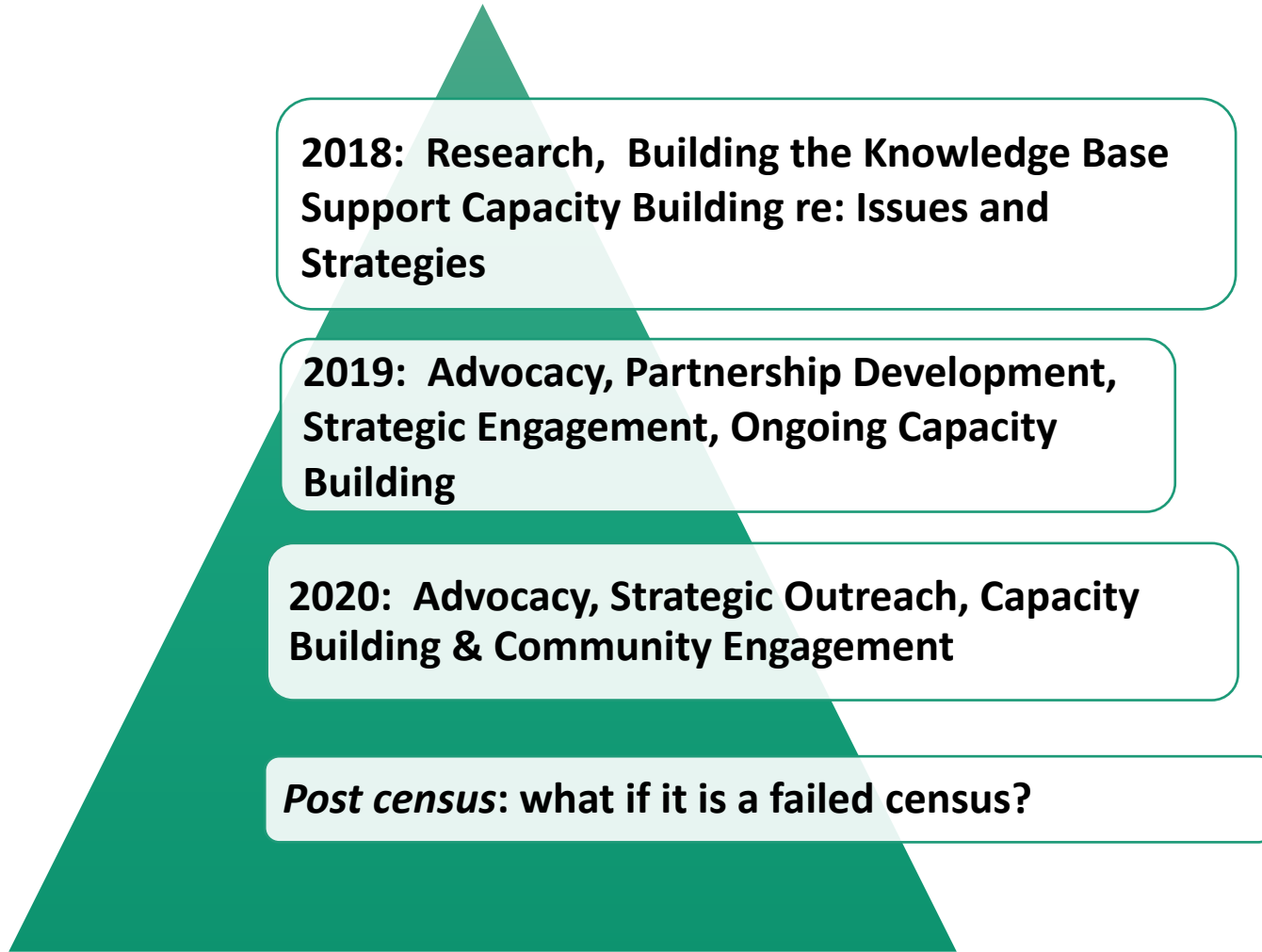


San Joaquin Valley Census Cluster Project Briefing for Philanthropy CA, NCG & SCG



SJV Census Cluster Project: Overall Strategy



Update re: SJVHF Census Cluster Project

- \$886,000 raised to date; Region 6 ACBO application
- Three research publications and executive summaries; more coming
- 10 SJVHF census advocacy grants: Feb. 1 start date (\$15,000/one year)
- Monthly calls: brainstorming, coordination, sharing, problem solving
- Dissemination/outreach re: SJV census research & implications
- Amicus Curiae: Nat'l Immigration Law Center + funder/community partners
- Vision: Strengthened regional action & advocacy network

Research informed * More strategic advocacy & outreach grants * Enhanced partnerships (high touch/grassroots; formal & informal networks & leaders)

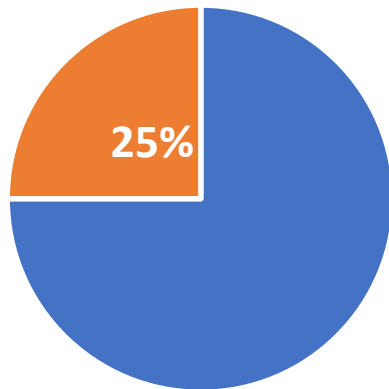
- Expected impacts: → increased civic engagement via accurate and complete Census 2020 for benefit of local communities and state



Where We Are: Research/Knowledge Base Latino Immigrants and Their Social Networks

8 Counties – 31 Communities – 104 Venues

418 Latino surveys completed



■ Foreign Born ■ US born

Foreign Born Latinos Surveyed

- 49% undocumented
- 36% legal residents
- 15% naturalized citizens

- **4 Latino Focus Groups**
 - Indigenous community (Madera)
 - U.S.-born Latino youth with immigrant parents (Fresno)
 - Latino DACA recipients (Tulare)
 - Latino Head Start parents (Stanislaus, Merced, Madera)
- **Data Analysis**
 - Report 1: Impact of citizenship question and other barriers to census participation
 - Report 2: Cascade model identified 4% undercount
 - Report 3 (upcoming): Analysis of qualitative and focus group data
- **174 surveys completed of other ethnic groups**
 - SE Asian
 - Arab
 - Sikh
 - Sub-Saharan African
- **Additional Focus Groups**
 - Sikh
 - Syrian refugees

Dramatic Reduction in Willingness to Respond if CQ Is Added

Willingness To Respond	Willing to Respond to Census <u>without</u> the CQ (N=406)	Willing to Respond to Census <u>with</u> the CQ (N=404)
All Latino respondents	84%	46%
Undocumented (N=147)	80%	25%
Legal Residents (N=108)	85%	63%
Naturalized Citizens (N=44)	89%	70%
US-born Citizens-2 nd gen (N=97)	89%	49%

Strong Opposition to Participate in Proxy Interviews

“NONE OF MY BUSINESS!”

Proxy interviews are a key component of NRFU process

- accounted for 24% of NRFU interviews in Census 2010 and 27% in 2018 NRFU testing

19%

Willingness to
respond
without CQ

“I think it's an issue of privacy. I don't think I have the right to give people's information away. Maybe if I ask them first.”

“I would not give it, why should it be my job to answer? It's not my obligation.”

“No, because I do not know who the neighbors are. I will tell the person to go to the house [himself].”

8%

Willingness to
respond
with CQ

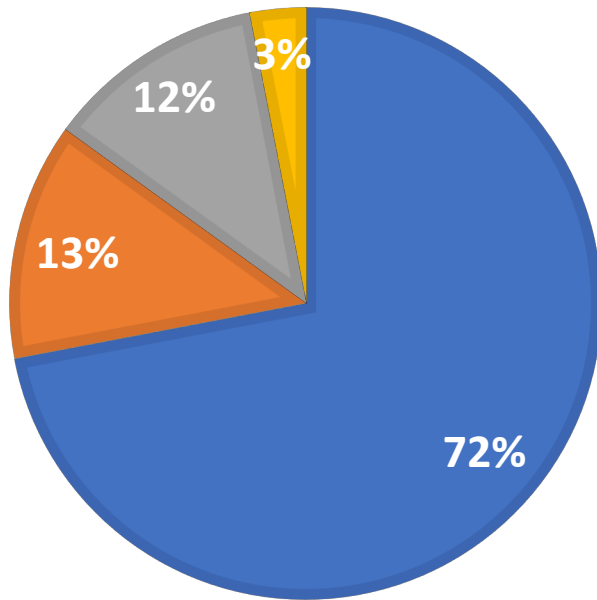
“I do not want to do any harm by giving that personal information.”

“I will not give the information, I do not want to get people in trouble. It's very private. The government should not ask it.”

28% of HH's Surveyed Do Not Have Standard Mail Delivery—May Not Get Invitation, Form, or Follow-up

LATINO IMMIGRANT MAIL ACCESS

■ Own mail access ■ PO Box
■ Shared mailbox ■ Other or none

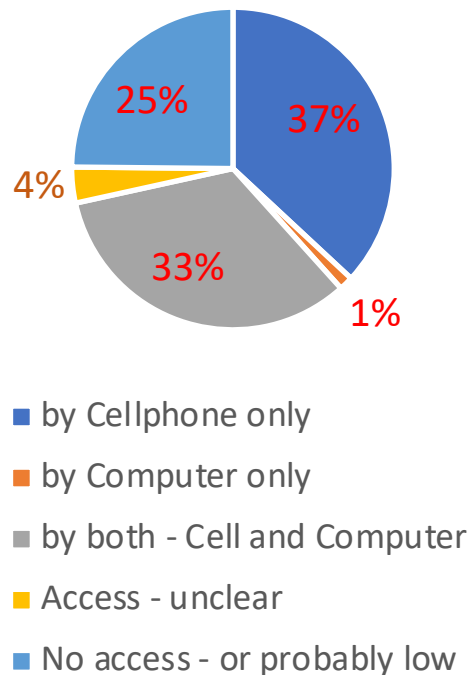


Opportunities for Procedural Advocacy

- Improve enumeration process for HH's with impaired mail access
- Identify distinctive issues for each mail arrangement
- Address issues re delivery of bilingual questionnaires

Internet Access Is a Barrier to Response

% Latino Immigrants' Internet Access (n=414)



- More than one-quarter of survey respondents have no access or marginal Internet access
- Those most willing to respond (older legal residents and naturalized citizens) have least access to the Internet
- 37% of Internet access through cell phone only-Interface needs to be **extremely** user-friendly for populations with limited digital literacy
- Community facilities for online access needed and also strong campaigns needed to encourage people to make use of them
- Promise of mobile QACs

Challenges in Enumerating Complex HHs: Multiple Family Units Living under the Same Roof



- Around 1 out of 5 are complex HHs or compounds. “Extra” people in these HHs likely not to be included in HH roster.
- Living arrangements often violate housing codes and “extra” individuals are, in many cases, undocumented. Left out of HH census response—especially with the CQ on the census.
- Distinct messaging needed—to renters in complex or hidden HH units to respond via NID, to landlords re: safety of response

Troubled Reflections: Themes in Surveys and FGs

- Distrust in federal government leads to distrust in Census Bureau assurances about confidentiality.
- Disbelief in confidentiality is not absolute – but how information might perhaps be used is of grave concern. Many are weighing risks vs. benefits and some are willing to take risk, others not.
- If the census is meant to count the population, why ask personal information and, especially, why add the citizenship question?
- Some plan to skip the CQ or report only some in HH.
- Widespread perception that the citizenship question is divisive, racist and bad social policy—especially among the second generation
- Among the naturalized citizens and legal residents, some definitely want to be counted and will respond, but still object to the CQ.



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Congressional Advocacy re: CQ

- March-June: Congressional advocacy to prohibit the CQ (insurance against incorrect SCOTUS decision)
- March-June: Link Congressional advocacy to likely fiscal impact in local service areas (based on expert testimony in litigation, SJVCQR research and Andrew Reamer update on impacts)
- March-June: Link Congressional advocacy to basis for arguing that there are major non-financial, non-electoral negative impacts on civic life and immigrant integration efforts
- July-October: Litigation to protect privacy of immigrants in small census blocks (30% of CA, critical issue in Central Coast, San Joaquin Valley, Coachella Valley)



Procedural Advocacy re: Census Operations: March-June 2019

- March-June 2019: Prevalence of complex and hidden HHs requires advocacy for LA region collaboration with community-based organizations in targeting and conducting Summer 2019 in-field address canvassing
- March-December 2019: Lack of postal delivery requires expansion of U/L to areas with city-style addresses (also requires more \$ for NRFU workload)
- March-December 2019: Advocacy for more extensive mailing of bilingual materials (no significant cost impact) will have positive impact. Also improved language access for languages not currently included
- March-December 2019: Barriers to census response—uneven mail delivery and limited Internet access support advocacy for mobile QACs and community QACs (state and philanthropic \$ matching would help!)



Procedural Advocacy re: Census Operations: Summer-Fall 2019

- June-September 2019: Advocate for detailed public reporting of Census Bureau split-panel CQ results for sub-state geographic areas and reporting of suppression in relation to concentrations of non-citizens
- October—November 2019: An incipient emergency—more \$ needed for NRFU based on outcome of Census Bureau 2019 split-panel research on impact of CQ. Very tight time frame to make \$ available for FY20.
- October-November 2019: Higher-than-expected non-response among immigrants requires waivers to allow hiring non-citizen enumerators
- October-November 2019: Advocacy will be needed to refine training and supervision to allow enumerators to persuade reluctant respondents



Get-Out-The-Count Campaign

- **March-June 2019: Prepare to effectively promote census participation with Plan A—Restoring Trust if CQ is banned and Plan B—Building Enthusiasm in Face of Adversity**
- **August-December 2019: Initiate promotion of census participation based on SCOTUS decision re CQ**
- **March, 2019-August, 2020: Deployment of state outreach \$ for overcoming barriers to enumeration, not just promoting self-response**
- **March 2019-August 2020: Targeted promotion of Census participation to hard-to-count sub-populations based on market segmentation analysis – not just race/ethnicity. Emphasis on local/friendly/trustable QAC's.**
- **April-August 2020: Phased Census promotion keyed to sequence of NRFU activities—beyond self-response to emphasize response to enumerators, attention to reminders, and inclusion of “extra” family members on HH roster**

2021 & Beyond: Research-Based State Litigation

- State/local government need to prepare for and deploy independent research as basis for post-census litigation seeking statistical adjustment
- Independent evaluation of Census 2020 requires full logic model—monitoring implementation in California (focus on multiple facets of NRFU in diverse communities) as well as post-hoc coverage measurement
- Support for state government and independent researchers going beyond standard PES-based coverage measurement so as to measure differential undercount (including immigrant undercount, not just racial/ethnic groups)
- A crucial role for ethnographic research and collaborations between academic institutions and community-based organizations
- Mid-decade census statutorily authorized but never implemented—possible legal option for response to the problem of a full decade of flawed data





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Thank You!

CONTACT INFORMATION

Ellen Braff-Guajardo ebraff-guajardo@sierrahealth.org

Ed Kissam edkissam@me.com

SJV Census reports can be found at

shfcenter.org/San-Joaquin-Valley-Census-Research-Project



The 2020 Census and the Central Valley

Jesus Martinez, Ph.D., Central
Valley Immigrant Integration
Collaborative

CVIIC



About CVIIC

Central Valley Immigrant Integration Collaborative

Established on Feb. 26, 2014 to help coordinate regional efforts designed to serve immigrant families.

4 strategic priorities:

- Strengthen regional organizational capacity to serve immigrants and enable them to have access to existing immigration programs (naturalization, DACA, etc.). Only 8-9 BIA accredited representatives in 2013 (from Kern to San Joaquin Counties).
- Delivery of services (legal services workshops) to urban and rural communities.
- Immigrant community outreach and education
- Advocacy



What We Have Learned:



1. Central Valley
immigrants =
Hard to Count
Communities but Census
can also serve to
empower!

900,000 living in región from Kern to San Joaquin
counties + 500,000 children with at least one immigrant
parent



2. Regional Coordination and Collaboration are possible ... This can yield better results than working alone and disarticulated.

To coordinate events, provide organizations training opportunities, pool resources, share best practices, engage broader range of partners, etc.

5 Point CVIIC Strategy for Census Activities in Central Valley

1. Support for the Creation of Local Level Coalitions/ Complete Count Committees

- From May 2018-Feb. 2019
- At a time when there was no funding to support local efforts.
- Fresno, Kern, Tulare, Merced, San Joaquin, Stanislaus.

2. Central Valley Census Organizational Capacity Building

- Provide training opportunities, share resources and information, inform of potential funding opportunities (including State of California funding).
- Create local/regional listservs
- Connect to state and federal census agencies.

3. Central Valley Census Regional Coordination and Networking

- We have promoted a regional approach: issues and concerns raised by local/county groups tend to be similar; also characterized by access to limited resources.
- Makes sense not to have each group reinvent the wheel; some agencies have multi-county presence.

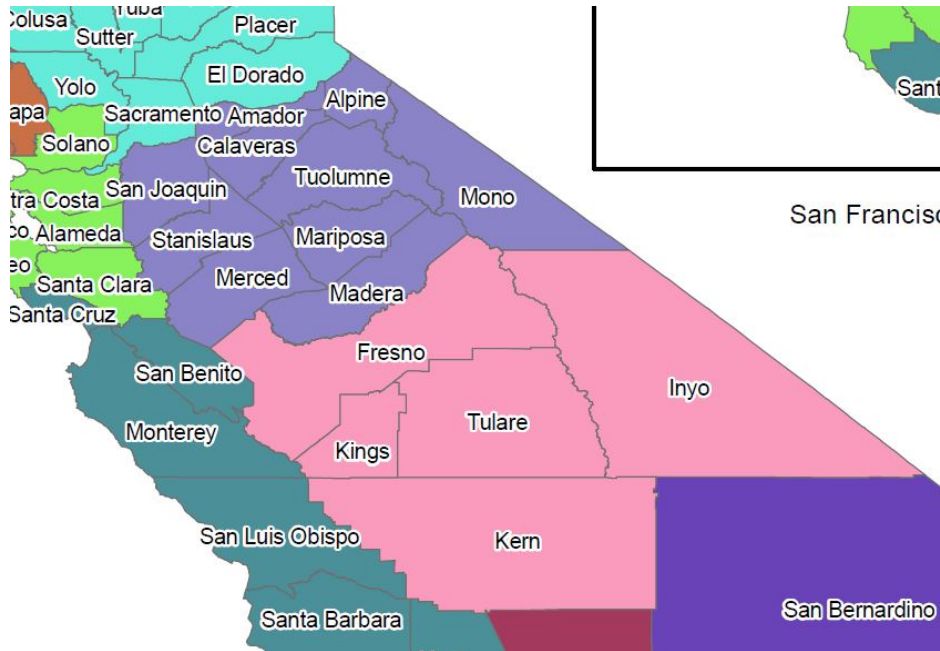
4. Central Valley 2020 Census Research

- Participated in 3 studies.
- Local update of census addresses (LUCA) Fresno and Stockton
- Currently participating in SJVHF-funded Central Valley Census Research Project analyzing impact of 2020 Census on CV communities

5. Central Valley Census Advocacy

- Census is opportunity to empower immigrants and CBOs
- To promote policies (state/federal/local)
- Assisting county/city authorities
- Signed on to amicus brief to support State of California lawsuit vs citizenship question

CV Counties Opting In/Out for State of California Census Funding



Region 4

Opting In:

Calaveras
Madera
Mariposa
Merced
Stanislaus

No Action/Optin Out:

Alpine
Amador
Mono
San Joaquin
Tuolumne

Region 6

Opting In:

Fresno
Inyo
Kern
Kings
Tulare

No Action/Opting Out:

None

What is Needed at this Stage?

3 Key Areas

1. Active involvement of more Institutions, CBOs, Local Governments, Private Sector

- In comparison to LA and Bay Area, the Central Valley is behind in census-related preparations/local investment. Ex. LA city and county established complete count committee over a year ago and have invested in preparations.
- Key questions: how does census fit in with current organizational priorities? What is feasible?
- Greater involvement can lead to greater influence in national and state level discussions, advocacy

2. Dissemination of Current and Future Census Employment Opportunities

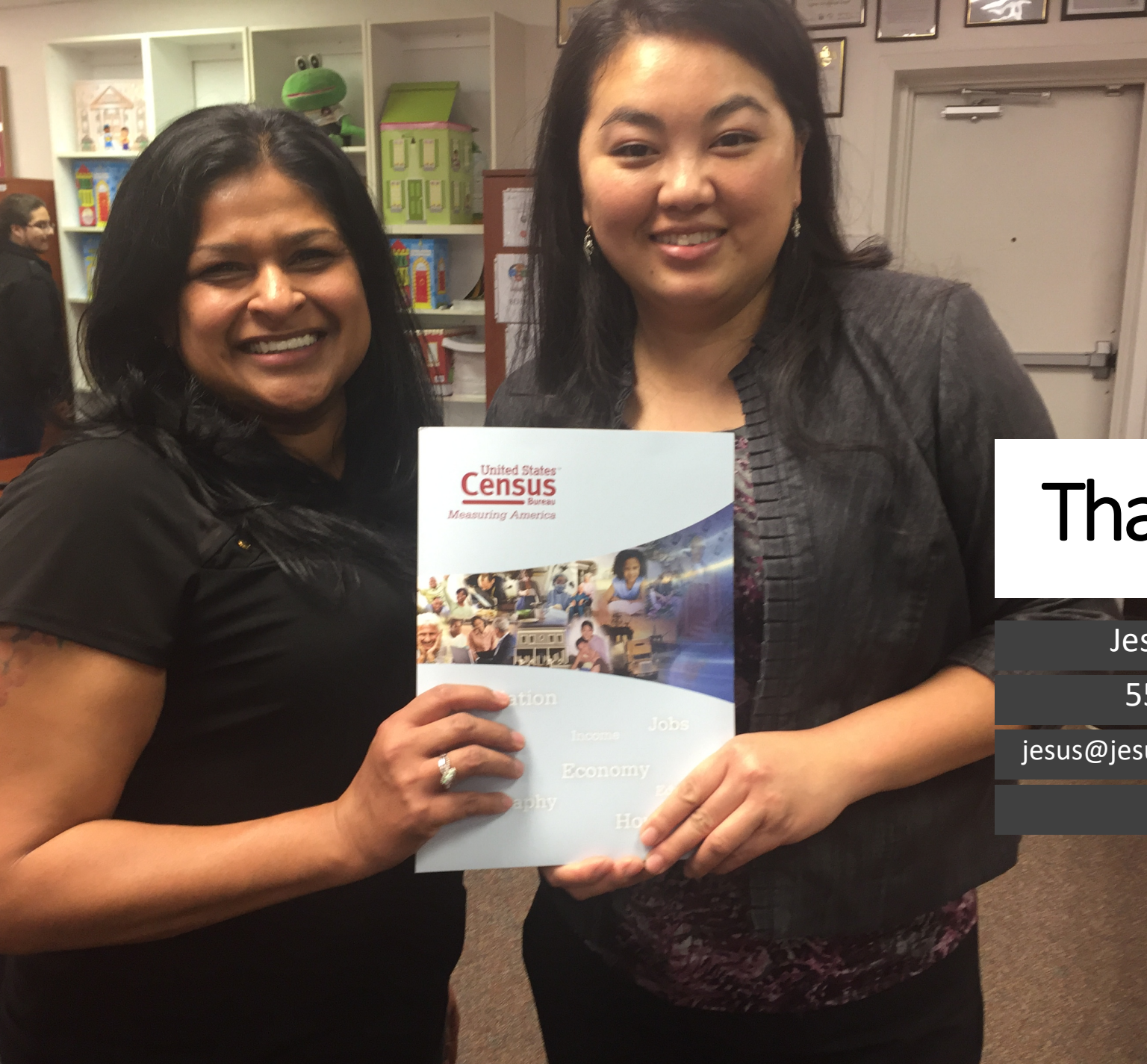
- The 2020 Census will only be successful if right people are hired – from top administrative positions to census canvassers.
- Current regional coordinator and outreach positions available.
- Need to recruit and train people who will apply successfully for census positions and are qualified to work with hard to count communities
- Census Bureau opening office in Bakersfield to coordinate work in entire region.

3. Coordination of Incipient Efforts/Regional Communication

- To leverage existing and future resources.
- To avoid duplication of efforts and reinventing the wheel.
- To effectively and efficiently reach hard to count communities.
- Not an easy task but some coordination and collaboration are possible

This process is just getting started. There is a need for more engagement from everyone!!





Thank You!

Jesus Martinez

559 307-7941

jesus@jesusmartinez.org

CVIIC.org

