California Complete Count – Census 2020

Convening & Implementation Plan Workshop

October 15, 2019
Region 5 – San Luis Obispo and Santa Barbara Counties
Agenda

• Welcome & Opening Remarks
• CA State Census Outreach Efforts
• CA State Census Media Outlook
• Updates from Contracted Partners
• Breakout Groups
• Adjourn
State Census 2020

Emilio Vaca
Deputy Director of Outreach
California Complete Count Office (CCC)
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
State Census 2020

Ana Lugo
US Census Bureau
Partnership Specialist – Region 5
2020 Census

Presented By Ana Maria Lugo
U.S. Census Bureau, Los Angeles Regional Census Center
It is in the Constitution

It is in the 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.”

- Apportionment
- Redistricting
- Distribution of Funds

- Inclusive Event
- Civic
- Engagement
- Democracy
Key Dates

**2017**
- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
- Publish final 2020 residence criteria and situations

**2018**
- Question wording to Congress—March 31, 2018
- 2018 End-to-End Census Test
- Regional Census Centers opening

**2019**
- Opening Field Offices
- Complete Count Committees established

**2020**
- Advertising—begins in early 2020
- Begin self response
- **Census Day**—April 1, 2020
- Nonresponse Followup—early April–late July
- Apportionment counts to the President—December 31, 2020

**2021**
- Redistricting counts to the States—March 31, 2021
<table>
<thead>
<tr>
<th>Timeline</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AC)</td>
<td>Update the address frame and identify locations where people live, or could live for selected areas.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Update/Leave (UL)</td>
<td>Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories.</td>
</tr>
<tr>
<td>March 12-20</td>
<td>Self-Response</td>
<td>Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.</td>
</tr>
<tr>
<td>April 1st</td>
<td>Census Day</td>
<td>Census Day</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.</td>
</tr>
<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
</tr>
</tbody>
</table>
WE WILL SEND IN THE MAIL

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

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. |

We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.

SHAPE YOUR FUTURE

START HERE >

2020CENSUS.GOV
Supporting Linguistically Diverse Populations
Language Access

Available in Spanish
- Enumerator Instruments (hand held)
- Paper questionnaire and other mailings
- Field enumeration materials

12 non English languages
- Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Internet option/online questionnaire
- Census Questionnaire Assistance (CQAs)

Items available in 59 non-English languages
- Language glossary
- Language identification card
- Language Guides/Print and Video

Additional efforts from the Census Bureau
- Partner with grass roots organizations to localize the Census message
- Hire locally

2020 Census Language Program
Language List: All Non-English Languages
Recruiting and Staffing Numbers for Area Census Office (ACO)

Summer 2018
✓ Wave 1 ACO Management (approx. 10 per ACO)

Fall 2018
✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)

Spring 2019
✓ Address Canvassing field staff (approx. 300 per ACO)

Spring 2019
✓ Wave 2 ACO Management (approx. 10 per ACO)

Fall 2019
✓ Non-Response Follow-Up field staff (approx. 500 per ACO)

Recruiting Information for All Positions
www.census.gov/2020jobs
www.usajobs.gov

1-800-992-3529 (Recruiting Hotline)
2020 Census Jobs

Access the 2020 Census Jobs Site
**Timeline - Key Communications Phases**

**The 2020 Census Phases**
- Education Phase – 2018-2019
- Awareness Phase – April 2019
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.
How Partnership Specialists can Help

- Plan and conduct local outreach activities with all levels of potential partners and stakeholders
- Promote and Implement local Partnership agreements with local governments, agencies, commissions, community and faith-based organizations, educational Institutions and businesses
- Conduct Complete Count Committee training to local Governments and community groups
- Develop and present 2020 Census updates
- Conduct and Facilitate Meetings

- Participate in local engagement activities
- Identify and staff information tables at events, conferences and meetings
- Respond to 2020 Census and Census Bureau program inquiries
- Promote Census Jobs in your area
- Solicit trusted voices and community leaders
- Support Area Census office with operational requirements; Ex. Testing, training sites, Identifying Transitory Locations etc.
- Be the Census Face in your Community
Next Steps

- Help to generate your communities readiness for the 2020 Census
- Work to mobilize your community and form or join a Complete Count Committees
- Invite Partnership Specialists to present at your meetings
- Apply for Census Jobs and Help us to recruit a diverse staff for the ACO’s
Contact Information

Ana Maria Lugo  
Partnership Specialist  
ana.maria.c.lugo@2020census.gov

Los Angeles Regional Census Center  
555 W. 5th St, 30th Floor  
Los Angeles California, 90013
External Affairs

Taylor Stephens
Communication Specialist, CCC

Dayanna Macias-Carlos
Communication Specialist, CCC
California Complete Count – Census 2020
External Affairs & Media Relations

Taylor Stephens
Census Communications Specialist
Goals and Objectives

**Goal:** To get an accurate and complete count among the Hardest To Count (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
Reaching the Hardest to Count

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

DRAFT and not meant for distribution
Campaign

- Est. 11 million hardest-to-count Californians
- 10 Regions
- 15 Vulnerable Populations
- 12 languages + English
- Multi-Phased & Evidence-Based Approach
- Collateral Materials
Campaign Website

CaliforniaCensus.org

Homepage
• Language selection
• Interactive Word Cloud

About the 2020 Census
• When is the Census
• How to Complete the Census
• Frequently Asked Questions

Why the Census Matters

Stay Connected
• Updates
• New consumer social channels

Chat Bot
• Potter the Otter
• English
• Spanish
Partner Portal

Who is the Partner Portal for?

The Partner Portal is for California Census – namely contracted partners!

The goal of the Partner Portal is for partners to have the ability to share and access information and materials with each other and work towards a complete count in California 2020.

How do I access the Partner Portal?

- You will receive your login credentials soon!
- If you have any issues accessing your login credentials, please email: communications@census.ca.gov
- If you have any issues with website contact Taylor Stephens directly at: Taylor.Stephens@census.ca.gov
- You will be able to:
  - Download Materials
  - View Campaign Updates
  - Submit Your Ideas
  - Upload Your Materials
Our Social Media Pages

@CACompleteCount

• The voice of partners, organizations and State
• Content that partners and internal members can share on their own platforms
• Coverage of events like IPWs, regional convenings, etc.

@CACensus

• Content specifically for the public and HTC areas
• Dispelling myths about the census
• Partnering with influencers
• Coverage of events in our neighborhoods
• Amplifying the voices of the community, esp. HTCs & our 15 vulnerable populations
External Affairs & Media Relations
Dayanna Macias-Carlos
Census Communication Specialist
Regional Collaboration

**Goal:** To provide contracted partners technical assistance and support in media/communication activities to reach the hardest to count audiences
What to Expect for Regional Infrastructure

• Connecting and building infrastructure

• Identify Regional Partner lead

• Create Needs and Opportunities for Region

• Regional Timeline
Campaign Elements

• **Data-backed approach**
  - Research
  - Message Testing
  - Misinformation/Disinformation

• **Technical Assistance**
  - Content & Creative Development for Each Phase and 13 Languages
  - Campaign Website & Partner Portal

• **Regional and Statewide Communications**
  - Community Integration in 10 Regions
  - Paid Media Advertising
  - Earned Media
  - Social Media
  - Digital Media
Air Game- Paid Media

Ethnic and Multi-Cultural Paid Media

- Radio
- Television
- Digital
- Out of Home
- Social

Regional Support

- Communication Technical Support
- Media by region based on needs and gaps in coverage
A Nimble Approach

- **Campaign optimization** with quality assurance and improvement
- **Rapid response** to misinformation/disinformation
- **Redirecting funds** to communities with low response rates
Campaign Timeline

Educate and Motivate

- Late September
- Early October
- October/November
- Fall 2019

- Media Campaign Launch
- Social Media/Digital Launch
- Earned Media
- Message testing
- Robust Ethnic Media “air game”

Mid-March Census 2020 Self-Response

Activate

- January 2020
  - Census Day April 1st
  - Message testing

- June 2020
  - Re-Deploy Non-response follow-up (April – July)

Addressing Misinformation and Disinformation

Quality Assurance and Improvement
Questions:

communications@census.ca.gov
CaliforniaCensus.org
State Census 2020

Gloria Soto
Councilmember
City of Santa Maria
State Census 2020

Lucille Boss

Housing Programs Specialist Sr.

County of Santa Barbara – Housing and Community Development Division
State Census 2020

Dr. Gabino Aguirre
Region 5 Coordinator
Ventura County Complete Count Committee
State Census 2020

Esperanza Guevara

Census Campaign Manager

Coalition for Humane Immigrant Rights (CHIRLA)
State Census 2020

Dr. Ligaya Hattari

Complete Count Coordinator

California Indian Manpower Consortium (CIMC)
California Complete Count Email: info@census.ca.gov
Phone: (916) 852-2020
Web: Census.ca.gov

For the latest updates: @CACompleteCount