

# BE SEEN. BE HEARD. BE COUNTED.

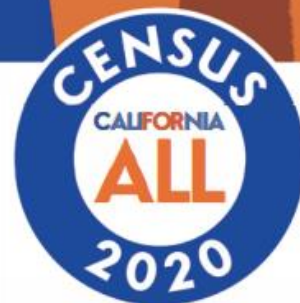
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Quarterly Progress Report to the Legislature

California Complete Count - Census 2020

July 31, 2020



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## EXHIBITS

Please note that some exhibits may contain their own page numbers, attachments, or exhibits.

- A. Contractor Deliverables and Payment Approvals
- B. CA Complete Count - Census 2020 Office Funding Allocations by Region
- C. U.S. Census Bureau Operations Timeline & Adjustments
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# I. Executive Summary

This report serves as the quarterly update to the legislative report requirements contained in Section 45 of Senate Bill 866, Chapter 53, Statutes of 2018 (SB 866). This report is being presented to the Joint Legislative Budget Committee, the Senate Select Committee on 2020 U.S. Census, and the Assembly Select Committee on the Census.

As required by SB 866, the report consists of 1) the overall budget, including the annual allocations for community-based organizations, and media outreach; and 2) the total amount of funds allocated to organizations.

The budget allocations and funding tables reflect encumbrances and expenditures for the period July 1, 2017 through June 24, 2020<sup>1</sup>. Exhibits and other program dates are as specified.

Due to the COVID-19 pandemic, the U.S. Census Bureau adjusted the operational timeline to conduct the 2020 Census by extending the original end date of field operations on July 31 to October 31, 2020. Despite this change, the California Census Office ("Census Office") is pushing forward and adjusting where necessary to ensure a complete count. A new set of challenges for the Census Office presented new barriers for some communities. Many need a last call to action that inspires them to step up and complete the Census. Using remaining resources, the Census Office will target specific communities with a lower-than-anticipated self-response rate by executing a two-prong strategy:

1. Focus nonresponse followup<sup>2</sup> (NRFU) resources on hard-to-count communities by supporting existing partnerships with community-based organizations through distributing \$8 million in additional funding. The work of our partners will be nimble with the goal to adjust to the most effective tactics and redeploy resources to areas where there is the greatest need to close the gap in current self-response rate<sup>3</sup> and final 2010 response rate.
2. Pivot to integrate census tracts with a lower than expected self-response rate (in easier to count communities) into outreach and media tactics. A more surgical approach will be used to invest on high return tactics such as phone banking and digital advertisements in underperforming areas.

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<sup>1</sup> According to state accounting practices.

<sup>2</sup> Nonresponse Followup is the U.S. Census Bureau's operation that deploys federal employees into neighborhoods to go door-to-door and conduct an in-person survey at housing units for which a 2020 Census self-response was not received. NRFU begins on August 11 and ends on October 31, 2020.

<sup>3</sup> The self-response rate is U.S. Census Bureau's measurement or percentage of homes that responded to the census on their own. This includes responses submitted online, by phone or by mailing in the form provided to each household. The self-response rate started on March 12 and ends on October 31, 2020.

As of July 29, 2020, California is 4.2 percentage points away from its final 2010 self-response rate (SRR) of 68.2 percent.

County name	Overall SRR (%)	Final 2010 SRR	County name	Overall SRR (%)	Final 2010 SRR
San Mateo County	73.9	73.2	Glenn County	59.9	67.6
Contra Costa County	72.2	72.1	Tulare County	59.8	65.0
Santa Clara County	72.1	74.0	Tehama County	59.6	61.4
Marin County	71.7	72.1	Los Angeles County	59.1	69.0
Ventura County	71.7	72.5	Yuba County	58.3	62.0
Orange County	71.2	71.7	Kern County	58.3	65.2
Alameda County	70.2	70.2	El Dorado County	58.2	58.8
Sacramento County	69.4	70.1	Amador County	58.0	50.2
Yolo County	69.1	71.5	Nevada County	57.6	61.6
Solano County	68.6	67.9	Humboldt County	57.5	62.6
San Diego County	68.6	68.0	Del Norte County	57.4	59.6
Placer County	68.1	67.5	Imperial County	57.1	58.5
Santa Barbara County	67.0	68.5	Madera County	57.1	67.8
Santa Cruz County	67.0	67.8	Siskiyou County	54.3	56.5
Napa County	66.4	68.1	Colusa County	52.8	58.2
Sonoma County	66.2	68.6	Mendocino County	51.7	53.6
Stanislaus County	65.5	66.7	Tuolumne County	51.7	48.2
Sutter County	65.3	69.1	Inyo County	50.5	70.3
San Benito County	65.2	67.5	Butte County	49.9	65.6
San Luis Obispo County	64.5	66.3	Modoc County	47.8	53.3
San Joaquin County	63.0	66.5	Lassen County	47.5	51.4
Fresno County	62.7	66.8	Calaveras County	45.7	45.2
Shasta County	62.5	65.8	Mariposa County	45.3	56.7
Merced County	61.4	63.8	Lake County	44.9	42.6
Riverside County	61.4	63.5	Sierra County	38.9	44.1
Kings County	61.4	64.1	Plumas County	36.1	33.0
San Francisco County	60.8	68.5	Trinity County	27.4	47.4
San Bernardino County	60.4	65.4	Alpine County	24.5	20.2
Monterey County	60.1	64.4	Mono County	19.9	25.2

Since the February 11, 2020 Joint Select Committee on the Census informational hearing, the Census Office has provided detailed documents to address questions or requests for information and data made by the Legislature.

These documents include, but are not limited to:

- Self-response rate fact sheets by statewide, Assembly, Senate, Congressional, city, and county
- Communication with District Offices
- Goals and Metrics for Outreach and Communications
- Goals and Metrics for Social Media
- Mercury Technical Assistance Guidelines
- Nonresponse Followup Plans submitted by Partners
- NUNA Consulting Summary of Native American Outreach Activities
- Overview of Rural Strategy: Households with P.O. Boxes and Rural Guidance
- Overview of Veterans Outreach Strategy
- Partner Contract Summary
- Higher Education Update
- Regional Micro Media Grid and Updated Plans
- Schedule of Mercury Provided Trainings
- Self-Response Implementation Plans submitted by Partners
- Summary of Contingency Fund
- Summary of Ethnic Media Expenditures
- Timelines of Contract Development
- Vendor contracts
- Weekly Calendar of Partner Activities

This report provides a summary of key budget and operational impacts resulting from the COVID-19 pandemic and the substantial adjustments made by the U.S. Census Bureau.

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).

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.

## II. BUDGET AND INFRASTRUCTURE

### Overview

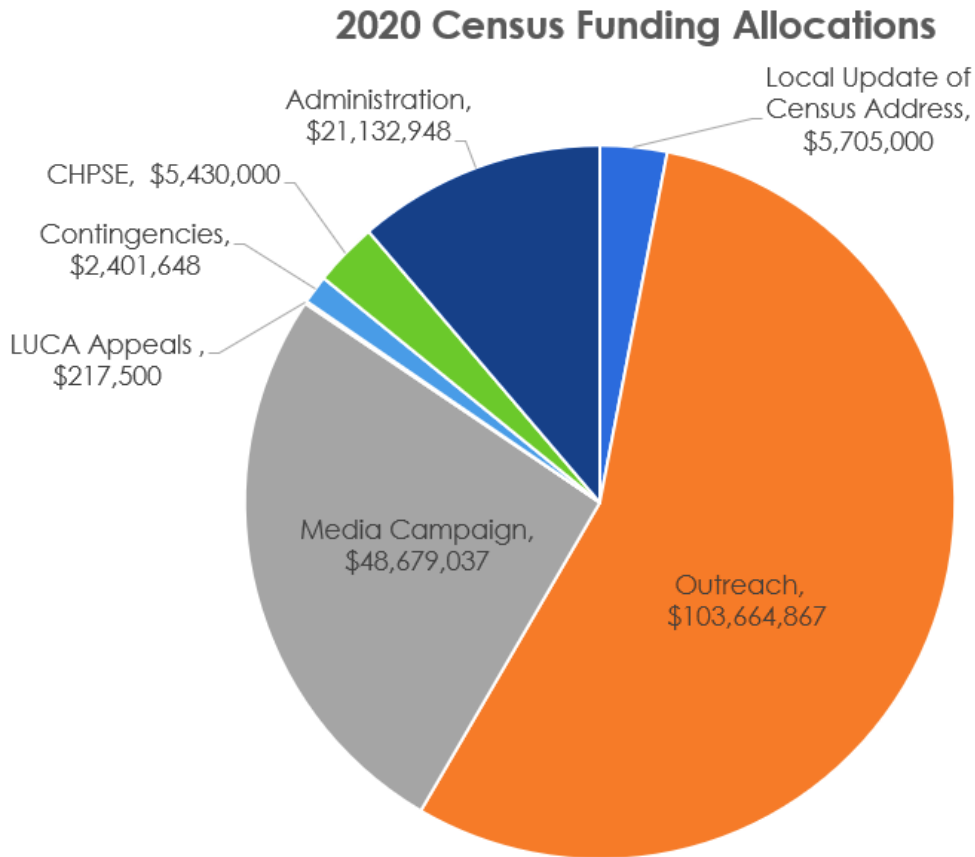
The Census Office's budget remains unchanged since the last appropriation in the FY 2019-20 Budget Act. The \$187.2 million multi-year allocation is outlined in the table and charts below.

	Appropriation Amount	Expended	Encumbered	Available Balance
<b>2017 Budget Act</b> <sup>1 &amp; 2</sup>	\$ 10,000,000	\$ 8,312,459	\$ 1,000,000	\$ 687,541
<b>2018 Budget Act</b>	\$ 90,300,000	\$ 70,631,510	\$ 8,455,499	\$ 11,212,991
<b>2019 Budget Act</b>	\$ 86,931,000	\$ 52,604,558	\$ 19,527,066	\$ 14,799,376
<b>Total:</b>	<b>\$ 187,231,000</b>	<b>\$ 131,548,528</b>	<b>\$ 28,982,565</b>	<b>\$ 26,699,907</b>

1. 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.
2. The initial \$3 million budget allocation appropriated under the Governor's Office of Planning and Research has a remaining balance of \$687,541. This amount is not available and was reverted on June 30, 2020.

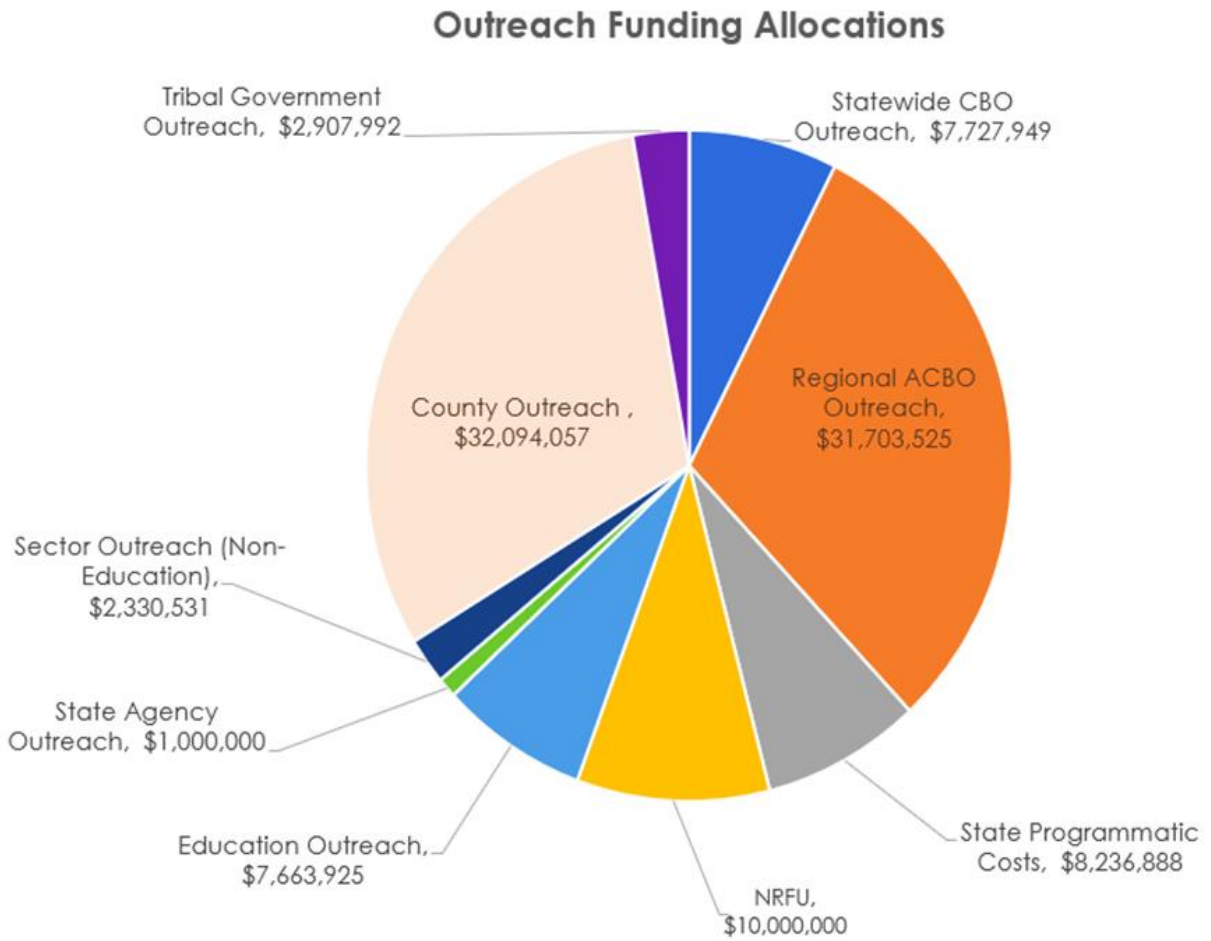
### Funding Allocations

The pie chart below reflects current funding allocations for Census Office programs.





The pie chart below reflects outreach funding allocations.



The table below reflects program allocations:

<b>California Complete Count Office Census 2020 Program Funding Overview</b>			
<b>Programmatic Area</b>	<b>Original Funding Allocations</b>	<b>2019 Budget Act Funding Allocations</b>	<b>Total Allocation</b>
<b>Local Update of Census Address (LUCA)</b>			
Incentive Payments	\$ 7,000,000	\$ (1,295,000)	\$ 5,705,000
LUCA Appeals	\$ 0	\$ 217,500	\$ 217,500
<b>Outreach</b>			
County Contracts 1/	\$ 26,683,500	\$ (684,269)	\$ 25,999,231
Additional Allocation for Counties	\$ 0	\$ 6,094,826	\$ 6,094,826
Tribal Outreach			
Tribal Government Funding Agreements	\$ 316,500	\$ 0	\$ 316,500
Statewide Community-Based Organization (CBO) Contracts	\$ 0	\$ 1,647,855	\$ 1,647,855
Media, Additional Tribal Agreements, CBO Contracts	\$ 0	\$ 943,637	\$ 943,637
Regional Administrative Community-Based Organizations (ACBO)			
Regional Contracts	\$ 22,950,000	\$ 684,269	\$ 23,634,269
Additional Allocation for ACBOs	\$ 0	\$ 8,069,256	\$ 8,069,256
Nonresponse Follow Up Augmentations	\$ 0	\$ 10,000,000	\$ 10,000,000
Statewide Community-Based Organization Contracts	\$ 4,050,000	\$ 990,000	\$ 5,040,000
Additional Allocation for Statewide CBOs	\$ 0	\$ 2,687,949	\$ 2,687,949
State Programmatic Costs	\$ 6,000,000	\$ 2,236,888	\$ 8,236,888
<b>Education</b>			
County Office of Education Contracts	\$ 750,000	\$ 4,673,469	\$ 5,423,469
Census Education K-12 Curriculum	\$ 250,000	\$ 172,062	\$ 422,062
Higher Education	\$ 50,000	\$ 1,431,795	\$ 1,481,795
State Programmatic Cost	\$ 200,000	\$ 136,599	\$ 336,599
<b>Sector (Non-Education)</b>			
Faith Based, Labor, Healthcare, Rural & Other Target Sectors	\$ 800,000	\$ 500,000	\$ 1,300,000
Additional Allocation for Sectors	\$ 0	\$ 717,650	\$ 717,650
State Programmatic Cost	\$ 200,000	\$ 112,881	\$ 312,881
<b>State Agency Outreach</b>			
State Agency Programmatic Cost	\$ 500,000	\$ 313,000	\$ 813,000
State Agency Programmatic Cost	\$ 0	\$ 187,000	\$ 187,000
<b>Outreach and Public Relations Campaign</b>			
Statewide Contract	\$ 16,100,000	\$ 30,000,000	\$ 46,100,000
State programmatic Cost	\$ 1,400,000	\$ 1,179,037	\$ 2,579,037
<b>Contingencies/Emergencies</b>			
	\$ 1,000,000	\$ 1,401,648	\$ 2,401,648
<b>California Complete Count Committee</b>			
	\$ 0	\$ 0	\$ 0
<b>California Housing and Sample Population Enumeration 2/</b>			
	\$ 0	\$ 5,430,000	\$ 5,430,000
<b>Administration</b>			
	\$ 12,050,000	\$ 9,082,948	\$ 21,132,948
<b>Totals</b>	<b>\$100,300,000</b>	<b>\$86,931,000</b>	<b>\$187,231,000</b>

1/ \$684,269 is associated with the allocation amount from the counties that chose not to participate/opt-out. These counties are Alpine, Amador, Mono, Butte, El Dorado, Glenn, Lassen, Plumas, San Joaquin, Sierra, and Siskiyou. This funding was redirected to county Alternate Fiscal Agents.

2/ \$295,000 is Department of Finance Administrative Costs

See Exhibit A for a list of received Contractor Deliverables and Payments and Exhibit B for Funding Allocations by Region.

## Census Office Receives Global Recognition for Data Tool

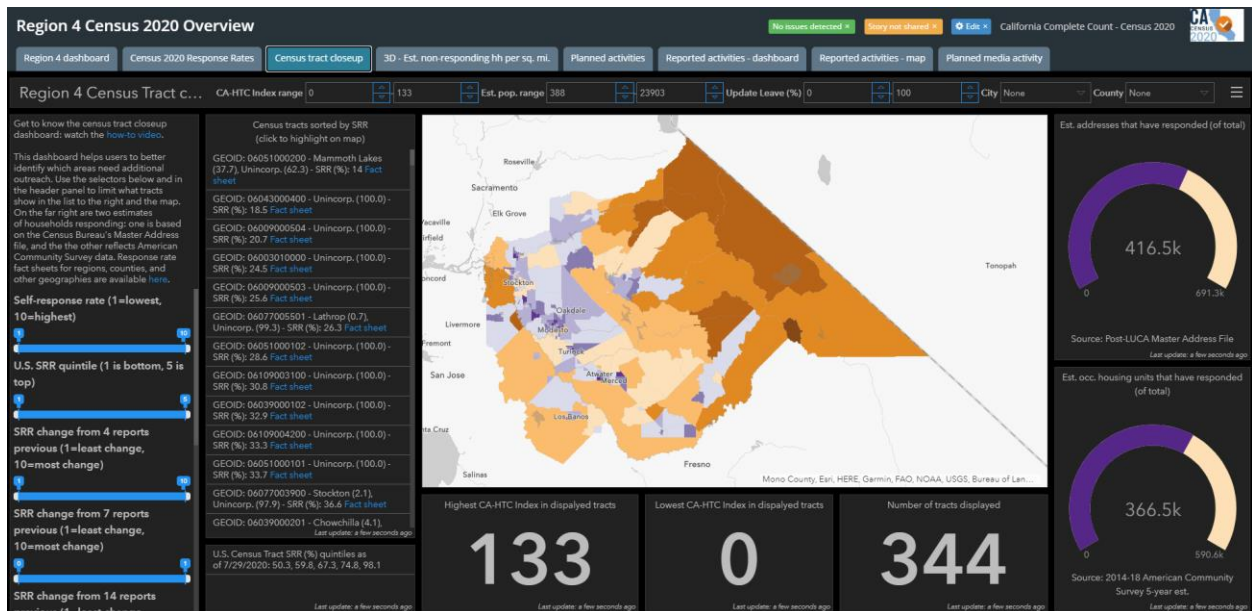
The Statewide Outreach and Rapid Deployment (SwORD) mapping portal has been a cornerstone of the State's Census planning and outreach effort. SwORD is an incredibly valuable tool to the Census Office and partners alike. It allows users to analyze in real time U.S. Census Bureau self-response rate data and other key pieces of information to draw correlation to how strategies may be working to adjust tactics and to understand which communities may need more support.

SwORD went "live" in the third quarter of 2018. Since then it has developed to be the definitive source of maps of California demographic data, geographic information systems (GIS) mapping tools, Census response rate dashboards, completed outreach activities, and more. SwORD supports nearly 800 users and enables partners and stakeholders to better plan for their outreach efforts by leveraging the use of data visualization.

On July 13, 2020, Esri, a Redlands-based company that is an international leader in geospatial services and software, awarded the Census Office with a Special Achievement in GIS (SAG) award. More than 100,000 user sites around the world were considered for this recognition. Of the more than 100 organizations in the United States honored for their superior work in the area of GIS, SwORD was the only California-based state entity selected for recognition.

The Census Office would like to acknowledge the Department of Finance Demographic Research Unit for their partnership in creating this critical data tool at the outset of the state 2020 Census outreach efforts.

Below is screenshot of one of the many SwORD user interfaces:



## U.S. Census Bureau Operational Adjustments Address the Impacts of the Coronavirus Pandemic (COVID-19)

COVID-19 has impacted nearly every aspect of the U.S. Census Bureau operations and by extension, the Census Office's campaign to motivate and activate California's hardest-to-count populations.

The U.S. Census Bureau experienced severe interruptions for in-person outreach and enumeration. Administrative offices were strained as U.S. Census Bureau employees tested COVID-19 positive and facility operational capacity was reduced. This required staffing reductions at U.S. Census Bureau call centers. This resulted in longer wait times for households to complete their forms by phone. There were also delays of mailed materials and processing of paper Census forms at the National Processing Center and Paper Data Capture Center East.

Within a four-week period, from mid-March to mid-April, the U.S. Census Bureau revised the start of in-field enumeration three times. The first announcement moved in-person enumeration from March 18 to April 1, and then to April 15, and finally, two days before enumeration was to start on April 15, they announced in-person operations would be delayed to mid-August.

During this time of uncertainty, on April 1, Governor Newsom sent a letter to Secretary Wilbur L. Ross, Jr. of the U.S. Department of Commerce (Commerce Department) and Director Steven Dillingham of the U.S. Census Bureau. The Governor warned of the unprecedented nature of COVID-19 and uncertainty in the months ahead that would likely intensify barriers for California's hard-to-count populations. His letter requested operational timelines to be thoroughly assessed and adjusted in a way that preserves data quality that is critical to the nation's future. The Commerce Department and U.S. Census Bureau responded on May 26, 2020 and shared their adjustments in response to COVID-19.

The U.S. Census Bureau, in its last and most significant announcement in mid-April, extended the enumeration period by three months, from July 31 to October 31. A list of original and current U.S. Census Bureau operations timeline is also available as Exhibit C.

The Census Office continues to meet with the U.S. Census Bureau to obtain the latest and most accurate information to guide and assist its 155 contracted outreach partners and key stakeholders during the critical last three months of the Census count. This included written communication about Update Leave<sup>4</sup>, a dedicated section for U.S. Census Bureau updates in the Partner eNewsletter, and opportunities for open questions and answers during the weekly Partner calls.

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<sup>4</sup> Update Leave is designed to occur in areas where the majority of housing units either do not have mail delivered to the physical location of the housing unit, or the mail delivery information for the housing unit cannot be verified. The purpose of the operation is to update the address and feature data for the area assigned, and to digitally link and leave a 2020 Census Internet Choice Questionnaire Package at every housing unit identified to allow the household to self-respond.

On the following pages, each programmatic area highlights how the COVID-19 pandemic and resulting U.S. Census Bureau timeline extensions impacted operations and how the Census Office paused and pivoted.

## Census Office Nonresponse Followup Strategy

At the outset of our budget development, the Census Office intentionally set aside \$10 million to deploy a more targeted approach during NRFU based on real time response rates. These funds were designed to address developments in the campaign and external factors creating direct and indirect challenges to reaching hard-to-count households.

While there was foresight to set aside this funding, these dollars were not anticipated to address the magnitude of challenges that the COVID-19 pandemic created. This funding is now the go-to resource to support a subset of contracted partners in stretching their commitment through several additional months. It is also important to note that the \$10 million is above and beyond the existing statewide NRFU dollars that are discussed in the next section.

The \$10 million is allocated to focus on increasing response rates in low-performing census tracts in 21 counties throughout the state. To identify these areas, the Census Office created the Self-Response Rate (SRR) Index. The SRR Index ensures a multi-factor measurement and was designed to capture and report the following:

1. Cumulative self-response rate through a designated date;
2. Percentage-point change in self-response rate from four days previous, as little to no improvement in a recent time period implies challenges to come;
3. Percentage-point change in self-response rate from 30 days previous, as little change over a 30-day period is an indicator of persistent challenges; and
4. Percentage-point difference in the 2010 Census self-response rate by tract compared to the current self-response rate. A key Census Office metric is how the current self-response rate compares to the final 2010 self-response rate from the U.S Census Bureau.

The Self-Response Rate Index methodology was applied in the following three ways to generate a targeted strategy to identify these priority communities:

1. Hardest-to-count (HTC Index 69+) household self-response data as of June 4, 2020;
2. Census tracts with the most significant self-response challenges; and
3. The highest estimated number of households (i.e. density) that have not responded to the Census as of June 4.

The final calculation identified the following 21 communities. Outreach partners will receive an additional combined \$8 million of the \$10 million.

Location	Est. remaining household units in tracts with greatest self-response challenges as of June 4	Percentage	Location	Est. remaining household units in tracts with greatest self-response challenges as of June 4	Percentage
Los Angeles County	501,066	58.9	Monterey County	12,815	1.5
Riverside County	39,286	4.6	Butte County	11,257	1.3
San Francisco County	39,217	4.6	Sacramento County	11,052	1.3
Kern County	38,193	4.5	Santa Clara County	11,025	1.3
Fresno County	32,872	3.9	Orange County	10,696	1.3
San Bernardino County	26,926	3.2	Stanislaus County	9,363	1.1
Alameda County	21,070	2.5	Merced County	8,974	1.1
San Diego County	20,364	2.4	Santa Barbara County	6,975	0.8
Tulare County	19,775	2.3	Kings County	6,211	0.7
San Joaquin County	13,103	1.5	Imperial County	5,356	0.6
			Contra Costa County	5,048	0.6

The work of Census Outreach Partners has been nimble with the goal to adjust tactics and redeploy resources to areas where there is the greatest need to close the gap in current self-response rate and final 2010 response rate. The Census Office established the following expenditure priorities for partners:

- Target activities in hard-to-count census tracts (Hard-to-Count Index of 69 or higher);
- Continue to support language and communications access;
- Support health and safety measures;
- Support phone banking, text, and canvassing tactics; and
- Support integrated and community-based media tactics (i.e., paid, digital, radio, direct mail) in low responding communities.

At the time of this report, the partners in the counties listed above agreed to an expanded and specific scope of work and are reviewing their respective contract amendments. Given the NRFU period begins August 11, the Census Office will be disbursing funds on a rolling basis and anticipates fully executed contracts by mid-August, contingent on local authority approval processes. Individual contract amounts will be made available after final contract terms are in place.

In addition to the outreach efforts by these partners, the Census Office will on-board a “NRFU Engagement Team” to execute highly targeted phone banking efforts in low-response rate census tracts. This effort may expand to include text banking and literature drops through canvassing and direct mail, as appropriate and as resources allow. This effort will utilize the remaining \$2 million in NRFU set-aside funding.

## Contracted Outreach Partners

### Statewide Nonresponse Followup

The partners' planning phase for the NRFU period was well underway at the outset of COVID-19. The NRFU phase represents a 5 percent allocation of their contracted amount total. Disbursement of these funds was contingent upon the submission of a plan that outlines how each organization will approach outreach efforts during the NRFU period. An extended timeline for submission was offered to allow partners the space to revisit their initial plans. Partners were asked to provide tactics that focus on two scenarios: 1) if shelter-in-place was lifted; and 2) if shelter-in-place was not lifted.

Out of the 155 contracted outreach partners, 111 (71.6%), will extend their outreach activities through October 31, 2020. In contrast to the more focused NRFU response above, this effort is statewide and will continue to focus on reaching households that fall within HTC Index 57+ tracts. Exhibit E provides a list of all 155 partners and when they will conclude outreach activities.

Of those 111 outreach partners, 90 percent of the ACBOs and 61 percent of the Statewide and Sector Community-based organizations (CBOs) will continue until October 31, 2020. However, some may have scaled-down outreach programs. For counties, 72 percent of those with contracts will continue until October 31, 2020. Of the County Offices of Education (COE with contracts), 42 percent will be completing their contracts at the end of June (some may provide outreach with back to school activities) and 58 percent have extended their contracts until the fall.

Although partners have expressed that they are committed to conduct outreach until October, they also had some areas of caution. For many of the partners, the uncertainty of the impact of COVID-19 on the economy and social fabric of their communities remain a constraint on the extent of the outreach activities. Counties and nonprofit organizations face competing priorities around supporting emergency relief efforts and health concerns. Some staff who were designated to coordinate Census activities are transitioning out of their positions to support critical county response efforts, leaving a void in the areas of institutional knowledge, continuity, and generally leadership to advocate for the Census. This is an area where the Census Office will conduct asset mapping over the coming weeks to ensure communities are not inadvertently left behind.

In spite of these many challenges, the resilience of partners is well recognized. One hundred percent of contracted partners submitted their plans. Partners are collaborating with local, as well as statewide partners to maximize their resources and how to shift to new strategies. The Census Office is honored to support partners and work alongside the U.S. Census Bureau to ensure that hard-to-count Californians are not left behind.

## 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	\$ 24,153,460	\$ 1,845,771	\$ -
Additional Allocation for County Contracts	\$ 6,094,826	\$ 5,559,994	\$ 351,932	\$ 182,900
Tribal Funding Agreements	\$ 2,907,992	\$ 2,701,613	\$ 206,379	\$ -
State Program Costs	\$ 4,118,444	\$ 1,626,795	\$ 100,976	\$ 2,390,673
<b>Total:</b>	<b>\$ 39,120,493</b>	<b>\$ 34,041,862</b>	<b>\$ 2,505,058</b>	<b>\$ 2,573,573</b>

### Accomplishments

California's commitment to having a robust and flexible outreach campaign to count Native people includes partnerships with two prominent grassroots organizations, the California Indian Manpower Consortium (CIMC) and the California Native Vote Project (CNVP). Of those 110 Tribes across the State of California, the Census Office has agreements with 33 Tribal Government Partners, all other Tribes have funding made available through CIMC.

### COVID-19 Adjustments

COVID-19 has ravished Indian Country, upsetting the revenue generators that Tribes so heavily depend upon in the absence of a tax base. Some of the tribes are on lockdown, while others have allowed the U.S. Census Bureau to begin disseminating Census packets with unique identifiers for Update Leave operations.

The Census Office and the Tribal statewide partners continue to host weekly meetings with the U.S. Census Bureau Tribal partnership specialists to keep informed about operational adjustments. The U.S. Census Bureau meetings and the weekly Tribal Coordinators' meetings have been critical to creating new activities and messaging to the Tribal members.

The 33 opt-in Tribes have continued to conduct outreach through newsletters and at food distribution sites, while others have paused their activities due to shelter-in-place orders. Innovative activities include:

- The Karuk Tribe held three drive-in movie events advertising the Census;
- The Mechoopda Indian Tribe held a drive-up Census event where tribal members completed their Census on a tablet and pick up census promotional materials; and
- The Rincon Tribe called all homes announcing the beginning of the Update Leave process and delivered Census information and materials to 500 residences on the reservation.



In response to COVID-19, CNVP has shifted their canvassing activities to phone and text banking and in-person events to virtual games and chats. Former Native American Women's National Basketball Association player Shonnie Schimmel provides weekly Census messages in an engaging way. CNVP also worked with local school districts to distribute Census messaging in meal pick-up/distribution centers and called over 2,000 self-identified Native American students.

CIMC is working with delegates of Tribes and regional partners to disseminate social media messaging, Census promotional materials, and flyers. They have also leveraged funding from the Child Care Program and the federal CARES Act<sup>5</sup> for 1,300 computer devices for distance learning and loaded them with Census K-12 educational curriculum.

The efforts by Tribal and statewide organizations are supported by the Native People Count campaign implemented by the Tribal Media outreach partner, NUNA Consulting Group. Tactics that were adjusted for virtual outreach and U.S. Census Bureau operational adjustments include:

- Development, with the National Indian Education Association, of a curriculum suited for distance learning on the significance of the Census for American Indians in California;
- Updated fact sheets and toolkits with messages reflecting new U.S. Census Bureau guidelines and timelines; and
- A California Native Youth Engagement Initiative virtual gathering conference.

### Community-Based Organizations (CBOs)

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

	<b>Funded Amount</b>	<b>Expended</b>	<b>Encumbered</b>	<b>Available Balance</b>
Regional ACBO Contracts	\$ 23,634,269	\$ 21,483,255	\$ 2,151,015	\$ -
Additional Allocation for ACBO Contracts	\$ 8,069,256	\$ 7,942,606	\$ 99,650	\$ 27,000
Statewide Contracts	\$ 5,040,000	\$ 4,704,650	\$ 322,350	\$ 13,000
Additional Allocation for Statewide Contracts	\$ 2,687,949	\$ 2,423,250	\$ -	\$ 264,699
State Program Costs	\$ 4,118,444	\$ 1,626,795	\$ 100,976	\$ 2,390,673
<b>Total:</b>	<b>\$ 43,549,918</b>	<b>\$ 38,180,555</b>	<b>\$ 2,673,991</b>	<b>\$ 2,695,372</b>

### COVID-19 Adjustments

The COVID-19 pandemic almost entirely eliminated the most effective tool to activate the hardest-to count populations, in-person outreach. To limit the spread of the COVID-19, person-to-person activities were put on pause. These integral, planned campaign activities were door-to-door canvassing, Questionnaire Assistance Centers, and sharing information at large community-based events.

<sup>5</sup> The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed on March 27th, 2020 to provide over \$2 trillion in economic relief to Americans from the public health and economic impacts of COVID-19.

Almost four months have passed since the shelter-in-place order went into effect for California and in-field operations, for both state and U.S. Census Bureau, have not yet entirely resumed. Now in the midst of an increase in COVID-19 cases, contracted partners are reporting that staff are reticent to resume person-to-person contact for safety reasons.

However, outreach partners have shared that several activities have positively contributed to educating and activating communities, while maintaining appropriate physical distancing to limit the spread of COVID-19. Examples include:

- Partnering with essential service providers like workforce development assistance, COVID-19 testing sites, and food bank pick up locations to distribute Census information;
- Creating interesting and unique social media activities for the populations they work with;
- Using targeted digital advertising through the ability to geofence ad delivery;
- Expanding or taking on traditional phone banking or text banking methods to directly contact households; and
- Creating postcard and other direct mail campaigns that are delivered directly to targeted households.

Below are some proposed key tactics to increase self-response rates, contingent on health and safety circumstances:

- Canvassing to the extent partners have the capacity and willingness (health and safety concerns are prevalent);
- Expanding virtual events beyond a narrow audience, to reach as many demographics as possible and addressing households with low/no broadband that may have limited access to these events;
- Moving from traditional phone banking to a patch-through program;
- Expanding the messages text banking uses by incorporating a direct link to complete the Census form;
- Distributing flyers through essential services such as senior meal delivery, farmworker “crew of the week” lunches, utility bills and more;
- Sharing information in waiting rooms, exam rooms, COVID-19 screening tents, mobile clinic sites, and onsite food pantries; and
- Expanding out-of-home advertising and messaging.

## **Education Sector**

The following table 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.

	<b>Funded Amount</b>	<b>Expended</b>	<b>Encumbered</b>	<b>Available Balance</b>
Census Education K-12 Curriculum*	\$ 422,062	\$ 379,047	\$ 43,016	\$ -
County Department of Education Contracts	\$ 5,423,469	\$ 5,131,097	\$ 292,372	\$ -
Higher Education	\$ 1,481,795	\$ 1,088,955	\$ 392,840	\$ -
State Program Costs	\$ 336,599	\$ 259,253	\$ -	\$ 77,346
<b>Total:</b>	<b>\$ 7,663,925</b>	<b>\$ 6,858,352</b>	<b>\$ 728,227</b>	<b>\$ 77,346</b>

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

## Higher Education

As background, group quarters enumeration, is the U.S. Census Bureau's process to count students who are living in college and university housing. At the time of this report, the U.S. Census Bureau has reported that group quarters enumeration for public colleges and universities has been completed.

An overview of Census outreach efforts on campuses across California show that in-person events were robust before COVID-19. Campuses worked alongside Local Complete Count Committees to encourage students to complete the Census and sponsored dialogues with local elected officials.

### COVID-19 Adjustments

In mid-March with the growing prevalence of COVID-19, all activities were quickly shifted from in-person activities and events to a digital platform to ensure outreach to the hard-to-count student population. The campuses engaged in multi-pronged strategy of activities that include:

- California State University, University of California, and California's Community College campuses' student ambassadors use a digital platform to spread messages to their peers;
- Each university system is using their classroom digital delivery platform to share messages with students before or after on-line lectures;
- Financial Aid offices and Offices of Student Life are delivering email messages directly to student emails;
- Podcasts, Instagram takeovers, Facebook Live events, along with Zoom roundtables have taken the place of in-person events to provide education and motivation to take the Census; and
- Students are drawn to take the Census by participating in competition that encourage interaction with one another and learning about the importance of the Census.

The Foundation for California Community Colleges also launched a systemwide campaign. In addition to the activities above, they implemented the following activities, which ended in June:

- Engaged fifty Student Ambassadors and forty social media influencers to reach out to their peers on digital platforms;

- Disseminated updated toolkit with messages targeting students during shelter-in-place;
- Created and distributed three high level videos, including one with all leaders of the higher education system; and
- The Chancellor's Office spoke on multiple podcasts and placed articles.

## County Offices of Education (COE)

### COVID-19 Adjustments

As a result of COVID-19, Census events and Questionnaire Assistance Centers that were scheduled to open in district offices were put on hold. A successful pivot in strategy resulted in school sites becoming a focal point of Census outreach during the lunch distribution and homework pick-up times. Schools also increased digital outreach through frequent messaging and on-line events and activities.

Since shelter-in-place took effect, COEs enhanced their partnerships with local community organizations to leverage Census messaging to families. A sample of successful activities included:

- Orange COE hosted the Census Virtual Visual Performing Arts Showcase, encouraging students to submit artwork depicting the importance of the Census;
- Inglewood Unified School District staff, as well as other school district staff, provided Census information with meals to parents and community members;
- Long Beach Unified School District partnered with We Count LA to participate in a Census caravan to raise awareness on the Census; and
- With the support of Marin and Sacramento COE, the California Census curriculum was converted into digital modules that could be accessed and implemented by parents.

## Sector (Non-Education)

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

	Funded Amount	Expended	Encumbered	Available Balance
Sector Outreach	\$ 1,300,000	\$ 1,216,147	\$ 83,853	\$ -
Additional Allocation for Sector Contracts	\$ 717,650	\$ 596,650	\$ -	\$ 121,000
State Program Costs	\$ 312,881	\$ 249,949	\$ -	\$ 62,932
<b>Total:</b>	<b>\$ 2,330,531</b>	<b>\$ 2,062,746</b>	<b>\$ 83,853</b>	<b>\$ 183,932</b>

Sector Outreach is designed to complement other strategies that are based on geographic and demographic factors that contribute to making an individual hard-to-count. The contracted partners for these sectors are building upon their experience and community trust to leverage their networks for effective community outreach.

## COVID-19 Adjustments

Like all other aspects of contracted partner outreach, the sector partners and their networks have been impacted greatly by COVID-19. Census outreach was heavily reliant on reaching the hard-to-count constituents and members in places like community health centers, union halls, and houses of worship that are now closed. Challenges identified include:

- Community health centers across the state have faced closures, staff layoffs, and transitioned to remote work and have challenges reaching their clientele who are not frequenting the clinics;
- Labor union members, who were staffing canvassing operations, are now facing widespread layoffs, especially in urban centers;
- COVID-19 and subsequent stay-at-home orders have magnified the digital divide in many faith-based congregations and not all faith leaders have the capacity or access to digital tools for Census outreach;
- Businesses across the state have closed and those that have re-opened are more concerned about their immediate financial situation, rather than Census outreach; and
- Rural populations may be impacted economically and with the shelter-in-place, they are not able to access Questionnaire Assistance Centers which had been set up for Internet access to help bridge the digital divide. Another challenge was the delay in U.S. Census Bureau Update Leave operations that delivers the Census paper form to rural addresses.

To adjust tactics, partners have turned to digital outreach and rely on creative partnerships for Census promotion, including the following:

- The California Primary Care Association (CPCA) created a COVID-19 Census 2020 Digital Health Toolkit and a companion webinar training;
- California Labor Federation's (CLF) Central Labor Councils (CLC) integrated Census education into ongoing support for unemployment insurance application assistance;
- CLF shifted from worksite engagement and canvassing to phone banking efforts;
- Training for new tactics. PICO CA updated their toolkit and trained their affiliate organizations on digital tools for phone banking during their check-in calls and integrated Census messaging in their faith services and care packages;
- In video messages by prominent faith leaders, PICO CA invites faith communities to lean into their roles as trusted messengers and its critical role in the communities' relief, recovery, and renewal;
- Council for a Strong America, ReadyNation engaged statewide ethnic chambers of commerce to conduct Census outreach to their member businesses;
- In partnership with First 5 Association, ReadyNation is distributing Census themed grocery bags, banners, and flyers to include in takeout orders, paystubs, or shopping bags; and
- To assist with outreach in rural areas, 4-H, shifted to create custom messages through videos, webinars, lawn signs and sending postcards to members and their families.

## State Agency Outreach

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	\$ 813,000	\$ -	\$ -	\$ 813,000
State Agency Programmatic Costs	\$ 187,000	\$ -	\$ 187,000	\$ -
<b>Total:</b>	<b>\$ 1,000,000</b>	<b>\$ -</b>	<b>\$ 187,000</b>	<b>\$ 813,000</b>

### Accomplishments

The Census Office worked closely with the Department of Health Care Services (DHCS) to include a Census insert, in English and Spanish, with their quarterly Medi-Cal mailing in June 2020. This insert reached nearly 14 million adult heads of households. This was the third mailing collaboration with DHCS.

The Census Office also engaged state agencies during the Census Week of Action in late June to further uplift Census activation. State agencies were provided a toolkit and asked to send out the Census message through their various social media platforms and stakeholder communications. State agencies will also be included in the current Census Weeks of Action, beginning July 27.

Website referral has been a key way that the state agencies are promoting the Census. Census information is embedded on their websites with links that drive viewers to the [californiacensus.org](http://californiacensus.org) or [census.ca.gov](http://census.ca.gov) websites for more information and to complete the Census. The Department of Motor Vehicles, Employment Development Department, California Lottery, California Department of Tax and Fee Administration and State Parks have the highest number of referrals to the websites. These Agencies' websites have referred over 7,500 click-throughs from their websites as of June 2020. State agencies generated more than 100 million impressions during June 2020.

### COVID-19 Adjustments

The COVID-19 pandemic required state agencies to make their own operational shifts, which included a re-evaluation of in-person census-related activities.

Prior to the pandemic, the Census Office was working closely with state agencies with offices open to the public that had traditionally high foot traffic in preparation for hosting Questionnaire Assistance Centers and Questionnaire Assistance Kiosks. However, with many state offices closed due to the shelter-in-place order, this effort has been on hold. As state offices reopen and further guidance is issued, the Census Office will continue to reassess this plan with public safety in mind.

Despite the shift from in-person activities, state agencies continue to be trusted messengers and share the message to take the Census through their existing communication channels. State agencies now primarily reach their specific constituents

via social media, electronic communications, newsletters, mailings and telephone on-hold messages.

## Outreach and Public Relations (Media)

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

	Funded Amount	Expended	Encumbered	Available Balance
Public and Media Relations Contracts	\$ 46,100,000	\$ 30,431,239	\$ 15,668,761	\$ -
State Program Costs	\$ 2,579,037	\$ 1,377,730	\$ 118,591	\$ 1,082,716
<b>Total:</b>	<b>\$ 48,679,037</b>	<b>\$ 31,808,968</b>	<b>\$ 15,787,352</b>	<b>\$ 1,082,716</b>

### COVID-19 Adjustments

COVID-19 has created an environment where the paid, earned, and social media strategy becomes an even more important element of the campaign due to the decrease of in-person outreach activities. At the onset of shelter-in-place in March, the Census Office began adjusting its original communications plan to adapt to the heavier emphasis on media. Adjustments were made to its budget and messaging, micro media plans, and to this day continues to be refined.

The Census Office, in partnership with the outreach and public relations contractor Mercury Public Affairs LLC (Mercury), integrated new COVID-19 messaging into the campaign. The new messaging reflects the ways in which getting counted helps to bring funding to communities. In particular, these adjustments addressed needs such as emergency services, essential services as well as healthcare programming. This messaging empathized with the COVID-19 experience for families and acknowledged how the pandemic shined a spotlight on inequities among the hardest-to-count communities. This emphasis underscores the importance of participating in the Census and bringing critical funding to those who need it most.

As noted earlier, COVID-19 directly impacted the U.S. Census Bureau timeline with an extension of enumeration until October 31, 2020. Despite this, the Census Office media buy was able to adjust. The campaign was able to successfully evaluate and re-target out-of-home (OOH) media, such as billboards and bus shelter signage. Placing Census ads and messaging was prioritized to areas that provide essential services and where Californians were most likely to frequent during the ongoing stay-at-home orders.

The Census Office also adjusted the campaign media flights or the time periods the advertising is scheduled to be in market, due to the new operational timeline. Through a comprehensive evaluation of the Mercury contract and budget, several adjustments were made possible. The flight previously planned for only June and July was adjusted to cover a more appropriate time period and to add an entirely new paid media buy to the campaign, which is referred to as Flight 4 (see Paid Media section below). This allows the paid media campaign to extend by one additional month while staying within the constraints of the existing contract. In addition to extending the paid media campaign,

the campaign adjusted calendars, messaging, and earned media pitching to meet new campaign needs.

For details on media metrics, outreach, and partner creative collateral, see Exhibits F, G, and H.

## Paid Media Update

Paid media is well underway and takes into consideration the U.S. Census Bureau's statewide media and third-party media campaigns in the marketplace. The table to the right displays each key time period (also known as a flight) of the paid media buy.

Flight Schedule	
<b>Flight 1</b>	January 2020 – March 15, 2020
<b>Flight 2</b>	March 16, 2020 – May 31, 2020
<b>Flight 3</b>	June 1, 2020 – July/August 2020
<b>Flight 4</b>	Through the end of August 2020

Radio, print, digital, television, television content integration, and OOH impressions are collected through key performance indicators (KPIs) and made available at the end of each media flight.

### Accomplishments

Flight 1 KPIs (from January to March 15, 2020):

- Over 1 billion impressions delivered to hard-to-count communities across all 10 regions;
- Frequency of impressions is 5 times greater than the recommended industry frequency with approximately 15 impressions/person;
- Conducted ethnic media briefings with 40+ reporters;
- 4+ million visitors have gone to the campaign website since its launch;
- 29-plus million reached through social media channels;
- 3.4 million-plus clicks on census digital ads;
- 47,000-plus spots and over 5.6 million unique impressions through online stories;
- Over 2.3 million reached through print circulation;
- The #1 click-through rate<sup>6</sup> on our web site is "Take the Census"; and
- Over \$2.5 million in added value.

## Radio

The use of trusted messengers started with a radio campaign to deliver messages in the form of live and recorded reads from selected and vetted talent on stations statewide. The campaign utilized 147 radio stations, in 10 languages, throughout the state that were selected based on their reach effectiveness which in some cases meant with specific census tracts.

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<sup>6</sup> The click-through rate is the percentage of people visiting a web page who access a hypertext link to a particular advertisement



## Accomplishments

Flight 1 KPIs (from January to March 15, 2020):

- Estimated impressions: 135,174,690<sup>7</sup>
- Actual impressions: 138,101,784
- Bonus impressions: 41,045,816
- Total Delivered Impressions: 179,147,600

## Print

More than 100 print outlets participated in ethnic media briefings to smaller media outlets that needed more information on Census related content. This engages ethnic print media to help the harder-to-count Californians become more informed about participating, dispelling myths or mis-information, and encouraging simple solutions to taking the Census when barriers exist. Print media partners across the state, in 13 languages, coordinated content calendars, shared information, and worked together to educate, motivate, and active the hardest-to-count communities.

The trusted messenger approach with print included articles strategically placed throughout the campaign and the use of "story up lifters" that readers turn to for credible information. This approach informs while at the same time, complements and makes paid ads in print and other media more effective. This strategy increases confidence within communities so that when they see paid media, they have a foundational knowledge from trusted messengers.

## Accomplishments

Flight 1 KPIs (from January to March 15, 2020):

- Estimated impressions: 27,159,988
- Actual impressions: 30,613,051
- Bonus impressions: 4,316,354
- Total Delivered Impressions: 34,929,405

## Digital Media

The statewide digital campaign is a programmatic delivery of digital ads designed to reach the hardest-to-count communities across the state through regional and zip code geo-targeting. Allocation of budgets are based on the percentage of the hard-

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<sup>7</sup> Media Impressions are any interaction with a piece of content and an audience member. These impressions include multiple views by an individual(s).

Estimated Impressions are the number of paid impressions that each media provider "estimated" would be delivered for the paid tactics through their media at the time of negotiating the campaign. All impressions are estimates prior to the media running based on historical ratings and programming.

Actual Impressions are the paid impressions provided by the campaign media tactics as delivered in the campaign through a number of third-party validators, (Example Neilson, Scarborough, Google)

Bonus impressions are the same impression definition noted above for Paid Impressions with the exception they are bonus, extra, over and above the paid media, also known as added value or free media as part of a package provided with Paid media.

Total Impressions would be Actual Impressions plus Bonus Impressions

to-count by region. The digital campaign uses the 13 required languages specified in the Language Access and Communication Plan. Ads are served across platforms such as desktops and tablets with a high delivery of mobile ads due to typical digital ad usage within the hardest-to-count communities.

### Accomplishments

Flight 1 KPIs (from January to March 15, 2020):

- Estimated impressions: 155,792,356
- Actual impressions: 158,237,550
- Bonus impressions: 191,936,740
- Total Delivered Impressions: 350,174,290

### Content Integration – Television

Content integration is a critical component of the campaign's ethnic television partnerships. This approach uses custom vignettes to educate and activate the hardest-to-count communities in an organic approach through trusted messengers or through integration into their own programming. Each media partnership has provided timelines for production, shared custom vignette ideas and shows for integration.

### Television

Television ad placement is a critical component of the campaign. With over 105 television stations launched in late February 2020, television ad placement is negotiated with competitive rates, a minimum of 30 percent added value, including trusted messengers and content integration, digital, and non-media added value, like spot production and talent fees. Television has been used to reach the hardest-to-count populations where in-language broadcasts are available except for Arabic, Punjabi, and Japanese.

### Accomplishments

Flight 1 KPIs (from January to March 15, 2020):

- Estimated impressions: 136,168,970
- Actual impressions: 186,852,586
- Bonus impressions: 37,748,750
- Total Delivered Impressions: 224,601,336

### Out-of-Home

The OOH strategy consists of a strong integration of various types of “out of home” media selected by region. The OOH can accomplish very specific placement needs for specific hard-to-count communities and to touch many people in a community through their driving and walking patterns and even their entertainment and shopping habits. The OOH plan includes solutions by region to effectively reach hard-to-count Californians that would be difficult to reach or where trust is built through businesses they frequent. OOH is a critical tool to reach low-broadband areas throughout the state.

The OOH plan (prior to COVID-19) included regional placement of the following:

- Digital Bulletins
- Mobile Digital Ads
- Bulletin and Poster placement
- Movie Theaters
- Barbershops
- Mercados/Stores/Convenience Store Posters
- Shopping Carts
- Transit (Bus Shelters, Bus Kings and Tails)

Based on the COVID-19 stay-at-home orders, Mercury reviewed OOH plans and where campaigns were in an end of cycle or off period, OOH was paused and on a limited basis canceled, until normal travel patterns return. Locations will run through August 30, 2020.

### Accomplishments

Flight 1 KPIs (from January to March 15, 2020):

- Estimated impressions: 143,096,302
- Actual impressions: 167,846,656
- Bonus impressions: 18,128,564
- Total Delivered Impressions: 185,975,220

### Social Media Ambassadors

Since their introduction, the Social Media Ambassadors (SMAs) have been posting unique content on their social media platforms. These organic messages aim to reach and motivate their collective audience of more than 14 million Instagram followers. SMAs have participated in video shoots that will be used throughout the campaign, virtual events, and supported earned media that has profiled their role in California's 2020 Census efforts. There are 24 SMAs supporting California's Census efforts as added value of the media campaign.

### Accomplishments

During the second quarter, we introduced 14 of the SMAs.

1. **Danny Trejo**, actor and entrepreneur
2. **Ashlee Marie Preston**, media personality, journalist, and activist
3. **Cristela Alonzo**, star of ABC sitcom *Cristela* and the first Latina to create, produce, write, and star in her own U.S. primetime comedy
4. **Rian Buhacoff**, non-binary and disabled activist for the transgender community
5. **Harrison Barnes**, professional basketball player, the Sacramento Kings;
6. **Salvin Chahal**, poet and actor
7. **Dayana Contreras**, community and media activist
8. **Urijah Faber**, mixed martial artist
9. **Rey Fenix**, masked professional wrestler
10. **Joey Graceffa**, producer and #1 NYT bestselling author

11. **Lara Kaur**, photographer
12. **Kesh Kesh**, singer and songwriter
13. **Nisha K. Sethi**, multi-disciplinary artist
14. **Rain Valdez**, actress, filmmaker and transgender community advocate

SMA's were selected for their ability to reach the hardest-to-count communities in California. The SMA's use their influence on social media channels to encourage their audiences to fill out their census form. In conjunction with Mercury, our partner (Entercom) created custom content to reach our audience through digital campaign elements using, Facebook, and streaming audio. For example, Entercom created the following videos:

- (19) custom :30-second-short form videos
- (19) custom :60-second-long form videos
- Three influencer self-made videos with approved content (due to COVID-19)
- Seven streaming audio spots

## Earned Media

The campaign's earned media campaign focused on increasing the reach of the Census Office's campaign in statewide, regional, and ethnic print and broadcast outlets, with the goal of activating the hardest-to-count Californians by:

- Driving media attention about the Census through proactive, enterprise pitching to increase awareness about the Census and creating urgency around participation among the hardest-to-count Californians; and
- Elevating the voices of trusted messengers and partners to highlight their engagement efforts and leveraging their credibility to explain the importance of the Census.

As self-response data has been released, the campaign focused on local news, and on activating local partners and legislators in their districts. The campaign continues to secure coverage from the broadest possible range of media outlets, beyond top-tier English language press, leveraging media partnerships to secure in-language coverage in ethnic media across the state.

In order to maximize coverage of the Census, the campaign leveraged a range of tactics, uplifting trusted messengers, including partners, constitutional officers and legislators, through interviews and op-eds, conducting statewide and ethnic press briefings, and distributing press releases to maximize coverage of the Census and the campaign.

To successfully execute these tactics, the campaign carefully crafts and targets the pitches to elevate success stories, leverage timely calendar-based opportunities and cultivate interest from key reporters. The campaign also provides end-to-end support for interviewees where needed, including coordination with reporters, drafting talking points, and briefing participants.

## Accomplishments

California's earned media<sup>8</sup> efforts from April 1, 2020 – June 30, 2020 yielded news stories and secured op-ed publications with reach to tens of millions of people across the state. The totals are as follows:

- 69 news stories across print and broadcast;
- 32 op-ed placements on topics including: National Census Day, Asian Pacific Islander and African American outreach and history, and the Census Week of Action with an approximate reach of 5,734,860 impressions;
- 5 media briefings conducted with key reporters at mainstream and ethnic (in-language) media publications statewide; and
- 8 press releases distributed on topics including: partner and Census Office virtual events, Census Ambassadors, response rates, campaign accessibility efforts and children ages 0-5 outreach.

## **Regional Micro Media Plans**

Micro media plans complement the statewide paid media strategy with a local emphasis. Mercury leads, in coordination with the Census Office, the ongoing planning and implementation of micro-media plans for the ten Census regions. Each region has an assigned Mercury lead to ensure smooth planning and execution. These leads provide micro media expertise, quality assurance and budget oversight of all related materials and expenses.

Before the onset of COVID-19, each region's plan had been months in the making and was in the process of being finalized. However, once the pandemic hit, a reassessment of these plans was necessary resulting in adjustments. Events and activities that would no longer take place or would be reduced eliminated the need to amplify these with micro media support. For example, in-person events were cancelled and likewise no longer required a micro media amplification. As well, OOH activities, such as movie theatres, no longer had the significant participation by moviegoers and therefore made micro media in these venues less effective to activate people to complete the Census form.

In this ever-changing pandemic landscape, the micro media placement continues to be adjusted to respond where people will consume it. The micro-regional campaigns run through the end of August 2020, and the Mercury Team will continue to provide support to all regions in this final stretch of the micro media campaigns.

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<sup>8</sup> Earned media is unpaid coverage/mention of a brand or organization by third-party entities such as media publications, customers, or influencers.

## Research – Focus Groups and Message Testing

The focus of the campaign's strategy and messaging continues to be evidence-based. Focus groups are a quality control method that continually measures the media outreach success in educating households on why the Census matters and activating them to complete the Census. The research was designed to be a study of messaging through the planned phases of the Census campaign.

JP Marketing (JPM), a Mercury subcontractor, is leading a three-phased approach to qualitative message testing across all regions ensuring feedback from identified hard-to-count audiences. The insights garnered from this research have continued to inform ongoing message development which are messages designed to educate, motivate, and activate California's hard-to-count populations in the state's key languages as identified in the Language and Communication Access Plan (LACAP).

Due to COVID-19, JPM refocused the way they conducted message testing since live, in-person focus groups became unfeasible. Regardless of methodology (quantitative or qualitative) or modality (surveys, in-person focus groups, virtual focus groups, phone intercepts, etc.), message testing continues helping the campaign better understand challenges as well as factors that will activate hard-to-count Californians.

## Research – Mid-Campaign Evaluation

SocialQuest Inc. (SocialQuest) was retained by Mercury, at the request of the Census Office, to conduct a media and campaign evaluation. SocialQuest recently conducted and completed their second wave of media evaluations, which is considered the mid-campaign evaluation.

There was a total of 3,798 (2,252 online and 1,546 in-person) completed surveys for the mid-campaign measure. The overarching objectives of SocialQuest's research are to:

1. Measure the progress and effectiveness of the Census Office's outreach and communications strategy that focused on the hard-to-count residents; and
2. Provide data that identifies potential factors that can increase the effectiveness of the outreach and communications strategy in a timely manner so that any necessary changes can be implemented.

The mid-campaign measure informed what campaign messaging and strategies are most and least effective to motivate the intent to complete the census form. Insights from the mid-campaign results help refine and redirect media plans, outreach strategies and campaign messaging toward the elements of the campaign driving the greatest change and action in support of campaign objectives.

Key findings from the mid-campaign report include:

- Significant increases achieved in multiple measures since the baseline report in February 2020. Findings show that respondents:
  - Are aware of Census 2020;

- Know they can complete the Census form online and by phone;
  - Feel they know a lot about how to participate in Census 2020;
  - Know every household is required to fill out a 2020 Census form; and
  - Know citizenship will not be asked on the Census form.
- Despite significant increases in awareness and knowledge of Census 2020, there is more work to be done to better target populations through specific mediums that are most well-received by those populations.

The Census Office has provided these findings to assist partners in their ongoing communication and outreach efforts and is working to integrate them into Census Office planning where appropriate.

### **Mis/DisInformation**

The campaign continues to monitor key digital venues for "mis/dis" content that could dissuade households from participating in the 2020 Census. Overall, monitoring has revealed a very low level of Census mentions and engagement.

### III. ADMINISTRATION

The \$187.2 million for statewide outreach and coordination allows for the funding to be spent or encumbered over four fiscal years. Staffing and administrative costs represent eleven percent of the total budget.

The table below provides the administrative costs by Fiscal Year (FY) for the Census Office's operation and 4-year totals.

	Appropriation Amount	Expended	Encumbered	Available Balance
<b>2017 Budget Act</b> <sup>1 &amp; 2</sup>	\$ 10,000,000	\$ 8,312,459	\$ 1,000,000	\$ 687,541
<b>2018 Budget Act</b>	\$ 90,300,000	\$ 70,631,510	\$ 8,455,499	\$ 11,212,991
<b>2019 Budget Act</b>	\$ 86,931,000	\$ 52,604,558	\$ 19,527,066	\$ 14,799,376
<b>Total:</b>	<b>\$ 187,231,000</b>	<b>\$ 131,548,528</b>	<b>\$ 28,982,565</b>	<b>\$ 26,699,907</b>

1. 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.
2. The initial \$3 million budget allocation appropriated under the Governor's Office of Planning and Research has a remaining balance of \$687,541. This amount is not available and was reverted on June 30, 2020.

The table below provides a roll-up of four-year totals from above and details the expenditures, encumbrances and remaining balance for the Census Office's operation.

	4-Year Funded Amount	Expended	Encumbered	Available Balance
Administrative Staffing	\$ 6,236,831	\$ 3,517,602	\$ -	\$ 2,719,229
Administrative OE&E	\$ 14,896,117	\$ 7,656,655	\$ 3,517,582	\$ 3,721,880
<b>Total:</b>	<b>\$ 21,132,948</b>	<b>\$ 11,174,257</b>	<b>\$ 3,517,582</b>	<b>\$ 6,441,109</b>

### California Housing and Population Sample Enumeration (CHPSE)

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

	Funded Amount	Expended	Encumbered	Available Balance
CHPSE	\$ 5,430,000	\$ 1,499,787	\$ 3,499,502	\$ 430,711
<b>Total:</b>	<b>\$ 5,430,000</b>	<b>\$ 1,499,787</b>	<b>\$ 3,499,502</b>	<b>\$ 430,711</b>

The California Neighborhoods Count survey is an effort led by the State of California to measure the effectiveness of the Census Office. It also is part of research to ensure accurate state demographic estimates.

The budgeted amount for CHPSE is \$5,430,000 and includes a recent addition to the original scope of work. Additional housing units were identified through the survey sample of geographic clusters that should be included in the study. This represents an additional allocation of \$135,000 to CHPSE.



The CHPSE survey, conducted by RAND Corporation, is expected to reach approximately 23,000 households or approximately 0.5 percent of the California population. The locations will not be shared in order to protect the integrity of the survey. The surveys started in mid-June and will continue into October. During October and November, RAND will follow up with households that have not completed the survey. The survey is scheduled to be completed on November 30.

Of note, it is unlikely that the 2020 Census will be negatively impacted by the simultaneous surveys such as the California Neighborhoods Count survey and the several surveys that the U.S. Census Bureau will also conduct during this time. The Department of Finance, the Census Office, and RAND are collectively working to address any questions or concerns raised by people who receive the California Neighborhoods Count survey.

## **Staffing and Organization**

The Census Office staffing and contracted administrative support have been adjusted to reflect the extended U.S. Census Bureau operations timeline.

For the Census Office staff, Communications Unit and Outreach Unit appointment terms previously ending in October 2020 were extended to November 2020. Terms previously ending December 2020 are extended to January 2021. See the Organizational Chart in Exhibit I for the current appointment terms for all positions.

The Public Consulting Group (PCG) contract, providing the Census Office with project management services, was extended by one month (from September 30, 2020 to October 31, 2020) and provides an additional \$446,377 for a total of \$1.55 million.

The Census Office contracted with Richard Heath & Associates (RHA) to provide outreach leads and project manager support for outreach initiatives, including coordinating the development of the Census Office final report. The contract end date was extended from September 30, 2020 to June 30, 2021. An additional \$788,310 was allocated to the contract for a total of \$2.57 million.

There have been no changes to the contract with the Center for Collaborative Policy (CCP), since last reported in the Progress Report to the Legislature. CCP primarily supports activities of the California Complete Count Committee.

## **Regional Census Offices**

The leases for Oakland and Fresno regional Census Offices expired on June 30, 2020 and were not extended or renewed.

## Contingencies/Emergencies

The table below provides the expenditures, encumbrances and remaining available balance for Contingencies/Emergencies.

	Funded Amount	Expended	Encumbered	Available Balance
Contingencies/Emergencies	\$ 2,401,648	\$ -	\$ -	\$ 2,401,648
<b>Total:</b>	<b>\$ 2,401,648</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,401,648</b>

As outlined earlier in this section, amendments to administrative contracts and extending staff appointments by one month (as well as providing for the State's pay liability for policies approved in the Budget Act of 2020) resulted in reducing the contingency fund to \$2.4 million.

## California Complete Count Committee

The California Complete Count Committee (Committee) serves as an advisory body to the complete count effort. They help to develop, recommend and assist in the administration of the 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.

The Committee has met twice this year. At the first meeting, on February 27, 2020, the Committee received an update on Census Office activities, an overview of the media campaign and information on how they can be Census ambassadors within their communities.

The second meeting, on June 30, 2020, was held virtually and streamed live to the public. The Committee was provided with a status of California's self-response rate, how the Census Office was collaborating with partners, how outreach has shifted during the pandemic, and an update on the outreach activities of our state agency partners. Members shared their census-related activities that focused on reaching the hardest-to-count communities. For example, they have been actively promoting the census through social media channels and speaking engagements, participating in virtual events, and developing census-related media.

More information about the Committee meetings and activities is available at: [www.census.ca.gov/events/cccc-meetings/](http://www.census.ca.gov/events/cccc-meetings/).

## **IV. 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 October 2020. As required by SB 866, the report will also include details on the Census Office's funding and infrastructure actions during the third quarter of the 2020 calendar year.