THE SAN JOAQUIN VALLEY CENSUS HUDDLE

This weekly update includes news, action items, resources, county updates, learning opportunities and funding opportunities for census partners across the San Joaquin Valley; *some items, when indicated below, are only intended for Region 6 ACBO-funded and/or SJVHF-funded partners*. Look for this Huddle every Wednesday and remember to share with your staff and partners. Please send information to include to Justin Rausa at justin@everydayimpactconsulting.com.

LATEST CENSUS NEWS

*New guidance* from the U.S. Census Bureau (USCB) that the census period has been extended by two weeks to August 14\(^\text{th}\), with additional changes to interim deadlines included in said guidance. Here is the 1-page summary of those changes:

![2020 Census Operational Adjustments Due to COVID-19](image-url)
USCB continues to encourage everyone to complete their Census online by visiting https://my2020census.gov/ or by phone with the numbers indicated below:

<table>
<thead>
<tr>
<th>LANGUAGE LINE</th>
<th>TOLL-FREE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>844-330-2020</td>
</tr>
<tr>
<td>Spanish</td>
<td>844-468-2020</td>
</tr>
<tr>
<td>Chinese (Mandarin)</td>
<td>844-391-2020</td>
</tr>
<tr>
<td>Chinese (Cantonese)</td>
<td>844-398-2020</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>844-461-2020</td>
</tr>
<tr>
<td>Korean</td>
<td>844-392-2020</td>
</tr>
<tr>
<td>Russian</td>
<td>844-417-2020</td>
</tr>
<tr>
<td>Arabic</td>
<td>844-416-2020</td>
</tr>
<tr>
<td>Tagalog</td>
<td>844-478-2020</td>
</tr>
<tr>
<td>Polish</td>
<td>844-479-2020</td>
</tr>
<tr>
<td>French</td>
<td>844-494-2020</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td>844-477-2020</td>
</tr>
<tr>
<td>Portuguese</td>
<td>844-474-2020</td>
</tr>
<tr>
<td>Japanese</td>
<td>844-460-2020</td>
</tr>
<tr>
<td>English (Puerto Rico residents)</td>
<td>844-418-2020</td>
</tr>
<tr>
<td>Spanish (Puerto Rico residents)</td>
<td>844-426-2020</td>
</tr>
<tr>
<td>Telephone Display Device (TDD)</td>
<td>844-467-2020</td>
</tr>
</tbody>
</table>

In addition to the CCC’s own coronavirus resource page for census partners, the State has a new, simplified landing page for coronavirus updates and resources at: https://covid19.ca.gov/. If you’re interested in alternative outreach strategies, here’s one specific to digital organizing, as well as a Get Out The Count toolkit.

You may have also heard of a data breach or census systems being compromised, which the USCB has responded “is false.” You can read its full statement here.

Last but not least, here are links to COVID-19 guidelines per county for the San Joaquin Valley:

Kern | Kings | Fresno | Mariposa | Madera | Merced | San Joaquin | Stanislaus | Tulare

**ACTION ITEMS**

- **SVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by April 6th. Appreciations to those who made the first deadline earlier this week on Monday, March 23rd!
- **Region 6 ACBO Partners**, please continue to update SwORD on a weekly basis and send copies of your bulk upload template spreadsheet to justin@everydayimpactconsulting.com.

**NEW CENSUS RESOURCES**

**NALEO Bilingual Digital Toolkit**
NALEO Educational Fund just released its Bilingual Digital Toolkit, which includes updated messaging amid COVID-19, most recent operation modifications, and bilingual talking points, e-blast templates, and
social media squares and template captions for your use. Please feel free to use and distribute freely. NALEO also has guidance on filling out questions on Race and Hispanic Origin [here](#), and don’t forget to text “CENSUS” to 97779 to stay up to date on all of their recent tools and resources.

**CCC TV Ad**
The California Census hit the statewide airwaves with a 30-second television ad that will air in ten languages over the next eight weeks. The ad highlights the diversity of the state and promotes participation in the 2020 Census. At least 75 outlets across the state's 11 media markets will run the ad, and you can watch the ad in [English](#) and in [Spanish](#).

**Native People Count CA Resources**
Native People Count California have released new resources that are available for download on CCC's Partner Portal. 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. The new resources include an updated toolkit, a social media toolkit, a press kit for media, Census bingo and much more!

**Voice Media Ventures Mapping Black California (MBC) Census Website**
Voice Media Ventures created the [Mapping Black California Census Lab](#) as a centralized, trusted channel for the distribution of content to our Black media partners. The MBC Census Lab is a digital resource where Black news publishers, radio stations, and digital outlets can access digital assets specifically developed to educate, motivate, and activate the Black community; access research on the Black HTC population that can inform development of the partner’s original Census content; and to consume and reuse the available data on the site about the Black community and the Census to strengthen partner's reporting and outreach efforts.

One important component of the MBC Census Lab is the [Social Media Posts and Captions page](#). On this page, original social media digital assets are made available to partner organizations and regional collaborating organizations for use on their various social media accounts. Each month, at least 20 new pieces of digital content will be made available!

**CUNY’s Hard to Count Map**
In addition to [USCB’s map of self-response rates](#), the Center for Urban Research at the City University of New York (CUNY) maintains an HTC Map that you can access [here](#). You can also [sign up](#) for CUNY’s listserv to get updates from their HTC Map Project.

**CENSUS LEARNING OPPORTUNITIES**

**NALEO’s Census Ambassador Virtual Training – Tomorrow!**
Join NALEO Educational Fund for a virtual train-the-trainer session tomorrow, Thursday (March 26th), from 9-11 AM. This session will take participants through a comprehensive review of 2020 Census paper and online questionnaires, provide a census operations timeline, an overview of NALEO Educational Fund’s messaging research, GOTC field guidance and best practices, and an overview of available resources to help you pull together your GOTC plans. Register for this training [here](#). For more info, contact Marianna Yamamoto at [MYamamoto@naleo.org](mailto:MYamamoto@naleo.org) or 213 765-9497.

**ACBO and SJVHF Census Cohort Monthly Standing Calls**
[ACBO Region 6 and SJVHF Census Outreach partners](#), please check your calendars for your respective monthly standing census calls and be sure to participate!
- ACBO Region 6: 1st Thursday of the month at 11am
- SJVHF Census Cohort: 2nd Thursday of the month at 3pm

SEARAC’s Community Call
Join the Southeast Asia Resource Action Center for the latest updates about 2020 Census operations and other important information. They'll be sharing resources they've created for this milestone year to get out the count and the vote in Southeast Asian American communities. You can register for the 12p call on Thursday, March 26th, by clicking here.

CENSUS RESOURCE SITES
- American Library Association
- Asian Americans Advancing Justice
- CA Census 2020
- California For All 2020
- The Center at Sierra Health Foundation
- Central Valley Immigrant Integration Collaborative (CVIIC)
- First 5 Association of CA (press kit)
- National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund
- Public Policy Institute of California (PPIC)
- Southeast Asian Resource Action Center (SEARAC)
- The California Endowment (message testing)
- U.S. Census Bureau | official response portal
- U.S. Census Bureau - 2020 Census Recruitment

LANGUAGE HOTLINE (BLING)
- Arab American Institute: 833-3DDOUNI (833-333-6864) i.e. "Count me" in Arabic
- Asian Americans Advancing Justice/APIAVote’s hotline: 844-2020-API (844-202-0274) for answers to your questions in English, Mandarin (普通話/普通话), Cantonese (廣東話/广东话), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা)!  
- CHIRLA national assistance hotline: 1-888-624-4752
- NALEO Educational Fund operates a toll-free bilingual (Spanish) census hotline: 877-EL-CENSO

COUNTY UPDATES
Please email county updates you’d like to share with the SJV census network to justin@everydayimpactconsulting.com. It’s important that we uplift your wins and activity to demonstrate the momentum partners are building in the San Joaquin Valley, and to give each other well-deserved props! This week’s county update comes via Andy Levine at Faith in the Valley, rooted in Fresno, Kern, Merced, San Joaquin and Stanislaus Counties. Faith in the Valley was recently included in New York Times’ census coverage:
Sharing this timely reminder in the New York Times yesterday (scroll down to “What to know about the census”) about how we and partners are adjusting to (but not backing down from) the urgent importance of getting our Central Valley communities counted in the Census. Shout out to Lety Valencia and Jim Grant for their words! When you can, please share these videos that we created in partnership with our coalition of community partners working together to reach all of our “hard to count” communities: Housing & the 2020 Census (the interviewee is Imam Ahmad Kayello, of the Islamic Center of Modesto) and FIV & the 2020 Census.

###

This e-publication was brought to you by The Center at Sierra Health Foundation and the San Joaquin Valley Health Fund, with support from Everyday Impact Consulting.