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

The Census Bureau will seek a four-month delay. Conceding that its effort to count the nation’s population has been hamstrung by the pandemic, the U.S. Census Bureau (USCB) said Monday that it would ask Congress for a four-month delay in delivering the population data used to reapportion the House of Representatives and political districts across the country. In a news release, the bureau said the new deadline would mean that state legislatures would get final figures for drawing new district maps as late as July 31, 2021. The bureau also said it would extend the deadline for collecting census data, now Aug. 15, to Oct. 31, and would begin reopening its field offices — which have been shuttered since mid-March — sometime after June 1.

Between April 8-16th, USCB will deliver 2020 Census paper questionnaires to households that have not yet responded. Pre-planned reminder letters with unique household IDs have also been sent to Update/Leave households that have mailable addresses. Watch to see whether these households respond to the census via phone or online. Households receiving the paper form will now have 3 ways to respond to the census: online, by phone, or by mail.

On April 8th, the California Census Office highlighted a series of measures to help the hardest-to-count Californians complete the 2020 Census. They include tools to assist people with disabilities, non-English speakers, and communities with limited broadband access.

To increase call center capacity, USCB is reinstating the callback option and making more employees available to respond to requests. The callback option enables callers to leave a message and receive a timely call back from a census taker to process their 2020 Census response when all call center agents are busy assisting others. USCB had temporarily turned off the callback option due to staffing adjustments. The callback option is now available in 14 languages (Arabic, Cantonese, English, French, Haitian Creole, Japanese, Korean, Mandarin, Polish, Portuguese, Russian, Spanish, Tagalog and Vietnamese).
ACTION ITEMS

- **To all San Joaquin Valley Census partners**: The COVID-19 pandemic has altered the 2020 Census process and the work we carry out. SJVHF and CVIIC would like to provide technical support to partner organizations via online trainings that can address some of the challenges and needs your organization faces at this time. Please fill out this brief survey by April 20th and let us know what trainings might be useful to your organization.

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by April 20th.

- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

**Participate in Latino Census Week of Action**
Join NALEO Educational Fund, the ¡Hágase Contar! campaign, Mi Familia Vota, Mexican American Legal Defense and Educational Fund (MALDEF), Voto Latino, UnidosUS, Labor Council for Latin American Advancement (LCLAA), League of United Latin American Citizens (LULAC), Fair Immigration Reform Movement (FIRM), and United We Dream supported by media partner: Comcast NBCUniversal Telemundo and co-sponsors: Census Counts campaign and the Partnership for America’s Children for a **Latino Census Week of Action**. Throughout this week, partner organizations are encouraged to connect with these organizations in reaching out to Latino communities across the country to ensure they get counted in the 2020 Census. Latinos are among the hardest to count communities in the country; of the one million young children who were missed in the 2010 Census, 40 percent were Latino children under five.

**Download the Comprehensive Latino Week of Action Toolkit** for messaging guidance, daily news story ideas, daily tools and content directory, other helpful websites, links, and tools.

**Hashtags & Handles**

Hashtags: #HagaseContar #LatinosCount #LatinxsCount #LatinasCount #HazmeContar #HazteContar

Twitter: @NALEO @MiFamiliaVota @LULAC @UnidosUS @LCLAA @UnitedWeDream @FIRM_Action @votolatino @MALDEF

Instagram: @naleoedfund @mifamiliavota @lulac @weareunidosus @LCLAA @UnitedWeDream @firm_action @votolatino @maldefian

**COVID-19 RESOURCES**

**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. 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: 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
**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!

Here are the self-response rates for the region as of April 13th, an average increase of 3.2% for the SJV from last week. Stanislaus exceeded the statewide SRR, with San Joaquin and Fresno not far behind:

<table>
<thead>
<tr>
<th>County</th>
<th>USCB Self-Response Rate (SRR), as of April 13th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>49.2% (+3.1%)</td>
</tr>
<tr>
<td>Kern</td>
<td>43.6% (+2.7%)</td>
</tr>
<tr>
<td>Kings</td>
<td>43.9% (+2.7%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>47.5% (+4%)</td>
</tr>
<tr>
<td>Mariposa</td>
<td>29.4% (+2.1%)</td>
</tr>
<tr>
<td>Madera</td>
<td>41.3% (+2.7%)</td>
</tr>
<tr>
<td>County</td>
<td>Percentage</td>
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<tr>
<td>------------</td>
<td>------------</td>
</tr>
<tr>
<td>Merced</td>
<td>45.6%</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>48.0%</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>49.9%</td>
</tr>
<tr>
<td>Tulare</td>
<td>43.9%</td>
</tr>
</tbody>
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