



GRANTMAKERS CONCERNED WITH  
IMMIGRANTS AND REFUGEES

# California 2020 Census Statewide Funders' Initiative

Quarter One Meeting  
Monday, March 23, 2020  
1:00 p.m. – 2:30 p.m.





**Dial: (623) 404-9000 Meeting ID: 148 547 8830**

- We encourage all participants to be on video for stronger engagement and participation.
- Dial in via you cell phone or land line for a better connection.
- Mute your line and do not put the call on hold throughout the meeting.
- Use chat feature to pose questions and suggestions throughout video conference. We will also have a live discussion.
- The PowerPoint and other resources will be made available after the call.
- This call will be recorded and share with participants.



# Agenda



- .....
- |                 |  |
|-----------------|--|
| 1:00pm -1:10pm  | <b>Welcome and Meeting Overview</b>  |
| 1:10pm – 1:50pm | <b>Census 2020: How Coronavirus is Affecting Outreach &amp; Responses from the State and ACBOs Across CA</b> |
| 1:50pm-2:25pm   | <b>Rapid Response Strategies: Updates + Discussion</b>   |
| 2:25pm-2:30pm   | <b>Next Steps</b>  |





# State & Census ACBO Update



.....  
*Emilio Vaca, Deputy Director of Outreach  
California Complete Count*

.....  
*Stephania Ramirez, Director of Strategic Initiatives  
California Community Foundation*



# Q&A



*Tara Westman, Senior Program Manager, The California Endowment*

- *If you would like to ask questions, please add your name in the public chat and the facilitator will call on you.*
- *Please unmute your audio on your screen or by pressing \*6 on your phone.*
- *Please make sure you mute yourself afterwards.*



# Census Information of Interest to Members



## Overall and Federal Updates

- Changes to timeline, operations and resources
- Response rates
- Anticipated impacts of COVID-19
- Safety measures regarding outreach





# Census Information of Interest to Members



## State Updates

- Changes to policies, deliverable requirements, investments in media
- What the state Census office is doing to support shifting census outreach during the pandemic



# Census Information of Interest to Members



## Grantees

- What nonprofits are doing to pivot outreach strategies and successfully reach target populations
- Inspiring practices in other parts of CA





# Census Information of Interest to Members



## Funders

- Plans for adding/releasing/repurposing funds to support shifting outreach strategies
- List of funding available to support Census outreach during COVID-19





# Census Information of Interest to Members



## Other:

*Please type additional information that interests you in the Chat feature*



# Highlighted Resources

## Overall and Federal

- [U.S. Census Bureau Operational Adjustments due to COVID-19](#)  
*U.S. Census Bureau*
- [Interactive Map of Census 2020 Self-Response Rates](#)  
*U.S. Census Bureau, updated daily at 3:00pm EST through 8/14*
- [Census 2020 HTC Map](#)  
*Census 2020 HTC map from CUNY Mapping Service*

## State

- [Guidance & Updates on CA Census Relevant to COVID-19](#)  
*California Complete Count – Census 2020 Office*

## Grantees

- Digital Organizing [Trainings](#) and [Resources](#)  
*Census Counts Campaign*





# Ways We'll be Updating You



- Email digest of the latest resources
- Timely resources on GCIR's Census website
- Videoconference meetings
- Analyses of funding needs and gaps
- Liaison with the state Census office and Governor's office

*Please type additional information that interests you in the Chat feature*



# How You Can Support Statewide Coordination



- **Identify questions** for the statewide table to troubleshoot
- **Share specific** examples of how your grantees are pivoting strategies and successfully reaching target populations
- **Tell us how you're responding** – rapid response funding, digital training, etc.
- **Forward resources and tools** to share with the statewide table

Send to: Sheila Chung Hagen,  
[sheila@chunghagen.com](mailto:sheila@chunghagen.com)



# Rapid Response



*Facilitator: Christian Arana, Director of Policy, Latino Community Foundation*

- *Funder rapid response example*
- *Survey results*
- *Discussion*







# Rapid Response Example – The California Endowment



*Tara Westman, Senior Program Manager, The California Endowment*





# **Census Rapid Response**

March 23, 2020

# Communications Rapid Response

## For Mis- and Disinformation Purposes

Distributing messages to critical ethnic media entities, utilizing digital media tools to target specific regions and populations with correct information and providing guidance through trusted messengers to populations considered hard to count



# Rapid Response grants to priority regions

- Address low response areas identified in the non-response follow up (NRFU) phase which spans May to July 31.
  - Part of coordinated actions taken by regional entities.
  - Flexible based on local conditions and what is learned during the count.
  - May extend the time for outreach and activation activities as well as provide added elements to outreach that address particular community needs.
- Follow public health and government guidelines related to COVID-19, including implementing plans to increase safety of staff/volunteers involved in census outreach and managing the spread of disease through social distancing measures.
  - This also includes following state guidelines for canvassing activities during the NRFU period.

## Approach

- Existing partners, augmenting current grants

## Timeline

- Grants in Process/expect confirmation by April;  
expected payment TBD

# How You're Supporting Grantees



*Two main support mechanisms:*

- 1. Making grant requirements flexible**
- 2. Providing emergency funding for Census outreach**
  - Half of the 14 foundations that responded to the survey plan to provide Census rapid response funds





# Sample Census Rapid Response Funding



## *Southern California*

- **California Community Foundation** – About \$250K – Taking funds previously reserved for NRFU and applying them to digital outreach in LA County
- **Orange County Census Fund** (at Charitable Ventures) – About \$50k right now; purpose is TBD; geography will be Orange County





# Sample Census Rapid Response Funding



## *Bay Area*

- **United Way of the Bay Area** – Awarded additional funds from the state to support outreach; Will disburse \$400K+ in rapid response funding in Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, and Solano counties





# Sample Census Rapid Response Funding



## *Central Valley*

- **Sierra Health Foundation** – Receiving about \$900K from the State for rapid response and have additional money for San Joaquin Valley Health Fund partners.





# Sample Census Rapid Response Funding



## *Multiple Regions*

- The California Endowment – \$350,000 for two types of rapid response (communications and regional tables), mainly in Central Valley and Southern CA
- Latino Community Foundation – Tentatively allocated \$100K for outreach including in Wine Country, Central Valley, and Inland Empire





# Questions Funders Are Grappling With



## *Shifting Outreach Strategies*

- What are the best ways to support new phone, texting and digital outreach strategies?
- How can we make digital outreach strategies effective when we don't have an assessment of Internet access?
- How can we address questionnaire assistance when Questionnaire Assistance Centers are not open?



# Questions Funders Are Grappling With



## *Funding*

- When is it most helpful to release funds – now or later?
- What is the extent of rapid response funding at the state and regional levels?  
What is the need for additional funds?
- What flexibility do ACBOs and CBOs have to repurpose funds?
- What are the incremental costs of shifting to phone and digital outreach?





# Questions Funders Are Grappling With



## ***Communications***

- How can we shift messaging to reach the Hard-to-Count?

## **Accurate Count**

- How can we make sure everyone is counted as people lose their jobs and homes in this economy?

## **Direct Support to the Field**

- How can we best support the field during this challenging time and simultaneously maintain focus on the Census?

## **Funder Capacity**

- How can we remain agile and responsive when all our areas are being inundated with requests and we were not prepared/configured to work remotely?





# Rapid Response Discussion



.....

*Facilitator: Christian Arana, Latino Community Foundation*

1. What emerging solutions or ideas do you have in response to these questions?
2. What other rapid response examples would you like to lift up?







# What emerging solutions or ideas do you have in response to these questions?

## *Shifting Outreach Strategies*

- What are the best ways to support new phone, texting and digital outreach strategies?
- How can we make digital outreach strategies effective when we don't have an assessment of Internet access?
- How can we address questionnaire assistance when Questionnaire Assistance Centers are not open?

## *Funding*

- When is it most helpful to release funds – now or later?
- What is the extent of rapid response funding at the state and regional levels? What is the need for additional funds?
- What flexibility do ACBOs and CBOs have to repurpose funds?
- What are the incremental costs of shifting to phone and digital outreach?

## *Communications*

- How can we shift messaging to reach the Hard-to-Count?

## *Accurate Count*

- How can we make sure everyone is counted as people lose their jobs and homes in this economy?

## *Direct Support to the Field*

- How can we best support the field during this challenging time and simultaneously maintain focus on the Census?

## *Funder Capacity*

- How can we remain agile and responsive when all our areas are being inundated with requests and we were not prepared/configured to work remotely?

# Next Steps



*Sheila Chung Hagen, GCIR Consultant*

