California Complete Count Committee

PUBLIC MEETING

1500 11TH STREET, SACRAMENTO | FEBRUARY 27, 2020
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
Approval of 12/03/19 Meeting Minutes

Presenter:
Honorable Alex Padilla
Secretary of State
Chair
Committee Comment

Public Comment
Agenda Item 2

Input for Jan 1, 2020
Report to the Governor

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

Public Comment
Agenda Item 3

U.S. Census Bureau Update

Presenter:
Lia Bolden
Partnership Coordinator
Los Angeles Regional Census Center
Los Angeles Region
2020 Census Partnership Update

February 27, 2020

Lia Bolden
Partnership Coordinator
Los Angeles Regional Census Center
2020 Census Timeline

- **March:** Census Bureau delivers questions to Congress
- **April:** Open 6 regional census centers
- **October:** Full implementation of the communications program
- **October:** Partnership specialists begin working for Census Bureau
- **August:** Begin In-Field Address Canvassing
- **January:** Begin enumeration in remote Alaska
- **February:** Group Quarters Operation begins
- **March:** Update Leave begins
- **March:** Internet Self-Response begins
- **April:** Census Day
- **May:** Nonresponse Followup begins
- **December 31:** Deliver apportionment counts to the President

**2018**
- January-March: Open 40 area census offices

**2019**
- June-September: Open remaining 208 area census offices

**2020**
- November: Launch advertising campaign

**2021**
- March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

Key census activities start in 2018 and continue through 2021.
How are Group Quarters (GQs) Enumerated?

Phase One

**Group Quarters Advance Contact (GQAC)**
- In-Office Operation
- Set Up Enumeration

**Dates**
02/03/20 – 03/06/20

Phase Two

**Service-Based Enumeration (SBE) & Targeted Non-Sheltered Outdoor Locations (TNSOLs)**
- Includes Transitional & Emergency Shelters, Soup Kitchens, Mobile Food Vans, and Outdoor Locations

**Dates**
03/30/20 – 04/01/20

Phase Three

**Group Quarters Enumeration (GQE)**
- Paper-based or eResponse

**Dates**
04/01/20 – 05/29/20
How are Transitory Locations (TLs) Enumerated?

Phase One

- Dates: 02/24/20 – 03/20/20
- Transitory Locations Advance Contact (TLAC)
  - In-Office Operation
  - Set Up Enumeration

Phase Two

- Dates: 04/09/20 – 05/04/20
- Enumeration of Transitory Locations (ETL)
  - In-Person, Paper-based
Group Quarters
How Partners Can Help

- Provide lists of Service Based Group Quarters Locations
  - Soup Kitchens
  - Emergency and Transitional Shelters for People Experiencing Homelessness
  - Regularly Scheduled Mobile Food Vans
  - Targeted Non-Sheltered Outdoor Locations

- Provide lists of Targeted Non-Sheltered Outdoor Locations (TNSOL)

- Provide special instructions and unique needs of TNSOLs in your community and share this information with Census Staff.

- Encourage service providers to cooperate with Census employees by providing access to enumerate at their locations/sites.

- Promote Census Jobs
Update Leave

- Designed to enumerate addresses that are difficult to reach through common enumeration methods.
  - Non-City Style Addresses
  - Disaster Areas
  - Seasonally Vacant Areas

- Enumerators will verify each assigned address and leave an Internet Choice questionnaire Package at each Housing Unit.
Update Leave
How Partners Can Help

• Encourage households to respond via mail or phone

• Educate your audience about the 2020 Census.
  • Explain why it’s important and how it benefits your community.
  • Inform your audience that the census is easy, safe, and important.
  • Display posters and other partner materials.
  • Include messaging about the 2020 Census in your emails, newsletters, and blogs

• Promote Census Jobs
Self-Response Begins

<table>
<thead>
<tr>
<th>WHAT WE WILL SEND IN THE MAIL</th>
<th>You'll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On or between</strong></td>
<td><strong>You'll receive:</strong></td>
</tr>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td><strong>If you haven’t responded yet:</strong></td>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
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
Sample Letter

All mailing packages include a letter and language assistance sheet with instructions in the 12 non-English languages.

The instructions explain how to select languages online, and provide dedicated phone numbers for each non-English language.
Language Assistance Sheet
Letters, Postcards and Bilingual Questionnaires
Census Questionnaire Assistance (CQA)

Beginning March 1, 2020, the English and Spanish language telephone lines will be available

- Provide general information about the 2020 Census, including answers to frequently asked questions (FAQs), via an automated Interactive Voice Response (IVR) system.
- Callers to these lines will also be advised to call back starting March 9, 2020 to speak with a live customer service representative (CSR).
- Callers to all other language lines will hear the message to call back starting March 9, 2020, to speak with a live CSR.

Beginning March 9, 2020, all telephone lines will begin live CSR support providing information about the 2020 Census and assistance with the questionnaire.

- Callers to the English and Spanish language lines will be routed through the IVR system prior to being transferred to a CSR.
- Callers to all other language lines will be greeted in that language by a CSR.

The CQA telephone lines will end on July 31, 2020.
Self-Response Begins
How Partners Can Help

• Encourage households to respond online or phone
  • Share the link to the online census form.
  • Make computers or Wi-Fi available for your audience to respond online.
  • Continue to inform your audience about the importance of responding to the census.

• Educate your audience about the 2020 Census.
  • Explain why it’s important and how it benefits your community.
  • Inform your audience that the census is easy, safe, and important.
  • Display posters and other partner materials.
  • Include messaging about the 2020 Census in your emails, newsletters, and blogs.
Self-Response Map

- Self-Response map will be available on census.gov
- February 28th – Map will show 2010 Mail Response Data
- March 20th - Map updated with 2020 Live Response Data
- Live Response Data updated daily
Non-Response Follow-Up

- NRFU is the last and largest operation of the Decennial 2020 Census

- NRFU serves two purposes:
  1. To determine the housing unit status
  2. To enumerate non-responsive addresses

- The bulk of NRFU begins in mid-May. Early NRFU begins in April to enumerate students living off campus before they leave for summer break.
Non-Response Follow-Up (NRFU)
How Partners Can Help

• Share information about how the U.S. Census Bureau will make sure everyone is counted.
  • Let your audience know that census takers will follow up in person with households that have not yet responded.
  • Inform your audience that census takers can assist them in completing their census form.
  • Remind people to cooperate with census takers if they visit their home.
  • Emphasize that the 2020 Census is safe and secure.
Mobile Questionnaire Assistance (MQA)

• **Types of MQAs**
  • Partner Questionnaire Assistance Center or Kiosk
  • Census Mobile Questionnaire Assistance
  • Census Highly Mobile Questionnaire Assistance

• **Location of Census MQAS**
  • Use ROAM to pre-identify potential Mobile Questionnaire Assistance locations
  • Use Response Data to identify Highly Mobile Questionnaire Assistance

• **Census MQAs staffed from March 24th to July 31st**
Mobile Questionnaire Assistance (MQA)
How Partners Can Help

• Host a Partner Questionnaire Assistance Center
  • Make computers or Wi-Fi available for your audience to respond online.
  • Partner QACs are hosted by non-Census Bureau Employees

• Identify Events where the Census MQAs can be set-up
  • Staffed by Census Bureau Employees
  • Provide Event information to your local Partnership Specialist
Statistics in School Week
March 2nd to March 6th

https://www.census.gov/schools/
Thank You
Committee Comment

Public Comment
Agenda Item 4

Lunch Break
Agenda Item 5

Key Accomplishments & Look Ahead

Sarah Soto-Taylor

Deputy Secretary for the Census Government Operations Agency
Planned Outreach Statistics

137 Total languages provided by Partners

LACAP requirements achieved in all 58 counties

5,306 Activities

Over 11.9 Million Estimated individual in-person contacts

Estimated as of 2/25/20
Outreach Activities by Region

Region 1 – 940
Region 2 – 346
Region 3 – 814
Region 4 – 349
Region 5 – 353
Region 6 – 685
Region 7 – 248
Region 8 – 906
Region 9 – 63
Region 10 – 364

Additional activities occurring throughout the State: 238

Estimated as of 2/25/20
QAC and QAK Updates

- QAC/QAK Final Guide and Training Tools presented to partners (1/31/20)

- Technical assistance provided to Partners to troubleshoot issues and support them in meeting security requirements
Partner Funding and Payments

$21,648,879 issued in additional funding to partners, with the following priority resource areas:

1. Printing of collateral materials in languages supporting the hardest-to-count demographics and outreach strategies.

2. Providing in-language support at QACs and other outreach activities.

3. Executing outreach activities in census tracts with a CA-HTC Index of 57 and higher where there were no activities planned and bolstering existing efforts to amplify the campaign.

4. Establishing a contingency fund for rapid deployment of resources during the self-response period.
## Partner Funding and Payments

<table>
<thead>
<tr>
<th>Type of Partner</th>
<th>Original Contract Amount</th>
<th>Additional Funding Amount</th>
<th>Total Funding Amount</th>
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</thead>
<tbody>
<tr>
<td>County</td>
<td>$25,999,233</td>
<td>$6,089,826</td>
<td>$32,089,059</td>
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<tr>
<td>ACBO</td>
<td>$23,634,269</td>
<td>$7,894,256</td>
<td>$31,528,525</td>
</tr>
<tr>
<td>Statewide</td>
<td>$6,505,855</td>
<td>$2,011,413</td>
<td>$8,517,268</td>
</tr>
<tr>
<td>Sector</td>
<td>$1,050,000</td>
<td>$596,650</td>
<td>$1,646,650</td>
</tr>
<tr>
<td>Education</td>
<td>$3,421,515</td>
<td>$3,905,810</td>
<td>$7,327,325</td>
</tr>
<tr>
<td>Tribal</td>
<td>$88,500</td>
<td>$1,150,924</td>
<td>$1,239,424</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$60,699,372</strong></td>
<td><strong>$21,648,879</strong></td>
<td><strong>$82,348,251</strong></td>
</tr>
</tbody>
</table>
Partner Communication

◦ 10 weekly newsletters sent to Partners and regular bi-weekly partner calls to share important information and updates

◦ Two-day 2020 Census Convening of Contracted Partners:
  1. Setting the Stage: Keynote & Updates from the State
  2. Overview of Data Supports and Rapid-Response Plans
  3. Breakout Sessions: Group Problem-Solving and Best Practices Sharing
  4. State-wide Communications Update
  5. Crisis Communications Framework
Toolkits and Collateral

- **Social media toolkit** for Partners released in January and February.
- Partner **Welcome Kit** created and shipped to partners (posters and flyers in English and Spanish) and LACAP languages shipped to partners soon.
- **New Census Partner Toolkit**: Includes information about the Census, communications and outreach goals, information about best practices, media templates and much more.
- **New Veteran Toolkit**: created to uplift messages important to our veteran community and assist organizations in conducting outreach.
- **Small business Toolkit**: to learn more about engaging customers, employees and community about the Census.
- **50+ partner created collateral pieces** reviewed and available for sharing among Partners.
- **Updated Posters and Flyers** in all 13 languages to reflect moving into the self-response period.
Media and Partner Communication Support

**Media buy update:** Paid media update, detailed media coverage, the updated media list and how the U.S. Census Bureau and California media buy work together.

**Partner Spokesperson Media Training:** Provided necessary tools and media training for interacting with the media and serving as a spokesperson at partner and community events. Training included: spokesperson talking points and best practices and mock media interview sessions.

**New Radio Scripts and Print:** These new collateral pieces are available to Partners as a way to spread the word about the Census.

**New Digital Ads:** Ads to engage communities digitally to learn more about the Census, available in all 13 languages.

**Threat Identification Training:** Provided partners with information on how to identify threats, roles and responsibilities and best practices.
Sector Update: Tribal

- Native People Count California website published (nativepeoplecountca.org)
- Native American Outreach Resources Released (Native people count flyer, Census glossary, What is Census flyer, Native Fact Sheet, Census Questionnaire tips: Race & Tribal Affiliation, Census tribal impact infographic, Native People Count CA Partners Contact Sheet)
- Tribal Coordination Meetings with Outreach Partners, Media & Tribal Partners
- CCCO initiated the Tribal Census Kick-off Event on March 6th in Eureka, CA hosted by the Northwestern California Intertribal Census Workgroup
Statewide and Sector Update

Contracted with Homebase - a non-profit dedicated to building community capacity to prevent and end homelessness.

- Coordinate county and homeless service provider awareness of Census operations
- Outreach to partners to share locations with the USCB for service-based sites and unsheltered locations (for service based enumeration)

Rural Strategy
- Distinct enumeration

Veterans Strategy
- Diverse population, with the exception of being over 18, veterans represent every age, gender, ethnicity, religion, sexual orientation, political persuasion, income bracket and other demographic in our state
## State Agency Highlights

<table>
<thead>
<tr>
<th>Agency</th>
<th>Outreach and Media Coordination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Alcoholic Beverage Control</td>
<td>Listserv eblast, logo/button on and social media</td>
</tr>
<tr>
<td>Department of Transportation</td>
<td>Social media, intranet pop up for staff</td>
</tr>
<tr>
<td>Department of Corrections and Rehabilitation</td>
<td>QAC’s located in prison visitor areas, parole offices, materials distributed at visiting centers, parole offices and provided to inmates who will be discharged/placed on parole.</td>
</tr>
</tbody>
</table>
## State Agency Highlights

<table>
<thead>
<tr>
<th>Agency</th>
<th>Outreach and Media Coordination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Business Oversight</td>
<td>Hold message, logo/button on website, logo/tagline added to newsletter, social media</td>
</tr>
<tr>
<td>Department of Motor Vehicles</td>
<td>Hold message, digital signage, weekly internal newsletter and social media.</td>
</tr>
<tr>
<td>California Lottery</td>
<td>Hold messaging, logo/button on website, mobile application, digital screens &amp; billboards, point of sale screens and ticket messaging</td>
</tr>
</tbody>
</table>
USCB Coordination

Supporting USCB recruitment of enumerators with messaging

10+ meetings with USCB to coordinate the following initiatives:

◦ General Census In-Field Operations
◦ USCB Employment and Recruitment
◦ Questionnaire and Self-Response Period and NRFU
◦ Local Update of Census Addresses (LUCA) Phase
◦ Group Quarters
◦ Statistics in Schools / California Count Me In
◦ USCB Group Quarter Enumeration (GQE) operations

In the process of developing a statewide approach to coordinate USCB’s Mobile Assistance Centers and QACs/QAKs
SwORD Highlights

- Maps updated with:
  - US Census Bureau Paid Media areas
  - US Census Enumeration and Mailing Strategy
- Development of Online QAC-QAK Finder Tool
- Bulk Reporting Upload feature
- Development of Regional Dashboards

Online QAC-QAK Finder
Partner Highlights

Cuenta Conmigo Partners
Talking to families at their doors since October 2019, with the goal to educate families and neighbors in the San Joaquin Valley and Sierra Foothills about the Census and to learn what their likelihood for participation is. The response from early education efforts has been positive, with over 50,000 individuals and 90% indicating that they will complete the Census.
Partner Highlights

Equality California (EQCA)

EQCA has provided trainings to organizations focused on culturally appropriate interactions with LGBTQ audiences. Their comprehensive statewide campaign includes:

• Digital advertising on Facebook
• Peer-to-peer text messaging
• 10 LGBTQ Census assistance kiosks, some will specifically serve bilingual LGBTQ populations
Road to the California 2020 Census

Supporting outreach contractors through bi-weekly planning calls and RPM meetings

Continuous refinement of outreach strategies:
  ◦ Response Rate Analysis
  ◦ Rapid Response to lower than expected census tract response rates
  ◦ Driving HTC communities to QAC/QAKs as early as possible
  ◦ Adapting messages to HTC communities

Preparing for non-response follow-up

Documenting best practices for 2030 – Reporting Research
Questions?
Committee Comment

Public Comment
Agenda Item 6

Committee Member Engagement Opportunities (Statewide Census Outreach Update)

Presenter:
Emilio Vaca
Deputy Director for Outreach
California Complete Count – Census 2020
California Complete Count – Census 2020

Ambassador Training

February 27, 2020
Key Discussion Points to Use

• Every 10 years, the U.S. Census Bureau counts every person in the U.S. as mandated in the Constitution. The next enumeration will begin mid-March and will be the first to rely heavily on online responses.

• Every Californian counts. The Census counts every person living in the U.S. once, only once, and in the right place.

• This data is used to distribute billions of dollars in federal funds to state and local governments.
Key Discussion Points to Use

• It’s about fair representation: every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.

• It’s a civic duty: completing the Census is mandatory and it’s a way to participate in our democracy and say: “My story counts!”

• Your data is confidential: federal law protects your Census responses. Your answers can only be used to produce statistics.
Specific Talking Points

• The Census only asks nine questions.

• There are three ways to participate in the 2020 Census: online, by phone, or by mail. However, only a limited number of addresses will receive a paper form initially.

• Census workers will follow-up in person with households who haven’t submitted their Census forms to the U.S. Census Bureau starting May 2020.

• California’s hospitals, roads, schools, and so much more depend on an accurate count.
Specific Talking Points

• Everyone living in the United States is required by law to be counted in the 2020 Census.

• The Census is safe and confidential. Your Census answers are private and secure. Information collected during the 2020 Census by law cannot be used against you in any way or shared with anyone – even other government agencies.

• When you participate in the Census, you are giving a voice to your community.
Partner Portal

What’s on the Partner Portal?

• Customizable collateral materials

• Latest updates

• Partner Communications Toolkit

• Monthly Social Media Toolkits

• Sample Posts and Graphics

Visit or Register for portal access at: https://portal.californiacensus.org/
Campaign Hashtags

Use hashtags to:

• Participate in online conversations
• Expand your reach and audience

Our Hashtags:
#ICount
#CaliforniaForAll
#2020Census
What Can Members Do To Support the Campaign?

• Spread the Word, Census invitations will be send mid-March!

• Participate in Census events in your community

• Join the conversation, follow @CaCensus @CaCompleteCount

• Be available for speaking and earned media opportunities

• If you see something, say something: report@census.ca.gov
Committee Comment

Public Comment
Agenda Item 7

Media Campaign Updates

Presenters:
Martha Dominguez, Deputy Director of External Affair and Media Relations
California Complete Count – Census 2020
Carolyn Becker, Senior Vice President
What is our Media Strategy?

- Data-based, research-driven and community-informed
- Inclusive brand with in-language creative
- Leveraging trusted messengers
- Strategic coordination across platforms – including paid, social, and earned media
What is the Look of the Campaign?

- **You Deserve to Be Counted**
- **Padating na Ang Census Sa Panahon ng Tagsibol**
- **Our Seniors Matter**
- **Mas Marami, Mas Malakas**
- **Ang Senso Ay Gaganapin Sa 2020**

**THE CENSUS IS COMING SPRING 2020**

**THE 2020 Census will IMPACT EDUCATION**
How do we Show Up in Social Media?
Census Day is April 1st, 2020!

WHAT IS THE CENSUS?
The United States Census counts the country’s population every decade. The collection of data about who lives in the United States and where is important for electoral representation, health care, housing, and education.

The next Census is in 2020. For the first time in history, you will be able to take the survey online or on paper.

WHY IS THE CENSUS IMPORTANT TO PEOPLE WITH DISABILITIES?
People with disabilities make up 26% of the US population (nearly 1 in 4), however barriers to participation in the Census have made it difficult to provide an accurate count. When people with disabilities have not been able to participate in the Census, we are not counted accurately. This leads to a lack of funding of important services for disabled people.

CENSUS TALKING POINTS
Faith communities across California have a vital role to play in ensuring a complete Census count in 2020. We serve as “trusted messengers” for hard-to-count (HTC) communities and have deeply rooted relationships and knowledge in their neighborhoods. We uniquely can talk about the Census in ways that are not only accurate and culturally resonant, but also grounded in powerful shared faith narratives, spiritual traditions, and moral values. The following are key messages you can draw from for a sermon, announcement, or other presentation for your community or congregation.

AS PEOPLE OF FAITH, WE BELIEVE THAT EVERYONE BELONGS, EVERYONE MATTERS, AND EVERYONE COUNTS.
Participating in the Census sends a powerful message about who belongs, who matters, and who counts in our nation. It is an once-in-a-decade opportunity to demonstrate the inherent worth, humanity, and dignity of all people, especially our society intentionally discounts, discredits, and dismisses. We believe in building an inclusive, equitable society where all people — regardless of what we look like, where we come from, or how we worship — have the resources and representation we need to thrive. “Who Counts?” is a central question of our time and when we all participate, we get to decide: Everyone Counts.

Spotlight on Partner’s Work

First 5 Association
DREDF
PICO
Spotlight on Partner’s Work

The Sacramento Bee

Asian American, Pacific Islander communities: You matter. Be counted in the 2020 Census

The Post News Group

‘California Complete Count – Census 2020’ Plans Education And Outreach Campaign

The Modesto Bee

For our own sake, the Valley needs everyone counted in upcoming 2020 Census
How will we measure campaign performance?

• Communications campaign performance reaching the hardest-to-count communities

• Three measurements:
  • Pre-campaign (January-February 2020)
  • Mid-campaign
  • Late-campaign

• How the campaign is working and determine if resources can be adjusted to optimize response
Pre-Campaign: Awareness of 2020 Census Count

Why Is This Measure Important?
How Do I Use this Information?

This measure indicates how much the campaign should focus on raising awareness vs. motivating participation.

- **HIGHER**: Middle Eastern & North African
- **MODERATE**: Farmworkers, Homeless, Latinx, LGBTQ, Limited English Proficiency, Low Broadband, Native American, and Parents of children 0-5 years.
- **LOWER**: Asian-American/Pacific Islander, Black/African-American, Immigrants & Refugees, Persons with Disabilities, Seniors, and Veterans.

<table>
<thead>
<tr>
<th></th>
<th>⬤ = Less than 50%</th>
<th>⬤ = 50% - 69%</th>
<th>⬤ = 70% or more</th>
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<tbody>
<tr>
<td>Asian-American / Pacific Islander</td>
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<tr>
<td>Black / African-American</td>
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<td>Farmworkers</td>
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<td>Homeless</td>
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<tr>
<td>Immigrants &amp; Refugees</td>
<td>⬤</td>
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<tr>
<td>Latinx (English-dominant &amp; bilingual)</td>
<td>⬤</td>
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<tr>
<td>LGBTQ</td>
<td>⬤</td>
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<td>Limited English Proficiency</td>
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<tr>
<td>Low Broadband</td>
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<tr>
<td>Middle Eastern &amp; North African</td>
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<td></td>
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<tr>
<td>Native American</td>
<td>⬤</td>
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<tr>
<td>Parents of children 0-5 years</td>
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<tr>
<td>Persons with Disabilities</td>
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<tr>
<td>Seniors (age 64+)</td>
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<tr>
<td>Veterans</td>
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Pre-Campaign: Intent to Complete a Census Form

Why Is This Measure Important? How Do I Use this Information?

This measure indicates which communities are at the highest risk for non-participation and thus need greater resources dedicated to motivating participation.


• **MODERATE:** LGBTQ, Native American, Persons with Disabilities, and Veterans.

• **LOWER:** Seniors.

<table>
<thead>
<tr>
<th>Category</th>
<th>Intent to Complete</th>
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<tbody>
<tr>
<td>Asian-American / Pacific Islander</td>
<td>●</td>
</tr>
<tr>
<td>Black / African-American</td>
<td>●</td>
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<tr>
<td>Farmworkers</td>
<td>●</td>
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<tr>
<td>Homeless</td>
<td>●</td>
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<tr>
<td>Immigrants &amp; Refugees</td>
<td>●</td>
</tr>
<tr>
<td>Latinx (English-dominant &amp; bilingual)</td>
<td>●</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>○</td>
</tr>
<tr>
<td>Limited English Proficiency</td>
<td>●</td>
</tr>
<tr>
<td>Low Broadband</td>
<td>●</td>
</tr>
<tr>
<td>Middle Eastern &amp; North African</td>
<td>●</td>
</tr>
<tr>
<td>Native American</td>
<td>●</td>
</tr>
<tr>
<td>Parents of children 0-5 years</td>
<td>●</td>
</tr>
<tr>
<td>Persons with Disabilities</td>
<td>○</td>
</tr>
<tr>
<td>Seniors (age 64+)</td>
<td>●</td>
</tr>
<tr>
<td>Veterans</td>
<td>●</td>
</tr>
</tbody>
</table>
How should we use the Pre-Campaign Measures?

Although the pre-campaign measure is primarily useful for the mid-campaign analysis, it nonetheless can tell us what currently has the strongest impact on people’s intent to complete a Census form.

The strongest factor driving intent to complete a Census form is:

**Knowing how to participate.**

The pre-campaign measure showed all hardest-to-count communities have a strong sense that Census 2020 involves completion of a form—

**but they are unsure what steps to take to make this happen.**

This means campaign messaging about where, when, and how to complete a Census form has the highest likelihood of improving campaign outcomes (i.e. intent to complete a Census form).
How should we use the Pre-Campaign Measures?

Although the pre-campaign measure is primarily useful for the mid-campaign analysis, it nonetheless can tell us what currently has the strongest impact on people’s intent to complete a Census form.

The second strongest factor driving intent to complete a Census form is:

Knowing that every household is required to complete a Census form.

This means campaign messaging that talks to the notions of requirement (which likely differ by community) will increase the likelihood of people completing the Census form.
How did we Conduct Focus Groups to Test Messages?

• Focus groups - late December 2019 to early February 2020
• Participant composition was Adults 25+ living within the region, nearly equal percentage of those identifying as male and female, and native language speaking for the in-language sessions
• Vulnerable audiences were identified amongst participants and data is still being pulled to determine viability
• Community Partners facilitated some Focus Groups in-language
Completed Focus Groups

• (7) English
• (7) Spanish – Everyday Impact Consulting
• (1) Punjabi – Jakara Movement
• (1) Farsi – Pars Equity Center
• (1) Mixteco – MICOP
• (1) Russian – Slavic American Chamber
• (1) Arabic – Asian Pacific Islander Initiative

• (1) Korean
• (1) Khmer
• (1) Vietnamese
• (1) Tagalog
• (1) Armenian
• (1) Japanese
• (1) Chinese
What did we Learn About Awareness?

• On average less than half of all the participants indicated they were aware of the coming Census.

• On average half of those aware of Census indicated that intended to participate.

• In general, if isolated by language, it was typical that the non-English speaking sessions (other than Mixteco) were more aware the Census was coming than English sessions.
What Were Overall Sentiments?

• The images that most frequently emerged are represented here, and key words and phrases included:
  – For (my) children, for future generations
  – For my community
    • Most noted were schools, infrastructure, parks, and healthcare
  – To support those that need help
What Are Our New Insights?

• **Negative feedback:**
  • Participating in the 2020 Census ensures that you and your communities have fair representation

• **Opportunity feedback:**
  • Participants did not understand how the census was connected to voting or fair representation
  • The general sense was that felt that politics shouldn’t be involved at all

“There’s just too much going on with politics… and the impeachment all over tv. The Census shouldn’t be political… just keep politics out of it.”
~ Male, 55+, English Session
What Are Our New Insights?

- Neutral or scattered feedback:
  - The Census affects how much money your community gets.

- Participants wanted to believe claims but **needed more proof in their communities**; the lack of direct impact hindered any outcome statement from being motivational

  “Show me a school that was built in my community in the last 10 years... that was because of the Census... or a park. I just don’t see it... Modesto is worse now, not better.”
  ~ Female, 35-45, English Session
How Do Communities Get Information?

• Overwhelming usage of mobile devices was reported

• Most noted mediums included:
  – Online Search (primarily Google, YouTube)
  – Social Media (primarily Twitter, Facebook, Instagram)
  – Online News Websites (local news stations, CNN, FOX, MSNBC)
  – Streaming Video (Netflix, Amazon)
  – Podcasts (Joe Rogan emerged throughout English sessions)
What’s Happening Now...
Executing Paid Media Placements

• **Radio Stations**
  - Over 130 Stations
  - Over 16,000 Spots Aired

• **TV Stations**
  - Over 80 Stations
  - Over 4,000 Spots Aired

• **Out of Home**
  - Over 7,000 Locations
  - Postings in English and Spanish

• **Print**
  - Over 75 Outlets
  - Over 130 Advertisements

• **Digital**
  - Impressions: 121,953,235

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No se quede atrás. Este es su estado y su país y ustedes merecen ser contados.
Gearing Up for Census Season

• **QAC/QAK in a Box**
  - Collecting final QAC locations
  - Three piece kit
  - Language guide

• **Collateral pieces**

• **Micro-media plan placement**

• **Leveraging added-value to uplift partner activities**
Driving Conversation in Social Media

• January Results
  - 6,067 New Followers
  - 1.4M People Reached*
  - 1.06M Twitter Impressions
  - 1,205 Email Signups

• People Reached Through:
  - Instagram: 791,035
  - Facebook: 1,280,540

• Facebook Post Engagement 67,059

• Twitter:
  - Followers: 3,940
  - Impressions: 1,060,000
Amplifying Earned Media Across All Regions

• Working with regions to uplift stories and community voices

• Proactive pitching stories and op-eds

• Trainings for partners
The logo and branding of NPCCA was inspired by the diverse cultures and traditions by California’s Tribal Nations. NPCCA looked to the revitalization of weaving tradition in California’s Tribal Nations to help tell the story of the interconnected nature of Native people and the importance of that connection in the decennial Census.

The Yurok (Ooh!) people, sturgeon-back design (qaxkwilee), represent the plates of the green sturgeon (Kaa-ka) have been important to the Yurok People for subsistence and cultural purposes since time immemorial from the Klamath river in California (coastal area).

The Pomo (Red Earth) people, the most frequently occurring design element is the arrowhead geometric shapes represent butterfly, turtle back or turtle neck design, spanning Northern and Central California.
MATERIALS & TOOLS

WEBSITE

TOOLKIT

ONE-PAGERS

Welcome to Native People Count California

Native People Count California is the official California Complete Count – Census 2020 Tribal Media Outreach campaign.

NATIVE PEOPLE COUNT CALIFORNIA

TOOLKIT

INTRODUCING
NATIVE PEOPLE COUNT CALIFORNIA

GET INVOLVED
## Campaign Key Performance Indicators – Measurement

<table>
<thead>
<tr>
<th>Flight 1</th>
<th>Flight 2</th>
<th>Flight 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 13&lt;sup&gt;th&lt;/sup&gt; - March 16&lt;sup&gt;th&lt;/sup&gt;</td>
<td>March 17&lt;sup&gt;th&lt;/sup&gt; – May 31&lt;sup&gt;st&lt;/sup&gt;</td>
<td>June 1&lt;sup&gt;st&lt;/sup&gt; - July 31&lt;sup&gt;st&lt;/sup&gt;</td>
</tr>
<tr>
<td>Educate and Motivate</td>
<td>Census Season</td>
<td>Non-Response Follow-Up</td>
</tr>
<tr>
<td>40% of budget</td>
<td>50% of the budget</td>
<td>10% Budget</td>
</tr>
<tr>
<td>778,863,792 est. impressions</td>
<td>1,264,422,411 est. impressions</td>
<td>175,698,055 est. impressions</td>
</tr>
</tbody>
</table>
Committee Comment

Public Comment
Public Comment