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

We’ll start off with some California Census news this week, first with a special video of Lieutenant Governor Eleni Kounalakis sharing her appreciations to all Census partners for their endless and great work. In addition to Lt. Gov. Kounalakis’ video, you can download her message on the Partner Portal. Second, CCC recently presented its Quarterly Progress Report to the State Legislature, including the Joint Legislative Budget Committee, the Senate Select Committee on 2020 U.S. Census and the Assembly Select Committee on the Census. You can download the full report, exhibits and prior progress reports here.

On the federal side, the U.S. Census Bureau (USCB) is in the midst of Non-Response Follow Up (NRFU) operations, where federal census takers are tasked with following up with about 56 million households nationwide. USCB Census takers began following up with households on July 16 in a limited number of areas and starting two weeks ago, all remaining offices began following up with households nationwide. In most cases, census workers will make up to six attempts at each address to count possible residents. This includes leaving notification of the attempted visit on the door that will include reminder information on how to respond online, by paper or by phone.

Feel free to share these infographics from Community Action Partnership on how to ensure a USCB census taker is legit:
The USCB has begun releasing daily 2020 Census housing unit completion rates, which include the 2020 Census self-response rate and Non-Response Follow-up (NRFU) completion rate. At the national level, 77.4% of U.S. housing units have been accounted for in the 2020 Census as of August 24, with 12.9% counted by enumerators and other field data collection operations, and 64.5% of housing units self-responding. In California, 81.2% of housing units have been counted, 14.6% by enumerators and other field data collection operations, and 66.5% of housing units self-responded. Census advocates are...
urging USCB to provide completion rates at the county- or Area Census Office-level, which are more useful to stakeholders targeting their Get Out the Count efforts.

In addition, census workers may try to reach the household by phone to conduct the interview. Also, from August 22 to September 15, households that still have not completed their 2020 Census will receive a paper form by mail if they have a city-style address. Forms will be sent on a rolling basis, and it is important to note that mailings will not be sent to P.O. Boxes or households with rural routes addresses (i.e. not to Update/Leave addresses). Forms need to be mailed in as soon as possible. USCB will only process paper questionnaires postmarked by September 30 and received by October 7, at one of its two data processing centers in Phoenix, Arizona and Jeffersonville, Indiana.

Speaking of mail, Census stakeholders have raised concerns that delivery delays could jeopardize the accuracy of census data, given recent cuts to the U.S. Postal Service (USPS). FCI Consultant Terri Ann Lowenthal explained to NPR that mailed forms "could arrive too late to be processed, leaving the Bureau to rely on household data collected or produced from a less direct and, therefore, less accurate source." On August 21, California Senator Kamala Harris submitted written questions to Postmaster General Louis DeJoy asking whether he will guarantee delivery of census forms postmarked by September 30 to USCB by the October 7 cutoff. While USPS has not yet provided a direct answer, USPS spokesperson David Partenheimer told NPR that the service "has more than enough capacity, including collection boxes and processing equipment, to handle Census mailings the rest of this year."

There are also two California lawsuits challenging the Census Apportionment Memo on a fast track to the Supreme Court. One is a complaint brought by a City of San Jose-led coalition in the U.S. District Court for the Northern District of California (July 27), and the second is a complaint filed by California Attorney General Xavier Becerra on behalf of the State of California, the cities of Los Angeles, Long Beach and Oakland, and LAUSD in the U.S. District Court for the Northern District of California (July 28).

USCB will additionally send emails from 2020census@subscriptions.census.gov to households in low-response tracts (i.e. lower than 50% SRR), even if an individual household has already completed their census form. Last but not least, you can track schedule changes using USCB’s status of current operations or this PowerPoint presentation from last week overviewing changes to its operational plan.

ACTION ITEMS

- **TELL CONGRESS TO SAVE THE CENSUS** (Click here for Toolkit)
- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by August 31st.
- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

PARTNER HIGHLIGHTS

Dolores Huerta honored as one of USA Today’s Women of the Century

Dolores Huerta is one of USA TODAY’s Women of the Century. To commemorate the 100th anniversary of the 19th Amendment, USA TODAY assembled a list of 100 women who’ve made a substantial impact on our country or our lives over the past 100 years. Congratulations Dolores and thanks for your steadfast commitment to achieving a fair and accurate count!
FFSJ Census Activation in South Stockton

Join Fathers and Families of San Joaquin next **Saturday, September 5** for a day of census activation and participation at McKinley Park. Enjoy a fun day full of entertainment and civic participation. FFSJ will unveil a census mural, hold a census caravan (including low rider participation) through low self-responding census tracts in South Stockton, release a number of new census songs, host musicians and cultural dancers, plus offer a food bank!
TFC FB Live Cooking Show
The Fresno Center hosted a Facebook Live Census Cooking Show today, August 28 at 12pm. Check back to see if there’s a recording and learn how to cook yummy Hmong and Vietnamese dishes while learning a thing or two about the census!
CBDIO Talks with Farmworkers in the Fields
CBDIO outreach workers are traveling up and down the San Joaquin Valley engaging indigenous farmworker crews on the Census:

ELF Farmworker Census Outreach
The Education and Leadership Foundation is conducting census outreach in rural farmworker towns at grocery and convenience stories:
New “The 2020 Census is ending soon, let's not get left behind!” Song
The Jakara Movement, with support from SJVHF, is proud to share an original Punjabi song by hit singer, Bhupinder Singh Babbal, titled "The 2020 Census is ending soon, let's not get left behind!" From describing the importance of the 2020 Census to sharing the legal confidentiality requirements, the song is aimed at Punjabi-speaking Californians from Arvin to Live Oak, and all cities and locales in-between. Click on the link above to watch it on YouTube!

CNC Facebook Live Recording on Census Data Use
In addition to ensuring our communities get adequate funding and political representation, hear from business Professor Alfonso Berumen, who partnered with Communities for a New California to explore ways in which businesses and civic leaders use the Census and other survey tools to make decisions in the Central Valley. Watch here!

California YMCA Youth & Government Program Scholarships
The YMCA’s program is a great opportunity to help shape a new generation of leaders who can help us address upcoming challenges in immigration, census, health, the economy and other issues that will remain relevant for years. The programs are for 9th-12th graders, as well as a virtual internship opportunities for those 18-20 years old. For further information, including the scholarships reserved specifically for students from the SJV, please contact Tonya Kamaloni at tonya@calymca.org.

CENSUS EVENTS

San Joaquin Valley Census Regional Convening Presentation Materials
Following up on a previous Huddle, which included a post reflecting on the SJV Census Regional Convening and NRFU operations, you can now access the presentations here that include some great ideas on how to work with the education and health sectors to increase self-response rates.

New Census Challenge from Secretary of State Alex Padilla
Click on the image below to learn more about how you can participate in SOS Padilla’s new statewide census competition:
NEW CENSUS RESOURCES

#DisabilityCounts2020 Digital Toolkit
The #DisabilityCounts2020 Digital Toolkit helps support partners’ outreach to people with disabilities. For people with disabilities, the Census data is used to determine how much money state and local governments get for important programs like Medicaid, housing vouchers, food assistance, and education services. For more information, please visit their website.
Get Out the Count Video Challenge Award Winners
As you may recall from earlier this summer, Census Accelerator offered cash prizes as part of its video contest to encourage participation in the 2020 Census. After receiving over 750 video submissions in over a dozen languages from all across the country, they narrowed it down to three videos with cash prizes totaling $50,000. You’ll see that the contest winner in the student category is from the Golden State! You can also use this searchable database to find other videos that may be helpful in your outreach.

Asian Americans Advancing Justice - Los Angeles Animated Videos
AAAJ-LA and partners created animated videos to show the importance of taking part in the Census to shape the future. Videos are in English, Tagalog, Thai, Urdu, Vietnamese, Khmer, Japanese, Korean, Lao, Mandarin, Burmese, Cantonese, Hmong, and Hindi.

Cuenta Conmigo's Online Toolkit
Cuenta Conmigo’s short videos in their online toolkit has information on the Census that could be shared during your outreach events especially if you need to share information in a different language. Videos are available in Vietnamese, Tagalog, Spanish, Punjabi, Portuguese, Khmer, Hmong, American Sign Language. Check them out today!

New Outreach Materials on the CCC Partner Portal
New Census messaging (e.g. talking points in English and Spanish), August social media toolkit, outreach materials targeting college students and an outreach brief focused on rural communities are available on the Partner Portal. You can also get a free box of QAC/QAK materials delivered for free. Check them out!
Last Call for CCC Digital Trucks
Digital trucks are available to join your upcoming events! Digital trucks can stay in location, drive routes requested, or join your caravan! Trucks are subject to availability and are available on a first come, first served basis. The Census Office cannot confirm a truck until all details are shared. To request a digital truck, please send an email to communications@census.ca.gov with the following information:

- Point of contract
- Date
- Location

Census Text Bank Opportunities
Join CensusCounts.Org’s Census Outreach Texting Team and ensure that every person in the country is counted and has their voice heard in the 2020 Census! Reach out via text message to people who may not yet have responded to the 2020 Census.
NEW VIDEO from Fair Count
Fair Count launched their last big ad push on TV, radio and digital. The ad, "Road to Recovery" is about how completing the 2020 Census will be critical for pandemic recovery. Check out an AJC article about the video and check out the ad here.

Stories for Change Census Resources
This expanding and downloadable collection of videos, quote graphics, and infographics was produced by NextDayBetter, and is designed to be ready-made content usable for digital organizing including: social media, text banking, paid media and email. Download links to all their resources here.

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.

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. This week, new social media-friendly “InformaGente” video shorts are available on YouTube and highlight important information affecting California's Latinx community. Each episode is available in English and Spanish, and features a celebrity guest who has a conversation with a public sector leader to discuss important issues affecting Latinx families, such as health and safety information pertaining to COVID-19, housing issues, resources for immigrants, and the steps everyone can take to ensure they are prepared for natural disasters like wildfires and earthquakes. Below are the two videos related to covid:

- Eréndira Ibarra and Gina Da Silva, a Senior Policy Advisor for Immigration in Governor Gavin Newsom's office, discuss immigration status relating to health and disaster (Spanish | English):
Raul Castillo talked to California Labor Secretary Julie Su and Labor Commissioner Lilia Garcia-Brower about workers' rights (Spanish | English):

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 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 in figures in the Huddle from two weeks ago, with green for a rate increase or same rate compared to two weeks ago 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 August 25th</th>
<th>USCB Internet SRR, as of August 25th</th>
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<tbody>
<tr>
<td>Statewide</td>
<td>66.7% (+1.8%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>65.1% (+1.5%)</td>
<td>47.1% (+1.3%)</td>
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<tr>
<td>Kern</td>
<td>60.6% (+1.5%)</td>
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<tr>
<td>Kings</td>
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<tr>
<td>Madera</td>
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<td>42.0% (+1.4%)</td>
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<td>Mariposa</td>
<td>47.2% (+1.1%)</td>
<td>34.0% (+0.9%)</td>
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<tr>
<td>Merced</td>
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<td>44.6% (+1.4%)</td>
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<tr>
<td>San Joaquin</td>
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<td>49.8% (+1.1%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>67.6% (+1.4%)</td>
<td>51.6% (+1.2%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>62.0% (+1.5%)</td>
<td>41.2% (+1.3%)</td>
</tr>
</tbody>
</table>

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