California Complete Count Committee

Public Meeting

June 30, 2020

10 a.m. – 12 p.m.
Agenda Item 1

Guidelines and Instructions for Remote Participation

Presenter:
Laura Askins, Committee Liaison
California Complete Count – Census 2020
Agenda Item 2

Opening Remarks
Call to Order – Roll Call / Establish Quorum
Pledge of Allegiance
Approval of 02/27/2020 Meeting Minutes

Presenter:
Honorable Alex Padilla
Secretary of State, Chair
Agenda Item 3

Update on California’s Response to the 2020 Census

Presenters:
Jim Miller, Operations Project Manager
Emilio Vaca, Deputy Director of Outreach
Laura Askins, Committee Liaison
California Complete Count – Census 2020
Outreach Update

How is California doing in responding to the Census form?

What interesting data is emerging?
Self-Response Rate – through June 28

National Self-Response Rate (SRR): **61.8 percent**
California SRR: **62.9 percent** (ranked 21st, including ties); 5.3 percentage points from final 2010 SRR.

- Of the above, approximately **48.2** percentage points from households in tracts with a California Hard-to-Count Index<57.
- Approximately **14.7** percentage points from households in tracts with a California Hard-to-Count Index>=57

Tract SRR averages:
- **62.9** percent statewide
- **66.8** percent in tracts CA-HTC Index<57
- **53.4** percent in tracts CA-HTC Index>=57
- Est. 1.90 million – 2.21 million households in those tracts have self-responded
California SRR Compared to the National SRR

California SRR and approximate CA-HTC Index % pt. components (data through June 28)
# SRR in California's 10 Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Geography</th>
<th>Self-Response Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>Northern California</td>
<td>63.0</td>
</tr>
<tr>
<td>Region 2</td>
<td>North Coast</td>
<td>59.6</td>
</tr>
<tr>
<td>Region 3</td>
<td>San Francisco Bay Area</td>
<td>68.7</td>
</tr>
<tr>
<td>Region 4</td>
<td>Northern San Joaquin Valley</td>
<td>59.0</td>
</tr>
<tr>
<td>Region 5</td>
<td>Central Coast</td>
<td>66.1</td>
</tr>
<tr>
<td>Region 6</td>
<td>Southern San Joaquin Valley</td>
<td>59.1</td>
</tr>
<tr>
<td>Region 7</td>
<td>Inland Southern California</td>
<td>59.8</td>
</tr>
<tr>
<td>Region 8</td>
<td>Los Angeles County</td>
<td>57.9</td>
</tr>
<tr>
<td>Region 9</td>
<td>Orange County</td>
<td>70.2</td>
</tr>
<tr>
<td>Region 10</td>
<td>San Diego &amp; Imperial Counties</td>
<td>67.1</td>
</tr>
</tbody>
</table>

**County Census 2020 self-response rates**

- Cumulative Self-Response Rate
  - > 85 - 100
  - > 74 - 85
  - > 68 - 74
  - > 62 - 68
  - > 56 - 62
  - > 50 - 56
  - > 40 - 50
  - > 30 - 40
  - > 15 - 30
  - 1 - 15
More Self-Response Data Points

Counties

• 5 counties have met or exceeded 2010 final self-response rate

• 35 counties are within 5.3 percentage points of final 2010 SRR, including 13 counties that are within 2 percentage points

Cities

• 84 cities have met or exceeded 2010 final self-response rate

• 225 cities are within 5.3 percentage points of final 2010 SRR, including 91 cities that are within 2 percentage points
More Self-Response Data Points

Tracts

- Approximately 175 of the approximately 2,400 hardest-to-count census tracts have met or exceeded final 2010 SRR

- Approximately 425 are within 5.3 percentage points

- In the past month, the number of hardest-to-count tracts with response rates less than 80 percent of 2010 final SRR has declined by about one-fifth
Daily SRR by Vulnerable Population in Higher-than-Median Tracts
Daily SRR by Select Hardest-to-Count Characteristics in Higher-than-Median Tracts
California is Performing Well Among the Top Five States by Demographic Group

Avg. SRR by vulnerable population in higher-than-median tracts

<table>
<thead>
<tr>
<th>Black/African-Amer.</th>
<th>Asian</th>
<th>Hispanic/Latino</th>
<th>Native Hawaiian &amp; Pacific Islander</th>
<th>Amer. Indian &amp; Alaska Native</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>Avg. SRR (%)</td>
<td>State</td>
<td>Avg. SRR (%)</td>
<td>State</td>
</tr>
<tr>
<td>California</td>
<td>61.6</td>
<td>Illinois</td>
<td>68.6</td>
<td>Illinois</td>
</tr>
<tr>
<td>Florida</td>
<td>57.3</td>
<td>New Jersey</td>
<td>68.2</td>
<td>California</td>
</tr>
<tr>
<td>Texas</td>
<td>55.5</td>
<td>California</td>
<td>66.8</td>
<td>Florida</td>
</tr>
<tr>
<td>New York</td>
<td>53.6</td>
<td>Texas</td>
<td>60.4</td>
<td>New York</td>
</tr>
<tr>
<td>Georgia</td>
<td>52.5</td>
<td>New York</td>
<td>56.2</td>
<td>Texas</td>
</tr>
</tbody>
</table>
California is Leading Among the Top Five States When Considering Specific Characteristics

Avg. SRR by selected hardest-to-count characteristics in higher-than-median tracts

<table>
<thead>
<tr>
<th>Limited-English households</th>
<th>Avg. SRR (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>59.9</td>
</tr>
<tr>
<td>New Jersey</td>
<td>58.8</td>
</tr>
<tr>
<td>Florida</td>
<td>57.2</td>
</tr>
<tr>
<td>New York</td>
<td>52.4</td>
</tr>
<tr>
<td>Texas</td>
<td>51.5</td>
</tr>
</tbody>
</table>
Census Office Developed Tools

• Assist partners with response rate visualizations through maps, layers and apps

• Census tract dashboards by region inform decisions to maximize outreach investment and activities

Public response rate map available: census.ca.gov
Fact Sheets Help Stakeholders Understand Self-Response Rates by Geography

Examples: Congressional, Senate and Assembly District, County, City

Available online at: https://cacensusreporter.azurewebsites.net/responses.html
Outreach Update

How have outreach tactics been adjusted given the impacts of COVID-19?

What are our partners doing to increase response rates in HTC communities?

How will the Census Office and partners focus as we look ahead?
Snapshot of Partner Outreach Activities with Shelter-in-Place Orders in Effect

- **Digital (Facebook, Twitter, IG, etc.):** 97%
- **Flyers at Essential Locations:** 70%
- **Media (TV, Print, Radio):** 56%
- **Phone Bank:** 50%
- **Virtual Events:** 47%
- **Technical Assistance to Partners:** 45%
- **Text Bank:** 41%
- **Mailings:** 40%

Source: Partner Survey (4/28)
First 5 and Native People Count Campaign

Statewide Partner Highlight

First 5 actively collaborates with counties and other partners, including raising awareness in Native communities.
Communities for a New California Education Fund completed phone banking efforts to encourage Census 2020 participation
Creative Tactics to Continue to Reach Communities

County Partner Highlight

Partners shifted to outreach at essential services, and to sidewalks.

Anywhere people can still gather, Census is there.

Food Drive Flyer Distribution, Tehama County

Above: Postcard Mailer, Trinity County
Below: Chalk Art in Watsonville, Santa Cruz County
Partners reached people with new online content – drawing attention with entertainment, music and educational forums.

We are a diverse People with different needs and traditions in our communities, but when we unite with action, we all gain access to what we need to thrive. Record and share a short video about your Black experience in American and how the 2020 Census will impact your community. (Reposted on FB by Contra Costa County)
Schools Continued to Engage with Students & Families

K-12 Education Partner Highlights

Orange County Office of Education

Census Virtual Visual
Performing Arts Showcase

Several County Offices of Education

Census Outreach during School Meal Pick-Up

Pictured: Inglewood Unified

Our County Administrator, Dr. Erika Torres, supporting our amazing staff at #WondaLunch with Census outreach and providing meals to the community at Crozier MS. #WeAreInglewoodUnified
Census Week of Action (June 17-23)

An opportunity to coordinate across partners and stakeholders and drive participation through integrated communications tactics

- Toolkit to share key messages and creative assets
- Hosting virtual live events
- Coordinating messages with state agency partners
- Earned media focus to reach communities
- Paid and digital media enhancements
Census Week of Action – Car Caravans

Supporting U.S. Census Bureau Initiatives
Methodology to Narrow the State’s Focus

CA Census Office created a Self-Response Rate Index (SRRI) to determine the following:
Identify California census tracts that, two months into the self-response period, appear to face self-response struggles.

Below are descriptions of the four census tract variables that comprise the Self-Response Rate Index:

2. Percentage-point change in SRR from four days previous. Little change in recent days is a sign of looming difficulties.
3. Percentage-point change in SRR from 30 days previous. Little change over 30 days is a sign of chronic SRR challenges.
4. Percentage-point difference in SRR from 2010. A primary CCC metric is how the current self-response rate compares to the final 2010 self-response rate from the U.S. Census Bureau.
Informing the Work Ahead

Additional state resources will be allocated based on SRR Index values in census tracts with a CA-HTC Index of at least 69.

Census tracts with the most significant self-response challenges and the highest estimated number of households have not responded to the Census as of June 4 are in 21 counties.

**Est. Remaining Housing Units:** 850,644

**Est. Total Population:** 4,204,291

**Total number of tracts:** 957
## Where these Households/Tracts are Located

<table>
<thead>
<tr>
<th>Location</th>
<th># of Tracts</th>
<th>Est. Remaining Household Units</th>
<th>Location</th>
<th># of Tracts</th>
<th>Est. Remaining Household Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles County</td>
<td>565</td>
<td>501,066</td>
<td>Sacramento County</td>
<td>14</td>
<td>11,052</td>
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<tr>
<td>Riverside County</td>
<td>46</td>
<td>39,286</td>
<td>Merced County</td>
<td>13</td>
<td>8,974</td>
</tr>
<tr>
<td>Fresno County</td>
<td>44</td>
<td>32,872</td>
<td>Santa Clara County</td>
<td>13</td>
<td>11,025</td>
</tr>
<tr>
<td>Kern County</td>
<td>44</td>
<td>38,193</td>
<td>Stanislaus County</td>
<td>13</td>
<td>9,363</td>
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<tr>
<td>San Bernardino County</td>
<td>30</td>
<td>26,926</td>
<td>Butte County</td>
<td>9</td>
<td>11,257</td>
</tr>
<tr>
<td>San Francisco County</td>
<td>29</td>
<td>39,217</td>
<td>Orange County</td>
<td>9</td>
<td>10,696</td>
</tr>
<tr>
<td>Alameda County</td>
<td>25</td>
<td>21,070</td>
<td>Santa Barbara County</td>
<td>8</td>
<td>6,975</td>
</tr>
<tr>
<td>San Diego County</td>
<td>23</td>
<td>20,364</td>
<td>Kings County</td>
<td>7</td>
<td>6,211</td>
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<tr>
<td>Tulare County</td>
<td>21</td>
<td>19,775</td>
<td>Contra Costa County</td>
<td>5</td>
<td>5,048</td>
</tr>
<tr>
<td>Monterey County</td>
<td>17</td>
<td>12,815</td>
<td>Imperial County</td>
<td>5</td>
<td>5,356</td>
</tr>
<tr>
<td>San Joaquin County</td>
<td>17</td>
<td>13,103</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As of June 4, 2020
Additional Funding Allocation – Priorities

• Target activities in Census tracts (HTC Index 69+) w/lowest SRR

• Support language access

• Support health and safety measures

• Support phone banking, text campaigns, etc.

• Support localized media tactics (i.e., paid, digital, radio, direct mail) directed by partners
Additional Funding Allocation – Process

• April/May 2020 – Conduct an impact assessment of USCB extension on various outreach efforts and review self-response rates.

• June 2020 – Deputy Director of Outreach and Regional Program Managers are working with existing partners to review the Census tracts (HTC Index 69+) with lowest self-response rates.

• June 2020 – Collaboratively work with partners to determine if they have the capacity to take on additional work through October 31.

• July 2020 – Facilitate contract amendments and begin to disperse funding.
State Agency Outreach

What are some key state agency outreach highlights?
107.4 Million Impressions

• Trusted messengers already working with Californians

• Opportunities to amplify Census messaging:
  - Electronic communications, newsletters
  - Web presence
  - Social media posting
  - Mass mailings
  - Messages during call-center hold time
Sample State Agency Integration

MediCal June 2020 Mailing

You can make a difference for your community! This simple, nine question survey helps determine dollars that fund important programs for the next 10 years.

BUILD BETTER ROADS AND SCHOOLS
FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES
CREATE JOBS
IMPROVE HOUSING

The Census counts every person in the United States regardless of background or immigration status. There is no citizenship question on the 2020 Census form.

Complete the Census Before October 31, 2020.

California Voter Guide

All communities deserve the opportunity to thrive and provide for their families.
Complete the Census Before October 31, 2020.

California Complete Count Committee – Public Meeting – June 30, 2020
Top Referrals to CaliforniaCensus.Org

State Agency Referrals:

Sample Website Integration:
Committee Comment

Public Comment
Agenda Item 4

Committee Member Engagement Opportunities

Presenters:
Honorable Alex Padilla
Secretary of State, Chair
Opportunities to Engage

**Learn**
- Attend Peer-Learning Labs
- Office Trainings
- Review Partner Portal Resources

**Connect**
- Partner Virtual Events
- Regional Calls

**Amplify**
- Share Key Messages on Social Media
- Media Interviews

**Engage**
- Challenge Friends or Colleagues
- Identify and Share Contacts

Reach out to Laura Askins to get connected with a Regional Program Manager
Agenda Item 5

Input for July 1, 2020
Report to the Governor

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

Public Comment
Agenda Item 6

Opportunity for Public Comment

Presenter:
Honorable Alex Padilla
Secretary of State, Chair
Agenda Item 7

Adjournment

Presenter:
Honorable Alex Padilla
Secretary of State, Chair