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
According to the State, due to all the “Census Day” efforts to reach California’s hardest-to-count communities last week, Census responses jumped 3 percentage points in one day – an estimated 435,000 households. Great job team! The count keeps growing. As of Monday April 7th, the national self-response to the 2020 Census is 46.2% and the rate in California is 46.1%. Check back here for a weekly update on self-response rates by county, which are also accessible via CCC’s new Self-Response Rate Fact Sheets.

<table>
<thead>
<tr>
<th>County</th>
<th>USCB Self-Response Rate (as of April 7th)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>46.1%</td>
</tr>
<tr>
<td>Kern</td>
<td>40.9%</td>
</tr>
<tr>
<td>Kings</td>
<td>41.2%</td>
</tr>
<tr>
<td>Fresno</td>
<td>43.5%</td>
</tr>
<tr>
<td>Mariposa</td>
<td>27.3%</td>
</tr>
<tr>
<td>Madera</td>
<td>38.6%</td>
</tr>
<tr>
<td>Merced</td>
<td>41.5%</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>44.1%</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>45.7%</td>
</tr>
<tr>
<td>Tulare</td>
<td>41.1%</td>
</tr>
</tbody>
</table>
Last but not least, about 64 million households across the nation are receiving a paper questionnaire in the coming days from USCB. As mentioned above, 46.2% of the nation’s households have already responded to the 2020 Census. The remaining households will receive a paper questionnaire starting today, April 8.

**ACTION ITEMS**

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by April 20th.
- **Region 6 ACBO Partners**, please check your inbox for an email from Justin regarding a slight change to the SwORD reporting process, as requested by the State for our region and effective this week.

**NEW CENSUS RESOURCES**

**Supporting Californians with Disabilities**

The Disability Counts 2020 campaign – a partnership among the Disability Rights Education and Defense Fund (DREDF), the California Foundation for Independent Living Centers, the Disability Organizing Network, 21 independent living centers, and five Aging and Disability Resource Centers – has produced [nine short videos](#) in English, Spanish and American Sign Language to help educate Californians about the importance of participating in the Census. The videos allay fears about Census participation and highlight how people with disabilities can get answers to their questions – including through deaf-friendly services like video relay.

**NALEO Educational Fund’s New Campaign Video**

In addition to NALEO’s new [Bilingual Digital Toolkit](#) included in last week’s Huddle, NALEO is excited to share the second video premiere of their Present is Latina campaign – [Our Presence is Power](#), an extremely powerful depiction of the diversity and power of Latinas in this country and their important role as influencers in our communities, a key role to ensure they and those around them are counted this Census. #HagaseContar

**CCC’s Low Broadband Initiative**

To get the word out to communities with limited broadband access, the campaign’s paid media effort also includes rural and regional radio stations and unique out-of-home advertising opportunities – for example on shopping carts – designed to target Californians who lack access to high-speed Internet. In addition, California’s low broadband efforts include a text-in campaign, which provides households that have no or very low access to broadband with information on ways to participate. To be added to the list, Californians can text "Pledge" to 211-211. The campaign is being promoted by print & radio ads, as well as targeted ads on social media channels for mobile users. California’s low broadband campaign will also be mailing informational materials directly to thousands of households that have no or very low access to broadband.

**Census Counts and Digital Organizing**

Census Counts’ [digital organizing toolkit](#), as well as links to related [webinar recordings](#).
COVID-19

In addition to the CCC’s own coronavirus resource page for census partners, there is a simplified State webpage and USCB webpage for coronavirus updates and resources. Here are new census-related COVID-19 resources for the week:

- Gov. Newsom sent a letter to the Directors of the U.S. Department of Commerce and USCB requesting a reassessment of USCB operational timelines and investments for the 2020 Census, given continued shelter in place orders.
- To empower California’s vast network of organizations with the latest information and messaging they can share with their communities, Listos California has partnered with the State’s new “Stay Home. Save Lives.” public awareness campaign. At the center of this collaboration is a joint e-blast to help you leverage the latest messaging, PSAs, graphics and materials on how we can stop the spread of this COVID-19 pandemic. For example, the graphics below and others are available at https://toolkit.covid19.ca.gov/.

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

Kern | Kings | Fresno | Mariposa | Madera | Merced | San Joaquin | Stanislaus | Tulare
CENSUS LEARNING OPPORTUNITIES

NALEO April Census Outreach Workshops
NALEO Educational Fund is currently working on workshops to provide best practices in Census Outreach, Healthy Strong, Digital Marketing and Quality Engagement to facilitate outreach efforts. Please share and register for NALEO’s upcoming census workshops below.

Working from Home: Census Outreach
Thursday, April 9th, 11:00 A.M. – 12:00 P.M.

Working from Home: Healthy Strong
Thursday, April 16th, 11:00 A.M. – 12:00 P.M.

Working from Home: Digital Marketing
Thursday, April 23rd, 11:00 A.M. – 12:00 P.M.

Working from Home: Quality Engagement
Thursday, April 30th, 11:00 A.M. – 12:00 P.M.

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

CENSUS-RELATED FUNDING OPPORTUNITIES

Census Accelerate Video Competition with $50,000 in Prize Money
Census Accelerate, an initiative within USCB, has launched its first-ever video prize competition to reward the most engaging, impactful and informative videos about the 2020 Census:

- $30,000 — Grand Prize
- $10,000 — Runner Up Prize
- $10,000 — Student Prize

Submissions close on April 17, 2020 at 8:59pm PST with winners announced in May. The brief, timeline and details can be found here, and if you have specific questions regarding video content, please email: census.accelerate@census.gov.

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)
- CUNY HTC Self Response Map
- 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 (普通话/普通话), Cantonese (广东话/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!

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