California Complete Count Census 2020

Region 10 Updates

February 19, 2020
San Diego, CA

Overview

Summary of Guidance documents
- Promotional items
- Phone banking
- Canvassing
- Identification
- Data collection
- QAC/QAKs
- Equipment purchases.

Language support
Guidelines: Promotional items

Examples of promotional items:
- hygiene kits
- sunglasses
- mugs
- coloring books
- pens
- stickers
- water bottles
- buttons
- coasters
- food items
- among others.

Promotional items should support activities in the Implementation Plan.

Cost for each promotional item shall not exceed five dollars.

Cost for food used as a promotional item shall not exceed five dollars per person.

CA Census logo shall be used on the promotional items, when possible.

Guidelines overview: Phone banking

Outreach Partners using telephonic communication (i.e., person-to-person calls, robo calls, peer-to-peer texting, or blast texting) for outreach should ensure that all outreach complies with any applicable restrictions under state or federal law such as Telemarketing and Consumer Fraud and Abuse Prevention Act, 15 U.S.C. §6101 et. seq.; Telephone Consumer Protection Act (TCPA), 47 U.S.C. §227 et. seq.; California Public Utilities Code (PUC), §2872 and California Bus. & Prof. Code §17511.

Note: The law does not prohibit non-profit 501(c)(3) tax exempt organizations from using live person-to-person calls and/or robocalls for purposes of contacting their members.
Guidelines overview: Phone banking continued

**Recommendations:**
- Any such calls should be purely informational and not made for any commercial or fundraising purpose(s).
- The message should clearly identify the person and the organization initiating the call so the recipient does not confuse the caller with a United States Census Bureau employee or enumerator.
- The caller should state that they are not a United States Census Bureau enumerator.
- Outreach partners should consult with their legal counsel or relevant vendor to ensure they are complying with state and federal laws. Any telephonic communication must be purely informational and not for any commercial or fundraising purpose(s).

Guidelines overview: Canvassing

**Door-to-Door Canvassing:**
- Outreach partners are welcome to canvass during the early education and self-response 2020 Census phases.
- If canvassers are providing devices for a member of the public to respond online and the individual does not need any further assistance, canvassers should provide enough space between themselves and the individual so that their responses are not visible in order to protect their privacy.
- If a member of the public requests assistance in completing their form, direct them to the response options provided by the U.S. Census Bureau (online, phone, or a census taker visit to the home) that best suits their needs.
- For example, if an individual wants to respond online but needs in-language assistance and does not feel comfortable using the Language Guides provided by the USCB, canvasser should offer them the option to be officially enumerated by the USCB through the phone by sharing the phone number.
Guidelines overview:
Canvassing continued

Door-to-Door Canvassing:
- Canvasser can also direct the individual to the nearest Questionnaire Assistance Center.
- If they still request assistance with online response, canvassers may provide this assistance but should inform the individual that they are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.
- If they still want this assistance following that explanation, canvassers should not collect or retain response information outside of the questionnaire and should not guide responses for the questionnaire.

Guidelines overview:
Identification

Identifying Oneself
- Identify yourself as a “community outreach worker”
- Never represent yourself as a United States Census Bureau employee or enumerator.
- Name the organization that you are with when introducing yourself. E.g. “I’m Connie with X organization and I’m here to talk with you about the importance of the 2020 Census.”
Guidelines overview:

Data Collection

Data Collection:

- Only United States Census Bureau employees may collect responses for the 2020 Official Census Questionnaire directly from individuals.
- Outreach partners are not enumerators.
- While performing outreach activities, partners are permitted to ask “if” the individuals completed the Census Questionnaire.
- Partners may track responses by address to this specific question.
- Do not collect any individual’s responses to the census questionnaire.

Guidelines overview:

QAC/QAK

- Planning and Set-up requirements include floorplans and privacy controls.
- There are samples of signage templates and badges that are customizable to the QAC/QAK and printable.
- All staff/volunteers of QACs must receive QAC/QAK training. Instructions and guidelines are available through your lead organization or master trainers.
- Tips for providing access to people with disabilities.
- FAQs to support staff and volunteers at a QAC/QAK.
Guidelines overview:

QAC/QAK continued

- Best practices and resources to enhance community engagement at your QAC/QAK.
- An operations checklist is included to help you go through all the requirements.
- Daily Visitor Interaction form is required to help capture interactions and QAC/QAK services provided.
- Observations/monitoring will be conducted by the California Census Office RPM or a third party.
- Information and recommendations on how to close out the QAC/QAK

Guidelines overview:

Equipment Purchases

Authority to Purchase:

Major Equipment*: Prior written authorization from the State will be required before the Contractor will be reimbursed. Requests should be made in writing to the assigned Regional Program Manager for your contract.

Items not qualifying as Major Equipment: Contractor is not required to obtain prior authorization to purchase or seek reimbursement.

For all equipment purchases, the contractor should attempt to obtain three quotes. The Census Office reserves the right to either deny claims for reimbursement or to request repayment for any Contractor purchase.
Guidelines overview:

Equipment Purchases continued

Authority to Purchase:

**Maximum Equipment Budget**: Equipment purchases shall not exceed 10 percent of the Contract budget without prior written authorization.

**Invoicing and Reporting**: The contractor must submit a copy of the receipt and documentation of the serial number and model number with the invoice for items in order to be reimbursed for purchases of Major Equipment and Theft-Sensitive Equipment Costing Less than $5,000**.

**Ownership and Inventory**: All equipment purchased/reimbursed with agreement funds or furnished by the Census Office will be considered state equipment. Major Equipment and Theft-Sensitive Equipment Costing Less than $5,000 must be inventoried and tagged. Tags will be provided by the Census Office.

Use of Equipment: Equipment purchased/reimbursed with agreement funds or furnished by the Census Office will only be used to perform the contracted scope of work.

Protection of Equipment: The Contractor will maintain and administer a sound business program for ensuring the proper use, maintenance, repair, protection, insurance and preservation of all state equipment and/or property.

Disposition: Within 60 calendar days before the end of the contract, the Contractor shall provide a final inventory report of both Major Equipment and Theft-Sensitive Equipment Costing Less than $5,000. The Contractor is expected to return all inventoried equipment. The Census Office will issue disposition instructions upon receipt of the final report.
Guidelines overview:

**Equipment Purchases continued**

Definitions:

*Maj*or **E**quipment: A tangible/intangible item that has a normal life expectancy of one year or more and a unit price of $5,000 or more.

**Theft-Sensitive Equipment Costing Less than $5,000:** Any equipment susceptible to theft, such as

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**Language Resources Available**

- **Online Census Questionnaire** is available in 13 languages: English, Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.
- **USCB Phone** assistance is available in 13 languages: English, Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.
- **Paper Questionnaire** is available in English and Spanish only.
- **USCB** has written language guides, video language guides and language glossaries at [www.2020census.gov](http://www.2020census.gov).
United States Census 2020

59 Written Language Guides


Language Resource available on our Partner Portal

To Register Visit: https://portal.californiacensus.org/register/
Thank You!
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Regional Program Manager
San Diego & Imperial Counties
Region 10
Email: Connie.Hernandez@census.ca.gov
Phone: (916) 508-8804
PUBLIC LIBRARIES = TRUSTED SPACES

78% of Americans feel that public libraries help them find information that is trustworthy and reliable.

LIBRARY VISITS OUTPACE TRIPS TO MOVIES

<table>
<thead>
<tr>
<th>Reports of Leisure and Activities, by Age Group</th>
<th>18-29</th>
<th>30-49</th>
<th>50-64</th>
<th>65+</th>
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<tbody>
<tr>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Go to a library</td>
<td>15.5</td>
<td>12.3</td>
<td>8.8</td>
<td>5.2</td>
</tr>
<tr>
<td>Go to a movie at a movie theater</td>
<td>6.6</td>
<td>6.8</td>
<td>4.1</td>
<td>3.6</td>
</tr>
<tr>
<td>Attend a live sporting event</td>
<td>2.8</td>
<td>7.4</td>
<td>3.9</td>
<td>3.7</td>
</tr>
<tr>
<td>Attend a live music or theatrical event</td>
<td>3.1</td>
<td>4.5</td>
<td>3.6</td>
<td>2.7</td>
</tr>
<tr>
<td>Visit a national or historical park</td>
<td>4.2</td>
<td>5.9</td>
<td>2.3</td>
<td>1.6</td>
</tr>
<tr>
<td>Visit a museum</td>
<td>3.8</td>
<td>2.9</td>
<td>2.0</td>
<td>1.8</td>
</tr>
<tr>
<td>Visit a gambling casino</td>
<td>4.4</td>
<td>2.9</td>
<td>1.8</td>
<td>1.4</td>
</tr>
<tr>
<td>Go to an amusement or theme park</td>
<td>1.8</td>
<td>2.6</td>
<td>1.0</td>
<td>0.5</td>
</tr>
<tr>
<td>Visit a zoo</td>
<td>0.7</td>
<td>1.5</td>
<td>0.6</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Dec. 2-15, 2019
GALLUP
FY 18-19 AT SAN DIEGO COUNTY LIBRARY (SDCL)

- Recorded 5 million visits to County library branches
- Hosted more than 31,000 library programs
- Circulated over 11.2 million books, CDs, DVDs, and other material formats

HOW THE COUNTY LIBRARY IS SUPPORTING CENSUS 2020

- Census Action Kiosks available at 33 County Library branches and 2 bookmobiles starting March 12. All public computers to link to the Census form.
- Space for Count Me 2020 coalition partners to provide outreach at library branches and bookmobiles
- Special events to promote Census 2020 at 33 library branches (March-April 2020)
REACHING UNDERCOUNTED COMMUNITIES

REACHING UNDERCOUNTED COMMUNITIES

Get Ready for Citizenship at San Diego County Library

Practice for the Interview & Civics Test
Sign up for a free 10-week Citizenship Class!

Starts January 2020 at these library branches:

EAST COUNTY
- Casa de Oro
- El Cajon
- Spring Valley

SOUTH COUNTY
- Imperial Beach
- Lincoln Acres

NORTH COUNTY
- Fallbrook
- San Marcos
- Valley Center

RURAL
- Borrego Springs
- Ramona
- Warner
REACHING UNDERCOUNTED COMMUNITIES

LOCAL LIBRARIES
SAN DIEGO COUNTY LIBRARY

UNINCORPORATED BRANCHES

• 4S Ranch
• Alpine
• Bonita-Sunnyside
• Borrego Springs
• Campo – Morena Village
• Casa de Oro
• Crest
• Descanso
• Fallbrook
• Jacumba
• Julian
• Lakeside
• Lincoln Acres
• Potrero
• Pine Valley
• Ramona
• Rancho San Diego
• Rancho Santa Fe
• Spring Valley
• Valley Center
• North Mobile
• East Mobile

SAN DIEGO COUNTY LIBRARY

MUNICIPAL BRANCHES

• Del Mar
• El Cajon (including Fletcher Hills)
• Encinitas (including Cardiff-by-the-Sea)
• Imperial Beach
• La Mesa
• Lemon Grove
• Poway
• Solana Beach
• Santee
• Vista
¡Hágase Contar!

NALEO Educational Fund

Blanca Romero
Regional Census Campaign Manager – San Diego
Trained bilingual staff and trusted messengers ready to answer all census related questions.

- Census outreach events in your community
- Census jobs
- Census operations
- Flag major issues
- Rapid response referrals
- Self response methods
- Non response follow up
- Basic information on questionnaire
- Basic information on who to count

877-EL-CENSO (877-352-3676)
Bilingual Census Information Hotline
Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

¡Infórmese sobre el Censo 2020 y las maneras en que usted y su familia pueden ser contados!

Llame a nuestra línea gratuita bilingüe del censo:
877-EL-CENSO
Lunes a viernes de 8:30 a.m. - 8:30 p.m. ET

Bilingual Census Information Hotline
Monday – Friday: 8:30 a.m. – 8:30 p.m. ET
Census 2020 is coming!

How are you feeling?

I know very little about the 2020 Census.

I am somewhat familiar with the 2020 Census.

I am an expert on the 2020 Census.
Ways to Participate

Internet*  Phone*  Paper Form  In-Person

*12 languages plus English will be supported. Paper Form will be in Spanish and English.
What to Expect in the Mail

March 12 – 20:
Households receive invitation to respond online to the 2020 Census (some households will receive paper questionnaires).

If you have not responded yet:
March 16 – 24:
A reminder letter is sent.

If you have not responded yet:
April 8 – 16:
A reminder letter and paper questionnaire is sent.

If you have not responded yet:
March 26 – April 3:
A reminder postcard is sent.

If you have not responded yet:
April 20 – 27:
A final reminder postcard is sent before the Census Bureau follows up in person.

Source: U.S. Census Bureau, "How Everyone will be Invited to Respond"
In 2020 the Census Bureau will be sending mailings and hand-delivering census packets with information for householders to fill out the 2020 census form. Some households in rural areas will be counted directly in-person.
Update & Enumerate

This approach is used in remote areas which are particularly hard to reach, including certain parts of Alaska and Maine, and in certain Native American areas.

Bureau field staff will generally update the address of the household and conduct an in-person interview to enumerate the household in the same visit.
Update & Leave

This approach is used in areas where there is no mail delivery to the physical location of most households, or where the Census Bureau cannot verify the mail delivery information for these households.

These tend to include households or areas which:
- Are in rural or remote areas.
- Do not receive mail through city-style addresses.
- Receive mail at post office boxes.
- Have been affected by major disasters.
- Have high concentrations of seasonally vacant housing.

Bureau field staff will update the address of the household and leave materials about self-response by mail, telephone or online.

Areas where the Bureau will use Update / Leave for enumeration include:
- U.S.-Mexico border region
- Puerto Rico
- “Four corners” region of Arizona, Colorado, Utah and New Mexico
- Areas in northern Michigan, Minnesota, Washington, Wisconsin and upstate New York
Counting Foreign Citizens

Citizens of foreign countries who are **living** in the United States, including members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of time.

Citizens of foreign countries who are **visiting** the United States on **vacation** or **business** on April 1, 2020, should **not** be counted.
Family members and caregivers should try to coordinate to make sure that each child is counted in only one household.

Parents should also be reminded that all children in their household on April 1 should be counted, no matter how young.

Babies born on or before April 1, 2020, should be counted at the home where they will live or sleep most of the time, even if they are still in the hospital.

Babies born after April 1, 2020, should not be counted in the 2020 Census.
Non-ID Response

Households can respond online or by telephone without a unique identification number.

- Paper questionnaires have barcode equivalent to the ID number.
- Every page connects it to a specific address.

SELF-RESPONSE ONLINE OR BY TELEPHONE IF:

- Your household did not receive census materials by mail or in person.
- You “lost” the materials your household received.
- Your household responded but left you off the form.

IMPORTANT: Paper forms are NOT available by calling the Census Bureau.
Number of People

**Paper** - space for up to **SIX** people to provide all of their demographic information and **total space for 10 people**.

**Internet & Telephone (CQA)** - accepts **99 people**.

Encourage households with more than six people that want to use the paper form to include their phone number so that Census Bureau can do the follow-up to collect full demographic information for the remaining people on the roster by phone, rather than sending an enumerator out.

Alternatively, you can encourage "large households" to respond on-line or by telephone.
Internet Self-Response Portal
ISR
The Online Option

Preview of the 2020 Census Video Language Guide https://youtu.be/fXg1_1HHKzA
LIVE DEMO www.census.gov/about/cac/nac/meetings/2019-11-meeting.html
Day 2, at 1 hour and 54 minutes
Before you begin with ISR

Housing units will receive a letter with a 12-digit code.

Code is entered into the ISR to begin filling out the form.

If no code, it is possible to start the form without it.

The form must be completed in one sitting.

No activity for 13 minutes - a reminder will pop up.

No activity for 15 minutes - session will end, and Respondent will have to start from the beginning.
2020 Key Dates

Opportunity Dates

SOME INSTITUTIONS MAY BE IN SPRING BREAK ON CENSUS DAY!
NATIONAL CENSUS WEEK BEGINS MARCH 29, 2020

March 12 – April 30 2020
Primary Self-Response Phase

April 1, 2020
National Census Day

May 13 – July 31 2020
Primary Non-Response Follow-Up Phase

December 31, 2020
Census Bureau delivers final apportionment count to White House.

March - April (Self Response and Assistance Center)
March 2: Read Across America Day
March 3: Super Tuesday
March 31: Cesar Chavez Day
April 1: Census Day
April 30: Día del Niño

May – July (Non Response Follow Up)
May 1: May Day
May 7: National Teachers Day
June: Immigrant Heritage Month
July 4: Independence Day
Count everyone once, only once, and in the right place

2020 Census Complete Count

Lindsey Hansen | Item 7  |  February 19, 2020

U.S. Census Bureau Timeline

- Reminder Letter
- Reminder Letter & Paper Questionnaire
- Reminder Postcard
- Final Reminder Postcard
- In Person Follow-Up
- Census Day
- Census Day and Community Event
- QAK/QAC Launch Media Availability
- Be Counted Events

Toolkit Resources

- Social media posts
- Fliers
- Posters
- Graphics
- Speaking points
- Messaging to combat misinformation

Questions?

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Associate Public Information Officer, SANDAG
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lindsey.hansen@sandag.org
<table>
<thead>
<tr>
<th>RECENT ACTIVITIES (completed following previous Working Group meeting)</th>
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<tbody>
<tr>
<td><strong>Activity</strong></td>
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<tr>
<td>Triton Community Initiatives Launch</td>
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<tr>
<td>“Learn and Serve: Everyone Counts – The Census”</td>
</tr>
<tr>
<td>“Winter Wellness Symposium”</td>
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<table>
<thead>
<tr>
<th>UPCOMING ACTIVITIES</th>
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<tr>
<td><strong>Activity</strong></td>
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<tr>
<td>“Census at the Centers”</td>
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<tr>
<td>Census Tabling at UC San Diego Farmer’s Market</td>
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<tr>
<td>“Panel &amp; Discussion: Census 2020 – Why U Count! Importance of Being Counted &amp; Debunking Myths”</td>
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</tbody>
</table>