

Census 2020 – Southern California Regional Tribal Consultation

10:00 am – 12:30 pm | September 10, 2019 | Pala Spa Resort & Casino

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 hosted at the Pala Spa Resort and Casino.

During the Pala consultation, presenters shared updates about resources for tribal governments, enumeration method options for the 2020 census, and outreach to tribal communities by statewide contractors, including community-based organizations 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, including issues such as distrust in the federal government, lack of understanding of the benefits of a complete count among tribal communities, and logistical barriers like lack of internet access. Participants also discussed outreach resources and strategies available to tribes, including how to obtain promotional items and allowable uses of State funding.

Action Items

- **Tribes electing to opt-in** to receive State funding should complete and submit their Funding Agreement forms to the California Complete Count office by October 15, 2019.
- **Tribes** interested to learn more about how their tribe will be enumerated can contact a Tribal Partnership Specialist (Bernold Pollard, Mark Cervantes and Randall Murphy,) or Jessica Imotichey, Partnership Coordinator.

- **California Complete Count office** will look to confirm whether gift cards can be purchased as outreach/promotional/incentive items by tribes using funds issued as part of the funding agreement with the State.
- **USCB and California Complete Count team** will follow-up to provide data on the undercount of Native Americans in California and nation-wide.
- **Mark Cervantes** will follow up with tribes regarding questions about accessibility of the online form for people with disabilities.

Meeting Summary

Introductions and Opening Remarks

Chairman Robert Smith, Pala Band of Mission Indians, opened the meeting and welcomed attendees. Eric Ortega, Pala Band of Mission Indians, provided an opening blessing. Attendees next introduced themselves. Following introductions, Ditas Katague, Executive Director, California Complete Count (CCC) Census 2020, thanked attendees and expressed her gratitude for their participation. She further thanked Pala Spa Resort and Casino for hosting the Consultation, as well as the U.S. Census Bureau's (USCB) Tribal Liaison training, which was conducted directly before this Consultation.

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

Ms. Katague 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 State has allocated significant funding for grassroots outreach campaigns to community based organizations (CBOs) with strong local presence in their respective regions. The efforts of the contracted CBOs are further complemented by census outreach efforts funded by private sector investments.

California is the only state in the nation to invest in census-related outreach to its communities. Census was a priority of former Governor Jerry Brown and is also a priority of Governor Gavin Newsom, as evidenced by his recent investment of additional funds for census outreach. California has invested significantly more money in the 2020 Census than any prior decennial census.

The State's outreach approach divides the California into ten regions and uses previous census data to focus regional efforts towards the hardest to count populations. Data on these populations is available at the census tract level. 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). 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.

Connie Hernandez, Tribal Liaison and Regional Program Manager (RPM) for Region 10 (San Diego and Imperial Counties), California Complete Count Census 2020, provided additional detail on 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). For tribes who wish to opt-in, funding agreements should be completed and submitted by October 15, 2019. For tribes that have not opted in by October 15, 2019, the Census office will work with CIMC to adjust the existing contract with CIMC to allow for the creation subcontracts to those tribes, should they choose to engage at a later point in time. For tribes who choose to opt out of receiving 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.

Ms. Hernandez distributed printed tribal funding agreements for the federally-recognized tribes that RSVPed to the Consultation. All others were sent via mail. All tribes will be notified by mail and email regarding the new funding allocations. She explained 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 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

- Are there any restrictions on how tribes' outreach funds can be used? For example, may they be used to supply food for an outreach event?
 - Yes, this is allowable. Each tribe will determine how funds are best utilized to reach their community members.
- Will tribes be required to show documentation of how funds are spent?
 - Tribes will receive funding in one lump sum. Some minor documentation will be requested as to how funds were spent, primarily for the purposes of learning what efforts were most successful for future census and civic engagement efforts. The statewide CBO contractors will have more extensive reporting requirements.
- Are tribes that initially received funding during FY 2018/19 based on housing unit data now eligible to receive additional funding to conduct work in line the State's new allocation amounts of \$5,000 or \$22.25 per individual?
 - Yes, they are eligible to receive additional funds upon submission of the new funding agreement.
- Will funding be made available to non-governmental organizations (NGOs) conducting outreach to urban Native American populations?
 - Via the State's *Request for Proposals* process, the two NGOs contracted for this outreach work are CNVP and CIMC. These organizations may choose to, and are even encouraged to, subcontract with other organizations conducting outreach to urban Native American populations.

Update on U.S. Census Bureau Enumeration Operations

Jessica Imotichey, U.S. Census Bureau (USCB) Partnership Specialist, shared a factsheet on USCB's enumeration operations, reporting approximately 95% of households nationwide will receive, by mail, an invitation to participate in the Census by filling out the questionnaire online. Questionnaire forms and invitations are mailed to physical addresses only, and 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. Ms. Imotichey explained that if more than 50% of the housing units on a tribal reservation have physical addresses, census invitations/forms will be sent via mail to these reservations, as long as the tribe did not state a different preference for enumeration or if no response to the 2018 survey was received. 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>. The USCB is looking to recruit and hire enumerators from reservations as trusted messengers to conduct this important work locally.

Questions and Comments

- If an individual has a P.O. Box and maintains a gate around their property prohibiting access to the front door, how will enumerators be able to ensure forms are received by this resident?
 - Locally-hired enumerators from the reservations they are serving could be familiar with such circumstances and have an idea of how to connect with these residents (such as in the workplace rather than at home). Also, individuals are free to take the initiative to complete their census form online or over the phone without waiting to receive a hard-copy invitation.
- A participant commented that their reservation is similarly difficult to access via mail and in person due to utilization of P.O. Boxes and property fence lines. During the last Census, enumerators were unable to leave forms at the Tribal Office, adding an additional challenge to reaching residents of their reservation. The current plan is to distribute census information to residents via the Local Update of Census Addresses (LUCA) coordinator, and to encourage phone and digital completion of the forms.
- Given the recognized importance of hiring local American Indian enumerators for the Census, shouldn't it be equally important to hire locally for completion of the American Community Survey?
 - Yes, hiring local enumerators for the American Community Survey is just as important. However, it is more challenging to recruit and retain American Indian employees to enumerate for the 130+ surveys the USCB conducts yearly, as those are permanent staff positions and require travel over the full geography of a state. The census enumerator positions are temporary, locally-based positions.

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. CIMC is committed to working with the CCC, federal partners, and tribal collaboration partners to ensure that tribal populations are counted and receive the resources they deserve. CIMC understands the privacy and confidentiality concerns related to census data and reminded participants that the confidentiality of census data is constitutionally protected. CIMC provides services to 104 Reservation/Rancheria areas in 39 counties in California. Involving trusted messengers in outreach activities is critical to CIMC's efforts. Therefore, they have subcontracted with five other organizations to support this work, including California Consortium for Urban Indian Health, United Indian Nations, Northern California Indian Development Council, Southern California American Indian Resource Center, and Owens Valley Career Development Center. They are available to support to tribes that have elected to opt-out of State funding allocations. They are currently working to develop outreach collateral with the State's media contractors, using the hashtag #nativepeoplecount, that will be available to all tribes interested in utilizing this resource.

Jesse Fraire, Willie Sandoval, and Robin Thundershield next presented on behalf of California Native Vote Project. 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.

They reviewed their organizational chart, highlighting their structure of hiring program managers by geographic area (northern, central, and southern California), in addition to program managers for youth outreach and a special projects organizer. Their ultimate goal is to hire 50 field canvassers statewide. Mr. Fraire is the program manager for Southern California, and he will ultimately oversee approximately 25 field canvassers for this region. Field canvassers will be engaged in communities, participating and boothing at various events across the state. A key component to ensure the success of their outreach strategy is maintaining relationships with the organizations they collaborate with, as well as with the individual community members they connect with at outreach events. Their canvassers will be provided training and clear instructions on proper behaviors before attending any events (for example, introducing themselves upon arrival and before departure, keeping their booth space clear and organized, being honest, genuine and authentic in their interactions, etc.). CNVP is already scheduled to attend 20 events in Southern California between September and October. During the period in which the census form is available for completion, CNVP will provide tablets at boothing events so those interested can complete their forms online.

CNVP plans to host an Introduction to the Census webinar towards the end of September. More information about this webinar will be available soon. Additionally, they are in the process of rebuilding their website, which will serve, in part, as an information hub for interested parties.

Update from Statewide Tribal Media Contractor

The statewide tribal media contractor, NUNA Consulting Group, LLC, were unable to attend the consultation because they were meeting with tribes in Phoenix during this time. They shared a short video in which founder Ricki McCarroll and her team introduced their firm and expressed their passion for working with tribal communities on the census. 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. They look forward to meeting with tribes in Southern California later in the month. Anyone with questions or comments is invited to contact Ms. McCarroll at any time via her direct email at ricki@nunaconsultgroup.com.

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.

Outreach and Engagement

- A tribal member who has been working in collaboration with CNVP complemented them on their outreach efforts and knowledge of the tribal communities.
- It can be difficult to connect with tribal members who have moved off the reservations. Is providing gift cards to encourage a dialogue about census an acceptable use of funding?
 - **Action Item:** Ms. Katague responded that tribes have the ability to be creative with their funds, and this type of expenditure could be possible. The Census Office will obtain more information to confirm.
- Where can tribes and partners obtain promotional items for distribution, such as the informational fans created by CIMC?
 - These items can be requested from the statewide CBO partners. CNVP will attempt to bring extra promotional materials to boothing events to distribute to partners there. Tribes and partners looking to design their own materials can order in bulk via various online merchants.
 - Pala uses Tribal Print Source, a tribally-owned nonprofit print facility, for their printing needs: <https://tribalprintsource.com>
 - AdPro, a Native-owned printing company based in Huntington Beach, is another suggested vendor: <http://www.adproweb.com>

- CIMC will be working with NUNA to develop additional promotional materials. They also plan to collaborate with Native American businesses on printing and shipping materials directly to other CBOs and tribal administrative offices, and absorbing some or all printing costs on behalf of the tribes.
- The USCB website has fact sheets and information that can be downloaded, printed, and shared.
- Fun outreach materials that CNVP has used include bracelets, stickers and glow sticks.
- Rincon Band of Luiseño Indians has purchased incentives like fans and cell phone cleaners branded with census messaging.
- Rincon recently hosted an informational meeting for local vendors and the local newspaper, the Rincon Voice, to help launch census efforts.

General Census and Census Form Questions

- What is the undercount of Native Americans in California and nationally?
 - **Action Item:** The USCB and Census Office will follow up to provide data on the undercount of Native Americans in California and nation-wide.
- Will there be a short form and a long form for the 2020 Census?
 - The census form is now only 10 questions. The long form has been transformed into what is now called the American Community Survey.
- Is the census form available for preview online?
 - Yes, it is accessible here: <https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html>.
- Is it possible to pre-populate the online census form before the first available submission date? How will the online system avoid crashing if too many people are submitting their forms simultaneously?
 - Pre-populating the form is not allowed for data security reasons. The online submission window is open from March 12 through July 2020 to allow for staggering of submissions and avoid crashes.
- Will the online census form require a unique login and password for each person completing the form? If tribal communities are off-grid, will each resident or household then be assisted by the tribal office to complete their form?
 - While a login in and passcode is not required, unique census form identification pins are generated for each physical address that is mailed a census postcard. However, it is not required to have a pin in order to complete the form.
 - Tribal offices may be the appropriate place for community members to complete their census forms, if that is how that tribal community prefers to be enumerated.
 - Forms can be completed online, by phone, or by mailing in a hard copy.
 - Census Questionnaire Assistance Centers (QACs) and Questionnaire Action Kiosks (QAKs) will be established around the region, and people can complete their forms at these locations. Centers will be staffed by trusted messengers,

who will be available to answer questions and assist with form completion. Kiosks are unstaffed.

- The California Complete Count Office is working with the American Library Association and other CBOs to set up QACs and QAKs. Libraries in particular have expertise in cyber security and data protection measures, as many people often use library computers for completion of other sensitive forms such as tax returns.
- Action Item: Bernold Pollard will follow up with participants regarding the process for filling out the form online (with or without a postcard and/or pin).
- How will disability access to census forms be ensured?
 - Tribal liaisons should consider how best to work with enumerators considering Title 13 requirements and confidentiality of a person's data.
 - The census statewide CBO partners have to meet language access and disability access requirements in their outreach work.
 - **Action Item:** Mark Cervantes will follow up with tribes regarding questions about accessibility of the online form for people with disabilities.

Other Comments

- A former tribal leader shared that he was previously a person who would hide from the census, and had encouraged his community to do similar, until he thoroughly understood the importance of the census and the implications of being undercounted. He encouraged all participants to share with their communities about the importance of being counted and its impact on money and power.
- Census has been difficult to promote among tribes in part due to the lack of trust in the current federal administration. Some success has been achieved in overcoming fears and concerns by attending community meetings, listening to those fears, and being able to respond (for example, reminding community members that data is protected by Title 13). Developing and distributing culturally appropriate materials will also support this effort.

Next Steps & Action Items

Several next steps in support of census efforts were identified and/or reviewed:

- Tribes interested to opt-in to receive State funding will work with their grants coordinator to complete and submit the funding packet.
- CVNP will continue to interview and hire for their canvassing team. They are a resource that is available to all tribal partners, and welcome one-on-one meetings with any interested tribe to confer on outreach strategies and needs.
- CNVP and CIMC will continue to develop promotional materials and distribute them to tribal communities as desired and requested.
- Tribes interested to learn more about how their tribe will be enumerated can contact the USCB tribal partnership specialist, Jessica Imotichey.

Attendees

- Alexia Adkins, Representative/ Tribal Member, Manzanita Band of the Kumeyaay Nation
- Alexis Vargas, Enrollment Clerk & Administrative Assistant, Sycuan Band of the Kumeyaay Nation
- Andrew Orosco, Planning Director, San Pasqual Band of Mission Indians
- Anthony Ravago, Vice Chairman, Pala Band of Mission Indians
- Bernold Pollard, Partnership Specialists, US Census Bureau
- Brenda Guachena, Census Outreach Coordinator, Rincon Band of Luiseño Indians
- Carlene A. Chamberlain, Tribal Council Secretary, Jamul Indian Village
- Christina Appodaca, Tribal Council, Tejon Indian Tribe
- Claudina Schroeder, Business Manager, TANF Training
- Diana Martinez, Executive Director, San Pasqual Band of Mission Indians/ Housing & Community Development
- Diane Hoang, Census Coordinator, SCAIR
- Eric Sanchez, Executive Director, Pukúu Cultural Community Services
- Erica M. Pinto, Chairwoman, Jamul Indian Village
- Jesse Fraire, Statewide Census Coordinator, California Native Vote Project
- Jesse Pinto Sr., Council Member, Jamul Indian Village
- Joanna Ruis, Census Coordinator, SCAIR
- Kayla Hilario, Programs Coordinator, SCAIR
- Kaylish Kendall, Representative/ Tribal Member, Iipay nation of Santa Ysabel
- Kimberly Riley, Tribal Administrative Assistant, Cahuilla Band of Mission Indians
- Ligaya Hattari, Complete Count Coordinator, California Indian Manpower Consortium
- Lorenda T. Sanchez, Executive Director, California Indian Manpower Consortium Inc.
- Marcus Cuero, Treasurer, Campo Band of Mission Indians
- Marcus Orozco, Tribal Member, Pala Band of Mission Indians
- Mark A. Cervantes, Tribal Partnership Specialist, US Census Bureau
- Mark Villaseñor, Vice President, Fernandeseño Tataviam Band of Mission Indians
- Melanie Luna, Sites Director (TANF), Southern California Tribal Chairmen's Association Inc.
- Paul Miranda, Assistant Director, Tribal Digital Village
- Randall Murphy, Tribal Partnership Specialist, US Census Bureau
- Ray Teran, Resource Management, Viejas Band of Kumeyaay Indians
- Rebecca Blackwood, Representative/ Tribal Member, Manzanita Band of the Kumeyaay Nation
- Rebecca Ramirez, Tribal Appointment Liaison, Quechan Tribe
- Robin Thundershield, Outreach Coordinator, California Native Vote Project
- Sophia Salgado, Vice Chairwoman, Pauma Band of Luiseño Indians
- Teresa Marie Willson, Executive Assistant, California Indian Manpower Consortium Inc.
- Veronica Streb, Assistant Sites Director, Southern California Tribal Chairmen's Association Inc.

- Will Micklin, CEO, Ewiiapaayp Band of Kumeyaay Nation
- Willie Sandoval, Program Manager, California Native Vote Project
- Ditas Katague, California Complete Count Census 2020
- Connie Hernandez, California Complete Count Census 2020
- Alex Cole-Weiss, California State University, Sacramento
- Megan Wylie, California State University, Sacramento