



CALIFORNIA COMPLETE COUNT – CENSUS 2020

Regional and Statewide Outreach Partners

Portfolio of Snapshots

March 8, 2021





CALIFORNIA COMPLETE COUNT – CENSUS 2020

Regional and Statewide Outreach Partners

Portfolio of Snapshots



ABOUT THE SNAPSHOTS

The portfolio of Snapshots presents a glimpse of the Complete Count - Census 2020 Campaign through the stories of the Census Office's outreach partners. The outreach partners' multi-pronged and multi-lingual approaches were crafted strategically and were the cornerstone of the outreach campaign. The year 2020 turned the well-thought out plans into chaos. Yet, the outreach partners, through their resilience and ingenuity, continued to innovate with new tactics to ensure the people who were the hardest-to-count would be recognized and counted.

These Snapshots begin to tell a part of the story of California's commitment to get out the count. The story is based on the actions of thousands of grassroots community members, nonprofit and community-based organizations, foundations, local governments and businesses collaborating to educate, motivate and activate households to respond to the census.

The Snapshots are pulled from thousands of pages of final reports, strategic plans and social media posts from partners and communities across the state. In the telling of these stories, the Census Office authors recognize there may be misinterpretations or omissions. This, then, is an invitation for others to continue to tell these stories because each one reflects California's unique diversity – with all of its assets and challenges. The Snapshots are in two main parts, Regional Outreach Partners and Statewide Outreach Partners.

REGIONAL OUTREACH PARTNERS

The Census Office divided outreach across California into ten census regions, each reflecting geographic areas with unique demographics and hard-to-count characteristics. The Snapshots provide a brief overview of the outreach work of Administrative Community-Based Organizations and counties in each of the ten regions.

STATEWIDE OUTREACH PARTNERS

Statewide outreach efforts complemented the regional efforts and focused on hard-to-count and hard-to-reach populations. The Snapshots provide a brief overview of the Statewide Community-Based Organizations, Sector Focused Organizations and the Education Sector.

Yumi Sera
Deputy Director of Statewide Initiatives

Emilio Vaca
Deputy Director of Outreach



CALIFORNIA COMPLETE COUNT – CENSUS 2020

Regional and Statewide Outreach Partners

Portfolio of Snapshots

TABLE OF CONTENTS: REGIONAL OUTREACH PARTNERS

REGION	COUNTIES	ADMINISTRATIVE COMMUNITY-BASED ORGANIZATIONS
1	Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, Yuba	Sacramento Region Community Foundation
2	Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, Trinity	United Way of the Wine Country
3	Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano	United Way of the Bay Area
4	Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne	Faith in Action Network
5	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura	Ventura County Community Foundation
6	Fresno, Inyo, Kern, Kings, Tulare	Sierra Health Foundation: Center for Health Project Management
7	Riverside, San Bernardino	The Community Foundation
8	Los Angeles	California Community Foundation
9	Orange	Charitable Ventures of Orange County
10	Imperial, San Diego	United Way of San Diego County



REGIONAL PROFILE

Region 1 is the largest region in California and includes 17 counties: Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo and Yuba. It extends from Sacramento to the Oregon border. The area is home to at least 20 Native American tribes. Region 1 includes the urban state capital of Sacramento and rural counties with isolated hard-to-reach communities. Other hard-to-count factors affecting census outreach in the region include a large percentage of households without a broadband subscription, limited English-speaking populations, multifamily housing, immigrants, and refugees. Counties such as Butte and Shasta were devastated by wildfires, which inflicted extreme damage and forced the displacement and evacuations of hundreds of residents. Many counties had to postpone their census activities due to poor air quality.

The table below provides the estimated total population and the estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=57	Percent of HTC of total est. population
3,210,957	631,982	20%

STRATEGY

The Region 1 Administrative Community-Based Organization, the Sacramento Region Community Foundation collaborated with its Funding Consortium Partners and multi-county community-based organization partners for a robust and inclusive outreach approach throughout the 17-county region. The Sacramento Region Community Foundation also served as the administrative fiscal agent for seven of the counties in Region 1.

The Sacramento County Board of Supervisors awarded a contract to the Sacramento Region Community Foundation to manage the outreach efforts on behalf of Sacramento County. The Sacramento County Complete Count Committee provided a forum for government and community organizations to coordinate and optimize outreach to hard-to-count groups. Thirty-three sub-committees developed community-designed outreach strategies and tactics. They formally launched their campaign in April 2019, a full year before Census Day.

Northern California counties leveraged their strong neighborhood connections through their associations, service groups, faith-based organizations and family or school relations. In the rural areas, for example, Tehama County's Local Complete Count Committee started their outreach and education in March 2019 with committee groups that formed a supportive structure for the census outreach. The network of relationships lasted even through the tough times of the pandemic when partners created new activities since county libraries and local festivals, prime venues for outreach, were closed down.

Placer County had a close working relationship with the Placer Community Foundation, a member of the ACBO's Funding Consortium. Together, they filled a critical role coordinating the outreach partners by supporting community-based organizations and activities to specific populations through monthly meetings of the Placer Counts Coalition. They also worked with the neighboring Nevada County and the Tahoe Truckee Community Collaborative.



APPROACHES AND OUTCOMES

Region 1 partners leveraged their respective organizations, networks, and trusted messengers to activate a census 2020 outreach campaign targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020 mainly the COVID-19 pandemic and ravaging wildfires. The following is a description of such approaches and their outcomes.

- ➔ **TRUSTED MESSENGERS:** Through its subcommittees, the Sacramento Complete Count Committee identified and partnered with several community-based organizations whose staff enjoy deep grassroots experience and cultural understanding of local communities. Examples of these trusted organizations are First 5 Sacramento, Hmong Innovating Politics, Lu Mien Community Services, Asian Resources, Resources for Independent Living, Sacramento Native American Health Center. Angels in the Field, a promotoras group, partnered with farmworkers to increase census completion. Volunteers of America worked with 250 veteran groups to reach Veterans countywide, including through their in-house programs like Grant per Diem and Homeless Veteran Reintegration.



Shasta County Complete Count Committee included trusted messengers from local community-based organizations, county departments and cities. Some of these are the City of Redding, United Way, League of Women Voters, Office of Education, and the Sikh Center.

The Yolo Community Foundation funded Rural Innovations in Social Economics who used family-friendly activities at food distribution sites and at taco trucks to activate the farmworker community of Esparato to take the census. Yolo County Complete Count Committee members educated the community members at festivals and disaster preparedness workshops, they were one of the first counties to advertise the census on their regional buses.

- ➔ **TACTICS, LANGUAGE AND COMMUNICATION ACCESS:** Modoc County collaborated with its Social Services department to have 2020 Census materials at each Point-In-Time count location targeting the homeless population. They worked with the Newell Migrant Housing Manager to provide print materials in Spanish and English to residents of the Newell Migrant Housing Center and the Castle Rock Farmworker Center. They sponsored bilingual radio advertisements and alerted the public to Questionnaire Assistance Centers for individuals without internet.



REGION 1 Regional Snapshot

Yuba County hosted a Census education booth at the 140th Annual Bok-Kai Parade in downtown Marysville. They distributed over 4,000 census collaterals to Yuba and Sutter County residents. Translators were available to provide messaging in English, Hmong, Punjabi and Spanish.



The Jakara Movement targeted census education to the Punjabi-speaking residents in Region 1, as well as in the Central Valley. They organized a semi-truck with census promotional materials and a census table at their annual Sikh Festival and Parade in Yuba City, which attracts over 100,000 people. The Punjabi Radio interviewed Census Office Director Ditas Katague about the importance of the census to the Sikh community.

Yolo County provided advertising in multiple languages, including: geotargeted radio and magazine ads and commercials on Univision platforms to the Latino community. They also provided informational segments and interviews on Russian radio stations, as well as advertising in Russian magazines and newspapers.

Placer County invested in paid advertisement, including print materials on Roseville Transit and Placer County Transit, digital billboards and a geofencing campaign on social media outlets. Radio advertisements took place with three stations, including a Spanish version in Truckee, Punjabi version on Radio Punjab, and an English PSA, resulting in 610 paid spots in April.

- ➔ **ADAPTING TO CHANGING CIRCUMSTANCES:** To overcome the lack of in-person census outreach imposed by the COVID-19 safety rules, Region 1 partners pivoted their census outreach to digital and social media platforms. They also leveraged their food distribution sites, and other ongoing programs serving hard-to-count communities.

Shasta County leveraged its Office of Education, Department of Health and Human Services, and libraries to provide census information in meal programs, face mask distribution and book pickups. They also worked with the Elections Office to publish a Census message in the March 2020 voter guide, which was mailed to 125,000 registered voters.

In Colusa County, transit buses displayed census advertisements. These buses run throughout the county receiving the greatest amount of exposure.

In Nevada County, the local movie theater located in the heart of one of the hardest-to-reach areas cleared their marquee to add Census messaging at no extra charge.





REGIONAL PROFILE

Region 2 represents seven North Coast counties, Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma and Trinity, with diverse communities and geographic landscapes. Urban areas within the region account for large percentages of immigrants, unemployed, low-income, and limited English-speaking populations. The region includes rural areas with low or no broadband access and/or mobile coverage, presenting real challenges for census outreach and enumeration. Hard-to-reach areas include tribal lands, especially in the northern areas of the state. Communities living and working in the cannabis growing area of northwest California have lived in isolation for generations and are known for their distrust of the government. In 2020, several Region 2 counties were impacted by wildfires which have left many families displaced and made both recovery and census outreach extremely challenging.

The table below provides the estimated total population and the estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=57	Percent of HTC of total est. population
966,949	115,085	12%

STRATEGY

The Region 2 Administrative Community-Based Organization, United Way of the Wine Country, funded and convened local community-based organizations to lead outreach efforts. Outreach was coordinated with counties and statewide partners such as the California Native Vote Project and the California Indian Manpower Consortium.

Throughout Region 2, counties launched Local Complete Count Committees to bring together community-based organizations and coordinate multilingual, culturally sensitive outreach to hard-to-count communities. To ensure effective coordination, the United Way of the Wine Country mandated all its funded partners to participate in the Local Complete Count Committees. During the census enumeration period, counties coordinated with the Census Office and the U.S. Census Bureau to identify all evacuation centers and ensure census information reached all families staying in temporary shelters.



Since the census forms were not sent to P.O. boxes, United Way of the Wine Country and the Mendocino Complete Count Committee identified over 17,000 households in rural areas who received mail at P.O. boxes. They sent a series of postcards to P.O. boxes informing them about how to get counted.



APPROACHES AND OUTCOMES

Region 2 partners leveraged their Complete Count Committees and trusted messengers to activate outreach campaigns targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020 mainly the COVID-19 pandemic and other natural emergencies such as wildfires. The following is a description of such approaches and their outcomes.

- ➔ **TRUSTED MESSENGERS:** Region 2 partners worked within Complete Count Committees to coordinate efforts with local community-based organizations and trusted messengers and leverage preexisting programs to facilitate outreach for non-English speakers and families living in poverty.

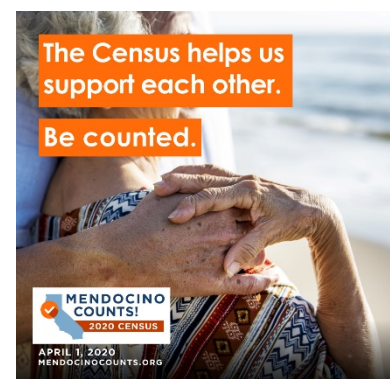
In Humboldt, the partnership with First 5 Humboldt, reached 2,000 families through child-care facilities and children aged 0-5 play groups to ensure children were accurately counted.

In Sonoma County, Community Action Partnership leveraged its Head Start program activities to share census information with their non-English-speaking parents and reassure them about the confidentiality of their responses.



Napa County contracted with UpValley Family Centers who managed a volunteer Promotoras program making hundreds of calls to encourage hard-to-count communities to complete the census. During one of the calls, a woman feared she could not complete the census because she was not a U.S. citizen. The Promotora demystified this concern by reassuring her about the safety of census data and her right to get counted regardless of her immigration status.

- ➔ **TACTICS, LANGUAGE AND COMMUNICATION ACCESS:** Mendocino County partnered with the Community Foundation of Mendocino County to launch the Mendocino Counts! Census outreach campaign which was run in Spanish and English. They created a dedicated website, which included a bilingual social media toolkit providing visuals and messages for partners to lead outreach for the duration of the census. The website offered audible assistance for the sight impaired. They also coordinated with the Veteran's Services Office and organizations working with people with disabilities.





REGION 2

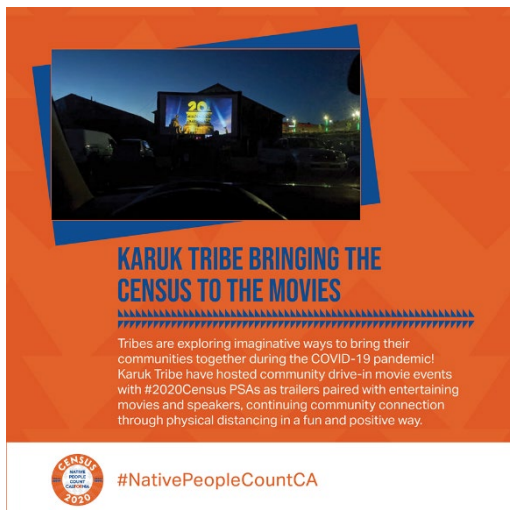
Regional Snapshot

In Humboldt, local Native communities in collaboration with organizations such as the Northern California Indian Development Council, Northern California Inter-Tribal Census Workgroup, California Native Vote Project, Yurok Tribe, Hoopa Tribe, and a number of other Tribal governments joined efforts for reaching out to local Native communities by disseminating informational flyers, Public Service Announcements at Census kick-off events and virtual events. The Census Office supported this effort by facilitating connections to U.S. Census Bureau representatives.

Corazon Healdsburg created a bilingual census game used as a fun tool to educate and engage the community. Funding from the Latino Community Foundation allowed for printing and the games were distributed free to organizations and school districts throughout the state.



- ➔ **ADAPTING TO CHANGING CIRCUMSTANCES:** Region 2 counties adapted to social distancing and other challenges by working with food banks, faith-based organizations, senior centers. They leveraged school mailings, meal distribution and COVID-19 drive-thru testing sites to provide census materials. They also heavily relied on social media



outreach and displayed census signage at highly visible locations in hard-to-count census tracts, including magnets for car caravans and highway banners. Counties also activated group texting to hard-to-count populations and census caravans.

The Family Resource Center of the Redwoods and First 5 Del Norte served as an outreach hub and distributed Census swag and information to the families visiting their center for food or resource distribution.

Lake County leveraged the Nixle alert from Sheriff's office, proving efficient as many residents were signed up for Nixle due to the frequency of fires in the region. The use of Nixle for census outreach resulted in an immediate next day bump in the county's self-response rate.

In Trinity, a rural county with low broadband access and a Stay at Home Order meant that in-person or digital outreach was not a viable option. This challenge was addressed by working with local fire departments to post signage and flyers on community message boards in areas with low broadband access. The food bank stood as a reliable census outreach ally. As part of veteran outreach, the Trinity County Food Bank distributed flyers and swag like hand sanitizers and masks at scheduled food drop off locations. Some of their biggest challenges were related to the U.S. Census Bureau's multiple changes to operational timelines and enumeration methods and lack of broadband access throughout much of Trinity County.



REGIONAL PROFILE

Region 3 encompasses the San Francisco Bay Area counties of Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara and Solano. The focus of the outreach was on Bay Area hard-to-count cities, neighborhoods and census tracts. Those cities include, but was not limited to, San Francisco's Bayview, Chinatown, Mission, and Tenderloin districts; as well as Oakland, Richmond, Marin City, San Rafael, Fremont, Daly City, Redwood City, East Palo Alto, San Jose, Gilroy, Sunnyvale, Vallejo, Dixon, Fairfield and Suisun City.

Region 3 is known for its dynamic mix of urban and suburban areas, high-tech to low-tech employment centers, arts and entertainment and ethnic cultural zones. The Bay Area's vibrant diversity and ethnic enclaves brought significant challenges to obtaining a complete count, with over 2.75 million people speaking a language other than English at home. To add to this complexity, the Bay Area is experiencing a large influx of peoples from Middle Eastern and Northern African countries. In addition, the high cost of housing has led to an increased number of those experiencing homelessness and displacement; there is a high percentage of renter-occupied neighborhoods; and finally, this region has high percentages of individuals with low literacy and individuals who are foreign born. San Francisco, for example saw an exodus of residents due to high cost living in the city, dramatically impacting their 2020 Census enumeration efforts.

The table below provides the estimated total population and the estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021 \geq 57	Percent of HTC of total est. population
7,070,631	1,425,793	20%

STRATEGY

Census outreach in Region 3 was coordinated by the Administrative Community-Based Organization, United Way Bay Area and the partnership of the seven counties working toward a unified, cohesive, targeted and diverse strategy to reach the region's hard-to-count populations. The United Way Bay Area ensured resource equity to sufficiently cover under-resourced communities and organizations throughout the seven counties and mapped pockets in these counties with fewer community-based organizations involved in census outreach.

This region's ecosystem was bolstered by an additional investment from philanthropy, as well as the resources and leadership from national networks and statewide collaborators. Counties and cities put significant resources into census outreach through both financial and in-kind support.

Following are examples of how Marin and San Mateo Counties coordinated their outreach. Marin County contracted with a countywide organization for outreach and coordination of the Marin Census 2020 team which included County of Marin, cities of San Rafael and Novato and Canal Alliance. San Mateo County established eight community action team regions based upon the location of hard-to-count populations. Local community-based organizations were coordinated by Thrive, the Alliance of Nonprofits that held monthly regional meetings to share the latest messaging and to troubleshoot problems. A project management site allowed for easy distribution of information.



REGION 3 Regional Snapshot

APPROACHES AND OUTCOMES

Region 3 partners leveraged their respective organizations, networks and trusted messengers to activate Bay Area Counts 2020 campaign targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020 mainly the COVID-19 pandemic. The following is a description of such approaches and their outcomes.



- ➔ **TRUSTED MESSENGERS:** Organizations and community leaders throughout the region, such as local government champions, faith leaders, business leaders and other local institutional leaders served as trusted messengers and provided direct outreach to their constituents about Census 2020. They also served as the primary channel by which to provide updates and address concerns or misinformation. The Bay Area Counts 2020 logged over 900 active contacts on their mailing list.



The Alameda Complete Count Committee contracted with various ethnic media outlets to feature Census Ambassadors in "Census spotlight" programs on Spanish radio and Ariana TV to reach Farsi speaking Afghanis. They used creative and innovative activities to educate and motivate people to take the census.





REGION 3 Regional Snapshot

- **TACTICS, COMMUNICATION AND LANGUAGE ACCESS:** Messages to effectively communicate Census information to hard-to-count populations were co-created with members of the community, county census leaders, community-based organizations partners, and subcontractors. Collectively, Bay Area Counts 2020 provided outreach and questionnaire assistance in over 68 languages.



In San Mateo County, over 130 volunteers from 12 diverse community groups were trained as Census Ambassadors. By April 2020, they reached over 24,000 residents through a range of outreach strategies. Near the end of the campaign, promotoras canvassed door-to-door to reach households in low responding census tracts.

The in-house Language Access Unit, with the Office of Civic Engagement & Immigrant Affairs at the City of San Francisco translated materials in multiple languages. All materials were made available in English, Spanish, Cantonese/Mandarin and Filipino. Many of the materials were also available in Arabic, Hindi, Japanese, Khmer, Korean, Persian, Russian, Samoan, Thai and Vietnamese. This include printed materials, social media assets and digital media communications.

To reach individuals living with disabilities, Bay Area COUNTS teams partnered with the Mayor's Office on Disability, disability rights networks and the Department of Aging and Adult Services. The City provided funds to Senior Disability Action and other groups to ensure outreach.

- **ADAPTING TO CHANGING CIRCUMSTANCES:** Partners pivoted their strategies to reach the hardest-to-count residents during the pandemic. Bay Area Counts 2020's outreach logged 414,000 phone banking calls; 70,000 reminders via 211; and 145 million impressions across 7 counties.

In Contra Costa, they took on phone banking and made over 15,000 calls. They provided virtual questionnaire assistance, helped distribute census materials at food sites, planned Census Caravans in 10 cities, and provided 4,000 Census backpacks, 5,000 bilingual Census grocery bags and countless other swag items.



Santa Clara County disseminated multi-language printed collateral - such as flyers, signs, coloring book pages, placemats for senior nutrition programs, back-to-school flyers stuffed into backpacks for students most adversely affected by the pandemic, stickers and brochures. They also had a strong focus on paid advertising.



REGIONAL PROFILE

Region 4 includes the counties of: Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne. Geography and topography make outreach to the hardest-to-count communities in Region 4 extremely challenging. The region ranges from rugged Sierra Nevada mountains at southern Lake Tahoe to Yosemite National Park and down across the San Joaquin Valley floor. It has an enormous amount of forestry married with agricultural veins from the Central Valley up to the Foothills. Hard-to-count factors range from vacant housing units to unemployment to households without broadband subscription.

The table below provides the estimated total population and the estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021 \geq 57	Percent of HTC of total est. population
1,883,369	589,854	31%

STRATEGY

The Administrative Community Based Organization, Faith in Action, worked with diverse community-based organizations using robust and comprehensive grassroots strategies targeting the hard-to-count populations. In Region 4, the ACBO also served as the administrative fiscal agent for four of the counties. The City of Stockton also contracted with the state.

Faith in Action worked with Region 4 partners to develop a gap analysis for hardest-to-count populations, and geographic coverage. They established The Cuenta Conmigo partnership, which was built on a distributed leadership model spreading out responsibilities among the leadership of all of their partner organizations. This structure allowed Faith in Action to respond quickly and efficiently to ever-changing census developments across the vast region encompassing 10 counties.



The coordination among county agencies within the Complete Count Committee was essential in the counties' ability to educate hard-to-count communities about census and later on to react quickly to the changes posed by the COVID-19 pandemic. Over 30 different organizations participated within the committee. They represented early, primary, and higher education, healthcare, behavioral health, agriculture, housing, advocates as well as providers serving children, families, older adults, migrant farmworkers, individuals with disabilities and individuals whose primary language is not English. The agency partnerships and relations fostered by the committee will remain an ongoing source of strength and support for community education and outreach needs.

APPROACHES AND OUTCOMES

Region 4 partners leveraged their Complete Count Committees and trusted messengers to activate outreach campaigns targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of



REGION 4

Regional Snapshot

communities and to adapt to the exceptional circumstances experienced in 2020, including the COVID-19 pandemic and other natural emergencies such as wildfires. The following is a description of such approaches and their outcomes.

- **TRUSTED MESSENGERS:** Stanislaus County partnered with El Concilio, a community-based organization to implement their marketing and outreach plan. El Concilio tapped into its network of well-respected local organizations, many of them with previous census experience and indispensable hard-to-count community knowledge. El Concilio created census toolkits made available to all partners to utilize for uniform messaging at outreach events. They also connected the community to dedicated trusted messengers. For instance, Peer Recovery Art and LGBTQ+ groups did not rely solely on census fact sheets to drive their effort, knowing the response rate has been historically low for LGBTQ+ persons, they focused their efforts on building trust in the LGBTQ+ community.
- **TACTICS, COMMUNICATION AND LANGUAGE ACCESS:** When conducting outreach whether in-person or virtual discussion, phone call, or text message, Madera County ensured material was available in both English and Spanish. Madera County partners adapted communication to Indigenous communities speaking Mixteco, Zapoteco and Triqui. They also provided content to members of their communities who predominately spoke Farsi and Punjabi.

Madera County closely collaborated with each city to place mail inserts in the utility bill or newsletters. This effort was repeated in several local jurisdictions. Cities strategically displayed street banners and lawn signs in hard-to-count neighborhoods to create mass awareness and remind residents to get counted.

- **ADAPTING TO CHANGING CIRCUMSTANCES:**

Despite the Stay at Home Order, Faith in Action was able to exceed its census outreach goals by adapting Cuenta Conmigo to the COVID-19 reality. They directly engaged 312,015 individuals via phone or at their door over a period of 15 months

Calaveras county utilized voter data for phone banking. They also purchased advertisements, mailers, radio ads, banners and posters and provided 1,500 masks to hard-to-count communities to send a census message during the COVID-19 pandemic. These masks were worn by local officials and community leaders.

Mariposa County organized a P.O. box campaign providing collateral and fliers via P.O. box to 1,800 Mariposa community members. They also put flyers in locations where people frequent, such as the library, post office, markets, county offices and at Yosemite National Park.

Stockton City organized a MEGA Census 2020 Day in August. Over 20 cars displaying census messaging traveled in three hard-to-count census tracks. The event was covered by Piolin Radio Star and reached over 67,000 listeners.





REGIONAL PROFILE

Region 5 features the coastal communities of Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz and Ventura Counties. Agriculture and tourism are the region's main economic drivers. Hard-to-count factors affecting these communities are non-high school graduates, those living in over-crowded units and recent immigrants. Because of its productive agricultural economy, the region is home to a large farmworker community with limited English proficiency, many being Indigenous peoples who communicate in Mixteco, Zapoteco, Triqui, and other Indigenous languages.

Areas in Region 5 were deeply impacted by wildfires during the census outreach campaign. The wildfires forced people into transitional housing or were evacuated to shelters, making it difficult to locate people for the census outreach. The University of California Santa Cruz, disrupted first by COVID-19 and then by the wildfires, had to constantly adjust their plans to conduct outreach to students and staff who were evacuated or displaced.

The table below provides the estimated total population and estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021 \geq 57	Percent of HTC of total Est. population
2,342,005	537,323	23%

STRATEGY

Region 5's Administrative Community-Based Organization, the Ventura County Community Foundation partnered with community foundations in each of the region's counties to equitably distribute state funds based on their hard-to-count population. This partnership brought together over 100 community-based organizations to support a coordinated regionwide census campaign. The Community Foundations of Monterey County, San Benito County, San Luis Obispo County, Santa Barbara County and Santa Cruz County mobilized their nonprofit network to work closely with state funded Counties within their Complete Count Committees.

The early development of Complete Count Committees was crucial to cementing partnerships and coordinating effective regional outreach. The region adopted a message "Somos Vecinos," "We are neighbors" to unify community members around the shared goal of getting communities counted. The Administrative Community-Based Organization Census Coordinator and co-chair of the Ventura Complete Count Committee co-facilitated 27 census training sessions and 30 presentations at each of the region's Complete Count Committees.

APPROACHES AND OUTCOMES

Region 5 partners leveraged their Complete Count Committees and trusted messengers to activate outreach campaigns targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020, mainly the COVID-19 pandemic and other natural emergencies such as wildfires. The following is a description of such approaches and their outcomes.



REGION 5

Regional Snapshot

- ➔ **TRUSTED MESSENGERS:** Region 5 partners relied on trusted messengers to engage with community members and conducted outreach in churches, Rotary Clubs, school campuses, resource centers, housing authority centers, pregnancy support organizations, mental health organizations, arts foundations, and food banks.

The County Offices of Education became intimately involved in supporting census outreach strategies and participated in Complete Count Committee meetings. The North Monterey County Teen Leadership Council created art, social media posts, presentations, and videos of how the census impacts the community. Diverse students promoted the census in English, Spanish and Mixteco to their peers, families, and communities through phone banking, car caravans and radio interviews. Throughout the campaign, they used data to track the self-response rate for their county and adapted outreach accordingly. In the last push for the census count, the North County census team helped complete at least 91 census questionnaires in Castroville.

The County of Santa Cruz partnered with the City of Watsonville and the Community Action Board of Santa Cruz County, Inc. which is a community-based organization at the forefront of the community response to poverty, leading the work on equity and justice for the most vulnerable in the county.

Census outreach efforts in Region 5 were complemented by State funded Statewide Community-Based Organizations such as First 5 Association and its partners and the Mixteco Indigena Community Organizing Project who enjoy deep cultural understanding and connections with the communities they serve.



- ➔ **TACTICS, LANGUAGE AND COMMUNICATION ACCESS:** Santa Cruz County partner, Community Action Board of Santa Cruz County, leveraged the Watsonville campesino appreciation caravan group to visit farms to give thanks to the farmworkers and provide census information in Spanish and Indigenous languages. In addition, they launched a census hotline featuring messages in Spanish and Mixteco where community members could receive direct one-on-one support to complete the census. This hotline number was also used during phone banking efforts which proved to be helpful as people who missed the census call could call back to get support with completing census questionnaires.

To reach farmworkers, Santa Barbara County partnered with the County Agriculture Commissioner's office to provide personal protective equipment and census information during the farmworkers and agriculture employers visits. They developed a Spanish language marketing campaign for TV, radio, and print. They also partnered with the Santa Barbara County Veterans Service Office and created a "Make Veterans and First Responders Count 2020" Public Service Announcement.

Counties like Santa Barbara also partnered with The Mixteco Indigena Community Organizing Project which focused on education, such as hosting "Pan Y Café" events at agricultural worksites. Their multilingual team exceeded the state requirements on



REGION 5 Regional Snapshot



language access in Region 5 by recording radio Public Service Announcements in Spanish, Mixteco, Zapoteco, Purepecha and Triqui.

The County of Monterey's partnership with the Growers Shippers Association, Center for Community Advocacy and Radio Lazer was instrumental in granting access to agricultural businesses. Thanks to this access, the county set up weekly Questionnaire Assistance Kiosks in housing sites, paycheck cashing businesses and in farm fields. They provided lunches to farmworkers and assisted them in completing their questionnaires during breaks and lunch hours.

➔ **ADAPTING TO CHANGING CIRCUMSTANCES:** During the pandemic, all region 5 partners leveraged social media and digital platforms for both advertising and dissemination of census information to the public.

Ventura County Office of Education partnered with Diversity Collective, an organization dedicated to promoting LGBTQ+ rights, which hosted a virtual pride event highlighting why the census matters. They garnered over 1,000 views.

Partners leveraged food distribution at schools and other sites to provide census information and safety items such as facemasks and hand sanitizers. They also launched census caravans crossing through hard-to-count census tracts.

San Benito County partnered with San Benito Arts Council to create a census poster for bus stops, buses, schools and other businesses throughout the county. San Benito, Santa Cruz, and Monterey Counties commissioned local artists who designed beautiful census murals in neighborhoods.

In San Luis Obispo County, the digital media census campaign was successful in achieving 1.3 million impressions. From April to mid-October 2020, the County operated a Questionnaire Assistance phone line during operational hours and after-hours on Wednesdays. They received 693 total calls from county residents seeking census support.

To reach communities that did not have access or subscriptions to the internet, partners intensified phone banking. Multilingual volunteers created "phone trees" for farmworkers and promotora networks. Through these phone trees, each set of contacts, beginning with the first one, reached out to several additional contacts.

The University of California Santa Barbara worked with the U.S. Census Bureau to ensure all students at the university residence halls were counted, along with the sorority and fraternity houses. During the final campaign push, they did a major email and social media campaign to every student (26,000) and their parents (24,000) and worked with 54 academic departments to request their faculty and lecturers included census information in their lectures.



REGIONAL PROFILE

Region 6 covers San Joaquin Valley, the heart and soul of California's agricultural community. It encompasses a mix of largely rural, farming, environmental landmarks and vacation communities and is known for its low population over a very large land mass. Counties such as Fresno, Kings, Tulare and Kern are referred to as the Southern San Joaquin Valley of California. Inyo County offers mountain ranges and desert valleys. It is the second largest county with one of the lowest populations in the state.

Region 6 is also home to some of California's hardest-to-count populations. Many geographic locations have little to no internet or cell phone service. Other hard-to-count factors are households below 150 percent of poverty level and without broadband. It has a large immigrant farmworker population, fast-growing multigenerational Southeast Asian refugees and South Asian communities and Native American tribal governments represented throughout the region. After English and Spanish, Hmong is the most spoken language in San Joaquin Valley. The table below provides the estimated total population and estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021 \geq 57	Percent of HTC of total est. population
2,502,728	1,169,838	47%

STRATEGY

The Sierra Health Foundation, Center for Health Program Management, the Center, served as the Administrative Community-Based Organization for region 6. It has a long-standing history in serving residents using a "high-touch/ground up" outreach approach. The Center activated base building tools essential to convincing hard-to-count populations to participate in the census. The Center's Census Steering Committee members included: Communities for a New California, Center on Race, Poverty and the Environment, Dolores Huerta Foundation, Radio Bilingue and Hmong Innovating Politics.

All region 6 Counties, Fresno, Inyo, Kern, Kings and Tulare, established Local Complete Count Committees and closely worked with the Center and local community-based organizations to coordinate outreach to hard-to-count communities.

The Center provided census funding to over 18 partners with strong community ties and proven outreach strategies in region 6. They coordinated census outreach with three of the State-funded Statewide Community-Based Organizations: The Latino Community Foundation, NALEO Educational Fund and Asian Americans Advancing Justice. They also attended the monthly Complete Count Committees' meetings in Fresno, Kings, Tulare and Kern counties and ensured coordination of ongoing and planned outreach activities with other census stakeholders.



APPROACHES AND OUTCOMES

Region 6 partners leveraged their Local Complete Count Committees and trusted messengers to activate outreach campaigns targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020, mainly the COVID-19 pandemic. The following is a description of such approaches and their outcomes.

- **TRUSTED MESSENGERS:** Throughout Region 6, census outreach efforts included hiring and training staff and volunteers familiar with the community many of which were already trusted messengers. This included digital media trainings and coaching.

To reach veterans and older adults, Fresno County leveraged existing county resources. They also contracted with seven organizations recognized as trusted entities to serve as demographic hubs of census outreach to reach eight hard-to-count demographic populations not included in the Administrative Community-Based Organization planned outreach. These populations included families with children aged 0-5, African Americans, Asian American Pacific Islanders, people with disabilities, Indigenous peoples, LGBTQ+, Middle Eastern Northern Africans and Native Americans.

The Center's 18 contracted partners were well-positioned as trusted messengers. They relied on their long-established community presence to encourage face-to-face interactions, address hard-to-count individuals' concerns and leverage the key role friends, family and other informal social networks can play in encouraging census participation.

- TACTICS, LANGUAGE AND COMMUNICATION ACCESS:** Door-to-door canvassing was at the core of outreach strategies in region 6 and stood as one of the most effective census outreach approaches directly activating responses to the census questionnaire.

Fresno County has a sizeable Hmong population, whose language needs were not supported by the U. S. Census Bureau. To meet language needs, the Fresno Center staffed a hotline with capacity to respond to questions in Cambodian, Hmong, Lao, Thai and Vietnamese.

In Tulare County and other Central Valley areas, the Jakara Movement sent a census informational mailer in Punjabi to approximately 10,000 Punjabi residents. They also staffed census hotlines in four county locations to provide census questionnaire support. In addition, 3 census billboards in Punjabi were installed in high profile areas along Highway 99. The County also partnered with the Jakara Movement to air census spots in Punjabi via Punjabi radio stations.





REGION 6 Regional Snapshot



Fresno County coordinated with the State's Regional Program Manager and the Jakara Movement to program interviews in Punjabi. For Spanish programming, the County worked with Univision and organized interviews with trusted messengers representing the Latino Community. The State's Regional Program Manager also provided interviews on Hmong TV.

➔ **ADAPTING TO CHANGING CIRCUMSTANCES:** To comply with public health guidelines during the pandemic, Region 6 partners pivoted to remote outreach approaches like phone banking, texting, email and social media campaigns. Partners organized census caravans, taco giveaways and included census information and census branded personal care items in food, school and other community distribution efforts regionwide.

Tulare County leveraged FoodLink to distribute 19,000 census grocery tote bags to families. In lieu of in-person town halls, the Dolores Huerta Foundation utilized tacos and paletas (Popsicles) to draw people to their booths at local swap meets and helped people complete the census online.



EL CENSO AYUDA MOLDEAR NUESTRA COMUNIDAD DURANTE LOS PRÓXIMOS DIEZ AÑOS.

TODOS CONTAMOS.

PARA MÁS INFORMACIÓN VISITE: KERNCOUNTS.ORG

In Inyo County, the County's and City of Bishop Public Works Departments included census informational flyers in water bills. The county public library displayed census flyers in book drops, and the county Post Offices authorized census kiosks in their lobbies.

Kern County targeted messaging to a total of 177 lowest performing census tracts sending display ads to approximately 155,000 devices (mobile phones, computers, tablets and streaming TV services), which resulted in 1.24 million impressions per month. A direct mailer was sent to 114,000 households and direct texts sent to mobile phones located in the lowest performing census tracts reaching over 308,000 people.



REGIONAL PROFILE

Region 7, the Inland Empire, contains Riverside and San Bernardino counties, among the top 15 most populous counties in the country. The region features rich agricultural areas with large farmworker populations, as well as California Tribes and Native communities. It has the third highest hard-to-count population who are particularly difficult to reach because of the large region in terms of both population and geographic area. The metropolitan parts of the counties are incredibly dense in regard to population. Rural communities face the challenge of low broadband access, few highway routes and other physical barriers such as mountains, lakes and deserts. Other hard-to-count factors affecting the region are multifamily housing, immigrants, refugees and other vulnerable populations. The Latino community represents most limited English proficiency (LEP) households.

The table below provides the estimated total population and the population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021 \geq 57	Percent of HTC of total Est. population
4,560,470	1,121,324	25%

STRATEGY

The Inland Empire Community Foundation constructed a strategic census outreach alliance with community-based organizations across the region to form the Inland Empire Census Outreach Table branded as Census IE. Organizations were identified based on their knowledge, expertise and proven strategies for reaching hard-to-count communities.

Riverside County developed a regional approach encouraging cross-sectoral collaboration between the Inland Empire Community Foundation, San Bernardino County and University of California Riverside's Center for Social Innovation. The Inland Empire Complete Count Committee represented the region's first ever, bi-county complete count committee coordinated by the University of California, Riverside's Center for Social Innovation.

This collaboration resulted in a joint implementation plan for Region 7. The outreach approach included the development of seven sub-regions. A software solution to track outreach locations and hard-to-count populations enabled community-based organizations to track progress collectively and identify and respond to gaps.

Region 7 partners have remained committed to collaboration and coordination in service of a complete count in the Inland Empire. They are looking forward to future collaborative efforts that will continue to strengthen and bring resources to the region. One such collaboration is Census Legacies, a peer-learning network seeking to re-purpose Census outreach collaborations from around the country to ensure that historically undercounted communities have an equal voice in shaping the future of their regions.



APPROACHES AND OUTCOMES

Region 7 partners leveraged their Complete Count Committees and trusted messengers to activate outreach campaigns targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020, mainly the COVID-19 pandemic. The following is a description of such approaches and their outcomes.

➤ **TRUSTED MESSENGERS:** Trusted local organizations targeted outreach in several sub regions. In the High Desert Sub Region, El Sol Neighborhood Educational Center identified and recommended key organizations in their under-served region. In the San Bernardino Metro and Mountain Community Sub-Region, Warehouse Workers Resource Center covered a geographic area with the highest population and number of hard-to-count census tracts. In the Riverside Coachella Valley Sub-Region, Alianza Coachella Valley worked diligently to ensure outreach in the small, unincorporated areas of the Coachella Valley.



Census IE worked to directly activate high profile community leaders including educators, school boards, nonprofits organization leaders, faith leaders and artists. This collaboration resulted in an outreach plan that considered outreach gaps and eliminated duplication.

In coordination with NALEO Educational Fund and other partners, the Inland Empire Community Foundation provided 124 Train the Trainer sessions which benefited 1,417 people and resulted in 113 Census Champions.

Over 198 community organizations facilitated outreach to diverse communities such as Latino, African Americans, Middle Eastern and North Africans, farmworkers, seniors, Asian Americans, Native Americans, refugees, veterans, children 0-5, and people experiencing homelessness.

Inland Empire Census 2020
IECounts.org

I'M INTERESTED IN BECOMING A CENSUS CHAMPION!

Please indicate how your business can get involved (check all that apply):

Display Census posters/materials at your site that is:

- ☐ Public facing (for clients and customers to see)
- ☐ Available in employee break rooms and areas

Distribute a brief reminder (i.e. email or SMS) about Census participation to:

- ☐ Your customers or clients
- ☐ Your employees

☐ Invite a community-based organization to do a pledge card drive at your business (staff or clients)

☐ Have your site become a Census Questionnaire Assistance Kiosk or Center

Name of business: _____
Full name: _____
Address: _____
Phone number: _____
Email: _____



The University of California Riverside Counts Committee with the Center for Social Innovation coordinated campus efforts, bringing together the various departments on campus and engaged in a multi-level outreach effort involving students, student groups, university staff and faculty.



REGION 7

Regional Snapshot

- ➔ **TACTICS, LANGUAGE AND COMMUNICATION ACCESS:** Region 7 branding and flyers were created in English and Spanish. The media campaign resulted in 34,307,519 impressions and targeted local advertising on OMNI Buses, Spectrum television, Asian television, streaming ads and ads in the local newspaper. As an example, Crossings Television dubbed commercials on Asian television in Filipino, Tagalog, Mandarin and Vietnamese.

The distribution of pledge cards by Region 7 organizations in the education phase was extremely impactful resulting in 48,146 pledge cards and 3,316,143 impressions during 1,483 events held throughout the region before the Stay at Home Order. In addition, the Inland Empire Community Foundation contracted with 18 organizations to conduct canvassing operations to knock on 163,828 doors.

Partnership with churches and other faith-based institutions led to the greatest reach with limited English proficient communities, including Korean, Tagalog, Chinese, Purepecha, Arabic and Farsi. Early buy-in and training with key leaders was critical for opening the doors for outreach and ensuring that census was addressed from the pulpit and framed as a faith issue. The Inland Congregations United for Change, in partnership with National Ecumenical Forum for Filipino Concerns worked closely with the Diocese of Riverside and San Bernardino Counties to conduct outreach to tens of thousands of parishioners representing some of the hardest to count communities. As a result, over 45,000 impressions were achieved and 100 clergy and lay leaders were trained to share census with their congregations and communities.

- ➔ **ADAPTING TO CHANGING CIRCUMSTANCES:** Two weeks before the Stay at Home Order, canvassing organizations had already began shifting to phone banking. In a few weeks, 28 additional organizations were trained on phone-banking and texting from home. Census IE shifted funds allocated to pledge cards and other events to phone banking contracts for April and May. This operation resulted in 347,804 calls and 27,473 impressions.

The region intensified its media campaign resulting in 49 million impressions. They targeted hard-to-count communities with advertising on buses, TV, local newspapers, radio, utility inserts, outreach through meal plan deliveries, billboards throughout the county, gas stations, medical facilities, online display ads, texting, youth centers and virtual events. For the online campaign period of April 1 through October 1, 2020, Riverside County had 2,433,069 video completions and 372,643 click throughs to the U.S. Census Bureau website.



During the Stay at Home Order, partner organizations increased their social media campaigns, utilizing digital materials provided by the state, Statewide Community-Based Organizations, and the U.S. Census Bureau.

Pop-up Questionnaire Assistance Centers (QACs) saw greater results than the stationary sites, especially during the COVID 19 pandemic. Pop-up QACs allowed people to be present in the few locations where essential services were taking place, including food banks, outdoor markets, and other service centers.



REGIONAL PROFILE

Region 8 covers the County of Los Angeles, the most populous county in California. It has a diverse population consisting of a disproportionately high number of residents who are considered hard-to-count. The limited English population is estimated at over 2 million. Other hard-to-count factors affecting census outreach in Region 8 are crowded units, multi-unit structures and non-high school graduates.

The region consists of 88 cities, with the cities of Los Angeles and Long Beach comprising nearly 60% of the total number of county's hard-to-count block groups. Many of the local communities face socio-economic and demographic challenges that require targeted outreach plans.

The table below provides the estimated total population and estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021 \geq 57	Percent of HTC of total Est. population
10,095,055	4,238,094	42%

STRATEGY

Region 8 partners Los Angeles County and the Administrative Community-Based Organization, the California Community Foundation, developed and launched the We Count LA campaign to support Census 2020 community-based education, outreach, and assistance efforts for hard-to-count communities.

The California Community Foundation partnered with Advancement Project California and the Census Policy Advocacy Network to complete an analysis of Los Angeles County's hard-to-count populations and develop recommendations for a regional census outreach campaign. This resulted in a census approach grounded in engagement with public, private and non-profit stakeholders. The California Community Foundation supported and resourced the We Count LA Census Table, which was divided into eight regional tables. It brought together large non-profit organizations and community-based organizations to serve as a planning, strategy and action hub for Community-Based outreach.



Led by the City and County of Los Angeles, communities across the County partnered to create a Countywide Complete Count Committee. The Complete Count Committee supported an aggressive campaign to identify barriers to census responses and overcome them. It enjoyed the support of the Los Angeles County Board of Supervisors, the Mayor of the City of Los Angeles, municipalities across the county, educators, and community organizations.

The creation of the Countywide Complete Count Committee, and the county's membership in the We Count LA Census Table, created forums for all partners to share ideas and coordinate outreach.



APPROACHES AND OUTCOMES

Region 8 partners leveraged the LA Complete Count Committee and trusted messengers to activate the We Count LA campaign targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020 mainly the COVID-19 pandemic. The following is a description of such approaches and their outcomes.



- **TRUSTED MESSENGERS:** At least 98 community organizations partnered with the California Community Foundation to serve as trusted messengers conducting outreach to households with limited English proficiency. Another 70 community organizations partnered with the California Community Foundation to conduct outreach to community members with disabilities. Some of these organizations like Black Women for Wellness received over 100,000 purchased phone numbers from the California Community Foundation to complete outreach in 90 census tracts. By utilizing the campaign's mass text banking platform, ThruText, and creating a "200 Grand Campaign", Black Women for Wellness completed over 200,000 text messages in low-responding, hard-to-count census tracts over the course of a month.

Similarly, AltaMed Health Services Corp, implemented a massive phone banking campaign reaching 1,416,803 people. The Coalition for Humane Immigrant Rights deployed a concerted strategy towards limited English speakers and immigrant communities. Using their own member lists on ThruText in combination with the Census Office's phone banking tool, they targeted tracts with majority Latino populations and under 50% response rates. Planned Parenthood Pasadena and San Gabriel Valley Inc, completed three months of text banking resulting in 40,000 messages per month. Their experience with serving disenfranchised groups positioned them as trustworthy messengers to reaching Asian Americans and Pacific Islanders, people experiencing homelessness, immigrants and refugees, Latinos, and the LGBTQ+ people.

Another community leader, Meet Each Need with Dignity, completed door-to-door outreach using their own organizing tools and platform, concentrating their canvassing efforts throughout the San Fernando Valley.

The County's Department of Mental Health trained 150 members of the Peer Veterans Network on the importance of the 2020 Census. They also participated in a Southern California Association of Governments presentation to veteran service providers on the census. The Peer Veterans Network members shared census messaging at each monthly meeting to a network of more than 200 community organizations.

Others county departments acted as trusted messengers leveraging their field-based client services and employee engagements to pass on census messaging to clients, families and friends. These field-based messaging efforts included client contacts made by social workers for seniors and children, Department of Mental Health Promotores program, probation officers, public health nurses and community workers.

The County CEO's Service Integration Branch leveraged the South Los Angeles Ministers' COVID-19 weekly briefings to ensure faith-based communities were updated on opportunities to complete the census. These briefings included more than 75 faith



REGION 8 Regional Snapshot

leaders who echoed the importance of 2020 Census via web-based religious services. Additionally, the Department of Mental Health incorporated census messaging into the standing Faith-Based Advocacy Council monthly convenings, including representatives from more than 200 local faith entities.

The Los Angeles County Office of Education coordinated with 38 school districts in their community-centered campaign. They partnered with the California Community Foundation, local governments, artists and UNIVISION to organize interactive outreach activities, such as art contests and phone banking.

- ➔ **TACTICS, LANGUAGE AND COMMUNICATION ACCESS:** Community-based organizations demonstrated they could easily reach audiences in high volumes using digital outreach tactics. In total, partners were able to reach over 170 million impressions through digital outreach, representing 61% of all impressions achieved.



Community partners engaged with hard-to-count communities in 33 languages, which was more than the state's 15 required languages. The 33 languages were: Arabic, Armenian, ASL, Bengali, Burmese, Cantonese, Chuukese, English, Farsi, Filipino, Gujarati, Hausa, Hindi, Japanese, K'Anjobal, Kaqchikel, Khmer, K'iche'/K'ich'e, Korean, Mandarin, Marshallese, Mayan, other Chinese languages, Pashto, Punjabi, Quiché, Russian, Samoan, Spanish, Tagalog, Thai and Vietnamese.

We Count LA's digital campaign toolkit contained assets in several languages. We Count LA also built partnerships with ethnic media outlets such as Univision to create features and push content for Spanish, Korean and Chinese language audiences. Paid media for general market television and radio resulted in 60,444,823 impressions and reached the following demographic groups: Latino, Filipino, African American, Chinese, Vietnamese, and Korean and other Asian groups.

- ➔ **ADAPTING TO CHANGING CIRCUMSTANCES:** During the pandemic, the county leveraged its health outreach efforts to provide census materials at community-based COVID-19 locations, including foodbanks, testing sites and homeless shelters. Residents attending these events received census branded personal protective equipment.

The Project Roomkey sites were established as a key collaborative effort by the State, county, and the Los Angeles Homeless Services Authority to secure shelter for vulnerable people experiencing homelessness. The county deployed a team of census-trained ambassadors to get out the count throughout all of its 19 Project Roomkey sites. They provided tents, standing iPad kiosks, personal protective equipment, secure Wi-Fi and merchandise for participants. These efforts resulted in 524 completed census questionnaires.





REGIONAL PROFILE

Orange County is in the heart of Southern California between Los Angeles and San Diego counties. There are 34 cities in the County and several unincorporated areas. The three most populous cities are Anaheim, Santa Ana and Irvine. Orange County ranks as the third most populous in California and the sixth most populous county in the United States. Over 45% of Orange County residents speak a language other than English at home, with over 18.4% of the total county population speaking English less than very well. The top nine languages, other than English, are Spanish, Vietnamese, Korean, Chinese (simplified, Mandarin and Chinese), Tagalog and Farsi.

The table below provides the estimated total population and the estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=57	Percent of HTC of total est. population
3,168,044	750,930	24%

STRATEGY

In collaboration with the region 9 Administrative Community-Based Organization, Charitable Ventures of Orange County, Orange County worked on reaching every hard-to-count group through collaboration with trusted messengers.

In May 2019, Charitable Ventures of Orange County partnered with the Orange County Community Foundation and Orange County Grantmakers to launch the Orange County Census Fund, a private philanthropic pooled fund to augment the State contract. Starting with an initial goal of \$600,000, this tiered outreach approach helped Charitable Ventures raise an additional \$1.02 million from 13 regional and local foundations.

The Orange County Complete Count Committee consisted of various government and community partners. They established five subcommittees with specific goals, tailored strategies and tactics based on their strengths and scope to best reach key populations. They informed and guided the creation of the Orange County Campaign's direct outreach efforts and the development of the Orange County's 2020 Census toolkit. The Orange County Community Table grew to 453 unique members across all sectors.

Charitable Ventures worked closely with Orange County to execute a well-planned and coordinated outreach effort addressing all hard-to-count populations and geographic areas. They also worked alongside 100 nonprofit organizations and the Orange County Department of Education, several Local Complete Count Committees, and the U.S. Census Bureau.





APPROACHES AND OUTCOMES

Region 9 partners leveraged their organizations, networks and trusted messengers to activate outreach campaigns targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020 mainly the COVID-19 pandemic. The following is a description of such approaches and their outcomes.

- **TRUSTED MESSENGERS:** The Orange County Campaign benefited from the expertise of an established network of trusted organizations who leveraged their grassroots strengths and resources to educate about census. AltaMed led outreach at health clinics. They hosted Questionnaire Assistance Centers and conducted canvassing, and phone banking. Orange County also contracted with Community Action Partnership of Orange County and Coalition for Humane Immigrant Rights who provided access to the immigrant and refugee populations and cross-promoted census through existing programming, phone banking and canvassing.



Orange County contracted cities, such as the City of Garden Grove and the City of Santa Ana. They worked closely with county staff, created local Complete Count committees and secured partner engagement, marketing and advertising.

Charitable Ventures and First 5 Orange County joined forces to roll out a 0 to 5 outreach strategy because 18,000 children ages 0 to 5 were missed in the 2010 census.

Non-contracted and volunteer partners such as the Anaheim Complete Count Committee worked closely with county staff to motivate Anaheim residents to get counted. The League of Women Voters also supported various subcommittees in the Orange County Complete Count Committee and shared best practices from their voter registration campaign.

- **TACTICS, LANGUAGE AND COMMUNICATION ACCESS:** The Orange County Campaign translated digital ads and social media toolkits into each of the 13 threshold languages. Collaterals were used and boosted via paid promotion on social media. They engaged ethnic media outlets and providers such as grocery stores to assist with census promotion.

The campaign included 11 public service announcements in the threshold languages identified by the state which were later aired on local TV stations and social media. At the end of September, the Orange County Campaign sent a mailer in six languages to the lowest performing 50 census tracts.

Charitable Ventures partnered with 100 nonprofits to provide accessible and in-language access of the outreach activities in 23 languages.





REGION 9

Regional Snapshot

The Campaign activated influencers for people with disabilities. The Multi-Ethnic Collaborative of Community Agencies is made up of 10 sister agencies serving people with disabilities, seniors, children, the LGBTQ+ community, and the Latino, Vietnamese, Korean, Chinese, Arab, Cambodian and the Asian Pacific Islander communities. They leveraged their 50 languages, services areas, networks and existing programming to reach people with disabilities.

For Khmer language, Orange County worked closely with the Cambodian Family community-based organization to ensure they would not be undercounted as they were in previous censuses. The Venerable Nuochden from Wat Khmer of Santa Ana spoke of the importance of the census in a YouTube video. The organization also set up a phone line for questions and assistance.



- **ADAPTING TO CHANGING CIRCUMSTANCES:** With the Stay at Home Order, partners immediately shifted to a predominantly digital outreach approach relying on social media strategies and phone banking. Other activities included census caravans, promotion at food pantries, school lunch distribution and virtual contests.



Latino Health Access and Give 4 A Smile deployed groups of promotoras to help raise awareness on both census and health. They collaborated with the county to host a Questionnaire Assistance Center at 44 Santa Ana Cares event. These events covered the densest and hardest-to-count communities.

The Santa Ana census caravan was the first and largest, attracting attention from various news outlets and neighboring cities. During the caravan, a group of 20 vehicles representing 10 organizations drove through the hardest-to-count areas of Santa Ana, creating a day of engagement for 10,000 residents, and additional social media engagement and news coverage reaching 997,650 individuals.

First 5 Orange County, a close partner to Charitable Ventures, collaborated with community partners to distribute diapers with census information in under-reporting neighborhoods and census tracts. The bags were distributed by community organizations already working in these neighborhoods, speaking the language and maintaining a level of trust with the residents.

"If we could meet families where they are with these trusted messengers, they are much more inclined to feel that they can fill the census form out. With the shorter deadline, it's pedal to the metal for us. We need to keep this momentum going so we can get the best possible response rate."

- Interview with First 5 Orange County in the OC Register



REGIONAL PROFILE

Region 10 consists of San Diego and Imperial Counties. Situated along the U.S. and Mexico Border, the region presents distinct opportunities and challenges. Its shared multicultural, multiethnic and trans-border identities make it a vibrant region for people and businesses alike. Region 10 is one of the primary refugee resettlement areas in the state and is identified as one of the hardest-to-count areas in California.

San Diego County has the region's largest population. The County of Imperial is a border community with a constantly changing daytime population as many residents travel back and forth between the U.S. and Mexico for professional, commercial and personal needs.

The table below provides the estimated total population and estimated total population considered hard-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021 \geq 57	Percent of HTC of total est. population
3,496,774	810,706	23%

STRATEGY



Region 10's Administrative Community-Based Organization, United Way of San Diego, funded 38 partners and partnered with over a hundred collaborators to support census outreach in the region. In partnership with Imperial County and San Diego Association of Governments (which represented San Diego County), they formed the COUNT ME 2020 Coalition, focused on nurturing a culture of trust and civic participation in the 2020 Census.

Through the Count Me 2020 Coalition, United Way of San Diego mobilized over 100 Community-Based Organizations and civic groups to conduct outreach to vulnerable communities. They closely coordinated with San Diego Association of Governments and Imperial County to support the development of aligned messaging and provide trusted messengers with the resources and trainings to lead a culturally and linguistically effective outreach.

The County of Imperial executed a grassroots approach and engaged the incorporated cities, local nonprofits, and others to create the Imperial Valley County Complete Count Committee.

San Diego Association of Governments organized the San Diego County Complete Count Committee and worked closely with the Count Me 2020 Coalition to share updates between jurisdictions, elected officials, and community-based organizations dedicated to census promotion. Sub-regional collaborative groups formed to target outreach and fill any gaps.



APPROACHES AND OUTCOMES

Region 10 partners leveraged their Complete Count Committees, networks and trusted messengers to activate the COUNT ME 2020 Coalition campaign targeting hard-to-count neighborhoods and communities. Their approaches were diverse, innovative, and tailored to meet both the specific needs of communities and to adapt to the exceptional circumstances experienced in 2020 mainly the COVID-19 pandemic. The following is a description of such approaches and their outcomes.

➔ **TRUSTED MESSENGERS:** In the County of Imperial, the special district partners provided a vital connection between the inner cities and the unincorporated communities of Bombay Beach, Heber, Niland, Seeley, Salton City, Palo Verde, Poe Subdivision, Ocotillo and Winterhaven which make up a chain of hard-to-count communities. To get out the count, these districts leveraged their libraries, parks and recreation programs, community and health centers, schools, churches, utility offices, civic buildings and elected officials. In addition, trusted messengers like the LGBT Resource Center, Campesinos Unidos, Calexico Neighborhood House, and Comite Civico del Valle played a key part in reaching specific groups.



In San Diego County, service agencies were instrumental in getting out the count. These included libraries, school districts, county departments, such as Aging and Independence Services and the County of San Diego Registrar of Voters.

Over 240,000 veterans plus their families reside in San Diego. The San Diego Veterans Coalition reached over 150 organizations, businesses and individuals to ensure that veterans and their families were counted.

➔ **TACTICS, COMMUNICATION AND LANGUAGE ACCESS:** Census information in the form of signs, flyers, banners and promotional materials was provided in English and Spanish throughout the region. In addition, collateral and paid media was translated into 12 required languages. The County of Imperial leveraged the State and U.S. Census Bureau collaterals in English and Spanish. They also used additional marketing materials produced by local partners and Complete Count Committee members.

San Diego Association of Governments activated media communications, such as bus shelter ads, newspaper advertisements and social media. They collaborated with food distribution sites to disseminate information in Arabic, Chinese, English, Spanish, Tagalog and Vietnamese.



REGION 10 Regional Snapshot

In San Diego County, Chula Vista Community Collaborative facilitated outreach to people with disabilities. Some locations remaining open during the pandemic were ADA accessible and provided census questionnaire assistance.

The Refugee and Immigrant Census Hub led by the Partnership for the Advancement of New Americans in San Diego County, activated its 15 grassroots organizations and 31 different languages to reach individuals in their native language. It provided in-language phone banking and contacted over 47,000 African, Arab, Middle Eastern, Muslim and South Asian community members.

The Karen Organization of San Diego (KOSD) never before conducted census outreach because this refugee community increased after the 2010 Census. They aimed to ensure that all 1,200 to 1,400 refugees from Burma were counted.

➔ **ADAPTING TO CHANGING CIRCUMSTANCES:** In the County of Imperial, census caravans included advertising, music and more than twenty decorated cars traveling through the streets of hard-to-count communities. This created much needed enthusiasm during the Stay at Home Order.

REFUGEE AND IMMIGRANT CENSUS HUB INFORMATIONAL VIDEOS



"Although 1,211 looks much smaller than other ethnic groups, this is a huge success for the community because almost all of these 1,211 people would have never been counted at all without the support and assistance by the Karen Organization of San Diego through the Count Me 2020 Campaign."

- ACBO Region 10 Final Report



San Diego Association of Governments expanded the scope of digital communications through texting and phone banking, eblasts, and social media campaigns. They integrated census messaging into COVID-19 briefings, press conferences, and agencies websites. In addition to census caravans, they leveraged distribution sites for food, library books and diapers, as well as COVID-19 testing locations to provide census branded facemasks and hand sanitizers. In July, the San Diego Association of Governments census week of action campaign generated more than 1.3 million impressions and more than 6,800 clicks to the 2020Census.gov website.



CALIFORNIA COMPLETE COUNT – CENSUS 2020

Regional and Statewide Outreach Partners

Portfolio of Snapshots

TABLE OF CONTENTS: STATEWIDE OUTREACH PARTNERS

STATEWIDE COMMUNITY BASED ORGANIZATIONS	
Asian Americans Advancing Justice - LA	Asian American Native Hawaiian & Pacific Islanders
California Calls	African Americans
California Indian Manpower Consortium, Inc.	American Indians & Alaska Natives
California Native Vote Project	American Indians & Alaska Natives
California Rural Legal Assistance	Farmworkers
Coalition for Humane Immigrant Rights	Immigrants & Refugees
Coalition for Humane Immigrant Rights	Limited English Proficiency
Council on American-Islamic Relations - CA	Middle East North African
Disability Rights Education & Defense Fund	People with Disabilities & Older Adults
Equality California Institute	LGBTQ+
First 5 Association California	Children 0-5 Years
Homebase (Center for Common Concerns)	People experiencing homelessness
Latino Community Foundation	Latinos
Mixteco Indigena Community Organizing Project	Farmworkers
NALEO Educational Fund	Latinos
Veterans	Veterans
United Ways of California	Limited Broadband
SECTOR FOCUSED ORGANIZATIONS	
California Labor Federation	Labor Sector
California Primary Care Association	Health Sector
ReadyNation Council for a Strong America CA	Business Sector
PICO California	Faith-Based Sector
University of CA, Agriculture & Natural Resources, 4-H Youth Development Program	Rural Sector
EDUCATION SECTOR	
County Offices of Education	Grades K-12
Higher Education	College & University Students



ASIAN AMERICANS ADVANCING JUSTICE-LOS ANGELES

Asian American Native Hawaiian and Pacific Islanders

Statewide Community Based Organization



STRATEGY AND FUNDING

Asian American, Native Hawaiian and other Pacific Islander (AANHPI) communities are ethnically and linguistically diverse with a rich history of migration to America. Nowhere is the engagement of AANHPI around the 2020 Census more important than in California. According to the U.S. Census Bureau (2015-2019 ACS 5-year estimates), there are 5,610,931 Asian Americans and 140,788 NHPI living in California. The State's population is 14.28% Asian American and .36% NHPI. These communities are also California's fastest growing since the last decennial census.

The growth and the rich diversity of the AANHPI population demonstrates the need for disaggregated data on their ethnic, economic, and other characteristics. An accurate census count is necessary to provide a comprehensive picture of a highly heterogeneous, multi-ethnic, multi-lingual population that includes those born in the United States as well as immigrants and refugees for whom the United States is now their homes.

Good policy starts with good data. For our incredibly diverse communities, language access is one of the key areas we must stress so that our communities can access information. Knowledge is power and census data can be used as an advocacy tool to set policy.

-- Connie Chung Joe, CEO, AAAJ-LA

The California Complete Count - Census 2020 Office's partner Asian Americans Advancing Justice-Los Angeles (AAAJ-LA) was poised to address the diversity and complexity of outreach to the AANHPIs with their experience in three decennial censuses. With funding of \$843,100, they leveraged their work with their national affiliates and served as a bridge to regional and local community-based organizations. They sub-contracted with partners in Regions 1, 3, 4, 6, 8, 9 and 10, as well as partners working statewide.

Together, these organizations provided culturally responsive and linguistically appropriate outreach to populations that are the hardest-to-count among the AANHPI population. Along with their national and local partners, they covered 20 Asian languages Bangla, Burmese, Cantonese, Gujarati, Hindi, Hmong, Iu Mien, Japanese, Korean, Khmer, Lao, Mandarin, Marathi, Nepali, Punjabi, Tamil, Tagalog, Thai, Vietnamese and Urdu and 8 Pacific Islander languages Chamorro, Chuukese, Marshallese, Native Hawaiian, Palauan, Samoan, Tongan, and Vakaviti.




ASIAN AMERICANS ADVANCING JUSTICE-LOS ANGELES

Asian American Native Hawaiian and Pacific Islanders

Statewide Community Based Organization

APPROACHES AND OUTCOMES

AAAJ-LA and partners began their census education early, with fact sheets and messages that resonated with their diverse community. They provided support to their partners based on a data-driven approach on census tracts and language breakdown targeting neighborhoods and ethnic enclaves in different regions where AANHPI communities reside in larger concentrations. Some key approaches were:

- **STRATEGIC MESSAGING:** At the beginning of the campaign, Native Hawaiian and Pacific Islander community members created their own messaging framework that centered around storytelling and honored the work of their ancestors. The videos were intergenerational with prominent community leaders, like pastors, and filmed at churches, schools, hospitals and playgrounds to demonstrate the impacts of census participation. The messaging also captured the impact of COVID-19 on the Pacific Islanders, many who are essential workers.
- 
- **CREATIVE GRASSROOTS OUTREACH:** The stay-at-home order limited the grassroots outreach to digital connections, ethnic media and phone or text banking. One of the creative approaches was the #BeSeenBeCounted campaign which engaged community leaders and social media influencers to reach out to their audience on podcasts and social media. Others used creative traditional song and video messaging for in-language and culturally relevant outreach.
 - **TRUSTED MESSENGERS:** Census outreach resonated with the population when it was conducted simultaneously with an activity such as a food give away from a trusted source. For example, 23,000 people received census messages as a part of the Disaster Relief Assistance for Immigrants project. Caravans combined with in-person assistance booths helped to get out the count.
 - **LANGUAGE ACCESS:** Throughout the campaign, the reach of these activities was augmented with census hotlines in Bangla, Cantonese, Hindi, Japanese, Korean, Mandarin, Punjabi, Tagalog, Urdu and Vietnamese where people could call to inquire about the census in their own language. Door-to-door canvassing with door hangers and direct mail provided instructions in multiple languages. An animated census Public Service Announcement was created in 16 Asian languages. In-language outreach by trusted messengers was key to reaching the AANHPI population. Ethnic media, such as radio, news outlets and newspapers, were integral to reaching households who spoke a language other than English.

Ensuring language access included developing materials for our very diverse limited English proficient communities, including oral modes of communication to reach communities with traditionally non-written languages and high rates of illiteracy.

-- June Lim, AAAJ-LA



CALIFORNIA CALLS

African Americans

Statewide Community Based Organization



STRATEGY AND FUNDING

According to the U.S. Census Bureau (2015-2019 ACS 5-year estimates), California is home to 2,169,155 African American or 5.52% of the state's population. In 2020, they were among the highest groups at risk of being undercounted in the census. In 2010, more than 800,000 African American men, women, and children were missed in the decennial census. African American men have been historically undercounted in greater numbers than men of other racial or ethnic groups. Approximately 7% of young African American children were overlooked by the 2010 Census, roughly twice the rate of young non-Hispanic white children. More than one in three African Americans live in hard-to-count census tracts. ([Leadership Conference Education Fund Fact Sheet](#)).

To address these significant and challenging statistics, the Census Office, partnered with California Calls and its project, the California Black Census and Redistricting Hub or the Hub. The Hub is a network of over 30 Black-led and Black-serving organizations across the state, focused on maximizing participation in the 2020 Census and redistricting process. The State's funding of \$822,600 was leveraged with California Call's fundraising and volunteer force to execute a strategy that included setting clear metrics to measure progress, fundraising and technical assistance.

The campaign relied on a mix of training, strategic communications, and grassroots organizing to conduct targeted and data-driven outreach campaigns. A steering committee of institutional thought partners – the Core Partners – guided the Hub's strategic and operational direction and included California Calls, Advancement Project California, BlackPAC, PICO California and the African Methodist Episcopal Church-Social Action Commission. The Hub sub-contracted with partners statewide, as well as in Regions 1, 3, 4, 6, 7, 8, and 10.



The Hub's strategy leveraged data and demographic analysis to inform and refine targeting. In fall 2019, the UCLA Bunche Center designed a Black Hard to Count index with 16 indicators and ranked census blocks and tracts. The Hub targeted outreach to the communities with a high density of Black people that also ranked high on the index. To ensure they reached the lowest responding communities, the Advancement Project California analyzed response rate data in real time to inform digital targeting strategies.

CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



CALIFORNIA CALLS

African Americans

Statewide Community Based Organization

APPROACHES AND OUTCOMES



California Call's "My Black Counts" campaign used a multi-pronged approach that incorporated data-driven outreach for door-to-door canvassing, phone banking, strategic communications (such as email and social media) and community trainings to educate community members. Highlights of these approaches are described below:

➔ POLICY AND ADVOCACY:

Even before the census campaign formally launched, California Calls advocated for

the state's investment in census outreach. At the national level amid the COVID-19 pandemic, they pushed for delays in enumeration of people experiencing homelessness. Their advocacy ensured California had the resources and policies to maximize Black civic engagement in the census and redistricting process.

We began our work by deploying in-person help through door-to-door canvassing in the hardest-to-count communities. Then, in mid-March 2020, our best-laid Census plans came to a sudden halt because of COVID-19. Education fairs became car caravans, and online events and peer-to-peer conversations became relational organizing in digital forums.

-Lanae Norwood, My Black Counts

- ➔ **OUTREACH AND COALITION BUILDING:** The Hub trained and supported 35 Black-led and Black-serving organizations in civic engagement and communications, resulting in 330,000 calls and door knocks, 95,000 contacts and 82,000 commitments to take the census.
- ➔ **TECHNICAL SUPPORT:** The Hub supported their partners with research data, best-in-class technology, training, and partnerships so that they execute their tactics with rigor.



➔ STRATEGIC COMMUNICATIONS AND DIGITAL MARKETING:

The Hub's network waged a public education campaign through direct outreach as well as social, digital and traditional media channels, reaching over 2 million people through 25,000 volunteers.

- ➔ **EXTERNAL RELATIONSHIPS:** California Calls partnered with community, philanthropic, academic, and elected leaders to secure resources and expertise. They raised \$2 million for census outreach and secured endorsements from high profile Black leaders, including Vice President (then Senator) Kamala Harris, Congresswoman Karen Bass, and Magic Johnson.

- ➔ **STATE PARTNERSHIPS:** The Hub served as a powerful early adopter of the state's initial Census PDI tool, an app to improve partners' ability to target outreach to

specific communities. They also partnered with the state to improve engagement with statewide and regional partners by helping pioneer a popular peer-learning space that enabled contractors to learn from and with each other as they navigated an uncertain political and pandemic landscape.



CALIFORNIA INDIAN MANPOWER CONSORTIUM

American Indian and Alaska Native

Statewide Community Based Organization



“...THE REAL IMPORTANCE OF THE CENSUS TO INDIAN COUNTRY AND OUR URBAN NATIVE AMERICANS IS THAT BEYOND FEDERAL PROGRAM FUNDING AND REPRESENTATION IN CONGRESS, FILLING OUT THE CENSUS IS HOW WE REMAIN VISIBLE.”

— Lorenda Sanchez, Executive Director CIMC
Yerington Paiute Tribe



#2020Census #NativePeopleCountCA #UnitedWeCount #IndigenousWOACA

STRATEGY AND FUNDING

The political sovereignty of California tribes is based on the historical recognition of its distinct communities by the U.S. Constitution. Over the centuries, American Indian and Alaska Native (AIAN) peoples have overcome normalized oppressive policies and practices, even sanctioned extermination campaigns, through the strength gained from their cultural core values and interrelated sense of solidarity. Today's tribes continue to develop and maintain these exceptional networks of resilience, including tribal agencies, Native organizations and local government entities, as they address their communities' challenges and expectations in the 21st century. (Source: California Indian Manpower Consortium, Inc. final report)

California Indian Manpower Consortium, Inc. (CIMC) recognizes that every ten years, census data determines funding levels for many programs that impact urban and rural AIAN communities. They also recognize that these households have been historically undercounted and associated with hard-to-count characteristics, such as poverty, isolated and rural locations, and limited or no broadband access.

The California Complete Count - Census 2020 Office, partnered with CIMC, a nonprofit organization, which has earned the trust of Native American communities and Tribal governments through its 40 years of service. With funding of \$1,148,855, CIMC partnered with five Native organizations and invited 80 California tribes to conduct outreach. Through their partnerships, CIMC ensured that the census remained a priority among tribal members, while respecting their sovereign rights.

CIMC worked in partnership with other statewide efforts, the California Native Vote Project, and the Native People Count California for media outreach to avoid duplication, identify gaps, and synergize efforts. The Census Office coordinated weekly meetings with the U.S. Census Bureau and tribal partners to navigate the disruptions of the Census 2020 campaign, including the impact of the global COVID-19 pandemic, wildfires, and census operational adjustments.





CALIFORNIA INDIAN MANPOWER CONSORTIUM

American Indian and Alaska Native

Statewide Community Based Organization

APPROACHES AND OUTCOMES

For Native communities, a “meeting” is an intimate space to take the time to be accountable to others and honor them by meeting face-to-face. Native meeting interactions reinforce a sense of generational solidarity and fortitude, which is intent on the decolonization of past historical narratives. Sharing of food is also a tradition in these gatherings for those who have to travel long distances. Up until March, tribal partners educated their members about the census at meetings, but COVID-19 forced the closure of many of the tribal reservations and rancherias. Although CIMC’s outreach was hindered by many challenges, their persistence to ensure a complete count was enhanced by these approaches:

- ➔ **EXTENSIVE NATIVE NETWORK:** Information was distributed quickly and efficiently among the Native communities through CIMC’s seven field offices with multi-county service areas and five subcontractors, the Southern California American Indian Resource Center, Inc. (Regions 5, 10); Owens Valley Career Development Center (Regions 4, 5, 6); Northern California Indian Development Council, Inc. (Region 2); United Indian Nations, Inc. (Region 3); California Consortium for Urban Indian Health (Regions 1, 3, 4, 6, 8, 10). For example, the [Northern California Indian Development Council created powerful videos](#) with voices of tribal leaders and youth.
- ➔ **DIRECT PARTNERSHIPS WITH TRIBAL GOVERNMENTS:** CIMC formally invited 80 California tribes and supported them with funds, outreach materials, and/or information. Tribes organized numerous creative ways to inform their community about the importance of the census and how to complete it. Tribal leaders and liaisons led census discussions at council meetings, promoted the census through tribal bulletins at casinos and food distribution sites, created videos with local voices, and participated in gatherings such as a Drive through Census Party and the Elder’s Christmas Party. CIMC distributed computers donated by the State to 55 Tribal governments and eight Native organizations that were set up in areas with limited broadband access that allowed residents to complete the census in a familiar place.
- ➔ **TRUSTED MESSENGERS AND APPROPRIATE MESSAGES:** To address tribal members’ mistrust of the federal government, CIMC and their network served as trusted messengers by highlighting messages focused on the benefits of the census to tribes and how an undercount translates to a lack of resources for their communities.
- ➔ **GATHERINGS:** To educate the community, partners tabled at pow-wows, Big Times, community events, tribal meetings and trainings, area clinics, and field offices. CIMC had a table at the California Native American Day Celebration in Sacramento to reach out to the thousands of attendees at the California State Capitol.





CALIFORNIA NATIVE VOTE PROJECT

American Indian and Alaska Native
Statewide Community Based Organization



STRATEGY AND FUNDING

Census data is the basis for over \$1 billion annually that flows through Indian country. The [U.S. Census Bureau](#) estimates that in 2010, American Indians and Alaska Natives (AIAN) living on reservations or in Native villages were undercounted by 4.9%. This is more than double the undercount rate of the next closest population group. AIAN were generally not counted until 1890 and substantially undercounted until 1980 when U.S. residents could indicate their own race. There are more than 70 programs benefitting the State of California using census data to allocate funding including education, health and human services directly impacting California's Tribal Nations and Native Communities.

Given this context, the California Complete Count - Census 2020 Office integrated outreach to Tribal Nations and Native Communities in its early planning and throughout its funding efforts. The California Native Vote Project (CNVP) was one of two statewide organizations that partnered with the Census Office to conduct statewide census outreach and education to ensure a fair and accurate count of AIAN for Census 2020. With a funding of \$499,000, they conducted outreach through their trusted messengers in Los Angeles, which is home to the largest community of urban Indians in the state. These efforts were also extended to San Bernardino, Riverside and Humboldt Counties.

As a founding member of the Advancement Project California Census Policy Advocacy Network, CNVP was also engaged in statewide census policy and funding decisions since early 2018. They successfully educated policymakers on the unique needs of California tribal nations and the need for additional resources to ensure an accurate count of AIAN. CNVP has a statewide network of more than 50 Native organizations and leaders, including from hard-to-count census tracts working collaboratively on census outreach plans. In the wake of the COVID-19 outbreak, CNVP was forced to shift their face-to-face events and activities and adopt a new digital outreach plan.





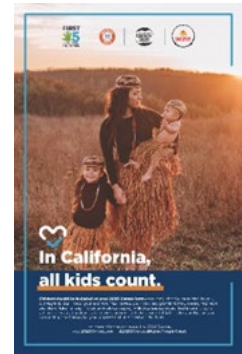
CALIFORNIA NATIVE VOTE PROJECT

American Indian and Alaska Native
Statewide Community Based Organization

APPROACHES AND OUTCOMES

CNVP used an outreach approach based on 1) reaching out to the AIAN community directly or through Tribal nations and Native nonprofit organizations and 2) educating the non-Native nonprofit organizations, local government and philanthropy to understand and build relationships with local Tribal governments and nonprofits. Highlights of their approaches include:

- ➔ **RELATIONSHIP BUILDING:** CNVP built deep relationships with the Census Office, the U.S. Census Bureau tribal partnership specialists, the California Indian Manpower Consortium and NUNA Consulting to strategize outreach and messaging. To educate non-Native partners, they were active in census committees statewide, such as the We Count LA Table and Inland Empire Census Tables and the Census Office regional and statewide meetings. New partners, such as the First 5 Association of California and Empowering Pacific Islander Communities (EPIC), bolstered their joint outreach efforts to children and Pacific Islander communities.
- ➔ **EDUCATION:** To ensure that AIAN are accurately counted in the Census 2020, CNVP encouraged tribal members to check the box on the census form indicating the respondent is an American Indian or Alaska Native. They were also encouraged to indicate the full name of the enrolled or principal tribe. They noted that tribal enrollment and the right to determine the citizenship or a membership of the tribe is a fundamental right of tribal sovereignty and must be reflected on the census responses.
- ➔ **OUTREACH WORKERS:** In the early stages of census outreach, CNVP participated in events throughout the state to provide census information. With the stay-at-home orders, CNVP's outreach workers pivoted from field canvassing to phone and text banking. They also partnered with the Los Angeles Unified School District resulting in calls to 2,000 self-identified AIAN encouraging them to complete the census.
- ➔ **YOUTH ENGAGEMENT:** Youth ages 12 to 24 years old have been active members and leaders of CNVP. In their words: "With so much beautiful and brilliant change led by youth happening around us, we cannot be excluded." Their program emphasized youth community organizing and the census, leading to the creation of youth census videos and enhancing their own internal narrative for strengthening youth inclusion.
- ➔ **GIS MAPPING:** The SwORD tool with geofencing recommendations from their partner, Advancement Project California, helped CNVP target specific geographic areas. They sent out 750 mailers to AIAN households living in hard-to-count census tracts.
- ➔ **DIGITAL ORGANIZING:** CNVP increased their social media presence, including executing a series of virtual games, contests and conversations, such as Census Jeopardy and Census Chats to connect directly with community members and provide census information in a fun and meaningful way. They were able to build their base, with an increase of nearly fivefold to 14,000 contacts by using Facebook digital advertisements and the platform, Action Network.





CALIFORNIA RURAL LEGAL ASSISTANCE

Farmworkers

Statewide Community Based Organization



STRATEGY AND FUNDING

Census outreach would not have been complete without engaging migrant and seasonal farmworkers. However, frequent moves, temporary and hidden housing, overcrowded dwellings, cultural differences, and language barriers hampered the outreach efforts at times. Many in rural areas live in transitional housing, have poor internet access, and use P.O. Box mail service. Farmworkers are thus least likely to receive information on the census. Farmworkers living in employer-sponsored housing are counted through the U.S. Census Bureau's Group Quarters Enumeration operations.


The California Rural Legal Assistance (CRLA) has over 50 years of active engagement with the farmworker and low-wage rural community. Their experience with the 2000 and 2010 Censuses allowed CRLA to jump-start their internal planning a year before Census Day 2020. With funding of \$540,450 from the California Complete Count - Census 2020 Office, CRLA prioritized outreach to Latinos, farmworkers, immigrants and refugees, low-income communities and households with limited English proficiency. Their outreach worked to combat farmworkers' fear and mistrust of

government. With the pandemic, they also faced other crisis, such as unemployment, food insecurity, wildfires, evacuation orders, the need for rental assistance or health issues.

CRLA participated in collaborative outreach efforts in a diversity of languages, including American Sign Language, Arabic, Hmong, Mixteco, Portuguese, Punjabi, Purépecha, Spanish, Triqui, Tagalog, Urdu, and Zapoteco. They identified 20 counties with hard-to-count cities, unincorporated areas, trailer parks, tent and RV homeless encampments and postal service-only communities.

CRLA's outreach campaign built on their existing strengths of community education, advocacy and empowerment. Their model engaged trusted messengers in a grassroots community organizing network.

HOW WILL THE 2020 CENSUS AFFECT YOUR COMMUNITY?



INFO SESSION & COMMUNITY DINNER • FREE & OPEN TO THE PUBLIC

What is the 2020 Census and how will it affect your community and your family? Come find out how being counted can help your community get access to healthcare, housing, and education. Community leaders, organizers, and experts will answer your questions and respond to your concerns.

A community dinner will follow the presentation! Families welcome—activities for children will be provided.




For more information or to RSVP

Contact Alena Uliasz at
auliasz@crla.org or
(209) 946-0605 ext. 2012

Saturday, October 26, 2019
3:30 – 5:30 pm
Parent University
850 Blackstone Ave.,
Fresno

Interpreting will be provided between Hmong, Punjabi, Arabic, Spanish, Mixteco, Zapoteco, and English.

To request Mixteco or Zapoteco interpreting, please contact us by Oct. 18, 2019 to provide your hometown.



CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



CALIFORNIA RURAL LEGAL ASSISTANCE

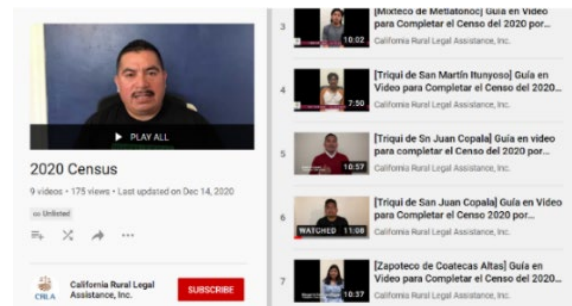
Farmworkers

Statewide Community Based Organization

APPROACHES AND OUTCOMES

CRLA had an all-hands-on-deck approach. Unfortunately, their planned in-person activities to reach farmworker households in rural areas were canceled or postponed due to COVID-19 and wildfires. However, they regrouped and reached 11,638 attendees via virtual Zoom know-your-rights presentations and completed a strong final push in Region 6 during the Non-Response Follow-Up period, distributing COVID-19 masks and census brochures in targeted low-response tracts and to farmworkers in the fields. Their efforts included:

- **DATA INFORMED OUTREACH TO HOUSEHOLDS:** California Rural Legal Assistance (CRLA) prioritized outreach efforts toward tracts with the lowest self-response rate and traced the immediate impact of their door hangers and canvassing. CRLA census team members spent a total of 1,643 workdays posting 120,513 door hangers. For example, in late August in the Fresno area, they conducted 19 census outreach activities, of which 13 activities were conducted in the bottom 20% of self-response tracts. At the start of each week, CRLA provided their community workers with maps showing the lowest response areas to target. They tracked response rate changes daily by consulting the SwORD dashboard and team members received immediate feedback for their efforts. With this feedback loop, they were able to augment their efforts in a particular census tract or pivot to a different area.
- **TARGETED OUTREACH TO FARMWORKERS IN THE FIELD:** Since farmworkers were classified as essential workers, they worked nonstop without respite during the COVID-19 pandemic. CRLA distributed 34,600 protective masks branded with a "Be Counted" message, serving as a walking billboard. They also provided census swag and materials in food boxes during drive through events. CRLA also participated in 27 census caravans.
- **LANGUAGE ACCESS:** Many agricultural workers from Mexico and Latin America speak Indigenous languages and often do not read and write those languages. CRLA produced census video guides in Mixteco, Spanish, Triqui and Zapoteco, including regional variants of these languages, which were viewed 4,235 times. The videos were also used to explain the census questionnaires during phone calls. They made 12,116 calls to former clients and shared census information with 11,890 people who called their office.



CRLA census community workers spoke on the radio, television and Facebook Live in English, Mixteco, Spanish, Triqui and Zapoteco. They also produced radio public service announcements, songs, flyers and door hangers in Arabic, English, Punjabi, Spanish, and Tagalog. Materials were translated in common vernacular language for accessibility.

- **U.S. CENSUS BUREAU ENUMERATION OF FARMWORKER HOUSING:** CRLA provided the U.S. Census Bureau with a list of agricultural employers with farmworker housing units. This was intended to aid in the Census Bureau's Group Quarter enumeration, but it is not clear if this information was used.



COALITION FOR HUMANE IMMIGRANT RIGHTS

Immigrants and Refugees

Statewide Community Based Organization



STRATEGY AND FUNDING

Immigrant and refugee communities are among the top hard-to-count populations for census participation. Factors that previously resulted in an undercount among these communities include unfamiliarity with the census, language barriers and the historically lower responses on the census. Fueling the possibility of another undercount is fear and distrust of the government, especially given the climate of deportations and the controversy around the citizenship question. Some immigrants and refugees are reluctant to respond to the census over fears of data privacy breaches, cyberattacks or disinformation campaigns.

The Coalition for Humane Immigrant Rights (CHIRLA) leveraged 32 years of serving immigrants and refugees and delivered culturally and linguistically appropriate outreach to these populations. With funding of \$242,000 from the California Complete Count - Census 2020 Office, CHIRLA's primary strategy was to provide accurate and up-to-date information and to respond rapidly to crises and misinformation.

The *Contamos Contigo* (We're Counting on You) 2020 Census Campaign was officially launched April 22, 2019, with a press conference including U.S. Congress members and Census Office staff. This served as a platform for community members to share their own testimonies in Spanish and English and educate their listeners about the census a year before Census Day.

Using a data-drive strategy, CHIRLA targeted specific geographic areas where immigrants and refugees call home in Regions 1, 4, 6, 7, 8 and 9. Starting in the fall of 2019, teams of volunteers began canvassing efforts in parts of California with large immigrant populations, such as San Bernardino, Porterville, Sacramento and Huntington Park.





COALITION FOR HUMANE IMMIGRANT RIGHTS

Immigrants and Refugees

Statewide Community Based Organization

APPROACHES AND OUTCOMES

CHIRLA's outreach activities and social and earned media uplifted the stories of domestic workers, undocumented workers, mixed status families, Deferred Action for Childhood Arrivals (DACA) recipients and recent naturalized citizens. Among these efforts included:

- ➔ **POLICY AND ADVOCACY:** CHIRLA leveraged relationships with California elected officials at meetings and at legislative hearings to educate them about policies that most impact the lives of immigrants and refugees, including the need to fund education and outreach activities for the 2020 Census.



The Christmas story is also about the census! According to the Bible story, Joseph and Mary traveled to Bethlehem to register for the census just before Jesus was born. So, in classic CHIRLA manner, we celebrated a Christmastime *posada* with a *Contamos Contigo* twist. We sang the traditional *posada* songs, but as we walked the path, students from our WiseUp! group canvassed folks to sign census participation pledge cards.

- CHIRLA Facebook, Dec. 19, 2019

- ➔ **CENSUS CONCERT:** CHIRLA's *Cuidate y Cuentate* or Take Care and Get Counted virtual concert was broadcast nationwide via LATV Network and simulcast online. The show brought together well-known Latino musicians and celebrities and received 64 million viewers. Secretary of State Alex Padilla and U.S. Representative Jimmy Gomez provided motivational census messaging.
- ➔ **DISPELLING MISINFORMATION:** CHIRLA volunteers were equipped with information and messaging to combat the fear of completing the census. Adding to the personal touch was the radio interviews in Spanish, TV coverage and op-eds explaining the census in the context of current events. A Spanish language radio interview talked about the decision on DACA and its relevance to getting counted and representation, receiving 10,000 views on Facebook. CHIRLA TV, a weekly community affairs program broadcast in Los Angeles County catering to immigrant Latinx millennials, highlighted the *Contamos Contigo* 2020 Census Campaign.
- ➔ **ONLINE AND DIGITAL MEDIA:** Community members shared their stories on educational videos reaching nearly 100,000 views. On Census Day, April 1, 2020, CHIRLA launched a series of social media posts. An Instagram livestream with the executive director and U.S. Congresswoman Naneet Barragan helped guide viewers to complete the census. Digital pledge cards accompanied social media and ethnic media announcements resulting in over 10,000 pledge cards from hard-to-count areas. They logged nearly 35 million impressions through media platforms.
- ➔ **CALL CENTER:** CHIRLA's Call Center Census Program increased in efficacy with the stay-at-home orders. A total of 45,868 voters were contacted and 44,446 or 96% committed to complete the census.

CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



COALITION FOR HUMANE IMMIGRANT RIGHTS

Limited English Proficiency

Statewide Community Based Organization



STRATEGY AND FUNDING

English proficiency is strongly correlated to an individual's intent to complete the census questionnaire. A Limited English Proficient (LEP) individual is defined as anyone 5 years old and over who speaks a language other than English at home and speaks English less than "very well." LEP populations may have additional characteristics that are barriers to census participation, making them particularly hard-to-count, including being newcomers, refugees or asylees; low educational attainment or illiteracy; low digital literacy; limited access to broadband; socioeconomic barriers; lack of understanding of the civic process; and heightened distrust in government, especially among mixed-status families.

With support from stakeholders, the California Complete Count – Census 2020 Office developed the *Language and Communication Access Plan* (LACAP) aimed to ensure language and communication access was linguistically and culturally appropriate and provided equal and meaningful access to California's vulnerable populations. The LACAP outlined requirements for the State's contracted partners' outreach plans to reach households speaking languages other than English.

The Census Office partnered with the Coalition for Humane Immigrant Rights (CHIRLA) with funding of \$200,000. They used the trust their organization built with LEP households to effectively conduct outreach. CHIRLA's Community Education and Outreach infrastructure included regional outreach workers and a hotline that reached Spanish speakers and English Language Learners. CHIRLA's toll-free Immigrant Access Hotline was an effective referral and information resource leveraged to provide census education.



CHIRLA covered 64 cities in the Northern Central Valley, San Fernando Valley, Northern Orange County, and the counties of Los Angeles, Sacramento, Yolo, Kern and Tulare. They partnered with community groups, libraries, student groups, food banks and elected officials to provide information to Limited English Proficient individuals through presentations, tabling and speaking engagements.



COALITION FOR HUMANE IMMIGRANT RIGHTS

Limited English Proficiency

Statewide Community Based Organization

APPROACHES AND OUTCOMES



CHIRLA's *Contamos Contigo* (We're Counting on You) Census 2020 campaign reached almost 150,000 households with Limited English Proficient residents. CHIRLA worked with volunteers and staff to reach their community members in culturally and linguistically responsive ways. During the stay-at-home orders, all census outreach and community presentations transitioned to virtual presentations and remote operations. 8,000 active members received census information by e-newsletters. Their key approaches included:

- **YOUTH ENGAGEMENT:** Young volunteers encouraged their family and community members to participate and dispelled myths about the census. A total of 166 students from CHIRLA's Wise Up! Program and the California Dream Network participated in the census campaign. Some activities included: a TikTok census video that reached 28,100 followers, summer civic engagement training program, a call-a-thon event with the City of Los Angeles Mayor's Office and southern California public schools reaching residents in hard-to-count neighborhoods. California Dream Network students outreached to their peers on college campuses and made presentations to immigrant youth, which also created a sense of civic engagement and community responsibility.
- **IMMIGRATION HOTLINE:** CHIRLA's hotline assisted 16,114 callers with census education and information to help them complete the census, at the same time as providing referrals and resources on COVID-19 testing sites and food banks without fear and regardless of immigration status.
- **LANGUAGE ACCESS:** CHIRLA's bilingual volunteers, staff and their ethnic media network helped to reach households in English and Spanish. They reached 220,745 individuals through streaming 26 bilingual (English/Spanish) community education social media events, including their weekly *CHIRLA En Tu Casa* Facebook Live events. This strategy helped to get their message to their target communities on their mobile phones because many of the people they serve do not have internet subscriptions at home.

Interns tasked with allaying fears about the 2020 census crisscrossed MacArthur Park in pairs. They struck up conversations with vendors selling watermelons and headphones. Switching between Spanish and English, they stressed the importance of the decennial count and urged merchants to sign cards pledging to fill the form out next year. They said, "Today's mission is to inform them that their data is not going to be used against them. I want to talk to them about things they're familiar with. If I see them with children, then I'll say, 'do you care about the future of your child?' Hitting home is always how it works."

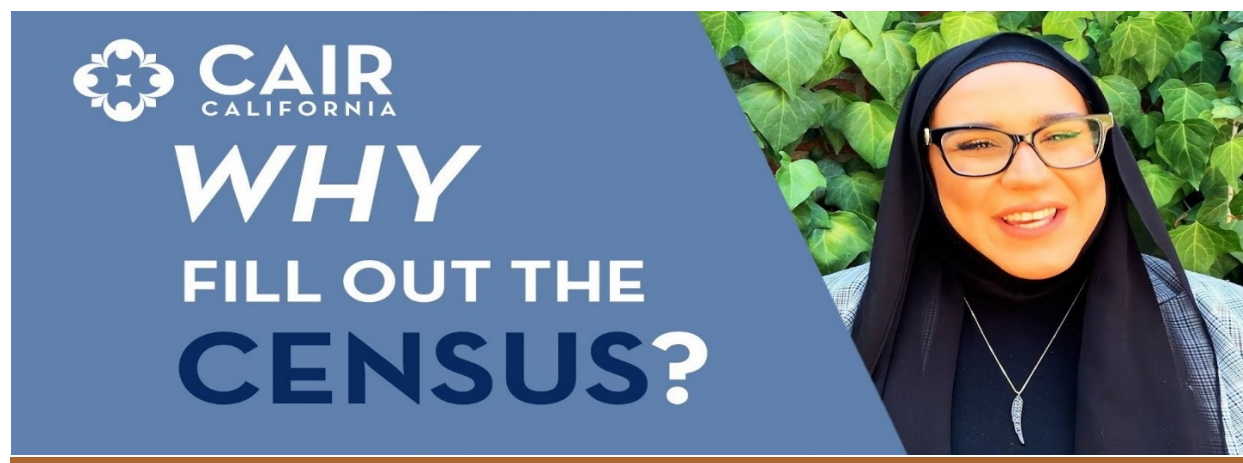
-by Sarah Parvini, Los Angeles Times, Aug. 9, 2019



COUNCIL ON AMERICAN ISLAMIC RELATIONS CALIFORNIA

Middle Eastern & North Africans

Statewide Community Based Organization



STRATEGY AND FUNDING

The demographics of the Middle East North African (MENA) population is very diverse in terms of class, culture, ethnicity, language and religion, as well as their national origin, migration history and immigration pathways. For the 2020 Census questionnaire, there was no race/ethnicity category that captured Middle Eastern, North African or Arab Americans or other people with roots in this region. However, the U.S. Census Bureau's [National Content Test](#) (NCT) did include a combine race/ethnicity question that did recognize MENA. In 2017, the NCT findings were released and submitted to the Office of Management and Budget who did not move forward with the recommended changes to the race/ethnicity question.

For the past 25 years, the Council on American-Islamic Relations, California (CAIR-CA) has served this diverse MENA population in the areas of legal services (civil rights and immigration), education, civic engagement, coalition building and youth empowerment. Given their statewide network, the California Compete Count - Census 2020 Office provided \$650,000 in funding to support the outreach to the MENA population.

Starting in the fall of 2019, CAIR-CA coordinated 70 MENA-serving organizations across the state. They reached out to a broad list of partners across the state through organizations serving the MENA communities and connected with their affiliated chapters in each region (e.g., the Bay Area, Los Angeles, San Diego, Sacramento Valley and Central California). Together, they focused on the following populations: Afghani, Armenian, Assyrian, Egyptian, Iranian, Iraqi, Israeli, Jordanian, Lebanese, Moroccan, Palestinian, Syrian, and Yemeni. The outreach was conducted in Arabic, Armenian, Dari, English, Farsi, Pashto, Spanish, Somali, and Urdu.

WE ARE COUNTED IN THE CENSUS!

“
Traakoobu waa ii muhiim aniga
maxaa yaaqay si loo hale to xaq ah
marka la codeynayo, codeeenu
wa muhiim iyo muusanka dadka ku
nool baahayda.
”

Sidoo kale aniga ayaan muhiim ii tahay
maxaa yaaqay lacagaha loo qondheyey
baahiyada ayaan markaa ka caawin
doorka bulshadayda iyo gaar ahaan
gol ahaan waa waayn ku ciyaariya
muhiimta barwanaamiyada dhalayayada
iyo ardayda iyo xaq gaarayaatam they
gaar ahaan iyo ciyaarayaatam.

AMMAN MOHAMMED

COMPLETE THE CENSUS NOW!
888-396-5070
2020BECOUNTED.COM

I CAIR ABOUT THE CENSUS!

“
As an Arab-American, making sure
I am not forgotten about or not
counted for is a big deal to me, as
that frequently happens with
minority groups.
”

As a future teacher, I care to be able to
provide my students a quality classroom
experience and my grandparents
provided with help of senior citizen
programs. As each household completes
the census, it attracts more funding to
our community for schools, hospitals,
and various programs.

LAILA ELREEDI

COMPLETE THE CENSUS NOW!
888-396-5070
2020BECOUNTED.COM

I CAIR ABOUT THE CENSUS!

“
بالنظر إلى الفرصة ، أود أن
أشارك معرفتي وتقليد العديد من
الأشخاص المسلمين المسجلين
”

إن العالم الذي نعيش فيه اليوم يعتمد
بشكل كبير على تخصصه ، والقدرة على
مساعدة غير المدركين ، ووحدات التغيير في
مجتمعي. العنصر الأساسي لعام 2020 هو
عمل صبر متساوياً اليقظ به عندما نتم
ضربه بمعايير الانحياز. هناك العديد
من القوا لتغيير الاحكام أن تكمل العنصر
السكاني لعام 2020

إيمان حسين

COMPLETE THE CENSUS NOW!
888-396-5070
2020BECOUNTED.COM

WE ARE COUNTED IN THE CENSUS!

“
Queria ayudar a mis amigos y
familiares a entender cómo el Censo
es importante para nuestras
obligaciones cívicas.
”

El Censo es un proceso importante y no
requiere información personal. El objetivo
principal es recoger datos sobre cuántas
personas hay en las viviendas, los idiomas
y las cosas para que los servicios públicos
sean mejores como Medicare, las escuelas y
el transporte. Necesitamos la financiación
adecuada. El Censo es parte fundamental
de nuestra democracia.

GABRIELLA PRUITT DE SANTOS

COMPLETE THE CENSUS NOW!
888-396-5070
2020BECOUNTED.COM

CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



COUNCIL ON AMERICAN ISLAMIC RELATIONS CALIFORNIA

Middle Eastern & North Africans

Statewide Community Based Organization

APPROACHES AND OUTCOMES

CAIR-CA convened a statewide working group to ensure they reached various hard-to-count communities. They led weekly statewide partner Zoom calls to check in with partners, share progress, learn about good practices and to support one another's efforts. These meetings were especially key during the changing operational timelines of the U.S. Census Bureau operations.

CAIR invested heavily in census work as it is rooted in our values as an organization focused on racial justice, support for marginalized communities and equity for all.

-Sukaina Hussain, CAIR-CA

As trusted messengers, CAIR-CA and their partners used a variety of outreach approaches and targeted messages tailored to their diverse constituencies in places of worship and other gathering places. During the stay-at-home orders, they turned to phone / text programs, mainstream and ethnic news outlets and social media groups to reach their limited English proficient MENA populations in-language. Key approaches and outcomes included:

- **IN-PERSON INFORMATIONAL EVENTS:** Starting in January 2020, CAIR-CA and their partners organized over 100 in-person educational events. These included informational workshops at faith centers and announcements at religious services and prayers. Tables at these gatherings were staffed with people to dispel myths and educate the community about the census.
- **IN-LANGUAGE PHONE AND TEXT BANKING:** After CAIR-CA transitioned from in-person to virtual outreach due to the pandemic, their focus shifted to large-scale, statewide phone calls and texts in key languages including Arabic, Armenian, Dari, English, Farsi, Pashto, Spanish, and Somali. They trained nearly 90 phone bankers and between CAIR-CA and statewide partners, they sent 430,000 text messages, made 344,000 calls, and had 75,000 conversations to confirm that 67,000 families completed the census.
- **PARTNERSHIPS WITH TRUSTED MESSENGERS:** Through partnerships with over 40 community-based organizations and local mosques, CAIR-CA provided on-site census materials such as posters to 71 Islamic centers, as well as graphics for digital communications. During the stay-at-home order, they continued to conduct outreach at food distribution sites, social service agencies, ethnic markets, and houses of worship. Recognizing the digital divide may affect members of the MENA populations, CAIR provided posters and flyers to nearly 100 ethnic markets.
- **VIRTUAL QUESTIONNAIRE ASSISTANCE:** CAIR-CA launched the virtual census Questionnaire Assistance Centers to provide language support, responding to over 24,000 calls between April and October.
- **WEBINAR PROGRAMMING:** Nine online webinar programs were organized garnering over 14,400 views. These programs covered a variety of census topics including the importance of being counted in relation to the Islamic values of charity and supporting the community and ensuring all immigrants and youth are counted.





DISABILITY RIGHTS EDUCATION AND DEFENSE FUND

People with Disabilities and Older Adults

Statewide Community Based Organization



STRATEGY AND FUNDING

While people with disabilities make up 26% of the American public, according to figures released by the Center for Disease Control and Prevention, they remain largely a neglected, albeit sizable, minority in terms of recognition and participation in the decennial census. Although disability and advanced age are common components of human diversity, when efforts are made to increase diversity and inclusion, they are often ignored or forgotten.

The term “people with disabilities” covers a broad spectrum of human experience and individual circumstances. The word “disability” encompasses many different types, levels and combinations of physical, cognitive, intellectual, sensory, and mental conditions that gives little insight into the needs of any particular person. Disability and age are intersectional – it crosses gender, gender identity, sexuality, ethnicity, race, language, and economic status. People with disabilities are considered a hard-to-count community, belonging to low-income population, communities experiencing homelessness and face barriers to accessing smart devices and the internet. People with disabilities and older adults are often overlooked and may have less access to information (such as information in Braille, large print, or in American Sign Language-ASL) and their access needs may not be fully considered to allow for equal engagement and participation.



The 2020 Census marks the first time the State made an investment to ensure people with disabilities and older adults were counted in the census. With funding of \$700,000, the Disability Rights Education and Defense Fund (DREDF) partnered with the Center for Independent Living Centers (CILC) to sub-contract 21 Independent Living Centers (ILCs) and Area Agencies on Aging which have networks and services reaching people with disabilities and older adults to conduct outreach in all California counties. They also conducted outreach through California census partners and through cross-disability and parent organizations and networks that serve seniors.



DISABILITY RIGHTS EDUCATION AND DEFENSE FUND

People with Disabilities and Older Adults

Statewide Community Based Organization

APPROACHES AND OUTCOMES

No single tactic for outreach, planning, or communication works for everyone, but through thoughtful informed planning DREDF and CFILC engaged people with all types of disabilities, older adults and their families in the 2020 Census, examples include:

- **FIELD RESEARCH AND TOOLKIT:** Before the campaign started, DREDF conducted focus groups and developed the 2020 Census Disability Community Toolkit. In April 2019, during a statewide webinar, presentations were made by people from the Deaf, blind, mobility-impaired, intellectual, and developmentally disabled communities to inform partners of the importance of providing accessible information.
- **VIDEOS FOR AND BY PEOPLE WITH DISABILITIES:** During the education phase, 'Rooted in Rights' team of disabled video producers and actors, created nine videos in ASL, Spanish, and English that spoke to people with disabilities and were informational for other partners who had little or no familiarity with these populations. Videos were also disseminated with instructions on how to complete the census.
- **LOCAL TRUSTED MESSENGERS:** In many counties, especially rural counties like Nevada, Calaveras, and Humboldt, the Independent Living Centers are often the only organization conducting outreach to people with disabilities and their families. During the education phase, ILC representatives participated in Local Complete Count Committees and during the enumeration, provided virtual questionnaire assistance.
- **STAKEHOLDER ENGAGEMENT:** To reach people who may not otherwise have been reached by the census, DREDF worked with supported living organizations, local vendors of adult day programs, and state agencies such as the State Council on Development Disabilities, the California Department of Aging, and California Health and Human Services Agency.
- **ACCESSIBLE EVENTS, PRESENTATIONS, AND COMMUNICATIONS:** Throughout the campaign, DREDF and CFILC participated in large and virtual events, an AARP phone conference, and Twitter chats, and engaged disabled celebrities to get the word out to those who have been historically left out. Social media, such as Twitter and Facebook, are commonly used for communication with this population and became one of the main means during the stay-at-home order. DREDF and CFILC participated in two Census Office's Peer Learning Labs to educate partners about considerations when reaching out to people with disabilities and older adults especially during the stay-at-home order.

People with disabilities must be at the table where decisions are made so that they can fully participate in all aspects of civic engagement, including the 2020 Census.

-- Tho Vinh Banh, Member,
California Complete Count
Committee





EQUALITY CALIFORNIA INSTITUTE

Lesbian, Gay, Bisexual, Transgender, and Queer
Statewide Community Based Organization



STRATEGY AND FUNDING

The Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ+) community is remarkably diverse and their experiences are shaped by many factors, including race, age, socioeconomic status and education level. Research from the Williams Institute of UCLA suggests that broader demographic factors — where sexual orientation or gender identity intersects with race, poverty, and age — play an important role in the LGBTQ+ vulnerability in different regions of California. However, the 2020 Census did not collect data on sexual orientation or the gender identity of respondents. Without an accurate count of this population, many public and private programs and services may not effectively reach vulnerable LGBTQ+ individuals and their families.

Equality California Institute (EQCAI) is well-versed in identifying the hardest-to-count members of the LGBTQ+ community, considering the cultural stigma associated with being LGBTQ+, the intersectionality of their identity or where they live.

With the California Complete Count - Census 2020 Office's funding of \$671,000, EQCAI partnered with LGBTQ+ organizations in all regions to solidify their #WillBeCounted campaign. By April 2019, they had built a solid coalition of LGBTQ+ census advocates and conducted in-person outreach to lay the groundwork for continued engagement. This early education and mobilization for census outreach allowed EQCAI and their partners to quickly shift their communication infrastructure to digital strategies during the stay-at-home order.



The early education through face-to-face outreach and the Q&A events during the stay-at-home orders, allowed the LGBTQ+ community to understand why gender identity markers and same-sex relationship markers mean so much for a community that has been historically underrepresented.

- Jeremy Payne, EQCAI



EQUALITY CALIFORNIA INSTITUTE

Lesbian, Gay, Bisexual, Transgender, and Queer
Statewide Community Based Organization

APPROACHES AND OUTCOMES

EQCAI implemented a comprehensive and culturally competent outreach campaign aimed at improving the response rate of the LGBTQ+ community. During the stay-at-home orders, they shifted their outreach to digital means, phone banking and other intensive efforts. Their campaign included these approaches:

- **PLEDGES TO COMPLETE THE CENSUS:** EQCAI and their partners collected nearly 5,500 census pledge postcards starting with Pride Month in June 2019. These pledges also proved instrumental to their success during the stay-at-home orders when they connected with their peers through text and phone banking.
- **PARTNER TRAINING:** EQCAI provided a rich and comprehensive training for their partners, covering topics such as how and why completing the census is significant to all members of the LGBTQ+ community, especially the 1 in 5 LGBTQ+ families enrolled in the Supplemental Nutrition Assistance Program (SNAP) or Medicaid. These trainings ensured EQCAI partners have open and respectful conversations with the LGBTQ+ community solidifying EQCAI's standing as trusted messengers.
- **DIGITAL COMMUNICATION INFRASTRUCTURE:** EQCAI developed and adapted census messaging for social media to create meaningful connections with the community when many were feeling isolated at home.



By filling out the census, it's money that comes back to our community to our LGBTQ community, to our Black community, to our communities of color, to our rural community. It's resources for our schools, roads, our schools, our roads, our hospitals. That's why my jam is going out to talk to folks."

- Adrienne Roy, Equality California

- **PEER-TO-PEER TEXTING:** EQCAI volunteers sent over 200,000 text messages through a centralized, trackable system. Messages were updated regularly to reflect current events and texting became an effective means of motivating census participation and helping LGBTQ+ individuals navigate the census questionnaire, and, most importantly, its relevance to themselves and their LGBTQ+ friends and family.
- **CREATIVE DIGITAL EVENTS:** EQCAI engaged the LGBTQ+ community through webinars such as Solidarity in Pride, which highlighted the empowerment of people of color within the LGBTQ+ community. For the Census Office's Peer Learning Lab, they weaved the outreach efforts from the national, statewide and local perspectives of the LGBTQ+ community.



FIRST 5 ASSOCIATION OF CALIFORNIA

Children Ages 0 to 5

Statewide Community Based Organization



STRATEGY AND FUNDING

According to the [U.S. Census Bureau](#), an estimate of almost 1 million children (ages 0 to 4) were not counted in the last decennial census nationwide. Young children are also at risk of not being counted in the 2020 Census, especially those with complex living arrangements who divide their time between divorced parents or living with multiple families under one roof. When newborn babies and young children are not included in the census, support for programs such as Head Start, special education, after-school programs, school lunch assistance, children's health insurance, childcare and housing support are at risk of being under-funded. It was critical to get this count right for the 2020 Census.

The California Complete Count - Census 2020 Office partnered with the First 5 Association of California to ensure that families counted children in their households when completing the census. Funding of \$700,000 was leveraged with private philanthropic dollars to launch the All Kids Count Census outreach campaign targeting families with children under the age of 5. Philanthropic funding was deployed early in the education period to develop county-specific hard-to-count maps used to create their plans.

This campaign is about helping families secure the support they need for the next decade. An undercount of young children in 2020 would affect funding for programs that support children: schools, childcare, health care, food assistance, housing, and public transportation.

-Kim Goll, President of the First 5 Association of California



The First 5 Association was well poised to roll out an outreach campaign in partnership with the 58 First 5 County Commissions. Their partnership also included the California Women, Infants, and Children (WIC) Association and the Head Start Association that provided training to their respective local agencies across the State in hard-to-count communities.

Together, they provided information to the highest risk, most isolated families in ways respectful of their home language and honoring their cultural diversity. Hundreds of trusted partners from these organizations were deployed, giving community agencies tools and strategies to engage families in genuine conversations about the census. Even during the stay-at-home order, they were able to provide information and serve families impacted by COVID-19.



FIRST 5 ASSOCIATION OF CALIFORNIA

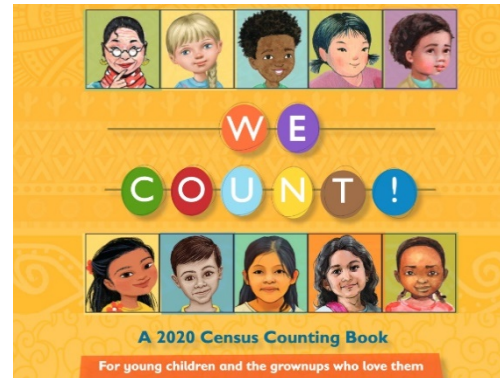
Children Ages 0 to 5

Statewide Community Based Organization

APPROACHES AND OUTCOMES

The *All Kids Count* campaign included a social media toolkit, posters, palm cards, fact sheets, coloring sheets, radio readers, and videos that could be used by all the partners to provide outreach. They distributed 170,000 *We Count* Books across the state.

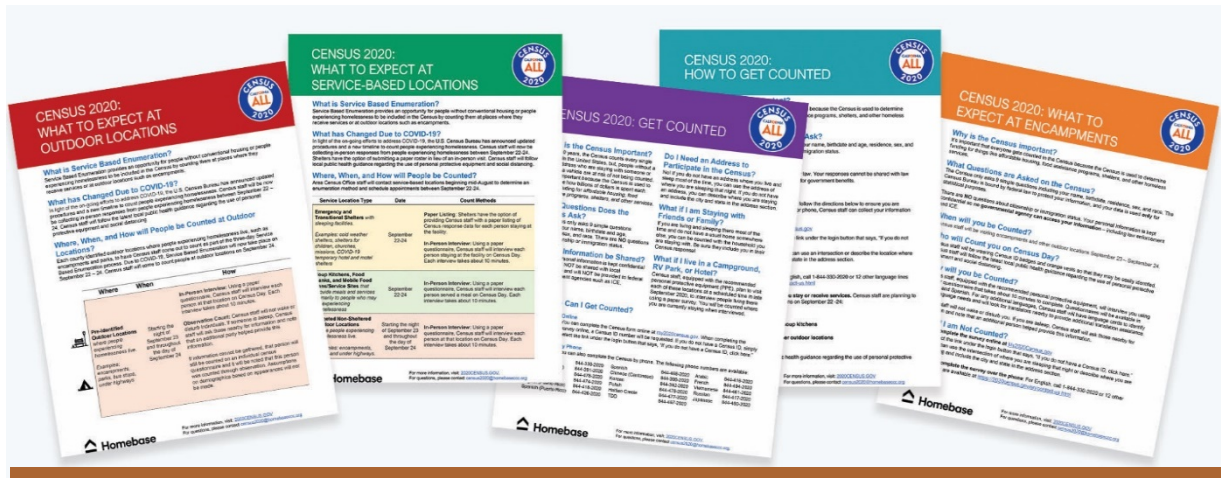
- **PHILANTHROPIC SUPPORT:** Private foundations, supported by the Grantmakers Concerned with Immigrant and Refugees census group, have a stake in ensuring an accurate count of children. Support from the foundations augmented the State's funding to support staffing and collateral.
- **PARTNERSHIPS:** The coordination with the 58 First 5 county commissions, local government agencies and community organizations, and elected officials strengthened the outreach to parents and childcare providers. In San Joaquin County, they distributed census kits to parents "door dash" style, including to low income housing residents with high concentration of Southeast Asian families in partnership with the Asian Pacific Self-Development and Residential Association. In East Side San Jose, a hard-to-count area, SOMOS Mayfair provided census bags and books to over 850 families. This was coupled with a texting campaign to Head Start families.
- **OUTREACH TO RURAL AREAS:** In Sierra County, census book bags were delivered to home in further outlying communities. First 5 Siskiyou made census a priority by ensuring outreach to every community, including remote rural and tribal communities, and worked with Community Resource Centers to pass out materials at emergency food distribution sites. First 5 Ventura provided Todos Contamos census books with food bags for farmworkers on ranches in Ojai and Oxnard.
- **CROSS-SECTOR NETWORK BUILDING:** One of the most fruitful unplanned aspect of the census efforts was the work with other statewide partners. Through virtual meetings and introductions from the Census Office, First 5 collaborated with NALEO Educational Fund, My Black Counts, Asian American Advancing Justice, California Native Vote Project, and ReadyNation to develop new and co-branded collateral that could be used by their on-the-ground partners and counties.
- **LANGUAGE ACCESS:** First 5's experience working with limited English proficient households helped frame their strategy, which was to focus on trusted messengers in the hard-to-count communities who could "speak census" with families whose own experience of the public systems was limited. The social media campaign was in Spanish, Mandarin, Korean and Vietnamese. The *We Count* books were available in 13 languages.





HOMEbase

People Experiencing Homelessness
Statewide Community Based Organization



STRATEGY AND FUNDING

According to 2019 data from the U.S. Department of Housing and Urban Development, more than 151,000 individuals in California are homeless. California's unhoused population made up more than a quarter of the nation's total count. People without conventional housing and people experiencing homelessness are at risk of being undercounted. Critical data gathered from the census is used to determine the distribution of billions of dollars in funding each year, including affordable housing, food assistance programs, shelters and other services.

People experiencing homelessness can be undercounted due to many barriers presented by this societal issue. They may not trust government officials or fear that census responses may adversely affect their access to public benefits. They may live in locations that cannot be reached through traditional census methods. They are far less likely to have internet access compared to the general population. Young children, people with mental illnesses, people of color, and LGBTQ youth who are homeless may be missed in the census.¹

The U.S. Census Bureau had an operation that counted people receiving services from shelters, soup kitchens and mobile food vans, as well as people living in outdoor locations and other places where people are known to sleep.

To oversee the census outreach and education efforts, the California Complete Count – Census 2020 Office (Census Office) partnered with Homebase, (Center for Common Concerns) dedicated to building community capacity to prevent and end homelessness. The State provided funding of \$221,000 in early 2020 for their efforts to facilitate information sharing, technical assistance, and grants.

Recognizing that traditional outreach and education methods, such as print, social media, and TV, may fall short of reaching their target population, Homebase coordinated with local, county, and regional service providers to provide technical assistance and support. They were also able to be the conduit with the U.S. Census Bureau to facilitate the interpretation of complex information and evolving timelines.

¹ *Counting People Experiencing Homelessness, A Guide to 2020 Census Operations*, Georgetown Law Center on Poverty and Inequality, September 17, 2018



HOMEbase

People Experiencing Homelessness

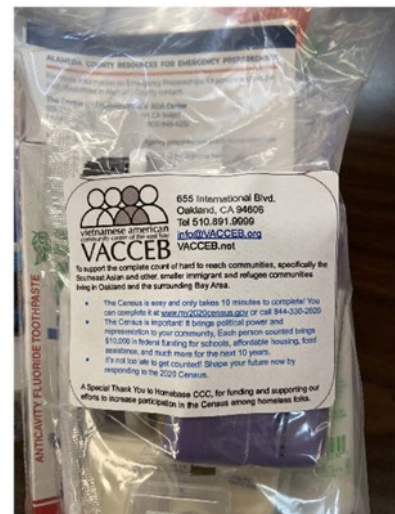
Statewide Community Based Organization

APPROACHES AND OUTCOMES

Homebase determined that a focused effort on a localized program involving trusted messengers from within the encampments and shelters was crucial to increasing awareness and knowledge about the 2020 Census and ensure that all outreach, messaging, and publicity was culturally responsive and linguistically appropriate. Yet, at the peak of their outreach campaign, Homebase faced many obstacles including the lack of clarity or consistency from the U.S. Census Bureau regarding timelines and operations. This hindered their ability to provide clear and comprehensive guidance to partners. In addition, due to COVID-19 and wildfires, service providers were also overwhelmed by emergencies and had limited capacity to work on the census.

With the stay-at-home orders in place, Homebase shifted their objectives to ensure outreach and education was provided in this time of uncertainty. Their key approaches included:

- **COORDINATED INFORMATION:** Homebase kept abreast of U.S. Census Bureau's new guidance regarding timelines and enumeration methods. They also coordinated with counties and Continuums of Care to update lists of shelters, service locations and outdoor locations to provide to the U.S. Census Bureau. Key to their rigor and successful coordination was their understanding of the landscape and the ability to interpret the information in a timely manner, which they shared at local, regional and statewide Census Office partner calls.
- **RESPONDED TO BARRIERS:** With the additional barriers to counting people who are experiencing homelessness as a result of COVID-19 and wildfires, Homebase provided technical assistance to respond to the specific needs of partners. For communities who required additional support, Homebase provided one-on-one guidance to Continuum of Care and counties. This resulted in more communities providing updated lists of sites and information to the U.S. Census Bureau.
- **GRANTS TO NONPROFIT ORGANIZATIONS SUPPORTED INCENTIVES:** Handing out incentives, such as hand sanitizers or socks, encouraged people to participate in the census and reached over 9,000 individuals with census related information. Examples of the outputs of these grants include:
 - Distributed census information to 1,716 recently-housed clients across 43 locations in Orange and Los Angeles counties
 - Distributed 1,000 incentives to people experiencing homeless who participated in the census at mobile health clinics and temporary shelters in Santa Clara County
 - Provided information to 940 people experiencing homelessness in Kern County at outdoor gatherings and parks
 - Distributed multi-lingual information in San Francisco and Alameda counties and assisted 734 individuals to complete the census.





LATINO COMMUNITY FOUNDATION

Latinos

Statewide Community Based Organization



STRATEGY AND FUNDING

California's 15 million Latinos make up about 39% of the state's population. One-half of the children in California are Latino. As the largest group in the state, an undercount of Latinos will severely jeopardize California's ability to obtain an equitable share of representation and federal resources. Essential for a complete count is the ability to convey what the census is and why it matters in clear and accessible language.

The Latino Community Foundation (LCF) is the only statewide foundation solely focused on building civic and economic power in Latino communities. LCF fulfills their mission by building a grassroots network of civically engaged philanthropic leaders, investing in Latino-led organizations and increasing political participation of Latinos. Through California Complete Count – Census 2020 Office's funding of \$571,000, LCF provided grants to nonprofit organizations and used its communication platforms and relationships with ethnic media to disseminate dynamic, culturally rooted and community-specific programming.

With an online audience extending to over 75,000 people, LCF leveraged its website and social media channels and incorporated TV, radio, digital and outdoor advertising for census outreach.

They partnered with key organizations such as La Clinica de La Raza in the Bay Area and the California Hispanic Chambers of Commerce and provided grants to Latino organizations serving youth and other community members in geographic areas such as the Bay Area, Sonoma and Napa counties, Inland Empire, Central Coast and Central Valley.





LATINO COMMUNITY FOUNDATION

Latinos

Statewide Community Based Organization

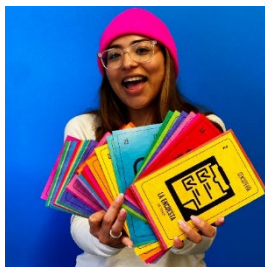
APPROACHES AND OUTCOMES

Before the pandemic, LCF had plans to canvass and set up Questionnaire Assistance Centers in hard-to-count census tracts to provide households with form-filling assistance. With the stay-at-home orders in place, LCF pivoted in creative ways to provide households with census education, including:

- ➔ **EXTENSIVE NETWORK OF LATINO ORGANIZATIONS:** LCF partnered with 28 nonprofit organizations across the state to conduct Census outreach. These organizations have expertise in reaching limited English proficient households, farmworker, rural communities, Indigenous groups, immigrants and youth. This partnership enabled LCF and its groups to generate more than 300,000 impressions in communities in hard-to-count census tracts. Youth-serving organizations like Youth Alliance and Monument Impact hosted virtual events to provide youth and families with up-to-date information about the census and its impact on Latinos. Others reached out to diverse groups, like the Censo Indigena organized marimba concerts for the Maya Mam communities.



- ➔ **OUTREACH TO LATINO SMALL BUSINESSES:** The partnership with the California Hispanic Chambers of Commerce and ReadyNation California was instrumental to reaching hard-to-count communities in the Central Valley, particularly in Stockton, Bakersfield and Fresno. In the early months of outreach, they were able to successfully plan and coordinate events by-phone and via email, as well as conduct in-person events. They spoke to over 125 small business leaders in the Central Valley in the early stages of the self-response period.



- ➔ **LEARNING ABOUT THE CENSUS:** Convinced that social change and civic action is fun, the LCF team encouraged partners to play Censoteria, a fun game to learn about the census.

- ➔ **IN-LANGUAGE CANVASSING AND VIRTUAL ASSISTANCE:** Community partners set up call-in assistance to complete the census. The Binational Center for the Development of Indigenous Communities text and phone banked to over 3,000 individuals, including farmworkers and Indigenous peoples living in rural areas. Assistance was conducted in Mixteco, Triqui and Zapotec languages.

- ➔ **ETHNIC MEDIA:** LCF's partnership with its ethnic media partners proved to be indispensable for census outreach. LCF coordinated with their Spanish-language radio partners such as Radio Bilingüe and Radio Indígena to provide their nonprofit partners a platform for interviews and discussions about the importance of getting counted. These interviews coincided with each of the critical census timeline phases. They were key to dispelling common community concerns about data confidentiality.



MIXTECO INDIGENA COMMUNITY ORGANIZING PROJECT

Farmworkers

Statewide Community Based Organization



STRATEGY AND FUNDING

California's farmworkers present a unique challenge in responding to the 2020 Census. According to the [Indigenous Farmworker Study](#), approximately 46% of the farmworkers living in the central coast region are Indigenous migrants, with the majority originating from Mexico. Mayans and others from Guatemala started to arrive in the U.S. in the 1970s and 1980s fleeing civil war. These farmworkers have limited English and Spanish proficiency and speak Indigenous languages that are primarily oral, including linguistic variations of Mixteco, Zapoteco, Triqui, Purepecha and Mayan. Although Indigenous peoples from Latin American have been a vital part of the agricultural and economic success in California, most live in extreme poverty and lack basic provisions such as adequate housing, food, clothing and other necessities of life.

In California, farmworkers in general and the Indigenous in particular, are undercounted by the U.S. Census. The inability to gather information about the Indigenous population has led to widespread ignorance of this community's needs. Service providers in some regions may even be unaware of the community's existence. The language barriers and the unique cultural traditions of the population made it critical to customize outreach and accommodate the differences with other Mexican immigrants. Many are monolingual in Indigenous languages and do not have access to a computer to complete the census online in Spanish or English.

The California Complete Count – Census 2020 Office partnered with Mixteco Indigena Community Organizing Project (MICOP) with \$521,000 in funding to reach out to Indigenous immigrant communities. MICOP partnered with grassroots Indigenous organizations that work with farmworker communities and Radio Bilingüe, the National Latino Radio Network to reach Indigenous farmworkers in the counties of Ventura, Santa Barbara, Monterey, Santa Cruz, San Benito, Sonoma, Napa, Solano, Riverside, Yolo and in the Central Valley. They deployed trusted messengers, *Census Promotoras*, who understand the communal tradition of *tequio*, or community obligation. Their census messages promoted a spirit of mutual assistance and community building.





MIXTECO INDIGENA COMMUNITY ORGANIZING PROJECT

Farmworkers

Statewide Community Based Organization

APPROACHES AND OUTCOMES

MICOP increased awareness of the importance of the census through a multi-touch and multi-lingual approach including messages dispelling fears. Although the COVID-19 pandemic disrupted their outreach plans, the grassroots groups persisted and combined the safety and health of farmworkers with census messaging. They recorded how-to videos in Indigenous languages and used innovative approaches to meet people where they are with respect for their language, work and tradition.

- **GRASSROOTS PARTNERSHIPS:** MICOP partnered with organizations directly serving Indigenous immigrant communities using unique outreach methods, including:



The Centro Binacional Para El Desarrollo Indigena Oaxaqueno (King City, Greenfield and Monterey County) reached farmworkers in the field and combined census and COVID-19 safety information



The Lideras Campesinas en California (Soledad-Salinas, Nipomo, San Luis Obispo County, Coachella Valley), a women's farmworker network, used theater to act out census fears and questions



Movimiento Cultural de la Union Indigena brought together the Comité Popular Censo Indigena to reach out in Mayan, Mam, Mixteco and other indigenous languages and provided census questionnaire assistance along with traditional music and meals

- **IN-LANGUAGE RADIO.** Radio Bilingüe, the National Latino Radio Network, and Radio Indígena broadcast PSAs to educate farmworkers about the census in Spanish and Indigenous languages, with messages based on traditional and community knowledge.
- **THE FINAL PUSH.** MICOP staff worked to the last minute. "When we learned the census enumeration was cut short to October 15, we mobilized every available outreach method in an epic, 13-hour final push. Beginning at 5 a.m., outreach workers set up a table at a *Panaderia* in a low self-response neighborhood. The team then split up, with part of the team going to the worksite to help farmworkers during their lunch break and the other half at the farmers market where we assisted Spanish and Mixteco-speaking shoppers. We then headed to Radio Indígena to produce an hour live radio program with a final plea to the community to complete the census. By the time we reached our final outreach activity at a food distribution site, we found that most community members had completed the census!" The team of *Promotores* gave their best so that Indigenous peoples could be counted.



NALEO EDUCATIONAL FUND

Latinos

Statewide Community Based Organization



STRATEGY AND FUNDING

In California, more than 15 million Latinos make up about 39% of the state's population. One-half of the children in California are Latino. As the largest group in the state, an undercount of Latinos will severely jeopardize California's ability to obtain an equitable share of representation and federal resources. According to a [2016 report on Latino children](#), Latino children account for a disproportionate share (more than 36%) of the total net undercount for all children under age 5. Within California, almost three-quarters of undercounted young Latino children live in the state's 5 most populous counties: Los Angeles, San Diego, Orange, Riverside and San Bernardino. Among the possible explanations are that Latinos are more likely than non-Latinos to live in hard-to-count places, for example, areas with multi-unit buildings and a high proportion of renters. Latinos are more likely than non-Latinos to live in hard-to-count families and households, such as multigenerational and highly mobile families, and households with complex relationships.

NALEO Educational Fund's long history and expertise with the census provided the organization with a strong foundation to conduct a robust 2020 census campaign. It leveraged its significant network of partners from past civic engagement campaigns, including naturalization, voter engagement and the 2010 census, as well as its constituency of Latino elected and appointed officials.

-NALEO Educational Fund final report

The California Complete Count - Census 2020 Office provided \$400,000 in funding to the NALEO Educational Fund to implement a strategic outreach campaign primarily targeting the following geographic areas: Bay Area, Central Coast, Central Valley, Imperial County, Inland Empire, Los Angeles County, Orange County, San Diego County and Ventura County.

The NALEO Education Fund leveraged their long history of civic engagement and advocacy, private funding, and organizational infrastructure and national advocacy network. With message testing and data-driven methodology, they addressed key census barriers such as the prevailing distrust in government and fears over immigration status and the controversy around the proposal to include a citizenship question on the census form.



NALEO EDUCATIONAL FUND

Latinos

Statewide Community Based Organization

APPROACHES AND OUTCOMES

With the Stay at Home Order, NALEO Educational Fund rapidly shifted their field tactics from in-person outreach to digital and from in-person trainings to virtual. They released a set of bilingual Digital Communications and Outreach Toolkits and provided train-the-trainer workshops to 2,543 stakeholders to support partners with proven messages and tactics. They distributed 35,000 promotional materials throughout the campaign. Highlights of their approaches include:



➔ **COUNTING ALL KIDS:** To ensure the full count of Latino children, NALEO Educational Fund focused on creating language tailored and culturally astute messaging for the ¡Hágase Contar! campaign (All Kids Need to be Counted), including a back to school toolkit for partners, educators, school board members, parent groups and childcare providers.

➔ **THE PRESENT IS LATINA:** Through their ¡Hágase Contar! campaign in partnership with Luz Collective, Latina women served as trusted messengers within their own families focusing on generations of Latinas and the influence of Latinas.

➔ **MASS TEXTING, E-BLASTS, BILINGUAL CENSUS HOTLINE:**

NALEO Educational Fund conducted a robust mass texting and e-blast campaign and provided a hotline (877-EL-CENSO) that received 1,709 call and direct assistance requests via chatbot through their hagasecontar.org website for bilingual information and resources.

➔ **SPANISH LANGUAGE MEDIA:** NALEO Educational Fund worked closely with Spanish-language media partners and enhanced their radio ad buys and digital content throughout the various

phases of their campaign. For example, their partnership with First 5 LA and Telemundo generated 10 one-minute census segments in Spanish that were aired on the networks' LA-based market. Digital advertisements reached over 1.8 million impressions and their radio advertisements reached over 3 million impressions.

➔ **CENSUS AMBASSADORS:** Among their trainings was a three-module Census Ambassador train-the-trainer program to provide accurate and comprehensive information to help get out the count. They also offered 12 weekly trainings on virtual organizing in English and Spanish on topics such as phone banking, messaging during COVID-19, and leveraging email and text. These trainings, which reached 468 organizers, further increased partner capacity and their ability to execute innovative outreach tactics.

We established a census phone / text banking team of 11 community and youth leaders and formed a San Fernando Valley coalition of over 300 community leaders and offices of elected officials. Through our coalition-building, we were successful in establishing a strong partnership with leaders from all over the Valley.

- Pacoima Beautiful



CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



VETERANS OUTREACH

Veterans

Statewide Community Based Organization



STRATEGY AND FUNDING

California is home to over 1.8 million veterans, more than any other state. The census determines California's fair share of federal resources and representation for the next decade. In addition, the census impacts veteran specific resources, Veteran Affairs funding, health research and the distribution of federal dollars for veteran employment and housing assistance.

The California Complete Count -- Census 2020 Office Veterans Hub coordinated outreach to veterans through its partner network, including with the Administrative Community Based Organizations, and state and county agencies, the California Department of Veterans Affairs (CalVet) and the California Association of County Veterans Service Officers (CACVSO). In addition, the



Census Office provided funding of \$27,000 to the San Diego Veterans Coalition for their deep knowledge and expertise of outreach to the veterans' community.

The Census Office provided census outreach materials and made presentations at collaboratives representing thousands of veterans, such as Los Angeles Veterans Collaborative, the San Diego Veterans Coalition and the Orange County Veterans and Military Families

Collaborative, as well as on CalVet webinars. Materials included:

- Veterans Toolkit: collection of veteran-centric messaging, speaker bureau talking points, broadcast scripts, social media posts and digital/print collateral.
- Veterans Video Series: vignettes showcasing the voices of diverse veterans who serve as influencers, advocates, and trusted messengers and an animated video.
- Veterans Resources webpage and e-blast: both of these platforms provided downloadable veteran-centric census outreach resources.

Veterans are an extremely diverse population, with the exception of being over 18, veterans represent every age, gender, ethnicity, religion, sexual orientation, political persuasion, income bracket and other demographics in our state. It may come as a surprise, including to veterans themselves, that they are a hard-to-count population for census purposes. In particular, aging veterans, veterans experiencing homelessness and physical or psychological disability are at great risk of going uncounted.

-Amy Fairweather, Member of the California Complete Count Committee and Swords to Plowshares' Director of Policy



VETERANS OUTREACH

Veterans

Statewide Community Based Organization

APPROACHES AND OUTCOMES



The Census Office Veterans Hub's digital resources were especially useful during the stay-at-home orders and were used across various platforms. Key activities ramped up in February 2020 and included:

➤ **PARTNERSHIP WITH ELECTED OFFICIALS:** California Senator Tom Umberg, an Army veteran of over 30 years and Co-Chair of the Senate Select Committee on the 2020 U.S. Census spoke of "an opportunity to serve" and was featured on the *Veterans Count* video. California Senator Bob Archuleta, Chair of the Senate Committee on Military and Veterans Affairs, keynoted the CACVSO annual dinner to motivate County Veterans Service Officers to get out the count.

➤ **VETERANS HUB RESOURCES:** The NUNA Consulting Team produced 29 live video interviews with California veterans to create 9 vignette videos showcasing the voices of diverse veterans (viewed 1,265 times) and a video animation (viewed 189 times). They created multiple toolkits and social media graphics with messages for veterans by veterans. They printed thousands of toolkits and flyers, shipped 1,000 Census veteran face masks to a veteran-managed food bank in Trinity County and sent 2,000 postcards to Region 5 counties. The Census Office also produced two op-eds reflecting the voices of women veterans (Military.com) and veterans with disabilities (San Diego Tribune).



➤ **LOCAL OUTREACH TO VETERANS:** Examples of veteran outreach include:

- The San Diego Veterans Coalition reached out to over 150 unique member and participating organizations, businesses, and agencies. Their outreach also included the Veterans of Foreign Wars (VFW) and American Legion Posts across the state.
- ACBO Region 4, Cuenta Conmigo partnership mobilized local networks and worked with News and Review to create a story spotlight featuring San Joaquin County Veterans Service Officer Virginia Wimmer. These were delivered to 57,003 households in hard-to-count census tracts in San Joaquin, Madera, Mariposa and Merced Counties and another 19,477 to the City of Stockton.
- ACBO Region 1, Sacramento Region Community Foundation, shared materials in the rural counties of Lassen, Plumas, Sierra, Modoc, and Siskiyou. In Sacramento County, Volunteers of America shared census materials with over 250 veteran-serving organizations and presented at the District American Legion, Sacramento Stand Down, Veterans Affiliated Council and VFW.
- Santa Barbara County Supervisor Steve Lavagnino and the Santa Barbara County Veterans Service Officer Rhonda Murphy narrated a video reaching out to veterans and first responders on the importance of the census.
- The [story for Native Americans veterans](#), who serve in the armed forces at a higher rate than any demographic, was recounted by Dirk Charley of the Dunlap Band of Mono Indians.

CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



UNITED WAYS OF CALIFORNIA

Limited Broadband Subscriptions and Access

Statewide Community Based Organization



STRATEGY AND FUNDING

The 2020 Census marked the first time that the U.S. Census Bureau used the internet in such a significant way to conduct a decennial operation. It was also the first time that the primary mode of responding to the census was online. A [Pew Research study](#) showed that those who hesitate to complete the census form online cited both data security and personal preference as a reason. In California, the online census created challenges for both rural and urban households that do not have a broadband subscription or who are not computer literate.

The [California Emerging Technology Fund](#) (CETF) estimates that 12% of California's households or 1.38 million households, do not have home broadband. This exposed the digital divide existing particularly among those who are low income, elderly or live in rural areas. According to the Pew Research Center, roughly one in four Hispanic and Black adults depend only on smartphones for internet access. People with disabilities are also less likely to have home broadband subscription or own a computer or smartphone. According to CETF, Native American tribal areas are some of the most technologically underserved areas in the state.

To address these significant challenges, the California Complete Count - Census 2020 Office, provided funding of \$448,950 to the United Ways of California.

The United Ways of California leveraged their statewide network to reach households with low or no access to broadband. They equipped their local partners with collateral and messaging in 12 languages (Arabic, Armenian, Farsi, Hmong, Khmer, Korean, Laotian, Mandarin, Russian, Spanish, Tagalog, and Vietnamese) and managed a centralized texting platform (211). They also served the digitally isolated communities with mailings. During the stay-at-home orders, they promoted low-cost broadband programs and free offers of internet service with census messaging.



UNITED WAYS OF CALIFORNIA

Limited Broadband Subscriptions and Access
Statewide Community Based Organization

APPROACHES AND OUTCOMES

To reach households with limited or no broadband access, the United Ways of California worked with local United Ways and their community partners to plan community events and Questionnaire Assistance Centers to educate residents about the census. The stay-at-home order halted these well-laid plans and they were forced to provide information at community food distribution and school sites and through social media. Some of the activities that worked leading up to and during the campaign were:

- **CENSUS AND SUPPER:** In the early education phase, local United Ways and community groups hosted community members at Census and Supper events in Fresno, Madera and Merced Counties where they would socialize over food and listen to a presentation from trusted messengers about the census. Residents were appreciative of information presented in their own language. Plans for more of these engaging events were canceled due to COVID-19.



Our 211-call center experienced a large increase in call volume due to the pandemic and regional fires that occurred in the time period of the census extension. Consequently, many more people were able to hear messaging about the census via this outreach strategy.

- United Way of Monterey County

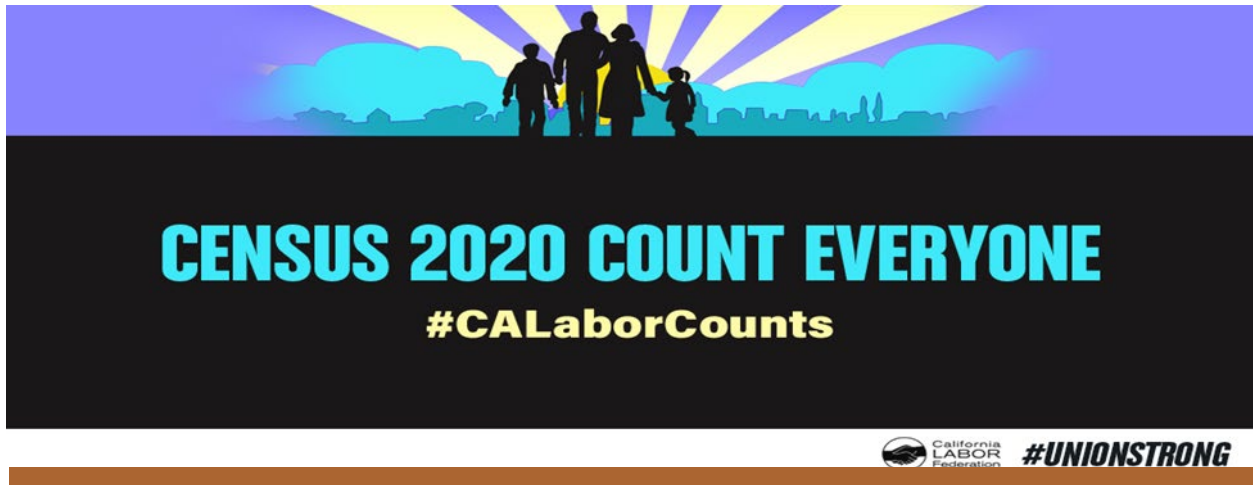
- **2-1-1 HELPLINE:** Through this free and confidential helpline, United Ways were able to provide census information when people called to get information about essential health and human services. This service was available in 150 languages. The 2-1-1 lines also had census messages playing while callers were on hold. For example, the United Way of Santa Cruz County, the 2-1-1 campaign reached more than 10,000 families.
- **PHONE BANKING:** Building Healthy Communities (BHC) in Monterey County quickly pivoted their canvassing plans to phone banking. This tactic was particularly successful because BHC had the expertise and a network at the local level to engage with community members, including farmworkers and others living in hard-to-count areas.



CALIFORNIA LABOR FEDERATION

Labor

Sector Based Organization



STRATEGY AND FUNDING

The California Labor Federation (CLF) is a statewide body comprised of more than 1,200 unions, representing 2.1 million union members across California in manufacturing, retail, construction, hospitality, public sector, health care, entertainment, service sector and other industries. The membership is as diverse as California including many new and recent immigrants, and workers, their families, and friends in low-wage sectors and communities. These members serve as trusted messengers in the communities where they live and work.

The California Complete Count - Census 2020 Office partnered with the CLF and provided funds of \$410,200 to educate and activate their affiliates and labor councils statewide. This was the first time that the CLF undertook a robust census educational effort.

Our leaders and members knew the importance of the census to services and representation, so we were able to build census support into all of our work.

Their original plan was to use their strengths in organizing their members to action. They developed a strategic campaign including training campaign leaders, educating their members in large groups of peers and motivating them to take the census through one-on-one conversations and canvassing with their members. Some of these activities took place before the stay-at-home orders.



The impact of the stay-at-home orders was especially difficult for the industries and essential workers CLF supported. Labor experienced widespread layoffs across the state. The extension of the census deadline also became a problem as it coincided with their priorities of the political campaign season. Nevertheless, CLF shifted their census efforts from face-to-face education to digital outreach.



CALIFORNIA LABOR FEDERATION

Labor

Sector Based Organization

APPROACHES AND OUTCOMES

The California Labor Federation coordinated directly with union affiliates and 22 regional labor councils to communicate the importance of completing the census. They developed and disseminated a union-specific toolkit, translated into multiple languages, and integrated census education and messaging for key events and materials. They also incorporated census messaging in conversations with members whose jobs were impacted by the pandemic. They leveraged messages from other statewide organizations and partnered with Local Complete Count Committees to coordinate their outreach.

CLF provide sub-grants to labor councils to conduct the outreach. Some of the activities are listed below:

- ➔ **EDUCATION:** In the early stages of the census campaign, the Orange County Labor Federation visited their locals and had census presentations followed by a Q&A session from members. Between January and March, the labor councils were successfully educating members at union meetings and through canvassing. Members signed pledge cards and committed to sharing information with other union and family members. In the social media post and photo below, the Sacramento Central Labor Council motivated their members to get the word out on the census.



- ➔ **WORKSITE OUTREACH:** The Monterey Bay Labor Council worked with their rank and file union members to reach out to worksites. Trust is a major concern and having worksite leaders trained to address coworker's concerns helped to respond to fears or questions.
- ➔ **FOOD DISTRIBUTION SITES:** Incorporating the census message and flyer distribution in the food drives gave the Inland Empire Labor Council and the San Diego Labor Council an opportunity to talk to union and community members.
- ➔ **FOCUSED OUTREACH:** Using data on census tracts, the Kern/Inyo/Mono Labor Council conducted remote outreach using text messaging and limited in-person contact through food drives. The Alameda Labor Council used their social media and mailers to reach over 100,000 members in Alameda County. The Inland Empire Labor Council phone banked in San Bernardino County to surpass their goal of reaching out to 4,000 union households. The San Diego Labor Council members, who were also community activists, reached out to elderly and disabled people and other community members whose primary language was not English.



CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



CALIFORNIA PRIMARY CARE ASSOCIATION

Health Sector

Sector-Focused Organization



STRATEGY AND FUNDING

According to the [U.S. Census Bureau](#), population statistics are used by hospitals, healthcare clinics and healthcare programs such as Medicaid, the need-based health insurance program for low-income people; Medicare for people over age 65; the Supplemental Nutrition Assistance Program (SNAP); and the National School Lunch Program. Health programs using census statistics for planning are maternal and child health, abstinence education, violence against women, and preventative health services. Health care companies can use population statistics to plan where to build new hospitals and clinics or expand existing ones.

An inaccurate measure of the U.S. population and its characteristics could deprive the healthcare sector of vital resources needed to ensure it is meeting each community's needs.

-Leadership Conference Education Fund

Responding to the 2020 Census is directly relevant to ensuring the accuracy and funding of health programs, including health centers. To ensure that the health sector was included in the planning and implementation of census outreach activities, the California Complete Count - Census 2020 Office, partnered with the California Primary Care Association (CPCA) with funding of \$465,050.

CPCA is a statewide leader and recognized voice representing the interests of California community health centers and their patients. CPCA represents more than 1,366 nonprofit Community Health Centers and Regional Clinic Associations that provide comprehensive, quality healthcare services, particularly for low-income, uninsured, and underserved Californians, who might otherwise not have access to health care. Community Health Centers pride

themselves in providing healthcare services that are linguistically competent and culturally sensitive in a familiar environment.

CPCA's strategy worked with these partners to reach populations located in or near the hardest-to-count census tracts, specifically to increase awareness of the 2020 Census and its impact on the health sector. They would accomplish this by educating staff and providing resources to these partners to serve as trusted messengers.





CALIFORNIA PRIMARY CARE ASSOCIATION

Health Sector

Sector-Focused Organization

APPROACHES AND OUTCOMES

CPCA led a statewide census outreach effort by partnering with their association members to educate and activate patients to fill out their census questionnaire. Patients received census information from healthcare professionals and saw posters and flyers in the waiting rooms. However, with the Stay at Home Order and fears around COVID-19, many patients became hesitant to seek care, complicating outreach efforts. Community Health Centers were significantly impacted by COVID-19 and many had to reduce hours of operations and furlough staff while helping to address the pandemic. Despite these circumstances, CPCA quickly shifted to a digital strategy and continued to support the health sector through these approaches:

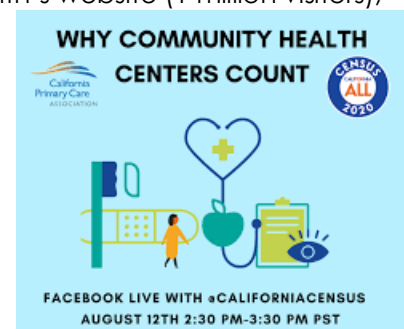
➔ **STATEWIDE ORGANIZATION AS THE COORDINATOR:** CPCA served as the coordinating body to provide sub-contracts, resources and technical assistance to their membership. They developed messaging under the umbrella of health focused messaging targeting patients, medical professionals, and health care providers.

➔ **HEALTH CARE PROVIDERS AS TRUSTED MESSENGERS:** CPCA sub-contracted to Regional Association of California and Community Health Centers who pushed out census information to health centers in their respective geographic areas with focused messaging for their target population. These partners served as trusted messengers in their communities and created new networks with local grassroots groups to expand their reach. They distributed over 76,000 outreach materials and flyers to patients. In addition, they presented to groups of medical professionals at conferences and webinars. For example, the Community Health Partnership (Region 3, Bay Area) participated in a census caravan which drove through hard-to-count census tracts.



➔ **DIGITAL STRATEGY:** Soon after the COVID-19 pandemic hit, CPCA produced materials for a digital strategy to promote their "My Health Counts" campaign. In collaboration with other statewide partners, they produced a COVID-19 Census Digital Health Toolkit in English and Spanish with relevant messages for their network. For example, the Community Health Partnership in the San Francisco Bay Area, logged 220,000 impressions from their text and email campaign. Essential Access Health's website (1 million visitors), social media and texting reached out to teens and parents about the connection between health advocacy and the census.

➔ **EXPANDING THE REACH STATEWIDE:** With the CA Census Office, CPCA hosted a Facebook Live event, *Why Community Health Centers Count* (1,000 views) with CPCA members talking about how census response determines funding for health programs and services.



CALIFORNIA COMPLETE COUNT - CENSUS 2020

census.ca.gov



READYNATION CALIFORNIA

Business Sector

Sector-Focused Organization



STRATEGY AND FUNDING

Census data is critical to help small businesses and companies determine where to open a new store, where prospective employees are located and what services and products to offer. The once-a-decade population count provides rich data on communities, including trends in the population, projections of growth and information on demographics. These data are valuable to businesses. They help inform better decision-making regarding business expansions, closures, hiring strategies and other business practices to decrease perceived risks and increased return on investments. Small and micro-businesses are integral to a community and neighborhood ecosystems and thus, also care about how the census affects their quality of life.

The California Complete Count - Census 2020 Office partnered with ReadyNation, Council for a Strong America, with funding of \$396,000 to develop a statewide business engagement initiative centered on creating a census business network and a core group of business spokespeople. Their expertise of engaging businesses on the census nationally allowed them to efficiently launch the initiative, even though they started in the fall of 2019, later than most statewide partners. Their strategy was to distribute census resources to businesses' employees and customers who were part of the hard-to-count population and leverage their existing network to recruit recognized senior business leaders representing membership organizations to form the California 2020 Census Business Leaders Group.

ReadyNation's strength was in their partnerships and diverse networks. Their partners included:

- Regional business associations such as the East Bay Leadership Council, LA County CEO's Office, Inclusive Action for the City, Growers Shipper Association of Central California, West LA Chamber of Commerce, BizFed Institute and the San Diego Economic Partnership
- Small and large businesses, like local food truck Torta Movil (pictured above), South LA Café, Beneficial State Bank, Principio Markets and Southern California Edison
- Ethnic chambers, including CalAsian Chamber of Commerce, California Hispanic Chambers of Commerce and the California Black Chamber of Commerce
- Statewide partners, such as the First 5 Association of California and the Latino Community Foundation, through linkages made by the Census Office sector manager
- State and regional agencies such as local Workforce Development Boards and the Governor's Office of Business and Economic Development



READYNATION CALIFORNIA

Business Sector

Sector-Focused Organization

APPROACHES AND OUTCOMES

While the overall goals and objectives remained unchanged, the COVID-19 pandemic presented challenges to ReadyNation's plans and execution. They had to pivot away from in-person events as a major outreach approach to creating new virtual tactics for education and activation. They increased their focus on webinar presentations, media and emails.

- **TOOLS FOR ENGAGEMENT:** Ready Nation's *Census Toolkit for Business Owners in California* and *Small Business Toolkit* provided collateral used by businesses to reach their employees. Technical assistance was provided through webinars and one-on-one outreach to business networks. During the pandemic, ReadyNation released a series of messages for business' newsletters and websites.

To respond to the realities of the stay-at-home order, ReadyNation created 8,500 post-card size flyers to be distributed along with paycheck stubs, product shipments or takout orders. In partnership with the First 5 Association of California, they provided "We are Open" vinyl banners to 127 locations across the state and 11,000 paper bags to go along with census flyers.



- **SMALL-BUSINESS OWNERS AS CENSUS CHAMPIONS:** Small and micro-business owners responded better to community and person-centered messaging in the areas they serve. Five small-business owners were featured in videos and social media to encourage their peers to spread the message about the census.



South LA Café is a Black-owned business and community hub located in the heart of a Los Angeles' neighborhood most at risk of an undercount. After some coaxing by ReadyNation, the owners became business champions and leveraged their platform of 30,000 followers to promote the census among their customers and employees. They participated in the Business in Action 2020 Census video series and encouraged their customers to take selfies in front of their mural.

- **UNIQUE MESSAGING:** ReadyNation's unique business-centered census message, especially for small and micro-business owners and ethnic business leaders, was one of their strongest attributes during the outreach activities. Small-business owners responded better to community and person-centered messages about the improvement of quality of life, rather than about data improving their business.





STRATEGY AND FUNDING

Engaging the faith-based sector was prioritized as a successful outreach pathway to reach hard-to-count populations. Leveraging trusted faith leader relationships and congregation member to member relationships, the faith sector was a way to reach those who are most impacted by systemic inequality.

The California Complete Count – Census 2020 Office provided funding of \$414,400 to PICO California who galvanized their statewide network of regional federations composed of 12 nonprofit organizations with nearly 650 religious congregations and neighborhood institutions representing people across racial, economic, ethnic, and religious groups. PICO California's network was uniquely positioned as about 92% of PICO California's member congregations were located in or near the hardest-to-count census tracts.

They coordinated with statewide and regional denominational partners to widely disseminate information about the 2020 Census. They focused on nearly all census regions and made their materials publicly available. They used and shared the California Census hard-to-count map to analyze the data to distribute resources and funds to the areas that required additional support.

Historical racism against the Black community created deeply rooted government mistrust. To help our community understand why census matters, we integrated messaging from a Biblical-based faith lens. For example, to honor God's command to be "fruitful and multiply," a community needs to flourish. The census helps to determine funding for vital resources that support flourishing. Faith leaders can connect the census as a way 1) to reclaim our human dignity and the right to be seen; 2) to take back our power to represent our families and stand together.

*-Pastor Joy Johnson, Sacramento
Act/PICO Network*

PICO California worked with leaders of faith communities and developed a census toolkit, messaging, and videos with faith leaders that resonated with the individuals they served. They provided training to their affiliate network to ramp up social media outreach, and conduct phone and text banking. They worked with their faith partners to integrate census messaging in online faith services, congregation phone trees and COVID-19 check in calls and delivered census materials through COVID-19 care packages.



APPROACHES AND OUTCOMES

PICO California transitioned to a digital campaign, which was difficult for a community that relies on face-to-face messages. Yet, eight of PICO's federations conducted 178 activities, making 110,265 impressions. Their digital campaign, drawing upon 12 videos, reached 622,605 people and garnered 68,550 unique clicks to the census form. Some of their good practices included:

- ➔ **TRUSTED MESSENGERS:** Congregations and faith communities have deep relationships with and knowledge of people who are traditionally hard-to-count (people who are low-income, immigrants, people of color and formerly incarcerated people). Motivating people to participate in the 2020 Census required robust and coordinated outreach by faith leaders who could validate public messages and alleviate anxiety about responding to the questionnaire or to an enumerator. Deep relational and grassroots organizing by trusted messengers was especially important during the time of crisis to bring hope to their communities.



- ➔ **TRAINING FOR PARTNERS:** PICO provided training and coaching for statewide and regional denominational partners to serve as confident spokespersons and shared the message about the importance of getting counted.

- ➔ **MESSAGING USING RELIGIOUS**

TRADITIONS: Among the materials PICO California produced were 12 videos and accompanying graphics featuring high-profile faith leaders, which were widely shared through their networks. Sermons, support letters, and bulletins were available in English and Spanish languages and relied on the frameworks of key religious traditions to connect to hard-to-count communities.

**PEER LEARNING LAB:
MOVING FAITH COMMUNITIES TO
TAKE ACTION**

				
Marcy Kaplan California Complete Count - 2020 Census Office	Ismahan Abdullahi Muslim American Society-PACE	Andrew Lee PICO California	Pastor Joy Johnson, PhD Life Matters, Inc and Sacramento Act	Naindeep Singh Jakara Movement

- ➔ **SPREADING THE MESSAGE TO TAKE ACTION:** The PICO network ensured that their voices were amplified not just in places of worship, but also with the broader community. They collaborated with the Census Office for the Peer Learning Lab to bring together diverse speakers to talk about the meaning of census to faith-based communities.

**JULY 10, 2020
1:30 P.M. - 2:30 P.M.
FACEBOOK LIVE:
@CALIFORNIACENSUS**





UNIVERSITY OF CA 4-H YOUTH DEVELOPMENT PROGRAM

Rural Sector

Sector-Focused Organization



STRATEGY AND FUNDING

Rural areas of California face unique challenges with characteristics that make these households hard-to-count. These areas are sparsely populated and can be far from urban areas. Residents may receive mail from a P.O. Box and have little to no access to the internet, adding to the challenges of taking the census. Many rural areas in California have been impacted in recent years from devastating wildfires causing residents to relocate. These challenges become more significant considering many residents already fall into a hard-to-count population. The conditions were further exacerbated by the U.S. Census Bureau's lack of clarity on their operations.

The California Complete Count - Census 2020 Office took an integrated outreach approach to meet the needs of the rural areas. Rural counties conducted outreach through events and expanded their communications through local newspaper advertising and radio. Administrative Community-Based Organizations partnered with local community organizations to support grassroots outreach to rural residents by sending mailers to households. Statewide organizations such as First 5 worked with their local associations and others conducted outreach to farmworkers and limited English proficient households.

The Census Office provided funding of \$171,000 to the University of California (UC), Agriculture and Natural Resources, 4-H Youth Development Program (UC 4-H), to engage 140,000 4-H youth members, parents and community members statewide. Their focus for outreach targeted rural communities in Amador, Butte, Colusa, El Dorado, Glenn, Imperial, Inyo, Mono, Modoc, Nevada, Plumas, Sierra, Sutter, Tehama, Yuba and Ventura counties.

They started in late February 2020 with plans for hands-on learning activities and trainings. Their strategy was to educate, activate and motivate UC 4-H youth in rural communities on making civic contributions that positively impact their schools, community and nation; improving the understanding of census and the significance to funding allocations; and improving individual, family and community awareness on the importance of completing the census.



UNIVERSITY OF CA 4-H YOUTH DEVELOPMENT PROGRAM

Rural Sector

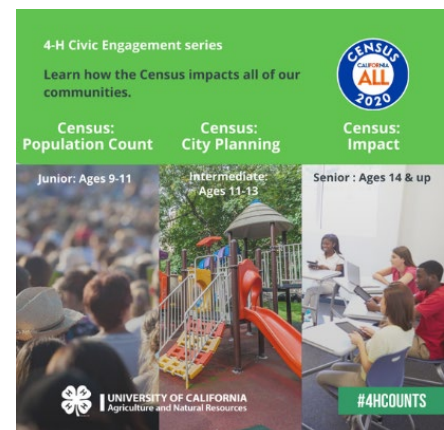
Sector-Focused Organization

APPROACHES AND OUTCOMES

Shortly after the launch of UC 4-H's census campaign, California's Stay at Home Order led to the cancellation of their face-to-face outreach. Because their organization is known for its hands-on model of learning and delivery, they had to carefully plan their pivot so that 4-H youth and their families were still receiving census messaging. Their key approaches included:

- **STRONG BRAND AS TRUSTED MESSENGERS:** UC 4-H is a trusted organization with a strong brand in rural areas. They were well positioned to address fears in completing the census questionnaire and instill trust the government would not use this data in a negative way. Their volunteers have strong relationships with their community members.
- **NEW METHODS OF OUTREACH:** Their face-to-face activities were replaced with promoting the census through a dedicated website which included an online toolkit and videos in English and Spanish. They also produced materials, used social media and conducted radio interviews. Their outreach included:
 - 18,500 flyers sent to families statewide
 - 54 banners and 241 yard signs throughout the 16 targeted counties
 - Nearly 9,000 census awareness flyers, 4,000 bookmarks and 55,500 postcards distributed at school food distribution sites and mailings
 - Social media posts resulted in over 34,000 impressions
 - Paid Spanish Facebook advertising resulted in 6,500 impressions with 2,800 engagements
 - The Spanish language video had 2,482 views
 - Spanish language radio in target rural counties resulted in 66,000 impressions
- **CENSUS CURRICULUM:** Given their track record in building the capacity of leaders with civic identity and engagement, they created a *4-H Civic Engagement Series* for three age levels about the different ways the census impacts all communities.

- 1) **Census: Population Count (ages 9-11).** Our population over the past 10 years has increased in California. By how much? You will learn about the connection between our population count and the distribution of resources in your community.
- 2) **Census: City Planning (ages 11-13).** How does the city get funds from the federal government? What services are funded by the federal government? How will you allocate it?
- 3) **Census: Impact (ages 14+).** With a focus on schools, we'll show how the census impacts school planning in every neighborhood.



As a result of the first time participating in census outreach efforts, UC 4-H plans to offer on-going programming on census and civics as an educational component of their civic engagement curriculum. Our current 4-H members will be our next generation of adults to complete the census. By building capacity of our young people, particularly those in rural communities, we set ourselves up for greater participation in the 2030 census.

-4-H Final Report



COUNTY OFFICES OF EDUCATION

Kindergarten to 12th Grade

Education Sector



STRATEGY AND FUNDING

Students from kindergarten to 12th grade (K-12) can serve as trusted messengers to diverse family and household members from hard-to-count census tracts, especially in immigrant and limited English-speaking families. Key to the strategy for reaching children and their families was the partnership with County Offices of Education.

The California Complete Count - Census 2020 Office partnered with 40 County Offices of Education (COE), with a total allocation of \$5,323,471 which was disbursed to 36 COEs. These COEs represent 89% of all students statewide who qualify for Title I funding and 95% of students statewide who qualify for Title III funding.

COEs partnered with approximately 730 school districts to lead inclusive and culturally responsive census outreach strategies aimed at increasing the self-response rate of hard-to-count households through regular communication directly reaching over 4 million students and their families.

California has the top ten hardest-to-count counties in the United States and school-aged children are often forgotten when their families complete the census questionnaire. California receives over \$7 billion in vital federal aid for programs that support schools. Some of these programs serve the hardest-to-count populations: special education, English language learner support and migrant education.

The percentage of English Language Learners in the school districts ranged from 5% to 88%. Nearly 95% of the COEs stated they used both English and Spanish outreach. Partners provided information in other languages by using materials and social media posts readily available in relevant languages.

This report is a synthesis of final reports submitted by 36 COEs and provides potential ideas for future collaborative efforts with schools.



COUNTY OFFICES OF EDUCATION

Kindergarten to 12th Grade

Education Sector

APPROACHES AND OUTCOMES

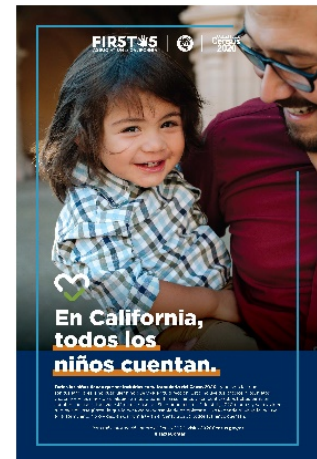
The COEs implemented an outreach approach focused on information dissemination through parent communications, meetings and other events. They also coordinated with programs that reach parents, such as advisory committees for English learners or with PTAs. Foster care parents and children experiencing homelessness were also reached through local administrators of specific programs.



In mid-March, with the COVID-19 pandemic, schools became the center of the community and key to the dissemination of census information by leveraging creative approaches at physical and online sites where parents receive information. Social media outreach, mailings, drive-through meal distribution programs, PSAs, socially distanced art contests and a large array of signage proved central to motivating students and their families to complete the census.

The following provides a summary of key approaches and tools:

- ➔ **COUNT ME IN CENSUS CURRICULUM:** In 2018, during the early preparation phase of the census campaign, the California Complete Count – Census 2020 Office contracted with the Sacramento County Office of Education to develop and pilot census specific curriculum. This curriculum, developed in partnership with California teachers for California teachers, was aligned with California's 2016 History-Social Science framework with lesson plans for fifth, eighth, 11th and 12th grades. *Count Me In! Exploring the historical foundations and importance of the U.S. Census* curriculum was released in August 2019 with training workshops across the state. Seventy-two percent of COEs reported using the *Count Me In* census.
- ➔ **TOOLKIT:** The Census Office created the Schools-based Communications Outreach Toolkit, which was used by the majority of the COEs. It provided multilingual resources to share with school districts, including sample letters and social media posts. The toolkit contained a collection of communication resources, such as tips, templates, examples and timelines, designed for K-12 administrators in schools to plan and activate a successful census campaign.
- ➔ **PARTNERSHIPS:** Many of the COEs partnered with the Local Complete Count Committee or with county leads and community-based organizations to expand their reach and use materials produced for the local areas or specific populations. Two statewide community-based organizations complemented the work of the COEs to educate parents and community members about the importance of census participation, especially for children under 5. The First 5 Association of California provided newsletter articles, books, posters and swag. The NALEO Educational Fund's Hazme Contar campaign created the [Back to School Census Toolkit](#) for educators and Latino parents. Coordination was enhanced through the State organized regional calls and statewide COE calls.



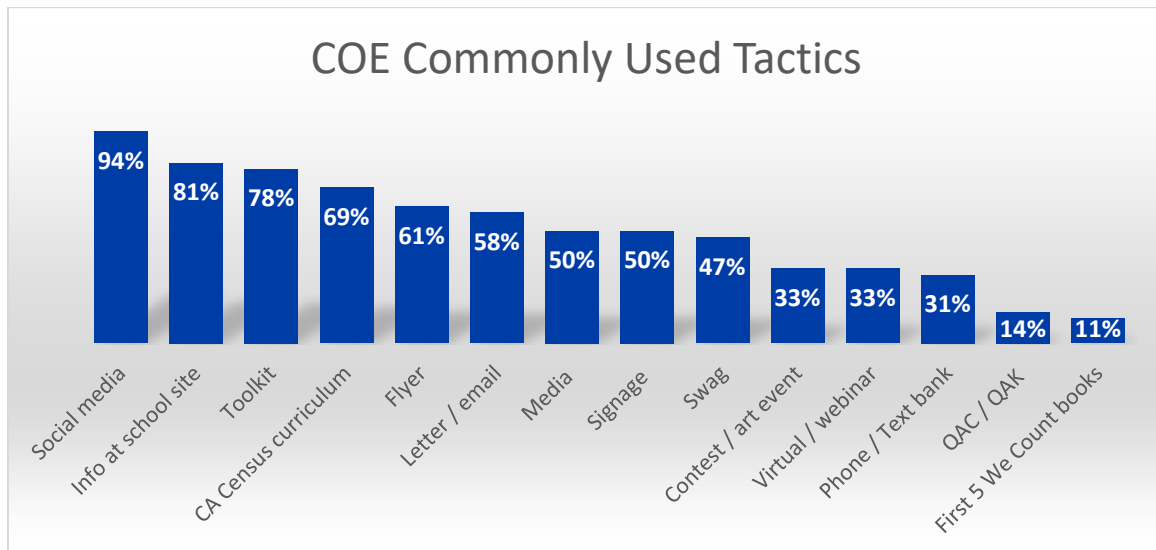


COUNTY OFFICES OF EDUCATION

Kindergarten to 12th Grade

Education Sector

MULTIPRONGED TACTICS: The outreach strategies included multipronged tactics centered around direct student engagement, curriculum implementation and multilingual messaging to parents. The chart shows common tactics reported by the COEs in their final reports.



To launch the census campaign, many of the COEs encouraged school governing boards to adopt a resolution after a census presentation. Despite the challenges posed by the stay-at-home orders, early planning and the rich variety of outreach resources and tools ensured the education sector was empowered to pivot and sustain outreach through creative means. These included digital channels, school communications and other types of efforts integrating census messaging wherever possible.

Below are examples of activities the COEs implemented.

- ➔ **SOCIAL MEDIA AND MEDIA:** Digital outreach became a primary means for outreach when plans for school-based questionnaire assistance centers and face-to-face outreach became impossible due to stay-at-home and social distancing orders.



Ninety-four percent of COEs reported using social media, which enabled them to keep census outreach alive through daily to weekly Facebook posts and updates on office of education websites. In-language YouTube videos and other PSA resources also ensured census information was consistently available and visible to parents and communities who visit school websites and social media pages.



San Diego COE created a weekly campaign sharing resources for the week with Title I principals for use in their newsletters, website, social media and school marquees.



COUNTY OFFICES OF EDUCATION

Kindergarten to 12th Grade

Education Sector



YOUTH CIVIC ENGAGEMENT IN MONTEREY


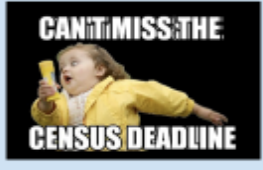

COE: The schools convened a group of youth leaders and other stakeholders every month to collaborate on the *We Count, We Rise Census 2020* voter and civic education campaigns. To this day, the youth leaders continue to promote youth civic engagement and service learning. The North Monterey County Teen Leadership Council created art, presentations and videos of how the census impacts the community. Students from diverse groups promoted the census in English, Spanish and Mixteco; youth also participated in Radio Bilingüe interviews in Spanish. See [video from We Count, We Rise –](#)

[2020 US Census in Monterey and San Benito Counties.](#)

A presentation (below) by the Castroville Youth Census Project provides a glimpse into their organization and enthusiasm to promote the census.

Castroville Youth Census Project

A small group of North County High School Youth Leaders taking action on spreading the message that "Together we Count!" ...and Empower other youth leaders in Monterey County!

<p><u>Committee Groups</u></p> <ul style="list-style-type: none"> -Social Media - Facebook, Instagram, Tik Tok -Marketing Flyers for Events and Contest -Video production -Highlighting Community Leaders in Spanish and Mixteco -Baktun12 Youth Census Promo Video 	<p><u>Collaborating with Salinas and South County</u></p> <ul style="list-style-type: none"> -Facilitated Census Phone Banking training for South County Youth -Phone banking to over 700 CHSPA residents along with Salinas and South County Youth Leaders 	<p><u>Contest and Census Activities</u></p> <ul style="list-style-type: none"> -Currently have multiple ongoing contest at each school site -High School Art Contest for High School Students -A \$200 Amazon Gift Card raffle 	<p><u>Presentations</u></p> <ul style="list-style-type: none"> - We Count, We Rise, - Monterey County Census -Partnered with C4 Consulting on presenting to South County Youth Leaders
<p><u>Census Material in NC student Packets</u></p> <ul style="list-style-type: none"> -Census material was shared in weekly student packets 	<p><u>Data Flyers</u></p> <p>Through the whole campaign we have been tracking the data of the census for North County</p> 	<p><u>Census Day At North County</u></p> <ul style="list-style-type: none"> -North County Staff helped families complete the census (Over 40 cars were able to complete it) 	

Follow us on Instagram: [northcountycensusyouth2020](#)

- ➔ **INFORMATION AND FLYERS AT SCHOOL SITES:** 81% of COEs reported providing census information such as flyers and personalized census packets during daily school meals and book distributions. This approach was powerful during the stay-at-home order, and ensured families were consistently reminded of the importance of getting counted in the 2020 census. The incentives provided enthusiasm and expanded the census message often in one of the few venues that were still open during the stay-at-home order. San Mateo COE mentioned working with free and reduced lunch programs, providing layers of messaging and collaborating with partners were key lessons for outreach.

In addition to flyers, 47% of COEs reported they distributed census branded swag at meal and homework distribution sites. Masks and sanitizers branded with the census logo and flyers emphasized how census data determines funding for education and health services.

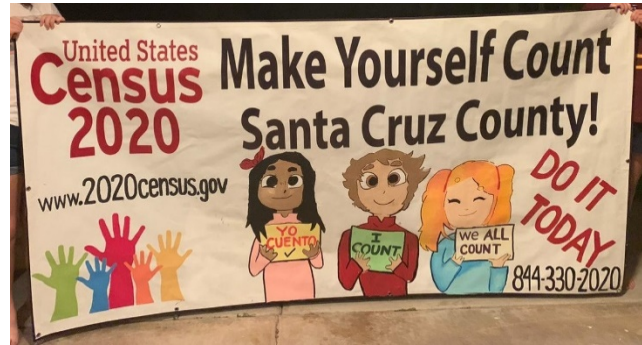


COUNTY OFFICES OF EDUCATION

Kindergarten to 12th Grade

Education Sector

- **SIGNAGE:** As school districts canceled their questionnaire assistance centers and kiosks, half of the COEs pivoted to a signage strategy, ensuring school districts strategically positioned banners, yard signs and posters to ensure census visibility on campuses.



This signage strategy reinforced information and swag distribution during daily meals distribution and other necessary drive through school events. Thirty-five school districts in Merced County hung banners that said, "Every person counted on the census means money for our schools." The Imperial COE hung banners until the end of the census campaign at every school countywide encouraging families to visit the 2020census.gov website. Santa Cruz County's Nogales Unified School District students stuck at home created banners to display in neighborhoods.

- **ART CONTESTS:** A third of the COEs held artistic contests. School districts throughout California, including in the counties of Riverside, Orange and Monterey, used county-wide poster and video contests or gave away coloring books to promote the census. To engage families and schools during the summer months and into September, the Los Angeles COE launched the *Los Angeles County Census Chalkathon*, with local partners like Los Angeles County, City of Long Beach and the arts based nonprofit Puente LA. Los Angeles County's Parks and Recreation Department provided special permits for chalking sites in areas with low response rate census tracts. Chalkathons and art contests were replicated across the state.



- **ENGAGING STUDENTS AND FAMILIES IN LOS ANGELES COUNTY:** The Los Angeles County Office of Education (LACOE) reached over 500,000 students in 38 districts in their community-centered census campaign. After school sites closed due to COVID-19, LACOE, like other COEs, was forced to reinvent its campaign and create innovative tactics to engage students and their families ([watch video](#)). They developed a mini digital toolkit and hosted Facebook Live census panels and contests. They partnered with Univision to host a "Census Fill-Along" campaign via Spanish language television channels. With a cadre of phone bankers, they reached students and families in the City of Los Angeles. Grab and Go food distribution sites became census touchpoints and often included pop-up kiosks to take the census. Their report and [video](#) provided lessons learned for future civic engagement opportunities:
- 2020 Census challenges helped build stronger community connections
 - Digital outreach is essential for future civic engagement
 - Face-to-face interaction cannot be replaced in outreach campaigns
 - Close collaboration was key in amplifying LACOE's civic engagement



COUNTY OFFICES OF EDUCATION

Kindergarten to 12th Grade

Education Sector

AN ECOSYSTEM OF PARTNERS

Inspired by the Monterey COE final report, the below diagram presents suggested roles and activities for future efforts around the census.

COE CENSUS COORDINATOR

- Coordinate efforts among school districts by providing resources and data to plan and pivot tactics
- Ensure language and communication access to reach particularly marginalized populations
- Disseminate information and updates through mailers, mass e-mails, websites and social media
- Bring energy and passion to the project

DISTRICT LEADERS

- Initiate school board resolutions to elevate the project as a district priority

SCHOOL SITE LEADERS

- Approve questionnaire assistance / informational sites
- Help with outreach via school newsletters and website updates

TEACHERS

- Implement curriculum
- Engage with students, parents and families

PARENT LEADERS AND FAMILY LIAISONS

- Reach out to PTAs and other groups at coffee klatches and other spaces

STUDENTS

- Create and share art, PSAs and social media in-language
- Serve as youth civic leaders and trusted messengers

COMMUNITY PARTNERS

- Help fill in the gaps with the relationships in school communities
- Generate enthusiasm for school events and activities

LOCAL COMPLETE COUNT COMMITTEES

- Ensure efforts operate in tandem with local efforts and leverage resources
- Connect with elected officials, counties and community organizations

CALIFORNIA CENSUS OFFICE

- Provide census information, messaging and resources, including in different languages, such as toolkits and curriculum
- Ensure accessibility for students with disabilities by providing guidance and resources
- Facilitate media promotions in local areas
- Facilitate cross-learning among COEs and other organizations targeting similar groups

US CENSUS BUREAU

- Collects responses for the census
- Provide accurate, timely and relevant information on the census and the importance of the count



HIGHER EDUCATION

College and University Students
Education Sector



STRATEGY AND FUNDING

Starting in January 2020, California's colleges and universities stepped up to the challenge of encouraging full participation in Census 2020 with a focused effort on reaching hard-to-count student communities and their families. Campus faculty and staff also benefited from this campaign. The task was a significant undertaking requiring a multi-pronged approach deployed across the state's diverse campuses to reach over three million students.

From the start, college and university administrators understood the importance of an accurate count. Statistics from the 2020 Census impacts funding for critical college student programs including: school safety; mental health services; student wellness program; Federal Pell Grant Program; adult education grants; Medicaid; and agriculture, science and engineering education.

To implement a robust campus strategy for outreach and communication activities, the California Complete Count – Census 2020 Office partnered with:

- California State University Chancellor's Office \$325,000
- The Foundation for Community Colleges \$956,795
- University of California, Office of the President \$200,000
- Association of Independent Colleges and Universities

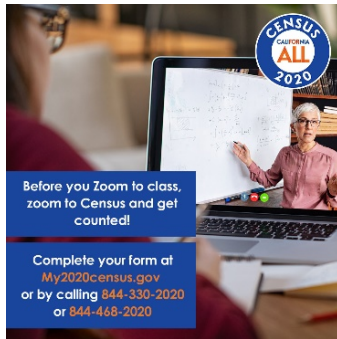
These higher education institutions oversaw outreach and education activities at their campuses and actively engaged students in identifying effective outreach strategies and tactics to reach their peers about the 2020 Census. Each campus identified an office responsible for census outreach and developed a plan. To initiate the campaign, the Census Office provided a Higher Education Toolkit, a guide for student organizations and administrators to tailor census outreach efforts on college campuses.

One of the challenges for the institutions with student housing was to understand the U.S. Census Bureau's information on Group Quarters enumeration. Many campuses experienced significant confusion about the process. In addition, counting off-campus students became challenging if they were temporarily staying in a place outside of where they lived on April 1.



APPROACHES AND OUTCOMES

Prior to the Stay at Home Order, campuses worked alongside local Complete Count Committees to encourage students to complete the census and sponsor dialogues with local elected officials. Students and faculty participated in events and classroom talks to educate students about the census. Ambitious goals and planned peer-to-peer outreach activities were curtailed with the onset of COVID-19, campus closures and restricted in-person interactions. This limited the opportunities to educate and motivate the student community in an on-campus setting where students may see a census sign or stop by an information table with materials about the census.



In mid-March with the advent of COVID-19, all activities and events shifted from in-person to a digital platform to ensure outreach to the hard-to-count student population. The following strategies were executed:

- **STUDENT AMBASSADORS** were trained and started outreach activities prior to the Stay at Home Order and used virtual methods to connect to their peers during campus closures.
- **CLASSROOM DIGITAL PLATFORM** was used by professors and administrators to share messages with students before or after online lectures.
- **STUDENT EMAIL** from Financial Aid offices and other key offices with important information for students.
- **DIGITAL ACTIVITIES** such as Podcasts, Instagram takeovers, Facebook Live events and Zoom roundtables educated students to take the census.
- **CONTESTS** motivated students to encourage interaction and learn about the census.
- **MESSAGING** was developed to relay the importance of getting counted where they lived on April 1, 2020. Schools created toolkits and wrote newsletter articles.
- **COORDINATION** with different departments on campus and with the Local Complete Count Committee ensured the alignment of messaging and addressing misinformation. The Census Office provided linkages to local groups working on the census and facilitated information from the U.S. Census Bureau

The following summarizes outreach work of the higher education contracted partners:

➔ **CALIFORNIA STATE UNIVERSITY CHANCELLOR'S OFFICE**

The California State University (CSU) campuses designated one point of contact to support the outreach and enumeration efforts. They provided mini-grants to campuses to promote participation through educational and social events and hire Student Ambassadors. Some of the campuses held educational events and art contests prior to the Stay at Home Order creating a buzz about the census. With the transition to the digital environment, joint letters signed by the

Associated Student presidents, campus presidents and city mayors encouraged participation in the census. Campuses made specific efforts to educate commuter students via email about the need to respond to the census as if they still resided near or around the campus community. This helped to ensure an accurate count of the number of college students in each locale, regardless of whether they returned to their permanent home or relocated because of COVID-19.





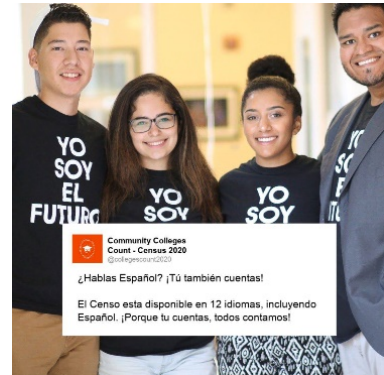
HIGHER EDUCATION

College and University Students

Education Sector

➔ THE FOUNDATION FOR COMMUNITY COLLEGES

The project team identified 51 of the 115 community colleges as having the largest population of hard-to-count communities on campus. These colleges became the primary audience for outreach efforts. Community College student ambassadors who spoke another language in addition to English were prioritized in the recruitment process. As a result, 40 out of 46 ambassadors spoke at least one language other than English, including American Sign Language, Chinese, Filipino (Tagalog), French, Kapampangan, Mixteco and Spanish.



With the onset of COVID-19, the team quickly pivoted their strategies to a digital approach while keeping to their goal of reaching 2.1 million community college students. Digital outreach tactics included engaging UndocuLiaisons (those who provide support for undocumented students), the Chancellor's Office and micro-influencers within the hard-to-count communities to share census information. Additionally, they increased paid media placements and targeted advertisements on social media. They expanded student earned media outreach and activated student ambassadors as spokespeople. Results included more than 16.5 million impressions and 250,000 click-throughs of the combined paid digital and social media efforts.

➔ UNIVERSITY OF CALIFORNIA, OFFICE OF THE PRESIDENT

Each University of California campus designated a census lead to oversee outreach efforts including the coordination of the student data collection, calendar and events promoting the census, and budget management of state funding to help with census promotion. They were especially critical in addressing the challenges brought by the campus closures due to the pandemic crisis, a shortened census data-collection timeframe, misinformation regarding undocumented student data being provided to U.S. Immigration and Customs Enforcement and confusion regarding Group Quarter enumeration.



Beginning in Spring 2020, campuses shifted their in-person efforts to an online format including census training and partnering with student government and on and off-campus groups. They created a toolkit for messages during COVID-19 for students and administrative staff. They conducted outreach to students who returned home or were no longer living on the campuses to complete the census based on their place of residency at the time of campus closure. At the fall student orientation, they reminded the students to fill out the census. In addition, the university's retirement system distributed a newsletter article explaining the census to their retirees.