

**INTERIM REPORT TO THE  
OFFICE OF GOVERNOR GAVIN NEWSOM**  
**Counting All Californians in the 2020 Census**

California Complete Count Committee Activities

Submitted on behalf of the Census 2020 California Complete Count Committee  
and the California Government Operations Agency

September 1, 2020



# TABLE OF CONTENTS

|  |           |
|--|-----------|
| <b>I. BACKGROUND</b> .....   | <b>1</b>  |
| THE CALIFORNIA COMPLETE COUNT COMMITTEE .....  | 1         |
| SUMMARY OF PRIOR REPORTS AND ACTIVITIES .....  | 1         |
| <b>II. COMMITTEE ACTIVITIES FROM JANUARY 1 TO JUNE 30, 2020 DURING PHASE 3: “ACTIVATE”</b> ..... | <b>2</b>  |
| INTRODUCTION .....   | 2         |
| COMMITTEE MEETINGS .....   | 9         |
| <b>III. UPCOMING PLANS</b> .....   | <b>15</b> |
| OVERVIEW OF UPCOMING 2020 PLANS .....  | 15        |
| <b>APPENDIX A: CALIFORNIA COMPLETE COUNT COMMITTEE MEMBERSHIP</b> .....                          | <b>16</b> |

DRAFT

# I. BACKGROUND

## The California Complete Count Committee

The California Complete Count Committee (Committee), established by Executive Order B-49-18 in April 2018, meets quarterly to advise and assist the State's outreach strategy to encourage full participation in the 2020 Census. The Committee brings together public and private partners from across the State to work with their networks and communities to increase awareness of the 2020 Census and collaborate to support census outreach. Based on their knowledge of U.S. Census Bureau (Census Bureau) and State 2020 Census plans and activities and their insights on challenges to their regions, sectors, and communities, Committee members provide guidance to the California Complete Count – Census 2020 Office (Census Office) and project partners on outreach and engagement strategies.

Committee membership and associated contextual information is presented in Appendix A. Additional background on the Committee and California's Complete Count efforts can be found in the Committee's *Initial Report to the Governor*, submitted on October 2, 2018, and available at [census.ca.gov/reports](https://census.ca.gov/reports).

This *Interim Report to the Governor*, the Committee's fifth report, summarizes the Committee's activities from January 1 through June 30, 2020. The Committee will submit semiannual reports to the Governor through June 30, 2021, pursuant to the Executive Order.

## Summary of Prior Reports and Activities

The Committee, which held its inaugural meeting on May 7, 2018, formed four internal Working Groups to conduct inquiry and develop focused recommendations on census outreach. These working groups were:

- Access and Outreach;
- Trust and Confidentiality;
- Housing; and
- Content and Citizenship.

The October 2, 2018 *Initial Report to the Governor* included detailed discussion of preliminary issues of concern related to achieving a complete count for California and recommended initial outreach strategies to assist the state in its development of a comprehensive and effective 2020 Census outreach approach. The issues and recommendations were organized under the four

Working Group topical areas. The second *Interim Report to the Governor*, submitted January 1, 2019, summarized additional Committee activities and plans to raise awareness of the 2020 Census.

The State's phased approach to the 2020 Census identified 2019 as the time to educate and motivate partners, trusted messengers and those in social networks around the State who will play an active role in getting out the count. In support of that approach, the Committee developed a 2019 Work Plan framework, with a focus for each quarter of the year.

- First Quarter: "Get Smart." Arrange for experts to help inform Committee members on issues related to each Working Group's focus area.
- Second Quarter: "Document Your Influence." Document how Committee members can use their expertise and influence to help with Census 2020.
- Third Quarter: "Engage and Activate." Work with the Census Office to connect and engage regional partners, and partners in members' areas of influence.
- Fourth Quarter: "Deeper Dive, Focusing on Areas that Need Extra Support." Work to fill gaps through focused work to support areas of outreach and communication that need additional attention.

The third *Interim Report to the Governor*, submitted June 30, 2019, summarized Committee activities undertaken during the first and second quarter, and discussed plans to raise awareness of the 2020 Census in collaboration with partner agencies and organizations during the second half of the year.

The fourth *Interim Report to the Governor*, submitted September, 2020, discussed Committee activities during the third and fourth quarters of 2019 and described how individual Committee members continued to support census outreach, engagement and activation efforts in their regions or spheres of influence.

## **II. COMMITTEE ACTIVITIES FROM JANUARY 1 TO JUNE 30, 2020 DURING PHASE 3: "ACTIVATE"**

### **Introduction**

The U.S. Census Bureau (Census Bureau) has had to make significant operational changes do to COVID-19, which has, by extension, impacted the Census Office's campaign to motivate and activate California's hardest-to-count populations.

The Census Bureau temporarily halted field operations and established a new timeline for completion of the 2020 Census. The Self-Response period was extended to August 10, 2020 and Non-Response Follow-Up Period started on August 11, with the goal of ending all counting operations by October 31. However, the Census Bureau announced in early August that they would be shortening their enumeration activities by one month – with the new deadline of September 30, 2020.

Despite this significant changes, California's Census campaign has pushed forward and adjusted where necessary to ensure outreach and communications efforts to low responding communities. Messaging has now shifted to activating Californians that have yet to respond to the Census and reminding them to complete the Census in the comfort of their home – online, by phone or mail – before a Census Bureau worker knocks on their door.

A discussion of Committee activities undertaken during Phase 3, from January 1 through June 30, 2020, follows.

## **Focused Efforts to Engage, Educate and Activate toward the 2020 Census –**

During this period, Committee members continued to support census outreach, engagement and activation efforts in their regions and spheres of influence. They continued to spread the word about census jobs in order to help the Census Bureau recruit enumerators and other employees from within the communities in which they live who are culturally and linguistically competent.

In addition, individual Committee members raised awareness and supported the development of a variety of outreach, education, research, and support efforts, tools, and networks. Among the completed or planned activities that Committee members reported:

- Chair Padilla, Secretary of State, continues to discuss the 2020 Census in all venues and events he attends and interviews he participates in. The Secretary of State's communication office continues to support census efforts by incorporating the importance of the census message in regular social media, newsletters, and general communications from his office. He also supported the development of a Census Bill of Rights, per Assembly Bill 1563, affirming the rights of all Californians to participate in the census free of intimidation or threat. This Bill of Rights was included in the Voter Information Guide for the California Presidential Primary Election held on March 3, 2020 and was translated in nine languages. An updated version of the Census Bill of Rights will be included in the Voter Information Guide

for the General Election and will also be translated in nine languages. In the first quarter of 2020, Secretary Padilla invited California's Constitutional Officers to support the state's ongoing coordinated efforts and his office held various information sessions to connect the Constitutional Officers to the California Census team. Secretary Padilla has also partnered with the State Legislature and federal partners to support census efforts via townhalls and outreach events. In August 2020, Secretary Padilla launched the California Census Challenge, a friendly competition intended to increase the response rates of each of California's 482 incorporated cities and 58 counties. This competition was launched in partnership with the California Legislature, California's Constitutional Officers, League of California Cities, California State Association of Counties and The California Complete Count – Census 2020 Office.

- Gita Amar, Senior Director at PMK BNC, is conducting outreach with the Asian American community. She was involved in a May livestream event on local television that covered Asian American issues including census and the COVID-19 crisis. She plans additional virtual events in the coming months. She is also working with young university system journalists to include census information in their publications.
- Tho Vinh Banh's organization, Disability Rights California, is focused in its work on being mindful of the multiple intersections of ethnicity and disability, in, for example, engaging with Chinese-speaking families with children with developmental disabilities and Latinx who are blind or have low vision. The organization seeks to combine the overlay of ethnic and cultural diversity with the diversity of disabilities that people and families experience. Disability Rights California engages with national partners to share toolkits and other resources and promote the use of the social media tag #disabilitycounts2020. Ms. Banh has presented on the importance of the 2020 Census to the Statewide Disability Accessibility Committee and to the directors of California's 21 Regional Centers serving people with developmental disabilities. She has also presented directly to Spanish speaking Blind individuals who receive services from Society for the Blind as well as to over 45 individuals with developmental disabilities at their Supported Life Institute's Peer Advocacy Network's Virtual Regional Meeting. Ms. Banh conducts census educator and outreach via the Sacramento Complete Count Committee, the National Disability Rights Network (NDRN), and Census Policy Action Network (CPAN).
- Miguel Bustos of GLIDE San Francisco's Center for Social Justice has been working with local Census Office staff to present to San Francisco Bay Area faith groups. He will continue to coordinate with the Census Bureau

and Census Office on securing enumeration positions for unhoused individuals in the San Francisco area.

- Carolyn Coleman, Executive Director of the League of California Cities, has shared the interest of the League in working with Census Office staff at the regional level, as well as educating and engaging its many diversity caucuses, such as the African-American, LGBTQ, Asian-Pacific Islander, Women's, and Latino caucuses, on the 2020 Census.
- Kathleen Domino and colleagues through the Archdiocese of Los Angeles and other Catholic archdioceses and dioceses across California, have held webinars and in-person promotional events; shared emails; utilized Catholic print, social and radio media; and organized question and answer sessions about census for hard-to-count communities. They mainly focused on reaching families within immigrant neighborhoods with children age five and under via communications in parishes and schools. Identified as trusted messengers in their communities, they have carried the census message at organized meal and toy distribution events to families in need, reached out to farm workers in their rural communities, and shared the message through church services held in over 40 languages.
- Amy Fairweather conducts outreach to low-income housing and unhoused populations, as well as the veteran community. Because trusted persons for the homeless community are very localized, she continues to consider how best to coordinate extremely localized outreach efforts with statewide campaigns to reach the homeless population. In addition, she helped the Census Office prepare the *Census Veteran Toolkit* which will be shared on the Partner Portal and used for veteran outreach. The toolkit includes outreach practices and information intended to encourage veterans and their families to engage in the census count.
- Nicholas Hatten of the San Joaquin Pride Center had planned to participate in a July San Joaquin County *League of Women Voters* forum, though this event was postponed due to technical issues. He is also scheduled to speak at a San Joaquin County-wide Stockton Town Hall meeting.
- Alma Hernandez produced a social media tool kit and training manual to ensure the members at her organization, Service Employees International Union (SEIU), are prepared to be counted come Census Day. The union has developed template emails and letters that will be mailed to members in January. SEIU is working with its locals to plan canvassing efforts and continues to encourage recruitment for enumerators.

- Lisa Hershey's organization, Housing California, serves as the housing and homelessness leader for the Census Policy Advocacy Network, and has integrated census education and outreach into all the work that it does. Housing California actively tracked state and federal census updates, concerns, and unforeseen changes caused by COVID-19 – especially as it relates to the impacts on hard to count (HTC) individuals, operational delays, outreach methods, and safety measures. Aware of the need to increase funding, communication, outreach, and administrative support on a federal level for the 2020 Census, Housing California signed on to a national letter of support organized by the Census Project in May 2020. Furthermore, Housing California engaged in a variety of communication and outreach strategies to increase awareness and help educate the public. Specifically, Lisa Hershey was interviewed in the spring of 2020 by CQ Roll Call and engaged in interviews for the California Census Campaign Radio Media tour in June 2020 to highlight the economic and social significance that the census represents for low resource individuals who are often undercounted and, by extension, losing their political voice. Housing California also increased awareness and helped educate its constituency through social media and email outreach.
- Marian Kaanan reports the Stanislaus Community Foundation and local social services organizations have been using their social media platforms to disseminate information about the census. El Concilio, a non-profit community-based organization offering a variety of services across eight departments to high-risk youth, infants, families, and adults representing, primarily, the Hispanic population of the Central Valley, is coordinating daily Spanish language ads on Spanish radios. El Concilio is also working on a vehicle caravan, with megaphone, to encourage people to fill out their census forms (in both English and Spanish). Golden Valley Health Centers, which provides medical care to underserved communities at more than 38 Central Valley locations, will be integrating voting outreach with COVID-19 testing and census outreach.
- Jesus Martinez and his organization, the Central Valley Immigrant Integration Collaborative (CVIIC), focused efforts on reaching their target population of mixed-status Latino immigrant families residing in the Central Valley, and strengthening organizational capacity to promote regional coordination and collaboration among nonprofit and public sector agencies. To-date, CVIIC has reached 1,024,758 people with census messaging. CVIIC and partner organizations, including the San Joaquin Valley Health Fund, California Immigrant Policy Center, the City University of New York Graduate Center, and other local organizations, co-sponsored regional convenings and training opportunities on issues such



as census-based communications strategies, utilization of HTC maps, and the sharing of best practices.

- Gerald McIntyre is reaching out to legal and senior service providers to spread the word about the census.
- Keisha Nzewi's organization, the California Child Care Resource Referral Network, maintains strong relationships with both licensed and unlicensed home-based childcare providers who persevered through the shelter-in-place orders. Because childcare resource and referral agencies were a central source of cleaning and other supplies for childcare providers, the Network continued its outreach by promoting census during drive-through distributions of these valuable supplies, as well as through virtual playgroups and social media.
- Thomas Saenz's organization, the Mexican American Legal Defense and Educational Fund (MALDEF) – together with the Leadership Conference on Civil and Human Rights and Asian Americans Advancing Justice (AAJC) – recruited and publicized a coalition of over 300 prominent individuals and organizations who have committed to monitor and intervene on any indication of a violation of census data confidentiality. They created the coalition to reassure those members of the public who do not trust the current federal administration that they can trust the strong federal law on census data confidentiality. Member Saenz and others presented two American Bar Association programs, one in person and one online, to educate lawyers about the 2020 Census to respond knowledgeably to client queries about the census. MALDEF is also litigating several issues regarding an accurate and full census count.
- Lee Salter's organization, the McConnell Foundation, convened rural county leaders in Northern California to inform and educate on the 2020 Census. He plans to utilize the Foundation's contact database to "get out the count" and encourage response to the census.
- Susan Shain, former Chief Executive Officer for Coro Northern California and Co-Lead of Swing Left San Francisco, is also an advisor for HealthRIGHT 360 in San Francisco and coordinates with Committee Member Bustos on his activities. She continues to share information about the 2020 Census through various Bay Area activist organizations, with a particular focus on engaging with underrepresented groups. Ms. Shain is promoting the 2020 Census through a number of Bay Area institutions including the local summer school programs for middle schools, San Francisco's *Swing Left* group, the *San Francisco Democratic Club*, and in Kings County through *Valley Voice* and *Valley Forward*. Additionally, her

niece promotes 2020 Census through a podcast, related website, and Instagram posts.

- Robert Smith, Chairman of the Pala Band of Mission Indians, serves as the Head of the Southern California Tribal Chairmen's Association and board member for many other Tribal organizations. Chairman Smith includes census discussions at scheduled events, ensuring that Tribal representatives are connected with community-based organizations and receive up-to-date information on census operations. He continuously encourages Tribal leaders throughout the state to work with the California Indian Manpower Consortium and the California Native Vote Project, two Native American organizations leading statewide outreach efforts. Chairman Smith is actively engaged in many outreach efforts to Tribal communities helping come up with new ideas to encourage response to the 2020 Census during the COVID-19 pandemic.
- Regina Brown Wilson's organization, California Black Media, has worked to build coalitions engaging media partners, convened a roundtable of ethnic media on the 2020 Census, advocated that writers include census references across content areas, and produced a report, Counting Black California, with block-level data on black communities to inform media buys. She continues to train journalists in census outreach and encourages them to incorporate the 2020 Census into as many stories as possible. She hopes to conduct a direct push on census advertising via California Black Media outlets in early 2020 if resources can be secured.
- Chris Wilson's organization, Alliance San Diego, is part of the CountMe 2020 coalition that is canvassing to raise awareness and convening "Census 101" trainings to recruit census ambassadors who can activate their communities. Alliance San Diego has also run a number of social media campaigns to highlight the self-response period of the 2020 Census, generating more than 500,000 views in the region. Early in the response to COVID-19, Alliance San Diego conducted a Census 2020 Parade with more than 20 automobiles decorated to bring attention to the census in the most difficult HTC areas of San Diego. Alliance San Diego also led the response to the latest attempt by the President to limit the participation of undocumented families. Their efforts generated much attention and earned media to the coalition's efforts to get a complete count in the San Diego region.
- Tom Wong reported his organization at the University of California, San Diego is writing a new algorithm to identify Muslim, Arab and South Asian (MASA) and Middle East and North Africa (MENA) communities to support

the matching of culturally competent outreach and language to these groups.

## Committee Meetings

### February 27, 2020 Quarterly Meeting

The Committee met on February 27, 2020, to:

- Receive informational updates about the federal and state census efforts, including state public relations and media;
- Provide questions, comments, and recommendations to key state and US Census Bureau representatives; and
- Review and finalize the January 1, 2020 *Interim Report to the Governor*.

The Committee received the following informational presentations at this meeting:

- **Census Bureau Update** – Lia Bolden, Partnership Coordinator, Los Angeles Regional Census Center
- **State Census 2020 Outreach and Education Campaign Updates** – Sarah Soto-Taylor, Deputy Secretary for the Census, Government Operations Agency
- **State Census Office Outreach Update and Committee Member Engagement Opportunities** – Emilio Vaca, Census Office Deputy Director of Outreach
- **Statewide Media Campaign Update** – Martha Dominguez, Census Office Deputy Director of External Affairs and Media Relations, and Stacey Legay, Mercury Public Affairs, LLC

During the day's proceedings, the Committee offered feedback on the various agenda items and received verbal comments from members of the public attending in person, and by email for those observing the meeting through a remote video feed. An overview of presentations and key outputs, Committee discussion, and public comments follow.

### Census Bureau Updates:

#### Presentation Highlights:

- Group Quarters Enumeration occurred in three phases between February 3 and May 29, 2020. The Census Bureau enumerated Transitory Locations (TLs), where people are unlikely to live year-round, in two phases from February 24 to May 4, 2020. Committee members and partners can help by providing lists of TLs and places where people experiencing homelessness stay without paying (Targeted Non-Sheltered Outdoor

Locations), encouraging service providers to participate in the 2020 Census, and promoting USCB census jobs.

- Update Leave enumeration began in March. It is designed to enumerate addresses that are difficult to reach, such as disaster areas and seasonally vacant areas. The Non-Response Follow-Up (NRFU) period began in May 2020.
- Census Bureau Mobile Questionnaire Assistance (MQA) will be staffed from March 24 to July 31, 2020. Locations for MQAs are primarily identified using the Census Bureau's ROAM system in conjunction with input from Local Complete Count Committees and partners.
- Partners may establish Questionnaire Assistant Centers or Kiosks (QAC/QAK) in areas of low response that may be staffed by non-US Census Bureau employees to provide people an opportunity to complete the census.

#### **Committee Member and Public Discussion:**

- Committee members emphasized the importance of providing in-language telephone support services for residents to complete the Census, the need for a comprehensive enumeration of people experiencing homelessness in a manner that is culturally appropriate and requested an update on Homebase's outreach efforts to this population.
- Several members inquired about Census Bureau recruiting efforts. The Census Bureau responded that hiring numbers are at or near targets, though hiring continues in order to account for language needs and attrition.
- Committee members expressed interest in viewing the QAC/QAK finder when available.

#### **State Census 2020 Outreach and Education Campaign Updates:**

##### **Presentation Highlights:**

- Partners statewide have planned an estimated 5,306 outreach activities. Additionally, partners plan to host 1,777 QACs and 1,622 QAKs. All activities, including those entered into the Political Data Inc. (PDI) application and activities listed in partners' Implementation Plans, will be catalogued in the Statewide Outreach and Rapid Deployment (SwORD) online mapping platform.
- The State issued an additional \$21,648,879 to partners to support the following priorities:
  - Printing collateral materials in languages supporting the hardest-to-count demographics and outreach strategies.
  - Providing in-language support at QACs.
  - Executing outreach activities in census tracts with a California Hard-to-Count (CA-HTC) Index of 57 and higher.

- Bolstering existing efforts to amplify the campaign.
- Establishing a contingency fund for rapid deployment of resources during the self-response period.
- A two-day 2020 Census convening of more than 120 contracted partners was held in mid-February to support of the “Activate” phase of 2020 Census efforts.
- The Census Office developed and released numerous partner Communications Tool Kits and reviewed and distributed 50+ pieces of partner-generated collateral material.
- Brief updates on media and partner communication support, Tribal coordination and engagement, sector engagement, and coordination efforts with other State Agencies were provided.
- State Census Office has held ten coordination meetings with the Census Bureau to date.
- State Census Office staff continue to support outreach contractors through bi-weekly planning calls and Regional Program Manager meetings.

**Committee Member and Public Discussion:**

- A Committee member expressed frustration with the functionality of PDI recommending it be updated. Several members expressed interest in generating a tool kit for the PDI for Census app, and a tool kit for persons with disabilities.
- A Committee member highlighted possible confusion surrounding the outreach events listed by partners in their Implementation Plans, and whether or not these events took place or were changed. Members were concerned that a calendar of planned partner events has not been made available to the Committee, and requested that such a list be provided as soon as possible so that members may choose to attend and support these events.
- One member recommended steps be taken to improve communications between the local County Complete Count Committees and the Census Office.
- Committee members asked about common challenges partners are experiencing as they conduct outreach efforts. Census Office staff responded that the spread of mis/dis information remains an issue, as is general public understanding of the census enumeration process and timeline.

## State Census Office Outreach Update and Committee Member Engagement Opportunities:

### Presentation Highlights:

- The Census Office reviewed key 2020 Census talking points shared at recent Ambassador Training sessions, and provided an overview of the online Partner Portal. The Portal includes customizable collateral material, partner communications tool kits, and sample social media posts and graphics. <https://portal.californiacensus.org/>
  - Census 2020 Campaign Hashtags: #ICount, #CaliforniaForAll, #2020Census.
  - Census 2020 Campaign Social Media handles: @CaCensus and @CaComplete Count.

### Committee Member and Public Discussion:

- A Member asked how the reporting of collected outreach and event data will be shared. Census Office staff responded that all activities, including PDI activities, will be housed in SwORD.

## Statewide Media Campaign Update:

### Presentation Highlights:

- Representatives from Mercury Communications, LLC, (Mercury) reviewed the key aspects of the media campaign strategy: data-based, research-driven and community-informed messaging; inclusive brand with in-language creative; leveraging trusted-messengers; and strategic coordination across platforms including paid, social and earned media. Media campaign performance will be measured pre-campaign, mid-campaign, and late campaign to identify appropriate adjustments to optimize campaign response.
- Mercury displayed a sampling of graphics, advertisements, and social media postings, and several communications pieces (flyers, advertisements, etc.). Nearly 122 million digital impressions have been made to date among paid media placements.
- Mercury continues to generate collateral material, support the development of QAC/QAK materials, implement media and micro-media strategies, drive conversation in social media and print platforms, and work with partners to amplify earned media across all regions.
- Native People Count California is the official California Complete Count – Census 2020 Tribal Media Outreach Campaign.

### Committee Member and Public Comments:

- A Committee member asked if a chart can be generated to track media spending in each HTC community, for easy communication, clarification,

and identification of any existing gaps. Mercury responded that such a chart exists can be shared at a later time.

## June 2020 Quarterly Meeting

Due to the State of California's public health orders and social distancing requirements in response to the COVID-19 pandemic, the Committee shifted to a virtual platform for this meeting.

The Committee met by webinar and FaceBook Live on June 30, 2020 to:

- Receive updates on the following:
  - California's response to the 2020 Census
  - Outreach to HTC communities to increase response rates
  - COVID-19 adjustments in census outreach implementation
  - Department and agency outreach
- Share individual Committee member reports on and plans for outreach and community engagement activities; and
- Provide questions and comments on the California Complete Count effort to key State and Census Bureau representatives.

The following presentations were provided for the Committee:

- **State Census Office Updates: Update on California's Response to the 2020 Census** – Jim Miller, Operations Project Manager, Emilio Vaca, Deputy Director of Outreach, Laura Askins, Committee Liaison, California Complete Count – Census 2020

During the proceedings, the Committee offered feedback on agenda items and took comments from members of the public viewing the meeting on FaceBook Live through chat and email. Key outputs from presentations, Committee and public comments follow.

### State Census Office Updates: Presentation Highlights:

#### CA Response Rate Data

- California's current self-response rate (SRR), as of June 28, 2020, is 62.9% placing the State ranking as 21<sup>st</sup> in the nation.
- The Census Office has developed public response rate tools, available at [census.ca.gov](https://census.ca.gov), to assist partners with response rate visualizations through maps, layers and apps.
- Each week, the Census Office produces several hundred response rate fact sheets to help stakeholders understand SRR by geography.

#### Modifications to Outreach Activities in Response to COVID-19

- Partners greatly increased their digital outreach activities when COVID-19 shelter-in-place orders went in to effect in March 2020, prohibiting in-person events. This includes communications by social media platforms, traditional media, phone banking, and hosting of virtual events. Partners also boosted the number of flyers posted at essential locations, and many partners expanded phone banking efforts as a COVID-19 adjustment. Other examples of creative outreach mechanisms include campaigning on sidewalks, organizing census awareness car caravans, and drawing attention to census with entertainment, music and educational forums.

#### **Outreach to HTC Communities to Increase Census Response Rates**

- The State and partners plan to increase mailings providing instructions on how to complete the census by phone to rural communities with low response rates. The Census Office is working in collaboration with the Census Bureau to maximize use of MQAs in low broadband areas in ways that ensure the health and safety of residents.
- The State will distribute additional funding and resources to partners who outreach to census tracts currently exhibiting SRR challenges and high HTC index values.

#### **Department and Agency Outreach**

- 107.4 million impressions to date have been made by partner state agencies (e.g. Department of Motor Vehicles, California Employment Development Department, California State Parks, CA Lottery, etc.), This is an effective strategy as California residents often consider these agencies trusted messengers.
- Opportunities to amplify census messaging include: electronic communications, newsletters, web presence, social media posting, mass mailings, and messages during call-center hold time.

#### **Committee Member and Public Discussion:**

- Committee members recognized that the necessary increase in online outreach due to COVID-19 restrictions has amplified the digital divide in California's communities. A Committee member requested the Census Office consider establishing a call center hotline specifically for partners (as opposed to the public), where partners can quickly obtain logistics and technical support. Because some in-person enumeration will remain necessary, the Committee suggested the State have a strategic discussion with the Census Bureau about providing personal protective equipment (PPE) for partners in the event the State sees another major spike in COVID-19 contractions.
- Some Committee members are concerned about managing the count for student residents, given that many students living on campus at



universities were forced to move when COVID-19-related closures began in March and April.

- Committee members and public members emphasized the need for a comprehensive enumeration of people experiencing homelessness in a manner that ensures their health and safety in the face of the COVID-19 pandemic.
- A Committee member suggested that the State Employment Development Department message about census job opportunities to unemployed persons.
- Committee members inquired about partners' capacity to receive and utilize additional funding for outreach. In response, a public member with Black Women for Wellness stated her organization has the capacity to take on outreach in additional census tracts. Another public member said DisabilityCounts2020 would like to connect with partners to reach the disability community within every other HTC group.
- Several public members reported on their organizations' recent outreach activities, including how they adapted their strategies in light of the COVID-19 pandemic.
- A public member from Alameda County's Complete Count Committee shared challenges related to the effective implementation of the Micro-media plan collaboratively generated for their region and raised concerns about whether it has achieved its goals.
- A public member from the Central Valley Urban Institute Fresno expressed continued concern about Mercury Communication's outreach efforts to engage African American families and asked that the issue receive immediate attention.
- Several members of the public thanked the State Census Office for support received.

### **III. UPCOMING PLANS**

#### **Overview of Upcoming 2020 Plans**

Following the completion of the Non-Response Follow-Up period on September 30, 2020, the California Complete Count phased strategy moves into Phase 4, "Assess and Report." From October 1, 2020 to June 30, 2021, contractors review their data on outreach activities and assess the efficacy of their efforts, documenting their work in final campaign reports submitted to the State. They will upload data on funded outreach activities to SwORD, where it will be available for analysis.

# APPENDIX A: CALIFORNIA COMPLETE COUNT COMMITTEE MEMBERSHIP

Current positions for California Complete Count Committee members are listed below. For additional information on the establishment of this Committee, visit: <https://census.ca.gov/2018/04/16/governor-brown-creates-california-complete-count-committee/>.

For additional information on CCCC membership, meetings, minutes, and materials, visit <https://census.ca.gov>.

- **Alex Padilla**, Chair, Secretary of State
- **Gita Amar**, Senior Director at PMK BNC
- **Tho Vinh Banh**, Supervising Attorney and Supervisor of Multicultural Affairs Outreach at Disability Rights California
- **Miguel Bustos**, Senior Director at the Center for Social Justice, GLIDE SF and Principal at Bustos and Associates
- **Carolyn Coleman**, Executive Director at the League of California Cities
- **Kathleen Domingo**, Director for Office of Life, Justice and Peace at the Archdiocese of Los Angeles
- **Amy Fairweather**, Policy Director at Swords to Plowshares' Institute for Veteran Policy
- **Francis Guzman**, Attorney at the National Center for Youth Law
- **Nicholas Hatten**, Executive Director at the San Joaquin Pride Center
- **Alma Hernandez**, Executive Director at Service Employees International Union California State Council
- **Lisa Hershey**, Executive Director at Housing California
- **Marian Kaanan**, President and Chief Executive Officer at the Stanislaus Community Foundation
- **Loren Kaye**, Foundation President at the California Chamber of Commerce
- **Jesus Martinez**, Executive Director at the Central Valley Immigrant Integration Collaborative
- **Gerald McIntyre**, Special Counsel at Justice in Aging, formerly the National Senior Citizens Law Center
- **Keisha Nzewi**, Public Policy Director at the California Child Care Resource and Referral Network
- **Eloy Ortiz Oakley**, Chancellor of the California Community Colleges
- **Thomas Saenz**, President and General Counsel at MALDEF
- **Lee Salter**, Former President and Chief Executive Officer at the McConnell Foundation

- **Susan Shain**, former Chief Executive Officer at the Coro Northern California and Co-Lead of Swing Left San Francisco
- **Robert Smith**, Chairman of the Pala Band of Mission Indians
- **Regina Brown Wilson**, Executive Director at California Black Media
- **Christopher Wilson**, Associate Director at Alliance San Diego
- **Tom K. Wong**, Associate Professor at the University of California, San Diego

## CCCC Documents

- Executive Order: <https://census.ca.gov/2018/04/15/be-counted-california/>
- Members: <https://census.ca.gov/2018/04/16/governor-brown-creates-california-complete-count-committee/>
- Meeting Agendas and Minutes: <https://census.ca.gov/cccc-meetings-2018/>
- California Complete Count Reports: <https://census.ca.gov/reports/>

DRAFT