Non-Response Followup

Rosa Rendon
Partnership Coordinator
Central Valley and Central Coast
Non-Response Followup

What is Non-Response Follow-up (NRFU)?

Why we conduct NRFU?

Operations Timeline Updates

Best ways to support Census in NRFU phase
What is Nonresponse Followup?
The Goal of NRFU Operations
Why Conduct NRFU?

NRFU helps us to:

• Determine the housing unit status for nonresponding addresses.
• Enumerate housing units where a 2020 Census response was not received.
Mechanics of NRFU Data Collection
NRFU Reinterview
NRFU Manager Visits
Self-Response Quality Assurance
Fieldwork Adjustments During COVID-19

Census is providing face masks and hand sanitizer for field staff.

Wear Gloves
Wear Masks
Use Sanitizer

2020CENSUS.GOV
Soft Launch NRFU

Nonresponse follow-up operations will begin as early as the date shown on the map.
NRFU Milestones

NRFU Soft Launch Mid July
NRFU CFS Training 7/14/20 - 7/22/20
Media Surge 7/27 - 8/2
NRFU Crew Formation 7/24/20
NRFU Enumerator Training 7/31/20 – 8/12/20

Self-Response Began 3/12/20

NRFU Begins 8/11/20
NRFU Reinterview (RI) 8/12/20
NRFU Ends 9/30/20
NRFU RI Ends 9/30/20
Census Takers in your Neighborhood
Confirming Neighborhood Enumerator Employment

Los Angeles Regional Census Center
AK, CA, HI, ID, NV, OR, WA

213-314-6500

States Served
- Alaska
- California
- Hawaii
- Idaho
- Nevada
- Oregon
- Washington

2020CENSUS.GOV
The Census Will Never Ask Certain Questions

During the 2020 Census, the Census Bureau will *never* ask you for:

- Your Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.
- Additionally, there is no citizenship question on the 2020 Census.
Best ways to support in NRFU phase

- Highly recommend, please don’t knock on doors once NRFU begins.

- Partners can still leave info at door but recommending partners do not knock on the doors.
Best ways to support in NRFU phase

- Promote self-response online or Census Questionnaire Assistance (CQA- Phone Assistance). Respond Now!

- Promote messaging encouraging people to open the door to the enumerator.

- Share info on how to identify a Census worker and number verify person census enumerator

- Inform community what questions are asked and what is not asked (social security, bank account info, etc.)
Thank you

Encourage everyone in your community to respond now.

Please encourage them to so today online, at 2020census.gov, over the phone (844)330-2020 Or by mail.
California Complete Count – Census 2020

EDUCATION SECTOR OUTREACH
Mignonne Pollard, Ed.D.
August 4, 2020
## Education Outreach

<table>
<thead>
<tr>
<th>Education Institution</th>
<th>June 30, 2020</th>
<th>November 2020</th>
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<tbody>
<tr>
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<td>ALL</td>
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<tr>
<td>University of California</td>
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<td>ALL</td>
</tr>
<tr>
<td>California Community Colleges</td>
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</tr>
</tbody>
</table>
What strategies were used in K-12 outreach to pivot after COVID19?

- Yard Signs
- Distribution of materials...
- Increase in digital posts
- Use of school-based...
- School branded/Censor...
- Banners on school...
- Newsletter
- Email directly to parents
- Phone-banking
- Other (please specify)
COVID-19 Impact

- Status of Higher Education Campuses
- Sharing Best Practices for Census 2020 Outreach to College Students
USCB Group Quarters Enumeration
Let’s focus on off-campus students
What Can You Do?

1. Radio ads
2. Canvassing areas around campuses
3. Using social media
4. Donate items to colleges for contests
Messaging Considerations

Messaging for Students Who Lived Off-Campus
On April 1, 2020
Easy, quick, accessible

- Name nearby town or community
- Ask if student lived off campus
- It is not too late to complete the Census at 2020Census.gov
Simple Message….

• Students Living Off-Campus Should Be Counted at Their Off-Campus Address (as of April 1, 2020)
• **Count Yourself In!** Live in off-campus housing? You should count yourself at your off-campus address. Live in on-campus housing? Census takers will work with student housing officials to ensure that you are counted. To learn more, visit: https://census.ca.gov/resource/school/#CaliforniaforAll#Becounted
2020 Census: Where are college students counted?

If you live in an on-campus dorm: You are counted at your dorm address.

If you live in off-campus housing: You are counted at the address where you live.

If you live with your parents: You are counted at your parents’ home.

If you are studying abroad on April 1: You are not counted in the Census.

If you are a foreign citizen living and attending college in the US: You are counted at your on- or off-campus address.

CAROLINA DEMOGRAPHY
Share posts from our Partners at Annenberg Lab

Count the Nation.org
Share this video on your posts
https://www.youtube.com/watch?v=B4Ee8ol_LxY

MAKE SURE YOU USE
YOUR NORMAL ADDRESS WHERE YOU LIVE
WHILE YOU’RE IN SCHOOL.
California Complete Count – Census 2020

Mignonne Pollard, Ed.D.
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916.214.9835
Partnerships

SCHOOL DISTRICTS

- Communication with Superintendents
- Host meeting with district communications or representatives
- 25 School Districts on board to support Census 2020
- School events
- Parent nights
- Website
Partnership

Census Curriculum Training
Partnerships

Census Banners
- 200 Schools
- 45 Head Start Programs
- 91 Central Child Development Centers

Student Ambassadors
School Library Access

In California, all kids count.

ALL children that live at your address should be included on your 2020 Census form.
Take the Online Survey April 1 – 30, 2020
Visit 2020Census.gov for more information #2020Census #CaliforniaForAll #BeCounted
Created a 2020 Census video utilizing local Head Start students, elementary students, and teachers.

“Kids Count!” (Sign Language)
Then COVID-19

**Schools**

Banners changed to read
Fill out the Census at
my2020Census.gov
Partnership
Partnerships

Child & Family Services

Included Census materials in the Free food boxes distributed to low income families.

Census materials given to children.
Partnerships
Partnerships

El Concilio and Mi Familia Vota

Partners assisted at 5 HTC school locations during scheduled lunch distribution times to hand out Census books

“We Count Books” English, Spanish and seven other other languages
Modesto Downtown Improvement District

Partnerships
Yard Signs

**MY HERO IS A CHILD CARE PROVIDER**

THANK YOU!

Continue supporting Early Education programs by filling out the
Census at www.My2020census.org

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**MI HÉROE ES UN PROVEEDOR DE CUIDADO INFANTIL**

¡GRACIAS!

Continúe apoyando los programas de Educación Temprana completando el Censo en www.My2020census.org
Our mission is to advocate for community health centers’ strength in the marketplace and to support members’ effective delivery of high quality and accessible health care.
Who We Are:

- Incorporated in 1998,
- Comprised of 14 Community Health Center corporations designated as Federally Qualified Health Centers (FQHCs).
- CVHN was established to conduct advocacy at national, state, and local levels
- CVHN’s members are located in, and serving, high-need communities throughout California’s greater Central Valley
- CVHN’s network is also recognized nationally as one of the largest network of Migrant Health Centers serving rural, farm-working populations and their families.
Today’s Health Centers
CVHN Members At A Glance

Total Number of Delivery Sites: 139

Total Number of Employees: Over 5,000

Total Number of Medical Providers: Over 900

Total Number of Patients in 2018: Approximately 570,000
Connecting Resources in HTC Areas

- Partnerships
  - Sierra Health Foundation
  - CPCA Census Outreach
  - Kings County
  - California Census For All
- National Association of Latino Elected Official trainings on Census outreach
- Social Media
  - Increased presence on Twitter and Facebook
  - Personalized posts with photos of our members
Health Centers Count on Census Data

Everyone Counts.

When everyone is counted, we receive more funding for our community.

#MyHealthCounts
#Census2020
#ValueCHCs

Health Centers Count on Census Data

Respond today online at californiacensus.org or at 844-330-2020

Thank you Frontliners!
How did CVHN support CENSUS 2020?

We connected resources and shared!
Thank you!

- Follow us on Twitter @CVHNCenters
- Or like us on Facebook @CVHNetwork