California Complete Count

JOINT INFORMATIONAL HEARING SENATE SELECT COMMITTEE ON 2020 UNITED STATES CENSUS AND ASSEMBLY SELECT COMMITTEE ON THE CENSUS

MAY 22, 2018 9 AM
California Complete Count Mission

**Mission:** Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

**Goal:** Ensure everyone is counted once, only once, and in the right place.
Roles and Responsibilities of CCCC

• Collaborate with the California Complete Count Office and U.S. Census Bureau
• Offer their expertise, insights, and collective knowledge to encourage all communities, particularly hard-to-count communities to participate in Census 2020
• Identify effective outreach methods for all Californians and provide recommendations to California Census staff.
• Assist in the coordination of local outreach efforts
• Mobilize volunteer networks for grass-roots efforts
• Participate in working groups as it deems appropriate
Largest, most complex FEDERAL operation

Article 1, Section 2 of the U.S. Constitution
“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

- Apportionment
- Redistricting
- Distribution of Funds

- Inclusive Event
- Civic Engagement
- Democracy
Decennial Census Overview

The 2020 Census Operational Overview

1. **Establish Where to Count**
   - Identify all addresses where people could live.
   - Conduct a 100-percent review and update of the nation’s address list.
   - Minimize in-field work with in-office updating.
   - Use multiple data sources to identify areas with address changes.
   - Get local government input.

2. **Motivate People to Respond**
   - Conduct a nationwide communications and partnership campaign.
   - Work with trusted sources to increase participation.
   - Maximize outreach using traditional and new media.
   - Target advertisements to specific audiences.

3. **Count the Population**
   - Collect data from all households, including group and unique living arrangements.
   - Make it easy for people to respond anytime, anywhere.
   - Encourage people to use the online response option.
   - Use the most cost-effective strategy to contact and count nonrespondents.
   - Streamline in-field census taking.
   - Knock on doors only when necessary.

4. **Release Census Results**
   - Process and provide Census data.
   - Deliver apportionment counts to the President by December 31, 2020.
   - Release counts for redistricting by April 1, 2021.
   - Make it easier for the public to get information.
Road to the 2020 Census

2020 Census Operational Timeline

March: Census Bureau delivers questions to Congress
April: Open 6 regional census centers
October: Full implementation of the communications program
          Partnership specialists begin working for Census Bureau
January: Begin enumeration in remote Alaska
February: Group Quarters Operation begins
March: Update Leave begins
March: Internet Self-Response begins
April 1: Census Day
May: Nonresponse Followup begins
December 31: Deliver apportionment counts to the President

2018  2019  2020  2021

Key census activities start in 2018 and continue through 2021

January-March: Open 40 area census offices
                June-September: Open remaining 208 area census offices
August: Conduct in-field Address Canvassing
March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

United States Census Bureau
U.S. Department of Commerce Economics and Statistics Administration
U.S. CENSUS BUREAU census.gov
Sample of US Census Bureau’s Self Response Strategy
2018 End-to-End Mail Strategy
(currently being tested in Providence, RI)

2018 End-to-End Census Test
Self-Response Mail Strategy

Self-Response
• Self-response contact strategy: two-panel design
• ~271,000 housing units in sample
  • ~184,000 (67.9 percent) Internet First
    (invitation letter on first contact)
  • ~87,000 (32.1 percent) Internet Choice
    (questionnaire on first contact)

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s not too late” Postcard</th>
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(*) Targeted only to nonrespondents
California Complete Count Overview

- Statewide Readiness/Needs Assessment
- State Agency Working Group (SAWG)
- SWORD mapping portal
- School Based Curriculum Pilots
- Community & Faith Based Outreach
- Caseworker Training and Outreach
- Local Complete Count Committees
- Media campaign – multi-lingual, micro-targeted
- Statewide Outreach & Communications Strategy (SOCs)
- Governance & Accountability
California Census 2020 Challenges and Opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- CA’s Diverse Population - Hard to Count & Low Responding
- Governor’s Commitment - $10 million + 40.3 Million
- Engaged Foundations & Local Jurisdictions
## Governor’s Proposed Budget $40.3M

<table>
<thead>
<tr>
<th>LINE ITEM</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>Administration - Staffing</td>
<td>$4,205,740</td>
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<tr>
<td>Media Campaign</td>
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<td>Admin CBO &amp; CBO Outreach</td>
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<td>Schools</td>
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<td>Case Worker Training/Outreach</td>
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<td>Travel &amp; Administration</td>
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<td>Sector Outreach</td>
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<td>$40,305,740</td>
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Phased Approach for 2020

Phase 1: Convene, Collaborate, Connect

Phase 2: Educate. Motivate. Activate!


Closeout: Non-Response Follow Up (NRFU), Results, Report, Wrap Up

FY2017-18

FY2018-19

FY 2019-2020

July-Dec 2020

*December 31, 2020 – Apportionment Counts by State delivered to POTUS
March 31, 2021 - Redistricting Data delivered to each Governor
Accountability & Performance Measures

- ✔ Contract Monitoring
- ✔ Payments linked to Satisfactory Performance
- ✔ Performance Criteria & Evaluation
- ✔ Regular Reporting
- ✔ On-site Monitoring
- ✔ General Terms & Conditions
  - ✔ Includes audits, record review and supporting documentation of performance
Purpose of the Regional Convenings

- Assess the readiness for outreach
- Cross sectoral interaction
- Build Partnerships
- Foundation for Local Complete Count Committees
- Federal and State operational timelines
- Collect data
2018 Statewide Regional Convening Schedule

Northern California
- Oakland
  - May 1, 2018
- Kern
  - May 9, 2018
- Humboldt
  - May 17, 2018
- Salinas
  - May 31, 2018
- Lompoc
  - June 6, 2018

Sacramento
- April 19, 2018
- Fresno
  - May 8, 2018
- Ukiah
  - May 16, 2018
- Redding
  - May 18, 2018
- Mountain View
  - June 1, 2018
- Modesto
  - June 18, 2018

Southern California
- Riverside
  - May 23, 2018
- El Centro
  - June 7, 2018
- San Fernando Valley
  - June 27, 2018
- San Diego
  - July 10, 2018
- San Francisco
  - July 12, 2018
- S. Los Angeles
  - August 1, 2018

San Gabriel Valley
- June 26, 2018
- San Bernardino
- June 28, 2018
- Ventura
- July 11, 2018
- Santa Ana
- June 29, 2018
- Long Beach
- August 2, 2018

24+ Regional Readiness Assessment Convenings

Webinar*
- Fall 2018

census.ca.gov
Where Do the Regional Convenings Fit In?

25+ Regional Readiness Convenings and Tribal Consultations (2018)

Activate Local Partners

Findings & Recommendations

- Local “Trusted” Messengers,
- Questionnaire Assistance Centers (QACs)
- Media Outreach – Ethnic, local, micro, targeted, in-language, grass-roots

Funding of CBO QACs & Outreach
- County CCCs
- Paid Ethnic Media Campaign

CCC Statewide Outreach & Communication Strategy

Educate, Motivate, Involve

- State Agency Plan
- Schools-Based Plan
- CBO/FBO Plan
- Earned Media Plan
- Caseworker Outreach
- Sector Outreach
- Language Accessibility
- Strengths, Weakness, Opportunities & Challenges
- Gap Analysis
Critical Success Factors for 2020

✓ Understanding the new and challenging environment
✓ Convener, Collaborator, Coordinator
✓ Consultant and Advisory Role to the U.S. Census Bureau
✓ Coordination and integration of outreach efforts at the state, local, and federal levels
✓ Leverage existing outreach opportunities
✓ Full commitment of all partners to bring the resources they have to ensure California has a complete count
✓ Accountability and performance measures for outreach and communications/media partners
Dan Torres  
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