



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

Imperial County Department of Social Services, El Centro, Region 10  
August 14, 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 Imperial County Department of Social Services for providing the venue.

### Summary of Morning Session

#### Opening Remarks and Overview

The morning session began with opening remarks from Tomas Olivas, Councilmember, City of El Centro and on behalf of Congressman Juan Vargas; John Garcia, on behalf of State Senator Ben Hueso; Stella Jimenez, on behalf of Assembly Member Eduardo Garcia; Jesus Eduardo Escobar, Board of Supervisors, District 1; Jordan D. Joaquin, President, Quechan Indian Tribe of the Fort Yuma Reservation; Maria Nava Frolic, Mayor, City of Calipatria; and Bill Hodge, Mayor, City of Calexico.

Speakers emphasized how critical the Census is to the wellbeing of the community for many reasons, including fair allocation of government funding for local programs and resources (especially for previously undercounted communities), informing private business decisions, public planning, receipt of future grant funding, and appropriate representation in all levels of congress. They discussed local challenges to achieving a complete count, and the importance of outreach efforts to the HTC in order to overcome these obstacles.

Quintilia Ávila, Regional Program Manager, Southern California Lead, California Complete Count Census 2020, provided an overview of California Complete Count's efforts and approach.

Dr. Arturo Hernandez, Partnership Specialist for Imperial County, US Census Bureau (USCB), described the federal Census timeline, efforts to create and maintain local partners and trusted messengers, and available support, training, and technical assistance for local partners and those seeking to create a complete count committee. He also informed participants about USCB employment opportunities at its Palm Springs office.

#### Landscape of Census Outreach Strategies - Updates from Contracted Partners

A panel comprised of local partners described the highlights of their outreach strategies. Imperial County and United Way, the Administrative Community Based Organization (ACBO), panelists also provided an update on their subcontracting processes.

- **Esperanza Colio Warren**, County of Imperial
  - Imperial County has completed its strategy and budget and issued a Request for Proposals (RFP) from local CBOs to implement this strategy.
  - Strategy highlights discussed were:
    - Placing questionnaire assistance kiosks (QAKs) in safe areas.
    - Training bilingual library staff and other volunteers to assist residents in completing the census.
    - Engaging fire fighter cadets as trusted messengers.
    - Encouraging residents to participate in the census on their own before the non-response follow-up period to avoid having a census enumerator come to their door.
- **Michele Silverthorn**, United Way of San Diego, ACBO for the region's CountMe2020 Coalition
  - Count Me 2020 coalition includes more than 150 community organizations.
  - United Way is currently reviewing proposals received in response to its RFP.
  - Outreach will be conducted through existing infrastructure and community partners.
  - Outreach support will include training materials, technical assistance, outreach events, and data management.
  - Participants were invited to join the CountMe2020 coalition, attend CountMe2020 quarterly meetings and review events, and access resources on their website: [Countme2020.org](http://Countme2020.org).
- **Tonatiuh Romero Reyes**, Consulate General of Mexico, Imperial Valley, California
  - Possible roles of the Consulate are currently under discussion, including:
    - Outreach and communication
      - Serve as a messenger in their daily contacts to build trust and confidence in the process and encourage participation
    - Provide resources, including education
      - Educate residents about the connection of the census to economic development opportunities
- **Blanca Romero**, National Association of Latino Elected Officials (NALEO)
  - NAELO will provide the following resources and assistance for outreach to the Latino community:

- Volunteers
  - Training, including digital and media training
  - Coaching
  - Train-the-trainer workshops
  - Briefings, for example regarding the citizenship question
  - Promotional material that can be downloaded and printed
  - Bilingual census informational hotline – 877-EL-CENSO
  - Get-out-the-count texting list, text “census” to 97779 to join
- **Luis Olmedo**, Comite Civico del Valle
    - Emphasized the benefits of obtaining a complete count, including:
      - Improved community amenities
      - Representation for the HTC population
      - Accurate data for funding requests, research studies, policy formulas (e.g., Assembly Bill 32)
      - Funding for needed social services in economically depressed areas
- **Jordan D. Joaquin**, President, Quechan Indian Tribe of the Fort Yuma Reservation
    - Will conduct outreach in areas of heavy activity (e.g., senior center, wellness center, education complex, tribal administration building)
    - Recommends that partners focus on rural areas around Hopeville and Salton City, as observational data suggest people are undercounted there

### Summary of Afternoon Session (High level summary)

#### Ensuring a Complete Count for California

The afternoon session provided an opportunity for participants to discuss and document their collective knowledge about the areas that include the County’s 25 HTC census tracts. For these HTC areas, participants provided information about active organizations, languages spoken, challenges to achieving an accurate count, and strategies to overcome those challenges.

#### SwORD Overview

A video describing Statewide Outreach and Rapid Deployment’s (SwORD’s) functions was played.

#### Next Steps

- The ACBO and County will meet monthly to continue collaboration and coordination. The meeting was set for the first Wednesday of each month at 10 am. A meeting location will be identified.
- Contracted partners will continue working on their Implementation Plans.