

California Complete Count – Census 2020

Convening & Implementation Plan Workshop

August 16, 2019

San Diego

Educational Cultural Complex (ECC)



BE COUNTED, CALIFORNIA!



California Complete Count – Census 2020

Convening & Implementation Plan Workshop

August 16, 2019

San Diego

Educational Cultural Complex (ECC)



BE COUNTED, CALIFORNIA!





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



**SAN DIEGO
COMMUNITY COLLEGE
DISTRICT**

Carlos Turner Cortez

**President,
Educational Cultural
Complex -**

**San Diego
Community College
District**



State Census 2020



**SAN DIEGO
COMMUNITY COLLEGE
DISTRICT**

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**



State Census 2020

Ditas Katague

Director

**California Complete
Count -**

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



California's 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



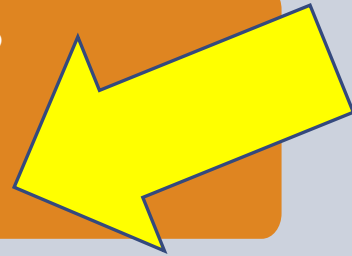
Phased Approach for 2020

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



Sign Up for our Mailing List to Receive News Releases



The screenshot shows the homepage of the California Census 2020 website. The header features the CA Census 2020 logo and navigation links. The main banner displays the text 'CA CENSUS 2020' with a large orange checkmark icon. Below the banner is the 'Our Mission' section. The main content area is divided into two columns. The left column features 'California's Hard-to-Count Interactive Map' with a map of California. The right column features 'Latest News' with three news items, each with a 'READ MORE' button. A large yellow arrow points to the 'SIGN UP FOR OUR EMAILS!' button located above the 'Latest News' section.

CA CENSUS 2020

Our Mission
Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

California's Hard-to-Count Interactive Map
The California Census Office has created this interactive map to view California census tracts and block groups.
[Click here to start using the map.](#)

Latest News
[SIGN UP FOR OUR EMAILS!](#)

CA CENSUS 2020
News Release: State Census Office Announces Outreach Partners
FOR IMMEDIATE RELEASE: Tuesday, March 12, 2019
MEDIA CONTACT: Glene Crofts
[READ MORE](#)

CA CENSUS 2020
Opt In Opt Out
Congratulations! California's "Complete Count" Counties
Congratulations! California's "complete count" Counties and Tribal Governments Counties that have
[READ MORE](#)

CA CENSUS 2020
January 2019 Report to the Legislature
The California Complete Count Office (Census Office) submitted its Progress Report on Complete Count
[READ MORE](#)

Visit our Website: [Census.ca.gov](https://census.ca.gov)



State Census 2020



Roberto Garcia

**US Census Bureau,
Partnership
Specialist**

CENSUS 2020



2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
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



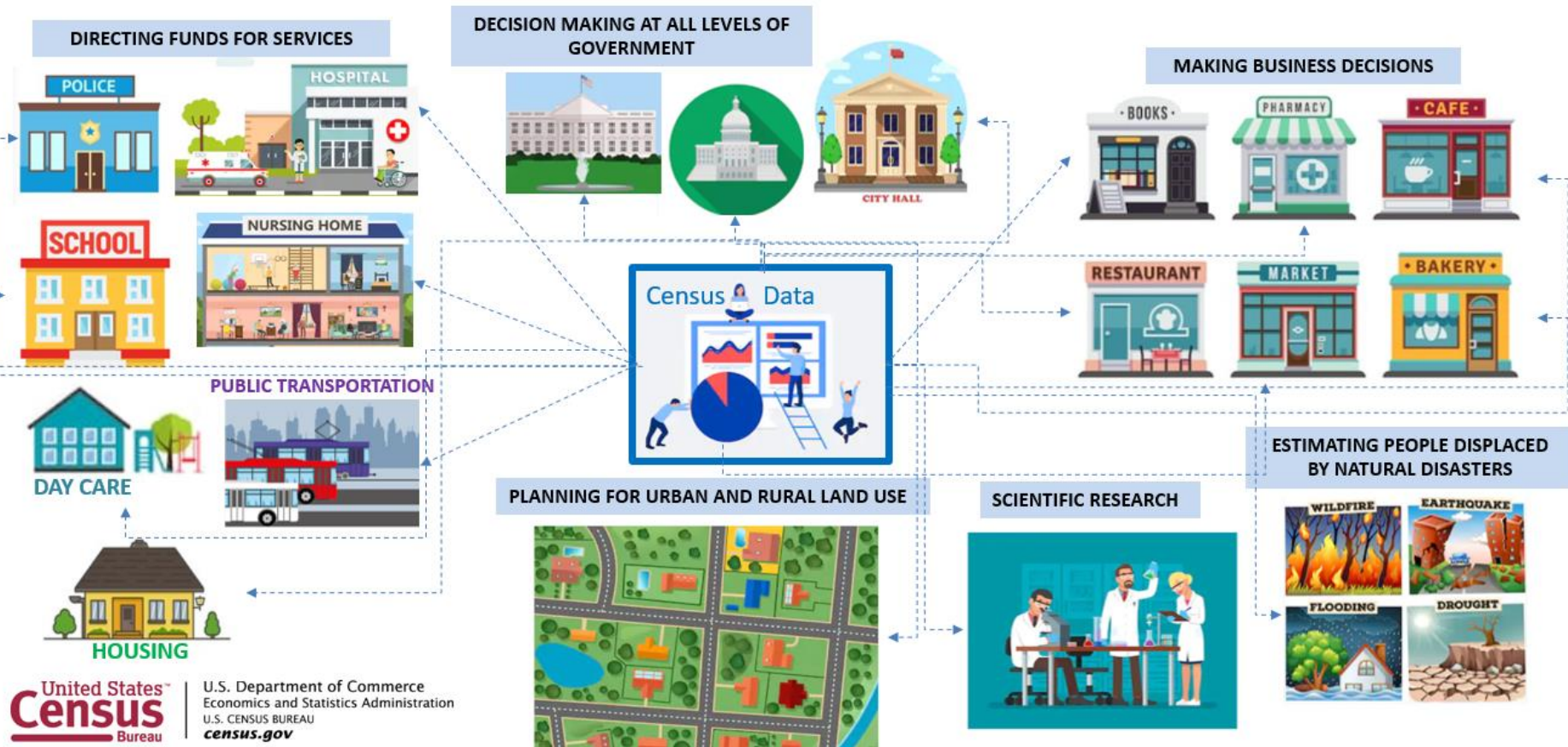
Money

State Redistricting of legislative boundaries

More than \$675 Billion distributed annually

Funding distributed based on population

Census Data is important



How the 2020 Census will invite everyone to respond

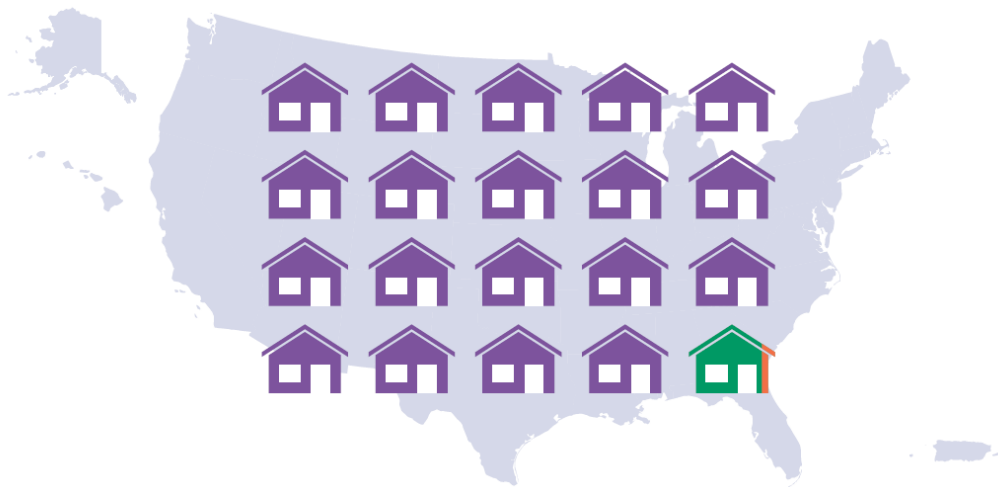


WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

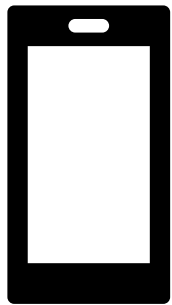


95% of households will receive their census invitation in the mail.



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



Internet



Phone



Paper Form



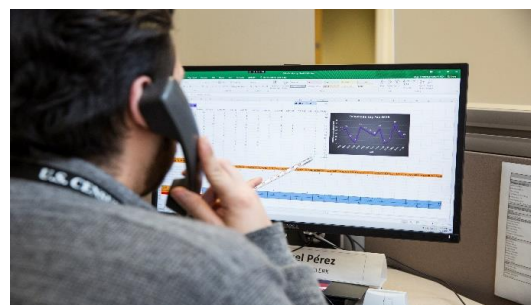
In-person

**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:

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
- 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



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

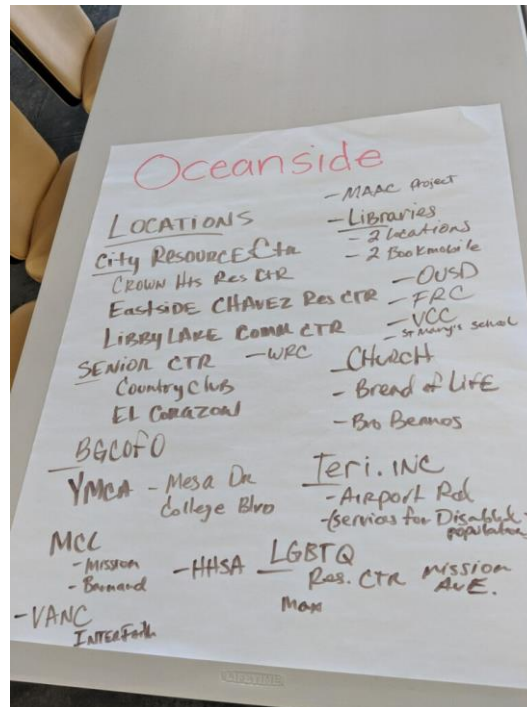
In San Diego 495 Events Including:

- 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**

2020 CENSUS



2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
Census
2020

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

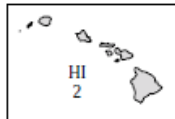
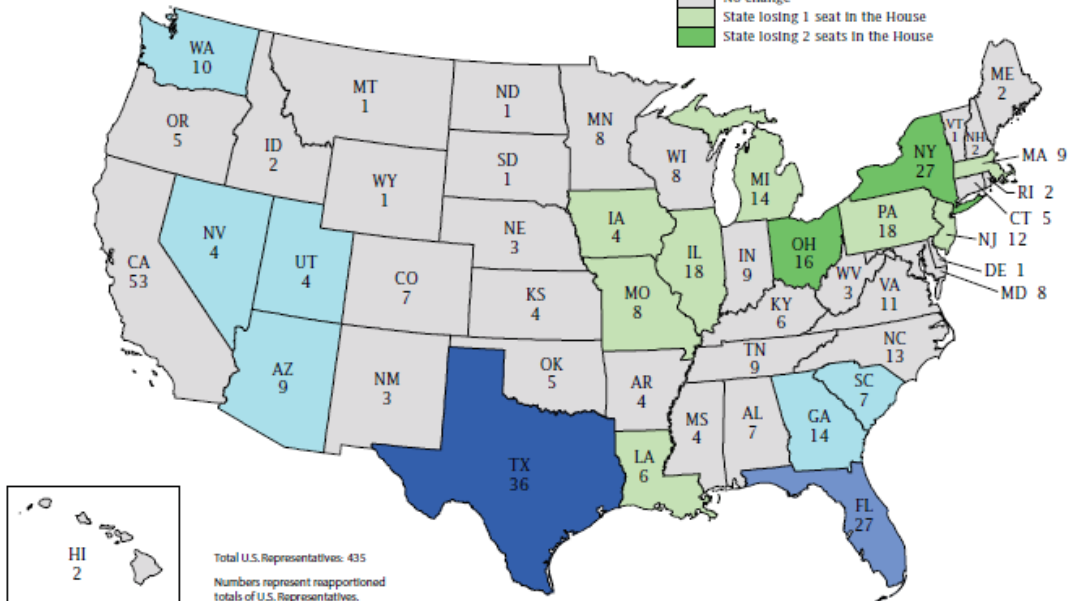
(858) 353-5865



Apportionment of the U.S. House of Representatives Based on the 2010 Census

Change from 2000 to 2010

- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House



U.S. Department of Commerce

Total U.S. Representatives: 435
Numbers represent reapportioned
totals of U.S. Representatives.

U.S. CENSUS BUREAU
helping you make better data decisions

CA Federal Funding

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

Program	Amount
Medicaid	\$55,457,936,000
Federal Direct Student Loans	\$8,636,764,223
Supplemental Nutrition Assistance Program	\$7,327,700,086
Medicare	\$6,735,374,256
Highway Planning and Construction	\$3,543,298,741
Federal Pell Grant Program	\$3,611,600,000
Section 8 Housing Vouchers	\$3,545,946,000

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 tracts
with a population of **256,000**

Participation rate is lower than
70%

Supporting Linguistically Diverse Populations Language Access

<p>Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA)</p>	<ul style="list-style-type: none"> 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 * <i>Chinese (Simplified)</i> for ISR; ** <i>Chinese (Mandarin and Cantonese)</i> for CQA Language Selection Criteria: 60,000 or more housing units
<p>Language Guides (Video and Print) Language Glossaries Language Identification Card</p>	<ul style="list-style-type: none"> 59 Non-English Languages Language Guides include American Sign Language, braille, large print
<p>Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials</p>	<ul style="list-style-type: none"> Spanish
<p>Communications and Partnership</p>	<ul style="list-style-type: none"> 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

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

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!





State Census 2020

Chris Wilson

Appointee,

**California Complete
Count Committee**





State Census 2020



**United Way
of San Diego County**

Michelle Silverthorn

**United Way of
San Diego**



**United Way
of San Diego County**

CountMe2020.org



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.

Background



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

Strategy



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

Strategy



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.

Languages



SAN DIEGO & IMPERIAL
COUNTIES CENSUS



SAN DIEGO COUNTY	
Required Languages	Languages Not Required That Have At Least 100 Estimated Speakers
Spanish	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
Tagalog	
Vietnamese	
Chinese	
Arabic	
Korean	
Filipino	
Farsi	
Japanese	
Mandarin	
Russian	
Chaldean Neo-Aramaic	

SubContract Applications

Under Review:

64 Outreach Applications

\$6.8m in total requests



**COUNT ME
2020**

SAN DIEGO & IMPERIAL
COUNTIES CENSUS



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

facebook.com/countme2020/

#countme

#hagasecontar

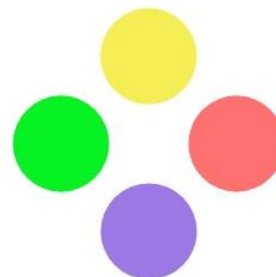
#becountedCA

#2020Census

Count Me 2020 Quarterly Meetings

<https://www.countme2020.org/events>

- ☐ October 29, 2019
- ☐ January 28, 2020
- ☐ April 28, 2020
- ☐ July 28, 2020



COUNT ME 2020

SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION



United Way
of San Diego County



State Census 2020



**Arcela Nunez-
Alvarez**

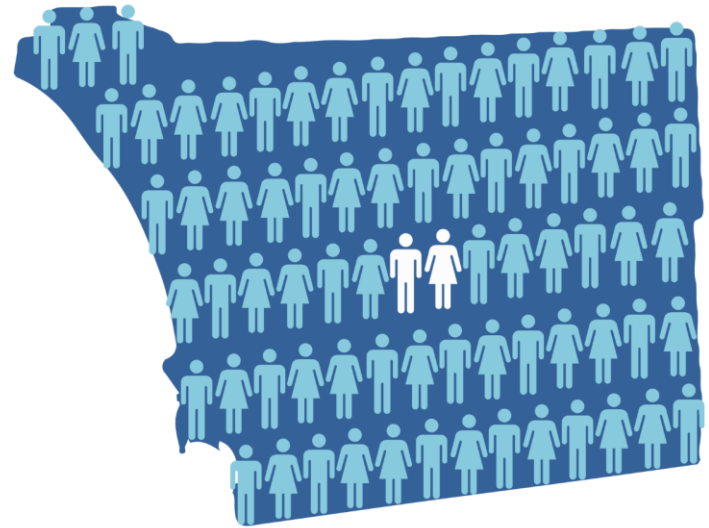
Count Me 2020

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

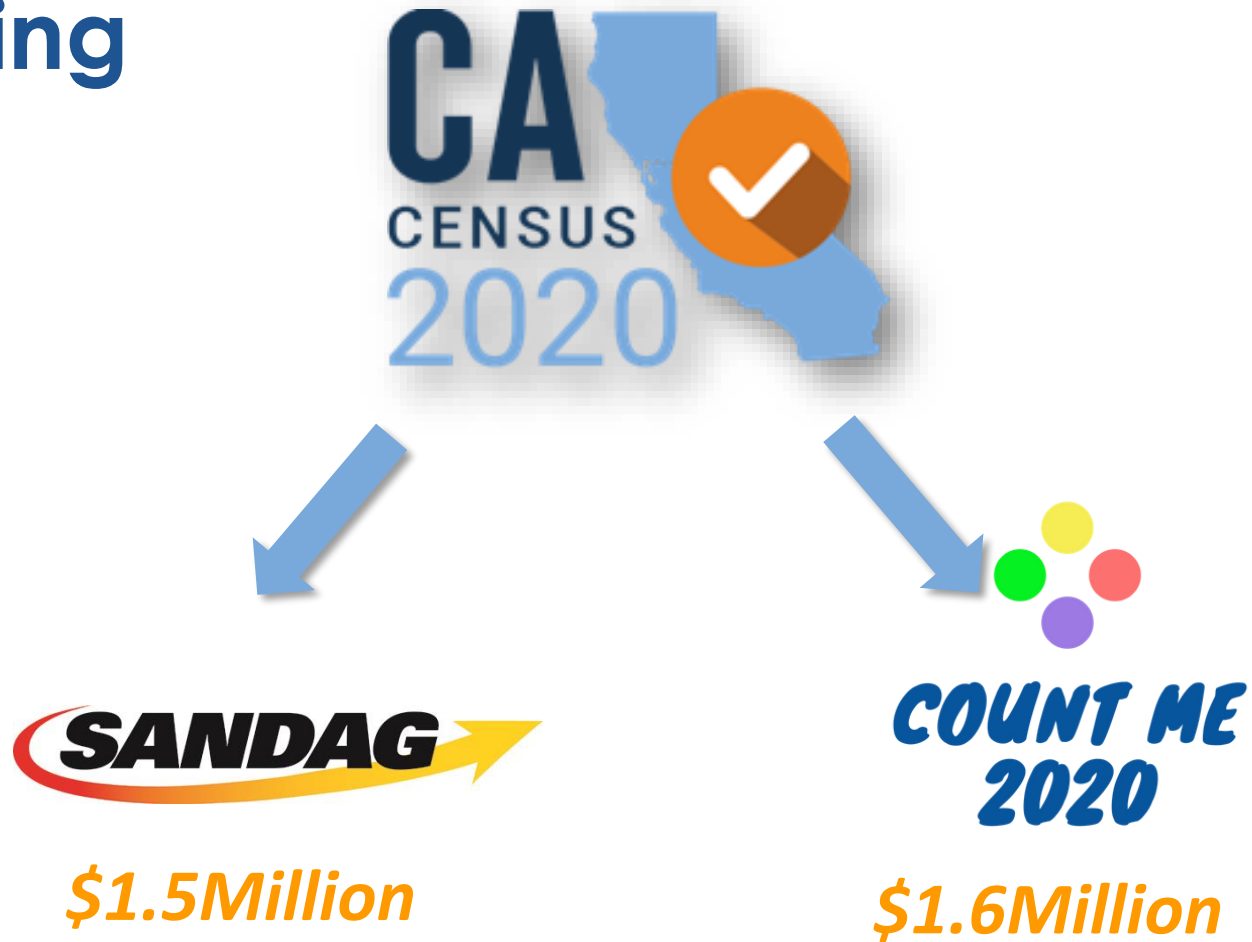
&



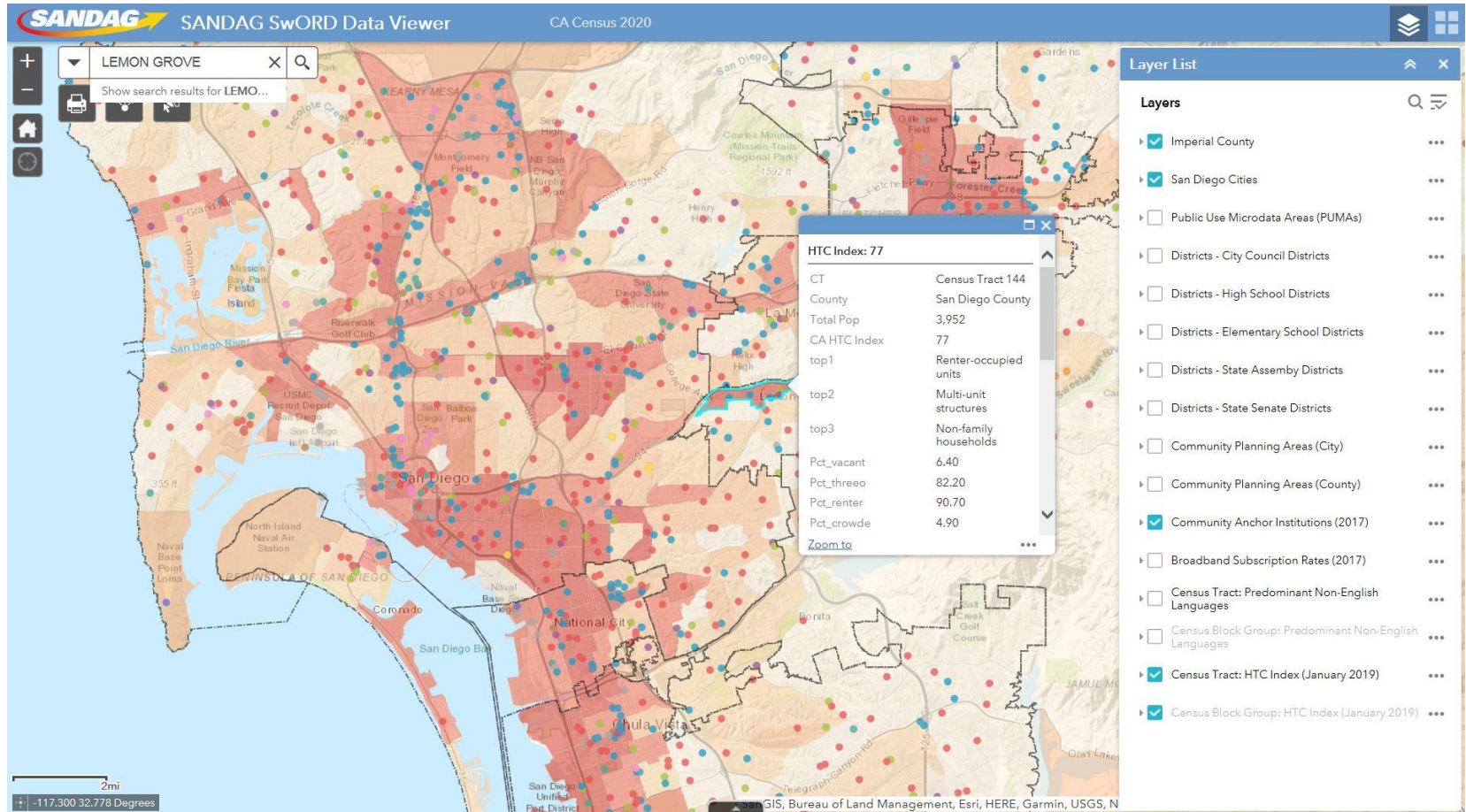
Resources



Funding



Data



Timeline

Deadline for
public input

7/12

Approve
Strategic Plan

7/26

Request for Applications
Released

7/29

Applications Due

8/26

Implementation
Plan due to State

10/31

Education

Motivation

Activation

Follow Up
Outreach

Be Counted Events

3/15

Census Day

4/1

Follow-Up Plan
due to State

4/15

Final
Report/
Close Out

9/30

JUL
2019

AUG

SEP

OCT

NOV

DEC

JAN
2020

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

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.



**POLICY, RESEARCH
& ADVOCACY**



**CONSTITUENCY
SERVICES**



**CIVIC
ENGAGEMENT**

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!

¡Hazme Contar!

A CAMPAIGN OF **NALEO**
Educational Fund



*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)



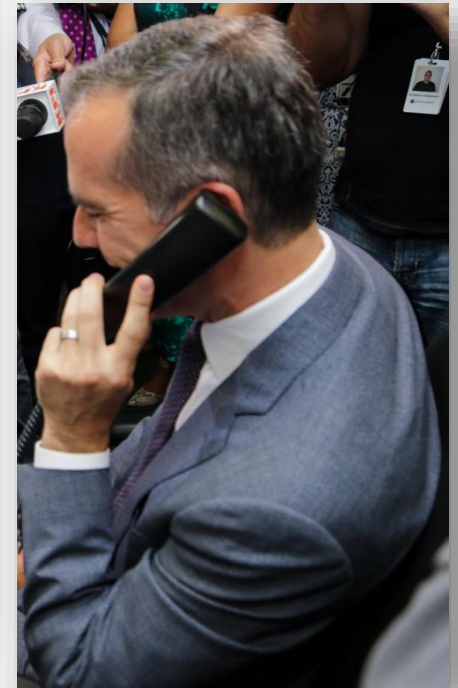
**¡Infórmese sobre el
Censo 2020 y las maneras
en que usted y su familia
pueden ser contados!**



Llame a nuestra línea gratuita
bilingüe del censo:

877-EL-CENSO

Lunes a viernes de
8:30 a.m. - 8:30 p.m. ET



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

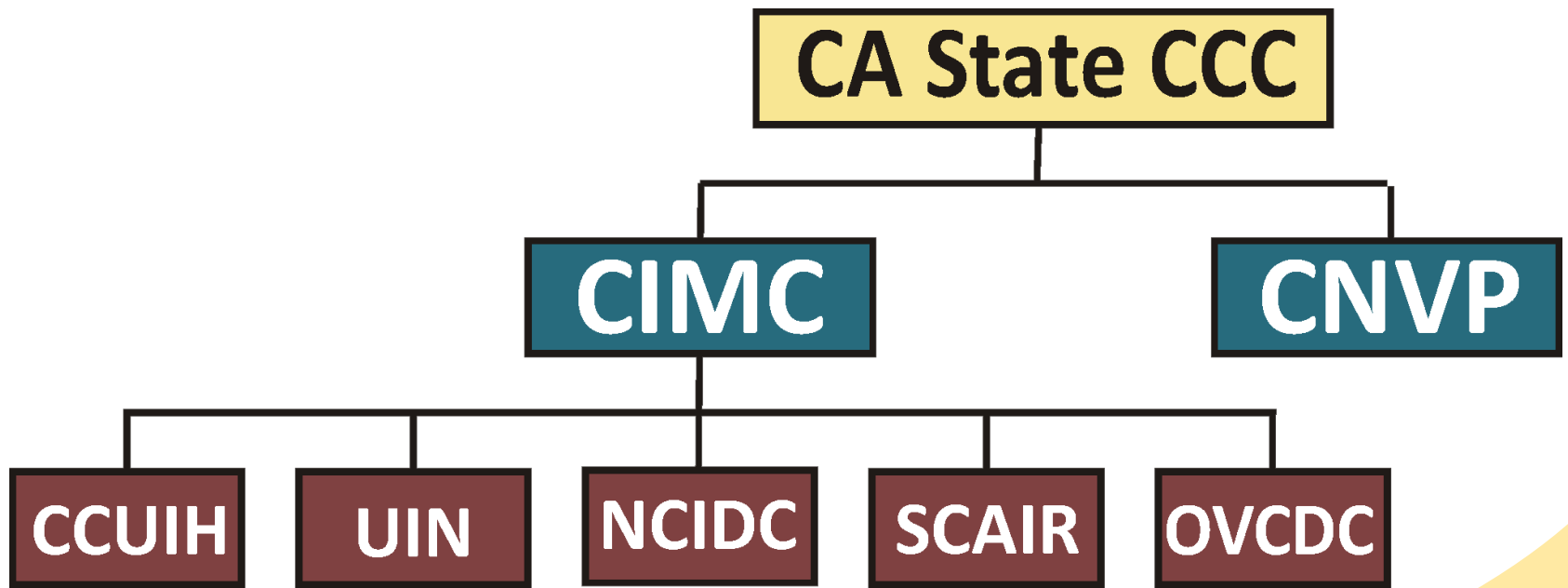
**California Indian
Manpower Consortium**



California Complete Count Census 2020 Project



**California Indian Manpower
Consortium, Inc.**



#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





California Indian
Manpower Consortium,
Inc.



California
Consortium for
Urban Indian Health



Northern California
Indian Development
Council, Inc.



Owens Valley Career
Development
Center



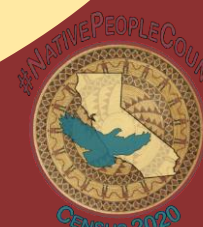
Southern California
American Indian Resource
Center, Inc.



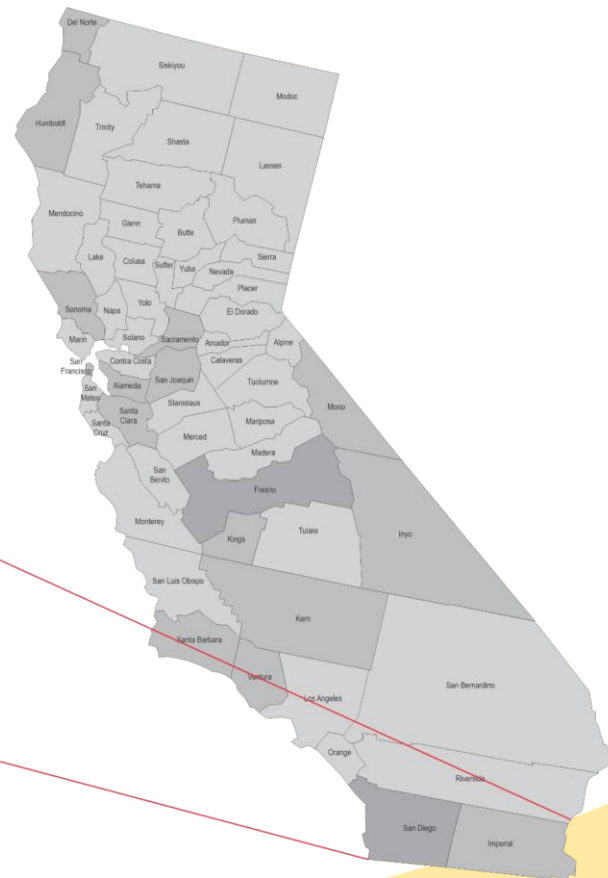
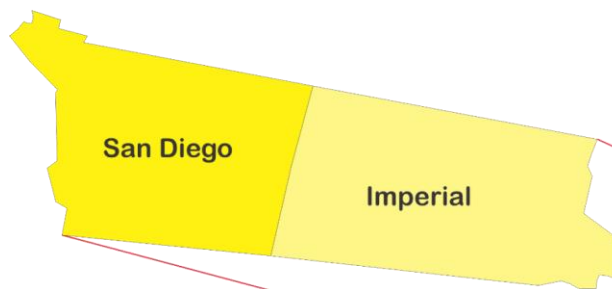
United Indian
Nations, Inc.



#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

#NativePeopleCount



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](https://census.ca.gov)

For the latest updates:
[@CACompleteCount](https://twitter.com/CACompleteCount)



BE COUNTED, CALIFORNIA!





State Census 2020

Lunch – 12:00pm – 1:00pm

Lunch provided by AARP



Thank you!



CountMe2020.org



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.

Strategy



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.

Languages



SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION

SAN DIEGO COUNTY	
Required Languages	Languages Not Required That Have At Least 100 Estimated Speakers
Spanish	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
Tagalog	
Vietnamese	
Chinese	
Arabic	
Korean	
Filipino	
Farsi	
Japanese	
Mandarin	
Russian	
Chaldean Neo-Aramaic	



United Way
of San Diego County

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

Pre-lim Data on **SubContracts**

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



SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION

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.



United Way
of San Diego County

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



SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION



United Way
of San Diego County

Pre-lim Data on SubContracts Census Tracts proposed coverage



SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION

ORG	(East)	(South)	(Central)	North	Total
1		26			26
2	21	16	67		104
3	3	40	29	39	111
4			4		4
5		11			11
6		5			5
7	1	6		14	21
8		5	22		27
9				48	48
10	14		10		24
11	3		14		17
12	2	5	28	1	36
13	20	23	23	31	97
14			14		14
15			17		17
16	14				14
17		7	16		23
18				46	46
19	15	9	23		47
20	20	18	24	12	74
21	19	15	52		86
22		22	37	25	84
23	6		4		10
24			14		14
25	5	22			27
26		2	25	7	34
27	5	2	18	2	27
28	2	2	25	10	39
29	1	5	5	3	14
30	4	4	3	3	14
31				23	23
32	25	40	90	45	200
33	2	2	4	2	10



United Way
of San Diego County

Pre-lim Data on SubContracts

HTC Populations



SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION

HTC Population	Count of Applicants	San Diego Pre-lim Data
Immigrants and Refugees	58	31
Households with Limited English Proficiency	56	29
Latinos	50	26
Seniors/Older Adults	43	24
Asian Americans/Pacific Islanders	33	19
Children 0-5	34	18
Homeless Individuals and Families	31	16
African Americans	32	13
Areas with low broadband access	31	13
Middle Eastern/Northern Africans	27	12
People with Disabilities	27	10
LGBTQ individuals and families	17	7
Veterans	16	7
Farmworkers	15	4
Native Americans and Tribal	9	1



United Way
of San Diego County

Contact

Michele Silverthorn

michele.silverthorn@uwsd.org

619-549-9838

countme2020.org

facebook.com/countme2020/

#countme

#hagasecontar

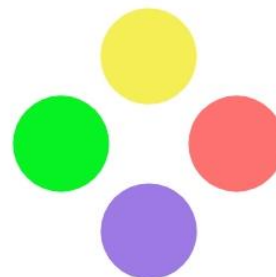
#becountedCA

#2020Census

Count Me 2020 Quarterly Meetings

<https://www.countme2020.org/events>

- ☐ October 29, 2019
- ☐ January 28, 2020
- ☐ April 28, 2020
- ☐ July 28, 2020



COUNT ME 2020

SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION



United Way
of San Diego County

California Complete Count – Census 2020

Media Campaign



BE COUNTED, CALIFORNIA!



Media Campaign Evaluation Process

- Highly competitive process
- Oral interviews
- Notice of Intent to Award: July 8, 2019
- Executed contract: July 29, 2019



Campaign Objectives

- 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 NÚÑEZ
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



OSCAR CHIARELLA
Deputy Digital 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



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



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)

LGBTQ

Homeless Families

Immigrants and Refugees

Limited or no
broadband access

Limited English
Proficiency

African-Americans

Asian-American &
Pacific Islander (API)

Latinos
Children Ages 0-5

Veterans People with Disabilities

Seniors/Older Adults

Tribal
Communities

Native
Americans
Homeless
Individuals



Campaign Approach

**ETHNIC MEDIA ARE PART OF OUR
TEAM**

**AIR GAME + RELEVANT
MESSAGE**

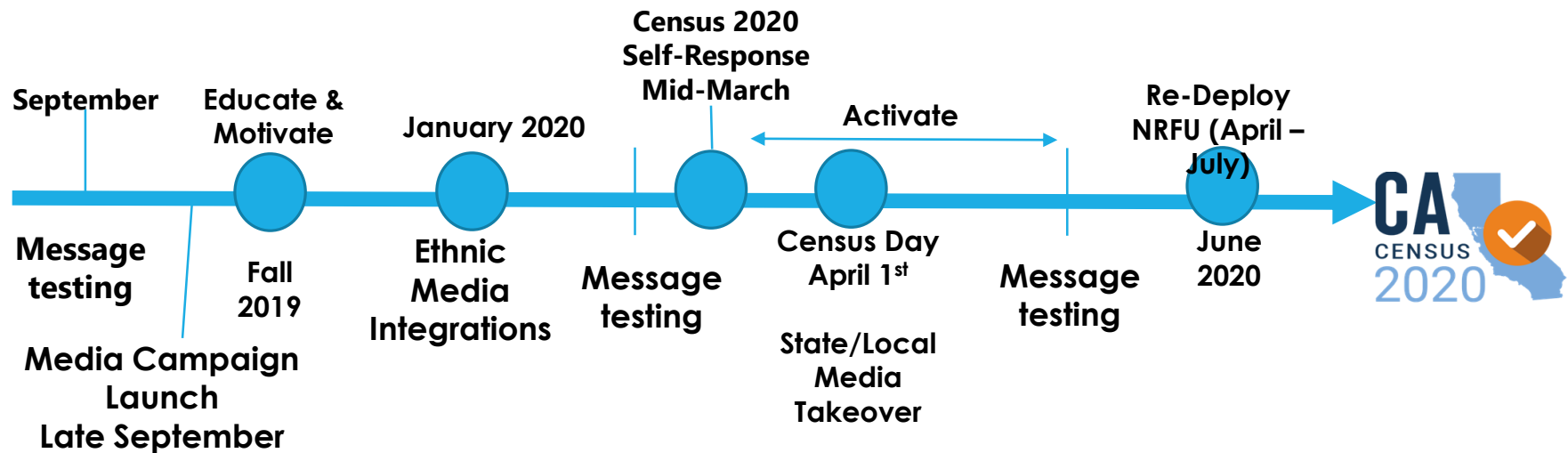
**GROUND GAME +
REGIONAL = ACTIVATING
THE HARDEST TO REACH**



Vulnerable Populations



Timeline



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!!



BE COUNTED, CALIFORNIA!



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!

