



## California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop (IPW) Public Summary

Educational Cultural Complex (ECC), San Diego, Region 10  
August 16, 2019

### Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020, focuses on both the geographic areas and demographic populations who are "least likely to respond," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges the Educational Cultural Complex (ECC) for providing the venue and American Association of Retired Persons (AARP) for providing lunch.

### Summary of Morning Session

#### Opening Remarks and Overview

The morning session began with opening remarks from Dr. Carlos Turner Cortez, President, Educational Cultural Complex; Dr. Constance M. Carroll, Chancellor, Educational Cultural Complex; Alex Padilla, Secretary of State, Chair of California Complete County Committee; Toni Atkins, President pro Tempore, SD-39, California State Senate; Sen Ben Hueso, SD-40, California State Senate; and Lorena Gonzalez, AD-80, California State Assembly.

All speakers emphasized the importance of achieving a 2020 Census complete count, as it will determine distribution of federal funding for local programs, services, infrastructure improvements, and other investment in the community, political representation at the State and Federal levels, possible redistricting, and overall equity of resources. They discussed national and local challenges to achieving a complete count, and the importance of outreach efforts to the HTC in order to overcome these obstacles.

Ditas Katague, Director, California Complete Count Census 2020, provided an overview of California Complete Count's efforts and approach.

Roberto Garcia, Partnership Specialist, US Census Bureau (USCB), described the federal Census process, confidentiality protections, and employment opportunities.

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

A panel comprised of local partners described the highlights of their outreach strategies, their needs, and how others can engage with them. Panelists were:

- **Chris Wilson**, appointee, California Complete Count Committee
- **Michelle Silverthorn**, United Way of San Diego
- **Dr. Arcela Nunez-Alvarez**, Count Me 2020
- **Angelica Davis**, City of Chula Vista and Chair of San Diego County Complete Count Committee
- **JoAnn Fields**, Government and Public Relations Director, Asian Pacific Islander Initiative
- **Blanca Romero**, San Diego Director, National Association of Latino Elected Officials (NALEO)
- **Dr. M. Ligaya Hattari**, California Indian Manpower Consortium

Strategy highlights:

- Recognize that minorities live in all districts
- Understand varying organizational needs to be effective Census trusted messengers and outreach partners
- Provide outreach through existing community-wide organizational infrastructure, networks and community partners
- Support outreach by providing training materials, technical assistance, outreach events, and data management
- Use culturally, linguistically appropriate messaging
- Use trusted messengers as key communicators to ensure effective outreach
- Use trusted messengers seen in every-day life to directly deliver messages (e.g. "las señoras" and faith-based organizations)
- Educate, motivate, and activate are all critical phases in the State's strategy
- Normalize the census; make it something that everyone talks about
- Message that the Census is simple and secure, and that there are many ways to complete it
- Develop a culture of census engagement, where people speak of it as they talk about taxes
- Reduce and eliminate barriers that have historically prevented rural communities from being counted
- Coordinate grassroots efforts to avoid duplication and fill needs
- NALEO Latino outreach campaigns include:
  - Hagase Contar campaign – *make yourselves count*
  - Hazme Contar campaign (*make me count*) for Latino children 0-5
  - 877-el-censo: bilingual hotline for any census questions, and to report civil rights violations
  - Texting list providing updates and information: text "census" to 97779 to be put on the list

Opportunities for involvement:

- Attend and provide input to the California Complete Count Committee (CCCC) at their quarterly and working group meetings
  - The public is invited to attend in person or by phone
  - The next quarterly meeting will held be on September 4, 2091 in Los Angeles
- Join the CountMe2020 coalition
  - Attend CountMe2020 quarterly meetings
  - Participate in a working group
  - Review events and access resources on their website: Countme2020.org
- Attend a San Diego County Complete County Committee meeting
  - Open to the public, held once per month, on the third Wednesday of the month from 9:30 to 11:00am
  - Add your name to the San Diego County Complete County Committee email list
- Give elected officials your ideas for trusted messengers, outreach tactics, etc.
- Receive education, training, and resources from NAELO
- NAELO and Asian Pacific Islander Initiative are seeking additional partners

Partner needs:

- Collateral, in-language videos, hand-outs, marketing for Asian Pacific Islander communities, along with support in collaborating with educational and institutional organizations
- Information from the State Census office on how to obtain kiosks

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

#### SwORD Overview

**Jim Miller**, Data and Mapping Manager, California Complete Count, provided a brief overview of SwORD. Prior to the IPW, the San Diego Association of Governments (SANDAG) and United Way (ACBO) partners were asked to provide preliminary data indicating which San Diego census tracts their outreach efforts would cover. Mr. Miller presented the partners’ data as it appears in SwORD, which showed that they are collectively covering all of hardest to count tracts in the county, with some overlap.

#### Coordination on Outreach Activities, Partners, Language Needs, and Language Capacity

The afternoon session provided an opportunity for participants to discuss their collective knowledge and plans for outreaching to the hardest to count regions within the county. Participants divided into smaller groups to examine specific census tracts or subregions of the county. They reviewed and documented ideas for outreach activities and the partners who can implement those activities. They also discussed languages spoken in those areas and the partners’ existing language capacity. This exercise allowed for the identification of gaps in outreach and language capacity, and provided an opportunity for collaborative brainstorming on ways to fill those gaps. The groups recorded this information on flip charts. At the end of the session the groups reconvened for a brief report out by each group.

## State Census Communication and Campaign Update

The State Census office recently hired Mercury Public Affairs as its Statewide communications contractor. The following Census office and Mercury staff presented an overview and status update of their proposed communications plan:

- **Martha Dominguez**, Deputy Director of External Affairs/Media Relations, California Complete Count
- **Diana Crofts-Pelayo**, Assistant Deputy Director for External Affairs/Media Relations, California Complete Count
- **Carolyn Becker**, CA Census Media Contractor, Mercury Public Affairs
- **Stacey Legay**, Media and Partnerships, Mercury Public Affairs

Mercury will be coordinating Census media efforts at the State, county, and local levels. Their communication campaign is driven by the common goal of increasing Census participation within HTC communities. This will be achieved through the use of evidence based, culturally congruent messaging. Mercury will collaborate with and support local partners and media. They are currently working to understand local needs and seeking input about local ethnic and other media partners, as well as trusted messengers within media partners. The communications campaign will launch in September 2019. The campaign website will provide a public resource tool kit (including talking points, tip sheets, etc.) and a partner portal. Through this portal, local partners can identify their needs and share best practices.

## Next Steps

Partners will continue collaborating and working on their Strategic Plans, followed by their Implementation Plans.