



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

The Nielsen Conference Center, Fresno, Region 6
August 6, 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 The Nielson Center 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 Anna M. Caballero, State Senator (via video); Eddie Valero, Board of Supervisors Tulare County; Esmeralda Soria, City of Fresno Councilmember; and Jewel Hurtado, City of Kingsburg Councilmember. These speakers 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:

- **Katherine Martindale**, Program Manager, County of Fresno
- **Greg Gatzka**, Director of Community Development, County of Kings
- **Barbara Pilegard**, Associate Regional Planner, Tulare County Association of Governments
- **Cindy Quezada**, Senior Program Officer, The Center at Sierra Health Foundation (the Administrative Community Based Organization (ACBO) for this region).

Strategies and innovative approaches they discussed include:

- Partnering with experienced local trusted messengers.
- Using a mobile bus equipped with computers at public events.
- Developing a “know your rights” card, similar to that used for immigration rights.
- Outreach to families at school events, with craft projects to engage children.
- Identifying special populations and local organizations that work with those populations.
- Use of ethnic media for messaging.
- 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 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 and shared their contact information. The Fresno Complete Count Committee has a Facebook page and listserv. They are also developing a website on which local organizations can publicize their events (centralvalleycensus.org).

Ms. Quezada suggested the following ways to participate with the ACBO:

- Co-sponsor events.
- Contribute resources.
- Leverage existing volunteer base for Census phone banking or canvassing.
- Integrate Census outreach into the organization’s existing work.

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

- **Christian Arana, Latino Community Foundation** - outreach to the Latino community.
 - Aim to involve small business owners in outreach and education.
 - Focus on young people involved through college campus activities and use of social media.
 - Will ask technology company executives to contribute resources. Local organizations needing technology equipment may contact Mr. Arana with their needs.
- **Esperanza Guevara, Coalition for Humane Immigrant Rights (CHIRLA)** - outreach to immigrants and limited English speakers.

- CHRLA Porterville office will serve as a Questionnaire Assistance Center (QAC).
- They will utilize their Central Valley organizers.
- **Eryn Baldrice-Guy, California Rural Legal Assistance (CRLA)** - outreach to farm workers.
 - CRLA has field offices in the region.
 - They work with HTC farmworkers in the southern valley.
 - They will provide tablets for filling out the Census.
- **Genevieve Flores-Haro – Mixteco-Indigena Community Organizing Project** - outreach to farm workers.
 - Subcontract with local organizations in this region.
 - Identify trusted messengers.
 - Use radio in indigenous languages.
- **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.
 - They will engage subcontractors for Census work.

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 contracted partners to collaboratively:

- Identify assets, challenges and potential gaps;
- Coordinate expertise and resources to ensure efficiency and relevance to the hard-to-count areas and demographics; and
- Develop collective next steps.

Next Steps

- California Complete Count will:
 - Continue monthly calls with all contracted partners (counties, Statewide CBOs, ACBOs).
 - Hold ongoing trainings and seminars.
 - Share contact information for attendees at today’s meeting.
 - Release an Implementation Plan Template on Friday August 9, 2019.
- California Complete Count has hired a media contractor who will engage with contracted partners.