



# YOU DESERVE TO BE COUNTED



## **Quarterly Progress Report to the Legislature**

California Complete Count – Census 2020

January 28, 2020

[This page facilitates double-sided printing]

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## EXHIBITS

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# INTRODUCTION

This report serves as the quarterly update to the Joint Legislative Budget Committee, the Senate Select Committee on 2020 U.S. Census, and the Assembly Select Committee on the Census, as mandated by Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866).

The report consists of (1) the overall budget, including the annual allocations for community-based organizations, media outreach, local complete count committees and other local government entities; and (2) the total amount of funds allocated to organizations. It also provides an update on prior program developments during Fourth Quarter 2019 and anticipated next steps for First Quarter 2020.

The budget allocations and funding tables reflect encumbrances and expenditures for the period through December 31, 2019<sup>1</sup>. Additional program updates, such as the status of contractor milestones and activities, in the report reflect the period through January 10, 2020.

Additional updates will be made available on the California Complete Count – Census 2020's (Census Office) website at [census.ca.gov](https://census.ca.gov) on an ongoing basis.

Further background and detail on the programs, operations and administrative actions referred to in this document can be found in the previous quarterly progress reports to the Legislature, available at [census.ca.gov/reports](https://census.ca.gov/reports).

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<sup>1</sup> Pursuant to monthly State agency accounting practices.

# I. BUDGET AND INFRASTRUCTURE

## Overview

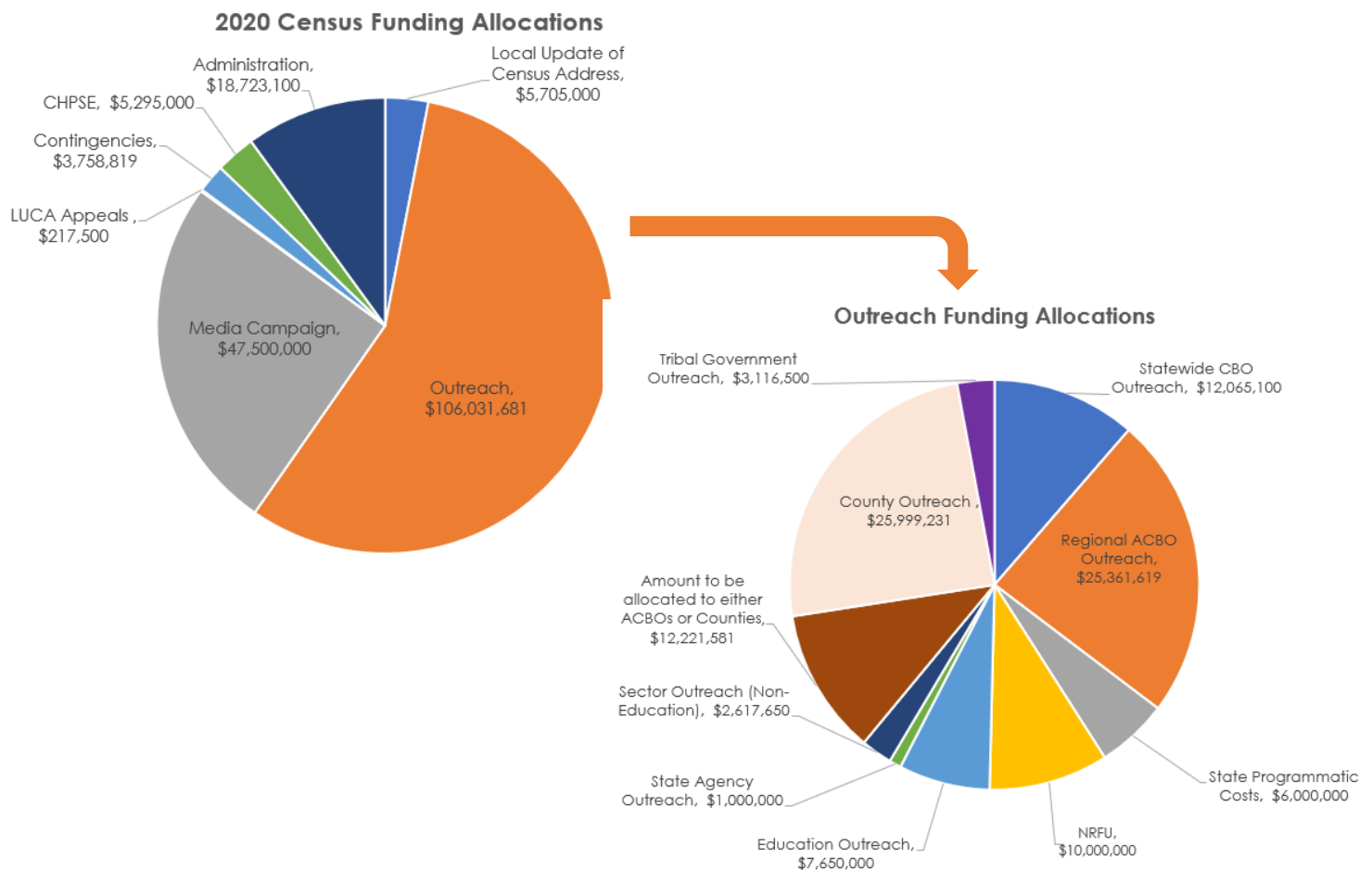
The Governor's January Budget proposal (released on January 10, 2020) maintains the \$187.2 million multi-year allocation as outlined in the charts and table below.

	Appropriation Amount	Expended	Encumbered	Available Balance
<b>2017 Budget Act*</b>	\$ 10,000,000	\$ 8,107,124	\$ 1,343,100	\$ 549,776
<b>2018 Budget Act</b>	\$ 90,300,000	\$ 50,158,288	\$ 27,836,883	\$ 12,304,829
<b>2019 Budget Act</b>	\$ 86,931,000	\$ 7,455,838	\$ 42,089,674	\$ 37,385,488
<b>Total:</b>	<b>\$ 187,231,000</b>	<b>\$ 65,721,250</b>	<b>\$ 71,269,657</b>	<b>\$ 50,240,093</b>

\*The \$10 million includes two separate budget actions that provided \$7 million for the LUCA incentive program and \$3 million for initial planning activities that were conducted within the Governor's Office of Planning and Research. \$295,000 of the expended amount covered administrative costs at the Department of Finance. The available amount \$549,776 is no longer available due to budget reversion.

## Funding Allocations

The charts below reflect current allocations for Census Office programs and operations.



The table below reflects the funding and program area allocations. Additional detail on specific programs is provided throughout this report.

California Complete Count Office Census 2020 Program Funding Overview			
Programmatic Area	Original Funding Allocations	2019 Budget Act Funding Allocations	Total Allocation
<b>Local Update of Census Address (LUCA)</b>			
Incentive Payments	\$ 7,000,000	\$ (1,295,000)	\$ 5,705,000
LUCA Appeals	\$ -	\$ 217,500	\$ 217,500
<b>Outreach</b>			
County Contracts <sup>1/</sup>	\$ 26,683,500	\$ (684,269)	\$ 25,999,231
Tribal Outreach			
Tribal Government Funding Agreements	\$ 316,500	\$ -	\$ 316,500
Statewide Community-Based Organization (CBO) Contracts	\$ -	\$ 800,000	\$ 800,000
Media, Additional Tribal Funding Agreements and CBO Contracts	\$ -	\$ 2,000,000	\$ 2,000,000
Regional Administrative Community-Based Organizations (ACBO)			
Regional ABO Contracts	\$ 22,950,000	\$ 684,269	\$ 23,634,269
Additional Allocation for ACBOs <sup>2/</sup>	\$ -	\$ 1,727,350	\$ 1,727,350
Non-Response Follow-Up Augmentations	\$ -	\$ 10,000,000	\$ 10,000,000
Statewide CBO Contracts	\$ 4,050,000	\$ 5,150,000	\$ 9,200,000
Additional Allocation for Statewide CBOs <sup>2/</sup>	\$ -	\$ 2,865,100	\$ 2,865,100
Additional Funding To Be Allocated for County or ACBO <sup>2/</sup>	\$ -	\$ 12,221,581	\$ 12,221,581
State Programmatic Costs	\$ 6,000,000	\$ -	\$ 6,000,000
<b>Education</b>			
County Office of Education Contracts	\$ 750,000	\$ 4,911,399	\$ 5,661,399
Census Education K-12 Curriculum	\$ 250,000	\$ -	\$ 250,000
Higher Education	\$ 50,000	\$ 1,488,601	\$ 1,538,601
State Programmatic Cost	\$ 200,000	\$ -	\$ 200,000
<b>Sector (Non Education)</b>			
Faith Based, Labor, Healthcare, Business & Other Target Sectors	\$ 800,000	\$ 1,000,000	\$ 1,800,000
Additional Allocation for Sector <sup>2/</sup>	\$ -	\$ 617,650	\$ 617,650
State Programmatic Cost	\$ 200,000	\$ -	\$ 200,000
<b>State Agency Outreach</b>	\$ 500,000	\$ 500,000	\$ 1,000,000
<b>Outreach and Public Relations Campaign</b>			
Statewide Contract	\$ 16,100,000	\$ 30,000,000	\$ 46,100,000
State programmatic Cost	\$ 1,400,000	\$ -	\$ 1,400,000
<b>Contingencies/Emergencies</b>	\$ 1,000,000	\$ 2,758,819	\$ 3,758,819
<b>California Complete Count Committee</b>	\$ -	\$ -	\$ -
<b>California Housing and Sample Population Enumeration <sup>3/</sup></b>	\$ -	\$ 5,295,000	\$ 5,295,000
<b>Administration</b>	\$ 12,050,000	\$ 6,673,100	\$ 18,723,100
<b>Totals</b>	<b>\$ 100,300,000</b>	<b>\$ 86,931,100</b>	<b>\$ 187,231,100</b>

**Footnotes:**

<sup>1/</sup> \$684,269 was redirected to County Alternate Fiscal Agents

<sup>2/</sup> Amount allocated from \$17,431,681

<sup>3/</sup> \$295,000 is Department of Finance Administrative Costs



## Augmented Allocations from Budget Act of 2019

Census Office funding in the Budget Act of 2019 included both specific and general program area allocations within the \$86.9 million provided. Of that amount, \$30 million was designated for activities including, but not limited to, language access, efforts by local governments and community-based organizations (CBOs), costs related to appeals on determinations from the 2020 Census Local Update of Census Addresses process, or costs for other state entities related to census outreach activities. It included \$2 million dedicated to local education-based strategies (Assembly Bill 74; Committee on Budget, Statutes of 2019).

The Census Office reviewed numerous data points to build the allocation framework for the distribution of the additional funding. The framework was informed by partner activities (quarterly reports, Strategic Plans, and Implementation Plans) and the United States Census Bureau (Census Bureau) 2014-2018 American Community Survey. Below are the priority areas for resources:

- Printing of census collateral materials in languages that support the hardest-to-count demographics and local outreach strategies approved in partners' Implementation Plans.
- Providing in-language support at Questionnaire Assistance Centers/Questionnaire Assistance Kiosks (QACs/QAKs) and other outreach activities focused on motivating hardest-to-count communities to complete the 2020 Census. This focus will take into consideration Language and Communication Access Plan (LACAP) requirements.
- Executing outreach activities in census tracts with a Hard-to-Count (HTC) Index of 57 and higher where there are currently no activities planned. Bolstering existing efforts in hardest-to-count Census tracts will also amplify the campaign's call to action to complete the census questionnaire online.
- Establishing a contingency fund for rapid deployment of resources during the self-response period, including but not limited to, establishing QACs and expanded hours, canvassing, phone banking, and other census outreach activities that may be easily adjusted to focus on tracts that are below expected response rates.

The allocation of the \$30 million will be distributed as follows:

- \$17.4 million for existing contracted outreach partners in counties, regional administrative community-based organizations (ACBOs), statewide CBOs and organizations that conduct their work in specific sectors.



- \$5.4 million for education outreach, including expanded partnerships with local County Offices of Education and the California Community Colleges, California State University and University of California systems.<sup>2</sup>
- \$7.2 million for the Local Update of Census Addresses (LUCA) program, State Agency Outreach, contingency funding, and administration.

## Allocation Process

The process in place to distribute funds is streamlined to ensure funding reaches contracted outreach partners as quickly as possible. The notification and sending of allocation letters are taking place in January 2020 for counties, ACBOs, statewide CBOs, and sector organizations.

**Regional Partners:** Census Office Regional Program Managers (RPMs) are working directly with existing contracted partners in counties and with ACBOs to coordinate additional funding allocations with consideration for their capacity and ability to scale their work. Given the great differences in the 10 Census Office regions, contracted outreach partners in each region have the opportunity to meet and determine the best path forward.

An allocation letter outlining the amount of additional funding is being sent to the contracted outreach partners for them to acknowledge and return. Upon receipt of the signed allocation letter and executed contract amendments, the contracted outreach partner will have satisfied the deliverable requirement and payment will be processed in an expedited manner. Details on final contract amendments will be included in the next Quarterly Progress Report.

**Statewide CBO/Sector Partners:** RPMs are communicating with the statewide CBOs and sector contracted outreach partners about additional funding opportunities. Similar to counties and ACBOs, these contracted partners will also be sent an allocation letter outlining the amount of additional funding. Upon receipt of the signed allocation letter and executed contract amendments, expedited processing of payment will occur.

**County Offices of Education:** In September 2019, the Census Office notified individual County Offices of Education (COEs) that additional funding would be made available for outreach contracts. The allocations follow the same data-driven formula<sup>3</sup> as the first round of contracts based on the number of Title I schools and Title III students, with a minimum \$5,000 contract in order to be eligible. This resulted in 45 COE's meeting eligibility: the previously eligible 40 COE's plus five new COE's (Colusa, Lake, Nevada, Tuolumne, Siskiyou).

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<sup>2</sup> The Census Office is also partnering with the Association of Independent California Colleges and Universities (AICCU), but they are not a funding recipient as campuses were already independently creating campaigns.

<sup>3</sup> For Los Angeles County Office of Education, the award amount is based on the number of schools that are within census tracts with an HTC Index of 57% or higher.

The Census Office is providing \$3.4 million additional dollars statewide, which includes a Los Angeles COE dedicated allocation of \$1,926,000. The increased allocation also increases the level of outreach activities. Additional details about the contract requirements are provided in the Education Section of this report. Details on final contract amendments will be included in the next Quarterly Progress Report.

## Other Program Allocations

Other outreach augmentations and allocation adjustments have been made to address needs:

- **LUCA Appeals:** This is the process by which local governments are able to appeal initial decisions by the Census Bureau that could result in adding valid addresses to the master address file used by enumerators. In partnership with the California Department of Finance (DOF), 41 cities and Los Angeles County received reimbursement for appeals filings.
- **State Agency Outreach:** Increased support to state agencies and departments that are leveraging existing programs and communications channels (newsletters, listservs, social media, etc.) to advance the complete count effort. Examples of support include, but are not limited to, printing or equipment to host QACs.
- **Administration:** Consistent with a 10% ceiling on all administrative expenses, funds will support statewide operations costs, including staffing, travel, and other operational needs.
- **Contingency Fund:** Resources set aside for activities that would provide additional support for low response rate tracts or unforeseen developments.
- **Withhold Release:** Contracted outreach partners are eligible to submit invoices for the release of their allocation withholdings for prior deliverables. (See Exhibit A for status of released withholdings and other payments.)

## Contracted Outreach Partners

### Coordination of Contracted Partners

The Census Office continues to provide clear communication channels for contractors. In addition to regular communication with RPMs, the Outreach team hosts bi-weekly partner calls that are focused by key topic areas. The Census Office also started a weekly electronic newsletter in November 2019.

Webinars have also served as a helpful tool to provide deeper dives into key updates. Since the October 2019 Progress Report to the Legislature (October 2019 Report), the Census Office has provided webinars on the QAC/QAK guidelines, statewide media

buys, and how to access materials and digital resources through the recently created Partner Portal. The calls and webinars show consistently strong participation by partners.

## Implementation Plan Status

The Census Office Outreach team and Executive Staff worked diligently over the last quarter to review and approve Implementation Plans submitted by contracted outreach partners. The purpose of the Implementation Plan is for contracted outreach partners to articulate their strategies, goals, and activities based on their own knowledge of their area (such as geographic, demographic population, and sectors). It is intended to build upon their Strategic Plan with the desired outcome of a clear picture of local activities.

Executive leadership prioritized Implementation Plan review with over 12 review sessions held in November and December 2019. The 70 Implementation Plans submitted required significant RPM hours in advance of the executive leadership review to allow time for a thorough evaluation, the consideration of improvements, and dialogue with contractors to ensure the most comprehensive final plan included thoughtful resource allocation to achieve meaningful results. In conjunction with the RPM recommendations, executive leadership took three possible actions following their review: approve the plans as received; approve the plans with amendments; or request additional work or information from the contractor in order to proceed.

The Census Office estimated a two-week timeframe to review and approve a properly and timely submitted Implementation Plan. Given pre-planning and scheduling, this time frame was achieved. Of all plans received, 83% were reviewed and approved by December 2, 2019. As of January 10, 2020, there are six Implementation Plans under review. Four counties have not yet submitted their Implementation Plans (see chart below for further status details). All plans are expected to have final review and approval by the end of January 2020.

Partner	Contracted	Received	Approved IP	Need to Approve	Need to be Submitted
County	48	44 (92% of contracted)	40 (83% of received)	4 (8% of received)	4 (8% of contracted)
ACBO	10	10 (100% of contracted)	9 (90% of received)	1 (10% of received)	0 (0% of contracted)
Statewide CBO	13	13 (100% of contracted)	12 (92% of received)	1 (8% of received)	0 (0% of contracted)
Sectors	8	3 (100% of contracted)	3 (100% of received)	0 (0% of received)	0 (0% of contracted)
<b>TOTAL</b>	<b>74</b>	<b>70 (95% of contracted)</b>	<b>64 (86% of received)</b>	<b>6 (8% of received)</b>	<b>4 (5% of contracted)</b>

The Implementation Plan submission due date of October 30, 2019 was reconsidered for some contracted outreach partners that faced unanticipated circumstances. These included fires in large regions of the state in October 2019. The subsequent Public Safety Power Shutoffs (also known as PSPS) left them without electricity intermittently in the following weeks. County contract approval processes in some instances required Board of Supervisor approval, adding additional days to the final review. The Census Office stayed in close communication with contracted outreach partners to work through these various challenges and accommodate needs.

The list of approved Implementations Plans is posted on the Census Office website available at: [census.ca.gov/regions](https://census.ca.gov/regions) and will be updated regularly. The status of all contractor deliverables and invoices received and payments issued is available as Exhibit A to this report.

## Subcontractors and Other Partnership Agreements

As background, the framework for Census Office contracted outreach partners relies on a lead administrative entity (such as a local government or CBO.) A lead administrative entity may then subcontract with other partners to reach the targeted audience. In many instances, because their Implementation Plan was not approved and funds were not yet made available, contracted outreach partners were unable to execute agreements with subcontractors, therefore a finalized list of subcontractors was not provided. Given that the majority of Implementation Plans have been approved, contracted outreach partners will be able to enter into formal agreements with subcontractors shortly. The Census Office anticipates having a more complete roster of subcontractors by the end of January 2020.

## County and Tribal Governments

The table below provides the total funded amount, expenditures, encumbrances, and remaining available balance for county contracts and Tribal Government funding agreements and Native American outreach.

	Funded Amount	Expended	Encumbered	Available Balance
County Contracts	\$ 25,999,231	\$ 19,338,198	\$ 6,661,035	\$ -
Tribal Government and Native American Outreach	\$ 3,116,500	\$ 835,437	\$ 1,952,554	\$ 328,509
State Program Costs	\$ 3,000,000	\$ 1,055,058	\$ 138,824	\$ 1,806,118
<b>Total:</b>	<b>\$ 32,115,731</b>	<b>\$ 21,228,693</b>	<b>\$ 8,752,413</b>	<b>\$ 2,134,626</b>

## County Contracts

In the last quarter, county partners' focus has been on the completion of the Implementation Plans, entering formal agreements with subcontractors and lastly, keeping their Local Complete Count Committee moving forward with sub-committee meetings. The majority of the Local Complete Count Committees have been in the planning and organizing phase and now are working towards the implementation of planned activities, events and meetings to help engage more community leaders in being part of census outreach.

## Tribal Governments and Native American Outreach

Since the October 2019 Report, the additional funding dedicated to Tribal Governments and Native American outreach is now available through three types of outreach channels: (1) federally recognized tribes, (2) contracts with statewide CBOs, and (3) a specialty media contractor.

- **Funding Agreements:** Following the announcement that a second round of resources would be made available for federally recognized Tribal Governments, a total of 33 federally recognized tribes have entered into funding agreements with the Census Office to conduct direct outreach. They are currently working on their outreach plans. (See Exhibit B for list of Tribal Governments that opted in.) To ensure the remaining 77 federally recognized Tribal Governments who did not opt-in still receive outreach support, the statewide organization and existing Census Office contractor California Indian Manpower Consortium (CIMC) will be charged with providing targeted outreach to tribal community members.
- **Statewide Community Based-Organizations:** Both existing statewide CBO contractors, CIMC and the California Native Vote Project (CNVP), received an additional allocation. Both will focus on different outreach aspects to ensure all Native Americans are counted regardless if they live on tribal lands or in rural, suburban or urban areas.

CIMC was awarded \$727,855.21 in addition to their previous contract amount of \$400,000, for a total of \$1,127,855.21. The additional amount reflects the funding that the State made available for Tribal Governments that ultimately did not opt-in to a government-to-government funding agreement.

CNVP was awarded \$78,000 in addition to their previous contract amount of \$400,000 for a total of \$478,000. This will support full time staffing needs at QACs, for phone banking and canvassing, providing community education and technical assistance, conducting digital media outreach, and attending meetings and Pow Wows to help promote the complete count effort.

- **Media Contractor:** NUNA Consulting Group, LLC., continues to coordinate with the Census Office communications team and statewide media contractor (Mercury Public Affairs) for the development and implementation of the targeted media strategy. Special aspects of their outreach are the formation of a Tribal Advisory Board that will help assess messaging development, message monitoring, and a Native artist's project.
- **Tribal Affairs Specialist.** In December 2019, the Governor announced the appointment of the Census Office Tribal Affairs Specialist who will be a dedicated member of the Census Office outreach staff for Native American and Tribal Government efforts. This position will be located in the San Diego Census Office.

## Community-Based Organizations

The table below provides the total funded amount, expenditures, encumbrances and the remaining available balance for contracted CBOs.

	Funded Amount	Expended	Encumbered	Available Balance
Regional ACBO Contracts	\$ 33,634,269	\$ 20,092,268	\$ 3,542,001	\$ 10,000,000
Additional Allocation for ACBO Contracts	\$ 1,727,350	\$ -	\$ -	\$ 1,727,350
Statewide CBO Contracts	\$ 9,200,000	\$ 3,481,500	\$ 1,218,500	\$ 4,500,000
Additional Allocation for Statewide CBO Contracts	\$ 2,865,100	\$ -	\$ -	\$ 2,865,100
State Program Costs	\$ 3,000,000	\$ 1,055,058	\$ 138,824	\$ 1,806,118
<b>Total:</b>	<b>\$ 50,426,719</b>	<b>\$ 24,628,826</b>	<b>\$ 4,899,325</b>	<b>\$ 20,898,568</b>

## Regional Administrative CBO Contracts

The ACBO contracted partners continue to work hard to engage county partners and local leaders. No changes have been made to the existing contracts.

## Statewide CBO Contracts

In addition to the twelve CBOs that are serving statewide HTC demographic populations, the Census Office established four new contracts for the demographic groups of: people with disabilities and senior/older adults; children ages zero to five; Middle Eastern/North African (MENA) populations, and people experiencing homelessness. The Census Office will also be implementing a strategy for veterans in coordination with veterans organizations.

- **People with Disabilities and Seniors/Older Adults:** The Census Office executed a contract with Disability Rights Education and Defense Fund (DREDF) for \$600,000 for Census outreach to people with disabilities and seniors/older adults on October 31, 2019. DisabilityCounts2020 is a partnership between DREDF, the California Foundation for Independent Living Centers (CFILC), the Disability Organizing Network, twenty-one independent living centers across the state, and five Aging and Disability Resource Centers. They will conduct 2020 Census outreach through these networks and other cross-disability and parent organizations that serve people with disabilities, and through networks that serve seniors/older adults. They have launched a website [disabilitycounts2020.org](https://disabilitycounts2020.org) to share resources.
- **Children ages zero to five:** The Census Office executed a contract with the California Children and Families Foundation, Inc. (CCFF), in the amount of \$600,000 for outreach to children ages zero to five years on November 5, 2019. CCFF serves as the fiscal sponsor for the First 5 Association of California, who has launched the All Kids Count campaign. The campaign brings together three of California's largest networks working with children aged zero to five in California, each of which serves the highest risk, most isolated, and HTC families in the state. These include the 58 First 5 Commissions, over 2,000 Head Start sites, and over 500 sites for Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). The partnership will provide census information to families in ways that are most respectful of their home language and honor their cultural diversity. They will deploy trusted messengers, such as home visitors, Head Start teachers, WIC and other health advisors to engage families in genuine conversations about the Census. The contractors have also shared resources, such as toolkits and sample social media posts, with relevant state agencies and departments including the California Health and Human Services Agency. The State Agency Outreach program will continue to promote coordination.
- **Middle East and North Africa (MENA):** The Census Office executed a contract with the Council on American-Islamic Relations – California (CAIR-CA) for \$400,000 on November 15, 2019 for outreach to Middle Eastern and North African (MENA) populations. CAIR-CA will lead convenings and coordinate MENA-serving organizations across the state. In collaboration with the Census Office communications team, they are developing communications materials and



identifying and training trusted messengers for grassroots outreach, canvassing, faith-based engagement and community events to encourage census questionnaire completion.

- **People Experiencing Homelessness:** The Census Office will be executing a contract with Homebase/The Center for Common Concerns for \$200,000 in early 2020. Homebase/The Center for Common Concerns will be working with Census Office contracted partners as well as external stakeholders who serve people experiencing homelessness directly to educate them on the census and ensure stakeholders are participating with the Census Bureau on the Service Based Enumeration/Targeted Non-Sheltered Outdoor Location Operation and Enumeration at Transitory Locations. Additionally, Homebase/The Center for Common Concerns will provide training and technical assistance to stakeholders, develop and distribute collateral material as needed, and distribute mini-grants to strengthen efforts of organizations directly serving people experiencing homelessness to encourage their participation in the Census.
- **Veterans:** During the Census Office's initial request for proposal process, there was no statewide organization that was identified to support veterans' outreach. Subsequent conversations with stakeholders serving veterans, and data about the population, led the Census Office to determine that resources directed to a contracted outreach partner would not meet outreach needs. As such, the Census Office will serve as the hub to conduct the outreach to the many organizations and agencies supporting veterans. The Census Office dedicated \$400,000 for this purpose. It is taking an integrated approach to develop materials and motivate trusted messengers to reach out to veterans. The aim is to ensure that the diverse veteran-specific organizations, government agencies, and elected officials receive information on the 2020 Census that will be disseminated to veterans and their families. The Census Office will also ensure that all the contracted outreach partners have tools to reach veterans, as well.

## Language and Communication Access

The Census Office created the Language and Communication Access Plan (LACAP) with the aim to provide equal and meaningful access to the 2020 Census for California's vulnerable populations. The plan helps the Census Office and partners approach outreach activities with linguistically and culturally appropriate methods, specifically for Limited English Proficient (LEP) individuals and people with disabilities.

Through the collaboration of all the contracted outreach partners, the Census Office has exceeded its original goal to provide support to 91.3 percent of the state's LEP population. With the top-12, non-English languages supported statewide, 96 percent of the LEP population in California will have language and communication access support from the Census Office. Counties and CBOs are covering languages specific to their geographic area that exceed the established population percentage or total population thresholds of LEP speakers. The Disability Rights and Education Defense Fund (DREDF) will provide accessible outreach material for American Sign Language and easy-to-read materials.



Contracted outreach partners, including counties, ACBOs, statewide CBOs and sectors, are keenly aware of the language needs in their region or targeted demographic and it is reflected in their Implementation Plans. They are conducting outreach for languages that fall below the LACAP LEP population threshold, adding a robust layer of in-language outreach. This includes, but is not limited to, languages from Southeast Asia (Laotian, Hmong), South Asia (Hindi, Gujarati, Urdu), Pacific Islands (Chuukese, Fijian, Fukien Guam, Hawaiian, Ilocano, Marshallese, Palauan, Samoan, Shanghainese, Taiwanese, Tamil, Taishanese, Tongan, Vakaviti), Africa (Somali, Swahili, Congolese, Kinyarwanda, Kirundi, Amharic, Tigrinya, Yoruba, Igbo, Wolof, Twi), the Middle East (Farsi, Hebrew), and Europe (German).

Partners, especially in grassroots community groups, are using innovative methods to reach out to their community members in languages that are spoken by those who have limited literacy or speak a distinct language. For example, in an effort to reach indigenous peoples speaking Mixteco, Zapoteco, and Mayan, partners are training community mobilizers to reach out at community centers or in neighborhood public places where people frequently gather. Others are working directly with youth to bring positive messages about census participation to areas with large immigrant and refugee communities in languages such as, Arabic, Somali and Swahili.

## Education Sector

The table below provides the funded amount, encumbrances, expenditures, and remaining available balance for the programs under the Census Office Education Sector: the "Count Me In!" history and social science curriculum, County Offices of Education (COEs) serving as contracted outreach partners, and outreach on higher education campuses.

	Funded Amount	Expended	Encumbered	Available Balance
K-12 Census Curriculum*	\$ 250,000	\$ 225,000	\$ 25,000	\$ -
County Office of Education Contracts	\$ 5,661,399	\$ 704,291	\$ 4,580,637	\$ 376,471
Higher Education	\$ 1,538,601	\$ 717,596	\$ 239,199	\$ 581,806
State Program Costs	\$ 200,000	\$ 177,267	\$ -	\$ 22,733
<b>Total:</b>	<b>\$ 7,650,000</b>	<b>\$ 1,824,154</b>	<b>\$ 4,844,836</b>	<b>\$ 981,010</b>

\*Effort is funded by the initial organization and planning appropriation provided through the Governor's Office of Planning and Research.

### "Count Me In!" Census Curriculum Rollout

The "Count Me In!" 2020 Census curriculum focuses on grades 5, 8, 11, and 12 history and social science courses and was developed by California teachers in alignment with California curricula standards. The roll-out included 18 in-person, day-long training workshops in 14 locations throughout the state, reaching 7,000 teachers. Onsite training evaluations shared that teachers are appreciative of the resources provided in each module and that lesson plans are clearly stated and easy to follow. They recognized the high quality of the materials and the critical importance of teaching students about the census. Eight additional trainings were added to the original schedule of ten.

Trainings were held in the following locations between September 2019 and January 2020:

- Alameda
- Contra Costa
- Fresno (2 trainings)
- Los Angeles
- Mendocino
- Oakland
- Ontario
- Oroville
- Sacramento (3 trainings)
- Salinas
- San Mateo
- San Diego (2 trainings)
- Santa Clara
- Valencia

A training video will be available online in February 2020 to provide further support to teachers. The full curriculum is hosted in the Partner Portal.

### County Offices of Education

With the augmented funding in the Budget Act of 2019, existing (COEs) serving as contracted outreach partners were eligible for additional resources and new COEs were eligible for funding as well, based on the student-population funding formula established by the Census Office. The Census Office is finalizing contracts and amendments to reflect newly participating COEs and revised award amounts to existing contractors, respectively. In total, COEs were allocated nearly \$5.5 million<sup>4</sup>, which includes the allocation to Los Angeles COE for \$2,347,576.82.

With the increased contract amounts comes additional responsibilities for the COEs. Specifically, a revised outreach plan that must include information about expanded number of sites for outreach activities; increased operating hours of QACs/QAKs; additional events to be held; and any other additional expansion of activities or events not previously captured.

Revised outreach plans were due on December 1, 2019. Twenty-two expanded outreach plans have been received and eleven have been approved. Census Office leadership is prioritizing plan review amongst their many deliverables, as was done with Implementation Plan review and approval. Several COEs have requested extensions in order to confer with district offices before presenting their expanded plans, which the Census Office is accommodating. Exhibit C provides the status of COEs that have opted into the contract agreements and the funding allocation.

### Higher Education

The Census Office continues to engage all areas of the higher education system with contracts and interagency agreements formalizing roles and responsibilities. The Census Office entered a contract with the Foundation for California Community Colleges (total of \$956,795) in order to create a coordinated outreach effort to reach HTC students at the 115 community college campuses. Activities include a student Census Ambassador

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<sup>4</sup> Sacramento County Office of Education allocation included additional resources for curriculum roll-out activities.

Corps as well as digital and social media content, text messages, videos, and newsletters promoting participation.

In addition, interagency agreements are in development with University of California's Office of the President in the amount of \$200,000 and the California State University Chancellor's Office in the amount of \$325,000. Following the call to action by the Governor in July 2019, both systems are working to create outreach plans tailored to their campuses and students.

Higher education partners were engaged early on through a survey to assess the awareness and preparation for the 2020 Census. Beginning in July 2019, the State's 234 higher education campuses, both public and private, were sent a brief online survey to understand what activities were anticipated, what was underway, and who was at the table. Following a final push in the fall of 2019, just over 30% of campuses responded. (Direct responses were supplemented with information from Census Office RPMs about campuses in their region.)

The survey revealed that over 71% of the participants had already been contacted about the Census either by the Census Office RPM or through a Local Complete Count committee member. Nearly half of the responses shared they were already working with Local Complete Count committees, too. The two main outreach tactics shared were creating campus-based teams to address census and social media.

The survey was one piece that informed the development of the Higher Education Strategy. The strategy provides steps for collaboration with students to develop effective outreach opportunities for college students to learn about the 2020 Census and to encourage them to respond to the census questionnaire. The strategy is available as Exhibit D to this report.

## **Sector Outreach (Non-Education)**

Sector outreach now includes a new contractor that will serve the business community. The Census Office executed a contract with Council for a Strong America for \$300,000 on November 15, 2019. Their organization, ReadyNation, is engaging California businesses to promote the 2020 Census to employees and customers with a focus on HTC communities. They are developing targeted materials including a census toolkit for business owners in California and training to help California's business community participate in the census.

They join the already established sector contractors in health, labor, and faith-based organizations in the tactics to reach the HTC through established communications channels where individuals already seek out information and resource.

The table below provides the allocation, encumbrances, expenditures, and remaining available balance for Sector Outreach.

	Funded Amount	Expended	Encumbered	Available Balance
Sector Outreach	\$ 1,800,000	\$ 765,000	\$ 285,000	\$ 750,000
Additional Allocation for Sector Contracts	\$ 617,650	\$ -	\$ -	\$ 617,650
State Program Costs	\$ 200,000	\$ 168,928	\$ -	\$ 31,072
<b>Total:</b>	<b>\$ 2,617,650</b>	<b>\$ 933,928</b>	<b>\$ 285,000</b>	<b>\$ 1,398,722</b>

## State Agency Outreach

State agencies and departments continue to amplify the complete count message through existing communication channels, such as digital and social media, call centers newsletters, mailings, and in-person events. Exhibit E provides a summary of current and anticipated activities by agency and department.

The table below provides the allocation, encumbrances, expenditures and remaining available balance for State Agency Outreach.

	Funded Amount	Expended	Encumbered	Available Balance
State Agency Outreach	\$ 1,000,000	\$ -	\$ -	\$ 1,000,000
<b>Total:</b>	<b>\$ 1,000,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,000,000</b>

The Census Office increased the funding amount by \$500,000 for a total of \$1,000,000 to ensure adequate resources are available for outreach efforts conducted by agencies and departments. The Census Office may direct funding to agencies and departments, particularly if they are especially impactful for HTC populations, that would otherwise exceed existing agency or department resources for communications and outreach. Interagency agreements will provide the mechanism for distributing necessary support. No interagency agreements have been executed at this time.

Agencies and departments are also preparing to host QAC and QAK at field offices that are open and accessible to the public. The tentative locations are entered into the SwORD mapping portal to identify potential key locations that reach HTC census tracts and that may complement the efforts of contracted outreach partners.

The Census Office is also coordinating between agencies and departments and their relevant sectors to provide further relevant resources. For instance, the California Health and Human Services Agency received the toolkit for children age zero through five developed by the sector contractors Head Start California, First 5 California and WIC. The business sector contractor Council for a Strong America is connected with the Governor's Office of Business and Economic Development (GO-Biz) to inform strategies to reach California businesses.

Constitutional Officers, who are also key trusted messengers, will engage in similar efforts to amplify communications. This effort is led through the Secretary of State's Office, as Chair of the California Complete Count Committee. The Secretary of State provided

detailed information about possible ways to promote Census 2020 to the Constitutional Officers in early January 2020 and Constitutional Officers have begun reviewing opportunities to directly promote census participation. The Census Office will support technical or logistical needs to carry out outreach and communications activities.

## Outreach and Public Relations (Media)

Since October 2019, the Census Office has bolstered, developed, and implemented various communication elements and deliverables for the "California For All: Census 2020" communications campaign. The effort is data-driven based on research, analysis and robust message testing to ensure information about the privacy, safety, and importance of census participation resonates with the hardest-to-count.

The table below provides the allocation, encumbrances, expenditures and remaining available balance for Outreach and Public Relations.

	Funded Amount	Expended	Encumbered	Available Balance
Public and Media Relations Contracts	\$ 46,100,000	\$ 2,472,630	\$ 43,627,370	\$ -
State Program Costs	\$ 1,400,000	\$ 965,186	\$ 224,521	\$ 210,293
<b>Total:</b>	<b>\$ 47,500,000</b>	<b>\$ 3,437,816</b>	<b>\$ 43,851,891</b>	<b>\$ 210,293</b>

## Research Summary of Communication Themes

The Census Office created a research summary, capturing the message themes among different HTC communities to inform initial Census Office media plans and provide partners with tools for creating key messages. A topline take-away of the research summary was a general lack of awareness about the census and its purpose. Other take-aways across multiple HTC communities is that communities are motivated by diverse messages about the Census, ranging from services and funding, civic duty, accountability, and political representation. One primary factor causing reluctance to participate is a concern over privacy.

The research summary is accessible on the Census Office Partner Portal and will assist with more effective communication with targeted audiences from all 2020 Census partners.

## Message Testing

Message testing will occur in three phases over the life of the media campaign. Phase one began in mid-December 2019 for the State's 13 priority languages in focus groups and will be completed by the end of January 2020.

The focus group style message testing is designed to:

- Draw out barriers that people may have in completing the 2020 Census (e.g. lack of awareness, privacy concerns, fear of government);

- Identify factors that motivate audiences to participate (e.g. political representation, funding for important public services, civic duty, economic prosperity, etc.); and
- Determine key images and messages that resonate the most with specific communities.

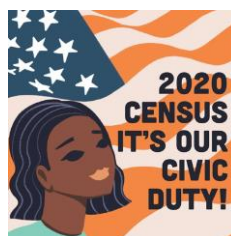
## Earned Media

The Census Office's earned media strategy capitalizes on existing and readily available opportunities to engage with diverse media partners. The plan takes a regional and partner-centric approach to highlight the positive progress of local, regional and statewide efforts. Subject matter experts and key influencers within communities serve as spokespeople or as validators to reinforce content and maximize presence among the media partners.

## Social Media

Since the debut of the campaign's social media channels, a library of social media content and posts was made available for Facebook, Twitter and Instagram channels. The Census Office actively shares and reposts compelling partner-created content across the various @CACensus channels. The Census Office social media and earned media teams work in close coordination to ensure any coverage or positive themes being lifted in the press are echoed across social media.

To assist partners in their own social media efforts, a monthly social media toolkit is posted on the Partner Portal. The toolkit includes best practices and creative assets that partners can post directly to their own channels, further amplifying the campaign's key messages.



Statewide



## Media Buy

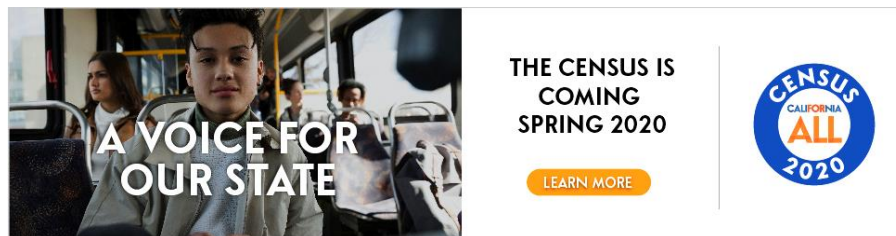
Digital ads with baseline educational messaging and advertising were the first paid asset to launch in the campaign and to reach the hardest-to-count Californians. From October through December 2019, the ads targeted people online programmatically, which means the ads appeared on whichever mobile and desktop sites the hardest-to-count Californians were already visiting.



The initial digital media buy performed well in terms of reaching targets. Engagement with the digital ads is especially impressive given the industry standards come from a general market response and not just consumers who are typically hard to reach. It's notable that digital ads were launched prior to the paid media buys in January 2020, which would generate higher awareness. The table below shows the summary of engagement.

Digital Media Type	Measurement	Industry Average	CA Census Campaign
Display Advertising	Click-Through Rate (CTR)	.05-.25%	.50% (2x top end of industry average)
YouTube	Click-Through Rate (CTR)	.10-.50%	.48% (top end of industry average)
YouTube	Video Completion Rate (VCR)	27%	39.9% (147% of industry average)
Search	Click-Through Rate (CTR)	2-4%	9.2% (>2x top end of industry average)

A small sampling of digital ads that have been placed in market are below:





The next phase of the paid media campaign kicks-off in a much bigger way in mid-January 2020. It includes a suite of media assets strategically placed to reach the hardest-to-count Californians in all ten Census Office regions. The paid media strategy reflects two significant considerations: the Census Bureau paid media campaign and any other media campaigns in the marketplace focused on census messaging.

The campaign flighting (when advertising will run) and weighting (exposure) of the statewide media buy will vary over three time periods, as well as by media partner and tactics. The campaign will remain nimble and adjust as appropriate.

Mid-January to Mid-March	Mid-March to End-May	June through July
Educate and Motivate	Activate	Non-Response Follow-Up
40% of budget	50% of the budget	10% Budget

## Ethnic Media

Ethnic and multicultural media partners are at the core of the paid media strategy. Media partners include statewide and regional media outlets who hyper-target Latino, African American, Native American, Asian and Pacific Islander, and Middle Eastern/North African audiences. In addition, ethnic outreach will also be conducted with English-speaking media partners.

Since October 2019, the Census Office has been working with media partners to build out the following strategies:

- Trusted messengers;
- Coordination with the Census Bureau and other non-state partner campaigns;
- Added value and bonus media strategy; and
- Misinformation and disinformation strategy.

It is crucial for this campaign to leverage trusted messengers to reduce barriers and begin conversations in the community that will motivate people to action. This strategy is rooted in the basic understanding that people have sources they trust when gathering information. The Census Office is weaving in trusted messengers throughout the campaign, working with leaders in from the community, teachers, religious centers, medical professionals, social media, media and entertainment to share information about the 2020 Census and its importance for California.

The State is also partnering with social media influencers to create a surround sound of census promotion – from local/regional civic minded leaders to social-only influencers to highly recognized entertainers with larger followings.

## Regional Communications

Complementing the statewide paid media strategy is the work at the regional level with outreach and micro-media activities. Since October 2019, the Census Office communications team continues the important work of participating in regional

meetings and conversations among contracted outreach partners to gain valuable insights. This has informed both the statewide media plan and also opportunities and needs at the regional level.

The Census Office developed a detailed description of roles and responsibilities for the regional media leads, as well as the ACBOs and RPMs, when it comes to managing and executing micro-media activities. At the end of 2019, the regional conversations shifted into the start of productive workshops for the purpose of developing micro-media strategies at the local level.

## **Mis- and Disinformation Monitoring and Response**

To ensure California and its partners have a finger on the pulse of rapidly evolving information, whether that information is incorrect or correct, the Census Office has developed a robust mis- and disinformation-monitoring structure. Monitoring mis- and disinformation is critical because information can rapidly spread in the hands of bad actors.

As background, it is important to differentiate between the two key terms:

- “Misinformation” is information that is false but may be believed by the person or persons who are spreading it to be true.
- “Disinformation” is information that is false and is known to be false by those spreading it.

Often, content begins as disinformation, when it is intentionally disseminated by hoaxers, hackers or others organizing against an individual, organization or issue. It then turns into misinformation as it is spread by those who believe it to be true.

A solid foundation for responding to all threats, including mis- and disinformation, is having a thorough plan for crisis communications. The plan includes tactics to identify and vet potential threats in a way that utilizes guiding principles: safety, containment, mitigation and transparency. The Census Office is collaborating with the Census Bureau and the Governor's Office of Emergency Services (CalOES) to address and mitigate activity that could negatively impact the complete count effort.

## **Evaluation Mechanism**

An evaluation and baseline awareness plan was developed through the Census Office media contractor Mercury Public Affairs and its subcontractor SocialQuest, who will measure the progress of the 2020 Census communications campaign from January to July 2020. It will measure awareness, participation, reach and effectiveness of messaging among Californians. Leveraging insights from this consumer research will allow the complete count campaign to apply quality assurances and improvement across programs based on analytics. It will also optimize media spending. The goals of the evaluation are to:

- 1) Measure the progress and effectiveness of the Census Office's outreach and communications strategy that focused on HTC residents; and
- 2) Provide data that identifies potential factors that augment the outreach and communications effectiveness quickly enough to implement corresponding changes.

The research is broken down as follows:

- Phase 1 - Baseline: Measures awareness, attitudes, intention to participate, recollection of any communications campaigns about Census 2020, and what messages person heard from the communications.
- Phase 2 - Mid-Campaign: Collects the same measures as in Phase I and also asks if a person completed a census form.
- Phase 3 - Post-Campaign: Collects the same measures as in Phase 1 and Phase 2 and asks why person did not complete a Census form when applicable.

## **Statewide Outreach and Rapid Deployment and Database (SwORD) Enhancements**

The Statewide Outreach and Rapid Deployment (SwORD) mapping portal continues to expand its offering of data, maps and tools to best serve partners and help achieve the goal of an accurate census count. Interactive web maps and datasets made available in SwORD since the October 2019 Report include information about:

- The Census Bureau's paid media campaign;
- The Census Bureau's self-response contact strategies (either "Internet First," meaning only a postcard will be mailed for online questionnaire completion, or "Internet Choice," meaning a paper questionnaire will be provided in addition to access for online questionnaires);
- An updated California HTC Index<sup>5</sup>; and
- Map layers showing residents with disabilities, veterans, latest counts of housing units, and group quarters.

Thousands of canvassing areas, QACs, booths and other planned outreach activities reflected in partners' Implementation Plans are in the process of being visualized in SwORD. Completed outreach activities will be mapped in SwORD. The data will help identify opportunities for additional outreach in the state's hardest-to-count areas.

Using SwORD mapping data, the Census Office has a new feature to help people find out if they will be an "Internet First" or "Internet Choice" household for self-response. They

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<sup>5</sup> The updated HTC Index captures the most recent Census Bureau American Community Survey (winter 2019) results which, upon review, was determined not to have a significant impact on the HTC Index. However, modifications were made as appropriate to further enhance data quality.

simply enter a California address into the Census Office chatbot via the website or by text message. The Census Office has made the chatbot available to several partners including the City of Los Angeles.

The Census Office will soon deploy a public-facing, online interactive map to help people find nearby QACs. The goal is to provide easily-accessible information to the public to find census resources near them in the language they may prefer.

Beginning in late March 2020, SwORD will incorporate census tract-level response rate information released by the Census Bureau. By incorporating this layer of data into the SwORD tool, partners will have another data source to help identify which parts of California need additional attention. The Census Office will also use this data to support a statewide response dashboard tool that will assist in identifying where additional resources need to be deployed in the field.

### **Outreach Activity Reporting through PDI for Census**

A key outreach tool available to contracted partners is PDI for Census, a household-level app developed for the Census Office by voter-data firm Political Data, Inc (PDI). Partners can use the app for canvassing, phone banking and household lookup, with the collected data going to the Census Office to map in SwORD.

About two-dozen organizations had PDI-for-Census user accounts as of early January 2020, including several large ACBO and county partners, with more sign-ups expected during the first quarter of 2020. PDI has conducted nine in-person and virtual trainings on the app so far, with more scheduled in January 2020. Some organizations began 2020 Census canvassing during the fall, offering important user feedback that is reflected in updated versions of the app.

### **Contracted Partner Technical Assistance**

The Census Office continues to support SwORD users with monthly webinars on new features, previews of upcoming enhancements, and as a forum for users to ask questions. Webinar recordings are available on the SwORD Help page.

- On October 28, 2019, the webinar featured the SwORD Roadmap, Activity Reporting Template, the User Dashboard, PDI and SwORD Together, SignUp Genius to organize volunteers, and next steps for Implementation Planning.
- On December 5, 2019, the webinar featured the new SwORD layers, chatbot enhancements, Implementation Plan upload preview, and outreach reporting steps.
- The January 2020 webinar is scheduled to feature the 2020 updated HTC Index, self-service enhancements for outreach reporting, Implementation Plan updates, and the QAC finder tool preview.

In addition, the Census Office continues to provide "office hours" to SwORD users seeking individual or small-group help. The Census Office also offered one-on-one demonstrations in winter 2019-2020 to several members of the California Complete Count Committee (see page 28 of this report for additional details). The demonstrations were purely informational and not used to form consensus on any given topic before the Committee.

## California Housing and Population Sample Enumeration

The table below provides the California Housing and Population Sample Enumeration (CHPSE) total funded amount, expenditures, encumbrances, and remaining available balance.

	Funded Amount	Expended	Encumbered	Available Balance
CHPSE	\$ 5,295,000	\$ 499,929	\$ 4,499,360	\$ 295,711
<b>Total:</b>	<b>\$ 5,295,000</b>	<b>\$ 499,929</b>	<b>\$ 4,499,360</b>	<b>\$ 295,711</b>

The CHPSE survey is managed by the DOF's Demographic Research Unit (DRU). The survey will assist with evaluating the State's 2020 Census outreach efforts and improving population counts, which impact resource-funding decisions and planning. The State is in contract with the RAND Corporation to conduct the CHPSE survey. The survey has three goals:

- Evaluate the spending and effectiveness of the California complete count effort;
- Evaluate the coverage of State and federal administrative and survey data; and
- Provide gold-standard data for developing statewide small area population and housing estimates.

RAND verified block boundaries in December 2019, updating block maps that have changed since the maps were created. RAND also recruited interviewers and conducting trainings in early January 2020 that included field exercises. A smaller group of interviewers will continue to work on the project through October 2020. This group will have special training in convincing people to agree to take the survey and will be tasked with contacting the hardest to reach households.

Under RAND's current schedule, CHPSE address canvassing in sample census blocks takes place between early January and March 2020. The main data collection effort for the CHPSE survey will take place between May and August 2020, with more intensive non-response follow-up scheduled from September to October 2020 to understand attitudes and behavior related to federal decennial census participation. The Census Office, RAND and DRU developed several survey questions specifically designed to help evaluate the statewide census effort and assess people's attitudes toward participating in the federal decennial 2020 Census. RAND, Census Office and DRU also

are collaborating on solutions to minimize census stakeholder and California residents' confusion between 2020 Census enumeration and CHPSE.

## Local Update of Census Addresses Appeal

The table below provides the Local Update of Census Addresses (LUCA) total funded amount, expenditures, encumbrances, and the remaining available balance.

	Funded Amount	Expended	Encumbered	Available Balance
LUCA	\$ 5,705,000	\$ 5,705,000	\$ -	\$ -
LUCA Appeals	\$ 217,500	\$ -	\$ 217,500	\$ -
<b>Total:</b>	<b>\$ 5,922,500</b>	<b>\$ 5,705,000</b>	<b>\$ 217,500</b>	<b>\$ -</b>

The 2020 Census is the first time the State has given resources to support the appeals process and is consistent with previous funding for local jurisdictions during earlier stages of the LUCA process. State support helps ensure the fullest possible participation and effort in submitting LUCA appeals. DRU partnered with the Census Office by administering the LUCA appeals process. Jurisdictions were able to submit applications for appeals through DRU's website and the Census Office was responsible for the reimbursement of some of the costs associated with filing their appeals.

The reimbursement was based on the number of "ADD" addresses submitted for appeal. While jurisdictions are free to appeal corrections and deletions to the Census Bureau master address file, the state funds were used for appeals seeking to add address to the master address file. All submitted appeals were reviewed and approved for funding. Of those submitted, a significant portion of LUCA addresses in large counties were likely non-traditional housing units or a type of property conversion. The period is now closed for submissions.

The maximum appeals reimbursement amount was one-fifth of the original LUCA incentive award, with the following exceptions:

- \$5000 for less than 100 ADD addresses submitted for appeal;
- The greater of \$7,500 or 1/5th of the original LUCA incentive for over 1,000 ADD addresses appealed; and
- Additional funds were available for exceptional cases dependent on overall program participation.

The table below displays the LUCA appeals granted to California city and county jurisdictions.

Jurisdiction	Amount
City of San Jose	\$ 20,000
City of Clovis	\$ 9,000
City of Los Angeles	\$ 25,000
City of Lakewood	\$ 500
City of Bakersfield	\$ 15,000
County of Los Angeles (serving as fiscal agent for the following cities and county unincorporated areas).	\$ 148,000
<ul style="list-style-type: none"> <li>• Agoura Hills</li> <li>• Alhambra</li> <li>• Burbank</li> <li>• Carson</li> <li>• Covina</li> <li>• Downey</li> <li>• El Monte</li> <li>• Glendale</li> <li>• Glendora</li> <li>• Hawthorne</li> <li>• Hermosa Beach</li> <li>• Huntington Park</li> <li>• Inglewood</li> <li>• La Canada Flintridge</li> <li>• Lakewood</li> <li>• Lancaster</li> <li>• Lawndale</li> <li>• Lomita</li> <li>• Monrovia</li> <li>• Long Beach</li> <li>• Malibu</li> <li>• Manhattan Beach</li> <li>• Maywood</li> <li>• Monterey Park</li> <li>• Norwalk</li> <li>• Palmdale</li> <li>• Paramount</li> <li>• Pasadena</li> <li>• Pico Rivera</li> <li>• Pomona</li> <li>• Rancho Palos Verdes</li> <li>• Redondo Beach</li> <li>• Santa Clarita</li> <li>• Signal Hill</li> <li>• South Gate</li> <li>• West Covina</li> </ul>	
<b>TOTAL</b>	<b>\$ 217,500</b>

## United States Census Bureau Coordination

In addition to the established bi-weekly conference calls, the Census Office makes a concerted effort to share information, relay updates, and seek details and clarification from the Census Bureau.

Since the October 2019 Report, the Census Office co-hosted a webinar with the Census Bureau for partners on group quarter enumeration specifying timelines and methods that will be used to count living quarters like dorms, prisons, homeless shelters, and healthcare facilities. This collaboration allowed partners to ask specific questions and identify areas of further clarification from the Census Bureau.

In addition, the Census Bureau regional directors hosted an all-day briefing for Census Office staff in November 2019 on current and forthcoming California-based outreach



activities to provide the latest developments and answer questions unique to California's needs.

Beyond traditional co-presentations in the community, other meaningful outcomes of coordination have been achieved that help align Census Bureau initiatives with those already established in California. Specifically, as the Census Bureau began to roll out their "Statistics in Schools" effort originally scheduled for early March 2020, the Census Office engaged in a way that resulted in the initiative aligning with California's Census Week in Schools activities that are scheduled for the end of March and early April. This coordination now eliminates a conflict where California schools may have had to choose which program to support and further amplifies the activity happening during the Census Week in Schools.

Strong coordination is also underway to support hiring of field staff and enumerators. The Census Bureau is anticipating a self-response rate nationwide of 60 to 65 percent and seeks to send Census Bureau employees to enumerate those who do not self-respond. In December 2019, applicant recruitment was far below the 270,000-applicant goal set by the Census Bureau. The Census Office identified several ways to assist and amplify Census Bureau hiring opportunities through a mini-strike team model.

Not only did the Census Office find ways to amplify recruitment messaging through its own communications channels, it also did the following:

- Engaged state agencies, departments, and the Legislature to leverage communication channels for Census Bureau enumerators;
- Incorporated the job recruitment message into high-profile speaking engagements by the Census Office Director and various presentations to partners; and
- Created a strategy to target digital ads in low-applicant areas, by county. Remaining ad space buys (remnant inventory) promoted the digital ads on the electronic billboard adjacent to Interstate 80 in Sacramento. Sample advertisements are below:



## Other Partners

The Census Office has numerous partners working on outreach and education that do not have a formal contract with the State but provide critical contributions to the complete count effort. This includes, but is not limited to, philanthropic organizations and advocacy coalitions.

### Philanthropic Organizations

The Census Office continues to coordinate with philanthropic organizations through the assistance of the Governor's Senior Advisor on Social Innovation. Recent topics of discussion include tactics to combat misinformation and disinformation and an assessment of on-the-ground efforts during the self-response and non-response follow-up periods. The next in-person convening is tentatively scheduled for February 2020.

### Advocacy Coalitions

Beginning in July 2019, Census Office leadership more formally coordinated with the Census Policy Advocacy Network (CPAN) to provide informational updates, hear recommendations on outreach strategies and learn about needs for further guidance in the field for both contracted and non-contracted partners. This built on initial conversations that begun during budget proceedings for Fiscal Year 2018-19. CPAN is an organization comprised of over 20 statewide service-based organizations (roughly one-third are contracted outreach partners) representing populations that been disproportionately undercounted in the decennial census. Their broader network of over 100 contacts serves African Americans, Asian Americans, Latinos, Native Americans, Pacific Islanders, LGBTQ (lesbian, gay, bisexual, transgender, queer) people, low-income communities, children, those living with disabilities and those experiencing homelessness.

Through the established working relationship, the Census Office has had the venue to participate in in-depth discussions on language access, canvassing, Census Bureau guidance, and SwORD mapping tool practices. The Census Office leadership has also met with other advocacy organizations and coalitions on language access and outreach to specific hard-to-count demographic groups, resulting in largely positive outcomes.

## II. ADMINISTRATION

The \$187.2 million in 2020 Census funding for statewide outreach and coordination includes language for the funding to be spent or encumbered over four fiscal years. As part of staffing the Census Office's operation, the California Government Operations Agency (GovOps) established an administrative budget unique in nature for this multi-year operation. Administrative costs continue to stay under ten percent of the total budget and will aim to remain below ten percent for the duration of the Census Office's operation. The table below provides the administrative costs for the Census Office's operation.

	FY 17-18*	FY 18-19	FY 19-20	FY 20-21	4-Year Totals
Administrative Staffing	\$ 1,000,000	\$ 1,494,000	\$ 2,104,000	\$ 2,260,000	\$ 6,858,000
Administrative OE&E **	\$ 1,750,000	\$ 1,958,000	\$ 6,908,000	\$ 1,249,100	\$ 11,865,100
<b>Total:</b>	<b>\$ 2,750,000</b>	<b>\$ 3,452,000</b>	<b>\$ 9,012,000</b>	<b>\$ 3,509,100</b>	<b>\$ 18,723,100</b>

\*Includes the Administrative portion of the organization and planning appropriation provided through the Governor's Office of Planning and Research.

\*\*The State is funding all costs related to SwORD through the Administrative Budget.

The table below provides the expenditures, encumbrances and remaining balance for the Census Office's operation.

	4-Year Funded Amount	Expended	Encumbered	Remaining Balance
Administrative Staffing	\$ 6,858,000	\$ 2,646,939	\$ -	\$ 4,211,061
Administrative OE&E	\$ 11,865,100	\$ 4,815,964	\$ 4,647,189	\$ 2,401,946
<b>Total:</b>	<b>\$ 18,723,100</b>	<b>\$ 7,462,903</b>	<b>\$ 4,647,189</b>	<b>\$ 6,613,008</b>

### California Complete Count Committee

The California Complete Count Committee (Committee) serves as the advisory body to the complete count effort, helping to develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 Census. The Chair of the Committee, Secretary of State Alex Padilla, continues to emphasize the importance of census participation and promotes the census throughout the state while the members of the Committee continue to engage stakeholders within their communities.

Since the October 2019 report, Governor Newsom appointed five new members to fill vacancies. Those appointees are:

- Miguel Bustos, Senior Director at the Center for Social Justice, GLIDE San Francisco and Principal at Bustos and Associates;
- Francis Guzman, Attorney at the National Center for Youth Law;
- Marian Kaanan, President and Chief Executive Officer at the Stanislaus Community Foundation;
- Keisha Nzewi, Public Policy Director at the California Child Care Resource and Referral Network; and

- Susan Shain, former Chief Executive Officer at the Coro Northern California and Co-Lead of Swing Left San Francisco.

The Committee met on December 3, 2019, at the California State University, Fresno campus. Due to unforeseen circumstances, the meeting was conducted as an informational only meeting, because a quorum was short by one Committee member. The Committee reported out their current and planned outreach and community engagement activities; received informational updates about the federal and state census efforts, including state public relations and media and the SwORD tool; and provided initial feedback of the January 2020 Interim Report to the Governor. However, because there was no quorum, the report was not finalized. It will be taken up at the next Committee meeting with comments from the Committee reflected. Previous Committee reports to the Governor are available at: [census.ca.gov/reports](https://census.ca.gov/reports).

The Census Office is working with the Chair to schedule the next Committee meeting, anticipated to be held in February 2020. Dates for future meetings are pending and will be posted on the Committee website ([census.ca.gov/committee](https://census.ca.gov/committee)) once approved.

Following up on the SwORD presentation to the Committee, nearly a quarter of the Committee members have received a demonstration of SwORD and a preview of the dashboard created to track Census Bureau questionnaire response rate reports. Although demonstrations were provided in 2019, given the continued ramp up and development of the SwORD tool, more one-on-one demonstrations have been offered to all Committee members. This also fulfills a request by specific Committee members. Two more Committee-member demonstrations are pending scheduling. The demonstrations are informational only and not intended to build consensus on any matter before the Committee.

## **Staffing and Organization**

The Census Office is now nearly completely staffed, given appointments by the Governor since the last October 2019 Report. The current organizational chart is provided as Exhibit F to this report. Census Office outreach staff contacts by contractor type are provided as Exhibit G.

The Census Office continues to receive support through three contractors, highlighted in the October 2019 Report. No changes have been made to the scope of work or contract amounts.

## **Statewide Outreach and Communications Strategy (SOCS)**

The Statewide Outreach and Communications Strategy (SOCS) report to the Governor details the strategy for Census Office activities, including how it coordinates and tracks its outreach and communication efforts. A draft of the SOCS was released in March 2019 and presented to the Committee. Since then, significant additions were made, including a restructuring to help readers easily understand what is happening and when in their

community, region and throughout the state. The Interim SOCS was released in December 2019 with the final SOCS scheduled for release in spring 2020.

## **Transparency, Reporting and Accountability**

The Census Office continues to uphold accountability and openness through a variety of mediums. This includes regular updates to the Census Office's websites ([census.ca.gov](https://census.ca.gov), [CaliforniaCensus.org](https://CaliforniaCensus.org)) and direct communication with stakeholders in local and Tribal Governments, CBOs, the Census Bureau, the Legislature, non-funded partners, and the media. The communication methods and frequency continue to evolve to meet the needs of stakeholders during the various stages of the complete count effort.

In December 2019, the Census Office participated in a joint informational hearing before the Legislative Select Committees on the census in Long Beach. The hearing focused on several key issues, including:

- Local government efforts in the counties of Los Angeles and Orange;
- Los Angeles regional outreach efforts by various CBOs;
- School-based outreach efforts;
- High-level updates from the Census Office and Census Bureau; and
- Enumerator recruitment efforts.

The Census Office will continue to observe these and other practices to share financial information and key milestones via the [census.ca.gov](https://census.ca.gov) website, quarterly progress reports to the Legislature and bi-annual reports to the Governor. In addition, the Census Office will collaborate with the Office of State Audits and Evaluations for oversight of financial contracts and Census Office resource use.

### III. NEXT STEPS

The Census Office will submit its next quarterly progress report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census and the Senate Select Committee on 2020 U.S. Census in April 2020.

The April 2020 Progress Report to the Legislature is anticipated to outline approved agreements for additional funding for contracted outreach partners provided through the Budget Act of 2019.

Pursuant to Section 45, Chapter 53 of Statutes of 2018 (Senate Bill 866; Committee on Budget), the report will also include details on the Census Office's funding and infrastructure actions during the first quarter of the 2020 calendar year.