

California Complete Count – Census 2020

Convenings & Implementation Plan Workshop

July 17, 2019
Salinas



BE COUNTED, CALIFORNIA!





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 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



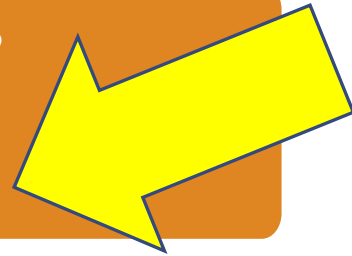
Phased Approach for 2020

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

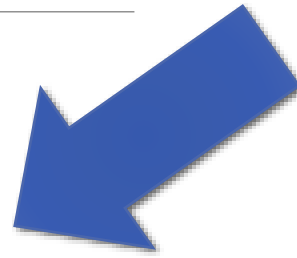
- Understanding the new and challenging environment
- Convener, collaborator, coordinator
- Coordination and integration of outreach efforts at the state, local, and federal levels
- Leverage existing outreach opportunities
- Full commitment of all partners to bring the resources they have to ensure 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!



U.S. Census Bureau Updates

**Christina Granados &
Tory Del Favero**

USCB Partnership Specialists

Census 2020



U.S. Census Bureau - Los Angeles Regional Census Center

los.angeles.rcc.partnership@2020census.gov

It is in the Constitution

It is in the Constitution Article 1, Section 2 of the U.S. Constitution

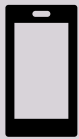
“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

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



Internet



Phone



Paper Form



In-person

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

2020 Census Jobs

One application qualifies you for any of the following positions:

Position		Pay rate
Office Clerks		\$20.00 per hour
Office Operations Supervisors		\$26.00 per hour
Census Field Supervisors		\$27.50 per hour
Enumerators (Census Takers)		\$25.00 per hour
Recruiting Assistants		\$27.50 per hour



- ✓ 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

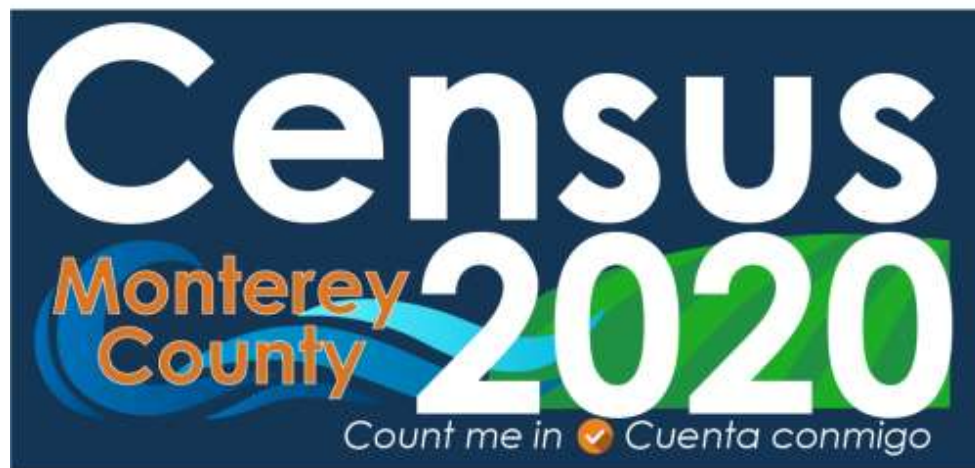


Contact Information

Partnership Coordinator	Phone	Email
Lia Bolden Northern CA – West	510-935-9886	Elaine.Lia.Bolden@2020Census.gov
Tammie Brown LA County (part)	213-314-6419	Tammie.N.Brown@2020census.gov
Amalia De Aztlan Inland Empire, Kern, Kings & Tulare Counties	760-861-4937	Amalia.u.deaztlan@2020census.gov
Nhi Ho Orange & San Diego Counties	657-364-6902	Xuan.Nhi.V.Ho@2020census.gov
Jessica Imotichey Tribal & Congressional	213-314-6268	Jessica.A.Imotichey@2020census.gov
Meredeth Maxwell LA County (part)	213-314-6276	Meredeth.D.Maxwell@2020census.gov
Rosa Rendon CA Central Coast & Fresno	213-314-6259	Rosa.Rendon@2020census.gov
Brigitte Roberts Northern CA – East	510-761-1150	Brigitte.E.Roberts@2020census.gov

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



2020 Census Complete Count Committee

COUNTY ADMINISTRATIVE OFFICE

JULY 17, 2019

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

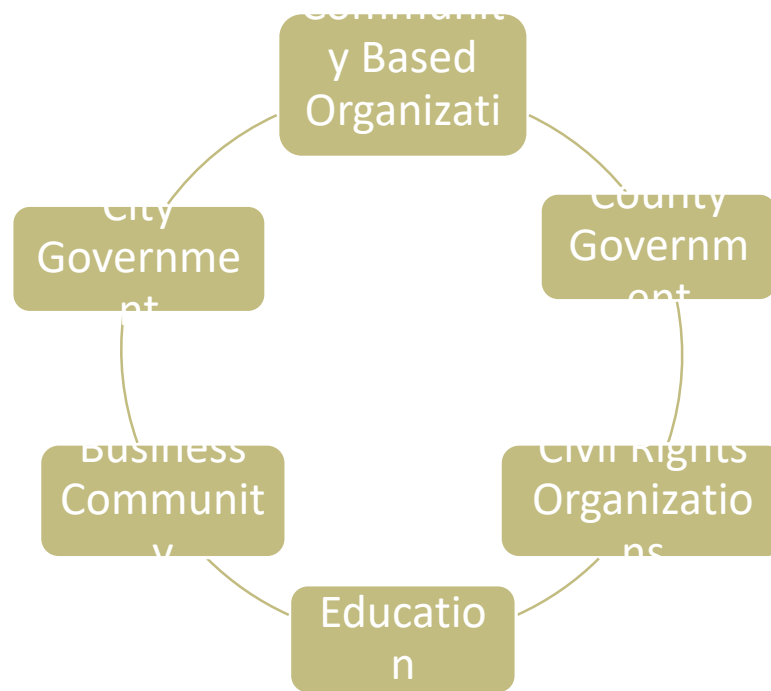


Salinas



Peninsula



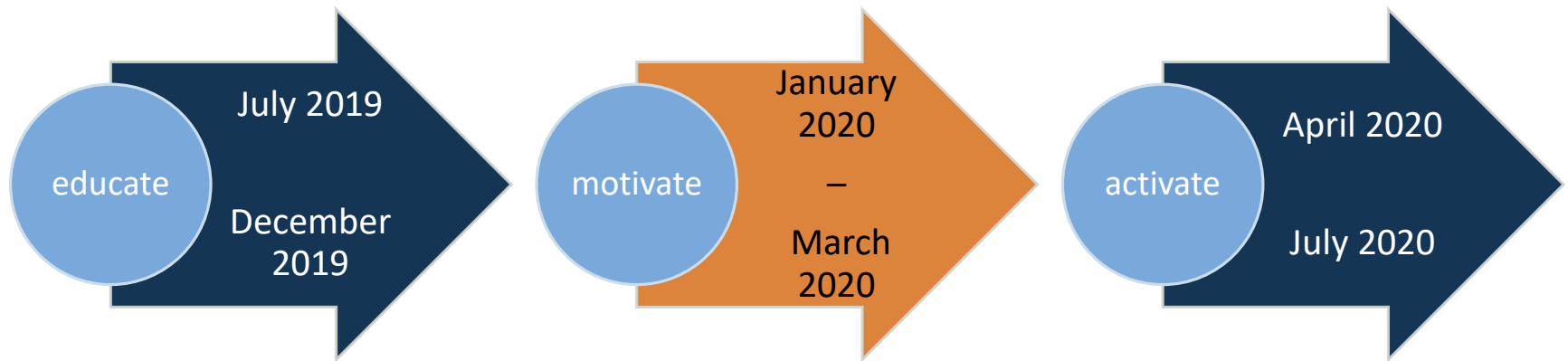


Partners

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





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

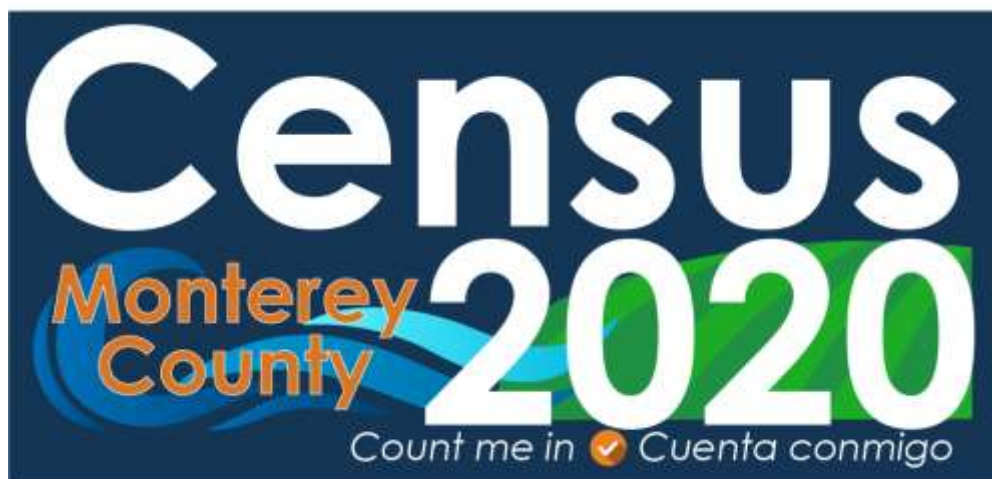




Local Branding

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

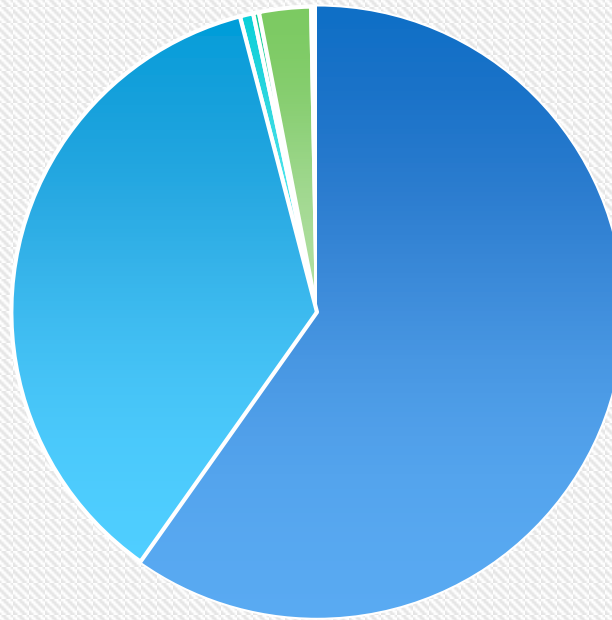
County| County Administrative Office

Wednesday, May 17 2019



San Benito County

Race and Orgins 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%

With
income
below 150
percent of
poverty
level 10.6%

Age 25 or older who are
not high school graduates
20.9%

Age 16 or
older that
are
unemploye
d 8.8%

Under 5
years old
6.6%

who moved
from
outside
county in
past year
5%

Top Hard To Count San Benito County:

- Children under 5
- Unemployment
- Crowded Units
- Households receiving public assistance
- Non-High School graduates

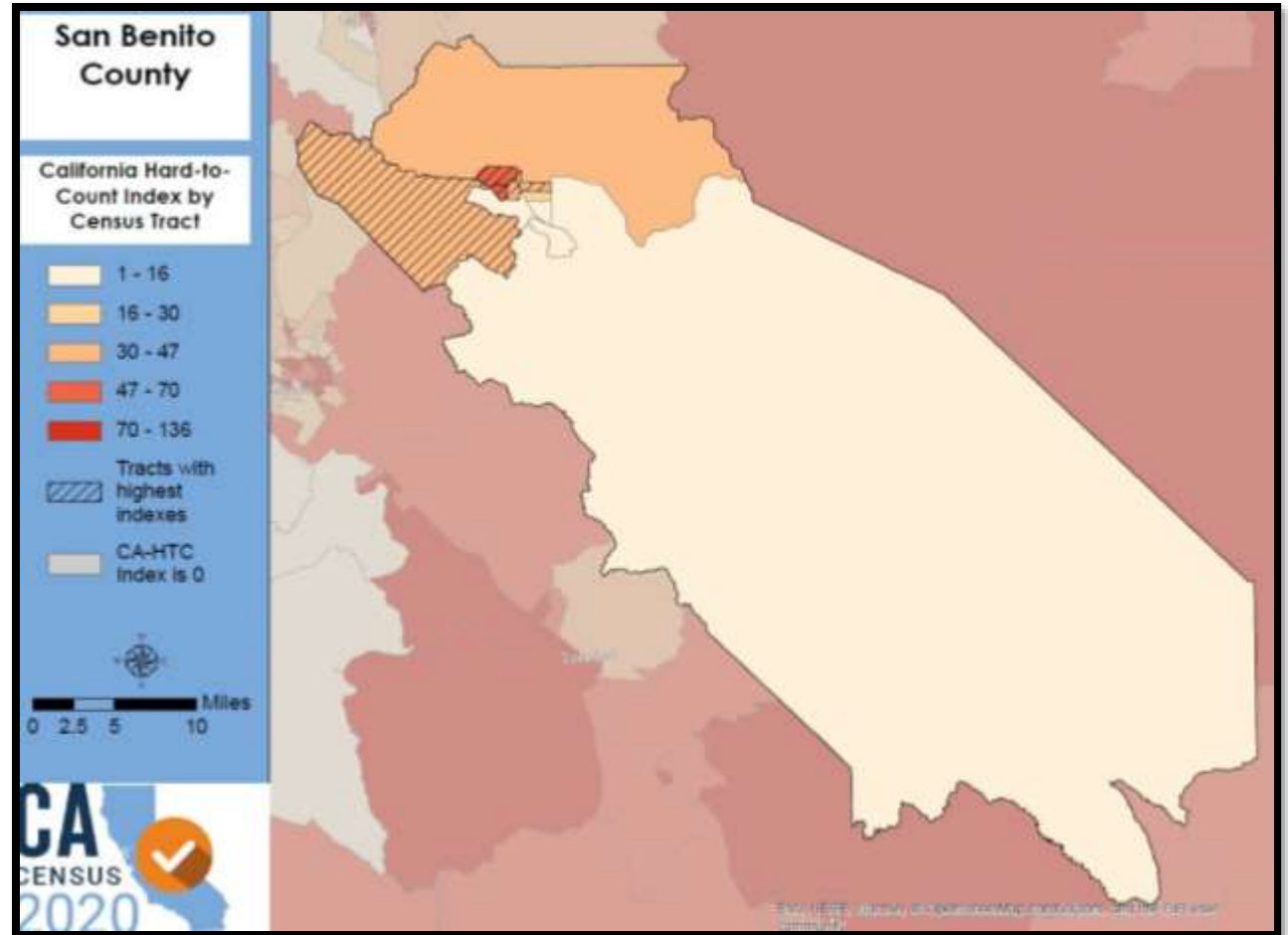
Hard-to-Count Populations

Census Planning Database Variables

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

Median Household Income	Not High School Graduate
Non-Hispanic Black	Renter Occupied Housing Units
Non-Hispanic White	Vacant Housing Units
Hispanic	Limited English Age 14+
Asian	Population Age 18-24
Native Hawaiian or Other Pacific Islander	Population Age 65+
American Indian or Alaska Native	Family Occupied Housing Units with Related Children Under Age 6
Below Poverty Level	Multi-Unit (10+) Housing

San Benito County HTC Index



Language

Top Three Languages Spoken at Home

Total Limited-English Population (Persons 5 years and older who do not speak English “very well”)	9,692
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Spanish	93.4%
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Other Indo-European languages	2.6%
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Korean	1.3%
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San Benito County Partnerships



SAN JUAN BAUTISTA
The City of History

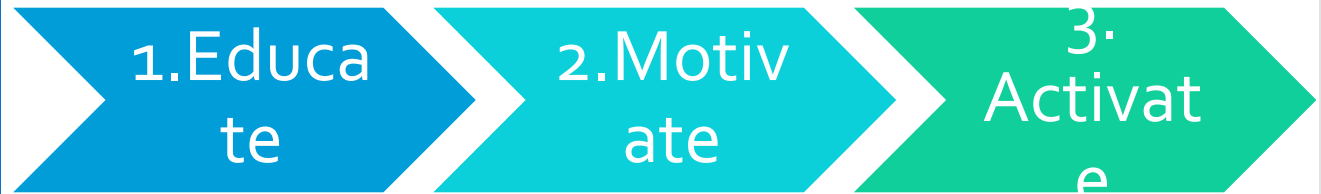


City of **HOLLISTER**
CALIFORNIA



FIRST 5
SAN BENITO

Outreach & Engagement



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

*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.

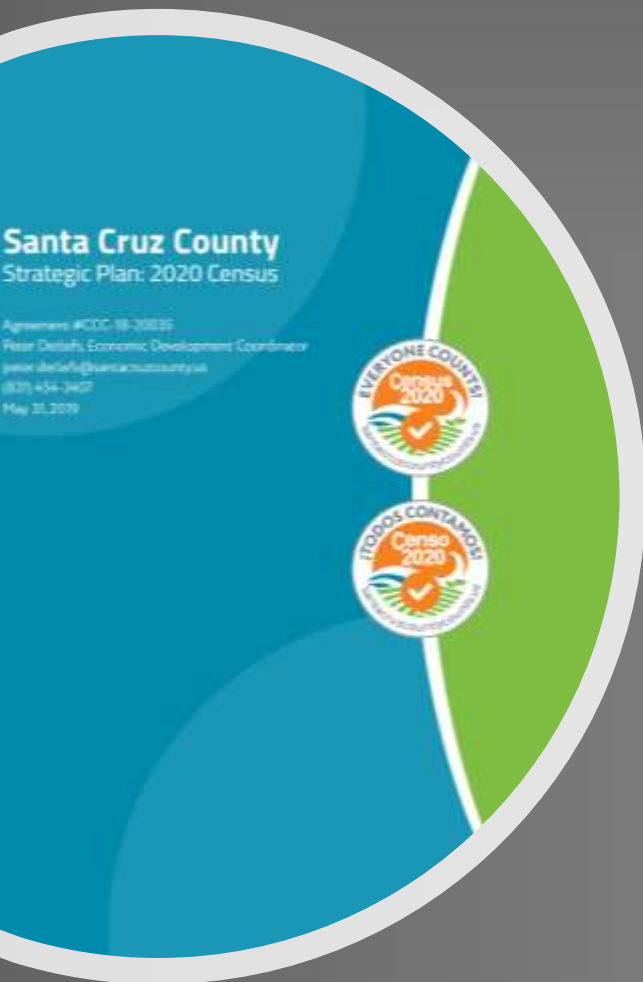




I Count, You Count,
We Count

**¡TODOS
CONTAMOS!**





Strategic Plan

MOTIVATE!
EDUCATE!
ACTIVATE!



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.

23.8% poverty rate is second-highest rate among 58 California counties.²

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.

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

15% of adult residents are without a high school diploma.

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 a post-secondary institution.¹

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.



Santa Cruz County LCCC



City of Watsonville 4th of July Parade

A background image showing a group of diverse hands of various skin tones stacked on top of each other in a circular formation, symbolizing unity and partnership. The image is slightly faded to allow text to be read clearly.

Partners

- South County Indivisible Center
- 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

County	% HTC Population	Total Funding	10% Administrative Costs
Ventura	37%	\$ 412,686.90	\$ 41,268.69
Monterey	24%	\$ 267,688.80	\$ 26,768.88
Santa Barbara	20%	\$ 223,074.00	\$ 22,307.40
Santa Cruz	9%	\$ 100,383.30	\$ 10,038.33
San Luis Obispo	7%	\$ 78,075.90	\$ 7,807.59
San Benito	3%	\$ 33,461.10	\$ 3,346.11
Total	100%	\$ 1,115,370.00	\$ 111,537.00

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

CALIFORNIA STATEWIDE CBO AWARDEE: FARMWORKERS

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

Coordination

- 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/Indígena 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



Fresno

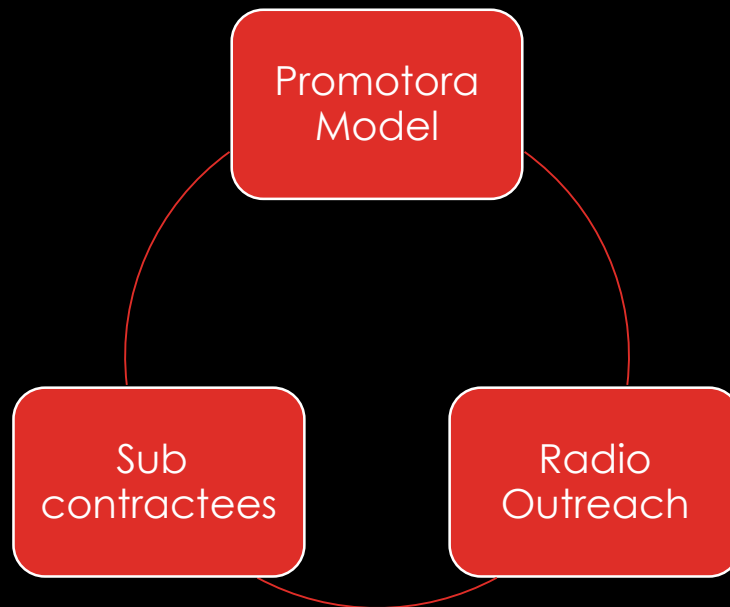
Monterey

Kern

Tulare

Ventura

MICOP STRATEGIC PLAN HIGHLIGHTS



PROMOTORA MODEL

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



SUB-CONTRACTEES



- Hmong
- Punjabi
- Latinx
- Indigenous

EL PODER DE RADIO

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





COORDINATION

- Possible statewide partners
- For Indigenous Groups: Movimiento Cultural de la Union Indigena (Napa/Sonoma/Mendocino/Solano Counties), Central Binacional Desarrollo Indigena 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 Farmworker 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



Strategy to Implementation

**Patricia Vazquez-Topete,
California Complete Count –
Census 2020**

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

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

**Strategic Plans due starting
May 2019**

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

WE ARE HERE!

United States[®]
Census
Bureau

**Implementation
Plans due
starting
Sept 2019**

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

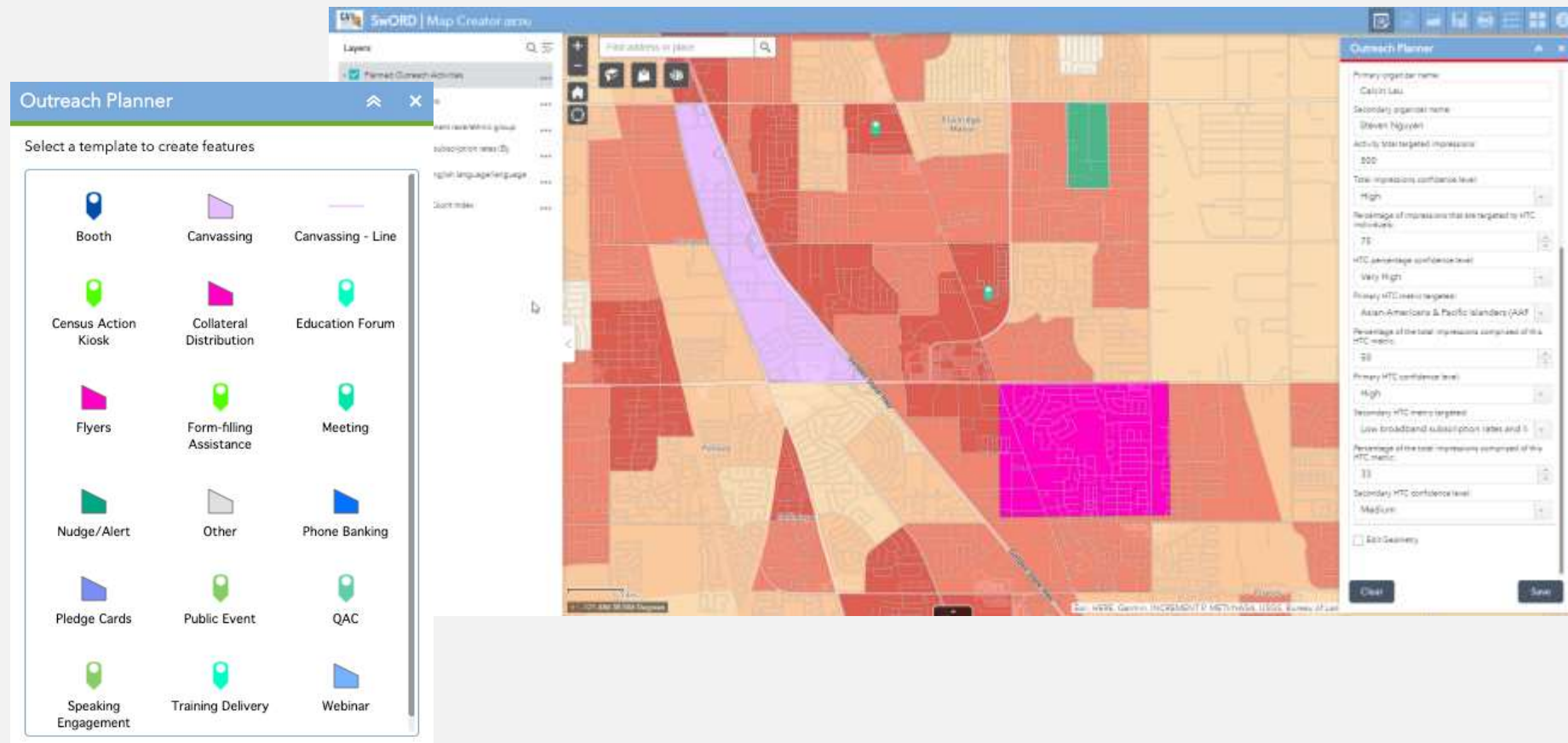


USE FORMS,
TEMPLATES, API



FILE TICKETS TO
REQUEST DATA,
FEATURES

Structured Planning



Outreach Reporting | Analysis

Impressions



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
@cacompletecount



#2020census and #cacensus

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Thank you
Region 5
partners!!



BE COUNTED, CALIFORNIA!

