



## California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop PUBLIC SUMMARY

**Eureka, Region 2**  
**July 31, 2019**

### Convening Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020, focuses on both the geographic areas and demographic populations who are "least likely to respond," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges the Humboldt County Office of Education for providing the venue.

### Summary of Meeting

#### Introductions

Introductions began around the table. Representatives from the following agencies were in attendance: Humboldt County Office of Education, Trinidad Rancheria, Tolowa Dee-ni' Nation, Bear River, Planned Parenthood, Northern CA Indian Development Council (NCIDC), Yurok Tribe, California Center for Rural Policy, Congressman Huffman's Office- Eureka, League of Women's Voters Humboldt, Open Door Del Norte, First 5 Del Norte, Del Norte Senior Center, US Census Bureau, CA Census Department.

#### Regional & State Updates

The California Center for Rural Policy (CCRP) has contracted with the state to facilitate Census Complete Count Committees (CCC) and help with outreach activities for the three counties in Region 2: Humboldt, Del Norte and Trinity. Participants were directed to contact Alannah Smith for more information on the local CCC at [Alannah.Smith@humboldt.edu](mailto:Alannah.Smith@humboldt.edu). The state has identified 14 hard to count communities and

will be hiring a liaison for each. Participants were directed to Contact Connie Stewart or Carlos Beltran to get in contact with the state liaison for the HTC community they are working with in.

The State recently approved a media contract to create census outreach materials. Materials will be shared once developed. The State is creating a census curriculum for schools, which the Humboldt County Office of Education plans implement once it is complete and made available.

### Discussion on Outreach Activities

The purpose of the CCC and implementation planning workshops are to identify specific outreach strategies for each HTC community in their region. Research shows that a person needs to be reminded an average of eight times to fill out the census form.

Group Brainstorm on Potential Barriers (Group Break Out); ideas shared were:

- On July 24 the FBI raided a property in Hayfork, specifically targeting the Hmong community. This created a layer of distrust from the community.
- There is a digital divide in Northern CA as many residents in rural areas do not have access to cell or internet service.
- Census forms cannot be delivered to P.O. boxes and most of the rural areas in Region 2 mainly use P.O. boxes.
- For P.O. box residents, census employees will use the Update/Leave delivery method. Census employees will deliver the form to the main entrance of the residence.
- Group requested that the state find an environmentally friendly way to leave census forms at homes with locked gates. In 2010 many found the forms tied to a tree.
- Tribal members can contact their tribe for a unique address. Breakout groups were formed to brainstorm specific outreach strategies and locations.
- For outreach to tribal populations, coordinate all activities with the census liaison designated for each tribe. Contact Lindsay McCovey for contacts for each tribe.
- The Presidential Primary Election is on March 3, 2020. This will be a good time to remind people to look out for their census forms.

### Census Questionnaire Assistance Centers (QACs) & Access to Computers

The U.S. Census Bureau will be setting up Census QACs. The centers should target geographic and demographic communities at risk of being undercounted.

- These centers will be set up in trusted community locations- i.e. schools, family resource centers, community centers, etc.
- Centers will provide computers and internet access for people to fill out an online census form.
- Residents do not need to have a census code, they can validate with their residential address.
- Some centers will be setup in the same location and format as voting poll centers.
- Tribal populations will have set locations as well. Some reservations will be offering transportation assistance.
- As a reminder, once locations are established, be sure to include center locations on outreach materials.
- Local organizations can also offer their office computers as places to fill out census forms. However, only census employees can aid with questions.

- NCIDC will have computers available at each of their offices for filling out the online census. There will also be iPads available for remote locations.

#### Requests for Outreach Materials from the State

Each organization present shared what type of outreach materials they might need for the populations they are working with. They include:

- Back to school packets for all local schools
- Signage/ banners for different booths
- Lawn signs
- Informational flyers – various sizes, including post card size
- Images and information to share on social media
- Census “swag”- fans, pens, buttons, t-shirts, etc.
- All organizations doing tabling want some sort of swag