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

- **Census Bureau Mails Postcards to P.O. Boxes Encouraging Households to Respond to 2020 Census.** USCB announced that it is sending postcards between June 24 and July 3 to an estimated 1.3 million P.O. boxes in communities where P.O. boxes are the only mailing address available. The postcards will alert households that a census taker may drop off census invitations soon or will visit later to interview them. The postcards also provide information on how to respond to the 2020 Census online or by phone. These postcards to P.O. boxes do not include a unique number tied to the housing unit.

- **Census Bureau Plans to Send Additional 2020 Census Reminder Before Census Takers Visit.** The Census Bureau announced 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. Stakeholders and members of Congress are pushing for this mailing to include a paper questionnaire as well.

- **Census Bureau Expands Regional Advertising.** As previously mentioned, the Census Bureau committed to spending $100M in expanded and extended communications, including regional advertising “surges” in the 6 regions over the next two months. These surges will take place in three waves and target diverse audiences, including Black and Latino communities, and cities with populations over 100K with low-response rates. California will be part of Wave 3, along with the NY Region (Surge Week: 7/27-8/2).

- **NRFU Surge in responses expected 8/11 - 8/25.** The nonresponse follow-up (NRFU) period will begin on August 11. Past census patterns indicate that there is usually a self-response boost shortly after the NRFU period begins. NRFU has been rescheduled to start on August 11.
  - Census enumerators will present an ID badge that includes: their name, their photograph, a Department of Commerce watermark, and an expiration date. They will have an official bag and USCB-issued electronic device, such as a laptop or smartphone, bearing the Census Bureau logo. Census takers and field representatives will conduct their work between the hours of 9am and 9pm, local time.

- **Counting People Experiencing Homelessness.** USCB counts people experiencing homelessness through Service-Based Enumeration (SBE) and Targeted Non-Sheltered Outdoor Locations (TNSOL). These operations have been rescheduled to September 22 - 24. People experiencing
homelessness can also participate in the census by responding by phone or online with a non-ID response.

- **The Census Project Urges Congress to Allocate Additional Census Funds.** The Census Project organized a letter to Congress requesting additional funding for USCB in the next COVID-19 relief package. See press release [here](#).

- **Senator Kamala Harris (D-CA) Introduces Companion Senate Bill on Census.** On Tuesday, June 23rd, Sen. Harris introduced Senate Bill 4048, a companion bill to the Fair and Accurate Census Act (House of Representatives Bill 7034) introduced by Representative Carolyn Maloney (D-NY). The primary difference between the two bills: The Senate version contains an additional $400M appropriation for the 2020 Census designed to improve census accuracy. This 2020 Census appropriation mirrors the one made in the HEROES Act, the fourth coronavirus relief bill passed by the House of Representatives. S.4048 has been referred to the Senate Committee on Homeland Security and Governmental Affairs.

- **Keep census outreach and electioneering separate.** The State would like to remind contracted partners that funds under the Census contract cannot be used for anything other than CA Census Office approved outreach activities i.e. no partisan activities.

- Last but not least, you can track schedule changes using USCB’s [status of current operations](#).

**ACTION ITEMS**

- **All Census Stakeholders**, SAVE THE DATE! On August 4th from 1:30-3:00pm, the Central Valley Immigrant Integration Collaborative (CVIIC) will hold a virtual San Joaquin Valley wide convening in partnership with the SJVHF. Get ready to talk about “Maximizing outreach and partnership opportunities during Non Response Follow Up.” Registration details and agenda to follow.

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by July 13th.

- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

**PARTNER HIGHLIGHTS**

**Partners continue to be honored for their community service and leadership**

Fresno Mayor Brand recognized Pao Yang, CEO of The Fresno Center, with the Mayor's Community Partner Award for his service and leadership through empowerment, education and collaboration. The announcement was made during the State of the City address on June 30th in Fresno. Congratulations, Pao!
90 Years Young and Making Them Count!
The Los Angeles Regional Census Office highlights Dolores Huerta’s tireless efforts to achieve a complete count on page 7 of their community partnership newsletter. Thank you Dolores for being such an active census champion!

CENSUS EVENTS

Faith Communities Census Weekend of Action | July 24-26
All partners, influencers, community leaders and trusted voices are encouraged to join CCC for a Faith Communities Census Weekend of Action.

National Census Counts Coalition Final “Before NRFU” Push | July 27-August 7
This two week surge will boost the collective outreach taking place during the 6th Census Bureau mailing going out July 22 to July 28 and the Census Counts coalition day of action scheduled for July 28. The coalition will promote a “respond before NRFU” message during a week of action to drive responses before the NRFU workload is finalized on August 7.

Count All Kids National Art Competition | Open until July 15
Count All Kids launched their National Art Competition, where children, with the help and permission of a guardian, can submit an artistic creation of their choosing that is inspired by the theme “Count All Kids in the 2020 Census.” Submissions are open until July 15. View the competition details here.

NEW CENSUS RESOURCES

Hmong Innovating Politics (HIP) Releases a Census Song
HIP partnered with Hmong musical artist Ka Lia Universe to create a census song. Take a listen!
New Census Counts Resources for Update/Leave and Rural Outreach
Find guidance about the resumption of the Update/Leave operation along with talking points [here](#), and guidance on outreach to rural communities [here](#).

Count All Kids Census 2020 Guidance for Fixing an Incorrect Census Submission
Did you forget to include your baby, grandma or the person renting your spare room in the census form? Check out this blog from Count All Kids to find out how to correct a submitted Census submission.

Guidance on Responding Without a Census ID
Households can respond to the census without their Census ID with just the address of where they’re living. New America and the Census Counts campaign have developed a helpful explainer on how to participate in the 2020 Census without an ID. See how to participate by phone or online without a unique ID by reviewing the guide [here](#).

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!

NALEO Educational Fund LGBTQ+ Video and Social Media Posts
As part of the LGBTQ+ Census Week of Action, NALEO is very excited for the premier of their ¡Hagase Contar! #QueerTheCensus Video featuring Latinx Drag Queens sharing all there is to know about the 2020 Census and why participating is important for Latinos and the LGBTQ+ community. NALEO hopes you enjoy it and share far and wide via Instagram, Facebook, Twitter! Below you will find sample captions and attached promo graphic for wide sharing:

- **VIDEO PREMIERE:** Don’t stress over completing the census! Allow the #HagaseContar Drag Queens to calm your nerves and address your questions or concerns about filling out #Census2020! Fill out the Census now online, by phone, or by mail. #QueerTheCensus [https://youtu.be/G3WvqyQ4Oc0](https://youtu.be/G3WvqyQ4Oc0)
- **NEW VIDEO:** The census is not as fancy or as complicated as you think – it’s just a simple questionnaire and will never ask about citizenship or immigration status. Channel your inner drag queen and learn more about #Census2020 from @msleilanilopez’s drag helpers! And if you haven’t already, be sure to complete the census. [https://youtu.be/G3WvqyQ4Oc0](https://youtu.be/G3WvqyQ4Oc0)
- **Strike a pose and fill out your census!** Look around, everywhere you turn there’s someone that deserves to be counted! Confused about how to answer a question on the Census? Watch our new #HagaseContar video for #QueerTheCensus Week! [https://youtu.be/G3WvqyQ4Oc0](https://youtu.be/G3WvqyQ4Oc0)
- **Stuck on the race and Hispanic origin questions in the #2020Census? ¡A ver!** Allow our #HagaseContar Drag Queens to walk you through each question of the census questionnaire (in rhinestone heels no less!). #QueerTheCensus [https://youtu.be/G3WvqyQ4Oc0](https://youtu.be/G3WvqyQ4Oc0)

CENSUS LEARNING OPPORTUNITIES

Univision Charla en VIVO sobre el Censo
The Census Office partnered with Univision 34 Los Angeles to host a virtual live event focusing on why it’s essential to count the Latinx community in the Census. The collaboration featured Nitzia Chama with Univision 34 Los Angeles, Emilio Vaca with the state Census Office, the SJV’s own Pablo Rodriguez with CNC Education Fund, Mariah Castañeda with VotoLatino, and Census Social Media
Ambassador Dayana Contreras. You can check out the archived event here, as well as the state Census Week of Action’s other great virtual events here.

**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](mailto: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. 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
- Jakarta Movement’s Punjabi help line: 559.677.SIKH (559 677-7454)
- NALEO Educational Fund help line: 877-EL-CENSO
- The Fresno Center and Fresno Asian Business Institute and Research Center are staffing a new census hotline offering Hmong language support Monday through Friday from 8a–5p in Fresno County: 877-637-3766
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 30th</th>
<th>USCB Internet SRR, as of June 30th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>63.0% (+0.2%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>61.4% (+0.2%)</td>
<td>43.9% (+0.1%)</td>
</tr>
<tr>
<td>Kern</td>
<td>57.1% (+0.1%)</td>
<td>40.9% (+0.1%)</td>
</tr>
<tr>
<td>Kings</td>
<td>60.1% (+0.2%)</td>
<td>43.9% (+0.2%)</td>
</tr>
<tr>
<td>Madera</td>
<td>56.0% (+0.2%)</td>
<td>39.2% (+0.1%)</td>
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<tr>
<td>Mariposa</td>
<td>44.0% (+0.3%)</td>
<td>31.6% (+0.1%)</td>
</tr>
<tr>
<td>Merced</td>
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<td>41.8% (+0.2%)</td>
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<tr>
<td>San Joaquin</td>
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<td>47.2% (+0.3%)</td>
</tr>
<tr>
<td>Stanislaus</td>
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<td>48.9% (+0.0%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>58.6% (+0.2%)</td>
<td>38.4% (+0.1%)</td>
</tr>
</tbody>
</table>

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