



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

San Luis Obispo City Library, San Luis Obispo, Region 5  
October 15, 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." These areas are commonly referred to as hard-to-count (HTC). The ultimate goal is to ensure that vulnerable populations in HTC census tracts 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 partners. During the afternoon session, the Census Office facilitated collaboration among partners so that they could continue development of an effective and efficient Implementation Plan. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to vulnerable populations in HTC census tracts and serve as a tool to monitor progress and coordinate efforts.

California Complete Count acknowledges and thanks the City of San Luis Obispo for providing the venue for this meeting.

### Summary of Morning Session

#### Opening Remarks and Overview

Emilio Vaca, Deputy Director of Outreach, California Complete Count, welcomed attendees and provided an overview of California Complete Count's role, funding, and approach.

Heidi McPherson, The Community Foundation of San Luis Obispo County, reviewed funding sources for census outreach within the County. The Community Foundation, which is a subcontractor to the ACBO, intends to post funding application guidelines on its website in the near future.

Ana Lugo, U.S. Census Bureau (USCB) Partnership Specialist, described federal Census operations and timelines and offered local support, including education, training, and presence at local events. She informed participants about USCB employment opportunities.

#### Media Outlook

Taylor Stephens and Dayanna Macias-Carlos, Communication Specialists, California Complete Count, provided an overview of the Census Office's media campaign and its plan for supporting and

collaborating with local partners. They discussed the communications website ([californiacensus.org](http://californiacensus.org)), reviewing the information it provides and features it offers, including the partner portal ([portal.californiacensus.org](http://portal.californiacensus.org)). Via the portal, partners can download outreach materials provided by the Census Office and upload materials to share with other partners.

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

A panel of local partners described the status and highlights of their outreach strategies and identified opportunities for participation and collaboration.

- **Gloria Soto, Councilmember**, City of Santa Maria
  - The City is in the process of developing a Census outreach strategy. City leaders are exploring barriers to completing the Census in HTC areas, identifying opportunities for collaboration with community-based organizations (CBOs), assessing how they can leverage their resources, and inviting other cities to participate in planning for a complete count.
  - Organizations interested in participating may join the Santa Barbara Complete County Committee.
- **Kristin Eriksson**, San Luis Obispo County
  - San Luis Obispo County has formed a Complete County Committee. It is in the initial planning phase, working with non-profit organizations, Cal Poly, and cities to develop a regional outreach strategy. The County has a website and is in the process of selecting a marketing firm to support its efforts. Its strategy will include providing a Questionnaire Assistance Center (QAC) with bilingual staff.
  - Organizations interested in participating may join the Complete County Committee.
- **Lucille Boss**, Santa Barbara County
  - Santa Barbara County is in the process of preparing its Implementation Plan, developing a website, preparing kits that can be used at community events (with table cloths, flyers, display sets, etc.), and assembling a community calendar with local organizations' events and materials.
  - Those who want to get involved can join the Complete County Committee and sign up for its email list.
- **Dr. Gabino Aguirre**, Ventura County Community Foundation (VCCF), Administrative CBO for Region 5
  - VCCF is distributing funding to CBOs in Region 5 counties based on the proportion of HTC in each county. He anticipates that each county will form a Complete Count Committee to lead the Census outreach effort in that county.
  - The foundation's website provides tool kits, links to resources, and materials, including English and Spanish flyers, a pledge card, and a PowerPoint presentation template (translated into Spanish).
  - It is developing videos and social media posts that will be available to partners.
  - CBOs can apply for funding from VCCF.
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)
  - CHIRLA is the State's contracted Statewide CBO for outreach to immigrants, refugees, and limited-English speakers. Its strategy includes Census education; community organizing support (training local organizers, advocates, and canvassers); providing Census information within its legal services department; disseminating flyers, social media content, and 30-

- second videos; collecting pledge cards with contact information for follow up; and hosting QACs at its satellite offices.
- CHIRLA representatives are seeking to collaborate with local partners on civic engagement (call center, phone banking, and canvassing).
- **Dr. Ligaya Hattari**, California Indian Manpower Consortium (CIMC)
  - CIMC is one of the State’s two Statewide CBOs conducting outreach to the Native American community. The CBO has been providing information and education about the importance of the Census during activities that are unique to this community, such as service meetings and Pow Wows.

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

#### Ensuring a Complete Count for California

The afternoon session provided an opportunity for partners to learn about the Statewide Outreach and Rapid Deployment (SwORD) portal and to discuss and document their collective knowledge about HTC census tracts in Santa Barbara and San Luis Obispo counties.

Jim Miller, Data and GIS Mapping Manager, California Complete Count provided an overview of SwORD.

Participants divided into two groups – one for Santa Barbara County and one for San Luis Obispo County. Each group reviewed five hardest-to-count census tracts in the County and brainstormed to identify effective outreach strategies and activities for those census tracts, organizations that can effectively implement those strategies, language needs, and challenges to achieving an accurate count. They also discussed ways that State media and communications staff can support local efforts. The information was collected on flip charts. Discussion highlights were reported back to the full group as follows:

- Santa Barbara County
  - Santa Maria
    - This area’s population is largely Hispanic and immigrant.
    - There are some mobile home parks and many renters.
    - Renters highly distrust landlords.
    - A suggested strategy for this area is to communicate and collaborate with property managers to provide Census messaging.
  - West side of Santa Barbara
    - This area has a high student and immigrant population.
    - Outreach strategies for students:
      - Collaborate with city colleges.
      - Provide education on how to fill out the Census form and emphasize that students must report the location at which they are residing on April 1.
      - Use texting from professors and/or students.
    - Key for immigrant communities is education about information required on the Census form.
      - Make a Spanish-language video showing each of the questions on the form to support this education.

- Lompoc
  - Characteristics of this area's population include low income, retired, military, white, and farm workers.
  - Key strategies include:
    - Reach out to high school students.
      - High school students can canvass for community service hours.
    - Focus on community centers.
- San Luis Obispo County
  - Cal Poly area
    - Key partners include: San Luis Obispo County, food bank, hospital, Greek organizations, the Chamber of Commerce, among others.
    - Key strategy: Engage students in the enumeration effort.
  - Paso Robles
    - The HTC areas include indigenous Latinx populations.
    - There are a number of places to conduct community outreach within the community and a number of potential outreach partners.
  - A general strategy that emerged from the discussion is to activate city and other public employees as trusted messengers/Census public information officers.

#### Next Steps

- Local partners will continue the conversations started at this meeting.
- The State Census Office will provide support as needed.
- Mr. Miller is available to provide technical support regarding SwORD.
- The communications team will support each County in developing its media and communication strategies and implementation plans.