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

Update leave operations haven’t yet restarted in California, but you can find USCB’s full revised operational schedule here. In the meantime, you can check out our progress using the self-response rate 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 12th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>60.1% (+1.6%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>58.0% (+2.1%)</td>
</tr>
<tr>
<td>Kern</td>
<td>53.9% (+1.9%)</td>
</tr>
<tr>
<td>Kings</td>
<td>56.2% (+2.0%)</td>
</tr>
<tr>
<td>Madera</td>
<td>52.9% (+2.2%)</td>
</tr>
<tr>
<td>Mariposa</td>
<td>38.8% (+1.3%)</td>
</tr>
<tr>
<td>Merced</td>
<td>56.6% (+1.8%)</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>59.2% (+1.8%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>61.7% (+1.7%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>54.7% (+2.0%)</td>
</tr>
</tbody>
</table>
Census Bureau and CCC Update/Leave Guidance
Over the past few weeks, the US Census Bureau announced their revised operations timeline. As a result, there have been a number of questions about Update/Leave, particularly for households with P.O. Boxes or along rural routes. The attached resource seeks to provide clarification about the current status, along with suggested messaging for the communities you serve. Please see the attached document from the California Complete Count (CCC) – Census 2020 Office.

The US Census Bureau released a Fact Sheet on Update/Leave operations yesterday, with further details about their protocols, available here. The State Census Office clarification document supplements the Bureau’s Fact Sheet to reflect the local activities in California communities to date.

ACTION ITEMS

- The SJV+ Census Week of Action (May 10-16) is still underway! If you would like to join the action, please contact Cindy Quezada cquezada@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.

NEW CENSUS RESOURCES

SJV+ Census Week of Action Virtual Press Conference
On May 12th, The Center at the Sierra Health Foundation hosted a virtual press conference with an incredible group of San Joaquin Valley leaders and advocates. Many thanks to Secretary of State Alex Padilla, Senator Anna Caballero, Assemblymember Dr. Joaquin Arambula, Mayor Michael Tubbs of Stockton, The Fresno Center’s Pao Yang, Dolores Huerta and The Center’s very own Chet P. Hewitt for reaffirming our collective commitment to ensuring a fair and accurate 2020 Census in our region and shining a light on the San Joaquin Valley Census Week of Action. Watch the press conference recording here.

DHF Local Resource Guides
Click here to access Dolores Huerta Foundation’s Fresno, Kern, and Tulare resource guides!

CCC Updated QAC/QAK Guidance
In order to provide you with the latest updates and resources regarding QAC/QAK Guidance, the state Census Office has developed this updated QAC/QAK Guidance Letter.

CCC’s May Social Media Toolkit
The May Social Media Toolkit is now available for download on CCC’s Partner Portal! This toolkit includes posts that tackle the topics of sheltering in place and filling out the Census as well as utilizing the call-back feature when submitting by phone. Be sure to check out the toolkit and use the posts to engage your communities in the 2020 Census!

Cinco de Mayo Recording
Check out this recording of Secretary of State Alex Padilla, Latino Community Foundation, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA), Communities for a New California Education Fund
(CNC), National Association of Latino Elected and Appointed Officials (NALEO), Mixteco Indigena Community Organizing Project (MICOP) and Census Ambassador Dayana Contreras for leading CCC’s Cinco de Mayo social media live events. Be sure to check out the archived event on Facebook!

**The Daily Show – Count On It with Dulce: “Take the Damn Census”**
MUST WATCH: Former USCB Director Bob Groves talks to Dulce Sloan about why it’s so important -- and easy -- for all Americans to take the 2020 Census online. Check it out by clicking here or on Twitter! It’s funny, substantive and urgent.

**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. Below are new resources including a State update regarding contact tracing:

- The State of California is launching a major contact tracing campaign to inform state residents, including immigrants and other vulnerable populations, about contact tracing (please see attached). CVIIC is hoping to schedule a training with state officials in order to better inform partners in the region.
- NALEO’s Bilingual Digital Toolkit integrates COVID-19 into census messaging, and the California Primary Care Association offers its own CPCA toolkit as well.

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**

**TFC Census Week of Action’s Virtual Stand Up Comedy**
The Fresno Center is hosting a Virtual Stand Up Comedy this Friday for Census Week of Action. Please share the attached flyer with your contacts and remind prospective attendees that if they would like to view this show, they must register here. If you have any questions about this Friday, May 15th event, please contact PaoHoua Lee at paohoua.lee@fresnocenter.org. #SJVTakesAction
Proteus, Inc Census Podcast
When you have a moment, please watch and listen to our friends at Proteus, Inc talk about how they’re helping to inform the farmworker community about the 2020 Census! #SJV Takes Action

CAIR California’s Census Live Chat: All Immigrants Count
Please join our friends at Council on American-Islamic Relations (CAIR) Central California this Friday, May 15th at 5:30pm as CAIR CA staff and expert partners discuss how the 2020 Census impacts all of us, regardless of immigration status! Immigrants are a valued part of our communities and it is essential to make sure every person is counted. More info on CAIR’s flyer here. #SJV Takes Action

Education and Leadership Foundation Photo Contest
¡Participa en este concurso y gana una tarjeta con $75! 😊🎉 Nuestros amigos en @elf2007 quieren ver tus fotos! Aprovecha la oportunidad de expresar tu creatividad y motivar a nuestra comunidad a que complete su #Censo2020. ¿Cómo transmitirías este mensaje tan importante a tu gente con una imagen? 😊❤️¡Comparte este concurso con tus familiares, amigos y vecinos! 📸 ¡Lúzcanse! #SJV Takes Action

The Education and Leadership Foundation is having a census photo contest on Facebook. Photos should motivate the community to participate.
CVIIC Launching Census Challenge and Instructional Videos
CVIIC has produced an instructional census video in English and Spanish. They are also posting a video on why the census is important and launching a #2020CensusChallenge #Retodel2020 today to get community members to motivate others to participate in the census. You’ll be able to find these on Facebook and Insta (@cviicfresno)!

Sample post
Mira esta video, y aprende a completar el #Censo2020! Al compartirlo o al enviar una foto de tu censo completado ingresarás automáticamente en un sorteo de @CviicFresno. Los ganadores serán anunciados el 16 de mayo. #SJVTakesAction
https://www.facebook.com/CviicFresno/videos/241661080418498

FMBCCC Live Census Drive
Join our friends at the Fresno Metro Black Chamber at a Live Census Drive this Friday, May 15th at 6:30pm. Let’s make sure ALL Black households in the San Joaquin Valley are counted in the 2020 Census! #SJVTakesAction

CHIRLA’s Cuídate y Cuéntate Concert
CHIRLA’s concert will feature Lupillo Rivera, Ozomatli, Ninel Conde, Diego Verdaguer, Ana Victoria, Angélica María, Angélica Vale, Arthur Hanlon, Horóscopos de Durango, Jessica Díaz, King Clave, Leo Dan, Ella Bric, and Eduardo Marturet and the Miami Symphony Orchestra on Saturday, May 23rd at 4p. Cuídate y Cuéntate is an all-access concert that will broadcast nationwide via LATV Network (flagship KVMD, Channel 31.1 in Los Angeles) with a simulcast on YouTube, Facebook and IGTV. The show will also air on Meruelo Media’s KWHY 22, and will raise awareness about how Latinos count, contribute and come together for civic actions such as volunteering, caring for the sick, providing essential services during a global pandemic, and completing Census 2020.

Personalities from film, radio and television, such as Edward James Olmos, Kate del Castillo, Veronica del Castillo, Omar y Argelia, Henry Zakka, El Piolín, Elisa Beristain, Javier Ceriani, Pepe Garza, Gustavo Adolfo Infante, Erazno y la Chokolata, Chikilin, Anthony Valadez, Liliana García Patiño, Andrea Nales, Dra. Ana María Polo, Lalo Alcaraz, Dr. Luis Pacheco, and Patricia Ramos will talk about how Latinos ensure our civic power in the COVID-19 era: www.cuidateycuentate.com

2020 Census DJ Take OVA-REBOOT
From May 11-19th, the A.Philip Randolph Institute (APRI), in partnership with the National Action Network, is bringing back the 2020 Census DJ Take OVA- REBOOT. APRI will bring back its virtual DJ tour, which uplifts Black labor, families and community through Black music. DJs will be spinning R&B, HipHop, Reggae, Jazz and even Gospel from cities across the country to ensure our entire committee is responding to the 2020 Census. The music starts every Monday – Friday at 7 pm, Saturday at 1 pm and Sunday. Tune in here.

NCAI Taking Action in 2020 Webinar
National Congress of American Indians will present a civic engagement webinar at 3p EST on Thursday, May 14th. Hear the latest updates on 2020 Census operations and how to adjust census outreach efforts given COVID-19, featuring regional highlights from Texas. Click here to register.
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) every Friday from 1:30-2:30p, please contact Yumi Sera at Yumi.Sera@census.ca.gov to get the Zoom information. This Friday’s topic is “Nurturing Community Knowledge”, featuring the following speakers:

- Victor Espinosa, Farmworker Census Outreach Director, Mixteco/Indigena Community Organization Project
- Arcela Nunez-Alvarez, PhD, Co-Founder / Co-Director, Universidad Popular, a member of the Count Me 2020 Coalition, San Diego
- Connie Hernandez, Facilitator, CA Complete Count Office

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 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! Council on American-Islamic Relations’ (CAIR) partnership with local grocery stores in census outreach efforts was featured in CCC’s e-blast last week:

CAIR has partnered with local grocery stores to get the word out about the Census. Local grocery stores, including Papaya Fresh International Marketplace, MID EAST Market, Fresno Deli, Dunia Market and International Market, are using outreach materials in English, Arabic and Persian to inform their visitors about the Census and encourage participation. We appreciate CAIR’s great work and collaboration to inform our communities about the Census!

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