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

Nonresponse Follow-up (NRFU) soft launches tomorrow, July 16th, when USCB census takers will begin going door-to-door in select areas in other states. By July 30, California may be included in a third NRFU wave of census takers from 40 Area Census Offices that will begin knocking on doors or in the nationwide NRFU operation that starts August 11. This map indicates the timing of soft launch areas and will be updated as the Census Bureau adds new locations.

There will also be limited response rate information during the NRFU period starting August 11. USCB will continue reporting self-response rates on its interactive map and in public data Monday-Friday until September 11, and on Mondays only from September 14-October 31. It has not committed to reporting completion rates for responses gathered in-person by enumerators or through special operations, like the count of people experiencing homelessness. National advocates have been pushing USCB for increased transparency, as have members of Congress. Representative Carolyn Maloney and Senators Kamala Harris and Brian Schatz introduced House of Representatives Bill 7034 and Senate Bill 4048, which would require the Census Bureau to provide monthly NRFU completion rates by geographic location.

On a related note, all USCB employees must wear face masks when having public interactions, regardless of location or geography. The bureau will provide its census takers with masks, gloves, disinfectant wipes and hand sanitizer bottles, as well as training on maintaining a safe social distance when going door-to-door. Census Counts and NALEO have called for expanded measures to further protect the public and census workers.

Mobile Questionnaire Assistance (MQA) also began, with more than 3,000 USCB staff going into communities with the lowest 2020 Census response rates to encourage and assist people with responding on their own to the 2020 Census. This is a separate activity from census takers going door to door to count households that have not yet responded. Locations for MQAs will include grocery stores and markets, food banks, laundromats, restaurants and grab-and-go eateries, unemployment offices, back to school drives, places of worship and libraries.

During a recent National Conference of State Legislatures briefing, USCB announced it is considering sending text messages and emails to 50 million people later this year to promote census participation in
low responding areas. This would be a major shift in the USCB’s outreach strategy, which has so far not sent unsolicited emails and texts.

USCB has completed over 99% of its Update/Leave Operation, which involves a USCB employee physically delivering a 2020 census invitation to the 6.8 million households that don’t receive mail at home. The remaining areas include some tribal lands, namely parts of the Navajo nation which have been closed due to COVID-19.

Last but not least, you can track schedule changes using USCB’s status of current operations. Also, please remember that USCB is also running a COVID-19 Pulse Survey simultaneously, which has sent texts (from #39242) or emails (COVID.survey@census.gov) for this parallel household survey to the 2020 Census.

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. 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 27th.
- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

PARTNER HIGHLIGHTS

CRLA Census-Food Drives and Mask Distributions
California Rural Legal Assistance, Inc. is 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. They also tried a new outreach approach this past weekend in the Inland Empire that local organizations may want to consider replicating here in the San Joaquin Valley: CRLA staff distributed 615 facemasks and Census literature to farmworkers in Coachella during their first Census Drive-thru! Staff shared that it was extremely moving to see all the workers come through the event straight out of work. Below are some additional photos and here is local news coverage of the event!
Giddy up, Chicago!
In the spirit of highlighting creative outreach approaches, we would like to share some fun news out of Chicago. Mayor Lightfoot is summoning the help of the Census Cowboy to improve response rates across the city:

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**CENSUS COWBOY**

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*Pastor Trena Turner Named to the 2020 Citizens Redistricting Commission*
On a related note and timeline to the Census, every ten years California must re-establish the boundaries of its Congressional, State Senate, State Assembly, and State Board of Equalization districts to reflect new population data and shifting populations. The Voters FIRST Act gave this power to an independent Citizens Commission ensuring that new and fair political boundaries are drawn without special interests, politics and political influence. Pastor Trena, Executive Director of Faith in the Valley, is among the first eight members who were randomly selected from a list of recommended applicants delivered by the Legislature on June 26, 2020. These first eight members will choose the final six that will serve on the 2020 Redistricting Commission. Congratulations, Pastor Trena!

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**CENSUS EVENTS**

*The Native People Count California (NPCCA) Virtual Native Youth Gathering | July 24-26*
Three hours per day via Zoom, youth participants will actively learn about the importance of participating in the 2020 Census while strengthening their voice to inspire Natives who reside in California to be counted. Youth will be collaborating with a California Native artist to create an expression of the importance of being counted in the Census. Participants will receive a kit before the gathering which will include an event t-shirt, everything needed to participate and lots of cool swag. NPCCA would like to extend an invitation to any Native youth who reside in California, who can register here, or download a printable PDF form or an electronic fillable PDF form:
Count All Kids’ National Art Competition – Deadline today!
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 today, July 15. View the Competition Details here.

USCB’s Faith Communities Census Weekend of Action | July 24 - 26
This weekend is a coordinated opportunity with USCB for faith leaders to focus their outreach and support of the 2020 Census to encourage their community to respond. Check out USCB’s respective outreach videos and action guide.

State of California Week of Action 2.0 | July 27 - August 2
CCC will reportedly release a toolkit by the end of this week! The messaging and focus for this week of action is to encourage households to respond today, and that USCB enumerators are coming soon.

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-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. SAVE THE DATE: July 28 Day of Action making the census #TrueForYou.
NEW CENSUS RESOURCES

CCC YouTube Channel
Use this [YouTube link](#) to get direct access to videos without having to log into and navigate the Partner Portal. This is where you’ll also find a [new veterans animation video](#) emphasizing the importance of the Census and the benefits of veterans taking the 2020 Census.

Updated CCC Flyers and Doorhangers
Updated Census flyers and doorhangers are available for download on the [Partner Portal](#). The flyers and doorhangers are available in English and Spanish. CCC encourages us to use these in our communities and continue to spread the word about the Census. If you have any questions about these updated items, please reach out to [Communications@census.ca.gov](mailto:Communications@census.ca.gov).

CountMe2020 Census QR Stickers
[CountMe2020](#) has released Census stickers! Available on the [Partner Portal](#), these sticker sheets include 20 stickers with a QR code that takes you to [my2020census.gov](https://my2020census.gov) to complete the Census online. Use these stickers to engage your communities and encourage them to complete the Census online today:
**CENSUS LEARNING OPPORTUNITIES**

**California Complete Count Committee Meeting Recording**
The CCC Committee meeting from July 30th is now available to watch on Facebook [here](#). You can also access the agenda and presentation [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
- 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 14th</th>
<th>USCB Internet SRR, as of July 14th</th>
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</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>63.3% (+0.2%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>61.8% (+0.2%)</td>
<td>44.2% (+0.1%)</td>
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<tr>
<td>Kern</td>
<td>57.5% (+0.2%)</td>
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<tr>
<td>Kings</td>
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<td>44.1% (+0.1%)</td>
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<tr>
<td>Madera</td>
<td>56.4% (+0.2%)</td>
<td>39.4% (+0.1%)</td>
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<tr>
<td>Mariposa</td>
<td>44.5% (+0.2%)</td>
<td>32.0% (+0.2%)</td>
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<tr>
<td>Merced</td>
<td>60.5% (+0.2%)</td>
<td>42.0% (+0.1%)</td>
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<tr>
<td>San Joaquin</td>
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<td>47.4% (+0.1%)</td>
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<tr>
<td>Stanislaus</td>
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<td>49.1% (+0.1%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>59.0% (+0.2%)</td>
<td>38.6% (+0.1%)</td>
</tr>
</tbody>
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