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

Census Bureau Operations Update: The Census Bureau announced Monday that they will initiate a targeted and phased approach to resume some 2020 Census field operations this week, in compliance with federal, state, and local health guidance. Notably, the Bureau will start dropping census invitation packets at the front doors of households that don't normally receive mail at home (known as the Update/Leave operation). Area Census Office staff in some cities in AK, AL, AR, ID, ME, MS, MT, ND, OK, TN, UT, VT, and WV will begin returning to the office to support this operation as well as complete the hiring process for Non-Response Follow-Up (list of specific ACOs here). The Bureau will post each Friday the additional areas where U/L will resume the following Wednesday, and you can find the full revised operational schedule here.

As we wait for USCB to restart Update/Leave operations in California, May is Asian American & Pacific Islander (AAPI) Heritage Month! Asian Law Caucus is taking this moment with its Asian Americans Advancing Justice affiliates to celebrate diverse AAPI communities and ensure their full reflection in our democracy. They're kicking off their #BeSeenBeCounted grassroots social campaign to inspire and motivate AAPIs to participate in Census 2020. Join in using the social media prompts on the next page:
**Sample video script:**
Being counted in the census allows us to be seen. I love [insert personal cultural/heritage element that you're proud of].

**Sample caption:**
The census is about shaping the future of our communities for the next 10 years and allows us to be seen. I nominate [tag three friends] to share what part of your heritage or culture are you proud of. #BeSeenBeCounted #CountUsIn

**Sample video script:**
Being counted in the census impacts resources for our communities. I want to see [insert any changes you want to see for your community to thrive].

**Sample caption:**
The census is about shaping the future of our communities for the next 10 years and impacts resources for our communities. I nominate [tag three friends] to answer what changes you want to see for your community. #BeSeenBeCounted #CountUsIn

**Sample video script:**
Being counted in the census means political representation. Being represented is important to me because [insert reason].

**Sample caption:**
The census is about shaping the future of our communities for the next 10 years and impacts representation for our communities. I nominate [tag three friends] to share why democracy or representation is important to you. #BeSeenBeCounted #CountUsIn

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**ACTION ITEMS**

- 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**! Next 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. If you would like more information, please contact Cindy Quezada equezada@sierrahealth.org.
  
  **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.

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**NEW CENSUS RESOURCES**

**CRLA Triqui YouTube Video**
California Rural Legal Assistance, Inc. has added to its indigenous language access census videos with a new step-by-step walk through of the census website in Triqui, accessible on its [YouTube Channel](https://www.youtube.com). Thank you for partnering with CRLA to make indigenous language access census videos possible.
Not A Statistic, Rise Up and Count YouTube Video
Meet Francis: a father, student and formerly incarcerated individual. Francis can’t vote, but he can be counted. So can you! This video features an individual giving a very personal account of why the census is important to him, and is an excellent example of how powerful and moving a personal story can be.

You matter. Francis matters. Fresno matters. The Census MATTERS!

Fair Immigration Reform Movement's Census Resources for Immigrant Communities
Check out FIRM’s Census Google Drive for Immigrant Communities, where you will find:

- Toolkits for messaging specifically to immigrant communities, recognizing that immigrants are part of the communities we serve
- Shareable graphics including these sharp, simple unbranded “The Census is Here!” logo in several languages
- Songs, scripts, videos and more showcasing the incredible investments made in the census this year

Updated CCC Education Outreach Resources
Historically, children have been an undercounted population in our state. To help us count every child, we must involve parents, teachers, and administrators. To do this, the Census Office has updated the education resources page with resources for educators, children and students. In addition, the Census curriculum is now available for download in the Partner Portal and on the California Census Office website. The curriculum includes PowerPoints, lesson plans and activities for children in 5th, 8th, 11th and 12th grade. Each lesson plan incorporates the Census all while meeting the California standards.

COVID-19 RESOURCES
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
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 **Wednesday, 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](#).

**CCC Peer Learning Hour**
If you’re interested in participating in a recurring peer learning conference call hosted by the State Complete Count Committee (CCC), please contact Yumi Sera at [Yumi.Sera@census.ca.gov](mailto:Yumi.Sera@census.ca.gov) for more information.

**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](mailto: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](#)
- [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/普通話), 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. The percentages are the difference from last week’s figures in the Huddle, with green for a rate increase or same rate compared to last week and red for a relative rate decrease in the self-response rate. 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 May 5th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>58.5% (+2.8%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>55.9% (+2.8%)</td>
</tr>
<tr>
<td>Kern</td>
<td>52.0% (+2.5%)</td>
</tr>
<tr>
<td>Kings</td>
<td>54.2% (+2.9%)</td>
</tr>
<tr>
<td>Madera</td>
<td>50.7% (+3.4%)</td>
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<tr>
<td>Mariposa</td>
<td>37.5% (+2.8%)</td>
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<tr>
<td>Merced</td>
<td>54.8% (+3.1%)</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>57.4% (+3.3%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>60.0% (+3.3%)</td>
</tr>
</tbody>
</table>
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