

EXHIBIT A

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California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

COUNTIES					
County	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Alameda	\$283,294	\$843,249	\$1,084,380.55	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional funding • NRFU
Calaveras	\$53,700	\$50,000	\$101,200.00	98%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional funding • NRFU
Colusa	\$27,100	\$25,000	\$50,850.00	98%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
Contra Costa	\$63,400	\$362,605	\$407,874.75	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU

*As of July 2, 2020



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County	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Del Norte	\$52,600	\$50,000	\$100,100.00	98%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
Fresno	\$157,350	\$1,088,443	\$1,191,370.85	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
Humboldt	\$104,750	\$100,000	\$90,000.00	44%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release
Imperial	\$110,807	\$284,435	\$381,020.25	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU

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Inyo	\$4,950	\$25,000	\$28,700.00	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
Kern	\$42,650	\$852,723	\$852,736.85	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Kings	\$75,800	\$121,055	\$190,802.25	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Lake	\$13,000	\$75,000	\$84,250.00	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

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Los Angeles	\$1,756,053	\$9,393,090	\$10,679,488.50	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
Madera	\$107,900	\$133,610	\$234,829.50	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Marin	\$0	\$100,000	\$95,000.00	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Mariposa	\$0	\$25,000	\$23,750.00	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Mendocino	\$74,750	\$75,000	\$71,250.00	48%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU

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County	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Merced	\$0	\$289,390	\$274,920.50	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Modoc	\$27,100	\$25,000	\$50,850.00	98%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Monterey	\$39,450	\$401,996	\$421,346.20	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Napa	\$108,000	\$100,000	\$195,800.00	98%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

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Nevada	\$78,150	\$75,000	\$71,250.00	47%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Orange	\$725,082	\$1,555,519	\$1,948,959.05	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
Placer	\$107,900	\$100,000	\$202,900.00	98%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
Riverside	\$418,450	\$1,210,891	\$1,568,796.44	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

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Sacramento	\$0	\$862,308	\$819,191.88	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
San Benito	\$0	\$75,000	\$71,250.00	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
San Bernardino	\$383,495	\$1,482,128	\$1,791,516.60	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding • NRFU
San Diego (SANDAG)	\$0	\$1,565,350	\$1,487,082.50	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
San Francisco	\$259,232	\$546,212	\$518,901.40	64%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU

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San Luis Obispo	\$8,400	\$100,000	\$103,400.00	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
San Mateo	\$0	\$228,835	\$217,393.25	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Santa Barbara	\$139,695	\$354,319	\$476,298.05	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Santa Clara	\$423,888	\$963,854	\$1,339,049.30	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

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County	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Santa Cruz	\$110,000	\$111,586	\$216,006.70	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Shasta	\$54,750	\$100,000	\$149,750.00	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Solano	\$30,550	\$145,572	\$168,843.40	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Sonoma	\$99,750	\$100,000	\$194,750.00	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

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County	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Stanislaus	\$0	\$318,521	\$302,594.95	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Stockton	\$ 98,461	\$323,857	\$406,125.16	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Sutter	\$56,950	\$86,138	\$138,781.10	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Trinity <i>(California Center for Rural Policy)</i>	\$32,100	\$25,000	\$54,600.00	96%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • Additional Funding

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County	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Tehama	\$63,150	\$75,000	\$134,400.00	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Tulare	\$0	\$582,714	\$553,578.30	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Tuolumne	\$79,750	\$75,000	\$151,000.00	98%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Ventura	\$0	\$288,754	\$274,316.30	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2ND Quarterly Report • Implementation Plan • Withhold Release • NRFU
Yolo	\$0	\$127,079	\$120,725.05	95%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU

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COUNTIES					
County	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Yuba	\$83,985	\$100,000	\$178,985.00	97%	<ul style="list-style-type: none"> • Board Resolution • Strategic Plan • 1st Quarterly Report • 2ND Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

Note: \$684,269 is associated with the allocation amount from the counties that choose 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.



California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

REGIONAL ADMINISTRATIVE COMMUNITY-BASED ORGANIZATIONS (ACBOS)					
Regional ACBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Sacramento Region Community Foundation	\$973,961	\$1,730,633	\$2,638,062.35	98%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
United Way of the Wine County	\$99,650	\$266,220	\$352,559.00	96%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
United Way of the Bay Area	\$712,800	\$2,813,670	\$3,405,786.50	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Faith in Action Network	\$587,423	\$1,370,271	\$ 1,830,666.90	94%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release
Ventura County Community Foundation	\$533,157	\$1,115,370	\$ 1,612,758.50	98%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

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California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

REGIONAL ADMINISTRATIVE COMMUNITY-BASED ORGANIZATIONS (ACBOS)					
Regional ACBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Sierra Health Foundation: Center of Health Program Management	\$909,487	\$2,382,210	\$3,192,586.50	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
The Community Foundation	\$384,840	\$2,425,815	\$2,729,364.25	96%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
California Community Foundation	\$2,653,600	\$8,461,665	\$10,717,181.75	96%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Charitable Ventures of Orange County	\$432,966	\$1,402,245	\$1,785,098.75	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
United Way of San Diego County	\$734,372	\$1,666,170	\$2,317,233.50	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2ND Quarterly Report** • Implementation Plan • Additional Funding • Withhold Release • NRFU

*As of July 2, 2020



California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY-BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
NALEO Educational Fund	\$0	\$400,000	\$380,000.00	95%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Withhold Release • NRFU
Latino Community Foundation	\$171,000	\$400,000	\$551,000.00	96%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
California Calls	\$422,600	\$400,000	\$802,600.00	98%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2ND Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
California Indian Manpower Consortium	\$21,000	\$1,127,855	\$1,128,855.21	98%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

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STATEWIDE COMMUNITY-BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
Community Partners	\$21,000	\$478,000	\$479,000	96%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Asian Americans Advancing Justice	\$443,100	\$400,000	\$823,100	98%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2ND Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Coalition for Humane Immigrant Rights	\$142,000	\$100,000	\$237,000	98%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Coalition for Humane Immigrant Rights	\$100,000	\$100,000	\$195,000	98%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
California Rural Legal Assistance, Inc.	\$290,450	\$250,000	\$527,950	98%	<ul style="list-style-type: none"> • Strategic Plan • 1ST Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU

*As of July 2, 2020



California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY-BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
Mixteco/ Indigena Community Organization Project	\$271,00	\$250,000	\$496,000	95%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release
Equality California Institute	\$271,000	\$400,000	\$651,000	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
United Ways of California	\$48,950	\$400,000	\$428,950	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
Disability Rights Education and Defense Fund	\$100,000	\$600,000	\$670,000	96%	<ul style="list-style-type: none"> • Strategic Plan • Implementation Plan • Additional Funding
California Children and Families Foundation, Inc.	\$100,000	\$600,000	\$670,000	96%	<ul style="list-style-type: none"> • Strategic Plan • Implementation Plan • Additional Funding
MENA with Council on American-Islamic Relations	\$250,000	\$400,000	\$630,000	97%	<ul style="list-style-type: none"> • Strategic Plan • Implementation Plan • Additional Funding

*As of July 2, 2020



California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY-BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
Center for Common Concerns, dba Homebase	\$21,000	\$200,000	\$211,000	95%	<ul style="list-style-type: none"> • Strategic and Implementation Plan • Additional Funding • Mid Term Report
San Diego Veterans Coalition	\$0	\$27,000	\$24,650	91%	<ul style="list-style-type: none"> • Strategic and Implementation Plan

*As of July 2, 2020



California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

SECTORS					
Sector	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
Faith in Action Network/PICO	\$164,400	\$250,000	\$401,900	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
California Primary Care Association	\$176,050	\$250,000	\$413,550	97%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • 2nd Quarterly Report • Implementation Plan • Additional Funding • Withhold Release • NRFU
California Labor Federation	\$160,200	\$250,000	\$385,200	94%	<ul style="list-style-type: none"> • Strategic Plan • 1st Quarterly Report • Implementation Plan • Additional Funding • Withhold Release •
Council for Strong America	\$96,000	\$300,000	\$381,000	96%	<ul style="list-style-type: none"> • Strategic Plan • Implementation Plan • Additional Funding
Regents of UC Agricultural & Natural Resources (4H)	\$0	\$171,000	\$165,450	95%	<ul style="list-style-type: none"> • Strategic and Implementation Plan • Mid Term Report

*As of July 2, 2020

EXHIBIT B

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CA Complete Count – Census 2020 Funding Allocation by Region

Region 1 - Superior California		
Categories		Amount
ACBO	\$	2,704,594
County	\$	2,074,610
County of Education	\$	762,282
Total Census Office Investment in Region 1	\$	5,541,486

Region 2 - North Coast		
Categories		Amount
ACBO	\$	365,870
County	\$	1,002,750
County of Education	\$	125,072
Total Census Office Investment in Region 2	\$	1,493,692

Region 3 - San Francisco Bay Area		
Categories		Amount
ACBO	\$	3,526,470
County	\$	4,250,191
County of Education	\$	569,032
Total Census Office Investment in Region 3	\$	8,345,693

Region 4 - Northern San Joaquin		
Categories		Amount
ACBO	\$	1,957,694
County	\$	1,555,189
County of Education	\$	246,181
Total Census Office Investment in Region 4	\$	3,759,064

Region 5 - Central Coast		
Categories		Amount
ACBO	\$	1,648,527
County	\$	1,629,200
County of Education	\$	207,513
Total Census Office Investment in Region 5	\$	3,485,240

Region 6 - Southern San Joaquin Valley		
Categories		Amount
ACBO	\$	3,291,697
County	\$	2,950,685
County of Education	\$	414,717
Total Census Office Investment in Region 6	\$	6,657,099

Region 7 - Inland Empire		
Categories		Amount
ACBO	\$	2,830,655
County	\$	3,494,964
County of Education	\$	559,868
Total Census Office Investment in Region 7	\$	6,885,487

Region 8 - Los Angeles		
Categories		Amount
ACBO	\$	11,115,265
County	\$	11,149,143
County of Education	\$	2,347,577
Total Census Office Investment in Region 8	\$	24,611,985

Region 9 - Orange County		
Categories		Amount
ACBO	\$	1,835,211
County	\$	2,026,735
County of Education	\$	300,770
Total Census Office Investment in Region 9	\$	4,162,716

Region 10 - San Diego and Imperial		
Categories		Amount
ACBO	\$	2,427,542
County	\$	1,960,592
County of Education	\$	312,518
Total Census Office Investment in Region 10	\$	4,700,652

*Administrative Community Based Organization (ACBO)

As of June 30, 2020

1/ Allocations reflect funding allocated on a regional basis including counties, administrative community-based organizations, and county offices of education. It does not include Tribal Government funding agreements, statewide community-based organizations, sectors, grades K-12 curriculum, higher education, or public relations/media contracts.
2/ Does not reflect the \$8 million Nonresponse Followup additional allocation.

EXHIBIT C

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U.S. Census Bureau Operations Timeline Adjustments

Operations Phase/Activity	Original Dates (2020)	Current Schedule* (2020)
Self-Response Phase Online, phone, and mailed self-responses continue throughout the data collection process.	March 12 – July 31	March 12 – October 31
Group Quarters (by e-Response and paper questionnaire) Examples of Group Quarters include Colleges, adult care facilities, prisons, and health facilities.	April 2 – June 5	April 2 – September 3
Update Leave—California Census takers drop off invitations to respond and paper questionnaires while updating the addresses with PO Boxes, on rural routes, or with other non-city style addresses.	March 15 – April 17	May 25 – June 8
Update Leave—Tribal Update Leave Operation for Tribal Government	March 15 – April 17	Varies by region; Possible delays until August.
Nonresponse Followup (NRFU) Census takers will interview households in person.	May 13 – July 31	August 11–October 31 (California dates; other states/regions may begin sooner)
In-Person Group Quarters Enumeration Group quarters that remain a part of our in-person group quarters enumeration efforts will begin in July.	April 2 – June 5	July 1 – August 26

U.S. Census Bureau Operations Timeline Adjustments		
Operations Phase/Activity	Original Dates (2020)	Current Schedule* (2020)
Service Based Enumeration Examples include soup kitchens, shelters, and regularly scheduled food vans.	March 30 – April 1	September 22 – 24
Count of People Experiencing Homelessness Outdoors (TNSOL) Census takers count people under bridges, in parks, in all-night businesses, etc.	April 1	September 22 - 24
Enumeration of Transitory Locations (TL) Census takers count people staying at campgrounds, RV parks, marinas, and hotels if they do not usually live elsewhere.	April 9 – May 4	September 8 – 23
Mobile Questionnaire Assistance Census Bureau staff assists people with responding online at places people gather (events, grocery stores, etc.).	March 30 – July 31	July 11 – October (phased regional roll-out based on local health and safety precautions)

* As of July 13, 2020

For more information on USCB operational updates due to COVID-19, please visit:
<https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>

EXHIBIT D

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California Complete Count – Census 2020

Asian Americans Advancing Justice – Los Angeles

Asian Americans & Pacific Islanders

The Asian and Pacific Islander American (API) community is ethnically and linguistically diverse with a rich historical history of coming to America. More than 22 million people make up the API community nationwide. Approximately one-third of Asian Americans live in California, making up 16% of the population. Nearly all Asian communities have increased 30% to 100% in the past twenty years and are now the fastest growing immigrant population in the US. The API communities used census data to understand the diversity of the population across a range of social indicators. However, according to a US Census Bureau report, Asian Americans were the least likely of any racial group to respond to the Census and the least likely to express familiarity with the census.

Asian Americans Advancing Justice-Los Angeles (AAAJ) has worked on the last three decennial Census efforts. They leverage their work with their national affiliates and serve as a bridge to statewide networks and local level community-based organizations. These networks provide culturally and linguistically relevant outreach to populations that are the hardest-to-count among the API population.

The AAAJ affiliates developed outreach resources, such as videos, flyers and digital images, in 19 languages: Chinese (simplified and traditional), Bengali, Burmese, Gujarati, Hindi, Hmong, Iu Mien, Japanese, Korean, Khmer, Lao, Marathi, Nepali, Punjabi, Tamil, Tagalog, Thai, Vietnamese, and Urdu. Their partner, Empowering Pacific Islander Communities is providing outreach in 8 languages: Chamorro, Chuukese, Marshallese, Native Hawaiian, Palauan, Samoan, Tongan, and Vakaviti. These resources are available to all partners.

AAAJ-LA will leverage communications, field education, and outreach work in areas that are home to clusters of hard-to-count AAPI communities:

- Region 1: Asian Resources Inc.
- Region 3: Asian Americans Advancing Justice-Asian Law Caucus, Chinese for Affirmative Action, Asian Law Alliance
- Region 4: Jakara Movement
- Region 6: The Fresno Center
- Region 8: Asian Pacific Policy and Planning Council
- Region 9: Orange County Asian Pacific Islanders Community Alliance
- Region 10: Union of Pan Asian Communities
- Statewide: Empowerment Pacific Islander Community and Asian Americans and Pacific Islanders for Civic Empowerment

WEBSITE

<https://www.countusin2020.org/resources>

FUNDING ALLOCATION

\$843,100

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California Complete Count – Census 2020

California Calls

African Americans

California has the fifth largest Black population in the United States. Yet, African Americans and Black immigrants are among the highest groups at risk of not achieving a full and accurate count in California. According to the U.S. Census Bureau, there are close to 3 million Black residents living in California and over 1.4 million are traditionally considered to be hard-to-count. Since 1980, Black populations have had below-average participation in the census and have been under-counted.

The 2010 Census undercounted the African American population by more than 800,000. Approximately 7 percent of young African American children were not counted in 2010—roughly twice the rate for young non-Hispanic White children. African American men have been historically undercounted in greater numbers than men of other racial or ethnic groups. These factors combined with a growing distrust of government and limited access to the internet, particularly among seniors, require tailored outreach strategies to ensure a full count in the 2020 Census.

The [California Black Census and Redistricting Hub](#), a network of over thirty Black-led and Black-serving organizations across the state, focuses on maximizing participation in the upcoming census and redistricting process. The Hub uses a mix of training, strategic communications, data and grassroots organizing to conduct targeted outreach campaigns. A steering committee of institutional thought partners – the Core Partners – guides the Hub's strategic and operational direction and includes California Calls, Advancement Project California, Black PAC, PICO California, and the African Methodist Episcopal Church-Social Action Commission. Coalition members operate at the statewide, regional, and local levels. The full list of organizations is available on the Hub's website. They offer significant reach and influence within their communities and work with key hard-to-count communities such as youth, parents, renters, refugees, immigrants, or people who are impacted by poverty, homelessness, or incarceration.

In response to the COVID-19 reality, the network overhauled their strategy to focus on capturing HTC homebound Blacks who are relying on internet, radio, and TV. They are also pioneering new and emerging outreach technologies and tools to reach communities creatively through phone and digital organizing. The strategy included setting clear metrics to measure progress, fundraising, and technical assistance.

WEBSITE

<https://www.myblackcounts.org/>

FUNDING ALLOCATION

\$822,600

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California Complete Count – Census 2020

Council on American-Islamic Relations – California

Middle East & North African

California's Middle East and North African (MENA) population is vast and diverse and requires culturally congruent messages for the various populations represented. Population estimates suggest that about 732,262 Californians belong to the MENA community. Of this population, an estimated 67.9 percent are foreign-born, and 27.9 percent are limited English proficient. Distrust and fear of government is a common concern among numerous MENA populations as well as limited knowledge of the Census, therefore leveraging trusted messengers are key to remove barriers for the MENA population to achieve a complete count.

The Council on American-Islamic Relations, California (CAIR-CA) has served MENA, refugee and immigrant populations for the past 25 years in the areas of legal services (civil rights and immigration), education, civic engagement, coalition building, and youth empowerment. To raise awareness of the Census, CAIR-CA is coordinating over 70 MENA-serving organizations across the state. Efforts will be targeted at the larger MENA communities representing most of the California MENA population, including Iranian, Iraqi, Egyptian, Armenian, Israeli, Palestinian, Lebanese, Syrian, Afghani, Jordanian, Yemeni, Moroccan, and Assyrian. Among the languages they will cover are Arabic, Armenian, Farsi, Dari, and Pashto.

CAIR-CA and their partners have provided in person trainings for organizations and individuals on Census and created in language PSAs with trusted messengers. With the shelter-in-place, they have launched a comprehensive phone-banking campaign targeting over 700,000 phone numbers across the state. A multi-lingual virtual Questionnaire Assistance Center provides information from trusted messengers about the Census, including how to complete the question on race. Diverse influencers – faith leaders, women, elders, and young people -- host webinars encouraging community members to take the Census. During the shelter-in-place, they are conducting outreach at food distribution sites, social service agencies, ethnic markets, and houses of worship.

WEBSITE

<https://www.2020becounted.org>

FUNDING ALLOCATION

\$650,000

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California Complete Count – Census 2020 Coalition for Humane Immigrant Rights Immigrants & Refugees

Immigrant and refugee communities are among the top hard-to-count populations for Census participation. Factors that have previously resulted in an undercount among these communities include unfamiliarity with the Census, language barriers and the historically lower responses on the Census from low income neighborhoods. Additionally, fueling the possibility of another undercount is fear and distrust of the government, especially given the current climate of increased deportations and the controversy around the citizenship question.

The Coalition for Humane Immigrant Rights (CHIRLA) is leveraging 32 years of serving immigrants and refugees to deliver culturally and linguistically appropriate outreach to these populations. Their primary strategy is to provide accurate and up-to-date information and to respond rapidly to crises and misinformation.

CHIRLA's educational materials offer easy to read instructions on completing Census questionnaires with visual aids in English and Spanish. They are conducting media outreach, earned media, and uplifting the stories of domestic workers, undocumented workers, mix status families, Deferred Action for Childhood Arrivals (DACA) recipients and recent naturalized citizens. During the shelter-in-place, they leveraged the #ContamosContigo campaign, to produce the *Cuidate Y Cuéntate* Virtual Concert with musical performances encouraging viewer to "stay safe and fill out the census."

CHIRLA is leveraging communications and outreach work in areas that are home to clusters of hard-to-count Spanish-speaking residents:

- Region 1: Sacramento County (Sacramento), Yolo County (Davis)
- Region 4: Stanislaus County
- Region 6: Tulare County (Visalia, Porterville, Delano), Kern County (Bakersfield)
- Region 7: San Bernardino County (Fontana, Hesperia, San Bernardino, Victorville)
- Region 8: Los Angeles County (Los Angeles, South Los Angeles, San Gabriel Valley, Pomona, Downtown, Pico Union, East LA, Boyle Heights, El Sereno, Cudahy, Huntington Park, Pacoima, Van Nuys, Canoga Park, Sylmar, Tarzana, Northridge, San Fernando, Canyon Country, Palmdale, Lancaster, Simi Valley)
- Region 9: Orange County (Fullerton, Irvine)

WEBSITE

<https://www.chirla.org/>

FUNDING ALLOCATION

\$200,000

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California Complete Count – Census 2020

Coalition for Human Immigrant Rights

Limited English Proficiency

English proficiency is strongly correlated to an individual's intent to complete the Census questionnaire. Limited English Proficient (LEP) individual is defined as anyone five years old and over who speaks a language other than English at home and speaks English less than "very well."

LEP populations may have additional characteristics that are barriers to Census participation and make them particularly hard-to-count, which includes being newcomers, refugees, or asylees; low educational attainment or illiteracy; low digital literacy; lack of access to broadband; socioeconomic barriers; lack of understanding of the civic process; and heightened distrust in government, especially among mixed-status families.

The California Census Office has developed the Language and Communication Access Plan (LACAP) which aims to ensure that language and communication access is linguistically and culturally appropriate and provides equal and meaningful access to California's vulnerable populations. The LACAP outlines requirements for the State's contracted partners.

The Coalition for Humane Immigrant Rights (CHIRLA) is using the trust their organization has built in immigrant communities, especially hard-to-count LEP households, to effectively conduct outreach. CHIRLA's existing Community Education and Outreach infrastructure includes regional outreach workers and a hotline that reaches Spanish speakers and English Language Learners. CHIRLA's toll-free Immigrant Access Hotline is an effective referral and information resource that will be leveraged to provide Census education.

The geographic areas CHIRLA plans to cover are 64 cities in the Northern Central Valley, San Fernando Valley, Southeast Los Angeles County, Northern Orange County, South Los Angeles County, East Los Angeles County, and Downtown Los Angeles.

WEBSITE

<https://www.chirla.org/>

FUNDING ALLOCATIONS

\$242,000

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California Complete Count – Census California Indian Manpower Consortium Native American/Alaska Native & Tribal Communities

California is home to the largest percentage of Census respondents who identify as Native American or Alaska Native. Yet, the US Census Bureau estimates that Native Americans / Alaska Natives living on reservations or in Native villages were undercounted by nearly five percent. This is more than double the undercount rate of the next closest population group. To ensure an accurate count, the Census Office has woven outreach to Native American and Tribal populations throughout its funding efforts.

California is home to 110 federally recognized tribes, all of which have received state outreach funding either directly from the State or through the California Indian Manpower Consortium (CIMC). The CIMC is a nonprofit organization which has earned the trust of Native American communities and Tribal Governments through its 40 years of service.

As a statewide organization, CIMC connects to communities through delegates and individuals appointed by each tribe. They partnered with five organizations to conduct census outreach to tribes and tribal communities at community gatherings and meals. However due to the COVID-19 pandemic, they have had to shift to mailing information and strategize around the timeline adjustments from the US Census Bureau.

Through their partnerships, CIMC is ensuring that the Census remains a priority among tribal members. They also work with [Native People Count California](#) for media outreach. Their partners include:

- Regions 1, 3, 4, 6, 8, 10: California Consortium for Urban Indian Health
- Region 2: Northern California Indian Development Council
- Region 4, 5, 6: Owens Valley Career Development Center
- Regions 5, 10: Southern California American Indian Resource Center, Inc.
- Region 3: United Indian Nations, Inc.
- Regions 1, 2, 4, 6, 7, 10: CIMC

WEBSITE

<http://cimcinc.org/NativePeopleCount.html>

FUNDING ALLOCATION

\$1,148,855

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California Complete Count – Census 2020 California Native Vote Project Native American/Alaska Native & Tribal Communities

California is home to the largest percentage of Census respondents who identify as Native American or Alaska Native. Yet, the US Census Bureau estimates that Native Americans / Alaska Natives living on reservations or in Native villages were undercounted by nearly five percent. This is more than double the undercount rate of the next closest population group. To ensure an accurate count, the Census Office has woven outreach to Native American and Tribal populations throughout its funding efforts.

The California Native Vote Project (CNVP) is one of two statewide organizations contracted by the State of California to conduct statewide census outreach and education to ensure a fair and accurate count of Native Americans for Census 2020.

Through in-person, face-to-face grassroots outreach, CNVP has built a membership base of 4,000 Native Americans in California with whom the project communicates directly via phone, email, social media and in-person contacts. CNVP has an extensive statewide network of more than 50 Native organizations and leaders — including from Hard-to-Count census tracts — that work collaboratively on census outreach plans in their home communities. The California Native Vote Project (CNVP) conducts outreach as a trusted messenger in Los Angeles, which is home to largest community of urban Indians in the state, as well as in San Bernardino, Riverside, and Humboldt counties.

With its large network, CNVP hired community outreach workers to canvass Native Americans about the Census. In the wake of the COVID-19 outbreak, CNVP has been forced to shift their face-to-face events and activities to new digital activities. Their outreach workers are now phone and text banking on behalf of tribes and tribal organizations, as well as partnering with the LA Unified School District to make calls to 2,000 self-identified Native American / Alaskan Natives to encourage completion of the Census. They increased their social media presence, including hosting a Census Jeopardy Party and census messages from the Native American basketball star, Shoni Schimmel. They work closely with [Native People Count California](#) for media outreach.

WEBSITE

<https://canativevote.org/>

FUNDING ALLOCATION

\$499,000

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California Complete Count – Census 2020

California Rural Legal Assistance

Farmworkers

Census outreach would not be complete without migrant and seasonal farmworkers but frequent moves, temporary and hidden housing, overcrowded dwellings, cultural differences and language barriers may sometimes hamper the outreach efforts. Many in rural areas live in transitional housing, have poor Internet access, and use P.O. box mail service. Farmworkers are thus least likely to receive information on the Census. Nationally, about 15% of farmworkers live in employer-sponsored housing, which may be counted through the US Census Bureau's Group Quarters Enumeration.

The California Rural Legal Assistance (CRLA) has over fifty years of active engagement with the farmworker and low-wage rural community and was involved in previous decennial Census. CRLA prioritizes outreach to Latinos, farmworkers, immigrants and refugees, low income communities and households with limited English proficiency. Many farmworkers are faced with a fear and mistrust of the government. With the pandemic, they are also facing other crisis', such as unemployment and food scarcity, as well as need for rental assistance or experiencing health issues.

Their language access plan targets communities of Mixteco, Triqui, Purepecha, Hmong, Urdu, Punjabi, Tagalog, Zapoteco, Portuguese, Arabic, and American Sign Language. CRLA has identified twenty counties with hard-to-count cities, unincorporated areas, trailer parks, tent and RV homeless encampments, and postal mail service-only communities.

CRLA's outreach campaign builds on their existing strengths of community education, advocacy, and empowerment. They have engaged trusted messengers in a grassroots community organizing network for door-to-door canvassing and informational community gatherings, which are now virtual meetings and call center messages on the Census. Their shift also includes phone banking past CRLA clients, posting flyers, and reaching out to religious leaders. They developed [video guides](#) on how to complete the Census in Spanish, Mixteco, and Triqui, radio messages, and materials in English, Spanish, Tagalog, Arabic, and Punjabi.

WEBSITE

<https://www.crla.org/count-us-crla-census-work-success>

FUNDING ALLOCATION

\$540,450

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California Complete Count – Census 2020 DREDF and CFILC People with Disabilities & Older Adults

While people with disabilities make up 26% of the American public according to figures released by the Center for Disease Control and Prevention, they remain largely a neglected, albeit sizeable minority, in terms of recognition and participation in the decennial census.

Most people with disabilities communicate the same way people without disabilities communicate. Those who have disabilities that affect hearing, seeing, speaking, reading, writing, remembering, or understanding may use different methods to communicate. Often referred to as “auxiliary aids and services,” these devices or services enable effective communication. Generally, the requirement to provide an auxiliary aid or service is triggered when a person requests it but providing accessible communications services such as Computer Aided Real-Time Transcription (CART) at public events signals that disabled people are welcome. Similarly, ensuring websites are accessible to people who are blind ensures their participation.

Disability Rights Education & Defense Fund (DREDF), as the prime contractor, and California Foundation for Independent Living Centers (CFILC) are disability-led organizations with long histories of outreach, communication and networking in California. Their primary audiences are people with disabilities, seniors, local and state government agencies and community-based organizations.

DREDF and CFILC are partnering with and providing resources, training, and materials to 22 Independent Living Centers and five Area Agencies on Aging who network with and provide services to people with disabilities and seniors in all California counties. In addition, they are conducting outreach through cross-disability and parent organizations who serve people with disabilities and through networks that serve seniors. More information about their partners is on their [website](#).

DREDF and CFILC are coordinating with counties, ACBOs, statewide CBOs to ensure that people with disabilities and older adults are included in Census outreach efforts. The www.disabilitycounts2020.org has nine videos, including in American Sign Language, and [resources](#) and a [toolkit](#) to support partners to raise awareness of the importance of the Census.

WEBSITE

www.disabilitycounts2020.org

FUNDING ALLOCATION

Disability Rights Education & Defense Fund - \$700,000

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California Complete Count – Census 2020 Equality California Institute Lesbian, Gay, Bisexual, Transgender, & Queer

Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) population is remarkably diverse, and their experiences are shaped by many factors, including race, age, socioeconomic status, and education level. However, the 2020 Census will not collect data on sexual orientation or the gender identity of respondents. Research from the Williams Institute of UCLA suggests that broader demographic factors — where sexual orientation or gender identity intersects with race, poverty, and age — play an important role in the LGBTQ vulnerability in different regions of California. Without an accurate count of this population, many public and private programs and services may not effectively reach vulnerable LGBTQ individuals and their families.

Equality California Institute (EQCAI) is well-versed in identifying the most hard-to-reach members of the LGBTQ community, whether due to location, cultural stigma associated with being LGBTQ, membership of another HTC population, or a lack of resources. EQCAI has the largest communications capacity of any LGBTQ organization in the state and can respond quickly and effectively to change.

EQCAI is implementing a comprehensive and culturally competent communications campaign aimed at improving the self-response rate of the hard-to-count LGBTQ community. With the shelter-in-place, they have increased their outreach through digital means and phone banking. They are working with their coalition partners that serve particularly hard-to-reach subsets of the LGBTQ community.

- Statewide: Health Access
- Region 1: Stonewall Alliance of Chico, Gender Health Center, Sacramento LGBT Community Center
- Region 2: Positive Images of LGBTQ+ Support, LGBTQ Connection
- Region 3: LGBT Asylum Project, Our Family Coalition
- Region 4: LGBTQ Collaborative for Well-Being in Stanislaus County
- Region 5: The Diversity Center
- Region 6: The Center for Sexuality and Gender Diversity, Dolores Huerta Foundation, Fresno Reel Pride, The Source LGBT+ Center
- Region 7: Rainbow Pride Youth Alliance
- Region 8: API Equality Los Angeles, San Gabriel Valley LGBTQ Center, Latino Equality Alliance
- Region 10: TransFamily Support Services, San Diego LGBT Pride

WEBSITE

<https://www.eqca.org/>

FUNDING ALLOCATION

\$671,000

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California Complete Count – Census 2020 First 5 Association of California Children Age 0-5

According to the Census Bureau, an estimated one million children under the age of 5 were not counted in the last decennial census. Young children are also at risk of not being counted in the 2020 Census, especially those with complex living arrangements who divide their time between divorced parents or living with multiple families under one roof. When newborn babies and young children are not included in the census, support for programs such as Head Start, special education, after-school programs, school lunch assistance, children's health insurance, childcare, and housing support are at risk of being under-funded. It is critical to get this count right for the 2020 Census.

The First 5 Association, partnering with the California Head Start Association and the California Women, Infants and Children (WIC) Association, launched the *All Kids Count* Census outreach campaign targeting families with children under the age of 5.

The *All Kids Count* campaign brings together 58 First 5 county commissions, more than 2,000 Head Start sites, and over 500 WIC sites to provide information to the highest risk, most isolated, hard-to-count families in the state in ways that are most respectful of their home language and honor their cultural diversity. Deploying hundreds of trusted partners from these organizations gives community agencies tools and strategies to engage families in genuine conversations about the census.

The [All Kids Count campaign](#) includes a social media toolkit, posters, palm cards, fact sheets, coloring sheets, radio readers, and a short video. The campaign is providing the book, "[We Count!](#)" (available in 15 languages) to statewide partners for distribution at school food distribution sites.

WEBSITE

<http://first5association.org/census-2020-resources/>

FUNDING ALLOCATION

\$700,000

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California Complete Count – Census 2020 Homebase Individuals Experiencing Homelessness

According to the U.S. Department of Housing and Urban Development, in 2018 approximately 129,972 individuals in California were experiencing homelessness. Individuals experiencing homelessness are among the hardest to count populations for varying reasons including fear and distrust of the government, their transitory status, fear of the impact on receiving public benefits, and living in hard to reach locations.

Homebase is a non-profit organization dedicated to building community capacity to prevent and end homelessness. For three decades, they have worked alongside local partners to identify and analyze the root causes of homelessness and develop effective systems and solutions.

Homebase is working closely with the US Census Bureau's (USCB) Regional Area Manager over Group Quarters and Transitory Enumeration in order to coordinate the dissemination of key information and operational dates, especially with the shifting timelines due to the shelter-in-place situation. Homebase coordinates with their network of Continuum of Care providers and Census Office partners to facilitate information sharing.

As the USCB prepares for the enumeration of people experiencing homelessness, known as [Service Based Enumeration](#) (SBE), Homebase has been working with them to identify and mitigate census participation barriers for homeless service providers. They also provide technical assistance and key messaging to inform organizations about enumeration, importance of the Census, and responding without a Census ID. Outreach materials on their website helps spread the word about the upcoming Census to people experiencing homelessness and to homeless service providers.

WEBSITE

<https://www.homebaseccc.org/census2020>

FUNDING ALLOCATION

Homebase – \$221,000

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California Complete Count – Census 2020 Latino Community Foundation Latinos

According to the US Census Bureau's 2017 American Community Survey, California's 15 million Latinos make up about 39 percent of the state's population. One-half of the children in California are Latino. Hard-to-count factors of Latinos include high rates of poverty, low English proficiency, lower educational attainment and diverse immigration statuses. As the largest group in the state, an undercount of Latinos will severely jeopardize California's ability to obtain an equitable share of representation and federal resources. The ability to understand what the Census is and why it matters, in a language that most understand, is essential for a complete count.

The Latino Community Foundation (LCF) fulfills their mission by building a movement of civically engaged philanthropic leaders, investing in Latino-led organizations and increasing political participation of Latinos. LCF is the only statewide foundation solely focused on building economic and civic power in Latino communities. The LCF network of grassroots Latino leaders and over 300 community-based organizations serve as trusted messengers to reach and mobilize Latinos.

LCF is using its communication platforms and relationships with ethnic media to disseminate dynamic, culturally rooted and community-specific programming. With an online reach extending to over 75,000 people, LCF is leveraging its website and social media channels along with incorporating TV, radio, digital and outdoor advertising for census outreach. LCF has partnered with La Clinica de La Raza in the Bay Area and the California Hispanic Chambers of Commerce. Additionally, they have provided grants to Latino organization serving youth and local radio stations across the state. Collectively, the LCF will reach approximately 10 million Latinos through traditional media, social media and networks.

Geographic targets are Bay Area, Wine Country, Inland Empire, Central Coast, and Central Valley.

WEBSITE

<https://latinocf.org/>

FUNDING ALLOCATION

\$571,000

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California Complete Count – Census 2020 Mixteco/Indigena Community Organizing Project Farmworkers

California's farmworkers present a unique challenge in responding to the 2020 Census. According to the Indigenous Farmworker Study, approximately 46 percent of the farmworkers in the central coast are indigenous migrants from Mexico. These farmworkers have limited English and Spanish proficiency and speak indigenous languages that are primarily oral, including variants of Mixteco, Zapoteco, Triqui, and Purepecha. Although they have been a vital part of the agricultural and economic success in Ventura county, most live in extreme poverty and lack basic provisions such as adequate housing, food, clothing, and other necessities of life.

The Mixteco/Indigena Community Organizing Project (MICOP) works with the Mixtec and other indigenous immigrant communities by drawing on the community strengths and working through existing barriers. Their outreach in 15 counties is conducted through trusted messengers, *Census Promotoras*, who understand the communal tradition of "tequio" or community obligation, which promotes a spirit of mutual assistance and community building. Through its Radio Indigena, MICOP uses public service announcements to educate farmworkers about the census in Spanish, Mixteco, Zapoteco, and Purepecha. Other activities include developing Mixteco video guides about the Census, promoting the census on social media and phone banking. With the shelter-in-place, they have conducted outreach by farmworker appreciation caravan and including COVID-19 messages in their organizing.

MICOP has contracted with partners that serve indigenous immigrant communities in California:

- Binational Center for the Development of Oaxacan Indigenous Communities serves King City/Greenfield and Monterey County
- Lideras Campesinas en California serves Soledad-Salinas, Nipomo, San Luis Obispo County and the Coachella Valley
- Movimeinto Cultural De La Unión Indígena serves Napa, Sonoma, Mendicino and Yolo Counties
- Radio Bilingüe, the National Latino Radio Network, broadcasts throughout the state

WEBSITE

<http://mixteco.org/>

FUNDING ALLOCATION

MICOP – \$521,000

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California Complete Count – Census NALEO Educational Fund Latinos

California's 15 million Latinos make up about 39 percent of the state's population. One-half of the children in California are Latino. As the largest group in the state, an undercount of Latinos will severely jeopardize California's ability to obtain an equitable share of representation and federal resources. Latinos are more likely than non-Latinos to live in hard-to-count places: for example, areas with multi-unit buildings and a high proportion of renters. Latinos are more likely than non-Latinos to live in hard-to-count families and households, such as multigenerational and highly mobile families, and households with complex relationships. Latino adults are more likely than non-Latino adults to believe that young children do not need to be reported on the census form.

NALEO Educational Fund leverages their national advocacy network to ensure that the Census provides the most accurate portrayal possible of the Latino community. NALEO's on-going assessment of Census 2020 and COVID-19 includes monitoring the response rates and the US Census Bureau's operations. They have adjusted their messaging to reflect COVID-19, while maintaining the messages that the citizenship question is not on the Census and that responses are confidential. They work closely with Spanish-language media partners and enhance their radio ad buys and digital content to target Latino hard-to-count audience segments, including [millennials](#) and [children](#). They have a robust texting campaign, a hotline (877-EL-CENSO), and direct assistance chatbot for bilingual information and resources.

They have shifted their field tactics from in-person outreach to digital and from in-person trainings to webinars, live stories, and Facebook lives. The digital organizing space requires a need for cultural shifts, investments, and trainings. A bilingual [Digital Communications and Outreach Toolkit](#) supports partners to engage community members about the importance of the Census 2020 during the COVID-19 situation.

NALEO's geographic targets are Los Angeles County, Inland Empire, Orange County, San Diego, Central Coast, Central Valley and the Bay Area.

WEBSITE

<https://hagasecontar.org/>

<https://hagasecontar.org/hazmecontar>

FUNDING ALLOCATION

NALEO – \$400,000

CONTACT INFORMATION

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California Complete Count – Census 2020

United Ways of California

Low / No Broadband Access

For the first time, the federal decennial Census will rely heavily on the internet to collect questionnaire responses. However, the California Emerging Technology Fund (CETF) estimates that twelve percent of California's households, or 1.38 million households, do not have home Internet. This will expose the digital divide that exists particularly among those who are low income, elderly, or live in rural areas. According to the Pew Research Center, roughly one in four Hispanic and Black adults depend only on smartphones for internet access. People with disabilities are also less likely to have home Internet or own a computer or a smartphone. According to CETF, Native American tribal lands are some of the most technologically unserved areas in the state.

California Census partners, including rural and urban counties, are identifying solutions to provide online access to the Census questionnaire and information on responding by phone or in paper form.

United Ways of California serves Californians in all 58 counties. Through their services, they are leveraging their network to convey critical messages about the importance of the Census. They are focusing outreach in geographic areas with low or no access to broadband where broadband options and infrastructure are available, by mobilizing their statewide local networks of United Ways. They are using an interactive and automated text message system to connect educate people about the Census, as well as share information on low cost Internet services.

United Ways of California are designing culturally competent, cohesive messaging disbursed through a variety of media. They are creating collateral materials translated in twelve languages (Spanish, Mandarin, Tagalog, Vietnamese, Korean, Farsi, Armenian, Russian, Arabic, Khmer, Hmong, and Laotian), and distributing through local networks.

WEBSITE

broadband.unitedwaysca.org

FUNDING ALLOCATION

United Ways of California – \$448,950

CONTACT INFORMATION

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973-2887

Quintilia Ávila, CA Census Staff Lead

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2797



California Complete Count – Census 2020 Veterans

California is home to over 1.8 million veterans, which is the largest veteran population of any state in the United States. While veterans are Californians who served in the U.S. armed forces, they are also community members who represent every gender, ethnicity, religion, sexual orientation, political persuasion, income bracket, and other demographic in the state. Older veterans, veterans experiencing housing insecurities or homelessness, and veterans with disabilities are at great risk of going uncoun­ted.

The census will determine California's fair share of federal resources and representation for the next decade. In addition, the census will also impact veteran specific resources, VA funding, health research and the distribution of federal dollars for veteran employment and housing assistance.

The California Complete Count -- Census 2020 Office supports and coordinates efforts at the community level to reach the hardest-to-count Californians. The Office partners with the Administrative Community Based Organizations, California Department of Veterans Affairs (CALVET) and the California Association of County Veterans Service Officers (VSO) to expand Census outreach. These agencies' collaborative partners have a network of veteran-focused and serving organizations such as the Los Angeles Veterans Collaborative, the San Diego Veterans Coalition and the Orange County Veterans and Military Families Collaborative.

Outreach materials that can be readily used across the messaging platforms for veteran-centric trusted messengers include:

- [Veterans Toolkit](#): Collection of veteran-centric messaging, Speaker Bureau talking points, broadcast scripts, social media posts, and digital/print collateral
- Veterans Newsroom: opinion articles, including on [women veterans](#) and [disabled veterans](#)
- [Veterans Video Series](#): Vignettes that showcase the voices of diverse veterans who serve as influencers, advocates, and trusted messengers to HTC veterans
- [Veterans Resources Webpage](#) and e-Blast: Both these platforms provide downloadable veteran-centric Census outreach resources to engage HTC veterans

WEBSITE

<https://census.ca.gov/resource/veterans/>

FUNDING ALLOCATION

\$400,000

CONTACT INFORMATION

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Initiatives

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California Complete Count – Census 2020

The California Labor Federation

Labor Sector

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.

The California Labor Federation is leading their 1,200 unions representing 2.1 million union members across California. Their membership includes many of California's hard-to-count populations including many new and recent immigrants, and workers in low-wage sectors and communities. These members serve as trusted messengers in the communities they live and work in.

The California Labor Federation is coordinating directly with union affiliates and 22 regional labor council structures to develop and disseminate a union-specific toolkit, integrate Census education and messaging in key events and member communications to target HTC communities. With the shelter-in-place, The Central Labor Councils are experiencing widespread layoffs across the state and the Census efforts have had to shift from member-to-member education to phone and text banking and providing Census information at food banks and digital outreach. They have also incorporated Census messaging in conversations with members whose jobs have been impacted by the pandemic.

The California Labor Federation has subcontracted with the following Central Labor Councils:

- Region 2: Sacramento Labor Council
- Region 3: Contra Costa Labor Council, Alameda Labor Council
- Region 4: North Valley Labor Federation, Kern, Inyo, Mono Labor Council
- Region 5: Kern, Inyo, Mono Labor Council, Central Coast Labor Council, Monterey Bay Labor Council
- Region 7: Inland Empire Labor Council
- Region 9: Orange County Labor Federation
- Region 10: San Diego and Imperial Counties Labor Council

WEBSITE

<https://calaborfed.org/>

FUNDING ALLOCATION

\$ 410,200

CONTACT INFORMATION

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California Complete Count – Census 2020 California Primary Care Association Health Sector

Sector Outreach is designed to complement other strategies that are based on geographic and demographic factors that contribute to hard to count households. The Census Office has prioritized the health sector, specifically community health centers, that provide access to health care to underserved people of California. Their clients and their families are from low-income vulnerable communities and many speak limited English.

The California Primary Care Association (CPCA) has 1,300 member clinics who serve 6.9 million people annually. Community health centers pride themselves in providing health care services that are linguistically competent and culturally sensitive in a familiar environment. Eighty-one percent of CPCA's community health centers are located in or near the hardest-to-count census tracts.

CPCA is leading a statewide Census outreach effort by partnering with regional clinic consortia to educate and activate clients to fill out their Census questionnaire. Clients received Census information from health care professionals and viewed videos on the Census or read posters and flyers in the waiting rooms. However, with the shelter-in-place, the clinics have been adversely impacted due to the decrease in clients and revenue and many clients were no longer visiting clinics.

Met with new challenges, the CPCA quickly shifted to a digital strategy and relied on their strong network to promote their "[My Health Counts](#)" campaign. In collaboration with other statewide partners, they produced a COVID-19 Census Digital Health Toolkit in [English](#) and [Spanish](#). New messages linked the Census with the COVID pandemic, public health, and the importance of health programs and services.

CPCA continues to partner with these regional clinic consortia:

- Region 1: Central Valley Health Network
- Region 2: Redwood Community Health Coalition
- Region 3: Alameda Health Consortium, California Consortium for Urban Indian Health, Community Clinic Consortium of Contra Costa and Solano Counties, Community Health Partnership and San Francisco Community Clinic Consortium
- Region 7: Community Health Association Inland Southern Region
- Region 8: Community Clinic Association of Los Angeles County and Essential Access Health
- Region 9: Coalition of Orange County Community Health Centers

WEBSITE

<https://www.myhealthcountscalifornia.com/>

FUNDING ALLOCATION

\$426,050

CONTACT INFORMATION

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California Complete Count – Census 2020

PICO California

Faith-Based Sector

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. Engaging the Faith-based sector has been prioritized as a successful outreach pathway to reach hard to count populations. Leveraging trusted relationships of faith leaders and congregation member to member relationships, the faith sector has proven to be a key strategy in previous Census efforts.

PICO California is galvanizing their statewide network of regional federations composed of twelve non-profit organizations composed of nearly 650 religious congregations and neighborhood institutions representing people across racial, economic, ethnic, and religious groups. PICO California's network is uniquely positioned as about 92 percent of PICO California's member congregations are located in or near the "hardest-to-count" census tracts. PICO California is coordinating with statewide and regional denominational partners to strategically and widely disseminate information about the 2020 Census through their networks. Materials are available in English and Spanish languages and use the frameworks of key religious traditions that connect to hard-to-count communities. They are also providing training and coaching for statewide and regional denominational partners so they can be confident spokespeople about the importance of the 2020 Census.

PICO California has worked with leaders of faith communities to develop a Census toolkit, messaging, and videos with faith leaders that will resonate with the individuals they serve. They have provided training to their affiliate network to ramp up social media outreach, conduct phone banking and text banking. Due to shelter-in-place, they are working with their faith partners on how to integrate Census messaging in online faith services, congregation phone trees and COVID-19 check in calls and provide census materials into COVID-19 care packages.

PICO California has subcontracted with the following affiliate organizations:

- Region 1: Sacramento ACT
- Region 2: True North Organizing Network
- Region 3: Faith in Action East Bay
- Region 4 and 6: Faith in the Valley
- Region 7: Inland Congregations United for Change
- Region 8: LA Voice
- Region 9: Greater Long Beach Interfaith Community Organization
- Region 10: San Diego Organizing Project

WEBSITE

<http://www.picocalifornia.org/census-2020>

FUNDING ALLOCATION

\$414,400

CONTACT

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California Complete Count – Census 2020 Council for a Strong America – ReadyNation Business Sector

Census data is critical for helping small businesses and companies determine where to open a new store, where prospective employees are located, and what services and products to offer. ReadyNation, one of Council for a Strong America's five membership organizations, leverages the national census effort and their network in California focusing on small and medium-sized businesses. Their Census outreach to business networks and associations has a two-fold strategy -- to reach employees of the business and to reach customers served by the businesses.

They are working with state and regional agencies such as local Workforce Development Boards and the Governor's Office of Business and Economic Development and supporting the activities of the state's contracted partners. Ready Nation's "Census Toolkit for Business Owners in California" and "Small Business Toolkit" provide collateral that can be used by businesses to reach their employees. Technical assistance is provided through webinars and one-on-one outreach to business networks. Through their Business Census Champion Campaign, ReadyNation released a [video series](#) showcasing real business voices sharing information on the census. As a result of shelter in place orders, ReadyNation released ["Resources to Encourage a Strong 2020 Census in the COVID-19 Era."](#)

ReadyNation has been working with regional businesses associations such as the East Bay Leadership Council, LA County Chamber of Commerce, Inclusive Action for the City, Growers Shipper Association of Central California and the San Diego Economic Partnership. In addition, small and large businesses like local food truck Torta Movil, Beneficial State Bank, Principio Markets, and Southern California Edison have been actively engaging employees and customers on Census. They are partnering with ethnic chambers, including CalAsian Chamber of Commerce, California Hispanic Chambers of Commerce, and the California Black Chamber of Commerce to leverage well established membership organizations in the state.

WEBSITE

<https://www.strongnation.org/locations/california/california-2020-census>

FUNDING ALLOCATION

\$396,000

CONTACT INFORMATION

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California Complete Count – Census 2020

University of California 4-H Youth Development Program

Rural Sector

Rural areas of California face unique challenges and characteristics that make residents in these areas hard to count. Rural areas are sparsely populated and can be far from urban areas. Residents may receive mail from a P.O. Box or have little to no access to the internet, adding to the challenges of taking the Census. Many of the rural areas in California have been impacted in recent years from devastating wildfires causing many to temporarily relocate. These challenges become more significant considering many residents already fall into a hard-to-count population.

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 Census Office takes an integrated outreach approach to meet the needs of the unique rural areas, including rural counties that conduct outreach through their existing events and communication channels and Administrative Community Based Organizations that partner with local community organizations and support rural counties that have opted out of funding. Other statewide organizations are also conducting outreach to farmworkers, older adults, people with disabilities, veterans, families with children, and tribal communities through trusted places such as community health clinics, schools, and libraries.

The University of California 4-H Youth Development Program is engaging their 140,000 4-H youth members, parents and community members statewide to reach people living in rural areas of California. The 4-H Census Awareness Project educates residents on the vital impact census response has on their rural community. This campaign includes a dedicated website with an [online toolkit and videos](#) in English and Spanish. Their face-to-face activities have been replaced by promoting the census through a [Civic Engagement Series on the Census](#), radio interviews with members, and a social media campaign. They are reaching rural families by including bookmarks and flyers in meals distributed by school food service programs in rural communities.

WEBSITE

<https://ucanr.edu/sites/census/>

FUNDING ALLOCATION

\$171,000

CONTACT INFORMATION

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0286



California Complete Count – Census 2020 County Offices of Education Kindergarten to 12th Grade

The California Complete Count Census 2020 recognizes that grade school students and young adults can be powerful communication links to a variety of hard-to-count communities. Students from kindergarten to 12th grade (K-12) serve as trusted messengers to family members and will be an important source of information about the Census, especially in immigrant and other limited English-speaking families.

The Census Office has partnered with 40 County Offices of Education (COE) with the highest level of Title I and Title III schools to conduct outreach activities and provide access to complete the Census 2020. These County Offices represent 89 percent of all students statewide who qualify for Title I funding and 95 percent of students statewide who qualify for Title III funding. The outreach strategies include student engagement, curriculum implementation and focused outreach to parents.

As an early step to prepare and educate youth, the Census Office contracted with Sacramento County Office of Education in 2018 as the lead agency to develop and pilot Census specific curriculum. The curriculum was developed by California teachers for California teachers to align with California's 2016 History-Social Science framework. This project targeted educating both students and teachers and providing them with resources and support to advocate for increased Census participation among family and community. *Count Me In: Exploring the historical foundations and importance of the US Census* curriculum was released to COEs in August 2019 and is being used by 35 of the 40 counties.

The COEs are coordinating with programs that reach hard to count parents, such as District English Learner Advisory Committees and English Learner Advisory Committees at the school level. Foster Care parents and children experiencing homelessness are also addressed through administrators of these programs locally. As of mid-March 2020, schools onsite campuses have closed and students are at home because of the shelter-in-place orders. Schools have become central for the dissemination of census information with free and reduced lunch programs.

WEBSITE

<https://census.ca.gov/resource/school/>

FUNDING ALLOCATION

\$5,423,469

CONTACT

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California Complete Count – Census 2020 Higher Education

California's colleges and universities enroll more than three million students. The 2020 Census requires college students to be counted where they are as of April 1, 2020. The students that attend these colleges and universities serve as trusted messengers to other students as well as their families. Campuses can communicate to students that they are responsible for completing the census questionnaires if they live in off-campus housing. For those who live with their families, college students can be trusted messengers for completing the Census questionnaire.

The California Complete Count – Census 2020 Office partnered with:

- The Foundation for Community Colleges
- California State University Chancellor's Office
- University of California, Office of the President.

These higher education institutions oversee outreach and education activities at their campuses and actively engage students in identifying effective outreach strategies and tactics to reach their peers about the 2020 Census. Each campus identified an office responsible for census outreach and developed a plan.

The higher education institutions initially planned in-person events, knowing that peer-to-peer outreach is most effective to motivate young people to complete the Census. However, with many of the students returning home due to COVID-19, the usual campus community outreach had to be shifted to on-line tactics.

Please see the next page for a summary of the partnerships.

CALIFORNIA COMPLETE COUNT - CENSUS 2020 CONTACT

Mignonne Pollard, CA Census Education Sector Outreach Manager

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The Foundation for Community Colleges employs 50 student ambassadors and created a social media campaign and outreach materials in English, Spanish and Chinese. They partnered with the "I Can Afford College" program. The Foundation for Community College projects approximately 10 million impressions from the distribution of 85,000 collateral items.

**FUNDING
ALLOCATION**

\$956,795

CONTACT INFORMATION

Mark Perry, Project Manager, California Community Colleges
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California State University Chancellor's Office is conducting outreach to the most vulnerable of their populations by providing incentive grants to campuses based on total population and the percentage of the campus that is hard to count. Each campus will receive a base amount of \$5,000.00. Funding went directly to student organizations for peer to peer outreach. Examples of campus outreach includes: video competitions, on-line events, Census meme challenge, and funding Census Champions for campuses. California State University System serves over 481,000 students annually.

FUNDING ALLOCATION

\$325,000

CONTACT INFORMATION

Ray Murillo, Director, Student Programs, The California State University Office of the Chancellor
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University of California, Office of the President provides incentive grants to their 11 campuses consisting of 258,000 students and faculty. These incentive grants are based on the percentage of hard to count students at each campus. UCOP provides \$5,000 per campus to student government organizations to support Census outreach. The university will also provide funding to Basic Needs Centers, Dream Centers, and other organizations that serve the hard to count student populations.

FUNDING ALLOCATION

\$200,000

CONTACT INFORMATION

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The Census Office is working with the **Association of Independent Colleges and Universities**. They are sharing resource materials, web postings, and newsletter articles. Although they are not a contracted partner, they are reaching hard to count student populations through their member colleges and universities.

FUNDING ALLOCATION

N/A

CONTACT INFORMATION

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EXHIBIT E

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Contractor Expected End Dates

As of July 7, 2020

In alphabetical order

Organization	Type	Date
Alameda County	COUNTY	10/31/20
Alameda County Office of Education	COE	10/31/20
Alpine County	COUNTY	OPT OUT
Amador County	COUNTY	OPT OUT
Asian Americans Advancing Justice	CBO	9/30/20
Benton Paiute Reservation and Off-Reservation Trust Land	TRIBAL	6/30/20
Big Pine Reservation	TRIBAL	10/31/20
Big Sandy Rancheria	TRIBAL	10/31/20
Blue Lake Rancheria	TRIBAL	10/31/20
Butte County	COUNTY	OPT OUT
Butte County Office of Education	COE	6/30/20
CA Children & Families Foundation (First 5 Association)	CBO	9/30/20
Cahto Tribe of Laytonville Rancheria	TRIBAL	6/30/20
Calaveras County	COUNTY	10/31/20
California Calls Education Hub	CBO	7/31/20
California Community Foundation	ACBO	10/31/20
California Indian Manpower Consortium	CBO	10/31/20
California Labor Federation	SECTOR	8/31/20
California Native Vote Project	CBO	10/31/20
California Primary Care Association	SECTOR	9/30/20
California Rural Legal Assistance, Inc.	CBO	7/31/20
California State University Chancellor's Office	HIGHER ED	10/31/20
Campo Band of Mission Indians	TRIBAL	10/31/20

Organization	Type	Date
Charitable Ventures of Orange County	ACBO	10/31/20
Cher-Ae Heights Indian Community of the Trinidad Rancheria	TRIBAL	10/31/20
Chicken Ranch Rancheria and Off-Reservation Trust Land	TRIBAL	6/30/20
Coalition for Humane Immigrant Rights	CBO	10/31/20
Coalition for Humane Immigrant Rights	CBO	10/31/20
Colusa County	COUNTY	10/31/20
Colusa Rancheria	TRIBAL	10/31/20
Contra Costa County	COUNTY	8/31/20
Contra Costa County Office of Education	COE	6/30/20
Council for a Strong America - California	SECTOR	7/31/20
Council on American-Islamic Relations - California	CBO	10/31/20
Del Norte County	COUNTY	10/31/20
Disability Rights Education & Defense Fund	CBO	9/30/20
El Dorado County	COUNTY	OPT OUT
El Dorado County Office of Education	COE	6/30/20
Elk Valley Rancheria	TRIBAL	6/30/20
Equality California Institute	CBO	10/31/20
Faith in Action Network	ACBO	10/31/20
Federated Indians of Graton Rancheria	TRIBAL	10/31/20
Fort Yuma Indian Reservation, CA--AZ (part)	TRIBAL	10/31/20
Fresno County	COUNTY	10/31/20
Fresno County Office of Education	COE	10/31/20
Glenn County	COUNTY	OPT OUT
Homebase	CBO	10/31/20
Hoopa Valley Tribe	TRIBAL	10/31/20
Humboldt County	COUNTY	10/31/20

Organization	Type	Date
Humboldt County Office of Education	COE	10/31/20
Imperial County	COUNTY	10/31/20
Imperial County Office of Education	COE	6/30/20
Inland Empire Community Foundation	ACBO	10/31/20
Inyo County	COUNTY	7/31/20
Karuk Community Development Corporation	TRIBAL	10/31/20
Kern County	COUNTY	10/31/20
Kern County Office of Education	COE	10/31/20
Kings County	COUNTY	10/31/20
Lake County	COUNTY	10/31/20
Lake County Office of Education	COE	6/30/20
Lassen County	COUNTY	OPT OUT
Latino Community Foundation	CBO	10/31/20
Los Angeles County	COUNTY	10/31/20
Los Angeles County Office of Education	COE	10/31/20
Madera County	COUNTY	8/31/20
Manzanita Reservation and Off-Reservation Trust Land	TRIBAL	10/31/20
Marin County	COUNTY	7/31/20
Marin County Office of Education	COE	6/30/20
Mariposa County	COUNTY	7/31/20
Mechoopda Indian Tribe of Chico Rancheria, California	TRIBAL	10/31/20
Mendocino County	COUNTY	7/31/20
Mendocino County Office of Education	COE	6/30/20
Merced County	COUNTY	10/31/20
Merced County Office of Education	COE	6/30/20
Mixteco/Indigena Community Organizing	CBO	10/31/20

Organization	Type	Date
Modoc County	COUNTY	10/31/20
Mono County	COUNTY	OPT OUT
Monterey County	COUNTY	10/31/20
Monterey County Office of Education	COE	6/30/20
Mooretown Rancheria	TRIBAL	10/31/20
Morongo Band of Mission Indians	TRIBAL	10/31/20
NALEO Educational Fund	CBO	10/31/20
Napa County	COUNTY	8/31/20
Napa County Office of Education	COE	6/30/20
Nevada County	COUNTY	10/31/20
Orange County	COUNTY	10/31/20
Orange County Office of Education	COE	6/30/20
Pala Band of Mission Indians	TRIBAL	10/31/20
PICO California	SECTOR	10/31/20
Placer County	COUNTY	10/31/20
Placer County Office of Education	COE	10/31/20
Plumas County	COUNTY	OPT OUT
Quartz Valley Indian Reservation	TRIBAL	10/31/20
Redwood Valley Little River Band of Pomo Indians	TRIBAL	10/31/20
Regents of the University of CA, Agriculture & Natural Resources (4-H)	SECTOR	10/31/20
Resighini Rancheria	TRIBAL	10/31/20
Rincon Band of Luiseño Indians	TRIBAL	6/30/20
Riverside County	COUNTY	10/31/20
Riverside County Office of Education	COE	10/31/20
Sacramento County	COUNTY	10/31/20
Sacramento County Office of Education	COE	10/31/20

Organization	Type	Date
Sacramento Region Community Foundation	ACBO	10/31/20
San Benito County	COUNTY	8/31/20
San Benito County Office of Education	COE	6/30/20
San Bernardino County	COUNTY	10/31/20
San Bernardino County Office of Education	COE	10/31/20
San Diego County (SANDAG)	COUNTY	10/31/20
San Diego County Office of Education	COE	10/31/20
San Francisco County	COUNTY	10/31/20
San Francisco County Office of Education	COE	6/30/20
San Joaquin County	COUNTY	OPT OUT
San Joaquin County Office of Education	COE	10/31/20
San Luis Obispo County	COUNTY	7/31/20
San Luis Obispo County Office of Education	COE	10/31/20
San Mateo County	COUNTY	10/31/20
San Mateo County Office of Education	COE	10/31/20
San Pasqual Band of Mission Indians	TRIBAL	10/31/20
Santa Barbara County	COUNTY	9/30/20
Santa Barbara County Office of Education	COE	10/31/20
Santa Clara County	COUNTY	10/31/20
Santa Clara County Office of Education	COE	10/31/20
Santa Cruz County	COUNTY	10/31/20
Santa Cruz County Office of Education	COE	10/31/20
Santa Rosa Reservation	TRIBAL	10/31/20
Shasta County	COUNTY	10/31/20
Shasta County Office of Education	COE	10/31/20
Sherwood Valley Rancheria of Pomo Indians	TRIBAL	10/31/20

Organization	Type	Date
Shingle Springs Rancheria	TRIBAL	10/31/20
Sierra County	COUNTY	OPT OUT
Sierra Health Foundation Center for Health Project Management	ACBO	10/31/20
Siskiyou County	COUNTY	OPT OUT
Siskiyou County Office of Education	COE	6/30/20
Solano County	COUNTY	10/31/20
Solano County Office of Education	COE	6/30/20
Sonoma County	COUNTY	10/31/20
Sonoma County Office of Education	COE	6/30/20
Stanislaus County	COUNTY	10/31/20
Stanislaus County Office of Education	COE	10/31/20
Stewarts Point Rancheria	TRIBAL	10/31/20
Stockton (City)	COUNTY	10/31/20
Susanville Indian Rancheria	TRIBAL	10/31/20
Sutter County	COUNTY	10/31/20
Sutter County Office of Education	COE	10/31/20
Tehama County	COUNTY	10/31/20
Tehama County Office of Education	COE	6/30/20
The Foundation for Community Colleges	HIGHER ED	6/30/20
Tolowa Dee-ni' Nation	TRIBAL	10/31/20
Trinity County	COUNTY	10/31/20
Tulare County	COUNTY	10/31/20
Tulare County Office of Education	COE	10/31/20
Tuolumne County	COUNTY	10/31/20
Tuolumne County Office of Education	COE	10/31/20
United Way of San Diego	ACBO	10/31/20

Organization	Type	Date
United Way of the Bay Area	ACBO	10/31/20
United Way of the Wine Country	ACBO	7/31/20
United Ways of California	CBO	10/31/20
University of California, Office of the President	HIGHER ED	10/31/20
Ventura County	COUNTY	7/31/20
Ventura County Community Foundation	ACBO	10/31/20
Viejas Reservation	TRIBAL	10/31/20
Woodfords Community	TRIBAL	10/31/20
Yolo County	COUNTY	8/31/20
Yolo County Office of Education	COE	10/31/20
Yuba County	COUNTY	10/31/20
Yuba County Office of Education	COE	10/31/20
Yurok Tribe	TRIBAL	10/31/20

EXHIBIT F

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Self-Response Rates - As of 7/9/20

62.0
National

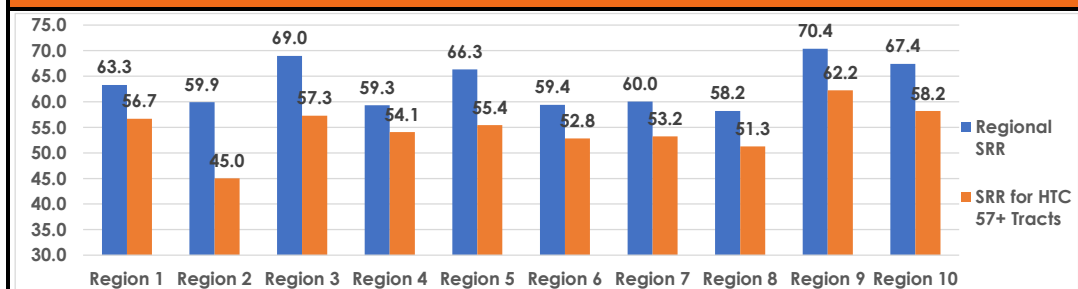
63.2
California

Regional Info At-A-Glance - As of 7/9/20

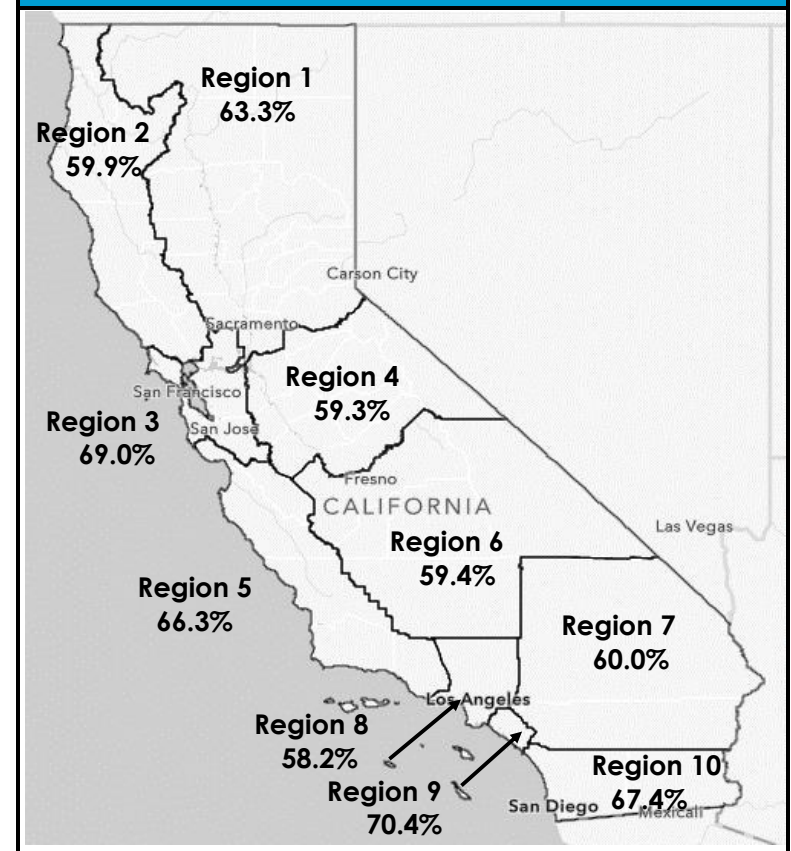
Region	Regional Self Response Rate*	Number of Tracts 57+ HTC	Self Response Rate 57+ HTC	Number of Tracts 69+ HTC	Self Response Rate 69+ HTC	Update Leave Households %
Region 1	63.3	131	56.7	76	55.4	6.9%
Region 2	59.9	28	45.0	12	44.3	8.9%
Region 3	69.0	290	57.3	157	55.1	0.5%
Region 4	59.3	115	54.1	73	52.2	6.7%
Region 5	66.3	98	55.4	61	53.6	1.9%
Region 6	59.4	227	52.8	168	51.6	3.6%
Region 7	60.0	231	53.2	137	52.2	4.0%
Region 8	58.2	986	51.3	739	50.0	0.1%
Region 9	70.4	115	62.2	57	60.1	0.2%
Region 10	67.4	154	58.2	103	57.4	1.8%

*Regional Response Rates are calculated by California Complete Count Office.

Regional Self-Response Rates as of 7/9/20



Regional Map Response Rates - As of 7/9/20



[Self Response Rate and
HTC Fact Sheets](#)

[CaliforniaCensus.org Website](https://www.census.gov/library/fact-sheets/2020/dec/update-leave.html)

For Reference

- Self-Response Rate (SRR):** The SRR reflects the percentage of all known housing units (addresses in the Master Address File, not including group quarters) in a particular area, such as a census tract, that have responded to the census via the Internet, with a paper questionnaire, or by telephone.
- HTC:** Hard to count (are at risk for being undercounted); The California Hard-to-Count Index is a rating assigned to each census tract in California based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. The California Complete Count campaign focuses on outreach to tracts with a CA-HTC Index of 57 or greater. During the final months of self-response the California Complete Count Office has placed additional focus on tracts with a CA-HTC Index value of 69 or greater.
- Update Leave:** Update Leave is a process for rural areas with PO Boxes and no city-style address (e.g. 101 Main Street) where a US census Bureau enumerator must first "update" and verify the address and then "leave" a census form for the household to fill out. For more information: <https://www.census.gov/library/fact-sheets/2020/dec/update-leave.html>
- Census PDI:** The app used by many partners to conduct phone banking and door-to-door canvassing and track associated data. Census PDI, a product of Political Data, Inc., is provided free-of-charge to contracted partners; some partners have opted to use the regular PDI app.

Counties of Focus - As of 7/9/20 21 counties with the lowest response rate tracts					
County	County self-response rate	Avg. self-response rate HTC 57+	Estimated remaining housing units HTC 57+*	Avg. self-response rate HTC 69+	Estimated remaining housing units HTC 69+*
Alameda	69.2	57.3	58,621 - 67,763	55.6	38,020 - 44,508
Butte	49.0	49.5	9,869 - 14,970	48.3	7,173 - 11,081
Contra Costa	71.3	58.0	20,824 - 22,997	55.9	11,624 - 12,680
Fresno	61.7	54.5	64,482 - 72,038	53.3	47,202 - 52,369
Imperial	56.0	52.7	14,030 - 18,512	54.6	10,094 - 12,690
Kern	57.4	50.2	55,812 - 63,797	48.5	40,325 - 45,798
Kings	60.4	53.0	7,341 - 8,180	52.5	6,326 - 7,084
Los Angeles	58.2	51.2	624,869 - 793,893	50.0	468,186 - 599,330
Merced	60.4	54.7	18,878 - 21,375	52.8	12,100 - 13,704
Monterey	59.1	50.6	20,480 - 23,863	50.7	15,606 - 17,669
Orange	70.4	62.2	76,160 - 85,110	60.0	38,463 - 41,515
Riverside	60.6	52.5	74,581 - 87,212	49.9	46,974 - 55,185
Sacramento	68.6	59.7	50,428 - 56,997	58.2	29,606 - 33,448
San Bernardino	59.5	53.8	86,598 - 99,358	54.2	51,923 - 57,622
San Diego	67.7	59.0	88,569 - 98,770	57.8	56,339 - 61,825
San Francisco	59.9	51.4	57,019 - 79,044	49.2	31,118 - 41,944
San Joaquin	62.1	53.1	28,604 - 32,417	51.1	17,796 - 20,472
Santa Barbara	66.3	57.3	18,686 - 20,156	54.5	11,379 - 12,212
Santa Clara	71.2	60.8	52,218 - 60,781	57.7	23,179 - 27,665
Stanislaus	64.6	55.1	17,281 - 18,747	52.3	11,178 - 12,250
Tulare	58.9	53.5	31,806 - 34,389	52.0	24,304 - 26,336

Note: As of June 4, 2020, census tracts with the highest estimated number of households and greatest self-response needs were identified in 21 counties for additional focus.

*The U.S. Census Bureau releases Census 2020 percentage self-response rates by census tract. This information does not include the actual number of households that have self-responded or remain. The California Complete Count – Census 2020 Office uses the following two Census Bureau data sources to calculate those estimates: the 2014-2018 American Community Survey 5-year estimates; and the aggregated number of addresses in the bureau's Master Address File following the 2018 Local Update of Census Addresses (LUCA).

Campaign Partners

155

Total Contracted Partners

46	County Partners
40	County Offices of Education
33	Tribal Government Partners
16	Statewide Partners
10	ACBO Partners
5	Sector Partners
3	Higher Education Partners
2	City/Special Jurisdiction Partners

Outreach Activities - Top 10 Activity Types - Last 30 Days¹

Types of Activities Reported	# of Activities	Impressions	# of HTC 57+ Tracts Reached
Phone Banking	35,595	44,268	685
Social Media	15,569	174,316	525
Advertising	8,857	1,339,024	132
Canvassing	5,486	12,190	107
Webinar	5,200	5,424	351
Flyers	3,348	11,259	229
Other	3,001	34,866	23
Collateral	2,343	4,882	307
Nudge / Alerts	566	181,095	32
Other types of media	287	22,415	145

Note: Canvassing and Phonebanking include Census PDI metrics and partner reported metrics to SWORD.

Reported Activities by Region - Last 30 Days¹

Region	# of activities	Impressions	# of HTC 57+ Tracts Reached
Region 1	3,454	8,297	121
Region 2	138	986	1
Region 3	27,328	207,285	275
Region 4	7,329	47,432	98
Region 5	97	621,750	15
Region 6	9,664	11,566	166
Region 7*	382	19,449	65
Region 8	9,295	9,307	144
Region 9	21,254	205,891	115
Region 10	1,321	690,223	143
Total	80,262	1,822,186	1,143

Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet been reported.

Census PDI - Last 30 Days¹

29,685

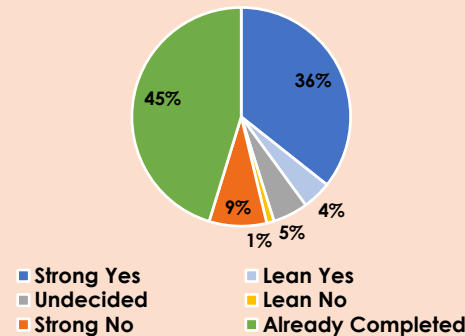
Households Reached Through
Phone Banking

5,266

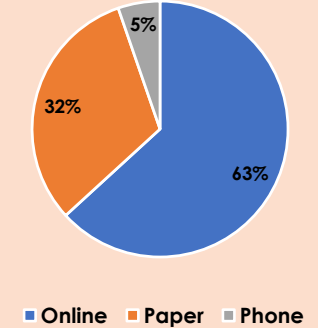
Households Reached Through
Canvassing

Census PDI Outcomes - Last 30 Days¹

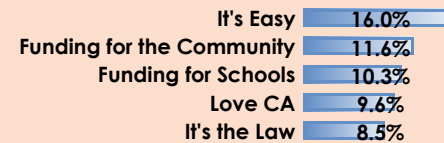
Do you plan to complete the Census?



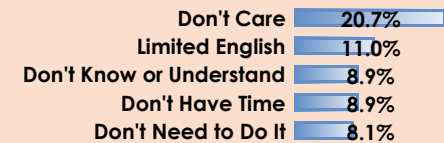
How do you plan to complete the Census?



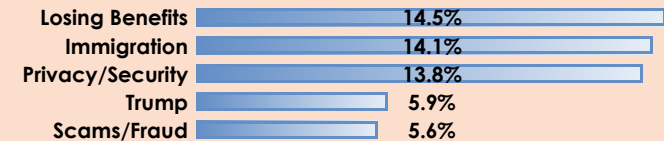
Top 5 Reasons for Completing Census (of 11)



Top 5 Reasons for Not Completing Census (of 14)

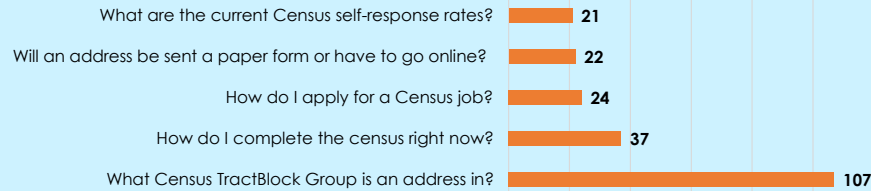


Top 5 Community Concerns (of 7)



Notes: Outreach Partners focus outbound calls to high-HTC areas with low-response rates. Individuals are screened to determine if they have already responded to the Census. Responses of "Other" have been excluded from the top 5 response reasons and concerns.

CACensus.org Chat Bot Top 5 Questions - Last 30 Days¹



Paid Media Flight 1 KPI: January - March 15, 2020

Media	Estimated Impressions	Actual Impressions	Bonus Impressions	Total Delivered Impressions
Radio	135,174,690	138,101,784	41,045,816	179,147,600
Television	136,168,970	186,852,586	37,748,750	224,601,336
Digital	155,792,356	158,237,550	191,936,740	350,174,290
Print	27,159,988	30,613,051	4,316,354	34,929,405
Outdoor/Movies	143,096,302	167,846,656	18,128,564	185,975,220
Social Media (Paid)	39,335,066	16,447,935	40,336,642	56,784,577
Total	636,727,372			1,031,612,428

In-Language Websites

Campaign Websites	January - March 15, 2020		March 12 - June 24, 2020
	Website Traffic	New Visitors	Click throughs to USCB Website
Arabic	24,364	17,232	117
Armenian	8,606	6,852	17
Chinese (Simplified)	39,265	22,827	291
Chinese (Traditional)	26,743	17,580	318
English	1,083,597	534,036	98,487
Farsi	13,515	9,349	4
Japanese	15,694	10,951	148
Khmer	4,626	4,180	22
Korean	41,035	27,240	212
Punjabi	5,362	4,599	24
Russian	18,414	11,812	151
Spanish	639,917	291,102	2,905
Tagalog	10,988	7,734	96
Vietnamese	30,737	19,316	387
Total	1,962,863	984,810	103,179

Data and definitions provided by Mercury on May 15, 2020

- 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

Media and Communications

Sampling of Recent Messages



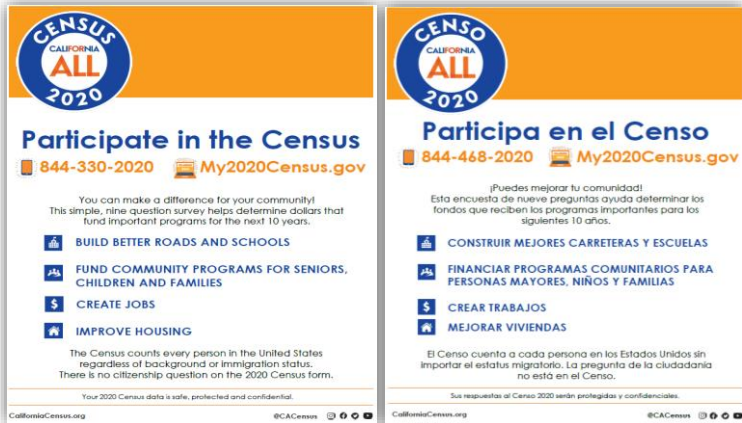


EXHIBIT G

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Relevant News Articles and Op-Eds

Census tech: How to count every person

06/19/2020

Dan Patterson

Tech Republic

Ditas Katague, director of California Complete Count, explains why the US census matters and how tech can help every voice be counted.

Dan Patterson, senior producer for CNET and CBS News, spoke with Ditas Katague, director of the California Complete Count Committee, an advisory panel of community leaders who work to recommend strategies to increase the census count in their communities. The following is an edited transcript of their conversation.

Ditas Katague: Both technology and data, we've really used them to really target our efforts. If you think about, in a state of 40.3 million people, how do you really figure out who you're going to spend your energy on and our resources to reach? Because the US Census Bureau is going to focus on reaching everybody. We use data and data visualization tools. You're familiar with GIS (geographic information systems) and the company Esri, we've partnered with them to take the data that we would have used on paper and spreadsheets back in 2000 and 2010, and we've put it into a visual format, which is so cool, that everyone who's maybe low-tech, as well as people who are very high tech and used to this, can use to target our efforts, to basically educate and motivate folks to respond. The Census Bureau has their demographic variables that make people least likely respond.

We took that baseline of data and we created our own California hard-to-count index. And then we visualize that. If you think about where people are in a census tract, maybe they live in crowded buildings, maybe they're limited English-proficient. They could be under the poverty line. We use all those variables to figure out where they are on the map, really, and in their neighborhoods to be able to get to them. The great thing about we've been planning this for over three years, but right now, as the count is going on, the Census Bureau is releasing on a daily basis, self-response data, census tract, by a geographic area. We overlay that in the map, so we can see how well neighborhoods are doing. We can say, "Hey, this neighborhood over here in East Sacramento, their response rate's really high." But over there in South Sacramento, we can visually see on a map how low their response rates are.

Then we can redeploy efforts to do outreach targeted, both outreach as well as media. You can see stuff by neighborhood and on the map. It's not surprising

that people are like, "What is this? I don't even remember doing it." But it's important for folks to know that it's really two, almost three things. I always say it's about power, money, and data, of course, that's what we're talking about. The power piece is they use the count, the population after we finished the count, to reapportion the 435 congressional seats. That's really important, to make sure that we all have a voice in Washington DC. They also use the data to redistrict here locally, all the way down from our Assembly and Senate seats down to school boards. That's really the power piece, having a voice, making sure that everyone is visible.

And then the money piece. I always say, every April tax season, although it's now spread out to July, there's money going from my bank account electronically, an electronic sucking sound to the Federal Treasury. And it's every single year, right? But only once a decade, years ending with zero, do I have the right and all of you have the right to say, "Bring those dollars back to our communities for roads, for schools, for health clinics." That's the money piece of it. And then the data piece is really about, I mean, I think about it as mapping because I'm a very visual person. Businesses and foundations use it to be like, "Where's the next Trader Joe's going to be? Where are we going to put our next job-creating warehouse? Where are we going to do that?" The data piece is so key, we often forget about that.

We need an accurate Census more than ever: Ditas Katague

06/20/2020

Ditas Katague

Orange County Register

Across California and the nation, we see the consequences of voices going unheard, of injustices unchecked, and racism perpetuated for centuries. America is once again hurting and inspired by the coalescence of people within the Black Lives Matter movement raising their voices against systematic injustices. Racism has no place in our society.

My heart is heavy – we have seen too many deaths of Black men in our country and a system that doesn't support reform. At the same time, I am hopeful.

As a social change agent, I want to provide solutions to dismantle the barriers that exist with the hope to change our outcomes. One of the ways we can change our outcomes is by participating in the 2020 Census. We can set forth a roadmap for the future of our communities, in the nation's most socially and economically powerful state.

We have the opportunity to ensure the voices of the most unmanifested continue to be pushed forward. Civic engagement in our communities matters –

both formal and informal, both organized and impromptu. All Californians can step forward and help make change.

Through these moments, we can take the 2020 Census together.

In the middle of so much, how meaningful could a simple nine-question survey really be?

The Census is foundational to our nation – it is the most inclusive civic activity we engage in – counting every person living in the country, regardless of age, race, ethnicity, religion, or citizenship and designed to harness the power of our existence.

To be clear, participating in the Census is just one small step in the pursuit of equality and justice. By no means is it the only or the most important one. But it is essential.

If we don't stand up and be counted, then we are "missing" in our own communities, and no one will be obligated to represent us. Dollars that belong to us will be spent elsewhere.

There's no doubt the systemic inequities that exist in our society are often baked into government systems. There is deep, legitimate frustration and anger toward institutions that have failed for generations to respect and uplift the communities that helped build our country from the ground up. But changing those systems requires participation and engagement with them. Otherwise, it gives those who do participate license to ignore those who don't.

An accurate count is essential to our democracy and the growth of our communities because the data helps determine how much federal funding and political representation each state and community receives. Census results are used to determine political seats and draw district lines for all levels of government, so participation has a direct impact on whether or not elected officials and policymakers represent our communities.

Census data also informs how hundreds of billions of dollars in federal spending nationwide are allocated for critical community resources like education, childcare and nutrition programs that we need to help create a level playing field as we strive to knock down systemic barriers.

Now, more than ever, it is imperative that we acknowledge the inequities that divide us and work to dismantle them. I thank all those involved in the Black Lives Matter movement for their energy to remind us all that there's still so much more work to do. We must work in solidarity to help facilitate meaningful cultural exchanges that will improve lives and change minds.

Participating in the Census is one way that communities can make their voices heard. And then, it will be incumbent upon those with power to listen.

You can fill out the Census online at my2020census.gov or by phone in English at 844-330-2020. No invitation or code is necessary in order to participate.

Ditas Katague is director of California's Census Office

Opinion: COVID-19 shows why Californians should complete Census

04/07/2020

Marc Berman

The Mercury News

What if I told you that, in exchange for just a few minutes of your time, you could personally generate from the comfort of your home thousands of dollars for your community? And, if you have a spouse and two kids, that the amount would increase to tens of thousands of dollars? Sounds like a pretty good deal, right?

It is — and all you have to do is answer nine questions. That is the power of the national once-a-decade population count known as the Census.

Last year California received roughly \$78 billion from the federal government distributed based on the results of the Census. These dollars fund programs that are critical to the strength of your community, including, for example, education, housing and transportation. These are programs that you, your loved ones and your neighbors rely on like Head Start, affordable housing grants, the State Children's Health Insurance Program and the Supplemental Nutrition Assistance Program.

Amid our statewide fight against the COVID-19 pandemic, it's particularly important to remember that participating in the Census means more funding for vital healthcare, emergency services and community programs that we need now more than ever.

In addition, Census results are used to determine the number of seats every state gets in the U.S. House of Representatives. For the first time in California's 170-year history, there's a real danger that we could lose one or more congressional seats, weakening our political clout in Washington.

State and local governments also use Census data for public safety, emergency preparedness and community planning, including where to build new roads, critical infrastructure and schools. Businesses use Census data to forecast where to invest and grow their businesses, and developers use Census data to decide where to build and which neighborhoods to revitalize.

The stakes are high. Unfortunately, the challenges are too.

California is a big, bold, beautiful and diverse state. In so many ways, this diversity is our strength, but when it comes to the Census, this also makes California the hardest-to-count state in the country.

There are over 200 languages spoken in California, but the Census will only be offered in 12 non-English languages online and by phone, and the follow-up paper form will only be printed in English and Spanish.

In addition, even though it is against the law for the U.S. Census Bureau to share your information with any other government agency, many in our immigrant communities are understandably fearful about providing information to the federal government. Please be assured that this information is safe and protected, and there are no questions about residency status.

There are also real operational challenges. For the first time, the Census will be conducted primarily online. While this will be particularly challenging for those living in rural California, even here in the Bay Area many residents do not have a reliable internet connection.

For those reasons and more, California has invested \$187 million into a statewide outreach and communications campaign in coordination with our regional, local and philanthropic partners across California.

You should have received a letter in the mail from the U.S. Census Bureau inviting you to participate in the Census, and everyone can now get counted online at my2020census.gov or by calling 844-330-2020. There is no greater investment in California than participating in the 2020 Census. If you have kids at home from school, fill it out with them and turn it into an educational experience.

Ten minutes of your time will impact the next 10 years for your community.

Assemblymember Marc Berman, D-Palo Alto, serves as chair of the Assembly Select Committee on the Census. He represents southern San Mateo County and northern Santa Clara County.

Change is a Movement and a Process

06/18/2020

**Assemblymember Dr. Shirley Weber
Black Voice News**

One thing is clear this Juneteenth: change cannot wait. Today, not only do we commemorate Black liberation from slavery, we also commemorate victims of police brutality and the lives lost at their hands.

Our nation is witnessing an uprising of righteous self-expression onto our streets, onto our newsfeeds, and into our discourse. This includes expressions of anger, grief, exhaustion, but most importantly a desire to create real change. And change that is immediate.

The average Black family is financially 10 times worse off than the average white family. We protest economic injustices bolstered by systemic racism. We protest the underinvestment in Black neighborhoods, the disparity in health outcomes, and the criminalization of Black bodies. We protest the killings of unarmed Black people and the systemic inequities legally written into this country's fabric.

If I have one message for the inspirational people who have taken to the streets to manifest our demands, it is this: change is a movement and a process. And change will happen and is happening because we are making it happen.

So yes, we must voice our anger, and seize this moment to make our demands clear. We must also be conscious that change requires the continued participation of every single one of us.

Some of that energy must come from lawmakers. That's the reason why I've put forward proposals to repeal Proposition 209 and study reparations to Black Californians. Across the country, we are seeing a wave of reforms to address police brutality, whose victims are overwhelmingly Black. Those are crucial legislative steps we must march to combat the impacts of racism and inequality.

And we've still got work to do.

To create true change, our civic and political culture needs to reflect and represent this movement's gravity. Anyone who values justice and equality must be ready to organize, to advocate, to run for office – to vote.

Participating in the 2020 Census is one immediate action every Californian can take right now. Filling out a simple, nine-question form that only asks for basic information like your name, address, age, and race might not feel revolutionary. But, like filling out a ballot, participating in the Census is just as essential as protesting to the health of our democracy and the fight for justice and equity.

An accurate Census is foundational to our democracy and our communities' growth because the data helps determine how much federal funding and

political representation each community receives. Its influence on how dollars are spent in communities around the country means it can help reverse some of the structural inequities by bringing back to our neighborhoods what rightfully belongs to us. For Black Californians, this is one small step toward equality that only comes around every 10 years.

Black communities have been historically undercounted in the Census, dating back to the very first one in 1790. In the 2010 Census, more than 800,000 African Americans were undercounted in the U.S. Totalling billions of dollars for programs for our children and seniors, ranging from health care to education, food programs to housing grants. Participating in the Census alone may not be enough to bring the change our society needs – yet it is still an absolutely necessary component.

We can't afford to wait another 10 years.

We cannot deny the history of this country. We know this. We also know we must face it and fight it. And because there's no one solution, we must be a united front and combat systemic injustice from all angles.

Protest, act, organize, vote – and count. Count now.

[Merced County census response hits extreme low, coronavirus poses challenge for counters](#)

05/02/2020

Abbie Lauten-Scrivner

Merced Sun-Star

Coming only once a decade, the 2020 Census unfortunately coincided with the coronavirus pandemic. Now, officials worry how current restrictions will affect getting an accurate count.

As of Wednesday, U.S. census data showed 51.7% of Merced County households have completed the census, compared to the state self-response rate of 55.7%.

"It couldn't have happened at a worse time," Senator Anna Caballero, D-Salinas, said of the pandemic. Her District 12 stretches from Modesto past Coalinga, encompassing Merced County.

During the last census in 2010, Merced County also fell behind the state at a 63.8% self-response rate compared to 68.2%.

Besides tallying the nation's population, the census count helps decide regional funding and resources, and plays a role in determining how many elected

representatives an area gets and the drawing of district lines for federal and state governments over the next decade.

When an area is under-counted, for a decade it misses out on the funds, resources and representation it should be receiving. That means less money allocated toward regional block grants, highways, schools and more.

"The resources would be much reduced," Caballero said. "That would be really devastating."

Plus, the economic fallout due to coronavirus-related shutdowns means it will be especially important that already historically underfunded San Joaquin Valley communities get the help they need to recover, she said.

ADDITIONAL COMPLICATIONS

Compounding the issue is that the poorest regions tend to be the most difficult to accurately count, Caballero said. She said District 12 has the fourth lowest census participation in the state. Plus, Valley communities from Modesto down to Bakersfield are all historically among the lowest counted.

Planada, for example, had one of the lowest response rates in Merced County and overall during the 2010 census, Caballero said. "That's really too bad, that's a community that needs resources," she said.

Areas like Planada and others throughout the Valley have a higher number of hard-to-count populations. Those populations can include migrant workers, renters, people with low spoken or written English proficiency, and undocumented immigrants. Also, many people do not trust the government in those areas.

Normally, census takers (enumerators) tally those hard-to-count populations by knocking on doors of households who have failed to self-respond. But now, social distancing precautions have turned those plans on their heads while officials scramble to innovate new ways to get an accurate count.

"(Enumeration) was supposed to begin just around the time the governor declared a stay-at-home order," Caballero said. "People were contracted to do this work, and now there is no work."

ADAPTING TO THE TIMES

The entire 2020 census timeline is being pushed back by about six months, if not more, Caballero said.

The self-response deadline has been moved from the end of July to October, giving households significantly more time to respond despite existing hurdles.

Follow-up visits by census takers to unresponsive households in May through June have been pushed back to August through October to avoid exposing enumerators and households to coronavirus.

"We're going to have to work a lot harder, and work on different strategies," Caballero said. "We can't go door to door."

The state has allocated a significant amount of money into social and traditional media campaigns to get the word out about completing the census and the extended deadlines, Caballero said. However, "That doesn't move people to actually fill out the paperwork," she noted.

Officials are advising individuals to complete the census online, but Caballero said this leaves households without internet access more vulnerable to being skipped over.

It also fails to assuage suspicious households that their information is confidential and will not be used against them. For example, there is no census question about citizenship, and wary undocumented individuals are not at risk by responding to the census.

"That's the kind of door to door stuff you do that's really important," Caballero said.

Trusted messengers within communities will be needed to get the word out to households skeptical of the census, she said.

One way to reach people during the pandemic could be disseminating information via local food banks. Pamphlets inside food bags could draw attention to the importance of the census, as the federal money allocated to community food banks is determined by census counts, Caballero said.

Another idea she noted is an awareness campaign similar to the "I Voted" stickers during election season.

The unprecedented impact to the census is forcing officials to get creative in obtaining an accurate count, Caballero said.

"I think we'll come up with some methods that we'll use 10 years from now," she said.

Households can respond to the census online, via phone at (844) 330-2020 or by mail until Oct. 31.

What's at stake for California communities in the U.S. Census?

04/08/2020

Guest Commentary, Fiona Ma
Cal Matters

The promise of freedom and prosperity enticed my parents to leave their homes in China and come to the United States. Along with their hopes for a brighter future, they brought a distrust of government forged from living under a repressive regime. Initially, they did not even approve of my career as an elected government official.

In my travels throughout California, I have learned that many foreign-born residents, including many in the Asian community, feel the same way. Distrust of government is among the leading reasons some Californians are skeptical about the 2020 U.S. Census. But don't let fears of government – or even of COVID-19 – keep you from participating.

Taking part in the census is the perfect “social distancing” activity since you can participate online or by phone without ever leaving your home.

The once-a-decade U.S. Census, which began earlier this month, plays a critical role in ensuring that our communities receive the resources they need and the representation they deserve in the U.S. House of Representatives and the California Legislature.

The census, which is included in the U.S. Constitution, has been part of American life since 1790. It is used by federal, state and local governments to allocate more than \$800 billion in funding for critical services, such as health care which we will see in great demand as the state and local communities respond to COVID-19 and care for us and our neighbors.

Census funding pays for our schools, highways, mass transit, nutrition programs, the Head Start program and for grants that support teachers and special education and housing assistance.

Census results influence highway planning and construction, as well as grants for buses, subways and other public transit systems. Census results help determine how money is allocated to teachers and special education. It also includes

programs to support rural areas, to restore wildlife, to prevent child abuse, to prepare for wildfires, and to provide housing assistance for older adults.

Census results affect planning and funding for employment and training — including programs for vocational rehabilitation state grants, and dislocated workers. In fact, there are about 132 federal programs that rely on Census data and California receives more than \$80 billion dollars annually based on the census.

A lot is at stake. Studies estimate that California could lose \$1,000 a year in federal funding for every resident of our state who is not counted.

Hard-to-count populations include renters, individuals living close to or below the poverty line, individuals living in households that are not all in the same family, communities without widespread access to broadband, children younger than 5 years old, and foreign-born residents.

Asian and Pacific Islander communities are especially vulnerable. The largest number of immigrants arriving in California between 2010 and 2017 have come from Asian countries, according to the Public Policy Institute of California.

About 41 percent of Asians are either “extremely concerned” or “very concerned” that answers they give to the census could be used against them, according to the U.S. Census Bureau. That’s a higher percentage than African Americans and Latinos.

I understand such worries, but please be reassured: strong protections are in place to ensure the information you provide to the census will not be misused.

First, there will be no question about individual citizenship status. Next, U.S. Census Bureau workers are sworn to protect the confidentiality of the information and will face stiff penalties, up to five years in jail, if they violate the law. In addition, answers cannot be used for law enforcement purposes or to determine eligibility for benefits.

Census workers will show their identification and never ask you for your social security number, financial information or for donations.

A census questionnaire asks just a few questions, including the number of people living in your home, their ages, genders and relationships to each other, and whether your home is rented.

Households across California have already started receiving invitations to respond online to the 2020 Census, and they can do so in 13 languages,

including Chinese, Korean, Vietnamese, Tagalog and Japanese. Households can also answer the questions on paper or over the telephone.

Find more information here <https://census.ca.gov/> and information targeted toward Asian Americans here <https://www.advancingjustice-aaajc.org/>

Filling out the census questionnaire is required by law, but it is also the right thing to do because it ensures our state gets the federal services we need. Your friends, neighbors, relatives and communities are counting on it.

Census field offices begin to reopen, aim to close the gap in lagging 2020 U.S. count

06/01/2020

Deepa Bharath

The Orange County Register

U.S. Census Bureau field offices, considered the heart and soul of the effort to count every American, are beginning to reopen in Southern California months after they folded up shop in response to the coronavirus pandemic.

Field offices in San Bernardino County opened their doors last week, and the Census Bureau says its office in Orange County will resume service on Monday, June 1.

The offices were shuttered after Gov. Gavin Newsom issued stay-at-home orders March 19, under which only essential businesses could remain open. Census officials have been doing what they can since then to ensure compliance, but questionnaire responses this year clearly are lagging.

"As we headed into the pandemic, a lot of these operations shut down," said Patricia Ramos, a spokeswoman for the U.S. Census Bureau. "A lot of the community efforts in Southern California went digital. We resorted to virtual meetings, virtual town halls and phone calls with organizations to make sure everyone was aware that the census efforts won't stop."

Community groups and organizations pivoted to other methods of reaching out to the public — from phone banks to text messages.

In March, the Census Bureau also suspended delivery of census packets to households that do not get direct mail, Ramos said. In San Bernardino County, many of these homes are located in mountainous and rural areas. For example, the communities around Big Bear Lake rely heavily on getting mail service to post office boxes. But the U.S. Census Bureau does not deliver to post office boxes, Ramos said.

“So, they go to the front door and deliver the questionnaire,” she said.

San Bernardino County alone has 56,088 of these households, Ventura has 1,005 and Orange County has 1,741. There’s no word yet about when field offices in Los Angeles and Riverside counties will be open again.

Door knocking months away

The workers, equipped with protection such as masks, will simply deliver the questionnaires at front doors. They won’t interact with residents or anyone else — at least, not yet, Ramos said.

“That’ll only happen when we start the door-to-door knocking, which won’t take place until August,” she said.

The coronavirus pandemic, which has claimed more than 100,000 lives across the United States, has thrown a wrench in census data collection efforts, forcing deadlines to be pushed back so people actually have an opportunity to respond. This is the first year the government has allowed people to respond to census questions online.

In spite of that, response rates have varied by county in Southern California. Orange County’s response rate appears promising at 69.1% — very close to the 2010 response rate of 71.7%. Los Angeles, however, lags behind at 56.7%, still far away from the 69% self-response rate in 2010. San Bernardino County is at 57% (65.4% in 2010) and Riverside County at 59.4% (63.5% in 2010).

In Orange County, community groups on Friday, May 29, held a “census caravan,” a parade of school buses, cars and vans that made its way through the Mini Street and French Court neighborhoods of Santa Ana, which were identified as areas with some of the lowest response rates. The vehicles, bearing banners and magnets with information about filling out the census in Spanish, Vietnamese and Khmer, moved slowly through the communities.

Trust low in immigrant communities

This effort was primarily to relay information about the census in immigrant communities where trust in government is low, said Sarah Middleton, census consultant for Costa Mesa-based Charitable Ventures, which has a contract with the state to support census outreach for Orange County’s nonprofit sector.

“There is definitely fear and mistrust from immigrant communities and our partners continue to send out the message that the census is safe, secure and

confidential," she said. "That's why trusted messengers are so important. If immigrant communities see an organization or person they trust saying this is important, they feel more comfortable participating. Otherwise, it just feels like a scary government survey."

Parts of Los Angeles County hard hit by the pandemic also are the ones that are hardest to count, said Paul Ong, director of UCLA's Center for Neighborhood Knowledge. According to Ong's analysis of census responses through April 30, the response rates from 2010 to 2020 vary widely throughout the county. His analysis found that the response rate for 2020 is about 11 percentage points below what it was in 2010 for L.A. County. In many parts of the county, however, that rate is as low as 21.6%.

Struggling to 'close the gap'

The only way to prevent an extreme undercount in some areas of L.A. County would be to send out hordes of in-person census takers, Ong said.

"But, if workers can only begin to go door to door beginning in August, it's going to be very difficult to close the gap," he said. "Despite significant efforts from census workers and local organizations, we are critically behind. Some groups such as low-income people, communities of color, renters and young children are at risk of being missed."

Despite these dire projections, local groups are optimistic they will be able to reach those who are hard to reach.

Outreach at health clinics

AltaMed Health Services, which serves more than 300,000 patients across 35 community health clinics in Los Angeles and Orange counties, will start opening up census kiosks in its clinic lobbies beginning June 1, said Eduardo Cisneros, director of civic engagement.

AltaMed largely serves Latino and immigrant populations in both counties, particularly the uninsured and those on Medi-Cal. Workers at the kiosks will help people fill out their census forms right there, he said.

"AltaMed clinics happen to be located in the same neighborhoods that are considered hard to count. And because health providers are highly trusted, it is effective for us to promote the census," Cisneros said.

Even as the kiosks were closed since mid-March due to the pandemic, 35 coordinators at the clinics operated phone banks calling 1.4 million households and having direct conversations with about 58,000 people, Cisneros said.

"We've continued to have posters and PSAs in our lobbies and we also started putting census information in our waiting room screen savers," he said. "We've also started to do census outreach at COVID-19 testing centers by putting up banners, yard signs and handing out educational material when appropriate."

Completing the census is extremely important because the results will dictate how funds and resources are dispersed, said state Sen. Tom Umberg, D-Santa Ana.

"If we don't have an accurate count, we are not going to get our fair share of resources," he said. "And it is a competition for funds and resources where I'm competing with other legislators."

California Census Czar Shifts Tactics to Prevent Undercount

04/01/2020

Romy Varghese

Bloomberg

California warned bond investors two years ago that the 2020 Census may put the state at a disadvantage if the population count isn't accurate. Now, the coronavirus not only poses a threat to its finances but makes it even harder to compel responses to the federal survey that determines how aid is apportioned.

California's partners in its \$187 million campaign to ensure a comprehensive count have shifted from physical events to virtual ones, such as on Facebook, as several counties and then the state ordered residents to stay at home, said Maricela Rodriguez, director of civic engagement and strategic partnerships for Governor Gavin Newsom. Some are targeting areas that have some foot traffic, such as grocery stores and food banks, to disseminate information about the Census. The state is also focusing on its direct media strategy, running ads on television and social media.

"We would have a severe undercount if we don't pivot quickly," Rodriguez said in a telephone interview. "We need to monitor closely our response rates and do everything we can to ensure we're reaching our hardest to count populations."

The coronavirus and actions to stem its spread are the latest challenge to states such as California, which flagged the outbreak as a risk in its March bond sale documents. The most-populous U.S. state is home to about 22% of the residents

nationally that are considered hard to reach for the survey such as the foreign born and the poor. The U.S. Census Bureau has suspended its field operations to mid-April from mid-March because of the pandemic.

Invitations to households to answer questions by mail or online started arriving in mailboxes March 12. As of March 30, California's response rate is similar to that nationally -- 35.7% and 36.2% respectively. But officials are seeing low responses in rural counties, which haven't received their forms because the Census postponed visits to homes that rely on post office boxes, Rodriguez said.

The county with the lowest rate is Trinity, with just 1.7%. As a result, the state's Census campaign will mail these homes materials letting them know they can participate in the count now, she said.

At risk: a seat in the U.S. House of Representatives and billions of dollars in federal aid.

"Even before this happened, we knew there is a lot at stake for an undercount," Rodriguez said. "Having a complete and accurate count is critical."

Here are the counties with the highest response rates as of March 30:

Santa Clara	43.3%
San Mateo	43%
Contra Costa	41.9%
Orange	41.1%
Alameda	40.4%
Sacramento	40.4%
Ventura	40.4%

Here are the counties with the lowest:

TRINITY	1.7%
Sierra	3.2%
Mono	5.4%
Alpine	7.2%
Plumas	12.4%

[Despite the coronavirus crisis, Californians can make history in the 2020 census](#)

04/11/2020

Ditas Katague

Sacramento Bee

Our daily life in the Golden State has been reshaped recently by COVID-19. Most of our attention is rightly fixed on staying at home to protect ourselves and other Californians.

However, while all of this could seem overwhelming, we must not lose sight of an important action that can have a long-lasting impact on our society – participating in the 2020 Census. Filling out the survey is something every Californian can do now – at this moment - from the comfort of our homes.

This is truly the most important civic event in recent history. The 2020 Census counts every person living in the United States – regardless of age, race, background or citizenship status.

The decennial census assesses how many people currently live in our communities, counties and states across the United States. Our responses to the Census will shape the course of history for at least 10 years – including our representation in state and federal government.

OPINION

The Census also determines the distribution of billions of dollars in funding to support the programs and services in our very own communities, including for education, health care, housing, senior centers and public transportation. Part of that includes emergency services funding – so if ever we understood what that impact is – it is now as we face a global pandemic. As we all continue doing our part to support and protect one another, Californians must not take our eyes off the Census.

The Census has huge ramifications for our democracy. First, the count determines the balance of political power among states in the country, as the number of seats each state holds in the U.S. Congress is based on the Census population count. Second, the Census count guides local redistricting, meaning that it also determines political representation in our State Capitol. Taken together, this means that if you aren't counted, your community will be underrepresented politically. If you want to be properly represented by elected officials that make everyday decisions that affect your life and those you love, then you must be counted.

California is the most populous state in the U.S., with nearly 40 million residents across our many counties. We have the most at stake in this Census. Should there be an undercount, our public services and funding would be at risk. In the worst-case scenario, we could miss out on billions of dollars from the federal government.

And an undercount would be more than just billions lost – it's personal and individual. It is estimated that for every person in California who does not

complete the Census, the state could lose \$1,000 in funding per person per year for ten years. Our neighbors and communities rely on our participation.

Beyond services and funding, by participating in the Census, we can also take a stand in support of inclusivity – to collectively support our friends, family, neighbors, coworkers, and even strangers. This is the right time for all of us to come together, to combine our collective voices and power to show that we matter. It is of the utmost importance the 2020 Census count is a success in California.

You can respond now by phone, online or mail, with limited houses initially receiving the paper form. This nine-question survey is simple and easy to complete. Every Californian can participate online at my2020census.gov or by phone at 1-844-330-2020 (see a list of numbers [here](#)).

Don't forget – there's safety in answering the Census. You will not be asked about your immigration status or if you are a U.S. citizen. Your responses are protected by law – meaning responses will not be shared with anyone, including other government agencies – and must remain confidential.

Make sure your friends, family and community know about the 2020 Census. And don't forget to count everyone in your household, including your little ones or long-term guests.

We cannot overstate the importance of this moment; one that has the potential to bring real, positive change to our communities. It's now up to you to make history. Support California and our community by participating in the 2020 Census.

2020 Census Delayed by Coronavirus

05/03/2020

Dana Dela Cruz

Independent

The Census Bureau is asking Congress for four additional months to complete its count after being knocked off track by the coronavirus. But despite being sidelined by the outbreak, the once-per-decade count remains critical, said State Assemblymember Monique Limón, who represents Santa Barbara and Ventura Counties.

"It's such an important civic duty," said Limón. "This is not about any one individual, but our collective knowledge of the people that are in our county and the resources we need to make this a thriving community."

While the Census Bureau is legally required to deliver the final figures to the president by December 31, census officials have proposed moving the deadline to April 2021. The extra time will be crucial in California, which is considered at high risk of an undercount.

The census is used to set the number of seats each state gets in the House of Representatives and to draw legislative districts. It also influences how resources are allocated to communities — including federal and state funding, hospital beds, schools, new roads and highways, and more.

In fact, the coronavirus outbreak is revealing the importance of an accurate count, Limón said. The Coronavirus Aid, Relief, and Economic Security Act, signed into law on March 27, provides direct federal aid to counties with populations over 500,000 — and that population data comes straight from the Census Bureau. (Santa Barbara County fell short of the threshold, with a population of 446,000.)

An accurate count is also critical for disaster response — and Santa Barbara County has a long history of natural disasters. Census data helps officials determine how much federal emergency aid a county receives, how many people need to be evacuated, which neighborhoods have more at-risk residents, and more.

“If you think about that, you don’t want to undercount,” Limón said. “All of this is tied, most importantly, to resources — critical resources for a community.”

Santa Barbara County is especially at risk for undercounting, since about half of its residents live in “hard-to-count” census tracts. These areas tend to have higher numbers of crowded rental units, low-income households, limited English speakers, non-high school graduates, or children below the age of five.

The California government allocated more than \$90 million to its Census 2020 outreach program — including over \$300,000 to Santa Barbara County — with the hopes of reaching these hard-to-count populations.

But the coronavirus outbreak forced the state to change its plans. With door-to-door outreach now off the table, the state is focusing on its “very active” online and virtual campaigns, Limón said. They’re also doing limited in-person outreach in places where essential services are still being provided, like the Foodbank.

Meanwhile, the exodus of college students complicates the count. Many students returned to their hometowns once their schools switched to online learning, and some might decide to fill out the census for their hometown

address instead of their school address. It's important for college students to be counted in the county they spend most of their time, Limón said.

"When the Thomas Fire happened, for example, knowing the population at Westmont [College] was important to us because they were part of the evacuations," Limón said.

Despite these challenges, Santa Barbara County's self-response rate as of Wednesday was about 59 percent, higher than the state average of around 56 percent. The Channel Islands area had a self-response rate of zero, the lowest in the county.

Households can fill out the census online, over the phone, or by mail. The process takes "minutes," Limón said.

"It does not take very long," she said. "We hope that they'll remember how easy it is and the impact it will have."

Census takers are scheduled to start knocking on non-responders' doors in August, and the count is scheduled to end on October 31, assuming no further delays.

EXHIBIT H

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California Complete Count
June 2020 Week of Action

Report Produced June 29, 2020



California Census

Census Week of Action Outreach

The California Complete Count office and our partners celebrated Census Week of Action, June 17 through June 23, 2020. Partners successfully reached hard to count (HTC) communities throughout the state, sharing the Census 2020 message, while also limiting in-person contact. Partners created caravans, posted on social media, organized digital events and used creative messaging, images and tools that would resonate with the HTC communities across the state. Partners tied the Census message to social justice, Juneteenth and COVID messaging; all high-profile topic areas during Census Week of Action.

The California Complete Count office is proud to showcase efforts from its contracted partners, as well as their subcontractors (globally referred to as partners throughout this document) who are reaching deep into the communities they serve to ensure a complete count. Additionally, many partners collaborated on Census Week of Action events directly with the United States Census Bureau (USCB). This report may not include all Census Week of Action activities or fully credit all partners and other stakeholders involved.

A few examples of activities partners engaged in are:

- Saadi Census Gaddi Aiy! ਸਾਡੀ Census ਗੱਡੀ ਆਈ! Jakara Movement's (a subcontractor and partner in multiple regions throughout California) staff and volunteers drove through neighborhoods across California, from Bakersfield, Fresno, Livingston, Ceres, and Turlock to Fremont, Hayward, Union City, and Yuba City! They played Punjabi music, passed out goody bags, and waved to residents as they encouraged them to fill out their Census, some residents even filling it out while Jakara answered their questions from their cars.
- Disability Rights Education and Defense Fund engaged one of its subcontractors, Rolling Start Inc., to conduct an ASL Census Facebook Live and Zoom webinar event to answer questions from participants about the 2020 Census questionnaire on June 18.
- Region 4 ACBO CNC Education Fund completed phone banking efforts to encourage Census 2020 participation that succeeded in reaching 51,132 individuals.



Census Week of Action 2.0 is scheduled for July 27 to August 3 and we are confident our enthusiastic and committed partners will engage their communities to share the Census message and encourage their communities to respond.



We thank our partners, who despite the ongoing challenges due to COVID have stepped up for all Californians to motivate them to complete the Census. They delivered the Census message despite varying levels of shelter in place, many working from home and have demonstrated their agility by adjusting their outreach plans to more virtual outreach approaches. The following pages provide a sample of activities conducted during Census Week of Action, by region.

For more information, please contact outreach@census.ca.gov.



Region 1

Modoc and Lassen Counties (ACBO/Living in Wellness Center partner)

California Census Partners were all in, including counties like Modoc and Lassen that joined the Census Week of Action. Partners like [The Living Wellness Center](#) reached out to their community and promoted the 2020 Census via Facebook and shared their 45% self response rate.



Sacramento County

Sacramento County promoted the Census on their Facebook page by sharing this fun VeggieTales storytelling [video](#) which appeals to families with children.

Hmong Innovating Politics (HIP) posted this beautiful and moving video / song on the census.

<https://www.facebook.com/HIPCalifornia/>



Shasta Community Foundation

This fun Census Parade was part of a community outreach event that included free food and gifts to children in Redding, CA. The Sikh Centre was the Census Partner leading this effort in Shasta County.

Sacramento Region Community Foundation

[Jakara Movement](#), a Californian Sikh community organization has conducted outreach in Sutter, Placer, Sacramento, and Yuba counties. Throughout California, Census Partners have created Census buzz during the Census Week of Action.

Youth volunteers from Jakara Movement lead a car caravan throughout Yuba city on June 19 and 20 to reach Middle Eastern and South Asian communities,



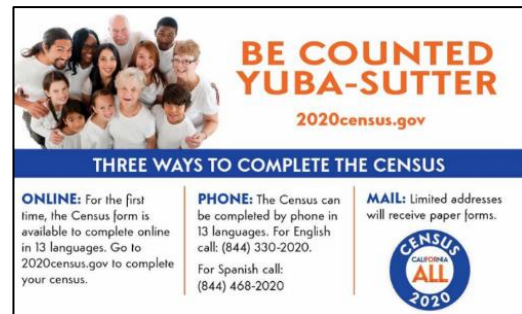


Tehama County

On June 19, the Tehama County hosted a successful drive-thru tailgate food giveaway and incorporated Census outreach material. The community and Census 2020 coming together during the pandemic to get Californians counted.

Yuba and Sutter Counties

Yuba Sutter News [Facebook Page](#) promoted Week of Action on June 20, with ["Be Counted Yuba-Sutter"](#). Three ways to get counted provided clear, concise steps to complete the 2020 Census.



Region 2

Lake County

Lake County Counts 2020 Census [Facebook Page](#) messaged "Shaping the Future" by highlighting the 2020 Census. Their Facebook post featured Census Pride [video](#) during the Census Week of Action and kicked off Pride month.



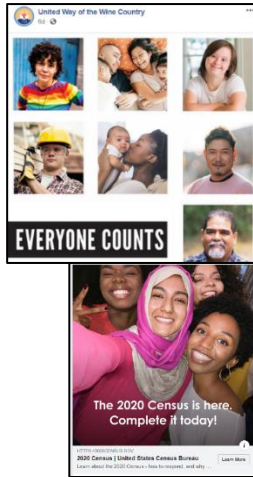
Mendocino County

Social media posts promoting the 2020 Census have been the primary way counties like Mendocino reach the community. Newspaper complemented The Mendocino Counts Facebook Page which highlighted a published Letter to the Editor during Census Week of Action.



Reaching Latinos was the focus of this Census Conversation for the Spanish-speaking audience. Charla en VIVO sobre el Censo – Collaboration with Univision 34, on June 23.

Reflecting diverse communities was prevalent during the Census Week of Action and messaging included "2020 Census is here and Complete the 2020 Census."



United Way of the Wine Country

Everyone Counts was the message United Way of the Wine Country shared on its [Facebook Page](#). Partners relied on clear, concise, and compelling messages like this “Everyone Counts” post.



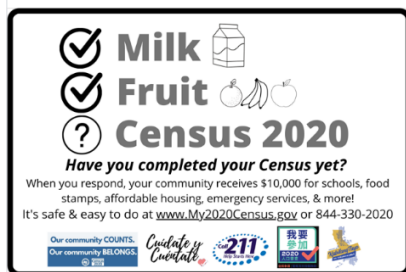
Region 3

Alameda County

Online events became a primary way to have conversations and connect with the community during this unique time. This conversation about the Census with Xavier Becerra and Celina Rodriguez used influencers share Census 2020 information, through [Facebook Live](#).



Alameda county activities included:



- Doorhanger distributions in lowest responding tracts in West Oakland, South Hayward, and two tracts in East Oakland.
- Mobile Questionnaire Assistance on Friday, June 19, at two major Oakland food distribution events. There were also various Census 2020 Facebook Posts sharing Census 2020 messaging.

[Jakara Movement](#), in Alameda County, led Census Caravans up and down the 99 Freeway in Union City, Hayward, Fremont, and in many other communities. These caravans became an innovative way to go to a community, in-person, while also adhering to social distancing guidelines.



Contra Costa County

Social media posts from [Contra Costa County](#) powerfully shared the importance of the Census, coupled with equality and diversity messaging. “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 America and how the 2020 Census will impact your community."

"The LGBTQ+ community has always been present in the never-ending struggle for black liberation and equality. Post a comment about your favorite black LGBTQ+ figure who created change in their lifetime."



San Francisco County

Repeating a message leads to familiarity, which leads to preference, and ultimately leads to action. This is the strategy for repeating social media messaging to diverse communities in their own languages.

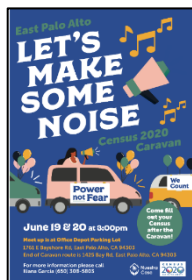


The Census Week of Action overlapped with Father's Day and messaging was tailored by the [San Francisco Office of Civic Engagement and Immigrant](#)

[Affairs](#): "Your family is depending on you. Fill out your Census and tell everyone you know. Come to Your Census, Dads. Happy Father's Day!"

San Mateo County

The My Black Counts Census Week of Action was an epic demonstration of our collective drumbeat and impact in California. Juneteenth was an opportunity to celebrate and communicate the urgency to be heard and to be counted. [Juneteenth Freedom Day](#) live stream on Instagram by My Black Counts was a success!



"Let's Make Some Noise" Census 2020 Caravan. Power Not Fear Caravan, June 19-20. Census Week of Action.



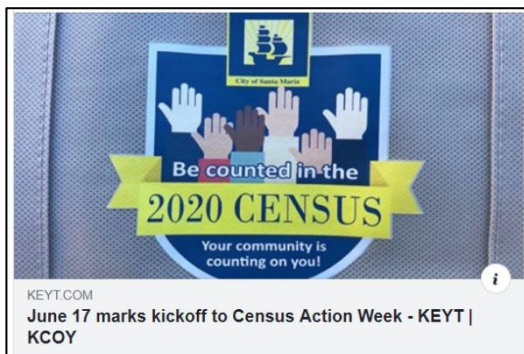
Santa Clara County

Giants Coach Alyssa Nakken appealed to San Francisco Giants Fans with this Census [video](#) to complete the 2020 Census. This Census message brought smiles to many Giants Baseball fans.



Influencers, like Xavier Becerra and Celina Rodriguez reached and engaged individual communities through a live event "[Conversation about the Census](#)". This was one of the ways Census Partners were able to reach the Spanish-speaking community on June 24.

On Father's Day, those living in the San Jose area were able to look up to see a plane with the Census message, in English and Spanish! This was one of the most innovative ways of raising awareness in the lowest responding areas in Santa Clara County.



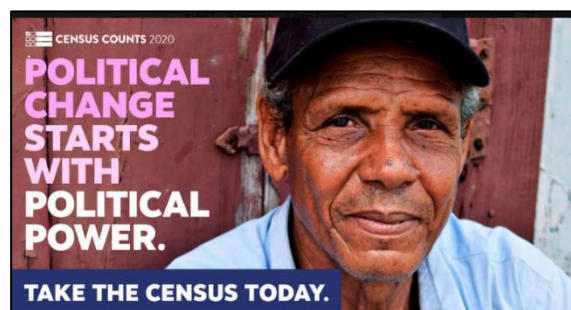
Solano County

Creating a Census buzz and sharing a call to action reverberated throughout California. "It's Census Action Week" was the message, and so many Partners like Solano County shared news and resources to help Solano County get to a Complete Count.

United Way Bay Area (ACBO)

Messages of representation have always been an important part of the Census. However, the power of the people became a key reality during the Census Week of Action. Political change starts with political power was an important message shared by a United Way Bay Area [Facebook Post](#).

United Way Bay Area joined people of all races, nationalities and religions to reflect, learn and commemorate [Black history and culture](#).





Region 4

Madera County

[Valley Forward](#), along with other community based organizations held car caravans throughout rural neighborhoods in Madera County on July 19 and 20, these efforts were also highlighted by [local media outlets](#).

Additionally, Madera County posted census messaging on its official [Facebook Page](#).



Merced County

[Jakara Movement](#) coordinated fun and festive car caravans in communities throughout Merced County to reach Middle Eastern and South Asian communities on June 19 and 20.

Calaveras County

[Calaveras Counts Census 2020](#) held a special Facebook Live interview on June 23 with Morgan Gace, chief executive officer of the Calaveras County Chamber of Commerce and Tanya Kravchuk, United States Census Bureau Partnership Specialist, to share the importance of the 2020 Census.



City of Stockton

The City of Stockton and El Concilio hosted several [census caravans](#) throughout the Week of Action in Stockton, and subsequently published live Facebook videos of the outings on the [City of Stockton Census 2020 Facebook page](#).

In addition, the City of Stockton Census 2020, in partnership with the African American Chamber of Commerce held a virtual Juneteenth Symposium "Honoring our Past for a Brighter Future."

CNC Education Fund / Faith in Action Network (ACBO)

[CNC Education Fund](#) shared census messaging on their social media platforms throughout week of action.

Mariposa and Mono Counties

[Mariposa County](#) and [Mono County](#) shared census messaging and employment information on their official Facebook pages during Census Week of Action. "The #2020Census could impact funding to vital programs that individuals with disabilities rely on every day. Counting everyone ensures a more inclusive and accessible future for Californians of all abilities."



Stanislaus County

[Jakara Movement](#) coordinated car caravans in communities throughout Stanislaus County June 19 and 20. They included the regional area code in their posts to customize and draw attention to their posts.

Region 5

San Luis Obispo County

Community Action Partnership of San Luis Obispo County distributed Census 2020 materials and shared this image (right) on their [Facebook Page](#), to encourage people to be counted.



Santa Cruz County

Santa Cruz County and Community Action Board of Santa Cruz County hosted a [Chalk Party](#) featuring local artists. Santa Cruz Local Arts Council provided small grants for local artists to participate. The artwork was published on the [Santa Cruz Census website](#) and extensively shared on [social media](#).

Santa Barbara County



[Lompoc Valley Community Healthcare Organization](#)

engaged local bicyclists in a fun way by hosting a bike Caravan throughout communities in Lompoc on June 20, lead by Lompoc Mayor Jenelle Osborne (pictured left).

[Housing Authority of the City of Santa Barbara](#)

sponsored a Census Caravan through housing authority properties and Census tracks in the Westside, Eastside and Downtown which are experiencing a low Census response rate in comparison to the rest of the city. The cars carried streamers and balloons with drivers honking and the story was covered by local media including ABC channel 3.



Ventura County

Ventura County Community Foundation, along with Ventura County and Ventura County Complete Count Committee, joined with other community-based organizations for several [car caravans](#) in Fillmore, Santa Paula, Port Hueneme and Oxnard neighborhoods to promote participation in the Census on Saturday, June 20.

This effort was also supported by the California Complete Count office's media team and included Census-branded LED Billboard trucks and customized digital content to assist with the promotion of the events.



Region 6

Fresno County

[Central California Environmental Justice Network \(CCEJN\)](#) hosted a [watch party](#) on Facebook Live to launch their new census video, a short Spanish sketch about the Census. "The 2020 Census will affect all our communities!" The watch party, along with other census messaging, was promoted online throughout the entire week of action.

[Radio Bilingue](#), a leading Latino public radio network, hosted a two-hour program with Osito Candela Jr, a sonidero (a DJ/MC that specializes in giving shout outs as they play music) on June 18. Radio Bilingue also conducted interviews during the Hora Mixteca Talk Show on June 19 and 21.

The rural communities of Tranquility, San Joaquin, Cantua, Huron, and Three Rocks were successfully reached by the Rural Westside Census Collaborative Caravan on June 19 and June 20.

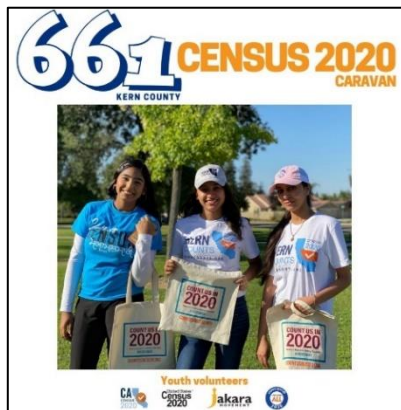
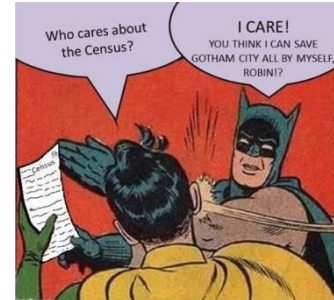




[Jakara Movement](#) coordinated car caravans throughout Fresno County June 19 and 20 to reach Middle Eastern and South Asian communities, and also garnered [local media](#) attention. They played Punjabi music, passed out goody bags, and waved to residents as they encouraged them to fill out their Census, some even filled it out while Jakara volunteers answered questions from their cars!

Other local organizations such as [CAIR of Central California](#) and [Fresno EOC Local Conservation Corps](#) promoted census messaging online via their Facebook Page.

CNC Education Fund completed phone banking efforts to encourage Census 2020 participation that succeeded in reaching 51,132 individuals.



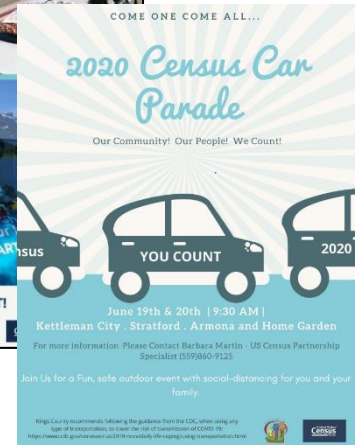
Inyo and Kern Counties

[Kern, Inyo and Mono Counties Central Labor Council, AFL-CIO](#) shared census messaging via social media.

[Jakara Movement](#) coordinated car caravans in communities throughout Kern County June 19 and 20.



Kings County
[Kings County Complete County Committee](#), in partnership with the United States Census Bureau, conducted several car caravans throughout neighborhoods in Kettleman City, Stratford, Armona and Home Garden Neighborhoods on June 19 and 20.



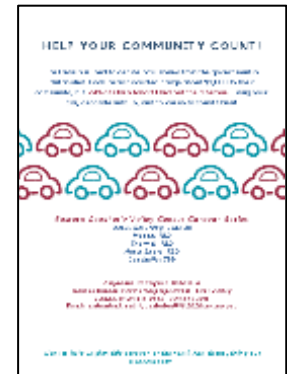


Region 7

Riverside and San Bernardino Counties (ACBO – Inland Empire Community Foundation)

Eastern Coachella Valley Census Caravan Series, Oasis Census Caravan Event focused on encouraging community members in the city of Oasis to participate in the 2020 Census for a complete count on June 20, 2020.

City of Rancho Cucamonga [tweeted](#) and celebrated the city's 68.9% self-response rate and encouraged a complete count for the city.



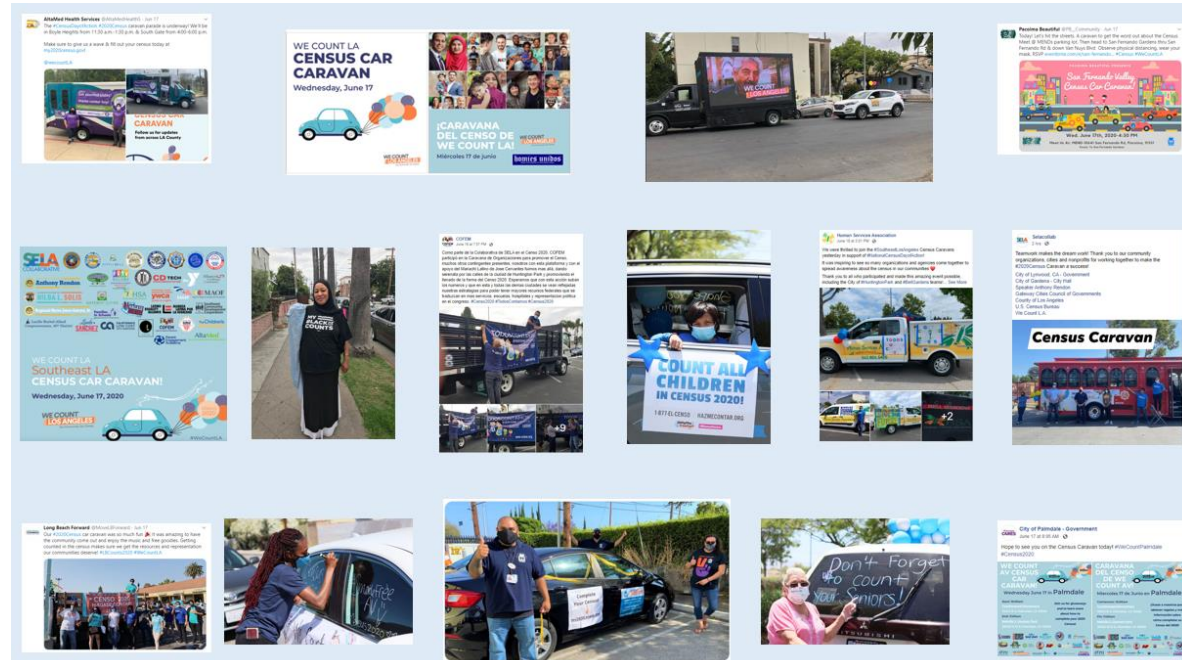
[Inland Empire Counts](#) posted several times during Census Week of Action and included messaging affirming that every Californian has the right to participate in the Census regardless of background and educated how Census data for small area affects community members.

[City of Lake Elsinore](#) tweeted in English and Spanish to educate community members on how Census data is used to redraw boundaries for local, state, and federal district seats.

Region 8

Los Angeles County (ACBO / California Community Foundation)

California Community Foundation hosted a countywide Census Caravan encouraging Census participation and distributing [flyers](#) in Census tracts with a CA-HTC Index of 57 or greater with lower response rates.



California Census Week of Action – Partner Activities

www.CaliforniaCensus.org



Eduardo Cisneros with AltaMed participated in a [Facebook live event](#), "Cuenta Conmigo con Evelyn Sicairos" about being counted in the 2020 Census on Univision KSCA 101.9 FM



[Facebook live event](#) on Conoce más sobre el censo con Humberto Luna discussed the importance of the Census on Estrella La Ranchera Radio 96.7 FM with Anabella Bastida, Council of Mexican Federations in North America.

Cynthia Cortez, Southeast LA (SELA) Collaborative participated in a [Facebook Live event](#) on Estrella Que Buena Radio

KRQB 96.1 FM (Conoce más sobre el censo con Chiquis y El Chino).

[Building Skills Partnership](#) shared Census collateral and swag while distributing food baskets in Los Angeles.



We Count LA promoted [via social media](#) tweet connecting the Census to having a fair and accurate picture for more resources and access to better-funded programs. <https://twitter.com/wecountLA>

[County of Los Angeles](#) posted varying messages regarding Census, including highlighting ways to take the Census and that it is available in plenty of languages, honoring Juneteenth and Father's Day.



[Black Women for Wellness](#) hosted a virtual event featuring Associate Director of Decennial Operations Al Fontenot from the U.S. Census Bureau who discussed the next steps to achieve a full, fair, and accurate count in Los Angeles.

[Crystal Stairs Inc.](#) and U.S. Census Bureau (USCB) hosted a [Census Chat](#) to help people understand why they should be counted in the 2020 Census.





Tweets/Tweetstorm (#OurPowerOurCensus) from the [City of Los Angeles](#) informed community members only half of the city has responded to the Census, encouraged in-language participation, emphasized the importance of Census and representation for vulnerable communities and connected Census data to funding for our community resources and services.



[Los Angeles Housing and Community Investment Department](#) (HCIDLA) tweeted in English and Spanish emphasizing the importance of the Census for Los Angeles to get the funding and representation it deserves.

Posts in Spanish from the [Council of Mexican Federations in North America](#) (COFEM) shared messaging that Census is confidential, its data helps fund community programs and resources and encouraged Lech-Ton participants to take the 2020 Census while waiting in line for their free milk gallons



A [Census 2020 Project Exhibit](#) from [Lancaster Museum of Art and History](#) exhibit highlighted a culmination of a year-long series of arts-driven community engagement events and conversations facilitated by a team of artists focused on increasing participation in the 2020 Census in and around downtown.

[Long Beach Forward](#) tweet the city's 65 self-response rate and call to action for unity and solidarity by taking the 2020 Census. |

Pacoima Beautiful [posted](#) and [tweeted](#) reminding community members to take the Census and included messages regarding representation, resources and diversity. and

[City of Palmdale](#) offered Census bag giveaways to residents who posted a photo with a sign saying they completed the Census and hashtags #2020Census #WeCountPalmdale #PalmdaleCares. They also showcased the U.S. Census Bureau's [video "A 2020 Census Story: Patricia"](#) to encourage people to complete the Census.

[South Asian Network](#) posted an animated video connecting political change to completing the 2020 Census, along with posts sharing self-response rates and connecting participating in the Census to telling our story and history, so we are not erased.





[Southeast LA \(SELA\) Collaborative](#) | June 17 post sharing the self-response rates for each city on its caravan route and encouraging community members to take the Census.



A tweet in Spanish with call to action to complete the 2020 Census today was shared by [Southeast LA \(SELA\) Collaborative](#).

Region 9

Charitable Ventures On June 19, as part of their Humans of Census campaign, the ACBO released a [PSA in Vietnamese](#) as part of their Humans of Census campaign.

Charitable Ventures released a [newsletter](#) to their partners in the OC Census Community table discussing updates, resources, and training opportunities (English and Spanish) on phone banking, engaging traditional media, and effective digital outreach strategies.



Region 10

San Diego County

On June 20, Senator Ben Hueso joined the Countme2020 coalition at a [Census caravan](#) in 3 major cities with the lowest performing census tracts in San Diego: City Heights, South East San Diego, and South bay. Over 13 organizations participated.

Viet News San Diego (VNTV) filmed the event and released a [video](#) of the San Diego Census Caravan on their Facebook page.



Home lawn signs "The Home Counts" and other census collateral were given away throughout the census caravan route from San Diego city all the way to Chula Vista.

On June 23, Laila Aziz, Pillars of the Community was live on the [San Diego Union Tribune's Together San Diego](#) program discussing the Count Me 2020 campaign and the impact of the Census, what's at stake, and how the Census is also a social justice issue.



On June 23, JoAnn Fields hosted, the weekly [Facebook Live Census 2020 Power hour](#), hosted by JoAnn Fields of Asian Pacific Islander Initiative. JoAnn hosted Diana Rosas and Ray Donegan, Jr. of the US Census Bureau.



Imperial County

The county had a robust array of caravans throughout Census Week of Action., the County of Imperial hosted a census caravan in the city of El Centro then again, the following day on June 20 in the City of Imperial.



Subcontractor, Comite Civico Del Valle, Inc led many caravans leading up to Census Week of Action and during the week of action they held [caravans in the cities of Seely, Heber and Brawley](#).

Tribal and Native American Community



Native People Count California

Released an [article](#) featuring Bishop Paiute Tribe youth leaders and how California native youth are leading the census effort in their communities.

California Native Vote Project (CNVP)

On June 18, WNBA All-start athlete Shoni Schimmel posted a [video](#) on her 2020 Census series.

Also on June 18, CNVP presented [Census Fireside Chat #1](#) which will be a bi-weekly event.

The Karuk Tribe held its second [Census Drive-in Movie Night](#) in Happy Camp on June 19.





Higher Education

[University of California Riverside \(UCR\) Counts](#) posted on Facebook throughout Week of Action. Posts highlighting the importance of the Census for SNAP and other federal nutrition programs, encouraged participation, demonstrated how to track response rates at the Census tract level and asking for amplification of Census messaging that encourages participation

On June 18, La Que Buena 96.1 FM radio station hosted UCR External Affairs Associate Paola Avendano for a brief Census Q&A segment.



[California State University Chancellor's Office](#) Tweeted on June 23 to inform campuses there is still time to respond to the 2020 Census and encouraging participation.

On June 23 [Cal State Los Angeles](#) Tweeted a link to its [University Library's Census Day video](#) and encouraging participation in the 2020 Census.

[San Bernardino Community College District](#) (SBCCD) Tweeted on June 19 to honor Juneteenth and encouraged filling out the 2020 Census.

K-12 Education



The Los Angeles County Office of Education (LACOE)
LACOE posted a message on their Instagram page to promote census in LA county. LACOE released new resources: videos, postcards, and social media graphics to promote a complete Census response. They also participated in the [We Count LA Census Car Caravan](#) through Downtown/Central Long Beach.

Orange County Dept of Education (OCDE)

OCDE hosted a [Virtual Visual and Performing Arts Showcase](#) of student art, videos and poetry online.

Alameda County Office of Education

Posted on Facebook, [California For All 2020 Census](#), encouraging the community to fill out the Census 2020 questionnaire in order to receive the federal funds they deserve.





San Mateo County Office of Education

Posted on Facebook, [Do It for Their Future](#), educating the community that the Census data determines funding for schools, Head Start, free childcare programs, school lunches, and child medical insurance.

Santa Clara County Office of Education

Posted on Facebook, [Being Counted Matters](#), encouraging the community to take the Census 2020 questionnaire online.

Stanislaus County Office of Education

Posted on Facebook, [No In-person Visit Needed](#), educating the community that completing the 2020 Census questionnaire doesn't mean an in-person visit from a Census taker is the only option.

Statewide Organizations

Asian American Advancing Justice Los Angeles (AAAJ)

AAAJ and other AAPI Organizations across the nation participated in the National AAPI Leadership Summit beginning with the #AAPI2020 National Census day of action Twitter chat on June 17.

On national Census Day of action, June 17, AAAJ partner, Empowering Pacific Islander Communities (EPIC) released a [PSA video](#) featuring a beloved Chamorro cultural teacher, Heidi Chargualaf-Quenga.

AAAJ Partner, Nepali Association of Northern CA published articles in Nepali online media on [OSvevo](#), [PT Online News](#), [Sailung Online](#), and [OSNepal](#)

AAAJ Partner, Asian Resources Inc., held a food distribution drive in the Sacramento area that also provided census branded giveaways and informational materials.





Coalition for Humane Immigrant Rights

[CHIRLA Phone Banking](#) post seeking volunteers to assist in the 2020 Census phone banking action, while promoting other events such as a radio station round table and a conversation session on ensuring everyone gets counted in the central valley. You can check out the complete digital toolkit for the Immigrant Heritage Census Week of Action [here](#).

First 5 Association

[MORE THAN JUST A COUNT!](#) post

educated the community on the importance of the Census 2020, as it helps policymakers make funding decisions, businesses make crucial hiring decisions, and researchers conduct new projects within the community.



Latino Community Foundation

[Alianza Coachella Valley](#) a Census partner educated via a post on the importance of the [Latino participation in the Census 2020](#) in order for everyone to be counted. Low rates of Census participation from the Latino communities of Coachella Valley was discussed. Included reassurance to the community that all personal information and citizenship status is kept confidential and will not be shared with government agencies.

Mixteco/Indigena Community Organizing Project

[MIXTECO Census 2020](#), provided a step-by-step YouTube video on how to complete the Census questionnaire online. In addition, they educated the community on the confidentiality and the inability to share any information with any law enforcement, immigration, housing authority, or any other government agency.

NALEO Educational Fund

[NALEO Instagram Live](#) featured Arturo Vargas, CEO of NALEO who provided the Latino population with education on the importance of Latinos completing the Census 2020 questionnaire. He stressed that it's vital that everyone in the community be counted, as it depends on having resources for education, health, business, transportation and much more.





[NALEO Virtual Town Hall](#), NALEO and @Telemundo joined forces for a Census Day of Action in an effort to inform and discuss new data on the Latino self-response rates and to increase Latino participation in the Census 2020.

[NALEO Insurance Commissioner Ricardo Lara](#), the first openly gay NALEO President and the first LGBTQ elected statewide leader in California's history, talks about the importance of getting counted to help secure the future of families. In the post, he reports that for the first time ever same-sex relationships in households will be part of the 2020 Census.



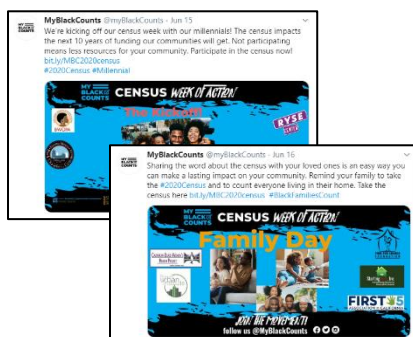
California WIC Association

[Census 2020 by Phone!](#) post offered the community an alternative option when completing the Census 2020 questionnaire. Using the phone option with the call-back feature, there will be no need to be placed on hold as a call back will be provided.

[Census 2020 long-lasting change](#) post educated black communities that they have been historically undercounted which has led to less representation in spaces of political power. That representation in Congress means having a say in our neighborhoods when it comes to housing, employment and healthcare.



California Calls / The Black Redistricting Hub ("The Black Hub")



My Black Counts shared outreach messaging throughout Week of Action on [Twitter](#), [Facebook](#), and [Instagram](#).

June 15 kicked off Census week efforts focused on millennials and stressing how the Census impacts for the next ten years.

June 16 posts focused on families and the importance of counting everyone living in the home in the 2020 Census for lasting community impact.

PRIDE Day, June 17 posts focused on Census messaging for the LGBTQ+ community. Encouraged participation via a chance to win MY Black Counts swag through tweet/post tags. Afro Beats Day, June 18th posts focused on Census messaging for all immigrant and ethnic groups who are united by the Black experience in America.



Instagram Live music event with DJ Rashida and special guest influencers to celebrate Black liberation and connect the Census to Black representation and the Black Lives Matter social justice movement on June 19.

Census Sabbath, June 20 posts focused on connecting the Census to existing community-oriented service and support efforts for Black communities.

Census Sunday, June 21 posts focused on Census faith-based messaging and/or honor Father's Day.



Council on American-Islamic Relations

Arab American Institute (AAI) and Yalla Count Me In! on June 17 held an [open forum](#) with AAI Executive Director Maya Berry to ask questions about Census 2020.



Disability Rights Education and Defense Fund

On June 18, Rolling Start Inc. hosted an [ASL Census Facebook Live](#) and [Zoom webinar event](#) to answer questions from participants about the 2020 Census questionnaire.



Equality California

On June 19, [Equality California](#) hosted a Facebook live event to discuss what Juneteenth is, the historical significance of Juneteenth to Black LGBTQ+ folks and how to ensure that the next generation knows where they came from and how to move forward.

United Ways of California

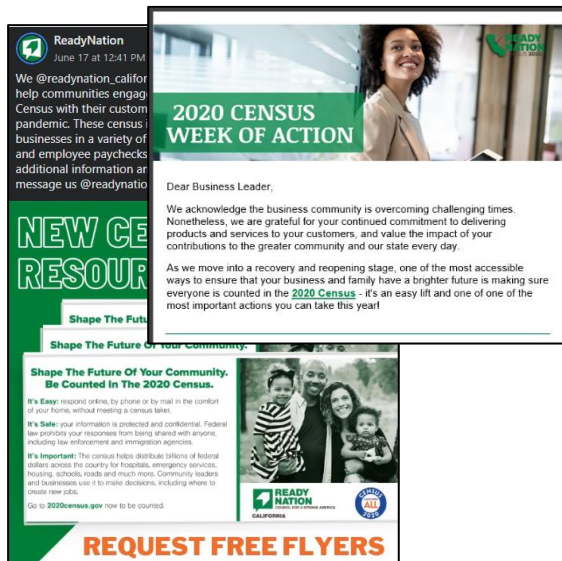
[United Ways of California](#) posts called for everyone to stand united and get counted in the 2020 Census. Several affiliate/local offices throughout California also posted similar messaging asking individuals to text in to "pledge" their participation.



Sector Organizations

Business: Ready Nation

Email blast and [social media](#) messages to 748 California businesses on June 17; included promotion of WOA activities, resources to help promote the census, and talking points to share with employees. Network included business leaders (individual business owners, corporate business leaders, chambers leaders, other business facing organizations, and census partners) and open rate was 31.7%.



Faith-Based Organizations: PICO California

[Everyone Matters](#) encouraged the community that we can all reach the ideal by not only standing up for justice and equality, but by standing up to be counted in the 2020 Census. Issues such as police brutality, race-based inequities in the healthcare system, underfunding of schools and community centers in Black and Brown neighborhoods, and other disparities are all a direct outcome of Black and Brown families being historically undercounted.



Health: California Primary Care Association



Social media post [Census Impact on Health Care](#) encouraged everyone to fill out the Census 2020 questionnaire to ensure the community receives the health care funding it needs and deserves.

[Juneteenth Celebration](#) message to honor of this year's Juneteenth celebration, by supporting Black communities and participating in Census 2020.



California Complete Count
June 2020 Week of Action
Communications Team



The Census Communications team actively supported Census outreach by hosting several live events throughout the week with a broad array of partners from the community. One of the most profound activities, was a 2-day event filled with multiple radio interviews throughout the day celebrating Juneteenth Census Commemoration on KJLH Radio, a premier Black radio station in Los Angeles. A brief compilation of all partner and public communications during the week of action is listed below.



LIVE EVENTS

Throughout the day on June 18 and 19, interviewees celebrated Black liberation and discussed planning for the future on Black Lives Count: Juneteenth Census Commemoration – Live on [KJLH Radio](#)



On June 22, California Complete Count (Census Office) Northern California Lead and Region 3 Regional Program Manager, David Tucker hosted a Facebook live event [Honoring Fathers and Empowering Families](#). He was joined by men of various backgrounds including LGBTQ+, Middle Eastern and North African (MENA), Native Hawaiian and Pacific Islander (NHPI) and faith leaders.

On June 23, [Univision 34 Los Angeles](#) hosted a Facebook live event featuring Nitzia Chama, of Univision titled Charla En VIVO Sobre el Censos 2020. Nitzia was joined by Census Ambassador Dayana Contreras, Census Office Outreach Deputy Director Emilio Vaca and other community partners.

On June 23, California Insurance Commissioner Ricardo Lara facilitated a special conversation on Facebook live about [how the LGBTQ+ and Immigrant community counts](#).

Metrics/Analytics – Live Events

KJLH Juneteenth Event*

Nielson ratings will be provided for the programming hours at the end of July. The interviews and programming on June 18 and June 19 had robust listener engagement, with the 6-person call-in lines operating at full capacity throughout all interviews and Census discussion.

**Additional metrics on Facebook Live streaming will be included in Q2 report.*



Univision Facebook Live (as of 6/24)

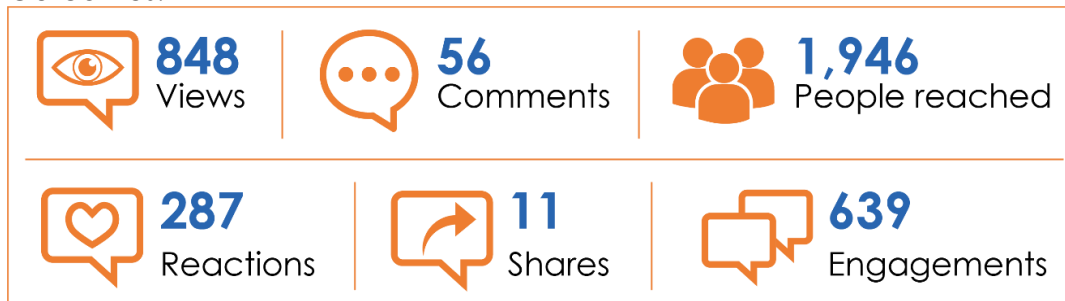
Please note this doesn't reflect metrics and delivery from the additional pieces of content created as part of the Facebook live.

- Views: 69,290
- Reach 143,000
- Top audience: Women 35 – 44, followed by Women 25 – 34 and Men 35 – 44
- Engagement: 812 Reactions, comments, and shares



Facebook Live: Honoring Fathers and Empowering Families – June 22, 2020

- [Zoom Recording](#)
- [Facebook Live](#)
- Notable Participants/Viewers: Los Angeles County Office of Education (LACOE) – Immigrant Relations
- Outcomes:



Facebook Live: The LGBTQ+ & Immigrant Community Counts

- [Zoom Recording](#)
- [Facebook Live](#)
- Notable Participants/Viewers: Contra Costa County, Coalition Immigrant Rights of Los Angeles (CHIRLA)
- Outcomes:

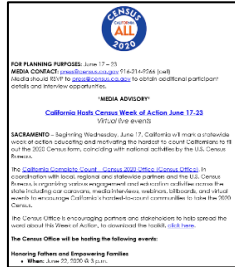


E-NEWSLETTER

E- Newsletter, Volume 25, released on June 19 highlighted all of the Census Week of Action events, training and partner information.



MEDIA ADVISORY



A media advisory titled "California Hosts Census Week of Action June 17-23" was released on June 17 for planning purposes.

A reminder advisory titled "California Hosts Census Week of Action June 17-23" was released on June 22 as a reminder for planning purposes.

SATELLITE & RADIO MEDIA TOUR

June 23, 2020

Satellite Media Tour (SMT) Participants



Ditas Katague
Director, California Complete Count



Congressman Jimmy Gomez
(D-CA 34)



Dr. Richard Pan
California State Senate



Antonia Hernández
President and CEO, California Community Foundation



Steve Kang
Director of External Affairs, Koreatown Youth & Community Center



Cassandra Jennings
President and CEO, Greater Sacramento Urban League

Radio Media Tour (RMT) Participants



Karthick Ramakrishnan
Professor of Public Policy and Political Science, University of California, Riverside



Regina Brown Wilson
Executive Director of California Black Media and Member of the California Complete Count Committee



Pablo Rodriguez
Founding Executive Director, Communities for a New California Education Fund



Jesus Martinez
Executive Director, Central Valley Immigrant Integration Collaborative and Member of the California Complete Count Committee



Lisa Hershey
Executive Director, Housing California and Member of the California Complete Count Committee



Metrics/Analytics – Earned Media from SMT and RMT

The initial reach is 5.2 million. This number will grow over the next six weeks as the taped interview segments air and re-air.

Satellite Media Tour (SMT) and Radio Media Tour (RMT)*

- In total, the SMT/RMT included 19 interviews, with an audience reach of greater than 5 million people statewide:
 - 13 TV interviews
 - 9 interviews done in studio within the formal SMT schedule, 4 interviews done outside the studio (via Zoom or Skype)
 - 5 live interviews, 8 taped interviews
 - Interviews covered 7 different California media markets (1 hit was national, for California Life):
 1. Los Angeles
 2. San Francisco
 3. Sacramento
 4. Fresno
 5. Santa Barbara
 6. Palm Springs
 7. Eureka
 - All interviews were conducted in English
 - 5 radio interviews
 - 4 Spanish interviews, 1 English interview
 - 1 live interview, 4 taped interviews
 - Interviews covered 3 different California media markets (1 hit was national, for Main Street radio)
 1. Los Angeles
 2. San Francisco
 3. Fresno
 - 1 print interview, conducted as part of the SMT due to newspaper's streaming video integration

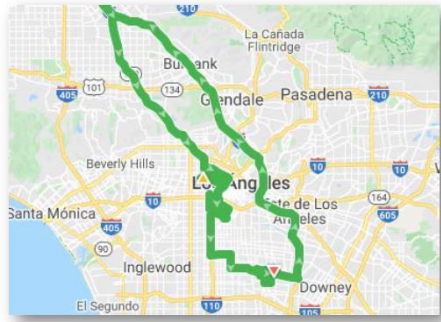
**Audience reach is expected to increase over the next several weeks as taped interviews re-air across TV and radio stations.*



COMMUNITY CARAVAN SUPPORT – Los Angeles

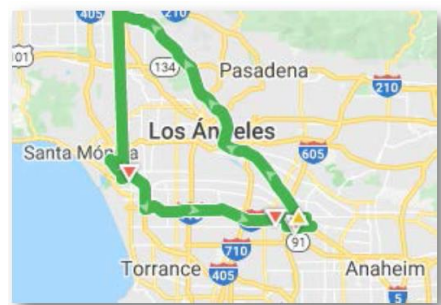
June 17, 2020 – Los Angeles (2 locations)

Location 1



Travel times	9:30am – 6:30pm
Location	CCNP, 501 S. Bixel St. Los Angeles CA 90017
# of hours travelled displayed ad	8 hours
# of miles travelled	77 miles
Neighborhoods and Zip codes visited	Los Angeles zip-codes: 90005, 90007, 90011, 90017, 90019, 90057

Location 2



Travel times	9:30am – 6:30pm
Location	1300 E. First Street, Los Angeles,
#of hours travelled displaying ad	8 hours
# of miles	61 miles
Neighborhoods and zip codes visited	South Gate, CA 90280, Lynwood, CA 90262; Los Angeles, CA 90033, 90089, 90230, 90066, 93535, Norwalk CA 90650, Santa Fe Springs, CA 90670



Metrics/Analytics –Los Angeles Caravans

- Los Angeles (see full presentation [HERE](#))
 - Caravan LA generated a click through rate (CTR) CTR of **0.13%** and 3,520 clicks.
 - When analyzing Caravan 1, English led the way by scaling the quickest and accounting for **86%** of the click volume.
 - Spanish, however, did have the strongest CTR for Caravan LA, coming in at **0.24%**.

COMMUNITY CARAVAN SUPPORT - Ventura

June 20, 2020 – Ventura (1 location)



Travel times	12:30pm – 9:30pm
Location	Fillmore City Hall, 250 Central Ave, Fillmore CA 93015
#of hours travelled displaying ad	8 hours
# of miles	63 miles
Neighborhoods covered	City of Fillmore, City of Santa Paula, Ventura County, Oxnard/Port Heuneme

Metrics/Analytics – Ventura Caravan

Ventura (see full presentation [HERE](#))

- Caravan Ventura went live on 6/20 and has so far delivered **46%** of its budget with 3 days left in its flight.
- For Caravan Ventura, we are seeing similar trends as English is able to handle more scale with higher spend going towards it, while both languages are collectively generating a CTR of **0.18%**.

Caravan Weekend Repost KPIs – see full report [HERE](#)



NEWS CLIPS

June 17, 2020

Telemundo Fresno published a video advertisement and informative article about the 2020 census.

[Telemundo Fresno: ¿Tienes preguntas sobre el Censo 2020?: Telemundo y NALEO responden tus dudas \(Do you have questions about the 2020 Census?: Telemundo and NALEO answer your questions\) – June 17, 2020](#)

USA Today highlights the Hispanic community's slower response rate to the 2020 census. [USA Today: From California to New York, Latinos are responding to 2020 Census at a slower rate than US average, data shows – June 17, 2020](#)

Concord Clayton Pioneer mentions California Complete Count as it highlights outreach to the black community.

[Concord Clayton Pioneer: 'My Black Counts' hosting Census Week of Action in Contra Costa County – June 17, 2020](#)

Telemundo San Diego covers the significance of the census and the local response rate. KEYT highlights the importance of census participation and local outreach efforts.

[Telemundo San Diego: Mayoría de sandieguinos participan en el Censo 2020, aún falta poco más del 30% \(Majority of Sandieguinos participate in the 2020 Census, still little more than 30%\) – June 17, 2020](#)

[KEYT: June 17 marks kickoff to Census Action Week – June 17, 2020](#)

June 18, 2020

See a Broadcast/Radio Report [here](#).

[Interview](#) with Lanae Norwood of 'My Black Counts' on KNBC's 'Today in LA.'

[Los Angeles Sentinel: African American Neighborhoods Falling Behind in 2020 Census Count – June 18, 2020](#)

June 19, 2020

Additional Broadcast/Radio: [KJLH Radio: Asm Weber Interview – June 19, 2020](#)

Tech Republic publishes a recording and transcript of an interview by Ditas Katague.

[Tech Republic: Census tech: How to count every person – June 19, 2020](#)

[Excelsior: Completar el Censo del 2020 es más importante que nunca \(Completing the 2020 Census is more important than ever\) – June 19, 2020](#)



June 20, 2020

Orange County Register publishes an op-ed by Ditas Katague [Orange County Register: We need an accurate Census more than ever – June 20, 2020](#)

June 21, 2020

Week of action activities. [India Currents: California Launches Census Week of Action – June 21, 2020](#)

Patch covers the effects of an undercount in billions. [Patch: CA Census Undercount Could Leave Billions On The Table – June 21, 2020](#)

Fortune covers the risk of black and Hispanic communities being undercounted. [Fortune: Black and Hispanic communities are falling behind in answering the census – June 21, 2020](#)

June 22, 2020

See a Broadcast/Radio Report [here](#).

Excelsior and Patch highlight the importance of census participation. Los Angeles Sentinel covers the risk of the black community being undercounted. India Currents covers a recent census outreach initiative. Los Angeles Times addresses risks posed to the census by the ongoing pandemic.

[Los Angeles Times: Coronavirus puts California's census effort at risk – June 22, 2020](#)

KEYT, ABC 30, and KSBY all quote Ditas Katague.

[KEYT: New push for CA residents to complete 2020 Census – June 22, 2020](#)

[ABC 30: Census workers urge Valley to send in their responses – June 22, 2020](#)

[KSBY: SLO, Santa Barbara County residents U.S. Census response rates higher than state, national average – June 22, 2020](#)

June 23, 2020

See a Broadcast/Radio Report [here](#) and [here](#).

Santa Barbara News-Press mentions California Complete Count.

[Santa Barbara News-Press: SB County exceeds state rate for census – June 23, 2020](#)

Roll Call, The Washington Post, The New York Times, and NPR cover the new appointees to the Census Bureau.

[Roll Call: Census Bureau riles Democrats with pair of new political appointees – June 23, 2020](#)



[The Washington Post: White House adds high-level officials to Census Bureau, raising fears of politicization – June 23, 2020](#)

[The New York Times: Census Bureau Adds Top-Level Political Posts, Raising Fears for 2020 Count – June 23, 2020](#)

1. [NPR: Trump Appointees Join Census Bureau; Democrats Concerned Over Partisan 'Games' – June 23, 2020](#)

PAID MEDIA

Ethnic Media

Increased the number of Ethnic print outlets where they were running ads during the Census Week of Action, which resulted in:

- 1,725,000 additional impressions for API communities and
- 345,000 additional impressions for MENA communities.

EARNED MEDIA

Op-eds

- Dr. Shirley Weber op-ed was distributed to black media outlets and has published in 4 places to date:
 - [Black Voice News](#)
 - [Carib Press](#)
 - [East Palo Alto Today](#)
 - [Sac Cultural Hub](#)
- Census Director Ditas Katague op-ed was published by the Southern California News Group (SCNG)
 - [O.C. Register](#)

CENSUS COMMUNICATIONS TRAININGS AND RESOURCES

The California Complete Count Communications Team conducted two online training sessions during Week of Action. These trainings were available to contracted partners and their affiliates. Topics included:

- June 16: Social Media Best Practices ([Recording](#))
- June 17: Virtual Live Events Best Practices ([Recording](#))

The Communications team also distributed a Week of Action Toolkit to partners which included:

- The latest messages on the self-response period, updates to the Census timeline, and relevant messaging on COVID 19 & the 2020 Census
- A Q&A document outlines sample questions that could be asked in interviews, discussed during virtual events, etc., and suggested talking points
- Social media content posts & videos across Facebook, Instagram, Twitter on CA Census accounts

EXHIBIT I

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California Complete Count – Census 2020

Organizational Chart
Total Positions: 35



Legend LT Position Timeframe

- * 06/30/21
- ** 01/31/21
- *** 11/30/20
- **** 06/30/20

