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.

BREAKING NEWS | NPR broke the news and the LA Times reported on Monday that USCB is ending Census 2020 on September 30th, a month sooner than planned. Only 63.1% of the nation’s, and 64.5% of California’s, households have been counted as of Wednesday. This has raised grave concerns among experts and stakeholders that a shortened operation will lead to a gross undercount. Those census tracts with already low self-response rates (we have plenty of those!) face greater risks they will not be counted accurately. This is where hard-to-reach communities with concentrations of people of color, immigrants, people with disabilities, young children, rural populations and other groups that have been historically undercounted live. Census stakeholders are urging Congress to act swiftly to extend the statutory deadlines for reporting apportionment and redistricting data from the 2020 Census.

LATEST CENSUS NEWS

On July 29th, U.S. House Representative Carolyn B. Maloney, Chair of the House Committee on Oversight and Reform, held a hearing entitled, “Counting Every Person: Safeguarding the 2020 Census Against the Trump Administration’s Unconstitutional Attacks”. You can watch the hearing and read this summary by PBS. In addition, the number of lawsuits challenging Pres. Trump’s newest Census memo subtracting the nation’s undocumented population from the Census grows:

- Ongoing legal challenges by MALDEF and Asian Americans Advancing Justice: U.S. District Judge Jesse Furman, who ruled against the Trump Administration on the citizenship question last year, has moved up the first pretrial conference for the two NY-based lawsuits by 8 days to August 5.
- Complaint brought by Common Cause and other groups in U.S. District Court for D.C. (July 23).
- Amended complaint brought by a New York state-led coalition of 20 states and localities in U.S. District Court Southern District of New York (July 24).
- Complaint filed on behalf of community groups by ACLU and NYCLU in U.S. District Court Southern District of New York (July 24).
- Complaint brought by a City of San Jose-led coalition in the U.S. District Court for the Northern District of California (July 27).
- Complaint by four immigrant rights groups in the Boston area represented by Lawyers for Civil Rights in the U.S. District Court for the District of Massachusetts (July 27).
The Census Bureau has begun emailing households in low-responding areas to encourage them to respond to the 2020 Census. Millions of emails were sent last week and will continue into September. These emails supplement a final campaign reminding people to respond to the 2020 Census on their own, as census takers begin asking households to respond to the census. The emails will alert households that USCB has contact information for in census block groups with a response rate lower than 50%, including households who may have already responded. In total, USCB expects to email more than 20 million households in these low-responding areas.

The email messages will come from 2020census@subscriptions.census.gov and will give recipients the option to opt out of receiving future messages. The Census Bureau is also considering sending text messages to areas that have a low response rate and will make an announcement prior to deploying that outreach. In addition to emailing households, USCB is increasing other outreach efforts during one last push to encourage everyone to respond to the census online, by phone or by mail.

USCB recently announced that it has launched Mobile Questionnaire Assistance, a program that offers assistance with responding at locations such as grocery stores and pharmacies in low-responding areas. However, these teams are not yet active in the San Joaquin Valley. Additionally, USCB has expanded its paid advertising—launching a series of new advertisements aimed at increasing online response and expanding to a total of 45 non-English languages receiving some level of paid media support.

USCB also plans to send out a seventh mailing late August/early September to household in low self-response rates, and you can track schedule changes using USCB’s status of current operations.

Last but not least, the California Census Office issued updated guidance to contracted partners on safety measures when resuming outreach and operating Questionnaire Assistance Centers and Questionnaire Assistance Kiosks (QACs/QAKs).

**ACTION ITEMS**

- **SJYHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by August 17th.
- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

**PARTNER HIGHLIGHTS**

**San Joaquin Valley Census Regional Convening**
Thanks to all who joined for the August 4 San Joaquin Valley Health Fund virtual regional census convening: “Maximizing census outreach and partnership opportunities during Non Response Follow Up.” We had a little over 100 participants. Congressman TJ Cox gave a pep talk and was followed by a great line up of speakers including UC Merced Professor Edward Flores, Rosa Rendon of USCB, Dr. Mignonne Pollard of CCC, Judy Boring from the Stanislaus County Office of Education, and Lisa Baladad
from the Central Valley Health Network. Participants got some clarification on NRFU operations and great ideas on how to work with the education and health sectors to increase self response rates.

**Free Art+Action Coalition Resources**
The Art+Action Coalition has offered to support SJVHF partners in their census outreach efforts by providing complimentary designs of print and digital materials from their *Come to Your Census multilingual campaign*. If you could use posters, postcards, social media assets, billboard and bus shelter templates, etc., in your outreach efforts, please fill out [this Google Form](#) or reach out to them directly at hello@artandaction.us. These materials can be customized for your city or organization. You can download many of these assets—in various languages—from their [online Census toolkit](#). You can also request customized materials for your city or organization (e.g. “Come To Your Census, San Joaquin Valley” or “Come To Your Census, City X or County Y”) directly from them. Limited printing support is available and if you need further support, please contact Cindy (cquezada@sierrahealth.org) to see how we might be able to help.

**CRLA Census/PPE Drive Thrus**
Tomorrow (Friday), **August 7 from 8 AM – 11 PM**, CRLA will pass out face masks and census information at the [Parlier New Senior Center at 690 S. Newmark Avenue, Parlier 93648](#)! CRLA also recently completed a similar farmworker census outreach event in Arvin, Cuyama, Del Rey and at Our Lady of Assumption in Caruthers where Alma Bautista @ CRLA handed out 75 bags with Census masks and door hangers! To view CRLA’s pics, [click here](#) for the Facebook album.

**Census Caravans Continue Throughout the San Joaquin Valley**

- Join Stanislaus County’s census caravan at **9am on August 15th**. Meet up location is at Legion Park, and for more information, please contact Lynnette at 209 523-2860 or lluc@elconcilio.org:
• The **Rural Westside Census Collaborative** engaged residents through the annual Joaquin Murrieta horse ride. Father Guillermo Preciado of Firebaugh is pictured giving a benediction to marching participants and Joaquin Murrieta horse riders showcasing census merchandise and getting out the count! To view the pic, [click here](#) for the Facebook album.

• The **Dolores Huerta Foundation** was out in full force in Del Rey, complementing their caravan with the oldest form of transportation, walking! To view DHF’s pics, including their cool car magnets and signs, [click here](#) for the Facebook album.

**CNC’s BIPOC Diversity Counts Panel**
On August 3rd and as part of CCC’s Census Weeks of Action, Karina @ Communities for a New California Education Fund (CNC) moderated an event titled “BIPOC Diversity Counts,” to discuss experiences with the 2020 Census from the perspectives of Black, indigenous, and people of color. Check out the recording of this virtual event on FB!

**CENSUS EVENTS**

**State of California Weeks of Action 2.0 | July 27 - August 10**
CCC kicked off a focused two-week push to urge Californians to fill out the 2020 Census. Today, August 6, was highlighted as the big day of engagement or “Get Out the Count Day.” Download CCC’s weeks of action toolkit [here](#) or [PICO California’s own toolkit](#). Last but not least, here’s an outline of the remaining engagement opportunities before the NRFU period starts on August 11th:

**Aug 3 – Aug 10**
Get out the Count – uplifting activities and drive Census completions; enhanced paid media all week.

- Aug 4 & 5 – getting the word out through local and ethnic media

**California Rural Legal Assistance (CRLA) – Event at Parlier New Senior Center**
- August 7 at 8 am at 690 S. Newmark Avenue Parlier, CA 93648

**August 11**
Federal Non-Response Follow Up (NRFU) operation begins
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.

NEW CENSUS RESOURCES

Updated HTC-Self Response Rate Map
CUNY’s HTC/Response Rate map has been updated to highlight census self response rate differences from 2010. Other online maps, such as a new feature at Social Explorer, also provide information for census stakeholders in planning their outreach and educational efforts.

CCC Creative Outreach Materials
New Census creative assets are available for download on the Partner Portal. These assets highlight different images and are available in English and Spanish:

Stakeholder and Partner Statements on the Executive Memorandum from The White House
On July 21st, the White House issued a statement that would exclude undocumented persons in the 2020 Census’ upcoming apportionment and redistricting processes. CCC has developed a grid to provide statements from Census stakeholders and partners as well as social media posts addressing the memo.

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.

**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. Due to the disproportionate spike in COVID-19 infections across multiple SJV counties, Gov. Newsom recently announced a $52 million initiative to support expanded disease investigation, contact tracing and quarantine efforts in the SJV, as well as the arrival of strike teams that are coming straight from Imperial County to slow the spread of the pandemic.

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: 833-3DDOUMI (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.

CCC also recently shared some statewide data points on our progress with HTC households. So far, California has reached 2 million of the estimated 3.5-4.1 million HTC households (i.e. between 49% to 57%) as of July 30th. In looking at the data, CCC noticed a trend – some areas that have been historically easier-to-count are responding at lower rates than normal:
Only four states have a current self-response rate above their 2010 SRR: Washington, Nevada, Michigan and Kentucky.

California has had most households respond to the Census compared to other states.

California has the highest average self-response rate (SRR) in census tracts where the foreign-born represent a higher-than-median share of the tract’s population.

When compared to 10 other states with similarly high racial and ethnic diversity, California’s self-response rate is a national leader, only surpassed by Maryland and New Jersey, which have much smaller overall populations.

California’s SRR exceeds that of other large states, such as Florida (59.9 percent), New York (58.5 percent) and Texas (57.8 percent).

The final participation rate in 2010 for California was 68.2% vs 66.5% nationally.

<table>
<thead>
<tr>
<th>County</th>
<th>USCB Self-Response Rate (SRR), as of August 4th</th>
<th>USCB Internet SRR, as of August 4th</th>
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<tbody>
<tr>
<td>Statewide</td>
<td>64.4% (+0.4%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>63.0% (+0.4%)</td>
<td>45.3% (+0.3%)</td>
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<tr>
<td>Kern</td>
<td>58.6% (+0.4%)</td>
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<tr>
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<tr>
<td>Tulare</td>
<td>60.1% (+0.3%)</td>
<td>39.6% (+0.3%)</td>
</tr>
</tbody>
</table>

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*This e-publication was brought to you by The Center at Sierra Health Foundation and the San Joaquin Valley Health Fund, with support from Everyday Impact Consulting.*