



California Complete Count Committee

PUBLIC MEETING

1500 11TH STREET, SACRAMENTO | FEBRUARY 27, 2020



Agenda Item 1

Opening Remarks

Call to Order – Roll Call / Establish Quorum

Pledge of Allegiance

Approval of 06/04/19 Meeting Minutes

Approval of 09/04/19 Meeting Minutes

Approval of 12/03/19 Meeting Minutes

Presenter:

Honorable Alex Padilla

Secretary of State

Chair

Committee Comment

Public Comment



Agenda Item 2

**Input for Jan 1, 2020
Report to the Governor**

**Presenter:
Honorable Alex Padilla
Secretary of State, Chair**

Committee Comment

Public Comment



Agenda Item 3

U.S. Census Bureau Update

Presenter:

Lia Bolden

Partnership Coordinator

Los Angeles Regional Census Center



Los Angeles Region 2020 Census Partnership Update

February 27, 2020

Lia Bolden

Partnership Coordinator

Los Angeles Regional Census Center

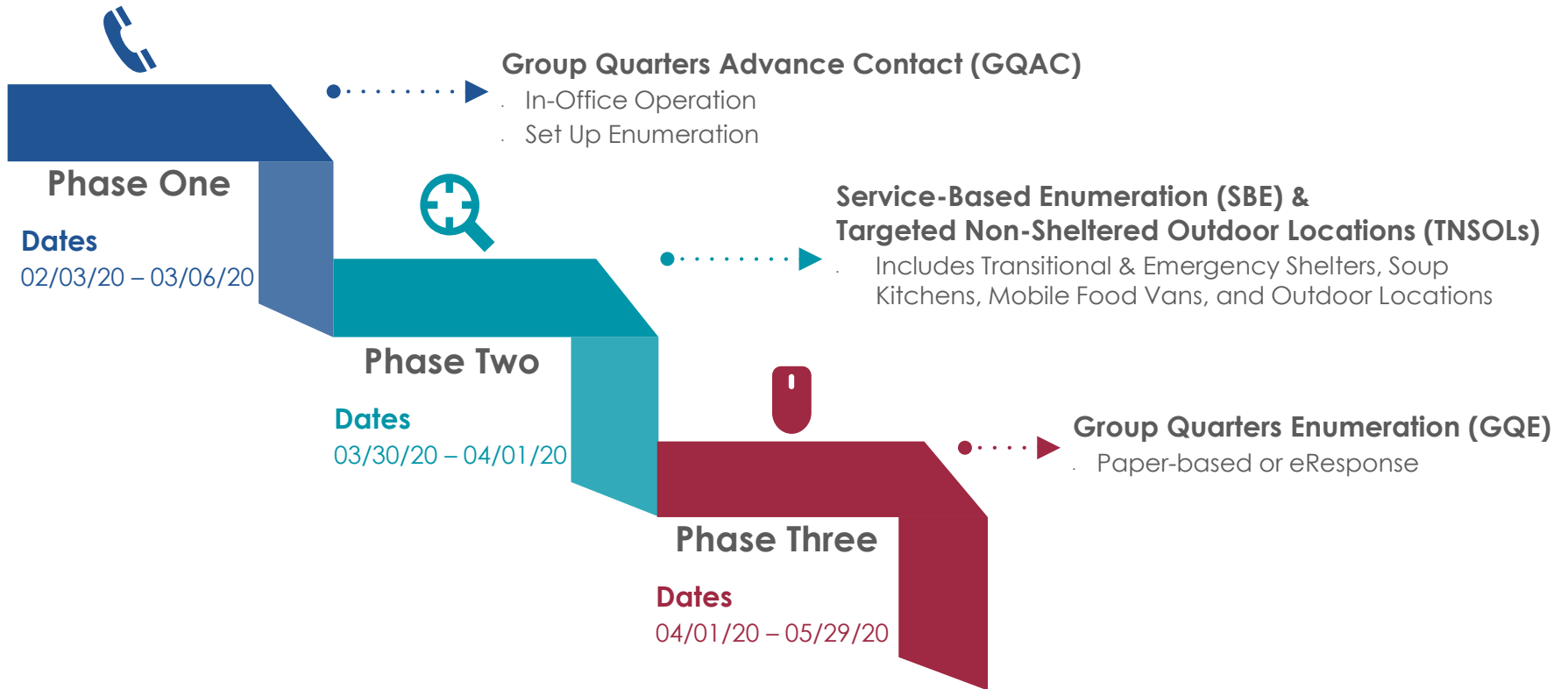
your future
START HERE >

United States[®]
**Census
2020**

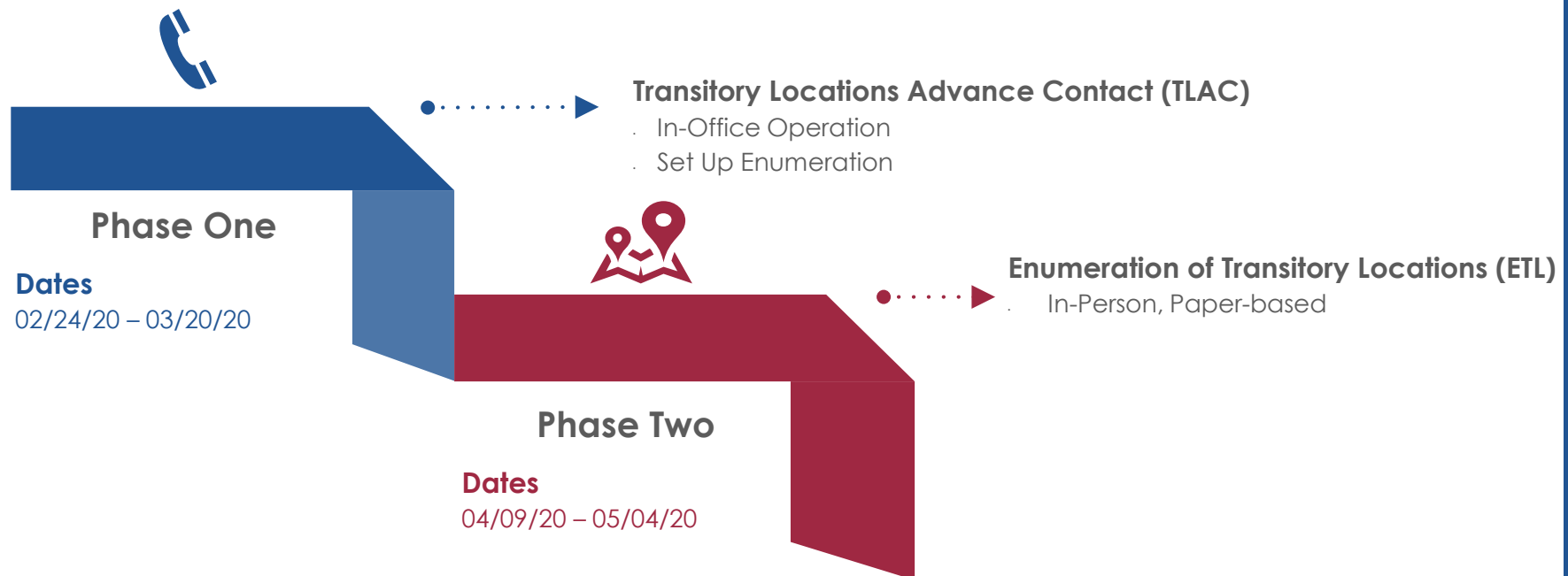
2020 Census Timeline



How are Group Quarters (GQs) Enumerated?



How are Transitory Locations (TLs) Enumerated?

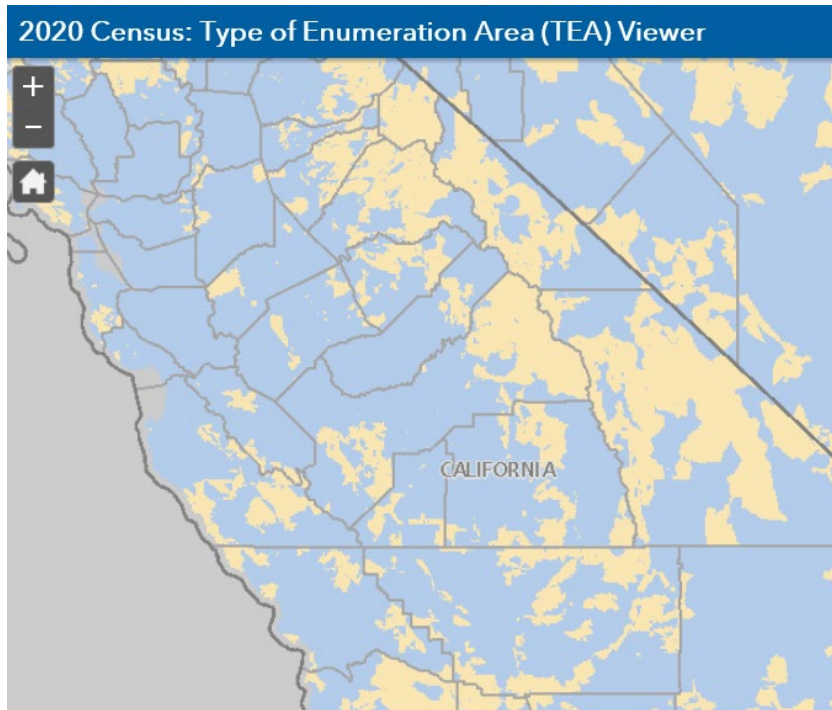


Group Quarters

How Partners Can Help

- **Provide lists of Service Based Group Quarters Locations**
 - Soup Kitchens
 - Emergency and Transitional Shelters for People Experiencing Homelessness
 - Regularly Scheduled Mobile Food Vans
 - Targeted Non-Sheltered Outdoor Locations
- **Provide lists of Targeted Non-Sheltered Outdoor Locations (TNSOL)**
- **Provide special instructions and unique needs of TNSOLs in your community and share this information with Census Staff.**
- **Encourage service providers to cooperate with Census employees by providing access to enumerate at their locations/sites.**
- **Promote Census Jobs**

Update Leave



Housing Unit Percent Total	Type of Enumeration Area
95.32%	Self-Response
4.48%	Update Leave
0.17%	Military*
0.01%	Update Enumerate
0.02%	Remote Alaska

- Designed to enumerate addresses that are difficult to reach through common enumeration methods.
 - Non-City Style Addresses
 - Disaster Areas
 - Seasonally Vacant Areas
- Enumerators will verify each assigned address and leave an Internet Choice questionnaire Package at each Housing Unit.

Update Leave

How Partners Can Help

- Encourage households to respond via mail or phone
- Educate your audience about the 2020 Census.
 - Explain why it's important and how it benefits your community.
 - Inform your audience that the census is easy, safe, and important.
 - Display posters and other partner materials.
 - Include messaging about the 2020 Census in your emails, newsletters, and blogs
- Promote Census Jobs

Self-Response Begins

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.



2020 Census Mail Contact Strategies Viewer

<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427>

Internet Choice:

Letter Invitation and Paper Questionnaire

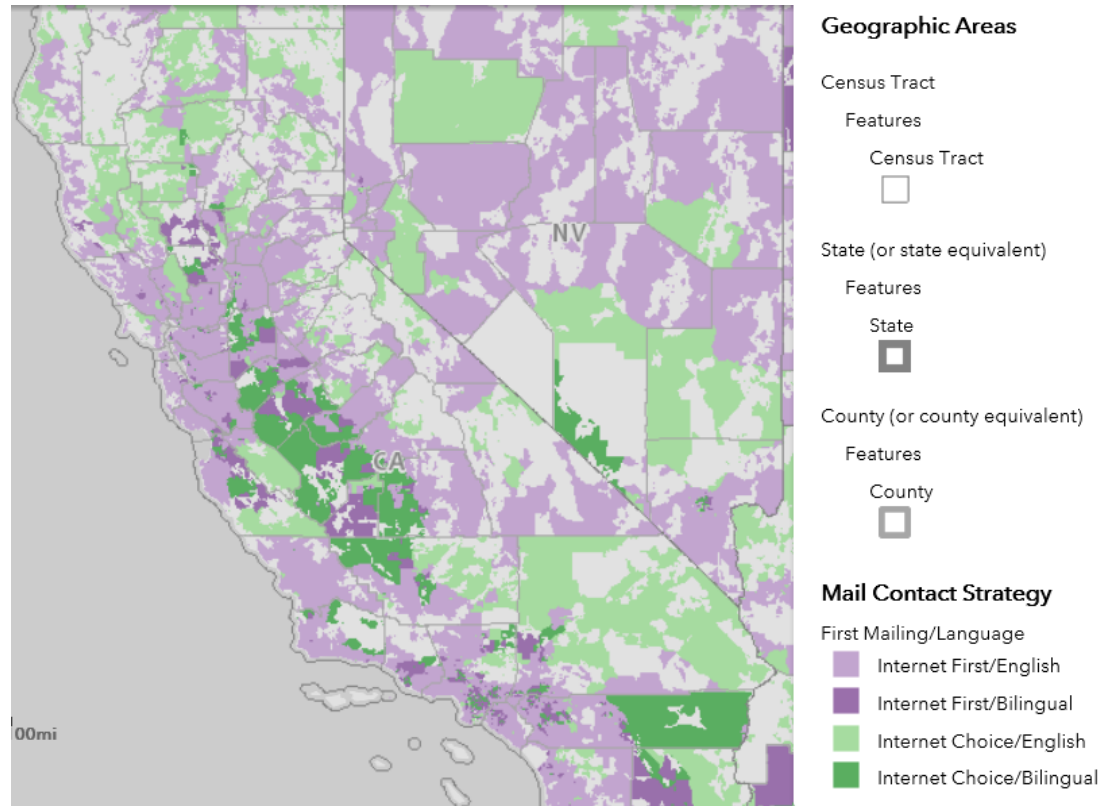
- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.



Internet First:

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.



Sample Letter

All mailing packages include a letter and language assistance sheet with instructions in the 12 non-English languages.

The instructions explain how to select languages online, and provide dedicated phone numbers for each non-English language.

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.


Sincerely,

Steven D. Dillingham
Director

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].

Language Assistance Sheet



OMB No. 0907-1006 Approval Expires 11/30/2021

English
Go to [redacted] and select "ENGLISH," located in the upper-right corner of the window, to access your 2020 Census questionnaire in English.

Español (Spanish)
Vaya a [redacted] y seleccione "Español," en la esquina superior derecha de la ventana, para acceder al cuestionario del Censo del 2020 en español.

中文 (Chinese)
请点击位于窗口右上角的“中文(简体)”以选择简体中文版 2020年人口普查问卷。

Tiếng Việt (Vietnamese)
Hãy vào trang mạng [redacted] và chọn "Tiếng Việt" ở góc trên bên phải của cửa sổ để truy cập bản của Hội Thống kê Dân số 2020 bằng Tiếng Việt.

한국어 (Korean)
2020년 센서스 인구조사 설문지를 한국어로 보시려면 인터넷 사이트 [redacted]로 가서서 화면의 오른쪽 상단 코너에 있는 '한국어'를 클릭해 주십시오.

Русский (Russian)
Чтобы получить доступ к анкете переписи населения 2020 года на русском языке, зайдите на веб-сайт [redacted] и выберите «РУССКИЙ» в правом верхнем углу окна.

العربية (Arabic)
لتحميل برنامج [redacted] وحدد "العربية" الموجود في الزاوية العليا اليمنى من الشاشة للعثور على استبيان التعداد السكاني لسنة 2020 الخاص بك باللغة العربية.

Tagalog (Tagalog)
Pumunta sa [redacted] at pilin ang "TAGALOG" na nasa itaas na kanang sulok ng window, upang ma-access ang iyong palatnungan ng 2020 Senso sa Tagalog.

Polski (Polish)
Aby uzyskać dostęp do kwestionariusza Spisu Ludności 2020 w języku polskim, proszę przejść na stronę [redacted] i wybrać "POLSKI" w górnym prawym rogu ekranu.

Français (French)
Rendez-vous sur [redacted] et sélectionnez « FRANÇAIS », situé dans le coin supérieur droit de la fenêtre, pour accéder à votre questionnaire du Recensement 2020 en français.

Kreyòl Ayisyen (Haitian Creole)
Pou gen aksè sou kesyonèy Resansman 2020 an, nan Kreyòl Ayisyen ale sou sitwèb [redacted] epi chwazi "KREYÒL AYISYEN," nan kwen anwo nan bò dwat fenèt la.

Português (Portuguese)
Visite [redacted] e clique em "PORTUGUÊS" no canto superior direito da janela para acessar o questionário do Censo 2020 em português.

日本語 (Japanese)
[redacted] にアクセスして、ウィンドウの右上にある「日本語」を選択し、2020年国勢調査（日本語版）にアクセスしてください。

FORM D-1J (08-04-2019)

OMB No. 0907-1006 Approval Expires 11/30/2021

English
For help completing your 2020 Census questionnaire, call toll-free [redacted]. For telephone display service (TDD) for the hearing impaired, call toll-free [redacted].

Español (Spanish)
Si necesita ayuda para completar el cuestionario del Censo del 2020, llame gratis al [redacted].

中文 (Chinese)
如果您填写2020年人口普查问卷时需要帮助，请拨打免费电话：[redacted]（普通话）或 [redacted]（广东话）。

Tiếng Việt (Vietnamese)
Để được trợ giúp hoàn thành bản câu hỏi Thống kê Dân số 2020 của quý vị, hãy gọi số miễn phí [redacted].

한국어 (Korean)
2020년 센서스 설문지 작성에 도움이 필요하시면 무료 번호 [redacted]로 전화해 주십시오.

Русский (Russian)
Для помощи в заполнении анкеты переписи населения 2020 года, позвоните по номеру [redacted] (бесплатно).

العربية (Arabic)
للمساعدة في استكمال استبيان التعداد السكاني الخاص بك لسنة 2020، اتصل على الرقم المجاني: [redacted].

Tagalog (Tagalog)
Para sa tulong sa pagkumpleto ng iyong palatnungan ng 2020 Senso, tumawag nang toll free sa [redacted].

Polski (Polish)
Aby uzyskać pomoc w wypełnieniu kwestionariusza Spisu Ludności 2020, proszę zadzwonić pod bezpłatny numer [redacted].

Français (French)
Pour obtenir une aide afin de remplir votre questionnaire du Recensement 2020, appelez gratuitement le [redacted].

Kreyòl Ayisyen (Haitian Creole)
Pou jwenn ed rangli kesyonèy Resansman 2020 an, rele nimewo nou an gratis [redacted].

Português (Portuguese)
Para obter ajuda para responder ao questionário do Censo 2020, ligue gratuitamente para o telefone [redacted].

日本語 (Japanese)
2020年国勢調査についてご不明な点があるときは、フリーダイヤル [redacted] までお電話ください。

FORM D-1I (05-04-2019)

Census Questionnaire Assistance (CQA)

Beginning March 1, 2020, the English and Spanish language telephone lines will be available

- Provide general information about the 2020 Census, including answers to frequently asked questions (FAQs), via an automated Interactive Voice Response (IVR) system.
- Callers to these lines will also be advised to call back starting March 9, 2020 to speak with a live customer service representative (CSR).
- Callers to all other language lines will hear the message to call back starting March 9, 2020, to speak with a live CSR.

Beginning March 9, 2020, all telephone lines will begin live CSR support providing information about the 2020 Census and assistance with the questionnaire.

- Callers to the English and Spanish language lines will be routed through the IVR system prior to being transferred to a CSR.
- Callers to all other language lines will be greeted in that language by a CSR.

The CQA telephone lines will end on July 31, 2020.

Self-Response Begins

How Partners Can Help

- **Encourage households to respond online or phone**
 - Share the link to the online census form.
 - Make computers or Wi-Fi available for your audience to respond online.
 - Continue to inform your audience about the importance of responding to the census.
- **Educate your audience about the 2020 Census.**
 - Explain why it's important and how it benefits your community.
 - Inform your audience that the census is easy, safe, and important.
 - Display posters and other partner materials.
 - Include messaging about the 2020 Census in your emails, newsletters, and blogs.

Self-Response Map

- **Self-Response map will be available on [census.gov](https://www.census.gov)**
- **February 28th – Map will show 2010 Mail Response Data**
- **March 20th - Map updated with 2020 Live Response Data**
- **Live Response Data updated daily**

Non-Response Follow-Up

- NRFU is the last and largest operation of the Decennial 2020 Census
- NRFU serves two purposes:
 1. To determine the housing unit status
 2. To enumerate non-responsive addresses
- The bulk of NRFU begins in mid-May. Early NRFU begins in April to enumerate students living off campus before they leave for summer break.



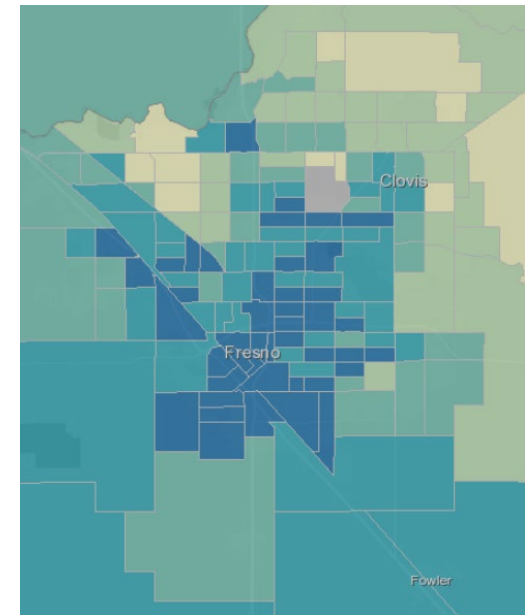
Non-Response Follow-Up (NRFU)

How Partners Can Help

- **Share information about how the U.S. Census Bureau will make sure everyone is counted.**
 - Let your audience know that census takers will follow up in person with households that have not yet responded.
 - Inform your audience that census takers can assist them in completing their census form.
 - Remind people to cooperate with census takers if they visit their home.
 - Emphasize that the 2020 Census is safe and secure.

Mobile Questionnaire Assistance (MQA)

- **Types of MQAs**
 - Partner Questionnaire Assistance Center or Kiosk
 - Census Mobile Questionnaire Assistance
 - Census Highly Mobile Questionnaire Assistance
- **Location of Census MQAS**
 - Use ROAM to pre-identify potential Mobile Questionnaire Assistance locations
 - Use Response Data to identify Highly Mobile Questionnaire Assistance
- **Census MQAs staffed from March 24th to July 31st**



Mobile Questionnaire Assistance (MQA)

How Partners Can Help

- **Host a Partner Questionnaire Assistance Center**
 - Make computers or Wi-Fi available for your audience to respond online.
 - Partner QACs are hosted by non-Census Bureau Employees
- **Identify Events where the Census MQAs can be set-up**
 - Staffed by Census Bureau Employees
 - Provide Event information to your local Partnership Specialist

Statistics in School Week

March 2nd to March 6th



<https://www.census.gov/schools/>

Thank You

2020CENSUS.GOV

Shape
your future
START HERE >

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Census
2020

Committee Comment

Public Comment



Agenda Item 4

Lunch Break

Agenda Item 5

Key Accomplishments & Look Ahead

Sarah Soto-Taylor

**Deputy Secretary for the Census
Government Operations Agency**



Planned Outreach Statistics



137

Total languages
provided by Partners



LACAP requirements achieved
in all **58** counties



5,306

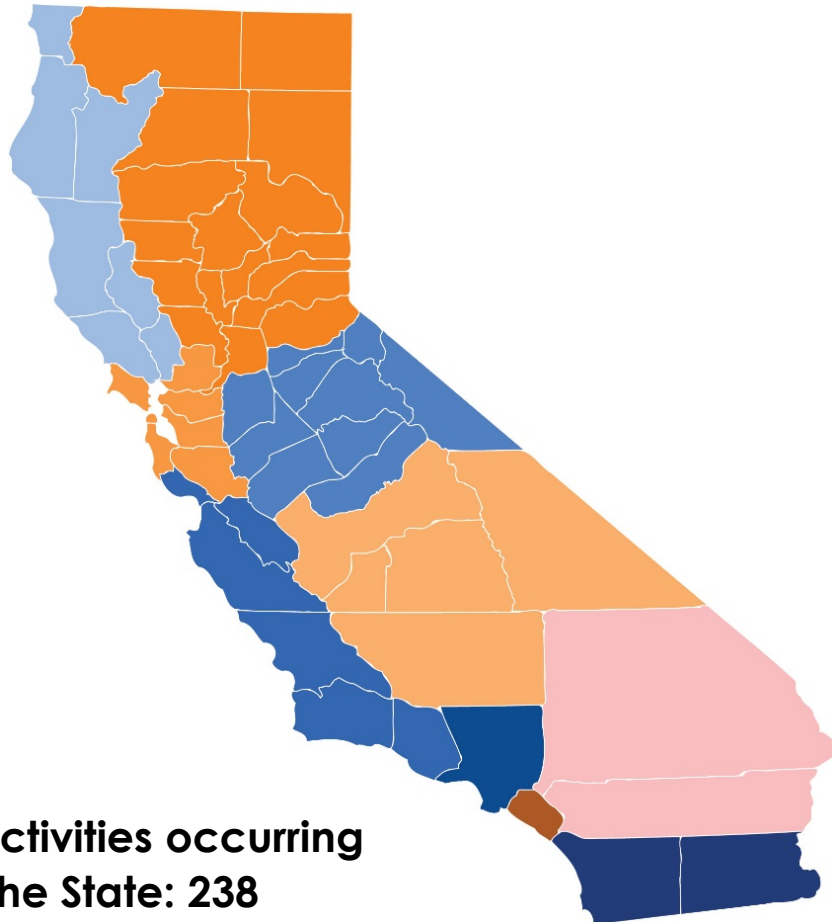
Activities



Over **11.9 Million**
Estimated individual
in-person contacts

Estimated as of 2/25/20

Outreach Activities by Region



- Region 1 – 940
- Region 2 – 346
- Region 3 – 814
- Region 4 – 349
- Region 5 – 353
- Region 6 – 685
- Region 7 – 248
- Region 8 – 906
- Region 9 – 63
- Region 10 – 364

Additional activities occurring throughout the State: 238

Estimated as of 2/25/20

QAC and QAK Updates



- QAC/QAK Final Guide and Training Tools presented to partners (1/31/20)
- Technical assistance provided to Partners to troubleshoot issues and support them in meeting security requirements



Partner Funding and Payments

\$21,648,879 issued in additional funding to partners, with the following priority resource areas:

1. Printing of collateral materials in languages supporting the hardest-to-count demographics and outreach strategies.
2. Providing in-language support at QACs and other outreach activities.
3. Executing outreach activities in census tracts with a CA-HTC Index of 57 and higher where there were no activities planned and bolstering existing efforts to amplify the campaign.
4. Establishing a contingency fund for rapid deployment of resources during the self-response period

Partner Funding and Payments

Type of Partner	Original Contract Amount	Additional Funding Amount	Total Funding Amount
County	\$25,999,233	\$6,089,826	\$32,089,059
ACBO	\$23,634,269	\$7,894,256	\$31,528,525
Statewide	\$6,505,855	\$2,011,413	\$8,517,268
Sector	\$1,050,000	\$596,650	\$1,646,650
Education	\$3,421,515	\$3,905,810	\$7,327,325
Tribal	\$88,500	\$1,150,924	\$1,239,424
Total	\$60,699,372	\$21,648,879	\$82,348,251

Partner Communication

- 10 weekly newsletters sent to Partners and regular bi-weekly partner calls to share important information and updates
- Two-day 2020 Census Convening of Contracted Partners:
 1. Setting the Stage: Keynote & Updates from the State
 2. Overview of Data Supports and Rapid-Response Plans
 3. Breakout Sessions: Group Problem-Solving and Best Practices Sharing
 4. State-wide Communications Update
 5. Crisis Communications Framework
 6. Breakout Sessions: Regional Scenario and Response Planning

Toolkits and Collateral

- **Social media toolkit** for Partners released in January and February.
- Partner **Welcome Kit** created and shipped to partners (posters and flyers in English and Spanish) and LACAP languages shipped to partners soon.
- **New Census Partner Toolkit:** Includes information about the Census, communications and outreach goals, information about best practices, media templates and much more.
- **New Veteran Toolkit:** created to uplift messages important to our veteran community and assist organizations in conducting outreach.
- **Small business Toolkit:** to learn more about engaging customers, employees and community about the Census.
- **50+ partner created collateral pieces** reviewed and available for sharing among Partners.
- **Updated Posters and Flyers** in all 13 languages to reflect moving into the self-response period



Media and Partner Communication Support

Media buy update: Paid media update, detailed media coverage, the updated media list and how the U.S. Census Bureau and California media buy work together.

Partner Spokesperson Media Training: Provided necessary tools and media training for interacting with the media and serving as a spokesperson at partner and community events. Training included: spokesperson talking points and best practices and mock media interview sessions.

New Radio Scripts and Print: These new collateral pieces are available to Partners as a way to spread the word about the Census.

New Digital Ads: Ads to engage communities digitally to learn more about the Census, available in all 13 languages.

Threat Identification Training: Provided partners with information on how to identify threats, roles and responsibilities and best practices.

Sector Update: Tribal

- Native People Count California website published (nativepeoplecountca.org)
- Native American Outreach Resources Released (Native people count flyer, Census glossary, What is Census flyer, Native Fact Sheet, Census Questionnaire tips: Race & Tribal Affiliation, Census tribal impact infographic, Native People Count CA Partners Contact Sheet)
- Tribal Coordination Meetings with Outreach Partners, Media & Tribal Partners
- CCCO initiated the Tribal Census Kick-off Event on March 6th in Eureka, CA hosted by the Northwestern California Intertribal Census Workgroup



The flyer features a decorative border with a repeating geometric pattern in red, orange, and white. The text is centered and includes the event title, presenter, date and time, location, and contact information. A logo for the Northwestern California Intertribal Census Workgroup is prominently displayed in the center.

California Tribal Census 2020 Kick-Off Event
presented by
Northwestern California Intertribal Census Workgroup

SAVE THE DATE!

March 6, 2020
3:30–7:00 p.m.

Hosted at the Sequoia Conference Center
901 Myrtle Ave., Eureka, CA 95501

There will be catered food, activities for youth, games & prizes, and information regarding the upcoming Census 2020 Count.
For more information, please call (707) 445-8451.

SAVE THE DATE!

Statewide and Sector Update

Contracted with Homebase - a non-profit dedicated to building community capacity to prevent and end homelessness.

- Coordinate county and homeless service provider awareness of Census operations
- Outreach to partners to share locations with the USCB for service-based sites and unsheltered locations (for service based enumeration)

Rural Strategy

- Distinct enumeration

Veterans Strategy

- Diverse population, with the exception of being over 18, veterans represent every age, gender, ethnicity, religion, sexual orientation, political persuasion, income bracket and other demographic in our state

State Agency Highlights

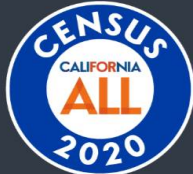
Agency	Outreach and Media Coordination
Department of Alcoholic Beverage Control	Listserv eblast, logo/button on website, newsletter to employees and social media
Department of Transportation	Social media, intranet pop up for staff
Department of Corrections and Rehabilitation	QAC's located in prison visitor areas, parole offices, materials distributed at visiting centers, parole offices and provided to inmates who will be discharged/placed on parole.



State Agency Highlights

Agency	Outreach and Media Coordination
Department of Business Oversight	Hold message, logo/button on website, logo/tagline added to newsletter, social media
Department of Motor Vehicles	Hold message, digital signage, weekly internal newsletter and social media.
California Lottery	Hold messaging, logo/button on website, mobile application, digital screens & billboards, point of sale screens and ticket messaging

The screenshot shows the website header and a navigation menu. The header includes the DMV logo, the text "State of California Department of Motor Vehicles", and several service icons: REAL ID, Online Services, Appointments, Driver License, Vehicle Registration, Offices, and Search. Below the header is a dark navigation bar with four main categories: About, Publications, Resources, and Support. Each category has a list of sub-links. A circular logo for the "CENSUS CALIFORNIA ALL 2020" is positioned on the right side of the navigation bar.

<p>About</p> <ul style="list-style-type: none"> > About DMV > DMV Service Options > Disability Services > Regulations 	<p>Publications</p> <ul style="list-style-type: none"> > DMV News > Field Office Wait Times Monthly Status Reports > Forms > Publications 	<p>Resources</p> <ul style="list-style-type: none"> > DMV Careers > Equal Employment Opportunity > Report Fraud 	<p>Support</p> <ul style="list-style-type: none"> > Customer Surveys > Technical Support > Help 	
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USCB Coordination

Supporting USCB recruitment of enumerators with messaging

10+ meetings with USCB to coordinate the following initiatives:

- General Census In-Field Operations
- USCB Employment and Recruitment
- Questionnaire and Self-Response Period and NRFU
- Local Update of Census Addresses (LUCA) Phase
- Group Quarters
- Statistics in Schools / California Count Me In
- USCB Group Quarter Enumeration (GQE) operations

In the process of developing a statewide approach to coordinate USCB's Mobile Assistance Centers and QACs/QAKs

SwORD Highlights

- Maps updated with:
 - US Census Bureau Paid Media areas
 - US Census Enumeration and Mailing Strategy
- Development of Online QAC-QAK Finder Tool
- Bulk Reporting Upload feature
- Development of Regional Dashboards

California Complete Count - Census 2020

Locate QAC/QAK

Find a QAC near an address or select a spot on map

600 41st St, Sacramento, California

Show results within 5 Miles

0 15

Select filters to apply

QAC view layer	(60)
QAC-QAK Location - McKinley	0.98 mi
QAC-QAK Location - Planned Parenthood B S...	1.24 mi
QAC-QAK Location - HOPE Center	1.39 mi
QAC-QAK Location - Hart Senior Center	1.43 mi
QAC-QAK Location - Colleges - Sec State	1.83 mi
QAC-QAK Location - Gender Health Center	1.96 mi
QAC-QAK Location - Gender Health Center	1.96 mi
QAC-QAK Location - SNAHC	2.08 mi
QAC-QAK Location - Sacramento Native Ame...	2.08 mi
QAC-QAK Location - SNAHC:	2.08 mi
QAC-QAK Location - Sac LGBT Center	2.13 mi
QAC-QAK Location - Sac LGBT Center	2.13 mi
QAC-QAK Location - Medical Offices and Eth...	2.14 mi
QAC-QAK Location - Arise Resources	2.17 mi

Online QAC-QAK Finder

Partner Highlights



Cuenta Conmigo Partners

Talking to families at their doors since October 2019, with the goal to educate families and neighbors in the San Joaquin Valley and Sierra Foothills about the Census and to learn what their likelihood for participation is. The response from early education efforts has been positive, with over 50,000 individuals and 90% indicating that they will complete the Census.

Partner Highlights



Equality California (EQCA)

EQCA has provided trainings to organizations focused on culturally appropriate interactions with LGBTQ audiences. Their comprehensive statewide campaign includes:

- Digital advertising on Facebook
- Peer-to-peer text messaging
- 10 LGBTQ Census assistance kiosks, some will specifically serve bilingual LGBTQ populations

Road to the California 2020 Census

Supporting outreach contractors through bi-weekly planning calls and RPM meetings

Continuous refinement of outreach strategies:

- Response Rate Analysis
- Rapid Response to lower than expected census tract response rates
- Driving HTC communities to QAC/QAKs as early as possible
- Adapting messages to HTC communities

Preparing for non-response follow-up

Documenting best practices for 2030 – Reporting

Research



Questions?



Committee Comment

Public Comment



Agenda Item 6

Committee Member Engagement Opportunities (Statewide Census Outreach Update)

Presenter:

Emilio Vaca

Deputy Director for Outreach

California Complete Count – Census 2020

California Complete Count – Census 2020

Ambassador Training

February 27, 2020





Key Discussion Points to Use

- Every 10 years, the U.S. Census Bureau counts every person in the U.S. as mandated in the Constitution. The next enumeration will begin mid-March and will be the first to rely heavily on online responses.
- Every Californian counts. The Census counts every person living in the U.S. once, only once, and in the right place.
- This data is used to distribute billions of dollars in federal funds to state and local governments.



Key Discussion Points to Use

- It's about fair representation: every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.
- It's a civic duty: completing the Census is mandatory and it's a way to participate in our democracy and say: "My story counts!"
- Your data is confidential: federal law protects your Census responses. Your answers can only be used to produce statistics.



Specific Talking Points

- The Census only asks nine questions.
- There are three ways to participate in the 2020 Census: online, by phone, or by mail. However, only a limited number of addresses will receive a paper form initially.
- Census workers will follow-up in person with households who haven't submitted their Census forms to the U.S. Census Bureau starting May 2020.
- California's hospitals, roads, schools, and so much more depend on an accurate count.



Specific Talking Points

- Everyone living in the United States is required by law to be counted in the 2020 Census.
- The Census is safe and confidential. Your Census answers are private and secure. Information collected during the 2020 Census by law cannot be used against you in any way or shared with anyone – even other government agencies.
- When you participate in the Census, you are giving a voice to your community

Partner Portal

What's on the Partner Portal?

- Customizable collateral materials
- Latest updates
- Partner Communications Toolkit
- Monthly Social Media Toolkits
- Sample Posts and Graphics

Visit or Register for portal access at:
<https://portal.californiacensus.org/>





What Can Members Do To Support the Campaign?

- Spread the Word, Census invitations will be send mid-March!
- Participate in Census events in your community
- Join the conversation, follow @CaCensus @CaCompleteCount
- Be available for speaking and earned media opportunities
- If you see something, say something: report@census.ca.gov

Committee Comment

Public Comment



Agenda Item 7

Media Campaign Updates

Presenters:

**Martha Dominguez, Deputy Director of External
Affair and Media Relations**

California Complete Count – Census 2020

Carolyn Becker, Senior Vice President



What is our Media Strategy?

- Data-based, research-driven and community-informed
- Inclusive brand with in-language creative
- Leveraging trusted messengers
- Strategic coordination across platforms – including paid, social, and earned media





What is the Look of the Campaign?

YOU DESERVE TO BE COUNTED

THE CENSUS IS COMING SPRING 2020

[LEARN MORE](#)

NARARAPAT LANG NA KABILANG KA!

SENSE CALIFORNIA ALL 2020

PADATING NA ANG CENSUS SA PANAHON NG TAGSIBOL

Simula sa kalagitnaan ng Marso, sasagot layo ng siyam na madadaling mga tanong upang makatulong na maipaalam kung paano guguguhin ang pera sa aling mga komunidad sa susunod na sampung taon.

Lahat ng mga sagot ay protektado at mananatiling lihim.

[Pera sa karagdagang kaalaman, tumungo sa CaliforniaCensus.org.](#)

OUR SENIORS MATTER

The 2020 Census will **IMPACT EDUCATION**

人多力量大

人口普查2020年春季

[了解更多](#)

SENSE CALIFORNIA ALL 2020

Mas Marami, Mas Malakas

ANG SENSO AY GAGANAPIN SA 2020

[MATUTO PA](#)

SENSE CALIFORNIA ALL 2020

How do we Show Up in Social Media?

THE 2020 CENSUS IS SAFE AND SECURE.

cacensus • Follow

cacensus It is important that the #2020Census counts all Californians, no matter who they are or their background. The Census is completely confidential, so you can rest assured that your personal information is safe and secure. It cannot be shared with the courts, police or immigration enforcement, your landlord or your employer. #CountMein #CaliforniaForAll

16w

13 likes

DECEMBER 7, 2019

Add a comment... Post

cacensus • Follow

cacensus We have an opportunity to tell our story when we respond to the #2020Census. Stand up and #BeCounted: #CaliforniaForAll #ICount

5d

55 likes

9 DAYS AGO

Add a comment... Post

cacensus • Follow

cacensus It's easier than ever to participate in the #2020Census! You can complete your Census form online or over the phone in 13 different languages. The Census form can also be completed by mail in English or Spanish. #BeCounted #CaliforniaForAll

16w

13 likes

OCTOBER 18, 2019

Add a comment... Post

cacensus • Follow

cacensus Our wellbeing matters! 🌟 The #2020Census will inform funding for crucial health and wellness programs in our communities that can help provide HIV treatment. #BeCounted this spring to ensure vital health and wellness programs have what they need to properly serve our communities. #NBHAAD #CaliforniaForAll #myBlackCounts #ICount

3d

22 likes

3 DAYS AGO

Add a comment... Post

Spotlight on Partner's Work



**In California,
all kids count.**

Children should be included on your 2020 Census form—and not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too! Even if they're still in the hospital, as long as they were born on or before April 1, 2020, make sure the person completing the Census for your address includes them on the form.

For more information about the 2020 Census, visit CaliforniaCensus.org

First 5 Association

Disability Counts!
#DisabilityCounts2020
Census Day is April 1st, 2020!

WHAT IS THE CENSUS?
The United States Census counts the country's population every decade. The collection of data about who lives in the United States and where is important for electoral representation, health care, housing, and education.

The next Census is in 2020. For the first time in history, you will be able to take the survey online or on paper.

WHY IS THE CENSUS IMPORTANT TO PEOPLE WITH DISABILITIES?
People with disabilities make up 26% of the US population (nearly 1 in 4), however barriers to participation in the Census have made it difficult to provide an accurate count.

When people with disabilities have not been able to participate in the Census, we are not counted accurately. This leads to a lack of funding of important services for disabled people.

Many social service programs such as special education and disability services that assist people in becoming or maintaining their independence rely on Census survey data.

GET COUNTED!

DREDF



CENSUS TALKING POINTS

Faith communities across California have a vital role to play in ensuring a complete Census count in 2020. We serve as “trusted messengers” for hard-to-count (HTC) communities and have deeply rooted relationships and knowledge in their neighborhoods. We uniquely can talk about the Census in ways that are not only accurate and culturally resonant, but also grounded in powerful shared faith narratives, spiritual traditions, and moral values. The following are key messages you can draw from for a sermon, announcement, or other presentation for your community or congregation.

AS PEOPLE OF FAITH, WE BELIEVE THAT EVERYONE BELONGS, EVERYONE MATTERS, AND EVERYONE COUNTS.

Participating in the Census sends a powerful message about who belongs, who matters, and who counts in our nation. It is an once-in-a-decade opportunity to demonstrate the inherent worth, humanity, and dignity of all people, especially our society intentionally discounts, discredits, and dismisses. We believe in building an inclusive, equitable society where all people – regardless of what we look like, where we come from, or how we worship – have the resources and representation we need to thrive. “Who Counts?” is a central question of our time and when we all participate, we get to decide: **Everyone Counts.**

PICO



Spotlight on Partner's Work

VIEWPOINTS

Asian American, Pacific Islander communities: You matter. Be counted in the 2020 Census

BY MAY G. LEE, SPECIAL TO THE SACRAMENTO BEE
JANUARY 29, 2020 07:00 AM

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The Sacramento Chinese of Indochina Friendship Association holds its annual Lunar New Year celebration, the year of the Rat, at the temple on Elder Creek Road on Saturday, Jan. 25, 2020. The public celebration continues Sunday. BY XAVIER MASCARENAS

As Asian American communities across California gathered last week to celebrate the Lunar New Year, many of us rushed to clean our homes in anticipation of impending family visits. Children excitedly awaited red envelopes with money inside, and families looked forward to having many generations together under one roof.

One of the lessons learned from my Grandma and Ma about rice was that every grain mattered, so never waste it. This same principle applies to the 2020 Census: Everyone matters, and you need to be counted.

The Census has been an integral part of American civic life since 1790; in fact, the U.S. Constitution requires that the count include every person in the country. Participating in the Census is part of the American Dream and the fabric of our nation.

The Sacramento Bee

POST NEWS GROUP

'California Complete Count — Census 2020' Plans Education And Outreach Campaign

By Clifford L. Williams - February 25, 2020

California's Complete Count — Census 2020, is in full swing, laying out its comprehensive education and outreach campaign to make the public aware of activities and important dates leading up to Census Day Apr. 1, 2020.

Diana Crofts-Pelayo, its assistant deputy director for external affairs and media relations, emphasized that the California Complete Count — Census 2020 Office is not part of the U.S. Census Bureau. "We are a state office that is primarily responsible for conducting an outreach and education campaign

The Post News Group

The Modesto Bee

modbee.com

OPINION COLUMNING & BLOGS

For our own sake, the Valley needs everyone counted in upcoming 2020 Census

By Trena Turner and Lety Valencia
DECEMBER 20, 2019 04:06 PM

📧 📱 📷 🔄

Each holiday season, families and friends gather to reflect on the past year and put forward intentions for the new year. As diverse as the California dream, families come in all shapes and sizes, with unique traditions and cultures.

For many, the celebration of a *posada* is a time-honored tradition, increasingly etched into Latino culture, becoming a way for communities to strengthen ties.

The Modesto Bee



How will we measure campaign performance?

- Communications campaign performance reaching the hardest-to-count communities
- Three measurements:
 - Pre-campaign (January-February 2020)
 - Mid-campaign
 - Late-campaign
- How the campaign is working and determine if resources can be adjusted to optimize response



Pre-Campaign: Awareness of 2020 Census Count

Why Is This Measure Important? How Do I Use this Information?

This measure indicates how much the campaign should focus on raising awareness vs. motivating participation.

- **HIGHER:** Middle Eastern & North African
- **MODERATE:** Farmworkers, Homeless, Latinx, LGBTQ, Limited English Proficiency, Low Broadband, Native American, and Parents of children 0-5 years.
- **LOWER:** Asian-American/Pacific Islander, Black/African-American, Immigrants & Refugees, Persons with Disabilities, Seniors, and Veterans.

● = Less than 50% ● = 50% - 69% ● = 70% or more

Asian-American / Pacific Islander	●
Black / African-American	●
Farmworkers	●
Homeless	●
Immigrants & Refugees	●
Latinx (English-dominant & bilingual)	●
LGBTQ	●
Limited English Proficiency	●
Low Broadband	●
Middle Eastern & North African	●
Native American	●
Parents of children 0-5 years	●
Persons with Disabilities	●
Seniors (age 64+)	●
Veterans	●



Pre-Campaign: Intent to Complete a Census Form

Why Is This Measure Important? How Do I Use this Information?

This measure indicates which communities are at the highest risk for non-participation and thus need greater resources dedicated to motivating participation.

- **HIGHER:** Asian-American/Pacific Islander, Black/African-American, Farmworkers, Homeless, Immigrants & Refugees, Latinx, Limited English Proficiency, Low Broadband, Middle Eastern & North African, and Parents of children 0-5 years.
- **MODERATE:** LGBTQ, Native American, Persons with Disabilities, and Veterans.
- **LOWER:** Seniors.

● = Less than 50% ● = 50% - 69% ● = 70% or more

Asian-American / Pacific Islander	●
Black / African-American	●
Farmworkers	●
Homeless	●
Immigrants & Refugees	●
Latinx (English-dominant & bilingual)	●
LGBTQ	●
Limited English Proficiency	●
Low Broadband	●
Middle Eastern & North African	●
Native American	●
Parents of children 0-5 years	●
Persons with Disabilities	●
Seniors (age 64+)	●
Veterans	●



How should we use the Pre-Campaign Measures?

Although the pre-campaign measure is primarily useful for the mid-campaign analysis, it nonetheless can tell us what *currently* has the strongest impact on people's intent to complete a Census form.

The strongest factor driving intent to complete a Census form is:

Knowing how to participate.

The pre-campaign measure showed all hardest-to-count communities have a strong sense that Census 2020 involves completion of a form—
but they are unsure what steps to take to make this happen.

This means campaign messaging about where, when, and how to complete a Census form has the highest likelihood of improving campaign outcomes (i.e. intent to complete a Census form).



How should we use the Pre-Campaign Measures?

Although the pre-campaign measure is primarily useful for the mid-campaign analysis, it nonetheless can tell us what *currently* has the strongest impact on people's intent to complete a Census form.

The second strongest factor driving intent to complete a Census form is:

Knowing that every household is required to complete a Census form.

This means campaign messaging that talks to the notions of requirement (which likely differ by community) will increase the likelihood of people completing the Census form.

How did we Conduct Focus Groups to Test Messages?

- Focus groups - late December 2019 to early February 2020
- Participant composition was Adults 25+ living within the region, nearly equal percentage of those identifying as male and female, and native language speaking for the in-language sessions
- Vulnerable audiences were identified amongst participants and data is still being pulled to determine viability
- Community Partners facilitated some Focus Groups in-language



Completed Focus Groups

- (7) English
- (7) Spanish – *Everyday Impact Consulting*
- (1) Punjabi – *Jakara Movement*
- (1) Farsi – *Pars Equity Center*
- (1) Mixteco – *MICOP*
- (1) Russian – *Slavic American Chamber*
- (1) Arabic – *Asian Pacific Islander Initiative*
- (1) Korean
- (1) Khmer
- (1) Vietnamese
- (1) Tagalog
- (1) Armenian
- (1) Japanese
- (1) Chinese



What did we Learn About Awareness?

- On average less than half of all the participants indicated they were aware of the coming Census
- On average half of those aware of Census indicated that intended to participate
- In general, if isolated by language, it was typical that the non-English speaking sessions (other than Mixteco) were more aware the Census was coming than English sessions



What Were Overall Sentiments?

- The images that most frequently emerged are represented here, and key words and phrases included:
 - For (my) children, for future generations
 - For my community
 - Most noted were schools, infrastructure, parks, and healthcare
 - To support those that need help



What Are Our New Insights?

- **Negative feedback:**
 - Participating in the 2020 Census ensures that you and your communities have fair representation
- **Opportunity feedback:**
 - Participants did not understand how the census was connected to voting or fair representation
 - The general sense was that felt that politics shouldn't be involved at all

"There's just too much going on with politics... and the impeachment all over tv. The Census shouldn't be political... just keep politics out of it."

~ Male, 55+, English Session



What Are Our New Insights?

- **Neutral or scattered feedback:**
 - The Census affects how much money your community gets.
- Participants wanted to believe claims but **needed more proof in their communities**; the lack of direct impact hindered any outcome statement from being motivational

"Show me a school that was built in my community in the last 10 years... that was because of the Census... or a park. I just don't see it... Modesto is worse now, not better."

~ Female, 35-45, English Session



How Do Communities Get Information?

- Overwhelming usage of mobile devices was reported
- Most noted mediums included:
 - Online Search (primarily Google, YouTube)
 - Social Media (primarily Twitter, Facebook, Instagram)
 - Online News Websites (local news stations, CNN, FOX, MSNBC)
 - Streaming Video (Netflix, Amazon)
 - Podcasts (Joe Rogan emerged throughout English sessions)



A photograph of two women wearing hijabs, one in a blue floral pattern and the other in a solid olive green, looking out over a body of water from a balcony. The scene is dimly lit, suggesting dusk or dawn.

What's Happening Now...





Executing Paid Media Placements

- **Radio Stations**
 - Over 130 Stations
 - Over 16,000 Spots Aired
- **TV Stations**
 - Over 80 Stations
 - Over 4,000 Spots Aired
- **Out of Home**
 - Over 7,000 Locations
 - Postings in English and Spanish
- **Print**
 - Over 75 Outlets
 - Over 130 Advertisements
- **Digital**
 - Impressions: 121,953,235



Gearing Up for Census Season

- **QAC/QAK in a Box**
 - Collecting final QAC locations
 - Three piece kit
 - Language guide
- **Collateral pieces**
- **Micro-media plan placement**
- **Leveraging added-value to uplift partner activities**



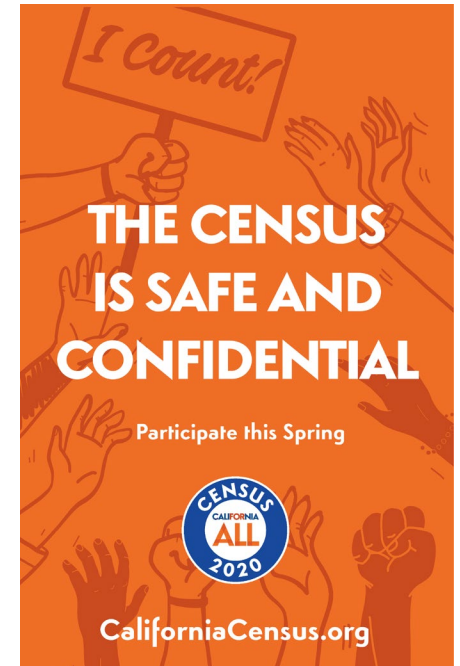
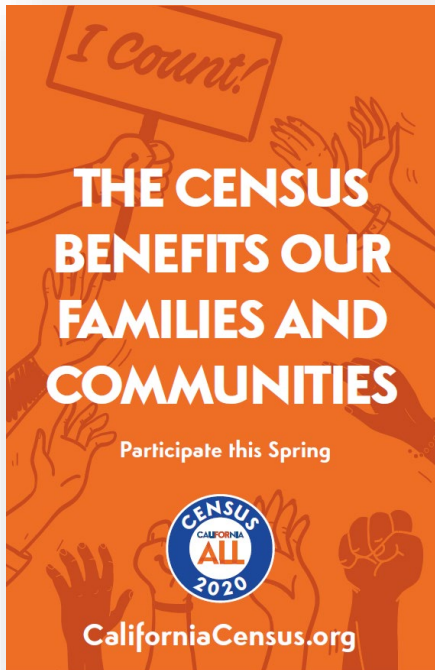
Driving Conversation in Social Media



- **January Results**
 - 6,067 New Followers
 - 1.4M People Reached*
 - 1.06M Twitter Impressions
 - 1,205 Email Signups
- **People Reached Through:**
 - Instagram: 791,035
 - Facebook: 1,280,540
- **Facebook Post Engagement 67,059**
- **Twitter:**
 - Followers: 3,940
 - Impressions: 1,060,000



Creating Hundreds of Creative Messages



Amplifying Earned Media Across All

- Working with regions to uplift stories and community voices
- Proactive pitching stories and op-eds
- Trainings for partners





The logo and branding of NPCCA was inspired by the diverse cultures and traditions by California's Tribal Nations. NPCCA looked to the revitalization of weaving tradition in California's Tribal Nations to help tell the story of the interconnected nature of Native people and their importance of that connection in the decennial Census.

The Yurok (Ooh!) people, sturgeon-back design (qâxkwilee), represent the plates of the green sturgeon (Kaa-ka) have been important to the Yurok People for subsistence and cultural purposes since time immemorial from the Klamath river in California (coastal area).

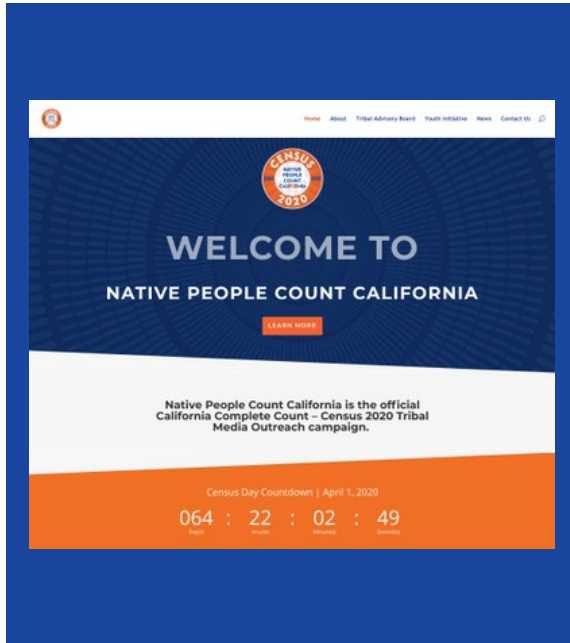
The Pomo (Red Earth) people, the most frequently occurring design element is the arrowhead geometric shapes represent butterfly, turtle back or turtle neck design, spanning Northern and Central California.

ABOUT

NATIVE PEOPLE COUNT CALIFORNIA IS THE OFFICIAL CALIFORNIA COMPLETE COUNT — CENSUS 2020 TRIBAL MEDIA OUTREACH CAMPAIGN.

NATIVE PEOPLE COUNT CA TAKES ITS RESPONSIBILITY SERIOUSLY IN ITS EFFORTS TO PROVIDE THE BEST AND MOST CULTURALLY RELEVANT, TRIBAL-SPECIFIC MATERIALS, RESOURCES, AND ASSISTANCE TO ENSURE A COMPLETE COUNT FOR CALIFORNIA TRIBES AND THE AMERICAN INDIAN AND ALASKA NATIVE PEOPLES.

MATERIALS & TOOLS



WEBSITE



TOOLKIT



ONE-PAGERS





Campaign Key Performance Indicators – Measurement

Flight 1	Flight 2	Flight 3
January 13 th - March 16 th	March 17 th – May 31 st	June 1 st - July 31 st
Educate and Motivate	Census Season	Non-Response Follow-Up
40% of budget	50% of the budget	10% Budget
778,863,792 est. impressions	1,264,422,411 est. impressions	175,698,055 est. impressions

Committee Comment

Public Comment



Public Comment





www.CaliforniaCensus.org