



2020 CCC Stakeholder  
Working Group

# Outreach Update

**SANDAG**

**COUNT ME 2020**  
SAN DIEGO COUNTY OFFICE OF EDUCATION  
COUNT ME 2020 COALITION

**CA**  
CENSUS  
2020

United States<sup>®</sup>  
**Census**  
2020

Thank you all again and again for the work that you are doing to get the word out about the 2020 Census and reporting on your activities each month. Similar to last month, this presentation provides a summary of outreach regionwide. It is based on the spreadsheets that each jurisdiction is required to send to SANDAG monthly so that it can be shared with the State through their Statewide Outreach and Rapid Deployment (SWORD) tool. Similar data from the Count Me 2020 Coalition and the San Diego County Office of Education are also included so that we have a complete picture of the outreach efforts happening throughout San Diego county. Based on this information, we can see the scope of the work being accomplished, as well as identify any gaps and direct outreach efforts accordingly.

## Activities & Impressions (Part I)

### Reported Through March 2020

Activity	Completed	Impressions
Advertising	61	21,826
Alert Sign Up	3	704
Booths	131	122,175
Canvassing	23	2,417
Census Assistance Centers/Kiosks	42	1,540
Collateral	28	281,596
Convening	53	1,116
Curriculum	1	0
Education Forum	26	1,815
Email	2,887	1,125
Event	79	24,471
Fliers	73	27,005
Planning Workshops	17	12,593

2 **SANDAG**



This slide displays the first half of the activities that are underway through the jurisdictions, the Count Me 2020 Coalition, and San Diego County Office of Education. The first column on this table shows total activities and the second summarizes the number of impressions estimated for each type of activity. As a reminder, impressions are defined as every time a message is seen or heard.

Everyone is busy. Based on the data reported through the end of March, almost 2,900 email communications have been sent and 131 booths staffed.

## Activities & Impressions (Part II)

### Reported Through March 2020

Activity	Completed	Impressions
Other Media	19	86,584
Meeting	164	53,417
Newsletter	6	16
Nudge Alert	5	602
Other*	386	471,156
Phone Banking	11	8,379
Pledge Cards	1	100
Social Media	55	21,843
Speaking Engagement	137	27,032
Training Delivery	35	862
Translation	2	475
Webinar	3	1
<b>Total</b>	<b>4,248</b>	<b>1,168,850</b>

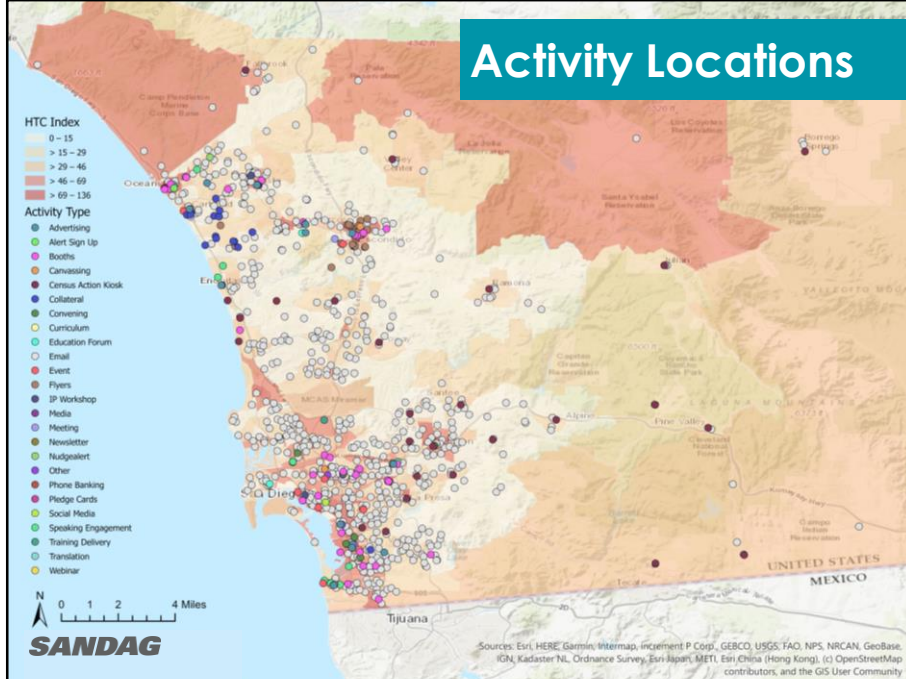
\* Other includes meet ups, house visits, tabling, one-on-ones, and other promotion.

3 **SANDAG**



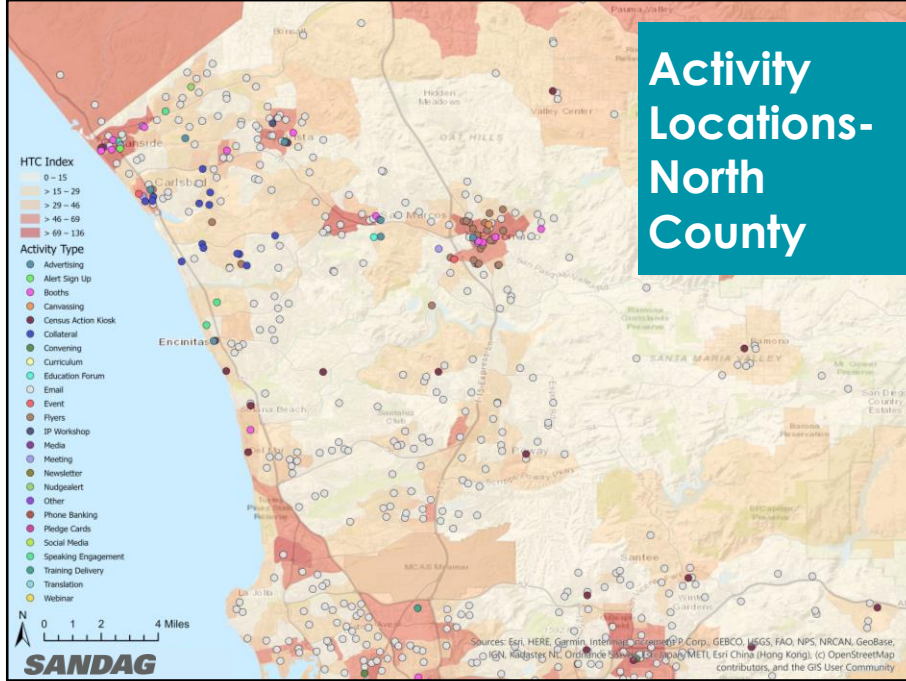
Here are the rest of the activities completed and reported through the end of March. There were over 4,200 activities completed with over a million impressions.

As noted on the bottom of the slide, other includes meet ups, house visits, tabling, one-on-ones, and other promotion.



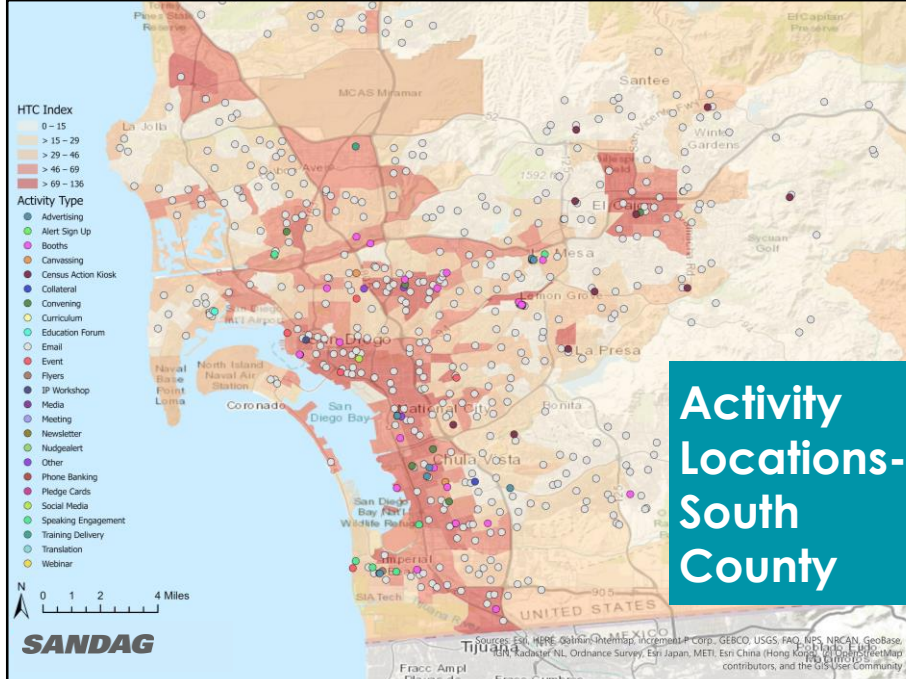
This map shows the alignment of activity locations with hard to count communities across the county based on activities summarized in the previous tables. Again, that is activities reported through the end of March. The hardest to count populations are shown in the darker shading. The next two slides zooms in a bit more.

NOTE: As on the previous table, other includes meet ups, house visits, tabling, one-on-ones, and other promotion.



This map zooms in on the northern portion of the San Diego region, with activities concentrated in the hardest to count areas.

NOTE: As on the previous table, other includes meet ups, house visits, tabling, one-on-ones, and other promotion.



And this one focuses on the southern portion. Again, activities are happening in areas that are at risk of being undercounted or hard to count.

NOTE: As on the previous table, other includes meet ups, house visits, tabling, one-on-ones, and other promotion.

## HTC Impressions Reported Through March 2020

Hard to Count Community (HTC)	Impressions
Asian-Americans & Pacific Islanders (AAPI)	430,893
Immigrants & Refugees	289,092
Limited-English Proficient Individuals and Families	170,349
Seniors/Older Adults	113,147
Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)	78,651
Latinos	48,803
Middle-Eastern and North Africans (MENA)	10,723
African Americans	8,623
Veterans	7,407
Low Broadband subscription rates and limited or no access	5,448
Homeless Individuals and Families	2,348
Farmworkers	1,380
People with Disabilities	1,320
Native Americans & Tribal Communities	666

7 **SANDAG**



Moving on to impressions, this table shows estimates for each type of hard to count community. Again, an impression is any time a message is seen or heard. It is important to keep in mind that this information is not mandated and impressions have varying levels of confidence.

# Language Impressions

## Reported Through March 2020

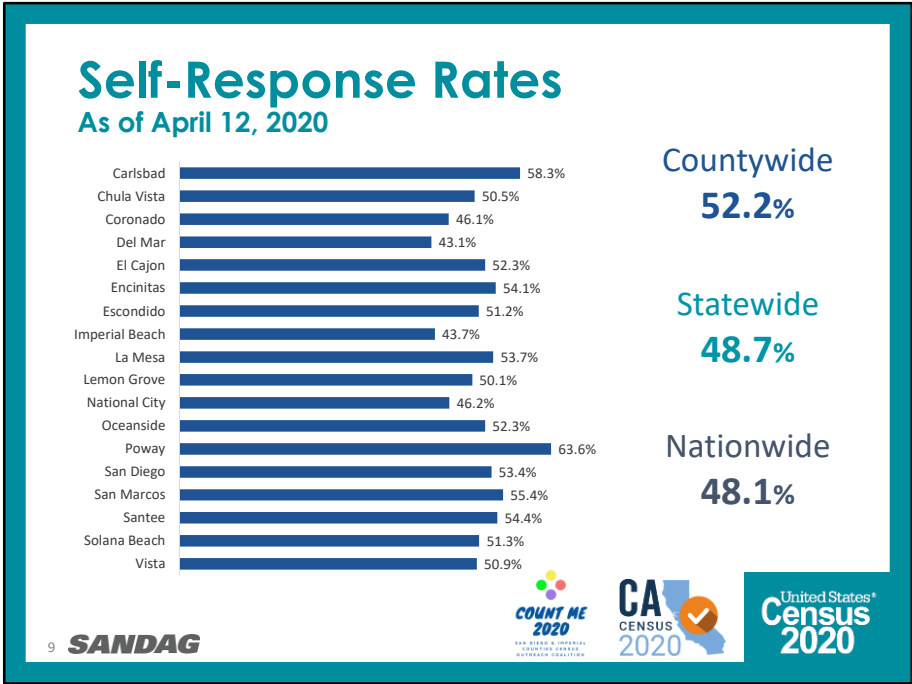
Language	Impressions
Vietnamese	36,315
Spanish	31,952
Chinese	18,150
Mandarin	18,119
Arabic	6,637
Tagalog	3,125
Cantonese	1,816
Farsi	921
Hmong	364
Other Language(s)	214
Filipino	101
Japanese	40
Korean	20
Hindi	5

8 **SANDAG**

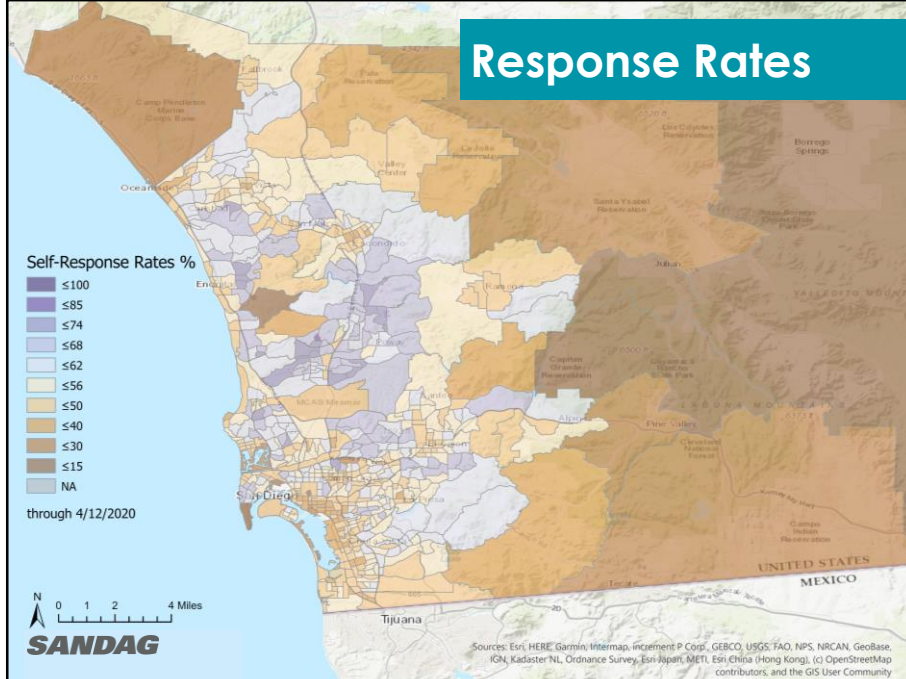


Looking at impressions another way, this table shows estimates by language. Again, these estimates are not mandatory and have varying levels of confidence.





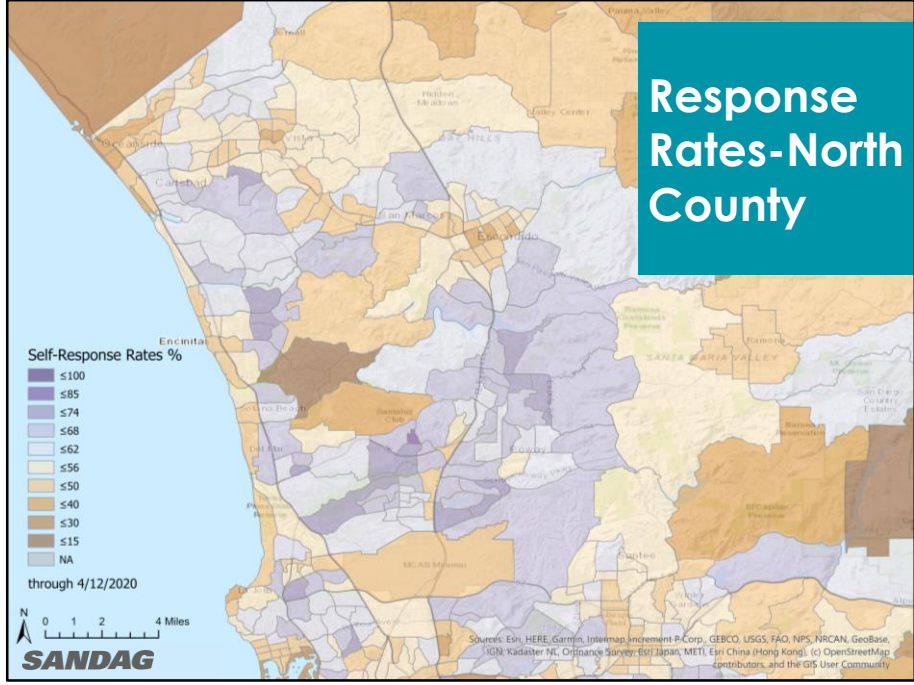
The US Census Bureau has begun reporting response rates and this graph shows the rates by jurisdiction as of April 12, 2020. For reference, the countywide, statewide, and nationwide rates also are provided. Over half of the residents in 14 of the 18 incorporated cities have self responded so far. The remaining 4 are approaching the halfway mark.



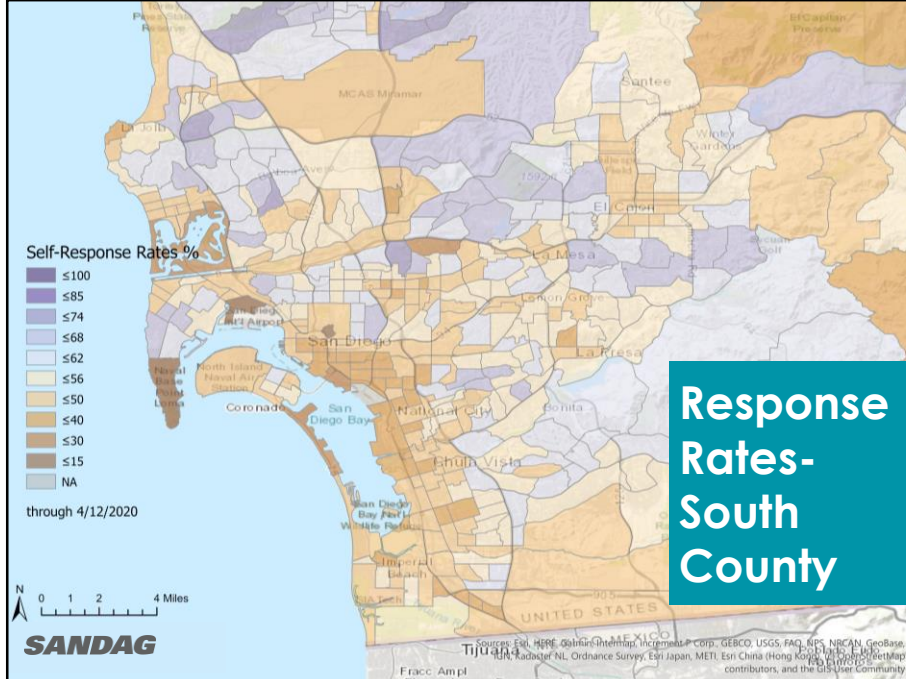
To provide more detail, this map shows response rates by census tract as of April 12<sup>th</sup>. The rural areas are part of the update and leave operation that requires census takers to be in the field. Since the US Census Bureau has postponed these operations, that process has not begun yet, a big reason for the low response rates in those areas.

0

The next two slides zooms in a bit more.



This map zooms in on the northern portion of the San Diego region.



And this one focuses on the southern portion.

The California Complete Count – 2020 Census office has a helpful tool for exploring the data I’m happy to provide assistance in accessing and using it. In fact, I have provided lists of census tracts with the lowest response rates to the jurisdictions. As soon as I get a few questions answered by the SwORD team, I plan to do the same for San Diego city council districts, San Diego County supervisorial districts, state senate and assembly districts, and local US congressional districts.