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 Update/Enumerate operation will run from June 14 to July 29. Census field workers will update addresses while enumerating households in-person during this operation. It covers 35,000 units nationwide in remote geographic areas that have unique challenges associated with accessibility (e.g. remote Alaska, select tribal areas that request to be enumerated in person during the initial visit). And, as included in last week’s Huddle, USCB will be sending a new mailing to households in Update/Leave areas informing them that their census packets will be hand-delivered.

USCB also still plans to conduct in-person group quarters enumeration from July 1 to September 3. Group quarters are places where people live or stay in a group living arrangement such as nursing facilities, state prisons, in-patient hospice facilities and workers’ group living quarters.

USCB will begin a soft launch to Non-response Follow Up (NRFU) in mid-July. Six yet-to-be-announced area census offices (ACOs), one per census region, will begin the operation of interviewing households that have yet to respond to the 2020 Census. The six ACOs will be announced by the end of June. Additional ACOs will be announced for a second wave soft launch to occur later in July. Aside from ACOs that are part of the soft launch, all remaining ACOs will begin NRFU operations on August 11 until October 31.

USCB will also resume counting people living in transitory locations from September 3-28, including campgrounds, RV parks, marinas and hotels if they do not usually live elsewhere. USCB has also rescheduled the counting of people experiencing homelessness (at shelters and outdoors) from Sept. 22-24.

The Census Bureau’s Mobile Questionnaire Assistance (MQA) program is also being modified. It is anticipated that MQA staff may be able to resume offering in-person questionnaire response assistance in selected areas based on current COVID-19 conditions. This program will also include direct outreach efforts within the lowest responding neighborhoods throughout the nation. All USCB staff involved in MQA will follow local guidelines with respect to PPE and social distancing.

The Census Bureau will send out a sixth mailing from July 22-28th to households that have not yet completed the census. They will receive a paper postcard reminding them to self-respond. Last but not
least, USCB is extending its 2020 Census ad campaign until October 31st, reaching new audiences in 33 languages for a total of 45 non-English languages. The Census Bureau committed to spending $100M in expanded and extended communications, including regional advertising “surges” for two-week periods over the next two months in the 6 Census Bureau regions. You can track schedule changes using USCB’s status of current operations.

ACTION ITEMS

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by June 29th.
- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

PARTNER HIGHLIGHTS

**California’s Census Week of Action is here**

From June 17-23, California will host a statewide week of action urging all residents to participate in the 2020 Census, coinciding with national activities by the USCB. Plans for the week will focus heavily on earned media, social media and paid media to amplify our message. The CCC and its partners will have opportunities to engage in virtual events, and interviews with print and broadcast media statewide to ensure our message is reaching everyone. This toolkit on the Partner Portal is filled with information to help us have a successful Census Week of Action and continue our efforts for a complete count in California. If you do not have login credentials to the Partner Portal, you can access the toolkit as a PDF download by clicking here. Have a question on anything in the toolkit? Email CCC at communications@census.ca.gov.
Partner Highlights for CA’s Census Week of Action

- The Rural Westside Census Collaborative in Fresno County is holding a Censoteria on **June 17** at **4pm** on [Facebook Live](http):

  ![Censoteria Census 2020](image)

  **JUNE 17**  
  **4:00 PM**  
  Come join us to win a Census Button or Census T-Shirt

- **Radio Bilingue** is having a two-hour census program with Sonidero DJ Osito Candela Jr, on **Thursday, June 18, 9:00- 11:00 am**. Listen for some short interviews with our census partners on **Friday, June 19**, and tune into La Hora Mixteca talk show on **June 21 from 11 am-12pm** for Father’s Day wishes and census messaging.

- Watch CAIR CA’s [Facebook Live](http) Chat on Census and Racial Equity. Tune in on **Friday, June 19 at 5:30pm**

- Central California Environmental Justice Network (CCEJN) is launching a new census video clarifying the race and ethnicity question! Join their [watch party](http) on **Friday, June 19th at 6pm**.

- USCB’s Census Car Caravan Weekend from **June 19-21**.

- Join the Rural Westside Census Collaborative’s census caravan on **June 19th in Tranquility, San Joaquin, Cantua, and on June 20th in Huron**.
• Valley Forward is leading a census caravan on June 20th at 3pm in the city of Madera.

• CVIIC’s Week of Action. Follow CVIIC on facebook, Instagram and twitter to keep up with all their activities this week:
ADDITIONAL CENSUS EVENTS

- June 20 | World Refugee Day
- Week of June 21st | Black Men Week of Action

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.

Black Lives Count: Juneteenth Census Commemoration
When: June 19, 2020
Description: Partners will celebrate Black liberation and discuss planning for the future of our communities, on KJLH Radio. To view the run of show for the event, click here.
Interviewees:
- Assemblymember Dr. Shirley Weber, Chair of the Legislative Black Caucus
- Kenneth Morris, Fredrick Douglass’ great-great-great grandson
- Pastor Joy Johnson, Sacramento Faith Based Community Leader
- Pastor Michael Fisher, Greater Zion Family Church

Honoring Fathers and Empowering Families
When: June 22, 2020 @ 3 p.m.
Description: Participants will cover father and male empowerment and discuss the important role that fathers have in the family unit. In addition, partners will discuss how fathers play a part in having their families completing the Census, on Facebook Live.
Participants:
- David Tucker, California Complete Count – Census 2020 Office
- Pastor Pausa Kaio Thompson, Dominguez Congregational Church in Compton
- Urijah Faber, Census Social Media Ambassador and mixed martial artist
- Neo Veavea, Founder of UTOPIA SF
- Basim Elkarra, Council on American-Islamic Relations (CAIR)
- Dr. Victor Thompson, National Pacific Islander Education Network (NPIEN)

Univision Collaboration with KMEX
When: June 23, 2020 @ 9:30 a.m.
Description: Partners will discuss the historic Latino undercount and the ramifications with community inequities. They will use their voice to refute any mis- and disinformation around undocumented status, and explain what the data is used for, on Facebook Live.
Participants:
- Nitzia Chama, Univision 34 Los Angeles
- Pablo Rodriguez, Communities for a New California
- Mariah Castañeda, VotoLatino
- Emilio Vaca, California Complete Count – Census Office
- Dayana Contreras, Census Social Media Ambassador
A Special Conversation: The LGBTQ+ and Immigrant Community Count
When: June 23, 2020 @ 11 a.m.
Description: Partners will discuss how the Census affects the LGBTQ+ community and how identity plays a role when responding to the Census, on Facebook Live.
Participants:

- Ricardo Lara, Insurance Commissioner of California
- TBD, Los Angeles County Office of Education (LACOE)
- TBD, Coalition for Human Immigrant Rights of Los Angeles (CHIRLA)
- TBD, National Association of Latino Elected and Appointed Officials (NALEO) invited

Including the LGBTQ+ Community in the Census – Peer Learning Lab
When: June 26, 2020 @ 1:30 p.m.
Description: Participants will explore questions covering intersectionality, the impact of COVID-19 and how community partners on the ground plan to lift voices of the LGBTQ+ community, on Facebook Live.
Participants:

- Mignonne Pollard, California Complete Count – Census 2020 Office
- Meghan Maury, Policy Director, National LGBTQ Task Force
- Jeremy Payne, Equality California Institute
- Eddie Martinez, Latino Equality Alliance
- Yesenia Mendoza, Latino Equality Alliance

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

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.

CCC Peer Learning Labs are Available on New Events Page
Be sure to check out CCC’s updated events page where you will find information on upcoming Peer Learning Labs and information about past events.

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
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

This week, we’d like to start off this section with special props to partners operating in the West side of Fresno County, Huron area, Kettleman City, Lost Hills, Earlimart and Richgrove! There was a pronounced jump in response rates in these areas, many of which are also predominantly Update/Leave tracts.

In the weekly 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 June 16th</th>
<th>USCB Internet SRR, as of June 16th</th>
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</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>62.5% (+0.8%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>60.9% (+0.6%)</td>
<td>43.6% (+0.2%)</td>
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<tr>
<td>Kern</td>
<td>56.7% (+0.7%)</td>
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<tr>
<td>Kings</td>
<td>59.7% (+1.3%)</td>
<td>43.5% (+0.4%)</td>
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<tr>
<td>Madera</td>
<td>55.6% (+0.3%)</td>
<td>38.8% (+0.1%)</td>
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<tr>
<td>Mariposa</td>
<td>43.3% (+3.2%)</td>
<td>31.4% (+0.8%)</td>
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<tr>
<td>Merced</td>
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<td>41.5% (+0.2%)</td>
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<tr>
<td>San Joaquin</td>
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<td>46.9% (+0.1%)</td>
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<tr>
<td>Stanislaus</td>
<td>64.1% (+0.4%)</td>
<td>48.8% (+0.2%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>58.1% (+1.2%)</td>
<td>38.1% (+0.3%)</td>
</tr>
</tbody>
</table>

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