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 US Census Bureau has begun a phased restart of operations in the Stockton, Fresno and Bakersfield Area Census Offices (ACOs), which cover the eight counties of the San Joaquin Valley. These ACOs are resuming the Update Leave (U/L) field operation and completing the hiring response for Nonresponse Follow-Up field staff. Update/Leave operations will be taking place in the SJV until June 21. Households in U/L areas will be receiving their census forms during this timeframe. Please see table below for an estimate of U/L housing units:

<table>
<thead>
<tr>
<th>ACO Office</th>
<th>Est. U/L Housing Unit Count</th>
<th>Week of Restart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockton</td>
<td>33600</td>
<td>May 25, 2020</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>43500</td>
<td>June 1, 2020</td>
</tr>
<tr>
<td>Fresno</td>
<td>7000</td>
<td>June 1, 2020</td>
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</table>

The Non-response Follow Up (NRFU) period is still scheduled to take place from August 11 - October 31, per the updated operational adjustments. You can find USCB’s FAQ sheet on the full revised operational schedule here and an informational flyer for communities living in U/L areas here.

ACTION ITEMS

- **All partners**, the State’s Census Week of Action is coming up June 17-23, along with the Census Bureau’s Caravan Weekend June 19-21. Please submit events you are planning during this week to Cindy Quezada (cquezada@sierrahealth.org) at your earliest convenience. Let’s show some of that San Joaquin Valley power! #SJVTakesAction
- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by June 15th.
- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.
PARTNER HIGHLIGHTS AND BEST PRACTICES

The Education and Leadership Foundation
The Education and Leadership Foundation (ELF) led a census caravan through South Merced in partnership with CNC Education Fund, Faith in the Valley, UC Merced Community and Labor Center, community activists and local residents. Special thanks to the U.S. Census Bureau for the promotional material, swag and for joining the fun!

ELF – City of Fresno continues to make motivational census videos with the help of the talented Dayana Jiselle. In addition to Francis’ powerful story, ELF has posted two new videos (English/Spanish) highlighting farmworkers and the census.

California Rural Legal Assistance Inc.
Do you ever place clients or community members on hold when they call? CRLA had the great idea of playing census musical messages while clients are on hold. What a fun way to remind people to fill out the census! Plus, it’s a good best practice to follow!

Radio Bilingüe
As you can see from the above examples, organizations are incorporating Radio Bilingüe’s census songs and musical vignettes (including one that sings about the Census Bureau Spanish hotline) into their different outreach approaches. A big shout out to Radio Bilingüe for producing these songs and generously sharing them with all of us. Here are the available songs:

- “Todos Contamos” | Banda version by Grupo Moderno de Abram Ortiz and Norteña version by Los Primos del Rancho, Desde California
- “Todos Contamos” and Que Se Cuenten Todos by ¿QienSave?

Enjoy and please let us know how you are using them at justin@everydyaimpactconsulting.com!

NEW CENSUS RESOURCES

USCB VeggieTales YouTube Video
Join Bob the Tomato, Larry the Cucumber and their VeggieTales pals as they talk and sing about the 2020 Census, the importance of counting young children, and the specialness of everyone! USCB also has partnerships with children-focused groups from Nickelodeon to Wonderama, and Molly of Denali and Daniel Tiger for fun engagement to the 2020 Census by kids.

PICO California Faith-Centered PSAs
Be sure to look out for PICO California’s faith-centered videos and share them with your networks and re-share the social media posts of the videos on your own channels. You can also re-share the first video in their series, aimed at Catholic communities on Facebook (English/Spanish) and YouTube (English/Spanish). PICO continues to invite faith communities across California to lean into their roles as trusted messengers, and its critical role in our communities’ relief, recovery, and renewal. PICO’s list of ways your congregation/group might help and toolkit can also get you started.

Crossings TV
Check out Crossings TV’s Census page to access Asian-language census news and resources curated for Asian communities.
Upcoming Census Days or Weeks of Action

- May 26 - June 6 | #CountMeBlack Women & Families Census Week hosted by the National Coalition on Black Civic Participation
- June 1-5 | Faith Week of Action hosted by Faith in Public Life

### #FaithfulCensus Week of Action

_June 1-5, 2020_

The 2020 Census is here and faith communities across the country are working hard to ensure every person is counted. Amid the COVID-19 crisis, it's critical that faith communities remain committed to getting out and counting among historically undercounted and hard-to-count communities.

**June 1st, at 12 pm EST:**
#FaithCounts Ask Me Anything Live
@FaithinPublicLife

**June 2nd, at 2 pm EST:**
#FaithCounts Virtual Town Hall
@FaithinPublicLife

**June 4th, at 1 pm EST:**
#FaithCounts Twitter Chat
@FaithinPublicLife

**June 5th:**
Local actions across the country

Visit [www.2020census.gov](http://www.2020census.gov) to fill out your census today.

- June 8-12 | LGBTQ Week of Action hosted by National LGBTQ Task Force

- June 17 | Census Counts and Leadership Conference Census Day of Action/ Reengagement
- June 19 | Juneteenth
- June 19-21 | USCB Census Car Caravan Weekend; more info in [English](http://) and [Spanish](http://).
COVID-19 RESOURCES

In addition to the CCC’s own coronavirus resource page for census partners, there is a simplified State webpage and USCBL webpage for coronavirus updates and resources. This week’s new resources come via the California Primary Care Association (CPCA), which is the statewide health sector lead. CPCA has worked with Census partners to create additional resources for health organizations to utilize in Census outreach, understanding that this 2020 Census faces many challenges to obtaining a complete count given the pandemic:

- Census 2020 COVID-19 Webinar on June 16th 10 a.m. Register here!
- My Health Counts Website, which contains resources from CPCA’s health centers and partner organizations. Download census posters in English and Spanish, and social media toolkits by month.
- Webcasts:
  - Engaging Latinos amid COVID-19 and Census 2020 Environment (In Partnership with NALEO)
  - Engaging Homeless and Transient Communities taking into account COVID-19 (In Partnership with Homebase The Center For Common Concerns-SF)
- Census PSAs; made in partnership with Latino Community Foundation.
- Bilingual COVID-19 Census 2020 Digital Health Toolkit, available in English and Spanish, and made in partnership with other community-based and health organizations including AltaMed, Blue Shield of California Foundation, First 5 Association of California, Immigrant Legal Resource Center, Latino Community Foundation, NALEO Education Fund, National Immigration Law Center and Native People Count California.

In addition to CPCA’s COVID-19 resources, Crossings TV has devoted its unique outreach ability in multiple COVID-19 efforts, one of them being their Public Service Announcement (PSA) initiative. Crossings TV has aired over 30 different PSAs in 7 Asian languages. These PSAs were created to address a wide range of community needs and social issues that have come up due to the pandemic, such as social distancing, health practices, local business support, and discrimination against Asian Americans. You may also visit their COVID-19 digital info hub.

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
Weekly Cuenta Conmigo Broadcast
CNC EF hosts weekly Facebook Lives on current topics related to the Census and a hot topic as part of their Cuenta Conmigo broadcast, **every Thursday 11:30 am Facebook**. Last Thursday, they spoke with our colleagues from Faith in the Valley!

NALEO Weekly Training Webinars
NALEO Educational Fund is working to bring you virtual organizing tools for the 2020 Census in English and Spanish. These webinars occur **every Tuesday from 10–11 AM**. The virtual trainings cover topics such as 2020 Census & COVID-19 Messaging, Designing Effective Graphics, Phone Banking 101, Engaging Traditional Media and more. The webinars are recorded so if you are unable to tune in you will still receive the link to go over the training at your convenience. Register in **English** or **Spanish**. Last but not least, click here for the recording of the **2020 Census & COVID-19 Messaging webinar** on May 26th.

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
- Education and Leadership Foundation has a local line for DACA, TPS and DED recipients: 559 569-4013
- Jakara Movement’s Punjabi help line: 559.677.SIKH (559 677-7454)
- NALEO Educational Fund operates a toll-free bilingual (Spanish) census hotline: 877-EL-CENSO

**SJV COUNTIES SELF-RESPONSE RATE UPDATE**

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 June 2nd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>61.7% (+0.4%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>59.5% (+0.5%)</td>
</tr>
<tr>
<td>County</td>
<td>Percentage</td>
</tr>
<tr>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>Kern</td>
<td>55.8% (+0.5%)</td>
</tr>
<tr>
<td>Kings</td>
<td>58.1% (+0.5%)</td>
</tr>
<tr>
<td>Madera</td>
<td>55.0% (+0.5%)</td>
</tr>
<tr>
<td>Mariposa</td>
<td>39.9% (+0.3%)</td>
</tr>
<tr>
<td>Merced</td>
<td>58.7% (+0.5%)</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>61.0% (+0.5%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>63.4% (+0.4%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>56.7% (+1.0%)</td>
</tr>
</tbody>
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