

California Complete Count – Census 2020

Convening & Implementation Plan Workshop

August 14, 2019
El Centro

Department of Social Services (DPSS)



BE COUNTED, CALIFORNIA!





State Census 2020

Welcome & Opening Remarks



Agenda

- Welcome
- California Census Office
- US Census Bureau
- Landscape of Outreach Strategies
- From Strategy to Implementation



State Census 2020

Connie Hernandez

**Regional Program Manager –
Imperial and San Diego Counties
and Deputy Tribal Liaison
California Complete Count
Census 2020**



Rock the Vote – Census 2020





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Tomas Oliva

**Councilmember, City of
El Centro**

State Census 2020



**Jesus Eduardo
Escobar**

**District 1, Imperial
County Board of
Supervisors**

State Census 2020



**Tonatiuh Romero
Reyes**

**Consul General of
Mexico - Imperial Valley,
California**

State Census 2020



John Garcia

**Office of State Senator
Ben Hueso**

State Census 2020



Stella Jimenez

**Office of
Assemblymember
Eduardo Garcia**



State Census 2020

Quintilia Ávila

**Regional Program Manager –
Southern California Lead
California Complete Count
Census 2020**

Goal & Mission

U.S. Census Bureau

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count

Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

The Separation of Roles

U.S. Census Bureau

- Canvasses and counts everyone living in the U.S.
- Ensures outreach and media campaigns inform everyone in the U.S.

California Complete Count – Census 2020

- Helps get the word out to the hardest-to-count Californians
- Ensures grassroots culturally appropriate outreach and multicultural, in-language media efforts in California



Role of the State

- Outreach to the hardest-to-count Californians
- Coordinate statewide with contracted partners and stakeholders
- Identify gaps, develop necessary tools, disseminate best practices



What's at Stake for CA

POWER!

- Congressional Representation
- Reapportionment
- Redistricting

MONEY!

- An undercount could cost California \$1000 per person annually

California's Census 2020 10 Regions



Budget - California Complete Count – Census 2020 Office

- California leaders have invested \$187.2 million toward a statewide outreach and communication campaign.
- More than any other state in the nation.
- Most California has ever committed.

Funding Strategy

Goal is to maximize resources on the ground, which will:

- Build a strong base of trusted community voices
- Allow for increased in-person impressions in hard-to-count communities
- Facilitate culturally appropriate engagement within hard-to-count communities
- Break down language access barriers for non-English speaking populations
- Help combat disinformation campaigns
- Create a nimble program that allows for rapid responses and deployment of resources



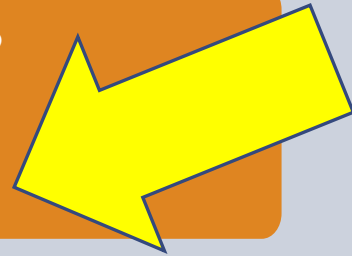
Phased Approach for 2020

Phase 1: Convene, Collaborate, Capacity Build FY 2017-18

Phase 2: January – December 2019 Educate & Motivate FY 2018-19

a) January – June 2019 : (Educate)

b) July – December 2019: (Motivate)



Phase 3: January – March 11, 2020 Activate

Phase 4: March 12, 2020 – April 30, 2020

Self-Response “Be Counted”

Phase 5: May 1, 2020 – July 30, 2020

Non-Response Follow-Up “It’s not too late”

Phase 6: August 1, 2020 – June 30, 2021

Assess & Report

Critical Success Factors for 2020

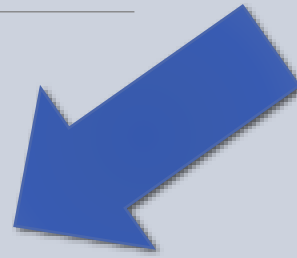
- Understanding the new and challenging environment
- Convener, collaborator, coordinator
- Coordination and integration of outreach efforts at the state, local, and federal levels
- Leverage existing outreach opportunities
- Full commitment of all partners to bring the resources they have to ensure California has a complete count
- Accountability and performance measures for outreach and communications/media partners
- Language access
- Inter-sectoral collaborations and partnerships

Roles and Partnerships

- United States Census Bureau
- State of California
- California Legislature
- Local Government
 - Local Complete Count Committees
 - Counties
 - Tribal Government
 - Regional ACBOs and Statewide CBOs
 - Sectors
 - Education
 - Media

What You Can Do Right Now

- ☐ Designate a Census Coordinator/Lead
- ☐ **Build Partnerships and Collaborate with Counties, Cities, Local Complete Count Committees, Local CBOs and Foundations**
- ☐ Identify your Hard-to-Count Populations and Census Tracts
- ☐ Identify Existing Outreach Methods and Tools
- ☐ Connect with a State Regional Program Manager



Sign Up for our Mailing List to Receive News Releases



Visit our Website: [Census.ca.gov](https://census.ca.gov)



California Complete
Count Email:
info@census.ca.gov
Phone: (916) 852-2020
Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:
[@CACompleteCount](https://twitter.com/CACompleteCount)



BE COUNTED, CALIFORNIA!



State Census 2020



**Esperanza Colio
Warren**


County of Imperial



County of Imperial

Census 2020

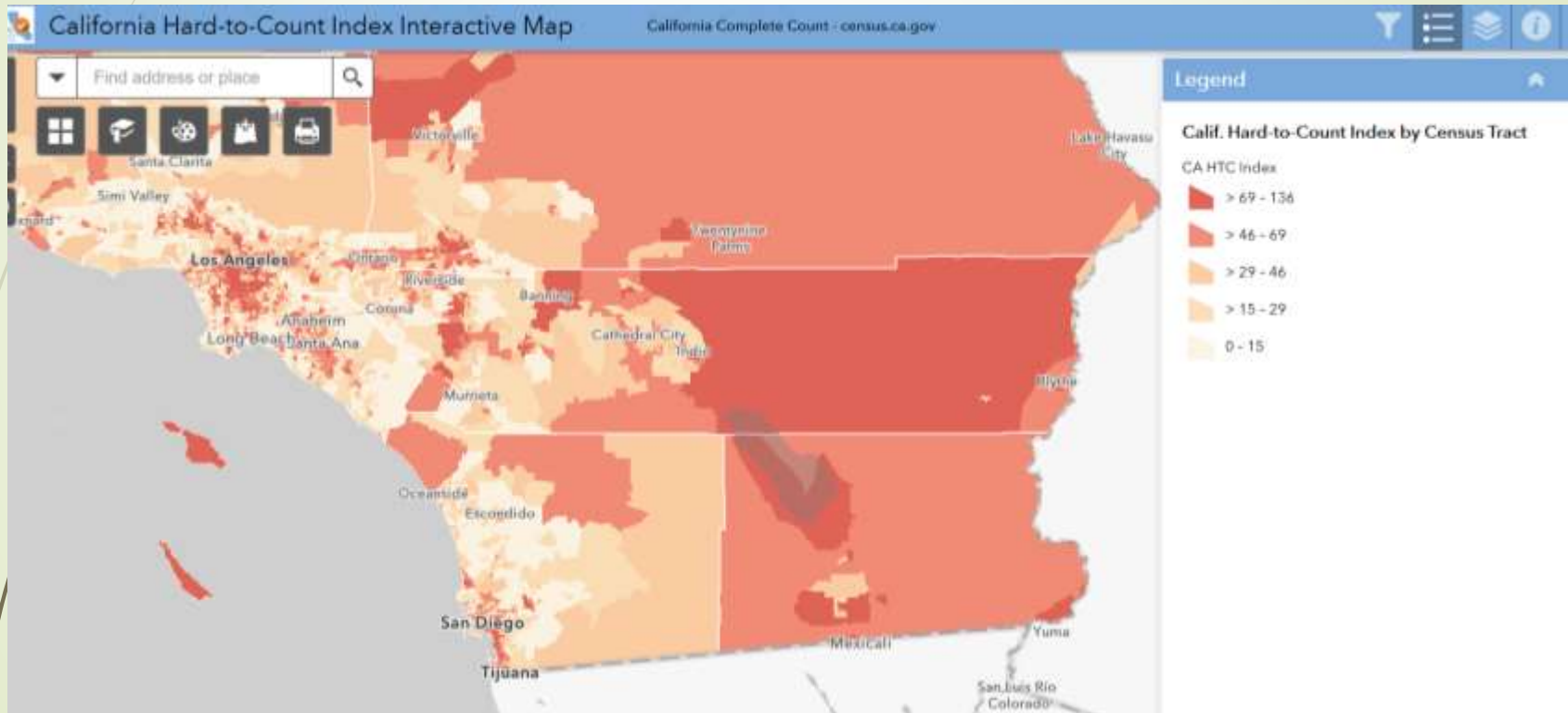
Esperanza M. Colio
County of Imperial
940 W Main Street, Suite 208
El Centro, CA 92243
442-265-1011



Why is important to participate in Census 2020?

- Census are done every 10 years to identify the population in every state.
- The Census determines HOW the House Representatives are allocated by each state.
- It determines the amount of funding needed by each community.
 - Social Security,
 - Medicare,
 - Medicaid,
 - Hospitals,
 - Roads,
 - Special Programs, etc.


Hard to Count Map



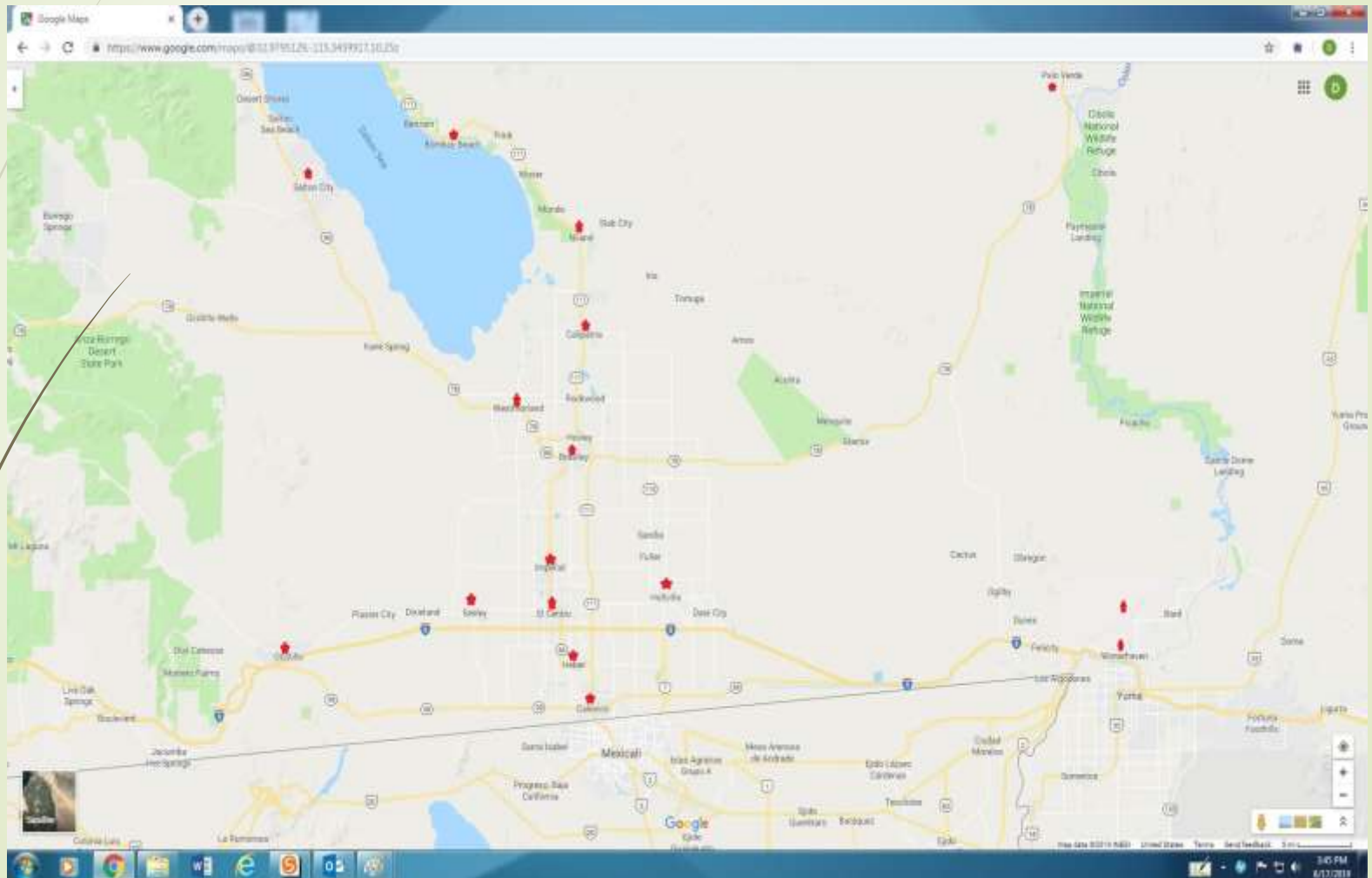
<https://census.ca.gov/HTC-map/>



Imperial County's Update

- Strategic Plan Completed
 - Kiosks will be available in different locations throughout the County of Imperial, including its seven cities.
 - Each kiosk will have a computer and phone line (cell) to answer the Census questionnaire.
 - Libraries will train at least one bilingual person to assist residents to complete the survey.
 - Additional bilingual volunteers will be available in most kiosks to assist residents.
- 

Kiosks locations in Imperial County





County's Request for Proposals

- **\$156,439** is available for this RFP for the incorporated cities located in Imperial County.
- **\$71,109** is available for this RFP for the unincorporated areas in Imperial County.

Deadline to submit proposals:
September 3, 2019 @ 5 pm




Cities RFP

- A total of **\$156,439** is available for this RFP for the incorporated cities located in Imperial County.
- 50% of these funds have been set aside to each city based on population and HTC population.
- The other 50% will be available on a competitive basis.
- Who can apply?
 - i. Incorporated City of the Imperial County,
 - ii. Non-profit organization, or
 - iii. Co-application of incorporated City and non-profit organization (s)
- Deadline to submit proposals: **September 3, 2019 @ 5 pm**

Unincorporated Areas RFP

- A total of **\$71,109** is available for this RFP for the unincorporated areas in Imperial County.
- All funds are available on a competitive basis.
- Who can apply?
 - i. Nonprofit organizations,
 - ii. School districts, or
 - iii. Quechan Indian Tribe
- Deadline to submit proposals: **September 3, 2019 @ 5 pm**

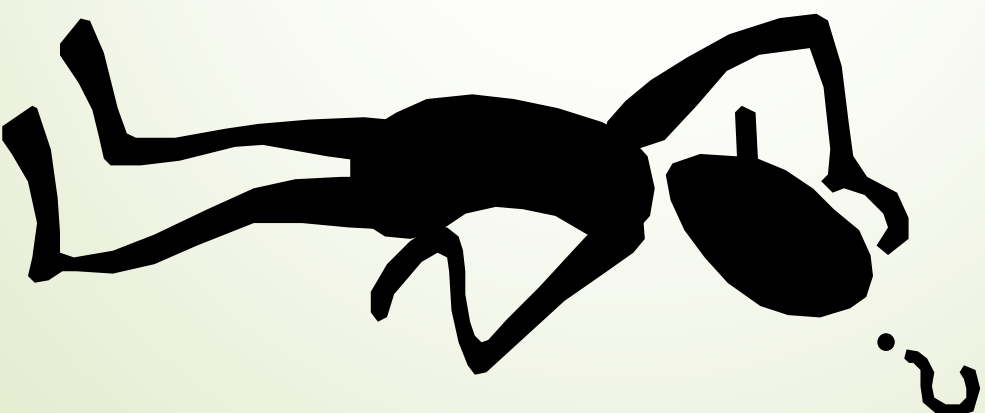


What happens if you don't participate in the Census 2020?

- Census Bureau staff will visit your home to complete the Census questionnaire.
- Incomplete questionnaires will also receive visits from the Census Bureau.

Remember: WE ALL COUNT!

Questions?



State Census 2020



**United Way
of San Diego County**

Michelle Silverthorn

**United Way of
San Diego**



**United Way
of San Diego County**

CountMe2020.org



Count Me 2020 is a coalition of over 150+ (& growing) community based organizations working to ensure a complete and accurate 2020 Census count in San Diego and Imperial Counties.

Committed to a Fair and Accurate 2020 Census

Background



- **Region 10 is hardest to count Statewide**
 - Imperial is the 1st hardest to count (out of 58)
 - Historical, substantial undercount
 - US/Mexico Border, trans-border identities
 - Low/no broadband access
 - High % of limited English proficiency
- 150+ Coalition Members strong (>300 individuals)
- UWSD awarded \$1.66 in funding by the **California Complete Count – Census 2020 Office** to support outreach and education to San Diego and Imperial counties

Strategy



Achieve a Complete & Accurate Count

- **Mobilize** expertise and uplift evidence-based approaches.
- **Promote** access to holistic support resources, strengthen cultural bonds, and respond to language needs.
- **Provide and support**
 - Training, materials, and technical assistance to CBO's and other trusted messengers
 - Communications and media coverage
 - Outreach events throughout the county
 - Management for data infrastructure and technology support

Strategy



The key is to outreach *through existing infrastructure and community partners*, where community is considered the trusted messengers, with *deep relationships and knowledge* of critical populations to ensure all are counted.

Imperial Focus



- **Outreach:** Hardest to Count up to 133,184 individuals across 25 (out of 30) Census Tracts.
- **Organize:** Nurture trust, engagement, buy-in, and civic participation to reach, educate, motivate, and activate individuals who are traditionally excluded and undercounted.
- **Coordinate:** Governments, cities, businesses, and other efforts.

We welcome all who care about our communities' representation and proper funding distribution.

Count Me 2020 Structure

ACBO:  United Way of San Diego County

- Executive Committee

- Community-Based Orgs (Subcontractors)

- CA Census Statewide Contractors
- Community Partners
- Regional Volunteers



Work Groups:

- **Subcontractor Evaluation:** Evaluation, Review, Selection
- **Strategic Planning & Implementation:** Plan prep, Data Evaluation & Targeting, Training Development, Outreach Management, Technology, Language Access, NRFU
- **Collaboration & Coordination:** Entity coordination, Volunteers, Recruitment, Outside Support
- **Communications, Events, Outreach:** Comms Materials, Outreach Experiments, QAK/QAC
- **Imperial County:** Special Focus



US Census Bureau



CA Census Office

 SANDAG



County Partners

SubContract Applications

Under Review:

64 Outreach Applications

\$6.8 in total requests



Funds for Imperial County

- Imperial 15% of funding available
- \$153,000
 - 5 Imperial based, 5 San Diego based

Proposed work:

- Conduct work in and/or across Region 10, focus on HTC populations in the identified census tracts/blocks, and are trusted messengers.

Priority will be placed on:

- Organizations that have a proven track record in working with HTC populations, community organizing, movement building and/or working as part of a coalition.

Census Tract Coverage by Applicants

112.02 - IMPERIAL COUNTY > El Centro	El Centro	5637	115	7
120.01 - IMPERIAL COUNTY > Calexico	Calexico	3776	112	5
115.00 - IMPERIAL COUNTY > El Centro	El Centro	6076	109	7
121.00 - IMPERIAL COUNTY > Calexico	Calexico	6481	101	7
104.00 - IMPERIAL COUNTY > Brawley	Brawley	7812	98	6
123.02 - IMPERIAL COUNTY > Salton City / Truck...	Salton ...	6173	95	2
101.02 - IMPERIAL COUNTY > Calipatria	Calipatria	4564	88	3
113.00 - IMPERIAL COUNTY > Heber	Heber	12071	88	5
114.00 - IMPERIAL COUNTY > El Centro	El Centro	4568	87	6
107.00 - IMPERIAL COUNTY > Brawley	Brawley	4574	84	6
102.00 - IMPERIAL COUNTY > Westmorland	Westm...	2704	82	3
122.00 - IMPERIAL COUNTY > Calexico	Calexico	8153	81	6

116.00 - IMPERIAL COUNTY > El Centro	El Centro	6159	79	4
111.00 - IMPERIAL COUNTY > Seeley	Seeley	3516	71	3
9400.00 - IMPERIAL COUNTY > Winterhaven	Winterh...	1917	71	1
109.00 - IMPERIAL COUNTY > Hotville	Hotville	7017	70	3
105.00 - IMPERIAL COUNTY > Brawley	Brawley	6886	69	4
118.02 - IMPERIAL COUNTY > El Centro	El Centro	5509	66	6
119.00 - IMPERIAL COUNTY > Calexico Area	Calexic...	10874	63	5
117.00 - IMPERIAL COUNTY > El Centro	El Centro	5184	55	6
124.00 - IMPERIAL COUNTY > Bombay Beach / O...	Bomba...	885	50	1
103.00 - IMPERIAL COUNTY > Alamo	Alamo	1166	48	2
123.01 - IMPERIAL COUNTY > Ocotillo	Ocotillo	4956	48	1
101.01 - IMPERIAL COUNTY > West	West	4077	47	2
108.00 - IMPERIAL COUNTY > Date City / Fuller	Date Cit...	1526	47	2



Contact

Michele Silverthorn

michele.silverthorn@uwsd.org

619-549-9838

countme2020.org

facebook.com/countme2020/

#countme

#hagasecontar

#becountedCA

#2020Census

Count Me 2020 Quarterly Meetings

<https://www.countme2020.org/events>

- ☐ October 29, 2019
- ☐ January 28, 2020
- ☐ April 28, 2020
- ☐ July 28, 2020



COUNT ME 2020

SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION



United Way
of San Diego County

State Census 2020



Blanca Romero

**National Association of
Latino Elected and
Appointed Officials
(NALEO)**



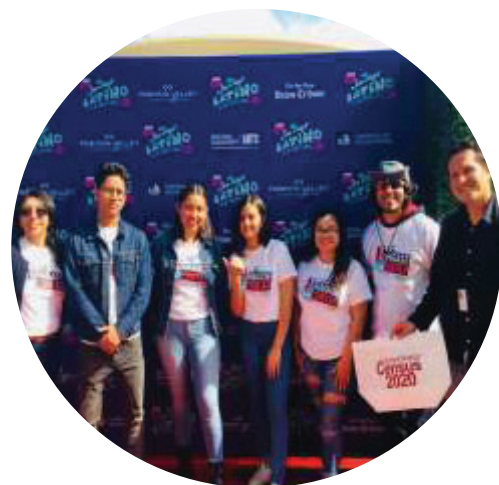
NALEO Educational Fund was established in 1981, NALEO is the nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from



**POLICY, RESEARCH
& ADVOCACY**



**CONSTITUENCY
SERVICES**



**CIVIC
ENGAGEMENT**

The *¡Hágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.



Focused on regions with significant Hard-To-Count (HTC) Latino communities, the *¡Hágase Contar!* Census 2020 campaign provides resources to partners.

- “Train-the-trainer” workshop opportunities
- State of the Census 2020 briefings
- Campaign material and promotional information
- Public awareness events and informational panels
- Digital and traditional media efforts
- National bilingual hotline – **877-EL-CENSO** (877-352-3676);
- Informational Website: hagasecontar.org



TEXT
“CENSUS”
TO
97779

JOIN OUR “GET
OUT THE
COUNT” SMS
LIST

Standard
messaging rates
apply.



TAKE ACTION NOW!

State Census 2020



Luis Olmedo

**Comite Civico del
Valle**



State Census 2020



CALIFORNIA RURAL LEGAL ASSISTANCE, INC.

Lupe Quintero

**California Rural
Legal Assistance
(CRLA)**

State Census 2020



Jordan D. Joaquin

**Tribal Chairman
Quechan Indian Tribe
of the Fort Yuma
Reservation**

SwORD

Lunch Break

California Complete
Count Email:

info@census.ca.gov

Phone: (916) 852-2020

Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:
[@CACompleteCount](https://twitter.com/CACompleteCount)



Gap Analysis

Take a look around the room, pick at least 3 areas you are familiar with (you may pick more).

Write on the paper any of the following:

- **Community Organization or City Program that works in the area**
- **Primary Language spoken**
- **Challenge to the area completing the census**
- **Strategy to overcome challenge**



Communications / Materials

“Be Counted CA”

National Week of Awareness

April 1st Census Day

Messaging & Research - How to deliver the message

Giveaways /Print Materials

Point Centers

Census 101



III. California Census 101

Why is the 2020 Census important?



Every Californian counts: The Census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation: Every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's your civic duty: Completing the Census is mandatory and it's a way to participate in our democracy and say "My story counts!"



It's about redistricting: After each decade's Census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.



You are the expert – your responses help: Your ideas are the best way to make sure everyone in your community gets counted.



Your data are confidential: Federal law protects your Census responses. Your answers can only be used to produce statistics.

How is the Census data used?



To advocate more resources for community members.



To ensure public safety and plan new schools and hospitals.



To decide where to open companies and businesses, which create jobs.



By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.



How can you make a difference now?



Use social media to spread the message



Incorporate messaging into community events and meetings

VIII. USCB FAQ

Why is the 2020 Census important?

- Every Californian counts
- It's about fair representation
- It's your civic duty
- It's about redistricting
- You are the expert – your responses help
- Your data are confidential

How is the Census data used?

- To advocate more resources for community members.
- To ensure public safety and plan new schools and hospitals.
- To decide where to open companies and businesses, which create jobs.

Is my information safe?

- Your census responses are safe and secure
 - The Census Bureau is required by law to protect any personal information it collects and keep it strictly confidential.
 - The Census Bureau can only use your answers to produce statistics.
 - Answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.
- By law, your responses cannot be used against you
 - Census responses cannot be used against you by any government agency or court in any way – not by the FBI, CIA, DHS nor ICE.

What's the U.S. Census Bureau's overall timeline?

- **January – March 2019:** The U.S. Census Bureau opens 39 area census offices. These offices open early to support Address Canvassing.
- **June – September 2019:** The Census Bureau opens the remaining 209 area census offices. The offices support and manage the census takers who work all over the country to conduct the census.
- **August 2019:** The Census Bureau conducts in-field address canvassing. Census takers visit areas that have added or lost housing in recent years to ensure that the Census Bureau's address list is up to date.
- **January 2020:** The Census Bureau begins counting the population in remote Alaska.

- **April 1, 2020:** Census Day is observed nationwide. By this date, households will receive an invitation to participate in the 2020 Census. You'll then have three options for responding: online, by mail, or by phone.
- **April 2020:** Census takers begin following up with households around selected colleges and universities. Census takers also begin conducting quality check interviews.
- **May 2020:** The Census Bureau begins following up with households that have not responded.
- **December 2020:** The Census Bureau delivers apportionment counts to the president.

What will the USCB send in the mail?

- **March 15-20:** Households will receive an invitation to respond online to the 2020 Census. Some households will also receive paper questionnaires.
- **March 16-24:** A reminder letter will be sent.
- **If you haven't responded yet:**
 - **March 26-April 3:** A reminder postcard will be sent
 - **April 8-16:** A reminder letter and paper questionnaire will be sent.
 - **April 20-27:** A final reminder postcard before the USCB follows up in person
- Every household that hasn't already responded will receive reminder and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how – the USCB will follow up in person with all households that don't respond.

Goals of Media Campaign



Goals of the media campaign is to compliment the ground strategy:

1. Support a complete 2020 Census count focusing on California's HTC communities
2. Support regional outreach efforts and collaborate with ACBOs, CBOs, and local governments
3. Educate and prepare for Nonresponse Follow-up period
4. Deliver focused messaging
5. Ensure all communications and advertising are culturally and linguistically competent
6. Developing rapid response strategies
7. Track and dispel misinformation
8. Complement (but not duplicate) the advertising and marketing campaigns by the U.S. Census Bureau, community-based organizations, local governments and philanthropic entities
9. Support regional and local outreach efforts by creating collateral and providing media support
10. Advance California for All brand

Thank you
Region Ten
partners!!



BE COUNTED, CALIFORNIA!



California Complete
Count Email:
info@census.ca.gov
Phone: (916) 852-2020
Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:
[@CACompleteCount](https://twitter.com/CACompleteCount)



BE COUNTED, CALIFORNIA!

