California Complete Count – Census 2020

Convenings & Implementation Plan Workshop

July 17, 2019
Salinas
State Census 2020

Welcome & Opening Remarks
Special Guests

Robert Rivas, Assemblymember
District 30th

Anna M. Caballero, State Senator
District 12th

Dr. Romero Jalomo, Vice-President of Student Affairs, Hartnell College
Morning Agenda

• Welcome
• California Census Office Efforts
• U.S. Census Bureau Update
• Landscape of Strategies
State Census 2020

Ditas Katague

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

For the latest updates: @CACompleteCount
U.S. Census Bureau Updates

Christina Granados & Tory Del Favero

USCB Partnership Specialists
It is in the Constitution Article 1, Section 2 of the U.S. Constitution
“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

The fact that it is in the constitution makes it’s central to a democratic form of government.
Your Answers are Protected by Law Title 13 of the U.S. Code

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information or responses with any other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of $250,000
New Ability to Self Respond
Starting March 12, 2020

*12 languages plus English will be supported (Internet & Phone)
2020 Census Jobs

One application qualifies you for any of the following positions:

<table>
<thead>
<tr>
<th>Position</th>
<th>Pay rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Clerks</td>
<td>$20.00 per hour</td>
</tr>
<tr>
<td>Office Operations Supervisors</td>
<td>$26.00 per hour</td>
</tr>
<tr>
<td>Census Field Supervisors</td>
<td>$27.50 per hour</td>
</tr>
<tr>
<td>Enumerators (Census Takers)</td>
<td>$25.00 per hour</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$27.50 per hour</td>
</tr>
</tbody>
</table>

✓ Excellent Pay
✓ Flexible Hours
✓ Paid Training
✓ Temporary Positions

Basic Requirements
- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

Simple Application
33 Question Assessment
Plus 9 Supervisory questions if interested in Supervisory Positions

Apply today!
2020census.gov/jobs
Federal Relay Service: (800) 877-8339 TTY / ASCII
www.gsa.gov/fedrelay

1-855-JOB-2020 (1-855-562-2020)
The U.S. Census Bureau is an Equal Opportunity Employer
2020 Census Timeline

**Key census activities start in 2018 and continue through 2021**

- **March:** Census Bureau delivers questions to Congress
- **April:** Open 6 regional census centers
- **October:** Full implementation of the communications program
- **October:** Partnership specialists begin working for Census Bureau
- **August:** Begin In-Field Address Canvassing
- **January:** Begin enumeration in remote Alaska
- **February:** Group Quarters Operation begins
- **March:** Update Leave begins
- **March:** Internet Self-Response begins
- **April 1:** Census Day
- **May:** Nonresponse Followup begins
- **December 31:** Deliver apportionment counts to the President

**2018**
- March: Census Bureau delivers questions to Congress
- April: Open 6 regional census centers
- October: Full implementation of the communications program
- October: Partnership specialists begin working for Census Bureau

**2019**
- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices
- November: Launch advertising campaign

**2020**
- August: Begin In-Field Address Canvassing
- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: Update Leave begins
- March: Internet Self-Response begins
- April 1: Census Day
- May: Nonresponse Followup begins
- December 31: Deliver apportionment counts to the President

**2021**
- March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)
## Contact Information

<table>
<thead>
<tr>
<th>Partnership Coordinator</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lia Bolden</strong>&lt;br&gt;Northern CA – West</td>
<td>510-935-9886</td>
<td><a href="mailto:Elaine.L.Bolden@2020Census.gov">Elaine.L.Bolden@2020Census.gov</a></td>
</tr>
<tr>
<td><strong>Tammie Brown</strong>&lt;br&gt;LA County (part)</td>
<td>213-314-6419</td>
<td><a href="mailto:Tammie.N.Brown@2020census.gov">Tammie.N.Brown@2020census.gov</a></td>
</tr>
<tr>
<td><strong>Amalia De Aztlan</strong>&lt;br&gt;Inland Empire, Kern, Kings &amp; Tulare Counties</td>
<td>760-861-4937</td>
<td><a href="mailto:Amalia.U.deAztlan@2020census.gov">Amalia.U.deAztlan@2020census.gov</a></td>
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<tr>
<td><strong>Nhi Ho</strong>&lt;br&gt;Orange &amp; San Diego Counties</td>
<td>657-363-6903</td>
<td><a href="mailto:Xuan.Nhi.V.Ho@2020census.gov">Xuan.Nhi.V.Ho@2020census.gov</a></td>
</tr>
<tr>
<td><strong>Jessica Imotichey</strong>&lt;br&gt;Tribal &amp; Congressional</td>
<td>213-314-6268</td>
<td><a href="mailto:Jessica.A.Imotichey@2020census.gov">Jessica.A.Imotichey@2020census.gov</a></td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>Rosa Rendon</strong>&lt;br&gt;CA Central Coast &amp; Fresno</td>
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<td><a href="mailto:Rosa.Rendon@2020census.gov">Rosa.Rendon@2020census.gov</a></td>
</tr>
<tr>
<td><strong>Brigitte Roberts</strong>&lt;br&gt;Northern CA – East</td>
<td>510-761-1150</td>
<td><a href="mailto:Brigitte.F.Roberts@2020census.gov">Brigitte.F.Roberts@2020census.gov</a></td>
</tr>
</tbody>
</table>
Landscape of Outreach Strategies

- Rosemary Soto, Monterey County
- Dulce Alonso, San Benito County
- Paulina Moreno & Joseph Watkins, Community Action Board of Santa Cruz County
- Dr. Gabino Aguirre, ACBO Ventura County Community Foundation
- Reina Canale, California Rural Legal Assistance, Inc.
- Genevieve Flores-Haro, Mixteco Indigena Community Organizing Project
LCCC Progress

- Established October 2018
- Community-led Planning Process
- Monterey County specific Hard-to-Count populations
- Effective Outreach and Media Strategies
- Organizational Structure
Regional Approach

North County
South County
Salinas
Peninsula
Partners

Community Based Organizations

City Government

Business Community

Education

County Government

Civil Rights Organizations
Hard to Count Populations

Japanese American
African American
Latino
Native American
Indigenous Oaxacan
Filipino American
Migrant Farmworkers
Immigrant
H2A Workers
Non citizens
Non English Speakers
DACA Students
Veterans
People with Disabilities
College/University Students
Group Quarters
Senior/ Older Adults
Zero to Five
Homeless Individuals and Families
Housing Unstable
Renter Occupied
Hospitality / Tourism Workers
LGBTQ
Rural
CCC Timeline

- Educate: July 2019
- Motivate: January 2020 – March 2020
- Activate: April 2020
- Educate: December 2019
- Educate: July 2020
Media Outreach Strategies

Culturally Relevant Messaging:

a. Increase awareness & education

b. Motivate individuals and groups

c. Activate follow through to complete the Census questionnaire
Social Media Campaign

CREATE A SENSE OF A SOCIAL JUSTICE MOVEMENT WITHIN HTC COMMUNITIES
Local Branding

BRING COMMUNITY OWNERSHIP TO THE LOCAL EFFORT

VISIBILITY THROUGH TRADITIONAL & NON TRADITIONAL MEDIA OUTLETS
Community Outreach Strategies

Census Ambassador Centers: in Trusted Spaces within highest HTC population rates

Volunteer Program: a community-driven engagement and mobilization

Educational Institutions: partnerships with Monterey County Office of Education, Hartnell & Monterey Peninsula Colleges, CSUMB, MIIS and local Career & Technical programs
Community Outreach Strategies

Community Resource Fairs: Census centered Kick-Off events in each District (March-April 2020) and participate in all community events most attended by HTC populations

Theater & Arts: traveling troupe at Kick-Off events, fotonovela and the visual arts as a communication tool to drive home lively and resonating messages
We have a website!

http://www.co.monterey.ca.us/2020Census
Contact information

Complete Count Committee for Monterey County:
County Administrative Office
Rosemary Soto
sotory1@co.Monterey.ca.us
831-755-5840
2020 Census
Complete Count Committee
County| County Administrative Office
Wednesday, May 17 2019
Race and Origins of San Benito County

- 58.9% Hispanic or Latino of any race
- 35.6% White alone
Hard to Count Characteristics

That is foreign-born 20.5%

- Age 25 or older who are not high school graduates 20.9%
- Age 16 or older that are unemployed 8.8%
- Under 5 years old 6.6%
- Who moved from outside county in past year 5%
- With income below 150 percent of poverty level 19.6%
Top Hart To Count San Benito County:

- Children under 5
- Unemployment
- Crowded Units
- Households receiving public assistance
- Non-High School graduates
Census Planning Database Variables

(Provides socio-economic and demographic characteristic profiles of communities to enable identification of Hard-to-Survey populations)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
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<tbody>
<tr>
<td>Median Household Income</td>
<td>Not High School Graduate</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>Renter Occupied Housing Units</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>Vacant Housing Units</td>
</tr>
<tr>
<td>Hispanic</td>
<td>Limited English Age 14+</td>
</tr>
<tr>
<td>Asian</td>
<td>Population Age 18-24</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>Population Age 65+</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>Family Occupied Housing Units with Related Children Under Age 6</td>
</tr>
<tr>
<td>Below Poverty Level</td>
<td>Multi-Unit (10+) Housing</td>
</tr>
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</table>
San Benito County HTC Index
## Top Three Languages Spoken at Home

<table>
<thead>
<tr>
<th>Language</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Total Limited-English Population</td>
<td>9,692</td>
</tr>
<tr>
<td>(Persons 5 years and older who do not speak English “very well”)</td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td>93.4%</td>
</tr>
<tr>
<td>Other Indo-European languages</td>
<td>2.6%</td>
</tr>
<tr>
<td>Korean</td>
<td>1.3%</td>
</tr>
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San Benito County Partnerships
Outreach & Engagement

1. Educate
   - Training for partnership staff
   - Public trainings workshops
   - Posting flyers
   - Attending outreach events
   - Tri-county media

2. Motivate

3. Activate
Next meeting dates

- Hollister Veterans’ Memorial Building:
  - 649 San Benito St, Hollister, CA 95023
- Thursday, July 25 from 3-5 p.m.
- Thursday, August 29 from 3-5 p.m.
City of Watsonville 4th of July Parade
I Count, You Count, We Count
¡TODOS CONTAMOS!
Santa Cruz County
Strategic Plan: 2020 Census

Agreement #CCC-08-20025
Peter DeSefo, Economic Development Coordinator
peter.desefo@santacruzcounty.us
(831) 454-3407
May 31, 2019

MOTIVATE!
EDUCATE!
ACTIVATE!

Strategic Plan
Strategic Plan Goals

• GOAL 1: Draw from U.S. Census Bureau best practices to count all residents

• GOAL 2: Implement new and innovative outreach strategies to educate and motivate HTC and vulnerable populations to participate in the 2020 Census

• GOAL 3: Strengthen countywide and multi-sector collaboration
33.9% of Santa Cruz County residents are Latino, increasing in south county to 84.1% of residents identifying as Latino.

12.3% of residents have no internet access or have dial-up only.

19,500 persons estimated to be undocumented immigrants.

31.9% of residents speak English as a second language, increasing in south county to 72% who speak Spanish as their primary language.

One in 120 persons in Santa Cruz County are homeless, with 80% unsheltered.

Nearly 3,000 additional K-12 students are also considered homeless.

Approximately 35,000 students are enrolled in post-secondary institution.

23.8% poverty rate is second-highest rate among 58 California counties.

18% of residents are foreign-born, increasing to 37.6% in the City of Watsonville.

15.6% of residents are aged 65 or older.

19.5% of residents are under 8 years old, increasing to 32.89% in south county.
City of Watsonville 4th of July Parade
Partners

• South County Indivisible
• Monarch Services
• Community Bridges
• City of Watsonville
• 2nd Harvest
• The Senior Center
• Center for Farm working Families
• JANUS
• SC Community Health Centers
• Salud Para La Gente
• Barrios Unidos
• Davenport Resource Center
• Salvation Army
• Migrant Education
• University of California Santa Cruz
• Cabrillo Community College
• First 5
• Downtown Streets Team
• Homeless Services

• Encompass
• Santa Cruz Public Libraries
• Watsonville Public Libraries
• Homeless Persons Health Project
• PVUSD
• PVPSA
• United Way
• Community Foundation
• Catholic Charities
• University of California Santa Cruz
• Cabrillo Community College
• Santa Cruz County Immigration Project
• All Chambers of Commerce
• Santa Cruz Health Services Agency
• Health Improvement Partnership
• The Diversity Center
• Youth Now
• Food What!
• Central California Alliance for Health
• Human Care Alliance
• Central Coast Center for Independent Living
• Kaiser Permanente
• And many many more!
Subcommittees

- Immigrant
- Unhoused/Housing Instability
- Health/Seniors/Disabilities
- Higher Education
- Libraries and Tech Access
- Youth/0-5
- K-12
- LGBTQ
- Business
IMPLEMENTATION PLANNING WORKSHOP

July 15, 2019
Salinas, Monterey County

Ventura County Community Foundation
Region 5 Administrative Community-Based Organization (ACBO)
Welcome and Introductions

Dr. Gabino Aguirre
Region 5 Census Coordinator
The State’s ACBO RFP

- The Ventura County Community Foundation (VCCF) was selected by the State of California to be the Administrative Community Based Organization (ACBO) for Region 5.

- Region 5 includes the 6 counties:
  - Ventura
  - Santa Barbara
  - Monterey
  - San Luis Obispo
  - Santa Cruz
  - San Benito
Funding Disbursement

- VCCF will award funding through the Community Foundations (once it’s received from the State)
- Funds will then pass to nonprofits working collaboratively with Complete Count Committees dedicated to supporting Hard-to-Count (HTC) efforts
- Funding is based on the percentage of the HTC population
- Up to 10% of the funding available for administrative costs for subcontractors
- Funding Allocation for Region 5: $1.1M
## Funding Disbursement

<table>
<thead>
<tr>
<th>County</th>
<th>% HTC Population</th>
<th>Total Funding</th>
<th>10% Administrative Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ventura</td>
<td>37%</td>
<td>$ 412,686.90</td>
<td>$ 41,268.69</td>
</tr>
<tr>
<td>Monterey</td>
<td>24%</td>
<td>$ 267,688.80</td>
<td>$ 26,768.88</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>20%</td>
<td>$ 223,074.00</td>
<td>$ 22,307.40</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>9%</td>
<td>$ 100,383.30</td>
<td>$ 10,038.33</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>7%</td>
<td>$ 78,075.90</td>
<td>$ 7,807.59</td>
</tr>
<tr>
<td>San Benito</td>
<td>3%</td>
<td>$ 33,461.10</td>
<td>$ 3,346.11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>$ 1,115,370.00</strong></td>
<td><strong>$ 111,537.00</strong></td>
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</table>
Region 5 Goals

- Partner together to raise additional dollars for outreach efforts
- Leverage existing resources and community partnerships
- Create a trustworthy, unifying brand
- Share best practices to ensure an accurate count
Key Action Items

- Raise funds through a Region 5 Philanthropic Subcommittee
- Counter misinformation through transparent information and campaigns
- Creatively utilize social media, technology, and other media partnerships to collectively problem solve
- Deploy a suite of marketing strategies that build public awareness
- Utilize SwORD for strategic outreach and planning
Scalable Census Toolkit

• Goal:
  • Reduce the demand on lead partners
  • Increase the capability of local organizations
  • Allow CCCs throughout the region to quickly form into robust, inclusive, and responsive Committees.

• The Toolkit will include:
  • Meeting formats
  • Discussion outlines
  • Committee checklists
  • Subcommittee charters
  • A sample online calendar
  • Other prepared marketing materials
  • A website template (www.VenturaCountyCounts.org) that can be replicated, renamed, and scaled for each county.

• The Toolkit is not a requirement but will be available as an Opt-In program for each of the Complete Count Committees in all counties of Region 5.
Question and Answers

www.VenturaCountyCounts.org
California Rural Legal Assistance, Inc.
Fighting for Justice, Changing Lives Since 1966

- Non-profit legal service program created to help Rural Californians in low-income communities

- Our Mission:
  
  To Fight to Justice and Individual Rights alongside the most exploited Communities in our Society

- 16 Legal Aid Offices Statewide from Marysville to El Centro

- 7 Migrant Field Offices for Agricultural Workers:
  
  - Coachella
  - Fresno
  - Modesto
  - Oxnard
  - Stockton
  - Salinas
  - Vista
WHO ARE FARMWORKERS?

- **Migrant farmworkers** are persons employed in agricultural work of a seasonal or temporary nature who are required to be absent overnight from their permanent place of residence.

- **Seasonal farmworkers** are persons employed in agricultural work of a seasonal or temporary nature who are not required to be absent overnight from their permanent place of residence.

- **Guestworkers** are noncitizens admitted temporarily to the U.S. on special employment visas under the Immigration and Nationality Act to perform agricultural labor if unemployed U.S. workers can not be found to perform the job.

- **Farmworkers in permanent annual employment** are persons employed in agriculture to work in certain industries or operations that may operate year-round, such as dairies, packing sheds or certain nurseries.
HIGHLIGHTS OF OUTREACH STRATEGY

❖ **Identify** communities of farmworkers that are least likely to respond to the census.

❖ **Educate** HTC communities about the census through visual presentations, the distribution of informational materials, and regular education and outreach.

❖ **Activate** the use of multilingual employees, qualified interpreters, and comprehensive document translations.
COORDINATION OF STAKEHOLDERS

❖ **Identify** – In California, an estimated 44% of the population speaks a language other than English at home.

❖ **Educate** – Poorly trained interpreters or untrained bilingual staff provide weak interpretations

❖ **Activate** the use of vetted interpreters to perform document translations and multilingual videos.
Language Access

• Vetted Translators
• Multilanguage Materials

Distribution of Materials

• CRLA website will serve as a hub for information sharing.

Event Coordination

• CRLA will engage with Twitter, Facebook, Instagram, YouTube, Craigslist, and MeetUp to highlight events and field outreach locations.
CRLA 2020 Census Coordinator, Victims of Crime Attorney, & VOCA Program Manager
Reina Canale, Esq.
RCanale@CRLA.org

THANK YOU.

Any Questions?
MICOP STATEWIDE FARMWORKER CENSUS STRATEGIC PLAN

Genevieve Flores Haro
Associate Director
Mixteco/Indigena Community Organizing Project
Ventura County
ABOUT MICOP

Our mission support, organize and empower the indigenous migrant community in the Central Coast.

We serve 8,000 individuals annually through 19 different programs in six program areas: health and family strengthening, community organizing and advocacy, language access, education, cultural promotion and community Radio Station.

85% of our staff are indigenous, as is 50% of our Board of Directors

www.mixteco.org

805 483 1166
MICOP STRATEGIC PLAN HIGHLIGHTS

Top 5 Farmworker CA Counties

- Fresno
- Monterey
- Kern
- Tulare
- Ventura
PROMOTORA MODEL

• Trusted Messengers
• Linguistically and Culturally Appropriate Methods
  • Indigenous variants
• Outreach methods
  • Agriculture Fields
  • House Meetings
SUB-CONTRACTEES

- Hmong
- Punjabi
- Latinx
- Indigenous
• Farmworkers listen to radio 8-10 hours a day
• PSAs
• Live Programming
• Radio network includes:
  • Radio Indígena
  • Radio Bilingue
  • Radio Campesino
• New asks would be for
  • Hmong/Punjabi Radio
COORDINATION

• Possible statewide partners

• For Indigenous Groups: Movimiento Cultural de la Union Indígena (Napa/Sonoma/Mendocino/Solano Counties), Central Binacional Desorollo Indígena Oaxaqueño (Fresno, Watsonville), Frente Indígena Oaxaqueño Binacional (statewide), and Radio Bilingüe (statewide).

• For Spanish Speakers: Lideres Campesinas (statewide), Radio Campesino (Bakersfield/Fresno/Salinas/Visalia), Centro La Familia (Fresno), Education and Leadership Foundation (Fresno), United Farmwoker Foundation (Kern County), Dolores Huerta Foundation (Kern County), Fresno Economic Opportunities Commission (Fresno), and the Mexican Consulates (statewide).

• For Hmong speakers: California Hmong Advocates Network (Fresno County)
HOW TO GET INVOLVED

• Stay connected with us
• Re-play our produced media
• Refer groups to work with us
• Development together
• Everyone COUNTS
QUESTIONS?
Lunch Hour
IPW Agenda

• From strategy to implementation
• Focus areas:
  • Outreach / Questionnaire Assistance Centers (QACs)
  • Communication / Public Relations
  • Language and Communication Access
  • SwORD
• Next Steps & Closing
Outreach/Questionnaire Assistance Centers

• How will Counties, Regional ACBOs and Statewide CBOs coordinate QACs and QAKs?
• What is the difference between QAC, QAK and CAK?
• Why is it important to have staff at these site locations?
Why Language and Communication Access?

• Equal and meaningful access for limited English proficient individuals and people with disabilities in:
  - Their primary language
  - Accessible formats

• The majority of HTC, not just LEP, will need assistance in non-English primary language. Appropriate and correct language, and cultural sensitivity are fundamental to earning the trust of our HTC.

• Goal is to ensure we reach a median of 91.3% LEPs in each county with LACAP approach.
Communication and Public Relations

- The statewide contractor will develop and implement a statewide strategy that utilizes, amplifies, and is informed by the U.S. Census Bureau, community-based organizations, local governments, and ethnic media partners.

- Campaign has been designed to reach all 10 geographic regions.

- State contractor will be required to meet regularly with counties, Statewide CBOs, and ACBOs to ensure messaging is hitting the right target.

- Paid media should be included in strategic plans submitted by counties, ACBO and Statewide community-based organizations to the state, and tactics will be coordinated to ensure efforts are not duplicated.
State Census 2020

Jim Miller
Data & Mapping Manager
California Complete Count Census 2020
What is SwORD?

- Google/Apple/Bing Maps for Census
- Single source of truth for outreach planning & reporting
- Detailed analytics and insights facilitate a data-driven approach
SwORD Product Roadmap

**ESRI ArcGIS (Dec 2018)**
Core platform & key maps (HTC Index)

**Map Creator (Apr 2019)**
Create & Save planning maps

**Structured Planner (May 2019)**
Create detailed plans

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**Implementation Plans due starting Sept 2019**

**Outreach Analytics (Aug 2019)**
View trends & gaps in outreach data

**Outreach API (Jul 2019)**
Allow 3rd party apps to connect to SwORD

**Outreach Reporting (May 2019)**
Send activity info via a web survey form

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**We Are Here!**

**Federal Response API (TBD)**
View an up to date response rate in SwORD

**Continuous Improvement (Aug 2019 -)**
Adjust to user feedback using agile methodology

**Transfer to DOF (Jan 2021)**
Archive and transfer all SwORD data to DOF

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**Strategic Plans due starting May 2019**

**END**
Why we want your data

- Prevent gaps
- County, region, and state-level dashboards
- Share best practices
- Metrics for success
- Accountability and transparency
- Impact of state, foundations, volunteers.
- Look ahead to 2030
How partners can use SwORD

- Identify areas to target with California Hard-to-Count Index
- Identify leading hard-to-count factors
- Overlay with language data or other layers
- Incorporate your own data
- Structured Planning tool within Map Creator
- Outreach Reporting form
- Views can quickly be shared to other users in region
- Document Implementation Plans
Help page

How-to videos and webinars
What we need from contractors

USE IT!
PROVIDE DATA ON AREAS OF COVERAGE
PLANNED OUTREACH ACTIVITIES
COMPLETED OUTREACH ACTIVITIES
DATA QUALITY
USE FORMS, TEMPLATES, API
FILE TICKETS TO REQUEST DATA, FEATURES
Structured Planning
Outreach Reporting | Analysis

Impressions

- Total number of impressions

Column  Bar  Pie  Map

![Map with Impressions](image-url)
Hard-to-Count Fact Sheets

https://census.ca.gov/htcfactsheets/
World Café Brainstorm
Small Group Discussions: Responding to Unexpected External Threats

• Imagine that it is early 2020 and you have been hit with an unexpected external threat – natural disasters, hackers, internet system failures have been mentioned. What kinds of threats do you anticipate could occur?

• How would you coordinate with partners to respond to such unexpected threats or risks?
Next Steps & Closing
California Complete Count

Social Media
@cacompletemecount

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#2020census and #cacensus
Thank you Region 5 partners!!