



## California Complete Count – Census 2020 The California Labor Federation Labor Sector

Sector Outreach is designed to complement other strategies that are based on geographic and demographic factors that contribute to making an individual hard to count. The contracted partners for these sectors are building upon their experience and community trust to leverage their networks for effective community outreach.

The California Labor Federation is leading their 1,200 unions representing 2.1 million union members across California. Their membership includes many of California's hard-to-count populations including many new and recent immigrants, and workers in low-wage sectors and communities. These members serve as trusted messengers in the communities they live and work in.

The California Labor Federation is coordinating directly with union affiliates and 22 regional labor council structures to develop and disseminate a union-specific toolkit, integrate Census education and messaging in key events and member communications to target HTC communities. With the shelter-in-place, The Central Labor Councils are experiencing widespread layoffs across the state and the Census efforts have had to shift from member-to-member education to phone and text banking and providing Census information at food banks and digital outreach. They have also incorporated Census messaging in conversations with members whose jobs have been impacted by the pandemic.

The California Labor Federation has subcontracted with the following Central Labor Councils:

- Region 2: Sacramento Labor Council
- Region 3: Contra Costa Labor Council, Alameda Labor Council
- Region 4: North Valley Labor Federation, Kern, Inyo, Mono Labor Council
- Region 5: Kern, Inyo, Mono Labor Council, Central Coast Labor Council, Monterey Bay Labor Council
- Region 7: Inland Empire Labor Council
- Region 9: Orange County Labor Federation
- Region 10: San Diego and Imperial Counties Labor Council

### WEBSITE

<https://calaborfed.org/>

### FUNDING ALLOCATION

\$ 410,200

### CONTACT INFORMATION

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