



State of California – Government Operations Agency  
California Complete Count-Census 2020  
400 R Street, Suite 359  
Sacramento, CA 95811  
[www.census.ca.gov](http://www.census.ca.gov)  
(916) 852-2020



## Community and Sector Based Organizations

Community Based Organizations (CBOs) focus their statewide outreach on demographic groups considered hard-to-count. Sector Based Organizations focus their statewide outreach on demographic groups considered hard-to-count through a sectoral focus.

### African-Americans

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#### California Calls

<https://myblackcounts.org/>

Ama Nyamekye, Project Manager Black Census and Redistricting Hub  
[ama@goodinfluence.work](mailto:ama@goodinfluence.work)  
718-744-5305  
CA Census Staff Lead: David Tucker  
[David.Tucker@census.ca.gov](mailto:David.Tucker@census.ca.gov)

### Asian-Americans and Pacific Islanders

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#### Asian Americans Advancing Justice

<https://www.countusin2020.org/>

June Lim, Interim Project Manager  
[jlim@advancingjustice-la.org](mailto:jlim@advancingjustice-la.org)  
213-977-7500  
CA Census Staff Lead: Sara Pol-Lim  
[Sara.Pol-Lim@census.ca.gov](mailto:Sara.Pol-Lim@census.ca.gov)

### Children 0-5 Years

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#### First 5 Association

<https://thesocialpresskit.com/first5-2020census>

Kendra Devejian, Census Project Director  
[kendra@first5association.org](mailto:kendra@first5association.org)  
559-250-9331  
CA Census Staff Lead: Marcy Kaplan  
[Marcy.Kaplan@census.ca.gov](mailto:Marcy.Kaplan@census.ca.gov)

### Farm Workers

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#### Mixteco/Indigena Community Organizing

Genevieve Flores-Haro, Associate Director  
[genevieve.flores-haro@mixteco.org](mailto:genevieve.flores-haro@mixteco.org)  
805-483-1166  
CA Census Staff Lead: Emilio Vaca  
[Emilio.Vaca@census.ca.gov](mailto:Emilio.Vaca@census.ca.gov)

### Farm Workers

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#### California Rural Legal Assistance, Inc.

Reina Canale, Grant Manager  
[rcanale@crla.org](mailto:rcanale@crla.org)  
530-742-5191  
CA Census Staff Lead: Emilio Vaca  
[Emilio.Vaca@census.ca.gov](mailto:Emilio.Vaca@census.ca.gov)

### Immigrants and Refugees

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#### Coalition for Humane Immigrant Rights

<https://chirla.org/content/contamos-contigo-censo-2020>

Esperanza Guevara, Census Campaign Manager  
[eguevara@chirla.org](mailto:eguevara@chirla.org)  
213-400-5450  
CA Census Staff Lead: Patricia Vazquez-Topete  
[Patricia.Vazquez-Topete@census.ca.gov](mailto:Patricia.Vazquez-Topete@census.ca.gov)

### Latinos

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#### Latino Community Foundation

<https://latinocf.org/2020-census/>

Christian Arana, Policy Director  
[carana@latinocf.org](mailto:carana@latinocf.org)  
415-236-5145  
CA Census Staff Lead: Quintilia Avila  
[Quintilia.Avila@census.ca.gov](mailto:Quintilia.Avila@census.ca.gov)

### Latinos

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#### NALEO Educational Fund

<https://hagasecontar.org/>

Ely Flores, Director of Civic Engagement  
[eflores@naleo.org](mailto:eflores@naleo.org)  
213-747-7606  
CA Census Staff Lead: Carlos Beltran  
[Carlos.Beltran@census.ca.gov](mailto:Carlos.Beltran@census.ca.gov)

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For more information, contact: CA Census Office Outreach Team

<https://census.ca.gov/outreach/>

Updated: January 21, 2020

## **LGBTQ**

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### **Equality California Institute**

<https://action.eqca.org/page/s/census-2020-sign-up-web>

Jeremy Payne, Program Manager

[Jeremy@eqca.org](mailto:Jeremy@eqca.org)

323-848-9801

CA Census Staff Lead: Mignonne Pollard

[Mignonne.Pollard@census.ca.gov](mailto:Mignonne.Pollard@census.ca.gov)

## **Limited English Proficiency**

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### **Coalition for Humane Immigrant Rights**

<https://chirla.org/content/contamos-contigo-censo-2020>

Esperanza Guevara, Census Campaign Manager

[eguevara@chirla.org](mailto:eguevara@chirla.org)

213-400-5450

CA Census Staff Lead: Patricia Vazquez-Topete

[Patricia.Vazquez-Topete@census.ca.gov](mailto:Patricia.Vazquez-Topete@census.ca.gov)

## **Low / No Broadband**

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### **United Ways of California**

Paola Hernandez, Census Program Manager

[phernandez@unitedwaysca.org](mailto:phernandez@unitedwaysca.org)

786-973-2887

CA Census Staff Lead: Quintilia Avila

[Quintilia.Avila@census.ca.gov](mailto:Quintilia.Avila@census.ca.gov)

## **Middle East and North African**

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### **Council on American-Islamic Relations – California**

<https://www.2020becounted.org>

Basim Elkarra, Executive Director - Sacramento Valley/Central CA Area

[belkarra@cair.com](mailto:belkarra@cair.com)

916-441-6269

CA Census Staff Lead: Marcy Kaplan

[Marcy.Kaplan@census.ca.gov](mailto:Marcy.Kaplan@census.ca.gov)

## **Native American and Tribal Communities**

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### **California Indian Manpower Consortium**

[http://www.cimcinc.org/pro\\_cic.html](http://www.cimcinc.org/pro_cic.html)

Lorenda T. Sanchez, Executive Director

[lorendas@cimcinc.com](mailto:lorendas@cimcinc.com)

916-920-0285

CA Census Staff Lead: Kayla Hilario

[kayla.hilario@census.ca.gov](mailto:kayla.hilario@census.ca.gov)

## **Native American and Tribal Communities**

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### **California Native Vote Project**

Jesse F. Fraire, Statewide Census Coordinator

[jfraire@canativevote.org](mailto:jfraire@canativevote.org)

323-214-9699

CA Census Staff Lead: Kayla Hilario

[kayla.hilario@census.ca.gov](mailto:kayla.hilario@census.ca.gov)

## **People with Disabilities & Seniors/Older Adults**

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### **Disability Rights Education & Defense Fund with the California Foundation for Independent Living Centers**

<https://disabilitycounts2020.org/>

Susan Henderson, Executive Director

[shenderson@dredf.org](mailto:shenderson@dredf.org)

510-644-2555

CA Census Staff Lead: Yumi Sera

[Yumi.Sera@census.ca.gov](mailto:Yumi.Sera@census.ca.gov)

# Sector Based Organizations

## **SECTOR: Business/Corporate**

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### **Council for a Strong America - California**

<https://www.strongnation.org/CAcensus>

Susan Bonilla, State Director

[sbonilla@councilforastrongamerica.org](mailto:sbonilla@councilforastrongamerica.org)

415-762-8270

CA Census Staff Lead: Marcy Kaplan

[Marcy.Kaplan@census.ca.gov](mailto:Marcy.Kaplan@census.ca.gov)

## **SECTOR: Faith-Based**

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### **PICO California**

[www.picocalifornia.org/census-2020](http://www.picocalifornia.org/census-2020)

Andrew Lee, Faith Census Hub Manager

[Andrew@picocalifornia.org](mailto:Andrew@picocalifornia.org)

619-310-7050

CA Census Staff Lead: Marcy Kaplan

[Marcy.Kaplan@census.ca.gov](mailto:Marcy.Kaplan@census.ca.gov)

## **SECTOR: Health**

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### **California Primary Care Association**

<https://www.cPCA.org/cPCA/myhealthcounts>

Rebecca Pleitez, Deputy Director of

Grassroots Advocacy

[rpleitez@cPCA.org](mailto:rpleitez@cPCA.org)

916-440-8170

CA Census Staff Lead: Marcy Kaplan

[Marcy.Kaplan@census.ca.gov](mailto:Marcy.Kaplan@census.ca.gov)

## **SECTOR: Labor**

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### **California Labor Federation**

<https://calaborfed.org/calaborcounts/>

Hector Saldivar, Southern CA Field Director

[HSaldivar@calaborfed.org](mailto:HSaldivar@calaborfed.org)

213-276-3376

CA Census Staff Lead: Marcy Kaplan

[Marcy.Kaplan@census.ca.gov](mailto:Marcy.Kaplan@census.ca.gov)