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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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:

Resources for Census Outreach to Farmworkers
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.]
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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