



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

City of Stockton, San Joaquin County, Region 4
Memorial Civic Auditorium
October 8, 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," 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 (CCC) thanks and acknowledges the City of Stockton for providing the venue and The Center at the Sierra Health Foundation and the San Joaquin Valley Fund for providing lunch.

Summary of Morning Session

Opening Remarks and Overview

The morning session began with opening remarks from Sue Woods, facilitator with the Consensus and Collaboration Program at CSUS, Emilio Vaca, Deputy Director of Outreach, CCC, Nicholas Hatten, Chair of the San Joaquin County Complete Count Committee, Mayor Michael Tubbs, City of Stockton, Ditas Katague, Director, CCC, Secretary of State Alex Padilla, Chair of the California Complete Count Committee, and Supervisor Le Lor, Merced County District 2.

All speakers emphasized the importance of achieving a 2020 Census complete count, as it will determine the distribution of federal funding for local programs, services, infrastructure improvements, and other investment in the community, political representation at the State and Federal levels, possible redistricting, and overall equity of resources. They discussed national and local challenges to achieving a complete count, and the importance of outreach efforts to the vulnerable populations and HTC communities in order to overcome these obstacles. There was a special focus on under counted groups

such as the homeless, undocumented immigrants, members of the LGBTQIA communities, and the under age 5 populations.

CA State Census Media Outlook

The State Census Office recently hired Mercury Public Affairs (Mercury) as its Statewide communications contractor. Dayanna Macias-Carlos, Census Communication Specialist, CCC, and Stacey Legay, Media and Partnerships-Mercury, presented an overview of the proposed communications campaign. The primary campaign goal is to increase Census participation within HTC communities. Mercury takes a regional approach wherein the 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 launched in September. The campaign website provides 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.

Dayanna Macias-Carlos gave an overview and updates of the State's 2020 Census Communications Campaign. The media team's approach has four pillars and focuses on being culturally congruent, which means making sure partners understand how best to reach some of the hardest to reach communities. The media team identified fifteen hardest to count populations and created materials in thirteen languages. Local partners should register to receive materials on Mercury's website. The website provides access to outreach materials that can then be customized with local information and logos.

Stacey Legay gave an overview of Media and Partnerships. Ms. Legay shared she grew up in Stockton and has a personal connection with this region. Through their work, Mercury is focusing on efficient utilization of the media, and empowerment of regions. They are currently conducting a digital campaign to better understand what messages are resonating throughout the district. Mercury wants to work with local partners to identify gaps in outreach so that regional funds can be best utilized.

Landscape of Census Outreach Strategies - Updates from Contracted Partners

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

- **Pablo Rodriguez and Hatzune Aguilar**, ACBO Communities for a New California Education Fund
- **Christian Clegg and Lisa Vela**, City of Stockton
- **Eric Martinez and Jamie Bax**, Madera County
- **Amber Phillips**, Merced County
- **Damian Martinez**, Stanislaus County
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights
- **Ligaya Hattari**, California Indian Manpower Consortium, Inc.
- **Naindeep Singh**, Jakara Movement
- **Moderator: Patricia Vazquez-Topete**, Regional Program Manager – Region 4 and Region 5, CCC

Strategy highlights included:

→ Tools

- Local committee (made up of members who mirror the community)
- Rich grassroots tradition locally
- Large and growing number of partner organizations
- Geo Mapping and SwORD
- High quality video
- Door Hangers
- Multilingual tablets
- Flyers in movie theaters
- Including flyers in utility bills
- Sending flyers home with students from schools
- Social media campaign (vignettes)
- Local Libraries hosting QACs or QAKs (including book mobile)
- Civic Engagement Center in Los Angeles
- Canvassing operation (pending funding)
- Action Committees

→ Gaps and Challenges (currently looking for partners to help in these areas)

- Large geography
- Staffing stationary QACs
- Lack of broadband in some areas
- Need to increase focus on events
- Communities that do not have CBOs serving them
- Funding

Next Steps

Emilio Vaca gave closing comments, suggesting that partners need to continue having this conversation on a local level. Mr. Vaca shared that there is additional funding from the State that will soon be allocated to contracted partners. He further noted not all counties are funded equally. He thanked participants for their participation and their feedback, stating it is because of the participants feedback that the Census team and all partners can continue to improve the work being doing collaboratively across the state.