



California Complete Count

JOINT INFORMATIONAL HEARING SENATE SELECT
COMMITTEE ON 2020 UNITED STATES CENSUS AND
ASSEMBLY SELECT COMMITTEE ON THE CENSUS

MAY 22, 2018 9 AM



California Complete Count Mission

Mission: Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

Goal: Ensure **everyone** is **counted once**, **only once**, and in the **right place**.



Roles and Responsibilities of CCCC

- Collaborate with the California Complete Count Office and U.S. Census Bureau
- Offer their expertise, insights, and collective knowledge to encourage all communities, particularly hard-to-count communities to participate in Census 2020
- Identify effective outreach methods for all Californians and provide recommendations to California Census staff.
- Assist in the coordination of local outreach efforts
- Mobilize volunteer networks for grass-roots efforts
- Participate in working groups as it deems appropriate



Largest, most complex FEDERAL operation

Article 1, Section 2 of the U.S. Constitution

“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

- Apportionment
- Redistricting
- Distribution of Funds
- Inclusive Event
- Civic Engagement
- Democracy

Decennial Census Overview

The 2020 Census Operational Overview



Count everyone once,
only once, and in the right place.



ESTABLISH WHERE TO COUNT

Identify all addresses where people could live.

Conduct a 100-percent review and update of the nation's address list.

Minimize in-field work with in-office updating.

Use multiple data sources to identify areas with address changes.

Get local government input.



MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide communications and partnership campaign.

Work with trusted sources to increase participation.

Maximize outreach using traditional and new media.

Target advertisements to specific audiences.



COUNT THE POPULATION

Collect data from all households, including group and unique living arrangements.

Make it easy for people to respond anytime, anywhere.

Encourage people to use the online response option.

Use the most cost-effective strategy to contact and count nonrespondents.

Streamline in-field census taking.

Knock on doors only when necessary.



RELEASE CENSUS RESULTS

Process and provide Census data.

Deliver apportionment counts to the President by December 31, 2020.

Release counts for redistricting by April 1, 2021.

Make it easier for the public to get information.

Road to the 2020 Census

2020 Census Operational Timeline



Sample of US Census Bureau's Self Response Strategy

2018 End-to-End Mail Strategy

(currently being tested in Providence, RI)

2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy: two-panel design
- ~ 271,000 housing units in sample
 - ~ 184,000 (67.9 percent) Internet First (invitation letter on first contact)
 - ~ 87,000 (32.1 percent) Internet Choice (questionnaire on first contact)

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	3/16/2018	3/20/2018	3/30/2018	4/12/2018	4/23/2018
	2	3/20/2018	3/23/2018	4/3/2018	4/16/2018	4/26/2018
	3	3/23/2018	3/27/2018	4/6/2018	4/19/2018	4/30/2018
Internet Choice	N/A	3/16/2018	3/20/2018	3/30/2018	4/12/2018	4/23/2018

(*) Targeted only to nonrespondents

California Complete Count Overview

- ❖ Statewide Readiness/Needs Assessment
- ❖ State Agency Working Group (SAWG)
- ❖ SWORD mapping portal
- ❖ School Based Curriculum Pilots
- ❖ Community & Faith Based Outreach
- ❖ Caseworker Training and Outreach
- ❖ Local Complete Count Committees
- ❖ Media campaign – multi-lingual, micro-targeted
- ❖ Statewide Outreach & Communications Strategy (SOCs)
- ❖ Governance & Accountability



California Census 2020 Challenges and Opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- CA's Diverse Population - Hard to Count & Low Responding
- Governor's Commitment - \$10 million + 40.3 Million
- Engaged Foundations & Local Jurisdictions



Governor's Proposed Budget \$40.3M

LINE ITEM	AMOUNT
<input type="checkbox"/> Administration - Staffing	\$4,205,740
<input type="checkbox"/> Media Campaign	\$17,500,000
<input type="checkbox"/> Admin CBO & CBO Outreach	\$12,500,000
<input type="checkbox"/> State Agency Outreach	\$ 300,000
<input type="checkbox"/> Schools	\$ 1,000,000
<input type="checkbox"/> Case Worker Training/Outreach	\$ 500,000
<input type="checkbox"/> Local Complete Count Committees	\$ 3,000,000
<input type="checkbox"/> Travel & Administration	\$ 600,000
<input type="checkbox"/> Sector Outreach	<u>\$ 700,000</u>
	\$40,305,740



Phased Approach for 2020

Phase 1: Convene, Collaborate, Connect	FY2017-18
Phase 2: Educate. Motivate. Activate!	FY2018-19
Phase 3: Deploy. Count. Assess.	FY 2019-2020
Closeout: Non-Response Follow Up (NRFU), Results, Report, Wrap Up	July-Dec 2020

*December 31, 2020 – Apportionment Counts by State delivered to POTUS

March 31, 2021 - Redistricting Data delivered to each Governor



Accountability & Performance Measures

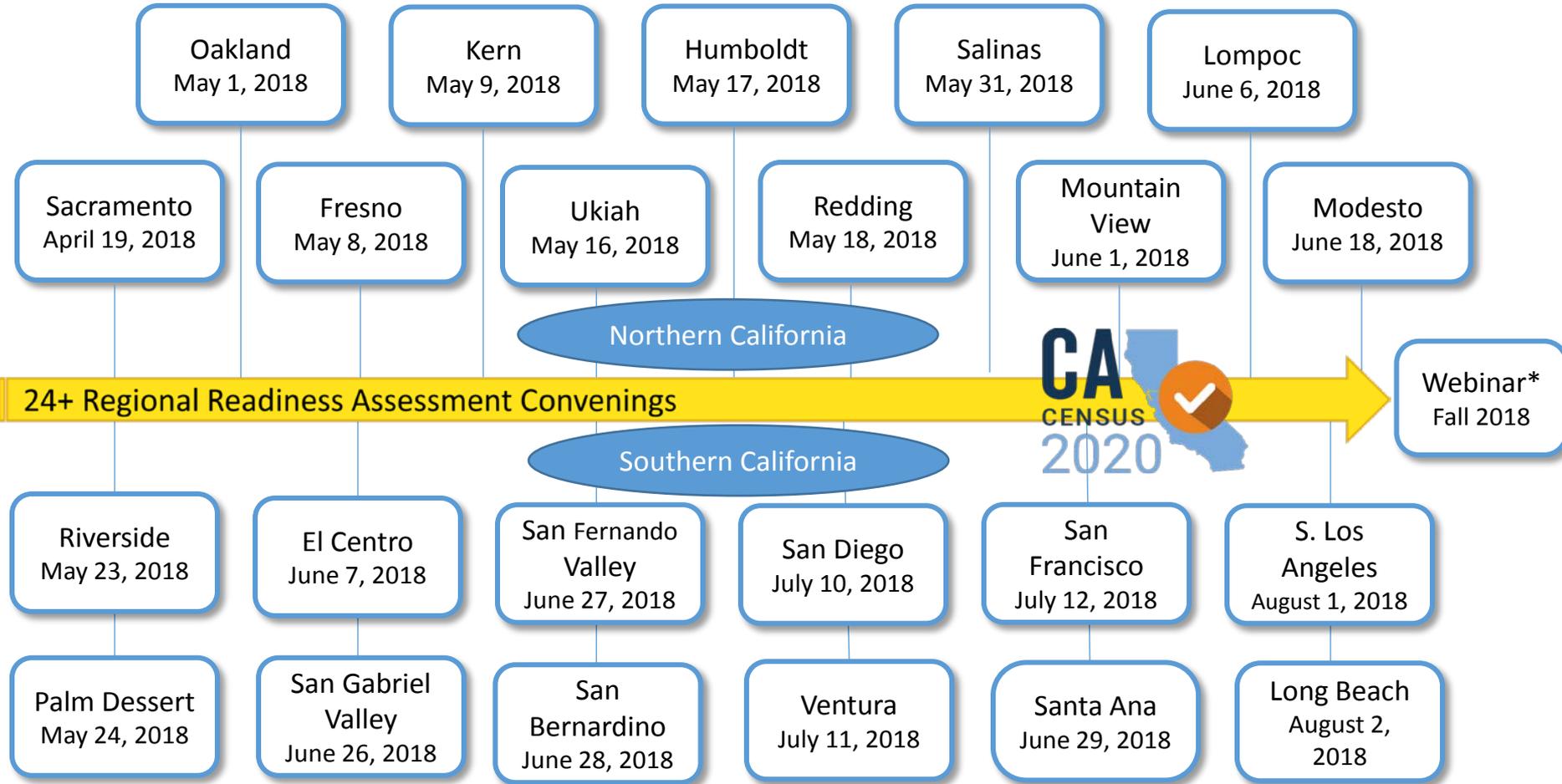
- ✓ Contract Monitoring
- ✓ Payments linked to Satisfactory Performance
- ✓ Performance Criteria & Evaluation
- ✓ Regular Reporting
- ✓ On-site Monitoring
- ✓ General Terms & Conditions
 - ✓ Includes audits, record review and supporting documentation of performance

Purpose of the Regional Convenings

- ✓ Assess the readiness for outreach
- ✓ Cross sectoral interaction
- ✓ Build Partnerships
- ✓ Foundation for Local Complete Count Committees
- ✓ Federal and State operational timelines
- ✓ Collect data



2018 Statewide Regional Convening Schedule



Where Do the Regional Convenings Fit In?

25+
Regional
Readiness
Convenings
and Tribal
Consultations
(2018)

→
Activate Local Partners

→
**Findings &
Recommendations**

-
- Local “Trusted” Messengers,
 - Questionnaire Assistance Centers (QACs)
 - Media Outreach – Ethnic, local, micro, targeted, in-language, grass-roots
-

**CCC Statewide
Outreach &
Communication
Strategy**

**Educate,
Motivate, Involve**

- State Agency Plan
- Schools-Based Plan
- CBO/FBO Plan
- Earned Media Plan
- Caseworker Outreach
- Sector Outreach
- Language Accessibility
- Strengths, Weakness, Opportunities & Challenges
- Gap Analysis

Critical Success Factors for 2020

- ✓ Understanding the new and challenging environment
- ✓ Convener, Collaborator, Coordinator
- ✓ Consultant and Advisory Role to the U.S. Census Bureau
- ✓ Coordination and integration of outreach efforts at the state, local, and federal levels
- ✓ Leverage existing outreach opportunities
- ✓ Full commitment of all partners to bring the resources they have to ensure California has a complete count
- ✓ Accountability and performance measures for outreach and communications/media partners



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