



## California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop PUBLIC SUMMARY

Santa Rosa, Region 2  
August 2, 2019

### Convening 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," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond 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 to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges the California Department of General Services for providing the venue.

### Summary of Meeting

#### Opening Remarks

The session began with opening remarks from **Laura Beltran**, Senior Field Representative for Assemblymember Cecilia Aguiar-Curry, **Mary Booher**, Assistant County Executive Officer for Napa County, and **Yumi Sera**, Northern California Lead Regional Program Manager for the California Complete Count (CCC). Each stressed the importance of the census and the value of regional collaboration and partnerships to ensure a complete count in the region.

#### Overview and Update

**Ms. Sera** provided an overview of California Complete Count's efforts and approach. **Juan Gonzalez**, U.S. Census Bureau (USCB), described federal census efforts and provided information regarding confidentiality, the new on-line option for filling out the census, and employment opportunities.

#### Landscape of Census Outreach Strategies - Updates from Contracted Partners

A panel comprised of contracted partners described their plans, strategies, programs and tools to be used for 2020 Census outreach. Panelists included:

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

Significant progress has been made in the region. The counties in the region have identified the hard to count (HTC) populations and areas, including those that are likely to be HTC during the 2020 Census due to new factors such as fear generated by the failed effort to add a citizenship question and the movement to an online census. Many of the challenges in the region are related to its rural nature, including lack of broadband access and/or technological literacy, fire displaced communities, the prevalence of residents who use P.O. boxes, and mistrust of government. Key strategies to address these challenges include activating trusted messengers to communicate the importance of census response, utilizing Questionnaire Assistance Centers (QACs) and Questionnaire Action Kiosks (QAKs) to support online response, coordinating mailings to P.O. boxes, working with employers as trusted messengers, carefully crafting messaging to ensure that it resonates with the region's HTC communities, and sharing resources among counties and other partners in the region.

In Sonoma County, HTC populations have been identified using a combination of approaches. The county mapped tracts with HTC demographics using the CCC Statewide Outreach and Rapid Deployment platform and identified the areas that were HTC in the last census. Additionally, the county's Local Complete Count Committee (LCCC) is working with area CBOs to identify the communities where members of the State's 14 HTC groups live. Key approaches for reaching the HTC communities in the county are based on best practices identified around the state and tailored to local conditions in consultation with the LCCC. Key strategies include identifying and partnering with the CBOs that work in the county's HTC areas, conducting outreach in both Spanish and English, using web platforms to share outreach resources among LCCC members, and emphasizing the importance of the census count for critical programs like Head Start. Ms. Maxwell noted that any interested person or organization could participate in the LCCC.

In addition to key HTC groups from the last census, such as farmworkers, children 0-5 years old, and limited English speakers, Napa County is also including seniors as an HTC population for the 2020 Census due to the move to online response. The county is using a human-centered design process to develop simple, meaningful messaging, conducting interviews and testing messages with the county's HTC populations. The process will identify the reasons people might not respond to the census, what messages resonate with different HTC communities, and help ensure that people do not ignore the USCB outreach once it begins. Ms. Booher noted that it is important for communities to recognize and trust the USCB brand, not only counties' census-related branding. Additional key outreach approaches include a collaboration with Solano County for outreach to the Tagalog-speaking community, working with employers as trusted messengers for their employees, and developing a targeted approach for congregate populations, such as those in hospitals and jails and migrant farmworker groups.

Ms. Dillman said that in Lake County, almost every census tract is HTC. In addition to historical HTC groups, Lake County anticipates challenges related to broadband access, rural P.O. box users, fire-

displaced communities, and seniors. The Lake County LCCC has created a subcommittee dedicated to identifying and training trusted messengers for its key HTC populations. In addition, QAKs and QACs will be set up in County buildings such as libraries, social services offices, and the courthouse. Lake County is coordinating with United Way of the Wine Country (UWWC) to develop messaging and send out mailings to P.O. box customers. Special mailings will also be sent out to fire-affected individuals, based upon a list of those who lost properties in recent fires.

Mendocino County also includes P.O. box users among its key HTC populations. The significant cannabis-growing community has gone to great lengths to avoid government for many years and needs to be engaged as well. The Native American population also has a historically low response rate, with a 50% undercount on the Round Valley Reservation in 2010. Like other counties in the region, other HTC groups include the homeless, children 0-5 years old, seniors, low English proficiency, and limited broadband access. The Mendocino County LCCC has been structured to include sub-regional Complete Count Committees as well, to ensure that the county's large geographic area is adequately covered. Current outreach efforts are focused on activating community partners and networks to identify trusted messengers, like family resource centers. These trusted messengers will be especially important in interfacing with rural residents who avoid government. Mendocino County is also focused on an educational campaign that targets each section of the population, emphasizing the way that census response will affect funding for the programs that are most important to them. The county is working to send notices to P.O. box customers as well.

The region's ACBO, United Way of the Wine Country, has served Sonoma, Mendocino, Lake, and Del Norte Counties and has deeply rooted relationships with CBOs around the region. Its role is to distribute \$266,000 in grants to CBOs that work with HTC populations, as well as build coalitions in the region to amplify the reach of limited resources. UWWC is also leveraging partnerships with other United Way organizations around the state, sharing messaging and other outreach assets. UWWC's outreach approach builds on existing relationships with CBOs where it offers free tax preparation support and develops a workplace-based campaign to reach all community members.

**Gaps and needs** identified by the partners include:

- Funding for QACs and QAKs, including for organizations that work with Tribal communities.

Participants made the following comments about outreach strategies in the region:

- United Way and Community Assistance Programs are top-of-mind CBOs and their participation in the census effort is important.
- There is fear about government agencies accessing census data. Although the data is now protected, there have been both historic misuse and recent challenges to its confidentiality that contribute to the mistrust.
- For trusted messengers that work with communities whose rights the U.S. government has violated, for example indigenous migrant communities, it would be irresponsible to tell constituents that they should trust the government. Instead, communities can be told to trust the census specifically.
- Provider organizations that work with youth outside of school hours are important trusted messengers for families.
- Ensure that QACs and QAKs are fully accessible and inclusive.

- The databases of public benefits programs could be used to reach HTC populations that they serve.

### Collaboration with Partners

A panel comprised of Statewide CBO partners described their 2020 Census outreach strategies. Panelists included:

- **Ligaya Hattari**, California Indian Manpower Consortium
- **Genevieve Flores-Haro**, Mixteco/Indigena Organizing Project

The Mixteco/Indigena Organizing Project (MICOP) works with indigenous migrant farmworkers, largely from southern Mexico, through community organizing, translation services, and media outreach. An important challenge for this population's participation in the census is that many will not be able to respond without significant direct support because they do not speak any of the languages in which the census will be available and many are also not literate (some languages are unwritten). MICOP has a three-pronged approach for outreach, drawing on the *promotora* model, subcontracting with organizations that already work within the communities, and using radio programming.

The California Indian Manpower Consortium (CIMC) works with Native American communities around the state. Many critical programs in Tribal communities, from housing to nutrition to education, receive their funding based on Census data, but California's Native Americans have historically been undercounted by around 35 percent in the census. Many of the state's 109 federally recognized Tribes are very small and so do not have the administrative capacity to take on census outreach, or even access census outreach funding, on their own. One of CIMC's key outreach strategies is to work with subcontractors around the state that have well-established networks within communities, giving them freedom to determine the best way to conduct outreach in the communities they work in.

**Gaps and needs** identified by the partners include:

- Lack of administrative capacity preventing small Tribes from accessing census outreach funding.
- QACs and QAKs to improve the accessibility of responding to the census.

Participants made the following comments about outreach strategies in the region:

- Limitations around access to both the online census, because of lack of broadband as well as trust issues, and the paper questionnaire, because of the prevalence of P.O. box usage, will make the phone response option very important in the region. Providing interpreters to support people responding over the phone will be critical.

### Moving Forward

Ms. Sera thanked attendees for participating. The second implementation planning workshop, which will provide an opportunity for facilitated collaboration among contractors to continue developing effective and efficient Implementation Plans for outreach to the HTC populations, will take place in late August or early September. The date has not yet been determined.