

California Complete Count – Census 2020

Convening &
Implementation Plan
Workshop

October 8, 2019
Region 4-City of
Stockton



BE COUNTED, CALIFORNIA!





State Census 2020

Nicholas Hatten

**Chair, San Joaquin County
Complete Count Committee**



State Census 2020

Mayor Michael Tubbs

City of Stockton



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



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

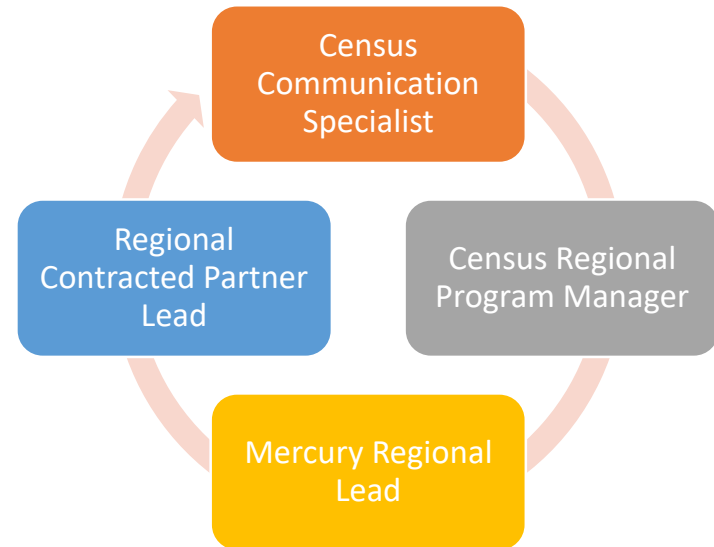
- The voice of partners, organizations and State
- Content that partners and internal members can share on their own platforms
- Coverage of events like IPWs, regional convenings, etc.

@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





Mercury Public Affairs

Stacey Lagey

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

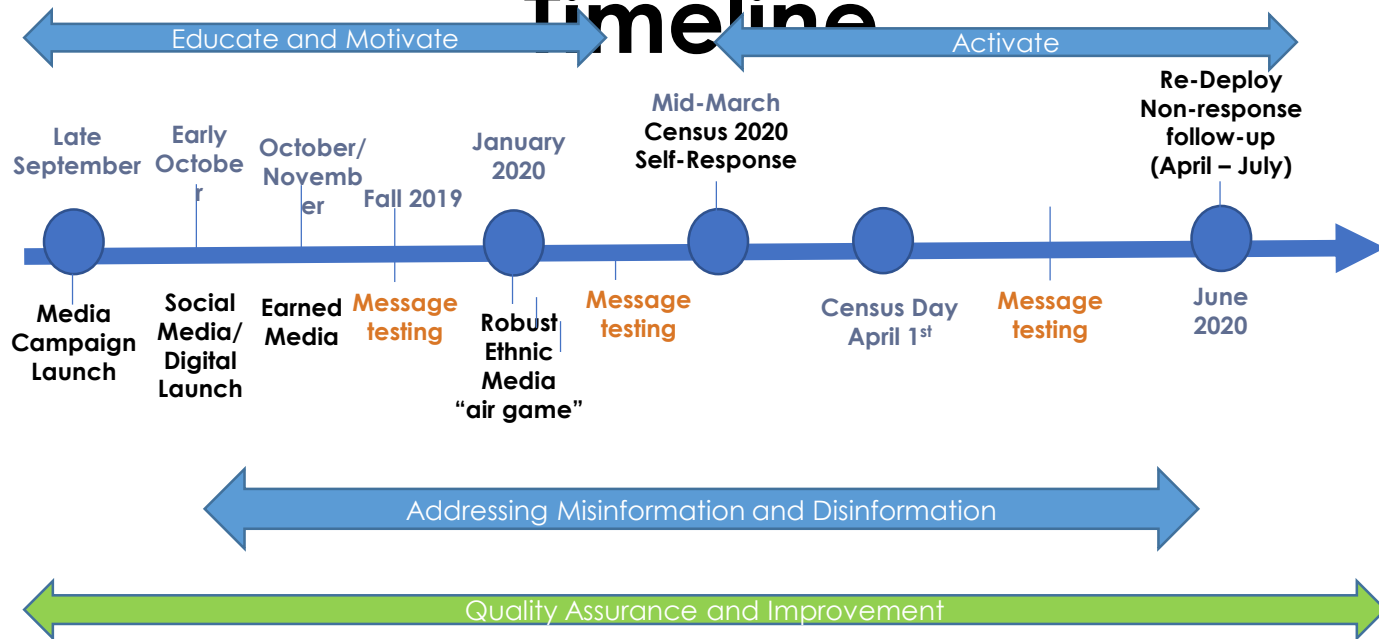


A Nimble Approach

- Campaign optimization with quality assurance and improvement
- Rapid response to misinformation/disinformation
- Redirecting funds to communities with low response rates



Campaign Timeline



A photograph of three young children in a classroom setting. The child in the foreground is a young girl with dark hair, wearing a blue and white striped shirt, with her right hand raised high. Behind her, two other children are visible, also with their hands raised. The background shows a classroom wall with various papers and a recycling symbol.

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



**FOR
HEALTH
HOUSING
EDUCATION
TRANSPORTATION**



www.cuentaconmigo2020.org

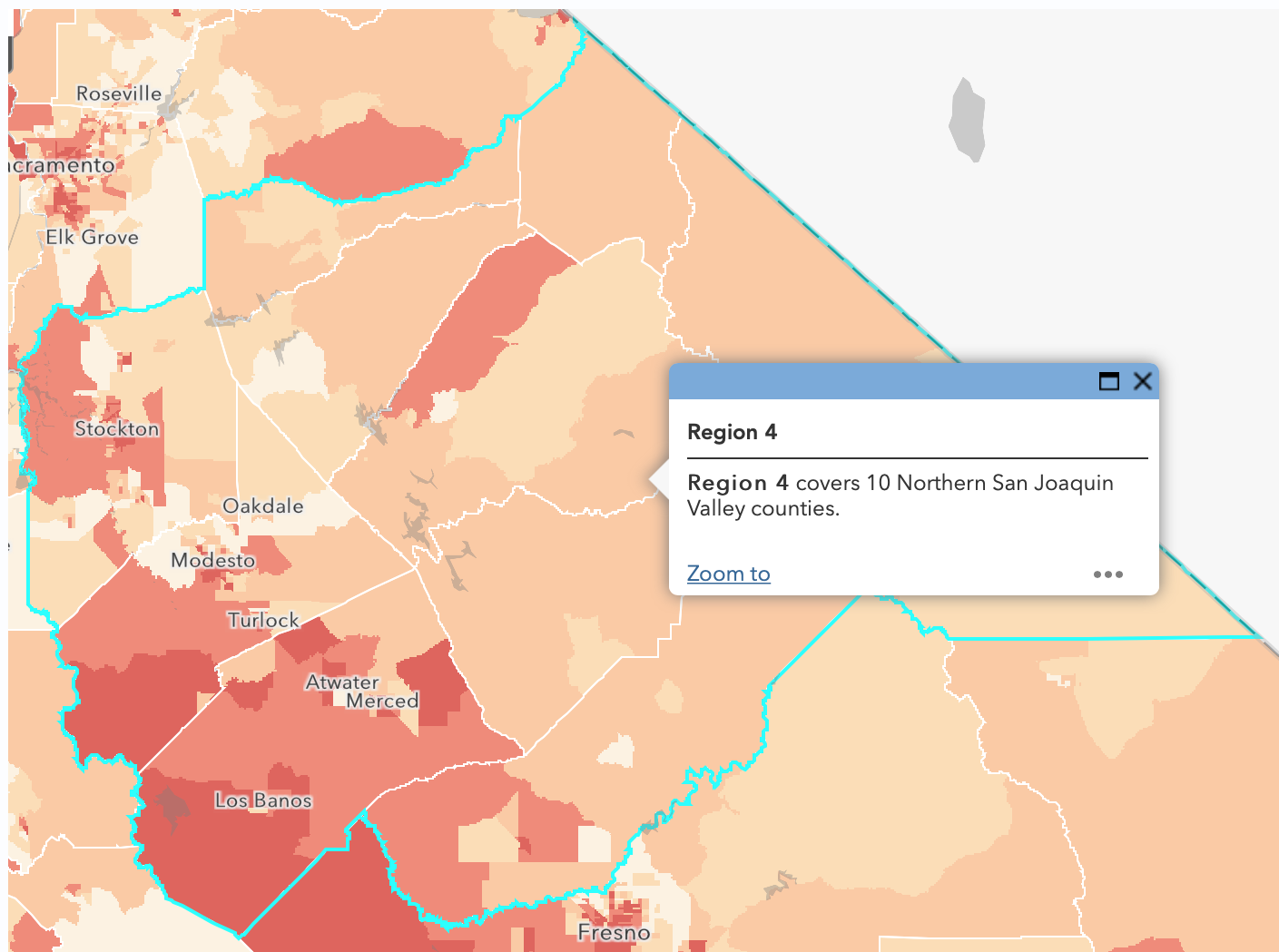
10 Counties

Alpine	Merced
Amador	Mono
Calaveras	San Joaquin
Madera	Stanislaus
Mariposa	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



CUENTA CONMIGO

2020 CENSUS



Our Strategy

Get Out the Count



Smart Technology & Strategic Engagement

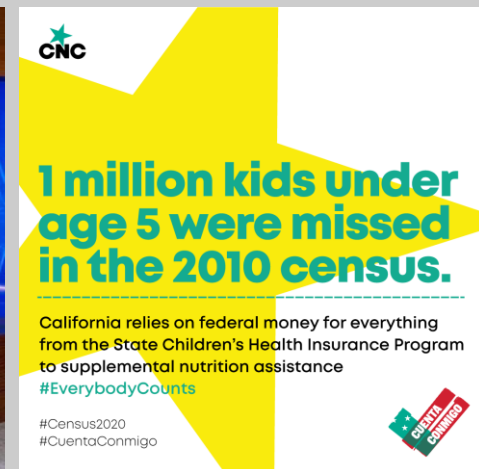
- Predictive dialing
- Patch-through calls for translation services and phone questionnaire completion
- Cellular-enabled tablets for canvassing
- Peer-to-peer text message campaign (18-34)
- Translated video content via tablets

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
messenger

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 to subcontract with Cuenta Conmigo ACBO program.



EMPOWER.VOTE



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



CITY OF STOCKTON

San Joaquin County
Complete Count Committee





City of Stockton

PRESENTING

Christian Clegg

Deputy City Manager, City of Stockton

Christian.Clegg@stocktonca.gov

(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.



SAN JOAQUIN COUNTY COMPLETE COUNT COMMITTEE

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.



SAN JOAQUIN COUNTY COMPLETE COUNT COMMITTEE

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.



SAN JOAQUIN COUNTY

STRATEGIC OUTREACH PLAN

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

RACE AND ETHNICITY

42 percent Hispanic or Latino

11 percent Black or African American

21 percent Asian

.2 percent American Indian or Alaska Native

TOP LANGUAGES SPOKEN AT HOME

58,257 Total Limited English population

55 percent Speak Spanish

17 percent Speak Asian or Pacific Island language

10 percent Speak Tagalog

Population Factors

36 percent Income is below 150 percent of the poverty level

25 percent Age 25 or older who are not high school graduates

8 percent Under five years of age

26 percent Foreign born nationals



City of Stockton

PRESENTING

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



SAN JOAQUIN COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL

COLLECTIVE IMPACT MODEL

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

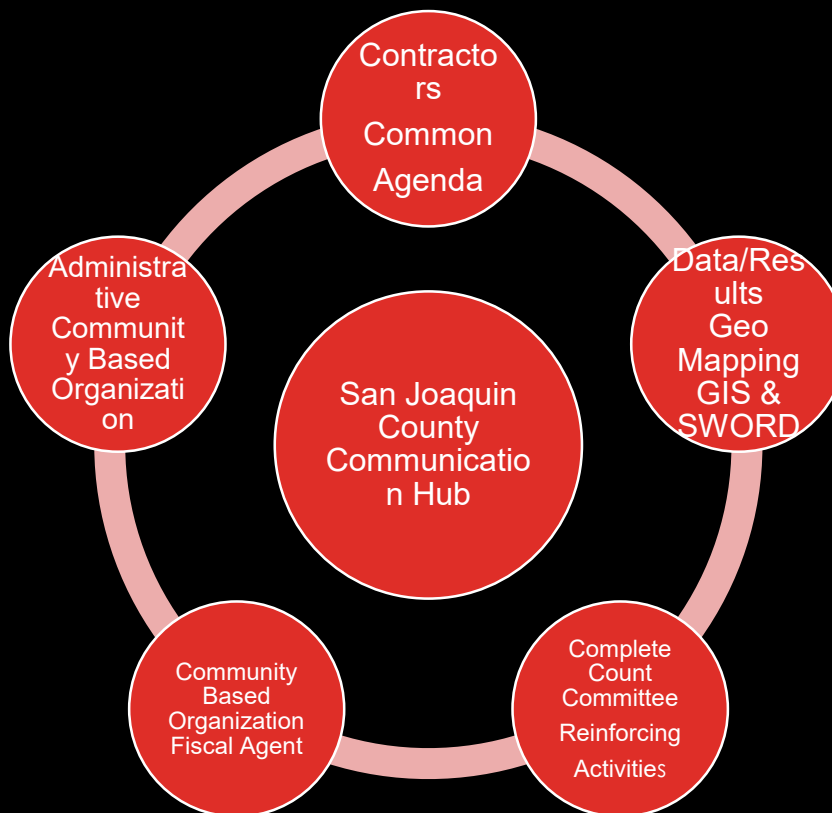




SAN JOAQUIN COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL

STAKEHOLDER
STRUCTURE

STAKEHOLDER STRUCTURE





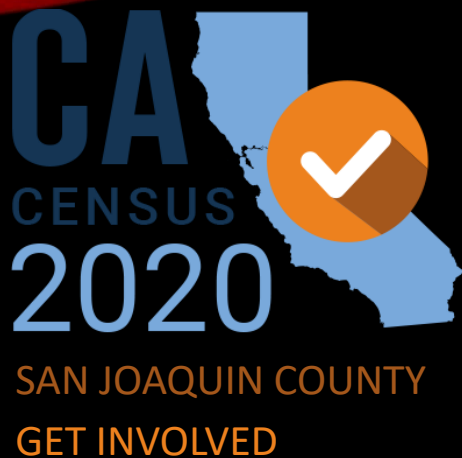
SAN JOAQUIN COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL

STAKEHOLDER
STRUCTURE

UNIQUE STRATEGIES

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



CITY OF STOCKTON

THANK YOU



Madera County

Jamie Bax

**Deputy Director of Community & Economic
Development Planning**

Madera County

Eric Martinez

Project Coordinator

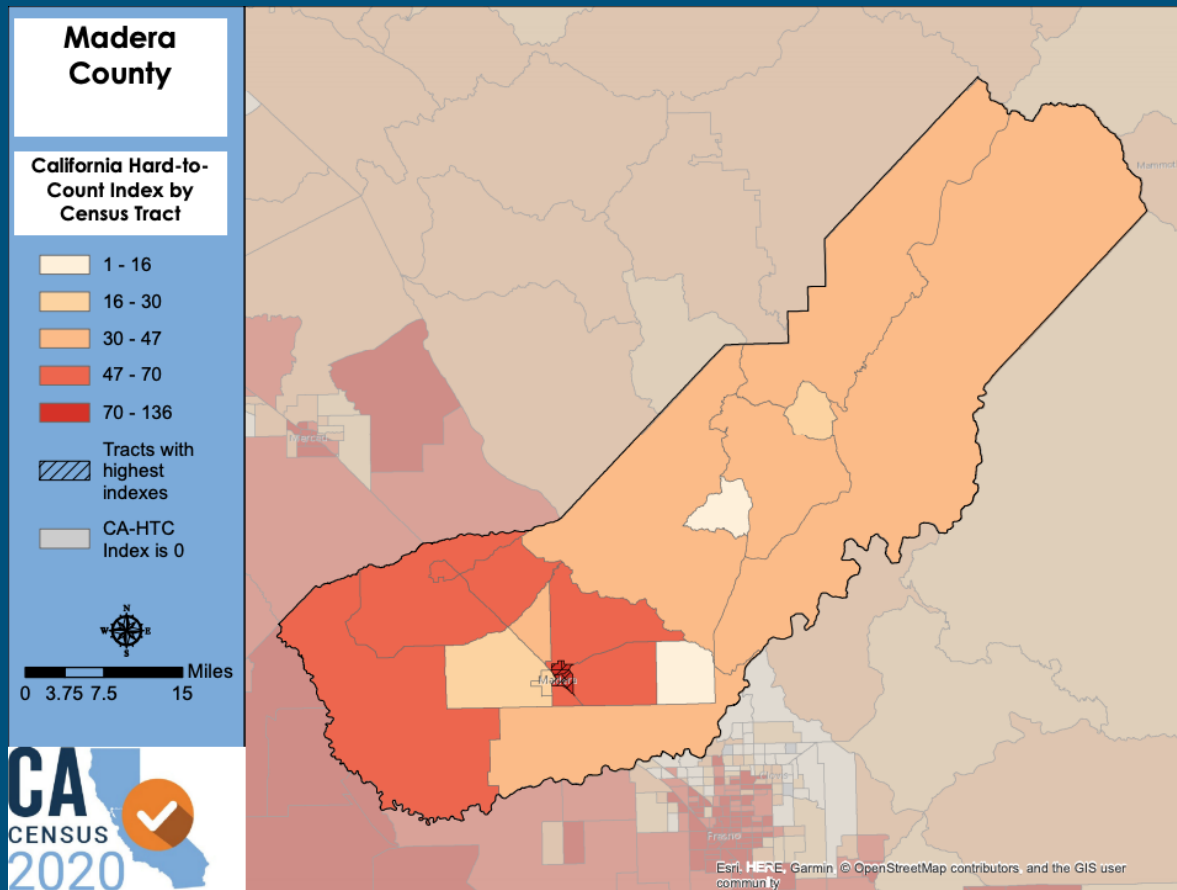
Madera Coalition for Community Justice



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%

HTC

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.

Spanish	93.4 %
Punjabi	2.3%
Mixteco	0.5%
Tagalog	0.3%



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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Jamie Bax

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Merced County

Amber Phillips

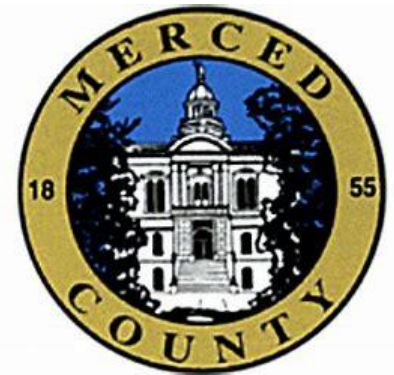
**Management Analyst III
Merced County**

Merced County

COMPLETE COUNT COMMITTEE

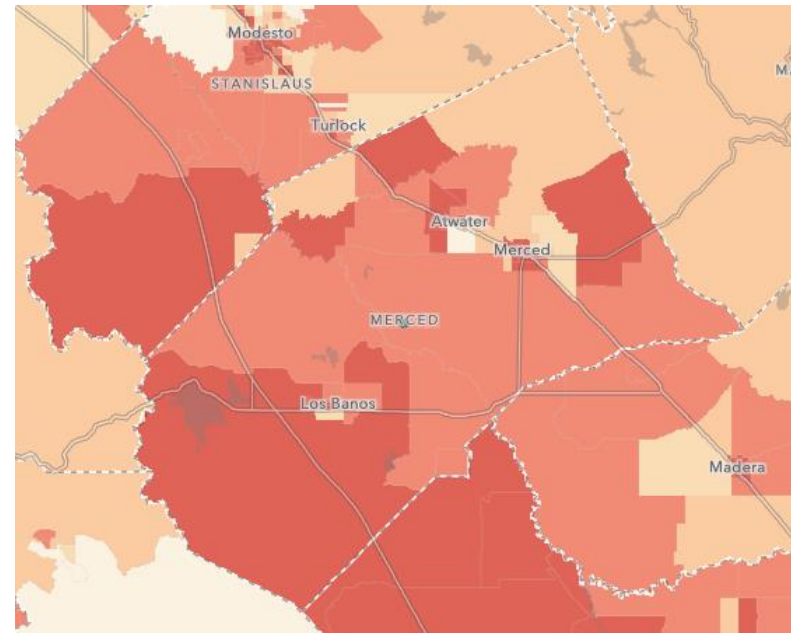
STRATEGIC PLAN OVERVIEW

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



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Census
2020

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- 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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Merced County Executive Office

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Alexandra Pierce

Merced County Executive Office

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209-385-7501

Alexandra.Pierce@countyofmerced.com





STANISLAUS COUNTY



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.



STANISLAUS COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL

COLLECTIVE IMPACT MODEL

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





STANISLAUS COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL

STAKEHOLDERS
STRUCTURE

STAKEHOLDERS STRUCTURE





STANISLAUS COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL

STAKEHOLDERS
STRUCTURE

CCC STRUCTURE
UNIQUE STRATEGIES

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



STANISLAUS COUNTY
IMPLEMENTATION PLAN
COLLECTIVE IMPACT
MODEL

STAKEHOLDERS
STRUCTURE

CCC STRUCTURE
UNIQUE STRATEGIES
BE INVOLVED

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



STANISLAUS COUNTY



Statewide CBO

Esperanza Guevara

**Census Campaign Manager
Coalition for Humane
Immigrant Rights**



**CONTAMOS
CONTIGO**

#CENSUS2020 • CHIRLA.ORG



CHIRLA

Coalition for Humane
Immigrant Rights

**ESPERANZA A. GUEVARA
CENSUS CAMPAIGN MANAGER**



COALITION FOR HUMANE IMMIGRANT RIGHTS (CHIRLA)



CHIRLA
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)



CHIRLA
Coalition for Humane
Immigrant Rights

- 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)



CHIRLA
Coalition for Humane
Immigrant Rights

- 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



OUTREACH & EDUCATION



COUNT ON ME!

press ENTER

CONTAMOS CONTIGO

We're Counting on You for Census 2020

You can count on me to participate in the Census 2020

I pledge to: (check all that apply)

☐ Complete the census form

☐ Tell friends and family about census 2020

☐ Volunteer to Get Out The Count

☐ By checking this box, I agree to get text message updates from CHIRLA.

☐ By checking this box, I agree to get e-mail updates from CHIRLA.

CHIRLA
2533 W 3rd St. #101
Los Angeles CA 90057

Name: _____

Mobile: _____

Email: _____

For more information
call CHIRLA's Hotline
1.888.624.4752
chirla.org

CENSUS PLEDGE CARDS

ON-THE-GROUND CAPACITY

Base	Cities	County
San Bernardino	San Bernardino, Fontana	San Bernardino
High Desert	Hesperia, Victorville	San Bernardino
Lancaster/Palmdale	Canyon Country, Palmdale, Lancaster, Simi Valley	Los Angeles
Sacramento	Sacramento, Davis, Stanislaus	Yolo
Los Angeles	Los Angeles, South Los Angeles, San Gabriel Valley, Pomona	Los Angeles
San Fernando Valley	Pacoima, Van Nuys, Canoga Park	Los Angeles
Central Valley	Visalia, Porterville	Tulare, Kern
Orange County	Fullerton, Irvine	Orange County

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

CIVIC ENGAGEMENT REACH

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)



CONTAMOS CONTIGO

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C: 213.440.5450



Statewide CBO

M. Ligaya Hattari

Census Information Center Liaison

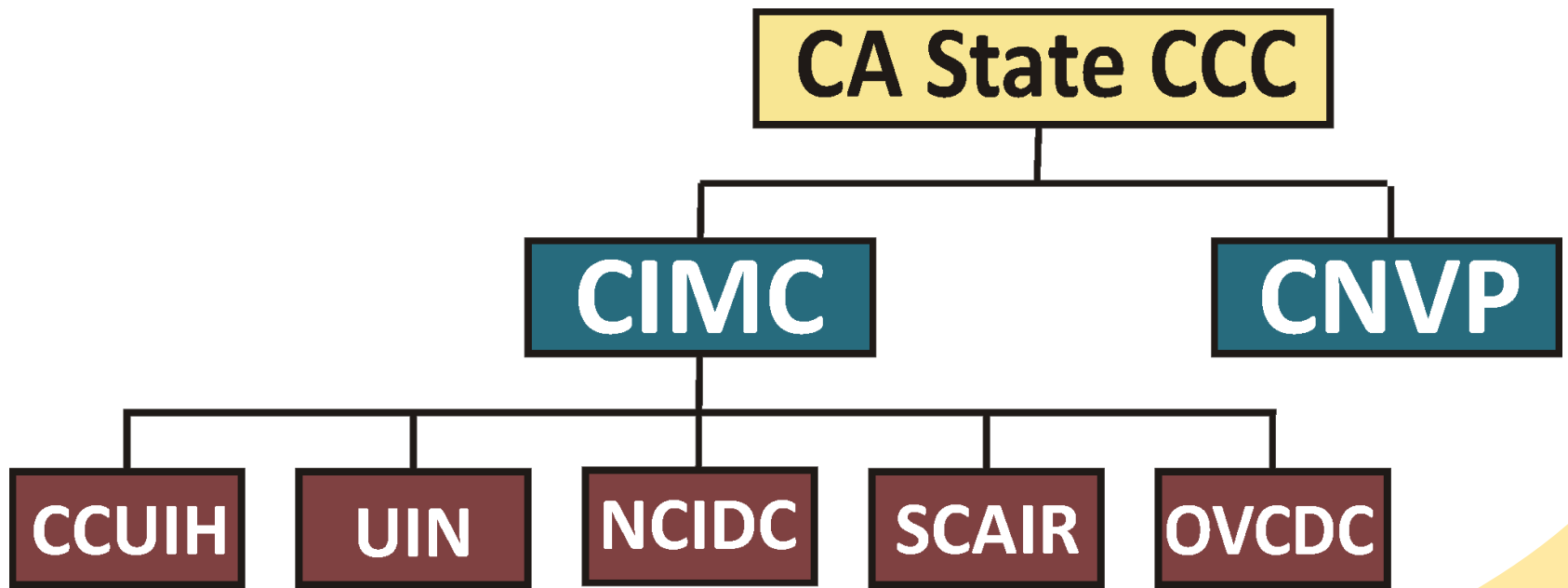
**California Indian Manpower
Consortium, Inc.**



California Complete Count Census 2020 Project



California Indian Manpower
Consortium, Inc.



#NativePeopleCount



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



California Indian Manpower Consortium, Inc.



California Consortium for Urban Indian Health



Northern California Indian Development Council, Inc.



Owens Valley Career Development Center



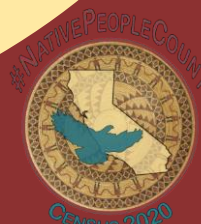
Southern California American Indian Resource Center, Inc.



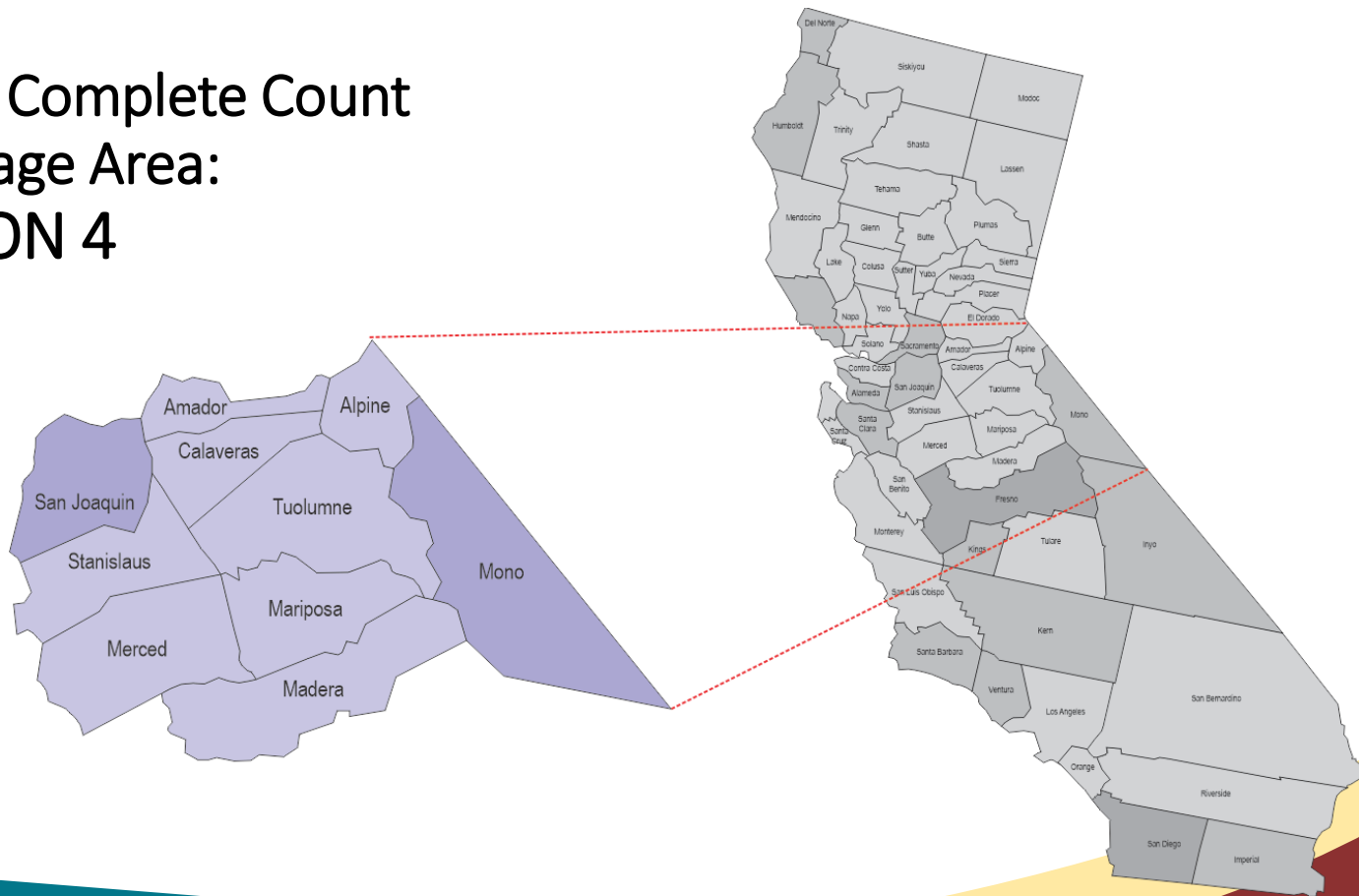
United Indian Nations, Inc.



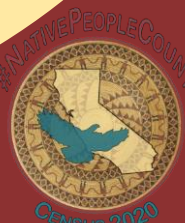
#NativePeopleCount



CIMC Complete Count Coverage Area: REGION 4



#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

#NativePeopleCount



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

☐ LGBTQ

☐ Farmworker

☐ Low or no internet access

☐ Homeless

☐ Age 0-5

☐ Person with disability

☐ Age 65 or older

#NativePeopleCount



Contacts

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738 North Market Boulevard
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#NativePeopleCount





Statewide CBO

Naindeep Singh

**Executive Director
Jakara Movement**

California Complete
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info@census.ca.gov

Phone: (916) 852-2020

Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:
[@CACompleteCount](https://twitter.com/CACompleteCount)



BE COUNTED, CALIFORNIA!

