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 U.S. Census Bureau has moved from updating the self-response map from seven days a week to five days a week (Monday-Friday) from June 1 through September 11. Between September 14 and October 31, the USCB will update the map on Mondays only.

Last Friday, June 5, the USCB self-response rate in California reached 61.8% (9.3 million households), 1 point above the national rate of 60.7% (89.7 million households). As a general reference, California’s final self-response rate on April 30, 2010 was 68.2%. It is important to keep in mind the differences in Census operations and environmental conditions between 2010 and now that have impacted census self-response rates, including that the 2010 Census was largely paper-based and there wasn’t a global health pandemic happening at the same time.

For a sixth week in a row, California ranked 22nd in the nation for its self-response rate. The majority of California households responded through the online portal. Last Friday, California reached an average internet response rate of 51.9%, 3 points higher than the national Internet response rate of 48.8%. These are the internet response rates by county:

<table>
<thead>
<tr>
<th>County</th>
<th>Internet Response Rate as of June 9th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresno</td>
<td>43.4%</td>
</tr>
<tr>
<td>Kern</td>
<td>40.5%</td>
</tr>
<tr>
<td>Kings</td>
<td>43.1%</td>
</tr>
<tr>
<td>Madera</td>
<td>38.8%</td>
</tr>
<tr>
<td>Mariposa</td>
<td>30.6%</td>
</tr>
</tbody>
</table>
### 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

**Census Pride**
Since The Source LGBT+ Center had to postpone their fourth annual “Pride Visalia” festival because of the COVID-19 pandemic, they held a virtual “Pride Inside” festival instead. Watch census highlights starting at minute 20:25!

**A Virtual Central Valley Juneteenth Jazz & Blues Extravaganza**
Join the African American Historical & Cultural Museum of the San Joaquin Valley on a virtual adventure throughout our region to explore local Black history and the census; feature 2020 Black graduates; and be entertained by local musicians live! Juneteenth is a significant, historical milestone and national American holiday nationwide: It celebrates the *emancipation* of enslaved African Americans. Tune in Saturday, June 13, 12:00 PM to 4:00 PM on the ONME Network or Facebook.

**Dance, Theater and the Census on FB Live**
Paty’s Studio is hosting a fun, census-themed FB Live on June 13th from 5-6pm with the support of Empower.Vote. Treat yourself to some census theater, learn a choreography to the census *Banda* song and participate in a census quiz for a chance to win some prizes!

### CENSUS EVENTS

**Upcoming Census Days or Weeks of Action**
- June 8-12 | LGBTQ Week of Action hosted by National LGBTQ Task Force
June 17 | Census Day of Action Toolkit. Join Census Counts for “Our Power, Our Census” Day of Action on June 17. Given the shifts in the operational timeline for the 2020 Census, the Day of Action is an opportunity to energize communities to be counted before enumerators start going door-to-door in August. The Day of Action centers on how the census builds our political power and protects our civil rights. Please utilize the Ways to Engage toolkit, which provides digital event ideas and topline messages. Also, please note that Census Counts will coordinate another Census Day of Action on July 28.

June 19 | Juneteenth, including this event from the state CCC.

June 19-21 | USCB Census Car Caravan Weekend; more info in English and Spanish.
  o Contact Cindy Quezada cquezada@sierrahealth.org if you’re interested in leading or joining a caravan in any of the San Joaquin Valley counties.

June 20 | World Refugee Day

Week of June 21st | Black Men Week of Action

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. This week’s new resource come via the California Primary Care Association (CPCA), which is the statewide health sector lead:

- Census 2020 COVID-19 Webinar on June 16th 10 a.m. Register here!
- USCB’s new Household Pulse Survey shows that adults living with children are especially likely to experience lost income and food shortages.
- The USCB has launched a new tool — dubbed the Census COVID-19 Hub — designed to help guide the nation as it begins recovery efforts from the sweeping COVID-19 pandemic by providing economic and demographic data.

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

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**.

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**.

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 (普通话/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
- 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 9th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>61.7% (+0.3%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>60.3% (+0.8%)</td>
</tr>
<tr>
<td>Kern</td>
<td>56.0% (+0.2%)</td>
</tr>
</tbody>
</table>
This week, we’d also like to highlight CUNY’s Center for Urban Research and their latest analysis of self-response rates from May 22 to June 4, to complement the fact sheets on self-response rates from the State:

- The nationwide self-response rate reached 60.6% on June 4th. The rate has been increasing, but much more slowly than in prior weeks.
- CUNY compared response rates in Update/Leave tracts that restarted field operations in early May with their response rates 3-4 weeks later. Researchers noted only modest response rate increases. These Update/Leave tracts responded more frequently through the online portal than by mail or phone. They also had response rate increases on par with or below tracts that received census packets by mail.
- 14% of all tracts nationwide (12,000 census tracts) have met or exceeded their final 2010 response rate. The average response rate for these tracts came in at 71.1% -- 10.5 points above the U.S. rate. These tracts tend have the following characteristics: White (68%), homeowners (70%), evenly distributed educational levels, few limited English proficient residents (3%), and a low percentage of people living in poverty (10%).
- While the response rate gap between Internet First and Internet Choice tracts is decreasing, the gap remains large – more than a 10-percentage point difference. The average response rate across Internet First tracts on June 4th was 65.4% compared to an average 52.5% response rate by Internet Choice tracts.
- Tracts with a very high risk of undercounting young children continue to have an average response rate below the national average at 54.9%.
- The average response rate across all high poverty tracts is almost 14 points lower than the national average.
- Tracts where a plurality of people age 25+ have bachelor’s degrees or higher have an average response rate of 68.6% -- 8 points above the U.S. rate.

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