CVIIC: OUR CURRENT OBJECTIVES FOR 2020 CENSUS

01. Strengthen Regional Organizational Capacity
02. Promote Regional Coordination and Collaboration
03. Engage in Advocacy
04. Achieve a Complete and Accurate Count
What We Will Discuss Today

- Census 2020 process, timeline and context
- Funding sources and roles of stakeholders in the San Joaquin Valley
- Why coordination and collaboration are necessary
- What are hard to count communities and why we are focusing on them?
- A 5-step process to work with hard to count communities
- How can we help San Joaquin Valley residents?
- Some useful tools and resources
2020 Census Process, Timeline and Context
Significance of the Census

- Decennial census mandated by the U.S. Constitution
- Intended to count ALL people residing in the country
- Uses include:
  - Political representation and redistricting
  - Measure demographic transformations
  - Allocate federal funding
  - Inform public and private investments
  - Help nonprofits serve target populations
- Estimated value of each person is almost $2,000/year or $20,000/decade in federal funding. You help 1,000 people be counted = $20 Million over a decade.
The decennial census is a great opportunity to document the transformation of our communities and ensure future resources are distributed fairly.

The enumeration process in the San Joaquin Valley will face significant barriers.

The region has many hard to count communities.

It also has more limited resources than Bay Area or LA.

It will be necessary to engage in coordination and collaboration to maximize impact of our 2020 Census efforts.

An accurate and complete count must be our goal.
Major Challenge We Face
How Do We Persuade and Help People from Hard to Count Groups to Fill Out Census Form?
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.

![Census 2020 Icon](Census-2020.png)

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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.

- **MODERATE:** LGBTQ, Native American, Persons with Disabilities, and Veterans.
- **LOWER:** Seniors.

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Census Bureau
Timeline: Influences All Other Work
Road to the 2020 Census

2020 Census Operational Timeline

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

Key census activities start in 2018 and continue through 2021
Important Dates

• **March 12-20**: Households will receive a letter inviting them to respond online to the 2020 Census. Some households will receive paper questionnaires directly.

• **March 16-24**: A reminder letter will be sent.

• If you still have not responded:
  o **March 26-April 3**: A reminder postcard will be sent to households that have not responded.
  o **April 8-16**: A reminder letter and paper questionnaire will be sent.
  o **April 20-27**: A final reminder postcard before the U.S. Census Bureau follows up in person with designated enumerators knocking on doors.

• U.S. Census Bureau enumerators may also contact households that submit partially filled-out questionnaires in an effort to obtain complete answers.
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.
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.
OFFER A HELPING HAND

- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone or a census taker visit to the home) that best suits their needs.

- For example, if an individual is responding online and needs in-language assistance and does not feel comfortable using the translated online 2020 Census questionnaire, offer them the option to respond through phone.

- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a U.S. Census Bureau (USCB) employee and therefore their answers are not protected by law with you. Their response is only protected by the USCB once their response is received.

- Example: “Once the Census Bureau receives your response, it is completely confidential. I do not work for the Census Bureau, but I also will keep your response private.”
Self-Response Map

- 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 Period

Begins May 13th – involves Census Bureau enumerators visiting households that have not responded.

Is an expensive census activity

Some households may be fearful of such contact

Period concludes on July 24th.
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.
ADDITIONAL WAYS PARTNERS CAN HELP

- Keep QACs/QAKs open until the end of NRFU
- No canvassing at this point, but can offer a helping hand
- For example, a Partner may plan for X number of neighborhood “pop-up” events or tabling at local grocery stores to support response in a low response tract within a specific city or county.
Key Entities Involved in the 2020 Census
MAJOR ACTORS INVOLVED IN 2020 CENSUS

- State of California
- San Joaquin Valley Health Fund
- Foundations, California Endowment, etc.
- Complete Count Committees
- U.S. Census Bureau
- Local Governments
- National Orgs
- Community Organizations
- Research and Policy Institutions
- Administrative CBOs
- Media
- State Contractors
- Subcontractors
- Foundations Grantees
Key Driver: State of California

Invested 24 million in 2000; 2 million in 2010

For 2020 Census, California is investing $187 million

Has become national leader in 2020 Census: organizing, funding, advocacy
Funding Sources and Key Stakeholders

**Major Entities**

U.S. Census Bureau (district office in LA oversees California and 6 other states)
  - Regional office in Bakersfield

State of California
  - State Census Office
  - California Complete Count Committee
  - Legislative committees

Foundations
  - Individual funders – Ex. LCF, Cal Endowment
  - Pooled funding with a set of partners. Ex. SJVHF

**Local/Regional Entities**

Nonfunded Agencies
  - Cities, school districts, libraries, etc.

Complete Count Committees
  - City or county-wide

Administrative CBO: received state funding over multi county region
  - Region 6: The Center at the Sierra Health Foundation
  - Region 4: Faith in Action Network
  - Each has a set of partners

Statewide subcontractors
  - Mercury (media)
  - Sector specific agencies

Counties and subcontractors
  - Nonprofits
  - Cities
  - Private sector. Ex. media
How is Your Organization Connected?

Your deliverables, responsibilities, capacities will vary according to the funding sources you might have and the deliverables and restrictions which might exist.

- State of California contractor/subcontractor/grantee
- Private foundation grantee
- Investing internal funds
- What is your regional presence?
- Hard to Count target population/s?
- Have you joined a complete count committee?

Our key principle (derived from State of California): Emphasis on Coordination and Collaboration
Why Coordination and Collaboration are Necessary
Coordination and Collaboration: Emphasized by State of California, Proven in Real World

- Pooling of our limited resources and maximizing their impact; no competition, duplication
- Learning from each other: best practices, etc.
- We are working against the clock to get word out
- Partnerships work, existing relations strengthened
Census Participation Challenges in the Central Valley
What ways can I respond to the 2020 Census?

- Online
- By phone
- By mail

#Census2020 #CaliforniaForAll #BeCounted
Change: Census Bureau Priority in 2020

- **Online participation**
- **First time it will take place**
- **Requirements: digital literacy, access to internet**
- **Households will receive invitation via regular mail to home address**
The Regional Context: Findings from The San Joaquin Valley Census Research Project
Preceded by 2017/18 LUCA Study on Unconventional Housing in Fresno and Stockton Neighborhoods: Many households not included in census Master Address File
SJVCRP Research Conducted in 2018

One of three research projects in which CVIIC has been involved in since 2017.

CVIIC conducted the field research.

Research coordinated by California Institute for Rural Studies (CIRS) and funded by San Joaquin Valley Health Fund.

Project interviewed over 600 people throughout the San Joaquin Valley.

Also organized 8 focus groups, various ethnicities.

Has produced 4 reports.

Research findings useful to develop 2 amicus briefs to oppose citizenship question.

Site: https://www.shfcenter.org/San-Joaquin-Valley-Census-Research-Project
Some Key Findings

Adding the citizenship question dramatically decreases willingness to participate in Census 2020.

Most survey respondents (84%) were willing to respond to a “simple” census without the citizenship question, but if the citizenship question were added, only 46% said they would be willing to participate.

Latinos in Study:

Only 25% of **undocumented** said they would participate in a census with the citizenship question.

**Legal resident** response would drop from 85% to 63%.

**Naturalized citizen** participation would drop from 89% to 70%.

**Second generation** Latino participation would drop from 89% to 49%.
Some Challenges to Achieve Complete and Accurate Count

- Some rural communities have no home mail delivery. U.S. Census Bureau does not deliver to P.O. boxes. Applies to 28% of respondents.

- 24% of Latino respondents lack internet access. While more than 90% of the respondents 25 years of age or younger had Internet access, less than 20% of the older respondents (65+) did.

- 22% of Latino respondents live in complex households – multiple families under one roof or in unconventional housing.

- 1 out of 3 non-Latino HH’s are complex or unconventional.

- (37%) of the first-generation Latino immigrants have only an elementary school education and know only a little English or no English.
Other Hard to Count Communities and their Concerns: Census Bureau’s CBAMS National Study
CBAMS: Intentions to Participate

Fewer than seven in ten householders said they intend to fill out the census form.

- Sixty-seven percent of householders reported they were “extremely likely” or “very likely” to fill out a census form.
- Younger, less educated, and non-Hispanic (NH) Asian and NH small-sample races (i.e., American Indians, Alaska Natives, Native Hawaiians, Pacific Islanders, and people who are of multiple or other races) were least likely to report their intention to respond to the 2020 Census.
The analysis revealed five barriers that might prevent people from participating in the census:

• **Concerns about data privacy and confidentiality.** Roughly a quarter of respondents were concerned about the confidentiality of answers to the 2020 Census, but racial and ethnic minorities were significantly more concerned about confidentiality than NH Whites.

• **Fear of repercussions.** Roughly a quarter of respondents were concerned their answers to the 2020 Census would be used against them. NH Asians, householders not proficient in English, and those born outside of the U.S. were the most concerned.

• **Distrust in all levels of government.** Distrust in government was high for everyone, with the highest levels of distrust among NH small-sample races, NH Whites, NH Blacks, people born in the United States, and people who are proficient in English.

• **A lack of efficacy.** Many did not feel it matters whether they are personally counted in the 2020 Census. Young people were the least likely to believe it matters if they are counted.

• **Belief that completing the census could not benefit them personally.** Across almost all demographic characteristics, more people predicted that answering the census could bring benefits to their community than to them personally.
CBAMS: Motivations

What would potentially motivate people to complete the census?

• Funding for public services was a top motivator across groups, yet less than half of respondents knew that the census is used to determine community funding.

• Householders thought **funding for public services was the single most important reason to fill out the census.**

• Hospitals and healthcare, fire departments, police departments, and roads and highways were identified as the most important public services across all groups.

• When community-oriented uses of census information (i.e., determining funding for public services in the community, contributing to a better future for the community, and providing information for local government to plan for changes in the community) were combined into a single measure, community-oriented motivators were most popular with those who were younger, non-white, not English proficient, and less educated.

• Only 45 percent of respondents knew that the census is used to determine how much government funding communities receive.
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.


- **MODERATE:** LGBTQ, Native American, Persons with Disabilities, and Veterans.

- **LOWER:** Seniors.

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Needed: Trustworthy Information and Assistance to Participate
Trustworthy Information

- Accurate
- Updated
- Benefits and risks
- Addresses concerns over privacy of information
- Addresses concerns over fears of ICE access
- Identifies motivators that might lead specific group to participate
What Are the Concerns of the Populations Your Organization Serves?
Hard to Count Communities
Focus: Hard to Count Groups

- Middle-Eastern North Africans (MENA)
- LGBTQ
- Immigrants and Refugees
- Limited or no broadband access
- Homeless Families
- Limited English Proficiency
- Asian American & Pacific Islander
- Farmers
- Latinos
- Veterans
- African Americans
- Children Ages 0-5
- People with Disabilities
- Homeless Individuals
- Seniors/Older Adults
- Tribal Communities
- Native Americans
Facilitating Participation: How to Help

- LANGUAGE ACCESS
- CENSUS QUESTIONNAIRE ASSISTANCE KIOSKS (QAK)
- CENSUS QUESTIONNAIRE ASSISTANCE CENTERS (QAC)
- ACCESSIBLE (LOCATION, HOURS, STAFF, ETC.)
Community Education Events
Census Canvassing
Creative Engagement: DHF Census Pledge Card
We are here to help!
Information available in 49 languages
OFFICIAL
Questionnaire Assistance Center

Questionnaire Assistance Centers
What Else Can My Organization and I Do?
5 STEP PROCESS FOR CENSUS OUTREACH AND ASSISTANCE

1. ESTABLISH CONTACT
2. SHARE INFORMATION
3. PERSUADE TO PARTICIPATE
4. SHOW HOW TO PARTICIPATE
5. PROVIDE HELPING HAND
Can We Help Fill Out the Census Form?
Are you unable to complete the questionnaire on your own? If they answer yes, direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, please encourage them to respond through the phone response option, instead of the online response option.

If they still request your assistance with online response, respond:

I am not a US Census Bureau employee and therefore the answers you provide me are not protected by law. Your response is only protected by the Census Bureau once your response is received. However, I am able to assist you with entering your responses. Let’s get started.

Provide assistance as needed based on community member circumstance. You should not collect or retain response information outside of the questionnaire and should not guide responses for the questionnaire.
Some Possible Action Items

- Join a local Complete Count Committee or establish one!
- Integrate census messaging into your regular work with populations you serve
- Organize census trainings for staff/partner organizations
- Inform contacts about census employment opportunities
- Participate in relevant advocacy efforts
Some Useful Resources
Recommended Resources

- **California**
  - *Complete Count Office*
    - [https://census.ca.gov/](https://census.ca.gov/)
    - [https://californiacensus.org/](https://californiacensus.org/)
    - [https://twitter.com/CACompleteCount](https://twitter.com/CACompleteCount)
    - [https://census.ca.gov/HTC-map/](https://census.ca.gov/HTC-map/)
  - Regional contacts:
    - [https://census.ca.gov/outreach/](https://census.ca.gov/outreach/)
    - Cal Adult Ed
    - [https://caladulted.org/Educators/412](https://caladulted.org/Educators/412)

- **U.S. Census Bureau**
  - *2020 Census*
    - [https://census.gov/2020Census](https://census.gov/2020Census)
    - [https://2020census.gov/en](https://2020census.gov/en)
  - FYI: Los Angeles regional office coordinates work in 7 states

- **Interactive Map NYU**
  - [https://www.censushardtocountmaps2020.us/](https://www.censushardtocountmaps2020.us/)

- **Philanthropy**
  - *GCIR*
    - [https://www.gcir.org](https://www.gcir.org)
  - *Sierra Health Foundation/San Joaquin Valley Health Fund*:
    - [https://www.shfcenter.org/San-Joaquin-Valley-Census-Research-Project](https://www.shfcenter.org/San-Joaquin-Valley-Census-Research-Project)

- **Nonprofits**
  - *CVIIC*
    - [https://CVIIC.org/census-documents](https://CVIIC.org/census-documents)
  - *Advancement Project*
    - [https://www.advancementprojectca.org/](https://www.advancementprojectca.org/) also to receive information regarding Census Policy Advocacy Network (CPAN)

- **National**
  - *NALEO*
    - [https://hagasecontar.org/](https://hagasecontar.org/)

- **Count Us In 2020**
  - *Census Fact Sheets in 18 Languages:*
    - [https://www.countusin2020.org/resources](https://www.countusin2020.org/resources)
CVIIC
Collection of Resources

https://cviic.org/2020-census-outreach-materials/
Participate in the Census and say, 
“\textbf{I COUNT!}”

#Census2020 #CaliforniaForAll #BeCounted
THANK YOU!

Please feel free to contact me

Jesus Martinez
Executive Director, CVIIC

559 307-7941
jesus@CVIIC.ORG
CVIIC.org
Thank You!

CONTACT INFORMATION

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SJV Census Research reports can be found at shfccenter.org/San-Joaquin-Valley-Census-Research-Project
Extras
State of California
State Funding Streams: Emphasis on Collaboration and Coordination

- County governments
  - Each opts in/out
  - If opt in, can decide how to spend funds
- 1 Administrative Community Based Organization (ACBO) per region (10 regions)
  - Each will have a set of subcontractors
  - Focus on outreach and hard to count populations
- Statewide contractors (CBOs): specific social groups
- Media (1 statewide contractor: Mercury)
- Tribal governments
- Education
- Each funded entity has to prepare and submit implementation plan by Oct. 31.
- Funding coordinated by California Complete Count Office
- Funding determined by hard to count formula
10

Regions