

# Census 2020 – Central and Northern California Regional Tribal Consultation

10:00 am – 12:30 pm | September 25, 2019 | Sierra Health Foundation

## Purpose and Key Outcomes

In parallel with other outreach efforts in preparation for the 2020 decennial census, the California Complete Count – Census 2020 conducted tribal outreach and engagement. These included two rounds of Government-to-Government consultations, one in 2018 and again in 2019, as well as a statewide tribal webinar. The second round of consultations emphasized building on outreach conducted in 2018, discussing the status of tribal participation in State funding opportunities, reporting new funding opportunities, and listening to and discussing how a continued partnership can ensure a complete count of Native American communities throughout California. These 2019 consultations were held in Pala and Sacramento, CA, in coordination with Tribal Liaison trainings put on by the U.S. Census Bureau’s Tribal Partnership Specialists, who also participated in the 2018 consultations. State-funded partners conducting outreach to Native American and tribal communities—California Indian Manpower Consortium and the California Native Vote Project—also participated in the 2019 consultations, providing updates on their efforts and strategies. The southern California consultation was hosted by a local Tribal government, the Pala Band of Mission Indians, and a total of forty-five tribes participated in the consultations. This summary presents action items and highlights from the consultation in Sacramento.

During the Sacramento consultation, presenters shared updates about resources for tribal governments, enumeration method options for the 2020 census, and outreach to tribal communities, including efforts led by statewide community-based organization contractors and a media contractor. In addition to discussing the information shared during those presentations, participants provided a range of feedback related to tribal participation in the census. They discussed barriers to a complete count in tribal communities, including issues related to the coding system used to identify tribal membership and lack of space on the printed form to list tribal affiliation for all household members. Participants also discussed outreach resources and strategies available to tribes, noting challenges related to the timing of tribal census outreach funding, requesting an implementation plan template for tribes to build from, and discussing how tribes that are not currently federally-recognized can access resources and participate in the State’s outreach effort.

## Action Items

- The **California Complete Count Office** will ensure that tribes are informed of the requirements related to the new funding agreements, including the deadlines for submitting forms and the requirement to submit expanded implementation plans.

- **Tribes that are not federally-recognized** should connect with CIMC and CNVP to receive support in their outreach efforts.
- **Tribes** interested to learn more about how their tribe will be enumerated can contact a USCB Tribal Partnership Specialist or Jessica Imotichey, Partnership Coordinator.
- **Elaina O'Rourke and Shaonna Chase** to share the Northwestern Tribal Committee's Google Drive link so that other tribes can access the resources that are being shared there.
- **Tribes** interested in providing recommendations for CNVP's field canvasser positions can send their recommendations to Jesse Fraire.
- **Tribes** interested in hearing more about CNVP's census work can participate in their webinar on October 7, 2019, 11 a.m. – 12 p.m.
- **Tribes, including non-federally recognized tribes**, can find census outreach mini-grants through IndianCountryCounts.org.
- **The USCB** will follow up to provide information about how individuals beyond the first six listed on a census questionnaire are counted in terms of demographics and tribal affiliation.

#### **Resources/Links Mentioned:**

- USCB My Tribal Area tool - <https://www.census.gov/tribal/>
- Tribes, including non-federally recognized tribes, can find census outreach mini-grants through [www.IndianCountryCounts.org](http://www.IndianCountryCounts.org)

#### Meeting Summary

##### **Introductions and Opening Remarks**

Tribal Secretary/Liaison Dirk Charley, Dunlap Band of Mono Indians, opened the meeting and welcomed attendees. Attendees next introduced themselves. The meeting agenda and materials were reviewed.

##### **California's Census 2020: Ensuring a Complete Count in Native American Communities and Resources for Tribal Governments**

Following introductions, Sarah Soto-Taylor, Deputy Secretary for Census, Government Operations Agency, thanked attendees and expressed her gratitude for their participation. She further thanked Sierra Health Foundation for hosting the Consultation, as well as the U.S. Census Bureau (USCB) for hosting the Tribal Liaison training, which was conducted directly before the State's consultation.

Ms. Soto-Taylor first differentiated the roles of the State and federal census operations, indicating that the federal Census team runs national Census operations, employs enumerators, and collects census form data. The State conducts essential on-the-ground outreach to communities across California to ensure an accurate and complete count of California

residents. The California Complete Count (CCC) Census 2020 is focused on robust outreach throughout the state. The State's outreach approach divides California into ten regions and uses previous census data to focus regional efforts towards the hardest to count populations. The State has allocated significant funding for grassroots outreach campaigns to community-based organizations (CBOs) with strong local presence in their respective regions. Outreach will include educating Californians about the census, reducing barriers to responding to the census, and conducting media campaigns to reach the hardest-to-count communities. Outreach methods will be appropriately customized to these communities and populations.

California is home to the largest percentage of census respondents who identify as American Indian or Alaska Native. For this reason, it is critical to engage outreach partners and public relations/media contractors who have experience in civic engagement with tribal communities.

During fiscal year 2018/19, the State allocated a total of \$316,500 in census outreach funding to federally-recognized tribes, based on housing unit data (the initial list of funding-eligible tribes included those with a minimum of 25 housing units). Since the State conducted its first round of tribal consultations in 2018, baseline funding for federally-recognized tribes was increased. During fiscal year 2019/20, an additional \$2 million from the State's general fund will be allocated to tribes, with funding available to all 110 federally-recognized tribes. In addition, \$400,000 was granted to two statewide CBO partners: California Indian Manpower Consortium (CIMC) and the California Native Vote Project (CNVP). These partners are responsible for conducting census outreach to Native Americans across California, including providing support to non-federally recognized tribes.

Connie Hernandez, Tribal Liaison and Regional Program Manager (RPM) for Region 10 (San Diego and Imperial Counties), California Complete Count Census 2020, provided additional details about the funding approach and process for federally-recognized tribes to receive funds. Tribes that opt into the tribal funding agreement will receive a minimum of \$5,000 or \$22.25 per individual based on "self-identified" population numbers from Census 2010 data sets (at whichever value is greater). Tribes that wish to opt-in should complete and submit their funding agreements by October 15, 2019. Ms. Hernandez said that all federally-recognized tribes should have already received their funding agreements, and invited any who had not yet received theirs to contact her.

Those tribes participating in the new funding agreements will be asked to develop and implement an outreach plan specific to their tribal community. The outreach activities to be utilized are at the discretion of the tribes. Tribes are encouraged to coordinate and collaborate with their local Complete Count Committees as well as statewide outreach and media contractors.

The Census Office will adjust CIMC's existing contract to allow for the creation of subcontracts to those tribes that have not opted-in to the additional State funding by October 15, 2019, so that they may receive the funding if they choose to engage at a later point in time. For tribes that choose to opt out of the State funding and choose not to conduct their own census outreach,

CIMC may conduct outreach efforts on their behalf. CNVP's contract will also be amended to allow contracting of full-time canvassers to increase their activities.

The California Census Office will be responsible for leveraging the State's resources to support the tribes, specifically by:

- Promoting the enrollment of the tribal funding agreements;
- Overseeing and managing the tribal funding agreements;
- Overseeing and monitoring collaboration between the tribes and the statewide tribal contractors, CIMC and CNVP;
- Overseeing and managing the tribal media contract with NUNA Consulting;
- Connecting the State's Census 2020 RPMs to serve as a resource to engage the tribes in Census 2020 and local efforts;
- Disseminating toolkits with materials (i.e., flyers, posters, social media posts) to reservations, college campuses, and social service centers that serve tribes;
- Organizing Tribal Consultation Meetings;
- Coordinating with the U.S. Census Bureau (Tribal Partnership Specialists) in outreach to the tribes;
- Participating in quarterly State agencies' Tribal Liaison meetings organized by the Governor's Advisor for the Tribes, Christina Snider; and
- Attending tribal meetings and events throughout the state when invited.

In order to adequately support tribal outreach efforts, the Census Office is looking to appoint one full-time Tribal Outreach Coordinator within the coming weeks.

#### *Questions and Comments*

- Will the CCC distribute a draft implementation plan template for tribes and tribal organizations to build from?
  - CCC can provide an outline with examples for tribes to build from. Each tribe will determine how funds are best utilized to reach their community members. The counties and CBOs are required by the State have a more standardized implementation plan approach.
- The first round of funding was not received until after many of the events that were named in tribes' original implementation plans had already passed. Will a new plan need to be submitted for the new funding? Will a new budget be required?
  - Tribes receiving expanded funding will be asked to submit an expanded implementation plan, amending the original plan.
- The emails that provided information about opting-in to the expanded funding did not mention the requirement of submitting a new plan.
  - **Action Item:** The Census Office will follow up to ensure that tribes are informed of the requirement to submit expanded implementation plans.
- How can tribes that are not currently federally-recognized receive funding?

- At this time, the State is unable to provide direct funding allocations to tribes that are not federally-recognized, but there may be opportunities to receive funding from private sources such as foundations.
- Are non-federally recognized tribes included as native in the census?
  - Yes.
- How can tribes that are not currently federally-recognized participate in the State's outreach effort?
  - CIMC serves both federally-recognized and non-federally recognized tribes in all of its work. CIMC and CNVP will be able to support all tribes in the state, regardless of federal recognition. All tribes regardless of recognition status are also encouraged to connect with the CCC outreach offices and regional program managers located throughout the state, as well as to engage with their local Complete Count Committees.
  - **Action item:** Tribes that are not federally-recognized should connect with CIMC and CNVP to receive support in their outreach efforts.
- How will tribes and tribal members know the correct coding to use to identify their tribe on the census form, especially when there are various tribes with similar names?
  - **Action item:** Any tribe or tribal member that has questions regarding the coding for their tribal name can contact the USCB, who can look up the various ways the tribe is listed. Tribes were sent this information and asked to let the USCB know about their preferred name for coding. Tribes can conduct outreach to their members to inform them of which code to use to ensure consistency in how members are counted.
- Can the census enumerators be taught the correct coding for the different tribes?
  - No. The census is a self-response form, so enumerators cannot tell people how to list themselves.

### **Tribal Outreach Updates**

Kim Dodge, Tribal Liaison, Hoopa Valley Reservation, gave a presentation about the Tribe's census outreach efforts. Through the USCB's My Tribal Area online tool, the Tribe realized that their population was significantly undercounted in the 2010 census. They formed a Tribal Census Committee, including tribal managers from social and human services departments like health and education. The Committee has been working with the USCB to identify some of the factors that led to the 2010 undercount. Committee members are integrating census outreach and education into their work. For example, a Questionnaire Action Kiosk (QAK) will be placed in the Tribe's medical center and census educational materials will be brought into schools as well as included in tribal radio and newspaper. Ms. Dodge emphasized the importance of encouraging tribal members to identify as the head of household on the census form (as opposed to non-native spouses/partners), because this way their whole household will be identified as native for the census count. The Hoopa Valley Reservation has a strong internal team as well as strong relationships with both their USCB partnership specialist and their CCC regional program manager. They also have a relationship with the USCB's American Community

Survey staff person, who is responsible for gathering the data that goes into the population estimates in the years in between the decennial census.

Elena O'Rourke, Geographic Information System (GIS) Program Manager, and Shaonna Chase, Yurok Complete Count Committee and GIS Program Manager, Yurok Tribe, gave a presentation about the Tribe's census outreach efforts. As the GIS Program Managers for the Tribe, Ms. O'Rourke and Ms. Chase worked with Humboldt and Del Norte counties to become responsible for naming roads and numbering addresses. They then worked with the USCB's Local Update of Census Addresses (LUCA) program to review and update the USCB's database of addresses on the Tribe's land, both reviewing existing addresses and inputting the addresses that had been newly assigned. A continued challenge will be ensuring that individuals are aware of their correct address, since the majority of the community receives mail through a P.O. box. The Tribe has a web map resource that can be accessed through their website where official addresses are listed. The Tribe is also engaged in census outreach through events, social media, working with school districts, and creating materials such as brochures and stickers. They are hosting community dinners to provide information about the importance of the census and are focusing on ensuring that everyone who lives on their reservation is counted, regardless of their status as a Tribal member. The Tribe is also part of a Northwestern Tribal Committee that is just beginning, which will serve as a place to share outreach materials, coordinate messaging, and provide other support and collaboration.

**Action item:** Share the Northwestern Tribal Committee's Google Drive link so that other tribes can access the resources that are being shared there.

### **Update on U.S. Census Bureau Enumeration Operations**

Jessica Imotichey, USCB Partnership Specialist, shared a factsheet on USCB's enumeration operations, reporting approximately 95% of households nationwide will receive an invitation by mail to participate in the Census by filling out the questionnaire online. After receiving the initial invitation, two reminders will be sent, then a paper questionnaire, and then another reminder. If the household has still not yet responded, non-response follow-up will be conducted. Invitations and questionnaire forms are mailed to physical addresses only; they are not sent to P.O. Boxes. Approximately 5% of households, primarily in remote and rural areas, will have their Census questionnaire delivered in-person by a Census enumerator. The first date to complete the online census form is March 12, 2020.

A survey conducted by UCSB in 2018 asked each tribe throughout the nation how they would prefer to be enumerated for the upcoming Census. If a response was provided indicating an alternative enumeration method to receiving invitations or forms via mail is preferred, the USCB will work to meet those needs. Tribes can review the enumeration method for their reservation through an interactive enumeration map available on the census.gov website: <https://www.census.gov/newsroom/press-releases/2019/tea-viewer.html>. Tribes were encouraged to contact their Partnership Specialist with any questions regarding enumeration. The USCB is

looking to recruit and hire enumerators from reservations as trusted messengers to conduct this important work locally.

Regarding the discussion about tribal codes, Ms. Imotichey noted that the USCB received a request to include a drop-down menu of tribal names from which tribal members can choose their tribe when responding to the census online. She also said that the USCB would be conducting Tribal Consultations at the National Congress of American Indians in October 2019, where tribes can get additional answers as well as advocate for what they need to ensure an accurate count.

### **Update from Statewide Community-Based Organizations on Outreach Strategy to Native American Communities**

Lorenda Sanchez, California Indian Manpower Consortium, Inc., expressed her enthusiasm for this effort. CIMC is collaborating with CNVP to conduct statewide outreach to tribal communities. Census data is critical to the federal government's funding allocations, including \$1 billion to Native communities, so getting an accurate, complete count of those communities is important. CIMC is committed to working with the CCC, federal partners, and tribal collaboration partners to ensure that tribal populations throughout California are counted and receive the resources they deserve. CIMC has begun hosting and attending community events around the state, as well as conducting outreach via mail, email, telephone, and social media. They will help tribes and other partners develop Questionnaire Assistance Centers (QACs) and Questionnaire Action Kiosks (QAKs), with support from the State. They will also be participating in data collection through the State's Statewide Outreach Rapid Deployment (SwORD) tool. CIMC encourages tribal members to identify as head of household, because this determines how a household is counted.

Jesse Fraire, Statewide Census Coordinator, California Native Vote Project, gave a presentation on CNVP's statewide tribal outreach efforts. There are four major components to CNVP's efforts in their goal of building native power, including: community organizing and issue advocacy; voter registration, education, election protection, census, and redistricting; leadership development and community engagement; and Native American candidate recruitment and preparation. CNVP's central outreach strategy is event-based participation by their staff and field canvassers (e.g. attending powwows, festivals, birthdays, etc.). In addition, they participate in workshops and meetings when invited, attend the California Complete Count Committee meetings and Census-organized Regional Convenings, and plan to meet with tribal governments and administrations to the extent possible.

CNVP is hiring three regional program managers, one each for northern, central, and southern California, in addition to program managers for youth outreach and a special projects organizer. They will also hire additional field canvassers statewide, with a goal of 50 total around the state. Field canvassers, who are hired from within tribal communities, will be engaged in communities, participating and boothing at various events across the state. CNVP also has a digital approach, including using its website as an information hub to share toolkits and

collateral with partners, as well as deploying both California-wide and tribe-specific messaging through email and social media. CNVP will be using SwORD to identify and target gaps as outreach and census response is carried out. CNVP is holding a webinar on October 7, 2019, to share information and begin collaborating with partners on census outreach.

**Action item:** Mr. Fraire asked participants to provide any recommendations they have for field canvasser positions, in central and northern California especially.

**Action item:** Tribes interested in hearing more about CNVP's census work can participate in their webinar on October 7, 2019, 11 a.m. – 12 p.m.

### **Update from Statewide Tribal Media Contractor**

Ricki McCarroll, founder and principal consultant, NUNA Consulting Group, presented on the Statewide tribal media strategy. NUNA is a full-service public affairs and strategic communications firm specialized in providing culturally appropriate solutions for Indian Country. Their role in Census 2020 is to provide media outreach, materials, and resources for California's tribal communities. NUNA's tribal outreach media goals include listening to tribes' input, providing materials that fit tribes' needs, becoming a partner in census outreach for tribes and Native American communities throughout the state, and ensuring a complete count of California's tribes and Native community. Their strategy includes a tribal advisory board, community asset mapping, research, toolkits and training, partnership building, branding, prioritizing investment in tribes, sourcing materials from Native-owned firms, news media partnership, paid media advertising, and information dissemination. NUNA is also planning a Native youth engagement event. Ms. McCarroll invited participants to contact her at any time with any questions or comments via her direct email at [ricki@nunaconsultgroup.com](mailto:ricki@nunaconsultgroup.com) or via telephone at 202-503-9169.

### **Open Discussion on Tribal Outreach Efforts and Strategies to Achieve a Complete Count in the 2020 Census**

Attendees were asked to share input and perspectives on effective outreach strategies that can be pursued by tribes and other State partners to reach hard to count members and communities. They were further invited to ask any follow-up questions from the previous presentations and discussions.

- A participant asked for clarification on the due date for funding application paperwork. On the paperwork included with the funding applications it says that one of the forms was due on September 16<sup>th</sup>, but in the presentation Ms. Hernandez said all forms were due October 15<sup>th</sup>.
  - Ms. Hernandez said that the forms are all due on October 15<sup>th</sup>. She will look into why the forms listed the incorrect date and ensure tribes are aware of the correct due date. She invited participants to follow up with her with any other questions about the funding applications.



- What information do individuals have to have with them in order to complete the census form online at a QAC or QAK? Specifically, can people respond if they do not have a unique identifier, which the USCB is providing with the invitations and other mailings?
  - If a participant does not have a unique identifier, for example because they receive their mail via P.O. box and therefore did not receive a mailed invitation, they can still fill out the census questionnaire online. They will be required to answer some additional questions to ensure that the USCB can verify the address for which they are responding.
- Many tribes plan to set up QACs and need resources from the State to do so. QACs will be an important tool to ensure an accurate count of California's tribes and Native community.
- With the printed form, space to identify tribal affiliation is only provided for the first six individuals listed. Will additional household members be counted based upon the head of household?
  - The USCB representatives have elevated this question to the USCB headquarters and are awaiting confirmation about how these individuals are counted. Using the online form, respondents will answer all seven questions for each household member.
- Tribes need information about what and how much collateral they will have access to from other sources, such as the USCB, CCC, and statewide tribal outreach CBOs, to prevent duplication of efforts. It would be best to have an easily accessible, central way for tribes to find out about the available collateral.

### **Next Steps & Action Items**

Ms. Soto-Taylor thanked participants and noted that the meeting was part of an ongoing consultation process to which the State's Census Office is committed. She encouraged the federally-recognized tribes to take advantage of the opportunity for expanded funding, and invited participants to contact the Census Office with any questions.

### **Attendees**

- Anna Maldonado, Records Director, Tule River Indian Tribe
- Anthony Morrow, Tribal Liaison, Southern Sierra Miwuk Nation
- Autumn Burt, Secretary - Treasurer Census Tribal Liaison, Washoe Tribe of Nevada and California
- Carmen Ochoa, Tribal Service Manager, Sherwood Valley Band of Pomo Indians
- Clyde Prout III, Tribal Chairman, Colfax-Todds Valley Consolidated Tribe of the Colfax Rancheria
- Dirk Charley, Tribal Secretary, Dunlap Band of Mono Indians
- Dorya Harjo, Tribal Council, Coyote Valley Band of Pomo Indians of California

- Elaina O'Rourke, Yurok CCC / GIS Program Manager, Yurok Tribe
- Karen Derry, Economic Developer/Operations Manager, Karuk Community Development Corporation
- Kim Dodge, Planner, Hoopa Valley Tribe
- Leann Anguiano, Tribal Council, Big Sandy Rancheria of Western Mono Indians of California
- Lorenda T. Sanchez, Executive Director, California Indian Manpower Consortium
- Manolito Stra, Cloverdale Rancheria of Pomo Indians of California
- Marlo Hunte-Beaubrun, Tribal Leader, US Census Bureau / Standing Rock Sioux Tribe
- Mary Camp, Tribal Administrator, Redwood Valley Rancheria
- Melissa Leal, Representative, Ohlone Costanoan Esselen Nation
- Molly West, Project Administrator, Colusa Indian Community
- Monica Barajas, Tribal Liaison, Band Valley / CTPP California Tribal TANF
- Peter Griffith, Media Specialist, US Census Bureau
- Rikken Hansen, Tribal Partnership Specialist, US Census Bureau / USCD
- Selana Trippo, Family Wellness Advocate / Tribal Census Liaison, Scotts Valley Band of Pomo Indians
- Shaonna Chase, Yurok CCC / GIS Program Manager, Yurok Tribe
- Sierra Shope, Executive Assistant, Middletown Rancheria of Pomo Indians of California
- Tara Logan, Administrative Assistant, Cahto Tribe
- Teresa Marie Wilson, Executive Assistant, California Indian Manpower Consortium (Yurok)
- Tracy Eleck, Secretary Lands Office, Pit River Tribe
- Travis Brown, Vice Chairman, Berry Creek Rancheria
- Vivian Christman, Administrative Assistant, Tule River Indian Tribe
- Yumi Sera, Deputy Director, California Complete Count – Census 2020
- Sarah Soto-Taylor, Deputy Secretary for Census, Government Operations Agency
- Connie Hernandez, California Complete Count Census 2020
- Alex Cole-Weiss, California State University, Sacramento
- Julia Van Horn, California State University, Sacramento