State of California
Census 2020

Adriana Martinez
Deputy Director, Outreach and Tribal Liaison
California Complete Count Office

Orange County Grantmakers Summit
Census 2020: We Care Enough to Count. Building Leadership & Trust in Hard-to-Count Communities
October 4, 2018 | Delhi Center, Santa Ana
Challenges and Opportunities

• First Digital Census - Online Self Response
• Federal Funding, Priorities and Federal Climate Shift
• Diverse Population - Hard to Count & Low Responding
• Engaged Foundations & Local Jurisdictions
What’s at Stake?

**POWER**

- Congressional representation, reapportionment and redistricting

**MONEY**

- Over $675 BILLION annually

- 1990 undercount was estimated to cost California one additional congressional seat and $2.2B in federal funding

- California receives $BILLIONS each year for schools, crime prevention, healthcare and transportation
What is California Doing?

- **2017/18**
  - $10M for LUCA and early outreach

- **2018/19**
  - $90.3M
Role of the State

- **Create** and **communicate** the strategy for census outreach in California
- **Identify** gaps, **develop** necessary tools, **disseminate** best practices
- **Coordinate** the overall mobilization of funding.
Leadership & Governance

- CA Complete Count Committee
- Statewide Outreach & Communication Strategy
- Local Complete Count Committees
- Partner with US Census Bureau

Accountability

- Contracts (not grants)
- Quarterly meetings with Committee
- Oversight & Approval by Governor’s Office
- Formulaic distribution of funding
- Fund targeted outreach based on data and research
California Complete Count Overview

- Statewide Regional Readiness/Needs Assessment
- Local Complete Count Committees
- Community & Faith Based Outreach
- Ethnic Media Campaign
- School Based Curriculum Pilots
- Caseworker Training and Outreach
- Governance & Accountability (reports to the Governor, Legislature)
Key Dates

2017
- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
- Publish final 2020 residence criteria and situations

2018
- Question wording to Congress—March 31, 2018
- 2018 End-to-End Census Test
- Regional Census Centers opening

2019
- Opening Field Offices
- Complete Count Committees established

2020
- Advertising—begins in early 2020
- Begin self response
- **Census Day**—April 1, 2020
- Nonresponse Followup—early April–late July
- Apportionment counts to the President—December 31, 2020

2021
- Redistricting counts to the States—March 31, 2021
# Key Data Collection Dates

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AC)</td>
<td>Update the address frame and identify locations where people live, or could live for selected areas.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Update/Leave (UL)</td>
<td>Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker’s dormitories.</td>
</tr>
<tr>
<td>March 23rd</td>
<td>Self-Response</td>
<td>Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.</td>
</tr>
<tr>
<td>April 1st</td>
<td>Census Day</td>
<td>Census Day</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.</td>
</tr>
<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
</tr>
</tbody>
</table>
Recruiting and Staffing

Summer 2018
- Wave 1 ACO Management (approx. 10 per ACO)

Fall 2018
- ACO office staff, Recruiting Assistants (approx. 30 per ACO)

Spring 2019
- Address Canvassing field staff (approx. 300 per ACO)

Spring 2019
- Wave 2 ACO Management (approx. 10 per ACO)

Fall 2019
- Non-Response Follow-Up field staff (approx. 500 per ACO)

Recruiting Information for All Positions

www.census.gov/2020jobs
www.usajobs.gov

1-800-992-3529 (Recruiting Hotline)
California’s Hard to Count

- Children age 5 and under
- Youth
- Immigrants and the foreign born
- Non-English speaking
- Renters
- Non-two parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Specific ethnic and minority populations
- Densely populated communities with multi-unit housing, public assistance characteristics
Reaching Target Audiences Through “Trusted Messengers”

- The 2000 Complete Count Campaign was the first to engage in grassroots outreach through direct contacts with residents and communities - “Trusted Messengers”

- With more time but fewer resources, the 2010 effort relied even more on “trusted messengers”

- Trusted messengers are people the HTC consider credible and reliable sources

- Trusted messengers have existing relationships with the HTC and they have earned credibility in the community

- A trusted messenger understands their community and knows what messages will resonate
Strategies

• The State of California recently issued a Request for Information (RFI) for CBOs to provide best practices as well as new and innovative ideas revolving around reaching hard-to-count populations, including immigrants, seniors, and disabled

• 84 responses

• RFI to gather new and innovative ideas from advertising, media and public relations agencies that can reach and motivate hard-to-count populations

• 19 responses
Statewide Outreach and Rapid Deployment system (SwORD)

- SwORD is an interactive mapping site that will be the backbone of the state’s outreach efforts
- A centralized location for data and information
- The system will allow the state, other governmental agencies and key strategic partners to share information and resources, including databases and geographical information on HTC communities
- SwORD will identify gaps and redundancies and reallocate resources
- In addition, the ArcGIS hub will allow the State and partners to see real-time data responses and to rapidly adjust outreach and communication strategies in the field
Census.gov

Census.ca.gov
How to Contact Us

California Complete Count Office
Email: info@census.ca.gov
Phone: (916) 852-2020
Web: Census.ca.gov
Social Media: @CAcompletecount
If you plan to be a trusted messenger, raise your hand with me!