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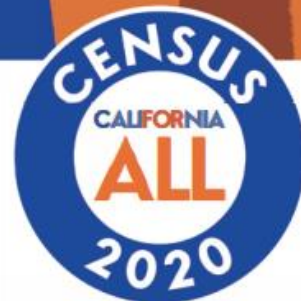
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Quarterly Progress Report to the Legislature

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
- D. Statewide Contractor Snapshots
- E. Contractor Expected End Dates
- F. CA Census Office Campaign Snapshot
- G. New Articles and Op-eds from July 2020
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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.

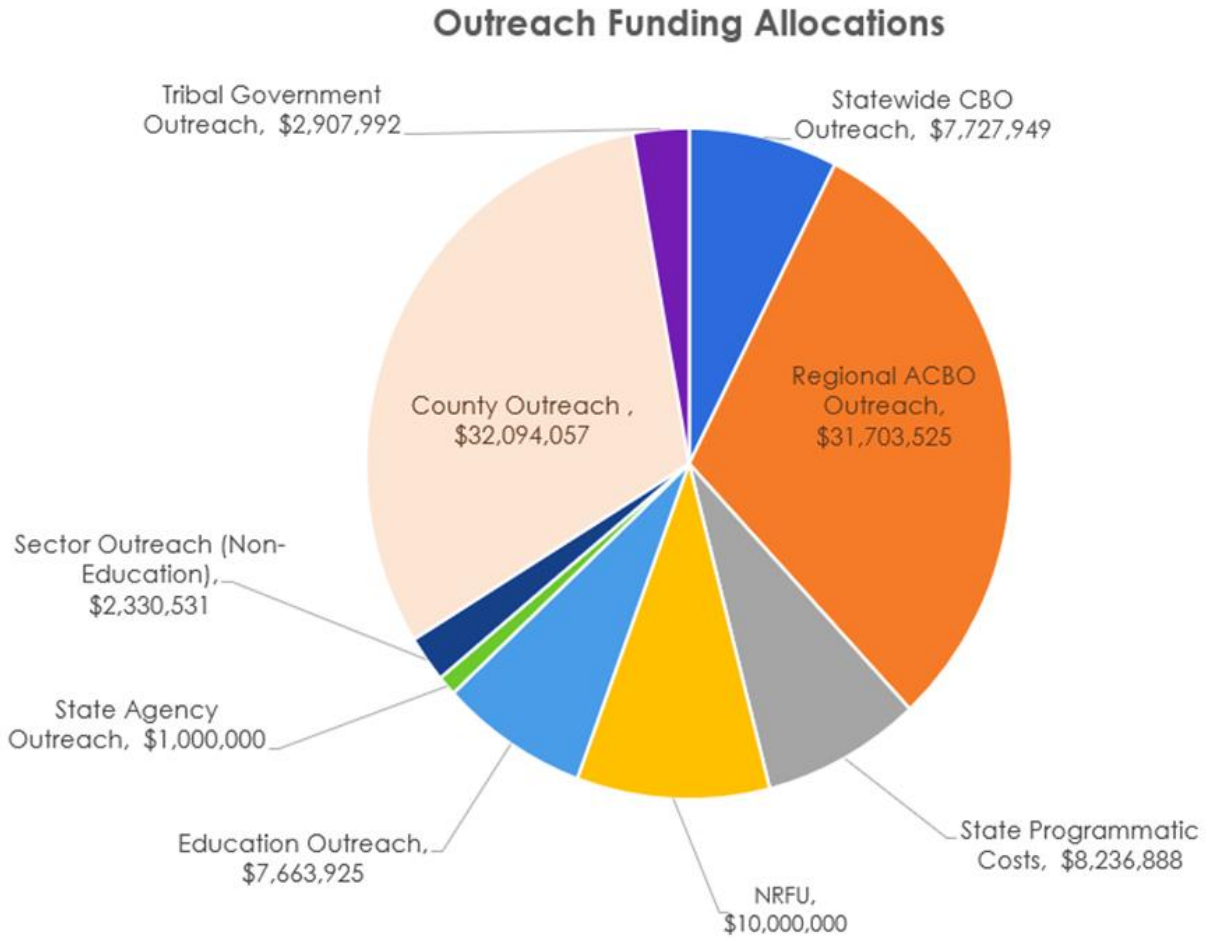
County name	Overall SRR (%)	Final 2010 SRR	County name	Overall SRR (%)	Final 2010 SRR
San Mateo County	73.9	73.2	Glenn County	59.9	67.6
Contra Costa County	72.2	72.1	Tulare County	59.8	65.0
Santa Clara County	72.1	74.0	Tehama County	59.6	61.4
Marin County	71.7	72.1	Los Angeles County	59.1	69.0
Ventura 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







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.







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.















## 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.































## **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.