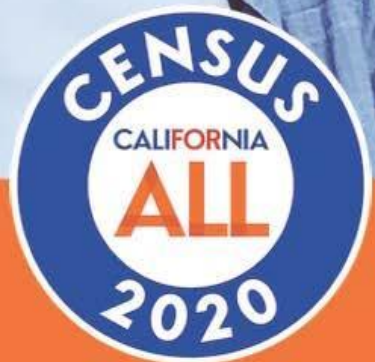




**LET OUR
COUNT
BE HEARD.**



Quarterly Progress Report to the Legislature

California Complete Count - Census 2020

January 28, 2021

[This page facilitates double-sided printing]

TABLE OF CONTENTS

I.	EXECUTIVE SUMMARY	1
	Conclusion of U.S. Census Bureau Operations and Final Reports	1
	Preliminary Campaign Insights	2
II.	BUDGET AND INFRASTRUCTURE	9
	Overview	9
	Funding Allocations	9
	Funding Overview Charts and Table	9
	Contracted Outreach Partners	12
	County and Tribal Governments	13
	Regional Administrative Community-Based Organizations and Statewide Contracts	15
	Education Sector	16
	Sector (Non-Education)	17
	State Agency Outreach	18
	Outreach and Public Relations (Media)	18
III.	ADMINISTRATION	20
	Staffing and Organization	20
	Contingencies and Emergencies	20
	California Complete Count Committee	21
IV.	NEXT STEPS	22

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. "California's 2020 Census Efforts were Historic" Infographic
- D. Goals and Metrics 2020 Campaign
- E. December 2020 Opinion Editorials
- F. Organizational Chart

I. Executive Summary

This report serves as the tenth of eleven quarterly updates that the California Complete Count - Census 2020 Office (Census Office) will submit 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 the 2020 U.S. Census, and the Assembly Select Committee on the Census.

Additionally, as required by SB 866, this 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 November 30, 2020. Exhibits and other program dates are as specified.

Conclusion of U.S. Census Bureau operations and final reports

Since the conclusion of the U.S. Census Bureau's operations on October 15, 2020, the Census Office has been compiling and analyzing data for multiple purposes.

This information will be presented through several final reports. Each report will deliver a specific set of information that will capture key findings from campaign execution, including both outreach and media efforts, and offer insights for future state investments.

Below are the descriptions of each report and expected publishing timeframes:

Report	Description	Expected Publishing Timeframe
Campaign Messaging Research Report	Campaign performance measurement of how the campaign messaging resonated with target audiences that is based upon a baseline, mid-point, and final measurement of attitudes towards the campaign.	February 2021
Independent Evaluation	An independent assessment of campaign strategies and tactics, the challenges in engaging Hard-to-Count populations, and the overall environmental challenges presented during the campaign.	May 2021
California Complete Count – Census 2020 Office Final Report	A comprehensive summary of all Census Office operations, outreach, media, including lessons learned and recommendations for the 2030 census.	June 2021

Preliminary campaign insights

While the final reports are being compiled, the Census Office offers *preliminary insights* on the success of the campaign. The Census Office continues to review and analyze outreach activities and all facets of the media campaign. The measurement of these insights is based on the goal of educating and motivating approximately 4 million households in the state's hardest-to-count census tracts and activating 2 million of these households to complete the census questionnaire.

The Census Office conducted outreach in approximately 2,400 census tracts using the state's allocation of \$187.2 million. These are areas where individuals faced specific challenges to completing the census questionnaire. As discussed in past legislative reports, target communities and populations were identified through the Census Office's [CA-Hard To Count Index](#), which lists 14 characteristics associated with barriers to a complete count. Resources were also dedicated to specific geographic areas, beyond the 2,400 census tracts, that showed low self-response rates.

The following sections illustrate preliminary insights into the allocations for the campaign's strategies in the following areas:

- 1) **Statewide and Regional Allocations:** This insight provides a macro view of how both outreach and communications allocations were spent to reach Hard-to-Count and low-responding areas.
- 2) **Paid Media Key Performance Indicators:** This insight illustrates how successful the campaign's paid media communications efforts were in reaching target audiences. Of note, the Census Office contracted with Mercury Public Affairs to support on-the-ground strategies with earned and paid media.

Data notes

It is important to note that the reference point for the insights are from the perspective of the campaign goal of educating, motivating, and activating the hardest-to-count and lowest-responding areas.

Final census participation rates and other Census 2020 data sets have not been released by the U.S Census Bureau.

Preliminary statewide and regional allocations insights

The Census Office allocated funding in ten geographic regions, in addition to statewide and sector investments, which included vulnerable populations. This strategy was designed to educate, motivate, and activate households to complete the 2020 census. The regional allocations were based on their respective percentage shares of the estimated population in census tracts with a CA-Hard-to-Count Index greater than or equal to 57, or approximately 11.14 million people.

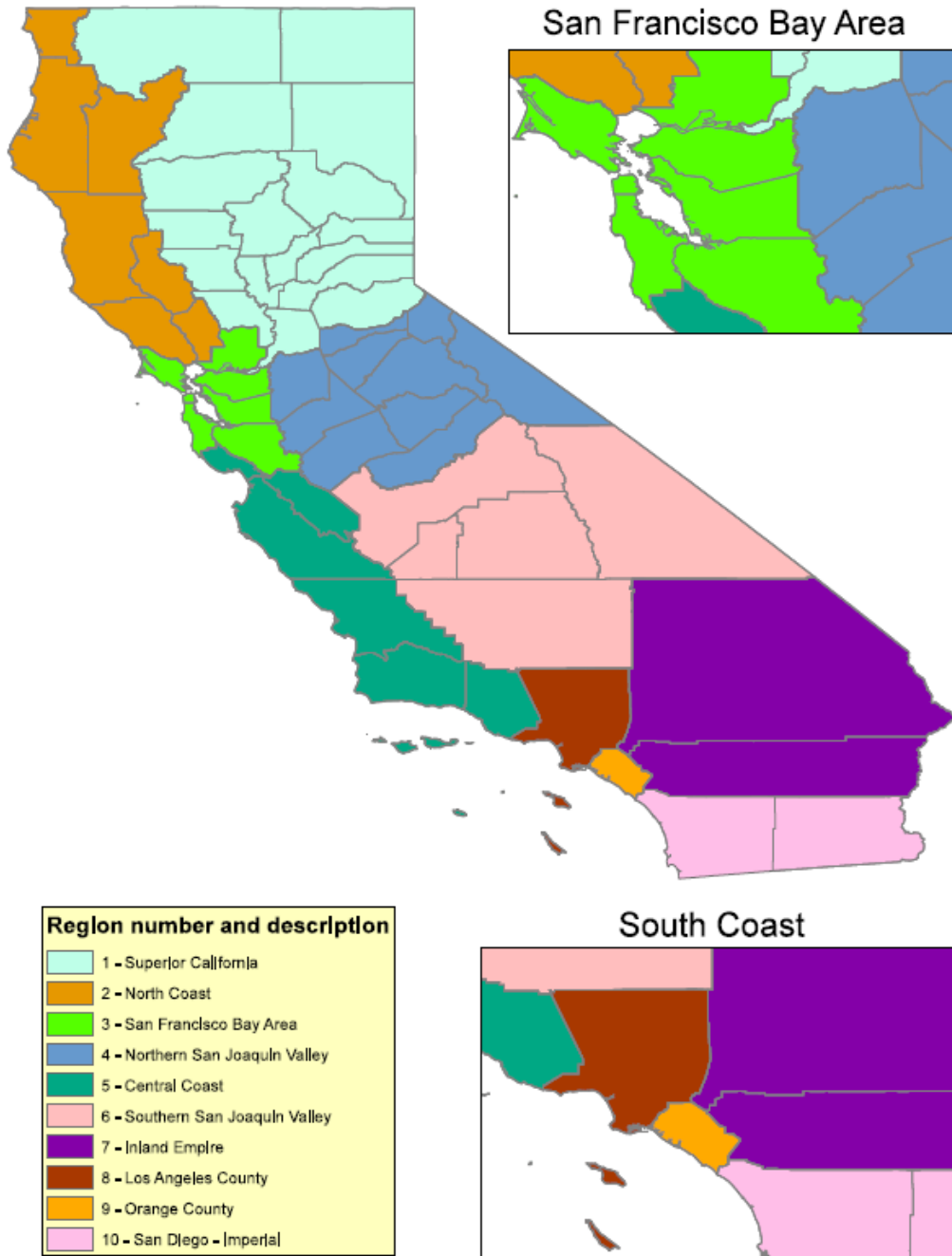
California finished data collection with a self-response rate of 69.6%, an increase of 1.4 percentage points over its final 2010 self-response rate of 68.2 percent. This strong self-response result lays a solid foundation for a more accurate and complete count. The results of the 2020 count will help allocate resources that will shape communities over the next decade. Below are illustrations of preliminary insights from the campaign.

- Total census outreach allocation: **\$142,335,453** includes contracts with the following:
 - Administrative Community Based Organizations;
 - Counties;
 - Statewide Community-Based Organizations;
 - Sectors;
 - Phone Banking;
 - County Offices of Education;
 - Higher Education Institutions; and
 - Media contractors.
- Approximate number of households in the Hard-to-Count areas targeted: **4,123,057**
- Estimated number of Hard-to-Count households that self-responded: **2,516,701**
- Estimated individuals that responded: **7,298,432** (average 2.9 individuals per household)
- Approximate self-response rate in Hard-to-Count areas: **61%**
- **Potential** total federal funding for Hard-to-Count communities over the next 10 years could be in the tens of billions¹

In the following pages, preliminary insights are also provided region-by-region. A map of all 10 outreach regions during the 2020 Census outreach campaign is also included.

¹ The Department of Finance estimates that for each person that self-responds to the census questionnaire, the resulting funding to California communities is approximately \$1,000 per person in federal funding or \$10,000 over 10 years. The average size of a household in California is 2.9 individuals.

Census 2020 Regions



The funding allocations for each of the following tables includes contracts with the following entities:

- Administrative Community Based Organizations;
- Counties;
- County of Education Offices; and
- Statewide media efforts by Census Office contractors.

Region 1 – Superior California	
Allocation to Region 1	\$8,219,960
How many Hard-to-Count (HTC) households were targeted	243,274
How many estimated HTC households responded	154,965 households, estimated 449,396 individuals
% of HTC households responded	63.6%

Region 2 – North Coast	
Allocation to Region 2	\$2,259,327
How many HTC households were targeted	50,106
How many estimated HTC households responded	26,544 households, estimated 76,977 individuals
% of HTC households responded	52.9%

Region 3 – San Francisco Bay Area	
Allocation to Region 3	\$13,741,157
How many HTC households were targeted	604,979
How many estimated HTC households responded	392,020 households, estimated 11,369,000 individuals
% of HTC households responded	64.7%

Region 4 – Northern San Joaquin Valley	
Allocation to Region 4	\$5,086,021
How many HTC households were targeted	176,268
How many estimated HTC households responded	108,058 households/estimated 313,368 individuals
% of HTC households responded	61.3%

Region 5 – Central Coast	
Allocation to Region 5	\$5,182,947
How many HTC households were targeted	151,830
How many estimated HTC households responded	95,986 households/estimated 278,359 individuals
% of HTC households responded	63.2%

Region 6 – Southern San Joaquin Valley	
Allocation to Region 6	\$9,759,379
How many HTC households were targeted	384,187
How many estimated HTC households responded	230,745 households/estimated 669,160 individuals
% of HTC households responded	60%

Region 7 – Inland Empire	
Allocation to Region 7	\$9,098,139
How many HTC households were targeted	395,129
How many estimated HTC households responded	234,961 households/estimated 681,386 individuals
% of HTC households responded	59.4%

Region 8 – Los Angeles County	
Allocation to Region 8	\$39,182,700
How many HTC households were targeted	1,617,678
How many estimated HTC households responded	941,293 households/estimated 2,729,749 individuals
% of HTC households responded	58.1%

Region 9 – Orange County	
Allocation to Region 9	\$5,396,351
How many HTC households were targeted	219,034
How many estimated HTC households responded	149,655 households/estimated 433,999 individuals
% of HTC households responded	68.3%

Region 10 – San Diego and Imperial	
Allocation to Region 10	\$7,108,606
How many HTC households were targeted	280,572
How many estimated HTC households responded	182,474 households/estimated 529,174 individuals
% of HTC households responded	65%

Preliminary statewide paid media insights

As mentioned in the Executive Summary, the Census Office is in the process of compiling and analyzing all facets of the media campaign. The following are preliminary insights into paid media outcomes.

The paid media strategy was done in coordination with on the ground outreach and supported local media efforts across the state that included micro media plans. Research findings helped inform messaging adjustments to reflect Hard-to-Count behavior changes during different phases of the campaign.

Mercury Public Affairs, the Census Office's media contractor, was awarded a \$46.1 million outreach and public relations media contract. The Census Office media campaign succeeded in reaching California's hardest-to-count and lowest responding households, repeatedly, across every media platform, and played a critical role in activating census participation. During the media contracting period, Mercury and all of its subcontractors, agreed to a minimum of 30 percent added value, with all meeting

that commitment and most exceeding it throughout the campaign in either impressions, content integration, or production value at no cost to the campaign.

As an extension of the statewide paid media campaign, Mercury coordinated its micro-media plans with the Census Office's 10 outreach regions. These plans provided additional region-specific media tactics. Micro media regional campaigns included diverse media executions specific to a region, a Hard-to-Count community or a media and earned media event.

The campaign delivered more than six billion impressions during the campaign. The average minimum impression frequency was 15 per Hard-to-Count Californian. Impressions, broadly defined, are any interaction with a piece of content and an audience member. Every campaign tactic that was employed delivered frequencies that far exceeded industry standards and estimated deliveries. This is important because the higher the frequency, the more times a member of the intended audience is engaged by the campaign. As a result, they are seeing, reading, hearing, or otherwise interacting with the campaign content and are the more likely to complete the 2020 census.

Key Performance Indicators (KPIs) were established to identify trends in Hard-to-Count target audience behaviors. The KPI information, from October through December 2019, informed the goal to grow a following on all three social media platforms, Facebook, Twitter, and Instagram, while educating the Hard-to-Count target audiences through paid and organic social media. During this timeframe, the campaign monitored and observed media platform engagement and growth rates and fine-tuned social media creative content to launch an integrated campaign in January 2020.

The campaign's media strategy delivered a highly-targeted campaign that surpassed all expected metrics to reach, educate, motivate, and activate the state's Hard-to-Count communities. Below are some KPI metrics as well as insights of the media campaign.

Preliminary Statewide Paid Media Key Metrics & Insights*

6,023,991,906 impressions delivered to Hard-to-Count (HTC) communities

- The campaign delivered 2.5 times more than the original estimated number of impressions.

Approximate \$30 million statewide paid media spend equals a return on investment of billions in federal funding

- The campaign delivered at .91 cent cost per engagement.
- With a campaign frequency of 15 engagements per person, the cost to reach the HTC, 11 million individuals, equates to \$13.50 per person.
- This means a \$13.50 paid media investment for the state to educate and activate hard to count communities helped along with outreach to drive close to 70% self-response rate for California (close to 61% self-response rate in HTC communities).

190,621 commercials aired

- The campaign delivered 3 times the original estimate of how often an ad appeared to a person.

Over 300 ethnic media trusted messengers and partners delivered hyper-targeted content integration (Examples of Opinion Editorials placed in regional outlets are shown in Exhibit E)

- Delivered bonus (no additional cost) media placement supporting the campaign message in more than 14 languages.

60 digital trucks deployed to outreach events to deliver the campaign message

- Trucks were present in 80 events throughout all ten regions between January and September 2020.

33 social influencers** delivered over 136,827,066 impressions

- Through a high engagement campaign with custom content, over 77,000 clicks were delivered.
- Influencers made 12 public relation appearances and participated in Day of Action engagements.

*The return on investment calculations were provided by Mercury Public Affairs.

** Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views.

For more campaign insights, please reference the following exhibits:

- Exhibit C: "California's 2020 Census Efforts were Historic" infographic. This document provides more insights into the campaign's impact on Hard-to-Count communities as well California as a whole and compared to other states.
- Exhibit D: Campaign Goals and Metrics. This document provides the outreach and communications activities, intended outcomes and metrics.

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 \$187.2 million multi-year allocation is outlined in the table and charts below. The available balance is current through November 30, 2020 and includes state programmatic costs for the administration of the Census Office through June 30, 2021.

	Appropriation Amount	Expended	Encumbered	Available Balance
2017 Budget Act ^{1 & 2}	\$ 10,000,000	\$ 9,312,459	\$ -	\$ 687,541
2018 Budget Act	\$ 90,300,000	\$ 78,060,379	\$ 6,383,427	\$ 5,856,195
2019 Budget Act	\$ 86,931,000	\$ 82,101,998	\$ 4,692,083	\$ 136,918
Total:	\$ 187,231,000	\$ 169,474,836	\$ 11,075,510	\$ 6,680,654³

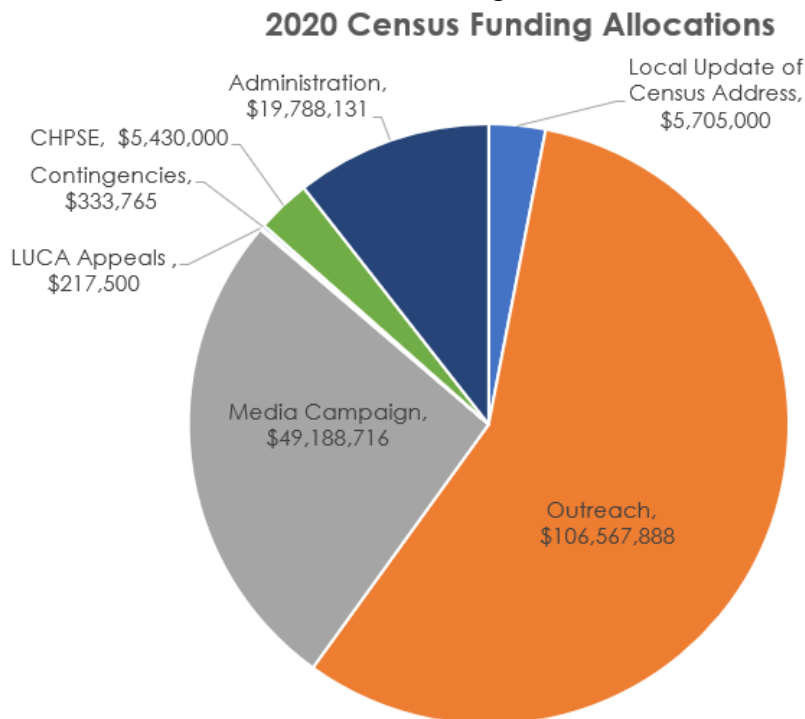
1. The \$10 million includes two separate budget actions that provided \$7 million for the LUCA incentive program and \$3 million for initial planning activities that were conducted within the Governor's Office of Planning and Research. \$295,000 of the expended amount covered administrative costs at 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 reverted on June 30, 2020.

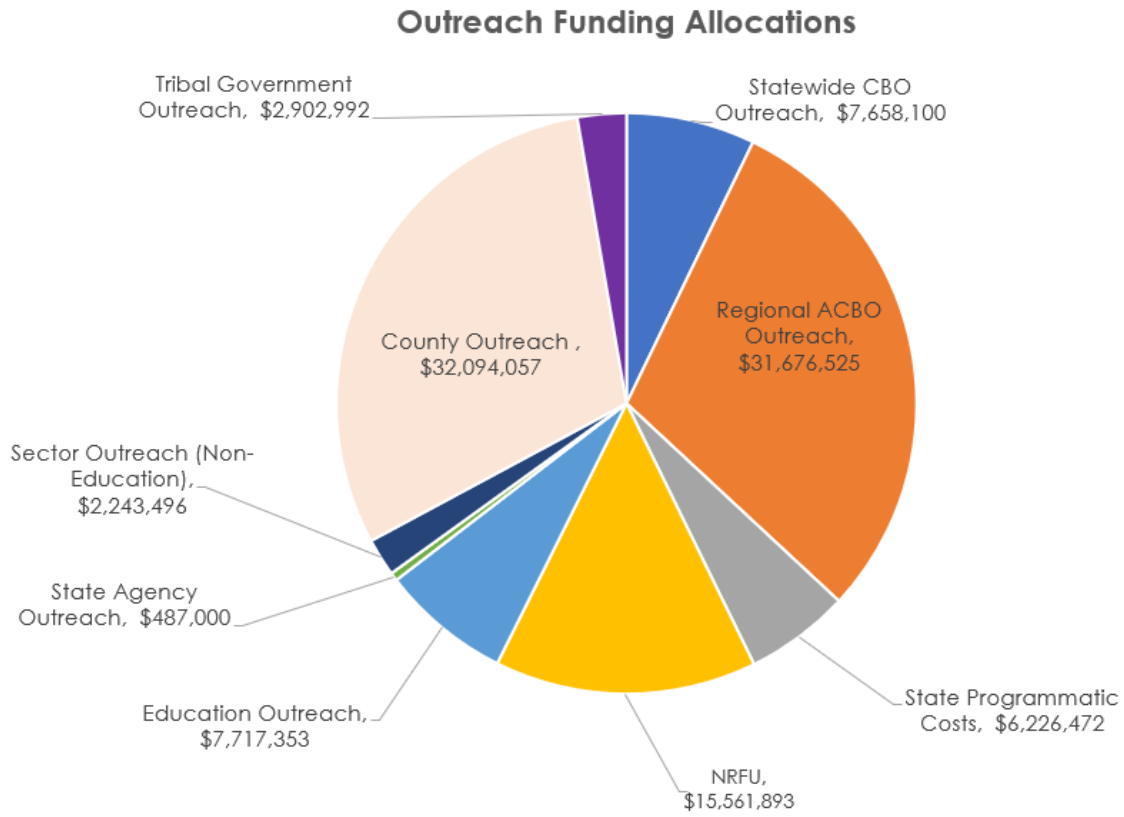
3. Programmatic costs are the resources required to implement the program, such as staff salaries, benefits, and operating expenses associated with these resources. These costs are often incurred every month and are expected to carry forward until the end of the program.

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:

California Complete Count Office Census 2020 Program Funding Overview			
Programmatic Area	Original Funding Allocations	2019 Budget Act Funding Allocations	Total Allocation
Local Update of Census Address (LUCA)			
Incentive Payments	\$ 7,000,000	\$(1,295,000)	\$ 5,705,000
LUCA Appeals	\$ -	\$ 217,500	\$ 217,500
Outreach			
Counties			
County Agreements ^{1/}	\$ 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, Additional Tribal Agreements	\$ -	\$ 938,637	\$ 938,637
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	\$ 226,472	\$ 6,226,472
NRFU Allocation			
Phone Banking Program	\$ -	\$ 3,158,079	\$ 3,158,079
Education			
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
Sector (Non-Education)			
Faith Based, Labor, Healthcare, Rural and 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
State Agency Outreach			
State Agency Programmatic Cost	\$ 500,000	\$ (200,000)	\$ 300,000
Outreach and Public Relations Campaign			
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	\$ 1,688,716	\$ 3,088,716
Contingencies/Emergencies			
California Complete Count Committee	\$ 1,000,000	\$ (666,235)	\$ 333,765
California Housing and Sample Population Enumeration ^{2/}			
Administration	\$ -	\$ 5,430,000	\$ 5,430,000
Totals			
	\$100,300,000	\$86,931,001	\$187,231,000

^{1/} \$684,269 was redirected to County Alternate Fiscal Agents

^{2/} \$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

Since the conclusion of the U.S. Census Bureau's enumeration on October 15, 2020, Census Office partners transitioned from outreach activities to compiling and producing their final report, which serves as the final deliverable for most contracts. The Census Office requested the submission of final reports by November 16, 2020 but granted as much as a 30-day extension for final report submissions to partners that requested additional time. Extensions were necessary due to the partners' internal organization final report approval processes.

Below are initial summary findings about the complete count effort from contracted partners final reports.

- Outreach strategies that formed the foundation of the campaign, included:
 - Establishing strong partnerships with local community-based organizations and elected officials who directed census education and outreach to Hard-to-Count communities;
 - Engaging trusted messengers and influencers with the ability to communicate in linguistically and culturally appropriate ways;
 - Collaborating across groups to achieve a common goal; and
 - Conducting early and consistent census education.
- Education and information tactics that were most adaptable under COVID-19 health and safety precautions included:
 - Canvassed households in Hard-to-Count areas, providing early education on the importance of the census;
 - With the shelter-in-place, canvassing was increasingly replaced with phone and text banking programs; and
 - These methods were combined with drop offs of bilingual census flyers, postcard mailings (especially to rural P.O. Boxes), messages in utility bills, and Frequently Asked Question helplines.

The partner final reports were shared with the Joint Legislative Budget Committee, the Senate Select Committee on 2020 U.S. Census, and the Assembly Select Committee on the Census.

Under each budget of the budget tables below, is a breakdown of each partner's final report status.

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, and Native American outreach.

	Appropriation Amount	Expended	Encumbered	Available Balance
County Contracts	\$ 25,999,231	\$ 24,699,269	\$ 1,299,962	\$ -
Additional Allocation for County Contracts	\$ 6,094,826	\$ 6,094,826	\$ -	\$ -
NRFU Augmentation	\$ 1,161,315	\$ 1,161,315		\$ -
Tribal Funding Agreements	\$ 2,902,992	\$ 2,813,009	\$ 89,983	\$ -
State Program Costs	\$ 3,148,236	\$ 2,120,360	\$ 78,078	\$ 949,798
Total:	\$ 39,306,600	\$ 36,888,778	\$ 1,468,023	\$ 949,798

¹Elk Valley Rancheria returned its \$5,000 allocation due to impacts from COVID-19.

Counties

Final Report Summary

Received	Approved
48	48

Submitted and Approved Final Report

- Alameda County
- Calaveras County
- City of Stockton
- Colusa County
- Contra Costa
- Del Norte County
- Fresno County
- Humboldt County
- Imperial County
- Inyo County
- Kern County
- Kings County
- LA County
- Lake County
- Madera County
- Marin County
- Mariposa County
- Mendocino County
- Merced County
- Modoc County
- Monterey County
- Napa County
- Nevada County
- Orange County
- Placer County
- Riverside County
- Sacramento County
- San Benito County
- San Bernardino
- San Diego County
- San Francisco County
- San Luis Obispo County
- San Mateo County
- Santa Barbara County
- Santa Clara County
- Santa Cruz County
- Shasta County
- Solano County
- Sonoma County
- Stanislaus County
- Sutter County
- Tehama County
- Trinity County
- Tulare County
- Tuolumne County
- Ventura County

- Yolo County
- Yuba County

Tribal Governments

Final Report Summary

Received	Approved	Not Received
27	27	5

Submitted and Approved Final Report

- Benton Paiute Reservation and Off-Reservation Trust Land
- Big Pine Reservation (Big Pine Paiute Tribe of the Owens Valley)
- Blue Lake Rancheria
- Big Sandy Rancheria
- Cher-Ae Heights Indian Community of the Trinidad Rancheria
- Chicken Ranch Rancheria
- Colusa Rancheria (aka Colusa Indian Community Council)
- Federated Indians of Graton Rancheria
- Fort Yuma Indian Reservation, CA--AZ (part)
- Hoopa Valley Tribe
- Karuk Community Development Corporation (aka Karuk Tribe)
- Mechoopda Indian Tribe of Chico Rancheria
- Morongo Band of Mission Indians
- Pala Band of Mission Indians
- Quartz Valley Indian Reservation
- Redwood Valley Little River Band of Pomo Indians
- Resighini Rancheria
- Rincon Band of Luiseno Indians
- San Pasqual Band of Mission Indians
- Sherwood Valley Rancheria of Pomo Indians
- Shingle Springs Rancheria
- Stewarts Point Rancheria
- Susanville Indian Rancheria
- Tolowa Dee-ni' Nation
- Viejas Reservation
- Woodfords Community (aka Washoe Tribe of Nevada and California)
- Yurok Tribe

Have Not Submitted Final Report

- Cahto Tribe of Laytonville Rancheria
- Campo Band of Mission Indians
- Manzanita Reservation and Off-Reservation Trust Land
- Mooretown Rancheria
- Santa Rosa Reservation

During the stay-at-home orders and to keep communities safe, many tribal offices closed altogether or operated with very little or no staff. As a result, five tribes were unable to submit a final report.

Regional Administrative Community-Based Organizations and Statewide Contracts

The table below provides the total funded amount, expenditures, encumbrances, and the available balance for contracted Administrative Community-Based Organizations and Statewide contracts.

	Appropriation Amount	Expended	Encumbered	Available Balance
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	\$ 8,188,686	\$ -	\$ -
Statewide Contracts	\$ 5,027,000	\$ 4,802,150	\$ 224,850	\$ -
Additional Allocation for Statewide Contracts	\$ 2,631,100	\$ 2,631,100	\$ -	\$ -
State Program Costs	\$ 3,148,236	\$ 2,120,360	\$ 78,078	\$ 949,798
Total:	\$ 50,671,547	\$ 48,237,108	\$ 1,484,641	\$ 949,798

Administrative Community-Based Organizations

Final Report Summary

Received	Approved
10	10

Submitted and Approved Final Report

- California Community Foundation
- Charitable Ventures of Orange County
- Faith in Action Network
- Inland Empire Community Foundation
- Sacramento Regional Foundation
- Sierra Health Foundation
- Ventura County Community Foundation
- United Way of the Wine Country
- United Way of San Diego
- United Way of the Bay Area

Statewide Community-Based Organizations

Final Report Summary

Received	Approved
17	17

Submitted and Approved Final Report

- Asian Americans Advancing Justice
- California Calls Education HUB
- Equality California Institute
- First 5 Association
- Homebase

- California Indian Manpower Consortium
- California Rural Legal Assistance, INC
- Council on American-Islamic Relations
- Coalition for Humane Immigrant Rights (Immigrant and Refugee contract)
- Coalition for Humane Immigrant Rights (Limited English Proficient contract)
- Disability Rights Education & Defense Fund
- Latino Community Foundation
- Mixteco/Indigena Community Organizing
- NALEO Educational Fund
- Native Vote Project
- San Diego Veterans Coalition
- United Ways of California

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	\$ 379,047	\$ 43,016	\$ -
County Department of Education Contracts	\$ 5,423,469	\$ 5,287,658	\$ 135,811	\$ -
Higher Education	\$ 1,481,795	\$ 1,455,545	\$ 26,250	\$ -
State Program Costs	\$ 390,027	\$ 320,564	\$ -	\$ 69,463
Total:	\$ 7,717,353	\$ 7,442,814	\$ 205,076	\$ 69,463

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

County Office of Education

Final Report Summary

Received	Approved
36	36

Submitted and Approved Final Report

- Alameda County
- Contra Costa County
- El Dorado County
- Fresno County
- Humboldt County
- Imperial County
- Kern County
- San Diego County
- San Francisco County
- San Joaquin County
- San Luis Obispo County
- San Mateo County
- Santa Barbara County
- Santa Clara County

- LA County
- Lake County
- Marin County
- Mendocino County
- Merced County
- Monterey County
- Napa County
- Orange County
- Riverside County
- Sacramento County
- San Bernardino County
- Santa Cruz County
- Shasta County
- Siskiyou County
- Solano County
- Sonoma County
- Stanislaus County
- Sutter County
- Tehama County
- Tulare County
- Tuolumne County
- Yuba County

Higher Education

Final Report Summary

Received	Approved
3	2

Submitted and Approved Final Report

- California State University Chancellor's Office
- The Foundation of Community Colleges

Submitted Not Approved

- University of California, Office of the President

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; cost was less than anticipated.

	Appropriation Amount	Expended	Encumbered	Available Balance
Sector Outreach	\$ 1,300,000	\$ 1,251,450	\$ 48,550	\$ -
Additional Allocation for Sector Contracts	\$ 617,650	\$ 607,347	\$ -	\$ 10,303
State Program Costs	\$ 325,846	\$ 312,992	\$ -	\$ 12,854
Total:	\$ 2,243,496	\$ 2,171,789	\$ 48,550	\$ 23,157

Sector (Non-Education)

Final Report Summary

Received	Approved
5	5

Submitted and Approved Final Report

- 4H
- California Labor Federation
- California Primary Care
- Council for Strong America
- PICO California

State Agency Outreach

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

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

Outreach and Public Relations (Media)

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

	Appropriation Amount	Expended	Encumbered	Available Balance
Public and Media Relations Contracts	\$ 46,100,000	\$ 43,676,892	\$ 2,423,108	\$ -
NRFU Augmentation	\$ 3,053,813	\$ 3,053,813	\$ -	
State Program Costs	\$ 3,088,716	\$ 2,187,750	\$ 338,455	\$ 562,511
Total:	\$ 52,242,529	\$ 48,918,455	\$ 2,761,563	\$ 562,511

Los Angeles County Paid Media Additional Contract

Due to continuing shifts in U.S. Census Bureau operations, the Census Office provided the Census Region 8, Los Angeles County, extra support to conduct outreach. Another contributing factor for this assistance was the high COVID-19 infection rate in Los Angeles County that impeded the U.S. Census Bureau's ability to reach Hard-to-Count areas to have these households complete the questionnaire.

The Census Office contracted with NUNA Consulting, LLC (NUNA) to deploy a \$55,000 paid media buy to run from October 1 to October 5. This approach targeted zip codes in Los Angeles County where the self-response rate ranked among the lowest nationwide. The purpose of the paid media campaign was to contact households

through non-in person activities and activate them to complete the questionnaire online or by telephone.

Ultimately, the paid media strategy delivered 8.3 million impressions in 121 zip codes across Los Angeles County. The following are examples of the tactics:

- SMS texting campaign for extremely low broadband areas with 865,751 texts delivered;
- Wild Postings targeted in 50 locations achieving over 19,607,000 impressions;
- Digital Billboards in both Spanish and English;
- Taxicab Digital Sign Paid Ads reaching 5.5 million impressions in Spanish and English; and
- Paid Social Media ads that resulted in over 9,300 direct clicks to the my2020census.gov website.

Example ad:



III. ADMINISTRATION

The \$187.2 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	\$ 2,674,824	\$ 6,684,056
Administrative OE&E **	\$ 2,532,344	\$ 1,886,848	\$ 7,475,922	\$ 1,138,962	\$ 13,034,075
Total:	\$ 2,750,000	\$ 3,363,768	\$ 9,790,577	\$ 3,813,786	\$ 19,718,131

*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.

	4-Year Funded Amount	Expended	Encumbered	Available Balance
Administrative Staffing	\$ 6,684,056	\$ 4,538,287	\$ -	\$ 2,145,769
Administrative OE&E	\$ 13,034,075	\$ 9,102,784	\$ 2,284,899	\$ 1,646,391
Total:	\$ 19,718,131	\$ 13,641,072	\$ 2,284,899	\$ 3,792,160

Staffing and Organization

For the Census Office staff, several appointments in the Outreach and Communications units have concluded their terms. Due to various business needs around data analysis and stakeholder assistance, the Research Data Specialist I position appointment term previously ending November 2020 was extended through June 2021.

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

The regional offices in Los Angeles and Fresno closed as of December 31, 2020. The Sacramento Headquarters is the only remaining location.

Contingencies/Emergencies

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

	Appropriation Amount	Expended	Encumbered	Available Balance
Contingencies/ Emergencies	\$ 333,765	\$ -	\$ -	\$ 333,765
Total:	\$ 333,765	\$ -	\$ -	\$ 333,765

The carry over balance from the contingency fund from the last quarter began at \$257,757.

The increased contingency fund amount of \$333,765 is a result of a staff member transfer to another agency before the end of their employment term.

The contingency fund balance as of November 30, 2020 is \$333,765 and will be used to support any additional business and operational needs through June 2021.

California Complete Count Committee

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

Since the last legislative report, there have been no updates, but the Committee has a tentative meeting scheduled for March 9, 2021 to address end-of-campaign administrative matters.

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

IV. NEXT STEPS

The Census Office has one remaining quarterly report to submit to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census and the Senate Select Committee on the 2020 U.S. Census in April 2021.