



Effectively Engaging Farmworkers in the 2020 Census

Weekly Partners Call

Wednesday, August 12, 2020



Objective: Leveraging outreach strategies to connect and engage with farmworkers where they live and work to increase their participation in the 2020 Census.

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A network diagram consisting of numerous blue silhouette icons of people, each enclosed in a light blue circle. These circles are interconnected by a web of thin, light blue lines, creating a complex, interconnected network that fills the background of the slide. The nodes are of varying sizes, with some being significantly larger than others, and the connections form a dense, non-linear structure.

Census Outreach Highlights

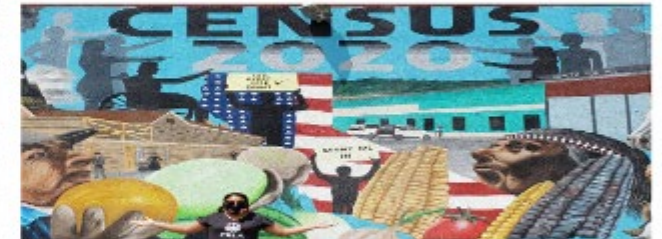


CRLA Overview

- ❑ CRLA has been a partner of the California Complete Count Office for several censuses, so we have a long history of involvement
- ❑ CRLA serves as a trusted messenger to farmworker communities across California
- ❑ CRLA helps to educate farmworkers about the importance of the Census
- ❑ CRLA has 16 field offices and a Census Outreach Team that consists of 8 Census community workers

Census All-in-Strategy to Address Mis/Disinformation

- ❑ All CRLA offices integrate a Census pitch into all community contacts
- ❑ Every incoming call receives a Census pitch
- ❑ Call waiting hold music is Census music and PSAs
- ❑ Pre-COVID-19, Census advocates conducted presentations in-person by attending outreach events in hosted canopies, made radio announcements, and performed door-to-door canvassing
- ❑ Post-COVID-19, Census advocates used ZOOM, radio, and Facebook for presentations
- ❑ Phone banked clients from the past two years for all CRLA offices statewide
- ❑ Answered questions for clients who called back and provided walk through help to Indigenous clients
- ❑ Participate in car caravans and food drives



Census Outreach Highlights

(June 1, 2019 through August 7, 2020)

Ethnic Media

Census Community Workers have spoken on the Radio and Telemundo **14** times in Spanish, Mixteco, and Triqui

Boothing

Hosted **60** canopy booths and distributed **23,931** Census flyers

Canvassing

Canvassed door-to-door 804 days and posted 32,793 Census door hangers

Social Media

Posted on all social media accounts 131 times

Caller In-Reach

Provided **4,947** people who called our office with a Census pitch

Phone Banking

Phone banked **10,687** past clients

Sign Posting

Posted **1,729** Census signs

Trainings

Conducted Census Know-Your-Rights training or added a Census slide into another know-your-rights trainings **382** times to **11,638** attendees

Census Outreach Events Highlights

Drive-Up Food Banks and School Lunch Programs

- ❑ Distribute Census swag
- ❑ Play Census music via Radio Bilingue
- ❑ Conduct cultural- and linguistic-aligned Census education to connect the impact of the 2020 Census to the everyday life for community members



Census Outreach Events Highlights

Leverage Year-Round Agricultural Program

- ❑ Meeting farmworkers where they are:
 - Park along the shoulder of the public highway and give free Census masks and materials to the workers before the workers start their workday or during their lunch break
 - In some rural areas, post canopies along main roads that most people frequent to hand out Census goodie bags as people drive by
 - Visit farmworker housing (many live at hotels) to post doorhangers, then return on weekends to give residents Census bags



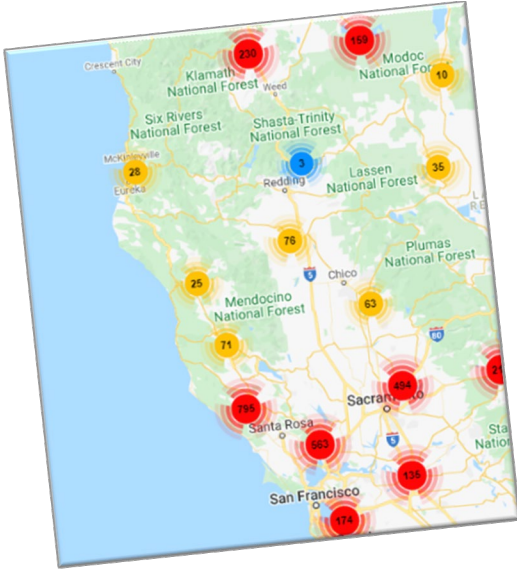
Lessons Learned



H-2A Farmworkers (present on April 1, 2020)

Website to track H-2A farmworkers statewide:


<https://spotlight.tcbmi.com/?start=2020-04-01&end=2020-04-01&state=CA>





Resources for Census Outreach to Farmworkers





Be Counted in the 2020 Census
When you are counted,
you bring vital resources to the community

What is the Census?
Every ten years, the Census counts everyone who lives in the United States. All Californians Count: citizens, lawful residents, students and workers with residency visas, and undocumented. **Participate and Be Counted!**

Why is it important to complete the Census?
The Census is secure and confidential. Information collected as part of the 2020 Census cannot be shared by government agencies or used against you in any form. The Census helps determine how much money California will receive for programs and services that help our families and communities. For every person counted on the Census, \$2k per year in Federal dollars are provided to the state for the next TEN years.


These funds help:

- » Build better roads and schools
- » Fund community programs for the elderly, children, and families
- » Create jobs
- » Improve housing
- » Food, housing, and economic stability programs

Ways to Respond

- » **By phone:** The Census can be answered by phone in 13 languages:
» English: 844-330-2020
» Spanish: 844-468-2020
- » **Online:** For the first time, the questionnaire can be answered online (and also using your cellphone!)
» The Census is available in 13 languages:
<https://my2020census.gov/>
» Walk-through videos in indigenous language variants: <https://bit.ly/2YJLvGK>
» Walk-through videos in 63 languages: <https://bit.ly/3ce5YXP>

BE COUNTED!
Call CRLA with any questions
800-337-0690




¡Cuenta Conmigo en el 2020 Censo!
Cuando yo soy contado,
traigo recursos para mi comunidad

¿Qué es el Censo?
Cada 10 años, el Censo cuenta a todas las personas que viven en los Estados Unidos. Todos los Californianos contamos: ciudadanos, residentes legales, indocumentados, estudiantes y trabajadores con visas de trabajo. Todos somos contados y **¡Todos Contamos!**

¿Por qué es importante completar el Censo?
El Censo es seguro y confidencial. La información recopilada como parte del Censo 2020 no puede ser compartida por agencias gubernamentales o usadas en su contra en cualquier forma. El Censo ayuda a determinar cuánto dinero recibirá California para programas y servicios que ayudan a nuestras familias y comunidades. Por cada persona contada en el Censo, \$2k en dólares federales se proporcionan al estado, cada año por diez años.

Estos fondos ayudan a:

- » Construir mejores carreteras y escuelas
- » Financiar programas comunitarios para personas mayores, niños y familias
- » Crear trabajos
- » Mejorar viviendas
- » Programas de alimentación, estabilidad económica, y vivienda.

Formas de responder

- » **Por teléfono:** El censo puede contestarse por teléfono en 13 idiomas.
» Inglés: 844-330-2020
» Español: 844-468-2020
- » **En línea:** Por primera vez, el cuestionario se puede contestar en línea usando varios dispositivo electrónicos. (¡Esto incluye tu teléfono celular!).
» Estará disponible en 13 idiomas:
<https://my2020census.gov/>
» Videos paso a paso en variants de lenguas indígenas: <https://bit.ly/2YJLvGK>
» Videos paso a paso en 63 idiomas: <https://bit.ly/3ce5YXP>

Customized Census Collateral

- Double-sided English/Spanish Doorhangers and Rack Cards
- Census 101 Brochures in English, Spanish, Tagalog, Arabic, and Punjabi.
- Collateral translated to be in common vernacular language. [Most farmworkers have less than a high school education, so using highly technical terms can make the materials hard to understand.]

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United States®
Census
2020

▶ PLAY ALL

Video Guides to Completing
the 2020 Census Online

Census Videos

- Census walk through videos are available in Indigenous languages
- <https://www.youtube.com/playlist?list=PLn1yS0ED6zwoiZoKaJ77Gp1Yg0gBOybeP>
- <https://www.youtube.com/playlist?list=PLewV-zKXDZkiAT8Tp96NysEoq3dDEMi7L>



questions





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