Canvassing

  1. In-Office - Complete

  2. In-Field – In Progress

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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.**

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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.

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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.**

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In-Field Address Canvassing Interactive Map

https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=1a0004d1745547888c8fd2f4d929d42f

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Census 2020
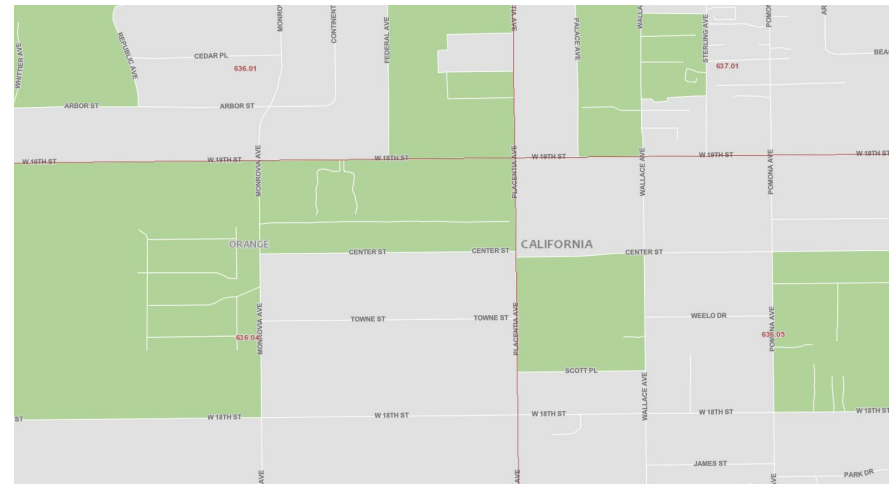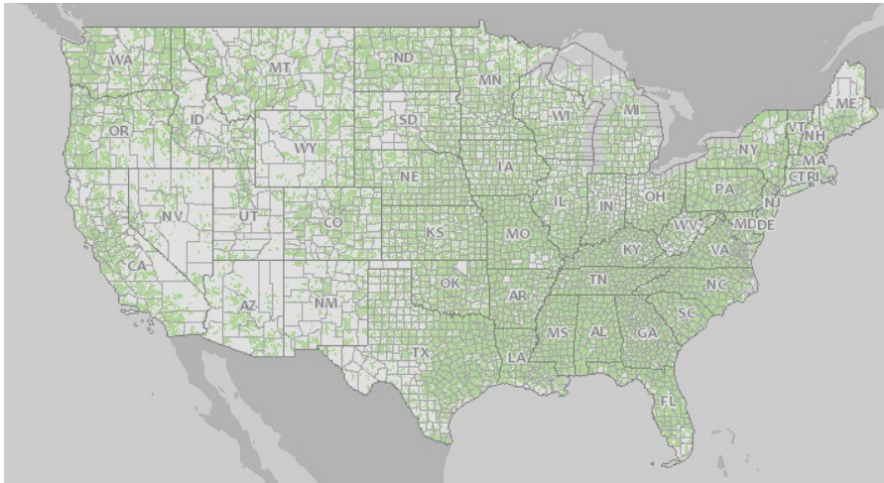
In-Field Address Canvassing
Los Angeles Region

❑ **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**

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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.**

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Resources – Address Canvassing Videos

English: https://youtu.be/tOSl4sc3Ts4

English Downloadable Video: https://www.census.gov/library/video/2019/address-canvassing-for-2020-census.html

English with Spanish Subtitles: https://youtu.be/57qRCTEND2w

Resources-
Tri-Fold Brochure

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Confirming Neighborhood Canvasser Employment

Contact your Regional Census Center

TO CONFIRM NEIGHBORHOOD CANVASSER EMPLOYMENT

http://2020census.gov/contact-us/rcc

Los Angeles Regional Census Center

AK, CA, HI, ID, NV, OR, WA

213-314-6500

States Served

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

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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

Small Area Health Insurance Estimates (SAHIE)
Percent uninsured under age 65
2017

Source: U.S. Census Bureau,
Small Area Health Insurance Estimates
(SAHIE) Program

Percent Uninsured
25.1 and Above
20.1 to 25.0
15.1 to 20.0
10.1 to 15.0
10.0 and Below

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2020 Census Timeline

March: Census Bureau delivers questions to Congress

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2018   **2019**   **2020**   **2021**

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

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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.

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Type of Enumeration (TEA) Viewer

https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340

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2020
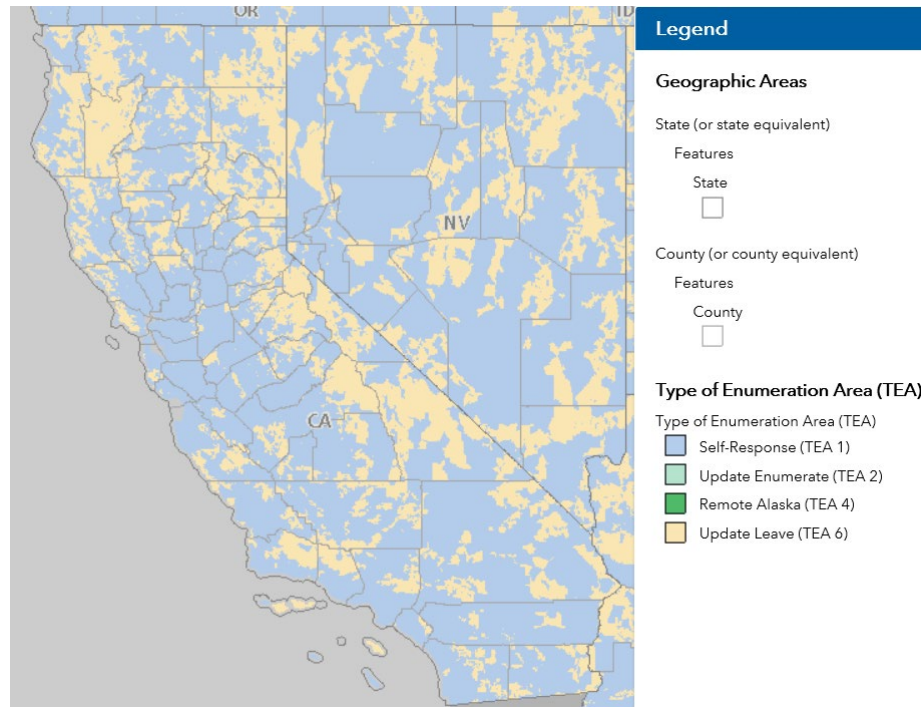
Accelerating Recruiting Efforts

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

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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 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

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Contact Information

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555 W. 5th St, 30th Floor
Los Angeles California, 90013

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Committee Comment

Public Comment

Outreach Update

Emilio Vaca
Deputy Director of Outreach

Yumi Sera
Northern California Regional Lead

Implementation Plan Workshop

Completed To Date:

Date	Location
June 5, 2019	Palm Desert
June 12, 2019	Riverside
June 14, 2019	San Bernardino
June 17, 2019	Sacramento
June 19, 2019	Richmond
June 24, 2019	Red Bluff
July 17, 2019	Salinas
July 25, 2019	San Francisco
July 31, 2019	Eureka

Implementation Plan Workshops

Completed To Date:

Date	Location
August 2, 2019	Santa Rosa
August 6, 2019	Fresno
August 7, 2019	Bakersfield
August 14, 2019	El Centro
August 16, 2019	San Diego
August 23, 2019	Santa Ana
August 28, 2019	LA – in partnership with LA Regional Census Table
Consolidated with the August 28 event	El Monte,Long Beach,South Los Angeles,Palmdale,San Fernando,Huntington Park

Implementation Plan Workshop

Next

Date	Location
September 26, 2019	Redwood City

Need to reschedule

Location
Los Angeles
Merced
Stockton
San Luis Obispo
Oxnard

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

Entity	# Approved	# Review in Process
Administrative CBO	10	0
Statewide CBO	12	0
Counties (includes city of Stockton)	45	3 Humboldt Trinity Del Norte
Sectors	2 Health Faith Based	

As of 8/28/19

Jeremy Payne

Program Manager
Equality California Institute

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

Inland Empire Hard to Count
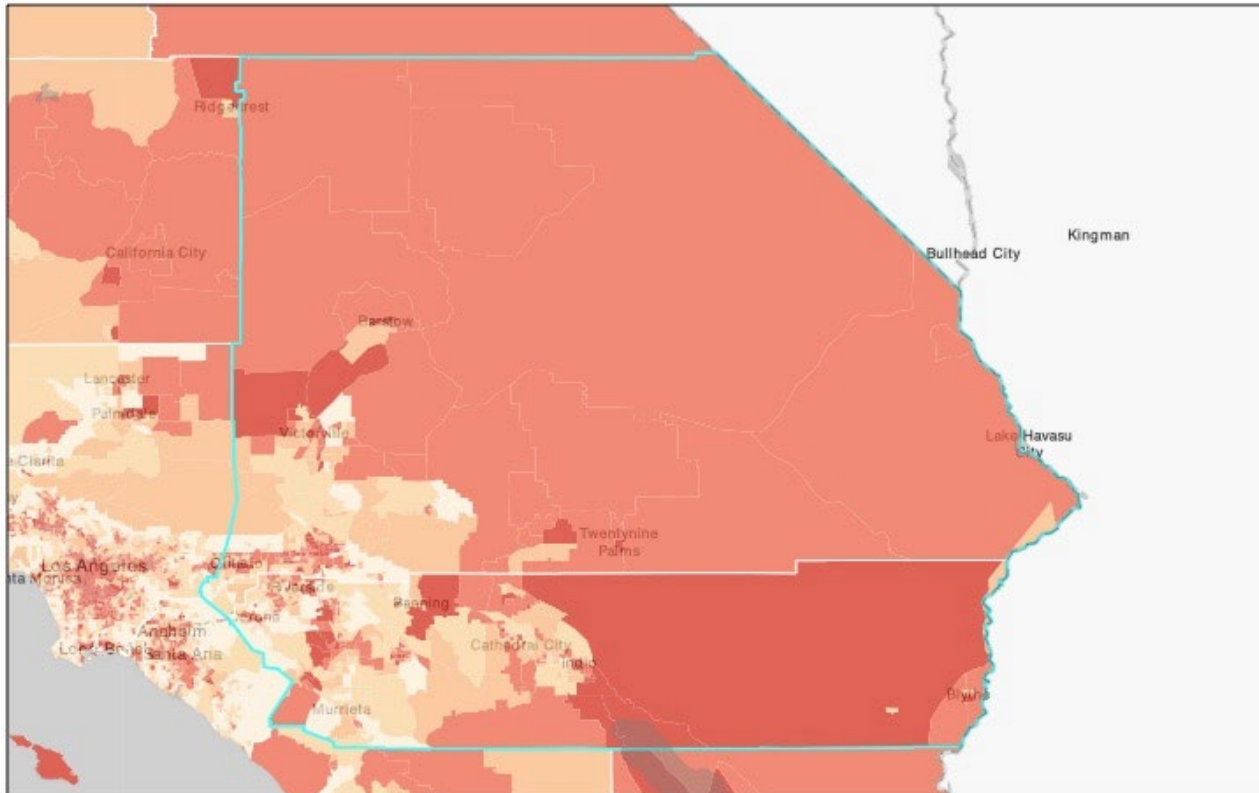
6/21/2019, 6:50:59 AM

Calif. Hard-to-Count Index by Census Tract

0 – 15	> 29 – 46
> 15 – 29	> 46 – 69
	> 69 – 136

1:2,311,162

0   15   30   60 mi

0   25   50   100 km

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
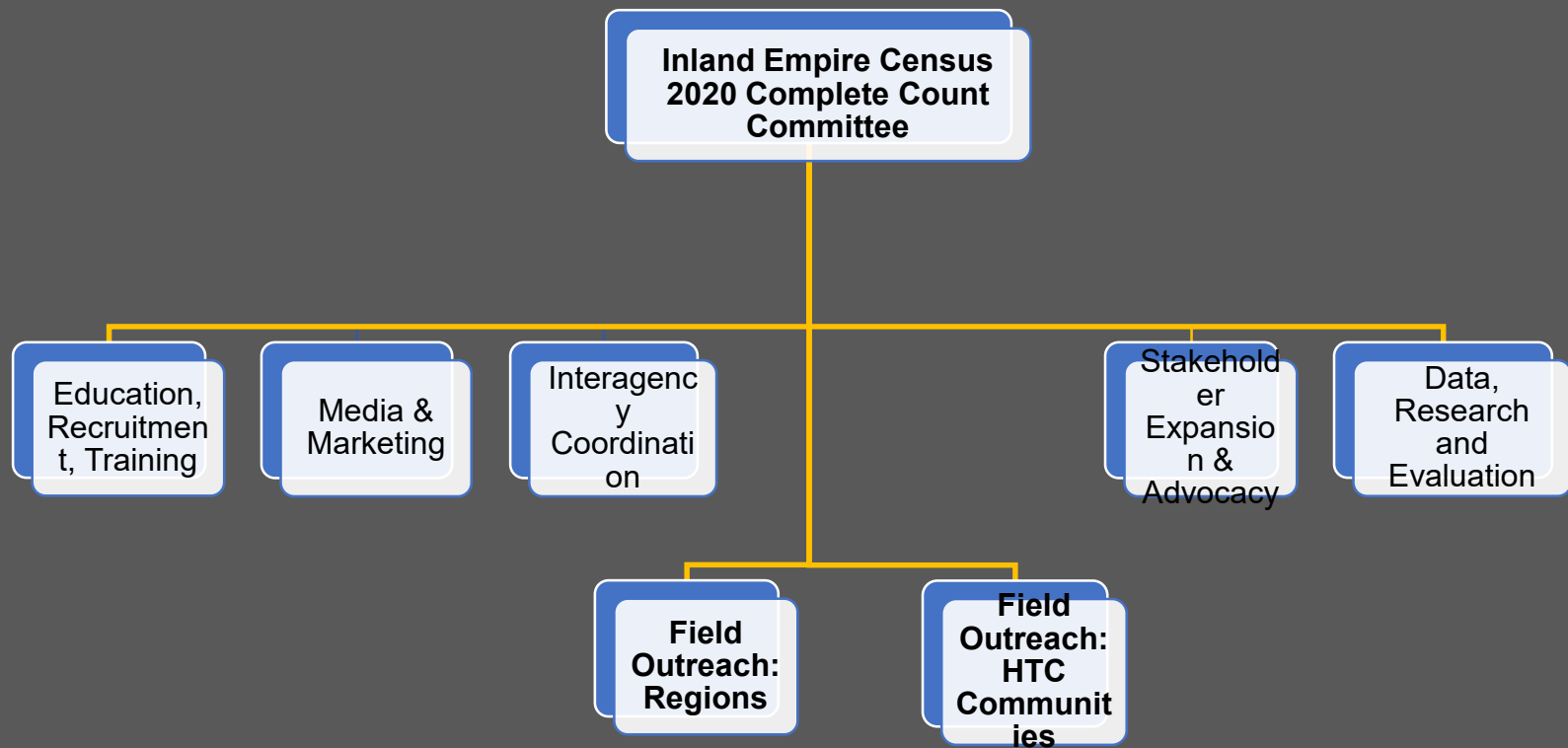
○ City or other CCC coordinating with Regional CCC subcommittee

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

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 Comment

Public Comment

What is SwORD?

Google/Apple/Bing Maps for Census

Welcome to
SwORD
tewide Outreach and Rapid Deploym

Single source of truth for outreach planning & reporting

Detailed analytics and insights facilitate a *data-driven* approach

Focused on the Hard-to-Count

California's Interactive HTC Map

Calif. Hard-to-Count Index by Census Tract

Sacramento

San Francisco Bay Area

South Coast

CA-HTC Index
- 0 - 20
- 20 - 40
- 40 - 61
- 61 - 84
- 84 - 136
- Counties

Source: CPUC, U.S. Census Bureau 2013-2017 American Community Survey 5-year estimates. For more information about the CA-HTC Index and its components, please go to: https://census.ca.gov/california-htc/

An interactive version of this map is available at: https://census.ca.gov/resources/
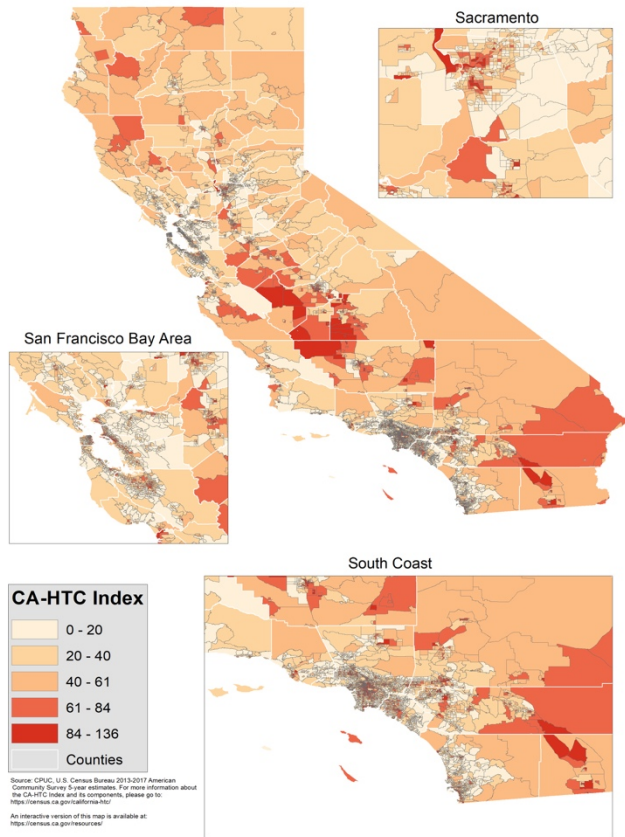
The interactive map shows California census tracts and block groups shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate. **It is powered by SwORD, but is also publicly accessible.**

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

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
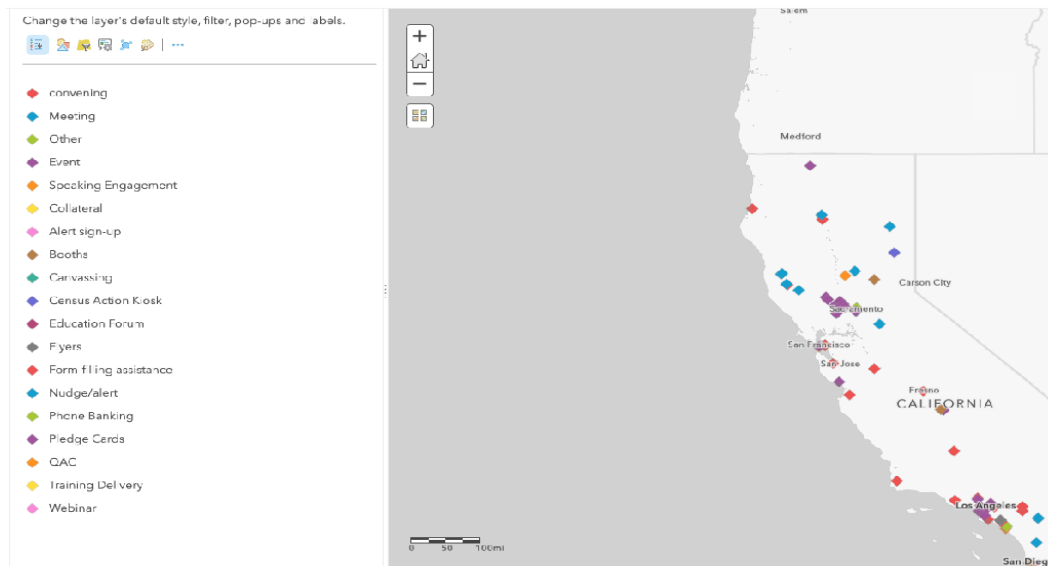
Understand to Execute

Understand plan & execution effectiveness, identify gaps and re-allocate resources to maximize impact

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.
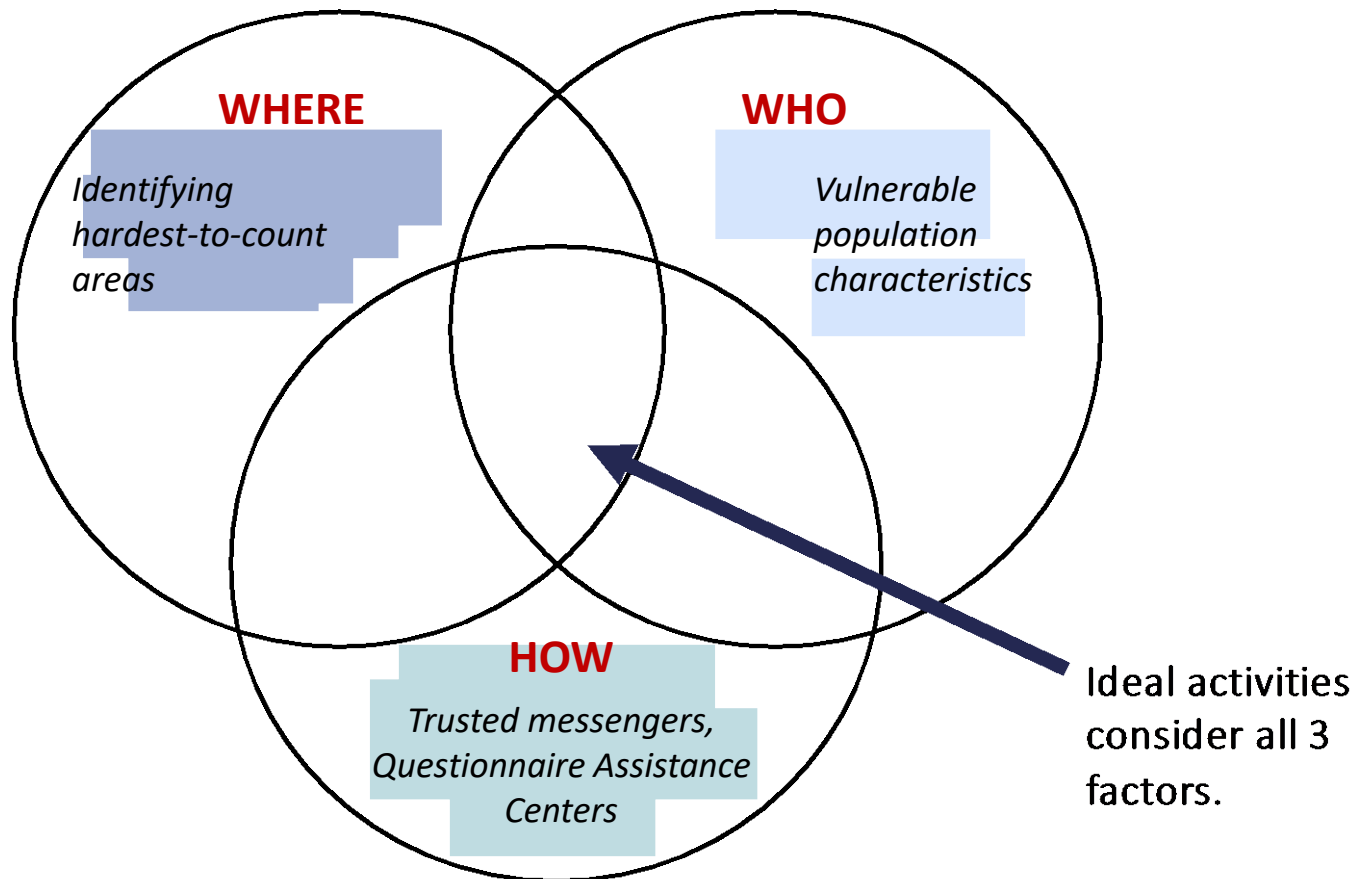
End-to-End Data Experience

	EDUCATE	MOTIVATE	ACTIVATE
SwORD	Who, what, where and how / Enter plans and see gaps	View all plans and gaps / Activity reports & coverage gaps	See Fed response rate data / Reports & analysis: pivot & adapt
PDI	Create "turf" and coverage plans	Perform front-line canvassing and tracking. *Auto send to SwORD.*	Perform front-line canvassing and tracking. *Auto send to SwORD.* Get priority updates for areas to target.
Reporting SMS/Text | Spreadsheet Web Form | API		Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI	Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI

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.

Explore

California schools

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

Explore

Foreign-born residents

Plan outreach to foreign-born Californians.

Explore

Census 2020 - Language access

A story map examining language access challenges and ways SwORD can help.

Explore

New - Community anchor institutions

See potential sites for Census 2020 questionnaire assistance centers.

Explore

SwORD Map Creator
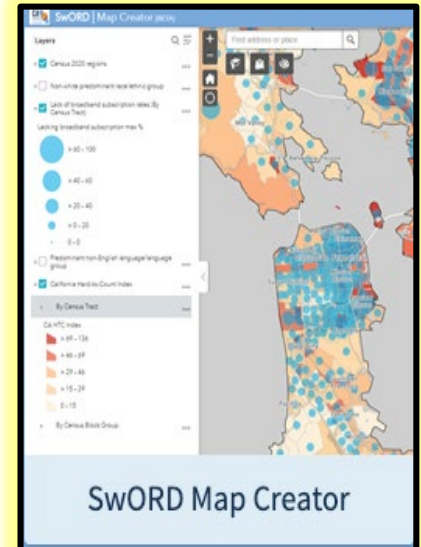
Demo: mapping agencies for people with disabilities

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
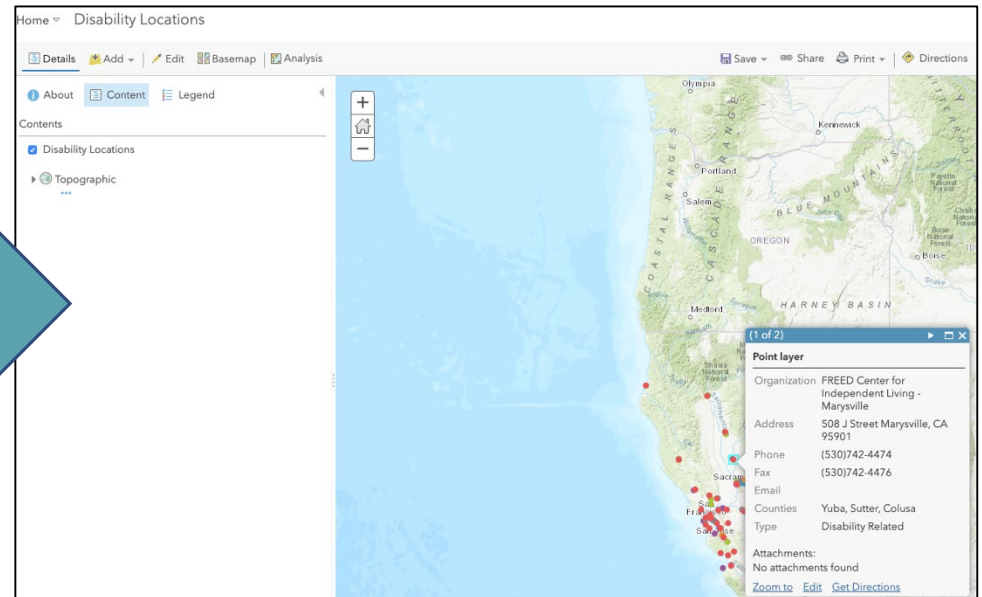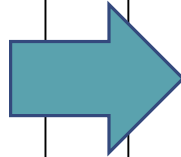
Demo: Aug. 6 Fresno IPW

The SwORD team loaded partners' preliminary tract coverages to visualize during an Aug. 6 discussion about potential gaps.
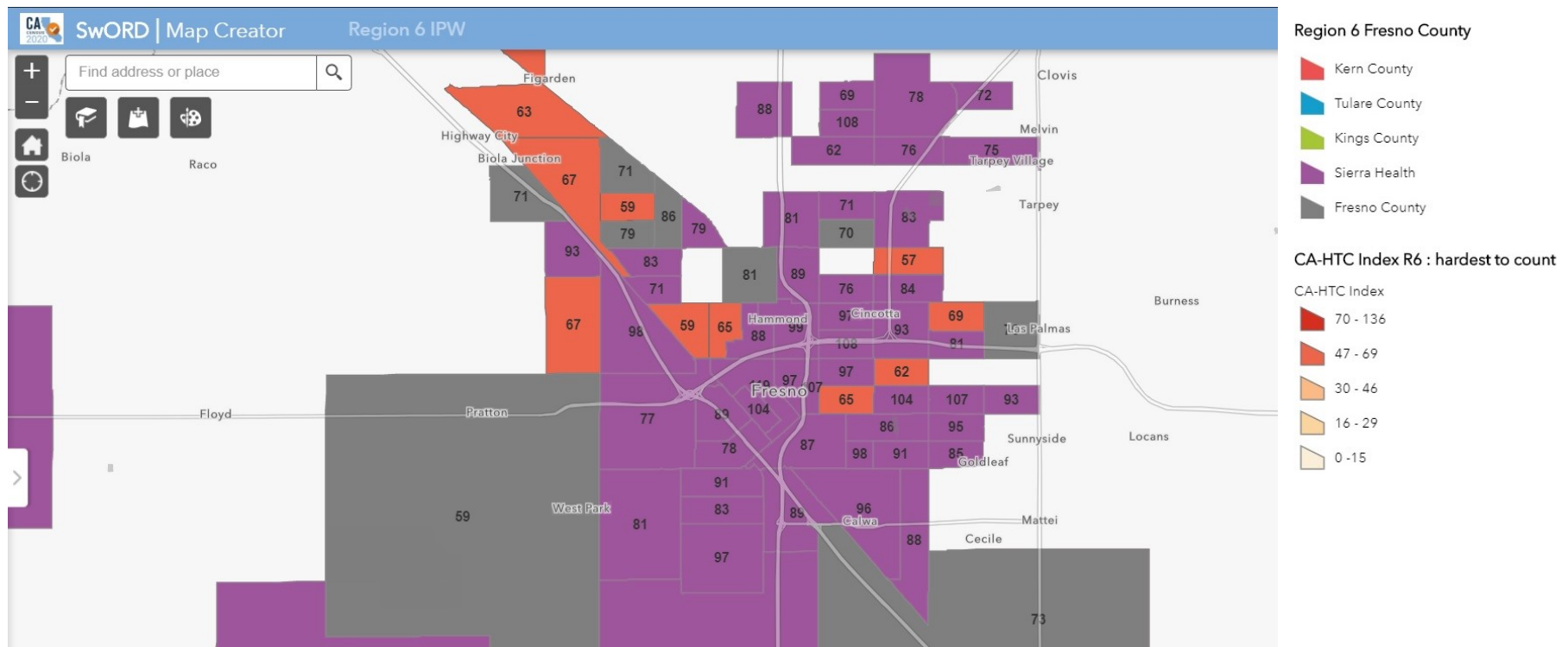
Technical assistance to partners

Partners can get help with SwORD and census data needs:

❑ Submitting a ticket through https://cacensus.supportsystem.com/

❑ Webinars, email, telephone, and screen-sharing

❑ In-person assistance during IPW's and other events

❑ Partners training other partners, i.e. Los Angeles County

Hard-to-count fact sheets

Two-sided .pdf's at county, city, district and tract levels on census.ca.gov

SMS/Text Outreach Reporting Tool
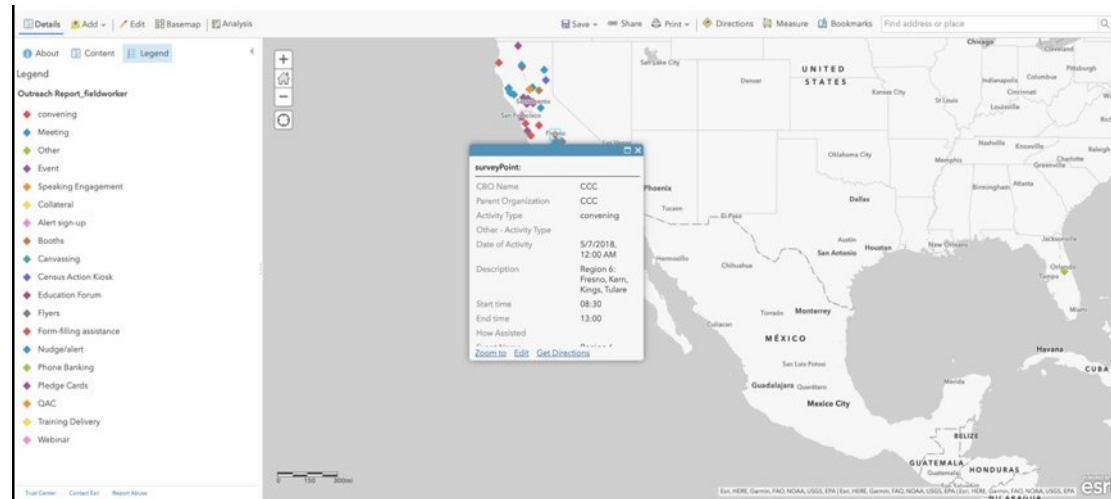
SMS/Text Outreach Reporting

Simplified, faster reporting for partners & increased probability of SwORD receiving data with SMS/Text message reporting of outreach activities.
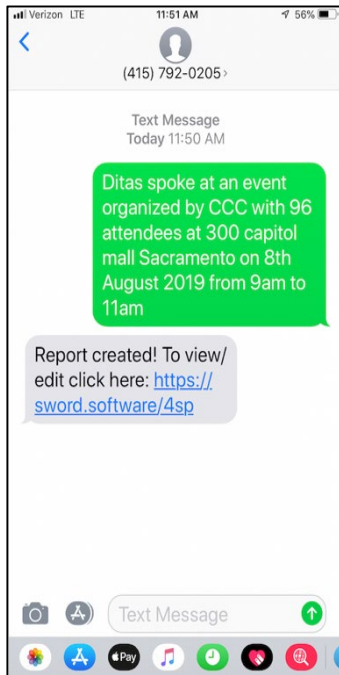
Users text a number with their report. It is interpreted by Artificial Intelligence and automatically added to SwORD. Users can add more details later.

SMS/Text Outreach Reporting

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

Who is WaveStrong?

WaveStrong is our Security Operations Center (SOC). They are part of our team to:

❑ Monitor our Applications for Security

❑ Alert us of incidents or attacks and support us in our response actions

❑ Advise us of Leading Industry practices in the ways operating securely

WaveStrong
Information Security **Professionals**

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
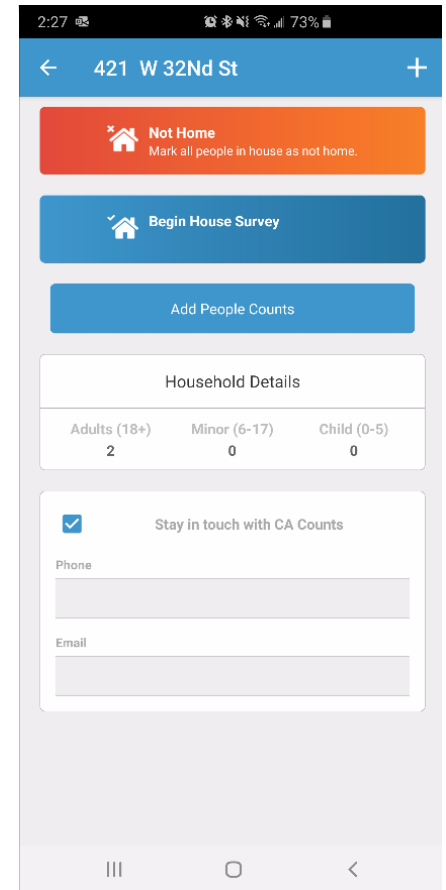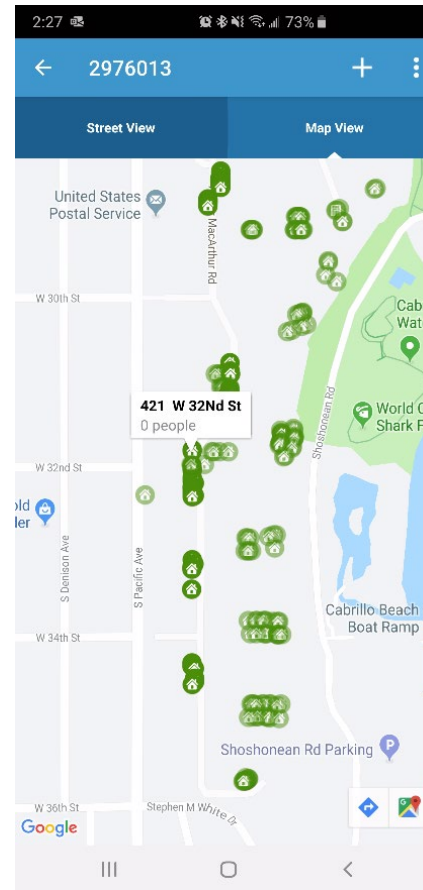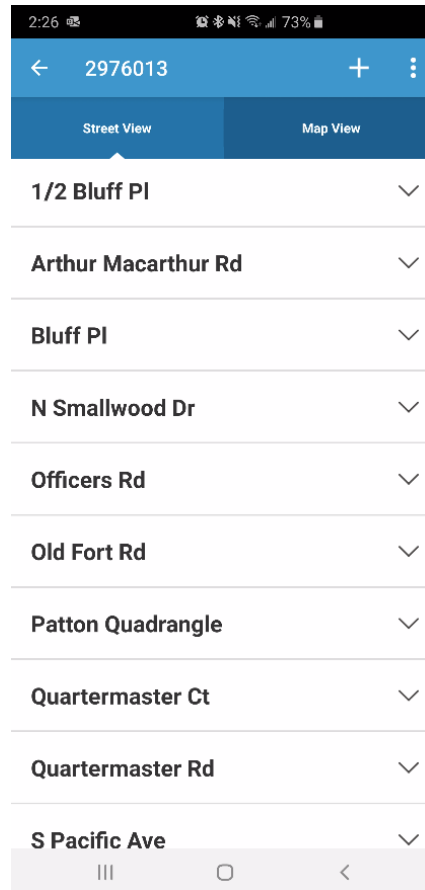
PDI | SwORD Automation

- 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
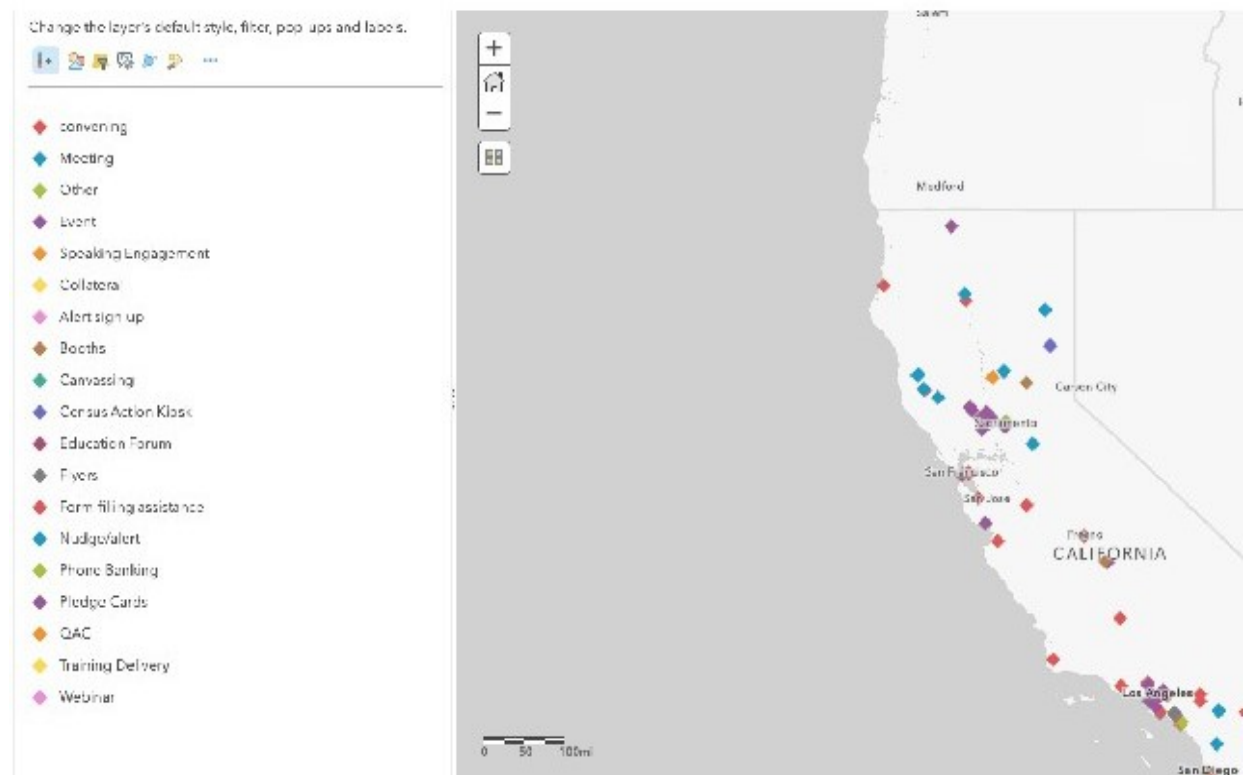
Committee Comment

Public Comment

25 Minute Public Comment

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