

California Complete Count – Census 2020

Convenings

August 02, 2019

Santa Rosa



BE COUNTED, CALIFORNIA!





State Census 2020

Welcome & Opening Remarks



Morning Agenda

- **Welcome**
- **Overview and Update**
- **Landscape of Census Outreach Strategies**
- **Collaboration with Partners**
- **Moving Forward**



State Census 2020

Yumi Sera

California Complete Count Census 2020

U.S. Census Bureau Updates

**Juan Gonzalez, USCB,
Partnership Specialist**

Gearing up for the 2020 Census



**Presented By Juan Gonzalez, Partnership Specialist, San Francisco Bay Area
U.S. Census Bureau, Los Angeles Regional Census Center**

Your Answers are Protected by Law Title 13 of the U.S. Code

- **The Census is Confidential and required by Law**
- **Results of the Census are reported in Statistical format only**
- **We do not share a respondents personal information or responses with any other government agencies**
- **All Census Employees swear to a lifetime oath to protect respondent information**
- **Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000**

Types of Enumeration Areas

- **For the 2020 Census, Type of Enumeration Area (TEA) was determined by mail deliverability.**
- **In California the TEAs include: Self Response and Update Leave.**
- **Nationally 95% of the housing units will be in Self Response**

Types of Enumeration Areas

Self Response:

- All collection units where the majority of housing units where mail is delivered to the physical address.
- Invitations to participate will be delivered by the Post Office.

Update Leave:

- All collection units where the majority of housing units where mail is not delivered to the physical address.
- Census enumerators canvass assignment areas to update Census address and map information and leave an invitation to participate in the Census.

Types of Enumeration Areas

- In both Self Response and Update Leave areas, residents who have not responded via phone, paper, or internet will be followed up with as part of non-response follow-up (NRFU).
- People can respond to the Census without a Census ID. Non ID responders will be asked to provide an address or location. These address will be matched with the 2020 Census address list and any address that cannot be verified in office will be sent to the field during NRFU for verification. If an housing unit cannot be verified the response will be rejected.

Self Response Enumeration in Burn Areas

- **Post Office provides Census updates to their Delivery Sequence File (DSF) twice a year. These updates include any addresses where they are no longer delivering mail.**
- **These addresses will be removed from the Census 2020 mailing universe.**
- **Responses from addresses not in Census 2020 address list, the existence of the housing unit must be verified.**

Update Leave Enumeration in Burn Area

- **Census enumerators will canvass area to update Census address and map information and leave invitation to participate in the Census.**
- **Update Leave Operations takes place March 16 to April 17, 2020.**
- **Anyone living on a parcel in the burn area who considers that to be their usual residence would be counted at that location. They could be living in a house, a trailer, an RV, etc.**

Contact Information

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Landscape of Census Outreach Strategies

- **Rachael Dillman**, Lake County
- **Julie Beardsley**, Mendocino County
- **Mary Booher**, Napa County
- **Nour Maxwell**, Sonoma County
- **Nicollette Weinzveg**, United Way of the Wine Country

United Way of the Wine Country



**United Way
of the Wine Country**

Region 2 Administrative Community
Based Organization (ACBO)

Census 2020 Regional Convenin

August 2, 2019

Region 2 ACBO

UWWC WAS SELECTED BY THE CALIFORNIA STATE CENSUS OFFICE TO BE REGION 2 ADMINISTRATIVE COMMUNITY-BASED ORGANIZATION (ACBO)

REGION 2 COUNTIES: DEL NORTE, HUMBOLDT, LAKE, MENDOCINO, NAPA, SONOMA, AND TRINITY.

AS PART OF OUR ROLE AS REGION 2 ACBO, WE HAVE REQUESTED PROPOSALS FROM ORGANIZATIONS TO SUPPORT OUTREACH EFFORTS.



UWWC Mission and Vision

- THE MISSION OF UNITED WAY OF THE WINE COUNTRY IS TO IMPROVE LIVES BY MOBILIZING THE CARING POWER OF OUR COMMUNITY THROUGH LEADERSHIP, COMMUNITY ENGAGEMENT AND EFFECTIVE INVESTMENT.
 - UNITED WAY OF THE WINE COUNTRY ENVISIONS AN EDUCATED COMMUNITY WHERE ALL PEOPLE LIVE HEALTHY, PRODUCTIVE LIVES AND CAN CONTRIBUTE TO THE WELL-BEING OF OUR COMMUNITIES.
 - UNITED WAY FIGHTS FOR THE EDUCATION, FINANCIAL STABILITY, AND HEALTH OF EVERY PERSON IN EVERY COMMUNITY.
-



OUR GOAL IS TO ENSURE THAT EVERY PERSON IN REGION 2 IS COUNTED.

TO MINIMIZE THE UNDERCOUNT IN OUR REGION, UNITED WAY OF THE WINE COUNTRY IS SEEKING TO FUND ORGANIZATIONS, COALITIONS, AND COLLABORATIONS THAT ARE COMMITTED TO ENSURING A COMPLETE COUNT OF SONOMA, MENDOCINO, LAKE, NAPA, HUMBOLDT, DEL NORTE, AND TRINITY COUNTY RESIDENTS WITH AN EMPHASIS ON HARD TO COUNT (HTC) POPULATIONS. GRANT AMOUNTS WILL RANGE BETWEEN \$3,000 AND \$20,000.



Priorities

- **WORK REGIONALLY ACROSS MULTIPLE COUNTIES AND CITIES**
 - **WORK IN PARTNERSHIP WITH THE COMMUNITIES THEY SERVE**
 - **HAVE DEMONSTRATED ABILITY TO OUTREACH TO AND ENGAGE WITH HTC POPULATIONS**
 - **ARE CONSIDERED TRUSTED MESSENGERS WITHIN THE REGION AND AMONGST TARGET POPULATIONS**
-



Objectives

EDUCATE

Inform public about census process, purpose, and procedure

Inform public of the importance of the census

Inform public that census data is confidential

Identify HTC populations

ACTIVATE

Eliminate fear of completing questionnaire

Utilize trusted messengers to encourage participation

Establish comfortable environments

MOTIVATE

Engage trusted messengers to help public participate in census

Participate in community gatherings and CCC meetings

Collaborate with other stake holder across sectors

Timeline

- MAY 17, 2019: APPLICATION PROCESS OPENS
- JULY 5, 2019: PROPOSAL SUBMISSION DEADLINE
- AUGUST 2019: APPLICANTS WILL BE INFORMED OF GRANT DECISIONS
- NOVEMBER 2019-APRIL 2019: OUTREACH/EDUCATION ACTIVITIES TO HTC POPULATIONS (MONTHLY ACTIVITY REPORTING REQUIRED)
- APRIL 1, 2020: 2020 CENSUS DAY
- APRIL-JUNE 2020: CENSUS NON-RESPONSE FOLLOW-UP (ADDITIONAL OUTREACH TO ENCOURAGE THOSE WHO HAVE NOT COMPLETED THEIR FORMS TO COMPLETE THE CENSUS)
- JULY 2020: FINAL GRANT REPORT DUE



For questions or more information,
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Collaboration with Partners

- **Ligaya Hattari**, California Indian Manpower Consortium (CIMC)

California Complete Count

Social Media
@cacompletecount



#2020census and #cacensus

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Thank you
Region 2
partners!!



BE COUNTED, CALIFORNIA!

