



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

Beale Memorial Library, Bakersfield, Region 6
August 7, 2019

Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020, focuses on both the geographic areas and demographic populations who are "least likely to respond," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges Beale Memorial Library for providing the venue and The Center at Sierra Health Foundation for providing lunch.

Summary of Morning Session

Opening Remarks and Overview

The morning session began with opening remarks from Alex Padilla, California Secretary of State and California Complete Count Committee Chair, and Dr. Jesus Martinez, Member, California Complete Count Committee. They both emphasized how critical the Census is to the community. They discussed national and local challenges to achieving a complete count and the importance of outreach efforts to overcome these obstacles.

Benita Duran, Partnership Specialist, US Census Bureau (USCB), described federal Census efforts and provided information regarding confidentiality, new methods for filling out the Census, employment opportunities, and the timeline for Census implementation.

Emilio Vaca, Deputy Director of Outreach, California Complete Count, provided an overview of California Complete Count's efforts and approach.

Landscape of Census Outreach Strategies - Updates from Contracted Partners

A panel comprised of local partners described the highlights and innovative approaches of their outreach strategies, their implementation timeline, and how other organizations and agencies can engage with them. Panelists were:

- **Cathreen Richards**, Planning Director, County of Inyo
- **Thomas Brown**, Fiscal and Policy Analyst, County of Kern
- **Cindy Quezada**, Senior Program Officer, The Center at Sierra Health Foundation (the Administrative Community Based Organization (ACBO) for this region).

Strategies and innovative approaches discussed include:

- Tailored approach for the vast rural areas in Inyo County, using in-community expertise for unique local needs.
- Employ a grass roots campaign.
- Use local media and trusted messengers to address fears and educate about the importance of the Census.
- Use Questionnaire Assistance Kiosks (QAK) in areas without broad band.
- Foster meaningful conversations to help people think through doubts and concerns.
- Highlight untapped resources and informal networks, such as food trucks, street vendors, truck drivers, and other members of the HTC communities who can serve as messengers.
- Outreach through one-on-one conversations, house meetings, town halls, and neighborhood meetings that will allow for deeper discussions and answering questions.
- Provide assistance to overcome barriers, such as those related to language and literacy.

County representatives encouraged those interested in joining their Census outreach efforts to attend local Complete Count Committee meetings. Ms. Quezada expressed the ACBO's desire to collaborate with other organizations. She noted their need for meeting venues, QAK locations, computers and other equipment, and volunteers.

Statewide CBO representatives briefly described their organization's efforts and approach in the region:

- **Christian Arana, Latino Community Foundation** - outreach to the Latino community.
 - Increase investments in this region, especially for organizations working with youth.
 - Involve small business owners in outreach and education.
 - Contribute to advertising such as on billboards and at bus stops.
 - Requested input on the best locations.
 - Reach youth via social media.
 - Will ask technology company executives to contribute resources. Local organizations needing technology equipment may contact Mr. Arana with their needs.
- **Genevieve Flores-Haro – Mixteco-Indigena Community Organizing Project** - outreach to farm workers.
 - Subcontract with local organizations in this region.
 - Provide technical assistance using the “promotora” model.
 - Provide cultural competency training.
 - Place media messages in local ethnic media.

- **Christina Comacho – NALEO Educational Fund** – outreach to Latino community.
 - Website provides resources and toolkits for social media.
 - Hotline for Census questions.
 - Campaign for 0-5 Latino population. Working on a curriculum for schools.
 - Train the trainer workshops.
- **Jerry Payne – EQCA (Equality California)** – outreach to lesbian, gay, bisexual, transgender, queer (LGBTQ) community.
 - Working with subcontractors to meet community members where they congregate.
 - Attend pride events.
 - Census hotline.
 - LGBTQ-centered kiosk. Create safe place.
 - “Will be Counted” campaign.
- **Ligaya Hattari, California Indian Manpower Consortium** – outreach to Native American community.
 - Outreach conducted by the leadership of their communities and tribes has been ongoing for the past 2 years.
 - Engage subcontractors, including the California Consortium for Urban Indian Health and Owens Valley Career Development Center.
 - Work with USCB tribal liaisons.
 - Coordinate efforts with California Native vote project, the other state contractor for Native American outreach.
 - Provide education at community events.
 - #nativepeoplecount.

Summary of Afternoon Session (High Level Summary)

Statewide Outreach and Rapid Deployment (SwORD) Overview

Jim Miller, Data and Mapping Manager, California Complete Count, provided a brief overview of SwORD. Prior to the IPW, county and ACBO partners were asked to provide the information about where they are prioritizing their work, including the following specifics by census tract: QACs and Questionnaire Assistance Kiosks (QAK), outreach activities, and language capacity in the tract. Mr. Miller presented the partners’ data as it appears in SwORD.

Planning and Coordination around Assets, Challenges, Potential Gaps, and Timeline

The afternoon session provided an opportunity for the County and ACBO to review outreach partners in the hardest to count census tracts within Kern County, with the goal of identify potential gaps and confirming organizational participation. The data was entered into a spreadsheet projected on screen.

Next Steps

- The ACBO and County will continue to collaboratively review and reconcile their organizational coverage in each HTC census tract and will send an updated spreadsheet to subcontractors for their confirmation.
- The Census office will:

- Continue monthly calls with all contracted partners and share resources during these calls.
- Distribute an Implementation Plan Template (guidance document) on Friday August 9, 2019.