

California Complete Count – Census 2020

Convening &
Implementation Plan
Workshop

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



BE COUNTED, CALIFORNIA!





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

Timeline	Operation	Activity
August 2019	Address Canvassing (AC)	Update the address frame and identify locations where people live, or could live for selected areas.
March 2020	Update/Leave (UL)	Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	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).
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories).
March 12-20	Self-Response	Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.
April 1st	Census Day	Census Day
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.
May 2020	Non-Response Follow-up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.

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.

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.

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

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	

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

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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



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
-



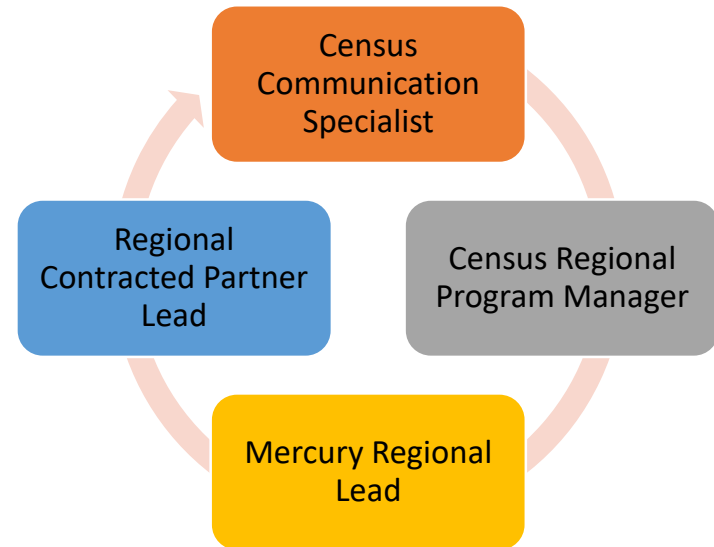
External Affairs & Media Relations

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

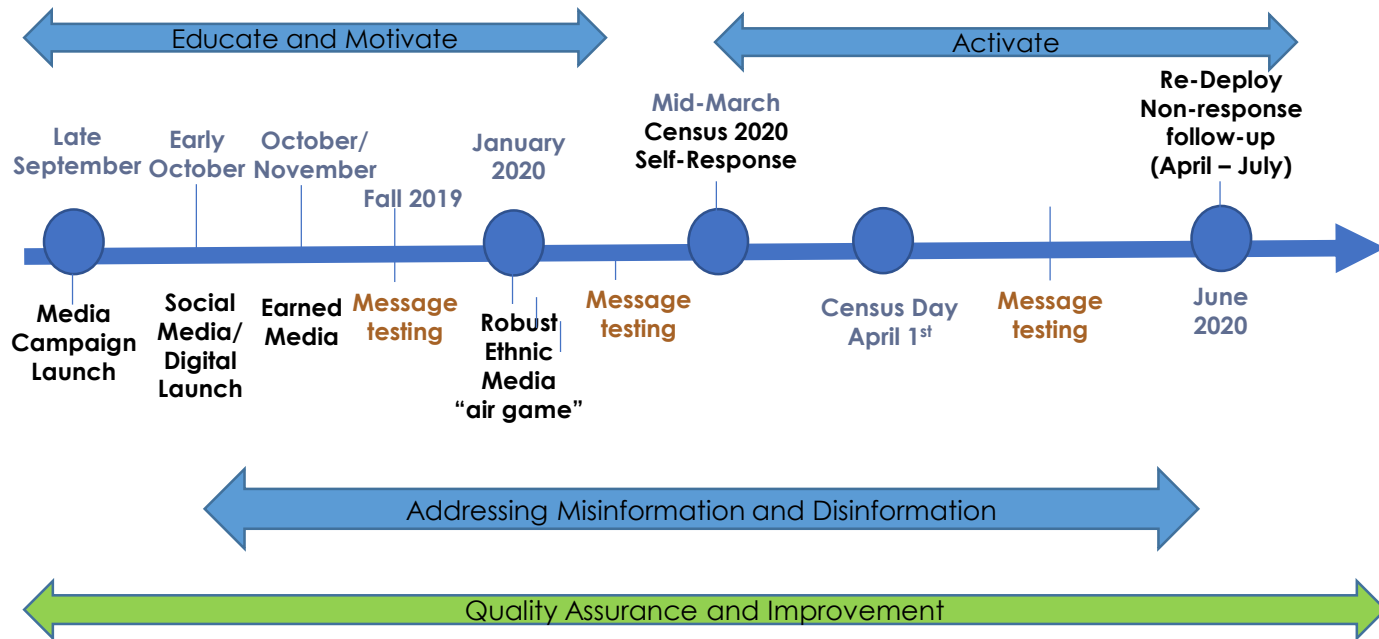


A Nimble Approach

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



Campaign Timeline



A young girl with dark hair, wearing a blue and white striped shirt, is raising her right hand in a classroom. She is looking towards the camera with a slight smile. In the background, two other young girls are visible, one in a red shirt and one in a dark shirt, both also looking towards the camera. The background is slightly blurred, showing a classroom setting with a whiteboard and some papers.

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



CHIRLA

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
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Web: [Census.ca.gov](https://census.ca.gov)

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



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