California Complete Count Committee
Public Meeting

California State University, Fresno
2390 E. Keats Avenue, Fresno, CA
Wahlberg Hall

December 3, 2019
Agenda Item 1

Opening Remarks
Call to Order – Roll Call / Establish Quorum
Pledge of Allegiance
Approval of 06/04/19 Meeting Minutes
Approval of 09/04/19 Meeting Minutes

Presenter:
Honorable Alex Padilla
Secretary of State
Chair
Committee Comment

Public Comment
Agenda Item 2

State Census Office Updates

Presenter:
Sarah Soto-Taylor
Deputy Secretary for the Census
Government Operations Agency
State Census Office Updates

- Operational Readiness
- Highlight Success
- Engagement of Committee
Legislative Report

Provided via email and also available on census.ca.gov

Two Areas of Particular Interest:
• Exhibit C, D Outline Contract amounts, YTD payments, % of YTD payments, and Deliverable status
• Exhibit E provides snapshots of our Regions, partners, funding allocation and population statistics; including leading Hardest to Count causes
Census Highlights

• Dedicated additional funding for Native American and Tribal Communities

• New Contracted Partners
  • Faith (PICO)
  • Health (CA Primary Care Association)
  • Labor (CA Labor Federation)
  • Business (Council for a Strong America)
  • Middle East and North African (Council on American-Islamic Relations)
  • People with Disabilities & Seniors/Older Adults (Disability Rights Education & Defense Fund w/the California Foundation for Independent Living Centers)
  • Children 0-5 Years (First 5 Association)
Census Highlights Cont.

- Count Me In Curriculum
- Additional Investment in COE (Title I & III Schools)
- Phasing in Higher Education Outreach Strategy
- Mercury Public Affairs
  - Covering all 10 Census Regions with a focus on reaching HTC
Next Major Milestones

Overview

- Implementation Plan
- Additional Investments
- Enhanced Regular Communication
- Focus Partner Activities and Resources on HTC Census Tracts
Committee Comment

Public Comment
Agenda Item 3

SwORD Update
(Carry Over from Previous Meeting)

Presenter:
Jim Miller
Data and GIS Mapping Manager
California Complete Count – Census 2020
What is SwORD?

Google/Apple/Bing Maps for Census

Single source of truth for outreach planning & reporting

Detailed analytics and insights to facilitate a data-driven approach
Focused on the Hard-to-Count
California’s Interactive HTC Map

The interactive map shows California census tracts and block groups shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate. It is powered by SwORD, but is also publicly accessible.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/HTC-map
SwORD helps partners plan effective outreach activities

WHERE
Identifying hardest-to-count areas

WHO
Vulnerable population characteristics

HOW
Trusted messengers, Questionnaire Assistance Centers

Ideal activities consider all three factors
## End-to-End Data Experience

<table>
<thead>
<tr>
<th>SwORD</th>
<th>MOTIVATE</th>
<th>ACTIVATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATE</strong></td>
<td><strong>MOTIVATE</strong></td>
<td><strong>ACTIVATE</strong></td>
</tr>
<tr>
<td>Who, what, where and how</td>
<td>View all plans and gaps</td>
<td>See Fed response rate data</td>
</tr>
<tr>
<td>Enter plans and see gaps</td>
<td>Activity reports &amp; coverage gaps</td>
<td>Reports &amp; analysis: pivot &amp; adapt</td>
</tr>
<tr>
<td><strong>PDI</strong></td>
<td>Perform front-line canvassing and tracking. Auto send to SwORD.</td>
<td>Perform front-line canvassing and tracking. Auto send to SwORD. Get priority updates for areas to target.</td>
</tr>
<tr>
<td>Create “turf” and coverage plans</td>
<td>Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI</td>
<td>Send activity reports via SMS/Text, Spreadsheet, Form or auto via PDI</td>
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<tr>
<td><strong>Reporting</strong></td>
<td></td>
<td></td>
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<tr>
<td>SMS/Text</td>
<td>Spreadsheet, Form</td>
<td>API</td>
</tr>
<tr>
<td>Web Form</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NEW - Census 2020 mail contact strategies in California
The interactive map shows Census 2020 mail contact strategies for self-response areas in California.

Census 2020 - Language access
A story map examining language access challenges and ways SwORD can help.

UPDated: Housing units and group quarters per sq. mi.
Housing unit and group quarter density at the tract and block group levels.

AIAN population and tribal land in California
Population and language data for the American Indian and Alaska Native population in California.

外语移住者
计划对外来移民加利福尼亚人进行宣传。

One Stop Shop: Open Government & CA specific data all in one place
Mapping Agencies for People with Disabilities

The SwORD team loaded data of resources and agencies for people with disabilities.

**DCARA**
Deaf Counseling Advocate & Referral Agency
14895 E. 14th Street, #200
San Leandro, CA 94587
(510) 323-6670 VP/Voice
(877) 322-7288 TTY
(510) 483-1790 Fax

**NorCal**
NorCal Services for Deaf & Hard of Hearing
4708 Roseville Road, Suite 112
North Highlands, CA 95660
(916) 349-7500 Voice/TTY
(916) 993-3048 VP
(916) 349-7580 Fax
Helping Partners Identify Coverage Gaps

The SwORD team loaded partners’ preliminary tract coverages to visualize during an Aug. 6 discussion about potential gaps.
Technical Assistance to Partners

Partners can get help with SwORD and census data needs:

• Submitting a ticket through https://cacensus.supportsystem.com/
• Webinars, email, telephone, and screen-sharing
• In-person assistance during IPW’s and other events
• Partners training other partners, i.e. Los Angeles County
• Office hours
Tract 21.03, Santa Barbara Co.

Location: Santa Maria

CA-HTC Index: 73

Public Use Microdata Area (above)

Census 2020 California Hard-to-Count Fact Sheet
Census Tract 21.03 in Santa Barbara County

Hard-to-Count Fact Sheets
Desktop-generated maps at county, city, district and census tract levels
SMS/Text Outreach Reporting

Simplified, faster reporting for partners & increased probability of SwORD receiving data with SMS/Text message reporting of outreach activities

Users text a number with their report. It is interpreted by Artificial Intelligence and automatically added to SwORD.

Users can add more details later.
PDI for Census

• Statewide account creates opportunities for all partners to leverage a cohesive single platform for canvassing and phone-banking data

• Simplified, centralized outreach reporting for Census; many partners are already familiar with PDI

• Consistent, quality data sent to SwORD

• Easier for partners using the tool to see gaps in coverage

• Reduced duplicate door knocks for California residents
PDI for Census – Canvasser Screens

• Assignment are made in the Admin screens (not shown), Canvassers work their assignments via the mobile app

• Can view homes that need to be covered with a list or map view

• SwORD’s HTC maps are integrated, providing a seamless user experience

• Can mark household as not home, add people to the household and even add new addresses
Hello, I’m your California Census 2020 Virtual Assistant here to answer your Census 2020 questions!

If you don’t know where to begin, here are some questions to get you started.

- Why is the Census important?
- When is Census Day?
- Will my data/information be safe/secure?
- Do I have to respond to the 2020 Census?

Chatbot – Using AI to Improve Experience

- More than 150 answers to thousands of possible questions
- Always getting smarter: Now able to look up census tracts and block groups by address
- State-approved answers specific to California as well as answers from the US Census Bureau
- Support for Spanish and English
- Tracking & analytics reports: learn and understand user feedback and what Californians are asking!
Agenda Item 4

Outreach Updates from the State Census Office

Education and State Agency Outreach

Presenter:
Yumi Sera
Deputy Director for Statewide Initiatives
California Complete Count – Census 2020
County Office of Education Outreach

- $5.48M for 40 County Offices of Education

- Formula is based on weighted average of Title I (School Lunch) and Title III (English Learners) children

- Reaches 98% of targeted population

- County Offices of Education have participated in an onboarding webinar and a targeted SwORD training
County Office of Education Outreach

40 of 45 County Offices of Education have opted-in to receive state funding for Census outreach:

- Alameda
- Butte
- Contra Costa
- El Dorado
- Fresno
- Humboldt
- Imperial
- Kern
- Lake
- Los Angeles
- Marin
- Mendocino
- Merced
- Monterey
- Napa
- Orange
- Placer
- Riverside
- Sacramento
- San Benito
- San Bernardino
- San Francisco
- San Diego
- San Joaquin
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Shasta
- Siskiyou
- Solano
- Sonoma
- Stanislaus
- Sutter
- Tehama
- Tulare
- Tuolumne
- Yolo
- Yuba
County Office of Education Outreach

- Use of facilities as Question Assistance Centers (QACs)
- School participation in Census Week (March 30-April 3, 2020)
- Use of Count Me In! Census 2020 Inquires curriculum
- Participation in visual and performing arts competition
2020 CENSUS
A GUIDE FOR CALIFORNIA'S
SCHOOL-BASED OUTREACH

Students Count
November 2019
The Curriculum: Census 2020 Count Me In!

A campaign designed to educate students and teachers on the US Census:

- Historical importance
- Function of the Census (how it works)
- Use of Census data
- Importance of a complete count
- Ways to ensure that a complete count occurs (advocacy projects)
# 13 Curriculum Trainings Statewide

Total attendees: 750

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<th>Date</th>
<th>City</th>
<th>Date</th>
<th>City</th>
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<td>Santa Clara</td>
<td>11/1</td>
<td>San Mateo</td>
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<td>10/7</td>
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<td>Salinas</td>
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<td>11/15</td>
<td>Fresno</td>
<td>11/12</td>
<td>San Diego Expanded Learning</td>
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<td>10/11</td>
<td>Ontario</td>
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</tr>
<tr>
<td>10/14</td>
<td>San Diego</td>
<td></td>
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</table>
K-12 Sector Strategic Partnerships

- California Department of Education
- African American School Administrators and Superintendents
- California Superintendents Association
- School Boards Association
- Public Library Directors and School Librarian Association
- AALRR (Atkinson, Andelson, Loya, Ruud & Romo) - Education law firm
- California County Superintendents Educational Services Association
Governor Gavin Newsom sent letters to University of California Board of Regents, California State University Board of Trustees, and the Association of Independent California Colleges and Universities to engage them in census outreach efforts to:

• Work with Local Complete Count Committees
• Host U.S. Census recruitment fairs
• Designate Secure Wi-Fi enabled locations
• Host educational outreach events focused on Census
• Encourage students to get involved through social networks and families
Resources and Support

• 200 Census informational flyers distributed at California Community College PIO Conference
• MOU passed with Community College Chancellor’s Office May 2019
• Presentation at the League of California Community Colleges Annual Convention
• Presentation for Cal State Presidents October 2019
• Presentation to Cal State Governmental Relations November 2019
• Meetings with University of California Office of the President (Oct/Nov)
• Distribution of the Higher Education Toolkit November 2019
Higher Education Toolkit
2020 Census

A Guide for Administrators to Tailor Census Outreach Efforts on College Campuses
Higher Education Toolkit
2020 Census
A Guide for Student Organizations to Tailor Census Outreach Efforts on College Campuses
California’s Community Colleges

Outreach effort to over 2.1 million students

Student Ambassador Census Corps

Student financial support (up to $5,000) for Census outreach

I Can Afford College – coordinated outreach effort

Working with IHeart Radio (Census Day)
State Agency Outreach
State Agency Outreach
Overview

- Program Background
- Agency and Department Engagement
- Deliverables Highlights
- Next Steps
Program Background

Building on noted successes in the 2000 and 2010 censuses

Leverage existing channels to reach HTC through trusted service providers

Communications amplification and in-kind support
  • Brochures, flyers with co-branding
  • Inserts for mailers and ad space
  • Call Center scripts for hold messages
  • Newsletters articles for internal and external audiences
  • Digital signage in waiting areas
  • Digital and social media integration
  • eBlast messages
  • Language services
  • Graphic Design
  • Video/photography
  • Hosting QACs/QAKs
## Agency and Department Engagement

- Business, Consumer Services and Housing Agency
  - Business Oversight
  - Dept of Consumer Affairs
  - DFEH
  - HCD
  - Dept of Real Estate
- Covered California
- Department of Corrections and Rehabilitation (CDCR)
- Department of Food and Agriculture - Fairs and Expositions Division
- Office of Emergency Services (CalOES)
- Government Operations Agency (GovOps)
  - CalPERS
  - CalSTRS
  - Department of General Services
  - CalHR
  - CDTFA
  - FTB
- Labor and Workforce Development Agency
  - Employment Development Department (EDD)
- California Lottery
- Natural Resources Agency
- California State Transportation Agency
  - Department of Motor Vehicles (DMV)
  - Caltrans
- Department of Veterans Services (CalVet)
- California Volunteers
How Census Office is Engaging

- Initial and supplemental surveys to identify communications channels, in-kind resources, and other tactics to reach HTC communities
- One-on-one meetings with agency/department leadership to build out engagement plans
- Commitment Letters for Engagement
- Reporting back “reach” for collateral and sharing materials
- Bi-weekly communication with latest updates to Partner Portal and other resources to “Census Captains”
- In-person all-agency workgroup meetings for campaign updates
- In-person briefings for individual agencies and departments
- Coordinating with Sector and Statewide CBO contracted partners
Dear California Veteran,

On behalf of Governor Gavin Newsom, the State of California, and the California Department of Veterans Affairs (CalVet), thank you for your sacrifice and selfless service to our country. Below, you can learn about some of the federal, state, and county Veteran benefits and services you may qualify for here in California.

Some benefits include the College Tuition Fee Waiver for Dependents, CalVet Home Loans, causes for Veterans and eligible spouses, residential and nursing care housing at our Veteran driver’s licenses, claims representation, state Veterans cemeteries, property tax breaks, and recreation passes, and reduced fishing and hunting license fees.

As we approach Census 2020, it is important to note that the data collected will be used to determine how many people live in California, which will influence federal funding. The data will also be used to provide information and educational materials for you and your community.

Census 2020 is safe, confidential, and confidential. California is committed to ensuring a complete and accurate count of all California households.

California Department of Corrections and Rehabilitation

By completing the 2020 Census form, you can help ensure your community gets resources and funding to support better housing, education, and healthcare services.

If you have any questions about the Census or the information on this flyer, please contact your local Census Bureau office or visit www.cal2020.org.

Visit: CaliforniaCensus.org

California Census 2020 is safe, confidential, and confidential. California is committed to ensuring a complete and accurate count of all California households.

Deliverables

- Flyer insert to DHCS Medi-Cal Head of Household mailing
- Letter from CalVet Secretary to veterans returning to California
- DGS 12-month calendar advertisement (full page and month of March banner)
- Branding added to CalHR Savings Plus postcards
- CDTFA “Express” and CalPERS “PERSpectives” magazine articles
- Digital & Social Media integration
EDD: Fresno Field Office

Field office name: Fresno Field Office
State agency/entity: EDD

Address: 3302 North Blackstone Suite #155, Fresno, CA.

CCC contact name: Kevin Matulich
CCC contact phone: (916) 654-8212
State Agency Outreach

• Next Steps
Agenda Item 4

Outreach Updates from the State Census Office

Implementation Plan & Deliverable Schedule Update

Presenter:
Emilio Vaca
Deputy Director for Outreach
California Complete Count – Census 2020
What are the Regional Program Managers focused on?

- Getting ready for January to June 2020
- Representation at local complete count committee meetings
- Guiding and responding to questions from contracted partners
- Reviewing deliverables (implementation plans)
- Making presentations at local events and meetings on the importance of the Census
Regional Program Managers in the Field
Partners in Action at Festivals
Promoting the Census
## Implementation Plan Status

<table>
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<tr>
<th>Partner</th>
<th>Contracted</th>
<th>Received</th>
<th>Approved IP (As of 11/22)</th>
<th>Need to Approve</th>
<th>Need to be submitted</th>
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<tbody>
<tr>
<td>County</td>
<td>48</td>
<td>39 (81% of contracted)</td>
<td>31 (79% of received)</td>
<td>8 (20% of received)</td>
<td>9 (23% of contracted)</td>
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<tr>
<td>ACBO</td>
<td>10</td>
<td>8 (80% of contracted)</td>
<td>8 (87% of received)</td>
<td>0 (12% of received)</td>
<td>2 (20% of contracted)</td>
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<tr>
<td>Statewide CBO</td>
<td>13</td>
<td>12 (92% of contracted)</td>
<td>9 (75% of received)</td>
<td>3 (25% of received)</td>
<td>1 (7% of contracted)</td>
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<tr>
<td>Sectors</td>
<td>3</td>
<td>3 (100% of contracted)</td>
<td>1 (33% of received)</td>
<td>2 (66% of received)</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>74</strong></td>
<td><strong>62 (83% of contracted)</strong></td>
<td><strong>49 (79% of received)</strong></td>
<td><strong>13 (20% of received)</strong></td>
<td><strong>12 (16% of contracted)</strong></td>
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Deliverable Schedule Update

- Board Resolution (Counties Only)
- 1st Quarterly Report
- 2nd Quarterly Report
- Strategic Plan
- Implementation Plan
Agenda Item 5

Media Campaign Updates

Presenters:
Martha Dominguez, Deputy Director of External Affair and Media Relations
California Complete Count – Census 2020

Carolyn Becker, Senior Vice President
Mercury Public Affairs
Agenda Item 6

Lunch Break
What We’ve Done
What’s Still to Come
Research

• Analyzed 20+ bodies of research to inform foundational message development.

• Sources include, but not limited to:
  • Pew Research Center: Most View Census Positively, But Some Have Doubts
  • Public Policy Institute of California: 2020 Census-Counting California’s Homeless Population (CA)
  • Public Policy Institute of California Statewide Survey (CA)
  • California Calls / The California Endowment: Census Message Research with Black Populations in California (CA)
  • California Civil Rights Initiative: Latino Census Messaging (CA)
  • Advancing Justice: Queering the Census
Research

• The topline takeaway across all HTC groups is a low level of awareness of the Census and its purpose.

• In many cases, those polled didn’t know what the Census was and/or had never participated in one.

• This lack of awareness is reinforced by recent research, commissioned by The California Endowment, that shows that the Census form itself is one of the most motivating ‘messages.’
Research

• The research identified additional common themes consistent across HTC communities.

• Housing, homelessness and healthcare are the top issues for HTC communities across California.

• Lack of information about the Census is a key factor in low response rates, and increasing awareness increases motivation to participate.
Research

• Communities are motivated by diverse messages about the Census, ranging from:
  o Services
  o Funding
  o Civic duty
  o Accountability
  o Political representation

• One primary factor causing reluctance to participate is a concern over privacy.
Communications Rollout

- Websites + Partner Portal
- Social Media Channels
- Creative Development
- Digital Media
- Paid Media
- Earned Media
**Partner Portal**

**Campaign Updates**
- Partners are receiving updates on upcoming and past events
- Successful collateral for specific regions

**Download Collateral**
- Brand logo & brand guidelines – 12 languages plus English
- Collateral materials and custom templates
- Download and distribute

**Submit Ideas**
- Submit collateral material or template ideas
- State will approve all content custom requests

**Upload Materials**
- Submit collateral materials or template ideas that have been effective in the community;
- Process of reviewing local collateral

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**Share Your Own Material**
If there are materials your campaign would like to share with the larger partner network, this feature allows you to upload them to this portal. These materials will be vetted by the state’s campaign team.

**Download Chat Bot Embed Code**
Download and utilize the chat bot on your own website.

**Languages**
- English (11)
- Spanish (4)

**Download Collateral**
- Logo HTML Embed Code
- Census One Pager
- Census Flyer
Partner Portal: Top Downloads

#1 Social Media Toolkit  #4 K-12 Outreach Toolkit
#2 Census Flyer  #5 PSA featuring
#3 Census One Pager-English/Spanish
The Census is Happening in 2020

The next Census is in Spring 2020. Let’s ensure all Californians are counted so we can put those resources to good use here at home.

BUILD STRONGER ROADS AND SCHOOLS

FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES

CREATE JOBS

IMPROVE HOUSING

Starting in mid-March 2020, each household will receive one letter in the mail. It will explain the different ways you can respond to the Census. If you don’t receive a letter, you can still respond by phone or online in any language.

Three Ways To Complete the Census

MAIL: Request a paper Census form in English or Spanish that can be mailed back to the U.S. Census Bureau.

PHONE: The Census can be completed by phone in 13 languages.

ONLINE: For the first time, the Census form will be available to complete online in 13 languages.

Key Dates

March 12-20:
    Census in the mail
March 20 - April 1:
    March reminder
April 11-14:
    April reminder
April 20-27:
    April reminder

Reminders:
    2020 Census data helps tell our story. Call 2020 California Census.
    CaliforniaCensus.org @CALCensus

Collateral Samples

The campaign will produce various types of collateral.

Included here is a simple door hanger and flyer.

El Censo se va a realizar en 2020

El próximo Censo será en la primavera del 2020. Asegúrate de que se cuenten todos los californiaos para que tengamos recursos en nuevas comunidades que nos ayuden.

Fechas clave del Censo

12 de marzo:
    Se enviarán por correo las instrucciones para completar el censo del 2020.
16 al 24 de marzo:
    Se enviarán recordatorios por correo.
26 de marzo al 3 de abril:
    Se enviarán recordatorios por correo.
1 de abril:
    Se enviarán recordatorios por correo.
8 al 16 de abril:
    Se enviarán recordatorios por correo.
20 al 27 de abril:
    Se enviarán recordatorios por correo.
30 de abril:
    Se enviarán recordatorios por correo.
18 de mayo:
    Se enviarán recordatorios por correo.

Formas de Responder

POR CORREO: Solicite un cuestionario impreso del Censo en inglés o en español que se debe entregar a la Oficina del Censo de El Alto por correo.


EN LÍNEA: Por primera vez, el cuestionario se puede completar en línea. Estará disponible en 13 idiomas.
Questions?

www.CaliforniaCensus.org
Other Creative Development

Once every decade, we have a chance to shape the future of our state and our country by participating in the census.

Don’t let anyone count you out. This is your state and your country. And you deserve to be counted.
Mis/Disinformation Monitoring

- Online: mainstream and dark web
- Information coming from partners on the ground

• Verified through best practices and decision tree to inform an appropriate response
What's Ahead
Research

• Message Testing

• Media & Community-Based Campaign Evaluation
# Paid Media Timeline

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<th>EDUCATE AND MOTIVATE 40%</th>
<th>ACTIVATE 50%</th>
<th>NRFU 10%</th>
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<tr>
<td><strong>Mid-January to Mid-February</strong></td>
<td>Mid-February to Mid-March</td>
<td>Mid-March through May</td>
<td>June through July</td>
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<tr>
<td><strong>12% of Budget</strong></td>
<td>28% of budget</td>
<td>50% of budget</td>
<td>10% of budget</td>
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Other Elements Coming Soon

- Regional Micro-media
- Capacity-Building for Partners
- Robust Editorial Calendar
- Social Influencers
Agenda Item 7

U.S. Census Bureau Update

Presenter:
Luz Castillo
Assistant Regional Census Manager
Community Partnership and Engagement Program
U.S. Census Bureau
Los Angeles Region
2020 Census Partnership Update

December 3, 2019

Luz M. Castillo
Assistant Regional Census Manager
Community Partnership and Engagement Program
Los Angeles Region Area Census Offices Open

California – 30 ACO’s

- Central California (3)
  - 3263 Bakersfield - Kern County
  - 3270 Merced – Merced County
  - 3288 Stockton – San Joaquin County

- Northern California - (10)
  - 3264 Chico – Butte County
  - 3265 Concord – Contra Costa County
  - 3271 Oakland – Alameda County
  - 3275 Pleasanton – Alameda County
  - 3277 Sacramento – Sacramento County
  - 3280 San Francisco – San Francisco County
  - 3281 San Jose – Santa Clara County
  - 3282 San Mateo – San Mateo County
  - 3286 Santa Rosa – Sonoma County
  - 3289 Sunnyvale – Santa Clara County

- Southern California – (17)
  - 3266 El Cajon – San Diego County
  - 3267 Fullerton – Orange County
  - 3268 Inglewood – Los Angeles County
  - 3269 Long Beach – Los Angeles County
  - 3272 Ontario – San Bernardino County
  - 3273 Palm Springs – Riverside County
  - 3274 Pasadena – Los Angeles County
  - 3276 Riverside – Riverside County
  - 3278 San Bernardino – San Bernardino County
  - 3279 San Diego – San Diego County
  - 3283 Sana Ana – Orange County
  - 3284 Santa Barbara – Santa Barbara County
  - 3285 Santa Clarita – Los Angeles County
  - 3287 South Gate – Los Angeles County
  - 3290 Van Nuys – Los Angeles County
  - 3291 Vista – San Diego County
  - 3292 West Covina – Los Angeles County

Alaska – 1 ACO
- Anchorage

Hawaii – 1 ACO
- Honolulu

Idaho – 1 ACO
- Boise – Ada County

Nevada – 2 ACO’s
- Las Vegas – Clark County
- North Las Vegas – Clark County

Oregon – 3 ACO’s
- Eugene – Lane County
- Portland – Multnomah County
- Salem – Marion County

Washington – 5 ACOs
- Everett – Snohomish County
- Olympia – Thurston County
- Seattle – King County
- Spokane – Spokane County
- Tacoma – Pierce County

Shape your future
START HERE >
Field Operations
Where We Need Your Help

• Help us recruit for remaining manager positions and peak operations

  – Difficult areas to recruit for NRFU:
    • Chico
    • San Francisco Bay Area
    • Stockton
# Top 10 Counties in California

<table>
<thead>
<tr>
<th>County</th>
<th>Number of Candidates Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>47,334</td>
</tr>
<tr>
<td>San Diego</td>
<td>13,307</td>
</tr>
<tr>
<td>Orange</td>
<td>10,846</td>
</tr>
<tr>
<td>San Francisco</td>
<td>7,968</td>
</tr>
<tr>
<td>Alameda</td>
<td>7,961</td>
</tr>
<tr>
<td>Riverside</td>
<td>7,622</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>7,537</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>7,116</td>
</tr>
<tr>
<td>Sacramento</td>
<td>4,467</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>4,290</td>
</tr>
</tbody>
</table>

*As of November 25, 2019*
### Counties in California

With 1,000 or more Recruits Needed

<table>
<thead>
<tr>
<th>County</th>
<th>Percent of Goal Recruited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marin</td>
<td>24.3%</td>
</tr>
<tr>
<td>Butte</td>
<td>25.3%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>26.2%</td>
</tr>
<tr>
<td>Sonoma</td>
<td>28.2%</td>
</tr>
<tr>
<td>El Dorado</td>
<td>28.4%</td>
</tr>
<tr>
<td>Placer</td>
<td>29.9%</td>
</tr>
<tr>
<td>Humboldt</td>
<td>30.8%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>31.4%</td>
</tr>
<tr>
<td>Yolo</td>
<td>32.0%</td>
</tr>
<tr>
<td>Napa</td>
<td>32.2%</td>
</tr>
</tbody>
</table>

*As of November 25, 2019*
Field Recruitment

- Delivered Phase 2 creative materials July 12th
- Launched Field Recruiting website July 15th
Accelerating Recruiting Efforts

When to apply
Apply now – Recruiting through March 2020

How to apply
Apply online – www.2020census.gov/jobs

Other positions available
www.census.gov/fieldjobs
We need help to get the word out

How Can you help?

• Post information about 2020 census jobs using your organizations social media channels.
• Post information about 2020 census jobs on your organization’s website and/or in newsletters.
• Distributing promotional materials about 2020 Census jobs to your clients, customers, and/or members.
• Hosting recruiting events

2020census.gov/jobs
2020 Community Partnership and Engagement Program (CPEP)

*CPEP is the designated name for the 2020 Local Partnership Program*

**Purpose**
Conduct outreach with diverse communities to increase decennial participation of those who are less likely to respond or are often missed.

**Scope**
- **Educate** people about the 2020 Census and foster cooperation with enumerators.
- **Encourage** community partners to motivate people to self-respond.
- **Engage** grassroots organizations to reach out to hard-to-count groups and those who are not motivated to respond to the national campaign.
Leveraging Trusted Voices Throughout All Elements of CPEP Program

- State Complete Count Commissions (SCCCs)
- Complete Count Committees (CCCs)
- American Indian and Alaska Native (AIAN) Program
- Community/Non-Profit/Social-Service Organizations
- Faith-Based Community Outreach
- Foreign Born and non-English Speaking
- Lesbian, Bisexual, Gay, Questioning/Queer, Transgender Outreach (LBGQT)
- Renters in Rural and Urban Areas
- Children Under 5
- Statistics in School for School Age Children
- Higher Education (Census on Campus)
San Francisco Bay Area Region 3
Group Quarters and Transitory Locations Workshop

The Los Angeles Regional Census Center in partnership with the State of California will be hosting a GQ/TL Workshop

Adley Kloth, the Los Angeles Regional Census Center Area Manager over Group Quarters and Transitory Locations Enumeration, will be conducting a 2-day Area-wide workshop to local stakeholders. This workshop will provide direction on how individuals living in group quarters and transitory locations will be enumerated during the 2020 Census (with special emphasis on how we are counting those experiencing homelessness).

Who should attend:
This two-hour workshop is for county and city staff, as well as community agencies, that are knowledgeable about the unique challenges faced by individuals experiencing homelessness. Stakeholders who plan to assist the US Census Bureau with identifying group quarters, outdoor locations, transitory locations, and places where the unhoused individuals receive services (Soup Kitchens, Mobile Food Vans, Shelters, etc.) should also attend.

DATE: October 8, 2019
There will be two sessions:
Session 1 - 10 am-12pm
Session 2 - 1pm-3pm
Please indicate what session you would like to attend.
RSVP: October 3, 2019 by noon

LOCATION:
San Francisco Federal Building
90 7th St. (Conference Facility)
San Francisco, CA 94103

CONTACT:
E-mail: partnershipclerks-larcuscensusonmicrosoft.com
Phone: (213) 314 6230

Group Quarters
Road Tour
Statistics in School Week
March 2nd to March 6th

Elementary School
Middle School
Pre-K
English Language Learners (ELLs)
High School
Adult English as a Second Language (ESL)

https://www.census.gov/schools/
## Partnership Program Staffing: California

*Staffing as of November 25, 2019*

<table>
<thead>
<tr>
<th>Position</th>
<th>Count</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARCMs</td>
<td>2</td>
<td>Current Staff</td>
</tr>
<tr>
<td>Coordinators</td>
<td>8</td>
<td>Current Staff</td>
</tr>
<tr>
<td>Media Specialists</td>
<td>10</td>
<td>Current Staff</td>
</tr>
<tr>
<td>Partnership Specialists</td>
<td>233</td>
<td>Current Staff</td>
</tr>
<tr>
<td>Current Staff in CA</td>
<td>253</td>
<td></td>
</tr>
<tr>
<td>Languages Spoken by Partnership Staff</td>
<td>Spanish</td>
<td>Taiwanese</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td>English</td>
<td>Cambodian (Khmer)</td>
<td>Igbo/Yoruba</td>
</tr>
<tr>
<td>Chinese (Mandarin)</td>
<td>Hindi</td>
<td>Russian</td>
</tr>
<tr>
<td>Tagalog/Visayan/Tausug</td>
<td>German</td>
<td>Ukrainian</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>French</td>
<td>Samoan</td>
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<tr>
<td>Korean</td>
<td>Arabic</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Japanese</td>
<td>Armenian</td>
<td>Tongan</td>
</tr>
</tbody>
</table>

*Staffing as of November 25, 2019
Resources for Partners

- Several 2020 Census outreach materials are now available on 2020census.gov. Find downloadable posters, handouts, toolkits, and other resources that you can share with partners.

- Visit 2020census.gov/partners and select Promotional Materials to view what is available, including in-language materials. Use this page as a resource, as we continue to add materials.

- Encourage your network to sign up for our email list for the latest news and updates relevant to partners. Completing the Join Us form will sign them up for our email list.
Internet Choice:

Letter Invitation and Paper Questionnaire
- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

Internet First:

Letter Invitation
- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we’ll be able to serve you better if you need help over the phone.

2020 Census Mail Contact Strategies Viewer
https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427
Comience aquí a llenar el cuestionario oficial para el censo del 2020.

Para completar el cuestionario, siga las instrucciones en la página 69.
## Partnership Coordinators

<table>
<thead>
<tr>
<th>Partnership Coordinator</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lia Bolden</td>
<td>510-935-9886</td>
<td><a href="mailto:Elaine.Lia.Bolden@2020Census.gov">Elaine.Lia.Bolden@2020Census.gov</a></td>
</tr>
<tr>
<td>Northern CA West</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tammie Brown</td>
<td>213-314-6419</td>
<td><a href="mailto:Tammie.N.Brown@2020census.gov">Tammie.N.Brown@2020census.gov</a></td>
</tr>
<tr>
<td>LA County (part)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amalia De Aztlan</td>
<td>760-861-4937</td>
<td><a href="mailto:Amalia.u.deaztlan@2020census.gov">Amalia.u.deaztlan@2020census.gov</a></td>
</tr>
<tr>
<td>San Bernardino, Riverside, Imperial Counties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nhi Ho</td>
<td>657-364-6902</td>
<td><a href="mailto:Xuan.Nhi.V.Ho@2020census.gov">Xuan.Nhi.V.Ho@2020census.gov</a></td>
</tr>
<tr>
<td>Orange &amp; San Diego Counties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jessica Imotichey</td>
<td>213-314-6268</td>
<td><a href="mailto:Jessica.A.Imotichey@2020census.gov">Jessica.A.Imotichey@2020census.gov</a></td>
</tr>
<tr>
<td>Tribal &amp; Congressional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meredith Maxwell</td>
<td>213-314-6276</td>
<td><a href="mailto:Meredith.D.Maxwell@2020census.gov">Meredith.D.Maxwell@2020census.gov</a></td>
</tr>
<tr>
<td>LA County (part)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rosa Rendon</td>
<td>213-314-6259</td>
<td><a href="mailto:Rosa.Rendon@2020census.gov">Rosa.Rendon@2020census.gov</a></td>
</tr>
<tr>
<td>CA Central Coast &amp; Central Valley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brigitte Roberts</td>
<td>510-761-1150</td>
<td><a href="mailto:Brigitte.E.Roberts@2020census.gov">Brigitte.E.Roberts@2020census.gov</a></td>
</tr>
<tr>
<td>Northern CA East</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2020CENSUS.GOV
Thank You

Luz M. Castillo
Assistant Regional Census Manager
Community Partnership & Engagement Program
Los Angeles Region
213-314-6267
Luz.M.Castillo@2020census.gov

U.S. Department of Commerce
Los Angeles Regional Census Center
Committee Comment

Public Comment
Agenda Item 8

Individual Committee Member Report Out

Presenter:
Honorable Alex Padilla
Secretary of State, Chair
Discussion and Report out by Individual Committee members

Questions:

• How have you engaged with communities and how do you plan to engage with communities and activities of the 2020 Census?

• How will you use the information presented today and in Census meetings and CCCC hearings to influence and help the 2020 Census outreach effort?
Committee Comment

Public Comment
Agenda Item 9

Input for Jan 1, 2020
Report to the Governor

Presenter:
Honorable Alex Padilla
Secretary of State, Chair
Agenda Item 10

Census Bill of Rights (AB 1563)
Updates and Timeline

Presenter:
Honorable Alex Padilla
Secretary of State, Chair
Committee Comment

Public Comment
Agenda Item 11

Public Comment
Agenda Item 12

Adjournment

Presenter:
Honorable Alex Padilla
Secretary of State, Chair