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

U.S. Census Bureau’s field operations haven’t yet restarted in California though they have phased in 11 additional states and Puerto Rico this week. You can find USCB’s full revised operational schedule here and a FAQ sheet here.

ACTION ITEMS

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by June 1st.
- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

NEW CENSUS RESOURCES

**USCB 2020 Grads Outreach Resources**

While commencement ceremonies may look different this year, USCB is partnering with iHeart Media to bring commencement speeches by public figures, including Bill and Melinda Gates, rapper T.I., country music star Tim McGraw, and many more—including USCB Director Steven Dillingham. In addition to USCB’s new webpage highlighting the importance of counting college students and recent graduates in the 2020 Census, “5 Ways the Census Can Shape the Future for 2020 Grads”, it has also produced short YouTube videos and a fact sheet targeting college students that you can access here.

**New America’s Resource Guide**

Click here to access a Google Doc with low- or no-cost internet and phone services, potential funding opportunities and increased security.
Resources for Partnering with Service Providers or Essential Businesses
Immediately below are links to census flyers and other promotional materials to service providers and local businesses to distribute to patrons. This includes locations like grocery stores, gas stations and direct service providers like food banks.

- Ready Nation developed resources and toolkits for businesses supporting census participation. Find the resources here.
- Coalitions and CCCs in San Antonio, Colorado and Florida have added census messages to receipts at local essential businesses like Dollar General or Dollar Tree. It costs up to $250 per store. Contact ShopperLocal for more information (Rick Lorch, rlorch@ rtn.net, 317-379-7429).
- See the Community Action Partnership toolkit for service providers here.

CENSUS EVENTS

San Joaquin Valley Census Week of Action Recap
We launched last week’s Census Week of Action with a press conference including the all-star line-up of Secretary of State Alex Padilla, State Senator Anna Caballero, Assemblymember Dr. Joaquin Arambula, Mayor of Stockton Michael Tubbs, The Fresno Center’s Pao Yang, civil rights icon Dolores Huerta and Chet Hewitt, President and CEO of the Sierra Health Foundation. Other highlights from the week include:

Sample Social Media Posts

Radio Talk Shows
Virtual Happy Hours

Virtual Census Partays

Mural Viewing
Instructional Videos

Raffles and Contests
WINNER A $50 WALMART GIFT CARD!
TU CUENTA TU VOZ!!! Help us spread the word that EVERYONE can count in the 2020 Census and YOU can win a $50 Walmart gift card.
Requirements to enter the raffle:
1. Like the post. 2. Comment - 1 Count. 3. Share the all Census video that post today, tomorrow and Friday (05-13/05-15) on our FB page.
4. Use all the hashtags below when you post. 5. Tag Symple Equazion in your post (https://www.facebook.com/sympleequazion/). Each person gets one entry. The winner of the raffle will be announced on Symple Equation's page Saturday, May 16, 2020 @ 5 p.m.
#SJVTakesAction #2020Census #SJVCensusWeekOfAction #ValleyRising #CountMeIn

Informational videos

Recipiente de DACA, TPS o DED, indocumentado o ciudadano: TODOS contamos y debemos participar en el Censo 2020. Para ayuda llame 559-569-4013. 
Recuerde que puede responder por internet en la página my2020census.gov.
#SJVTakesAction #Census2020 #Censo2020 #TodosContamos

Recipiente de DACA, TPS o DED, indocumentado o ciudadano: TODOS contamos y debemos participar en el Censo 2020. Para ayuda llame 559-569-4013. 
Recuerde que puede responder por internet en la página my2020census.gov.
Essential Worker Testimonials
Twitter Storm

COMPLETE THE CENSUS: MY2020CENSUS.GOV

JONALB @JordanbegayJb · May 14
#CVIICWhyICensus @CVIICFresno

I completed the census because I want a better future for my family and community! The numbers will bring awareness to the need of more funding for education, hospitals, and resources our community needs!
Census Chats

CAIR Central California was live.
May 15 at 5:35 PM - 🍀

We're discussing the importance of ensuring all immigrants are counted in the 2020 Census!

Kamaljit Gill and 2 others
1.5K Views
Jakara Movement was live.

May 15 at 2:21 PM - 🇲❤️

Cha with Jakara Movement Staff!
Grab a cup of cha, sit back, and join us for a conversation on our experience with Census text-a-thon and Census 2020!

50 Likes 4 Comments 2 Shares 721 Views
Un breve video teatral sobre la importancia de este Censo 2020 y como impacta a nuestras vidas, a nuestras comunidades, a nuestros jóvenes y a nuestros futuros.... See More

Teatro Censo 2020 Census Theater -Lideres Campesinas (Soledad-Salinas)~Empower.Vote
Census Caravan in Huron, Fresno County
Census Caravans in Kern County: East Bakersfield, Lamont, Weedpatch
CENSUS 2020 CARAVAN HITS THE EASTSIDE
IT'S PURPOSE IS TO REACH UNDERCOUNTED COMMUNITIES

CURRENTS | HEADLINES | VING FROM ATLANTA TO BRUNSWICK, GA | COMEDIC FILM AND TELEVISION | 11:08 | 76°
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 Zakia, 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

Upcoming Census Days or Weeks of Action

- May 25 | African Liberation Day - National Urban League will be posting on social media
- May 26-May 31 | #CountMeBlack Women & Families Census Week hosted by the National Coalition on Black Civic Participation
- May 26 | “Getting Counted to Honor Our Ancestors” AAPI2020 Coalition Census Posts for APA History Month
- And coming up in June:
  - Immigrant Heritage Month
  - Caribbean-American Heritage Month
  - LGTBQ Pride Month
  - June 1-5 | Faith Week of Action hosted by Faith in Public Life
  - June 8-12 | LGTBQ Week of Action hosted by National LGTBQ Task Force

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 new State funding:

- The State of California is providing Disaster Relief Assistance for Immigrants through local community based organizations, along with support from philanthropic partners in the California Immigrant Resilience Fund. Please click on the links for more info on who is eligible to apply for this relief.
- CVIIC and Welcoming America invite partner organizations to attend the webinar “Strategies for More Welcoming Communities during COVID-19 and Beyond”, to be held on May 29th from 11a-12p. Join this webinar to learn how Welcoming America’s programs and resources can support your local efforts to ensure immigrants are included in COVID-19 management and over the long-term in your community. Interested attendees can register here.
- New Census Counts resources for outreach to rural communities under COVID-19.

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

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.

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! In lieu of a county update this week, 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 19th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>60.9% (+0.8%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>59.0% (+1.0%)</td>
</tr>
<tr>
<td>Kern</td>
<td>54.8% (+0.9%)</td>
</tr>
<tr>
<td>Kings</td>
<td>57.1% (+0.9%)</td>
</tr>
<tr>
<td>Madera</td>
<td>54.0% (+1.1%)</td>
</tr>
<tr>
<td>Mariposa</td>
<td>39.3% (+0.5%)</td>
</tr>
<tr>
<td>Merced</td>
<td>57.6% (+1.0%)</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>60.0% (+0.8%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>61.7% (+0.8%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>55.7% (+1.0%)</td>
</tr>
</tbody>
</table>

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