



## California Complete Count – Census 2020 California Rural Legal Assistance Farmworkers

Census outreach would not be complete without migrant and seasonal farmworkers but frequent moves, temporary and hidden housing, overcrowded dwellings, cultural differences and language barriers may sometimes hamper the outreach efforts. Many in rural areas live in transitional housing, have poor Internet access, and use P.O. box mail service. Farmworkers are thus least likely to receive information on the Census. Nationally, about 15% of farmworkers live in employer-sponsored housing, which may be counted through the US Census Bureau's Group Quarters Enumeration.

The California Rural Legal Assistance (CRLA) has over fifty years of active engagement with the farmworker and low-wage rural community and was involved in previous decennial Census. CRLA prioritizes outreach to Latinos, farmworkers, immigrants and refugees, low income communities and households with limited English proficiency. Many farmworkers are faced with a fear and mistrust of the government. With the pandemic, they are also facing other crisis', such as unemployment and food scarcity, as well as need for rental assistance or experiencing health issues.

Their language access plan targets communities of Mixteco, Triqui, Purepecha, Hmong, Urdu, Punjabi, Tagalog, Zapoteco, Portuguese, Arabic, and American Sign Language. CRLA has identified twenty counties with hard-to-count cities, unincorporated areas, trailer parks, tent and RV homeless encampments, and postal mail service-only communities.

CRLA's outreach campaign builds on their existing strengths of community education, advocacy, and empowerment. They have engaged trusted messengers in a grassroots community organizing network for door-to-door canvassing and informational community gatherings, which are now virtual meetings and call center messages on the Census. Their shift also includes phone banking past CRLA clients, posting flyers, and reaching out to religious leaders. They developed [video guides](#) on how to complete the Census in Spanish, Mixteco, and Triqui, radio messages, and materials in English, Spanish, Tagalog, Arabic, and Punjabi.

### WEBSITE

<https://www.crla.org/count-us-crla-census-work-success>

### FUNDING ALLOCATION

\$540,450

### CONTACT INFORMATION

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