

CA Complete Count-Census 2020 Peer Learning Lab

July 17th, 2020 1:30 PM- 2:30 PM



Get out the Count: Rural Communities

Get out the Count: Rural Communities

- Uplift that all rural communities are not the same, that each rural community across CA has its own unique characteristics and demographics
- Census Outreach Efforts: Education, Outreach, Motivation, Assistance
- Disruption to census operations in the wake of COVID-19
- Update Leave Operations
- Shift in tactics from face to face outreach to digital tactics and phone banking



Update Leave Response Rates

	Tracts where Update Leave % >= 80		
Row Labels	Average SRR	Max SRR	SRR for entire region
1	23.2	46.6	63.4
2	27.6	38.3	60
3	40.1	52.5	69.1
4	22.7	37.4	59.5
5	24.5	47.0	66.5
6	35.4	44.1	59.6
7	25.1	42.3	58.5
8	19.3	25.2	58.4
9	43.8	55.9	70.5
10	32.3	50.0	67.6



Questions to Ground our Dialogue

- What are the unique characteristics and demographics of the rural area you are working in?
- What are the challenges in rural communities, such as Update Leave, and how have you tried to navigate them?
- What are some of the tactics that have been effective in reaching rural communities- how has this changed with COVID-19?
- What are collaborative efforts that you have been strategic about?
- How do you provide language access and deploy culturally relevant outreach?
- Who are your trusted messengers and what is their message?
- What are some resources that other partners can use?



Speakers

Ricki McCarroll

- Native People Count Campaign

Pablo Rodriguez, Executive Director

- Communities for a New California Education Fund

Daniela Fernández

- Community Engagement Specialist, Connecting Point

Camila Chavez

- Co- Founder and Executive Director, Dolores Huerta Foundation

