

Quarterly Progress Report to the Legislature

California Complete Count – Census 2020

April 28, 2021



COMMUNITY
COUNTS



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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. Regional and Statewide Partner Snapshots
- D. Organizational Chart

I. Executive Summary

This report serves as the eleventh and final quarterly update 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 (Committees).

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 actual expenditures as of March 30, 2021 as well as forecasted final costs through June 30, 2021. Exhibits and other program dates are as specified.

Final reports

In the January 2021 legislative report, the Census Office provided a summary of upcoming enterprise-wide final reports as well as a detailed summary of the Outreach partners' final report submissions.

The enterprise-wide final reports, detailed below, were published on April 26, 2021. These reports were electronically provided to the Committees and are available on the www.census.ca.gov home page.

- [California Census 2020 Outreach and Communication Campaign Final Report](#) This outcomes-focused report provides details on the different program areas, communication strategies, and operations created to ensure hardest-to-count households were included in the 2020 Census.
- [Evaluating the California Complete Count 2020 Census Campaign: A Narrative Report](#) This independent evaluation report provides a narrative of the statewide campaign and the strategies used to reach the hardest-to-count Californians given the unprecedented challenges of 2020.
- [Census 2020 Campaign: Final Measurement Report – California's 15 Hardest-to-Count Populations](#) Social Quest Inc. was retained to measure the impact of the Census 2020 Communications Campaign on awareness

and attitudes toward Census 2020 and completion of 2020 Census forms among California's hardest-to-count populations. This report presents comprehensive findings for the campaign as a whole.

The last quarterly report detailed six outstanding partner final reports for submission. As of the publishing date of this report, all final reports for both Outreach and Communications partners were submitted, and subsequently provided electronically to the Senate Select Committee on 2020 U.S. Census, and the Assembly Select Committee on the Census.

Final Budget

The Census Office budget as of March 30, 2021 has an unspent funds balance of \$5.58 million. This remaining amount is largely due to the impacts of the COVID-19 pandemic and resulting shelter-in-place order which limited partner operations. Partner and Census Office-specific impacts can be found noted next to each programmatic budget table.

Census.ca.gov web site

All of the reports mentioned above will be posted to the Census web site at www.census.ca.gov/reports before the Census Office closes on June 30, 2021. The web site will also be transitioned to the Government Operations Agency to ensure that the reports and work of the 2020 California Complete Count are memorialized and for the benefit of future Census campaigns and the public at-large. The web site address will remain unchanged.

On behalf of the Census Office and its 35 employees and hundreds of dedicated partners, it was a privilege to have worked on this campaign with the Legislature. We thank you for your contributions. Together, we delivered a successful campaign despite the unprecedented challenges. California should be proud of its effort for activating everyone to be counted, one time, and in the right place.

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 unspent funds

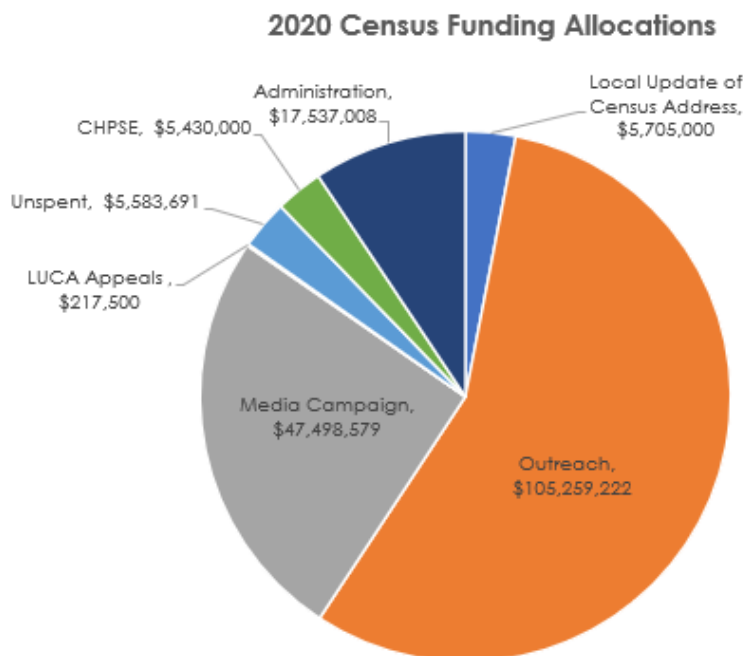
balance is current through March 30, 2021 and includes state programmatic costs for the administration of the Census Office through June 30, 2021.

	Appropriation Amount	Expended	Encumbered	Unspent Funds
2017 Budget Act ^{1 & 2}	\$ 10,000,000	\$ 9,312,459	\$ -	\$ 687,541
2018 Budget Act	\$ 90,300,000	\$ 88,924,956	\$ -	\$ 1,375,044
2019 Budget Act	\$ 86,931,000	\$ 83,409,894	\$ -	\$ 3,521,106
Total:	\$ 187,231,000	\$ 181,647,309	\$ -	\$ 5,583,691

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.

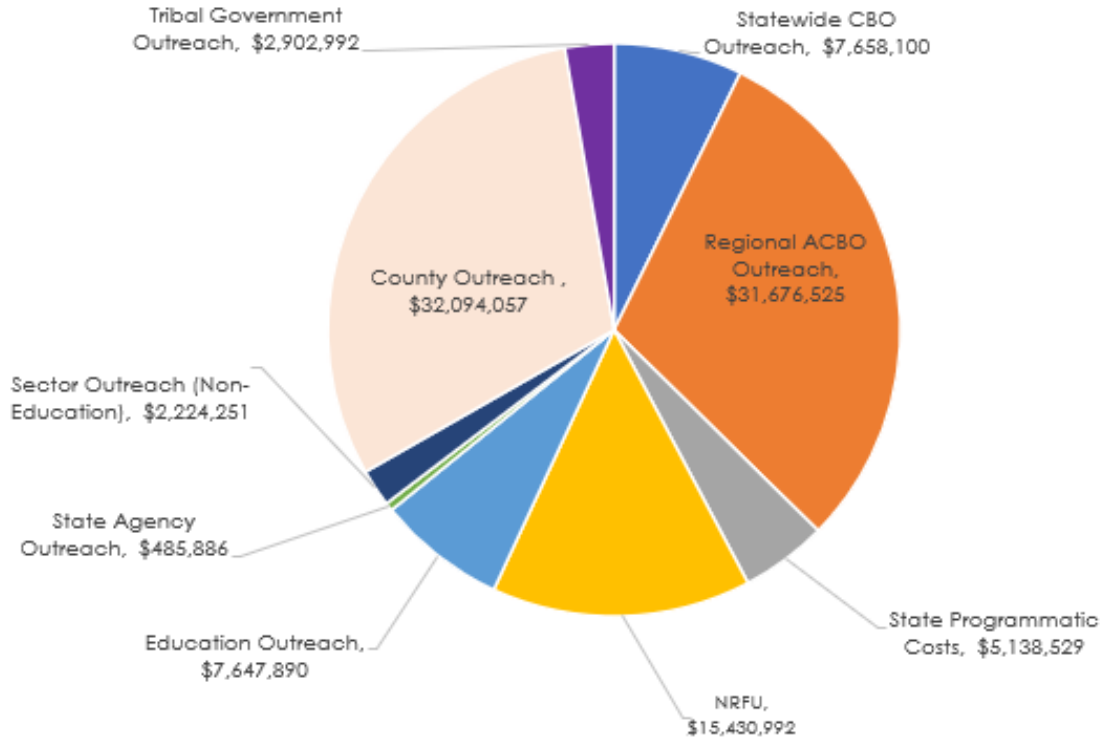
Funding Allocations

The pie chart below reflects current program funding allocations.



The pie chart below reflects outreach funding allocations.

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	\$ -	\$ 1,030,414	\$ 1,030,414
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	\$ -	\$ 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	\$ 5,138,529	\$ -	\$ 5,138,529
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	\$ 120,564	\$ 320,564
Sector (Non-Education)			
Faith Based, Labor, Healthcare, Rural & Other Target Sectors			
Additional Allocation for Sector	\$ 800,000	\$ 500,000	\$ 1,300,000
State Programmatic Cost	\$ -	\$ 607,347	\$ 607,347
State Programmatic Cost	\$ 200,000	\$ 116,904	\$ 316,904
State Agency Outreach	\$ 298,886	\$ -	\$ 298,886
State Agency Programmatic Cost	\$ -	\$ 187,000	\$ 187,000
Outreach and Public Relations Campaign			
Statewide Contract	\$ 16,100,000	\$ 28,756,538	\$ 44,856,538
NRFU Allocation	\$ -	\$ 3,053,813	\$ 3,053,813
State Programmatic Cost	\$ 1,400,000	\$ 1,242,041	\$ 2,642,041
Unspent	\$ 2,062,585	\$ 3,521,106	\$ 5,583,691
California Complete Count Committee	\$ -	\$ -	\$ -
California Housing and Sample Population Enumeration²	\$ -	\$ 5,430,000	\$ 5,430,000
Administration	\$ 12,050,000	\$ 5,487,008	\$ 17,537,008
Totals	\$ 100,300,000	\$ 86,931,000	\$ 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

In the January 2021 legislative report, a status list was provided of all 125-plus partner final reports submissions. At that time, a few reports were outstanding, but as of the date of this report, all have been submitted as well as shared with the Legislature. These reports served as the final deliverable for most contracts. All reports will be available for viewing at www.census.ca.gov/reports. See Exhibit A for a list of received Contractor Deliverables and Payments.

For more detailed and in-depth information about contracted partner efforts, see Exhibit C for Regional and Statewide Outreach Portfolio of Partners Snapshots. The portfolio presents a glimpse of the Complete Count - Census 2020 Campaign through the stories of the Census Office's outreach partners. The outreach partners' multi-pronged and multi-lingual approaches were crafted strategically and were the cornerstone of the outreach campaign. The Snapshots are pulled from thousands of pages of final reports, strategic plans and social media posts from partners and communities across the state. The Snapshots are divided into two parts, Regional Outreach Partners and Statewide Outreach Partners.

County and Tribal Governments

The table below provides the total funded amount, expenditures, encumbrances and the unspent funds balance for county contracts and Tribal Government funding agreements, and Native American outreach.

	Funded Amount	Expended	Encumbered	Unspent Funds
County Contracts ¹	\$ 25,999,231	\$ 25,999,231	\$ -	\$ -
Additional Allocation for County Contracts	\$ 6,094,826	\$ 6,094,826	\$ -	\$ -
NRFU Augmentation	\$ 1,161,315	\$ 1,030,414	\$ -	\$ 130,901
Tribal Funding Agreements	\$ 2,902,992	\$ 2,902,992	\$ -	\$ -
State Program Costs ²	\$ 3,113,236	\$ 2,569,265	\$ -	\$ 543,971
Total:	\$ 39,271,600	\$ 38,596,727	\$ -	\$ 674,872

1. Riverside and San Bernardino Counties had unexpended funds totaling \$130,901.

2. Unspent funds were the result of COVID-19 travel restrictions, cancelled convenings, employee transfers, furlough, and a reduction in lease footprint.

Regional Administrative Community-Based Organizations and Statewide Contracts

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

	Appropriation Amount	Expended	Encumbered	Unspent Funds
Regional ACBO Contracts	\$ 23,634,269	\$ 23,634,269	\$ -	\$ -
Additional Allocation for ACBO Contracts	\$ 8,042,256	\$ 8,042,256	\$ -	\$ -
NRFU Augmentation	\$ 8,188,686	\$ 8,188,686	\$ -	\$ -
Statewide Contracts	\$ 5,027,000	\$ 5,027,000	\$ -	\$ -
Additional Allocation for Statewide Contracts	\$ 2,631,100	\$ 2,631,100	\$ -	\$ -
State Program Costs ¹	\$ 3,113,236	\$ 2,569,265	\$ -	\$ 543,971
Total	\$ 50,636,547	\$ 50,636,547	\$ -	\$ 543,971

1. Unspent funds were the result of state program cost savings such as employee transfers, furlough, and a reduction in lease footprint.

Education Sector

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

	Appropriation Amount	Expended	Encumbered	Unspent Funds
K-12 Census Curriculum ¹	\$ 422,062	\$ 422,062	\$ -	\$ -
County Department of Education Contracts	\$ 5,423,469	\$ 5,423,469	\$ -	\$ -
Higher Education	\$ 1,481,795	\$ 1,481,795	\$ -	\$ -
State Program Costs ²	\$ 390,027	\$ 320,564	\$ -	\$ 69,463
Total	\$ 7,717,353	\$ 7,717,353	\$ -	\$ 69,463

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

2. Unspent funds were the result of staff transferring to another state department.

Sector (Non-Education)

The table below provides the total funded amount, expenditures, encumbrances, and the unspent funds balance for sector outreach.

	Appropriation Amount	Expended	Encumbered	Unspent Funds
Sector Outreach	\$ 1,300,000	\$ 1,300,000	\$ -	\$ -
Additional Allocation for Sector Contracts	\$ 617,650	\$ 607,347	\$ -	\$ 10,303
State Program Costs ¹	\$ 325,846	\$ 316,904	\$ -	\$ 8,942
Total	\$ 2,243,496	\$ 2,224,251	\$ -	\$ 19,245

1. Unspent funds were the result of state program cost savings.

State Agency Outreach

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

	Appropriation Amount	Expended	Encumbered	Unspent Funds
State Agency Working Group Efforts	\$ 300,000	\$ 298,886	\$ -	\$ 1,114
State Agency Programmatic Costs	\$ 187,000	\$ 187,000	\$ -	\$ -
Total	\$ 487,000	\$ 485,886	\$ -	\$ 1,114

Outreach and Public Relations (Media)

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

	Appropriation Amount	Expended	Encumbered	Unspent Funds
Public and Media Relations Contracts ¹	\$ 46,100,000	\$ 44,856,538	\$ -	\$ 1,243,462
NRFU Augmentation	\$ 3,053,813	\$ 3,053,813	\$ -	\$ -
State Program Costs ²	\$ 3,088,716	\$ 2,642,041	\$ -	\$ 446,675
Total	\$ 52,242,529	\$ 50,552,392	\$ -	\$ 1,690,137

1. Mercury Public Affairs LLC has unspent funds.

2. Unspent funds were the result of COVID-19 travel restrictions, cancelled convenings, employee transfers, furlough, and a reduction in lease footprint.

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 nine percent of the total budget.

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

	4-Year Funded Amount	Expended	Encumbered	Unspent Funds
Administrative Staffing ¹	\$ 6,684,056	\$ 5,470,917	\$ -	\$ 1,213,139
Administrative OE&E ²	\$ 13,104,075	\$ 12,066,091	\$ -	\$ 1,037,984
Total:	\$ 19,788,131	\$ 17,537,008	\$ -	\$ 2,251,123

1. Unspent funds due to state leave liability and furlough.

2. Unspent funds due to COVID-19, travel restrictions, unrealized audit cost, cancelled convening.

Staffing and Organization

During the first quarter of the 2021 fiscal year, several Census Office staff appointments concluded their terms, five are on loan to the California Department of Health, and two are transitioning to other departments. Out of a total of 35 positions, seven full time staff remain. All appointments will be vacated as of June 30, 2021.

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

California House and Population Sample Enumeration (CHPSE)

The California Neighborhoods Count survey, also known as the California House and Population Sample Enumeration (CHPSE), was an effort led by the RAND Corp. to measure the effectiveness of California's census outreach Campaign and help ensure accurate state demographic estimates.

CHPSE is overseen by the California Department of Finance Demographic Research Unit in coordination with the Census Office. Approximately 22,000 households were part of the survey sample. Field interviewing ended December 21, 2020. The final response rate for the long form questionnaire was 50 percent, and short-form questionnaire responses increased the response rate to 57 percent. Information about non-responding households will be imputed using

various data sources over the coming months. CHPSE response data was not available at the time of this report. The California Department of Finance will publish the results of the survey in late 2021 or early 2022 and information will be available at dof.ca.gov.

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, the Committee held its last meeting on 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

This report completes the Census Office's legislative mandate to submit quarterly reports to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census, and the Senate Select Committee on the 2020 U.S. Census.