

Political Data, Inc.

Final Report for Census PDI

General Information

Date of report	1/13/2021
Organization / Entity	Political Data, Inc.
Responsible Person / Title	Lorenzo Lewis – Senior Product Manager Andrew Awad – Census Support
Contact Person / Title	Lorenzo Lewis – Senior Product Manager
Address	12501 Imperial Hwy, Unit 200, Norwalk, CA 90650
Email / Phone	lorenzo@politicaldata.com – 562-406-2360 (Office) 916-768-7368 (Cell)

Executive Summary

- Political Data, Inc. was contracted on **Aug. 12, 2019** to provide the following support to the California Complete Count – Census 2020 office:
 - To plan, develop, test, and implement a mobile-accessible application to make available to state-contracted partners to support canvassing, phone-banking, and household lookup for Census 2020 outreach.
 - To send partner-approved Census PDI data nightly to CCC via an API (application programming interface.) CCC used the data to create visualizations in the SwORD mapping portal for partners, conduct analysis to identify insights and trends, and to assist partners with efforts to achieve an accurate census count.
 - All available California households, not just voter households, were included in the Census PDI application. That totaled approximately 15 million addresses from multiple sources.
 - Census PDI featured “flags” – categories of information -- to collect data requested by CCC. Most flags reflected questions in the state’s logic-based survey (or a partner-modified version.) Those included whether the respondent intended to take the census, their preferred language for additional census information, and top community concerns.
 - April 2020 enhancements to Census PDI integrated Census PDI with predictive dialing system CallEvo, enabled regular PDI users to import activity into a Census PDI account, and other partner-requested changes.

- Below is a summary of the deliverables provided by PDI:
 - Provided a base file of all addressed locations and household phone numbers (where available within PDI data) with applicable block group IDs, in an online

account accessible to Census Office stakeholders. Flags were identified by CCC in consultation with partners. **No names, dates of birth, voter status, or other categories of personally identifiable information as defined by California Civil Code 1798.3 were available in the account.**

- Ability to see the California Hard-to-Count Index at block group levels and make assignments to individual canvassers.
- Provide a mobile application accessible via the Apple Store and Google Play Store that could be downloaded by staff and volunteers to collect outreach information and add data points about each household.
- Provide a house lookup tool for CCC Office-affiliated groups doing work at events to survey people not at their physical houses.
- Working with CCC operations team, developing a system to send approved mobile app data, along with a unique, anonymized ID for each household and the census block group ID where the address was located, to the CCC Office in a prescribed format on a nightly basis.
- Provided Census PDI users with scheduled regional trainings and continued support through an online system and in-person assistance
- Provided a full-time knowledgeable staff member to conduct trainings, both in-person and virtual, to educate organizations how to properly use Census PDI to perform outreach activities (canvassing, phone banking and household lookup).
- Provided ongoing user assistance to walk through the necessary steps to accomplish the desired task.
- Created and administered user accounts and load census targeting universe and applicable outreach script for all user organizations.

The following section outlines external factors that impacted the project:

- The original project scope focused on partners' plans for door-to-door canvassing. Phone-banking was viewed as a secondary activity, and most applicable in areas where weather could hamper canvassing.
- COVID-19 put all organizations in the field doing outreach in an unexpected situation where canvassing door-to-door became less feasible, particularly in spring 2020. We managed this situation by directing affiliated groups to use the phone-calling feature in the mobile app and provided phone-specific training. April 2020 enhancements integrated Census PDI with the CallEvo predictive dialing system, which allowed for importing of surveys conducted with regular PDI (including via non-CallEvo predictive dialing systems) into Census PDI, and the ability to generate

paper phone lists to make calls, an option requested by some organizations with lower-tech volunteers.

- The shifting U.S. Census Bureau data collection timeline created a lot of uncertainty toward the end of September and October 2020 for groups. Organizations continued to use Census PDI and receive assistance from our support team for several weeks following the Oct. 15 end of census data collection.

Statewide Census PDI totals (Source: PDI, CCC)

- Partner administrative accounts:
 - Total Census PDI accounts created: 42
 - Total Census PDI accounts that submitted data: 31
 - Total Flags collected using Census PDI (contact and non-contact): 5.4 million
 - Total completed survey flags sent to SwORD and visualized: 1.3 million
 - Total Mobile App Users: 16,175
 - Total Website Users: 647
- Census PDI support ticket stats. Number submitted, category, turnaround (PDI)
 - Total Number of Tickets Submitted: 302
 - Direct Contact via Email: 1052 messages
 - Average Turnaround Time: 1 hour

Phases of the Census PDI project, services and deliverables

- Development of Census PDI.
 - Envisioned as a canvassing, phone-banking and household lookup tool based on the traditional PDI product.
 - The Census PDI development process reflected partners' strategic plans, and input from CCC team members and PDI, as well as other stakeholders.
 - The State's legal team advised against including any Personally Identifiable Information (PII) from the Voter File early in the development of Census PDI. As a result, we created the Census PDI platform and mobile app without any PII other than addresses.
 - The Census PDI program used census block groups as the geographic base for outreach, rather than voter precincts that are the norm in traditional PDI. Census Block Groups typically contained more households than election precincts.
 - PDI created a REST API to transfer Census PDI data on a nightly basis from Census PDI's database to the SwORD database. Any survey response that groups wanted to use had to have a landing spot in the State SwORD API to allow this transfer.
- Deployment and user onboarding beginning in fall 2019.
 - Contracted partners submitted a Helpdesk ticket to request a Census PDI account from the State's Census Office. The PDI team was notified by email and a shared Excel sheet that was updated whenever a group's request was approved. Once the

group's account was created, they received a welcome email and an invitation to Census PDI training.

- Live trainings were scheduled with affiliated groups to learn about Census PDI functionality and to answer any questions on how they could use the tool for their specific outreach goals. For groups with previous PDI experience, the training covered how Census PDI differed from traditional PDI.
- All accounts by default contained the CCC-approved survey. Organizations could use a modified survey upon CCC review. Once approved by the state, PDI updated the organization's account to reflect the survey changes. The base survey was available in English and Spanish.
- The PDI team met with CCC officials in December 2019 to discuss options of including voter file racial, ethnic group, and language information in Census PDI.
- Census self-response period. Continued use and technical assistance.
 - COVID-19 forced partners to pivot to conducting much more census outreach by phone. New features were added in April 2020 based on partner requests and the changing outreach landscape. The new features included:
 - **Predictive dialer** – Integration with CallEvo to make large numbers of phone calls for census outreach.
 - **Allow Electronic Phone Files** - Enable users to export CSV files of phone numbers to load into other third-party dialers.
 - **Printed PDF Phone and Walk Lists** - Ability to print paper forms from which to make calls and canvass.
 - **Match regular PDI with Census PDI** - Ability for groups to import data collected in traditional PDI into a Census PDI account.
 - **Mapping & Canvassing (Enhanced Map View)** - Ability to overlay race/ethnicity and language data on the map by Census Block Group when cutting turf.
 - Affiliated groups requested the addition of an “Already Completed the Census” survey response, as well as a new house “color” signifying those households where the respondent had told a canvasser they had completed the census.
 - The additional household colors came with a “color blind” mode to aid users who could not discern the different colors. Color blind mode used shapes instead of colors.
 - In September, PDI added a new “Patch-Through” flag to meet the needs of the CCC-contracted statewide patch-through and texting campaign. PDI worked with the

State Census Office to create the new responses and provided other technical assistance to prevent any interruption in the transfer of data between the two systems during this critical period in the self-response calendar.

- Post-census data reporting
 - Affiliated groups had a month after the official end of the Census on October 15th, 2020 to upload data that had been collected but had not yet been approved and uploaded into Census PDI to share with the SwORD database. PDI and state CCC staff contacted several Census PDI users that had unapproved data and, if necessary, provided technical assistance to help them approve their remaining mobile data.
- Commitment to continuous process improvement and customer service.

The PDI team never stopped working on improving the Census PDI app and responding to partner and state census office feedback. In February 2020, PDI team members met with census partners during the statewide convening at Cal Expo to discuss action plans, the product roadmap, communication issues, and the customer service process. We worked with all groups to ensure they could use Census PDI to complete their outreach efforts and achieve their goals. In cases where groups preferred to conduct their outreach with traditional PDI, we helped them transfer the data into their Census PDI account. Once there, it could be sent automatically to the state's SwORD database and visualized in census geography to assist partner outreach efforts.

Reporting

- The following summarizes the number of weekly calls with the CCC operations team to discuss project status and key issues.
 - Total number of weekly calls: 52
 - Weekly calls were a way for the State Census Office to share new information or updates with the Census PDI team and notify Census PDI of any organization requests. PDI provided updates and progress on outstanding bugs or development.
- Summary of reports.
 - Following the end of the Census on October 15, Census PDI reported to the State's Census Office if any groups had data in their accounts that were not yet approved to be shared with the SwORD database to ensure the complete data was being shared.
- Special requests by partners for assistance.
 - Census PDI support worked with affiliated groups to carry out their strategies and goals using the Census PDI survey. Different groups had different visions of what the survey was supposed to accomplish and how it should be worded. Census PDI support worked with them to get each group's version of the survey approved by the Census office and loaded into their account to use in their outreach in a timely manner.

- PDI and the CCC operations team collaborated to assist some partners who needed help identifying areas to load into CallEvo. Other projects involved helping some ACBO's match Census PDI canvasser names with sub-contractor organizations, and to provide a map in SwORD to help visualize the estimated number of phone numbers that had not been surveyed in a census tract.

Key Lessons, Recommendations, and Questions to Inform 2030 Census Operations.

- Staffing – Collaboration between PDI support staff and CCC staff.
 - Census PDI had one full-time support and training member who worked directly with the CCC staff. Hiring one full-time manager to oversee the entire Census PDI operation, along with support staff, would help improve coordination of groups and provide organizations a unified strategy for Census PDI use and best practices throughout the project.
 - The increased involvement of CCC regional program managers was crucial in the communication to the many organizations doing outreach with Census PDI and getting them the help and information they needed.
- Tool development process considerations.
 - Census PDI was developed primarily during the second half of 2019, with multiple assumptions of how organizations would use the product and what features would be helpful. Having more time to develop and test the tool, as well as more CCC and partner feedback throughout the development process, would help a lot and potentially reduce the number of changes during the project.
 - Conducting a soft launch, with a second release scheduled to follow that would incorporate user feedback, along with having a group of beta testers with completed outreach plans to use the app.
- Organization of partner Census PDI administrative accounts.
 - State partners sub-contracted with other organizations to do outreach work. Account oversight and management would have been helped by creating multi-level accounts, which would have allowed organizations to create sub-accounts for their sub-contractors.
- Training of, and messaging to, the user community.
 - Many contracted partners that received Census PDI accounts opted to attend the in-person trainings. However, some groups with previous PDI experience opted out. Some of those had a more difficult time getting used to the differences between Census PDI and traditional PDI, such as the difference in size between election precincts and census

block groups. That consequently led to the overloaded of some mobile phones' internal memory when a canvasser was assigned every house in a census block group. It is highly recommended that training should be required of all groups before they start using Census PDI.

- A contracted partner in early 2020 told state officials that there was a large discrepancy between the number of houses surveyed and what showed in SwORD. A subsequent PDI review found that the partner or its sub-contractors had not approved approximately 60,000 surveys, which meant the data had not been sent to SwORD. PDI worked with the partner to help them approve their mobile data. Following the Oct. 15 census end, PDI assisted partners in approving any unapproved mobile data and send to the state.
- Census PDI sharing of house colors to indicate progress.
 - A color scheme was developed to indicate if a house had been surveyed or attempted, but not surveyed. Later in the project, a new color was designated for houses where the respondent said they had already completed the census. The goal was to prevent duplication of outreach and reflected user feedback.
 - However, not all affiliated groups valued knowing if a house had been attempted before by another group. Some groups wanted a way to turn off the sharing of household colors. Ensuring all groups are on the same page regarding outreach strategies would be beneficial.
- Differences between Census PDI and traditional PDI.
 - The Census PDI program contained no PII information. As a result some organizations that were contracted to do outreach to a particular racial or ethnic group preferred to use traditional PDI program accounts to provide the ability to create targeted universes based on language and race/ethnicity. They would import any data they collected using traditional PDI into their Census PDI account to share the data with the SwORD platform.
- Sharing data with SwORD.
 - Using the REST API method to transfer data between the two databases on a nightly basis made the process very easy and without problems for the most part. On a few occasions, such as when groups imported particularly large files, the amount of data being transferred was too much for the API. That data had to be manually exported and transferred to the CCC operations team, which would then bring it into SwORD.
 - Integrating additional key SwORD layers in Census PDI would have aided the turf-cutting process.
- Closer integration with Census Bureau

The Census Bureau did not provide household-level self-response status, nor did it provide tract-level NRFU completion rates. This lack of information from the bureau posed challenges for partners, who ended up contacting households that had already completed the census via self-response or enumeration.

EXHIBITS on following pages

Exhibit A

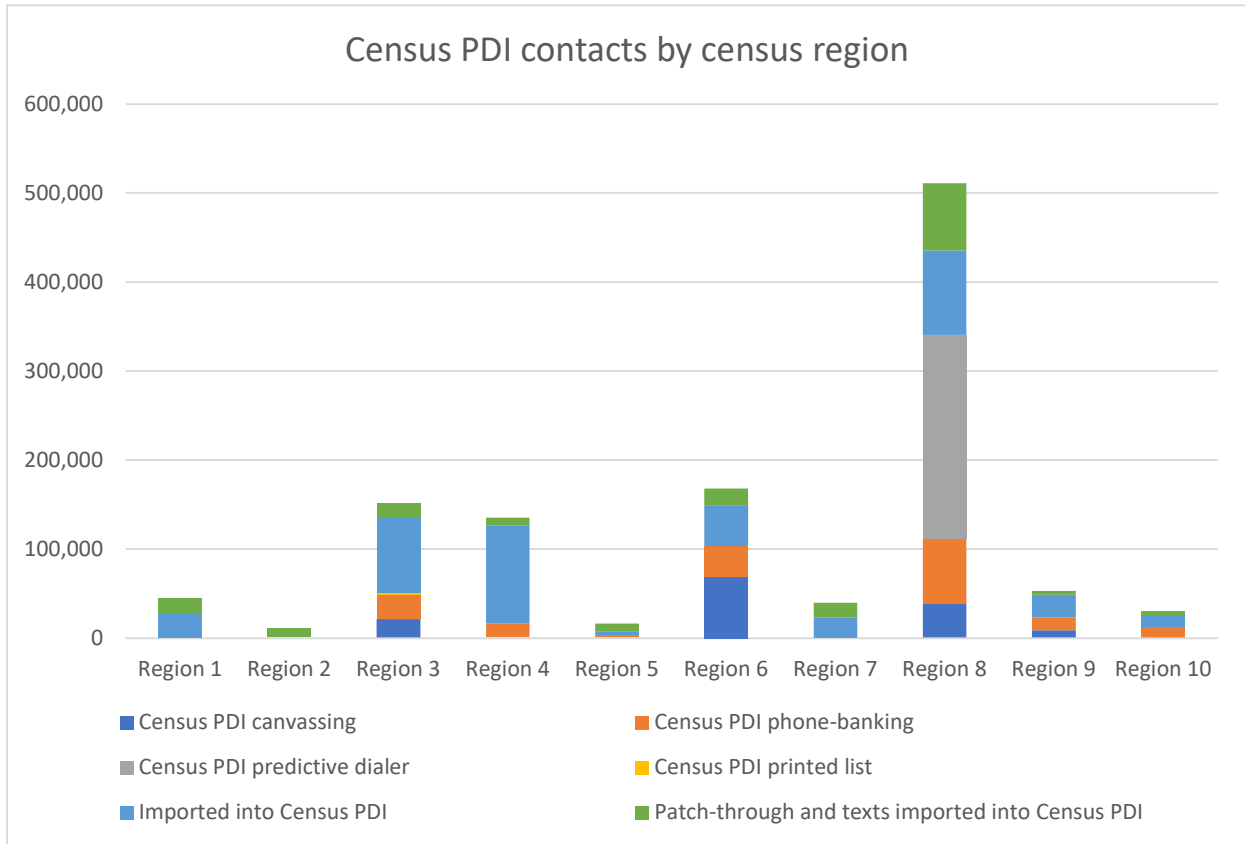


Exhibit B: Census PDI activity by tract type and phase. Note: Based on date of activity in PDI data sent to SwORD. SLS patch-throughs/texts not reflected.

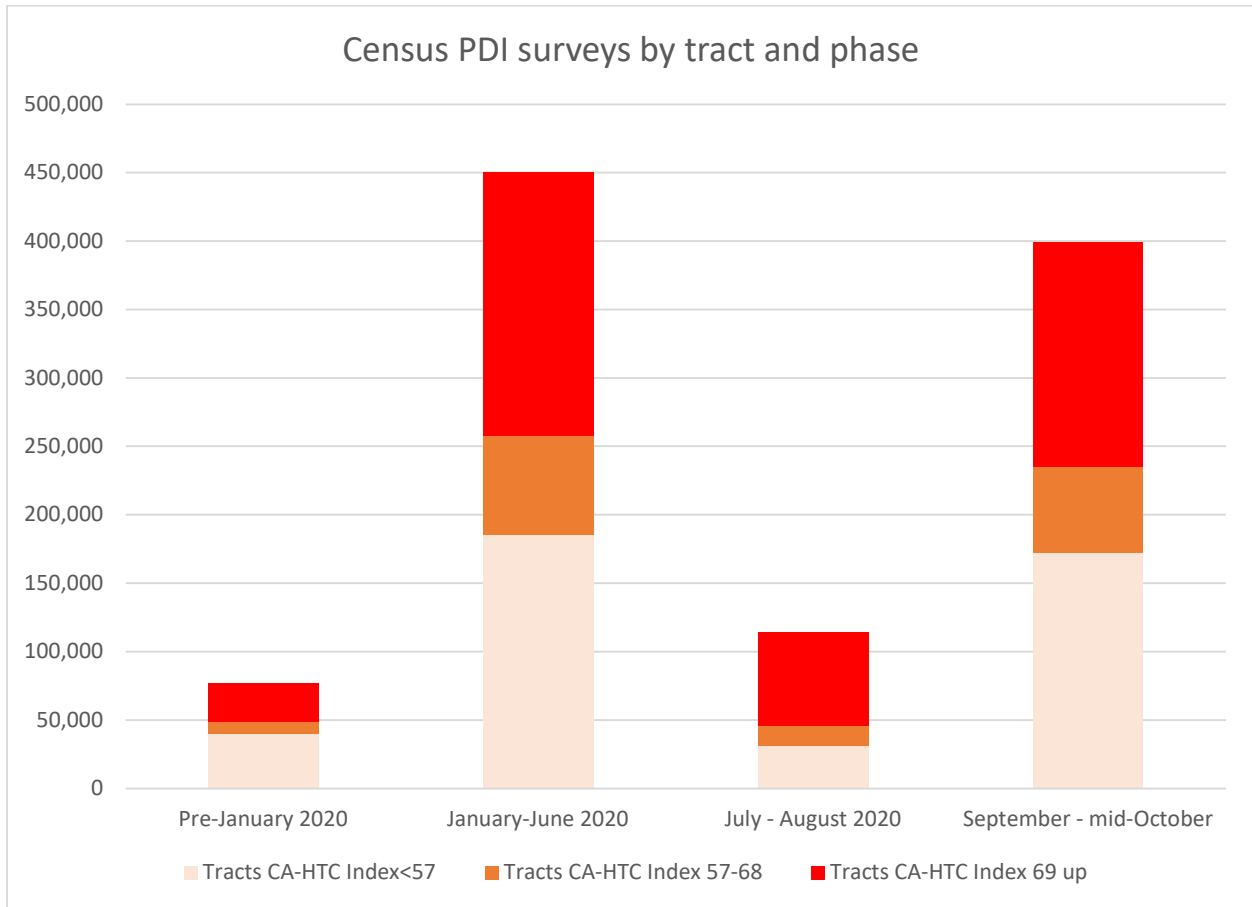


Exhibit C

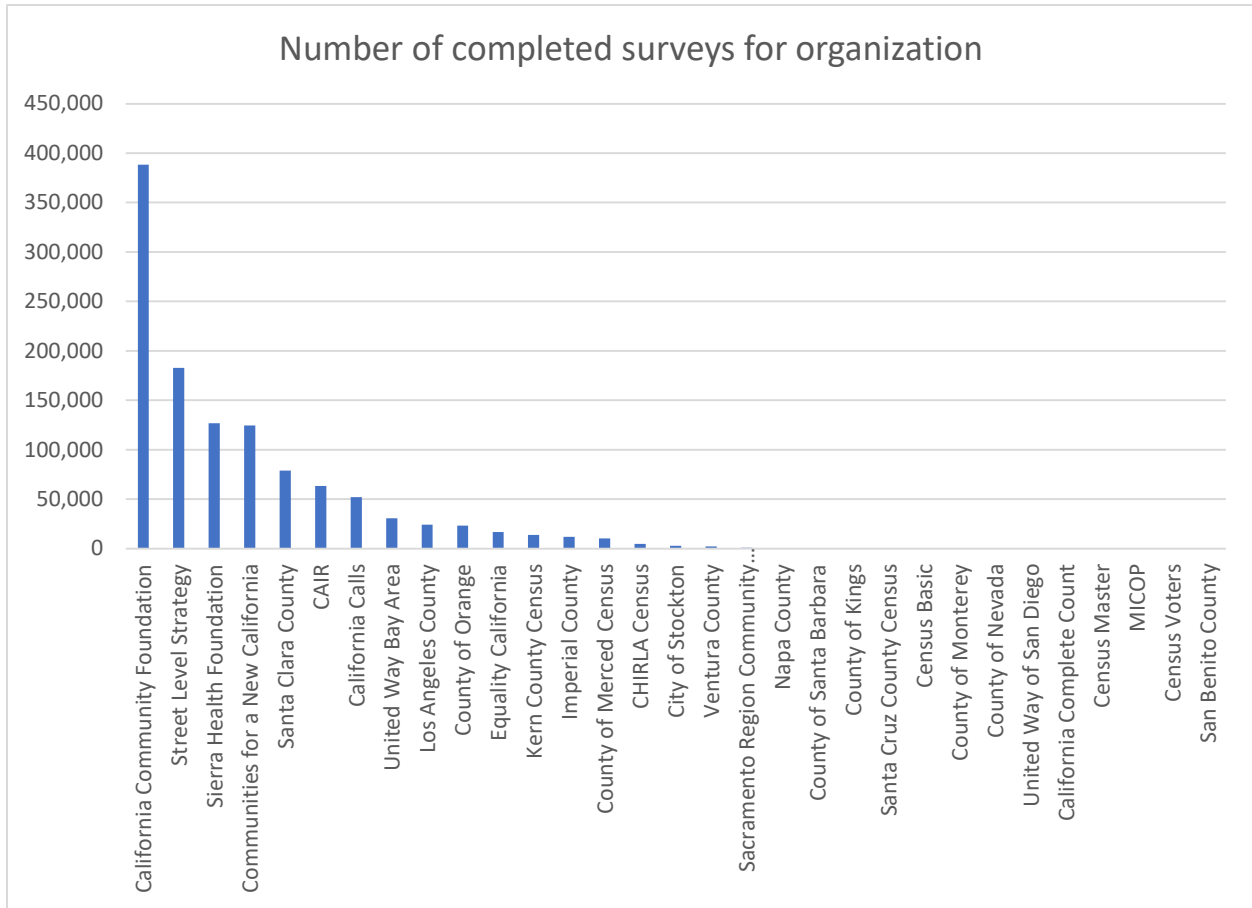


Exhibit D

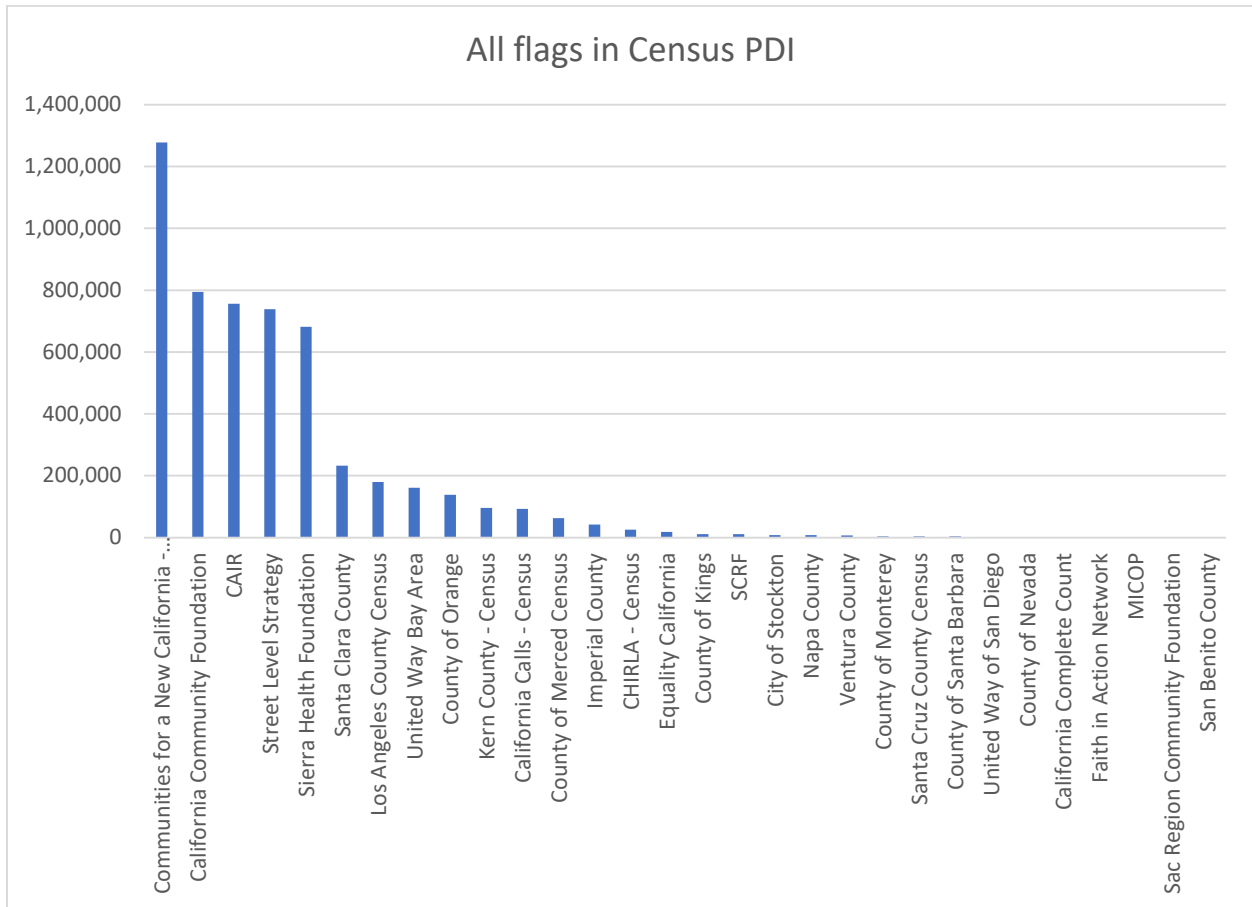


Exhibit E: Census PDI admin page map

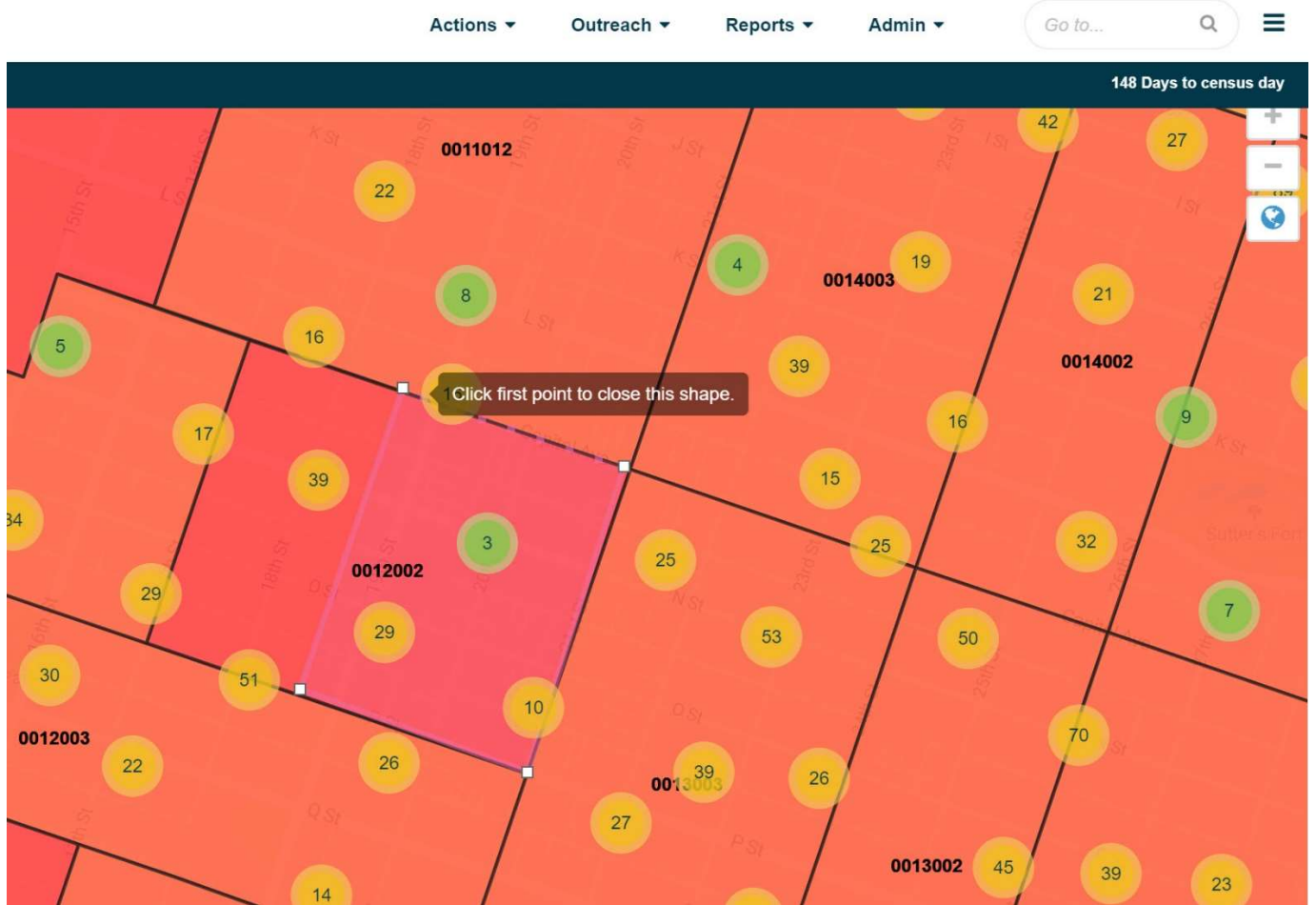


Exhibit F: Cutting turf



Exhibit G: Assignment and data approval process

CA Counts SACRAMENTO COUNTY

PDI / Voters / Mapping Canvassing 148 Days to census day

Actions ▾ Outreach ▾ Reports ▾ Admin ▾

Assignment Approval and Review

Method of Canvasser Data Review: Filter by Canvassing Project: Auto Save All Assignments Daily

Organizer: From: To: Approve All Canvasser Assignments with Passing Geo & Time Checks

<input type="checkbox"/> Canvasser Name	Assignment	Door Knocked	People Added	Contact ID's %	Geo Check	Timing Check
<input type="checkbox"/> Canvasser Test	Census - 0096082	10	11	100 %	No	No
<input type="checkbox"/> Canvasser Test	PlacerHillMen - 0096142	1	1	100 %	No	Yes
<input type="checkbox"/> Mike J...	Census - 5th Avenue east	3	3	100 %	No	No
<input type="checkbox"/> Wright, Fran...	PlacerHillMen - NovMen Nov One	3	6	100 %	No	Yes

Exhibit H: Mobile app screen grabs

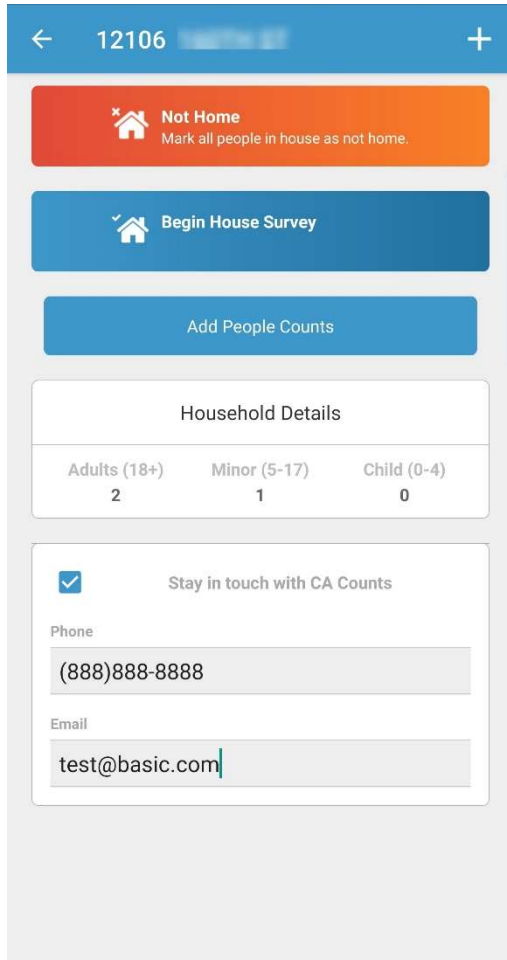


Exhibit I: Regression analysis of Census PDI surveys and SRR as of start of NRFU

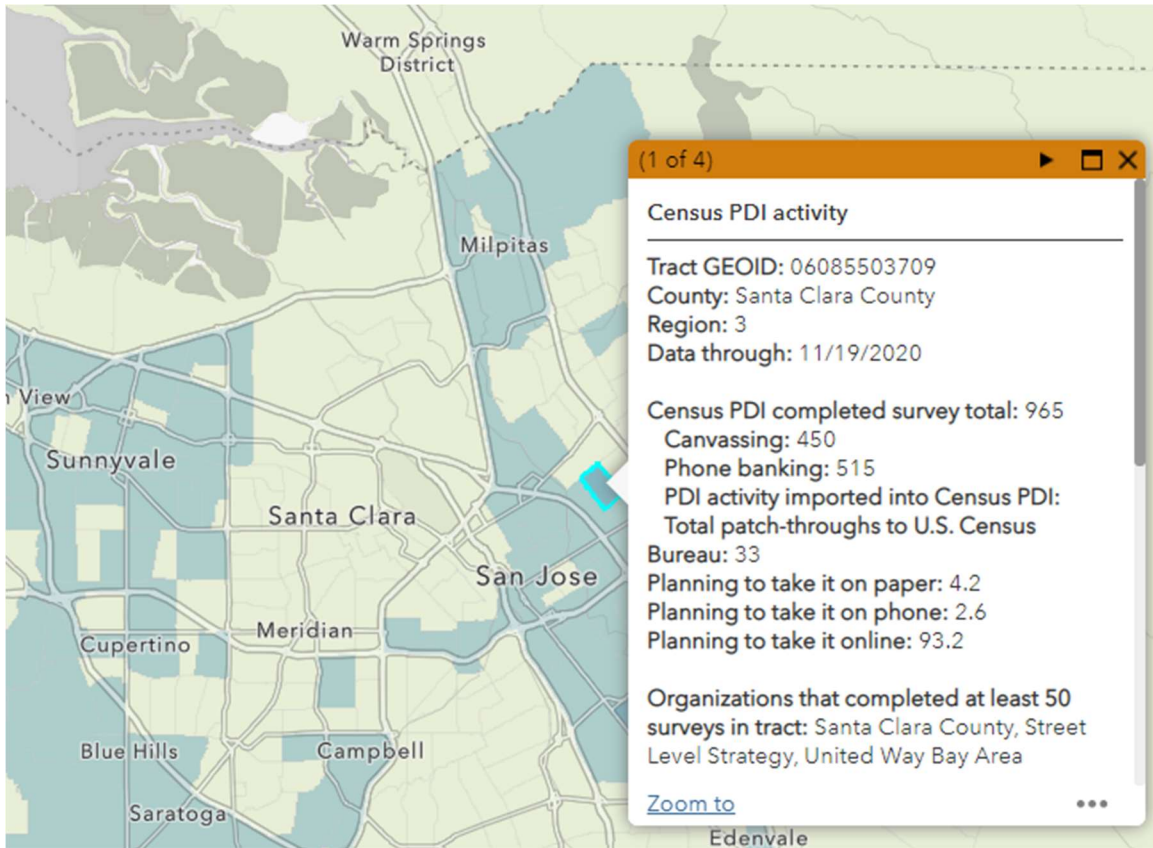
Predicting the effect of Census PDI canvassing activities on Self-Response Rates in Region 3 in tracts where at least 1 house was canvassed in the last 30 days

	<i>Dependent variable:</i>					
	7-day Self-Response Rate change		14-day Self-Response Rate change		30-day Self-Response Rate change	
	(1) All	(2) HTC	(3) All	(4) HTC	(5) All	(6) HTC
7-day number of houses canvassed	0.015*** (0.004)	0.018*** (0.003)				
14-day number of houses canvassed			0.020*** (0.004)	0.023*** (0.004)		
30-day number of houses canvassed					0.035*** (0.008)	0.035*** (0.009)
Constant	1.121*** (0.027)	1.195*** (0.031)	2.540*** (0.049)	2.734*** (0.064)	8.033*** (0.153)	8.721*** (0.212)
TRUE						
Observations	2,698	1,464	2,698	1,464	2,698	1,464
R ²	0.007	0.021	0.008	0.019	0.008	0.011
Adjusted R ²	0.006	0.020	0.008	0.018	0.007	0.011
Residual Std. Error	1.371 (df = 2696)	1.170 (df = 1462)	2.460 (df = 2696)	2.378 (df = 1462)	7.365 (df = 2696)	7.560 (df = 1462)
F Statistic	18.558*** (df = 1; 2696)	31.051*** (df = 1; 1462)	22.621*** (df = 1; 2696)	27.820*** (df = 1; 1462)	20.416*** (df = 1; 2696)	16.849*** (df = 1; 1462)

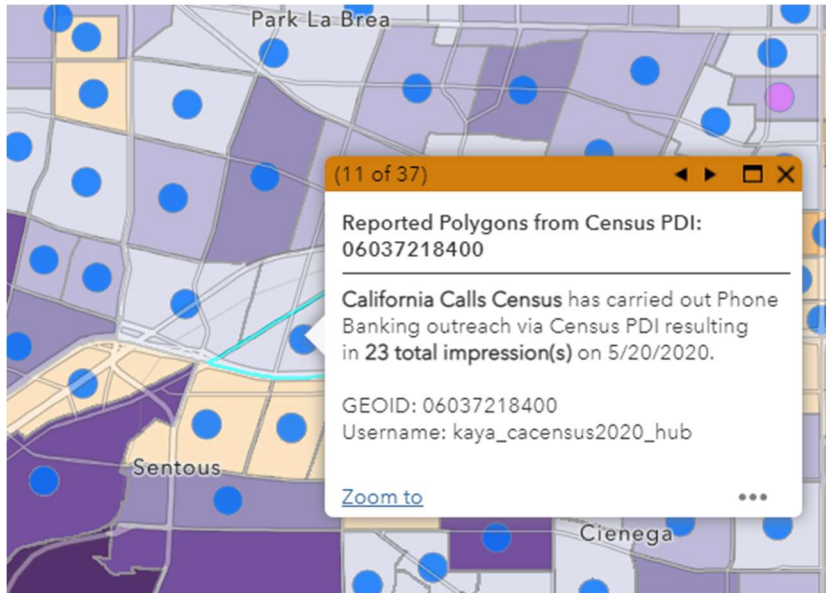
Note:

*p<0.1; ** p<0.05; *** p<0.01

Exhibit J: SWORD apps built with Census PDI data.



Reported activity maps in region oversight dashboards



- California Community Foundation tract activity touches view layer
- All Region 8 tract activity touches view layer
- Reported Census PDI activities: Region 8 view layer

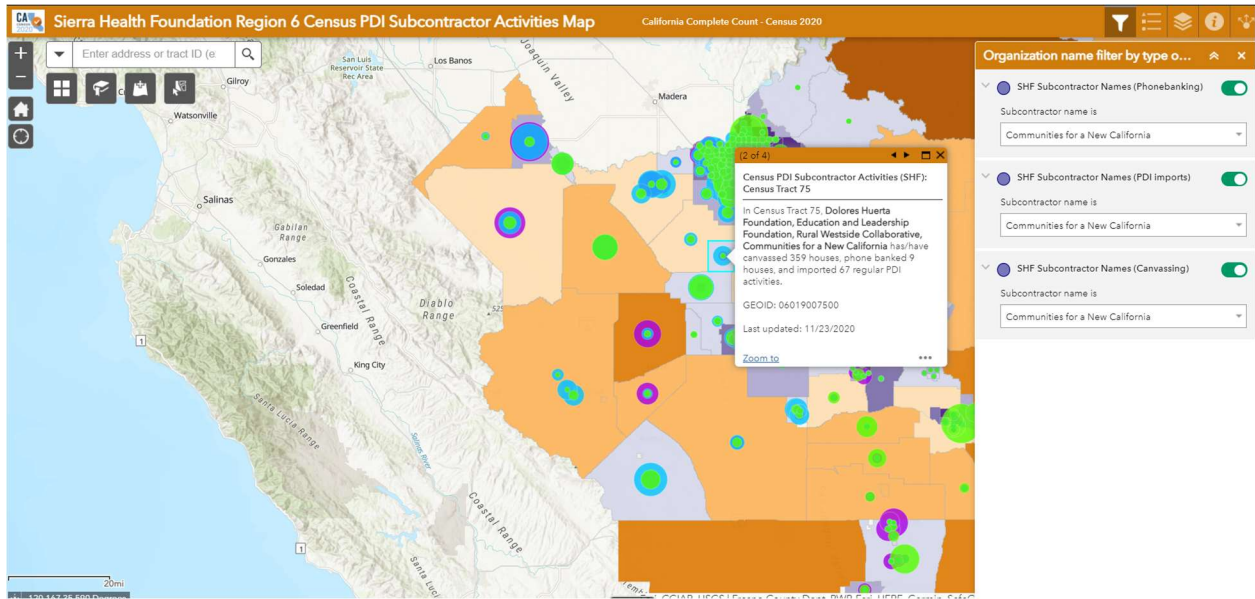
Activity Type

- Canvassing
- Phone Banking
- Other

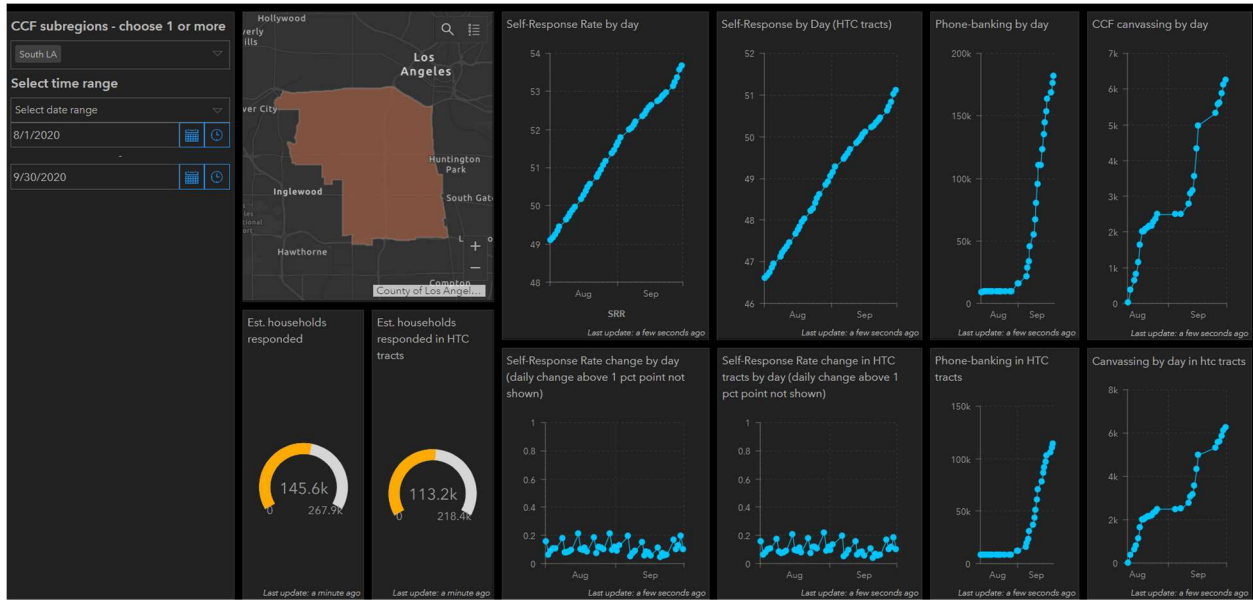
Total number of impressions divided by Shape__Area

0.18

Sierra Health Foundation



California Community Foundation



SwORD Reporting Extension

REFRESH DASHBOARDS: [Authorize Me](#) [Sign Out](#) Miller, James@Census (expires: Sat Jan 02 2021 09:40:28 GMT-0800 (Pacific Standard Time))

Select report date range - leave blank(s) for all time.
Press "REFRESH DASHBOARDS" to regenerate charts.
From: mm/dd/yyyy To: mm/dd/yyyy

Total Households reached through Census PDI as of 01/02/21		
TOTAL	PHONE BANKING	CANVASSING
1,289,234	975,171	314,063

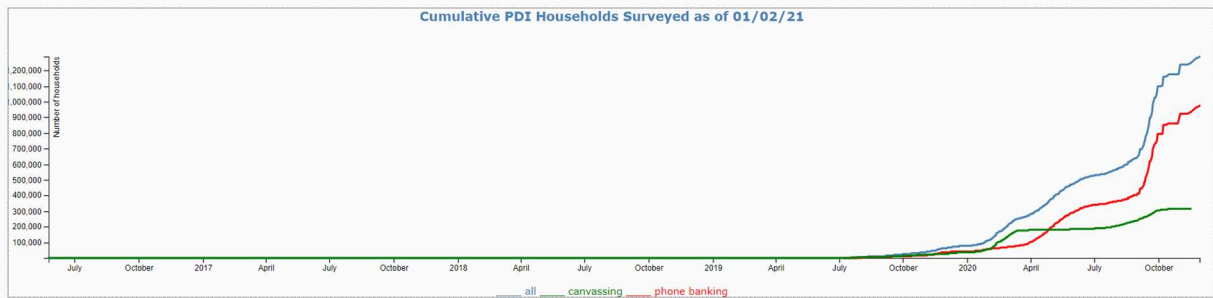


Exhibit K: Census PDI flags		
Category	Flag abbreviation	Description
Census Question	SS	Strong YES
	LS	Lean YES
	U	Undecided
	LO	Lean NO
	SO	Strong No
Reason for Taking Census	Y-SCH	Funding for Schools
	Y-POL	Political Representation
	Y-CA	I love CA
	Y-HEA	Funding for Healthcare
	Y-COM	Funding ofr my community
	Y-DON	Done it Before
	Y-CIV	Civic Duty/ being American
	Y-LAW	It's the Law
	Y-EAS	It's easy
	Y-TMP	Current federal administration
	Y-OTH	Other
Concerns	C-IMM	Immigration
	C-SEC	Privacy/ Security Concerns
	C-BEN	Losing Governmet Benefits
	C-DAT	Data being passed to other agencies
	C-SCM	Scam/ Fraud
	C-TMP	Current federal administration
	C-OTH	Other
Method of Taking Census	ONL	Online
	PPR	Paper
	PHO	Phone
Reason for Not Taking Census	N-IMM	Immigration
	N-SEC	Data Security/ Privacy Concerns
	N-SCM	Afraid of being scammed
	N-ME	Doesn't affect me
	N-CAR	Don't care
	N-NED	Don't need to do it
	N-DAT	Don't want government to have my data
	N-GOV	Don't trust the Government
	N-TIM	Don't havet time
	N-INT	Don't have computer/ internet
	N-ENG	Limited English
	N-KNO	Don't know/ understand what it is
	N-TMP	Current federal administration
	N-OTH	Other
Other Languages	ARA	Arabic
	ARM	Armenian
	ASY	Assyrian Neo Aramaic
	CAN	Cantonese
	CHA	Chaldean Neo Aramaic

Category	Flag abbreviation	Description
	FAR	Farsi
	HIN	Hindi
	HMO	Hmong
	IUM	Iu Mein
	JAP	Japanese
	KHM	Khmer
	MAN	Mandarin
	MIN	Min Nan Chinese
	POR	Portuguese
	PUN	Punjabi
	RUS	Russian
	TAG	Tagalog
	TEL	Telugu
	UKR	Ukranian
	VIT	Vietnamese
Primary Languages	SPA	Spanish
	CHI	Chinese
	KOR	Korean
	FIL	Filipino
	OTH	Other Languages
Non-Contact Codes	NH	Not Home
	INAC	Address Inaccessible
	VAC	Address Vacant
	BNM	Bad Number Mobile
	BNH	Bad Number Home
	DNC	Do Not Contact
	LM	Left Message

Exhibit L: Total flags by account																					
Organization	AC	ARA	ARM	AS Y	BNH	BNM	C-BEN	C-DAT	C- DATA	C- GOV	C- IMM	C- OTH	C- PRV	C- SCM	C- SEC	C- TMP	CAIRB A	CAIRC V	CAIRL A	CAIRSAC	
CAIR	61560	7	1	0	0	856	0	0	0	0	0	0	0	0	0	0	0	1633	0	3616	
California Calls - Census	16910	3	2	0	14	184	432	131	0	0	622	1209	0	0	213	216	0	0	0	0	
California Community Foundation	82548	31	273	10	54045	20347	0	0	944	5516	4773	16290	2891	1205	0	1335	0	0	0	0	
California Complete Count	12	0	0	0	25	0	0	0	5	2	0	2	1	1	0	2	0	0	0	0	
CHIRLA - Census	1912	1	0	0	2707	1285	0	0	13	95	103	304	40	27	0	16	0	0	0	0	
City of Stockton	0	0	0	0	1612	112	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Communities for a New California - Census	164907	29	10	7	2237	1604	3236	0	1069	0	2319	8912	4513	1584	0	1388	0	0	0	0	
County of Kings	224	0	1	0	449	376	0	0	0	0	8	1	1	0	0	0	0	0	0	0	
County of Merced Census	1328	0	0	0	6669	2229	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
County of Monterey	348	0	0	0	877	0	0	0	9	4	8	156	9	2	0	2	0	0	0	0	
County of Nevada	0	0	1	0	29	44	0	0	0	1	1	4	2	1	0	0	0	0	0	0	
County of Orange	2178	7	23	3	10000	3321	0	0	150	329	1037	508	894	103	0	71	0	0	0	0	
County of Santa Barbara	86	3	0	0	93	278	0	0	1	2	3	38	3	2	0	4	0	0	0	0	
Equality California	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Faith in Action Network	0	0	0	0	0	0	0	0	0	0	1	2	0	0	0	1	0	0	0	0	
Imperial County	2973	2	56	0	2469	1110	0	0	50	54	22	3697	81	1548	0	9	0	0	0	0	
Kern County - Census	1525	6	383	2	17077	4962	0	0	150	1114	78	630	204	79	0	148	0	0	0	0	
Los Angeles County Census	15017	3	13	0	27512	0	0	0	48	213	73	700	147	44	0	16	0	0	0	0	
MICOP	8	0	0	0	6	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	
Napa County	136	0	1	0	985	206	0	0	6	46	6	24	7	6	0	1	0	0	0	0	
Sac Region Community Foundation	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
San Benito County	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	
Santa Clara County	70153	10	8	1	0	0	0	0	139	211	218	746	143	90	0	157	0	0	0	0	
Santa Cruz County Census	194	0	0	0	434	153	0	0	1	9	30	60	11	0	0	5	0	0	0	0	
SCRF	0	1	0	0	0	6	0	0	1	2	58	75	3	10	0	3	0	0	0	0	
Sierra Health Foundation	18107	224	178	4	23759	11903	12032	1788	0	0	6668	9307	0	2939	8299	1613	0	0	0	0	
Sierra Health Foundation - Canvassing	38485	21	44	1	31	199	0	0	150	761	1483	5835	568	177	0	779	0	0	0	0	
Street Level Strategy	223786	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
United Way Bay Area	251	29	23	0	29354	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
United Way of San Diego	0	0	0	0	46	68	0	0	1	0	7	107	5	2	0	0	0	0	0	0	
Ventura County	3829	0	0	0	255	131	0	0	4	7	17	15	1	1	0	2	0	0	0	0	
Totals	706,477	377	1,017	28	180,685	49,384	15,700	1,919	2,741	8,366	17,538	48,624	9,524	7,821	8,512	5,768	0	1,633	0	3,616	

Exhibit L: Total flags by account																									
Organization	CAIRS D	CA N	CH A	CHI	D	DNC	FA R	FIL	GTD	HIN	HM O	INAC	IU	JP A	KH M	KOR	LB	LM	LO	LS	MA N	Mayb e	MI N	MV	N- CARE
CAIR	0	0	0	0	8	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
California Calls - Census	0	0	0	11	2	91	3	1	0	0	0	310	0	1	1	3	0	56	1289	6750	0	127	0	0	227
California Community Foundation	0	25	6	304	657	15238	16	209	0	13	11	8958	2	10	127	227	520	155291	1730	4944	4	0	3	279	1231
California Complete Count	0	0	0	1	0	4	0	0	0	6	0	0	1	1	0	2	0	8	4	4	0	0	0	0	1
CHIRLA - Census	0	0	0	1	41	405	0	3	0	0	0	2	0	1	1	6	0	10340	35	112	0	0	0	0	48
City of Stockton	0	0	0	0	0	471	0	0	0	0	0	0	0	0	0	0	0	2192	34	64	0	0	0	0	0
Communities for a New California - Census	0	0	2	61	4	159	7	32	0	14	85	10196	5	5	35	12	0	7619	6249	50890	1	0	3	0	915
County of Kings	0	0	0	0	2	272	0	0	0	0	0	6	0	0	0	0	0	1251	8	34	0	0	0	0	1
County of Merced Census	0	0	0	0	8	2011	0	0	0	0	0	655	0	0	0	0	0	18848	146	851	0	0	0	0	0
County of Monterey	0	0	0	0	0	156	0	0	0	0	0	0	0	0	0	0	0	1325	2	11	0	0	0	0	4
County of Nevada	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	168	17	9	0	0	0	0	4
County of Orange	0	6	3	188	352	4754	11	2	0	6	0	279	0	0	3	104	0	51528	390	3775	0	0	0	0	431
County of Santa Barbara	0	0	0	0	1	30	0	0	0	0	0	0	0	0	0	1	0	1631	10	119	0	0	0	0	1
Equality California	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Faith in Action Network	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	1
Imperial County	0	1	0	0	14	682	0	0	0	0	0	2	1	1	0	1	0	5777	68	192	0	0	1	0	56
Kern County - Census	0	2	3	24	77	2048	2	14	0	4	6	79	4	4	0	34	0	37072	529	1303	1	0	3	0	406
Los Angeles County Census	0	0	0	10	0	2521	1	8	0	2	0	47	0	2	0	119	0	108841	256	1168	0	1166	0	0	304
MICOP	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	37	1	2	0	0	0	0	0
Napa County	0	0	0	0	7	133	0	0	0	0	0	11	0	0	0	0	0	4282	3	45	0	0	0	0	4
Sac Region Community Foundation	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
San Benito County	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Santa Clara County	0	2	1	221	478	0	2	50	1274	10	5	6655	1	1	1	18	0	0	0	862	0	0	0	3146	0
Santa Cruz County Census	0	0	0	0	0	132	0	0	0	0	0	6	0	0	0	0	0	1109	7	32	0	0	0	0	5
SCRF	0	0	0	0	0	2	8	0	0	6	0	238	0	0	0	1	3	2	82	829	0	0	0	2	188
Sierra Health Foundation	0	11	4	389	736	6015	12	329	0	26	227	16464	3	14	9	153	0	73076	3421	12352	2	0	0	0	3970
Sierra Health Foundation - Canvassing	0	6	6	69	0	39	1	8	0	9	41	7241	0	0	0	22	0	559	293	946	1	0	0	0	0
Street Level Strategy	0	0	0	378	0	0	0	0	0	8	0	0	0	0	0	1046	0	0	0	0	0	0	0	0	0
United Way Bay Area	0	16	0	605	3	9089	6	4	0	33	4	41	1	12	5	17	0	83671	0	0	9	0	1	0	0
United Way of San Diego	0	0	0	1	1	91	0	0	0	0	0	0	0	0	0	0	0	406	1	18	0	0	0	0	0
Ventura County	0	0	0	2	37	183	0	0	0	0	0	30	0	0	0	1	0	1374	14	3	0	0	0	0	6
Totals	0	69	25	2,265	2,428	44,538	70	660	1,274	137	379	51,220	18	52	182	1,767	523	566,463	14,589	85,318	18	1,293	11	3,428	7,803

Exhibit L: Total flags by account																						
Organization	N-DATA	N-ESL	N-GOV	N-IMM	N-INT	N-KNOW	N-ME	N-NEED	N-ONL	N-OTH	N-PRV	N-SCM	N-SEC	N-TIME	N-TMP	NH	No	ONL	OPT	OPT	OPT	
																			T	C	E	OTH
CAIR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	681694	0	0	0	0	0	0
California Calls - Census	76	42	78	71	32	370	219	180	0	35	19	59	0	412	78	3598	638	2463	0	140	136	1061
California Community Foundation	68	492	107	286	28	459	273	225	0	1588	159	176	0	968	22	74081	0	112156	0	0	0	3242
California Complete Count	5	0	0	1	0	1	0	0	0	1	1	1	0	0	1	2	0	11	0	0	0	3
CHIRLA - Census	1	9	7	1	4	14	2	8	0	25	3	1	0	20	0	197	0	1196	0	0	0	48
City of Stockton	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	279	0	0	0	0	0	0
Communities for a New California - Census	79	261	144	131	13	432	256	224	0	775	137	103	0	700	21	209066	0	12223	0	0	0	477
County of Kings	0	0	1	0	0	1	1	1	0	1	0	0	0	2	0	7928	0	113	0	0	0	0
County of Merced Census	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	175	0	0	0	0	0	0
County of Monterey	0	1	0	0	0	0	0	0	0	3	2	0	0	1	0	21	0	183	0	0	0	1
County of Nevada	0	4	6	4	4	5	6	2	0	36	3	7	0	6	2	3	0	46	0	0	0	0
County of Orange	23	41	15	64	6	101	140	117	0	131	104	113	0	101	2	9475	0	10551	0	0	0	473
County of Santa Barbara	0	0	0	0	0	0	1	0	0	2	0	0	0	5	0	7	0	160	0	0	0	3
Equality California	0	0	0	0	0	0	0	0	0	90	0	0	0	0	0	0	0	4509	0	0	0	0
Faith in Action Network	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	21	0	0	0	0
Imperial County	1	1	3	3	0	19	6	8	0	48	12	3	0	19	0	345	0	5409	0	0	0	64
Kern County - Census	9	609	10	16	5	65	22	31	0	96	12	1	0	50	12	1275	0	3689	0	0	0	441
Los Angeles County Census	7	226	29	34	8	117	50	54	0	548	35	33	0	127	3	682	4967	2282	0	0	0	83
MICOP	0	0	0	0	0	0	1	0	0	4	0	0	0	0	0	9	0	7	0	0	0	1
Napa County	5	0	1	2	1	5	0	2	0	27	0	0	0	17	0	106	0	515	0	0	0	16
Sac Region Community Foundation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
San Benito County	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Santa Clara County	0	0	0	7	0	0	0	0	0	0	1	0	0	1	0	98094	0	18609	0	0	0	251
Santa Cruz County Census	0	1	0	0	0	7	2	0	0	17	0	0	0	1	0	10	0	265	0	0	0	1
SCRF	3	61	7	9	2	80	25	46	0	90	4	6	0	143	3	3231	0	1446	0	0	0	199
Sierra Health Foundation	409	523	350	648	39	1694	1050	920	0	1826	0	610	655	2804	65	78441	0	24385	0	0	0	960
Sierra Health Foundation - Canvassing	27	55	57	76	2	40	161	290	0	762	48	58	0	220	7	16969	0	25428	0	0	0	173
Street Level Strategy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
United Way Bay Area	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2550	0	0	0	0	0	268
United Way of San Diego	1	0	0	0	0	0	0	0	0	7	0	0	0	0	0	1	0	80	0	0	0	0
Ventura County	0	0	0	0	1	2	3	0	16	3	1	1	0	0	0	193	178	119	0	0	0	3
Totals	714	2,326	815	1,353	145	3,413	2,218	2,108	16	6,115	541	1,172	655	5,597	216	1,188,433	5,783	225,867	0	140	136	7,771

Exhibit L: Total flags by account																					
Organization	PAN A	PARSB A	PARSL A	PHO	PO R	PPR	PT	PU N	REF	RU S	SO	SPA	SS	TAG	TE L	THAI	TXT	U	UK R	VAC	VIT
CAIR	0	0	0	0	0	0	0	0	0	0	311	0	906	0	0	0	0	5160	0	0	0
California Calls - Census	0	0	0	511	0	4292	0	0	0	1	3424	316	33485	1	0	0	0	4135	11	23	5
California Community Foundation	0	0	0	8342	3	43802	0	4	0	9	2977	25537	90870	3	2	16	1740	3928	4	973	45
California Complete Count	0	0	0	4	0	8	0	0	0	1	1	5	7	0	0	0	0	7	0	0	1
CHIRLA - Census	0	0	0	93	0	632	0	0	0	0	381	527	2913	0	0	0	0	201	0	1	0
City of Stockton	0	0	0	0	0	0	0	0	0	0	120	0	2999	0	0	0	0	90	0	0	0
Communities for a New California - Census	0	0	0	1874	28	36484	0	194	0	3	9221	6695	661700	3	0	4	0	23053	0	1562	44
County of Kings	0	0	0	14	0	110	0	0	0	0	6	20	229	0	0	0	0	25	0	5	0
County of Merced Census	0	0	0	0	0	0	0	0	0	0	2156	0	4935	0	0	0	0	936	0	21135	0
County of Monterey	0	0	0	26	0	120	0	0	0	0	4	102	22	0	0	0	0	8	0	0	0
County of Nevada	0	0	0	11	0	14	0	0	0	0	61	5	71	0	0	0	0	8	0	0	0
County of Orange	0	0	0	365	1	7485	0	1	0	0	273	2387	16472	3	0	1	0	829	0	12	173
County of Santa Barbara	0	0	0	5	0	29	0	0	0	0	5	11	395	0	0	0	0	16	0	0	0
Equality California	0	0	0	37	0	406	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Faith in Action Network	0	0	0	3	0	21	0	0	0	0	0	0	43	0	0	0	0	2	0	0	0
Imperial County	0	0	0	276	0	1179	0	0	0	0	94	5203	4190	0	0	1	0	126	0	4	1
Kern County - Census	0	0	0	213	1	3349	0	2	0	0	3855	1156	7306	0	0	0	0	656	3	2	8
Los Angeles County Census	0	0	0	390	0	788	0	1	0	37	483	770	6809	0	0	1	0	1037	1	12	2
MICOP	0	0	0	2	0	2	0	0	0	0	1	5	2	0	0	0	0	3	0	0	0
Napa County	0	0	0	22	0	173	0	0	0	0	6	134	493	0	0	0	0	13	0	0	0
Sac Region Community Foundation	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	1	0	0	1
San Benito County	0	0	0	1	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0
Santa Clara County	0	0	0	780	4	1440	0	3	6671	6	1848	1339	12910	0	0	2	0	2528	1	855	182
Santa Cruz County Census	0	0	0	12	0	86	0	0	0	0	6	68	172	0	0	0	0	29	0	0	0
SCRF	0	0	0	24	0	549	0	175	0	0	140	190	1220	0	0	0	3	453	0	49	1
Sierra Health Foundation	0	0	0	2596	17	44687	0	246	0	8	5579	27051	47513	8	2	0	0	9578	7	1199	17
Sierra Health Foundation - Canvassing	0	0	0	1818	3	16573	0	16	0	0	1366	6972	5843	1	0	1	0	469	2	1447	11
Street Level Strategy	0	0	0	0	0	0	174514	0	0	0	4175	41625	27055	1311	0	0	261145	3393	0	0	0
United Way Bay Area	0	0	0	0	5	0	73	23	0	18	3353	2606	24238	31	3	7	0	4657	2	61	77
United Way of San Diego	0	0	0	4	0	40	0	0	0	0	1	39	114	0	0	0	0	7	0	0	0
Ventura County	0	0	0	24	0	58	0	0	0	0	64	25	89	0	0	0	0	21	0	4	0
Totals	0	0	0	17,447	62	162,327	174,587	665	6,671	83	39,911	122,789	953,010	1,361	7	33	262,888	61,369	31	27,344	568

Exhibit L: Total flags by account													
Organization	Y-CA	Y-CIV	Y-COM	Y-DONE	Y-EASY	Y-HEA	Y-LAW	Y-OTH	Y-POL	Y-SCH	Y-SCM	Y-TMP	Totals
CAIR	0	0	0	0	0	0	0	0	0	0	0	0	755,753
California Calls - Census	167	21	2142	739	155	895	34	754	1115	876	145	863	92,676
California Community Foundation	924	1696	10812	2770	949	3848	2077	8460	1390	8129	0	174	793,827
California Complete Count	4	3	2	0	1	0	3	0	0	4	0	0	164
CHIRLA - Census	17	175	234	178	114	42	142	185	66	59	0	3	24,997
City of Stockton	0	0	0	0	0	0	0	0	0	0	0	0	7,973
Communities for a New California - Census	1747	6417	10111	5994	993	3606	1543	3282	2739	7564	0	115	1,278,127
County of Kings	0	0	0	0	0	0	0	1	1	8	0	0	11,101
County of Merced Census	0	0	0	0	0	0	0	0	0	0	0	0	62,082
County of Monterey	1	35	25	14	56	0	5	121	0	2	0	0	3,666
County of Nevada	0	2	5	0	0	0	0	9	2	1	0	1	611
County of Orange	4064	411	546	209	62	232	208	203	529	1489	0	9	137,883
County of Santa Barbara	2	41	29	3	14	1	14	21	7	9	0	0	3,086
Equality California	0	0	0	0	0	0	0	12472	0	0	0	0	17,514
Faith in Action Network	0	18	4	0	5	0	1	0	3	2	0	0	141
Imperial County	582	368	1278	169	3232	39	63	415	4	67	0	1	42,100
Kern County - Census	382	407	1634	261	14	325	230	209	234	902	0	34	95,499
Los Angeles County Census	49	226	297	0	87	202	126	560	143	193	0	7	179,737
MICOP	0	0	1	1	0	0	0	6	0	1	0	0	108
Napa County	7	32	94	19	15	9	22	15	15	12	0	0	7,687
Sac Region Community Foundation	0	0	0	0	0	0	0	0	0	0	0	0	18
San Benito County	0	0	0	0	0	0	0	0	0	2	0	0	10
Santa Clara County	253	37	365	551	0	195	164	131	181	190	0	1	232,203
Santa Cruz County Census	2	103	55	17	6	4	20	19	9	12	0	5	3,117
SCRF	62	178	587	223	96	10	47	73	28	45	0	1	11,029
Sierra Health Foundation	4278	2957	11465	3654	1444	10239	3225	2794	6494	13206	0	139	527,816
Sierra Health Foundation - Canvassing	439	965	2694	773	2443	344	2578	4087	626	2168	0	30	153,817
Street Level Strategy	0	0	0	0	0	0	0	0	0	0	0	0	738,436
United Way Bay Area	0	0	0	0	0	0	0	0	0	0	0	0	161,152
United Way of San Diego	2	34	10	11	4	0	26	20	6	10	0	0	1,171
Ventura County	4	0	10	9	2	10	8	2	2	12	0	0	6,776
Totals	12,986	14,126	42,400	15,595	9,692	20,001	10,536	33,839	13,594	34,963	145	1,383	5,350,277