

California Complete Count – Census 2020

California Primary Care Association
Annual Conference

September 18, 2019
San Diego, CA

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U.S. Census Bureau Census 2020 Goal

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count 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.



Lessons Learned Census 2000/2010

- Start Early
- \$ Financial Investment
- Staffing (Diverse and Regional)
- Regional Approach
 - ✓ Trusted Messengers
 - ✓ Questionnaire Assistance Centers
 - ✓ Micro-targeted Media
- Regional and Ethnic Media



Answers are Protected by US Code Title 13

The Census is confidential and required by law

Results of the Census are reported in statistical format only

USCB does not share respondents personal information with other government agencies

All Census employees swear to a lifetime oath to protect respondent information

Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000



We Know What's at Stake for CA

POWER!

Congressional Representation, Reapportionment and Redistricting

MONEY!

Over \$115 Billion for California

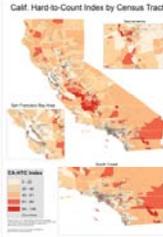


Reaching the Hardest to Count



Researching the Hard-to-Count

California's Interactive HTC Map



The interactive map shows California census tracts and block groups shaded by their shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/resources

USCB Timeline

- March 12-20 → Invitations to the 2020 Census will be mailed
- March 16-24 → Reminder letters mailed
- March 26-April 3 → Reminder postcard mailed
- April 1 → CENSUS DAY!
- April 8-16 → Second reminder & hard copy Census will be mailed
- April 20-27 → Final postcards mailed before an in-person follow-up

How To Complete

Every person in the country is required to fill out the 2020 Census form. Luckily, you have three ways to respond.



MAIL Request a paper Census form in English or Spanish that can be mailed back to the U.S. Census Bureau.



PHONE The Census can be completed by phone in 13 languages.



ONLINE For the first time, the Census form will be available to complete online in 13 languages.

Campaign

Est. 11 million hardest-to-count Californians

10 Regions

15 Vulnerable Populations

12 languages + English

Multi-Phased & Evidence-Based Approach

Collateral Materials




CaliforniaCensus.org

Campaign Website

Homepage

- Language selection
- Interactive Word Cloud

About the 2020 Census

- When is the Census
- How to Complete the Census
- Frequently Asked Questions

Why the Census Matters

Stay Connected

- Updates
- New consumer social channels

ChatBot

- Potter the Otter
- English
- Spanish




Partner Portal

Campaign Updates

- Receive updates on upcoming and past events

Download Collateral

- Brand Logo & Brand Guidelines – 12 languages plus English
- Collateral materials and custom templates
- Download and distribute

Submit Your Ideas

- Submit collateral material or template ideas
- State will approve all content custom requests

Upload Materials

- Submit collateral materials or template ideas that have been effective in the community
- Materials vetted by the State and authorized for use by other partners




What's Next for the Website?

Phase 1 - Complete

- Homepage
- About the 2020 Census
 - When is the Census?
 - How to Complete the Census
 - FAQ
- Why the Census Matters
- Stay Connected
- Chatbot in English
- Partner Portal
 - Download Materials
 - Campaign Updates
 - Submit Your Ideas
 - Upload Your Own Material

Phase 2 - In Progress

- Integrate social media channels to the website
- Add additional information to About the 2020 Census
 - How to get Involved
- Media
 - Media Toolkit
 - Social Media Toolkit

Phase 3 - In Progress

- How to Complete the Census
 - Online
 - Paper
 - How to help others complete their form
 - How to request your census website login info
 - What happens if you lost your login info
- Resources
 - Informational collateral
 - Links to partner sites for local campaigns
 - Research results
 - Educate your friends and family



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@CACompleteCount Instagram

- Structured, informational
- Fact driven content
- Where partner work is celebrated
- Colors are based on the site and logo



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@CACensus Instagram

- The voice of the people!
- Colorful, bright, relatable, diverse, sharable content like: produced videos, commissioned artwork, partner events
- Still has aspects of the CA Complete Count site (orange, blue, white blended in)



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Sample Post for FB and Twitter

@CACensus



@CACompleteCount



@CACompleteCount



Horizontal lines for notes.

All pages

- Accessible and Compliant
- Multilingual posts
- Creates a voice for everyone because our voices matter

If you have any questions regarding social media, please reach out to:

[Social@ca.gov](#)



Horizontal lines for notes.

Brand



Horizontal lines for notes.

Branding

Primary Logo - Full Color

Consistent use of our identity will build visibility and recognition for the brand and its personality.



Seven horizontal lines for notes.

Branding

Language Specific Use language specific logo for related campaign collateral



Seven horizontal lines for notes.

Collateral Samples



Seven horizontal lines for notes.

Governor Newson and First Partner's Message to Californians on the 2020 Census



Retweet and share the Video
YouTube and Facebook campaign to share the message across the State



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Web:
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Census.ca.gov

@CACompleteCount
Facebook, Twitter and Instagram

Coming soon!
@CACensus - Instagram and Twitter
@CaliforniaCensus - Facebook



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The 2020 US Census: Crucial for California's Community Health Centers

Warren J. Brodine
President + CEO
Eisner Health
Los Angeles, CA

Whence Cometh the Census?

"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective numbers.... 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."

Article 1, Section 2, The United States Constitution



What happened in the 2010 Census in California?



- LA County – participation declined by \pm 1% compared to 2000
- California missed having one more Member of Congress by 13,000 people
 - That likely would have been an LA County Member of Congress



What is happening on the national scene in 2020?

- The US Census Bureau cites several factors exacerbating the challenge to a successful count:
 - Constrained fiscal environment
 - Rapidly changing use of technology
 - Information explosion
 - Distrust in government
 - Declining response rates
 - Increasingly diverse population
 - Informal, complex living arrangements
 - A mobile population



Excerpted from 2020 Census Operational Plan – Version 4.0

What is happening on the national scene in 2020?

- Citizenship question
 - *“Every decennial census from 1960 through 2010 has been conducted in accordance with the Census Bureau’s consistent view that asking every respondent about his or her citizenship would produce a less accurate population count. Only a sample of households has been asked to provide citizenship information.”* – Brief of Former Census Bureau Directors as *Amici Curiae* in Support of Respondents, US Department of Commerce, et al. v. State of New York, et al., US Supreme Court Docket No. 18-966 (cited by the Brennan Center for Justice, New York University School of Law)



California and Texas have the most to gain – and lose.

- The Economist published a special report, June 20, 2019, about the two states
- Vastly different approaches to participation in all governmental programs
 - “[Texas] is willing to accept a dollar if the federal government wants to give it a dollar, but it isn’t willing to follow a government mandate.” – Ken Miller, Claremont-McKenna College
 - California supplements federal TANF with state dollars, and has its own Earned Income Tax Credit (\$400M)



How are California and Texas differing on the Census?

<u>California</u>	<u>Texas</u>
<ul style="list-style-type: none"> • \$150 M state investment in ensuring accurate census • Coordinated approach to assure maximized representation and investment of federal resources 	<ul style="list-style-type: none"> • Zero investment in outreach and ensuring an accurate count • Seeming lack of concern about undercounting immigrant populations and willingness to forgo federal investment



More about the 2020 Census in California

- October 3, 2019 – Blue Shield Foundation of California released its Census-focused report
 - 72% of California’s population is hard to count (29 million people!)– The Public Policy Institute of California
 - The San Joaquin Valley stands to lose \$200 million in federal funds for infrastructure and programs if historical undercounts continue
 - Risk of undercount affects all marginalized groups
 - Special efforts underway in many communities:
 - Latinx
 - Sikh
 - Cambodian, Lao and Vietnamese
 - African groups



What is Eisner Health doing?

- Partner with CCALAC in Census activities
- Appointed a Census leader
- Kiosks to be placed in at least two hub sites
 - DTLA
 - Sherman Oaks
- Running patient education sessions
- Adding Census messaging on in-clinic waiting room TV system
- Educating all staff and board members on the importance of the Census
- Partnering with the City and County of Los Angeles





Thank you!

Eisner Health
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Los Angeles, CA 90015
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El Censo del 2020 y la Confidencialidad

El Censo del 2020 es el primer censo en el que se utilizará un dispositivo electrónico para recopilar y procesar los datos. Esto significa que los datos serán más precisos y confiables que en los censos anteriores. Sin embargo, también significa que los datos serán más vulnerables a los ataques de hackers y a la pérdida de información. Es importante que todos los ciudadanos tomen medidas para proteger su información personal y su privacidad durante el proceso del censo del 2020.

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Census 2020



Census 2020

Ensuring a Complete Count: The Role of Regional Consortia And Health Centers



Importance of a Complete Count for Alameda County

- 60% of Alameda County's revenue comes from federal & state resources
- For every person **not** counted, our community loses **\$1,000** in funding per year for the next ten years
- An undercount of **only 6%** means our community would lose **\$1 billion** over the next decade



 ALAMEDA HEALTH CONSORTIUM

Create Co-branded Campaigns With Our Member Health Centers

 Social Media Campaigns

→ Share co-branded social media posts across all our platforms (Facebook, Twitter, LinkedIn, Instagram). Social media thunderclap planned for Census Day on April 1.

 ALAMEDA HEALTH CONSORTIUM

Provide Trainings & Outreach Methods for Health Center Staff

 Train the Trainer

→ Train the trainer sessions for health center staff to train their frontline & enrollment staff.

→ Provide "Know Your Rights" sessions through DOJ accredited legal experts.

 ALAMEDA HEALTH CONSORTIUM

Produce Multilingual Video for Health Center Waiting Rooms

 Informational Video

→ A short, multilingual video, showcasing importance of Census & Census instructions to patients.

 ALAMEDA HEALTH CONSORTIUM

Create Multilingual Printed Collateral for Health Center Patients

  Create and translate Census 2020 informational materials for print, distribution, & display in waiting rooms and at health fairs.

 ALAMEDA HEALTH CONSORTIUM

Work With Health Centers to Gather Patient & Provider Stories

  Work with patient advocacy groups to gather patient stories for sharing.

 Gathered stories/videos/testimonials will be shared on social media, live on our [Census 2020 webpage](#), & become a part of our evolving hub of resources.

 ALAMEDA HEALTH CONSORTIUM

Work With Elected Officials, Community Partners, & Health Centers

  Disseminate accurate information to all community members in an open Q&A setting.

 Helps to strengthen relationships with local elected representatives, governmental agencies and other CBOs.

 ALAMEDA HEALTH CONSORTIUM

Work With Alameda County Complete County Committee & Health Centers For Final Push

Post-Census Push For Completion → Identify those who have not completed the census, and work with clinics to do targeted outreach.

→ Case Management staff (e.g. CHWs) work directly with many Hard-to-Count individuals.

 ALAMEDA HEALTH CONSORTIUM

Our Critically Important Community Health Center Programs

Street Outreach Program
Culturally & linguistically competent services
Food distribution programs
CalFresh Enrollment
Healthy Teeth/Healthy Community

Creates → A trusted relationship with patients and community members. → Outcomes → Positions us to reach our hard-to-count community members

 ALAMEDA HEALTH CONSORTIUM

The Role of Health Consortia

Hub of Resources → Share → Community Health Centers → Provide → Patients & Community Members

Contact

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