



California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop (IPW) PUBLIC SUMMARY

City of Santa Ana, Orange County, Region 9
August 23, 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 are commonly referred to as hard-to-count (HTC). The ultimate goal is to ensure that vulnerable populations in HTC census tracts in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to vulnerable populations in HTC census tracts and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges the City of Santa Ana for providing the venue and BJs Restaurant for providing lunch.

Summary of Morning Session

Opening Remarks and Overview

The morning session began with opening remarks from Senator Tom Umberg, SD-34, California State Senate, Co-Chair Senate Select Committee on the 2020 United States Census; Congressman Lou Correa, 46th Congressional District; Supervisor Andrew Do, First District, Orange County Board of Supervisors; and Councilmember David Penaloza, City of Santa Ana.

The speakers emphasized the importance of achieving a 2020 Census complete count, as the basis for local resource and program funding as well as representation. They discussed national and local challenges to achieving a complete count and the need for local outreach efforts to the HTC in order to overcome these obstacles.

Ditas Katague, Director, California Complete Count Census 2020, provided an overview of California Complete Count's efforts and approach.

Bao Nguyen, Partnership Specialist, US Census Bureau (USCB), described the federal Census process, data security and confidentiality protections, and employment opportunities.

Landscape of Census Outreach Strategies - Updates from Contracted Partners

A panel comprised of local partners described their outreach approaches and strategies. Panelists were:

- **Saul Viramontes**, County of Orange
- **Sarah Middleton**, Charitable Ventures (ACBO)
- **An Le**, Asian Americans Advancing Justice
- **Nancy Avila**, National Association of Latino Elected Officials (NALEO)
- **Jesse Fraire**, California Native Vote Project

Strategy highlights include:

- Orange County
 - Census messaging across media outlets
 - Leverage earned media
 - Locate Questionnaire Assistance Centers (QAC) at County Social Service Agency, Library, and Family Resource Center
 - Census Day awareness event
 - Use existing County infrastructure (e.g., existing newsletters, line staff) to disseminate Census messaging
 - Partner with voter registration offices to provide Census messaging for the 2019 election and 2020 primary
 - Provide person-to-person outreach in many languages
- Charitable Ventures
 - Target use of public funds for Census tracts with hardest to count populations
 - Supplement State funding with philanthropy to serve:
 - Smaller communities that historically have been underrepresented, e.g., Samoans and/or dispersed throughout the County
- Asian Americans Advancing Justice
 - Subcontract/partner with Asian and Pacific Islander Community Alliance
 - Provide trainings and webinars
 - Prepare organizations/staff to serve at QACs
 - Prepare for non-response follow-up
 - Conduct message testing
 - Produce materials with translations
 - Satisfy State language requirements plus 10 additional languages
 - Develop partnership with ethnic media outlets so they report about the Census in a positive and accurate way
 - Coordinate, share obstacles and best practices
- NALEO:
 - Provide train-the-trainer workshops
 - Create promotional collateral, content
 - Update message testing
 - Work with Spanish language media
 - Implement:
 - Hágase Contar (Make Yourselves Count) campaign
 - Bilingual website: Hagasecontar.org

- Bilingual hotline - 877-EL-CENSO
 - Text message Census updates
 - Provide digital content (e.g., videos)
- California Native Vote Project
 - Canvassing - primary strategy
 - Identity based rather than geographic based
 - Trusted messengers educate about the importance of the Census
 - State-wide asset mapping
 - Partner with Orange County CBOs
 - Set up QACs and QAKs in trusted community spaces
 - Develop regional messaging that addresses history-based distrust

Innovative/creative outreach approaches:

- Kickoff events at every QAC
- Taco trucks at mosques
- Engage students at universities that teach ethnic studies to use social media creativity and produce public service announcements that go viral
- Create games around the Census, e.g., Census Jeopardy, for use at schools, senior centers, community game nights, etc.
- Reach HTC through educational posters at restaurants and grocery stores
- Connect with Native American youth groups around messaging, how to get involved, and leadership development

Partner gaps:

- South County, seniors
- Smaller, less known organizations that work with HTC communities
- Communities that are not served by non-profit organizations

Opportunities for participation:

- The Orange County Census Community Table welcomes additional organizations
- Next Census Expo will be held on September 19, 2019

Summary of Afternoon Session (High level summary)

State Census Communication and Campaign Update

The State Census Office recently hired Mercury Public Affairs as its Statewide communications contractor. Diana Crofts-Pelayo, Assistant Deputy Director for External Affairs/Media Relations, California Complete Count, and Stacey Legay, Media and Partnerships, Mercury Public Affairs, presented an overview of the proposed communications campaign. The primary campaign goal is to increase Census participation within HTC communities. It takes a regional approach wherein the State communications team will collect local data, research, messaging input, and needs and use this information to develop and provide communication materials, support, and resources to local partners.

The communications campaign will launch in September. The campaign website will provide a public resource tool kit (including talking points, tip sheets, etc.) and a partner portal. Through this portal, local partners can identify their needs and share best practices.

SwORD Overview

Jim Miller, Data and Mapping Manager, California Complete Count, provided a brief overview and demonstration of SwORD. Prior to the IPW, Orange County and Charitable Ventures (ACBO) provided preliminary data indicating which census tracts their outreach efforts would cover. Mr. Miller presented the partners' data as it appears in SwORD, which indicated that they are collectively covering all of hardest to count tracts in the county, with some overlap.

Coordination on Outreach Activities, Partners, Language Needs, and Language Capacity

The afternoon session provided an opportunity for participants to discuss their collective knowledge and plans for the hardest to count regions within the county. Participants divided into smaller groups to discuss specific census tracts or subregions of the county. They reviewed and documented ideas for outreach activities and the partners who can implement those activities; languages spoken in those areas and the partners' existing language capacity; and challenges/barriers. This exercise allowed for the identification of gaps in outreach and language capacity and provided an opportunity for collaborative brainstorming on ways to fill those gaps. At the end of the session participants reconvened for a brief report-out by each group, focusing on barriers and opportunities to overcome those barriers. Report-out highlights including the following:

Anaheim, Buena Park, and Fullerton

- Challenges:
 - Freeway adjacent, unwalkable areas
 - Industrial areas
 - Mobile homes
 - Areas with many dead-end streets
 - Areas with largely non-English speaking population, including Arabic
- Opportunities:
 - Many strong partners serve this area
 - Partner with faith-based organizations
 - Partner with small businesses in the area
 - Reach out to the Chamber of Commerce
 - Potential QAC sites - many parks (some with family resource centers), elementary schools

Westminster and Garden Grove

- Challenges:
 - Gated areas
 - Mobile home park
 - Multiple families living in one home
 - Fear of opening the door
 - Homeless population

- Tagalog speaking population
- Opportunities:
 - Clinton Park collaboratives, cultural events, and food banks
 - Local representatives
 - Public transit along Harbor Boulevard, coordinate with new street car outreach
 - Outreach at bus stops when people bring their kids for school
 - Back to school nights
 - Local Vietnamese media and small businesses (Asian Garden Mall)
 - Local festivals

Santa Ana

- Challenges:
 - Multiple units with the same address, and multiple families in those units
 - Many government buildings in the area with the highest HTC index (112)
- Opportunities:
 - Partner with smaller, ethnic, and faith-based groups, senior centers, day care centers, and property managers
 - Coordinate with local business
 - Explore a nuanced approach to explain the census to those who will not be reached by a QAC

Irvine, Costa Mesa and Huntington Beach

- Challenges:
 - Foreign born residents
 - New housing
 - College students
 - Motel families
 - HTC live in all census tracts, not just those with the highest HTC index
 - Lack of experienced partners in some areas
 - Refugee population
 - East African language

Next Steps

The State Census Office will distribute an Implementation Plan template to partners. Its next monthly partners call will be held on September 9, from 1 pm -2 pm. During this call, the USCB will discuss enumeration efforts for the homeless population.