



## Quarterly Progress Report to the Legislature

California Complete Count – Census 2020

October 31, 2020

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## EXHIBITS

Please note that some exhibits may contain their own page numbers, attachments, or exhibits.

- A. Contractor Deliverables and Payment Approvals
- B. CA Complete Count - Census 2020 Office Funding Allocations by Region
- C. CA Census Office Campaign Snapshot
- D. July-August 2020: Week of Action Recap
- E. September 2020: Week of Action Recap
- F. Peer Learning Labs
- G. Organizational Chart

# I. Executive Summary

This report serves as the ninth quarterly update that the California Census Office (Census Office) has submitted to the Legislature, as required in Section 45 of Senate Budget Bill 866, Chapter 53, Statutes of 2018 (SB 866). Per these requirements this report is being presented to the Joint Legislative Budget Committee, the Senate Select Committee on 2020 U.S. Census, and the Assembly Select Committee on the Census.

Additionally, as required by SB 866, the report consists of 1) the overall budget, including the annual allocations for community-based organizations, and media outreach; and 2) the total amount of funds allocated to organizations.

The budget allocations and funding tables reflect encumbrances and expenditures through September 30, 2020<sup>1</sup>. Exhibits and other program dates are as specified.

As reported in the Quarterly Report of July 2020, the COVID-19 pandemic had an incredible impact on the enumeration operations conducted by the U.S. Census Bureau and the outreach work coordinated by the Census Office. In addition to this, there were several other external impacts on the campaign that were unexpected. The following is a partial list of impacts that further restricted the Census Office and contracted partners' ability to conduct outreach and for the U.S. Census Bureau to walk neighborhoods and knock on doors to enumerate households:

- Numerous complex wildfires across the state, including the August Complex fire which has evolved into a rare "gigafire" (burning at least a million acres of land) and largest fire in California's history;
- Intense heatwaves that broke temperature records that caused power outages in several areas across the entire State of California;
- Civic unrest regarding racial equity and justice, including those led by the Black Lives Matter movement; and
- The November 3, 2020 national election, coupled with the extension of the Census campaign, created an environment of competing campaigns, information fatigue and increased media costs.

Compounding these challenges, the U.S. Census Bureau's major timeline changes and resulting litigation created uncertainty over a short period of time. These changes compelled the Census Office to repeatedly truncate or stretch resources over a very short time period:

- On August 3, 2020, the U.S. Census Bureau suddenly changed course and shortened the data collection timeline by one month from October 31, 2020 to

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<sup>1</sup> According to state accounting practices.

September 30, 2020. This change compelled the Census Office to truncate outreach and media activities;

- On September 24, 2020, U.S. District Judge Lucy Koh in the Northern District of California granted a preliminary injunction that required the U.S. Census Bureau to continue data collection efforts through October 31, 2020. This change compelled the Census Office to assess resources and extend activities where possible;
- On September 28, 2020, U.S. Department of Commerce Secretary Wilbur Ross announced the U.S. Census Bureau's intention to conclude the 2020 Census on October 5, 2020;
- On October 7, 2020, the United States Court of Appeals for the Ninth Circuit upheld Judge Koh's order to continue data collection through October 31, 2020; and
- On October 13, 2020, the U.S. Supreme Court set aside the United States Court of Appeals Ninth Circuit order to continue data collection through October 31, 2020, effectively ending the Census. The same day, the U.S. Census Bureau announced it was ending the Census on October 15.

The third quarter of 2020 was the most complex of the campaign yet; however, the Census Office remained resolute in continuing to ensure all Californians are counted. The Census Office worked diligently to deploy funding and resources to support activities in the Nonresponse Followup (NRFU) period in several focused areas:

- Executed the NRFU strategy in areas of 21 counties that had the most significant self-response challenges and deployed \$8 million in additional funding to support on-the-ground outreach;
- Solicited and on-boarded a new contractor to conduct a phone banking program in areas of low self-response to patch-through calls to the U.S. Census Bureau;
- Expanded the patch-through phone banking program to include a text-banking program;
- Launched two statewide "Week of Action" (WOA) initiatives to coordinate partners and create key inflection points to drive earned media for the campaign;
- Deployed additional paid media in multiple languages and in low self-response rate areas that complemented the community-based organizations' on-the-ground activities;
- Developed several rounds of updated messaging guidance to express urgency and support partners during the many changes in the U.S. Census Bureau timeline; and
- Supported state-funded partners, such as philanthropy, and other philanthropic organizations, Census Policy Advocacy Network members, and local government

statewide associations, through the month of October to continue to deploy trusted Census messages into hard-to-count communities.

The following table reflects the 1) self-response rates, 2) final 2010 self-response rate and 3) percentage point difference for each of California's 58 counties as of October 17, 2020.

*It is important to note that the self-response rate does not include other counts such NRFU and Group Quarters, but rather only those who self-responded via online, phone, or mail. The addition of these other counts will likely increase a county's response. The U.S. Census Bureau is still processing data from all of the different enumeration methods, and final rates are not expected until 2021.*

The county self-response rates are sorted in alphabetical order.

<b>County</b>	<b>Cumulative Self-Response Rate (SRR) as of Oct. 17, 2020</b>	<b>Final 2010 SRR</b>	<b>Pct. point difference 2020-2010 (positive numbers reflect a higher SRR, negative numbers reflect a lower SRR)</b>
Alameda County	75.8	70.2	5.6
Alpine County	26.9	20.2	6.7
Amador County	62.6	50.2	12.4
Butte County	55.2	65.6	-10.4
Calaveras County	50.6	45.2	5.4
Colusa County	58.4	58.2	0.2
Contra Costa County	77.4	72.1	5.3
Del Norte County	61.6	59.6	2
El Dorado County	62.9	58.8	4.1
Fresno County	68.4	66.8	1.6
Glenn County	65.4	67.6	-2.2
Humboldt County	62.5	62.6	-0.1
Imperial County	62.5	58.5	4
Inyo County	55	70.3	-15.3
Kern County	64.3	65.2	-0.9
Kings County	67.1	64.1	3
Lake County	49.1	42.6	6.5
Lassen County	52.2	51.4	0.8
Los Angeles County	65.1	69	-3.9
Madera County	62.5	67.8	-5.3
Marin County	76.3	72.1	4.2
Mariposa County	49.9	56.7	-6.8
Mendocino County	56	53.6	2.4
Merced County	66.8	63.8	3

<b>County</b>	<b>Cumulative Self-Response Rate (SRR) as of Oct. 17, 2020</b>	<b>Final 2010 SRR</b>	<b>Pct. point difference 2020-2010 (positive numbers reflect a higher SRR, negative numbers reflect a lower SRR)</b>
Modoc County	50.9	53.3	-2.4
Mono County	22.4	25.2	-2.8
Monterey County	65.5	64.4	1.1
Napa County	70.4	68.1	2.3
Nevada County	61.7	61.6	0.1
Orange County	76.6	71.7	4.9
Placer County	72.7	67.5	5.2
Plumas County	39.8	33	6.8
Riverside County	67.2	63.5	3.7
Sacramento County	75	70.1	4.9
San Benito County	70.7	67.5	3.2
San Bernardino County	66.3	65.4	0.9
San Diego County	73.9	68	5.9
San Francisco County	66.9	68.5	-1.6
San Joaquin County	69.1	66.5	2.6
San Luis Obispo County	68.5	66.3	2.2
San Mateo County	78.6	73.2	5.4
Santa Barbara County	71.8	68.5	3.3
Santa Clara County	77.7	74	3.7
Santa Cruz County	71.7	67.8	3.9
Shasta County	67.1	65.8	1.3
Sierra County	43.7	44.1	-0.4
Siskiyou County	57.9	56.5	1.4
Solano County	74.1	67.9	6.2
Sonoma County	70.4	68.6	1.8
Stanislaus County	71.1	66.7	4.4
Sutter County	71.7	69.1	2.6
Tehama County	64.2	61.4	2.8
Trinity County	30.5	47.4	-16.9
Tulare County	65.4	65	0.4
Tuolumne County	55.7	48.2	7.5
Ventura County	76.7	72.5	4.2
Yolo County	74.2	71.5	2.7
Yuba County	63.7	62	1.7

Background and detail on the programs, operations and administrative actions referred to in this document can be found in the previous quarterly progress reports to the Legislature, available at [census.ca.gov/reports](https://census.ca.gov/reports).

Additional updates will be made available on the California Complete Count – Census 2020's (Census Office) website at [census.ca.gov](https://census.ca.gov) on an ongoing basis.

## II. BUDGET AND INFRASTRUCTURE

### Overview

The Census Office's budget structure remains unchanged since the last appropriation in the Fiscal Year (FY) 2019-20 Budget Act. The \$187.231 million multi-year allocation is outlined in the table and charts below. The available balance is current through September 30, 2020 and includes state programmatic costs for the administration of the Census Office through June 30, 2021.

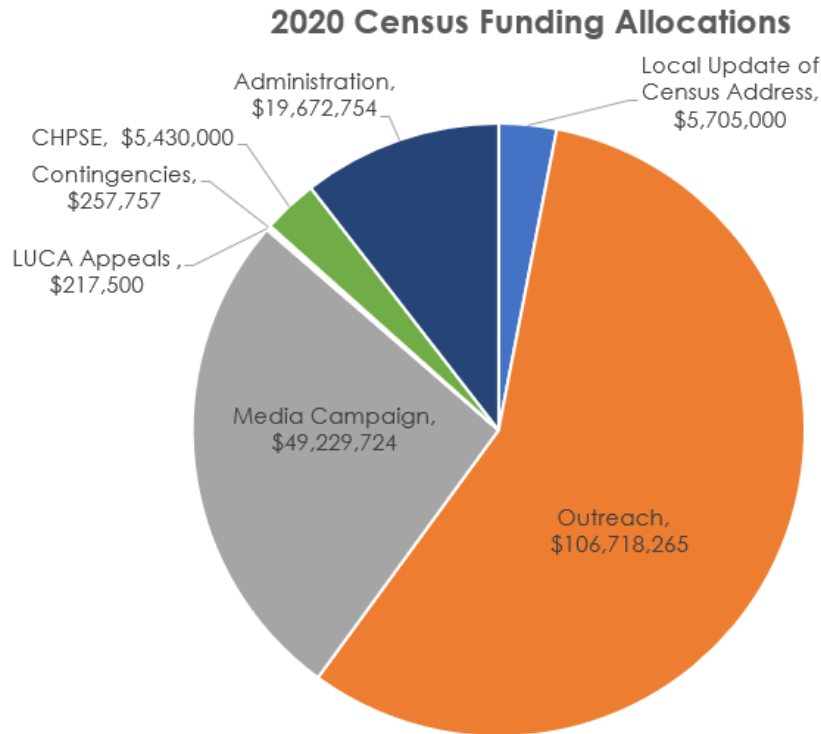
	Appropriation Amount	Expended	Encumbered	Available Balance
<b>2017 Budget Act</b> <sup>1 &amp; 2</sup>	\$ 10,000,000	\$ 9,312,459	\$ -	\$ 687,541
<b>2018 Budget Act</b>	\$ 90,300,000	\$ 77,641,215	\$ 7,637,467	\$ 5,021,319
<b>2019 Budget Act</b>	\$ 86,931,000	\$ 72,633,560	\$ 13,312,960	\$ 984,480
<b>Total:</b>	<b>\$ 187,231,000</b>	<b>\$ 159,587,234</b>	<b>\$ 20,950,427</b>	<b>\$ 6,693,339</b>

1. The \$10 million includes two separate budget actions that provided \$7 million for the LUCA incentive program and \$3 million for initial planning activities that were conducted within the Governor's Office of Planning and Research. \$295,000 of the expended amount covered administrative costs at the Department of Finance.

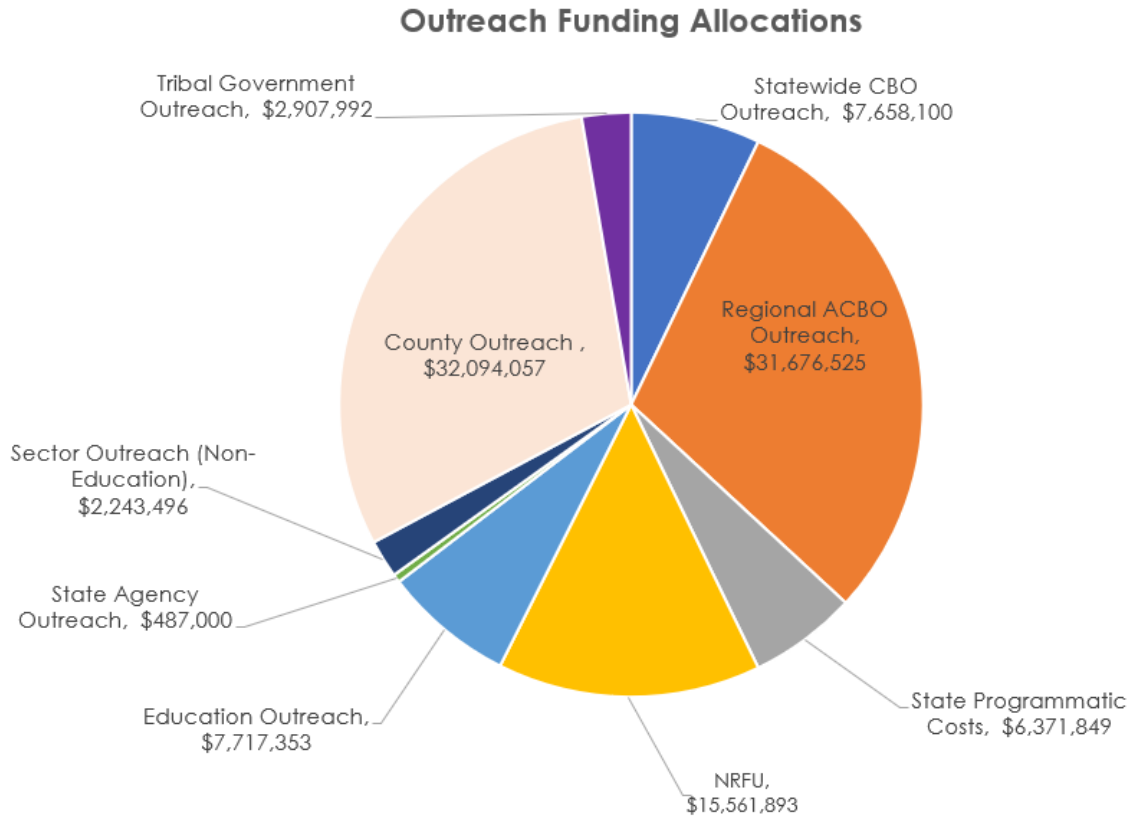
2. The initial \$3 million budget allocation appropriated under the Governor's Office of Planning and Research has a remaining balance of \$687,541. This amount is not available and has reverted on June 30, 2020.

### Funding Allocations

The pie chart below reflects current funding allocations for Census Office programs.



The pie chart below reflects outreach funding allocations.



The table below reflects program allocations:

<b>California Complete Count Office Census 2020 Program Funding Overview</b>			
<b>Programmatic Area</b>	<b>Original Funding Allocations</b>	<b>2019 Budget Act Funding Allocations</b>	<b>Total Allocation</b>
<b>Local Update of Census Address (LUCA)</b>			
Incentive Payments	\$ 7,000,000	\$(1,295,000)	\$ 5,705,000
LUCA Appeals	\$ -	\$ 217,500	\$ 217,500
<b>Outreach</b>			
Counties			
County Agreements <sup>1/</sup>	\$ 26,683,500	\$ (684,269)	\$ 25,999,231
Additional Allocation for County	\$ -	\$ 6,094,826	\$ 6,094,826
NRFU Allocation	\$ -	\$ 1,161,315	\$ 1,161,315
Tribal Outreach			
Tribal Government Agreements	\$ 316,500	\$ -	\$ 316,500
Statewide Tribal Agreements	\$ -	\$ 1,647,855	\$ 1,647,855
Media and Additional Tribal Agreements and CBO Contracts	\$ -	\$ 943,637	\$ 943,637
Regional Administrative Community-Based Organizations (ACBO)			
Regional Contracts	\$22,950,000	\$ 684,269	\$ 23,634,269
Additional Allocation for ACBOs	\$ -	\$ 8,042,256	\$ 8,042,256
NRFU Allocation	\$ -	\$ 8,188,686	\$ 8,188,686
Statewide Community-Based Organization Contracts	\$ 4,050,000	\$ 977,000	\$ 5,027,000
Additional Allocation for Statewide	\$ -	\$ 2,631,100	\$ 2,631,100
State Programmatic Costs	\$ 6,000,000	\$ 371,849	\$ 6,371,849
<b>NRFU Allocation</b>			
Phone Banking Program	\$ -	\$ 3,158,079	\$ 3,158,079
<b>Education</b>			
County Office of Education Contracts	\$ 750,000	\$ 4,673,469	\$ 5,423,469
Census Education K-12 Curriculum	\$ 250,000	\$ 172,062	\$ 422,062
Higher Education	\$ 50,000	\$ 1,431,795	\$ 1,481,795
State Programmatic Cost	\$ 200,000	\$ 190,027	\$ 390,027
<b>Sector (Non-Education)</b>			
Faith Based, Labor, Healthcare, Rural & Other Target Sectors	\$ 800,00	\$ 500,000	\$ 1,300,000
Additional Allocation for Sector	\$ -	\$ 617,650	\$ 617,650
State Programmatic Cost	\$ 200,000	\$ 125,846	\$ 325,846
<b>State Agency Outreach</b>			
State Agency Programmatic Cost	\$ 500,000	\$ (200,000)	\$ 300,000
<b>Outreach and Public Relations Campaign</b>			
Statewide Contract	\$16,100,000	\$30,000,000	\$46,100,000
NRFU Allocation	\$ -	\$ 3,053,813	\$ 3,053,813
State Programmatic Cost	\$ 1,400,000	\$ 1,729,724	\$ 3,129,724
<b>Contingencies/Emergencies</b>			
California Complete Count Committee	\$ 1,000,000	\$ (742,243)	\$ 257,757
<b>California Housing and Sample Population Enumeration <sup>2/</sup></b>			
Administration	\$ -	\$ 5,430,000	\$ 5,430,000
<b>Totals</b>			
	<b>\$100,300,000</b>	<b>\$86,931,001</b>	<b>\$187,231,000</b>

<sup>1/</sup> \$684,269 was redirected to County Alternate Fiscal Agents

<sup>2/</sup> \$295,000 is Department of Finance Administrative Costs

See Exhibit A for a list of received Contractor Deliverables and Payments and Exhibit B for Funding Allocations by Region.

## Contracted Outreach Partners

### Statewide Nonresponse Followup

Shortly after publishing the second quarter legislative report of 2020, the U.S. Census Bureau NRFU phase began on August 12. During this operation, federal employees, known as enumerators, were deployed into the field to knock on doors and count households who did not self-respond by phone, online or mail.

In the NRFU plans, submitted from June through July 3, contracted partners outlined their outreach activities for two scenarios, shelter in place and non-shelter in place. The activities were targeted to low response census tracts that were identified by using the latest self-response data. As NRFU continued, this approach allowed contracted partners to adjust their efforts by shifting to high need, low-responding census tracts.

During this time period, many outreach partners had to help support the community members to deal with the increases of COVID-19 cases, impacts due to wildfire evacuations, heatwaves and power shutoffs, all while still conducting Census Outreach. Community-based organizations provided services and resources to community members who faced disproportionate social equity concerns, health and wellness concerns, food insecurity, and job losses. These communities are also the same ones often referred to as “Historically Undercounted” and who live in hard-to-count census tracts. Moreover, as the U.S. Census Bureau operation timelines bled into election season, some organizational staffing and resources that were previously dedicated to Census had to shift to a focus on local and national elections, per their organizations.

Even with these additional challenges, most outreach partners were able to implement their NRFU Plan activities. The contracted partners stated they would conduct a variety of activities and adjust these to an in-person or a virtual environment, depending on which was most appropriate. As California's shelter in place order relaxed and areas of the state started to open up, partners conducted outreach at locations where people gather, according to local health directives.

A summary of partner NRFU Plan activities include:

- **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, and mailers to P.O. 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.
- **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, and no contact canvassing; and
  - In-person safe activities: Outreach in waiting rooms, onsite food giveaways, art events, taco trucks, grocery stores, and supporting U.S. Census Bureau mobile questionnaire assistance centers.
- **Media:** Amplify partner messaging in multiple languages 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 Public Service Announcements (PSAs).

Below is a snapshot of activities reported to the Census Office by partners for July, August and September 2020:

Activity Type	Number of Activities	Impressions
Phone Banking	315,256	529,768
Canvassing	105,652	209,832
Nudge/Alert	594	483,495
Other	546	9,470,052
Social Media	503	6,931,424
Advertising	350	18,821,160
Events	277	557,229
Flyers	208	168,654

The Census Office supported on-the-ground efforts with a supply of personal protective equipment (PPE). In early August, the Government Operations Agency facilitated support from the Governor’s Office of Emergency Services to secure a one-time order of PPE for contracted partners and other entities. The following equipment was provided:

	Total Quantity	Total Entities
<b>KN-95 Masks</b>	37,957	44
<b>Procedural Masks</b>	42,400	42
<b>Face Shields</b>	17,755	44

<b>Hand Sanitizer</b>	34,796	46
<b>Latex Gloves</b>	78,998	42

### Shifting October Partner Landscape

As mentioned in the Executive Summary, the timeline of the Census shifted several times. When the United States Court of Appeals for the Ninth Circuit upheld Judge Koh's order to require the U.S Census Bureau to continue data collection through October 31, 2020 the Census Office surveyed partners on September 25, 2020 asking if they would be able to extend activities from the end of their contract date of September 30, 2020 through the month of October. Some of the partners and their subcontractors or grantees did not have the staff capacity or budget to continue their activities. Some partners stated that they shifted their responsibilities to pandemic relief, fire emergencies, or in some cases get out the count activities.

Below is a high-level summary of partners that indicated they had capacity to continue conducting Census outreach activities. Some of the activities included social media, virtual and community events, text banking, phone banking, and canvassing.

<b>Partner Name</b>	<b>Activity thru Oct 31</b>
<b>ACBO</b>	
United Way of Bay Area	Yes
Ventura Co Community Foundation	Yes
California Community Foundation	Limited
Charitable Ventures	Limited
Faith in Action	Limited
Sacramento Region Community Foundation	Limited
United Way of San Diego	Limited
<b>SECTOR</b>	
4H	Limited
PICO	Limited
<b>STATEWIDE</b>	
CHIRLA (I&R)	Yes
California Indian Manpower Consortium	Yes
Disability Rights Education and Defense Fund (DREDF)	Yes
Equality CA	Yes
Homebase	Yes
Latino Community Foundation	Yes
Mixteco Indigena Community Organizing Project (MICOP)	Yes
Asian American Advancing Justice	Limited
California Rural Legal Assistance	Limited
<b>HIGHER EDUCATION</b>	
CSU Chancellor's Office	Yes
<b>TRIBAL GOVERNMENTS</b>	

Karuk Tribe	Yes
Sherwood Valley Rancheria	Yes
Susanville Indian Rancheria	Yes
Washoe Tribe	Yes
Tolowa Dee-ni' Nation	Limited
Viejas Band of Kumeyaay Indians	Limited
<b>COUNTY</b>	
Alameda County	Yes
Calaveras County	Yes
City of Stockton	Yes
Imperial County	Yes
Los Angeles County	Yes
Marin County	Yes
Merced County	Yes
Modoc County	Yes
Monterey County	Yes
Napa County	Yes
Riverside County	Yes
Santa Clara County	Yes
Sutter County	Yes
Tulare County	Yes
Tuolumne County	Yes
Colusa County	Limited
Contra Costa County	Limited
Inyo County	Limited
Kern County	Limited
Kings County	Limited
Madera County	Limited
Sacramento	Limited
San Benito County	Limited
San Bernardino	Limited
Santa Barbara County	Limited
Santa Cruz County	Limited
Stanislaus County	Limited
<b>COE</b>	
Alameda County	Yes
Lake County	Yes
Sacramento County	Yes
San Bernardino County	Limited
Los Angeles County	Limited
Tuolumne County	Limited

## County and Tribal Governments

The table below provides the total funded amount, expenditures, encumbrances and the available balance for county contracts and Tribal Government funding agreements for Native American outreach. The available balance for the additional allocation for county contracts reflects a pending contract in process.

	Appropriation Amount	Expended	Encumbered	Available Balance
County Contracts	\$ 25,999,231	\$ 24,698,019	\$ 1,301,212	\$ -
Additional Allocation for County Contracts	\$ 6,094,826	\$ 6,016,676	\$ -	\$ 78,150
NRFU Augmentation	\$ 1,161,315	\$ 1,161,315		\$ -
Tribal Funding Agreements	\$ 2,907,992	\$ 2,813,009	\$ 94,983	\$ -
State Program Costs	\$ 3,185,924	\$ 2,146,685	\$ 94,576	\$ 944,664
<b>Total:</b>	<b>\$ 39,349,288</b>	<b>\$ 36,835,703</b>	<b>\$ 1,490,771</b>	<b>\$ 1,022,814</b>

## Tribal Governments

Many factors affected the tribal enumeration and outreach efforts. The wildfires – including both the resulting smoke and evacuations – and the COVID-19 shelter in place order added to the challenges of enumerating on Tribal lands. In addition, the rural and remote geographic areas with limited access to broadband created barriers during the Update Leave and NRFU enumeration making it difficult to locate homes on reservations and rancherias.

Despite these challenges, the Census Office, the U.S. Census Bureau, Native People Count California (NPCCA) campaign including California Indian Manpower (CIMC) and California Native Vote Project (CNVP), Tribal Governments and leaders created and implemented the following innovative outreach and enumeration efforts.

- The Census Office held weekly meetings with the U.S. Census Bureau liaisons to find solutions to conduct outreach on tribal lands that remained closed due to COVID-19 or were impacted by wildfires. The U.S. Census Bureau liaisons worked with Tribal Governments to either secure permission to enter tribal lands to conduct NRFU operations or determine a method for a count by proxy. On September 16, 2020, the U.S. Census Bureau Headquarters officially approved the process for all Tribes to be counted by proxy as a first option, a process which was not previously possible. The U.S. Census Bureau tribal liaisons concluded their employment on September 25;
- Statewide organizations, the CNVP and CIMC, continued their outreach through virtual events, phone and text banking, and other COVID-19 safe outreach events;
- On July 24-26, 2020, the Virtual Native Youth Gathering conference was held to reach California Native Youth participation in the 2020 Census. Participants virtually learned from Native leaders across the state of California about the importance of the 2020 Census. They worked with artists over the three-day

conference to create an art piece that expressed the importance of California Native Americans participating and being counted in the 2020 Census. Participants engaged for three hours each day over the three days to create a conversation with one-another to educate their families and their communities about the Native Complete Count; and

- In September, the campaign hosted a week of action through a collaboration with two statewide groups working with Indigenous Peoples, Mixteco Indigena Community Organizing Project (MICOP) and Empowering Pacific Islander Communities (EPIC). The week of activities included virtual events with key speakers: Tribal Advisor to the Governor, Christina Snider, Congressman Raul Ruiz, and California Complete Count Committee member Robert Smith. A diverse group of spiritual leaders from these Indigenous communities provided daily blessings. The Indigenous Week of Action was accompanied by fact sheets, social media toolkits and other materials.

### Regional Administrative Community-Based Organizations (ACBOs) and Statewide Contracts

The table below provides the total funded amount, expenditures, encumbrances and the available balance for contracted ACBOs and Statewide contracts.

	<b>Appropriation Amount</b>	<b>Expended</b>	<b>Encumbered</b>	<b>Available Balance</b>
Regional ACBO Contracts	\$ 23,634,269	\$ 22,452,556	\$ 1,181,713	\$ -
Additional Allocation for ACBO Contracts	\$ 8,042,256	\$ 8,042,256	\$ -	\$ -
NRFU Augmentation	\$ 8,188,686	\$ 8,018,610	\$ 170,076	\$ -
Statewide Contracts	\$ 5,027,000	\$ 4,772,150	\$ 254,850	\$ -
Additional Allocation for Statewide Contracts	\$ 2,631,100	\$ 2,631,100	\$ -	\$ -
State Program Costs	\$ 3,185,924	\$ 2,146,685	\$ 94,576	\$ 944,664
<b>Total:</b>	<b>\$ 50,709,235</b>	<b>\$ 48,063,356</b>	<b>\$ 1,701,215</b>	<b>\$ 944,664</b>

The Census Office implemented its 16 weekly Peer Learning Labs starting on April 24, just one month into COVID-19 shelter in place. The labs explored many different topics, including COVID-19 and its impacts on Census outreach. The labs served as a virtual learning space where partners explored innovative practices on how to shift tactics for not only COVID-19 but many other challenges to activating California's hard-to-count communities to complete the Census.

The purpose of these labs was two-fold: 1) To enhance coordination and synergies by learning from one another's good practices, and 2) To leverage opportunities and cross-promote activities and resources. The 16 hour-long Peer Learning Labs, including details on topics and speakers, are listed in Exhibit F. They are also available online [here](#).

In September, the Census Office concluded with a series of Peer Learning Labs featuring the ACBOs, where they discussed how they supported organizational and community

capacity building and outreach activities. Many practitioners spoke of the legacy of the Census collaborations for future endeavors.

## Education Sector

The table below provides the total funded amount, expenditures, encumbrances and the available balance for outreach conducted through K-12 and higher education institutions.

	Appropriation Amount	Expended	Encumbered	Available Balance
K-12 Census Curriculum*	\$ 422,062	\$ 386,515	\$ 35,547	\$ -
County Department of Education Contracts	\$ 5,423,469	\$ 5,278,507	\$ 144,962	\$ -
Higher Education	\$ 1,481,795	\$ 1,407,705	\$ 74,090	\$ -
State Program Costs	\$ 390,027	\$ 295,724	\$ -	\$ 94,303
<b>Total:</b>	<b>\$ 7,717,353</b>	<b>\$ 7,368,450</b>	<b>\$ 254,599</b>	<b>\$ 94,303</b>

\*Effort is funded by the initial organization and planning appropriation provided through the Governor's Office of Planning and Research.

Twenty-two of the forty original contracts that had the staffing capacity to continue with Census 2020 outreach after their original end date of June 30, 2020 are listed below.

- Alameda
- Fresno
- Humboldt
- Kern
- Los Angeles
- Riverside
- Sacramento
- San Bernardino
- San Diego
- San Joaquin
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Shasta
- Sonoma
- Stanislaus
- Sutter
- Tulare
- Tuolumne
- Yuba

During the summer of 2020, the COEs continued to provide outreach to families and communities through food drives, PPE give-a-ways, and drive up and park rallies, and Census caravans. For back-to-school activities, Census outreach was provided through back-to-school backpacks for children and materials were handed out with homework assignments. Census communications were displayed through online classroom platforms and to parents through school-based list-servs. COEs also led student art and video competitions to show the importance of the Census.

## Sector (Non-Education)

The table below provides the total funded amount, expenditures, encumbrances and the available balance for sector outreach. The available balance for additional allocation for sector contracts reflects actual costs realized.

	<b>Appropriation Amount</b>	<b>Expended</b>	<b>Encumbered</b>	<b>Available Balance</b>
Sector Outreach	\$ 1,300,000	\$ 1,238,950	\$ 61,050	\$ -
Additional Allocation for Sector Contracts	\$ 617,650	\$ 607,347	\$ -	\$ 10,303
State Program Costs	\$ 325,846	\$ 287,472	\$ -	\$ 38,374
<b>Total:</b>	<b>\$ 2,243,496</b>	<b>\$ 2,133,769</b>	<b>\$ 61,050</b>	<b>\$ 48,677</b>

## Homebase & Enumeration of People Experiencing Homelessness

From September 22, 2020 to September 24, 2020, the U.S. Census Bureau launched its three-day enumeration operation of people experiencing homelessness. This operation is officially known as Service-Based Enumeration (SBE) and Temporary Non-Sheltered Outdoor Location (TNSOL). SBE and TNSOL were originally scheduled to take place in Spring of 2020 but due to COVID-19 impacts, these operations were moved to late September 2020.

According to the U.S. Interagency Council on Homelessness, the State of California has the largest number of persons experiencing homelessness, estimated at over 151,000 (January 2019). With this large number of persons in mind and the goal of maximizing SBE and TNSOL enumeration efforts, in February 2020, the Census Office retained the Center for Common Concerns DBA Homebase (Homebase) as a contracted partner. Homebase is a group of experts that specialize in addressing people experiencing homelessness.

Specifically, Homebase utilized U.S. Census Bureau operation information to create custom materials and to coordinate local governments, state agencies, continuums of care, contracted partners, and nonprofit service organizations. Homebase worked to:

- Prepare key stakeholders and service-based providers for the special enumeration operations.
- Assist with the collection of sites that the U.S. Census Bureau could incorporate into planning and workload assignments for the special enumeration operations.
- Collect key information and troubleshoot issues that arose during the actual operation with the U.S. Census Bureau.

In addition, the Census Office coordinated with the Governor's Office and the Department of Social Services to coordinate Census outreach to persons in approximately 300 of the state's Project Homekey sites. This is a state-funded grant program where homeless persons at-risk of serious illness, such as COVID-19, are provided shelter through local government and federally recognized tribal efforts.

## State Agency Outreach

The table below provides the allocation, encumbrances, expenditures and available balance for state agency outreach.

	<b>Appropriation Amount</b>	<b>Expended</b>	<b>Encumbered</b>	<b>Available Balance</b>
State Agency Working Group Efforts	\$ 300,000	\$ 298,886	\$ 1,114	\$ -
State Agency Programmatic Costs	\$ 187,000	\$ -	\$ 187,000	\$ -
<b>Total:</b>	<b>\$ 487,000</b>	<b>\$ 298,886</b>	<b>\$ 188,114</b>	<b>\$ -</b>

Through the last phase of the campaign, 63 state agencies, including departments, continued to be a key group of trusted messengers to push out the Census message in various ways.

During the July 27 through August 10 Weeks of Action, state agencies reported more than 270 Census posts on social media that generated 3.4 million impressions. Secretary Richardson participated in a “Virtual Pep Rally” and made a call to action to fellow Cabinet members to encourage state employees to complete the Census form.

During the September Week of Action, state agencies reported more than 150 posts on social media that generated 1.3 million impressions.

The Census Office also coordinated with key state agencies to execute highly targeted strategies. Examples include:

- A postcard that featured California Department of Veterans Affairs Secretary Imbascini was sent to 192,000 veterans state-wide.
- A postcard that featured Business, Consumer Services and Housing Agency Secretary Castro-Ramirez was sent to 550,000 licensees statewide that work in sectors with high overlap with hard-to-count characteristics.
- Department of General Services distributed a call to action to 13,000 state vendors to share Census messages with their employees and customers.
- California State Library leveraged their list of 61 state grant makers and 1,000 grant seekers.
- California Department of Housing and Community Development distributed a custom flyer that could be posted in 1,150 housing projects that receive funding support from the department.
- Department of Social Services created two videos (English and Spanish) that featured the Director Kim Johnson and a third video that featured the Tribal Liaison to encourage Californians to get counted. The videos were viewed more than 6,900 times on social media channels.

- California Health and Human Services Agency, Department of Development Services and Department of Aging collaborated to create a custom communication. They disseminated a call to action widely through key stakeholder groups that resulted in an eblast to 43 community-based organizations, 21 Regional Centers and a distribution list of approximately 4,000 recipients.

## Census Office Nonresponse Followup Engagement Team

On July 16, 2020, the Census Office conducted a competitive process to develop a highly targeted phone banking program to reach low-response rate census tracts. Street Level Strategy (SLS) was selected.

On August 5, 2020, the Census Office entered into an agreement with SLS for \$1,808,079 to conduct a phone banking program that would directly patch-through households to the U.S. Census Bureau. The proposal submitted by SLS estimated that after all calls were conducted 139,757 households would be patched through to the U.S. Census Bureau. The proposal also included a quality assurance check, via a follow-up text, to households that were patched through to the U.S. Census Bureau to confirm completion of the Census. Ultimately, SLS patched through 169,405 households which is 29,648 over what they estimated.

In the final stretch of the campaign, on September 10, an additional \$1,350,000 was added to the initial contract. These dollars were used to expand the program through September 30, to include an additional 1,711,100 households, increase language capacity to include, Chinese (Mandarin and Cantonese), Tagalog/Filipino, Khmer, Hmong, Portuguese, Spanish, Korean, Punjabi, and Vietnamese and developed a text program in Chinese (Mandarin and Cantonese), Tagalog/Filipino, Khmer, Hmong, Portuguese, Spanish, Korean, Punjabi, and Vietnamese, Russian, Amharic, Arabic, Farsi, Armenian, Hebrew, Hindi, Thai, French, Lao, German, and Italian. The final agreement totaled \$3,158,079.

When the U.S. Census Bureau extended the data collection period from September 30 to October 31, the Census Office was able to elongate the work plan to cover an additional two weeks with no additional resources. The patch-through phone banking program subsequently ended on October 7 and the text banking program on October 15.

In total, SLS delivered the following results:

### **Patch through phone banking program (August 20 – October 7)**

- Total attempted calls: 5,386,206
- Total successful contacts: 741,995
- Of these successful contacts:
  - 441,023 had already completed the Census form

- **169,405 were patched through to the U.S. Census Bureau call center**
- 7,947 declined completing the Census
- 3,533 confirmed they completed the Census through the text message quality assurance validation

**Text banking program (September 19– October 15)**

- Total attempted text messages: 2,662,667
- Total text messages delivered: 2,022,323
- Total responses received: 226,113
- Of those successful contacts:
  - 197,090 had already completed the Census form
  - **21,523 indicated yes, they will complete the Census**
  - 3,114 indicated no, they will not complete the Census

**Outreach and Public Relations (Media)**

The table below provides the allocation, encumbrances, expenditures and available balance for Outreach and Public Relations (media) Outreach.

	<b>Appropriation Amount</b>	<b>Expended</b>	<b>Encumbered</b>	<b>Available Balance</b>
Public and Media Relations Contracts	\$ 46,100,000	\$ 38,554,829	\$ 7,545,171	\$ -
NRFU Augmentation	\$ 3,053,813	\$ 458,705	\$ 2,595,108	
State Program Costs	\$ 3,129,724	\$ 2,128,467	\$ 375,724	\$ 625,533
<b>Total:</b>	<b>\$ 52,283,537</b>	<b>\$ 41,142,001</b>	<b>\$ 10,516,003</b>	<b>\$ 625,533</b>

The campaign strategy focused on a strong, sustained call to action for Census completions statewide, in particular hard-to-count communities.

As the campaign reached the months of July, August and September, there was still a heavy influence of online/virtual engagement, including Census Office-driven events and partner events. As in-person restrictions began to lessen, there was a move to uplift in-person partner activities. The Census Office enhanced these activities through earned and social media efforts.

In the latter portion of August and into September, a greater sense of urgency was infused across messaging and outreach to encourage any households who had not completed the Census to do so now. The Census campaign was able to integrate messaging and implement its strategy on pivotal Census timelines, including Update Leave in May and June and the deployment of enumerators in August.

Particularly in September, there were targeted innovative marketing efforts in key regions with the lowest performing self-response rates and higher hard-to-count index census tracts. Given the uncertainty over the 2020 Census deadline, messaging was shifted to alert California households to “Respond to the Census today” – to push a sense of urgency to fill out the form immediately, knowing that the Census could end with little notification.

Developments with the timeline for the 2020 Census necessitated agility and adaptation in strategy, namely in the development of messaging, talking points, and statements to address uncertainty of when the self-response period would end.

Given the urgency to complete the Census form prior to the deadline, the Census Office worked with partners and stakeholders to hold numerous Week of Action events to bring recognition and attention to take the Census. These included social media, earned media, paid media and messaging components that were distributed to the public, partners and stakeholders.

See Exhibits D and E for Week of Action recaps.

### **Paid Media**

In the month of August, the Census Office worked with partners who received Nonresponse Follow-up funding in the priority 21 counties that had significant self-response rate challenges. While several partners did have media components, the Census Office identified the need for additional paid media placement. As such, an additional flight (Flight 5) was added to the original schedule of paid media.

<b>Flight Schedule</b>	
<b>Flight 1</b>	January 2020 – March 15, 2020
<b>Flight 2</b>	March 16, 2020 – May 31, 2020
<b>Flight 3</b>	June 1, 2020 – July/August 2020
<b>Flight 4</b>	August 2020
<b>Flight 5</b>	September 2020 – October 5, 2020

Flight 5 aimed to strike the community at a more personal and memorable level through three key tactics:

- Enhancing integrated grassroots deployment through sky billboards, convenience store advertisements, digital advertisements and wild postings in low response rate areas;
- Deploying additional radio, print, digital, and television advertisements in top languages in the top 21 counties; and
- Supplementing existing media tactics in the Los Angeles area, particularly in the area of content integration for the Spanish-speaking community.

These tactics were executed through two existing partners. NUNA Consulting Group (NUNA) received an expanded scope of work and contract amendment in the amount of \$3,053,812.88. California Community Foundation, the Los Angeles ACBO, received an

expanded scope of work and contract amendment in the amount of \$1,350,000. The final agreement for California Community Foundation is \$17,177,604.

### Get Out the Count Website

To encourage all Californians to participate in the Census, the Census Office created a [Get Out the Count \(GOTC\) webpage](#). The GOTC web page provided users with a convenient and easily accessible location to obtain helpful resources to make it easier for Californians, partners and stakeholders to join all Census efforts.

The Census Office created the GOTC page to offer prioritized key messages, collateral items, social media content, video ads, creative and more. With all of the U.S. Census Bureau timeline changes, the Census Office continually ensured that the most up-to-date and relevant content and messages were provided in order to resonate with specific audiences and reach our hardest-to-count communities.

From the day the website launched on August 17, 2020 to October 23, 2020, the GOTC page received 2,582-page views and the average time spent on the GOTC page is 5 minutes and 17 seconds.

### Social Media Ambassadors

During the July and August WOA efforts, there was a robust effort within the social media ambassadors to share Census content on their platforms.

Eight new Social Media Ambassadors, Arik Armsted, Yovana, El Guzzii, Jimmy Wong, Becky G, Meghan Trainor, Martin Sensmeier, and Sebastian Lletget joined the Census team. With over 70 million impressions delivered with their eight combined posts across Instagram, Facebook and Twitter, the impact and reach were incredible.

### Social Media Influencers and Celebrities

In addition, 25 new social media influencers and celebrities were announced with a collective reach of approximately over 105 million followers, including:

- **Ava DuVernay**, filmmaker  
[Live Link](#) (Twitter)
- **Leonardo DiCaprio**, actor  
[Live Link](#) (Instagram)
- **Manny Montana**, actor  
[Live Link](#) (Instagram)
- **Elizabeth Banks**, actor  
[Live Link](#) (Twitter)
- **Nikki DeLoach**, actor  
[Screenshot](#) (Instagram)
- **Gabrielle Symon**, actor  
[Screenshot](#) (Instagram)

- **Duff Goldman**, chef, musician and writer  
[Live Link](#) (Instagram)
- **Jason Mraz**, musician  
[Live Link](#) (Twitter)
- **Jason Alexander**, actor  
[Live Link](#) (Twitter)
- **Constance Zimmer**, actor  
[Screenshot](#) (Instagram Story)
- **Arianna Huffington**, author, syndicated columnist, businesswoman  
[Live Link](#) (Twitter)  
[Live Link](#) (Facebook)  
[Screenshot](#) (Instagram Story)
- **Iliza Shlesinger**, comedian  
[Live Link](#) (Twitter)
- **Alicia Silverstone**, actor  
[Live Link](#) (Instagram)  
[Live Link](#) (Twitter)
- **Troian Bellisario**, actor  
[Live Link](#) (Instagram)
- **Tiffany Wang**, writer, digital creator  
[Screenshot](#) (Instagram Story)
- **Elaine Chaya**, blogger, social media influencer  
[Screenshot](#) (Instagram)
- **Chelsea Handler**, comedian  
[Live Link](#) (Twitter)
- **Eva Longoria**, actor and businesswoman  
[Live Link](#) (Twitter)  
[Live Link](#) (Facebook)
- **Lake Bell**, actor  
[Screenshot](#) (Instagram)
- **Vic Barrett**, climate justice activist  
[Live Link](#) (Instagram)
- **Jordan Rissa**, social media influencer & voter activist  
[Live Link](#) (Twitter)  
[Screenshot](#) (Instagram)
- **Corrine Foxx**, model and actor  
[Live Link](#) (Instagram)
- **Nia Sioux**, dancer, singer and actor  
[Live Link](#) (Instagram)  
[Screenshot](#) (Instagram Story)
- **Ashley Renne**, blogger  
[Live Link](#) (Twitter)  
[Live Link](#) (Twitter)  
[Screenshot](#) (Instagram)
- **Lisa Linke**, actor  
[Live Link](#) (Twitter)

## Earned Media

The campaign's earned media strategy continued to focus on increasing the reach of the Census Office's campaign in statewide, regional, and ethnic print and broadcast outlets, with the goal of activating the hardest-to-count Californians by:

- Driving media attention through proactive enterprise pitching and content integration to increase motivation about the Census and creating urgency to participate;
- Elevating the voices of trusted messengers and partners through opinion editorials (op-eds) placed in key areas;
- Sharing local or regional success through proactive pitching and reactive inquiries; and
- Enticing local media outlets through sharing key data points about self-response rates in low responding areas to drive coverage.

Key Takeaways:

- **100+ news stories** across print & broadcast;
- **16 op-ed placements** in local outlets on regional topics: the importance of the Census within Indigenous communities, the conclusion of the Census, and the ways that the COVID-19 pandemic has increased the need for an accurate count;
- **4 statewide and ethnic media briefings** conducted with key reporters at outlets including NPR, ABC7, LAist, Capital Public Radio and the San Francisco Chronicle;
- **5 press releases** distributed on topics including partner activities, the campaign extension and response rate milestones; and
- **2 satellite and radio media tours (SMT/RMT)** successfully executed during the weeks of action in August and September. The tours included participants from the Census Office, Constitutional officers, members of the federal Congressional Delegation, trusted partners and local elected officials.

The following data outlines the reach of these media hits across the State:

- 34 print stories published with a potential audience reach of 187,833,404;
- 8 op-eds placed with a potential audience reach of 1,031,886; and
- 62 broadcast segments with a potential audience reach of 134,727,476.

### **Opinion Editorials (Op-Eds)**

The Mercury team worked with the Census Office to place op-eds for a range of voices including Census Office staff and partners on topics such as response rate data and the importance of the Census to specific vulnerable populations Native American and Tribal communities. The Census Office drafted the Census Office team-specific op-eds, while Mercury placed these pieces in influential outlets including La Opinion, the Long Beach Post, CalMatters and Inland Empire Community News. Mercury also worked with Secretary of State Padilla and Senator Lena Gonzalez to place pieces in Spanish-language media about the importance of the Census.

Here are a few examples from August and September:

- First 5 Fresno County Executive Director Fabiola González's [op-ed](#) was distributed through the Ethnic Media Services network;
- Internationally recognized leader in the disability community and a lifelong civil rights advocate for disadvantaged people, Judith Heumann's [op-ed](#) in the NonProfit Quarterly;
- The Census Office's Director Ditas Katague wrote several op-eds for different publications:
  - [Op-ed](#) was published by CalMatters.
  - [Op-ed](#) published by Philippine News Today.
  - [Op-ed](#) published by the Asian Journal.
- The Census Office's Regional Program Managers also published op-eds:
  - David Tucker 's [op-ed](#) was published by the Richmond Standard.
  - Kayla Hilario's [op-ed](#) was published by Indianz.com.
  - Sara Pol-Lim's [op-ed](#) was published by the Long Beach Post News.
  - Quintilia Avila's [op-ed](#) was published by the Inland Empire Community News.
- Local contracted partners also collaborated with the Census Office and produced the following op-ed series in the San Diego Tribune:
  - [The census will help keep our Kumeyaay culture, language and history alive. Here's how.](#) By: Samuel Q. Brown
  - [The 2020 U.S. census is more than just data. It's our personal story.](#) By: Michele Silverthorn
  - [Todas y todos contamos! Why Latinx residents need to worry about a census undercount.](#) By Arcela Nuñez Alvarez, Maria Nuñez
  - [Why Middle Eastern and North African residents should check 'other' on the 2020 census](#) By Ismahan Abdullahi

## Regional Micro Media Plans

During this time period, regional work was primarily concentrated in July and August. Each region's NRFU micro media plan was supported by resources identified in the June technical assistance audit.

The subcontracted regional leads worked with the Mercury and Census Office teams to implement these plans. Each plan was accompanied by a media flow chart and was reviewed by both the Mercury and Census Office teams to ensure efficacy and that the updated strategy best fit the regional circumstances at the time.

In August, the regional leads continued to monitor and implement the media strategies from the approved NRFU plans and begun work on their respective end-of-campaign reports. The end of campaign reports captured the following summary information from each micro-media plan:

- Regional campaign strategy and objectives;

- Narrative of micro media plan development;
- Self-response & NRFU campaign highlights;
- Summary of key deliverables;
- Summary of key analytics;
- Challenges, lessons learned and key takeaways; and
- Future campaign recommendations.

These plans were shared with the Legislature, upon request.

### **Weeks of Action (WOA) Initiatives**

To support contracted partners and other stakeholders interested in supporting the campaign, the Census Office built two distinct WOAs in the third quarter.

The first WOA was held July 27, 2020 to August 9, 2020. This was intended to drive interest in the Census and assist in preparing Californians for enumerators beginning deployment on August 12. Activities during this period included:

- Two new PSA videos from Governor Gavin Newsom and Lieutenant Governor Eleni Kounalakis, respectively, to encourage the count;
- Several social media live events and conversations throughout the week with a combined total of 378,624 impressions;
- A "Virtual Census Pep Rally" on August 6, 2020 that received 124,489 impressions and featured CA Secretary of State Alex Padilla, Census ambassadors Rebecca Black and Salvin Chahal, Government Operations Agency Secretary Yolanda Richardson, State Senator Dr. Richard Pan, State Senator Tom Umberg, State Assemblymember Marc Berman and Sierra counties partners, TC Counts, Calaveras County Chamber of Commerce and Evangelista Community Relations;
- Several new Census Ambassadors such as Meghan Trainor, Becky G and others promoted the Census;
- Mobile digital billboards to accompany Census Caravan activities in seven communities (Oak Park, Boyle Heights, Terrace Park, Monument Corridor, Cypress Park, Pittsburg, and Bay Point);
- Supplemental advertisements in ethnic print media outlets which resulted in 1,725,000 additional impressions for Asian American and Native Hawaiian Pacific Islander communities and 345,000 additional impressions for MENA communities;
- Enhanced paid media and content integration with Piolin on Entravision, Nitzia Chama on Univision Live and Telemundo segments;

- A satellite and radio media tour that resulted in 14 television interviews (English and Spanish), 13 radio media interviews (English and Spanish), and two internet interviews which reached an estimated audience of more than 16.4 million; and
- A media briefing talking about data trends showing the difference between historically easier to count communities and harder to count communities. The campaign executed an embargo interview with the Los Angeles Times which resulted in coverage of trends in the result rates in the state's most influential paper. Two more briefings focused on reaching Black and Filipino media. News coverage was aired in 8 different California media markets (1 hit was national, for California Life).

Moving into what was expected to be the last 30 days of the campaign, the Census Office coordinated a final push for WOA efforts from September 7 to 12. Again, this was intended to drive interest in the Census and create a sense of urgency and message to “complete the Census today.” Key activities during this period included:

- Governor Gavin Newsom released his “On the Record Column” focusing on the 2020 Census and the simplicity of completing the Census as well as the benefits that come along with it;
- Mobile digital billboards dispatched throughout Regions 1, 3, 5, 6 and 7 to supplement on the ground caravans targeting low response Census Tracts;
- Paid television ads that aired thirty-second commercials in 34 limited English proficient geographic regions and reached viewers in three of the largest markets, including the Central Valley, San Francisco, and Los Angeles resulting in over 15 million estimated impressions;
- Print media ads including daily and bi-weekly markets with an estimated circulation of over 1.4 million in over 33 publications;
- Radio ads that targeted Spanish speaking households and broadcasted over 286 spots in seven markets, across 42 stations in three networks including Radio Lazer, Radio Latino, and Radio La Mejor;
- Radio ads targeted to Punjabi speaking households in 50 radio stations through purchase advertisements, DJ/announcer messaging, and other opportunities in-language were executed until end of September 2020;
- Two additional rounds of digital billboards were deployed resulting in an estimated 2,277,440 impressions;
- Advertisements in gas stations, convenience stores and bodegas were installed at 339 locations in low responding census tracts;
- Electronic reader boards and vinyl banners were displayed at the Alameda County Fair with an estimated 240,000+ impressions;

- Wild postings were deployed in 110 locations in low responding census tracts throughout Los Angeles, Sacramento, San Diego, San Francisco and Oakland;
- Strategic sky billboards ads were deployed in key low response areas, dependent upon health, safety, and visibility due to the fires;
- A satellite and radio media tour that resulted in 10 television interviews (English and Spanish), 6 radio media interviews (English and Spanish), and 14 internet interviews which reached an estimated audience of more than 16.7 million; and
- A media briefing to announce over \$10 million in additional funding was going to support on-the-ground efforts in 2,000 census tracts. There were over 90 participants and the Census Office secured two exclusive interviews with KIQI 1010 AM radio and KABC Los Angeles.

See Exhibits D and E for Week of Action recaps.

### Research – Focus Groups and Message Testing

The focus of the campaign's strategy and messaging continued to be evidence-based. Focus groups are a quality control method that continuously measures the media outreach success in educating households on why the Census matters and activating them to complete the Census. The research was designed to be a study of messaging through the planned phases of the Census campaign.

JP Marketing (JPM), a Mercury subcontractor, led a three-phased approach to qualitative message testing across all regions ensuring feedback from identified hard-to-count audiences. The insights garnered from this research informed message development designed to educate, motivate, and activate California's hard-to-count populations in the state's key languages as identified in the Language and Communication Access Plan.

COVID-19 caused a delay and subsequent methodology shift for Phase 2 message testing, resulting in a blended methodology of virtual focus groups, phone interviews and online surveys. Phase 3 message testing immediately followed Phase 2, utilizing the same blended methodology that had proven to deliver quality data.

Participant composition was Adults 25+ residing within the specified region, self-identifying with the hardest-to-count or vulnerable audience and reporting that they had not yet completed the Census. The intent of Phase 3 was to be more surgical in the approach to participant recruiting, however, the priority vulnerable audiences were difficult to recruit and therefore in some cases geography was expanded in order to meet participation minimums.

Message testing results were scheduled and delivered in a way that supported the final stretch of campaign messaging and was shared with the partner community on August 18, 2020 through the regular weekly partner call.

## Research – Mid-Campaign and Diagnostic Supplemental Evaluations

The Census Office implemented the Census 2020 Communications Campaign to provide culturally congruent and evidence-based information about Census 2020 to California's hardest-to-count populations, with the objective of motivating members of these populations to complete the 2020 Census form.

SocialQuest, Inc. (SocialQuest) was retained by Mercury, at the request of the Census Office, to conduct research and evaluation of how key messages are performing. The original scope of work for SocialQuest included three report phases (baseline, mid-campaign and post-campaign).

In July 2020, the Census Office requested to shift the SocialQuest contract, from Mercury to the Census Office, after the completion of Wave 2 to complete the services. SocialQuest completed waves 1 and 2 of their contracted work with Mercury prior to the start of July 2020.

At mid-campaign, the Census Office observed that the COVID-19 pandemic may be negatively impacting completion of 2020 Census forms. The supplemental measure collected information to help diagnose to what extent COVID-19—and also social justice movements related to the Black Lives Matter protests—impacted 2020 Census form completion self-response rates, in addition to collecting most of the measures taken mid-campaign.

The supplemental diagnostic measurement collected data via online surveys, with a minimum of 250 completed for each of the nine hardest-to-count populations. The limited number of completed surveys per hardest-to-count population means the measures are valid only at the state level.

With the exception of African American and LGBTQ+ populations, a small percentage of each hardest-to-count population said they did not plan to complete a 2020 Census form.

Hardest-To-Count Population	No plans to complete Census form
Asian-American / Pacific Islander	11%
Black / African American	<b>18%</b>
Immigrants & Refugees	9%
Latinx (English/bilingual)	12%
Lesbian, Gay, Bisexual, Trans, and Queer	<b>17%</b>
Parents of children 0-5 years	10%
Persons with Disabilities	12%

Seniors (age 65+)	4%
Veterans	7%

The findings showed that the form completion was impacted from COVID-19, but little impact from the social justice movement surrounding the Black Lives Matter protests. However, it is possible COVID-19 and the social justice movement could translate into increased distrust of the government—which stands out as a reason for the African American population. Parents of children 0-5 and Veterans also cited distrust as a reason for not completing a 2020 Census form. The table below outlines each hard-to-count population's reasons for not completing the form.

Hardest-To-Count Population	COVID-19	Deaths of African Americans by police	Protests for Black Lives Matter	Don't trust government
Asian-American / Pacific Islander	54%	28%	18%	24%
Black / African American	33%	21%	18%	<b>37%</b>
Immigrants & Refugees	48%	23%	15%	23%
Latinx (English/bilingual)	32%	22%	20%	29%
Lesbian/Gay/Bisexual/Trans/Queer	38%	16%	15%	29%
Parents of children 0-5 years	36%	24%	18%	<b>35%</b>
Persons with Disabilities	25%	26%	21%	30%
Seniors (age 65+)	42%	24%	24%	11%
Veterans	34%	8%	9%	<b>38%</b>

Findings were delivered to the Census Office on August 28, 2020. To support this expanded scope of work, Mercury relinquished coordination of the SocialQuest scope of work and the Census Office executed a direct agreement with SocialQuest. The new and final phase of the research cost \$642,000.

### Mis/Dis-Information

The campaign monitored key digital venues for "mis/dis" content that could dissuade households from participating in the 2020 Census. Overall, monitoring has revealed a very low level of Census mentions and engagement.

### III. ADMINISTRATION

The \$187.231 million for statewide outreach and coordination allows for the funding to be spent or encumbered over four fiscal years. Staffing and administrative costs represent eleven percent of the total budget.

The table below provides outlines the expenditures, encumbrances and remaining balance for the Census Office's operation.

	FY 17-18*	FY 18-19	FY 19-20	FY 20-21	4-Year Totals
Administrative Staffing	\$ 217,656	\$ 1,476,920	\$ 2,314,656	\$ 2,629,448	\$ 6,638,680.02
Administrative OE&E **	\$ 2,532,344	\$ 1,886,848	\$ 7,475,922	\$ 1,138,962	\$13,034,074.89
<b>Total:</b>	<b>\$ 2,750,000</b>	<b>\$ 3,363,768</b>	<b>\$ 9,790,577</b>	<b>\$ 3,768,410</b>	<b>\$19,672,754.91</b>

\*Includes the Administrative portion of the organization and planning appropriation provided through the Governor's Office of Planning and Research.

\*\*The State is funding all costs related to SwORD through the Administrative Budget.

The table below provides a roll-up of four-year totals from above and details the expenditures, encumbrances and remaining balance for the Census Office's operation.

	Appropriation Amount	Expended	Encumbered	Available Balance
Administrative Staffing	\$ 6,638,680	\$ 4,139,389	\$ -	\$ 2,499,291
Administrative OE&E	\$ 13,034,075	\$ 8,950,885	\$ 2,882,892	\$ 1,200,298
<b>Total:</b>	<b>\$ 19,672,755</b>	<b>\$ 13,090,274</b>	<b>\$ 2,882,892</b>	<b>\$ 3,699,589</b>

#### Staffing and Organization

See the Organizational Chart in Exhibit G for the current appointment terms for all positions.

Two Regional Program Managers were appointed to fill vacancies that support Region 1 and 2.

#### Evaluation

LPC Consulting Associates, Inc. (LPC) was retained to develop an independent evaluation of the campaign. The scope of work includes the assessment of the state-wide implementation of the outreach and communication strategy, by the California Census Office and through partnerships with local governments, Tribal Governments, community-based organizations and media.

This evaluation will pay special attention to efforts implemented to mitigate the effects of the following significant challenges to a complete count.

- The COVID-19 pandemic during the critical phase of the 2020 Census data collection,

- The various operational and policy adjustments by the federal Administration; and
- The uncertainty caused by ongoing litigation and judicial rulings.

Data in the Statewide Outreach and Rapid Deployment (SwORD) mapping platform and database as well as qualitative interviews will be the primary data collection methods.

The agreement with LPC was executed on September 11, 2020 in the amount of \$200,000 to conduct this work and deliver a final report by the term end date in May 2021.

## Contingencies/Emergencies

The table below provides the expenditures, encumbrances and remaining available balance for Contingencies/Emergencies.

	Appropriation Amount	Expended	Encumbered	Available Balance
Contingencies/Emergencies	\$ 257,757	\$ -	\$ -	\$ 257,757
<b>Total:</b>	<b>\$ 257,757</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 257,757</b>

The carry over balance from the contingency fund from the last quarter began at \$2,401,648 million.

Due to shifting U.S. Census Bureau timelines and associated causes, the Census Office continually conducted budget reviews. One of the affected areas of these shifts was the personnel budget. At the outset of expenditure and budget forecast last year, dollars had been set aside to support employee compensation rate increase, travel, and other operational expenses. However, due to statewide policy updates issued through the Governor’s Budget and other key policy memorandums, the Census Office determined these previously budgeted areas were no longer needed and/or available. These adjustments resulted in a savings of \$3,497,114. The savings were then redirected to the contingency fund and to support NRFU activities during the extension period of the campaign. The contingency fund reached a total of \$5,898,762 after this reconciliation.

As highlighted in the Executive Summary and throughout the report, activities funded through contingency funding included: an expanded patch-through phone banking, new text program and expanded communications support in the targeted 21 counties with low self-response rates. These additional investments made during NRFU totaled \$6,211,892.

The contingency fund balance as of September 30, 2020 is \$257,757 and will be used to support any additional office needs through June 2021.

## California Complete Count Committee

The California Complete Count Committee (Committee) serves as an advisory body to the complete count effort. This body helps to develop, recommend and assist in the administration of the Census outreach strategy to encourage full participation in the 2020 Census.

The Chair of the Committee, Secretary of State Alex Padilla, continued to emphasize the importance of Census participation and promoted the Census throughout the state while the committee members continued to engage stakeholders within their communities.

Since the last report, the Committee met on September 1, 2020. The Census Office provided updates on self-response rates for California as a whole as well as for each of its 10 regions, and contracted partner activities and outreach efforts. Separately, the U.S. Census Bureau provided an update on NRFU, its in-field enumeration operations.

The Committee also finalized and approved its Interim Report to the Governor that can be found [here](#).

More information about the Committee meetings and activities is available at: [www.census.ca.gov/events/cccc-meetings/](http://www.census.ca.gov/events/cccc-meetings/).

## IV. NEXT STEPS

On October 15, 2020, the Census count concluded. The Census Office will discuss the end of the Census campaign in its next quarterly progress report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census and the Senate Select Committee on 2020 U.S. Census in January 2021. As required by SB 866, the report will also include details on the Census Office's funding and infrastructure actions during the fourth quarter of the 2020 calendar year.