



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

San Mateo and Santa Clara, Region 3  
September 26, 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." These areas and populations are commonly referred to as hard-to-count (HTC). The ultimate goal is to ensure that least likely to respond communities and populations in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the San Mateo IPW was to build knowledge and awareness of coordinated Census 2020 campaigns for the State of California, San Mateo County, and Santa Clara County. The session built knowledge and awareness of Census priorities, approaches, strategies, roles, and responsibilities to ensure an accurate, complete and inclusive count of all San Mateo County and Santa Clara County people. It provided updates on strategic planning efforts to reach the counties' Hard-to-Count communities and opportunities to collaborate across the counties; and gathered input on communication plans and strategies for outreach and education.

California Complete Count thanks and acknowledges Mefula Fairley, Senior Administrator, Board/Superintendent Support and Community Relations, San Mateo County, for providing the venue and Emma Gonzalez, Community Affairs Manager, County Manager's Office of Community Affairs, San Mateo County, for lunch.

### Summary of IPW Session

#### Welcome

The IPW session began with opening remarks from County Census Managers **Emma Gonzalez** of San Mateo County and **Nicholas Kuwada** of Santa Clara County, as well as **Yumi Sera**, Deputy Director for Statewide Initiatives, California Complete Count Office (CCC). They stressed the importance of achieving a complete count and thanked participants for their commitment to this effort. They recognized the elected officials and staff present at the meeting for their dedication to the State's census effort.

Ms. Sera provided an overview of the CCC's efforts and approach and reviewed the distinct role of the U.S. Census Bureau (USCB) versus the CCC. She outlined the State's outreach approach, which centers around the hardest-to-count Californians. The CCC's role is to coordinate with contracted partners and stakeholders around the state, helping identify gaps and assets, developing the tools necessary to support outreach, and disseminating best practices. The data-based Statewide Outreach and Rapid Deployment (SwORD) system is a key tool for partners around the state to coordinate outreach efforts.

## 2020 Census 101: What's Going On?

Panelists provided an overview of the 2020 Census, including when and how it will take place, and updates on the status of the citizenship question, data security and privacy issues, language access for the 2020 Census, and enumerator recruitment. Panelists included:

- **Julia Marks**, Staff Attorney – Voting Rights and Census Program, Advancing Justice/Asian Law Caucus
- **Hong Mei Pang**, Director of Advocacy, Chinese for Affirmative Action
- **Sonny Lê**, Partnership Specialist, U.S. Census Bureau

Ms. Marks reviewed the purpose of the census, the census timeline, and the three modes of participation for the 2020 Census – online, by mail, or over the phone. She noted that in addition to determining funding and representation at the federal level, the census is an important opportunity for civic engagement. Ms. Marks said there will not be a citizenship question or any question about immigration on the 2020 Census questionnaire. However, the possibility of a citizenship question has already made ensuring a complete count more challenging by raising concerns and fears. Federal statutes protect the confidentiality of census responses and prevent individual responses from being shared, even with other federal agencies. Ms. Marks offered her organization as a resource for legal and policy questions about census safety and confidentiality.

Ms. Pang provided an update on language access for the 2020 Census. Language assistance options are not consistent across the three response modes available. The printed census forms will be available in English and Spanish only, while the digital and telephone modes will be provided in the country's 12 top non-English languages. Tools such as language guides and glossaries will be provided in 58 languages as well as American Sign Language. However, telephone and web-based responses will not include language assistance for 46 of those 58 languages. Many of the communities with limited English proficiency also do not have reliable internet access, which presents a particular challenge for ensuring that these communities are fully and accurately counted. Trusted messengers will be critical to reaching and supporting these communities. Ms. Pang suggested that the tech industry in San Mateo and Santa Clara counties could be an important resource to help address the challenge of the digital divide. The collaborative effort to ensure a complete count is an important opportunity to engage communities and help them feel powerful.

Mr. Lê described the USCB's current enumerator recruitment efforts. Basic requirements are that enumerators must be citizens and must have a social security number. Mr. Lê emphasized the importance of hiring people from the communities where they will be working. The application process is completed online at [www.2020census.gov/jobs](http://www.2020census.gov/jobs). Mr. Lê said that his USCB team is able to attend community events to conduct recruitment and can bring a laptop to provide internet access for interested individuals to complete to their applications.

### Introduction of Elected Officials

California State Assemblymember **Marc Berman** and Santa Clara County Deputy County Executive **David Campos** gave brief remarks. They emphasized the importance of the 2020 Census for California's residents, with impacts on funding and political representation at the federal level. They highlighted the particular challenges of a complete count for this decennial census, including the threat of the citizenship question and the move to a primarily online questionnaire. They also highlighted the opportunities this census holds for California's communities, with unprecedented investments by the State in outreach to ensure a complete count. The elected officials emphasized the importance of

coordination and collaboration at all levels across the state and recognized the coordination already under way in San Mateo and Santa Clara counties. They thanked participants for their efforts and offered their support.

#### Facilitated Q & A, Regional Coordination: The Landscape of Census Activities in San Francisco

A panel of key partners in the census effort provided updates on census activities and coordination in the region and across the state. Panelists included:

- **David Tucker**, Region 3 Program Manager, California Complete Count Census 2020
- **Stephanie Kim**, Senior Director Census 2020, United Way of the Bay Area
- **Manuel Santamaria**, Vice President of Community Impact, Silicon Valley Community Foundation

Mr. Tucker reviewed the CCC funding structure around the state and its implementation in the Bay Area. He noted that the State is committed to supporting community-based census outreach and invited participants to make use of the resources the CCC is offering, such as technical assistance, education-based outreach, and collateral materials. Despite the unprecedented level of State funding for census outreach, important gaps remain that will need to be filled through creative, collaborative efforts. Mr. Tucker said that in addition to supporting a complete count, census outreach should also support building complete communities by bringing people to the table who had not previously been there.

Ms. Kim described the role of United Way of the Bay Area (UWBA) as the region's Administrative Community-Based Organization (ACBO). UWBA's support is available to all partners in the region, regardless of whether they have received funding through UWBA. UWBA is focused on supporting regional coordination, connecting regional efforts with the CCC and USCB, providing funding to local CBOs, and providing resources related to language access, technology, strategy, data, and reporting. UWBA made its first round of funding allocations, totaling \$1.1 million, to 60 organizations in the Bay Area. Approximately \$500,000 of that amount was granted to 30 organizations that work in San Mateo and Santa Clara counties.

Some of UWBA's key outreach strategies include establishing Questionnaire Assistance Centers (QACs) around the region where people can receive support to fill out the census, using a texting tool to encourage census response, mobilizing the 2-1-1 hotline to provide census information, and ensuring that outreach efforts are informed by accurate data. UWBA's texting tool is available in the region's 12 most spoken languages, and Ms. Kim encouraged participants to help UWBA identify additional languages that would be useful.

Mr. Santamaria gave an overview of the Bay Area Census Funders Collaborative (BACFC), a group of philanthropic organizations that are working together to aggregate funding so that CBOs can more easily access the resources they need to ensure a complete count in the region. The collaborative has already made \$3 million in grants to 80 organizations in the Bay Area, including \$1.4 million in San Mateo and Santa Clara counties. Mr. Santamaria noted that BACFC had received proposals totaling \$9 million, far more than they were able to support. The BACFC plans to conduct a second round of funding in early 2020, by invitation only, to address gaps from the first round.

Gaps and needs identified by the presenters and participants include:

- Despite significant State and philanthropic funding for census outreach, additional funding is still needed to ensure a complete count in many communities.
- Identify the communities that are not yet being reached by funding and outreach.

- Based on the first round of funding allocated, the UWBA and BACFC identified the following gaps:
  - Individuals with disabilities
  - Individuals involved with the criminal justice system
  - San Mateo County
  - Coastal areas in the southern Bay Area
  - Refugee communities, especially from the African continent
- Gaps related to coordination include:
  - Continued exchange of information about outreach efforts by the State, UWBA, BACFC, Counties, and other partners
  - The need to coordinate funding allocations to ensure broad coverage and avoid gaps
  - Outreach to intersected HTC communities, rather than conducting outreach that focuses in a siloed way on only one HTC characteristic
  - The need for a clearinghouse where partners can access resources that have already been created by others around the region and state
  - Shared understanding of the resources partners need to conduct successful outreach
- Incorporate education about how to count children in all other outreach efforts. Children aged 0-5 are the most undercounted population and they also overlap with the other HTC groups.

#### Communications Overview: Plan of Action

A panel of key staff and partners provided an overview of State, regional, and local communications strategies. Panelists included:

- **Dayanna Macias-Carlos**, Census Communication Specialist, California Complete County Census 2020
- **Stacey Legay**, Media and Partnerships, Mercury Public Affairs, LLC
- **Stephanie Kim**, Senior Director Census 2020, United Way of the Bay Area
- **Katie Scally**, Account Executive, Storefront Political Media
- **Nancy Magee**, Superintendent of Schools, San Mateo County

Ms. Macias-Carlos and Ms. Legay presented the statewide media plan of action. With the goal of an accurate and complete count among California’s hardest-to-count communities, the communication plan focuses on providing culturally congruent and evidence-based information about the 2020 Census. Understanding that partners have already spend time creating messaging that will work for their communities, Mercury is focused on uplifting the messages that are effective as well as filling gaps. Key elements of the media campaign include message testing, developing collateral, creating a campaign website in 13 languages, and developing an online portal where partners can collaborate and access information. The media campaign will be phased, with information gathering through August 2019, message testing in September, roll-out of the media campaign in the fall of 2019, and a robust ethnic media campaign beginning in January 2020. Message testing will continue leading up to the beginning of the census response period in March, and then rapid deployment based on response rates.

The campaign will include paid media advertising, earned media, social media, and other digital media. Mercury will target messaging throughout the census response period to the communities with low response rates and work to ensure that census-related messages do not compete with one another. Mercury will also work with communities to address misinformation and disinformation, including

through rapid response and providing partners with resources via the partner portal. The portal will include a community media toolkit with talking points, social media guidelines, templates for news materials, media engagement dos and don'ts, and spokesperson trainings and tips. It will be refined based on use patterns and user feedback throughout the phases of census outreach to ensure that it is helpful and easy to use.

Ms. Kim discussed UWBA's regional texting pledge campaign and gave meeting participants an opportunity to use it. The campaign uses text messaging, which does not require internet or a smartphone application, to keep people activated between the time when in-person contact convinces them to respond to the census and the census response period. The campaign presents a call to action for people to commit to responding to the census. Participants are added to the text messaging service by initiating contact with the text messaging system, pledging to fill out the census, and then opting-in to receive updates and reminders from Bay Area Counts 2020 and local county campaigns. The service will be provided in the region's 12 most spoken languages, and that number could be expanded. Ms. Kim asked participants to help identify other important languages to translate the tool into, as well as translation resources. UBWA also makes toolkits with posters, postcards, and other collateral available by county.

Ms. Scally presented Storefront Political Media's local media campaign test in Santa Clara County. Storefront tested messaging based on three motivational factors: extrinsic (motivated by external gains from participating, such as funding for health or housing), intrinsic (motivated by an internal sense of civic duty), and motivation by a desire for our voices to be heard. Storefront found differences in the most effective messaging between the two communities it tested. For English speakers, extrinsic-focused messaging was most effective, while for Spanish speakers, messaging about being heard ("Because we won't let anyone silence our voices") was the most effective. Additionally, the Spanish language ads performed two to three times better than the English ads overall. Ms. Scally emphasized the importance of micro-targeting, developing in-language messaging based on the concerns and motivations of each particular target community. She further emphasized the importance of diversifying media channels and targeting messaging to the people who will then act as trusted messengers for their broader community. She also noted that the results of this testing imply that at this time, census remains a low-salience issue generally.

Ms. Magee presented San Mateo County Office of Education's (SMCOE) census outreach plan. The Office of Education serves over 94,000 students, including those in court schools, special ed day classes, and thousands of early start and preschool students. SMCOE has a variety of census-related outreach efforts at different educational levels, including early learning, K-12 schools, charter schools, K-22 special education, and court and community schools. The Office outreaches to families, presents census messages in multiple languages, and is extending outreach to private schools.

#### Activating Outreach & Communication Plan: Breakouts

Attendees participated in small group discussions about how to reach key HTC communities in both counties. The breakout session gave partners and attendees an opportunity to build connections within focus areas and across counties; to identify gaps in outreach and communication coverage of communities who are least likely to respond, and ways to fill them; and to coordinate around media and communications needs. The groups discussed the following questions:

- What are the challenges and barriers to census completion that exist for this population or area?
- What are the tactics and activities we need or are doing to reach these populations or areas and what resources do we need to make that happen?
  - What are we doing?
  - Given what is planned, what gaps do you see that still exist?
  - What particular resources are needed – further strategizing, tools, resources, expertise, or partners?
- What media and communication are needed for your population or area?

During the small group discussions, media partners had a chance to hear about local media and communication needs to identify gaps and help avoid duplication of efforts.

Following the discussion, each group shared one critical point they had identified. Due to the small number of participants during the breakout discussion period, some groups covered multiple HTC characteristics or communities.

- *Asian American/Pacific Islander and Black/African American:* A key challenge is the population of elders within these communities who do not access and use technology and who may be monolingual in a language other than English. Faith leaders can be important trusted messengers for these communities.
- *Immigrants/Refugees/Limited English and Farmworkers:* The know-your-rights trainings that legal aid organizations often conduct with these communities focus on avoiding the government, which contradicts with census related messaging. The ‘our voices’ framing discussed by Ms. Scally, emphasizing census participation as an opportunity to regain power, provides an opportunity for these communities to have a break from being on the defensive. Messaging should be carefully crafted to emphasize the opportunity for empowerment and to pivot toward a message of trust in certain government employees.
- *LGBTQ+, Those Reached through Local Government Services & Neighborhood Associations, Those in Poverty/Receiving Public Assistance, Homeless and Unstably Housed:* For the LGBTQ+ community, an important question is whether the gender question can be skipped when responding online and over the phone. Messaging to this community should provide clarity and context about this question.
- *Latinx:* A key challenge in the Latinx community is the diversity within it, including diverse indigenous languages and dialects spoken, mixed-status families, and differentiated access to media. Traditional media, such as newspaper and radio that reaches rural areas, will be critical for this community. Attention should be paid to making sure that the right dialect of Spanish is used, as communities may come from different parts of Latin America where the Spanish is significantly different.
- *Children under Five:* Direct service providers are trusted messengers for families and they should be trained so that they are comfortable and empowered to encourage participation in the census. Many staff may be unsure whether they can safely advocate for their clients to complete the census. A critical issue with the count of children under five is that people do not know whether or how to include them in their response. Outreach to all other HTC communities should include information about how to count young children.
- *Those Living in Overcrowded/Non-Family Housing and Rural & Coastal Communities Lacking CBO Infrastructure:* A key challenge for these communities is that it is literally hard to reach them,

given that mail is not directly delivered to their homes and census materials are not delivered to PO boxes. Information is needed about where these communities can be reached. For overcrowded and non-family housing, education is needed about how to complete the form and who counts as part of a household.

- *Youth in Schools*: The local Boys and Girls Club is training high school students in leadership and public speaking to serve as trusted messengers for both their families and their peers. They conduct outreach at football games and other community events, and are available as resources for area census outreach efforts. The Boys and Girls Club is federally funded so census response is critical to their work.

#### Next Steps

Ms. Gonzalez and Mr. Kuwada thanked attendees for their active participation in the meeting and encouraged their continued partnership in census outreach in San Mateo and Santa Clara Counties.