



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



Committee Comment

Public Comment



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.

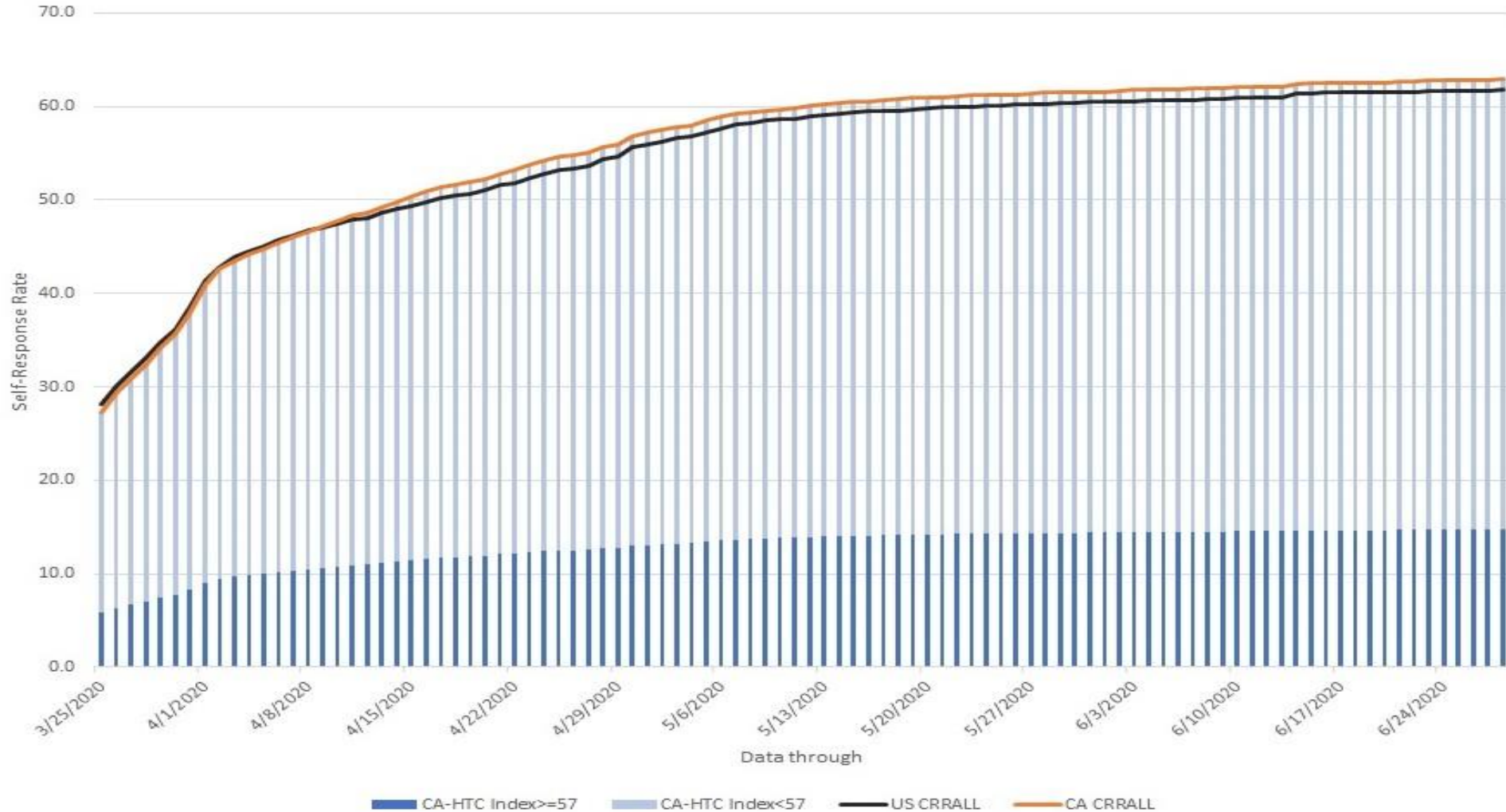
- Of the above, approximately **48.2** percentage points from households in tracts with a California Hard-to-Count Index <57.
- Approximately **14.7** percentage points from households in tracts with a California Hard-to-Count Index ≥57

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

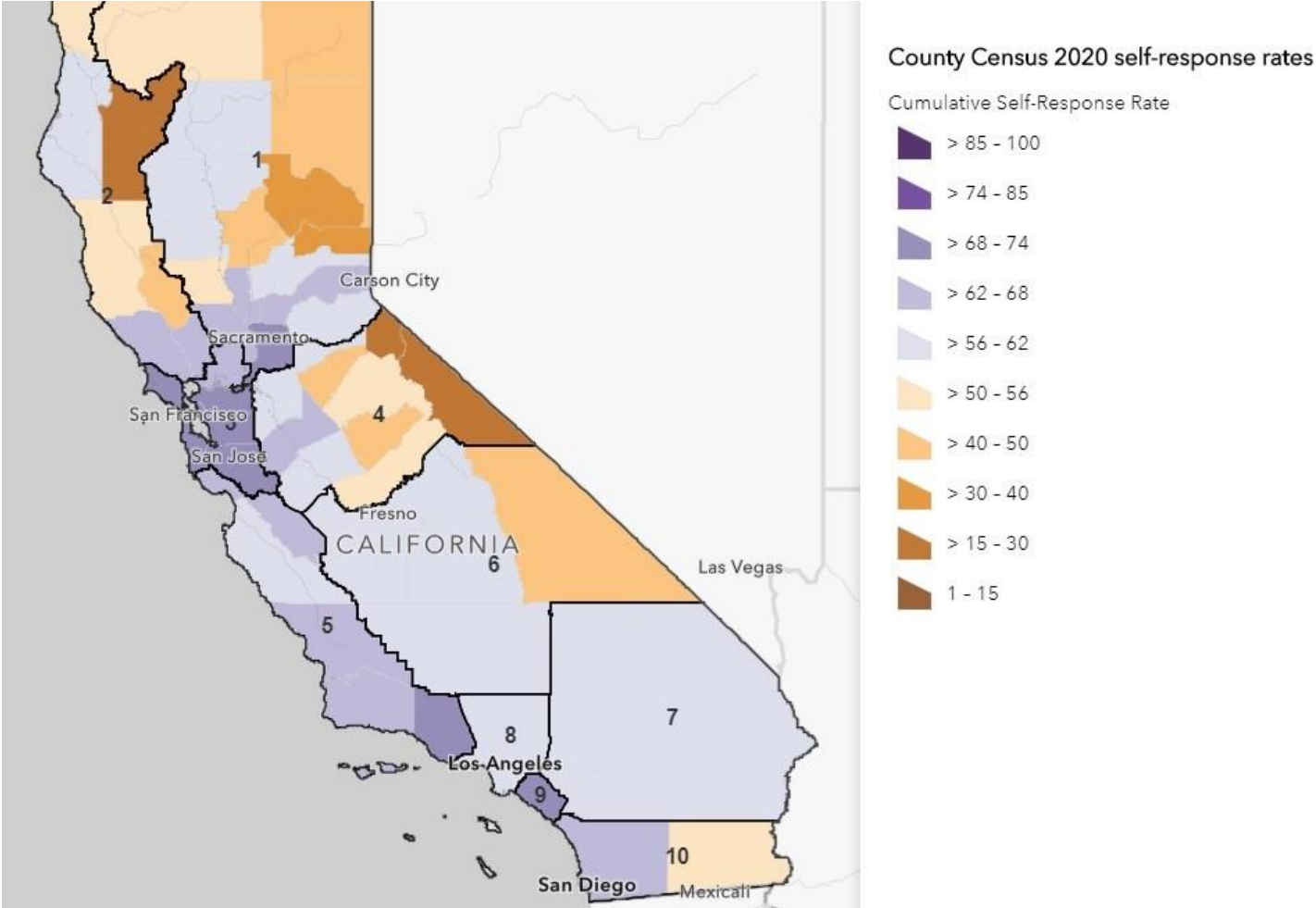
California SRR Compared to the National SRR

Calif. SRR and approximate CA-HTC Index % pt. components (data through June 28)



SRR in California's 10 Regions

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



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

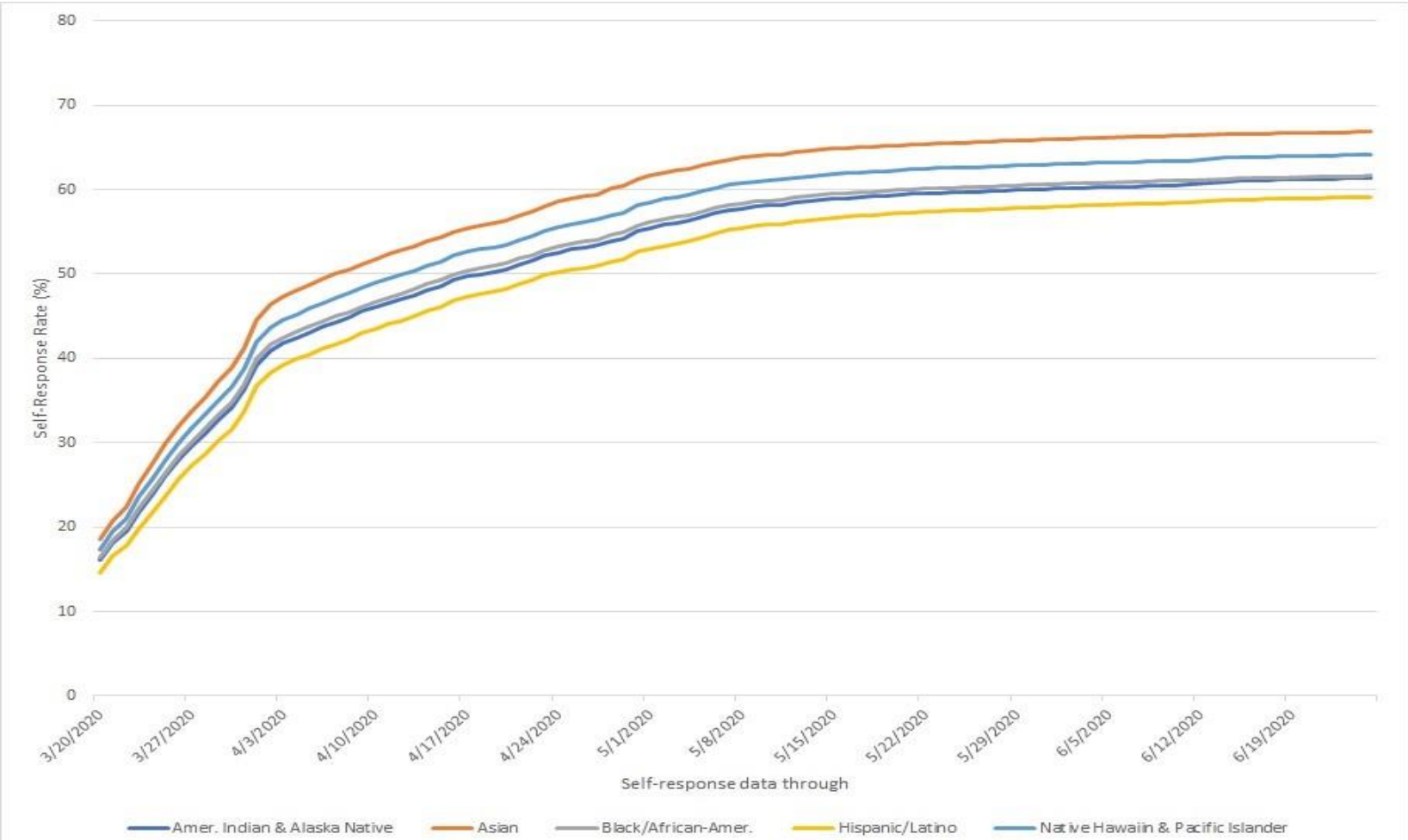
- 84 cities have met or exceeded 2010 final self-response rate
- 225 cities are within 5.3 percentage points of final 2010 SRR, including 91 cities that are within 2 percentage points

More Self-Response Data Points

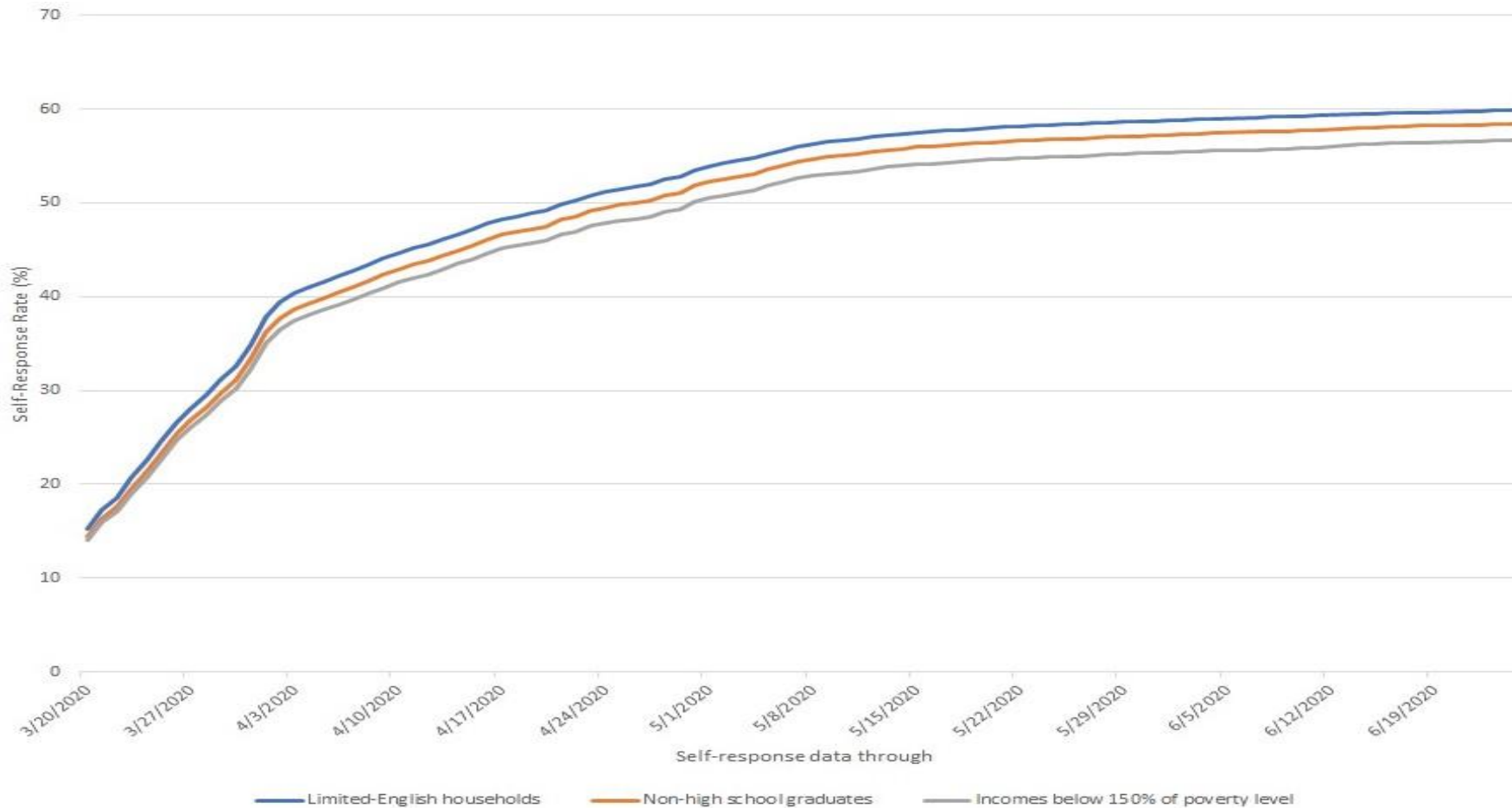
Tracts

- 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

Black/African-Amer.		Asian		Hispanic/Latino		Native Hawaiian & Pacific Islander		Amer. Indian & Alaska Native	
State	Avg. SRR (%)	State	Avg. SRR (%)	State	Avg. SRR (%)	State	Avg. SRR (%)	State	Avg. SRR (%)
California	61.6	Illinois	68.6	Illinois	63.6	Utah	67.9	California	61.4
Florida	57.3	New Jersey	68.2	California	59.1	Washington	66.6	Texas	55.8
Texas	55.5	California	66.8	Florida	58.4	California	64.1	Arizona	52.5
New York	53.6	Texas	60.4	New York	53.3	Hawaii	56.3	Oklahoma	51.8
Georgia	52.5	New York	56.2	Texas	51.2	Texas	56.0	New Mexico	48.7

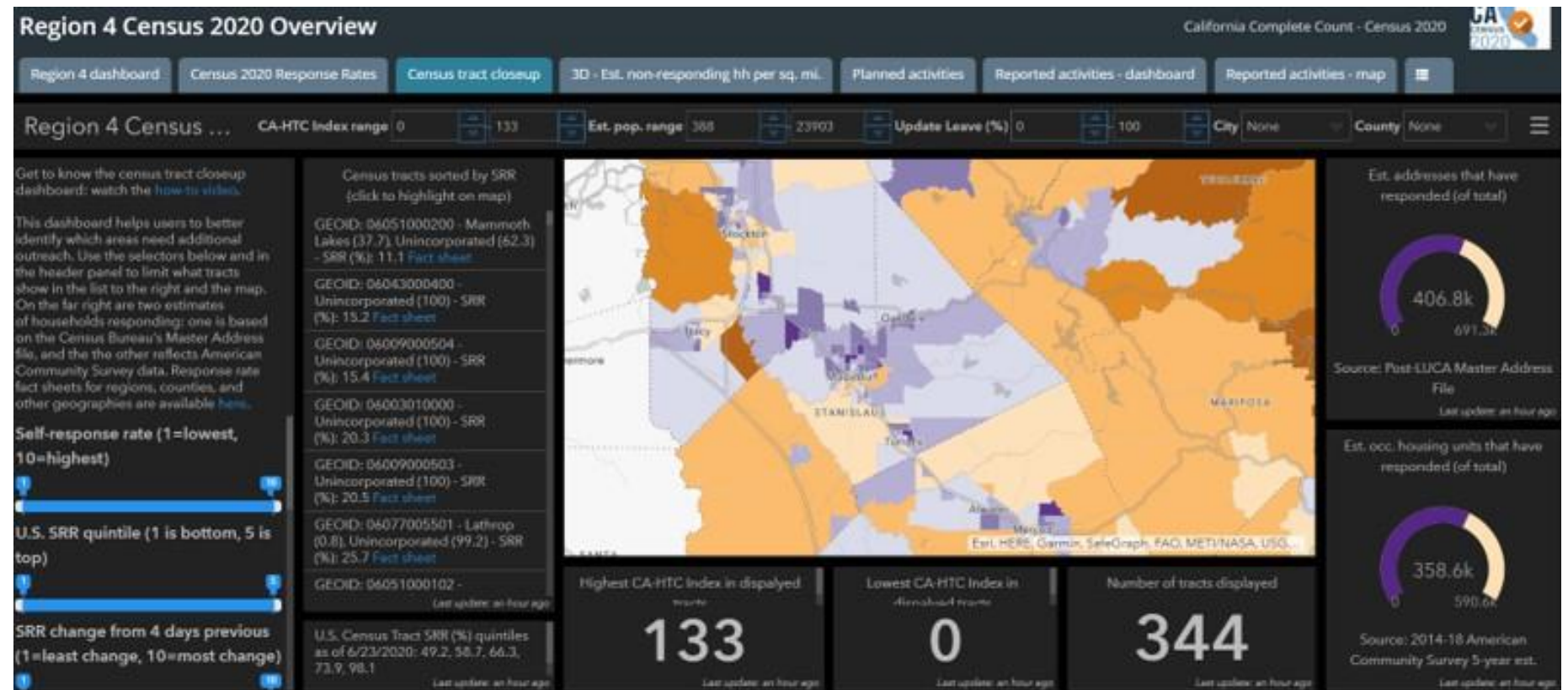
California is Leading Among the Top Five States When Considering Specific Characteristics

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

Limited-English households	
State	Avg. SRR (%)
California	59.9
New Jersey	58.8
Florida	57.2
New York	52.4
Texas	51.5

Census Office Developed Tools

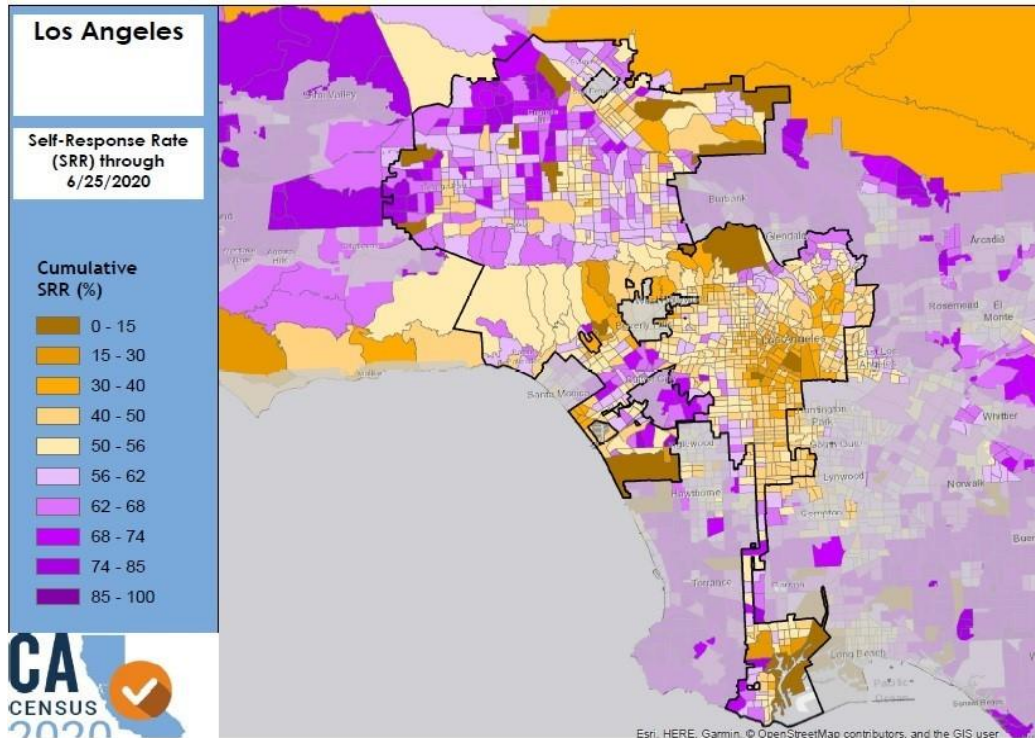
- Assist partners with response rate visualizations through maps, layers and apps
- Census tract dashboards by region inform decisions to maximize outreach investment and activities



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



Census 2020 Self-Response Rate (SRR) Fact Sheet
Los Angeles (Region 8)

Data through: 2020-06-25
SRR: 61.3 | State SRR: 62.8 | Tract median SRR: 62.8 | Hardest-to-count* tract median SRR: 48.7 | 2010 SRR: 68.0

Number of tracts in each category*		
640	435	7

Tracts with lowest SRR			
GEOID	SRR (%)	CA-HTC Index	Fact Sheet URL
06037277400	0.0	77	https://cacensusreporter.azurewebsites.net/Responses/06037277400
06037980021	1.6	0	https://cacensusreporter.azurewebsites.net/Responses/06037980021
06037980014	1.7	33	https://cacensusreporter.azurewebsites.net/Responses/06037980014
06037980031	2.5	38	https://cacensusreporter.azurewebsites.net/Responses/06037980031
06037115103	4.2	81	https://cacensusreporter.azurewebsites.net/Responses/06037115103
06037265301	4.8	22	https://cacensusreporter.azurewebsites.net/Responses/06037265301
06037980028	5.2	10	https://cacensusreporter.azurewebsites.net/Responses/06037980028
06037980009	6.4	33	https://cacensusreporter.azurewebsites.net/Responses/06037980009
06037980008	8.7	65	https://cacensusreporter.azurewebsites.net/Responses/06037980008
06037222700	11.8	91	https://cacensusreporter.azurewebsites.net/Responses/06037222700

Tracts with smallest 4-day % pt. change				
GEOID	SRR (%)	Excl. difference (p pt.)	CA-HTC Index	Fact Sheet URL
06037620102	67.3	0.0	37	https://cacensusreporter.azurewebsites.net/Responses/06037620102
06037181300	66.7	0.0	10	https://cacensusreporter.azurewebsites.net/Responses/06037181300
06037265700	48.2	0.0	43	https://cacensusreporter.azurewebsites.net/Responses/06037265700
06037267502	52.8	0.0	56	https://cacensusreporter.azurewebsites.net/Responses/06037267502
06037271200	50.4	0.0	49	https://cacensusreporter.azurewebsites.net/Responses/06037271200
06037276601	54.7	0.0	23	https://cacensusreporter.azurewebsites.net/Responses/06037276601
06037291120	49.7	0.0	84	https://cacensusreporter.azurewebsites.net/Responses/06037291120
06037294610	53.0	0.0	79	https://cacensusreporter.azurewebsites.net/Responses/06037294610
06037123204	48.8	0.0	91	https://cacensusreporter.azurewebsites.net/Responses/06037123204
06037191203	54.6	0.0	114	https://cacensusreporter.azurewebsites.net/Responses/06037191203

Tracts with highest population density				
GEOID	SRR (%)	Excl. Pop. per Sq. Mile	CA-HTC Index	Fact Sheet URL
06037211922	50.2	97,833	99	https://cacensusreporter.azurewebsites.net/Responses/06037211922
06037208104	50.0	97,407	116	https://cacensusreporter.azurewebsites.net/Responses/06037208104
06037208904	45.8	95,674	112	https://cacensusreporter.azurewebsites.net/Responses/06037208904
06037119340	45.6	85,787	114	https://cacensusreporter.azurewebsites.net/Responses/06037119340
06037265303	36.1	85,772	83	https://cacensusreporter.azurewebsites.net/Responses/06037265303
06037211910	54.2	83,076	111	https://cacensusreporter.azurewebsites.net/Responses/06037211910
06037209103	41.5	77,250	115	https://cacensusreporter.azurewebsites.net/Responses/06037209103
06037209402	31.8	74,434	117	https://cacensusreporter.azurewebsites.net/Responses/06037209402
06037212305	43.6	74,429	122	https://cacensusreporter.azurewebsites.net/Responses/06037212305
06037212203	43.1	72,634	110	https://cacensusreporter.azurewebsites.net/Responses/06037212203

Tracts with largest difference from final 2010 SRR				
GEOID	SRR (%)	Excl. difference (p pt.)	CA-HTC Index	Fact Sheet URL
06037980021	1.6	98.4	0	https://cacensusreporter.azurewebsites.net/Responses/06037980021
06037265301	4.8	95.2	22	https://cacensusreporter.azurewebsites.net/Responses/06037265301
06037115103	4.2	57.9	81	https://cacensusreporter.azurewebsites.net/Responses/06037115103
06037980008	8.7	51.8	65	https://cacensusreporter.azurewebsites.net/Responses/06037980008
06037980028	5.2	50.4	10	https://cacensusreporter.azurewebsites.net/Responses/06037980028
06037277400	0.0	45.9	77	https://cacensusreporter.azurewebsites.net/Responses/06037277400
06037980014	1.7	44.5	33	https://cacensusreporter.azurewebsites.net/Responses/06037980014
06037261200	27.3	43.5	14	https://cacensusreporter.azurewebsites.net/Responses/06037261200
06037121102	31.4	43.1	37	https://cacensusreporter.azurewebsites.net/Responses/06037121102
06037206050	38.3	41.8	92	https://cacensusreporter.azurewebsites.net/Responses/06037206050

SRR = Self-Response Rate

* Hardest-to-count census tracts have CA-HTC Index >= 87

Available online at: <https://cacensusreporter.azurewebsites.net/responses.html>



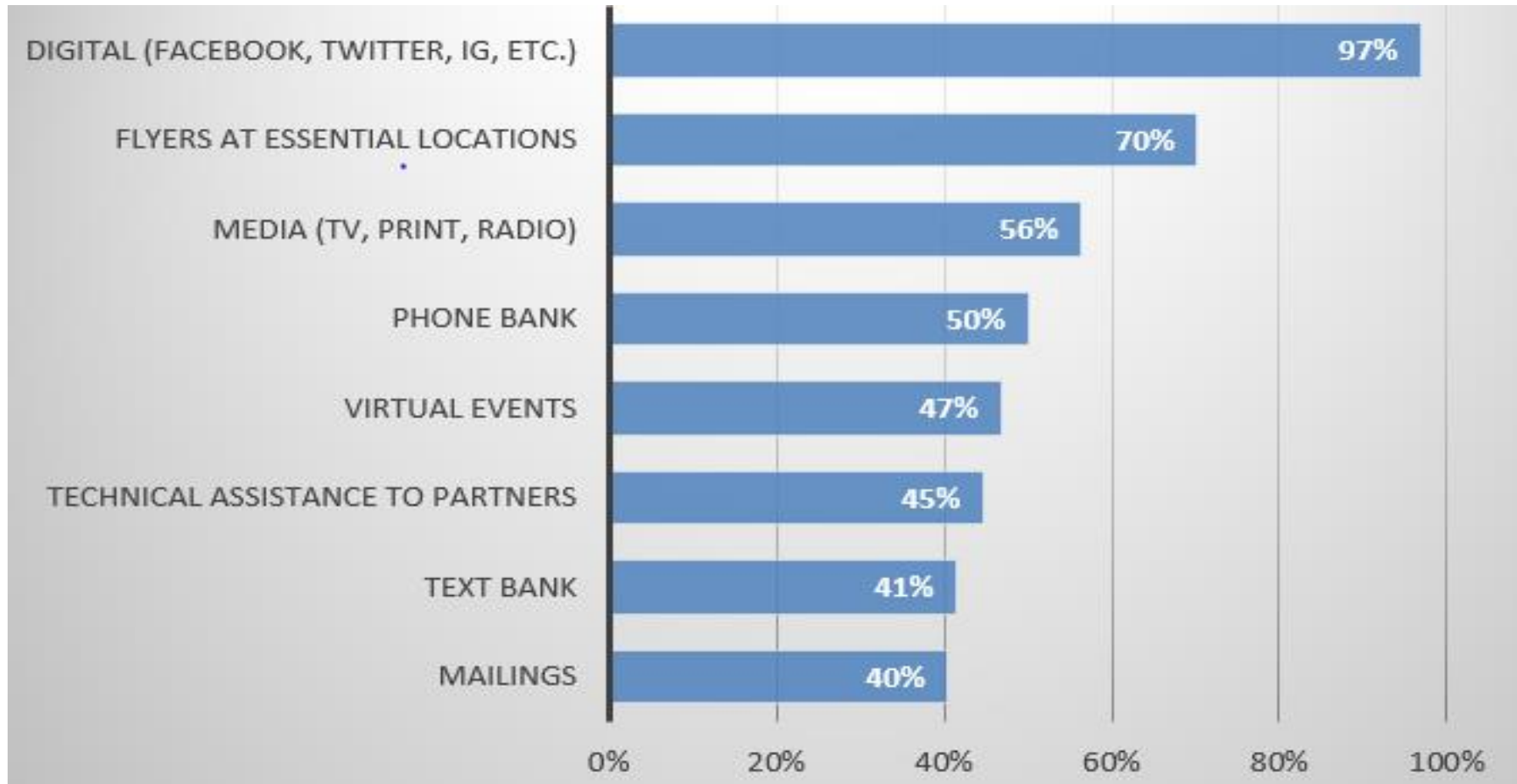
Outreach Update

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

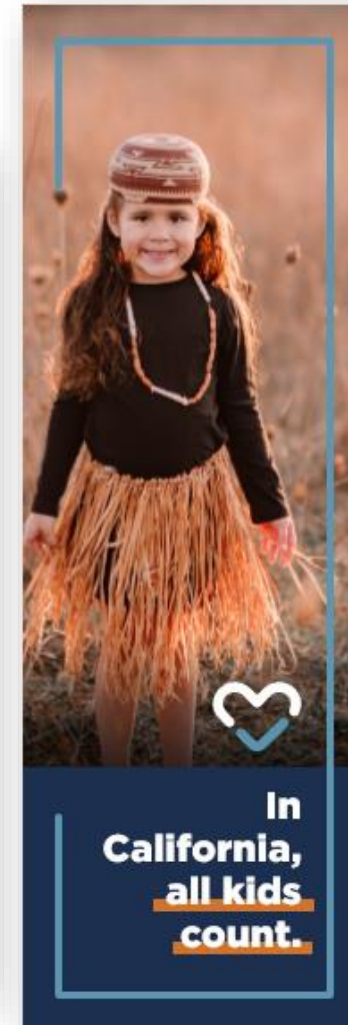


Source: Partner Survey (4/28)

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



Include **any children and babies** that **live at your address on the Census**—even if they're not related to you. When you do, California programs get more funding. And the information you share is 100% private.

Census Day is April 1!



Phone Banking Strategy by ACBO Region 4

Regional Partner Highlight



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



Tactics Aim to Catch Attention

Statewide Partner Highlight

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

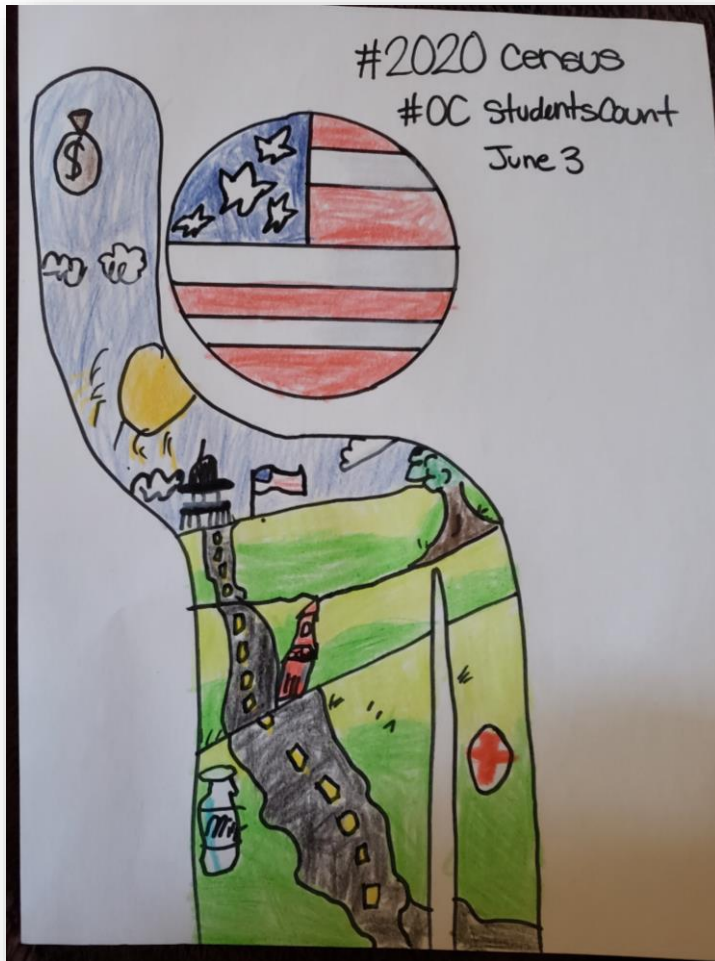
Orange County Office of Education

Census Virtual Visual
Performing Arts Showcase

Several County Offices of Education

Census Outreach during
School Meal Pick-Up

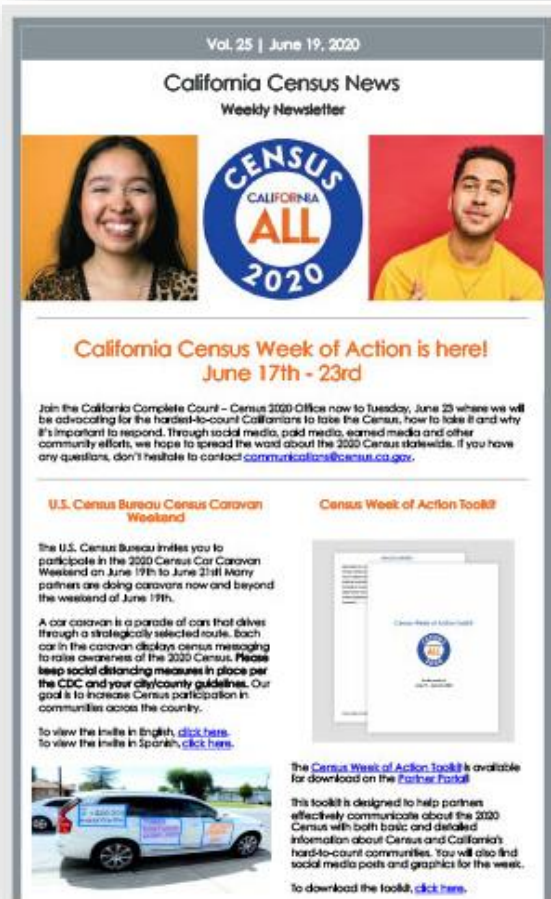
Pictured: Inglewood Unified



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:

1. Cumulative self-response rate (SRR) through June 4.
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

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

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

California Voter Guide



Participate in the Census

844-330-2020 My2020Census.gov

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.

Your 2020 Census data is safe, protected and confidential.

CaliforniaCensus.org @CACensus




Participa en el Censo

844-468-2020 My2020Census.gov


¡Puedes mejorar tu comunidad! Esta encuesta de nueve preguntas ayuda determinar los fondos que reciben los programas importantes para los siguientes 10 años.

- CONSTRUIR MEJORES CARRETERAS Y ESCUELAS**
- FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS**
- CREAR TRABAJOS**
- MEJORAR VIVIENDAS**

El Censo cuenta a cada persona en los Estados Unidos sin importar el estatus migratorio. La pregunta de la ciudadanía no está en el Censo.

Sus respuestas al Censo 2020 serán protegidas y confidenciales.

CaliforniaCensus.org @CACensus



¡Participa en el Censo Hoy!

Tomando unos minutos para responder a las 9 preguntas simple determinar los fondos para programas importantes los próximos

El Censo proporciona miles de millones de dólares para ayudar los servicios comunitarios importantes, incluyendo:

- SERVICIOS DE CUIDADO DE SALUD Y EMERGENCIA
- PROGRAMAS DE NUTRICIÓN PARA NIÑOS
- PROGRAMAS DE VIVIENDAS Y EDUCACIÓN
- DESARROLLO CREATIVO

Los californianos pueden ayudar lograr un censo completo participando una de tres maneras:


- En Línea al my2020census.gov
- Por Teléfono al 844-330-2020
- Por Correo (Complete y de formulario del)

Todas las comunidades merecen la oportunidad de prosperar y mantener a sus familias.

Completa el Censo antes del 31 de octubre de

Sus respuestas al Censo del 2020 serán protegidas y confidenciales.

CaliforniaCensus.org/es @CACensus



Complete the 2020 Census Today!

Taking just a few minutes to answer the 9 simple questions helps determine dollars that fund important programs for the next 10 years.

The Census provides billions of dollars to help support key community services, including:

- HEALTHCARE FACILITIES & EMERGENCY SERVICES
- CHILDREN'S NUTRITIONAL PROGRAMS
- HOUSING AND EDUCATION PROGRAMS
- ECONOMIC DEVELOPMENT AND JOBS CREATION

Californians can help achieve a complete count by participating in one of three ways:

- Online at my2020census.gov
- By Phone at 844-330-2020
- By Mail (Complete and return your Census form)

All communities deserve the opportunity to thrive and provide for their families.

Complete the Census Before October 31, 2020.

Your 2020 Census data is safe, protected and confidential.

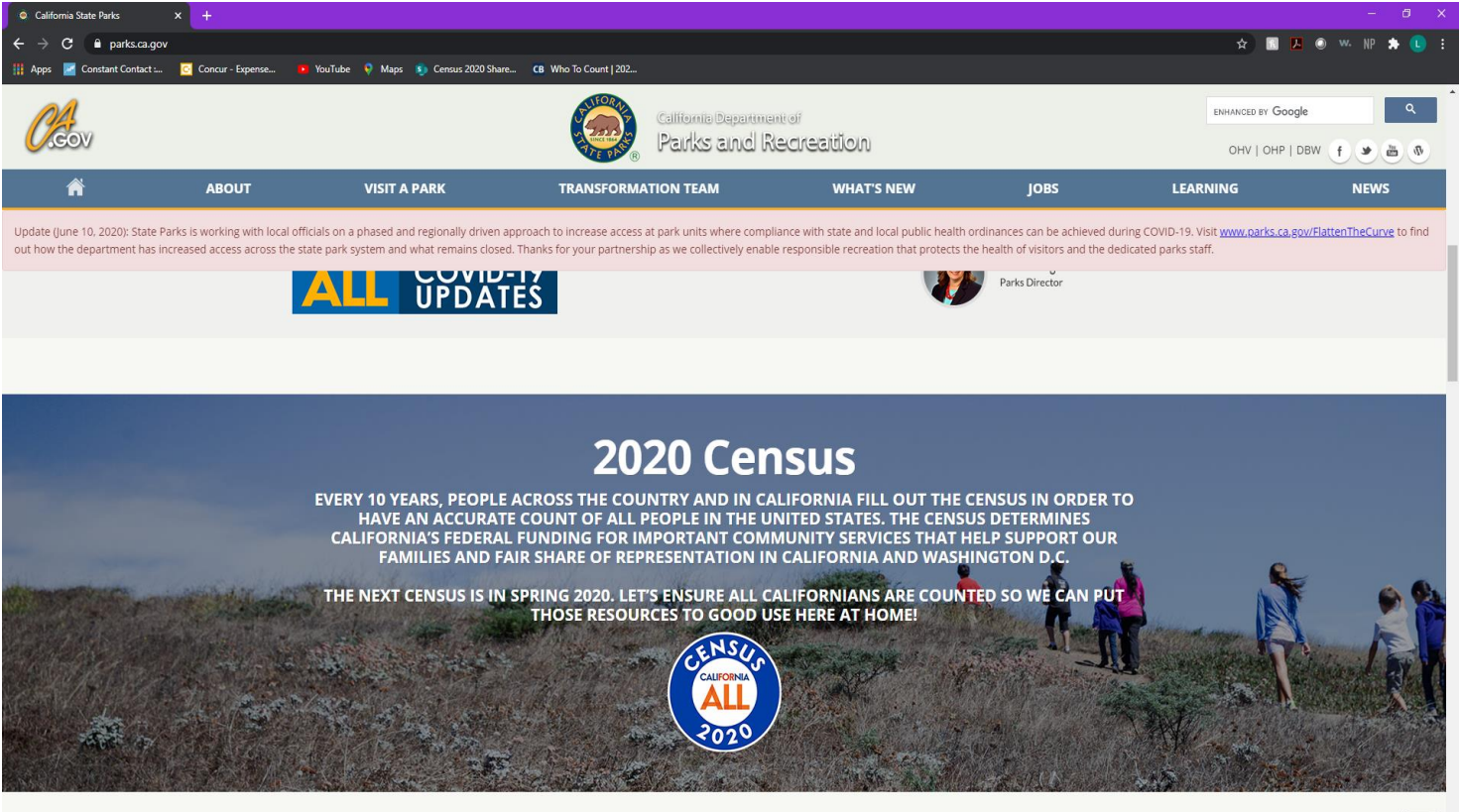
CaliforniaCensus.org @CACensus

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



Committee Comment

Public Comment



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