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

With about 4 in 10 households having yet to respond to the 2020 Census, the U.S. Census Bureau announced it is on track to conduct multiple follow-up activities aimed at ensuring a complete and accurate count. These include: coverage improvement, Nonresponse Follow up (NRFU), NRFU re-interview, and post-enumeration survey.

Starting July 16, six area census offices (not including California) will conduct a soft launch of NRFU operations. These six offices have completed their field supervisor training and are scheduled to conduct census taker training beginning July 7 and then start visiting households on July 16th. USCB may announce a second wave of soft launch operations later in July. Remaining areas, including California, will begin NRFU on August 11 and conclude no later than October 31.

USCB also began its Group Quarter Enumeration operation. There are approximately 250,000 group quarter facilities across the country that include places such as correctional facilities for adults, college student housing, nursing homes, residential treatment centers, and military barracks. From July 1 through September 3, USCB will conduct in-person interviews to complete census questionnaires at facilities that elected an in-person response method. All Census takers have been trained on social distancing protocols and will be issued PPE. The Census Bureau offers additional response options for people housed in group living arrangements that do not involve in-person contact (e.g. electronic response options where an administrator fills in data for each person who stayed at the facility on April 1, 2020 or the administrator mails a paper listing of residents).

As part of the Group Quarters Operation, USCB workers will also count people experiencing homelessness between September 22 and September 24. During a process called Service-Based Enumeration, specially trained census takers will visit shelters, soup kitchens, mobile food vans and outdoor locations, such as under bridges and overpasses.

In addition to the 2020 Census, USCB conducts over 100 ongoing household surveys like the Current Population Survey and the American Community Survey. The Census Bureau announced that it has resumed conducting in-person interviews associated with these other ongoing household surveys in 21 states. USCB will first still attempt to collect information over the phone or online when possible, and
only expects to have to conduct in-person interviews with less than 1,000 households for these other surveys.

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 Center, the SJVHF and 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.” Register now!
- **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

**Dance to Census Banda Beats**
P.A.T.Y.’Studio in Hanford, CA is hosting a fun Census 2020 event. Learn more about the census while dancing to the Census banda song. For more information, click here. There will be DANCE prizes!

**New CRLA Resources and Upcoming Census-Food Drive**
California Rural Legal Assistance has been engaging the community with resources developed by themselves, Radio Bilingüe and others, including Census songs in English and Spanish and informational brochures in multiple languages. Be sure to visit the Partner Portal to check out these great resources they have uploaded. In addition, CRLA is also planning for a Census/Food Drive in Stockton on August 1st, and planning another in the Huron/San Joaquin area on the westside of Fresno County.

CENSUS EVENTS

**Faithful Census Week of Action | July 6-12**
All partners, influencers, community leaders and trusted voices are encouraged to join CCC for this week of action from July 6-12. In coordination with the #FaithfulCensus Week of Action, PICO California will be releasing a new video as a part of their series of faith-centered Census messages that feature faith leaders from across the state. Their previous videos include one for Catholic audiences (Facebook: English/Spanish, YouTube: English/Spanish), and one for Black church/general Christian audiences (toolkit with links here). PICO CA continues to invite faith communities across California to lean into their roles as trusted messengers about completing the Census, and its critical role in our communities' relief, recovery, and renewal in this moment. Their list of ways your congregation/group might help and their toolkit can also get you started.
# Faithful Census Week of Action

**JULY 6-10, 2020**

**JULY 6TH, AT 12 pm ET**  
#FaithCounts Ask Me Anything  
@FaithinPublicLife  

**JULY 7TH, AT 1 PM ET**  
#FaithCounts Twitter Chat  
@FaithinPublicLife  

**JULY 8TH:**  
Join the #CensusChallenge  
Tag 3 friends on social media!  

**JULY 9TH, AT 2 pm ET:**  
Democracy 2020: Black Faith Leads the Way  
@FaithinPublicLife  

**JULY 10-12TH:**  
Bring the census to your faith community

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**Arab American Census Week of Action | July 6-12**

Highlights of this week of action include:

- **July 6**, 9-10 am | Faithful Democracy: “Ask Me Anything Census” on Faith in Public Life’s Instagram
- **July 7**, 10-11 am | Latinx Community: #FaithCounts Twitter Chat
- **July 8** | AAPI: #CensusChallenge
- **July 9**, 11 am-12 pm | Black Community: Virtual Town Hall on Faith in Public Life’s Facebook
- **July 10-12** | Arab Americans: Bring the Census to your faith community

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**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](#).

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**State of California Week of Action | July 27 - August 2**

Additional details forthcoming!

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**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.

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**NEW CENSUS RESOURCES**

**CCC Updated CBO Resources**

Be sure to check out the State’s updated [Community Based Organization Resources webpage](#) that features Census partners! This resource synthesizes the statewide, sector and education partners as well as their websites. You will also find partner snapshots that highlights information about the organization, work that is being conducted and contact information.
**CENSUS LEARNING OPPORTUNITIES**

**National League of Cities’ Webinar on Targeted Get Out the Count**
Please join NLC on Thursday (tomorrow!), July 9th, at 3pm EST for a webinar on “Targeted Get Out the Count (GOTC): Data & Tools for the Summer Sprint.” Whatever you’re doing for census outreach, whether it’s digital or doorhangers, do it in a way that targets historically undercounted communities. **Steve Romalewski**, Director of the CUNY Mapping Service and the [HTC Map](#), will demonstrate using the map and talk through the best way to leverage it for the final sprint of GOTC this summer. [Count All Kids](#) and PRB will also highlight their new resources. Please register [here](#).

**Statewide Social Media Accessibility Training**
This Friday, on July 10th from 10-11am, the Sacramento County Complete Count Committee will host a “Census Social Media Accessibility Training” for all California Census partners. This training will teach you how to make sure your online efforts to get everyone counted are fully accessible. Sacramento CCC will also cover ways to maximize accessibility features on popular social media platforms, as well as more accessibility tips and tricks! Here is the meeting information:

Meeting URL
[https://zoom.us/j/97351942612?pwd=Q1pyampiVldkaVRhc0c4cnN2VFRDdz09](https://zoom.us/j/97351942612?pwd=Q1pyampiVldkaVRhc0c4cnN2VFRDdz09)

Meeting ID: 973 5194 2612
Password: 690522

Dial by your location
+1 669 900 9128 US (San Jose)
+1 253 215 8782 US (Tacoma)

**CCC June Week of Action Recap**
In advance of the upcoming July Week of Action, the state Census Office has published a full recap of the events that took place for last month’s Week of Action that you can view [here](#). Counties from across the state are featured, including partners working hard in the San Joaquin Valley!

**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. This Friday, July 10th, from 1:30-2:30p, is titled “Moving Faith Communities to Take Action” and will cover the topic of congregations and faith communities being vital trusted messengers to communicate with hard to count residents.

This Peer Learning Lab will explore the questions: What are tested Census outreach approaches that can move people to take the Census? Who are the grassroots leaders who can inspire their peers, elders, and community members to create a broader network of Census activation? How is Census outreach incorporated in faith teachings and activities in different languages?

Speakers:
- Andrew Lee, Faith Census Hub Manager, PICO California
- Naindeep Chan Singh, Executive Director, Jakara Movement
- Ismahan Abdullahi, Muslim American Society – PACE
- Rev. Joy Johnson, PhD, Life Matters, Inc and Board of Directors President of Sacramento Act
- Marcy Kaplan, Facilitator, CA Complete Count Office

Co-Sponsors:
- Council on American-Islamic Relations (CAIR-CA)
- California Calls
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, courtesy of Community Medical Centers, here are new COVID-19 public education materials that are free and downloadable at https://bit.ly/COVID19CommEd:

![Public Education Resources](image)

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)
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
- 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 July 7th</th>
<th>USCB Internet SRR, as of July 7th</th>
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</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>63.1% (+0.1%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>61.6% (+0.2%)</td>
<td>44.1% (+0.2%)</td>
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<tr>
<td>Kern</td>
<td>57.3% (+0.2%)</td>
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<tr>
<td>Kings</td>
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<td>44.0% (+0.1%)</td>
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<tr>
<td>Madera</td>
<td>56.2% (+0.2%)</td>
<td>39.3% (+0.1%)</td>
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<tr>
<td>Mariposa</td>
<td>44.3% (+0.3%)</td>
<td>31.8% (+0.2%)</td>
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<tr>
<td>Merced</td>
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<td>41.9% (+0.1%)</td>
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<tr>
<td>San Joaquin</td>
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<td>47.3% (+0.1%)</td>
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<tr>
<td>Stanislaus</td>
<td>64.5% (+0.1%)</td>
<td>49.0% (+0.1%)</td>
</tr>
</tbody>
</table>
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