California Complete Count Committee

Public Meeting

Tuesday, September 1, 2020

10 a.m. – 12:30 p.m.

Agenda Item 1

Opening Remarks
Call to Order – Roll Call / Establish Quorum
Pledge of Allegiance
Approval of 06/30/2020 Meeting Minutes

Presenter:
Honorable Alex Padilla
Secretary of State

Committee Comment

Public Comment

Agenda Item 2

Approval of the Committee's Report to the Governor

Presenter:
Honorable Alex Padilla
Secretary of State

Committee Comment

Public Comment

Agenda Item 3

State Census Office Update

What is California's Self-Response Rate?

What do the next 30-days of the campaign look like?

Presenters:
Sarah Soto-Taylor, Deputy Secretary
Government Operations Agency

Self-Response Rate – through August 30

National Self-Response Rate: **64.9 percent**

California Self-Response Rate: **67.2 percent** (ranked 18th, including ties)

- **1 percentage** point from final 2010 Self-Response Rate

Tract SRR averages:

- **67.21** percent statewide
- **71.11** percent in tracts CA-HTC Index<57
- **57.96** percent in tracts CA-HTC Index>=57
  - Est. 2.06 million – 2.40 million households in those tracts have self-responded

More Self-Response Data Points

Counties

- 32 counties have met or exceeded 2010 final self-response rate

Cities

- 263 cities have met or exceeded 2010 final self-response rate

Tracts

- Approximately 520 of the approximately 2,400 hardest-to-count census tracts have met or exceeded final 2010 SRR

Self-Response Data Points

Region	County	Additional NRFU Funding Allocation	Current SRR Compared to 2010 Final SRR as of August 30
1	Butte County	$105,868	52.6/65.6
1	Sacramento County	$103,939	72.8/70.1
3	Alameda County	$198,153	73.7/70.2
3	Contra Costa County	$47,476	75.6/72.1
3	San Francisco County	$368,819	64.1/68.5
3	Santa Clara County	$103,683	75.4/74
4	Merced County	$84,398	64.2/63.8
4	San Joaquin County	$123,233	65.8/66.5

Self-Response Data Points

Region	County	Additional NRFU Funding Allocation	Current SRR Compared to 2010 Final SRR as of August 26
4	Stanislaus County	$88,057	68.3/66.7
5	Monterey County	$120,517	62.9/64.4
5	Santa Barbara County	$65,600	69.2/68.5
6	Fresno County	$309,144	65.6/66.8
6	Kern County	$359,191	61.3/65.2
6	Kings County	$58,416	64.2/64.1
6	Tulare County	$185,979	62.6/65
7	Riverside County	$369,471	64.2/63.5

Self-Response Data Points

Region	County	Additional NRFU Funding Allocation	Current SRR Compared to 2010 Final SRR as of August 26
7	San Bernardino County	$253,229	63.5/65.4
8	Los Angeles County	$4,712,339	62.4/69
9	Orange County	$100,596	74.7/71.7
10	Imperial County	$50,375	60.5/58.5
10	San Diego County	$191,515	72.0/68
	Total	**$8,000,000**	

Informing the Work Ahead

Using daily self-response rate data, outreach and media tactics will be hyper-focused in those communities that have Census tracts with the most significant self-response challenges and the highest estimated number of households that have not responded to the Census.

Integrated Outreach and Media Approach

Week of Action

Phone Banking

Committee Comment

Public Comment

Agenda Item 4

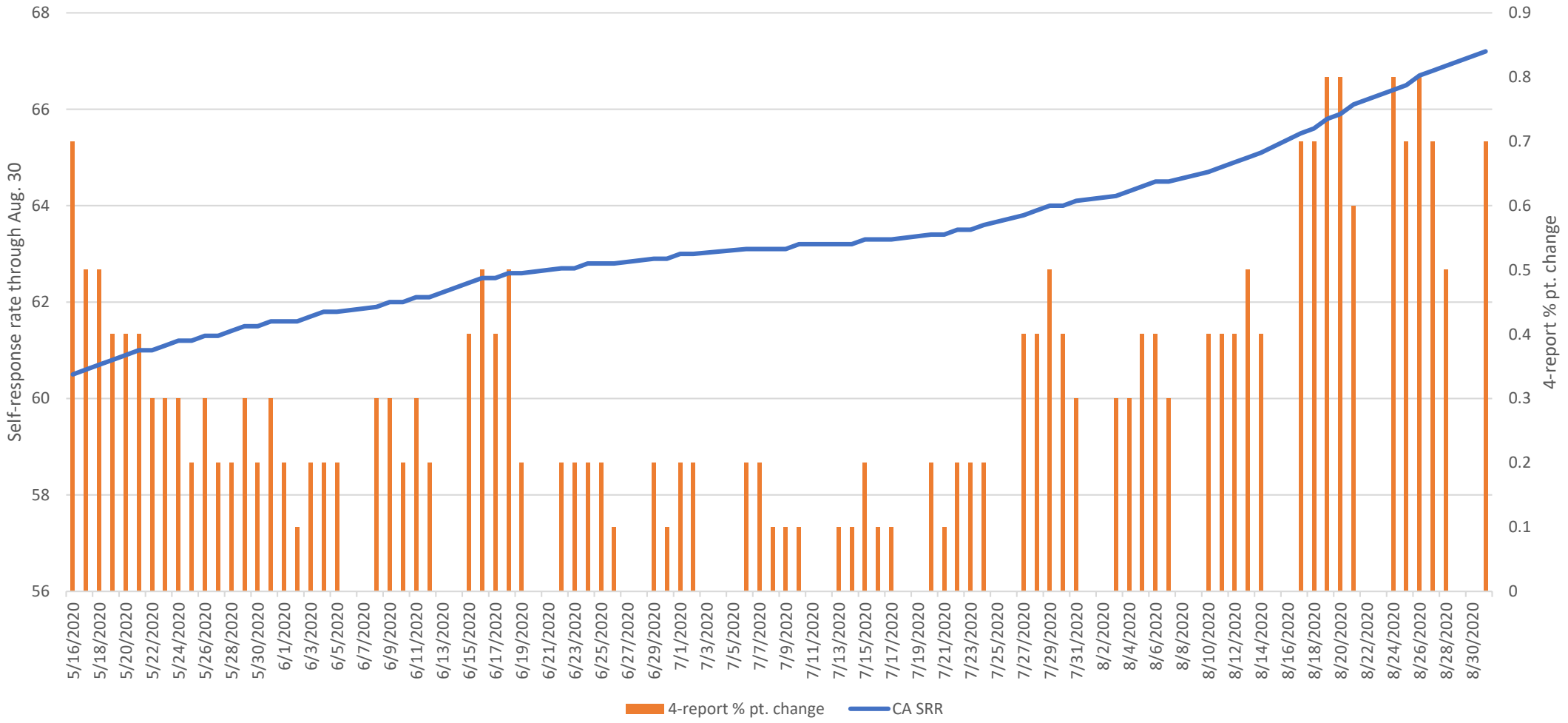
Target Self-Response Rates

How is California doing?

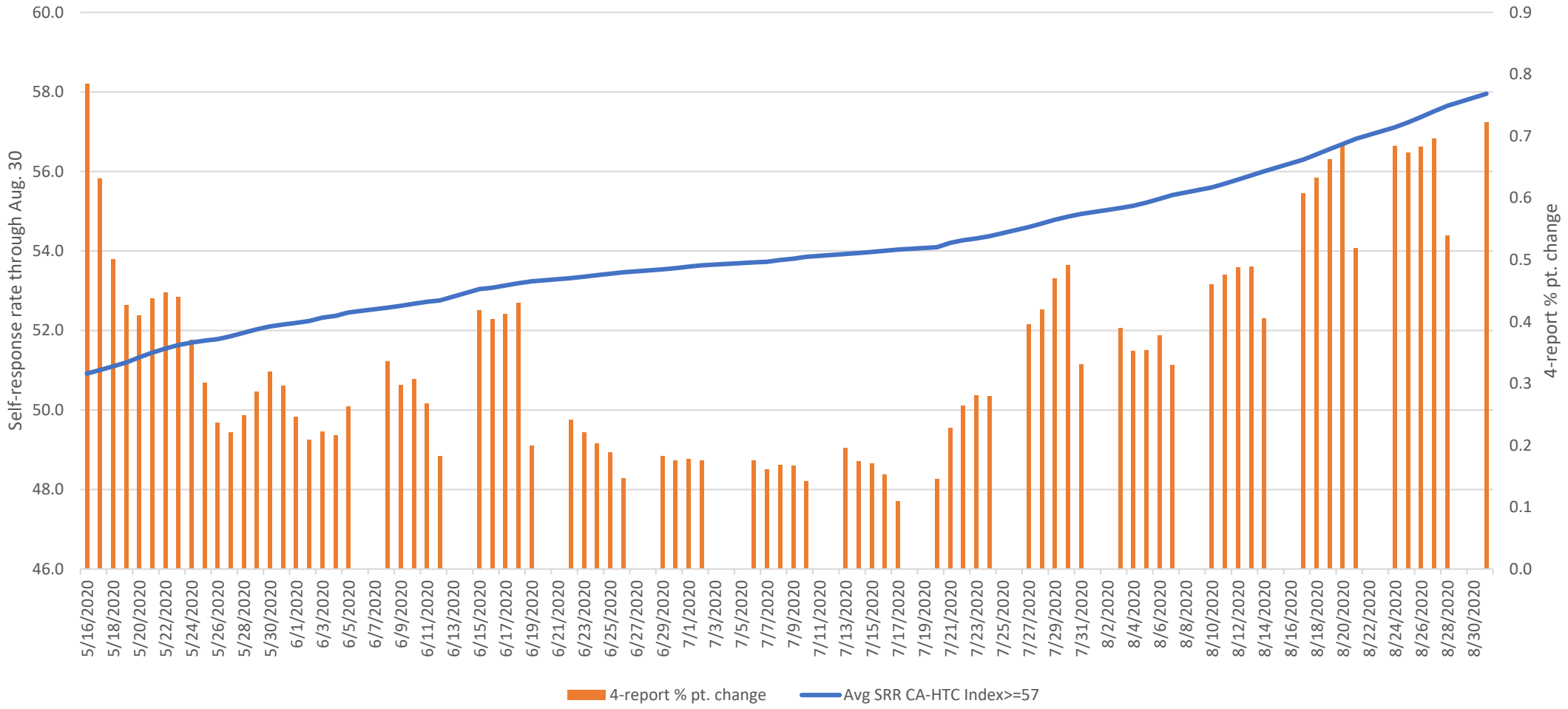
Where are low responding communities?

Presenters:
Jim Miller, Operations Manager
California Complete Count – Census 2020

CA Response Rates
% Point Change Since Mid-May

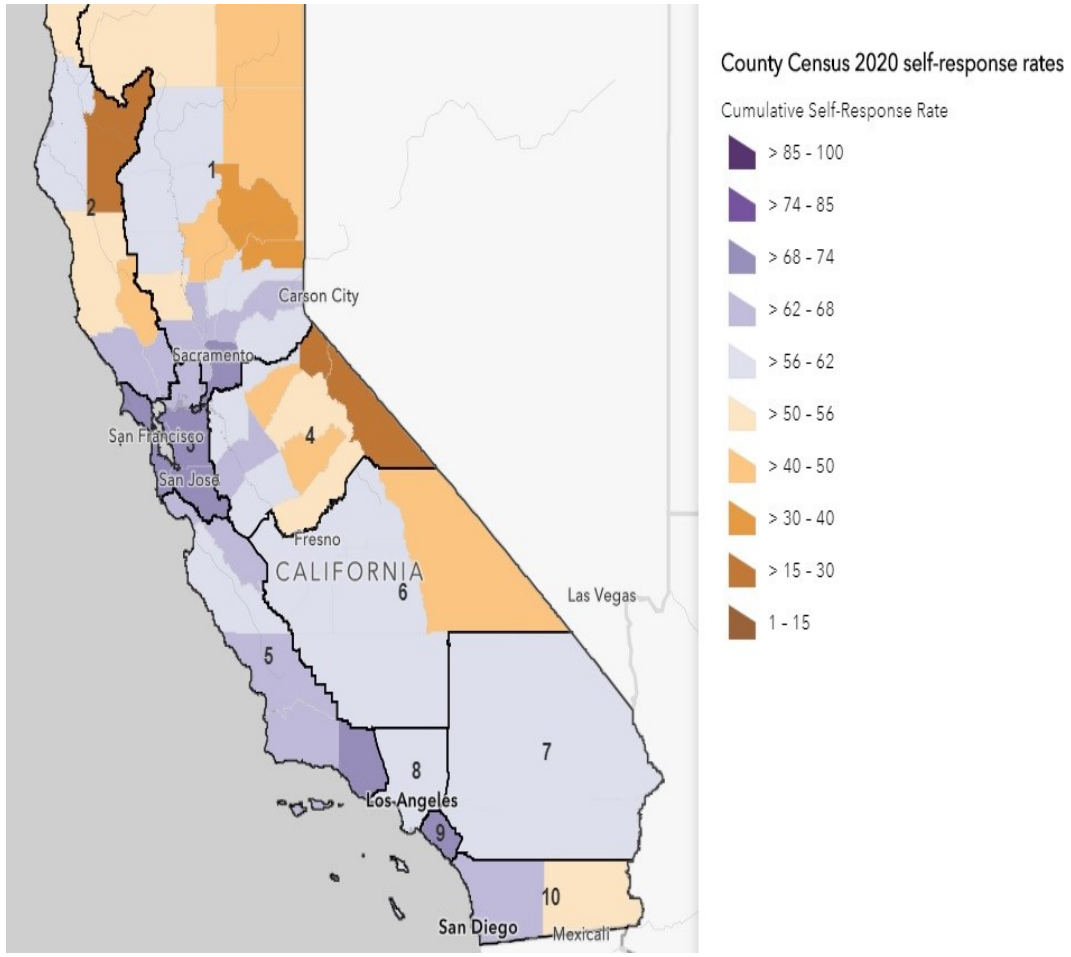


CA Hardest-to-Count Response Rates and % pt Change

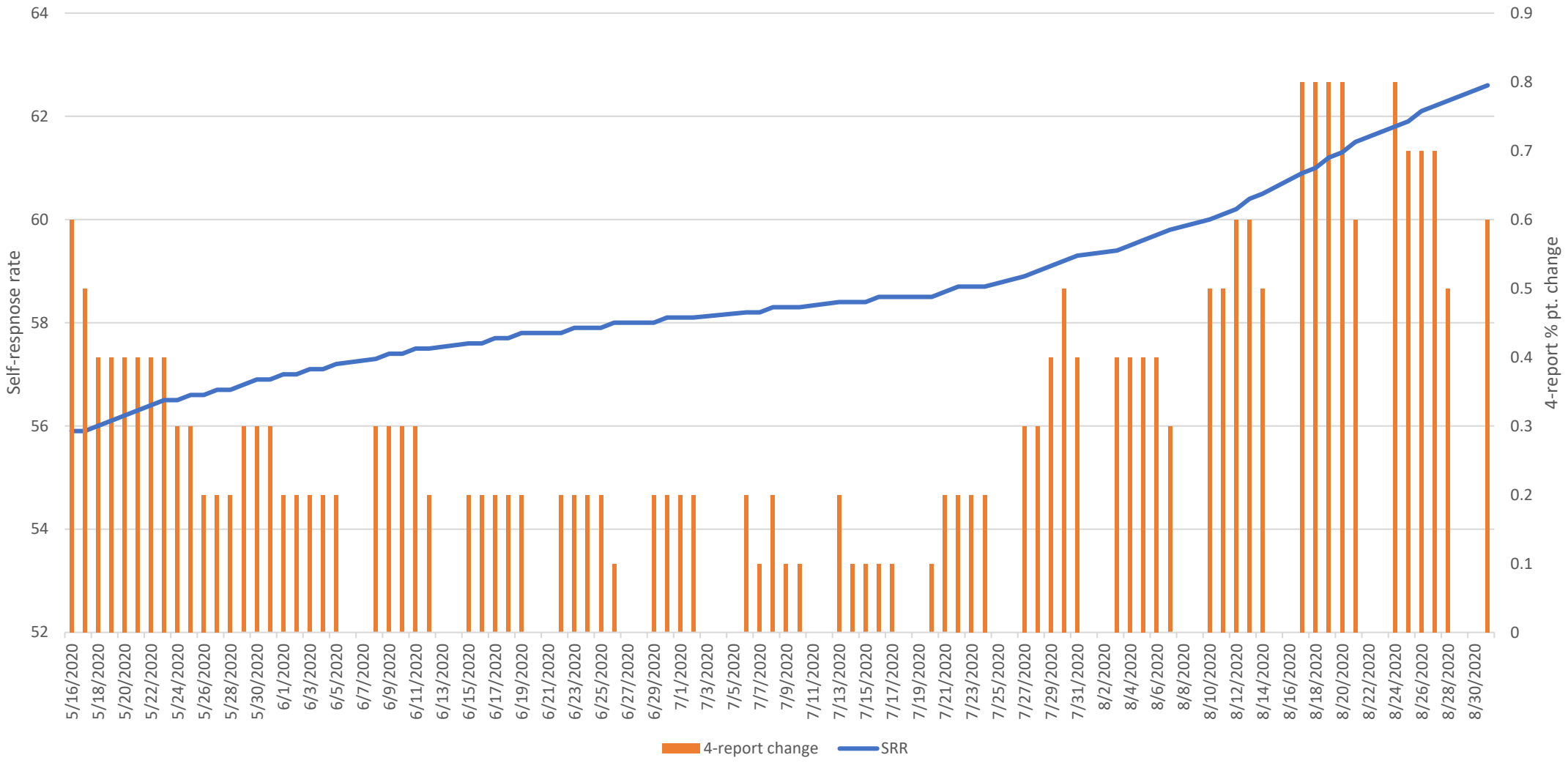


Self-Response Rates by Census 2020 Region

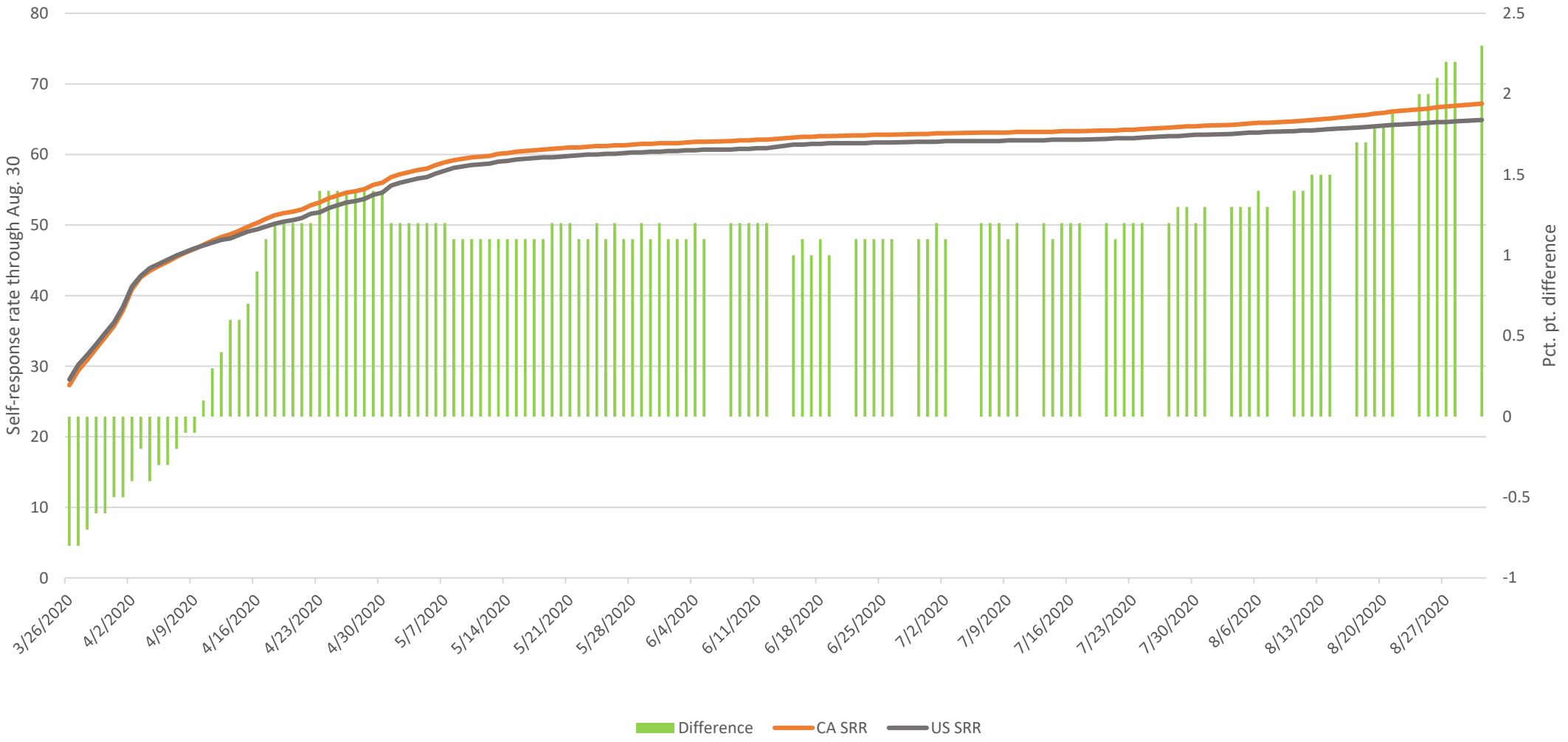
Region	Geography	Self-Response Rate (%)
Region 1	Northern California	67.1
Region 2	North Coast	62.9
Region 3	San Francisco Bay Area	73.2
Region 4	Northern San Joaquin Valley	63.0
Region 5	Central Coast	69.8
Region 6	Southern San Joaquin Valley	63.3
Region 7	Inland Southern California	63.8
Region 8	Los Angeles County	62.4
Region 9	Orange County	74.7
Region 10	San Diego, Imperial counties	71.7



Region 8 (Los Angeles County) Response Rates



California and U.S. Response Rates



Self-Response Rate Challenges

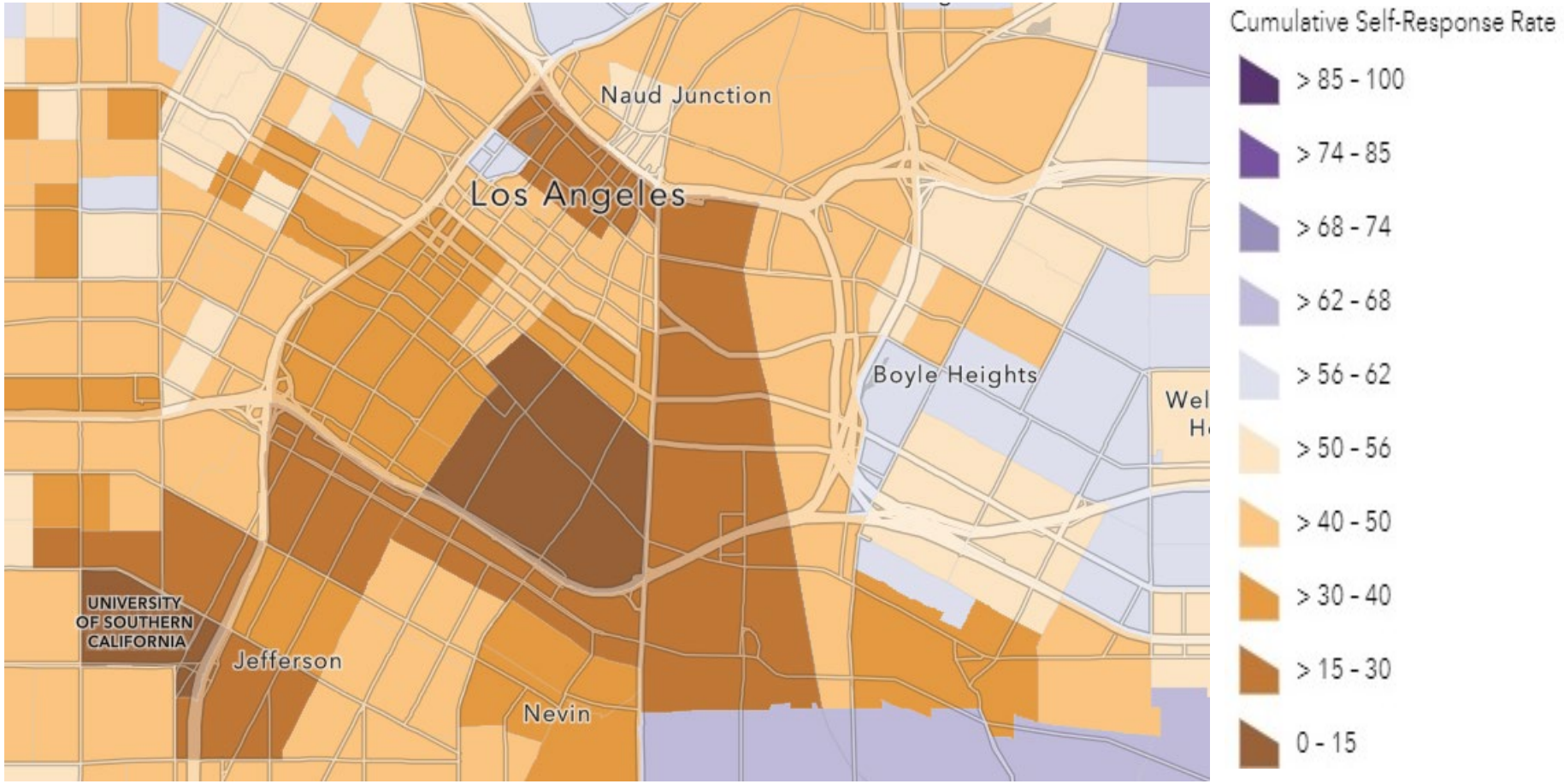
Approximately 900 California tracts have an SRR in the bottom SRR quintile nationwide (52.2 percent or less through Sunday).

Location of the tracts

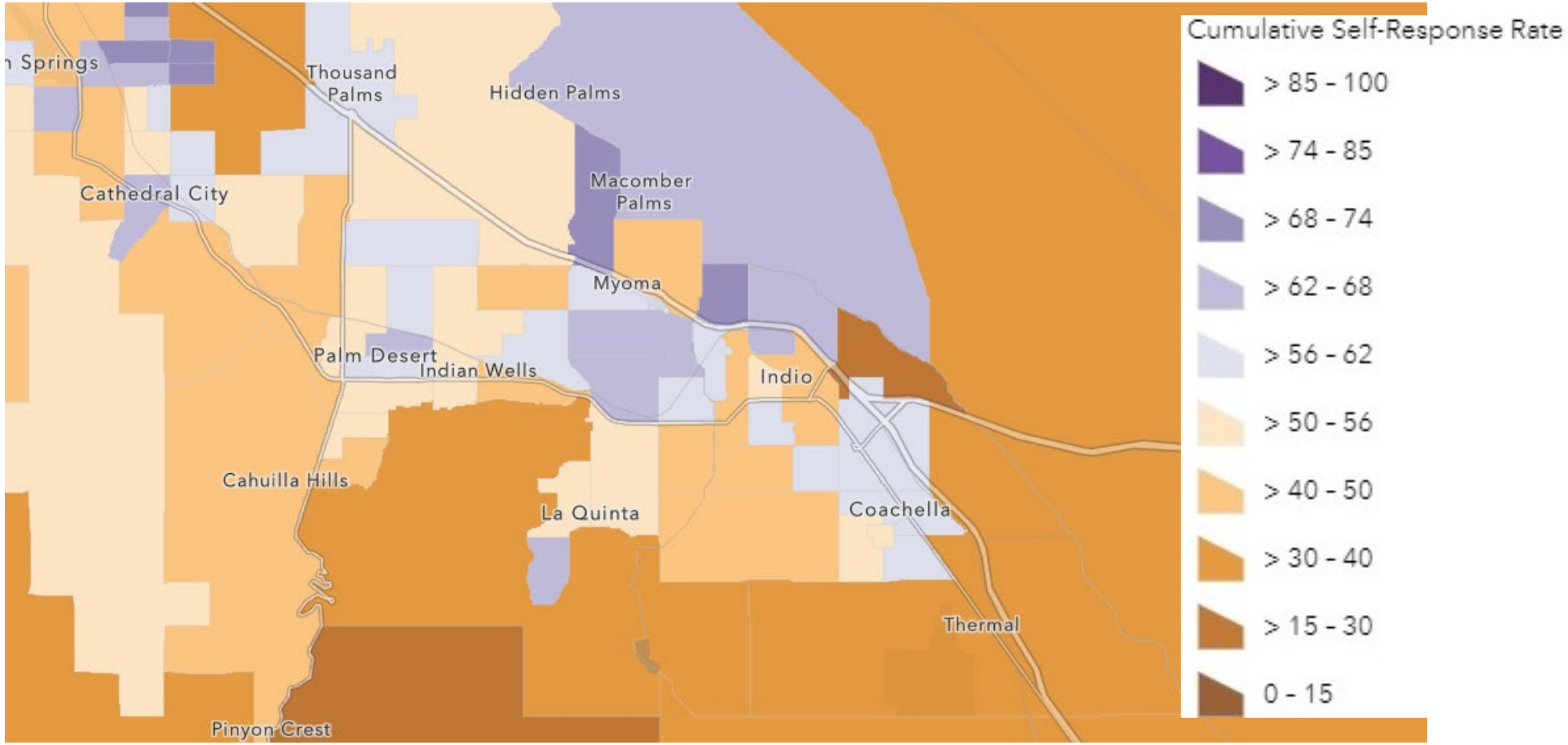
- 45% - Region 8 (Los Angeles County)
- 13% - Region 7 (Riverside and San Bernardino counties)
- 10% - Region 1 (Sacramento, Placer, Yolo and 14 other counties)
- 7% - Region 6 (Southern San Joaquin Valley)
- 6% - Region 4 (Northern San Joaquin Valley)

Other 19% of tracts in other five regions

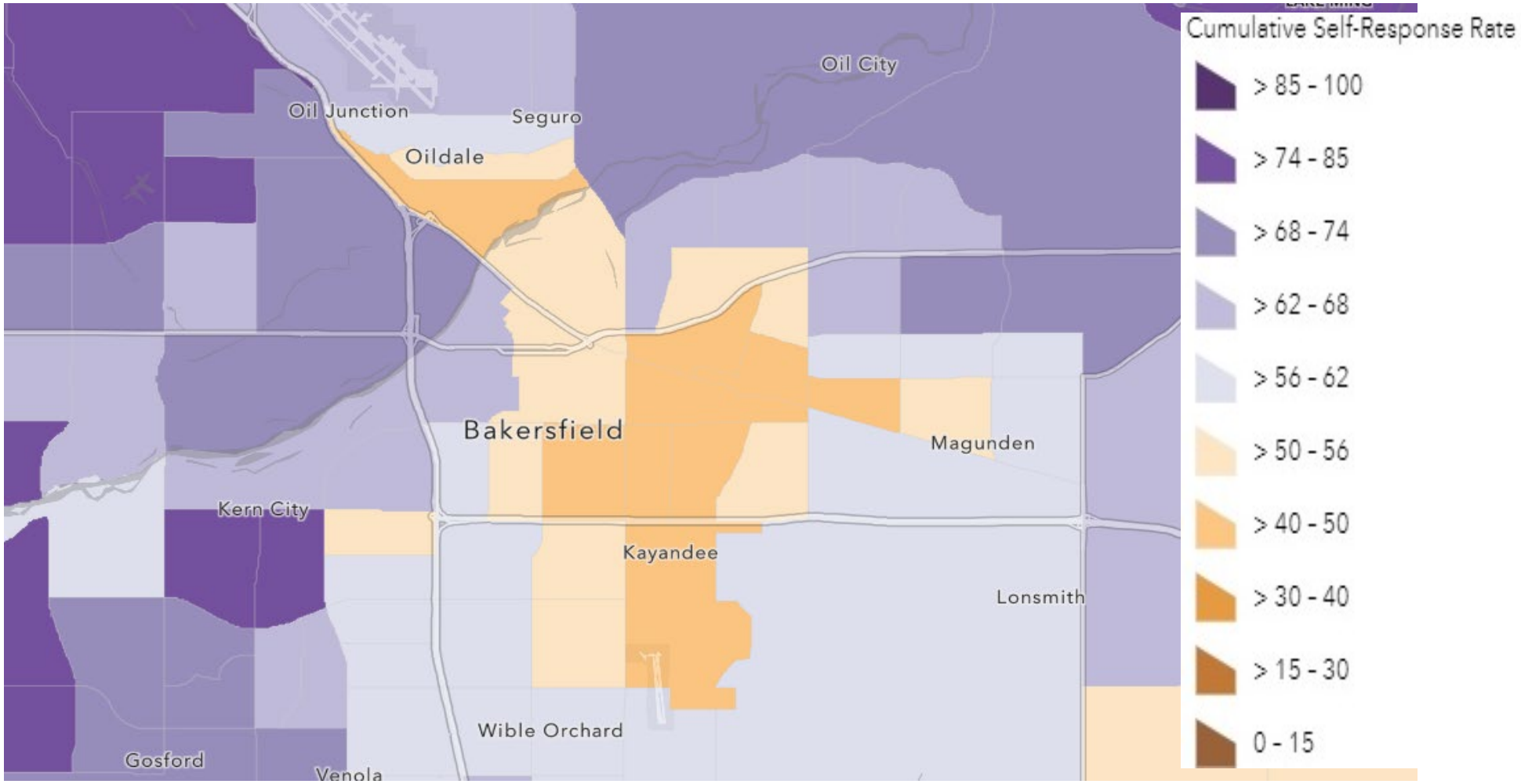
Los Angeles City - Central and South



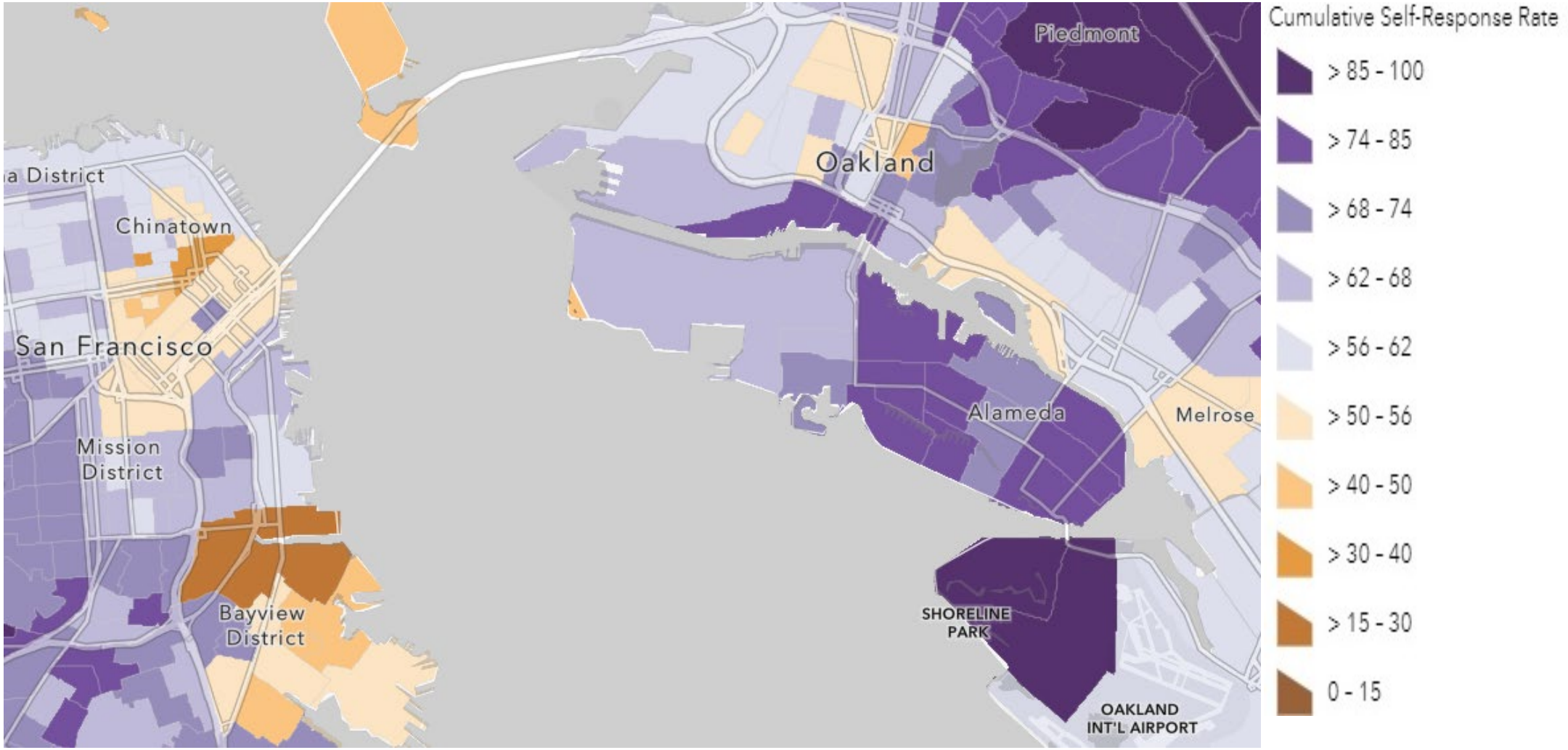
Coachella Valley



Bakersfield

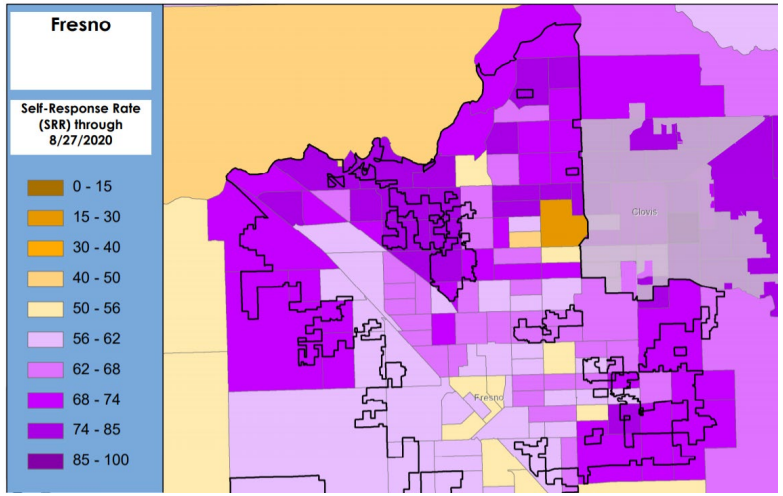


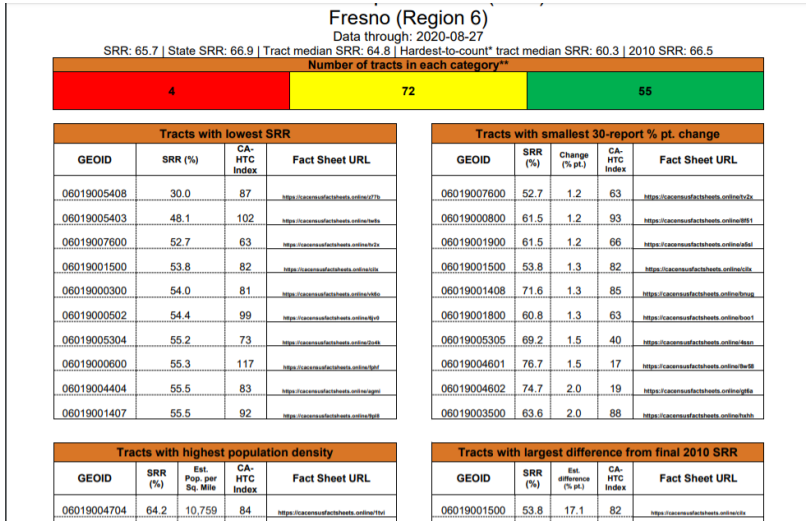
San Francisco Bay Area



Further assistance available

- Self-response rate maps and other visualizations at census.ca.gov and in SwORD
- Response rate fact sheets: https://cacensusreporter.azurewebsites.net/responses.html





Fresno (Region 6)

Data through: 2020-08-27

SRR: 65.7 | State SRR: 66.9 | Tract median SRR: 64.8 | Hardest-to-count* tract median SRR: 60.3 | 2010 SRR: 66.5

Number of tracts in each category**		
4	72	55

Tracts with lowest SRR

GEOID	SRR (%)	CA-HTC Index	Fact Sheet URL
06019005408	30.0	87	https://cacensusfactsheets.online/z77p
06019005403	48.1	102	https://cacensusfactsheets.online/1w8s
06019007600	52.7	63	https://cacensusfactsheets.online/tv2x
06019001500	53.8	82	https://cacensusfactsheets.online/cilx
06019000300	54.0	81	https://cacensusfactsheets.online/vk6u
06019000502	54.4	99	https://cacensusfactsheets.online/4jv9
06019005304	55.2	73	https://cacensusfactsheets.online/2o4k
06019000600	55.3	117	https://cacensusfactsheets.online/fphf
06019004404	55.5	83	https://cacensusfactsheets.online/agmi
06019001407	55.5	92	https://cacensusfactsheets.online/fgt8

Tracts with smallest 30-report % pt. change

GEOID	SRR (%)	Change (% pt.)	CA-HTC Index	Fact Sheet URL
06019007600	52.7	1.2	63	https://cacensusfactsheets.online/tv2x
06019008800	61.5	1.2	93	https://cacensusfactsheets.online/8f51
06019001900	61.5	1.2	66	https://cacensusfactsheets.online/a5al
06019001500	53.8	1.3	82	https://cacensusfactsheets.online/cilx
06019001408	71.6	1.3	85	https://cacensusfactsheets.online/bnug
06019001800	60.8	1.3	63	https://cacensusfactsheets.online/boo1
06019005305	69.2	1.5	40	https://cacensusfactsheets.online/4ksn
06019004601	76.7	1.5	17	https://cacensusfactsheets.online/8w98
06019004602	74.7	2.0	19	https://cacensusfactsheets.online/g6ta
06019003500	63.6	2.0	88	https://cacensusfactsheets.online/hxhh

Tracts with highest population density

GEOID	SRR (%)	Est. Pop. per Sq. Mile	CA-HTC Index	Fact Sheet URL
06019004704	64.2	10,759	84	https://cacensusfactsheets.online/1tvi

Tracts with largest difference from final 2010 SRR

GEOID	SRR (%)	Est. difference (% pt.)	CA-HTC Index	Fact Sheet URL
06019001500	53.8	17.1	82	https://cacensusfactsheets.online/cilx

- Files of tract- and ZIP code-level response rates

Committee Comment

Public Comment

Agenda Item 5

Campaign Call to Action

What are the outreach and media activities through the duration of the campaign?

Presenters:
Emilio Vaca, Deputy Director, Outreach
Martha Dominguez, Deputy Director, External Affairs and Media Relations
California Complete Count – Census 2020

Integrated Grassroot Strategy

Engage

- Established Trusted Messenger* and HTCs Segment group(s)

Act

- Address HTCs Segments Psychographics

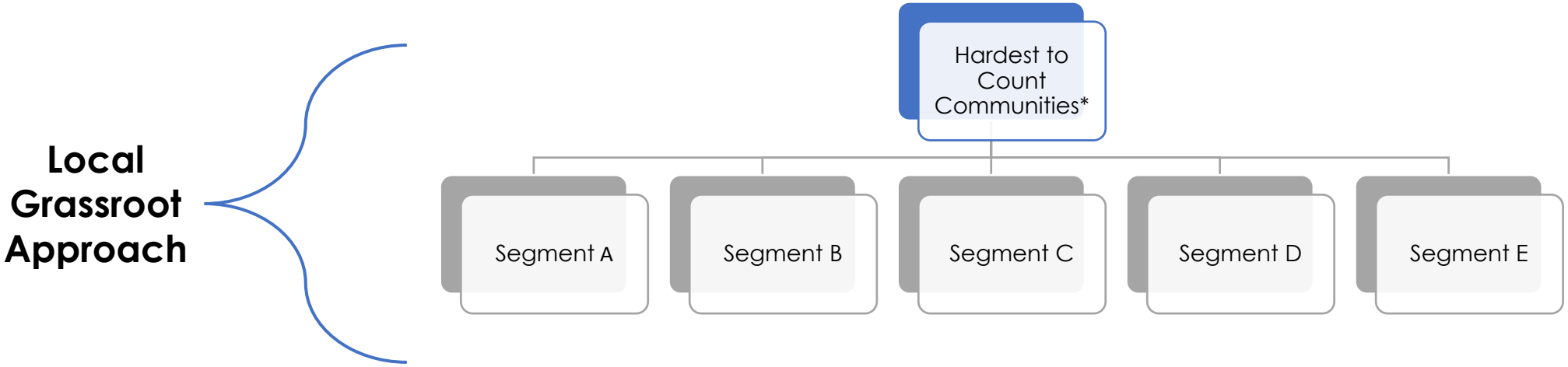
Increase

- Census information and benefits
- Completion of Census Form
- Establish trusted and knowable community relationships and resources

*Trusted Messenger = power of key community voices (i.e., comadres, promotoras, educators, organizations, local government etc.)

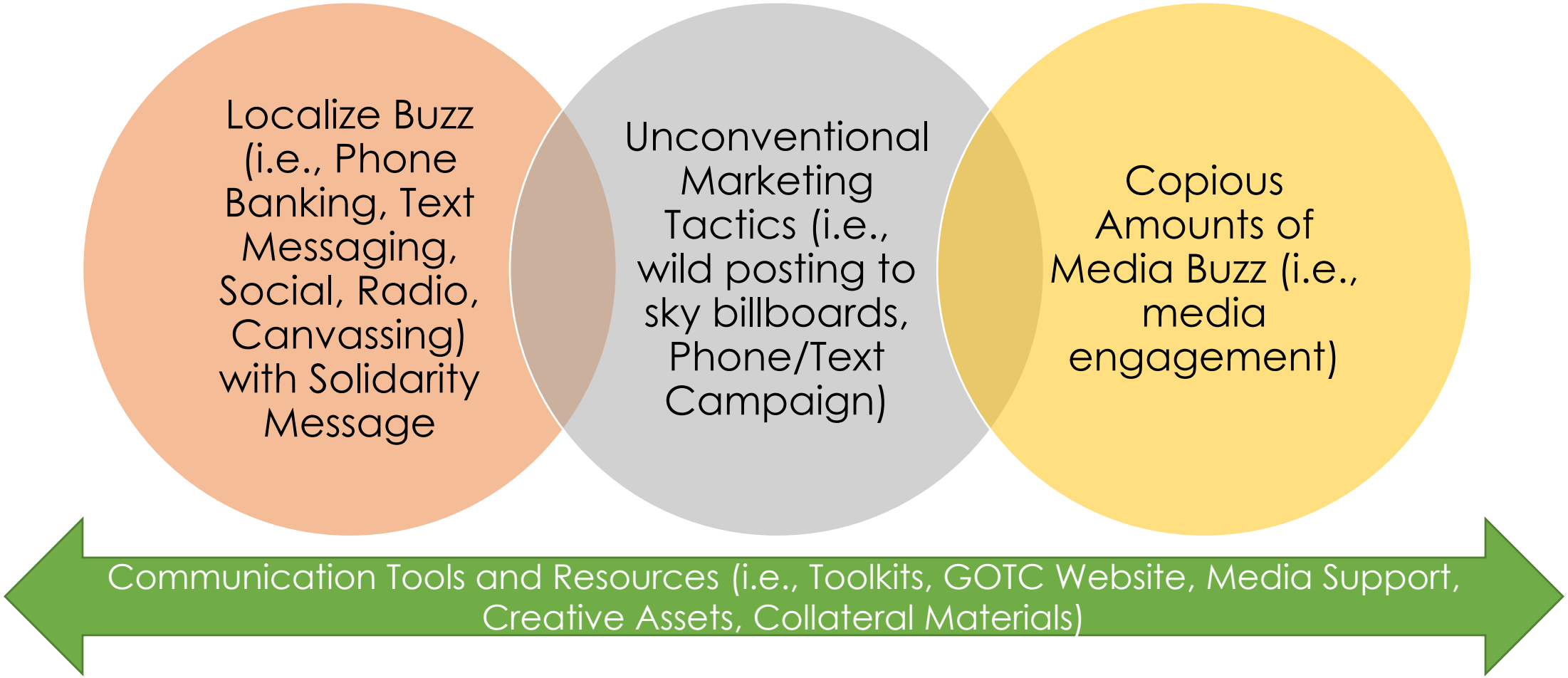
Integrated Grassroot Approach

- Aims to strike the community at a more personal and memorable level
- Classify segments of HTCs into distinct segments based on their **values, attitudes, lifestyles, interests, and hobbies**.



*Within the HTC Communities adopter levels vary

Integrated Grassroot Approach



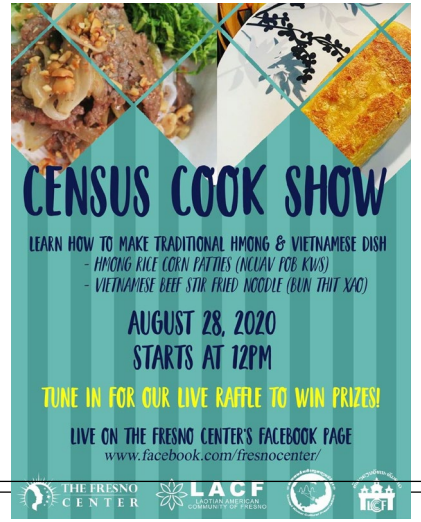
Partner Outreach In the Next 30 Days

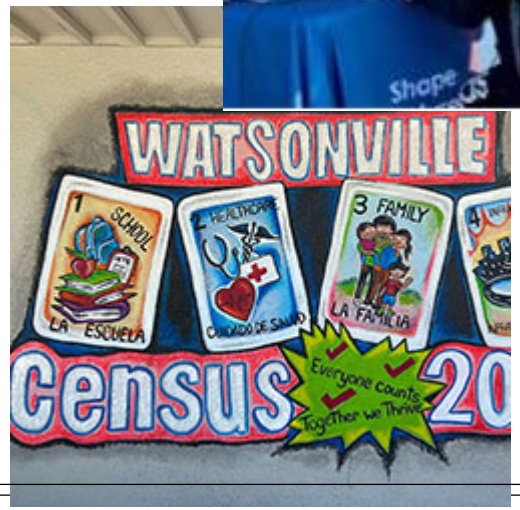
- **Materials:** Creation and distribution of materials including banners, postcards, toolkits, bags, facemasks, lawn signs, table tents, coasters, bookmarks and stickers.
- **Flyers/Mailers:** Flyers distributed with school lunches, through food banks, diaper distributions, farmworker "crew of the week" lunches, senior meal delivery, independent food delivery services, grocery stores, laundromats and COVID-19 testing centers, mailers to PO Boxes, in utility bills, unemployment packages, through "every door direct mail" and letter writing campaigns.
- **Text/Email/ Phone Banking:** Weave census messaging into telehealth visit reminders, outbound call campaigns, including "patch through" call programs, calls via schools robo-calling systems, on hold messages and text messaging.

Partner Outreach In the Next 30 Days

Outreach and Events:

- Virtual activities: Events, town halls, Questionnaire Assistance Centers (QACs), library story time, webinars, presentations, forums, convenings, civic meetings and influencer campaigns, raffles and viral video challenges
- Social distancing in-person activities: Caravans, community walks in low response rate neighborhoods, faith based, street team artist activities, no contact canvassing
- In-person activities: Outreach in waiting rooms, exam rooms, COVID-19 testing/screening tents, mobile clinic sites, onsite food pantries, canvassing, booths at events, QAC/QAKs, supporting Mobile Questionnaire Assistance (MQAs), *Platicas* (house meetings), smaller neighborhood and community events, soccer games, rodeos, fairs and farmers market.





Partner Outreach In the Next 30 Days

Media: Continue to amplify partner NRFU messaging on social media and earned media, radio, TV, ads on transit buses, print, newspaper articles, videos in waiting rooms, video creation, social media and viral video challenges, billboards, public signage, e-trailer signs, press releases, press events and PSAs

Outreach Via Patch Through Phone Program

Tracking Metric between Aug 20-30	Results
Patch Through	5,131
Undecided	6,909
Patch Through Rate	66.8%

Key Findings – Message Testing

- **Key Takeways:**
  - Fear of safety and security of their personal information, particularly for undocumented citizens, but not as much as other Latino groups throughout the study phases
  - Statements that tested the best were those that addressed stronger and healthier communities for their children; words such as healthcare, clinics, emergency funding and resources and protection tested positively overall.
  - COVID-19 did impact their thinking that the Census could be helpful for preparing for future pandemics from a funding perspective

- **Key Motivators:**
  - Children and family, health care, affordable housing, mental health, emergency services
  - Social Pressure: deadline
  - Empowerment to make a difference

- **Key Statements:**
  - *Last chance to make a difference for our children's future.*
  - *Time is running out, complete the Census by September 30th.*
  - *In these uncertain times you can secure financial resources for the next 10 years. Take action today!*

September 2020
Week of Action

Aug. 31	Sept. 7	Sept. 8	Sept. 9	Sept. 10	Sept. 11/12
• **Media Briefing at 1pm to 2pm** • Avoid a Knock at the Door – You Have 30 Days Left to Take the Census – Do it Now! • Guerilla Marketing Tactics on ground	• **SOCIAL THEME: Essential workers and laborers** • Influencer and Celebrity on social channels • Sky Billboard flight takes off over Region 7, 8, 9 from 10:00 am – 4:00 pm. • Guerilla Marketing Tactics on ground	• **SOCIAL THEME: Community Motives** • Sky Billboard flight takes off over Region 9/10 Counties Census tracts from 10:00 am – 4:00 pm. • Guerilla Marketing Tactics on ground	• **Radio Media Tour** • **SOCIAL THEME: "I Completed the Census!"** • Sky Billboard flight takes off over Region 3 from 10:00 am – 4:00 pm. • Guerilla Marketing Tactics on ground	• **Satellite Media Tour** • **SOCIAL THEME: 20 Days Out from Deadline – What Can You Do?** • Celebrity/Influencer live, pre-recorded video to post and boost or hosted • Celebrity/Influencer Tweet chat • Guerilla Marketing Tactics on ground	• **SOCIAL THEME: Essential Workforce Matters on this Census** • Essential Workers and Store partnerships with pop-up banners and social media pushes and on the community • Guerilla Marketing Tactics on ground

WOA Paid Media Flight & Surgical Earned Media Efforts

Communications Tools and Resources – Earned Media

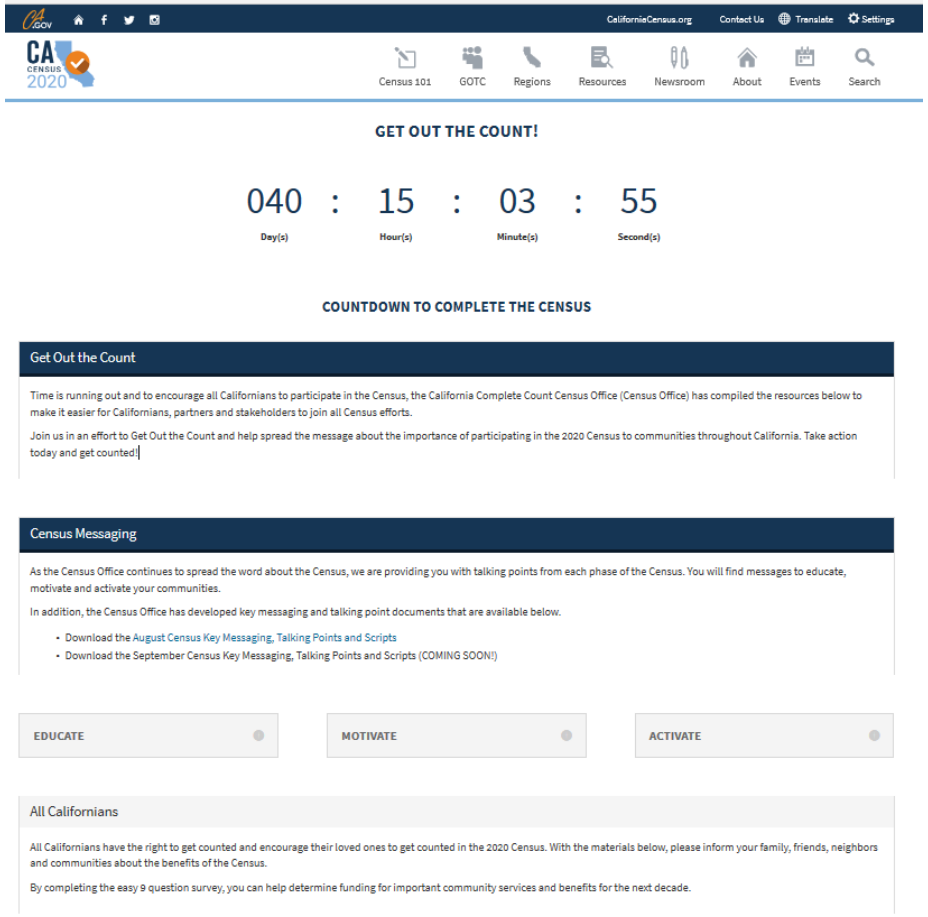
August 31 Media Briefing: California Deploys Over $10 Million Of Non-response Follow Up Funding To Double Down On 2,000 Census Tracts

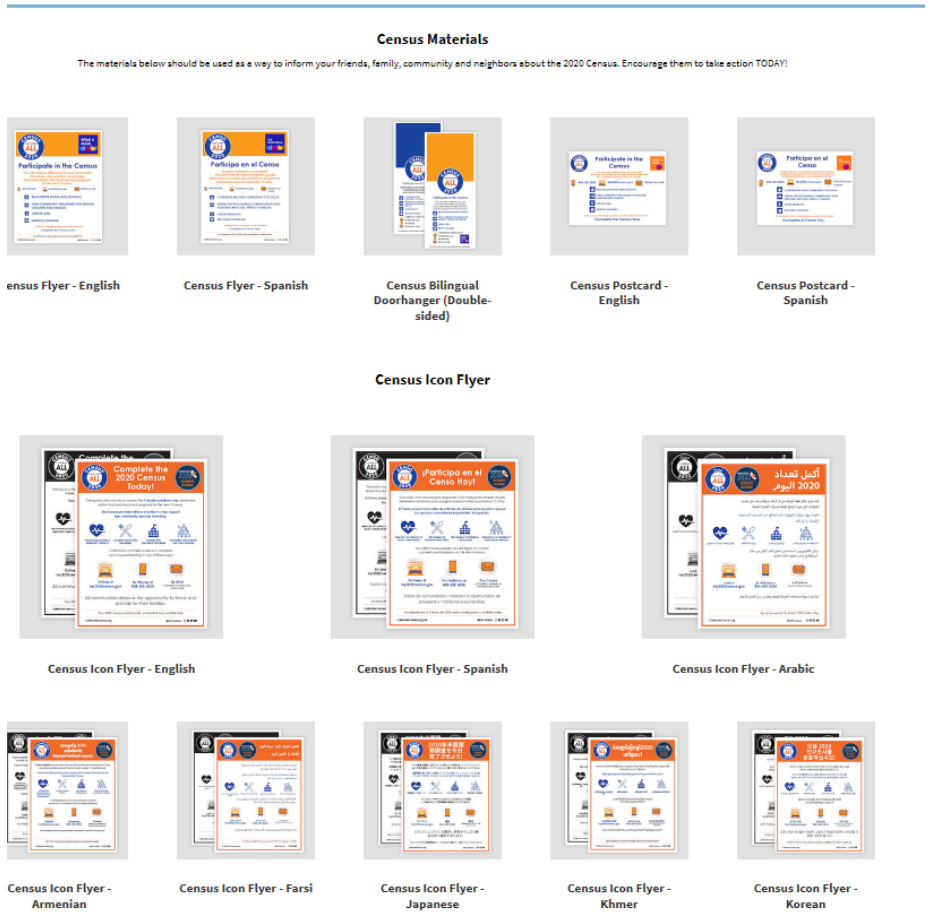
- Nearly 90 participants
- Exclusive: KIQI 1010 AM – Spanish-language station reach over 14 Northern California counties with a reach of over 2 million Latino communities and KABC in Los Angeles - the most-watched television station in Southern California.

September: Weekly themed earned media opportunities, including a combination of interviews, pitching and op-eds

- Week of August 31: Media briefing hook – Avoid a Knock at the Door – You Have 30 Days Left to Take the Census – Do it Now!
- Week of September 7: Week of Action! Avoid a Knock at the Door Now!
- Week of September 14: Deadline is around the Corner! Don't leave your family behind or Don't let others decide your future
- Week of September 21: Days Left!
- Week of September 28: Last Chance!

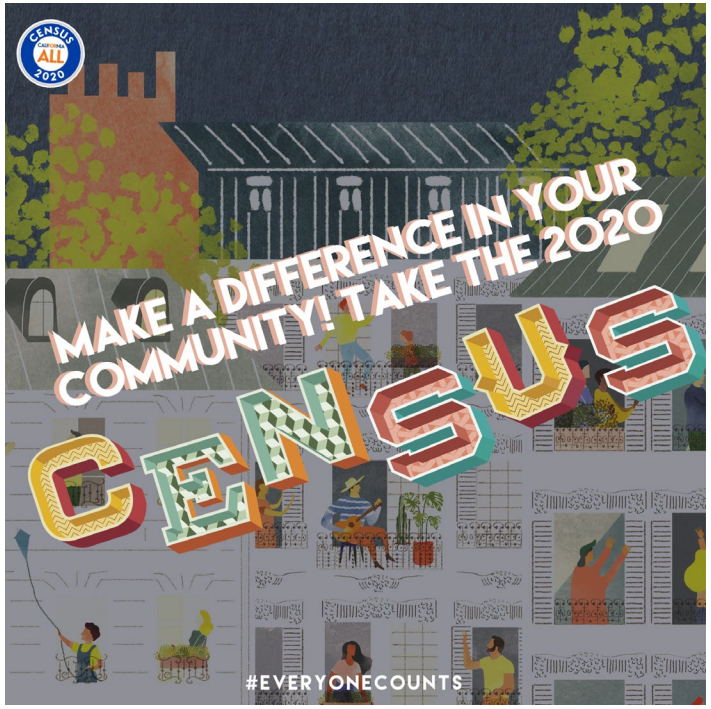
Communication Tools and Resources: Get Out The Count: census.ca.gov/gotc





Communication Tools and Resources: Social Media Toolkit

Sample Image:



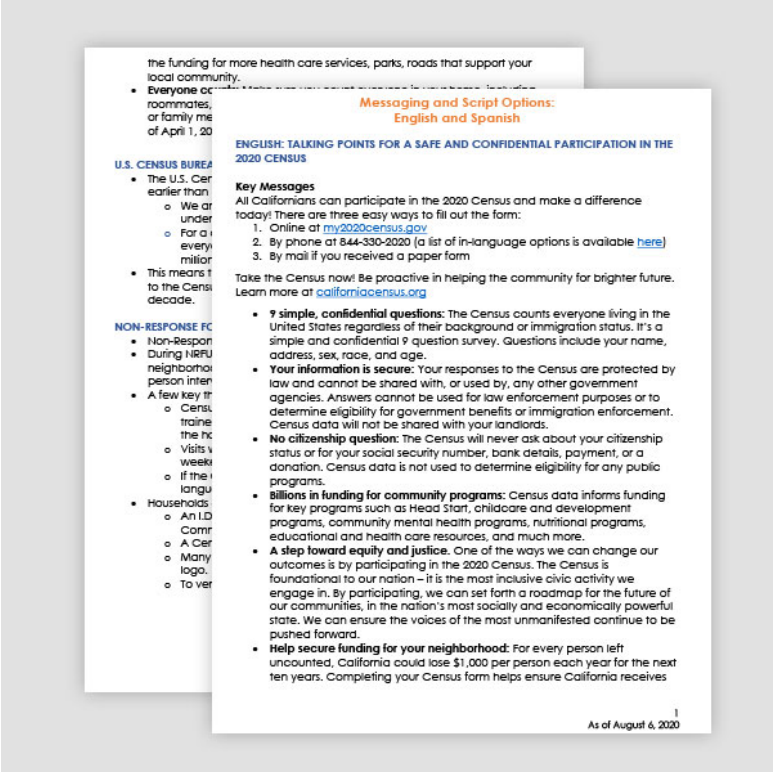
Sample Copy:

Time is running out to take the #2020Census and make a difference in your community! Complete your Census online at my2020census.gov, by phone 844330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll

Communications Tools and Resources: Partner Portal

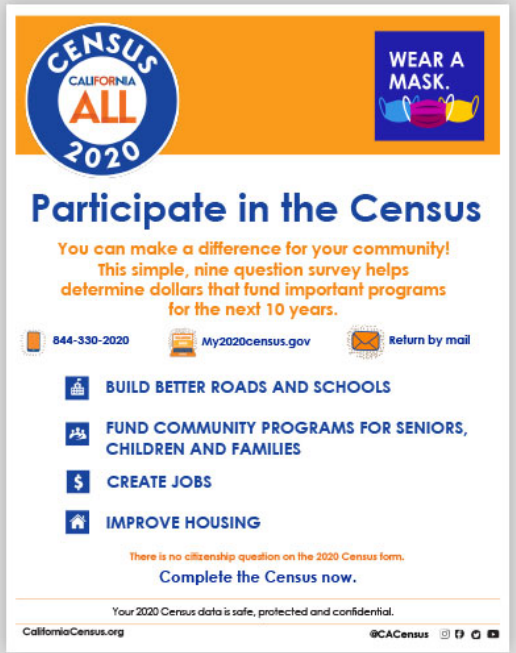
September Social Media Toolkit

5 Things You Can Do Social Posts

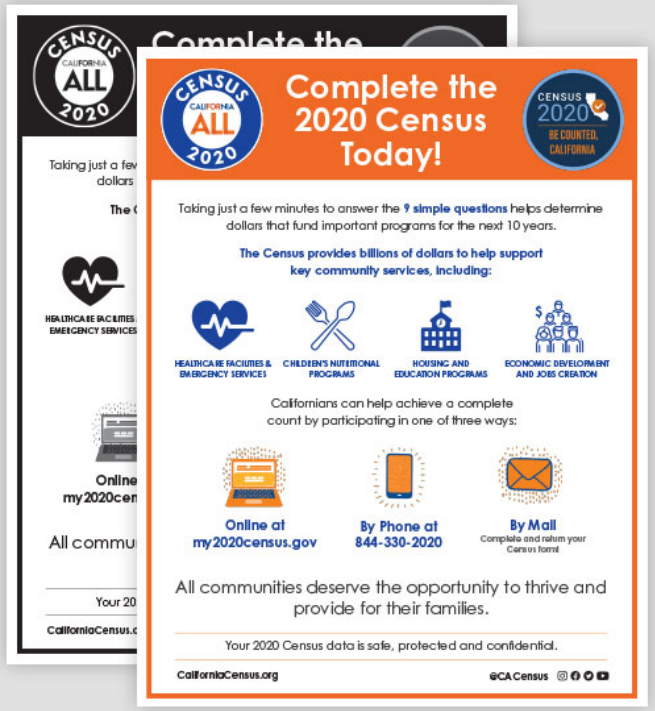


Census Messaging – English and Spanish

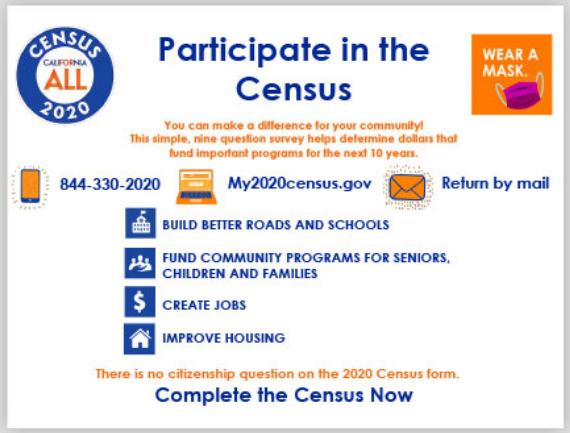
Communications Tools and Resources: Partner Portal



Census Flyer with COVID Messaging



Census Icon Flyer



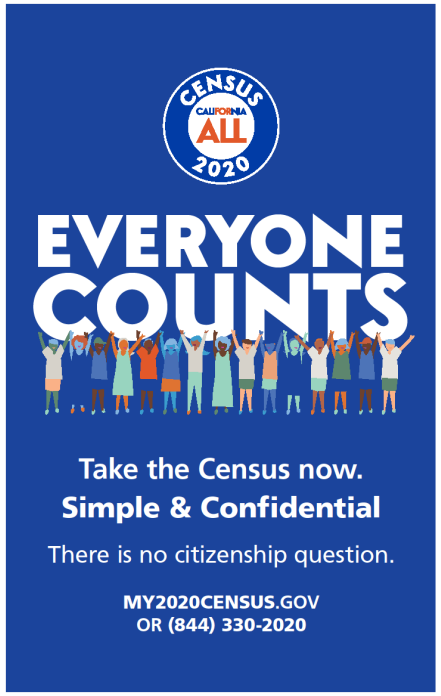
Census Postcard with COVID Messaging

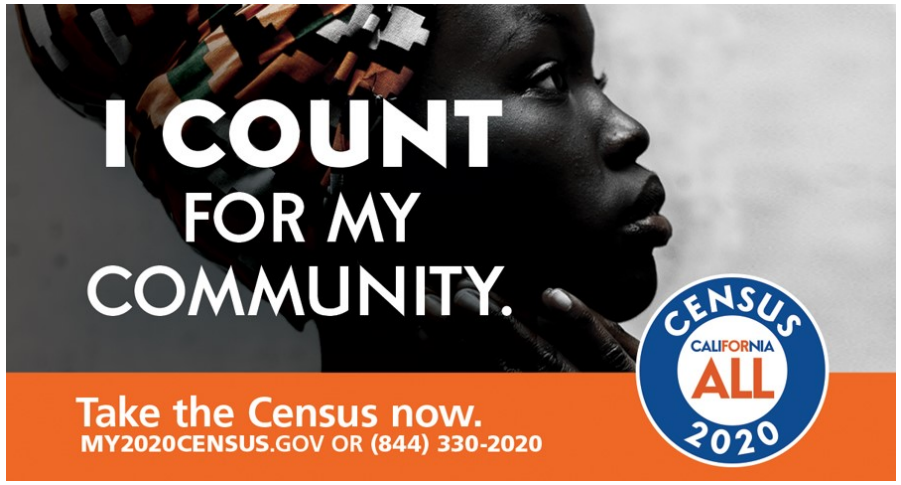
Communications Tools and Resources: Partner Portal Instagram Story Posts

What a Census Worker Will Never Ask

How to Verify a Census Worker

Communication Tools and Resource: Digital Vignettes





Pre-Decisional Internal-Use Only

Things to do Today!

census.ca.gov/GOTC

- Participate in Census events in your community
- Join the conversation, follow @CaCensus @CaCompleteCount
- Be available for speaking and earned media opportunities

10 Things You Can Do to Get Out the Count!

1. **Use data from the Census tracts** to plan and prioritize your tactics, including the languages and methods for outreach. Identify your low-responding census tracts here.
2. **Include Census messaging** and its importance in your remarks and speeches. Add Census messaging to your webpage and email signature, including a direct link to my2020census.gov.
3. **Collaborate with your advisory boards or committees**, to reach out to targeted constituents by sector (e.g., agriculture, veterans, seniors, labor, health) or demographic groups utilizing available language materials and emphasize the importance of reaching the hard-to-count populations. Toolkits from statewide partners are available here.
4. **Share messages on digital platforms** about the impact of the Census. Posts can be shared from CA Census Facebook page and short videos (including in different languages)and are available on the CA Census You Tube page. Your member can even post a "selfie" Census video!
5. **Send a postcard or flyer** that includes a "take the Census now" message and provide instructions on how to complete the 2020 Census. Request targeted zip codes from the CA Census Office.
6. **Call or text your constituents to encourage people to complete the Census.** Have conversations about the relevance of the Census to them.
7. **Participate in the Census Week of Action during the first week of September** with the CA Census Office or local organizations. Exact date coming soon.
8. **Encourage local elected officials, business, faith-based, education, community leaders** to spread the message through their networks. Toolkits from statewide partners are available here.
9. **Promote the Census through radio or print.** Participate in a press interview via TV, radio, and podcast or place an article or op-ed in the local newspaper, popular social media site, or community newsletter.
10. **Organize or participate in a Census Caravan**, a parade of cars or bicycles that drives through a strategically selected route. Each vehicle displays messaging to raise awareness of the Census. Create your own and/or coordinate with local partners.

Agenda Item 5

Campaign Call to Action

How can committee members can engage?

Facilitator:
Honorable Alex Padilla
Secretary of State, Chair

Committee Comment

Public Comment

Agenda Item 6

U.S. Census Bureau on Enumeration Operations

Presenter:
Linda Akers Smith, Assistant Regional Manager for Los Angeles Region
U.S. Census Bureau

Census 2020 Update for CA CCC

September 1, 2020

Linda Akers-Smith
Assistant Regional Census Manager

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Operational Timelines: Original and Pandemic-Adjusted

Activity / Operation	Original Dates	Replan Dates
Update Leave (Stateside)	March 15 – April 17	Phased re-opening occurred between May 4 and June 12
Service Based Enumeration	March 30 – April 1	September 22 – 24
Targeted Non-Sheltered Outdoor Locations	March 31 – April 1	September 23 – 24
Group Quarters Enumeration	April 2 – June 5	April 2 – September 3
Enumeration of Transitory Locations	April 9 – May 4	August 31- September – 28
Nonresponse Followup*	May 13 – July 31	August 9 – September 30
Delivery of Apportionment Data**	By Statutory Deadline: December 31, 2020	By Statutory Deadline: December 31, 2020
Delivery Redistricting Data**	By Statutory Deadline: March 30, 2021	Plan in Development

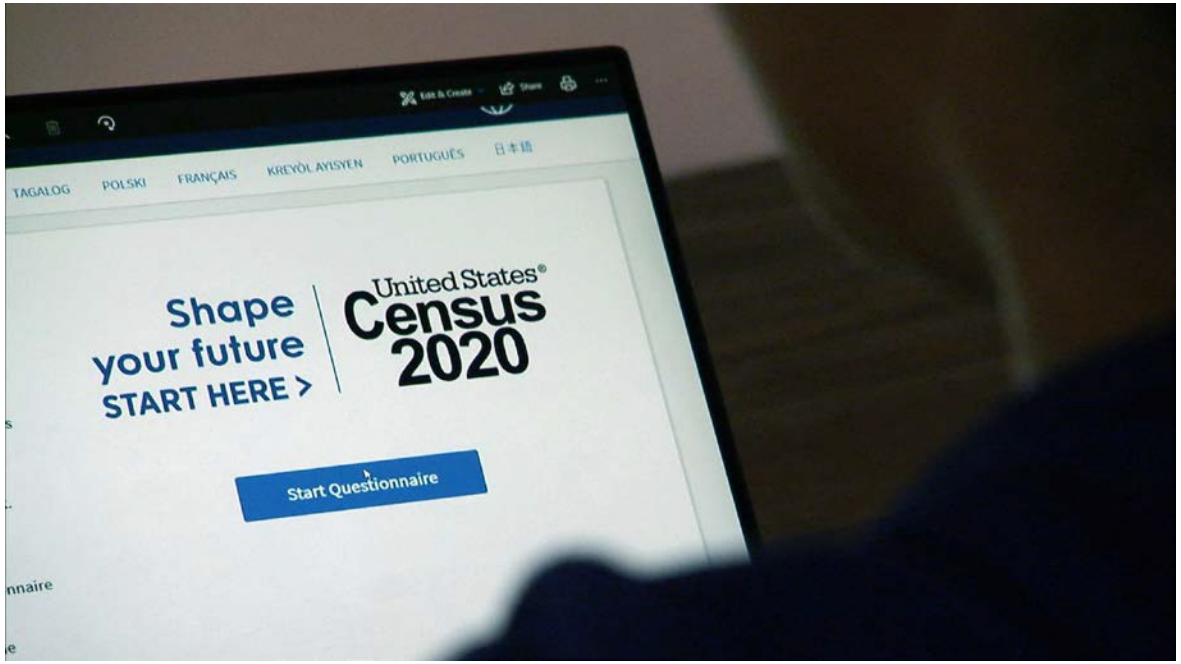
*For a period of time, NRFU was 8/11/20-10/31/20.
**For a period of time, delivery of apportionment data by 4/30/21 and redistricting data by 7/31/21, were considered.

Self-Response Rate Summary

As of August 30, 2020

California

- Total Self-Response Rate: 67.1%
- Enumerated though NRFU 18.8%
- Total: 85.9%



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Update Leave – Final Status

Operation:
The Update Leave (UL) operation is designed to occur in areas where the majority of housing units either do not have mail delivered to the physical location of the housing unit, or the mail delivery information for the housing unit cannot be verified. A Census Bureau employee physically delivers a 2020 Census invitation to these housing units and updates the census address list. Nonresponding households will be visited by an enumerator during nonresponse followup.

Workload:
- Update Leave Original Workload (does not change): 350,000 housing units. 16,000+ blocks
- Workload Assigned out 48% of the Housing units and 50% of blocks assigned
- Percent Completed as of March 18 (date field operations were suspended): 11% of housing units and 17% of the blocks
- Update Leave resumed on a flow 5/27, 6/03, 6/10
- **The Update Leave workload for California was completed on July 10th.**

Group Quarters Enumeration – Status Update

Operation:
Group Quarters Enumeration is the U.S. Census Bureau's special process for counting people who live or stay in group quarters during the 2020 Census. Because group quarters are owned or managed by a third party, the Census Bureau assists group quarters administrators in responding to the census on behalf of residents to ensure a complete and accurate census count.

Electronic GQ Enumeration: **(Original Dates: April 1, 2020 – May 1, 2020; New Dates: April 1, 2020 – August 7, 2020)**

- eResponse (Electronic Response Data Transfer)

Paper-Based GQ Enumeration: **(Original Dates: April 2, 2020 – May 29, 2020; New Dates: August 7, 2020 – August 26, 2020)**

- Paper Response Data Collection (Paper Listings)
- In-Person Interview (Personal Interview)
- Drop Off/Pick Up of Questionnaire
- Facility Self-Enumeration

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2020 Census Service-Based Enumeration (SBE) Overview

Background

The SBE operation is conducted at service-based locations and targeted non-sheltered outdoor locations (TNSOLs) to enumerate people experiencing homelessness. These service locations include: emergency and transitional shelters (with sleeping facilities) for people experiencing homelessness, soup kitchens, and regularly scheduled mobile food vans.

Prior to operational adjustments made in lieu of COVID-19, SBE was scheduled to be conducted March 30 – April 1.

Consulted With Major Stakeholders

- In late May/early June we consulted with 67 national and local organizations to assist the Census Bureau in determining the best date to conduct SBE/TNSOL.
- Determining an optimal date to conduct SBE took into consideration the need to conduct a thorough and accurate enumeration, while also understanding the needs of our external partners, which are crucial during SBE.

Operational Decision

- Based on the feedback from our stakeholders, input from Census experts, and consultation with operational team leads, we have selected September 22 – 24 as the dates to conduct SBE and TNSOL.

Current Status

- Collecting new/updated locations
  - Stakeholders can add locations until September 1, 2020,
  - Offices are conducting in-office research
- Offices are currently recanvassing TNSOL locations to track any changes in our unhoused communities from February through now (the first canvassing operation began in February 2020).
- Offices are also currently calling Service Based Organizations to reschedule appointments during the SBE time period (September 22-24).

- Encourage providers to respond to calls and confirm appointments
- Getting the word out that we will be coming to shelters, soup kitchens, mobile food vans on Sept 22-24
- Spread the word to that everyone should cooperate with the Census

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Nonresponse Followup Field Operations

Early Start of Nonresponse Followup Operations
6 Cycle 1a Area Census Offices (ACOs) began operations on July 16
6 Cycle 1b ACOs began operations on July 23
35 Cycle 2 ACOs were scheduled to begin operations on July 30; however, we started operations earlier in some ACOs where staff was available: • 17 ACOs – Started July 26 – 29 • 18 ACOs – Started July 30
39 Cycle 3 ACOs were scheduled to begin operations by August 3: • 15 ACOs – Started July 31 • 16 ACOs – Started August 1 • 8 ACOs – Started August 3
All remaining ACOs were scheduled to begin August 11, but all began operations by August 9: • 107 ACOs – Started August 3 – 7 • 55 ACOs (all remaining) – August 9

CALIFORNIA

Safety during Field Activities

On August 7, in a joint statement from the Census Bureau and Centers for Disease Control (CDC) on Conducting 2020 Census Non-Response Follow-Up Interviews, the CDC stated that participation in 2020 Census interviews should present a low risk of transmission of COVID-19.

Census takers are trained to rigorously and universally follow these CDC recommendations to mitigate risk of transmission:

- Wearing of face masks.
- Maintaining social distance of 6 ft. or more.
- Practicing hand hygiene.
- Not entering homes, and conducting interviews outside as much as possible or practical.

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Providing an Apportionment Count

Objective: The Census Bureau was tasked to develop a plan to provide an apportionment count by the statutory deadline of December 31, 2020.

- **Achieving** an acceptable level of accuracy and completeness, with a goal of resolving at least 99% of Housing Units in every state, comparable with previous censuses.
- **Maintaining** original contact strategy for occupied housing units. Field activities, including number of attempts to contact respondents, will not be changed.
- **Maximizing** staff and production hours for field data collection operations to conclude field data collection by September 30, 2020.
- **Streamlining** backend processing to deliver apportionment counts by the statutory deadline of December 31, 2020.

Maintaining Original Contact Strategy

We are maintaining the original contact strategy for occupied housing units. Field activities, including number of attempts to contact respondents, will not be changed.

- In most cases, census workers will make up to six attempts at each housing unit address to count possible residents.

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Increasing Work Hours from Current Enumerators

Nonresponse Followup Employee Award Pay

Earn up to an extra

$800

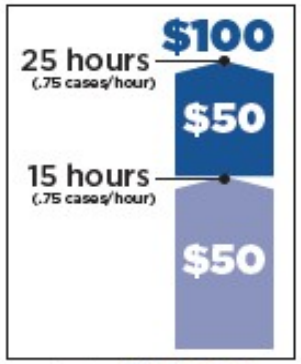
on top of your regular pay.

From **August 9th through August 29th**, Census Field Supervisors and Enumerators who maximize hours worked will have the opportunity to earn **award pay** in addition to their regular pay.

Census Field Supervisor Award Criteria

- Census Field Supervisors who exceed **32** hours or more per week, **between Aug 9–Aug 29**, will earn a **$750** award.

Census Enumerator Award Criteria



x3=$300

+$500=$800

- Enumerators who work between **15** hours and **24** hours per week, and complete **.75** cases/hour, will earn a **$50** award.
- Enumerators who work **25** hours or more per week, and complete **.75** cases/hour, will earn a **$100** award.
- Enumerators who work **25** hours or more per week and complete **.75** cases/hour, **between Aug 9–Aug 29**, will earn a **$500** award.

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Keeping Staff Levels Up

Actions	Benefit
Inviting More People to Training	Over selection rates will address higher-than-expected no-show rates of 35%, bringing us closer to our target initial staffing levels.
Continual Replacement Training	Expect to conduct ongoing replacement training for enumerators due to attrition.

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Adapting to Dynamic On The Ground Conditions

Actions	Benefit
Implement outbound phone calling to supplement in-person contact attempts.	Provides an additional method to enumerate hard to reach communities.
Expand the use of NRFU Travel Teams: • Moving teams that have successfully completed their areas to areas requiring additional attention.	Using experienced staff minimizes the need to train new staff – particularly in areas where new staff are not available. Efficiently accelerates closeout process.
Extending Mobile Questionnaire Assistance (MQA) • Deploying trained staff to assist with self-response in low response areas • Will extend through September 30	MQA representatives are in open, public places in the lowest-responding areas of the nation to encourage people to respond to the 2020 Census. Provides a convenient way for the public to get information about the 2020 Census and self-respond in areas with low response.
Targeted Communications	Continue to promote self-response and cooperation with enumerators by focusing on specific, targeted areas.

Nonresponse Followup Field Operations – Current Status

California Progress to date

ACO Name	Percent Complete
Bakersfield	56%
Chico	58%
Concord	65%
El Cajon	71%
Fullerton	74%
Inglewood	66%
Long Beach	73%
Fresno	55%
Oakland	72%
Ontario	65%
Palm Springs	55%
Pasadena	80%
Pleasanton	79%
Riverside	60%
Sacramento	66%
San Bernardino	57%
San Diego	65%
San Francisco	77%
San Jose	68%
San Mateo	80%
Santa Ana	76%
Camarillo	66%
Santa Clarita	76%
Santa Rosa	61%
South Gate	68%
Stockton	55%
Sunnyvale	74%
Woodland Hills	80%
Vista	84%
West Covina	84%

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Tracking Performance and Progress

Actions	Benefit
Availability Reports	Maximize work assignments based on availability; encourage weekend/weeknight shifts
Progress Reports	Productivity by individual and team
Performance Reports	Attempts and completions per hour Proxy Complete/ Proxy Eligible Refusals
Alerts	Performance and progress based alert supervisors if individuals or teams need retraining
Quality Control	Multiple methods to quality check response data Reinterview Data Field Quality Management Team

Natural Disasters

Rapid Response Team

- Timing
- Impact
- Severity
- Impacted areas
- Environmental Concerns
- Safety

Impacts

- Paused work
- Evaluated Safety
- Moved staff to areas of need
- COOP plan

Closeout - Get to Done

Challenging Cases

- Locked Gates
- Refusals

Best Enumerators

- Based on Facts - Reports
  - Converters
  - High Performers
  - Proxy Finders
  - Semi-Permanent Assignments

Thank You

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Agenda Item 7

Opportunity for Public Comment

Presenter:
Honorable Alex Padilla
Secretary of State, Chair

Agenda Item 8

Adjournment

Presenter:
Honorable Alex Padilla
Secretary of State, Chair