

# California Complete Count – Census 2020

## Convenings & Implementation Plan Workshop

July 25, 2019  
San Francisco



BE COUNTED, CALIFORNIA!





# State Census 2020

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## Welcome & Opening Remarks



# State Census 2020

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**Ditas Katague**

**Director**

**California Complete Count  
Census 2020**

# Goal & Mission

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## 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

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## 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

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- 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

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## **POWER!**

- Congressional Representation
- Reapportionment
- Redistricting

## **MONEY!**

- An undercount could cost California \$1000 per person annually

# California's Census 2020 10 Regions





# Budget - California Complete Count – Census 2020 Office

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- 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

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**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



# California's vulnerable populations



- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency

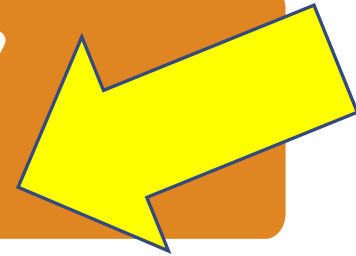
# Phased Approach for 2020

**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

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- 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

# Reaching Californians through Trusted Messengers

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- Trusted messengers are people who the community considers credible and reliable sources.
- Have existing relationships with the community and are credible.
- Understand their community and know what messages will resonate.

# Roles and Partnerships

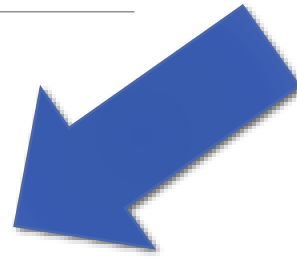
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- United States Census Bureau
- State of California
- California Legislature
- Local Government
  - Local Complete Count Committees
  - Counties
  - Tribal Government
  - Regional ACBOs and Statewide CBOs
  - Sectors
  - Education
  - Media

# What You Can Do Right Now

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- 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





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For the latest updates:  
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Thank you  
Region 3  
partners!!



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