



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

Salinas, Region 5
July 17, 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 Hartnell Community College for providing the venue, Monterey County for morning coffee and snacks, and the Community Foundation for Monterey County for providing lunch.

Summary of Morning Session

Opening Remarks and Overview

The morning session began with opening remarks from **Dr. Romero Jalomo**, Vice-President of Student Affairs at Hartnell Community College, **Senator Anna M. Caballero**, State Senator for the 12th District, and **Assemblymember Robert Rivas**, State Assemblymember for the 30th District. Each stressed the importance of achieving a complete count in the region, which has historically been undercounted, and thanked participants for their commitment to this effort.

Ditas Katague, Director, California Complete Count, provided an overview of California Complete Count's efforts and approach.

Christina Granados and **Tory del Favero**, US Census Bureau (USCB), described federal census efforts and provided information regarding confidentiality, the new online option for filling out the census, and employment opportunities.

Landscape of Census Outreach Strategies and Coordination

A panel comprised of contracted partners provided updates on the development of the Strategic Plans and corresponding outreach efforts for their respective areas and targeted HTC populations. Panelists included:

- **Rosemary Soto**, Monterey County
- **Dulce Alonso**, San Benito County
- **Paulina Moreno** and **Joseph Watkins**, Community Action Board of Santa Cruz County
- **Patricia Frausto**, Mixteco Indigena Community Organizing Project
- **Reina Canale**, California Rural Legal Assistance, Inc.
- **Dr. Gabino Aguirre**, Region 5 Coordinator, Ventura County Community Foundation

The region's contracted partners have started to develop and implement key outreach strategies. The three counties have aligned their strategies with the three phases of the CCC's approach: educate, motivate, and activate. The contracted partners share a focus on leveraging existing infrastructure and relationships to extend the reach of limited funding resources. Contracted partners are building partnerships with trusted messengers such as CBOs that have existing relationships with HTC communities. Some of the partners identified the *promotora* model as a particularly valuable approach for trusted messengers. Several partners have already begun developing PSAs and other outreach efforts. A partner suggested collaborating by sharing and re-transmitting PSAs in order to expand the reach of messages and minimize duplication of efforts. Ventura County Community Foundation (VCCF), the region's administrative CBO (ACBO), will disburse its State funding within the region based upon the proportion of the region's total HTC population residing in each county, allowing communities to utilize the funding according to their particular needs. VCCF is planning to distribute the funding to a local Community Foundation in each county in Region Five. VCCF has developed a scalable toolkit that other contracted partners can utilize. Some partners have developed local branding that enhances the standard branding elements with tailored details.

Gaps and needs identified by the partners include:

- A shortfall between the funding contracted partners have identified they need for a robust Complete Count effort and the amount of State funding they have been allocated. While the State has devoted significantly increased funding to the 2020 Census, the USCB is spending less money on its outreach for this Census than in past years. Partners suggested turning to the philanthropic community and volunteer contributions to make up the shortfall, as well as working together on development efforts.
- The move to an online Census presents a key challenge in the region, which has areas with limited broadband access.
- HTC communities need culturally and linguistically appropriate outreach. Validating that interpreters are truly proficient is critical. California Rural Legal Assistance, Inc. (CRLA) is building on their existing training for legal interpreters to do so.
- Communities' fear and mistrust, of government broadly and of sharing personal data in particular, will be key challenges. Messaging is needed to address this issue, focusing on safety and rights related to the Census as well as the uses of Census data. Trusted messengers will be critical in spreading these messages.
- The Mixteco Indigena Community Organizing Project (MICOP) is a Statewide CBO focused on indigenous migrants. MICOP representatives emphasized the need for collaboration as they build understanding of the regional landscape. They are seeking suggestions regarding CBOs and other entities to partner with.

Summary of Afternoon Session (High Level Summary)

From Strategy to Implementation

Patricia Vazquez Topete, Associate Regional Program Manager, CCC, and **Jim Miller**, Data and Mapping Manager, CCC, reviewed outreach tools such as Questionnaire Assistance Centers (QACs) and the Statewide Outreach and Rapid Deployment (SwORD) tool. Mr. Miller reviewed key functionalities that allow SwORD users to share information with partners, plan outreach efforts, and conduct gap analysis to focus resources.

Implementation Planning and Coordination

Afternoon session attendees participated in a full-group discussion identifying gaps and sharing ideas on how to coordinate implementation. The discussion focused on outreach, language and communication access, and communication and public relations. Participants emphasized coordinating to ensure limited funding is maximized, finding a balance between the needs of access and safety, and the need for direct and culturally competent assistance to reach HTC communities. A key gap identified was the lack of access to information, for example about the content of other contractors' strategic plans, opportunities for coordination, timing of funding disbursement, meeting outcomes, and the State's implementation plan template. Participants additionally discussed demographic and geographic gaps, identifying the areas and populations that they do not currently have the capacity to reach. Participants also identified potential partners, for example school districts or health and human services offices. Contractors asked questions about their ability to provide direct assistance in filling out the census questionnaire and about the timeline for coordination with the statewide media consultant. A key next step identified by participants is the launch of regional coordination by convening a regular meeting or conference call with VCCF and the coordinators for the counties' Local Complete Count Committees, as well as potentially MICOP, CRLA, or other statewide contractors. Participants also identified a need for information about the roles and responsibilities of the ACBO.

Next Steps

Ms. Vazquez Topete reviewed next steps and key upcoming milestones. Contractors' quarterly reports are due July 31, 2019. Counties' implementation plans are due in September and the implementation plan for the ACBO is due in October. Ms. Vazquez Topete committed to sharing the implementation plan guidelines with contractors as soon as possible.