

California Complete Count San Mateo County & Santa Clara County

CENSUS 2020 REGIONAL IMPLEMENTATION WORKSHOP

September 26, 2019



Welcome



Emma Gonzalez
San Mateo County Office of
Community Affairs and
Census 2020 Manager



Nicholas Kuwada
Santa Clara County
Office the Census Manager

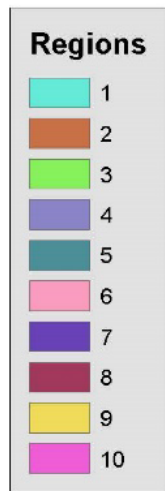
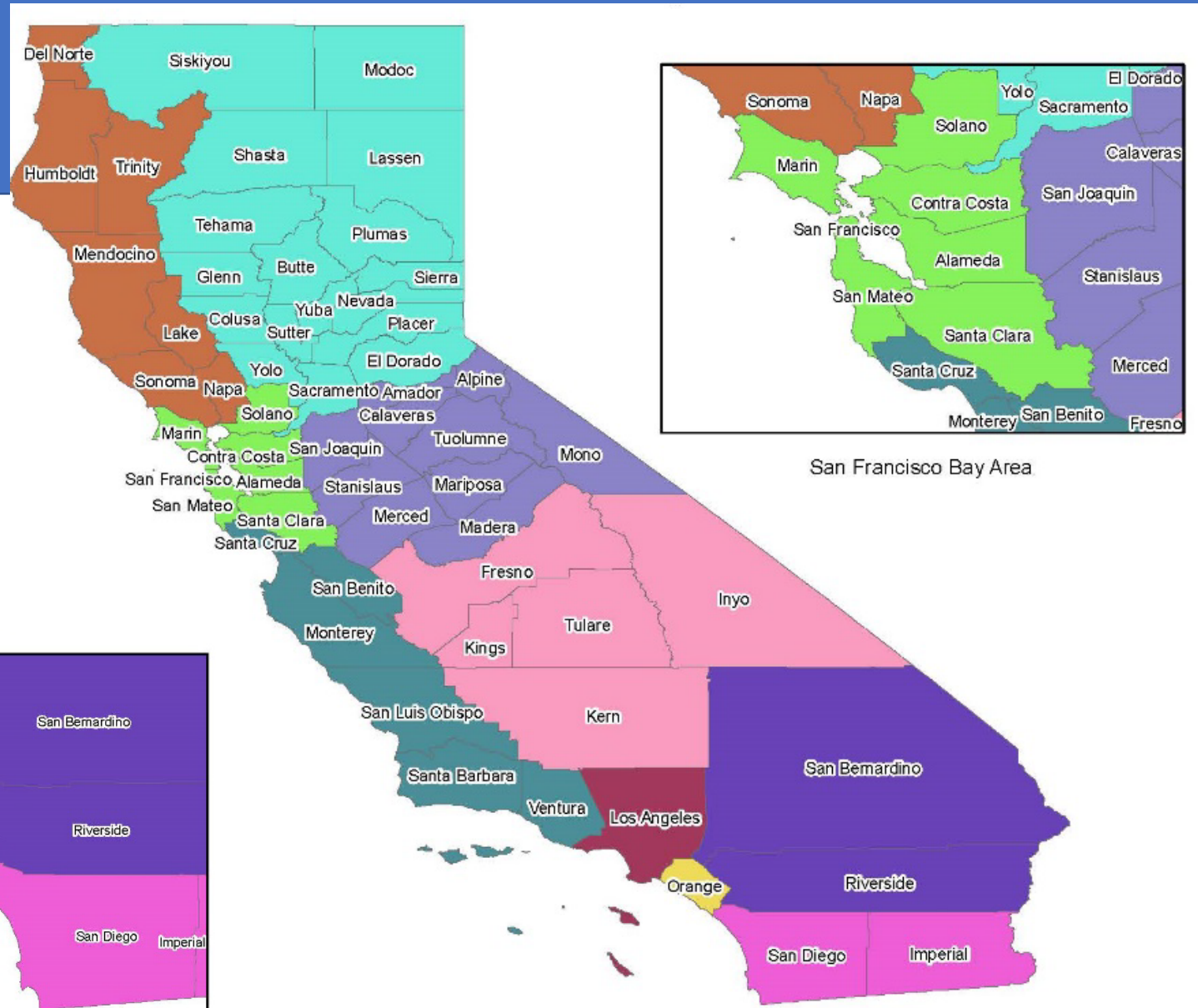


Emilio Vaca
Deputy Director of Outreach,
California Complete Count

Role of the State

- Outreach to the hardest-to-count Californians
- Coordinate statewide with contracted partners and stakeholders
- Identify gaps, develop necessary tools, disseminate best practices

California's Census 2020: 10 Regions



Where, Who, & How?

Basing our outreach and communications strategy on:

- **Where:** address based enumeration, CA HTC Index and the LRS
- **Who:** California's vulnerable populations
- **How:** Leveraging existing sectors

Final result: Ensure all Californians fill out the Census questionnaire.



What You Can Do Right Now

Collaborate, coordinate, and get organized!



Sign up for our Mailing List to Receive News Releases



Visit our website: [Census.ca.gov](https://census.ca.gov)



REGIONAL IMPLEMENTATION WORKSHOP

2020 Census 101: What's Going On?



Julia Marks
Voting Rights & Census Program,
Asian Americans Advancing
Justice/Asian Law Caucus



Hong Mei Pang
Director of Advocacy,
Chinese for Affirmative Action



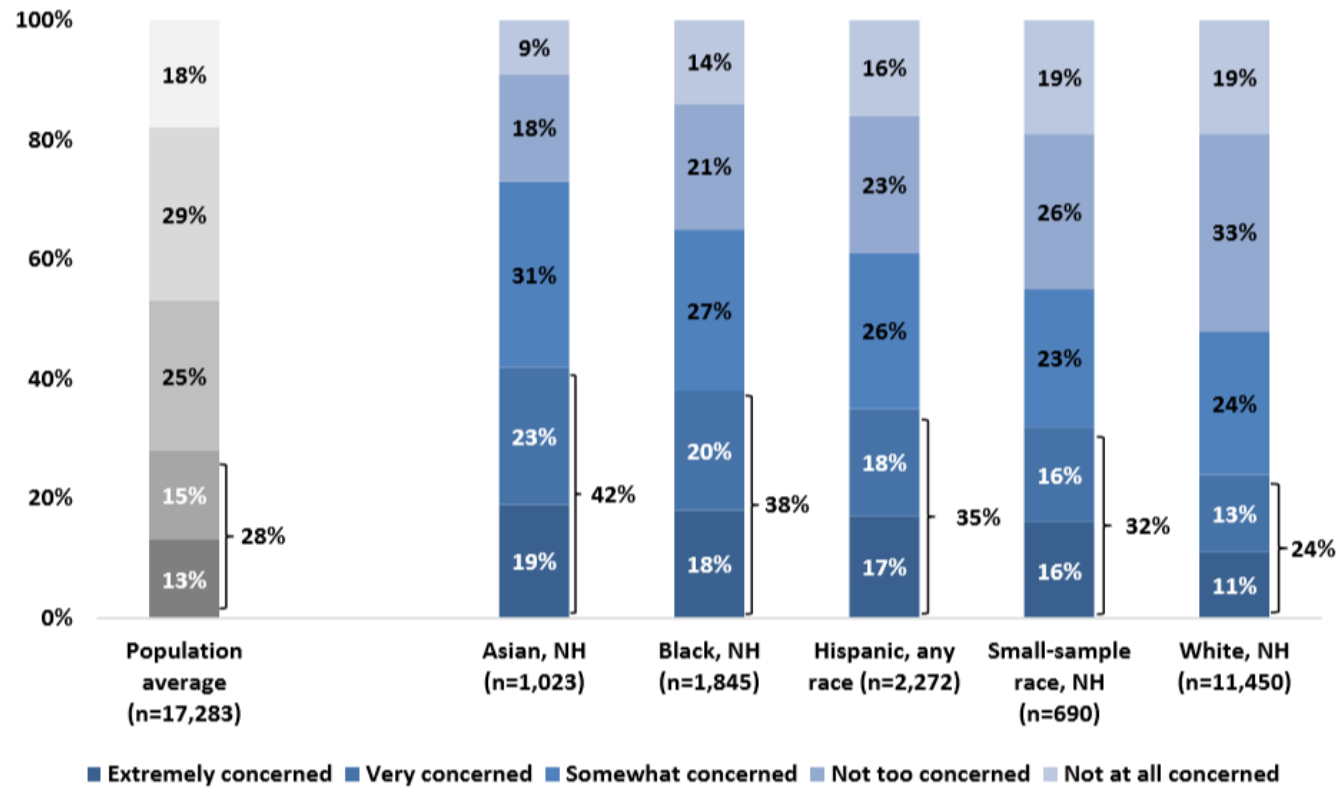
Sonny Le
Partnership Specialist,
U.S. Census Bureau

Census 101

- Who: Everyone!
- What: Count + basic info about household & residents
- Where: Internet, CQA, paper
- When: March 2020, NRFU starts in May
- Why: Funding, family, community, visibility, representation

Fears About Census Participation

How concerned are you, if at all, that the Census Bureau will not keep answers to the 2020 Census confidential?



Source: 2020 CBAMS Public Use Microdata Sample



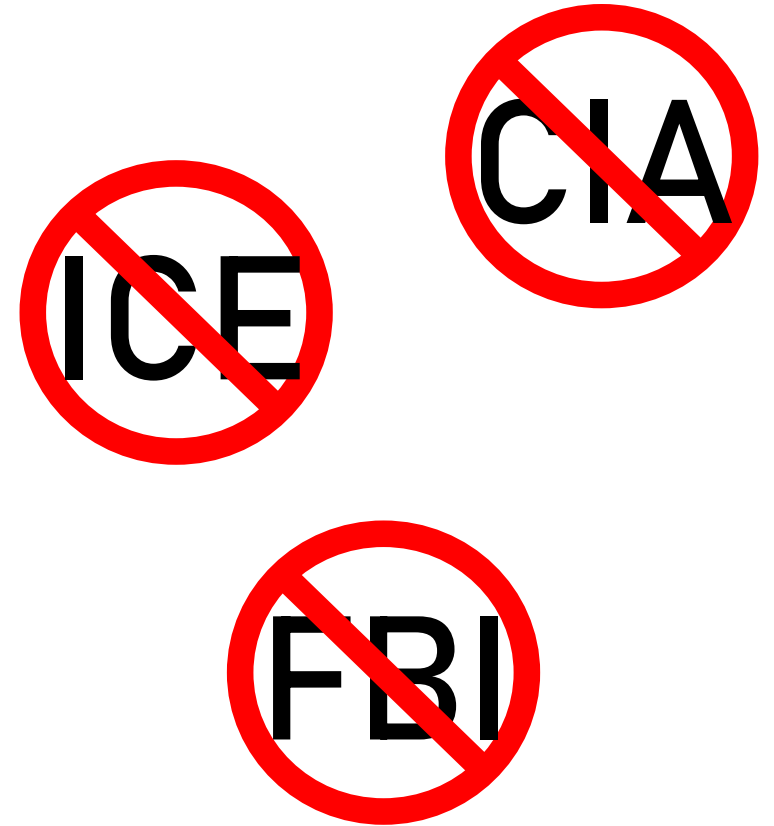
ASIAN AMERICANS ADVANCING JUSTICE | LOS ANGELES



REGIONAL IMPLEMENTATION WORKSHOP

How Are Census Data Used?

- Federal Funding
- Reapportionment & redistricting
- Civil rights enforcement
- Policy-making and planning
- Business



Census Confidentiality Laws: Title 13

- Individual responses cannot be shared with the public, other federal agencies, state or local governments
- Data cannot be used for any purpose other than statistical analysis
- Data cannot be used to detriment of respondents
- Title 13 is federal statute, and has existed for decades. Penalties (\$250k / 5 yrs) for violations

What About Citizenship Information?

- NO Citizenship Question on the 2020 Census
- Trump Administration announced it will use administrative records to assemble citizenship data
 - **Title 13 protections still apply**
 - Lawsuit filed by civil rights organizations
 - Announcements or other policies may renew fears leading up to census

Language Access

- Online form in English + 12 languages:
 - Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French,
Haitian Creole, Portuguese, and Japanese
- Paper form in English and Spanish
- Glossaries in 59 languages

U.S. Census Bureau

United States[®]
Census
2020



Sonny Le
Partnership Specialist,
U.S. Census Bureau

Recruiting Efforts



- ✓ Great Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Weekly Pay
- ✓ Temp Positions

Basic Requirements:

- U.S. Citizen & be 18 years of age or older
- Valid Social Security number
- Valid email address
- Must apply online and answer assessment questions
- Pass a Census-performed criminal background check, including fingerprinting

APPLY ONLINE! 2020census.gov/jobs

Federal Relay Service: 1-800-877-8339 TTY/
ASCII www.gas.gov/fedrelay

For more information or help applying, please call
1-855-JOB-2020 (1-855-562-2020)

Position	Description	Wage per Hour	When can I apply?	When does Bureau start selecting	How long is this position (approx)?
Field Representative	Perform various administrative and clerical tasks to support various daily operations	\$17-\$19	Now (ongoing hire)	Ongoing	1 year (can be extended)
Office Operations Supervisor	Assist in the management of office functions and day-to-day activities	\$31	Now (ongoing hire)	Late April 2019	Mid-June 2019 – Sept 2020
Census Field Supervisor	Conduct fieldwork to support and conduct on-the-job training for census takers and/or to follow up in situations where census takers have confronted issues, such as not gaining entry to restricted areas	\$33	Now	May 2019 – tbd	July 2019 – Sept 2020
Census Taker Enumerator	Interview and count residents of San Mateo County who have not responded during Self-Response phase. Must be available to work when people are usually home, such as in the evening or on weekends	\$30	Sept 2019 – tbd	February 2020	March – July 2020



2020 Census 101

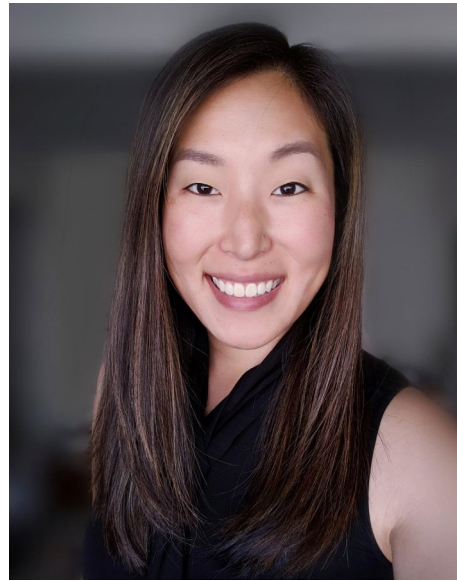
Questions / Answers



Facilitated Q+A, Regional Coordination: The Landscape of Census Activities in SMC + SCC



David Tucker
Region 3 Program Manager, California
Complete Count Census 2020



Stephanie Kim
Senior Director, Census 2020
United Way of the Bay Area



Manuel Santamaria
Vice President Community Impact,
Silicon Valley Community Foundation

Facilitated Q+A, Regional Coordination: The Landscape of Census Activities in SMC + SCC

Questions / Answers

Assemblymember Marc Berman

LUNCH
12:00 – 12:30 pm

Video Testimonials

- Video

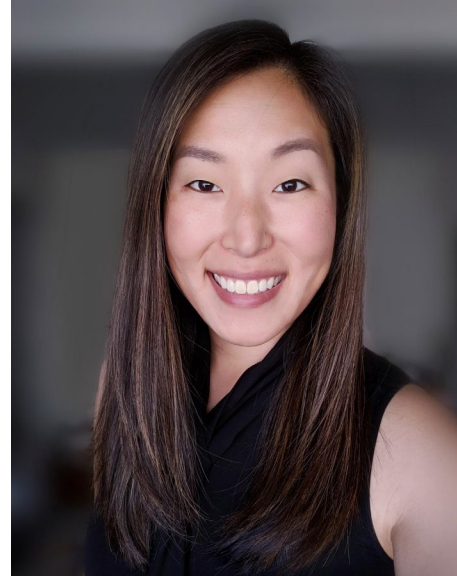
Communications Overview: Plan of Action



Dayanna Macias-Carlos
Census Communications
Specialist, California
Complete Count



Stacey Larson Legay
Mercury Media



Stephanie Kim
Senior Director,
Census 2020, United
Way of the Bay Area



Katie Scally,
Account Executive
Storefront Political
Media



Nancy Magee
San Mateo County
Superintendent
of Schools

State: California Complete Count



Dayanna Macias-Carlos
Census Communications
Specialist, California
Complete Count

External Affairs & Media Relations

Goal: To get an accurate and complete count among the Hard-to-Count communities

Objectives:

- To educate, motivate, and activate all the HTC communities to participate and complete their Census 2020 forms
- To provide culturally congruent and evidence-based information about the 2020 Census

Reaching the Hardest to Count



The map of California is filled with various photographs of people from different backgrounds, ages, and abilities. The text labels around the map identify the following groups:

- Middle-Eastern North Africans (MENA)
- LGBTQ
- Homeless Families
- Immigrants and Refugees
- Limited or no broadband access
- Limited English Proficiency
- Asian American & Pacific Islander
- Farm-workers
- African-Americans
- Latinos
- Veterans
- Children Ages 0-5
- People with Disabilities
- Homeless Individuals
- Seniors/Older Adults
- Tribal Communities
- Native Americans

Campaign

Est. 11 million hardest-to-count Californians

10 Regions

15 Vulnerable Populations

12 languages + English

Multi-Phased & Evidence-Based Approach

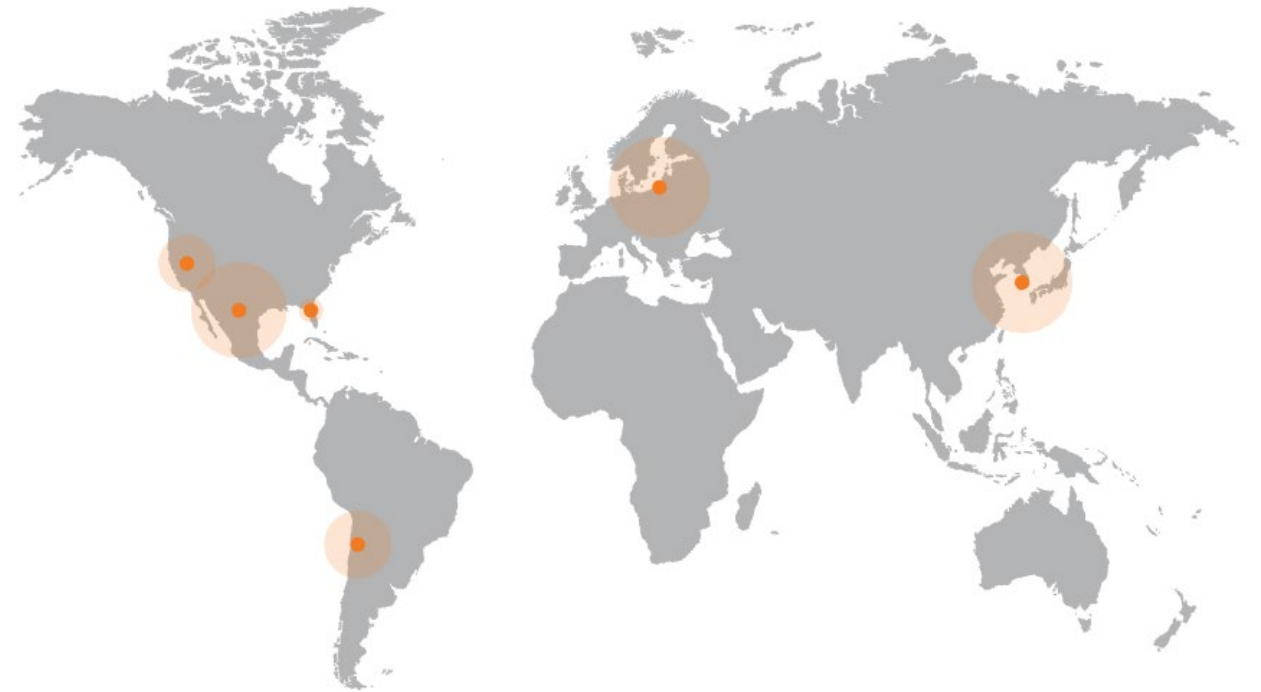
Collateral Materials

State CBO: Mercury Public Affairs

Mercury.



Stacey Legay
Mercury Media



Campaign Elements



What to Expect

- Media **campaign launch**: End of September through Non-Response Follow Up (NRFU)
- Foundation for a robust **misinformation campaign**
- Media campaign tactics: **earned, social, and paid advertising** with ethnic and multicultural media partners

A Nimble Approach

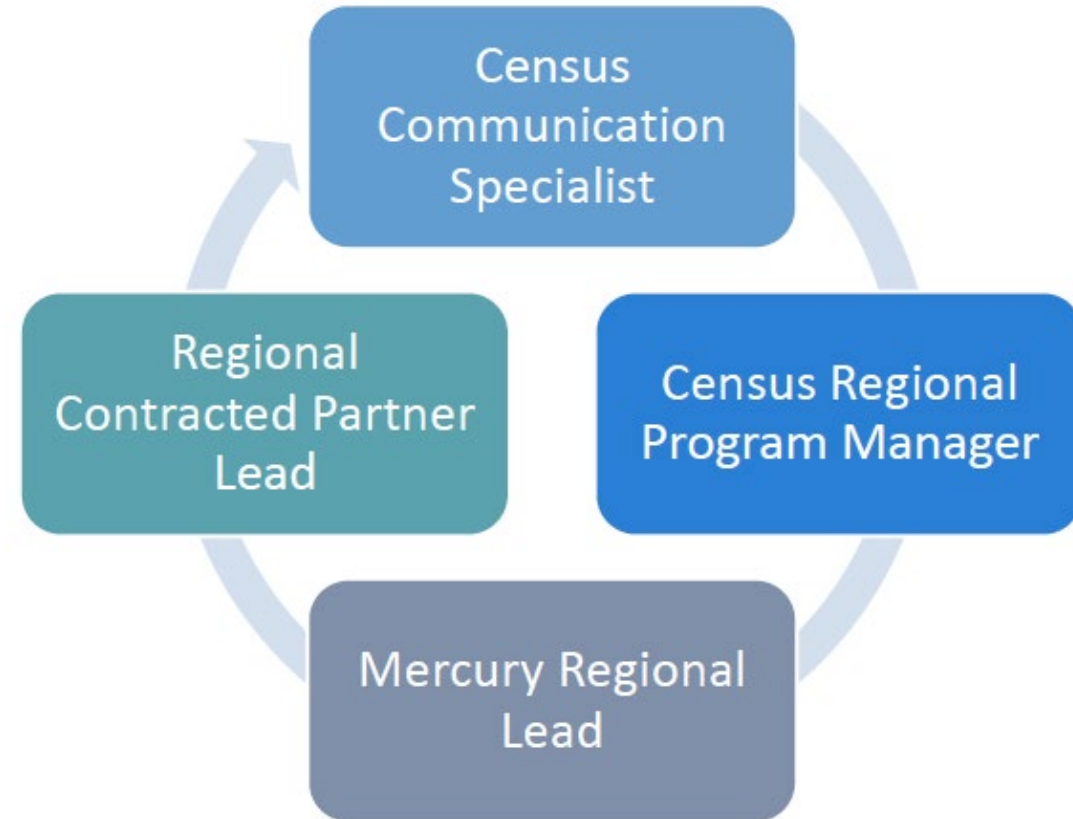
- **Campaign optimization** with quality assurance and improvement
- **Rapid response** to misinformation / disinformation
- **Redirecting funds** to communities with low response rates

Community Media Toolkit

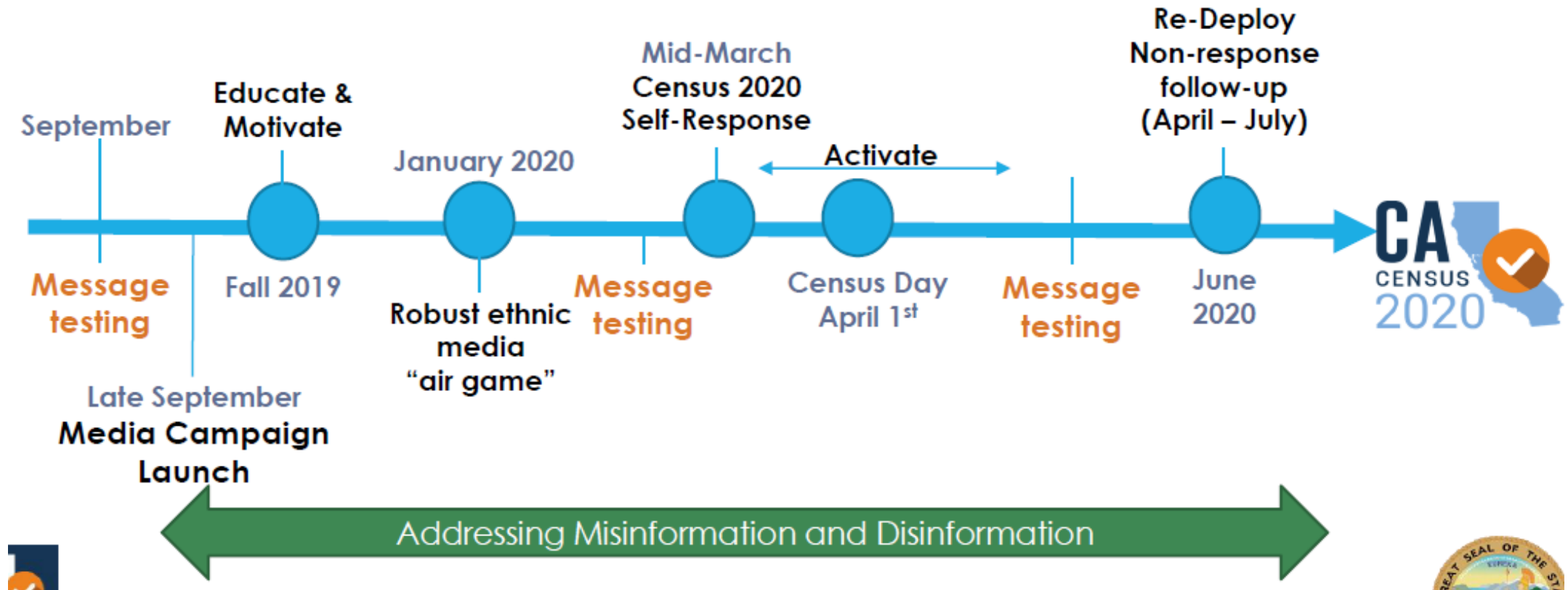
- Update toolkit
- Talking points
- Social media guidelines
- Templates for news materials
- Media engagement DOs + DON'Ts
- Spokesperson training and tips

Regional Collaboration

Goal: To provide contracted partners technical assistance and support in media / communication activities to reach the hardest to count audiences

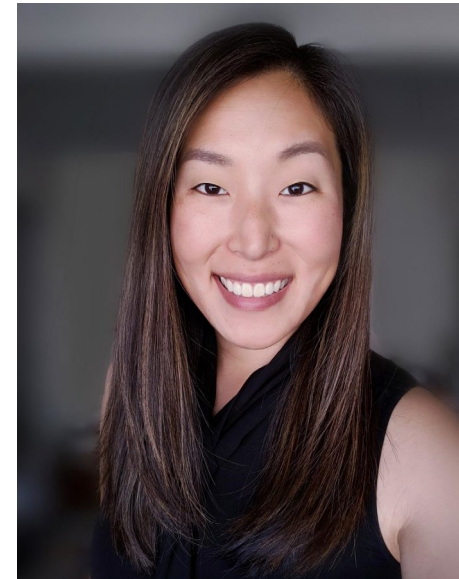


Campaign Timeline



Regional ACBO: United Way of the Bay Area

Regional Texting Campaign



Stephanie Kim
Senior Director,
Census 2020, United
Way of the Bay Area

Outreach Resources

- Bay Area Counts 2020 campaign toolkit
 - Poster
 - Infographic flyer
 - Postcard
 - Social media assets
 - Ads
- Call to action: text to receive info & updates
- **12 languages:** English, Spanish, Chinese, Vietnamese, Tagalog, Korean, Japanese, Telugu, Punjabi, Hindi, Farsi, Arabic



How it Works

Text [WORD] to [NUMBER] to initiate campaign in 6-12 languages.

Outbound messages also possible w/data collected from events, canvassing (PDI)

Take "virtual pledge" to fill out the census and be a trusted messenger; receive virtual card and option to post on social media

Opt in to receiving updates & reminders from Bay Area Counts 2020 [and local county campaign].

Receive reminders & assistance throughout census period

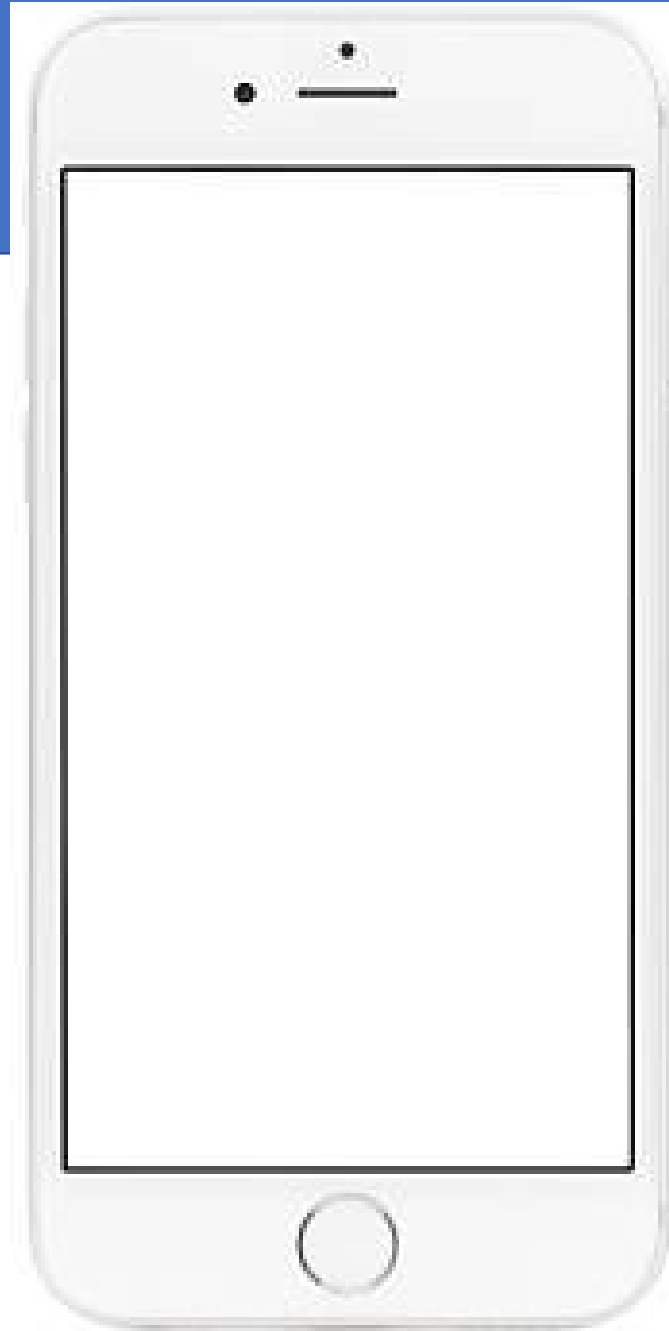
Texting Pledge Tool

Text **COUNT** to

650-200-2743

or

408-528-2898



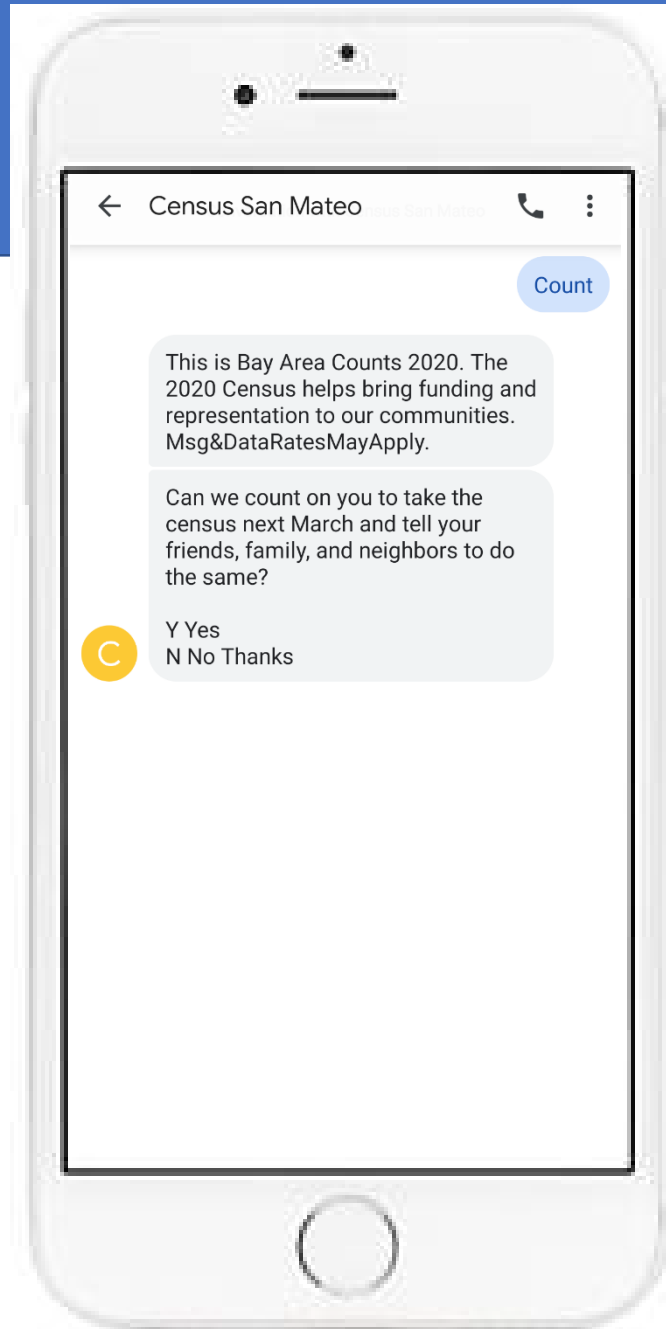
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or

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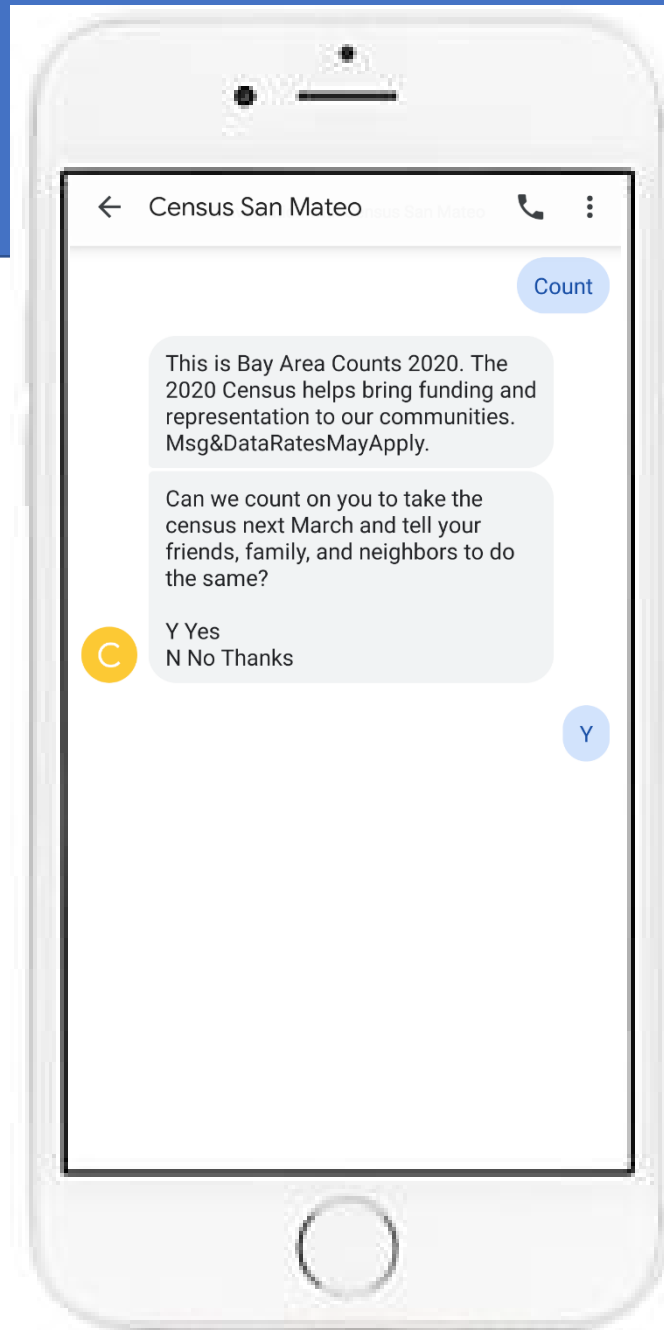
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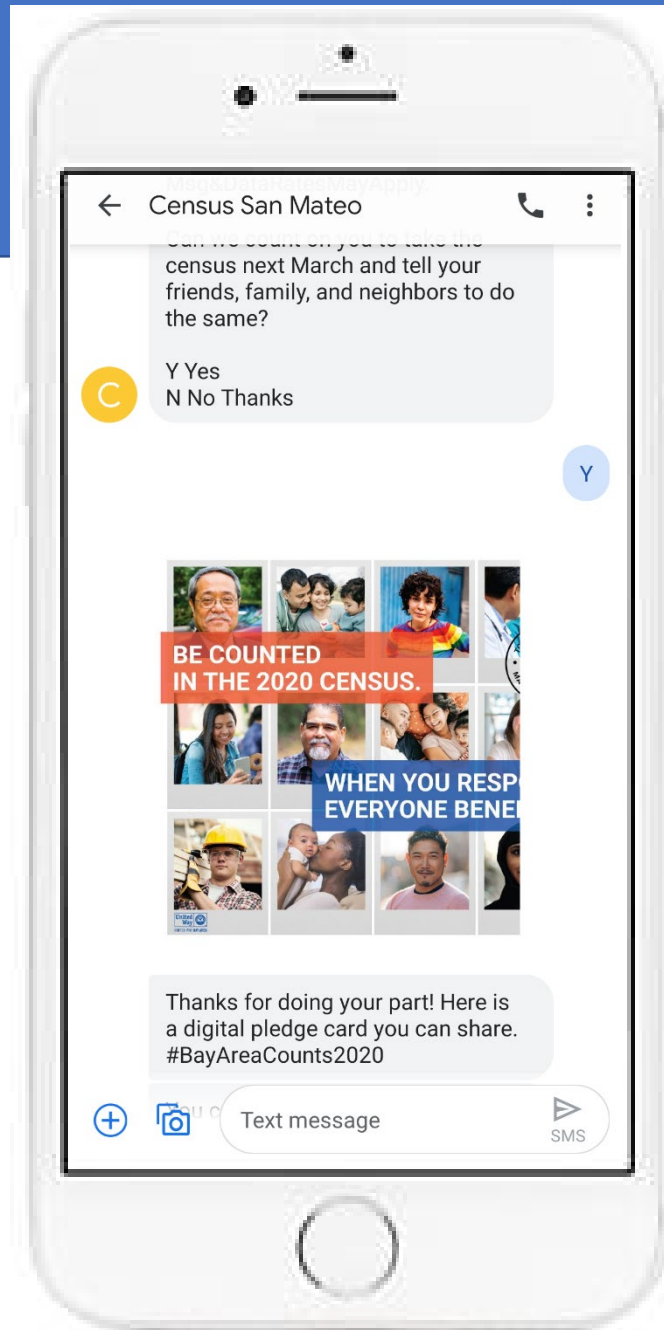
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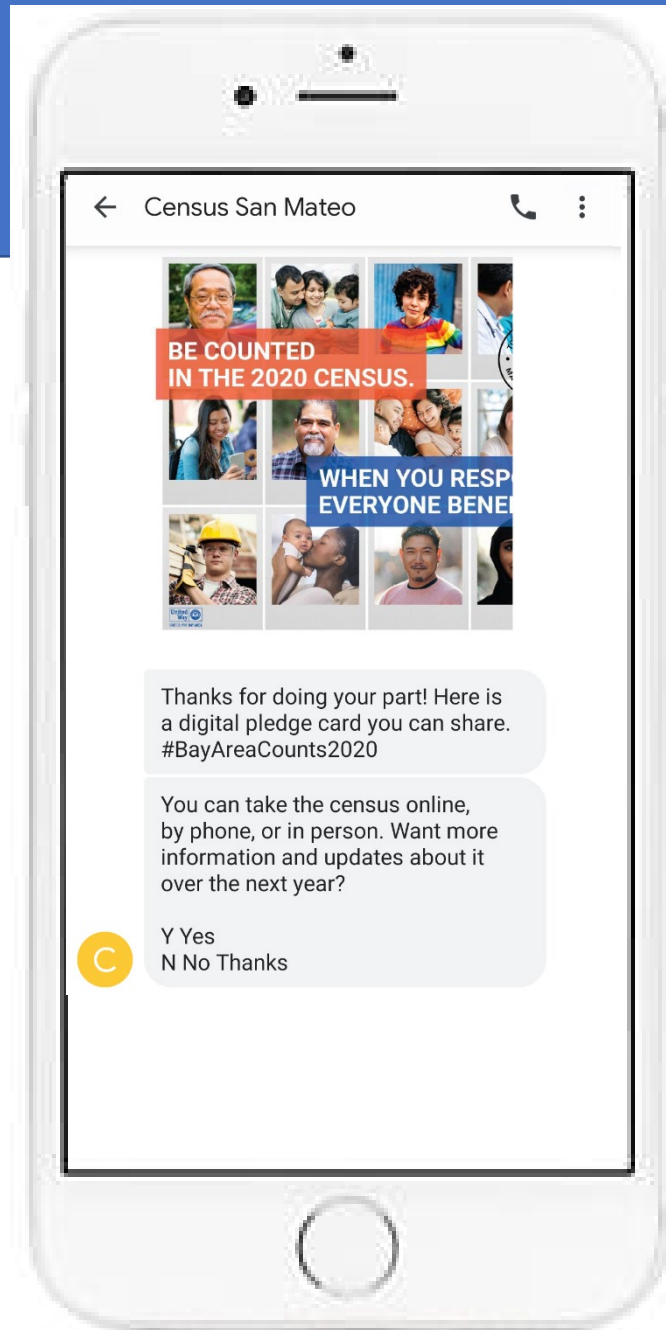
RE



DRKSHOP

Texting Pledge Tool

Text **COUNT** to
650-200-2743
or
408-528-2898



RE



DRKSHOP

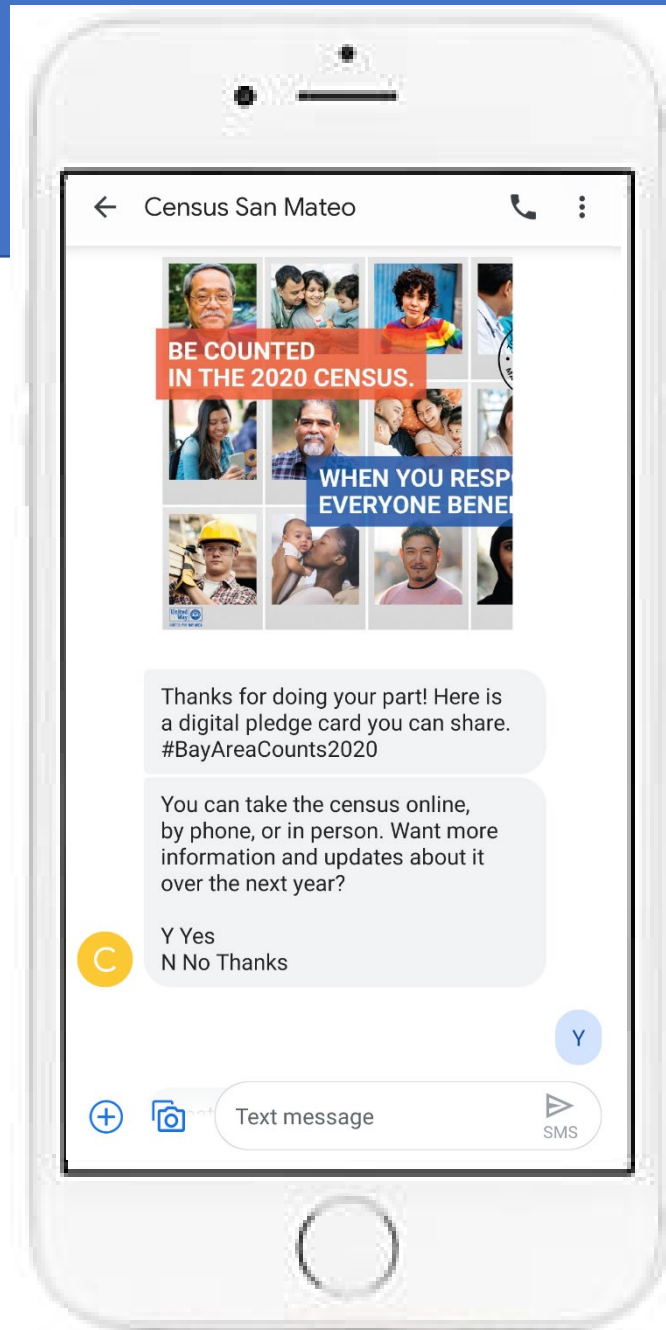
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RE



DRKSHOP

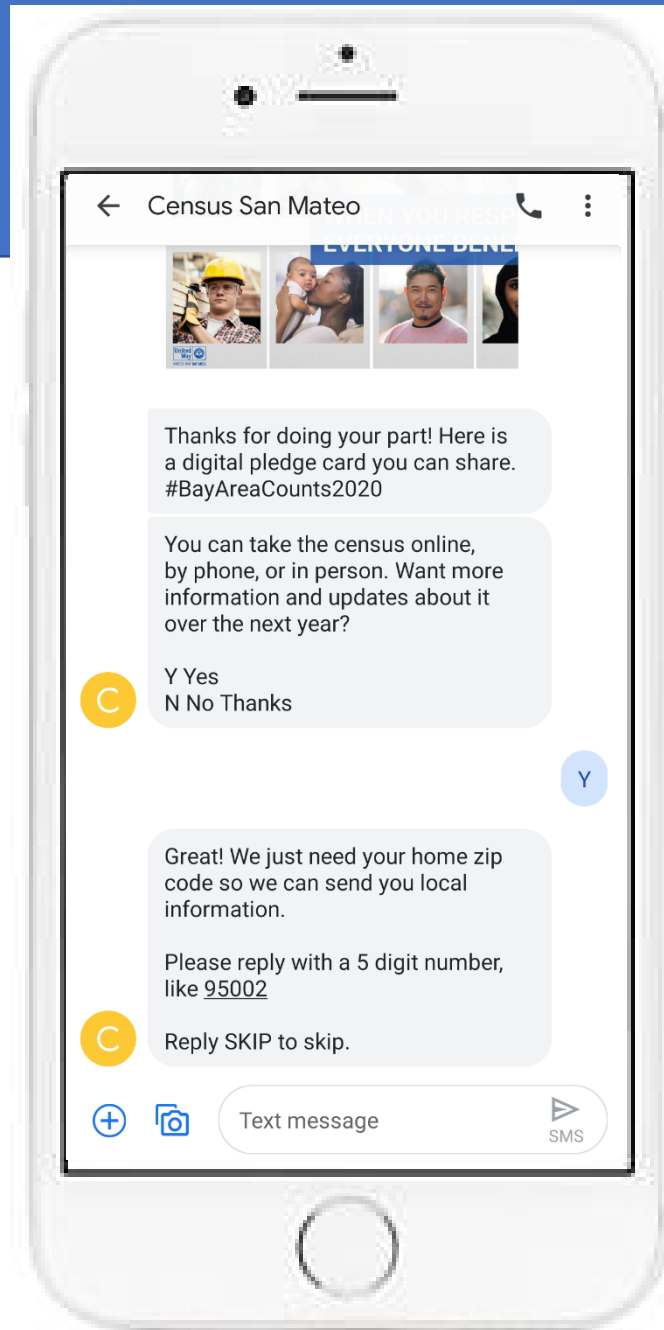
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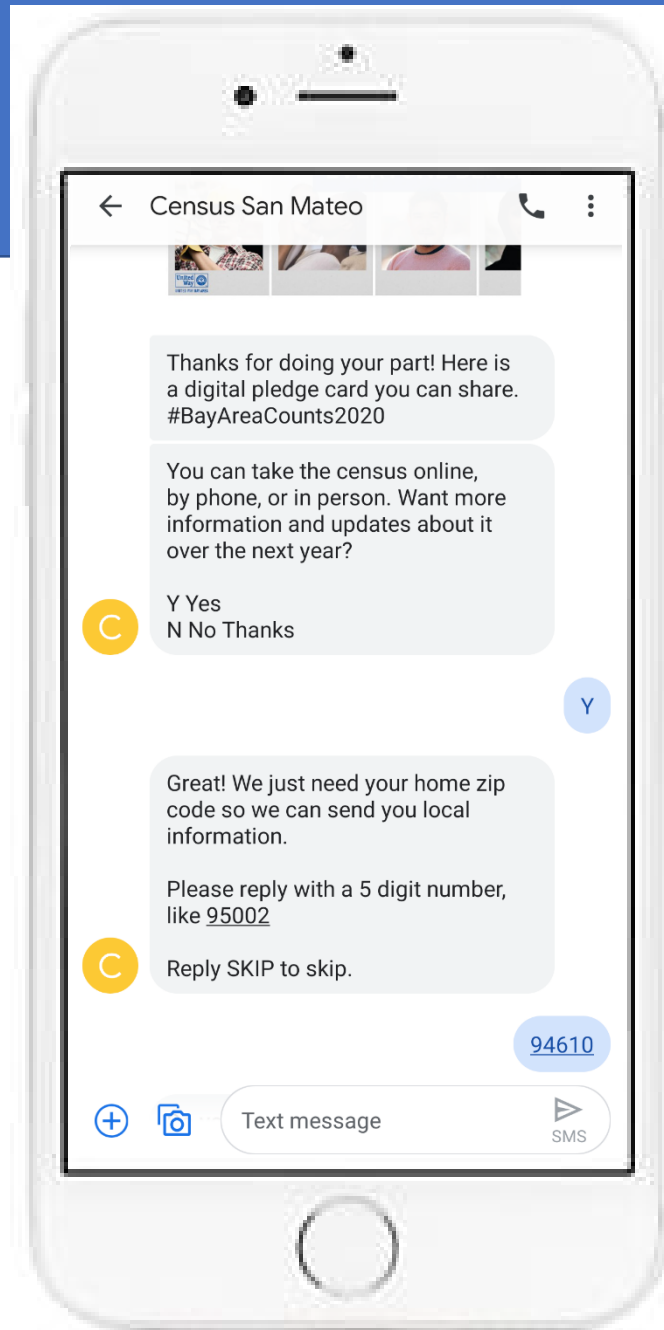
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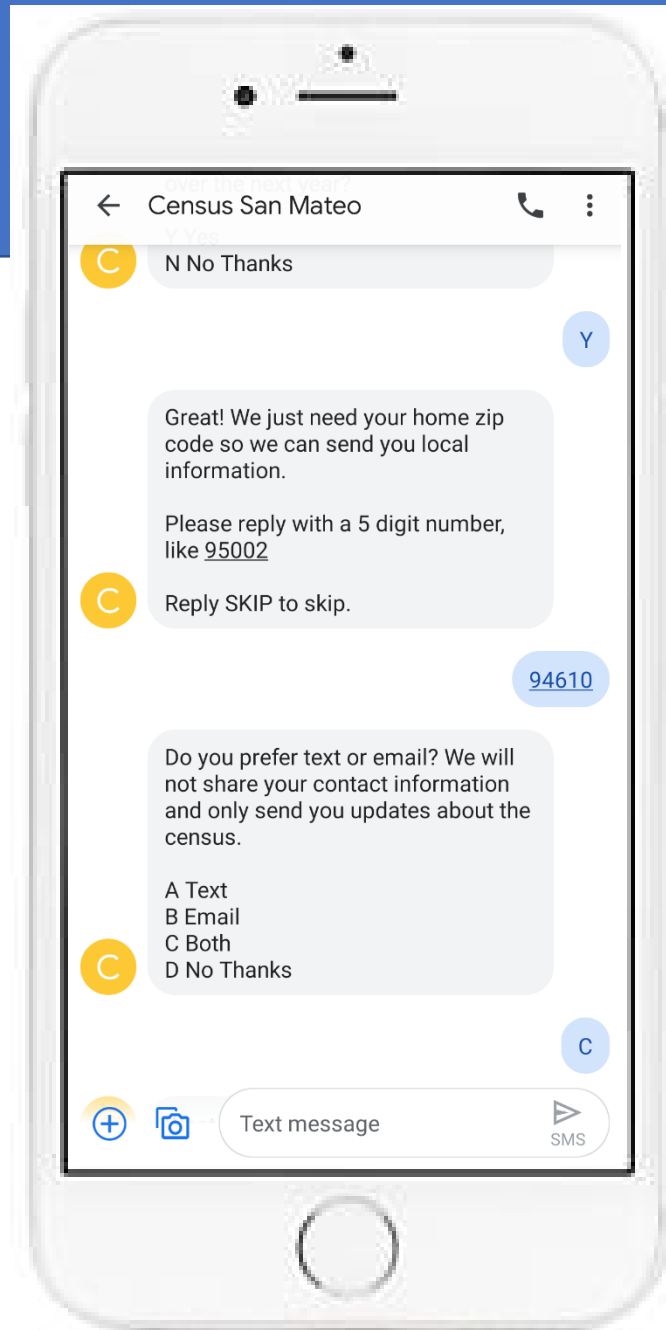
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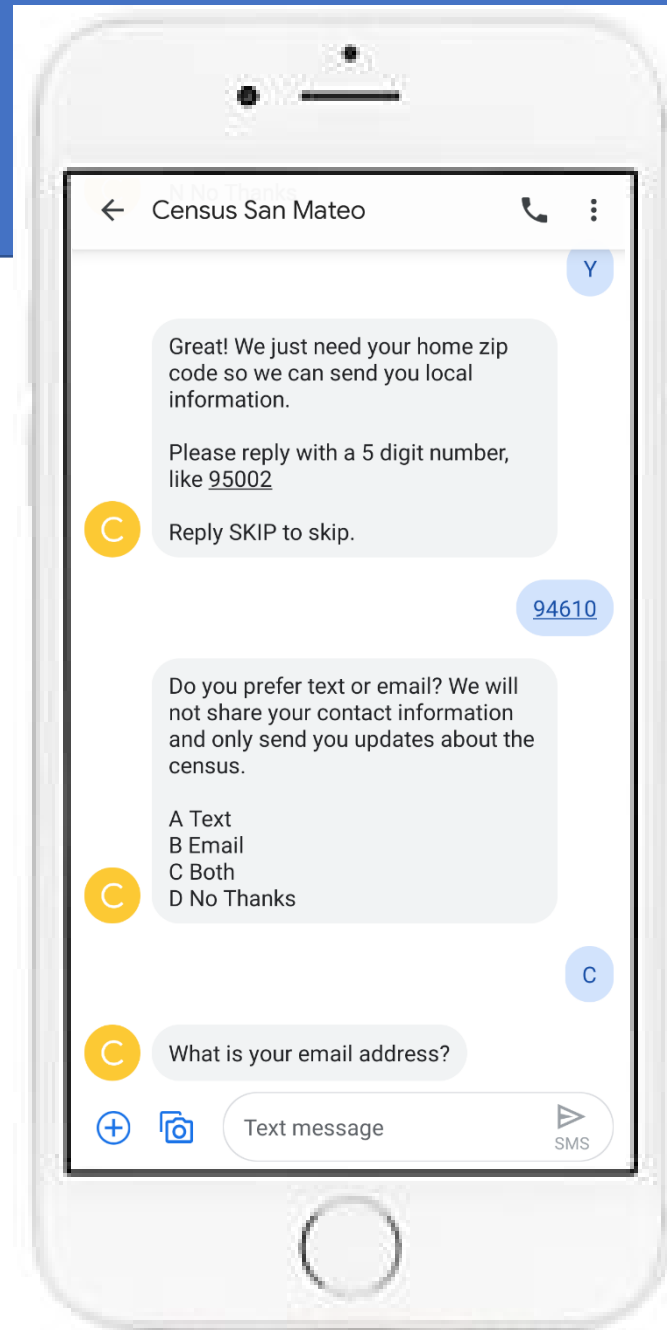
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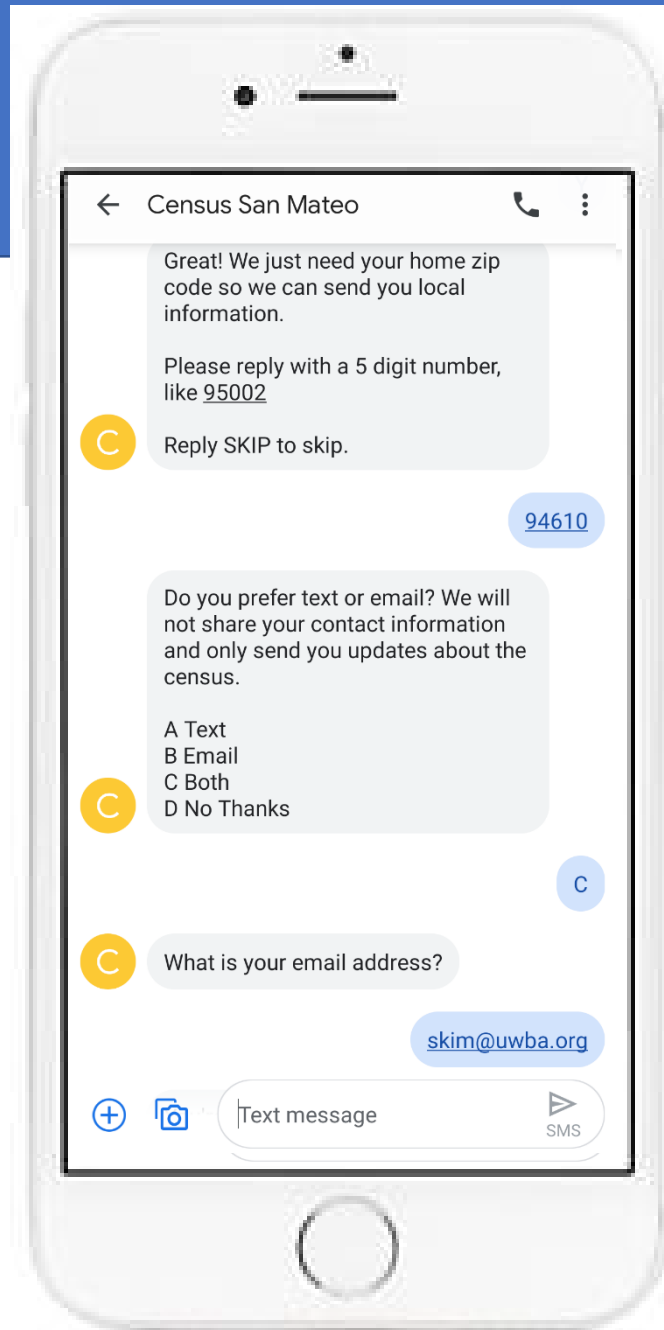
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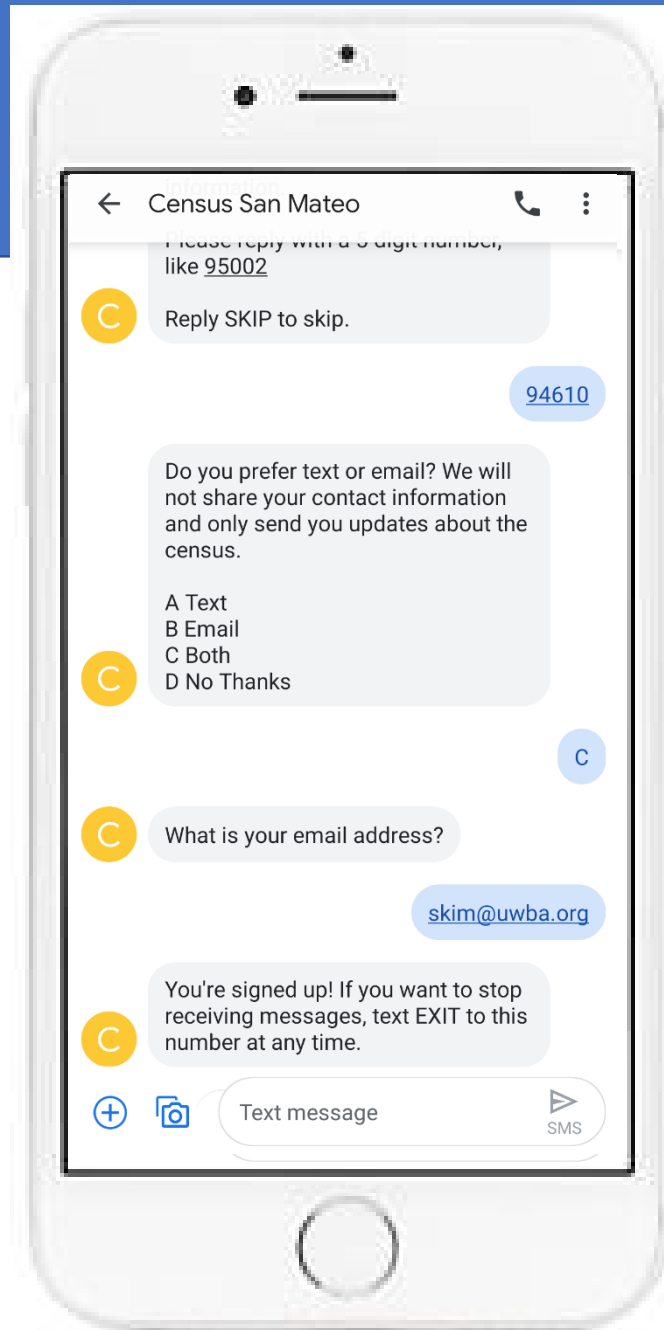
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408-528-2898



Get Involved – PLEDGE NOW, No Really, NOW!

Text COUNT to

650-200-2743

or

408-528-2898



REGIONAL IMPLEMENTATION WORKSHOP

Get Involved

All organizations regardless of their funding relationship are invited to utilize UWBA resources – to be released starting early October on www.uwba.org/census

- Email Census2020@uwba.org for questions or to be included in our mailing list
- Join our monthly updated call (3rd Monday of each month), open to all organizations

Updates include: Events, trainings, funding opportunities



Local: Storefront Political Media



Santa Clara County Census
In-Market Creative Messaging Test

August – September 2019



Katie Scally,
Account Executive
Storefront Political
Media

In-Market Creative Test

- This in-market digital creative test was designed to measure three key motivators:
 - Intrinsic Motivation (Civic Duty)
 - Extrinsic Motivation (Health, Housing, and Transit)
 - Motivation to be Heard (Our Voices)
- We split the audience into three randomized groups, and each group received one message – which was served either in English or Spanish depending on their browser language



Three Messages in English and Spanish

A: Civic Duty

COUNT ME IN!

To Do What's Right
For Our Community

2020 CENSUS ✓
COUNTY OF SANTA CLARA

¡CUENTA CONMIGO!

Es importante hacer
lo correcto para
nuestra comunidad

CENSO DE 2020 ✓
CONDADO DE SANTA CLARA

B: Health, Housing and Transit

COUNT ME IN!

For Better Healthcare,
Housing and Transit

2020 CENSUS ✓
COUNTY OF SANTA CLARA

¡CUENTA CONMIGO!

Para mejores servicios
de salud, vivienda y
transporte público

CENSO DE 2020 ✓
CONDADO DE SANTA CLARA

C: Voices

COUNT ME IN!

Because We Won't Let
Anyone Silence Our Voices

2020 CENSUS ✓
COUNTY OF SANTA CLARA

¡CUENTA CONMIGO!

Porque no dejaremos
que nadie silencie
nuestras voces

CENSO DE 2020 ✓
CONDADO DE SANTA CLARA

Executive Summary

- In English, the top performing creative was **extrinsic motivation** (health, housing and transit) while in Spanish it was **motivation to be heard** (our voices), although all CTRs were clustered in the same range by language. In English, the intrinsic benefits (civic duty) and motivation to be heard (our voices) message performed the same.
- Across the board, CTRs were **higher in Spanish compared to English**. The Spanish creative was far more compelling to the Spanish-language audience than the English create was to the English-language audience.
- All the metrics were generally low compared to a benchmark of a contentious public policy debate. The reasons for that could be the creative or, we suspect, the **low-saliency of the issue** at the moment and the **general county-wide targeting**. The far higher engagement of the Spanish-language creative suggests the power of microtargeting rather than general audience targeting.

Overview of the Campaign

Creative	Click Through Rate (CTR)	Bounce Rate	Time on Site
Civic Duty - <i>English</i>	0.041%	87.73%	0:00:10
Civic Duty - <i>Spanish</i>	0.098%	84.62%	0:00:40
Health, Housing and Transit - <i>English</i>	0.044%	89.57%	0:00:24
Health, Housing and Transit - <i>Spanish</i>	0.162%	88.46%	0:00:45
Voices - <i>English</i>	0.041%	92.05%	0:00:25
Voices - <i>Spanish</i>	0.188%	86.52%	0:00:14
Average	0.046%	89.01%	0:00:21

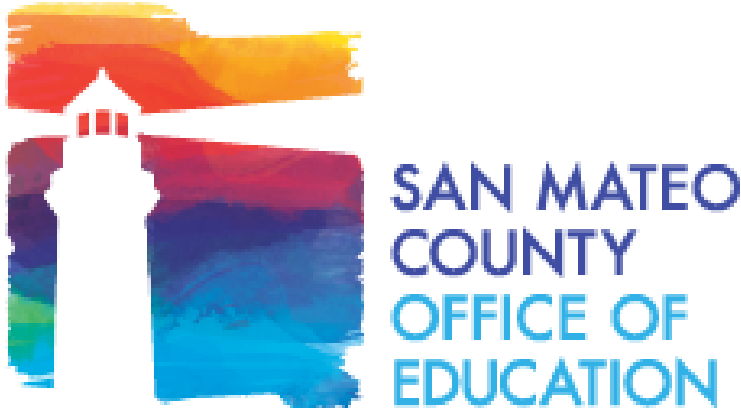
Top performers highlighted in **orange**

**CAMPAIGN
IMPRESSIONS:
5,673,232**

Recommendations

- **Microtarget and localize creative** – by city or neighborhood – to amplify the extrinsic value of participating in the 2020 Census for their neighborhoods. The dramatically higher response rates in the Spanish-language creative suggest targeting of geographic, ethnic or interest-group cohorts will be more effective. Data also suggest “broadcast” approaches will be less effective.
- Focus on the value of **extrinsic motivators** – healthcare, public services, school lunches, college scholarships, and more.
- **Diversity media channels** – including social media sites such as Facebook and Twitter – which tend to see strong engagement and conversion rates.

Office of Education Communications Plan of Action



Nancy Magee
San Mateo County
Superintendent
of Schools



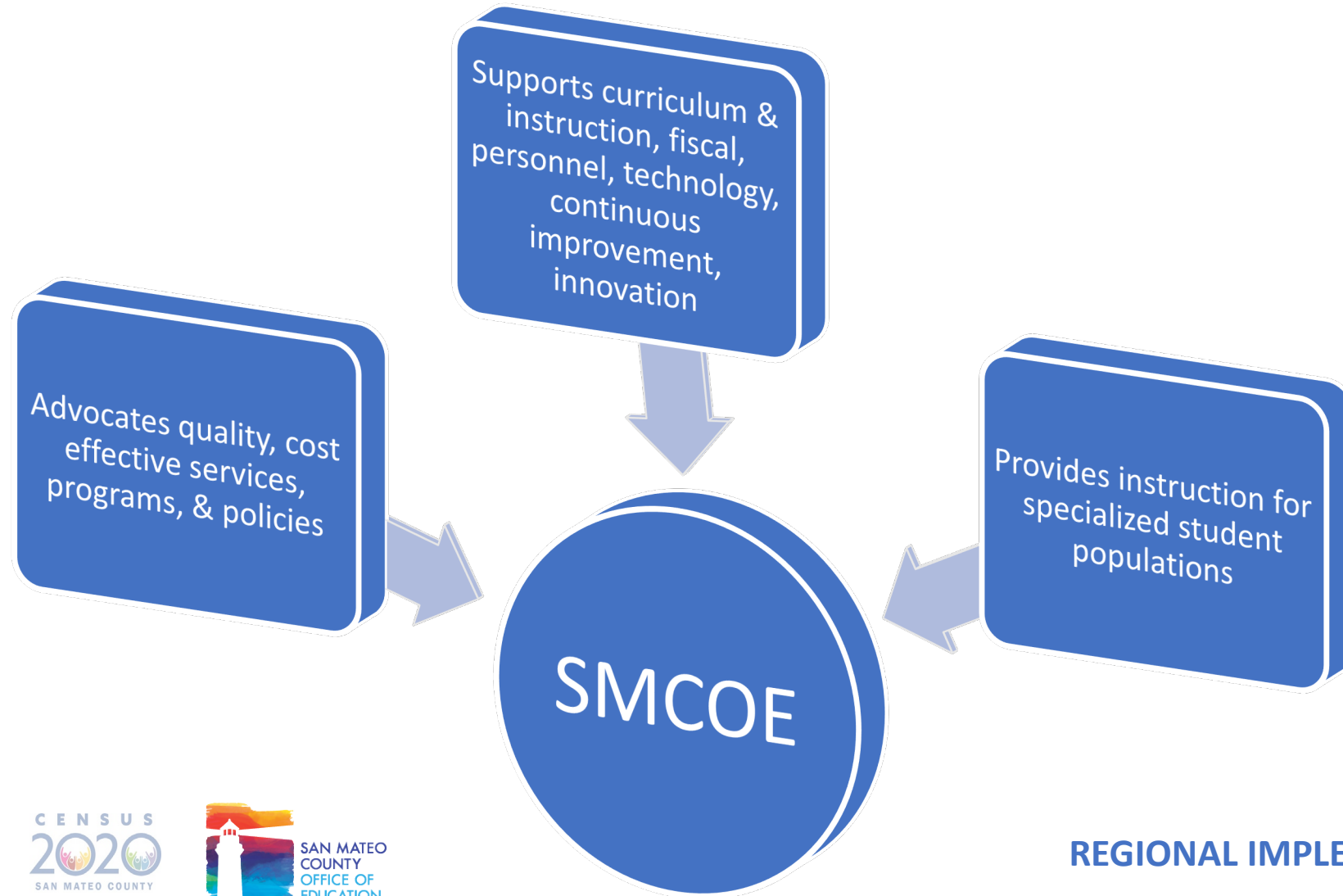
County Offices of Education



58



County Offices of Education



San Mateo County TK-12 Public Schools

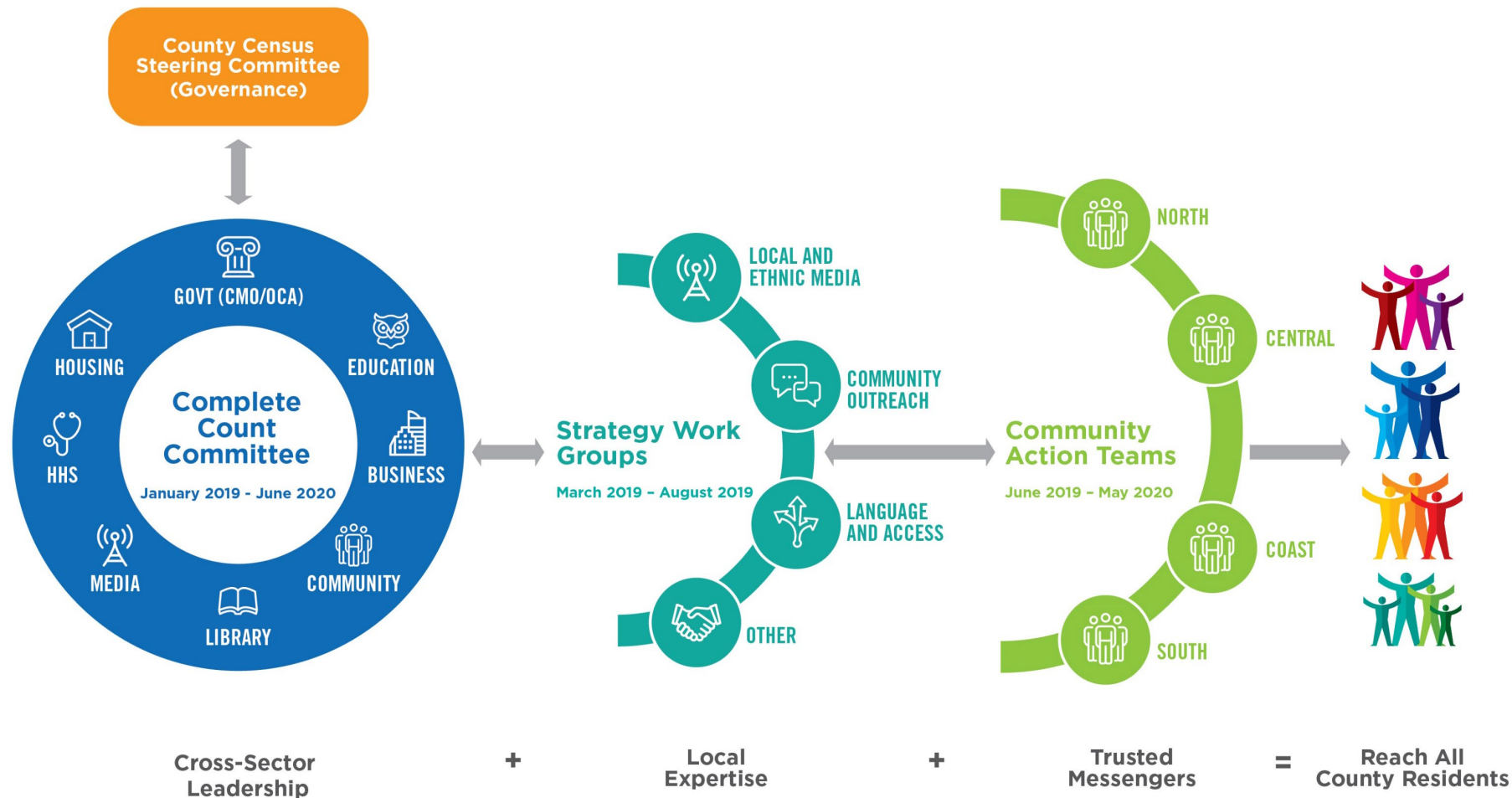
- 94,234 students
- 23 school districts
- 171 public schools, including 15 charter schools
- Largest student groups by ethnicity:
 - Latinix (37.8%)
 - White (24.8%)
 - Asian (15.7%)
- SMCOE runs Court and Community Schools and Special Ed Programs for children birth – 22 years

SMC 0-5 Early Start and Preschools

- SMCOE manages 13 State Preschool programs serving 800 families
- 4,219 preschool-aged children are engaged in SMCOE's quality rating and improvement program



Part of San Mateo County's Everyone Counts



REGIONAL IMPLEMENTATION WORKSHOP

SMCOE's Role

- Participate in Everyone Counts
- Collaborate with California Department of Education (CDE)
- Adopt Board Resolution supporting Census
- Conduct outreach to families in SMCOE schools, early learning partners, and K-12 school districts



Early Learning Community

- Decentralized – centers, in-home, preschools, etc
- Work with 0-5 partners
- Provide education and support to state preschool site directors and Quality Counts participants
- Provide information and support in multiple languages
- **Common Message:** Census is critical to early childhood education and services

K-12 Schools

- Convened communication representatives in July; provide ongoing support
- Meet with 23 district superintendents in November
- Engage student participation in countywide art/media contest on importance of the count
- Train teachers on California Census Curriculum
- Encourage and support Census Week on school campuses
- Extend outreach to district schools and charters, private schools



SMCOE Schools and Programs

- Early Start and Preschool: direct outreach to families
- K-22 Special Education: use individual parent/student meetings, school displays, electronic messaging
- Court and Community schools: parents are rarely at school, will explore workshops and other forms of communication

Billions of Reasons Why the 2020 Census Matters

- **\$14 billion** in Title I grants help schools serve more than 24 million students from low-income families
- **\$11.3 billion** in special education grants to the states
- **\$13.6 billion** for the National School Lunch Program
- Provides funds for the Head Start preschool program and grants to improve teacher quality

Key Message

The health, wellness and future success of our children and youth depend on the COUNT!



REGIONAL IMPLEMENTATION WORKSHOP

Communications Overview: Plan of Action

Questions / Answers

California State University, Sacramento Center for Collaborative Policy: Break Out Groups



**CALIFORNIA STATE UNIVERSITY, SACRAMENTO Center
for Collaborative Policy**

Choose Table with Preferred Topic

- Immigrants/Refugees/Limited English
- Latinx
- Asian American/Pacific Islander
- Black/African-American
- Middle Eastern/North African
- Native American/Tribal
- Older adults, veterans & people with disabilities
- Those in poverty/receiving public assistance
- LGBTQ+
- Homeless and unstably housed
- Those living in overcrowded / non-family housing
- Children under 5 & youth in schools
- Rural & coastal communities lacking CBO infrastructure (Gilroy, Morgan Hill, Pacifica, Half Moon Bay, Pescadero, etc)
- Those reached through local government services (libraries, social services, public health) & neighborhood associations

Instructions

- Introductions and assign roles
 - Group facilitator
 - Note taker
 - Time keeper
 - Person who shares with the room

Group Discussion

- What are the **challenges and barriers** to census completion that exist for this population or area? (5 minutes)
- What are the **community assets and opportunities** that exist to help these populations or regions achieve an accurate count? (5 minutes)
- What are the **tactics/activities** we need or are doing to reach these populations or areas and what **resources** do we need to make that happen?
 - What are we doing? (10 minutes)
 - Given what is planned, what **gaps** do you see that still exist? (10 minutes)
 - What particular **resources** are needed – further strategizing, tools, resources, expertise, or partners? (5 minutes)
- What **media and communications** are needed for your population or area? (10 minutes)

Group Discussion – Time Check

- Your group should now be on the last question:
- What **media and communications** are needed for your population or area? (10 minutes)

Group Discussion – Share One Highlight

- **SHARE YOUR HIGHLIGHT WITH THE ROOM (5 mins):**
 - Each table offers **ONE insight or implication** to share with the room.

Report Out / Next Steps



Emma Gonzalez
San Mateo County Office of
Community Affairs and
Census 2020 Manager



Nicholas Kuwada
Santa Clara County
Office the Census Manager

Sneak Peek – SMC Employee Video

Insert video