

# CALIFORNIA CALLS

an alliance to renew the dream



### San Francisco Rising

- Causa Justa::Just Cause (C.JJC)
- Chinese Progressive Association (CPA)
- Coleman Advocates for Children and Youth
- Filipino Community Center (FCC)
- Mujeres Unidas y Activas (MUA)
- People Organizing to Demand Environmental and Economic Rights (PODER)
- San Francisco Day Labor Program / La Colectiva de Mujeres
- South of Market Community Action Network (SOMCAN)



### Oakland Rising

- Asian Pacific Environmental Network (APEN)
- Causa Justa::Just Cause (C.JJC)
- East Bay Alliance for a Sustainable Economy (EBASE)
- Ella Baker Center



# African American Civic Engagement Project



# **Program Methodology**

## **• Tactics:**

- Door-to-Door
- Phone Banking
- Online Engagement
- Focus Groups

## **• Geographies**

- Phoning: 17 counties
- Canvassing: 4 Counties
- House Meeting: 4 Counties

**Totals Contacts: 13,887**

**Surveys: 10,289**

## Today's Presentation

- Focus on Non-Voters
- Door-to-Door Canvassing
- Geography
  - Contra Costa
  - Los Angeles
  - San Bernardino
  - San Diego
- 597 respondents
- Results as of 9/17/18



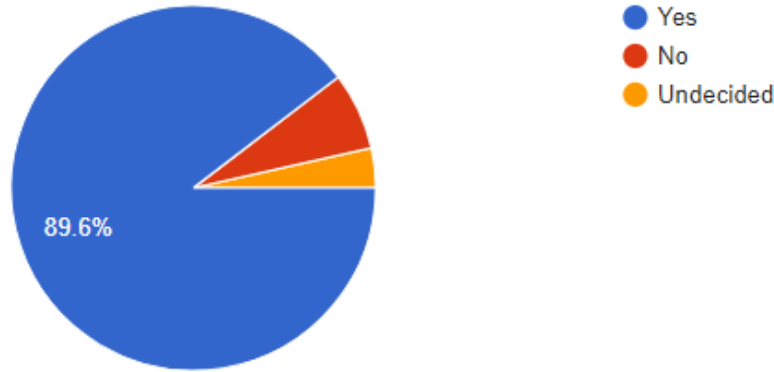
# General Questions

1. Do you think our communities need increased funding and representation?
2. Prior to today, did you know that the census will happen in 2020?
3. If the census were held today, would you fill out the census form?



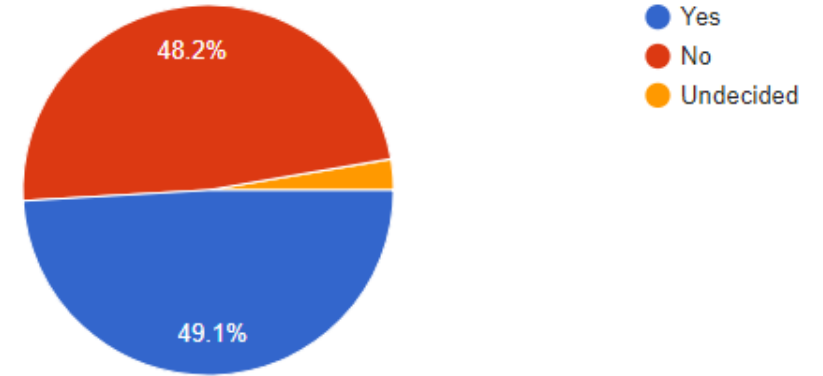
1. Do you think our communities need increased funding and representation?

597 responses



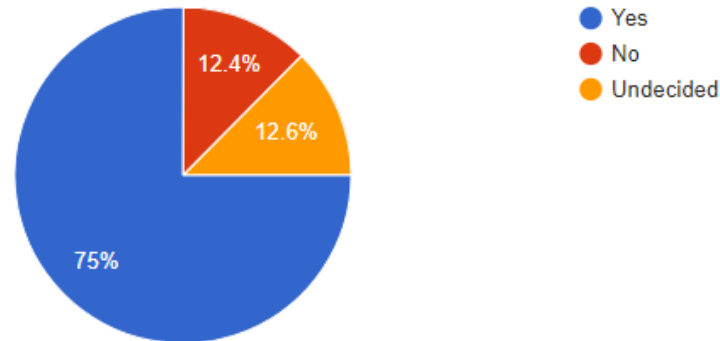
2. Prior to today, did you know that the census will happen in 2020?

597 responses



3. If the census were held today, would you fill out the census form?

597 responses





# Completing a Census Form

1. Do you prefer to fill out paper forms or online forms?
  - Paper
  - Online
  - No Preference
2. When you use the internet, where do you typically use it?
  - Home
  - Work
  - School
  - Library
  - Cell Phone
  - Other

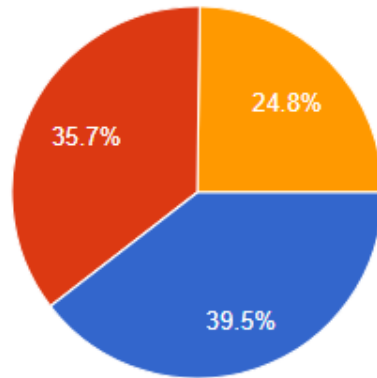


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#### 4. Do you prefer to fill out paper forms or online forms?

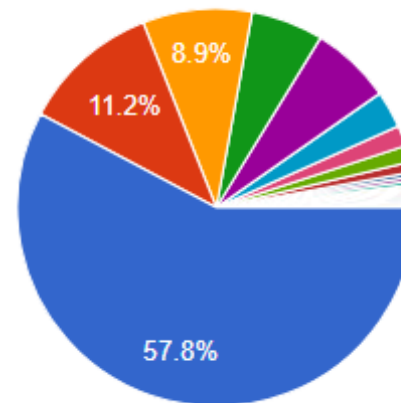
597 responses



- I prefer to fill out PAPER FORMS instead of online forms
- I prefer to fill out ONLINE FORMS instead of paper forms
- I have NO PREFERENCE between completing online or paper forms

#### 5. When you use the internet, where do you typically use it?

597 responses



- Home
  - Work
  - School
  - Public Library
  - Cell Phone
  - Cell phone
  - Phone
  - Cell
- ▲ 1/3 ▼



## **Messengers and Messages**

- Which of the following do you **TRUST MOST** to give you accurate information about the census?
  - Community Organization
  - Friends and Family
  - **FEDERAL** government
  - **STATE** government
  - **CITY / LOCAL** government



## Messengers & Messages

- Which of the following issue is **MOST** important to you and your family?
  - Child Care
  - Health Care
  - Education
  - Transportation
  - Job Training
  - Housing

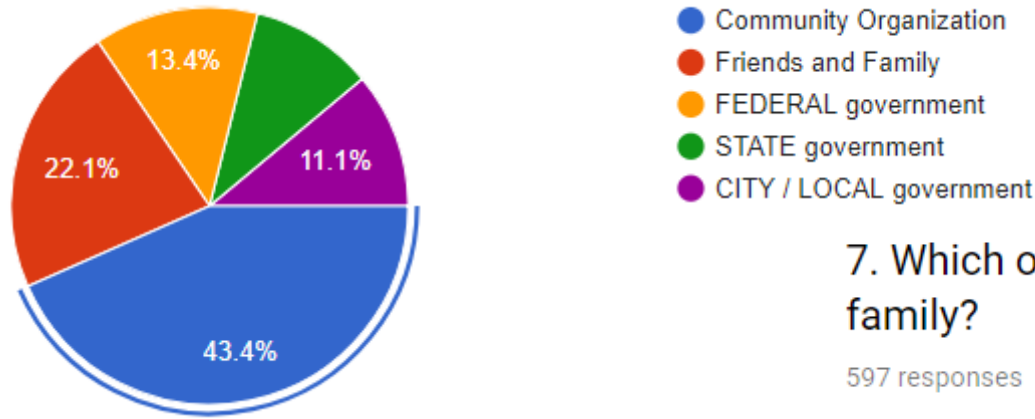


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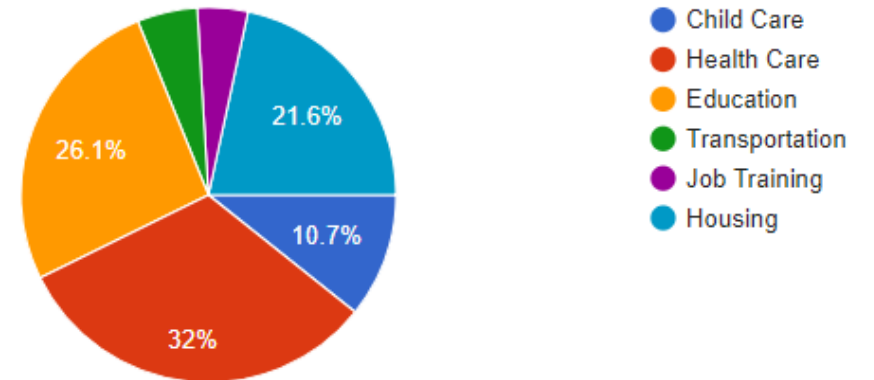
6. Which of the following do you TRUST MOST to give you accurate information about the census?

597 responses



7. Which of the following issue is MOST important to you and your family?

597 responses



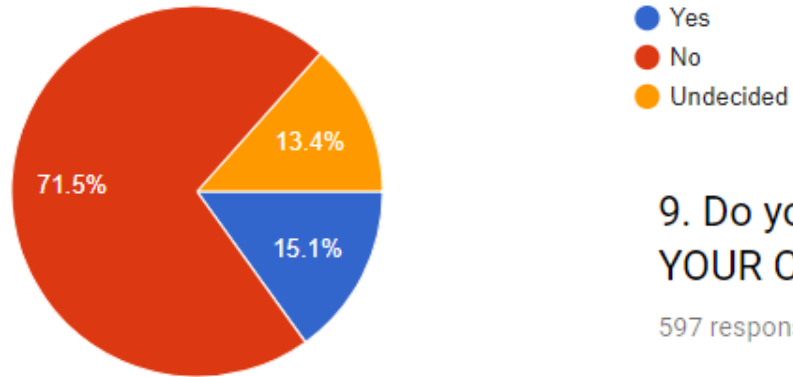
# Fears and Concerns

1. Do you believe that answering your 2020 Census form could harm **YOU PERSONALLY** in any way?
2. Do you believe that answering your 2020 Census form could harm **YOUR COMMUNITY** in any way?



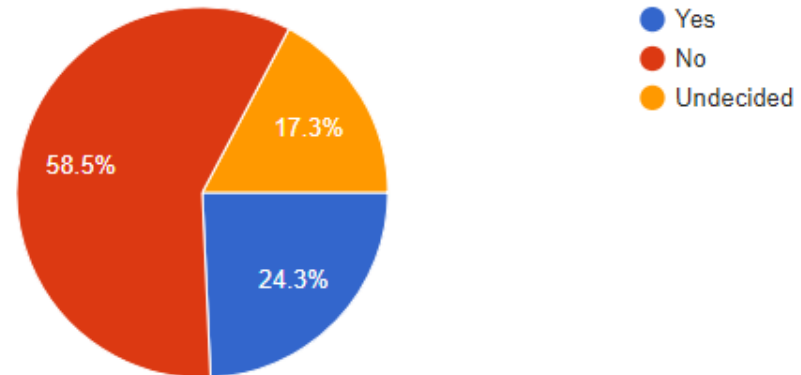
8. Do you believe that answering your 2020 Census form could harm YOU PERSONALLY in any way?

597 responses



9. Do you believe that answering your 2020 Census form could harm YOUR COMMUNITY in any way?

597 responses



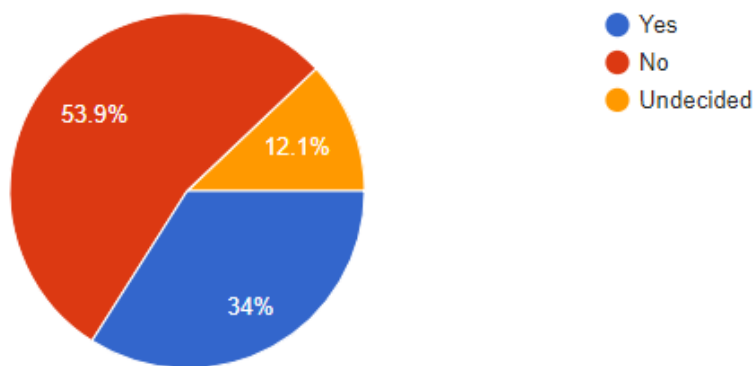
# Citizenship Question

1. Do you support including a question that asks a person to identify their citizenship status on the 2020 Census?
2. Are you concerned that a "citizenship question" could lead to an undercount of California's population?
3. Are you concerned about the citizenship question being used to negatively target Black immigrants, refugees and asylum seekers?



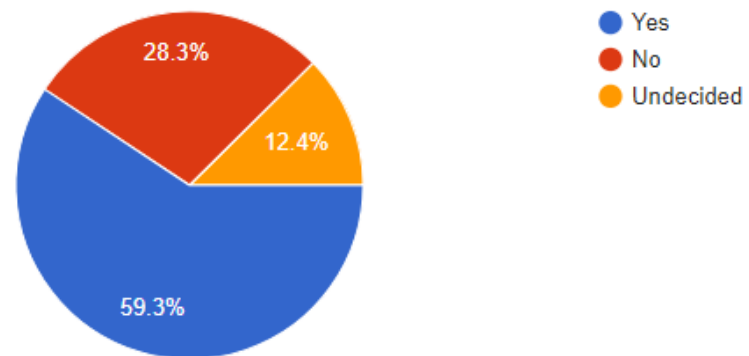
10. Do you support including a question that asks a person to identify their citizenship status on the 2020 Census?

597 responses



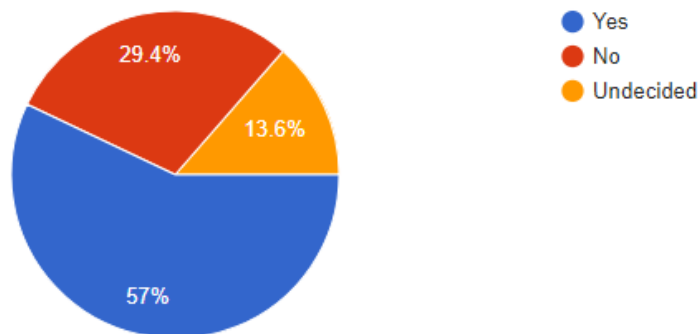
11. Are you concerned that a "citizenship question" could lead to an undercount of California's population?

597 responses



12. Are you concerned about the citizenship question being used to negatively target Black immigrants, refugees and asylum seekers?

589 responses





# **Lessons Learned & Recommendations**

- 1. Need to raise general awareness about the census (esp. young people)**
- 2. Need to ensure black people (esp. older people) know about availability of paper forms**
- 3. Lead with census' implications on health care, education, and housing**
- 4. We need to address concerns and fears**
- 5. Connect citizenship question issue to potential for CA undercount, impact on black immigrants**



# Future Work

- Deeper analysis around differences in geography/region, gender, age, and income
- Analysis of our results from phoning, door-to-door canvassing
- Complete focus group work
- Online engagement: send to email list, social media ads
- Follow-up on Testing in 2019 → focus groups
  - General Awareness
  - Self-response via paper form vs. online
  - Issues that resonate: health care, education, housing
  - Citizenship Question

