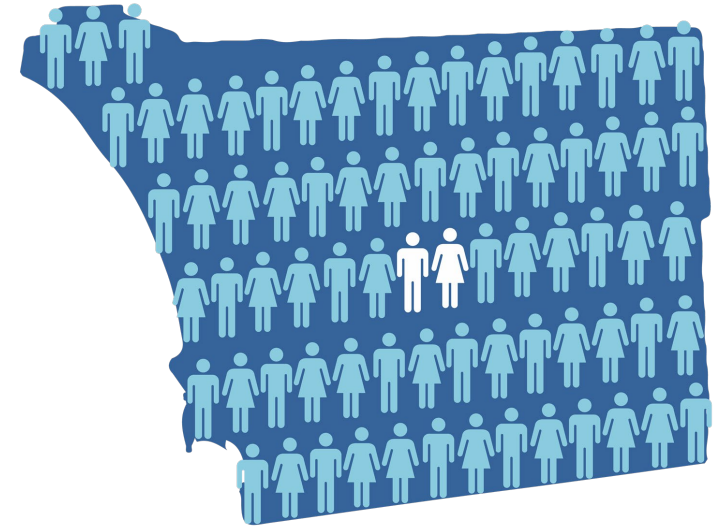


***SANDAG***



2020 Census Outreach

# Final Report Summary

Rachel Cortes, SANDAG

Angelica Davis, City of Chula Vista



United States®  
**Census**  
**2020**

# Goals

- Awareness
- Access
- Self-response



# Communities at Risk of Undercount

- Latinos
- African-Americans
- Asian Americans
- Pacific Islanders
- Native Americans
- Immigrants/Refugees
- Farmworkers
- People with Disabilities
- Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ)
- Homeless
- Children under 5





# Partnership Coordination

# Complete Count Committee

## **SANDAG**

- Jurisdictions
- Elected Officials
- Educators
- Native Americans/ Tribal Governments
- Philanthropy
- Business Community
- Transit Agencies
- Libraries



## Administrative Community Based Organization (ACBO)

- Community-Based Organizations (CBOs)
- Ethnic Groups
- Seniors/Older Adults
- Immigrant/Refugee Community
- Farm Workers
- People with Disabilities
- First 5 Representative
- Religious Groups
- Unions
- Homeless
- LGBTQ
- Veterans
- Imperial County



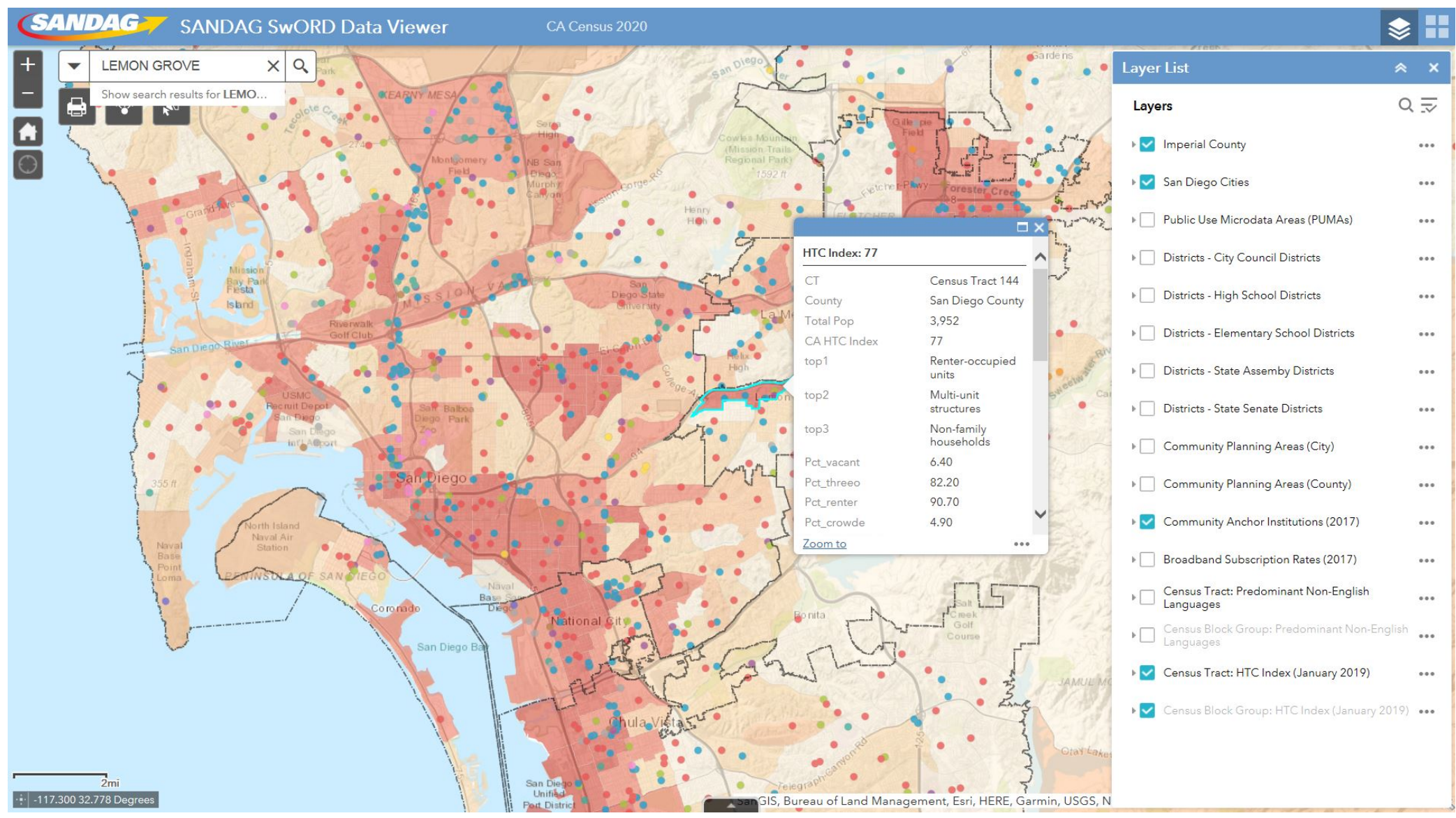
CA Census  
Office



US Census  
Bureau



# Services Provided by SANDAG



# Activities & Impressions (Part I)

Reported Through September 30, 2020

Activity	Completed	Estimated Impressions
Advertising	329	12 million
Alert Sign Up	6	9,000
Booths	228	400,000
Canvassing	261	40,000
Census Assistance Centers/Kiosks	66	5,000
Collateral	69	315,000
Convening	73	2,000
Curriculum	2	100
Education Forum	44	3,000
Email	2,954	1.5 million
Event	452	470,000
Fliers	367	270,000
Food/Resource Distribution	272	23,000
Form Completion Assistance	9	300
Implementation Plan Workshop	22	700

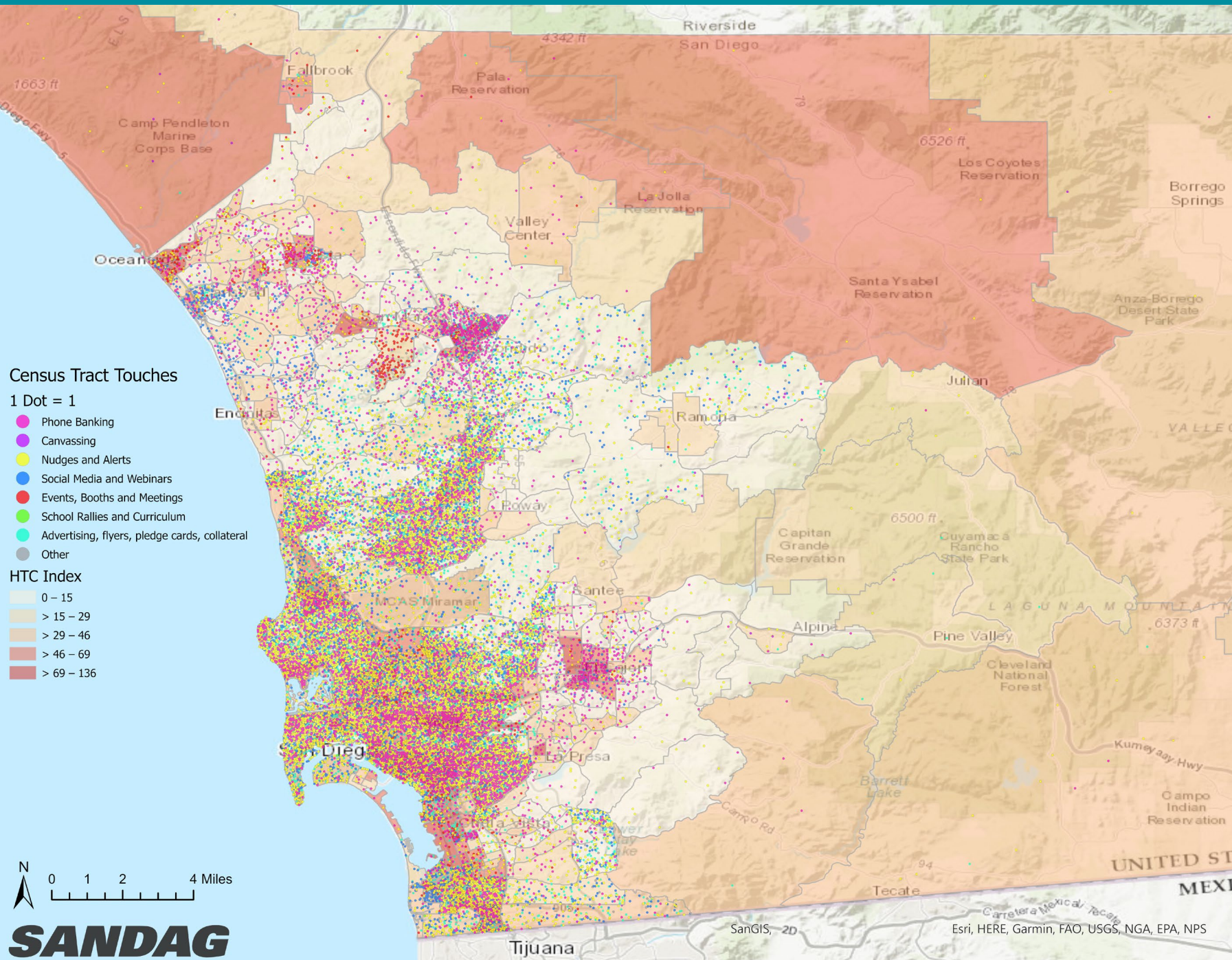
# Activities & Impressions (Part II)

Reported Through September 30, 2020

Activity	Completed	Estimated Impressions
Mailers	9	51,000
Other Media	132	4 million
Meeting	250	82,000
Newsletter	13	124,000
Nudge Alert	52	606,000
Other	311	206,000
Phone Banking	246	73,00
Pledge Cards	16	1,500
Social Media	862	1.3 million
Speaking Engagement	175	2.7 million
Texting Campaign	25	55,000
Training Delivery	51	75,000
Translation	3	1,000
Webinar	15	23,000
Total	7,314	25 million



# Activity Locations



# HTC Impressions

## Reported Through September 30, 2020

Hard to Count Community (HTC)	Estimated Impressions
Asian-Americans & Pacific Islanders (AAPI)	9 million
Seniors/Older Adults	1.5 million
Immigrants & Refugees	1.5 million
Latinos	724,000
People with Disabilities	714,000
Veterans	684,000
Limited-English Proficient Individuals and Families	592,000
Low Broadband subscription rates and limited or no access	143,000
Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)	138,000
African Americans	56,000
Middle-Eastern and North Africans (MENA)	55,000
Homeless Individuals and Families	18,000
Farmworkers	13,000
Native Americans & Tribal Communities	6,000

# Language Impressions

## Reported Through September 30, 2020

Language	Estimated Impressions
Spanish	312,000
Mandarin	148,000
Tagalog	104,000
Filipino	75,000
Vietnamese	63,000
Arabic	33,000
Chinese	18,000
Cantonese	2,000
Farsi	1,000
Hmong	400
Other_Language(s)	300
Hindi	less than 100
Japanese	less than 100
Korean	less than 100
Armenian	less than 100
Russian	less than 100



# Self-Response Rates

As of October 16, 2020

Jurisdiction	2020 Rate	2010 Rate	Difference
Carlsbad	78.8%	73.4%	5.4%
Chula Vista	74.8%	69.3%	5.5%
Coronado	63.4%	62.2%	1.2%
Del Mar	58.9%	61.5%	-2.6%
El Cajon	73.6%	66.0%	7.6%
Encinitas	74.1%	70.7%	3.4%
Escondido	74.1%	68.8%	5.3%
Imperial Beach	66.7%	64.2%	2.5%
La Mesa	75.7%	66.7%	9.0%
Lemon Grove	73.1%	68.2%	4.9%
National City	69.2%	66.6%	2.6%
Oceanside	74.1%	67.2%	6.9%
Poway	83.9%	77.1%	6.8%
San Diego	74.0%	69.3%	4.7%
San Marcos	76.8%	70.0%	6.8%
Santee	76.4%	73.7%	2.7%
Solana Beach	69.8%	64.5%	5.3%
Vista	73.9%	67.3%	6.6%
Countywide	73.8%	68.0%	5.8%
Statewide	69.6%	73.0%	-3.4%
Nationwide	66.9%	74.0%	-7.1%

# Lessons Learned



# Challenges

- Pandemic
  - Facility closures
  - Staffing constraints
- Branding
- Timeline changes



# Operational Adjustments

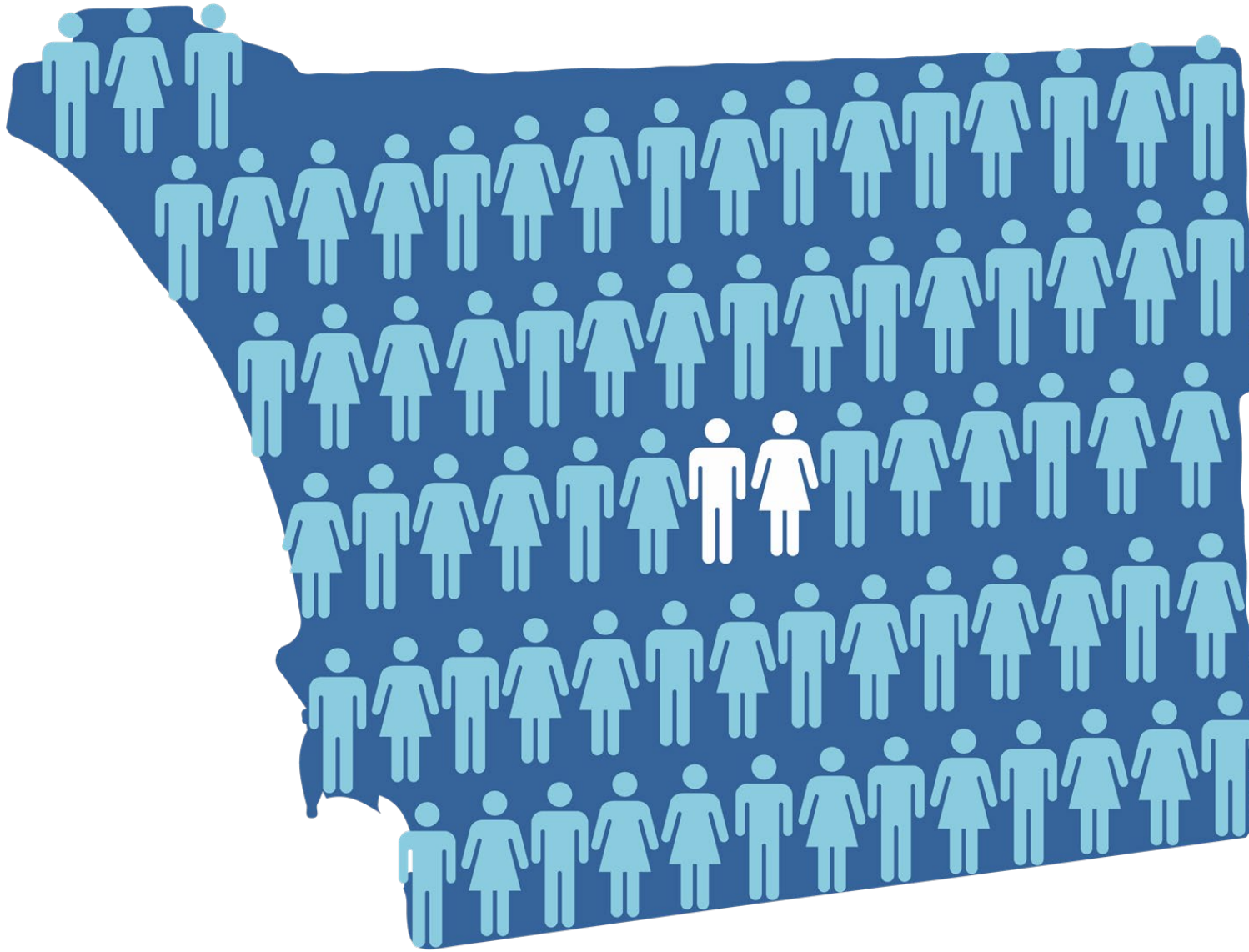
- Digital communication
- Virtual experiences
- Car caravans
- Videos
- Distribution sites
- Community resource centers
- Public service desks
- Toolkits



# Successes

- Partnerships
- Events prior to pandemic
- Flexibility in funding
- Personal Protective Equipment (PPE)
- Mobile questionnaire assistance
- Door hangers
- Distributions
- Videos
- Promotional materials





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