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.
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

July
- Legislative Report due
- Begin SwORN user community meetings
- Outreach and PR contract starts

August
- Conduct in-field Address CANVASSING
- Outreach and PR Content Development/Testing starts and Production starts
- Legislative Briefing

September
- Tribal Consultations start
- Outreach and PR content and Development Plan Due
- Message Testing Starts
- Media Buys Start
- PDI application released
- Operationalize Security Operations Center

July 2019
- Legislative Briefing
- Outreach and PR Contract Award
- Monthly State Agency Outreach Meeting
- Monthly RPMs each meet with Counties, ACBOs, Sector Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
- Census Office Call for Contractors

August 2019
- Outreach and PR Content Development Plan Due
- Outreach and PR Content Development/Testing starts and Production starts
- SwORN user community meetings

September 2019
- Tribal Consultations start
- Outreach and PR content and Development Plan Due
- Monthly RPMs each meet with Counties, ACBOs, Sector and Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
- Census Office Call for Contractors
- SwORN 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, ACBOs, Sector Statewide CBO contractors
- Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
- Census Office Call for Contractors
- SwORN user community meetings

07/01 Fiscal Year begins
07/02 Outreach and PR Contract Award
07/03 Legislative Briefing
07/23 Begin SwORN 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
09/19 Outreach and PR content and Development Plan Due
09/20 Monthly RPMs each meet with Counties, ACBOs, Sector and Statewide CBO contractors
09/22 Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
09/23 Census Office Call for Contractors
09/27 SwORN user community meetings

07/02 Outreach and PR Contract Award
07/03 Legislative Briefing
07/23 Begin SwORN 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
09/19 Outreach and PR content and Development Plan Due
09/20 Monthly RPMs each meet with Counties, ACBOs, Sector and Statewide CBO contractors
09/22 Tribal Liaison and Deputy Tribal Liaison meet with Tribal Governments to check in
09/23 Census Office Call for Contractors
09/27 SwORN 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
01/01 Legislative Report due

January
Regional and Statewide Quarterly Report due

February
Regional and Statewide Non-responsive Follow-up Plan due

County Offices of Education Status Report

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

January 2020
February 2020
March 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

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 Callfor Contractors
SwORD user community meetings

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 Callfor Contractors
SwORD user community meetings

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 Callfor Contractors
SwORD user community meetings

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 Callfor 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

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

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

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

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
Road to the California 2020 Census
Follow-up Phase

07/01
Legislative Report due

07/01
09/30
Regional and Statewide Final Report due
Counties 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

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

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

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

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

Census Office Call for Contractors
SwORD user community meetings

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

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

Census Office Call for Contractors
SwORD user community meetings

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
Road to the California 2020 Census

April 2021
- Language Access Report due

May 2021
- CHPSE Final Report and datasets
- Final Governor Report

June 2021
- 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
Mercury’s Team

TEAM LEADS
US CENSUS LEAD: Amy Fahnstock
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 Railens
DVBE & TRANSLATION SPECIALIST: Joshua Ders
FARM BUREAU SPECIALIST: Laura McIntosh

MERCEDES R.
Account Principal, Mercury

FABIAN NUNEZ
Account Manager, Mercury

STACEY LEGAY
Media & Partnerships

CAROLYN BECKER
Account Project Manager, Mercury

MAYA ARAMOUNI
Reporting Specialist

JESSICA NG
Communication Specialist

MICAH GRANT
Deputy Communication Specialist

DEVON KEELER
Media Specialist

ALEXANDRA LOMBARDI
Digital Media Specialist

NICOLE FLATTERON
Misinformation Specialist

CARRIE SOUZA
Deputy Media Specialist

MARITZA PADILLA
Deputy Media Specialist

OSCAR CHIARELLE
Deputy Digital Media Specialist

JANE MURCIA
Deputy Digital Media Specialist

REGIONS 1 & 2 LEAD: Araceli Gutierrez
REGIONS 3, 4, & 6 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 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
- Seniors/Older Adults
- Tribal Communities
- Native Americans
- Immigrants and Refugees
- Middle-Eastern North Africans (MENA)
- LGBTQ
- Homeless Families
- Limited or no broadband access
- Asian American & Pacific Islander
- Limited English Proficiency
- People with Disabilities
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

<table>
<thead>
<tr>
<th>Spanish</th>
<th>Korean</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Cantonese + Mandarin)</td>
<td>Armenian</td>
<td>Japanese</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>Farsi</td>
<td>Punjabi</td>
</tr>
<tr>
<td>Tagalog (including Filipino)</td>
<td>Arabic</td>
<td>Khmer</td>
</tr>
</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
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 Cybersecurity Overview
2020 Census Cybersecurity
Evolving Cybersecurity Threat Areas

Cyber 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
- Compromised Employee Devices

Data Vulnerabilities
- 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

External Threats
- Beyond U.S. Census Bureau Control

Internal Threats
- Within U.S. Census Bureau Control
## Internal Threat Mitigation

### Monitoring and Directly Responding to Cyber Threats

<table>
<thead>
<tr>
<th>Internal Threat Mitigation Strategies</th>
</tr>
</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>
</tr>
<tr>
<td>- Cyber threat intelligence (federal, commercial, state, and local government)</td>
</tr>
<tr>
<td>- Designed to sustain self response services</td>
</tr>
<tr>
<td>- Use of Distributed Denial of Service (DDoS) protection services</td>
</tr>
<tr>
<td><strong>Data Breaches</strong></td>
</tr>
<tr>
<td>- Monitoring for irregular data flows</td>
</tr>
<tr>
<td>- Monitoring for unauthorized access</td>
</tr>
<tr>
<td>- Encryption of data in-transit and at-rest</td>
</tr>
<tr>
<td>- System/application penetration testing</td>
</tr>
<tr>
<td>- Security management, monitoring, and analytics</td>
</tr>
<tr>
<td>- Timely patch management</td>
</tr>
<tr>
<td>- Cyber awareness training</td>
</tr>
<tr>
<td>- Proactive public outreach and awareness campaign</td>
</tr>
<tr>
<td><strong>Compromised Employee Devices</strong></td>
</tr>
<tr>
<td>- Encryption of data in-transit and at-rest</td>
</tr>
<tr>
<td>- Remote wipe capability</td>
</tr>
<tr>
<td>- Monitoring user activity and detection of malicious end user</td>
</tr>
<tr>
<td>- Two factor authentication</td>
</tr>
<tr>
<td>- Phishing tests</td>
</tr>
</tbody>
</table>
## External Cyber Threat Mitigation

### Relying on Partnerships to Respond

<table>
<thead>
<tr>
<th>External Threat Mitigation Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compromising Respondent Device</strong></td>
</tr>
<tr>
<td>- Minimal storing of data on device</td>
</tr>
<tr>
<td>- Encryption of data in-transit for website communications</td>
</tr>
<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>
</tr>
<tr>
<td>- Proactive monitoring for unauthorized or unusual connection attempts</td>
</tr>
<tr>
<td>- Industry and interagency coordination and information sharing</td>
</tr>
<tr>
<td><strong>Impersonation of U.S. Census</strong></td>
</tr>
<tr>
<td>- Proactive identification of rogue websites</td>
</tr>
<tr>
<td>- Interagency coordination and information sharing</td>
</tr>
<tr>
<td>- Proactive public outreach and awareness campaign</td>
</tr>
<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)

https://www.ramtechmodular.com
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

More Information

Educate the public to keep them safe when

Reduce insights to bad actors looking for vulnerabilities

Less Information
Frequently Asked Questions
2020 Census Cybersecurity
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.
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 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

2018
- March: Census Bureau delivers questions to Congress
- April: Open 6 regional census centers

2019
- October: Full implementation of the communications program
- October: Partnership specialists begin working for Census Bureau

2020
- 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

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

2021
- March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)
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.
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-canvassing-for-2020-census.html
English with Spanish Subtitles: https://youtu.be/57qRCTEND2w
Resources - Tri-Fold Brochure

The 2020 Census Operational Overview

What will Census Bureau employees be in my neighborhood?
- Census Bureau employees will be in your neighborhood knocking on doors from early August through October.

How do I know the person at my door works for the Census Bureau?
- Badges with photo IDs
- Black canvas bags and T-shirts
- #2020Census Logo

How is the Census Bureau informing the public of the Address canvassing operation?
The Census Bureau will work with local community organizations to inform the public where Census Bureau workers will be in your area.

Who can I contact to learn more about Address canvassing?
- West Region: 
  - Texas: (888) 731-8463
  - New Mexico: (888) 731-8463
  - Arizona: (888) 731-8463
  - Nevada: (888) 731-8463
- Southeast Region: 
  - Florida: (888) 731-8463
  - Georgia: (888) 731-8463
  - Alabama: (888) 731-8463
  - South Carolina: (888) 731-8463
- Midwest Region: 
  - Indiana: (888) 731-8463
  - Illinois: (888) 731-8463
  - Michigan: (888) 731-8463
- Northeast Region: 
  - New York: (888) 731-8463
  - Pennsylvania: (888) 731-8463
  - Washington, D.C.: (888) 731-8463

RE-ENGINEERED ADDRESS CANVASSING WITH IN-OFFICE ADDRESS CANVASSING

In References Guide, National staff use a customized application to:
- Compile housing units that assorted in 2019 because updates to 2020 Census implementation. The Census Bureau can update the list to leverage resources and build in the field to target the most accurate information to those residents that residents in the correct location.

MAINTAINING AN ACCURATE ADDRESS LIST

On-going Maintenance and Update
- U.S. Postal Services
- Data and local government address lists
- Continuous identification of stability and change
- Local Update of Census Addresses
- Opportunity for cities, states, and local governments to review and update Census Bureau’s address list for their respective jurisdictions (July 1, 2019)

Address canvassing:
- Assistance to office address canvassing
- Annual for field data collection, check, and tests
- In-Person Address canvassing

Shape your future
START HERE ➤
Confirming Neighborhood Canvasser Employment

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

213-314-6500

States Served
- Alaska
- California
- Hawaii
- Idaho
- Nevada
- Oregon
- Washington
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
- April: Open 6 regional census centers

2019
- January: Begin In-Field Address Canvassing
- October: Partnership specialists begin working for Census Bureau

2020
- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: 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
- 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.
Type of Enumeration (TEA) Viewer

Accelerating Recruiting Efforts

When to apply
Apply now – Recruiting through March 2020

How to apply
Apply online – [www.2020census.gov/jobs](http://www.2020census.gov/jobs)

Other positions available
[www.census.gov/fieldjobs](http://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
Committee Comment
Public Comment
Outreach Update

Emilio Vaca
Deputy Director of Outreach

Yumi Sera
Northern California Regional Lead
## Implementation Plan Workshop

### Completed To Date:

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 5, 2019</td>
<td>Palm Desert</td>
</tr>
<tr>
<td>June 12, 2019</td>
<td>Riverside</td>
</tr>
<tr>
<td>June 14, 2019</td>
<td>San Bernardino</td>
</tr>
<tr>
<td>June 17, 2019</td>
<td>Sacramento</td>
</tr>
<tr>
<td>June 19, 2019</td>
<td>Richmond</td>
</tr>
<tr>
<td>June 24, 2019</td>
<td>Red Bluff</td>
</tr>
<tr>
<td>July 17, 2019</td>
<td>Salinas</td>
</tr>
<tr>
<td>July 25, 2019</td>
<td>San Francisco</td>
</tr>
<tr>
<td>July 31, 2019</td>
<td>Eureka</td>
</tr>
</tbody>
</table>
# Implementation Plan

## Workshops

### Completed To Date:

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2, 2019</td>
<td>Santa Rosa</td>
</tr>
<tr>
<td>August 6, 2019</td>
<td>Fresno</td>
</tr>
<tr>
<td>August 7, 2019</td>
<td>Bakersfield</td>
</tr>
<tr>
<td>August 14, 2019</td>
<td>El Centro</td>
</tr>
<tr>
<td>August 16, 2019</td>
<td>San Diego</td>
</tr>
<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 the August 28 event</td>
<td>El Monte, Long Beach, South Los Angeles, Palmdale, San Fernando, Huntington Park</td>
</tr>
</tbody>
</table>
# Implementation Plan Workshop

## Next

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 26, 2019</td>
<td>Redwood City</td>
</tr>
</tbody>
</table>

## Need to reschedule

<table>
<thead>
<tr>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
</tr>
<tr>
<td>Merced</td>
</tr>
<tr>
<td>Stockton</td>
</tr>
<tr>
<td>San Luis Obispo</td>
</tr>
<tr>
<td>Oxnard</td>
</tr>
</tbody>
</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>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative CBO</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Statewide CBO</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Counties (includes city of Stockton)</td>
<td>45</td>
<td>3 Humboldt Trinity Del Norte</td>
</tr>
<tr>
<td>Sectors</td>
<td>2</td>
<td>Health Faith Based</td>
</tr>
</tbody>
</table>

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
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
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

City or other CCC coordinating with Regional CCC subcommittee
INLAND EMPIRE

Counties eye ‘complete’ census

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

By Jeff Horsemann

As debate rages over whether the 2020 census should include a citizenship question, supervisors in Riverside and San Bernardino counties are joining an effort to ensure every resident is counted in the upcoming survey.

The boards of supervisors in both counties recently voted to join a “complete count committee” for the Inland Empire. With technical support from UC Riverside’s Center for Social Innovation, the committee, which is expected to include leaders from local government, business and nonprofits, will try to boost the local response rate in next year’s census, especially among Inland Empire groups considered difficult to count.

Neither county is committing money to the committee, which is still taking shape and has yet to meet. San Bernardino County supervisors voted to join the committee on Jan. 6, while Riverside County supervisors did the same on Jan. 11.

The committee’s work comes amid a national dispute over the Trump administration’s plans to ask all residents if they are U.S. citizens. Traditionally, the census has counted all people living in the country, not just citizens.

The White House, mainly through Commerce Secretary Wilbur Ross, has argued the citizenship question is an effort to enforce the Voting Rights Act. But opponents say the question is intended to discourage undocumented immigrants from participating in the census, leading to an undercount that will affect congressional redistricting and how federal money is allocated.

More than two dozen states and other plaintiffs are suing to keep the question out of the census.

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

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 Comment

Public Comment
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
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
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**
- Who, what, where and how
- Enter plans and see gaps

**MOTIVATE**
- View all plans and gaps
- Activity reports & coverage gaps

**ACTIVATE**
- See Fed response rate data
- Reports & analysis: pivot & adapt

---

**SwORD**
- Create “turf” and coverage plans

**PDI**
- Perform front-line canvassing and tracking. *Auto send to SwORD.*

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

---

Send priority updates for areas to target.
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.
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
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
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.
25 Minute Public Comment
California Complete Count Office
Website: census.ca.gov
Email: info@census.ca.gov
(916) 852-2020