California State Funding for Counties and Administrative CBOs for Census 2020: Info and Q&A

December 14, 2018

Presenters
Perla Ni, Founder and CEO at CommunityConnect Labs
Ditas Katague, Director of the California Complete Count Office
Adriana Martinez, Deputy Director of Outreach for the California Complete Count Office
Agenda

- Introductions
- Census Tools and Services
- California Complete Count Office Funding presentation
- Q&A with the California Complete Count Office
Our Speakers

Ditas Katague
Director of the California Complete Count Office

Adriana Martinez
Deputy Director of Outreach for the California Complete Count Office

Perla Ni
Founder and CEO CommunityConnect Labs
CENSUS SOLUTIONS

Tools and Services to Help You Engage Your Hard-To-Count Communities
Canvassing Optimizer

Problem
CBOs and local governments need accurate data to coordinate canvassing efforts, but existing tools are hard to use and don’t provide consistent data.

Solution
Canvassers can easily record their activities and administrators can track real-time canvassing progress.
Canvassing Optimizer

Benefits

- **Coordination**: Provides real-time data on areas being canvassed and who is canvassing
- **Reporting**: Provides data that can be segmented by area, nonprofit, dates, etc.
- **Easy to use**: No need for canvassers to download an app
- **Accessible**: Available in multiple languages for Spanish-, Vietnamese-, and Chinese-speaking canvassers
- Sends outcome data directly to SwORD for reporting
How It Works

1. Canvassers mark households that they visited on their mobile phone.

2. Canvassers add info such as not home; left info; self-reported

3. Data visualizations will enable administrators to see when and where doors were knocked and by which organizations and generate reports.
Community Motivator

Problem
Hard-to-count communities need several follow-ups, encouragement, and reminders to motivate them to participate in the Census.

Solution
Nonprofits can quickly and automatically follow up with contacts multiple times over the course of the Census. Nonprofits can send automated, follow-up campaign with timed messages from a Census content library.
Community Motivator

Benefits

• **Easily follow up:** Launch a follow-up campaign with nudges, reminders, and help options to a list of contacts
• **Simplifies content creation:** Nonprofits can select from library of curated, content templates in multiple languages
• **Reporting:** Administrators can get live data such as how many people are receiving follow-up campaigns
• **Easily allows people to schedule in-person help or find local events for help**
How It Works

1. Upload phone number contacts or provide opt-in number at an event, meeting, etc.

2. Select personalization features: Content can automatically be personalized by language, location, and common communication channels (SMS, Facebook, or WhatsApp).

3. Select interactive features: Respondents can easily request and schedule in-person Census help.

4. Campaign content is synced with timeline of educational and interactive content.
Field Staff Recruiter

**Problem**
Census will struggle to hire enough field staff due to a cumbersome online application, a short application window, a long waiting period, a tight job market, and lack of targeted outreach to hard-to-count communities.

**Solution**
County and city governments, as well as nonprofits, can source a pipeline of eligible candidates and ensure that strong, local candidates remain engaged through the process.
Field Staff Recruiter

Benefits

- Build a pipeline of local candidates with language skills
- Keep qualified candidates engaged and motivated
- Enable viral sharing of enumerator opportunity
- **Reporting:** Administrators can see progress of recruitment efforts on live dashboards so as to better coordinate sourcing efforts
How It Works

1. Easily enable people to opt-in to receive job info from caseworkers, events, etc.

2. Recipients will automatically receive a series of informational messages about the job.

3. Recipients can get automatically pre-screened for eligibility.

4. The campaign automatically provides nudges and reminders to complete the application, as well as links to resources such as instructional videos or practice assessments.

5. Data dashboard tracks and keeps interested candidates engaged through the long waiting period.

6. Share with a friend: Candidates can virally share the opportunity with other community members to further build pipeline.
Help Desk

Problem
Hard-to-count communities are likely to have questions about the Census or need help to fill it out

Solution
Provide a resource that can help find the nearest in-person assistance center, or can provide automated answers quickly and confidentially
Help Desk

Benefits

Automated Help:
• Removes staffing burden on city, county or nonprofits
• Available 24/7
• Accessible in multiple languages
• Reporting: Administrators can get live data, such as what questions people have asked

Find In-Person Assistance Center:
• Get links to map and directions to locations closest to your ZIP code
• Get info on hours open and languages spoken
• Get reminders and other help options
• Reporting: Administrators can get live data, such as how many people were referred and to which assistance centers
How It Works

1. Send a text to a number or mobile messaging app if you need help.

2. For in-person assistance, provide your ZIP code and get info on the nearest in-person assistance location with hours, languages provided, map, directions, and reminders.

3. For automated answers, simply type your question and the chatbot will automatically answer routine questions, 24/7. Answers (when possible) will be linked to official Census FAQs and instructions.
Misinformation Reporter

**Problem**
Intentional misinformation campaigns directed to hard-to-count communities will discourage people from completing the Census.

**Solution**
Enable communities to easily, quickly, and confidentially report misinformation or other problems with the Census to one another.
Misinformation Reporter

Benefits

• Easily allows people to report misinformation about the Census or other problems on the ground
• Accessible in multiple languages
• Available 24/7
• Administrators are immediately notified of reports about intentional misinformation campaigns
How It Works - Individuals

To report misinformation or other problems with the Census, send a text to a phone number, to a FB page, or call and receive Interactive Voice Response (IVR)

1. What you heard
2. When you heard about it
3. Who or what the source was
4. A screenshot (if via text) or description or the misinformation
5. An option to submit a URL (if via text)
6. An option to provide a transcription through an automated service (if via IVR)

Provide your contact info and permission to follow up if more information is needed
How It Works - Administrators

1. Log in to secure platform and see incidents reported
2. Get email notifications with the information as well as the attachments, links, or audio transcription
3. Assign different incident tickets to different agents to review
4. Easily download data and images
5. Quickly review overall incident reports on your dashboard or generate custom reporting through our API
Services
GIS Planning and Technical Support Services

CommunityConnect Labs will provide GIS consultants to help ACBOs use California's ESRI platform for planning and reporting.
State of California
Census 2020

Ditas Katague, Director
Adriana Martinez, Deputy Director, Outreach and Tribal Liaison
California Complete Count Office

California State Funding for Counties and Administrative ACBOs for Census 2020
Friday, December 14, 2018
11-12 pm Pacific | 2-3pm Eastern
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.
Challenges and Opportunities

• First Digital Census - Online Self Response
• Federal Funding, Priorities and Federal Climate Shift
• Diverse Population - Hard to Count & Low Responding
• Engaged Foundations & Local Jurisdictions
We Know What’s at Stake for CA

POWER!
Congressional Representation, Reapportionment and Redistricting

MONEY!
Over $675 BILLION annually

• 1990 undercount was estimated to cost California one additional congressional seat and $2.2B in federal funding
• California receives $BILLIONS each year for schools, crime prevention, healthcare and transportation
Census 2020 Roles

- United States Census Bureau
- State of California
- Local Government
  - Local Complete Count Committees
    - Formed at the local and community levels
    - Established by county and city governments, community leaders, and volunteers
    - Plan and execute local/regional outreach plans
- Tribal Government
- Administrative CBOs
  - Smaller CBOs
- Media
California Complete Count Overview

- Statewide Regional Readiness/Needs Assessment
- Local Complete Count Committees
- Community & Faith Based Outreach – “Trusted Messengers”
- School Based Curriculum Pilots
- State Agency Working Group (SAWG)
- Media Campaign
Critical Success Factors for 2020

✓ Understanding the new and challenging environment
✓ Convener, collaborator, coordinator
✓ Consultant and advisory role to the U.S. Census Bureau
✓ Coordination and integration of outreach efforts at the state, local, and federal levels
✓ Leverage existing outreach opportunities
✓ Full commitment of all partners to bring the resources they have to ensure California has a complete count
✓ Accountability and performance measures for outreach and communications/media partners
✓ Inter-sectoral collaborations and partnerships
WHY PARTNER?

Increase participation

Raise awareness to ensure that your constituents, customers and stakeholders are represented in the Census 2020 count!
## Collaboration and Partnerships Across Sectors

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California has 10 of the top 50 Hard-to-Count counties in the nation, including the number 1 Hardest-to-Count County:

Los Angeles
Map based on California HTC Index

The map is shaded based on the California Hard-to-Count Index
California
Hard to Reach and
Hard to Count

- Latinos
- African Americans
- Asian Americans/Pacific Islanders
- Native Americans and Tribal
- Middle Eastern/Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency
Reaching Target Audiences Through “Trusted Messengers”

- The 2000 Complete Count Campaign was the first to engage in grassroots outreach through direct contacts with residents and communities - “Trusted Messengers”.
- With more time but fewer resources, the 2010 effort relied even more on “trusted messengers.”
- Trusted messengers are people the HTC consider credible and reliable sources.
- Trusted messengers have existing relationships with the HTC and they have earned credibility in the community.
- A trusted messenger understands their community and knows what messages will resonate.
California’s Census 2020
10 Regions
State Funding

- $90.3M for statewide outreach
Key Funding Distribution Dates

- 11/9/18 - Documents describing the State’s funding methodology, solicitation documents, timelines and resources were posted to census.ca.gov
- 11/9/2018 - County funding letters were distributed
- 11/30/2018 - Tribal funding agreement letters were distributed
- 12/14/18 – State releases regional ACBO RFP
- 1/04/19 – State releases statewide ACBO RFP
- 1/19 – State releases media RFP
Funding Timeline

**Counties**
- 11/8: State posts funding strategy
- 11/9: State sends letters for opt in/out of state funding
- 2/9: Deadline for opt in/out with Board Resolution
- 3/19: Submit Strategic Plan
- 4/1: Submit 1st Quarterly Report
- 7/1: Submit 2nd Quarterly Report
- 9/30: File Implementation Plan
- 2/15: File Non-Responsive Follow-Up Implementation Plan
- 12/30: File Final Report

**Tribal Funding Agreements**
- 11/30: State releases funding guidelines
- 11/30: Deadline for applying for funding

**Administrative Community Based Organizations**
- 11/8: State posts funding strategy
- 12/14: State releases Regional RFP
- 1/4: Regional RFP Notification of Awards
- 1/31: Regional RFP Deadline
- 2/21: File 1st Quarterly Report
- 7/1: File 2nd Quarterly Report
- 9/30: File Implementation Plan
- 10/30: File Non-Responsive Follow-Up Implementation Plan
- 2/15: File Final Report

**Paid Media**
- 11/8: State posts funding strategy
- January: State releases RFP
- June: State begins contract payments
- December: File 2nd Quarterly Report
- March: File 3rd Quarterly Report

**US Census Bureau Timeline**
- January - March: Open 40 area Census Offices
- 8/19: Conduct in-field address canvassing
- June - September: Open remaining 208 Census Offices
- March: Internet self-response begins
- May: Non-Responsive Follow Up begins
- Complete Redistricting Summary
Census 2020 Funding Allocations

- County and Tribal Outreach, $30,000,000, 33%
- Community Outreach (ACBO/CBO), $30,000,000, 33%
- Paid Media Campaign, $17,500,000, 20%
- Schools Outreach, $1,000,000, 1%
- Contingency/Emergency, $1,000,000, 1%
- California Complete Count, $- , 0%
- Complete Count Office Admin, $9,300,000, 10%
- State Agency Outreach, $500,000, 1%
- Sector Outreach, $1,000,000, 1%
## County Contract Amounts

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**Total** $26,683,500
Community Outreach

- Statewide CBOs, $4,050,000, 13%
- Region 1 ACBO, $1,296,675, 4%
- Region 2 ACBO, $266,220, 1%
- Region 3 ACBO, $2,813,670, 9%
- Region 4 ACBO, $1,119,960, 4%
- Region 5 ACBO, $1,115,370, 4%
- Region 6 ACBO, $2,382,210, 8%
- Region 7 ACBO, $2,425,815, 8%
- Region 8 ACBO, $8,461,665, 28%
- Region 9 ACBO, $1,402,245, 5%
- Region 10 ACBO, $1,666,170, 6%
- State Program Expenditures, $3,000,000, 10%
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**Total HTC %:** 5.65%  
**Funding Amt:** $1,296,675

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**Total HTC %:** 10.38%  
**Funding Amt:** $2,382,210

**Total HTC %:** 10.57%  
**Funding Amt:** $2,425,815

**Total HTC %:** 36.87%  
**Funding Amt:** $8,461,665

**Total HTC %:** 6.11%  
**Funding Amt:** $1,402,245

**Total HTC %:** 7.26%  
**Funding Amt:** $1,666,170
Census 2020 Funding Documents Available Online

- Identifying California’s Hard-to-Count in Census 2020
- Program Funding Overview and Pie Chart
- Community Outreach Funding Allocations and Pie Chart
- ACBO Regional Funding Allocations
- County Contract Amounts
- City Share of HTC
- Methodology for Calculating City Percentages of County Hardest-to-Count
- Tribal Government Grant Availability
- Census 2020 Regions Map
- Funding Timeline
- Census 2020 Funding FAQs
RFPs will be posted on the California eProcure website

caleprocure.ca.gov
Sign Up for our Mailing List!

Census.ca.gov
Shared Toolkits and Resources
Where are the Hard-to-Count?

Interactive Map

The interactive map shows California census tracts and block groups shaded by their Low Response Score, a U.S. Census Bureau hard-to-count metric.

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

YouTube Demo
Shared Resources on our Website!
California Complete Count

400 R Street, Suite 359
Sacramento, CA 95811
Phone: (916) 852-2020
Web: Census.ca.gov
Email: info@census.ca.gov
CENSUS FUNDING FOR CALIFORNIA COUNTIES & CBOs:

Q&A

Ditas Katague
Director,
California Complete Count Office

Adriana Martinez
Deputy Director of Outreach,
California Complete Count Office
Will CBOs targeting communities broadly captured by statewide ACBOs be able to access regional ACBO funds?
Can a CBO serve as an ACBO in multiple regions?
Can a CBO without independent 501(c)3 status, working through a fiscal sponsor, serve as an ACBO?
Can a CBO be funded in multiple counties?
Will grant recipients be able to amend deliverables or project budget if they run into challenges as the year progresses?
Will CBOs receiving funds from a statewide or regional ACBO be able to re-grant those funds?
Once state and regional ACBOs are identified, will they or the county be making the final decision regarding the distribution of funds to CBOs?
Does the RFP response require funding programs and partnerships to already be in place at the time of application?
Will the state require ACBOs to use formulas to determine the amounts allocated to targeted hard-to-count populations?
When reporting quantitative data, what types of supporting documentation will ACBOs or counties need to submit as part of the reporting requirements?
When is the deadline for counties to distribute funds to cities? When is the deadline for ACBOs to distribute funds to CBOs?
How will ACBO funding be distributed within each region when each region has multiple counties?
Q&A

For counties that do not accept their funding allocation, what is the timeline for the regional COG to claim it instead?
Are there any shared resources that the state will be providing?
For what types of activities can California-based nonprofits request funding from counties?
After we read the RFP tonight, where do we send additional questions?
Thank you!

www.censusoutreach.org | https://census.ca.gov/resources/