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

Just like last week, we’ll start off with a special message, this time from Governor Gavin Newsom encouraging all Californians to complete their 2020 Census. The video is available with English and Spanish subtitles, and can also be accessed by visiting California Census’ YouTube. Today, Gov. Newsom also put out a call to action for weekly social media engagement for this final month of census outreach and has shared respective collateral that are available on SJVHF’s Census resource page.

At the federal level, USCB is now providing NRFU completion rates by Area Census Office (ACO), in addition to statewide level information. Please see the map showing how far along Census Bureau door-knocking efforts are by ACO. As of September 1st, 87.4% of California has been enumerated:

- SRR: 67.3%
- NRFU: 20.1%
- For example, Fresno ACO: 56.3% workload completed

USCB is also ending its door knocking in some parts of the U.S. earlier than expected e.g. on Sept. 18 in the San Diego area; more details here. NRFU close out is based on the rates of completion, self-response rates and the number of hours the available workforce can work.

In the courts, two federal lawsuits — one in California led by the National Urban League and another filed in Maryland by MALDEF and Asian Americans Advancing Justice — are trying to get the Trump administration to revert to the extended 2020 Census schedule the USCB developed in response to COVID-19. The plaintiffs are requesting a temporary restraining order by September 18. US District Judge Koh is presiding over the federal lawsuit led by the National Urban League that challenges the shortened 2020 Census timeline. She asked the DOJ to file a statement by September 2 specifying how far in advance the USCB needs to start winding down its 2020 Census field operations; Judge Koh is trying to determine the appropriate timing for a possible ruling. She also asked the DOJ to include answers to key questions.

USCB still has not specified how it will modify its processing of 2020 Census responses to meet the December 31 deadline for delivering data results to the Trump Administration. Without issuing a public
statement, the Census Bureau has already cut at least one of its quality-checking efforts (i.e. the count review operation) short. This process normally helps to identify households or group quarters missing from USCB records. After the 2020 Census count ends on September 30, USCB has about three months to conduct quality checks on the data it’s gathered, and Census experts and advocates are concerned about data accuracy.

And hot off the press, an internal USCB analysis has concluded that its own curtailed schedule for the 2020 census increases the risk of "serious errors" in the results for the national head count, according to an internal bureau document obtained by the House Oversight and Reform Committee. The document — a slide deck dated Aug. 3 and marked "Not for Public Distribution" — warns that "serious errors discovered in the data may not be fixed — due to lack of time to research and understand the root cause or to re-run and re-review one or multiple state files." In addition, the Government Accountability Office (GAO) released a report warning that USCB is behind in finishing tests of the dozen IT systems it uses for processing census responses. This may result in an increased number of system defects or other issues, ultimately affecting the quality and accuracy of the census count.

On the enumeration front, households may receive a visit from the Census Bureau, even if they have already responded to the Census. In addition to conducting quality checks and address verifications, other USCB representatives continue visiting homes for ongoing surveys that are occurring at the same time as the 2020 Census, such as the American Community Survey. For more information please see recent USCB press release and blog.

USCB is also sending a survey to some households via text message to gauge their experience with completing the online Census 2020 form. Individuals were contacted beginning on August 17 and texts will continue through October 2020. A limited number of people from across the country were selected to represent the entire population, and only those households that provided their phone number in their response to the 2020 Census will be contacted.

In higher education, USCB is facing major challenges in counting college students living in off-campus housing, which could result in a significant undercount in college/university towns. The American Statistical Association urges removal of a new Trump appointee, Census Bureau Deputy Director for Data Benjamin Overholt, whose role they claim "undermines" bureau "structure, culture, standards, & practices" for "highest quality" data.

At the state level, CCC has been hearing from community members about potential scam situations! It is extremely important as CA State Funded Partners that you clearly identify yourself and do not add to any confusion of being a USCB Employee/Enumerator. Here are two important links about USCB Operations and Protocol:

- Avoiding Scams/ Report to US Census Bureau Phone # 844-330-2020
- https://www.census.gov/programs-surveys/surveyhelp/verify-a-survey.html

Last but not least, you can track schedule changes using USCB’s status of current operations.
ACTION ITEMS

- **TELL CONGRESS TO SAVE THE CENSUS**, The Leadership Conference on Civil & Human Rights developed a [Save the Census Toolkit](#), which includes talking points, sample action alerts, fact sheets and more that you can use.
- **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

**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, conduct a food distribution and 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!

![2020 Census Activation Poster](image-url)
New Census Songs
Radio Bilingüe has supported the production of two new census songs! Listen to the sounds of Mariachi Mestizo and Una Isu’s trilingual census rap in Mixteco, Spanish and English. Please use these songs in your car caravans, food/mask distributions, social media posts, etc.

CENSUS EVENTS

USCB’s Asian Week of Action
USCB has launched its Asian Week of Action, asking Census partners to activate and encourage self response to the 2020 Census. Find outreach materials aimed toward reaching Asian American audiences by clicking here.

NEW CENSUS RESOURCES

Mi Familia Vota Census Resources
MFV invites you to check out and use their great Census engagement resources!

New CCC Get Out the Count Webpage
CCC’s new GOTC webpage is live! In addition to a countdown timer, this webpage includes essential outreach tools in one convenient location, including resources like flyers, doorhangers, postcards, messaging and talking points, HTC and SRR fact sheets, GOTC outreach guidance, the September Social Media Toolkit and much more! The California Census Week of Action starts September 7!

New K-12 GOTC toolkit
The state Census Office has developed a document to provide information on how to Get Out the Count to K-12 students, outlining ways to take action now and providing resources available for K-12 students. You can access the document on the Partner Portal.
NALEO Educational Fund - Hágame Contar Back to School Toolkit
NALEO Educational Fund has released their back to school toolkit for administrators and educators! The toolkit includes a letter to education leaders, sample messages and talking points, social media posts and much more! Be sure to check out the toolkit here.

PICO Video Resources featuring Reverend Ben McBride
PICO California has released a new video and toolkit featuring Rev. Ben McBride. In the video, Rev. McBride covers the importance of the Census and emphasizes how participation in the Census will benefit our future and the future of our children. He continues to encourage everyone to complete their Census today.

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.
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, please check out Mi Familia Vota’s COVID-19 resource portal, as well as LISTOS California!

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 (last updated the week of August 27th), please see the weekly self-response rate table below. The percentages are the difference in figures in the Huddle from a week ago, with green for a rate increase or same rate compared to a week 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. *Note: This week’s rate changes are all in black since last week’s Huddle represented a two-week period i.e. not a one-for-one comparison.

<table>
<thead>
<tr>
<th>County</th>
<th>USCB Self-Response Rate (SRR), as of September 1st*</th>
<th>USCB Internet SRR, as of September 1st*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>66.7% (+0.7%)</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>65.9% (+0.8%)</td>
<td>47.7% (+0.6%)</td>
</tr>
<tr>
<td>Kern</td>
<td>61.6% (+1.0%)</td>
<td>44.7% (+0.9%)</td>
</tr>
<tr>
<td>Kings</td>
<td>64.5% (+0.8%)</td>
<td>47.5% (+0.7%)</td>
</tr>
<tr>
<td>Madera</td>
<td>60.3% (+0.8%)</td>
<td>42.6% (+0.6%)</td>
</tr>
<tr>
<td>Mariposa</td>
<td>48.2% (+1.0%)</td>
<td>34.3% (+0.3%)</td>
</tr>
<tr>
<td>Merced</td>
<td>64.5% (+0.9%)</td>
<td>45.3% (+0.7%)</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>66.2% (+1.1%)</td>
<td>50.8% (+1.0%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>68.6% (+1.0%)</td>
<td>52.4% (+0.8%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>62.9% (+0.9%)</td>
<td>41.9% (+0.7%)</td>
</tr>
</tbody>
</table>
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.