

# California Complete Count – Census 2020

## Marin County Census 2020 Forum

September 19, 2019



BE COUNTED, CALIFORNIA!



# Welcome

# Goal & Mission

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## U.S. Census Bureau

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

## California Complete Count

Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

# The Separation of Roles

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## U.S. Census Bureau

- Canvasses and counts everyone living in the U.S.
- Ensures outreach and media campaigns inform everyone in the U.S.

## California Complete Count – Census 2020

- Helps get the word out to the hardest-to-count Californians
- Ensures grassroots culturally appropriate outreach and multicultural, in-language media efforts in California



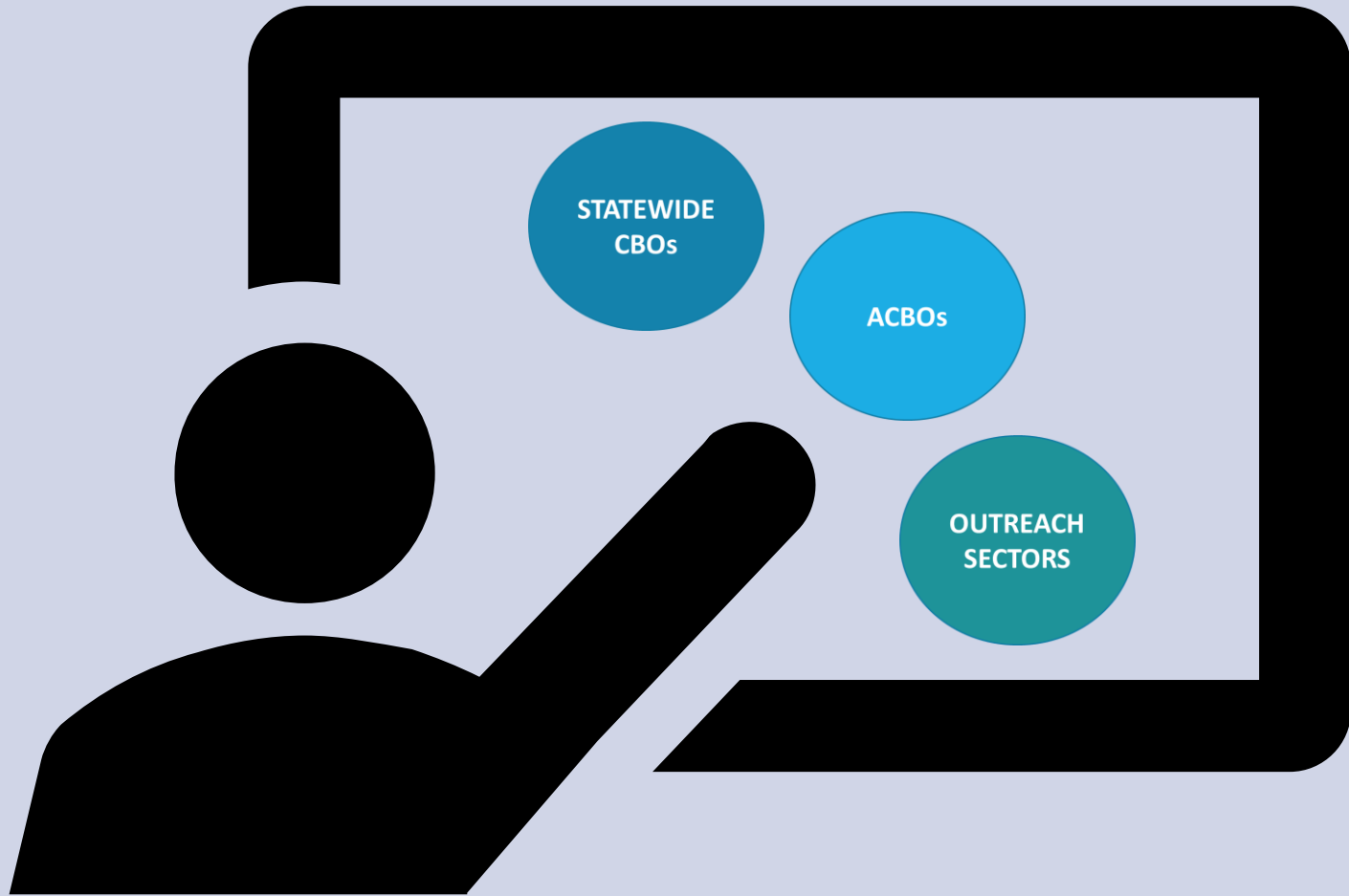
# Funding Strategy

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**Goal is to maximize resources on the ground, which will:**

- Build a strong base of trusted community voices
- Allow for increased in-person impressions in hard-to-count communities
- Facilitate culturally appropriate engagement within hard-to-count communities
- Break down language access barriers for non-English speaking populations
- Help combat disinformation campaigns
- Create a nimble program that allows for rapid responses and deployment of resources





# Partner Resources – Marin County

# Statewide CBOs

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**ADVANCING JUSTICE –  
LA | ALC**

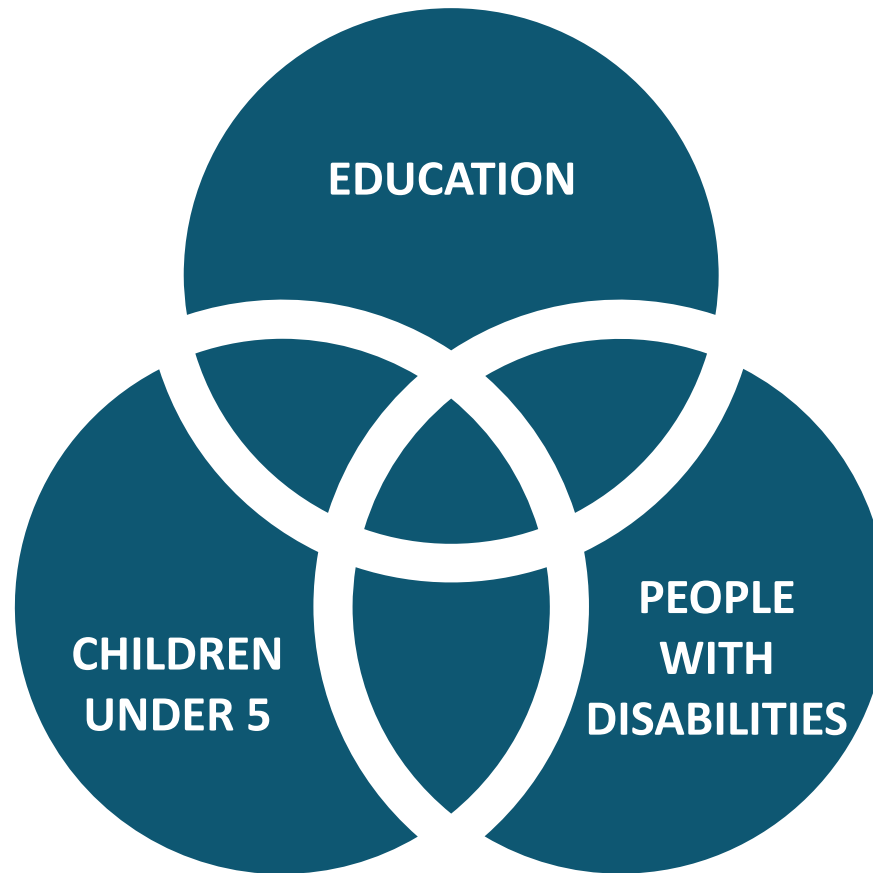
**CALIFORNIA PRIMARY CARE  
ASSOCIATION**

**LATINO COMMUNITY  
FOUNDATION**

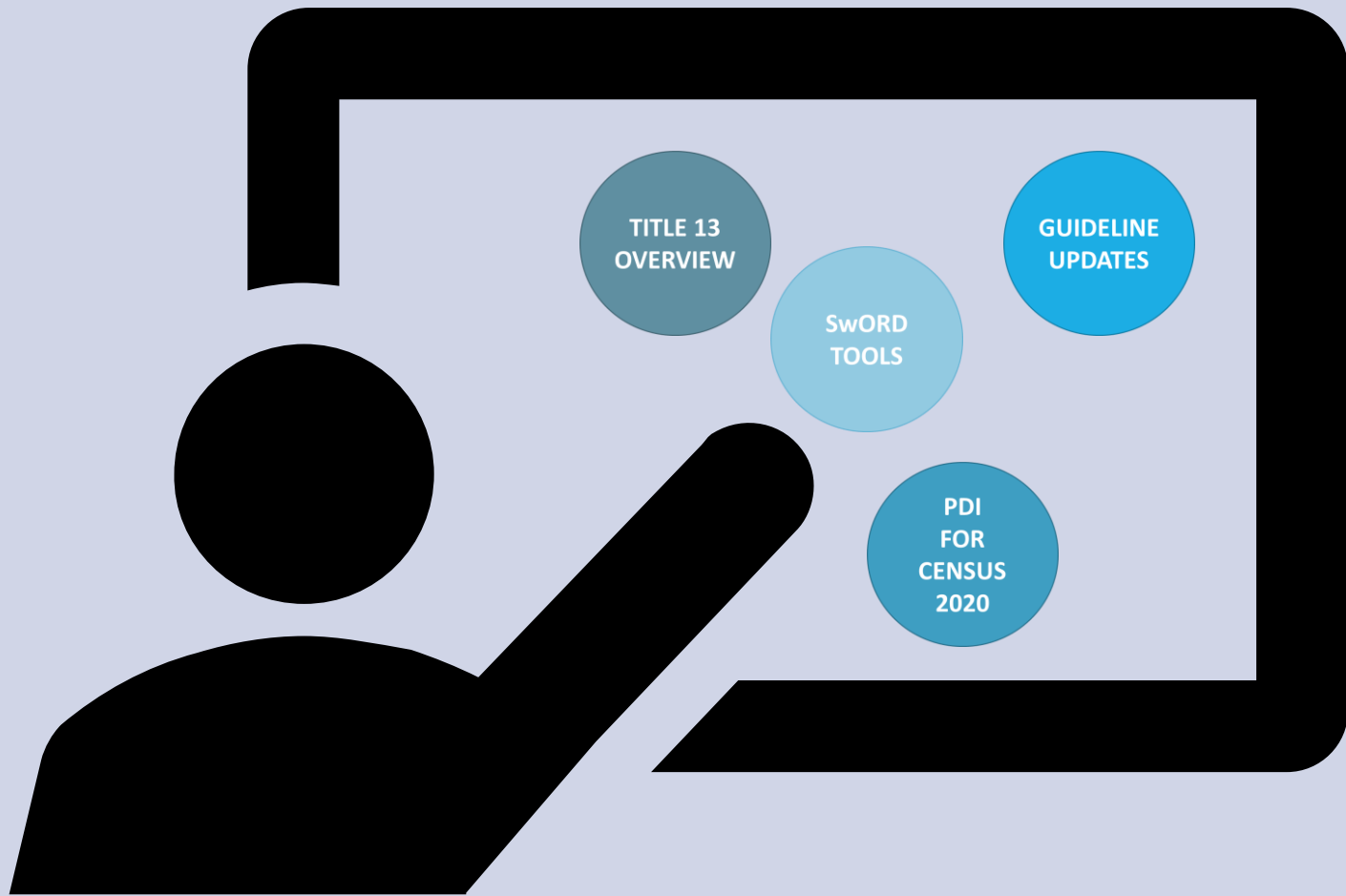
**CALIFORNIA CALLS  
("THE HUB")**

# Outreach Sectors

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# Partner Updates – Marin County

# Confidentiality – Title 13 Recap

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**The United States Census Bureau (USCB) is required by law to protect and keep confidential any personal information collected**

**The USCB is bound by Title 13 of the United States Code – these laws have strong protections for USCB-collected information**

**Answers cannot be used for law enforcement purposes or to determine personal eligibility for government benefits**

**Personal information cannot be used against respondents for the purposes of immigration enforcement**

**USCB employees are sworn to protect confidentiality for life**

# Guideline Updates

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**COMING SOON...**



**CANVASSING**



**QACs | QAKs**

# PDI for Census | Approach

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**SUPPORTS A  
SIMPLIFIED AND  
CONSISTENT MESSAGE  
TO PROMOTE CENSUS**



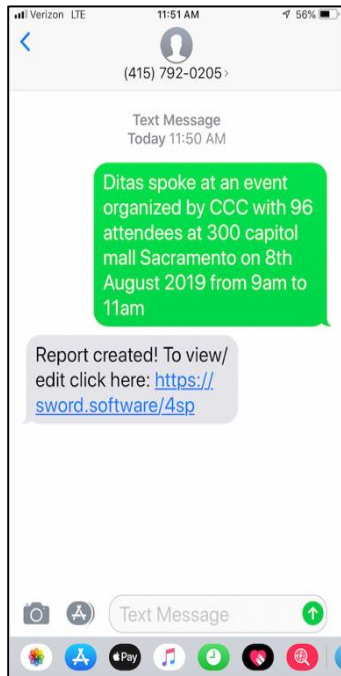
**ANTICIPATING LEVELS OF  
PARTICIPATION AT THE  
NEIGHBORHOOD LEVEL  
AND IDENTIFYING  
AREAS OF CONCERN**



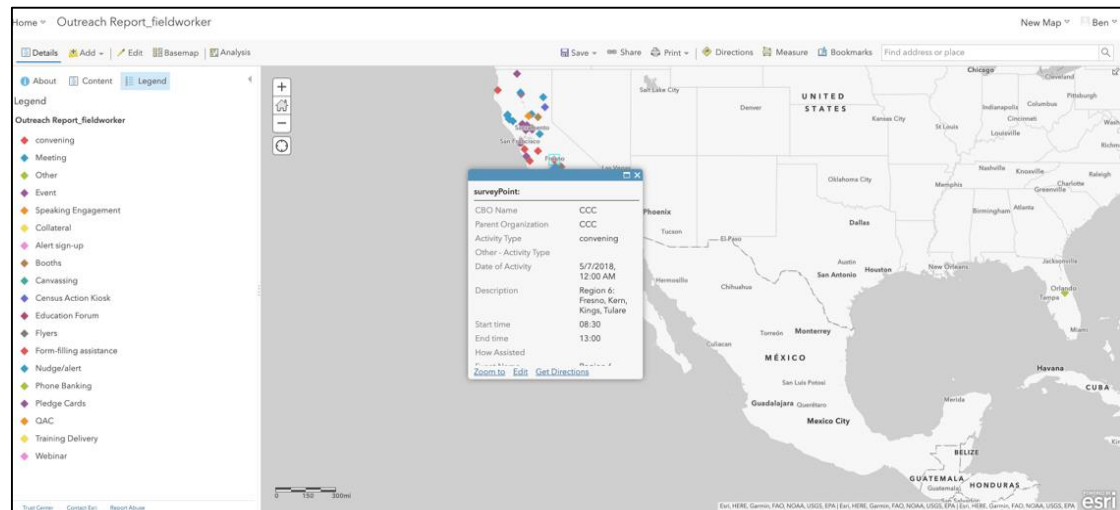
**“PDI FOR CENSUS” APP  
WILL BE AVAILABLE IN  
THE APP STORE /  
GOOGLE PLAY STORE  
TO APPROVED USERS**

# SwORD SMS/Text Outreach Reporting

**Simplified, faster reporting for partners & increased probability of SwORD receiving data with SMS/Text message reporting of outreach activities.**



- ❑ Users text a number with their report
- ❑ Text interpreted by Artificial Intelligence and automatically added to SwORD
- ❑ Users can add more details to report later via web form link



# SwORD Chatbot



About

Comm

Ask CA Census 2020

Ask Random Most Popular All Questions

You when's census day

**CA Census 2020**  
On **April 1, 2020**: Census Day is observed nationwide. By this date, households will receive an invitation to participate in the 2020 Census. You will then have three options for responding: online, by mail, or by phone.

**CA Census 2020**  
If that didn't answer your question, this suggestion may be helpful: 👍👎

When is the last day to submit my Census form/Census timelines?

Type or select your question here

SEND

Alexan Innovation Technology | Get this Chatbot for free!

- Currently **149 Answers** matched to over **2,800 Example Questions\***  
\*Questions data grows continually with use.
- Using **Real User Questions** to drive future content creation
- Available on [census.ca.gov](https://census.ca.gov)\***  
\*Located in bottom left on Home web page.
- Organizations can request** for use on their web pages
- Smarter:** Recommends alternatives if it is not completely sure about the intention of your question
- Statewide-service **Available to All Partners** at no additional cost to them



BE COUNTED, CALIFORNIA!

Thank You

