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 announced on June 24th that it will send an additional reminder postcard to households that have not yet responded to the 2020 Census. The postcard is scheduled to arrive between July 22 and July 28, a few weeks before census takers are set to begin visiting most households that haven’t responded. Here are links to the new 2020 Census postcards:

- June 24-July 3 (for P.O. boxes only)
- July 22-28 (for unresponsive households)

USCB also began making outbound calls to respondent-provided phone numbers on April 22nd and will continue through October 31st. Census Bureau personnel are calling select households to collect and clarify missing data from 2020 Census forms already submitted. The goal is to ensure no one was missed or counted in more than one place and all responses are kept confidential. The call center agent will not ask about financial information or Social Security Numbers, and will only review the responses that were previously provided. The Census Bureau will call using only the following dedicated English and Spanish toll-free numbers; for more information, click here: 844-809-7717 (English) or 844-809-7718 (Spanish).

As of June 18, Census workers have completed 96% of the 2020 Census Update/Leave operation – where 2020 Census invitations and paper questionnaires are delivered to households that generally do not receive mail at their homes. When the operation is complete, nearly every household nationwide will have received an invitation to participate in the 2020 Census either in the mail or from a census worker. California has an estimated 2.3% share of housing units covered by Update/Leave. Majority Update/Leave tracts had a 12.4% overall rate increase between May 6th-June 18th; 8.5% of that increase came in by mail or phone and 3.5% online.

In addition, the U.S. Census Bureau announced that it is reaching out to colleges and universities with significant off-campus student populations to help ensure they are counted. Last week, USCB Director Steven Dillingham sent a letter to college and university presidents asking them to provide roster information for off-campus students. This information allows the Census Bureau to count the students where they would have been staying on April 1st, even if they went home early due to a school closure or shifted to distance learning.
While the bulk of responses continue to come in through the online portal, the share of U.S. responses via mail and phone has increased. On April 1st (Census Day), 88% of responses were submitted online while 12% came in via mail and phone. By June 18, the share of mail and phone responses grew to 20.2% of the U.S. response rate, and online responses decreased to 79.8%. Please note that it takes more time for USCB to confirm receipt of paper forms in order to include those paper forms in the daily response rates, and a prior backlog of paper forms has now been resolved.

21 House Democrats, led by Congressman Steven Horsford of Nevada, have introduced a bill that would nullify the effect of President Trump's executive order directing federal agencies to share citizenship info requested by the Department of Commerce. It’s a companion to Senate Bill 2233 from July 2019. Although the now-blocked citizenship question is not on the 2020 Census, the Trump administration has continued collecting government records to try to determine the U.S. citizenship status of every adult living in the country for redistricting purposes.

USCB also announced the appointment of two new appointees- Nathaniel Cogley, PhD. as Deputy Director for Policy, and Adam Korzeniewski, as Senior Advisor to the Deputy Director for Policy. The American Statistical Association's board of directors is calling for Census Bureau Director Steven Dillingham to provide a justification for the bureau's two new political appointments, which have "deeply troubled" their board. Read more here.

Last but not least, U.S. Census Bureau’s planning for the mobile questionnaire assistance is underway in low response score areas. Contact your local partnership specialists for more information. 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

**Radio Bilingüe National Recognition**
BIG CONGRATULATIONS to Hugo Morales, co-founder and executive director of Radio Bilingüe, for being honored by the National Endowment for the Arts. He is one of nine recipients of the annual National Heritage Fellowships, the nation’s highest honor in the folk and traditional arts. We are so proud of you, Hugo! Thanks for the creativity Radio Bilingüe continuously brings to our collective census efforts.

**California Census Week of Action and Census Caravans Throughout the San Joaquin Valley!**

- El Concilio and Fathers and Families of San Joaquin led a census caravan through Stockton:
Valley Forward led a census caravan through the City of Madera with over 15 automobiles, including local elected officials:

The Rural Westside Census Collaborative held two more census caravans in West Fresno County. The first went through Three Rocks, San Joaquin, Tranquility and Cantua Creek. The second focused on Huron and included Mayor Rey Leon.

The Jakara Movement drove through neighborhoods across the San Joaquin Valley (and beyond), reaching residents of Bakersfield, Fresno, Livingston, Ceres and Turlock:
- The Central California Environmental Justice Network (CCEJN) launched a new census video illustrating why it is so important to count EVERYONE in the census. Take a look, it’s really fun!
- Radio Bilingüe held a special “Sesión Sonidera” of their “Comunidad Alerta” program on June 18th. As Sonidero DJ Osito Candela Jr. played his infectious tunes, he gave shout outs to low responding neighborhoods, cities and counties, urging them to respond to the census today.
- Check out all the census videos CVIIC has made on their Facebook page and Twitter. They also held a tweet storm using the hashtag #cviicwemadeourselvescount.
- Fresno County has a new census hotline offering Hmong language support Monday through Friday from 8am – 5pm! The number is 877-637-3766. Thanks to The Fresno Center and the Fresno Asian Business Institute and Research Center for staffing it.

CENSUS EVENTS

- Week of June 21st | Black Men Week of Action

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

NEW CENSUS RESOURCES

CCC’s June Social Media Toolkit
California Complete Count’s June Social Media Toolkit is now available for download on the Partner Portal. This toolkit includes posts that tackle the topics of recognizing the historic Black undercount and checking in with your friends and family.
USCB Accelerator Video Challenge
The US Census Bureau hosted a live, virtual event on June 24th to announce the winners of the “2020 Census - Get Out the Count” Video Prize Challenge. Key10 media won the $30,000 grand prize; their video shows a father and son playing soccer and learning about the 2020 Census from their neighbor over the fence!

New CUNY HTC Response Rate Map Feature
CUNY’s Hard-to-Count response rate map has added a new feature highlighting the average number of households per census tract that need to respond to the census each day in order to reach the 2010 self response rate. Check it out, it could help with refining outreach strategy in your community!

CENSUS LEARNING OPPORTUNITIES

CCC Social Media Trainings
If you were unable to attend the State’s June 16th and 17th social media trainings, please be sure to check out the great resources below. You will find the recorded presentation, a resources document, videos resources and much more:

June 16, 2020 - Social Media Best Practices Training
This webinar covered social media best practices such as content creation, using analytics, hashtags to use and more.

Resources:
- Social Media Best Practices Training Recording (Vimeo)
- Social Media Best Practices Presentation (PDF)
- Census Week of Action Toolkit
- June Social Media Toolkit
- Census Partner Media Toolkit
- Take Part in the Count Census Video
  - YouTube Link
  - Facebook Size
  - Instagram Size
  - Twitter Size

June 17, 2020 - Virtual Live Event Training
This training covered best practices when preparing and creating social media virtual events. Te Census Office covered the phases to develop an event, provided resources to create promotional ads and walked through Zoom logistics.

Resources:
- Virtual Live Event Training Recording (Vimeo)
  - You can also download the training recording here.
- Virtual Live Event Training Presentation (PDF)
- Census Week of Action Toolkit
- Virtual Live Event Resources Document
**Instagram Stickers**

In addition, here are the instructions to access the Census Instagram stickers.

1. Go to Instagram
2. Click the camera in the top left corner
3. Take a photo or video
4. Click the icon at the top of the screen that looks like a notepad/sticky note with a smiley face
5. Click the transparent button that reads “GIF”
6. In the search bar at the top, type in “CACensus”
7. Choose a sticker out of the gallery and place where you want it on the screen

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**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.

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. The California Department of Public Health announced last week updated guidance that requires Californians to wear a face-covering in high-risk settings. A growing body of scientific research has shown that people with no or few symptoms of COVID-19 can still spread the disease and that the use of face coverings, combined with physical distancing and frequent hand washing, will reduce the spread of COVID-19.

“Science shows that face coverings and masks work,” said Governor Gavin Newsom. “They are critical to keeping those who are around you safe, keeping businesses open, and restarting our economy.”

Governor Newsom also addressed why he took this action now. “Simply put, we are seeing too many people with faces uncovered – putting at risk the real progress we have made in fighting the disease. California’s strategy to restart the economy and get people back to work will only be successful if people...
act safely and follow health recommendations. That means wearing a face covering, washing your hands, and practicing physical distancing.”

Today's guidance mandates the use of cloth face coverings by the general public statewide when outside the home, with limited exceptions. More information about the state’s COVID-19 guidance is on the California Department of Public Health’s Guidance web page and check out this YouTube video of Governor Newsom with California’s four most recent California Governors.

California is also using contact tracing to connect with people who are COVID-19 positive, so we can help them get medical care and figure out who they might have exposed without knowing it, so those individuals can be contacted too. Everyone will get information on how to protect themselves and others.

Your identity and health information is always kept private. It will not be shared with anyone who may have been exposed. You will not be asked about your immigration status during testing, care, or follow up calls from your public health department. You will also never be asked for your social security number or payment, financial or banking information.

In addition, all information is kept confidential and protected by California's strict privacy laws. All data is maintained with strict privacy and security storage standards. The data is only collected and stored for use by local and state public health departments.

The best way to help slow the spread of COVID-19 is to participate in the state’s contact tracing initiative. For more information, visit the California Connected website. California Connected relies on your feedback to ensure they are providing the most useful resources and information to you and your network. Please take a moment to fill out their survey and let them know what content is important to you and your community.
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 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

To complement the fact sheets on self-response rates from the State, please see 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 23rd</th>
<th>USCB Internet SRR, as of June 23rd</th>
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<tbody>
<tr>
<td>Statewide</td>
<td>62.8% (+0.3%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>61.2% (+0.3%)</td>
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<tr>
<td>Kern</td>
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<td>Kings</td>
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<tr>
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<tr>
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<td>Stanislaus</td>
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<tr>
<td>Tulare</td>
<td>58.4% (+0.3%)</td>
<td>38.3% (+0.2%)</td>
</tr>
</tbody>
</table>

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