

# 2020 Census Complete Count Strategic Plan

Information	
<b>County</b>	San Diego
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<b>Contact person</b>	Darlanne Hoctor Mulmat
<b>Telephone</b>	(619) 699-7326
<b>Email</b>	<a href="mailto:darlanne.mulmat@sandag.org">darlanne.mulmat@sandag.org</a>
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## 1.1 Outreach Plan

For more than 200 years, the U.S. Census Bureau has endeavored to count every resident in the nation to determine the number of seats each state has in the U.S. House of Representatives and distribute federal funding to local communities (e.g., Head Start programs, public transportation, road rehabilitation and construction). In support of this effort, the California Legislature has appropriated \$26.5 million for California counties to conduct outreach for the 2020 Census to ensure that every resident is counted once, only once, and in the right place.

Serving as the State-designated Regional Census Data Center for San Diego since the late 1970s, the San Diego Association of Governments (SANDAG) is actively supporting the Census Bureau and member agencies in preparing for the 2020 Census. With a goal to achieve a complete count of all residents in the San Diego region, SANDAG will coordinate local outreach efforts throughout the San Diego region and administer \$1,565,350 in grant funding from the state to support a grassroots approach to reaching communities least likely to self-respond to the 2020 Census (i.e., complete the Census upon receiving an initial invitation). Historically, these “hard to count communities” have primarily included, but are not limited to:

- People without broadband internet access
- Children under the age of 5
- Individuals with limited English proficiency

There are four primary organizations actively working in the San Diego region to support and encourage a complete count of every resident:

1. The U.S. Census Bureau conducts the count by administering the survey, following up door-to-door at residences that do not self-respond, and deploying a media campaign to publicize the Census process that asks residents to electronically submit their responses after receiving a postcard in the mail specifying a link and user ID.
2. The California Complete Count Office provides funding as appropriated by the State legislature for outreach. Funding is allocated to local governments through SANDAG and to community-based organizations through the United Way, as explained below.
3. SANDAG serves as the fiscal agent for funding from the State and coordinates outreach by the local governments.
4. The United Way (the Administrative Community-Based Organization, or ACBO) administers funding for grassroots outreach by convening Count Me 2020, a coalition comprised of over 100 community-based organization and civic groups (see Appendix A for a list of partners as of July 16, 2019).

This strategic plan is being developed to guide local government efforts to reach people in the San Diego region who are least likely to respond to the 2020 Census. This document outlines specific strategies, tactics, and timeline(s) – and describes the specific partnership(s) and how resources will be leveraged – to achieve the highest self-response rate on the Census 2020 questionnaire. It involves close coordination with the Count Me 2020 coalition. While this plan focuses on the efforts led by SANDAG with the local jurisdictions, the collaborative relationship between the ACBO and SANDAG is viewed as a single effort. In addition, there continues to be close coordination with the California Complete Count Office and the U.S. Census Bureau. More details will be provided through the Implementation Plan, which will be completed by the end of September.

The plan includes an “air” and “on the ground” communications campaign involving trusted messengers<sup>1</sup>, which will begin with an umbrella strategy to reach all residents, followed by an emphasis on hard to count populations.

The process will be guided by the SANDAG 2020 Census Complete Count (CCC) Stakeholder Working Group, providing high level oversight of outreach to ensure that duplication is avoided, and any gaps are addressed. In addition, members will encourage participation the 2020 Census, serving as ambassadors. Through regular meetings, they will provide input

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<sup>1</sup> Trusted messengers frequently work with and understand how to successfully engage community members. Trusted messengers are often representatives from community-based organizations.

on the strategic and implementation plans, recommend approve for funding allocations, receive news and updates, and monitor outreach progress. This working group will be supported by subcommittees to get the work done. All the work will be completed in close collaboration with the ACBO. See Figures 1 and 2 for the organizational charts.

**Goal:** While the Census response rate in the San Diego region was 78 percent in 2000, it dropped to 72 percent in 2010. The goal of this outreach program is to combat this downward trend, surpass the 2010 rate, and reach the 2000 level or better.

## **1.2 Approach**

The Statewide Outreach and Rapid Deployment (SwORD) mapping tool developed by the California Complete Count Office was used to identify the areas and populations least likely to respond to the 2020 Census. The tool includes a hard to count (HTC) index modeled on the U.S. Census Bureau's hard to count score of past censuses and includes 14 demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate (i.e., count). This index helps to identify areas with high concentrations of the people who are least likely to respond to the Census. An HTC index of 37 served as the minimum threshold for Census tracts or block groups requiring outreach. This level was chosen because it is the average statewide.

The region's 18 cities, along with the County of San Diego, (which are all SANDAG member agencies) have participated in the creation of this strategic plan and have been invited to assist in implementing the outreach. The ACBO also has supported strategic plan development to ensure alignment with the efforts of the Count Me 2020 Coalition.

Outreach will be deployed in three phases, consistent with the recommendations of the California Complete Count Office and the U.S. Census Bureau: Educate, Motivate, and Activate. Specific details regarding activities in each phase by will be coordinated through the SANDAG 2020 CCC Stakeholder Working Group and subcommittees. The lists below reflect some of the possible activities the Working Group may choose to deploy. Much of the strategy can be completed through existing resources within the local governments. Activities involving State funding are noted in italics and summarized in Table 1. Additional information regarding the media strategy can be found in Appendix B.

**Educate (October – December 2019):** The public education phase will raise awareness that the 2020 Census is happening and convey the importance of participating. Activities that may occur during this phase include the following.

- **Promote Census Job Openings**

- Publicize available Census jobs to assist with the 2020 Census count (e.g., census takers or enumerators).
- Promote Census job openings through local workforce development agencies and community colleges. These groups will be asked to identify viable candidates and provide application assistance.

- **Amplify Census Messaging**

- Remind constituents why participation in the 2020 Census is important during presentations by elected officials, as well as in newsletters and other communications.
- Include Census messages during community celebrations, festivals, and events (e.g., parades, fairs, festivals, and other gatherings).
- Spread Census information through community centers (e.g., Boys and Girls Clubs, YMCA, churches, etc.), community block grant recipients, community collaboratives, social service agencies, etc.
- Share Census messages in San Diego County Office of Education (SDCOE) channels, such as newsletters, social media, and the SDCOE website.
- Targeted efforts by libraries among hard to count populations to encourage Census participation as part of their regular operations.
- The County of San Diego is committed to promoting an accurate Census count and is considering the following outreach strategies, especially among the hard to count communities of the unincorporated areas of the region.

- Targeted messaging in existing County-controlled media channels such as publications, newsletters, social media or other customer communications.
  - Encourage existing *Live Well San Diego* partners to engage in the Census effort.
  - Place signage in County offices, community centers, family resource centers, and animal shelters. *The budget includes funds to support the production of signage.*
  - Provide Census information to County staff who interact with HTC populations in their regular duties.
  - Partner with the San Diego Housing Commission and other trusted organizations to include signage about the Census and messaging in regular communication channels. *The budget includes funds to support the production of signage.*
  - Solicit support from developers, the Housing Federation, and property owners to broadcast Census messages.
  - Reach out to mobile home parks through mailings regularly sent to residents (e.g., when administrative fees are due).
- **Teach Students About the Census**
    - Work with pre-schools, K-12, and colleges to incorporate “Statistics in Schools” curricula and send messages home.
    - Share the California Schools-based Communication Outreach Toolkit resources in multiple languages through the 42 local school districts and the SDCOE.
    - Provide training in San Diego County for history and social studies teachers through the SDCOE on the “Census 2020 Count Me In: Taking Informed Action Today” and “Census 2020 Count Me In: A Historical Perspective” curricula for grades 5, 8, 11, and 12.
    - Promote a window poster contest in the schools; ask local businesses to display posters. Incorporate these activities into after school and park and recreation programs.
- **Educate staff**
    - Provide training on how to encourage participation in the 2020 Census, aligned with training provided through the ACBO to ensure consistency.
    - Promote ACBO trainings to reach as many organizations as possible.
- **Develop an ambassador program**
    - Solicit volunteers in the community that are passionate about having an accurate 2020 Census count, active in their community and local organizations, and excited to engage others with information about the Census, similar to the [program in Virginia](#)<sup>2</sup>.
    - The budget includes funds to support the coordination of this program that will continue through the motivate and activate phases.

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<sup>2</sup> [commonwealth.virginia.gov/advisory-boards/virginia-complete-count-commission/ways-to-engage/](https://commonwealth.virginia.gov/advisory-boards/virginia-complete-count-commission/ways-to-engage/)

**Motivate (January - February 2020):** In early 2020, outreach will focus on motivating participation in the Census overall and particularly in HTC communities and may include the following. These activities will be closely coordinated with the ACBO to ensure cohesive messaging and avoid duplication.

- Continue amplifying the message and teaching students about the Census, as described in the education phase.
- Include alerts and reminders in public agency notices, mailers, inserts, utility and other bills, signage, newsletters, website pages (including link to the Count Me 2020 website and the Census 2020 home page), social media<sup>3</sup>, etc. This strategy is intended to reach all residents, including HTC populations.
- Targeted efforts by libraries among HTC populations to encourage 2020 Census participation as part of their regular operations.
- Use postage meters to stamp Census messages on outgoing public agency mail.
- Hold special events and town halls focusing on the 2020 Census. *The budget includes funds to support these events held exclusively for Census outreach, including incentives to increase attendance (e.g., refreshments, promotional materials, activities for kids, items to create a fun and inviting atmosphere, etc.).*
- Hold events at affordable housing properties. *The budget includes funds to support these events.*

**Activate (March – April 2020):** As Census postcards are scheduled to arrive from the U.S. Census Bureau in March 2020<sup>4</sup>, the activation phase will focus on self-response. Similar to the motivation phase, these activities will be closely coordinated with the ACBO and may include the following.

- Hold ceremonial kick-off and media event to publicize the delivery of Census materials. *The budget includes funds to support these kick-off events (including incentives to increase attendance), which will be held in collaboration with the Count Me 2020 Coalition.*
- Have a “Census Marathon” on public access stations or via social media channels (e.g., live Twitter chat on the Count Me 2020 webpages) where people can call in or comment with questions about the Census and get help filling out their form. *The budget includes funds to support these events (including incentives to increase participation), which will be held in collaboration with the Count Me 2020 Coalition.*
- Connect youth groups with seniors to complete the Census.
- Continue amplifying the message as described in the education phase.
- Utilize existing public internet access points as questionnaire assistance kiosks at locations such as libraries, affordable housing community centers, schools, community recreation centers/parks, senior centers, or other community hubs. Auto launch these devices to the Census webpage for survey completion. The U.S. Census Bureau will provide training to staff at these locations to provide assistance in filling out the Census.
- Augment availability of internet access (e.g., at libraries, affordable housing community centers, schools, community recreation centers/parks, senior centers, or other community hubs) by leasing additional devices dedicated to Census completion in specific HTC locations. *The budget includes funds to support equipment leasing.*
- Establish and staff questionnaire assistance centers/kiosks (including mobile) in areas where no public internet access points are available and personal broadband internet access does not already exist (e.g., libraries, resource centers available through schools, churches, senior centers, etc.). *The budget includes funds to support equipment leasing.*
- Hold “Fill Out the Census” events at questionnaire assistance centers/kiosks, at schools using computer banks, and using computer work rooms in affordable housing units, senior centers, LGBTQ centers, etc. *The budget includes funds to support these activities (including incentives to increase participation), which will be held in collaboration with the Count Me 2020 Coalition.*

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<sup>3</sup> Social media includes Twitter, Instagram, Facebook, LinkedIn, and NextDoor.

<sup>4</sup> Consider timing of the primary election (March 3) when scheduling events and other outreach.

- Publicize the Census Bureau’s toll-free Census Help Line for questionnaire assistance.
- Coordinate with Count Me 2020 to establish a help desk system to answer Census-related questions, assist in Census completion, and handle misinformation. One option under consideration is to develop a Memorandum of Understanding between the United Way and 211 San Diego. The Partnership Specialist from the U.S. Census Bureau would provide training to 211 staff. Another idea is to leverage the statewide contract with CommunityConnect Labs for tools like the Help Desk, Misinformation Reporter, and Community Motivator.
- Support phone banking and door-to-door outreach efforts by CBOs through an “Adopt a Block” program (similar to the program in Los Angeles County). *The budget includes funds to support these efforts.*
- Develop a Public-Private Partnership to provide mobile WiFi hot spots for outreach at community events or door-to-door efforts, to facilitate Census participation outside of existing public internet access points.
- Encourage local elected officials, influencers, and other prominent community members to share information about the Census through social media, promoting participation.
- Conduct a hyper-focused advertising campaign to reach people in HTC areas through outdoor and digital advertising, and through advertising in print publications whose audiences include hard to count populations.
- Conduct an earned media campaign (i.e., soliciting media coverage outside of a traditional advertising buy through media events, press releases, etc.) to share details about how to participate in the Census.
- Explore running videos about the Census on iTV, the SDCOE-operated television channel.

**Non-Response Follow-Up (May – July 2020):** The Activate Phase concludes with non-response follow-up, which may include the following.

- Inform law enforcement, emergency response and dispatch services, including 211 San Diego, about enumerators (i.e., census takers) going door-to-door to follow-up on non-respondents so they can be prepared to handle calls from the community that may arise during this time.
- Hold press conferences with influential leaders to alert the community that the Census Bureau enumerators, or Census takers, will visit homes of persons who have not responded. Key community stakeholders will be included to provide linguistically appropriate messaging for HTC communities.
- Show how enumerators, or Census takers, can be identified and encourage participation through agency and department notices, mailers, inserts, utility and other bills, signage, newsletters, websites, and social media.
- Assist Census Bureau staff in identifying tenant and homeowner representatives who can facilitate access to gated and high security areas.
- In areas where response rates remain low following the initial enumeration period:
  - Collaborate with the Count Me 2020 Coalition to host events. *The budget includes funds to support these events (including incentives to increase participation), which will be held in collaboration with the Count Me 2020 Coalition.*
  - Redeploy previously acquired questionnaire assistance centers/kiosk resources to areas with low response rates if not already in place.

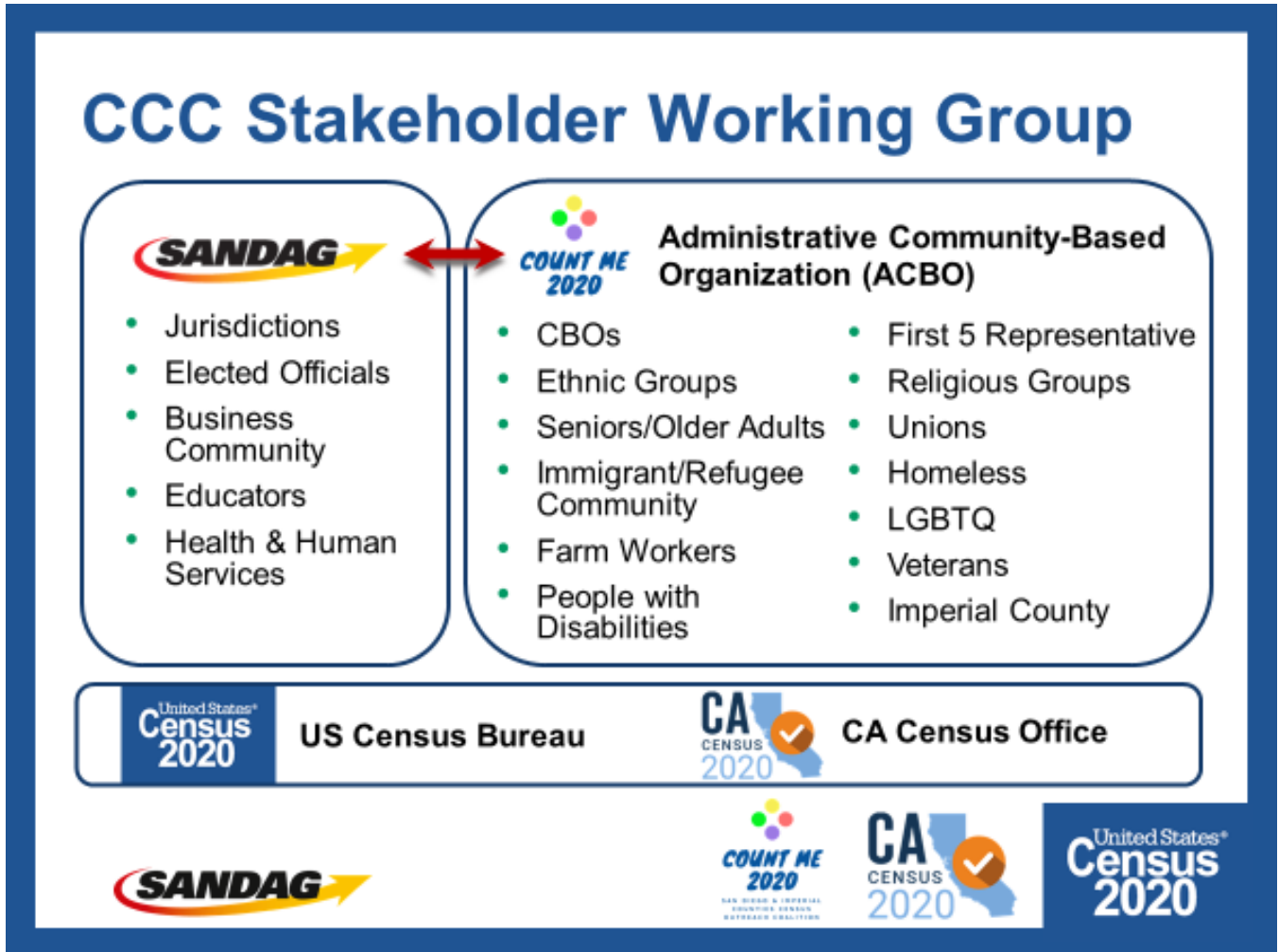
**Table 1: Resources for Potential Outreach Activities**

Activity	Existing Public Agency Budget Resources	State Funding
<b>Educate</b>		
Promote Census Job Openings	X	
Amplify Census Messaging	X	
Signage production		X
Teach Students About Census	X	
Educate Staff	X	
Ambassador Program		X
<b>Motivate</b>		
Amplify Census Messaging	X	
Alerts/Reminders	X	
Targeted Outreach by Libraries	X	
Census message stamped on outgoing mail	X	
Special Events and Press Outreach		X
<b>Activate</b>		
Kick Off Event		X
Census Marathon		X
Amplify Census Messaging through Existing Communication Channels	X	
Existing Public Internet Access Points as Kiosks	X	
Lease Additional Devices for Libraries		X
Establishing Kiosks in Areas with No Internet Access		X
Fill Out the Census Events		X
Help Desk	X	
Phone Banking/Door-to-Door Outreach		X
Mobile WiFi hot spots through Public-Private Partnerships	X	
Participation Promotion by Community Influencers	X	
Targeted Advertising Campaign		X
Earned Media Campaign	X	
<b>Non-Response Follow-Up</b>		
Inform Emergency Response/Dispatch	X	
Press Conferences	X	
Encourage Participation	X	
Identify Tenant/Homeowner Representatives	X	
Host Events in Areas with Low Response Rates		X
Move Kiosks to Areas with Low Response Rates	X	

### 1.3 Partnership Coordination

The outreach strategy will be guided by the [2020 Complete Count Census Stakeholder Working Group](#)<sup>5</sup> to avoid duplication and ensure any gaps are addressed. The proposed structure is shown in Figure 1. One group will be convened by SANDAG with representation from the jurisdictions, elected officials, business community, educators, health and human services, and the media. The ACBO will convene another group that will focus on the community agencies working directly with groups that can be hard to count. SANDAG and the ACBO will participate in both groups, as will the US Census Bureau Partnership Specialists and the California Complete Count Office Regional Program Manager. The red arrow at the top of Figure 1 signifies the close collaboration between the effort led by SANDAG and the one through the ACBO.

**Figure 1: 2020 Census Complete Count Stakeholder Working Group Organizational Chart**

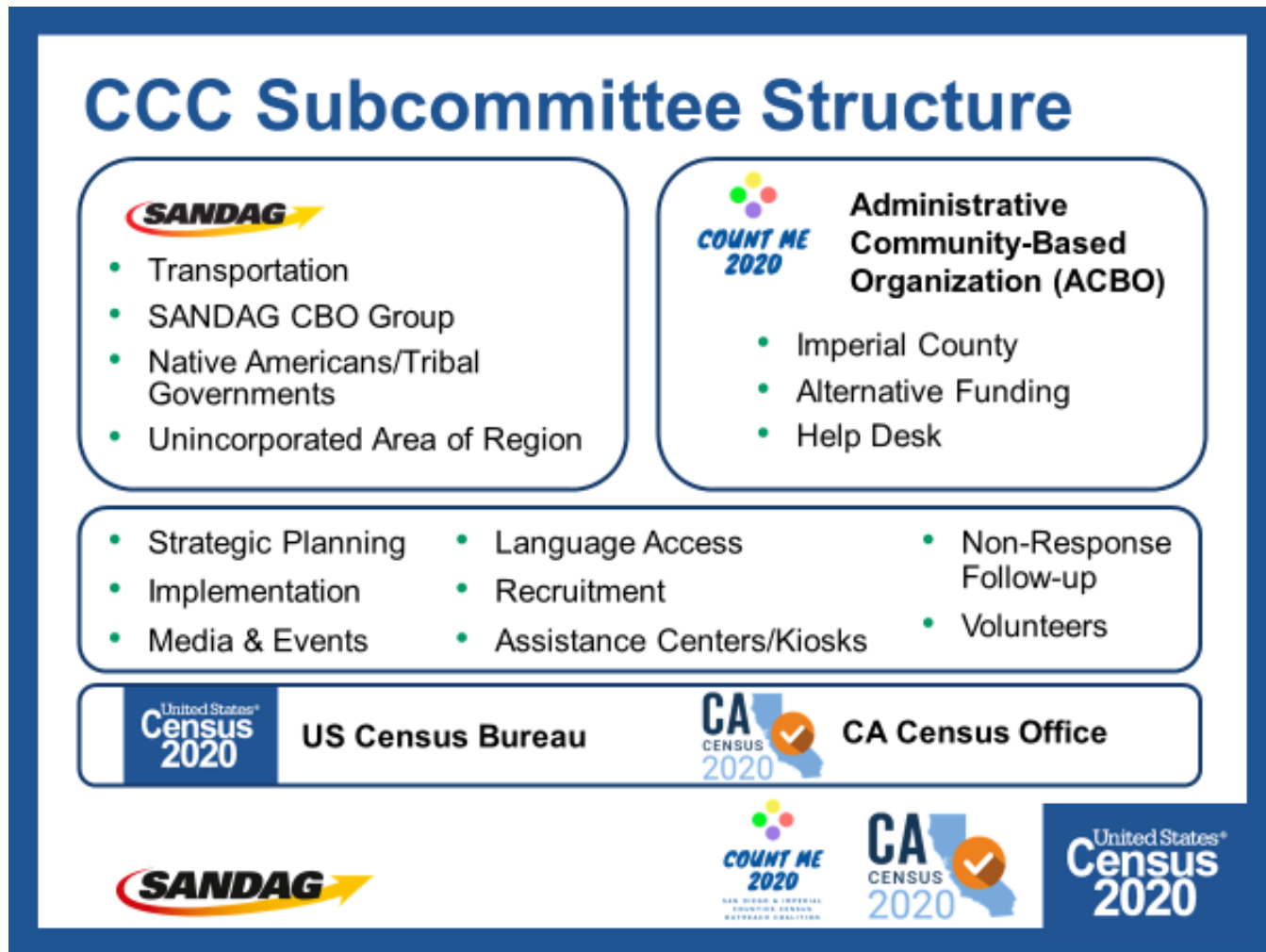


<sup>5</sup> [sandag.org/2020censuswg](http://sandag.org/2020censuswg)



Subcommittees will help to ensure that all stakeholders are represented, and all perspectives are incorporated. Potential subcommittees are listed in Figure 2. SANDAG will take the lead by convening subcommittees related to outreach through the region’s transportation agencies (i.e., MTS and NCTD), the existing SANDAG CBO group, Native Americans and tribal governments, and hard to count communities in the unincorporated/rural area. The ACBO has active working groups to: 1) support the execution of the strategic plan, including in Imperial County, 2) work alongside philanthropy to identify additional funding sources to supplement the work, and 3) investigate opportunities to serve as the help desk and information hub. Both organizations will have subcommittees (many of which could be joint working groups) that focus on the strategic plan, implementation, media and events, language access, recruitment, assistance centers and kiosks, non-response follow-up, and volunteers.

**Figure 2: CCC Subcommittee Structure**



## **1.4 Resources and Infrastructure**

As required by the State, this section describes the use of the Statewide Outreach and Rapid Deployment (SwORD) mapping portal and location of questionnaire assistance centers/kiosks.

SANDAG will be the primary designee to interface with SwORD. SANDAG will work with all partners to maintain updated information in the system so that all outreach efforts are entered in SwORD in a timely manner. To facilitate this process, all contracts for funding will require SwORD data entry.

### **Questionnaire Assistance Centers/Questionnaire Assistance Kiosks**

In collaboration with the Count Me 2020 Coalition led by the United Way and the jurisdictions, Questionnaire Assistance Centers/Kiosks (QAC/QAK) will be established and managed throughout the San Diego region in HTC communities, staffed with trained personnel who can guide people through survey completion in at least 12 languages, with options for others depending on language prevalence in a given location (see Table 2). These locations will be in areas where hard to count populations live, with particular attention to areas where there are no centers operated by the U.S. Census Bureau. QAC/QAK locations will be publicized online, in printed material, and through the media campaign (e.g., social media, press releases, etc.). The locations and details regarding events will be logged into SwORD for tracking purposes.

Through the strategic planning process, the cities and County have identified 48 libraries in block groups with an HTC Index greater than 37 (Appendix A). All existing publicly accessible devices (e.g., computers or tablets) at each of these libraries will automatically open the Census webpage for survey completion. Additional laptop stations equipped with privacy screens are being considered for select locations to alleviate privacy concerns or where existing public access devices are already in high demand.

In addition to libraries, the following institutions are being considered for QACs/QAKs: churches, recreation and community centers, health clinics, multi-unit housing complexes, schools, etc. The goal is to locate QACs/QAKs in community spaces where members of HTC communities congregate and feel safe. Any identified gaps will be filled through mobile kiosks, mobile WiFi hot spots, or tablets with data connections, which also can be taken to events or other outreach activities.

Staff at each QAC/QAK location will receive training on how to answer questions from residents, how to engage residents, what information can be provided, and where to go for additional resources or support. QAC/QAK locations also may host events where trained Census workers will be available to assist the public. Every effort will be made to ensure that culturally and linguistically appropriate volunteers or staff are available.

## **1.5 Location of Hard to Count Populations**

Strategic planning by local governments and stakeholders in the San Diego region has focused on identifying locations of HTC communities. Using SwORD, SANDAG distributed data to each jurisdiction and the County describing the Census block groups with an HTC index greater than 37 to inform their local plans. The data included the following:

- The Census Bureau code for block groups (i.e., the smallest geographical unit used by the U.S. Census Bureau for publishing data)
- The description of the Census Bureau code for block groups
- The city or Census Designated Place (CDP) - This field is blank when the block group does not reside in a city or CDP
- Total population
- The California Hard to Count Index
- Top three reasons the block group is hard to count based on the 14 factors included in the California hard to count index (i.e., demographic, housing, and socioeconomic variables correlated with an area being difficult to count)
- Percent of total housing units that are vacant
- Percent of total housing units with 3 or more units in a multi-unit structure

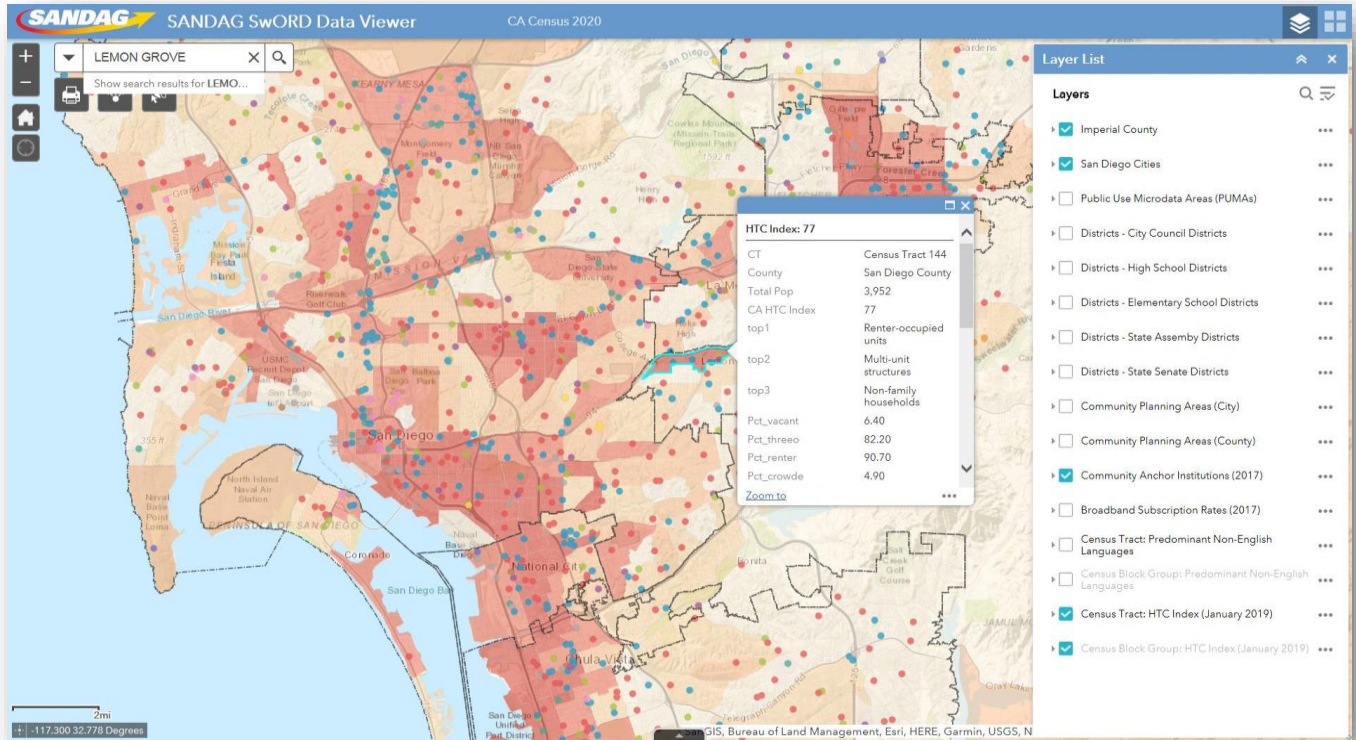
- Percent of occupied housing units that are renter-occupied
- Percent of occupied housing units with more than 1.5 persons per room
- Percent of households that are non-family
- Percent of adults (25 or older) who are not high-school graduates
- Percent of persons who moved from outside county in past year
- Percent of population under 5 years of age
- Percent of households receiving public assistance income
- Percent of population with income below 150 percent of poverty level
- Percent of persons (ages 16 or older) unemployed
- Percent of households in which no person age 14 years or older speaks English very well
- Low Response Score (percentage)
- 2010 Mail Return Rate (percentage)
- Percent African American
- Percent American Indian/Alaskan Native
- Percent Asian
- Percent Hispanic
- Percent Native Hawaiian or Pacific Islander
- Percent White
- Percent another race
- Up to eight Community Anchor Institutions<sup>6</sup> (name, address, and type of institution)

In addition, SANDAG created a public facing mapping tool (SANDAG SwORD) by adapting the statewide SwORD tool to focus on San Diego and Imperial counties (Figure 3). SANDAG provided training sessions to jurisdictions, the ACBO, and the Count Me 2020 Coalition that included guidance on using the tool and how to overlay predominant non-English language information with the hard to count data. SANDAG SwORD tool will help local jurisdictions and community-based organizations successfully conduct outreach focused in HTC areas. In addition, SANDAG has provided hard copy maps from SwORD and data in spreadsheets for planning meetings. These SANDAG services will continue as planning continues and plans are implemented.

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<sup>6</sup> Community anchor institutions include fire stations, health care facilities, police stations, libraries, and schools.

**Figure 3: SANDAG SwORD**



The goal is to create partnerships with leaders in the HTC communities who can act as trusted messengers that are linguistically and culturally the same as the audience. As such, outreach and materials will be culturally and linguistically appropriate for each HTC community (beyond simple translation). Outreach will be guided, but not limited, by the following recommendations drawn from the Census Policy Advocacy Network (CPAN), a collaborative effort among multiple statewide organizations in California to help shape policy concerning the 2020 Census.

### **Messaging**

- Use tested messages that have been shown to engage each community to participate in the 2020 Census.
- Deliver messages through in-language trusted messengers.
- Emphasize confidentiality and privacy procedures.
- Emphasize the desirability of self-response.
- Emphasize the safety of responding to enumerators (i.e., Census takers).
- Emphasize the connection between Census participation and funding (e.g., special education, vocational rehabilitation, community mental health services, disabled veteran outreach, and pro bono legal services).
- Stress the importance of counting all household members regardless of age, including infants.

## **Outreach Strategies**

- Tailor strategies and tactics based on the different demographics within larger HTC populations (e.g., religion, sexual identity, sexual orientation, housing status (renter, homeowner, homeless), U.S. born versus foreign born).
- Translate materials into all relevant languages through coordination with the Count Me 2020 Coalition and statewide efforts.
- Provide information to faith-based organizations or religious leaders so they can encourage Census participation, when appropriate.
- Use a population-based strategy rather than geographic when the hard to count group is a dispersed community. That is, focusing on the type of hard to count population rather than specific neighborhood.
- Partner with community representatives and gatekeepers (e.g., through the Count Me 2020 Coalition), including tribal governments, to ensure that messages are appropriate and reach the intended audience.
- Publicize Census job opportunities in HTC communities.
- Conduct events with necessary physical accommodations, assistive technology, and/or translation or interpretation to meet the needs of people with disabilities.
- Create a robust list of outdoor, service-based, and transitory locations that Census takers should visit to achieve a complete count of the homeless population (e.g., soup kitchens, out of the way places people seek shelter).
- Partner with trusted messengers to provide advice and guidance to the U.S. Census Bureau regarding how to achieve a complete count of the homeless population.

## **Media<sup>7</sup>**

- Broadcast messages through traditional media (print, broadcast, and radio), as well as social and digital, particularly through media outlets that seek to serve specific ethnic groups.
- Develop social media content to reach younger members of hard to count groups.
- Develop an earned media strategy to ensure the Census 2020 message is delivered through trusted messengers, including multi-lingual and media outlets that seek to serve specific ethnic groups.
- Provide a toolkit to stakeholders with social media resources.

## **Questionnaire Assistance Centers/Kiosks**

- Locate questionnaire assistance centers/kiosks in trusted spaces (e.g., libraries, school computer labs, health clinics, community-based organizations, health and human services organizations) within neighborhoods with HTC populations.

## **1.6 Language Access Plan**

In collaboration with the Count Me 2020 Coalition led by the United Way, materials and messages will be translated and culturally interpreted in the required 13 languages listed below (which is consistent with the ACBO's strategic plan previously submitted to the State in May 2019). This list is supported by data from the American Community Survey (ACS) displayed in Table 2.

- Spanish (paper surveys and field enumeration will be provided by the Census Bureau)\*
- Tagalog\*
- Filipino
- Chinese\*

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<sup>7</sup> Additional detail regarding the media strategy can be found in Appendix B.

- Vietnamese\*
- Arabic\*
- Somali
- Korean\*
- Farsi
- Japanese\*
- Mandarin
- Russian\*
- Chaldean Neo-Aramaic

\*Internet self-response and questionnaire assistance provided by the Census Bureau.

**Table 2: Limited English Proficient Population in the San Diego Region**

Language	Population
<b>Spanish</b>	266,778
<b>Tagalog/Filipino</b>	30,036
<b>Chinese</b>	24,021
<b>Vietnamese</b>	23,321
<b>Arabic</b>	10,007
<b>Somali, Amharic or other Afro-Asiatic languages</b>	8,861
<b>Korean</b>	7,867
<b>Farsi/Persian, including Dari</b>	6,757
<b>Japanese</b>	5,460
<b>Russian</b>	3,175

Source: 2017 ACS 5-year file, Table B16001

Efforts to meet language access will follow the lead of the Count Me 2020 Coalition and rely on their expertise and trusted messengers as the following examples illustrate.

- Coordinating with the Count Me 2020 Coalition to provide bilingual teams with interpreters and translated materials at events where limited English proficiency populations are expected.
- Holding primary language events, eliminating simultaneous translation, which reduces costs.
- Enhancing as many events and activities of the jurisdictions with primary language speakers for the community in which the event/activity is located.
- Partnering with the Count Me 2020 Coalition to distribute information through trusted messengers that are linguistically and culturally the same as the audience.
- Staffing QACs/QAKs in collaboration with the Count Me 2020 Coalition to ensure appropriate language support.
- Utilizing written language materials, visual materials, and automated announcements produced by the Count Me 2020 Coalition.

As noted in the ACBO’s strategic plan, the California Census Complete Count Office guidelines and requirements for translation and interpretation services will be followed (i.e., as outlined in the Language and Communication Access Plan), including accommodations for disabled persons. SANDAG will leverage previous translation efforts by the state and Count Me 2020 Coalition where possible to avoid duplication of efforts.

### **1.7 Local Complete Count Committee (CCC)**

The structure and organization of the CCC Stakeholder Working Group was previously described in section 1.3 Partnership Coordination.

## 1.8 Workforce Development

Three U.S. Census offices will operate in San Diego County with a capacity of up to 3,000 temporary workers. The outreach plan includes assistance to the U.S. Census Bureau in hiring local Census enumerators (i.e., Census takers) and other personnel to assist with the process of establishing trusted messengers for enumeration. Specifically, public agencies, in collaboration with the Count Me 2020 Coalition, will share job announcements via social media, engage residents in conversation, communicate with departments that assist with employment, post on the Count Me 2020 website, and follow through on requests by the Regional Program Manager.

## 1.9 Budget

Table 3 summarizes the plan of expenditures and the following descriptions provide more details for each line item.

- **Administrative Costs:** SANDAG staff time required for oversight, coordination, and fiscal agent tasks.
- **Media:** These funds will support media buys and contracting with marketing firm (to augment the statewide outreach and public relations campaign).
- **Outreach:** The following are examples of eligible expenses.
  - Efforts by community-based organizations as requested by the local jurisdictions.
  - Promotional materials including incentives to increase event attendance and remind people about the Census.
  - Items to create a fun and inviting atmosphere (e.g., activities for kids).
  - Equipment for Kiosks, which will be leased and coordinated across agencies to maximize efficiencies and minimize costs.
  - Non-Response Follow-Up events and outreach in areas with low response rates after April 1, 2020.

**Table 3: Budget**

Category	Cost
<b>Administrative Costs</b>	<b>\$156,535.00</b>
<b>Media</b>	<b>\$156,535.00</b>
<b>Outreach</b>	
Carlsbad	\$10,257.07
Chula Vista	\$89,162.11
Coronado	\$6,904.44
Del Mar	\$1,000.00
El Cajon	\$60,210.97
Encinitas	\$7,281.20
Escondido	\$73,397.78
Imperial Beach	\$20,882.07
La Mesa	\$31,854.41
Lemon Grove	\$3,877.55
National City	\$46,400.13
Oceanside	\$33,802.01
Poway	\$7,583.40
San Diego	\$647,137.16
San Marcos	\$29,221.95
Santee	\$1,000.00
Solana Beach	\$5,914.44
Vista	\$30,956.64
County-Unincorporated	\$145,436.66
<b>Subtotal-Outreach</b>	<b>\$1,252,280.00</b>
<b>Total</b>	<b>\$1,565,350.00</b>

*Note: The allocation across categories is an estimate and may shift as outreach evolves and needs arise. For example, jurisdictions can opt out of the funding or request a reduced amount.*

When contracts are in place, the point of contact will be shared to facilitate coordination. In addition, local companies will be asked to sponsor the effort to augment the budget for promotional materials.

The methodology for allocating funding to local jurisdictions is based on the hard to count population as follows.

- Using the statewide average HTC index of 37, the population of each census tract with an HTC greater than 37 is totaled for each jurisdiction.
- The percentage HTC is based on this number divided by the total regional population.
- For any jurisdiction without any census tracts meeting the threshold, \$1,000 is set as the minimum allocation. For the remainder, the percentage is applied to the total funding available (Table 3).

The allocation across categories is an estimate and may shift as outreach evolves and needs arise. For example, jurisdictions can opt out of the funding or request a reduced amount. Payments will be based on deliverables rather than reimbursements as shown in Table 4.



**Table 4: Deliverables Schedule**

<b>Milestone</b>	<b>Payment Amount</b>	<b>Timeline</b>
<b>1. Implementation Plan</b>	50% of Total Contract Amount	Upon Contract Execution
<b>2. First Progress Report</b>	20% of Total Contract Amount	Upon Contract Execution
<b>3. Second Progress Report</b>	20% of Total Contract Amount	December 31, 2019
<b>4. Third Progress Report</b>	5% of Total Contract Amount	March 31, 2020
<b>5. Final Report</b>	5% of Total Contract Amount	September 1, 2020

## 1.10 Timeline

	2019							2020								
Activity	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
RPM Meetings																
Form CCC																
CCC meetings																
Submit Strategic Plan																
Subcommittee meetings																
Contracts for outreach																
Determine QAC/QAK locations																
Quarterly Written Report																
Implementation Plan																
Outreach: Education Phase																
Outreach: Motivation Phase																
Be Counted California Events																
<b>April 1, 2020: National Day of Action</b>																
Outreach: Activation Phase																
Non-Response Follow-Up Plan																
Outreach: Non-Response Follow-Up																
Final Report																
Close Out/Thank You																

## 1.11 Measuring Results

Information regarding outreach activities will be collected throughout the 2020 Census Complete Count effort. Specific metrics to define success of the advertising effort and local outreach efforts will be determined by subcommittees, further identified in the Implementation Plan, and reflected in contracts with jurisdictions.

As activities are planned and implemented, they will be reported by jurisdictions and recorded in SwORD, including all the data elements specified in the online tool as follows.

- **Reporter Details:** Reporter name, organization name, parent organization
- **Activity Details:** Activity type, start and end date and time, location, description, number of staff/volunteers
- **Collaboration:** Primary organizer, additional organizers
- **Impressions** (i.e., the number of times a message is seen or heard):
  - Portion of Impressions specific to HTC audiences
  - Portion of Impressions in each language
- **Feedback and Documentation:** Website activity, Facebook link, YouTube/Video link, venue rating, participate engagement rating, interaction quality rating, overall effectiveness, what went well, what could be improved, audience questions/concerns
- **Funding Sources and Volunteer Hours**

To gauge effectiveness, SANDAG staff and the 2020 CCC Stakeholder Working Group and its related subcommittees will track all related activities against commitments made in this strategic plan, the implementation plan, and individual outreach plans developed by the various participating agencies.



**Appendix A:  
Count Me 2020 Coalition Partners as of July 16, 2019**

- ACCE Institute
- 211 San Diego
- ACLU of San Diego and Imperial Counties
- African Coalition Workforce
- Alianza Comunitaria
- Alliance for African Assistance
- Alliance for Community Engagement
- Alliance San Diego
- American Friends Service Committee
- Asian Pacific Islander Initiative
- Asian Solidarity Collective
- Bayside Community Center
- Black American Political Association of California
- Brawley Get Together Senior Citizen Club
- Brown Bag Coalition
- Building Skills Partnership
- CA State Assembly
- CA State Assembly 76th District, Tasha Boerner Horvath
- CA State Assembly 79th District, Shirley Weber
- CA State Assembly 80th District, Lorena Gonzalez
- CA State Senate
- CA State Senate 39th District, Toni Atkins
- Cal Organize
- Calxico Neighborhood House
- California Rural Legal Assistance, Inc. (CRLA)
- California School-Age Consortium (CalSAC)
- California State University San Marcos
- Campesinos Unidos
- Casa Familiar
- Center for Community Integration San Diego
- Center for Social Advocacy (CSA)
- Center for Social Advocates San Diego
- Center on Policy Initiatives
- Central Labor Council (AFL-CIO)
- Central San Diego Black Chamber of Commerce
- Chula Vista Community Collaborative
- City Heights Community Development Corporation
- City of Carlsbad
- City of Chula Vista
- City of Escondido
- City of Oceanside
- City of San Diego
- City of San Marcos
- City of Vista
- Comité Cívico del Valle
- Community Housing Works
- Council of Philippine American Organizations (COPAO)
- County of Imperial
- County of San Diego – HHSA
- Digital Impact And Inc.
- Disability Rights San Diego
- Employee Rights Center
- Engage San Diego
- Environmental Health Coalition
- Farmworker CARE Coalition
- Feeding San Diego
- Fern Street Community Arts
- Filipino Press
- Friends of El Centro Community Services Foundation
- Gov House
- Hanana Community Center
- Health Education Advocacy Leadership, Inc.
- Home Start
- Home Start, Inc.
- Horn of Africa
- House of China
- Huda Community Center
- Imperial Valley Food Bank
- Imperial Valley LGBT Resource Center
- Include People
- Interfaith Community Services
- International Rescue Committee
- Islamic Center of SD
- IWJSD
- J. Walcher
- JOB
- Justice Overcoming Boundaries
- Karama
- Karen Organization of San Diego
- Kitchens for Good

- Korean American Coalition - San Diego
- La Maestra Community Health Centers
- Lao Community Cultural Center
- Latinos y Latinas en Accion
- League of Women Voters of North County
- League of Women Voters, San Diego
- License to Freedom
- Logan Heights Community Development Corporation
- MAAC
- Mabuhay Foundation
- Majdal Community Center
- Mano a Mano Foundation
- Mas Pace
- MEChA organizations
- Mid-City CAN
- Migrant Education Region IX
- MiraCosta College
- Muslim American Society-San Diego
- NALEO Educational Fund
- National Latino Research Center, CSUSM
- Naval Support Services
- Neighborhood House Association
- New Neighbor Relief
- Nile Sisters Development Initiative
- North County Health Services
- North County Lifeline
- Nunez Law Corporation
- Open Heart Leaders
- Operation Samahan
- Our Roots
- Palomar College
- Partnership for the Advancement of New Americans (PANA)
- Paving Great Futures
- Pillars of the Community
- Planned Parenthood of the Pacific Southwest
- Poder Popular para la Salud del Pueblo
- Rincon Band of Luiseño Indians
- RISE San Diego
- San Diego Alliance for Asian Pacific Islander
- San Diego Association of Governments
- San Diego Council on Literacy
- San Diego County Library Branches in North County
- San Diego Grantmakers
- San Diego Hunger Coalition
- San Diego Organizing Project (SDOP)
- San Diego Urban Warriors Inc.
- San Diego Youth Services
- San Pascual Band of Mission Indians
- SEIU 221
- Social Advocates for Youth (SAY) San Diego
- Somali Bantu Association of America
- Somali Bantu Association of America (SBAOA)
- Somali Bantu Community of San Diego
- Somali Family Service of San Diego
- Somali Family Services
- South Sudanese Community Center
- Spread The Love Charity IV
- St. Vincent de Paul Village, Inc. (dba Father Joe's Villages)
- Survivors of Torture, International
- Swift Solutions Consulting
- The California Endowment
- The Chicano Federation of San Diego County
- The Filipino School
- The Global Action Research Center
- The San Diego Foundation
- The San Diego LGBT Community Center
- The San Diego LGBT Community Center (The Center)
- Think Dignity
- U.S. Census Bureau
- U.S. Senator Kamala Harris
- Union of Pan Asian Communities (UPAC)
- United Missionary Churches/Connecting Hope
- United Taxi Workers of San Diego (UTWSD)
- United Way of Imperial County
- United Way of San Diego
- United Women of East Africa
- United Women of East Africa Support Team
- Universidad Popular
- University of California, San Diego
- Urban League of San Diego County
- UURISE
- Viet Vot
- Vision Y Compromiso
- Vista Community Clinic
- Vista Neighbors in Action
- Woman Haven
- Women Give
- YMCA of San Diego County, Childcare Resource Service
- Youth Will

## **Appendix B: Media Strategy**

A media subcommittee will be formed, led by the Count Me 2020 Coalition and SANDAG, to coordinate development of a robust earned and paid media campaign. Messaging will emphasize the importance of the Census and confidentiality to assure people that it is safe to participate. Message and brand consistency will help improve recall rates, encourage participation, and maximize the value of advertising investment. To measure the impact of media strategies, specific goals/targets will be established (e.g., number of impressions, click-thru rates on digital advertising, and website analytics such as page views).

The budget includes funds for SANDAG to contract with a marketing firm in conjunction with the Count Me 2020 Coalition to develop the branding, messaging, and outreach campaign, including message testing for HTC populations (to augment the statewide outreach and public relations campaign).

The public information and public affairs officers from each jurisdiction will be asked to participate on the media subcommittee to facilitate amplification of messages through local government channels. For example, messages from the U.S. Census Bureau, the California Complete Count Office, and the Count Me 2020 Coalition will be broadcast through city communication channels (e.g., newsletters, events, website pages, signage, social media, email blasts, etc.).

In addition, representatives from the Metropolitan Transit System (MTS) and North County Transit District (NCTD), the two local transit agencies, will be included in the CCC Stakeholder Working Group to coordinate publicity on transit vehicles and through their newsletters and social media.

Messaging to people using streaming services is being researched. Telecommunications companies may be approached for public service announcements, as well as mobile applications and radio outlets. Since the Major League Baseball season begins simultaneously with the Census, the San Diego Padres may similarly be approached for public service announcements (e.g., create a video of the Padres' mascot completing a Census survey).

Stories from local residents may be collected for media spots. For example, a young man was interviewed on April 1, 2019 as part of the 2020 Census Call to Action, and shared that his parents did not participate in 2010 and indicated his commitment to outreach so his community is counted.

The regional effort will leverage and coordinate with the statewide media campaign and may include the following.

- Public service announcements, airport marketing, and highway communications.
- Media buys (March through June 2020):
  - Outdoor: Gas pump toppers, bus placards, bus wraps, bus shelter/bench ads, billboards, etc. in HTC communities
  - Print: Local ethnic media outlets specializing in HTC populations
  - Digital: Geo-targeted, social media, pre-roll video
  - Radio: Peak hour traffic announcements and segments
- Census 2020 messages shown along with other advertisements that precede movies (in theaters within hard to count areas in multiple languages).
- Produce Census educational/motivational videos (using U.S. Census Bureau videos, material from the California Census Office, and locally produced spots) shown on social media, digital advertising, public access television, and in waiting areas in health care facilities, employment centers, and other areas that people spend time waiting.
- Giveaways at events in HTC neighborhoods. Careful consideration will be made in choosing the specific giveaways to ensure that they resonate with the intended audience.

- Promotional materials: Signs/posters and fliers in different languages<sup>8</sup>. *The budget includes funds to cover the costs of producing promotional materials.*
- Messaging to reach transit specific users (e.g., Flex services, ADA paratransit, etc.).
- Earned media:
  - Community leaders will be invited to serve as spokespeople to appear on radio/TV talk shows to discuss subjects such as confidentiality and the benefits of the Census to individuals and their communities.
  - Local sports and entertainment personalities appearances on radio/TV stations and social media urging quick response.
  - Press releases and media events to share information about major Census 2020 milestones and activities.

All messages will meet the following requirements:

- Immediately relevant
- Consistent
- Simple language
- Pictures used to convey information whenever possible
- Clear messaging (i.e., clear call to action and individual next steps)
- Personal touch included
- Proper translation, culturally relevant, and accommodates disabilities
- Cognizant and appropriate for individuals with disabilities
- Mandatory response stated

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<sup>8</sup> Translations will be vetted with organizations serving specific communities to ensure that they are culturally relevant.