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
USCB invitations to respond to the 2020 Census were delivered last month. About 64 million households across the nation were recently sent a paper questionnaire and USCB is sending reminder postcards this week. To boost response rates in our region given the myriad of outreach challenges under shelter in place, please join us in SJV+ Census Action Week! From May 10th-16th, San Joaquin Valley organizations will work collaboratively to promote census participation across our region. Throughout this week of intense digital outreach, we will hold a series of online events to motivate self-response in SJV HTC census tracts. Details are forthcoming. If you would like more information, please contact Cindy Quezada cquezada@sierrahealth.org.

ACTION ITEMS

- **All San Joaquin Valley census stakeholders**, let’s uplift the stories of essential workers living in the San Joaquin Valley! Please ask the farmworkers, janitors, food processing, health care, sanitation, food bank and grocery store workers, among other essential personnel, to film a 30-60 second homemade video encouraging people to respond to the census. The video maker can introduce themselves and their line of work, explain one way the census brings resources to something necessary or cherished in their lives or neighborhood and ask the audience to complete their census. We want to showcase these videos for a week starting May 1st, International Workers’ Day/Labor Day. Please email videos to Cindy Quezada cquezada@sierrahealth.org and Karina Martinez karina@cncedfund.org. We would like for these videos to highlight the geographic, ethnic and linguistic diversity of the San Joaquin Valley. Thanks for your help!

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by May 4th.

- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.
TFC YouTube Competition – Your Vote Needed
Last month, The Fresno Center asked you to share/participate in their 2020 Census YouTube Video Competition and now the videos are in. TFC needs your help to vote for the video you feel is most worthy of $500!! To vote, click on the links below; if you like it, give it a thumbs up. The video with the most thumbs up will win $500. All votes must be in by today, April 30, 2020!

Video 1 :: Video 2 :: Video 3 :: Video 4

NEW CENSUS RESOURCES

CRLA Mixteco YouTube Video
California Rural Legal Assistance, Inc. has produced a step-by-step walk through of the census website and LGBT+ census outreach videos in Mixteco, accessible on YouTube. Thank you for partnering with CRLA to make indigenous language access census videos possible.

NALEO Educational Fund Digital Marketing Tips Webinar Recording
Did you miss last Thursday’s Workshop? NALEO provided digital marketing tips to make your work from home and census outreach efforts more effective, along with three things to keep in mind:

- Self-Response ends October 31.
- Update Leave rescheduled for June 13 - July 9.
- NRFU rescheduled for August 11 – October 31.

You can access presentation slides here and the edited video recording here.

Census Musical Vignettes
Radio Bilingüe has developed census musical vignettes/songs in Spanish encouraging people to respond to the census. Check them out here! Please utilize in your census outreach efforts.

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. Here are new resources for the week:

- USCB launches COVID-19 Data Hub to help federal agencies, businesses, and communities make decisions related to the COVID-19 pandemic. The data hub includes information on population demographics, economic indicators and businesses to facilitate users’ access to data useful in pandemic-related decision making. You may also sign up for USCB’s COVID-19 email list here.

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

Asian Americans Advancing Justice on SRR and HTC
AAJC is hosting a webinar on Census Response Rates & Reaching Historically Undercounted Communities on Thursday, May 7 at 1p PST. This webinar will focus on the most up-to-date analysis of census response rates collected by City University of New York’s Hard to Count Map and how organizations can use this data to amplify their Get Out the Count efforts. Speakers will also be diving deeper on how to reach historically undercounted communities during the ongoing changes of the Non-Response Follow Up period and doing a messaging refresher on how to continue motivating the Asian American, Native Hawaiian, and Pacific Islander community to fill out the census. The webinar is recorded, and a recording and the presentation will be shared following the webinar. If you cannot join the live webinar, you can still RSVP to receive the recording afterwards. RSVP for the webinar, and click here if you missed AAJC’s previous Webinar on Non-Response Follow Up & Local Outreach.

May 13th Digital Communications Training
The California Immigrant Policy Center will hold a Digital Communications training for Central Valley partners in collaboration with CVIIC and the SJVHF on Monday, May 13th, from 1:00-3:00PM CIPC and CVIIC will cover communicating and organizing in the digital space, ways to elevate stories for advocacy, social media tutorials and key tactics to support partners with their ongoing work with immigrant communities, as well as the 2020 Census work focused on reaching and engaging hard-to-reach communities. Register here.

USCB’s Exploring Asian Population Data Webinar
The U.S. Asian population is diverse and fast-growing, with an estimation of more than 22.2 million alone or in combination. How is Asian defined in the U.S.? What does Asian alone or Asian in combination mean? What are the data products available on Asian population? Which tools to use to access Asian data? Can I get the data for my community? Join USCB on Tuesday, May 5th, at 11a EST to learn more about U.S. Census data collection and key concepts on Asian population and its subgroups. Explore data.census.gov to access detailed statistics about Asian population, demographics, and socio-economic characteristics, drilled down to your specific geographic level.

- Dial In: 800-369-1930, Passcode: 1427298
- Presenter: Anh T Nguyen, Data Dissemination Specialist, U.S. Census Bureau
- Log In Details
- Event Password: censusacademy (If required, this password is only for users who join from a WebEx application or mobile app.)

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

(DEADLINE EXTENDED) 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 May 7, 2020 at 11:59pm EST with winners announced in early June. 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! In lieu of a local update from within the network this week, please check out our progress using the table below. To view the U.S. Census Bureau self-response map, [click here](#).

<table>
<thead>
<tr>
<th>County</th>
<th>USCB Self-Response Rate (SRR), as of April 28th</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percentages are the difference from last week’s figures in the Huddle</td>
</tr>
<tr>
<td>Statewide</td>
<td>55.7% (+2.9%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>53.1% (+2.5%)</td>
</tr>
<tr>
<td>Kern</td>
<td>49.5% (+2.4%)</td>
</tr>
<tr>
<td>Kings</td>
<td>51.3% (+3.3%)</td>
</tr>
<tr>
<td>Madera</td>
<td>47.3% (+2.5%)</td>
</tr>
<tr>
<td>Mariposa</td>
<td>34.7% (+2.7%)</td>
</tr>
<tr>
<td>Merced</td>
<td>51.7% (+2.3%)</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>54.1% (+3.0%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>56.7% (+3.3%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>50.2% (+2.3%)</td>
</tr>
</tbody>
</table>

###

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.