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
Agenda Item 2

Approval of the Committee’s Report to the Governor

Presenter:
Honorable Alex Padilla
Secretary of State
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

<table>
<thead>
<tr>
<th>Region</th>
<th>County</th>
<th>Additional NRFU Funding Allocation</th>
<th>Current SRR Compared to 2010 Final SRR as of August 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Butte County</td>
<td>$105,868</td>
<td>52.6/65.6</td>
</tr>
<tr>
<td>1</td>
<td>Sacramento County</td>
<td>$103,939</td>
<td>72.8/70.1</td>
</tr>
<tr>
<td>3</td>
<td>Alameda County</td>
<td>$198,153</td>
<td>73.7/70.2</td>
</tr>
<tr>
<td>3</td>
<td>Contra Costa County</td>
<td>$47,476</td>
<td>75.6/72.1</td>
</tr>
<tr>
<td>3</td>
<td>San Francisco County</td>
<td>$368,819</td>
<td>64.1/68.5</td>
</tr>
<tr>
<td>3</td>
<td>Santa Clara County</td>
<td>$103,683</td>
<td>75.4/74</td>
</tr>
<tr>
<td>4</td>
<td>Merced County</td>
<td>$84,398</td>
<td>64.2/63.8</td>
</tr>
<tr>
<td>4</td>
<td>San Joaquin County</td>
<td>$123,233</td>
<td>65.8/66.5</td>
</tr>
<tr>
<td>Region</td>
<td>County</td>
<td>Additional NRFU Funding Allocation</td>
<td>Current SRR Compared to 2010 Final SRR as of August 26</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------------</td>
<td>-----------------------------------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td>4</td>
<td>Stanislaus County</td>
<td>$88,057</td>
<td>68.3/66.7</td>
</tr>
<tr>
<td>5</td>
<td>Monterey County</td>
<td>$120,517</td>
<td>62.9/64.4</td>
</tr>
<tr>
<td>5</td>
<td>Santa Barbara County</td>
<td>$65,600</td>
<td>69.2/68.5</td>
</tr>
<tr>
<td>6</td>
<td>Fresno County</td>
<td>$309,144</td>
<td>65.6/66.8</td>
</tr>
<tr>
<td>6</td>
<td>Kern County</td>
<td>$359,191</td>
<td>61.3/65.2</td>
</tr>
<tr>
<td>6</td>
<td>Kings County</td>
<td>$58,416</td>
<td>64.2/64.1</td>
</tr>
<tr>
<td>6</td>
<td>Tulare County</td>
<td>$185,979</td>
<td>62.6/65</td>
</tr>
<tr>
<td>7</td>
<td>Riverside County</td>
<td>$369,471</td>
<td>64.2/63.5</td>
</tr>
</tbody>
</table>
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<tr>
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<th>County</th>
<th>Additional NRFU Funding Allocation</th>
<th>Current SRR Compared to 2010 Final SRR as of August 26</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>San Bernardino County</td>
<td>$253,229</td>
<td>63.5/65.4</td>
</tr>
<tr>
<td>8</td>
<td>Los Angeles County</td>
<td>$4,712,339</td>
<td>62.4/69</td>
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<tr>
<td>9</td>
<td>Orange County</td>
<td>$100,596</td>
<td>74.7/71.7</td>
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<tr>
<td>10</td>
<td>Imperial County</td>
<td>$50,375</td>
<td>60.5/58.5</td>
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<tr>
<td>10</td>
<td>San Diego County</td>
<td>$191,515</td>
<td>72.0/68</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$8,000,000</td>
<td></td>
</tr>
</tbody>
</table>
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

Self-response rate through Aug. 30

California Complete Count Committee – Public Meeting – September 1, 2020
CA Hardest-to-Count Response Rates and % pt Change
Self-Response Rates by Census 2020 Region

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

- Localize Buzz (i.e., Phone Banking, Text Messaging, Social, Radio, Canvassing) with Solidarity Message
- Unconventional Marketing Tactics (i.e., wild posting to sky billboards, Phone/Text Campaign)
- Copious Amounts of Media Buzz (i.e., media engagement)

Communication Tools and Resources (i.e., Toolkits, GOTC Website, Media Support, Creative Assets, Collateral Materials)

Pre-Decisional Internal-Use Only
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

<table>
<thead>
<tr>
<th>Tracking Metric between Aug 20-30</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patch Through</td>
<td>5,131</td>
</tr>
<tr>
<td>Undecided</td>
<td>6,909</td>
</tr>
<tr>
<td>Patch Through Rate</td>
<td>66.8%</td>
</tr>
</tbody>
</table>
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
- 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

Sept. 7
- 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

Sept. 8
- 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

Sept. 9
- 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

Sept. 10
- 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

Sept. 11/12
- 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: KIQR 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

Get Out the Count

COUNTDOWN TO COMPLETE THE CENSUS

GET OUT THE COUNT!

Time is running out to encourage all Californians to participate in the Census. The California Complete Count Office has compiled the resources below to make it easier for Californians, partners and stakeholders to join Census efforts. Join us in an effort to Get Out the Count and help spread the message about the importance of participating in the 2020 Census to communities throughout California. Take action today and get counted!

Census Messaging

As the Census Office continues to spread the word about the Census, we are providing you with talking points from each phase of the Census. You will find messages to educate, motivate and activate your communities.

In addition, the Census Office has developed key messaging and talking point documents that are available below:
• Download the August Census Key Messaging, Talking Points and Scripts
• Download the September Census Key Messaging, Talking Points and Scripts (OAKS GUIDES)

Census Materials

The materials below should be used as a way to inform your friends, family, community and neighbors about the 2020 Census. Encourage them to take action today.

Census Icon Flyer

Census Postcard

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

[Image of Census Icon Flyer]
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
You can make a difference for your community! This simple, nine question survey helps determine dollars that fund important programs for the next 10 years.

Complete the Census now.

844-330-2020 my2020census.gov Return by mail

All communities deserve the opportunity to thrive and provide for their families.

Your 2020 Census data is safe, protected and confidential.

Participate in the Census

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All communities deserve the opportunity to thrive and provide for their families.

Your 2020 Census data is safe, protected and confidential.
Communications Tools and Resources: Partner Portal

Instagram Story Posts

What a Census Worker Will Never Ask

How to Verify a Census Worker
Things to do Today!
census.ca.gov/GOTC

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 YouTube 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 @CaCompleteCount 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
Operational Timelines: Original and Pandemic-Adjusted

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

*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%
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 Response Data Collection (Paper Listings)
- In-Person Interview (Personal Interview)
- Drop Off/Pick Up of Questionnaire
- Facility Self-Enumeration
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.
2020 Census Service-Based Enumeration (SBE)

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
# Nonresponse Followup Field Operations

## Early Start of Nonresponse Followup Operations

<table>
<thead>
<tr>
<th>Cycle 1a Area Census Offices (ACOs)</th>
<th>Operations Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 ACOs</td>
<td>July 16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cycle 1b ACOs</th>
<th>Operations Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 ACOs</td>
<td>July 23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cycle 2 ACOs</th>
<th>Operations Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>35 ACOs</td>
<td>July 30</td>
</tr>
<tr>
<td>- 17 ACOs – Started July 26 – 29</td>
<td></td>
</tr>
<tr>
<td>- 18 ACOs – Started July 30</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cycle 3 ACOs</th>
<th>Operations Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>39 ACOs</td>
<td>August 3</td>
</tr>
<tr>
<td>- 15 ACOs – Started July 31</td>
<td></td>
</tr>
<tr>
<td>- 16 ACOs – Started August 1</td>
<td></td>
</tr>
<tr>
<td>- 8 ACOs – Started August 3</td>
<td></td>
</tr>
</tbody>
</table>

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
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.
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.
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**
- 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.

**Earn up to an extra $800 on top of your regular pay.**

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## Keeping Staff Levels Up

<table>
<thead>
<tr>
<th>Actions</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inviting More People to Training</td>
<td>Over selection rates will address higher-than-expected no-show rates of 35%, bringing us closer to our target initial staffing levels.</td>
</tr>
<tr>
<td>Continual Replacement Training Training</td>
<td>Expect to conduct ongoing replacement training for enumerators due to attrition.</td>
</tr>
</tbody>
</table>
### Adapting to Dynamic On The Ground Conditions

<table>
<thead>
<tr>
<th>Actions</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement outbound phone calling to supplement in-person contact attempts.</td>
<td>Provides an additional method to enumerate hard to reach communities.</td>
</tr>
</tbody>
</table>
| 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

<table>
<thead>
<tr>
<th>ACO Name</th>
<th>Percent Complet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakersfield</td>
<td>56%</td>
</tr>
<tr>
<td>Chico</td>
<td>58%</td>
</tr>
<tr>
<td>Concord</td>
<td>65%</td>
</tr>
<tr>
<td>El Cajon</td>
<td>71%</td>
</tr>
<tr>
<td>Fullerton</td>
<td>74%</td>
</tr>
<tr>
<td>Inglewood</td>
<td>66%</td>
</tr>
<tr>
<td>Long Beach</td>
<td>73%</td>
</tr>
<tr>
<td>Fresno</td>
<td>55%</td>
</tr>
<tr>
<td>Oakland</td>
<td>72%</td>
</tr>
<tr>
<td>Ontario</td>
<td>65%</td>
</tr>
<tr>
<td>Palm Springs</td>
<td>55%</td>
</tr>
<tr>
<td>Pasadena</td>
<td>80%</td>
</tr>
<tr>
<td>Pleasanton</td>
<td>79%</td>
</tr>
<tr>
<td>Riverside</td>
<td>60%</td>
</tr>
<tr>
<td>Sacramento</td>
<td>66%</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>57%</td>
</tr>
<tr>
<td>San Diego</td>
<td>65%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>77%</td>
</tr>
<tr>
<td>San Jose</td>
<td>68%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>80%</td>
</tr>
<tr>
<td>Santa Ana</td>
<td>76%</td>
</tr>
<tr>
<td>Camarillo</td>
<td>66%</td>
</tr>
<tr>
<td>Santa Clarita</td>
<td>76%</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>61%</td>
</tr>
<tr>
<td>South Gate</td>
<td>68%</td>
</tr>
<tr>
<td>Stockton</td>
<td>55%</td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>74%</td>
</tr>
<tr>
<td>Woodland Hills</td>
<td>80%</td>
</tr>
<tr>
<td>Vista</td>
<td>84%</td>
</tr>
<tr>
<td>West Covina</td>
<td>84%</td>
</tr>
</tbody>
</table>
## Tracking Performance and Progress

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