

California Complete Count – Census 2020

Convenings & Implementation Plan Workshop

July 25, 2019
San Francisco



BE COUNTED, CALIFORNIA!





State Census 2020

Welcome & Opening Remarks



State Census 2020

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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

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



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

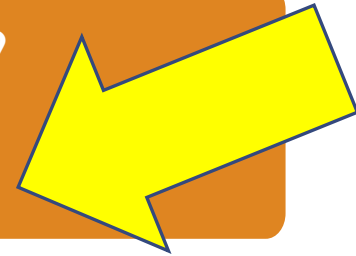
Phased Approach for 2020

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

- 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

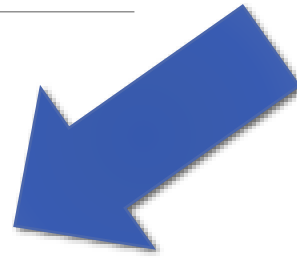
- Trusted messengers are people who the community considers credible and reliable sources.
- Have existing relationships with the community and are credible.
- Understand their community and know what messages will resonate.

Roles and Partnerships

- 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



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For the latest updates:
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BE COUNTED, CALIFORNIA!



Thank you
Region 3
partners!!



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