Welcome
Goal & Mission

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

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

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

- Advancing Justice – LA | ALC
- California Primary Care Association
- Latino Community Foundation
- California Calls ("The Hub")
Outreach Sectors

- Education
- Children under 5
- People with disabilities
Partner Updates – Marin County
Confidentiality – Title 13 Recap

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

COMING SOON...

CANVASSING

QACs | QAKs
PDI for Census | Approach

- 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

Source: Statewide Outreach and Rapid Deployment Briefing – Governor’s Office Presentation, 8/19/2019
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

Source: Statewide Outreach and Rapid Deployment Briefing – Governor’s Office Presentation, 8/19/2019
SwORD Chatbot

- **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]*
  *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

*Source: Statewide Outreach and Rapid Deployment Briefing – Governor’s Office Presentation, 8/19/2019*
Thank You