



California Redistricting Commission

Agenda Item #8

Update on 2020 Census

Monday, November 16, 2020

Introductions



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Challenges this Year

- U.S. Census Bureau operational adjustments
- COVID-19
- Wildfires and hazardous air quality
- Evacuations
- Heatwaves
- Public safety power shut offs
- Civic unrest

Hard to Count Index – Characteristics

1. Percent of households without **broadband subscriptions**
2. Percent of households that are **non-family**
3. Percent of occupied housing units that are **renter-occupied**
4. Percent of total **housing units that are vacant**
5. Percent **crowded**
6. Percent of population that is **foreign-born**
7. Percent of adults (25 or older) who are **not high-school graduates**
8. Percent of population with **income below 150 percent of poverty level**
9. Percent of households **receiving public assistance income**
10. Percent of persons (**ages 16 or older**) **unemployed**
11. Percent **limited-English households**
12. Percent of persons who **moved from outside county** in past year
13. Percent of **population under 5**
14. Percent of total housing units with **3 or more units in a multi-unit structure**



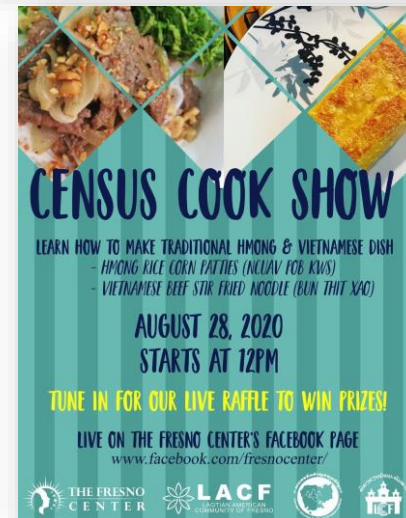
California's Self Response Rate

- **California's self-response rate (SRR) is 69.6 percent** based on the latest data
- California **surpassed 2010 SRR** of 68.2 percent by **1.4 percentage points**
- California **surpassed the national 2020 SRR** of 67 percent by **2.6 percentage points** and ranked 15th in the nation
- **Of the 10 largest states, California had the highest average SRR in the hardest-to-count areas**
 - *California outperformed other large states in getting households in areas with large shares of key hard to count characteristics to self-respond: households with children under 5; lack of broadband subscription; multi unit dwellings; renters, foreign born, adults not graduated from high school; people living at or near poverty; limited English households; crowded housing; people receiving public assistance; and people who are unemployed.*

Partner Outreach During COVID-19

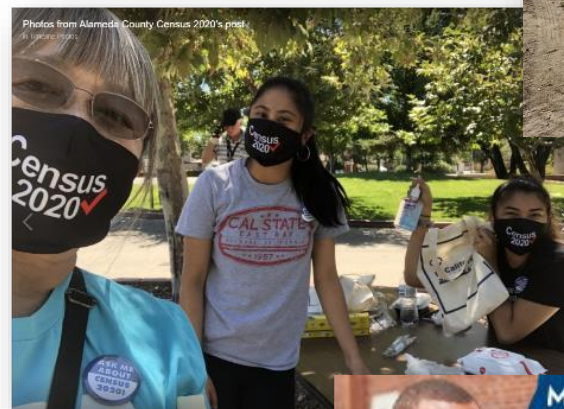
Outreach and Events:

- Virtual activities: Events, town halls, Questionnaire Assistance Centers (QACs), library story time, webinars, presentations, forums, convenings, civic meetings and influencer campaigns, raffles and viral video challenges
- Social distancing in-person activities: Caravans, community walks in low response rate neighborhoods, faith based, street team artist activities, no contact canvassing
- In-person activities: Outreach in waiting rooms, exam rooms, COVID-19 testing/screening tents, mobile clinic sites, onsite food pantries, canvassing, booths at events, QAC/QAKs, supporting Mobile Questionnaire Assistance (MQAs), *Platicas* (house meetings), smaller neighborhood and community events, soccer games, rodeos, fairs and farmers market.



Partner Outreach During COVID-19

- **Materials:** Creation and distribution of materials including banners, postcards, toolkits, bags, facemasks, lawn signs, table tents, coasters, bookmarks and stickers.
- **Flyers/Mailers:** Flyers distributed with school lunches, through food banks, diaper distributions, farmworker “crew of the week” lunches, senior meal delivery, independent food delivery services, grocery stores, laundromats and COVID-19 testing centers, mailers to PO Boxes, in utility bills, unemployment packages, through “every door direct mail” and letter writing campaigns.
- **Text/Email/ Phone Banking:** Weave census messaging into telehealth visit reminders, outbound call campaigns, including “patch through” call programs, calls via schools robo-calling systems, on hold messages and text messaging.





Census Office Timeline

2017

- Began Census planning at Demographic Research Unit (DRU)
- 2017 Budget Act – initial \$10 million appropriation
- \$3 million for initial planning efforts
 - \$7 million for Local Update of Census Address operation incentives
- Moved to the Office of Planning and Research (OPR)

2018

- Executive Order (B-49-18) established - California's Census 2020 initiative
- Created the California Complete Count Committee
- Legislature formed select committees



Census Office Timeline

2018 (continued)

- Launched a statewide readiness assessment
- 2018 Budget Act - \$90.3 million additional investment
- Moved to Government Operations Agency (GovOps)

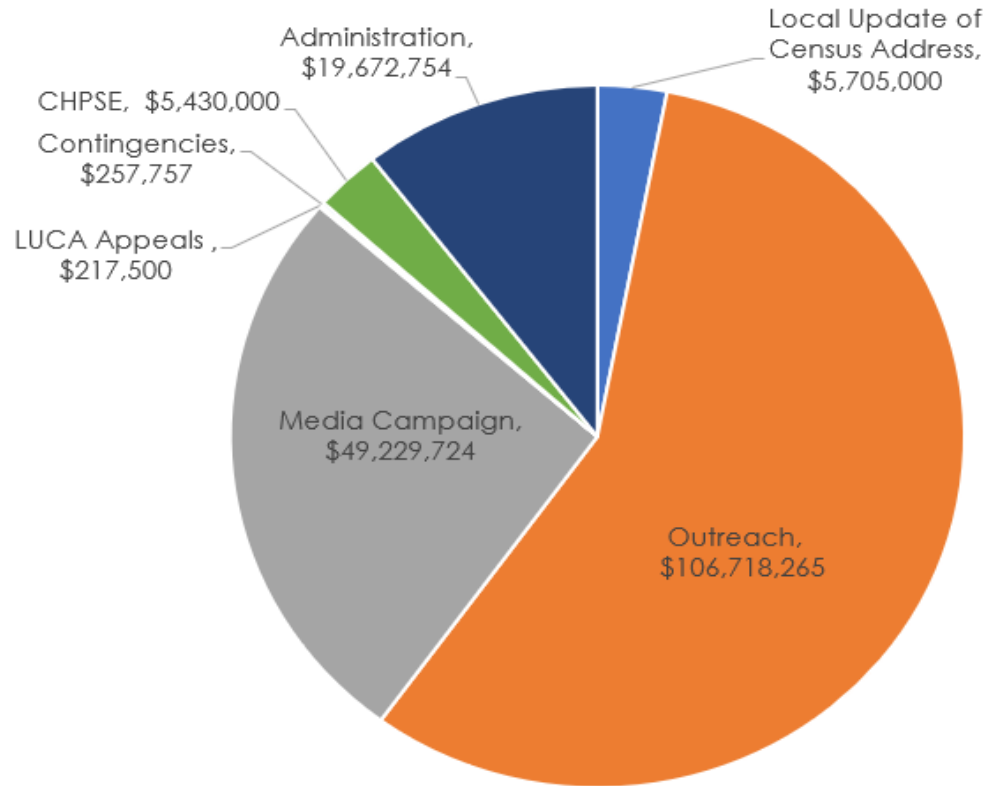
2019

- Initial roster of regional/statewide contracted partners selected
- 2019 Budget Act - \$84 million additional investment
- Developed Language and Communication Access Plan
- Selected primary media contractor
- Conducted Implementation Plan Workshops

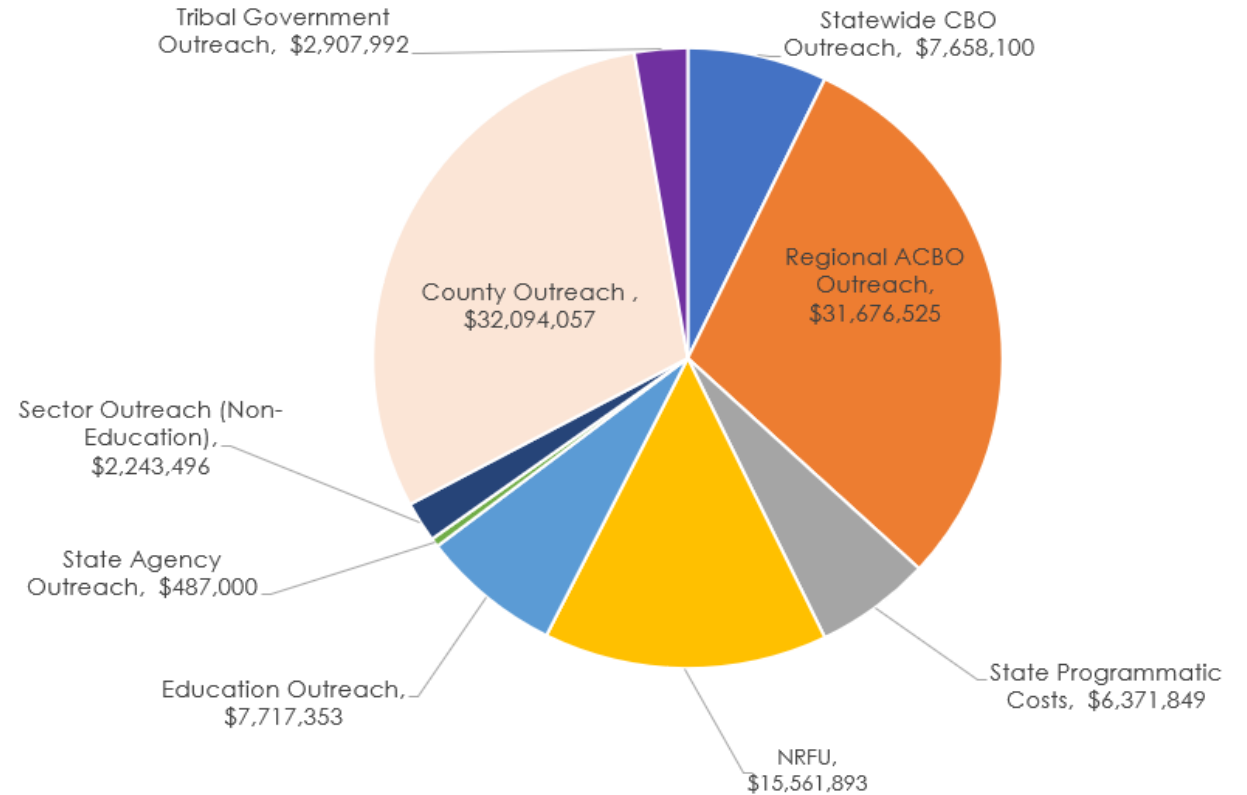


Census Office – Funding Overview

2020 Census Funding Allocations



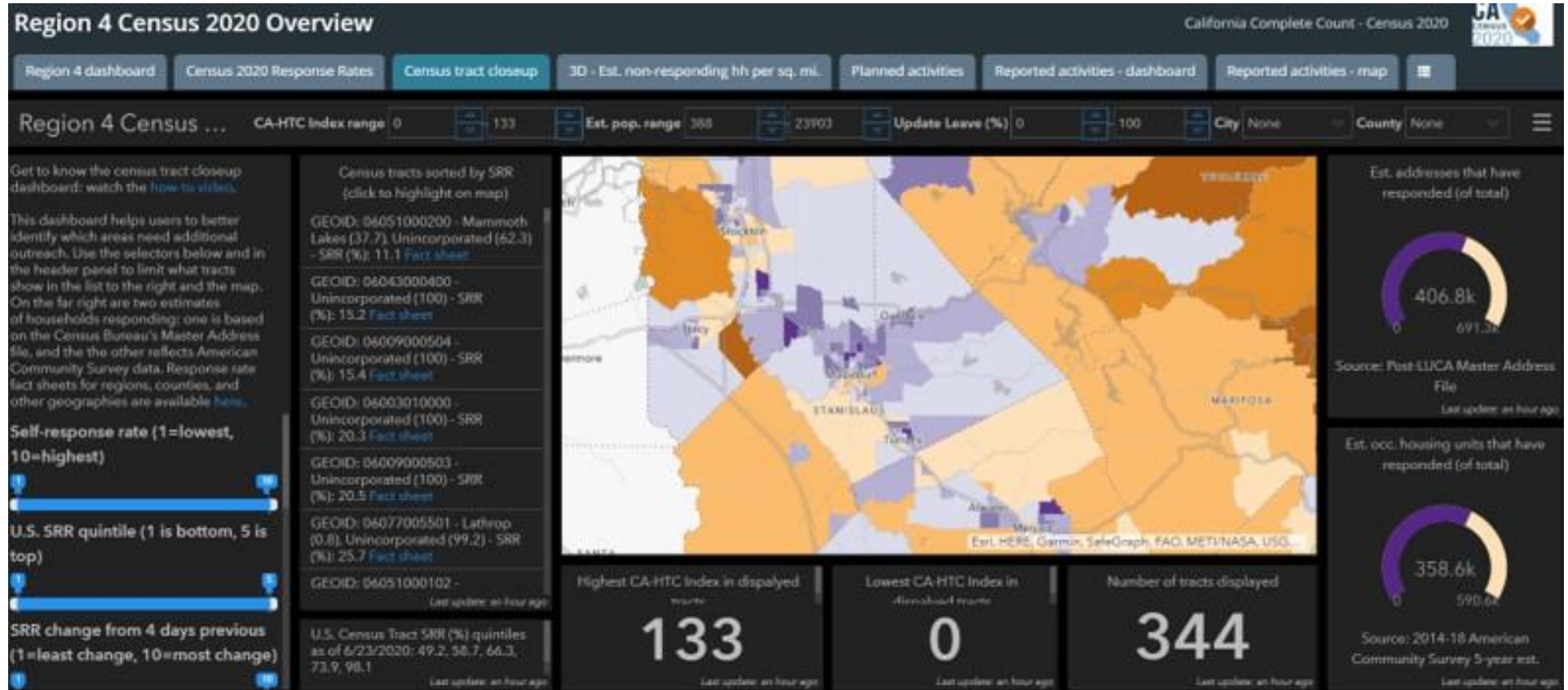
Outreach Funding Allocations





Census Office – Planning Tools

- Assisted partners with response rate visualizations through maps, layers and apps
- Census tract dash boards by region inform decisions to maximize outreach investment and activities



Census Office – Organizational Chart

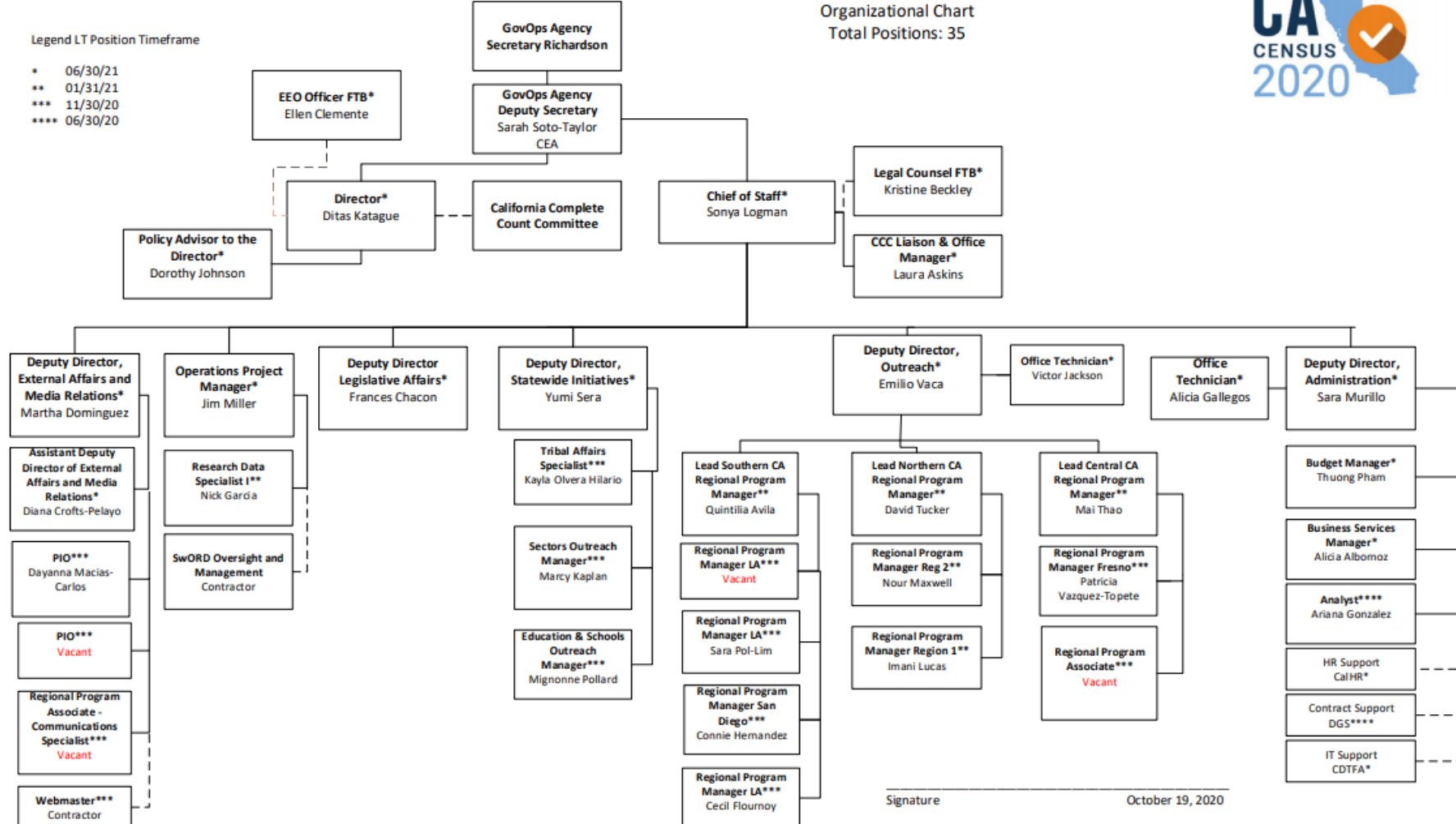
California Complete Count – Census 2020

Organizational Chart
Total Positions: 35



Legend LT Position Timeframe

- * 06/30/21
- ** 01/31/21
- *** 11/30/20
- **** 06/30/20



Signature _____ October 19, 2020

General Recommendations

GET OUT THE COUNT!

040 : 15 : 03 : 55
 Day(s) Hour(s) Minute(s) Second(s)

COUNTDOWN TO COMPLETE THE CENSUS

Get Out the Count

Time is running out and to encourage all Californians to participate in the Census, the California Complete Count Census Office (Census Office) has compiled the resources to make it easier for Californians, partners and stakeholders to join all Census efforts.

Join us in an effort to Get Out the Count and help spread the message about the importance of participating in the 2020 Census to communities throughout California. Take today and get counted!

Census Messaging

As the Census Office continues to spread the word about the Census, we are providing you with talking points from each phase of the Census. You will find messages to educate, motivate and activate your communities.

In addition, the Census Office has developed key messaging and talking point documents that are available below.

- Download the August Census Key Messaging, Talking Points and Scripts
- Download the September Census Key Messaging, Talking Points and Scripts (COMING SOON!)

EDUCATE MOTIVATE ACTIVATE

All Californians

All Californians have the right to get counted and encourage their loved ones to get counted in the 2020 Census. With the materials below, please inform your family, friends and communities about the benefits of the Census.

By completing the easy 9 question survey, you can help determine funding for important community services and benefits for the next decade.

Census Materials

The materials below should be used as a way to inform your friends, family, community and neighbors about the 2020 Census. Encourage them to take action TODAY!

Census Flyer - English

Census Flyer - Spanish

Census Bilingual Doorhanger (Double-sided)

Census Postcard - English

Census Postcard - Spanish

Census Icon Flyer

Census Icon Flyer - English

Census Icon Flyer - Spanish

Census Icon Flyer - Arabic

Census Icon Flyer - Armenian

Census Icon Flyer - Farsi

Census Icon Flyer - Japanese

Census Icon Flyer - Khmer

Census Icon Flyer - Korean

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Have your friends done the census yet?

DO THE CENSUS TODAY!

my2020census.gov
844-330-2020
Return by mail

Takes just a few minutes!



THANK YOU!

Questions?

Please contact: Dorothy.Johnson@census.ca.gov