California Complete Count – Census 2020
Convening & Implementation Plan Workshop
October 8, 2019
Region 4-City of Stockton
State Census 2020

Nicholas Hatten

Chair, San Joaquin County Complete Count Committee
State Census 2020

Secretary of State
Alex Padilla

Chair, California Complete Count Committee
State Census 2020

County Supervisor Lee Lor

Merced County District 2
State Census 2020 Update

Emilio Vaca

Deputy Director of Outreach
California Complete Count Office (CCC)
External Affairs

Dayanna Macias-Carlos
Communication Specialist, CCC

Stacey Lagay
Media and Partnerships, Mercury
California Complete Count – Census 2020
External Affairs & Media Relations

Dayanna Macias-Carlos
Census Communications Specialists
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

- Farmworkers
- Latino Children Ages 0-5
- Veterans
- Homeless Individuals
- African-Americans
- LGBTQ
- Seniors/Older Adults
- People with Disabilities
- Tribal Communities
- Native Americans
- Immigrants and Refugees
- Limited or no broadband access
- Middle-Eastern North Africans (MENA)
- Homeless Families
- Limited English Proficiency
- Asian American & Pacific Islander
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
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

Educate and Motivate

- Late September: Media Campaign Launch
- Early October: Social Media/Digital Launch
- October/November: Earned Media
- Fall 2019: Message testing
- January 2020: Robust Ethnic Media “air game”
- Mid-March: Census 2020 Self-Response

Activate

- Census Day: April 1st
- Message testing
- June 2020

Addressing Misinformation and Disinformation

- Quality Assurance and Improvement
Questions:

communications@census.ca.gov

CaliforniaCensus.org
ACBO REGION 4

Pablo Rodriguez
Executive Director
Communities for a New California Education Fund

Hatzune Aguilar
Strategic Engagement Director
Communities for a New California Education Fund
10 Counties

Alpine Amador Calaveras Madera Mariposa
Merced Mono San Joaquin Stanislaus Tuolumne

Funding: $1,119,960

Region 4 HTC:
- Two-thirds of census tracts have HTC Index above 69
- Households below 150% of poverty level, non-high school graduates, households receiving public assistance, unemployed residents, children under 5, households without broadband, group-quarters
- Top LACAP non-English languages: Spanish, Punjabi, Tagalog, Mon-Khmer (Cambodian), Portuguese, Hmong, Vietnamese, Assyrian, Neo-Aramaic

Region 4 covers 10 Northern San Joaquin Valley counties.
Our Strategy
Get Out the Count

Smart Technology & Strategic Engagement
- Predictive dialing
- Patch-through calls for translation services and phone questionnaire completion
- Cellular-enabled tablets for canvassing
- Peer-to-peer text message campaign (18-34)
- Translated video content via tablets

Trusted Messengers
- Partnering outreach organizations have long-standing relationships with HTC families in Region 4
- Outreach will consist of authentic community engagement

Educate and Motivate
- Early education via phone banking
- Phone survey to ask residents about perceived barriers to and reasons for census participation and language access
- Follow up via multiple outreach efforts to address concerns and access issues
Communications

Earned Media  Social Media  Census personal story videos  Multi-lingual census videos  Door hangers  Pledge cards  Partnerships with ethnic media outlets  Partnerships with local influencers and messengers

Kids count too.

When children go uncounted, it has serious consequences for them, their families, and their neighbors.

1 million kids under age 5 were missed in the 2010 census.

California relies on federal money for everything from the State Children’s Health Insurance Program to supplemental nutrition assistance.

#EverybodyCounts  #Census2020  #CuentoConmigo
Gaps & Challenges

Outreach campaigns to specific HTC groups
Geographic capacity
Stationary QACs with staffing
Outreach to non-registered but eligible voters, legal residents, undocumented residents
Events

SOLUTIONS: SUBCONTRACTS WITH COMMUNITY PARTNERS, COUNTY AND STATEWIDE FOCUS ON GAP AREAS, FUNDRAISING EFFORTS TO FILL IN GAPS/ADDRESS CHALLENGES
Partners

Please visit [www.cuentaconmigo2020.com](http://www.cuentaconmigo2020.com) to subcontract with Cuenta Conmigo ACBO program.
What Next?

October: Early Outreach/Foothills Outreach
November: Early Outreach
December: Early Outreach
January-March: Trainings, multilingual development, earned/paid social media plan

April: Outreach via phone and canvassing, earned/paid communications plan implementation, mobile QAKs

May - August: NRFU plan implementation

Early Outreach
Message development
Clean lists
Communications

Self-response Period
Canvassing & Mobile QACs
Phoning & Patch-through calls
Communications

NRFU
Canvassing
Phoning
Communications
PRESENTING

Christian Clegg
Deputy City Manager, City of Stockton
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(209) 937-8205
SAN JOAQUIN COUNTY COMPLETE COUNT COMMITTEE

VISION

A coordinated complete count for San Joaquin County

Encourage full participation of all city residents in the census, including the City’s hard-to-count vulnerable populations.
Purpose

• Encourage full participation of all city residents in the census with an emphasis on the City’s hard-to-count vulnerable populations.

• Compliment both state and federal Census efforts.

• The City is committed to working with state and local leaders toward an accurate and complete citywide count for populations that are traditionally undercounted.
Budget

• The State has authorized $26.5 million to be directed toward county-based outreach efforts.

• On March 19, 2019, Council approved Resolution 2019-03-19-1406, authorizing the City to enter into an agreement with the State for this important effort.

• $324,000 has been awarded to the City of Stockton. Funding will support an outreach campaign that is focused on Hard to Count (HTC) geographic and demographic populations that traditionally are least likely to self-report in census campaigns.
The strategic plan will leverage existing and new local stakeholders, aims to communicate through a variety of formats, which will include mainstream media, social media, and an extensive grassroots campaign that will support the reach and engagement of target groups.

Align with the important regional work being done by the San Joaquin Complete Count Committee by prioritizing effective organizing and standardized communication through local community partnerships.
STOCKTON’S HARD TO COUNT

<table>
<thead>
<tr>
<th>RACE AND ETHNICITY</th>
<th>TOP LANGUAGES SPOKEN AT HOME</th>
<th>Population Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>42 percent - Hispanic or Latino</td>
<td>58,257 Total Limited English population</td>
<td>36 percent - Income is below 150 percent of the poverty level</td>
</tr>
<tr>
<td>11 percent - Black or African American</td>
<td>55 percent - Speak Spanish</td>
<td>25 percent - Age 25 or older who are not high school graduates</td>
</tr>
<tr>
<td>21 percent – Asian</td>
<td>17 percent - Speak Asian or Pacific Island language</td>
<td>8 percent - Under five years of age</td>
</tr>
<tr>
<td>.2 percent - American Indian or Alaska Native</td>
<td>10 percent - Speak Tagalog</td>
<td>26 percent - Foreign-born nationals</td>
</tr>
</tbody>
</table>
PRESENTING

Lisa Vela
Vice Chair, San Joaquin County Complete Count Committee
El Concilio (Non-Profit)
Ivel@elconcilio.org
(209) 644-2600 Office
COLLECTIVE IMPACT MODEL

CIM provides an evidence-based collaborative framework across five conditions:

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Organization
STAKEHOLDER STRUCTURE

San Joaquin County
Communication Hub

Contractors
Common Agenda

Administrative Community Based Organization

Data/Results Geo Mapping GIS & SWORD

Community Based Organization Fiscal Agent

Complete Count Committee Reinforcing Activities
UNIQUE OUTREACH STRATEGIES

- Language-specific messaging
- Trusted messengers for targeted grassroots
- HTC-specific bannered kiosks
- Integrated outreach-engagement solutions
- Geo-targeting / geo-mapping
- Ethnic and diversity events
- Age-specific designed materials
- Translated materials
- Faith based community
- Public, private and higher education leaders
HOW TO GET INVOLVED

• Join a local Complete Count Committee
• Advocate as a community leader
• Be an implementation phase partner
• Leverage existing relationships & resources
• Include Census messaging with customers and business relationships
• Work with local schools, businesses, places of faith, and local government
Madera County

Jamie Bax
Deputy Director of Community & Economic Development Planning
Madera County

Eric Martinez
Project Coordinator
Madera Coalition for Community Justice
Madera County

2020 Census

“Madera Counts!”
Population: 156,213

- Hispanic/Latinx: 56.9%
- White: 35.1%
- African-American: 3.1%
- Asian: 2.0%
- American Indian: 2.0%
Leading hard-to-count characteristics in Madera County.

- Non-high school graduate
- Below 150% of poverty level
- Households receiving public assistance
- Crowded units / Unconventional housing
- Limited English speaking households
- Farm Workers
- Children under 5
- Homeless
- Foreign born
- Lack of broadband connection
- Renter occupied households
### Language

Top languages in Madera County.

<table>
<thead>
<tr>
<th>Language</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>93.4%</td>
</tr>
<tr>
<td>Punjabi</td>
<td>2.3%</td>
</tr>
<tr>
<td>Mixteco</td>
<td>0.5%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
Partnerships
Outreach Strategy

Goal: To educate and motivate community member to complete Census questionnaire.

- **Informational table**: flea market, health fairs, sporting events, community events
- **Community Education**: schools, agencies, community organizations, churches, clinics
- **Flyer dissemination**: clinics, hospitals, agencies, community events, local stores, utility bills, schools

*Leveraging locally trusted sources to communicate the importance of participating in the Census!*
Madera County Complete Count Committee

Contact Information

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Merced County

Amber Phillips

Management Analyst III

Merced County
Merced County

COMPLETE COUNT COMMITTEE

STRATEGIC PLAN OVERVIEW

OCTOBER 8, 2019
Merced County Demographics

- Population: 267,390
- Access Languages: English, Spanish, Portuguese, Punjabi, and Hmong
- 3rd Highest Median HTC Index in CA (64)

Hard-to-Count (HTC) Populations:
- Non High School Graduates
- Receiving Public Assistance
- Below 150% Poverty Level
- Renter Occupied Units
- Unemployed
- Limited/Without Broadband Access
- Limited English Speaking
- Children Under 5
- Moved Recently/Vacant Housing Units
Merced County Complete Count Committee

• Merced County Board of Supervisors
• County Executive Office
• United Way
• Merced County Library
• Aspiranet
• Cities: Atwater, Merced, Los Banos
• Human Services Agency
• Area Agency on Aging
• Behavioral Health and Recovery Services
• County Veterans Services Office
• Public Health
• Project Race

• Workforce Investment
• Golden Valley Health Centers
• Merced County Association of Governments
• First Five
• Merced County Office of Education
• Gateway Adult Education Network
• Migrant Education
• Merced College
• UC Merced
• The Housing Authority
• Social Security Administration
• And Growing...
Strategies

• Identify Target Hard-to-Count Populations by Location
  • Utilize SwORD

• Engage Interested Stakeholders
  • Leverage Current Networks

• Identify Available Resources
  • Develop a Communitywide Inventory: Organizations, Programs, Events

• Target and Coordinate Outreach
  • By Existing Events, Identified Populations, and Locations

• Partner with Organizations for Trusted Messengers in Key Areas
  • Contract with United Way
Tactics and Approach

- Coordinated Outreach and Education through Partnerships and Trusted Messengers
  - Community and Census Specific Events
- Broad Reach through Materials, Media, and Messaging
  - Use of Print Materials, Social Media, Local Television and Radio
  - Ensure Language Accessibility
- Leverage and Build upon Federal, State, and Local Resources
- Partner with Library for Countywide QAC/QAK Locations, Including Mobile Locations
Merced County CCC Contacts

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PRESENTING

Damian Martinez
Senior Management Consultant, Stanislaus County

Lynnette Lucaccini
El Concilio, Stanislaus Backbone Agency
IMPLEMENTATION PLAN

The Stanislaus Implementation Plan is guided by the common agenda, set by the County’s Strategic Plan, for an accurate and complete count of the Hard To Count populations and communities of Stanislaus County.

To avoid duplication and leverage resources, identify gaps, and ensure coordination across the County and stakeholders, Stanislaus County adopted the Collective Impact Model.
COLLECTIVE IMPACT MODEL

CIM provides an evidence-based collaborative framework across five conditions:

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Organization
STANISLAUS COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL
STAKEHOLDERS
STRUCTURE
STANISLAUS COUNTY
UNIQUE OUTREACH STRATEGIES

• Language-Specific Messaging
• Trusted Messengers/CBO’s
• HTC-Specific Bannered Kiosks
• Integrated Outreach-Engagement Solutions
• Geo-Targeting / Geo-Mapping
• Leveraged Ethnic and Diversity Events
• Age-Specific Designed Materials
• Ethnic-Specific Designed Materials
• Leveraging Media Relationships
• Integration of School & University Systems
• Census 2020 Workforce Development
HOW TO BE INVOLVED

• Join the CCC
• Advocate as a Community Leader
• Advocate within your Organizations
• Coordinate with the County’s Education Phase
• Be an Implementation Phase Partner
• Leverage Existing Relationships & Resources
• Include Census Messaging with your Customers and Business Relationships
• Work with your Schools, Local Businesses, Places of Faith and Local Governments to Increase Messaging Frequency
Statewide CBO

Esperanza Guevara

Census Campaign Manager
Coalition for Humane Immigrant Rights
• Civic Engagement: Reaches new and infrequent immigrant voters and helps immigrants who are unable to vote mobilize those who can (45,360 voters)

• Community Education: Reaches immigrant workers, students families to provide information on rights to protect against deportation, family separation, wage theft, and other civil rights violations. Community presentations, walk-ins, and toll-free hotline (132,700 individuals)
COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)

- **Legal Services:** Staff provides screening, application assistance, case review, consultations, referrals, and other services. U.S. naturalization applications, Deferred Action for Childhood Arrivals (DACA) renewals, U-Visas, family petitions, deportation defense. *(5,600 individuals)*

- **Organizing Department:** Engages domestic workers, street vendors, the California DREAM Network at 31 California colleges, and Wise Up! Program at 16 Los Angeles high schools. *(21,600 individuals)*
COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)

- **Communications:** CHIRLA’s media outreach will utilize various media strategies, including print, radio, TV; digital to reach **2.5 million individuals**

- **Membership:** CHIRLA’s Contamos Contigo Campaign is featured at all membership outreach events. Reach: **12,000 individuals**
OUTREACH & EDUCATION
CENSUS PLEDGE CARDS
# On-the-Ground Capacity

<table>
<thead>
<tr>
<th>Base</th>
<th>Cities</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Bernardino</td>
<td>San Bernardino, Fontana</td>
<td>San Bernardino</td>
</tr>
<tr>
<td>High Desert</td>
<td>Hesperia, Victorville</td>
<td>San Bernardino</td>
</tr>
<tr>
<td>Lancaster/Palmdale</td>
<td>Canyon Country, Palmdale, Lancaster, Simi Valley</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Sacramento</td>
<td>Sacramento, Davis, Stanislaus</td>
<td>Yolo</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Los Angeles, South Los Angeles, San Gabriel Valley, Pomona</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>San Fernando Valley</td>
<td>Pacoima, Van Nuys, Canoga Park</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Central Valley</td>
<td>Visalia, Porterville</td>
<td>Tulare, Kern</td>
</tr>
<tr>
<td>Orange County</td>
<td>Fullerton, Irvine</td>
<td>Orange County</td>
</tr>
</tbody>
</table>
Sacramento, Yolo, San Bernardino, Riverside, Butte, Colusa, Del Norte, El Dorado, Fresno, Glenn, Humboldt, Imperial, Kern, Kings, Lake, Lassen, Los Angeles, Marin, Mendocino, Monterey, Napa, Orange, Placer, Plumas, San Luis Obispo, Santa Cruz, Shasta, Siskiyou, Solano, Sonoma, Stanislaus, Sutter, Tehama, Tulare, Ventura, and Yuba and additional regions
HTC AREAS & CHIRLA OFFICES

According to the Census HTC 2020 Map, these are some of the hardest to reach areas. CHIRLA has offices in each of these regions and will make them available as Questionnaire Assistance Centers:

- San Bernardino
- Orange County
- Central Valley
- Los Angeles (El Sereno, South LA, Pacoima, Downtown)
Statewide CBO

M. Ligaya Hattari
Census Information Center Liaison

California Indian Manpower Consortium, Inc.
California Complete Count Census 2020 Project
CA State CCC

CIMC

CCUIH  UIN  NCIDC  SCAIR  OVCDC

CNVP
CIMC CCC Subcontractors

- California Consortium for Urban Indian Health
- Northern California Indian Development Council, Inc.
- Owens Valley Career Development Center
- Southern California American Indian Resource Center, Inc.
- United Indian Nations, Inc.

#NativePeopleCount
As TRUSTED MESSENGERS in Indian Country, CIMC and its CCC Subcontractors possess...

- established statewide AI/AN networks
- extensive community-member databases
- ongoing presence at Native community events and geographic service area meetings
- capacity to effectively promote message of digitalized Census questionnaire completion
Collective Outreach

- Host/attend community events and Census Days
- Set up QACs/QAKs
- Conduct mail, email, telephone, and social media outreach campaigns for Census 2020
- Support Non-Response Follow-Up (NRFU) efforts
- Submit/share maps of Planned vs Actual Outreach via SwORD

#NativePeopleCount
Impressions

Date: ____________________  Event: __________________________________________________________

Location: ____________________________________________________________________________

Please check the “impression” categories that apply to you. This data will remain anonymous.

❑ Native American / Alaska Native          Tribe: _________________________________

❑ Other race/ethnicity:________________________________________________________________

❑ Veteran
❑ Farmworker
❑ Homeless
❑ Person with disability

❑ LGBTQ
❑ Low or no internet access
❑ Age 0-5
❑ Age 65 or older

#NativePeopleCount
Contacts

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#NativePeopleCount
Statewide CBO

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For the latest updates: @CACompleteCount