California Complete Count – Census 2020

Convening & Implementation Plan Workshop

August 16, 2019
San Diego
Educational Cultural Complex (ECC)
California Complete Count – Census 2020

Convening & Implementation Plan Workshop

August 16, 2019
San Diego
Educational Cultural Complex (ECC)
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 State Tribal Liaison

California Complete Count Census 2020
State Census 2020

Carlos Turner Cortez

President, Educational Cultural Complex - San Diego Community College District
State Census 2020

Constance Carroll

Chancellor,
Educational Cultural Complex -
San Diego Community College District
State Census 2020

Ditas Katague
Director
California Complete Count - Census 2020
State Census 2020

Hon. Alex Padilla
Secretary of State
State of California
State Census 2020

Senator Toni Atkins

President pro Tempore

Senate District 39

California State Senate
State Census 2020

Senator Ben Hueso

Senate District 40
California State Senate
State Census 2020

Assemblymember
Lorena Gonzalez

Assembly District 80
California State Assembly
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
California’s Census 2020
10 Regions
Where, Who & How?

Basing our outreach and communications strategy on:

- **Where** - address based enumeration, CA HTC Index and the LRS
- **Who** – California’s vulnerable populations
- **How** – Leveraging existing sectors

**Final result**: Trusted messengers with trusted messages, in trusted, safe places
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
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
Visit our Website:  Census.ca.gov
State Census 2020

Roberto Garcia

US Census Bureau, Partnership Specialist
CENSUS 2020
The Constitution

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 central to a democratic form of government.
Why does the Census Matter?

**Power**
- Power in Representation
- Re-apportionment of Congressional Seats

**Money**
- State Redistricting of legislative boundaries
- More than $675 Billion distributed annually
- Funding distributed based on population
Census Data is important

DIRECTING FUNDS FOR SERVICES

DECISION MAKING AT ALL LEVELS OF GOVERNMENT

MAKING BUSINESS DECISIONS

PUBLIC TRANSPORTATION

PLANNING FOR URBAN AND RURAL LAND USE

SCIENTIFIC RESEARCH

ESTIMATING PEOPLE DISPLACED BY NATURAL DISASTERS

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
**How the 2020 Census will invite everyone to respond**

<table>
<thead>
<tr>
<th>WHAT WE WILL SEND IN THE MAIL</th>
<th>You'll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On or between</strong></td>
<td><strong>You'll receive:</strong></td>
</tr>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td><strong>If you haven’t responded yet:</strong></td>
<td></td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

95% of households will receive their census invitation in the mail.

Note: We have special procedures to count people who don’t live in households, such as students living in university housing or people experiencing homelessness.
New Abilities to Self Respond

*12 languages plus English will be supported (Internet & Phone)
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 respondent’s 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
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
• U.S. Citizen
• Valid email address

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

Apply today!
2020census.gov/jobs
1-855-JOB-2020 (1-855-562-2020)

The U.S. Census Bureau is an Equal Opportunity Employer
2020 Census Timeline

2018
- March: Census Bureau delivers questions to Congress

2019
- April: Open 6 regional census centers
- October: Full implementation of the communications program
- October: Partnership specialists begin working for Census Bureau

2020
- August: Begin In-Field Address Canvassing
- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: Update leaves 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)

Key census activities start in 2018 and continue through 2021
Partnership Program

Goals:
• Establish Census support from local government leaders
• Develop and support the American Indian Community within the region
• Reach the communities through faith based organizations, schools, institutions, and individuals; participate in local activities
• Solicit trusted voices and community leaders

In San Diego
495 Events Including:

• Presentations
• Workshops
• Exhibit/Table
• Meetings
Partnership Program

Educate

Encourage

Engage
Next Steps for the 2020 Census

▪ Prepare our community to be counted
▪ Invite Partnership Specialists and census staff to present at your network meetings, events, festivals. Help us to engage our community
▪ Apply for Census Jobs and help recruit a diverse staff for the Area Census Offices
Contact Information

Alejandro Aguilar
Partnership Specialist
Alejandro.Aguilar@2020census.gov
(858) 997-7453

Andrew Amorao
Partnership Specialist
Andrew.Amorao@2020census.gov
(619) 905-5468

Roberto Garcia
Partnership Specialist
Roberto.Garcia@2020census.gov
(619) 701-2098

Nataly Shlafer
Partnership Specialist
Nataly.Shlafer@2020census.gov
(858) 353-5865
CA Federal Funding

Census data informs how $115 billion is distributed annually among state, local, and tribal governments for programs like:

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid</td>
<td>$55,457,936,000</td>
</tr>
<tr>
<td>Federal Direct Student Loans</td>
<td>$8,636,764,223</td>
</tr>
<tr>
<td>Supplemental Nutrition Assistance Program</td>
<td>$7,327,700,086</td>
</tr>
<tr>
<td>Medicare</td>
<td>$6,735,374,256</td>
</tr>
<tr>
<td>Highway Planning and Construction</td>
<td>$3,543,298,741</td>
</tr>
<tr>
<td>Federal Pell Grant Program</td>
<td>$3,611,600,000</td>
</tr>
<tr>
<td>Section 8 Housing Vouchers</td>
<td>$3,545,946,000</td>
</tr>
</tbody>
</table>
IMPACT TO SAN DIEGO COUNTY
IMPACT TO SAN DIEGO COUNTY

73%

San Diego Census Mail Participation Rate in 2010

416,427 San Diegans

Requiring follow-up by Census enumerator in 2010
IMPACT TO SAN DIEGO COUNTY

49 hard to count census tracks with a population of 256,000

Participation rate is lower than 70%
# Supporting Linguistically Diverse Populations Language Access

| Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA) | • 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese  
  * **Chinese (Simplified)** for ISR;  
  **Chinese (Mandarin and Cantonese)** for CQA  
  Language Selection Criteria: 60,000 or more housing units |
|---|---|
| Language Guides (Video and Print)  
Language Glossaries  
Language Identification Card | • 59 Non-English Languages  
• Language Guides include American Sign Language, braille, large print |
| Paper Questionnaire & Mailing Materials  
Field Enumeration Instrument & Materials | • Spanish |
| Communications and Partnership | • Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum)  
• Procedures and Materials to Support Partnership Specialists and Partners  
• Support Materials for Regional Offices and Partnership Specialists |
# 2020 Census Language Program

## Language List: All Non-English Languages

<table>
<thead>
<tr>
<th>Spanish</th>
<th>Italian</th>
<th>Khmer</th>
<th>Tamil</th>
<th>Croatian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>Farsi</td>
<td>Nepali</td>
<td>Navajo</td>
<td>Bulgarian</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>German</td>
<td>Urdu</td>
<td>Hungarian</td>
<td>Twi</td>
</tr>
<tr>
<td>Korean</td>
<td>Armenian</td>
<td>Romanian</td>
<td>Hebrew</td>
<td>Lithuanian</td>
</tr>
<tr>
<td>Russian</td>
<td>Hindi</td>
<td>Telugu</td>
<td>Malayalam</td>
<td>Yoruba</td>
</tr>
<tr>
<td>Arabic</td>
<td>Ukrainian</td>
<td>Burmese</td>
<td>Swahili</td>
<td>Czech</td>
</tr>
<tr>
<td>Tagalog</td>
<td>Bengali</td>
<td>Punjabi</td>
<td>Yiddish</td>
<td>Igbo</td>
</tr>
<tr>
<td>Polish</td>
<td>Greek</td>
<td>Lao</td>
<td>Indonesian</td>
<td>Marathi</td>
</tr>
<tr>
<td>French</td>
<td>Amharic</td>
<td>Hmong</td>
<td>Serbian</td>
<td>Sinhala</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td>Somali</td>
<td>Albanian</td>
<td>Tigrinya</td>
<td>Slovak</td>
</tr>
<tr>
<td>Portuguese</td>
<td>Thai</td>
<td>Turkish</td>
<td>Ilocano</td>
<td>American Sign Language</td>
</tr>
<tr>
<td>Japanese</td>
<td>Gujarati</td>
<td>Bosnian</td>
<td>Dutch</td>
<td></td>
</tr>
</tbody>
</table>
California Complete Count Email:
info@census.ca.gov
Phone: (916) 852-2020
Web: Census.ca.gov

For the latest updates:
@CACompleteCount
State Census 2020

Chris Wilson

Appointee,
California Complete Count Committee
State Census 2020

Michelle Silverthorn

United Way of San Diego County
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

- Region 10 is hardest to count Statewide
  - San Diego 21st hardest to count (out of 58)
  - Historical, substantial undercount
  - US/Mexico Border, trans-border identities
  - 80+ Languages

- 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
Achieve a Complete & Accurate Count

- **Mobilize** expertise and uplift evidence-based outreach 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 trusted messengers
  - Communications and media coverage
  - Outreach events throughout the county
  - Management for data, reporting, and technology
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.
Focus

● **Outreach:** Hardest to Count up to 1.2m individuals in over 200 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.*
### SAN DIEGO COUNTY

<table>
<thead>
<tr>
<th>Required Languages</th>
<th>Languages Not Required That Have At Least 100 Estimated Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>Lao, Assyrian Neo-Aramaic, Cantonese, Italian, Portuguese, Khmer, French, Hindi, Somali, German, Amharic, Thai, Punjabi, Telugu, Ilocano, Gujarati, Min Nan Chinese, Bengali, Swahili, Samoan, Urdu, Polish, Greek, Hebrew, Cebuano, Kurdish, Ukrainian, Hungarian, Dari, Other languages of Asia, Armenian, Romanian, Pashto, Serbian, Karen languages, Burmese, Tamil, Hmong, Other Central and South American languages, Other and unspecified languages, Oromo, Turkish, Tigrinya, Czech, Other Indo-Iranian languages, Marathi, Bulgarian, Tongan, Haitian, Malayalam, Other Philippine languages, Chamorro, Other Afro-Asiatic languages, India N0E0C0, Kannada, Dutch, Indonesian, Serbo-Croatian, Other Bantu languages</td>
</tr>
<tr>
<td>Tagalog</td>
<td></td>
</tr>
<tr>
<td>Vietnamese</td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
</tr>
<tr>
<td>Arabic</td>
<td></td>
</tr>
<tr>
<td>Korean</td>
<td></td>
</tr>
<tr>
<td>Filipino</td>
<td></td>
</tr>
<tr>
<td>Farsi</td>
<td></td>
</tr>
<tr>
<td>Japanese</td>
<td></td>
</tr>
<tr>
<td>Mandarin</td>
<td></td>
</tr>
<tr>
<td>Russian</td>
<td></td>
</tr>
<tr>
<td>Chaldean Neo-Aramaic</td>
<td></td>
</tr>
</tbody>
</table>
SubContract Applications

Under Review:
64 Outreach Applications
$6.8m in total requests

Region 10 Funds:
● $1,019,000 in Outreach & Education funding
● Imperial 15% of funding ($153,000)
  ○ San Diego $866,000

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.
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
Contact
Michele Silverthorn
michele.silverthorn@uwsd.org
619-549-9838

countme2020.org
countme2020.org/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
State Census 2020

Arcela Nunez-Alvarez

Count Me 2020
State Census 2020

Angelica Davis

City of Chula Vista and Chair of San Diego County Complete Count Committee
2020 Census
Complete Count
Stakeholder Working Group
Coordination
CCC Stakeholder Working Group

- Jurisdictions
- Elected Officials
- Business Community
- Educators
- Health & Human Services
- CBOs
- Ethnic Groups
- Seniors/Older Adults
- Immigrant/Refugee Community
- Farm Workers
- People with Disabilities
- First 5 Representative
- Religious Groups
- Unions
- Homeless
- LGBTQ
- Veterans
- Imperial County

United States Census 2020

COUNT ME 2020
Funding

$1.5 Million

COUNT ME 2020

$1.6 Million
Data
Timeline

Deadline for public input
- 7/12

Approve Strategic Plan
- 7/26

Request for Applications Released
- 7/29

Applications Due
- 8/26

Approval of Be Counted Events
- 3/15

Census Day
- 4/1

Follow-Up Plan due to State
- 4/15

Implementation Plan due to State
- 10/31

Follow-Up Plan Final due to State
- 4/15

Close Out
- 9/30

JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEPT

2019 2020
State Census 2020

JoAnn Fields

Government and Public Relations Director

Asian Pacific Islander Initiative
State Census 2020
State Census 2020

Blanca Romero
San Diego Director
NALEO Educational Fund
NALEO Educational Fund facilitates Latino participation in the American political process, from citizenship to public service.
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 with , the ¡Hágase Contar! Census 2020 campaign provides resources to partners.
We look forward to working with you to ensure a full count of our kids!

Focused on a full count of Latino children ages 0-5 years.
877-EL-CENSO
Bilingual Census Information Hotline
Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

(877-352-3676)
TEXT
“CENSUS”
TO
97779
JOIN OUR “GET OUT THE COUNT” SMS LIST
Standard messaging rates apply.
TAKE ACTION NOW!
State Census 2020

Dr. M. Ligaya Hattari

California Indian Manpower Consortium
CA State CCC

CIMC

CCUIH  UIN  NCIDC

CNVP

SCAIR  OVCDC

#NativePeopleCount
CIMC CCC Subcontractors

• California Consortium for Urban Indian Health
• Northern California Indian Development Council, Inc.
• Owens Valley Career Development Center
• Southern California American Indian Resource Center, Inc.
• United Indian Nations, Inc.

#NativePeopleCount
CIMC Complete Count Coverage Area: REGION 10

#NativePeopleCount
As TRUSTED MESSENGERS in Indian Country, CIMC and its CCC Subcontractors possess...

- established statewide AI/AN networks
- extensive community-member databases
- ongoing presence at Native community events and geographic service area meetings
- capacity to effectively promote message of digitalized Census questionnaire completion

#NativePeopleCount
Collective Outreach

- Host/attend community events and Census Days
- Set up QACs/QAKs
- Conduct mail, email, telephone, and social media outreach campaigns for Census 2020
- Support Non-Response Follow-Up (NRFU) efforts
- Submit/share maps of Planned vs Actual Outreach via SwORD
Impressions

Date: __________________ Event: ______________________________________________________________

Location: ______________________________________________________________________________

Please check the “impression” categories that apply to you. This data will remain anonymous.

- Native American
- Native Hawaiian
- Veteran
- Farmworker
- Homeless
- Person with disability
- LGBTQ
- Low or no internet access
- Age 0-5
- Age 65 or older

Tribe: ____________________________________________ (optional)

#NativePeopleCount
Contacts

• Lorenda T. Sanchez, Executive Director
  • lorendas@cimcinc.com

• Teresa Marie Willson, Census Information Center Liaison
  • teresaw@cimcinc.com

• M. Ligaya Hattari, Complete Count Coordinator
  • ligayah@cimcinc.com

California Indian Manpower Consortium, Inc.
738 North Market Boulevard
Sacramento CA 95834
(916) 920-00285 | (800) 640-CIMC
www.cimcinc.com

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

For the latest updates: @CACCompleteCount
Lunch – 12:00pm – 1:00pm

Lunch provided by AARP

Thank you!
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.
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.
Focus

- **Outreach**: Hardest to Count up to 1.2m individuals in over 200 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.*
### Required Languages
- Spanish
- Tagalog
- Vietnamese
- Chinese
- Arabic
- Korean
- Filipino
- Farsi
- Japanese
- Mandarin
- Russian
- Chaldean Neo-Aramaic

### Languages Not Required That Have At Least 100 Estimated Speakers
- Lao, Assyrian Neo-Aramaic, Cantonese, Italian, Portuguese, Khmer, French, Hindi, Somali, German, Amharic, Thai, Punjabi, Telugu, Ilocano, Gujarati, Min Nan Chinese, Bengali, Swahili, Samoan, Urdu, Polish, Greek, Hebrew, Cebuano, Kurdish, Ukrainian, Hungarian, Dari, Other languages of Asia, Armenian, Romanian, Pashto, Serbian, Karen languages, Burmese, Tamil, Hmong, Other Central and South American languages, Other and unspecified languages, Oromo, Turkish, Tigrinya, Czech, Other Indo-Iranian languages, Marathi, Bulgarian, Tongan, Haitian, Malayalam, Other Philippine languages, Chamorro, Other Afro-Asiatic languages, India N0E0C0, Kannada, Dutch, Indonesian, Serbo-Croatian, Other Bantu languages
Count Me 2020 Structure

ACBO: United Way of San Diego County

- Executive Committee
- Community-Based Orgs (Subcontractors)

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  SAN D AG  County Partners
Pre-elim Data on SubContracts

Under Review:
64 Outreach Applications
$6.8m in total requests

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.
Pre-lim Data on SubContracts

San Diego $866,000

Percent by requested funding

100-75%  2
74-50%  4
49-25%  8
< 24%  19

Considering 33 Subcontractors, allocated so far

$835,250

$160-100K  1
$99k - 40K  6
Less than $39k  26
Average $  $25K
Median $  $20K
Pre-lim Data on SubContracts Census Tracts proposed coverage

<table>
<thead>
<tr>
<th>ORG</th>
<th>(East)</th>
<th>(South)</th>
<th>(Central)</th>
<th>North</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>21</td>
<td>16</td>
<td>67</td>
<td></td>
<td>104</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>40</td>
<td>20</td>
<td>30</td>
<td>111</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td>11</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>5</td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
<td>6</td>
<td>14</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>5</td>
<td>22</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>10</td>
<td>14</td>
<td>10</td>
<td></td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>11</td>
<td>3</td>
<td>14</td>
<td></td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>12</td>
<td>2</td>
<td>5</td>
<td>20</td>
<td>1</td>
<td>36</td>
</tr>
<tr>
<td>13</td>
<td>20</td>
<td>23</td>
<td>23</td>
<td>31</td>
<td>97</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>16</td>
<td>14</td>
<td></td>
<td></td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>7</td>
<td>16</td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td>19</td>
<td>15</td>
<td>9</td>
<td>23</td>
<td></td>
<td>47</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>18</td>
<td>24</td>
<td>12</td>
<td>74</td>
</tr>
<tr>
<td>21</td>
<td>19</td>
<td>15</td>
<td>52</td>
<td></td>
<td>91</td>
</tr>
<tr>
<td>22</td>
<td></td>
<td>22</td>
<td>37</td>
<td>25</td>
<td>84</td>
</tr>
<tr>
<td>23</td>
<td>6</td>
<td></td>
<td>4</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>25</td>
<td>5</td>
<td>22</td>
<td></td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>2</td>
<td>25</td>
<td></td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td>27</td>
<td>5</td>
<td>2</td>
<td>18</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td>28</td>
<td>2</td>
<td>2</td>
<td>25</td>
<td>10</td>
<td>39</td>
</tr>
<tr>
<td>29</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>30</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>32</td>
<td>25</td>
<td>40</td>
<td>90</td>
<td>45</td>
<td>200</td>
</tr>
<tr>
<td>33</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>10</td>
</tr>
</tbody>
</table>
Pre-lim Data on SubContracts

HTC Populations

<table>
<thead>
<tr>
<th>HTC Population</th>
<th>Count of Applicants</th>
<th>San Diego Pre-lim Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigrants and Refugees</td>
<td>58</td>
<td>31</td>
</tr>
<tr>
<td>Households with Limited English Proficiency</td>
<td>56</td>
<td>29</td>
</tr>
<tr>
<td>Latinos</td>
<td>50</td>
<td>26</td>
</tr>
<tr>
<td>Seniors/ Older Adults</td>
<td>43</td>
<td>24</td>
</tr>
<tr>
<td>Asian Americans/Pacific Islanders</td>
<td>33</td>
<td>19</td>
</tr>
<tr>
<td>Children 0-5</td>
<td>34</td>
<td>18</td>
</tr>
<tr>
<td>Homeless Individuals and Families</td>
<td>31</td>
<td>16</td>
</tr>
<tr>
<td>African Americans</td>
<td>32</td>
<td>13</td>
</tr>
<tr>
<td>Areas with low broadband access</td>
<td>31</td>
<td>13</td>
</tr>
<tr>
<td>Middle Eastern/Northern Africans</td>
<td>27</td>
<td>12</td>
</tr>
<tr>
<td>People with Disabilities</td>
<td>27</td>
<td>10</td>
</tr>
<tr>
<td>LGBTQ individuals and families</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>Veterans</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>Farmworkers</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Native Americans and Tribal</td>
<td>9</td>
<td>1</td>
</tr>
</tbody>
</table>
Contact
Michele Silverthorn
michele.silverthorn@uwsd.org
619-549-9838

countme2020.org
countme2020.org/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
California Complete Count – Census 2020

Media Campaign
Media Campaign Evaluation Process

- Highly competitive process
- Oral interviews
- Notice of Intent to Award: July 8, 2019
- Executed contract: July 29, 2019
• Establish a baseline for awareness and understanding of Census 2020 of all Californians, with an emphasis on ethnic communities to inform the plan and provide a guiding principle throughout the campaign

• Execute culturally and linguistically relevant messaging and advertising

• Strategies that can drive rapid response communications to non-response Census tracts across the state in real time

• Track and dispel misinformation

• Strategically coordinate with the State and other marketing and media efforts

• Collaborate with RPMs, Counties, & ACBO/CBOs to inform communications efforts
External Affairs and Media Relations Team

- The External Affairs and Media Relations Team
- Media engagement
- Media campaign
- Build media capacity
- Community engagement

Martha E. Dominguez, MA, MPH, Ph.D., CLC
Deputy Director
Martha.Dominguez@census.ca.gov

Diana Crofts-Pelayo
Assistant Deputy Director
Diana.Crofts-Pelayo@census.ca.gov
Mercury’s Team

**OUR TEAM**

- **FABIAN NUNEZ**
  Account Principal, Mercury

- **STACEY LEGAY**
  Media & Partnerships

- **CAROLYN BECKER**
  Account Project Manager, Mercury

- **MAYA ARAMOUNI**
  Reporting Specialist

- **JESSICA NG**
  Communication Specialist

- **DEVON KEELER**
  Media Specialist

- **ALEXANDRA LOMBARDI**
  Digital Media Specialist

- **NICOLE FLOTTERON**
  Misinformation Specialist

- **MICAH GRANT**
  Deputy Communication Specialist

- **CARRIE SOUZA**
  Deputy Media Specialist

- **MARITZA PADILLA**
  Deputy Media Specialist

- **JANE MURCIA**
  Deputy Digital Media Specialist

**TEAM LEADS**

- **US CENSUS LEAD:** Amy Fahnestock
- **REGIONAL MESSAGE TESTING LEAD:** Jane Olvera
- **LATINO MEDIA SPECIALIST:** Renee Ostrom
- **AFRICAN-AMERICAN MEDIA SPECIALIST:** Paulette Brown-Hinds
- **MULTICULTURAL MEDIA SPECIALIST:** Sandy Close
- **CREATIVE LEAD:** Matt Rallens
- **DVBE & TRANSLATION SPECIALIST:** Joshua Ders
- **FARM BUREAU SPECIALIST:** Laura McIntosh

---

[California Seal]

**REGIONS**

- **REGIONS 1 & 2 LEAD:** Araceli Gutierrez
- **REGIONS 3, 4, & 8 LEAD:** Jane Olvera
- **REGIONS 5 & 6 LEAD:** Elizabeth Catanesi
- **REGION 7 LEAD:** Paulette Brown-Hinds
- **REGIONS 9 & 10 LEAD:** Audrey Patterson

[Map of California]
**Communication Plan Goal & Objectives**

- **Goal**: to get an accurate and complete count among the HTC communities

- **Objectives**:
  - To educate, motivate and activate all the HTC communities to participate and fill out their Census 2020 forms;
  - To provide culturally congruent and evidence-based information about the 2020 Census
Counting HTC

- Middle-Eastern North Africans (MENA)
- Immigrants and Refugees
- Limited or no broadband access
- LGBTQ
- Homeless Families
- Limited English Proficiency
- African-Americans
- Asian-American & Pacific Islander (API)
- Latinos
- Children Ages 0-5
- Veterans
- Seniors/Older Adults
- People with Disabilities
- Tribal Communities
- Native Americans
- Homeless Individuals
Campaign Approach

- Ethnic Media are part of our team
- Air Game + Relevant Message
- Ground Game + Regional = Activating the hardest to reach
Vulnerable Populations
Timeline

- **September**
  - Message testing
  - Media Campaign Launch Late September

- **Fall 2019**
  - Educate & Motivate

- **January 2020**
  - Ethnic Media Integrations
  - Message testing

- **Mid-March**
  - Census 2020 Self-Response

- **April 1st**
  - Census Day
  - State/Local Media Takeover
  - Message testing

- **June 2020**
  - Activate
  - Re-Deploy NRFU (April – July)

- **Late September**
  - Message testing

- **June 2020**
  - Message testing

- **CA 2020 Census**
  - The Great Seal of the State of California
Two-Month Snapshot

**August: Data Gathering**
- SwORD Deep Data Dive
- Research Analysis
- Digital Survey
- Partner data, feedback, research
- Regions Ground Game Partner plans
- Review Existing Technologies

**September: Assessment & Application**
- Message Development & Testing
- Digital A/B Testing
- Work with Partners to fill gaps
- Campaign Launch – End of September
- Provide tools and resources to Partners
Reaching Californians with Culturally Congruent Messaging

Our creative approach designed to be direct, simple to understand and relevant to our audiences.

Designed to incorporate ALL campaigns already researched and in the regions.
Campaign Elements

- Strategic Outreach and Public Relations plan using earned and paid media, social media, digital, influencers, ethnic media integration and media partnerships (August)
- Baseline of Attitudes and Beliefs - new and existing data (August)
- Campaign Creative (August – early Sept)
- Message testing and message development (Sept)
- Implementation (end of Sept)
- Media Campaign
- Production
- Culturally congruent messages
- Collateral development/Creative assets
- Website with partner portal
- Partnerships
- Media Campaign Overview – Late September/October: Build trust, educate and motivate – work with trusted messengers across all HTC.
- Teams to ensure ongoing communication with the Complete Count Office and other state entities/ACBO/CBO
Contact Information

Martha E. Dominguez, MA, MPH, Ph.D., CLC
Deputy Director of External Affairs and Media Relations
California Complete Count - Census 2020
Martha.Dominguez@census.ca.gov

Diana Crofts-Pelayo
Assistant Deputy Director
California Complete Count - Census 2020
Diana.Crofts-Pelayo@census.ca.gov
Thank you Region Ten partners!!
California Complete Count Email:
info@census.ca.gov
Phone: (916) 852-2020
Web: Census.ca.gov

For the latest updates:
@CACCompleteCount