



## CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT LET OUR COUNT BE HEARD April 2021



#### Message from the State Census Deputy Secretary and Director

On behalf of the California Complete Count – Census 2020 Office, we are pleased to share this report that describes the unprecedented community mobilization and multi-faceted engagement effort undertaken by the State for the 2020 federal decennial census. It also provides the initial results from this effort and recommendations for future census outreach and communications campaigns.

The \$187.2 million four-year investment showed impressive results during a time of great uncertainty and turmoil. California's final Self-Response Rate was 69.6%, or approximately 10.5 million households. California outpaced the national Self-Response Rate, California's 2010 self-response results, and outperformed other large states in motivating Hard-to-Count communities to complete the census.

Beyond the fiscal and political impact of the 2020 Census, the investment will continue to support underserved and marginalized communities through the expansive network of local partnerships forged and strengthened, leaving our state more resilient and adaptable to meet the future challenges that lie ahead.

This enduring achievement would not have been possible without the commitment of community-based organizations, local governments, tribal nations, legislative and congressional offices, state agencies, philanthropy, advocates, the California Complete Count Committee members and the Governor's Administration. The support from the dedicated Census Office staff, in Sacramento and the regional offices, harnessed the collective energy to amplify the census surround sound messages and community efforts.

It has been an honor and pleasure to serve California in the historic effort to secure California's fair share of federal funding and representation in the 2020 Census.

Sincerely,

Sarah Soto-Taylor

Sarah Soto-Taylor Deputy Secretary, Census Government Operations Agency

Ditas Katague

Ditas Katague Director California Complete Count – Census 2020



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Every effort was taken to ensure the integrity of the hyperlinks included in this report. However, external hyperlinks to web sites outside the control of the California Complete Count – Census 2020 Office may potentially be modified and no longer available.







CENSUS CENSO

## **COUNTING CALIFORNIA**

More than 39 million people and 14.2 million households span more than 163,000 square miles of Californian's urban, suburban and rural communities. California has the fifth largest economy in the world and is the most populous state in the nation, with nation-leading diversity in race, ethnicity, language and socioeconomic conditions. These characteristics make California amazingly unique amongst all 50 states, but also present significant challenges to counting every person and every household, no matter the census year.

A complete and accurate count of a state's population in a decennial census is essential. The results of the 2020 Census will inform decisions about allocating hundreds of billions of dollars in federal funding to communities across the country for hospitals, fire departments, school lunch programs and other critical programs and services. The data collected by the United States Census Bureau (referred hereafter as U.S. Census Bureau) also determines the number of seats each state has in the U.S. House of Representatives and will be used to redraw State Assembly and Senate boundaries.

# >Educate. >Motivate.

California launched a comprehensive Complete Count Census 2020 Campaign (referred to hereafter as the Campaign) to support an accurate and complete count of Californians in the 2020 Census. Due to the state's unique diversity and with insights from past censuses, the >Activate. Campaign placed special emphasis on the hardest-tocount Californians and those least likely to participate in

the census. The California Complete Count - Census 2020 Office (referred to hereafter as the Census Office) coordinated the State's operations to complement work done nationally by the U.S. Census Bureau to reach those households most likely to be missed because of barriers, operational or motivational, preventing people from filling out the census. The Campaign, which began in 2017, included key phases, titled Educate, Motivate and Activate. Each of these phases were designed to make sure all Californians knew about the census, how to respond, their information was safe and their participation would help their communities for the next 10 years.



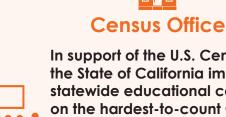
#### What is the difference between the U.S. Census Bureau and the Census Office?



Responsible for conducting the actual enumeration process nationally for each decennial census,



with a focus on national outreach and media campaigns to inform all individuals living in the United States of the upcoming census.



In support of the U.S. Census Bureau goals, the State of California implemented a statewide educational campaign focused on the hardest-to-count Californians through culturally appropriate grassroots outreach and multi-cultural, in-language media.

The State's investment in achieving a complete count was unprecedented and by far eclipsed any other state's funding for

census outreach. The investment funded a multi-pronged, data-driven approach. This strategy relied upon historically proven methods to build a multilingual and multi-sector campaign with over 150 contracted outreach partners throughout the state. The combination of tried and tested tactics with innovation, technology and ingenuity, led to new levels of success for driving households to self-respond.

The California Complete Count Census 2020 Campaign was formally established by <u>Executive Order B-49-18</u> on April 18, 2018.



## **SUCCESS FACTORS**

It was through preparation, resilience, adaptability and total commitment that California achieved such a high Self-Response Rate. The success of the Campaign was made possible through the leadership of two gubernatorial administrations, local governments, the state Legislature and Congressional Delegation, philanthropic organizations, the hundreds of outreach partners and dozens of dedicated Census Office staff who all rose to meet the moment.

California achieved the highest average Self-Response Rate in the hardest-to-count tracts among the 10 largest population states. California also exceeded its own 2010 results for activating households to fill out their census questionnaire. While the U.S. Census Bureau continues to process response data, as of the date of this report, California achieved a statewide Self-Response Rate of 69.6%, or an estimated 10.5 million households. This was a 1.4 percentage point increase over the 2010 final Self-Response Rate. Despite a pandemic that emerged just as the 2020 Census invitations were mailed out, California's response rate reflected 2 million more households than self-responded in 2010.

Critical factors contributing to the success of the Campaign were:

- Focusing specifically on California's hardest-to-count households
- Identifying census champions to build capacity
- Honoring established networks and nurturing collaborations
- Implementing data-driven decision making

#### CALIFORNIA STATEWIDE RESPONSE RATE



Response rate of 69.6%, or an estimated 10.5 million households

1.4 percentage point increase over the 2010 final Self-Response Rate



California achieved the highest average Self-Response Rate in the hardest-to-count tracts among the 10 largest population states



California's response rate included 2 million more households than self-responded in 2010

Stronger connections and new community partnerships forged through the Campaign experience will continue to serve California at the local, regional and state level to support other outreach and education campaigns or community-based initiatives.

## IN THIS REPORT

This report provides a comprehensive overview of Campaign outcomes and key strategies behind them. Each section also includes recommendations for 2030. The report is divided into the following sections:

#### THE PLAN AND OUTCOMES

Provides a summary of key Campaign elements, including administrative structure leading to the extraordinary achievements with a brief history on the first steps to establishing state operations.

#### **CALIFORNIA LEADERSHIP**

Reviews the role of the California Complete Count 2 Committee, elected officials, state agencies and leadership efforts in support of the Campaign.

#### **REACHING TARGET AUDIENCES THROUGH TRUSTED MESSENGERS**

3 Details the outreach approach through partnerships forged and communication strategies and tools deployed.

#### THE SOLID INVESTMENT-DOLLARS AND DATA

Provides a budget and funding overview as well as **4** methodology to allocate resources. Describes the mapping and data tools used to coordinate field activities and track real-time response rates.

#### LOOKING TO THE FUTURE

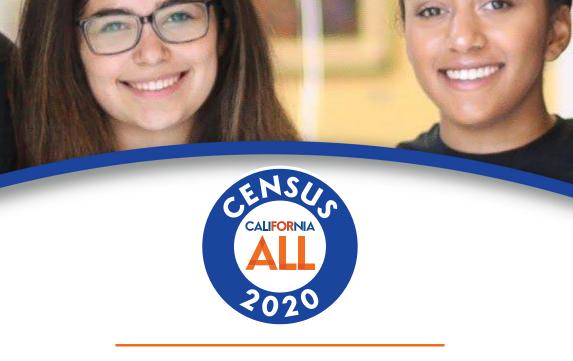
Offers recommendations with a broad view toward 5 a successful 2030 Census based on lessons learned and rewarding practices from the Campaign.





The California Census 2020 Outreach and Communication Campaign Final Report is one of three Census Office end-of-Campaign reports. This report was compiled by the Census Office with contributions from the Census Office program directors and senior staff. Original content is supported with census response rate and other data, including partner activity data reported to the Statewide Outreach and Rapid Deployment mapping portal (referred hereafter as SwORD) and source documents such as the quarterly reports to the legislature, the Statewide Outreach and Communications Strategy, partner and vendor final reports and California Complete Count Committee reports to the Governor.





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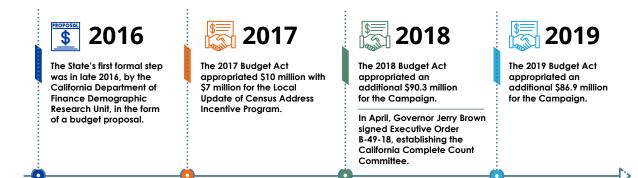
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# STRATEGIC OVERVIEW





California's plans for a successful Campaign were rooted in the critical success factors and lessons learned from its experiences with the 2000 and 2010 decennial censuses. The State started early and focused on building community partner capacity to implement creative and practical tactics. This early action would prove to be essential in overcoming the adversity of an unprecedented census count.



California's early planning and foresight placed it ahead of any other state's advance work effort. The State's first formal step was in late 2016, by the California Department of Finance Demographic Research Unit, in the form of a budget proposal. The proposal requested funding for California's local governments to participate in the U.S. Census Bureau's Local Update of Census Addresses (also known as LUCA) to ensure an accurate count in their jurisdictions. The Local Update of Census Addresses is part of the U.S. Census Bureau's process to verify and update the national Master Address File.

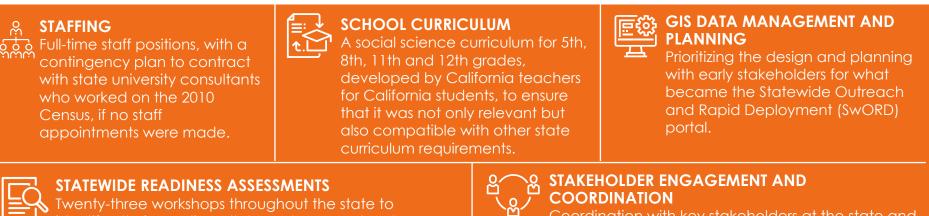
The budget proposal was approved, and the 2017 Budget Act appropriated \$10 million with \$7 million for the Local Update of Census Address Incentive Program. The program, administered by the State Department of Finance, provided grants ranging from \$7,500 to \$125,000 to cities and counties to encourage their participation. In addition to Local Update of Census Addresses funding, the 2017 Budget Act also appropriated an initial

## **IN THIS SECTION:**

- The Journey Begins
- The California Complete Count Census Office
- Data Driven from the Start
- The Campaign Approach
- External Influences



\$3 million in startup costs to organize, plan and support other related Campaign activities. The initial budget allocations prioritized five key investment areas to build infrastructure based on the successes and lessons learned from prior State census efforts.



identify ethnic media outlets; and engage local community leaders to serve as a platform to identify potential outreach lead organizations for each of the10 state-designated census regions for Hard-to-Count demographics statewide and for sectors statewide.

Coordination with key stakeholders at the state and national levels including the U.S. Census Bureau, foundation/philanthropic funders, academic institutions, legislative staff, public policy groups and civic engagement advocates.

Absent this early investment, the Campaign effort likely would not have received any budget allocation until later in the summer of 2018, resulting in a critical loss of census count preparation time. In April 2018, Governor Jerry Brown signed Executive Order B-49-18, establishing a State program to coordinate the Campaign and the California Complete Count Committee to serve as an advisory body. It also identified key outreach partner categories with high-level strategies to support the count. The Executive Order signified the State's full commitment to the complete count effort.

The 2018 Budget Act appropriated an additional \$90.3 million for the Campaign. This funding was for a comprehensive statewide outreach and communication strategy targeting households in the State's hardest-to-count areas to ensure full participation in the 2020 Census. The funding focused on finalizing staffing, establishing offices, operating/programmatic costs and establishing contracts with a variety of cities, counties, community-based organizations and governmental partners to educate, motivate and activate all Californians. The final Campaign allocation totaled \$187.2 million to fully implement the Campaign with priority on the critical factors for campaign success.



"We must acknowledge the early contributions and investment of legislative staff, the Governor's Office of Planning and Research, consultants with previous decennial outreach experience, philanthropic foundations, academic institutions, civil society organizations, counties and the Department of Finance Demographic Research Unit. Without these mavericks pushing the importance of the census, the California Complete Count Census 2020 effort would not have been as successful as it was."

- Ditas Katague, California Complete Count - Census 2020, Director

#### **CRITICAL FACTORS TO CAMPAIGN SUCCESS**

## Targeted Focus On California's Hardest-to-Count:

California's approach included in-language (i.e. the target audience's language) and customized messaging to reach its diverse population. Focus was placed on educational communication strategies to increase the prospect of those least likely to respond to the census, therefore delivering the highest impact. The work on the ground was complemented by a multi-media strategy including both statewide and micro-ethnic media outlets.

## Identify Census Champions to Build Capacity:

Outreach began in 2018 with convenings throughout the state to understand the capacity of potential community partners who could conduct or manage outreach in collaboration with the State. As new challenges emerged, the Census Office and partners reassessed their outreach strategy to find the right approach for the low-responding census tracts.





#### **CRITICAL FACTORS CONTINUED**

## Honoring Established Networks and Nurturing Collaborations:

The Census Office worked with community-based organizations, local governments, tribal governments, schools, higher education, state department service providers, unions, faith leaders, health care providers and business to leverage their trusted networks. In addition, the Census Office created an environment connectina trusted messengers to develop new networks to share census messaging within their own local ecosystems. Both the well-established and newly developed networks proved critical to meet the challenges with tactical shifts.

#### Data Driven:

Data shaped the framework supporting the Campaian. The effort featured the new SwORD mapping portal designed to help internal and external stakeholders plan, conduct and visualize census outreach, including completed activities. Data analytics guided efforts such as the creation of the California Hard-to-Count Index (also referred to as CA-HTC Index), which helped the Campaign allocate resources and identify parts of the state likely to need extra attention, as well as the Language and Communication Access Plan. Partners used SwORD during the Self-Response Phase to identify census tracts facing particular response-rate challenges.



Special Achievement in GIS 2020 Award Winner

California Complete Count - Census 2020 received a Special Achievement in GIS 2020 award from Esri.

#### THE CALIFORNIA COMPLETE COUNT CENSUS OFFICE

A complete and accurate count of California's population is essential for four fundamental reasons:

- Federal funding allocations for state and local services
- Data for businesses
- State legislative and local government redistricting
- Congressional representation

All of these outcomes are memorialized until the next decennial census is taken. With the stakes high, California launched a statewide effort to ensure an accurate and complete count of Californians in the 2020 Census, with a special emphasis on the hardest-to-count census tracts.



#### The California Complete Count – Census 2020 Mission:

Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.



#### **THE TEAM**

The Census Office was established under the State of California Office of Planning and Research (OPR) and was transferred to Government Operations Agency with the passage of the 2018 Budget Act. During peak operations in 2019 and 2020, the Census Office had 36 positions, with its headquarters located in Sacramento and four regional offices located in Fresno, Los Angeles, Oakland and San Diego. The infrastructure was comprised of the following functional areas:

#### EXECUTIVE

- Oversight and direction
- Liaison to the Governor's Office
- California Complete
   Count Committee
- Legal

#### LEGISLATIVE AFFAIRS

- Liaison to congressional, state and local elected officials
- Bill and budget analysis
- Mandated quarterly reports

#### **OPERATIONS**

- Analytics and data management
- SwORD
- Technical assistance

#### **ADMINISTRATION**

- Human Resources
- Finance
- IT management
- Facilities/business services management
- Procurement
- Contracts management

#### OUTREACH

- Region-based partnerships
- Community-based organizations
- County governments
- Education
- Tribal governments
- Sectors
- Language and communication
   access
- State agencies

#### EXTERNAL AFFAIRS AND MEDIA RELATIONS

- Public affairs
- Earned media
- Marketing and promotion
- Research
- Social media
- Digital media
- Website
- Collateral materials
- Community engagement

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#### **ACCOUNTABILITY AND SHARING INFORMATION**

The Census Office was committed to operating with openness and accountability. This included holding California Complete Count Partners (partners) and vendors accountable for delivering results through contracts and sharing information.

Contracts were explicit in benchmark deliverables and associated budgets. Deliverables included detailed strategy plans and status reports. Ongoing monitoring by the Census Office provided oversight of the expended dollars and informed necessary Campaign adjustments.

In addition to complying with required legislative reporting and open meeting requirements, the Census Office also proactively shared information such as progress updates, key milestones, operations documents and financial reports for the public, stakeholders and Legislature in the following ways:

Participated in informational hearings before the State Legislative Select Committees on the Census and Budget Committees.	Provided quarterly updates during the California Complete Count Committee public meetings.	KERN
Developed the Language and Communication Access Plan (also referred to as LACAP).	Communicated information via press releases, e-blasts, newsletters, regular meetings, websites and webinars to stakeholders and partners.	S COUNTS
Detailed strategy and tactics in the <u>Statewide Outreach</u> <u>Communications Strategy</u> <u>document.</u>	Developed necessary operational documents, reports, fact sheets, updates and guidelines to inform, guide and support partners and stakeholders.	OWNING ON US FO BETTER FUTURE
Updated the www.census.ca.gov web information, key milestones and <u>mande</u>		

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#### **CENSUS OFFICE GOALS AND METRICS**

The Campaign was designed to complement the U.S. Census Bureau's efforts to achieve a complete and accurate count of California's population. The Census Office chose to maximize the effectiveness of the national campaign by focusing outreach efforts in the hardest-to-count areas of the state. These areas, determined by analyzing various demographic, housing, and socioeconomic variables, contained an estimated 11.2 million people, approximately 4.1 million households in those areas.

To be considered successful, the Census Office's goal was to activate at least 2 million of those 4.1 million households to self-respond to the census. At the time of this report, 2.52 million households have self-responded in the hardest-tocount tracts, exceeding the 2 million hardest-to-count household goal by 25%.

Goals and Metrics were established to measure the achievement of objectives and the associated primary activities, intended outcomes and milestones. The Census Office Goals and Metrics are listed in Appendix A.



households\*

self-responded in the hardest-to-count tracts, exceeding the goal of 2 million.

\* The U.S. Census Bureau released Census 2020 Self-Response Rates by census tract. The information did not include the actual number of households self-responding. The estimates in this report are based on the aggregated number of addresses in the U.S. Census Bureau's Master Address File following the 2018 Local Update of Census Addresses (LUCA).

#### Examples of outcome goals and metrics tracked

PATCH-THROUGH PROGRAM 172,000 patch-throughs to U.S. Census Bureau

Activate at least

2 million households

in hardest-to-count

communities to

complete the

social media ambassadors 343 million impressions and 4.8 million posts







#### **U.S. CENSUS BUREAU COORDINATION**

The Census Office supported and maximized the U.S. Census Bureau's enumeration efforts in California by complementing federal actions. To do this, the Census Office implemented a Campaign independent from the U.S. Census Bureau's campaign to fill in federal outreach gaps to Californiaspecific populations, the hardest-to-count communities.

Critical to the Census Office's independent efforts was coordination with the U.S. Census Bureau to secure California specific operational details, particularly as COVID-19 adjustments were rolled out. Informational updates and enumeration activity concerns were shared, largely through the U.S. Census Bureau's Los Angeles Regional Office. The U.S. Census Bureau headquarter's staff was key when seeking clarification on essential operational updates, gaining insights into upcoming operational timeline changes and negotiating California-specific solutions.

Also critical to the Campaign's success was early coordination with the U.S. Census Bureau regional and national headquarter's staff who laid the foundation for the State's data-driven outreach approach.

At the field level, the U.S. Census Bureau hired Partnership Specialists. Their role was to work with all community partners, including Census Office contracted partners, and connect them to U.S. Census Bureau tools and resources assisting with outreach. The Partnership Specialists also coordinated directly with the Census Office staff to provide information and connections.

The U.S. Census Bureau participated in Census Office briefings, workshops for partners and California Complete Count Committee meetings to provide informational updates on its operations. Several webinars focused on special operations, such as counting persons experiencing homelessness, residents of group quarters, persons in areas impacted by disaster and those living in rural areas receiving mail only by P.O. box.



uenta

From this coordination, the Census Office provided guidance and suggested best practice documents for partners explaining U.S. Census Bureau operations for California-based stakeholders. This guidance provided critical support for partners to carry out their contracted duties in light of U.S. Census Bureau rules that remained unclear or that did not address conditions specific to California's communities. These documents were shared with the U.S. Census Bureau Los Angeles Regional Office either to ensure accuracy or for greater awareness amongst their staff.

Looking back, stronger coordination of efforts and collaboration would have resulted with the following three improvements:

## 1

Earlier hiring of both Census Office and U.S. Census Bureau staff as well as retaining this staff throughout the full Campaign.

## 2

Uniform information sharing across all stakeholders by the U.S. Census Bureau.

*I*ATE

## 3

Synchronized announcements from U.S. Census Bureau headquarter and Los Angeles Regional Office on operational updates.







## DATA DRIVEN FROM THE START

Data is critical for California given its uniqueness of size, demographics and language diversity. While these characteristics make California great, they also presented formidable obstacles for census outreach. To help meet these challenges, the Census Office turned to data and technology to inform its thoughtful decision-making. It was through data the Census Office was able to guide the allocation of taxpayer dollars, conduct Campaign planning and identify areas needing extra support during an exceedingly difficult enumeration period.

A cornerstone of the effort was the SwORD database and mapping portal. Built in collaboration with Geo-spatial software firm Esri, SwORD was a first-of-its-kind source of decisionmaking, data and visualization for outreach and media partners.

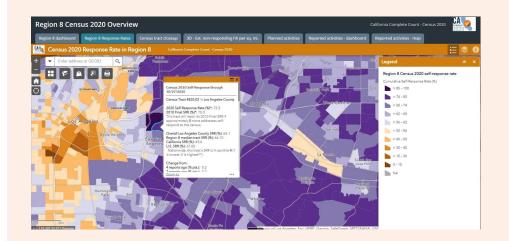
SwORD featured tools used to plan and review activities such as canvassing, phone banking and caravans. Interactive maps, dashboards and three-dimensional (3D) visuals consolidated information for users and involved complex analysis of census response rate data, completed activity reports and other inputs.

The Census Office was highly adaptable and responsive to partner and stakeholder needs and created opportunities to secure feedback on enhancements to improve targeting and transparency. Ongoing system updates, trainings and resource guides provided them with the tools and information necessary to inform their targeted census tract and population work.

In addition to SwORD, the Census Office hired Political Data. Inc. (also referred to as PDI) to develop a Census PDI web-based application (app). The Census PDI app served as a real-time snapshot of around efforts to aid data analysis and outcome measurements. Partners used Census PDI for canvassing and phone-banking, and Census PDI provided the means for partners to submit outreach activities conducted in regular PDI.

A key lesson of California's 2010 Census effort was the need for areater coordination and timely activity outcome reporting between the partners, the Census Office and other census stakeholders. SwORD, was the backbone of the State's efforts to increase participation and:

- Offered maps and high-quality data for users to quickly learn more about Hard-to-Count areas and to plan outreach efforts.
- Encouraged collaboration and coordination, enabling users to work together on outreach and guided decision-making.
- Provided regularly updated data on outreach activities and • monitoring for rapid response to achieve a complete count.





#### DATA TO INFORM

Data was the foundation for planning, and used by the Census Office and stakeholders throughout the Campaign. To build the data, foremost among the regularly used datasets was the American Community Survey 5-year estimates, a U.S. Census Bureau product released each year including data on hundreds of demographics and socioeconomic variables.



The "Potter the Otter" chatbot on census.ca.gov and several partner websites offered a simple way for people to get information about completing their census, response rates and census tract information.

For example, American Community Survey estimates provided all but one of the data inputs for the California Hard-to-Count Index, a California-focused metric developed by the California Department of Finance Demographic Research Unit in collaboration with the Census Office. The index reflects 14 demographic, housing and socioeconomic variables. Tracts with higher index values would likely pose greater enumeration challenges, while tracts with lower index values likely would be easier to count. The Hard-to-Count Index allowed the Census Office to distill information and focus on neighborhoods where households were less likely to self-respond. Further, the State used the index to help guide the allocation of outreach funding. The Census Office provided a public version of the California Hard-to-Count Index interactive map, which allowed people to learn about the Hard-to-Count characteristics in any part of the state.

#### **CA-HTC INDEX FACTORS**



% of households without broadband subscriptions



% of households that are non-family



% of occupied housing units that are renter-occupied



% of housing units that are vacant





% of population that is foreign-born



% of adults (25 or older) who are not high-school graduates

% of population with income below 150% of poverty level







% of persons who moved from outside county in past year



% of population under 5



% of total housing units with three or more units in a multi-unit structure

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Together, the California Hard-to-Count Index and U.S. Census Bureau Self-Response Rates, including the final 2010 Self-Response Rate, holistically informed efforts to increase participation in low-responding areas.

Data also helped guide the development of the Language and Communication Access Plan by identifying the most commonly spoken languages in each geographic area. The plan established language-support requirements for designated partners to reach the more than 6.7 million California residents ages 5-and-over who speak English less than "very well." At least 91% of California's estimated Limited English Proficient population was covered by the plan's requirements. Additional information on data, technology and analytics may be found in the Results Chapter.

#### THE CAMPAIGN APPROACH

#### THE CALIFORNIA LANDSCAPE

California's unique diversity, large population spanning across both urban and rural areas and sheer geographic size, present significant barriers to achieving a complete and accurate count. By the numbers, California is home to 12% of the nation's population, yet accounts for 20% of people living in the nation's hardest-to-count areas<sup>1</sup>. Since the 2010 Census, California's population has become even more racially and ethnically diverse than ever before.

California is home to a multi-cultural population speaking at least 130 different languages. Approximately 18% of Californians speak English less than "very well," according to recent Census Bureau estimates. The 2020 Census questionnaires and U.S. Census Bureau phone centers covered only 12 non-English languages, and official language guides covered only 59, including American Sign Language.

Limited English Proficient individuals and people with disabilities are part of California's Hard-to-Count demographic populations. Providing language and communication access to Limited English Proficient individuals and people with disabilities was a priority for the Census Office.



<sup>1</sup>California's estimated population is approximately 12% of the estimated U.S. population, based on 2015-2019 American Community Survey Estimates.

The Low Response Score is a U.S. Census Bureau Hard-to-Count metric which identifies what percentage of households in a census tract is unlikely to self-respond. The tract-level 2020 Planning Database includes the most recent Low Response Score. After recoding the Low Response Score with values 1 through 10, there are approximately 3,688 census tracts with recoded values of 8, 9, and 10. An estimated 91.1 million people live in those tracts, based on planning database data. Of those, an estimated 18.2 million are in California, representing approximately 20% of the 91.1 million people nationwide living in hardest-to-count census tracts.



CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT STRATEGIC OVERVIEW

To this end, in May 2019, the State released its Language and Communication Access Plan. The plan established language-support requirements for on-the-ground partners to reach the more than 6.7 million California Limited English Proficient residents ages 5 and over. The Census Office evaluated multiple federal and state language datasets and methodologies in creating its approach. Detailed language information compiled from the most recent American Community Survey Public Use Microdata Sample was aggregated to 41 geographic data areas: 34 counties and seven multi-county areas. The plan established two types of language support triggers based on a geographic data area's estimated number of Limited English Proficient (referred hereafter as LEP) residents. Under the approach, at least 91% of the state's estimated LEP population were covered by the plan's requirements.

The Language and Communication Access Plan aimed to ensure language and communication access was linguistically and culturally appropriate and provided equal and meaningful access to California's vulnerable populations.

#### **CAMPAIGN PHASES**

The Campaign was planned with four phases to guide its messaging and outreach activities. This strategy intensified during the enumeration period when the U.S. Census Bureau adjusted operations due to the COVID-19 pandemic and the Census Office adjusted the phases to align. The following table provides the four phases:

# >Educate. >Motivate. >Activate.



\*Adjusted mid-Campaign due to revised U.S. Census Bureau operations time line. End of Activate extended from July to October; Assess and Report delayed from August to November.

The following are descriptions of each phase.

#### Convene, Collaborate and Capacity Build:

Built capacity by convening grasstops leaders, engaging strategic partnerships, assessing readiness and needs and leveraging outside resources, including private foundations, to ensure the most effective strategies were funded and implemented.

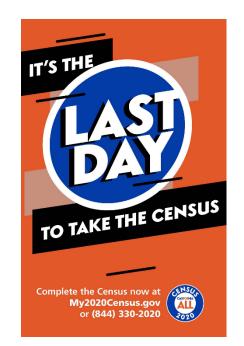
#### Educate and Motivate:

Advised and connected both outreach and media partners throughout the state and oversaw the development of outreach and messaging plans. The Census Office shared insights and data on Hard-to-Count communities and the operations of the U.S. Census Bureau to help them understand census complexity. Outreach and media partners organized and networked and began their early education to Hard-to-Count census tracts.

#### >Activate:

The media campaign and partners executed their plans, spreading the message and reaching out to those least likely to respond.

- In the Pre-Census Questionnaire period from January to March 11, 2020, the outreach and media partners ensured those least likely to respond knew of the coming census and understood the need for a complete count.
- The census self-response period began March 12, 2020, when people could fill out the questionnaire online, by phone or by paper. During this "Get out the Count" and "Be Counted" effort, the majority of outreach and media efforts culminated with close coordination to ensure coverage.
- "It's Not Too Late" started the Nonresponse Followup period from early August to October 15, 2020, a sensitive time when federal enumerators visited households not yet completing the census. The Census Office worked closely with the U.S. Census Bureau to determine the best approaches to guarantee a complete count during this phase. Partners were trusted messengers to encourage non-responding households to "open their doors" and relay that "It's not too late to be counted" with media reinforcing and amplifying this message. Partner outreach also reflected permissible activities under various state and local health and safety restrictions.





#### Assess & Report:

Partners reviewed their outreach activity data and assessed the efficacy of their efforts, documenting their work in final Campaign reports submitted to the Census Office. This effort included uploading state-funded outreach activity data into SwORD. Media vendors also developed end-of-campaign reports for their respective campaign areas. To capture Campaign experiences and outcomes, the Census Office secured a research consulting firm to complete a comprehensive Campaign evaluation with a narrative report.

#### **APPROACH TO ENSURE A COMPLETE COUNT**

The historical foundation of the Campaign outreach approach was based on methods learned from two previous census cycles and divided into three components.



Reach the least likely to respond through messaging by saturating the hardest-to-count areas. Partners that deployed trusted messengers in trusted places to communicate in a trusted way about the importance of being counted. These partnerships leveraged existing networks, relationships and infrastructure and coordinated with non-state funded local partners.



Use technology, data and analytics to make decisions and allocate resources. These tools also supported transparency and information sharing.



CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT STRATEGIC OVERVIEW



For 2020, the approach focused on California's hardest-to-count communities based on where they live, who they are and how they receive information.



#### VHERE

Focused on the most difficult areas to enumerate based on the State's unique California Hard-to-Count Index.

#### WHO Identified the demographic populations through the state's 15 vulnerable populations as being least likely to respond.



Reached populations through:

- **Trusted messengers** such as: counties, service providers, cultural and faith-based organizations, employers, education institutions and other outreach partners who had existing relationships, networks and infrastructure.
- Media such as: Paid media (including print and broadcast media and out-of-home), social media and earned media (op-ed content and proactive pitches to media partners).

These elements were integrated at local, regional and statewide levels to create a "surround-sound" of Campaign messages, to reach and motivate those who are least likely to respond to be counted.

#### CALIFORNIA'S 15 VULNERABLE POPULATIONS

These groups, the focus of statewide outreach campaigns, may or may not reside in hardest-to-count census tracts.

- Latinos
- Black or African Americans
- Native Americans and Tribal Communities
- Asian Americans and Native Hawaiians and other Pacific Islanders (AANHPI)
- Middle East and North African (MENA)
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ+)
- Seniors/Older Adults
- Individuals and Families Experiencing
   Homelessness
- Children Under 5
- Veterans
- Areas with Low Broadband Subscription
- Households with Limited English Proficiency



CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT STRATEGIC OVERVIEW

The Campaign was implemented through an "ecosystem" of the following seven areas:

A regional outreach approach delivered by local contracted partners through 10-designated outreach areas across the state while leveraging and coordinating outreach efforts funded by private philanthropy.

2 A communications and media campaign with culturally relevant and sensitive messaging in paid and earned media.

#### 3 A statewide approach

through contracted partners who had a statewide reach and expertise in designated vulnerable populations, as well as how to reach populations through sectors.

#### 4

State agency outreach where executive branch departments and constitutional offices' communication platforms were leveraged to reach hard-to-count individuals.

#### 5

The California Complete Count Committee's diverse 25 members reviewed and provided feedback on Census Office strategy at quarterly meetings and exercised outreach within their own community.

#### Elected officials

at the congressional, state and local levels conducted their own outreach to their constituencies. The State Legislature provided oversight of the Census Office funding. 7 Technology, data and analytics

provided the backbone of the Census Office decision-making as well as visualizing contracted partner work in SwORD.





#### THE CHALLENGING CLIMATE

The Campaign encountered many external challenges. Some of the challenges were anticipated and some were not, but all impeded the Census Office and partners' ability to reach Hard-to-Count communities. Despite these challenges, ingenuity and flexibility allowed the Census Office and its partners to quickly adapt existing plans to the ever-evolving environment.

Known challenges included:

- > U.S. Census Bureau:
  - Shifted to offering an online census form. This created a digital barrier for some as approximately <u>one in 10 house-holds in California</u> lack a broadband internet subscription or may lack digital literacy.
  - Reduced funding of approximately 50% per household from 2010. This reduction was based on a projected cost savings primarily related to converting to an online form.
  - Funded fewer local offices and field staff, which reduced resources to recruit and train qualified community hires for the in-person enumeration phase.
- > Heightened concerns about data security with the introduction of an online census form.
- Increased concern among immigrant and historically undercounted communities over a potential question on citizenship status and use of their data after collection.
- General fear and mistrust of the federal government to protect personal information, regardless of how a household completes the census.

Notwithstanding these challenges, trusted voices and key messengers worked to provide a "surround sound" of essential information to Hard-to-Count communities. Additional State investments and partnerships also helped fill in the gaps as the U.S. Census Bureau reduced resources and implemented operational changes.



#### THE UNEXPECTED

Just as the Campaign effort was about to switch into the Activate Phase, the COVID-19 pandemic threat was fully realized in the United States. To protect California from this health threat, on March 7, 2020 public health officials released guidance for schools, colleges and large public events to prepare and protect them from COVID-19. For Census Office partners, the impact forced a sudden departure from planned in-person activities. They had to reimagine their community network and significantly boost their virtual outreach. Virtual outreach required additional partner training on digital tactics.

The communication campaign made a number of hard pivots in response to the COVID-19 pandemic. Messaging and creative were adjusted to reflect the impact the census would have on the State receiving funding for COVID-19 services, and proactive story pitches with this new messaging received earned media coverage. The Campaign had planned multiple weeks of promotional events across the state that were changed to online virtual events due to California's statewide Stay at Home Order issued on March 19, 2020 (Executive Order N-33-20) in response to the COVID-19 pandemic. Out-of-home advertising (billboards, transit shelter, etc.) scheduled for March and April, were postponed to June or were pivoted to venues that were part of essential businesses such as gas stations or pharmacies.

While partners arappled with how to effectively conduct census outreach and education virtually, the impact of the pandemic also took a direct toll on individual organizations. Resources dwindled as staff were shifted to address immediate health and safety concerns, job losses and the day-today needs for food and financial support in the same Hard-to-Count community members.

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However, the pandemic was likely the largest but not the only destabilizing event to the census. As 2020 continued, additional unanticipated events at the local, state and national levels once again threatened to push the Campaign off-track. These new threats included heat waves, record-setting wildfires, social unrest stemming from racial injustices and a volatile election season.

Just as destabilizing were the continuous changes to the U.S. Census Bureau timeline. Following a series of deadline changes announced by the U.S. Census Bureau, civic groups initiated lawsuits challenging the deadlines in federal court. As a result, the enumeration end date was in continuous flux throughout September and October 2020 until the United States Supreme Court issued a final ruling on October 13 paving the way for

the U.S. Census Bureau to end the count on October 15. As deadlines changed back and forth between dates set by the U.S. Census Bureau and dates set by the courts, the Census Office and partners had to continually and rapidly adjust tactics and messaging.



#### **COURT DECISIONS**

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State and federal courts were heavily engaged in the census with dozens of lawsuits filed challenging U.S. Census Bureau operations and federal administrative directives. The Census Office was not a party to any of the litigation; however, it closely monitored and reported developments as tactics had to adjust accordingly to an ever-evolving landscape. Changes resulting from court rulings also compelled the Census Office to assess funding and capacity to extend activities where possible through partners, vendors or Census Office staff.

The three primary areas of litigation were:

- 1. The possible inclusion of a citizenship question on the 2020 Census questionnaire;
- 2. A White House memo excluding undocumented residents from the census count; and
- 3. U.S. Census Bureau operational adjustments due to COVID-19.

Questions about a person's citizenship status were ultimately never added to the 2020 Census questionnaire. Nevertheless, the federal administration's attempt to collect this data led to an atmosphere of distrust amongst California's hardest-to-count population, which is estimated to include over 2 million undocumented individuals. The Census Office's partners focused their work with trusted messengers to overcome this distrust and to assure people their responses were safe, regardless of their household members' citizenship status.

Culturally congruent messaging was developed to speak directly to this issue as litigation wound through the courts. Mis/disinformation tactics also addressed this through social media and earned media as a core message shared before, during, and even after the U.S. Supreme Court's ruling that effectively blocked a citizenship question. Similar tactics were employed by the Census Office and outreach partners when President Trump issued a memo in July 2020 seeking to exclude undocumented residents from the census count.



As referenced earlier, court rulings on the U.S. Census Bureau COVID-19 operational adjustments in the fall of 2020 required the Census Office to closely monitor and report developments to partners given the significant timeline fluctuations and abrupt changes. Flexibility and steadfast commitment from partners and the Census Office during the final enumeration period were critical to growing the Self-Response Rate as the time left to count households repeatedly extended and retracted, by weeks and sometimes by just days. See Appendix B for additional information on court decisions.



The Census Office scrambled to respond to challenges with adaptability and with the understanding it was necessary to consistently adjust operations and to reflect the current environment. To ensure the Campaign was relevant and sensitive to the challenges, the Census Office and partners infused messaging and imagery with census messaging and then layered in current topics such as COVID-19, social justice or wildfires. This approach ensured the information shared was relevant and up-to-date. Local regions adjusted their activities based on their understanding of the region and the local community. Many in-person activities shifted to virtual or were reimagined and delivered in new ways.







CALIFORNIA COMPLETE COUNT COMMITTEE

## **IN THIS SECTION:**

- California Complete Count Committee
- The Committee's Contributions



#### CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT CALIFORNIA COMPLETE COUNT COMMITTEE



### CALIFORNIA COMPLETE COUNT COMMITTEE

The California Complete Count Committee (Committee) was created to advise the Census Office in its efforts to encourage full participation and avoid an undercount in the 2020 Census. The Governor's <u>Executive Order B-49-18</u> established the Committee because of its successful role in past decennial censuses. The Governor appointed 23 of the 25-member Committee with the balance appointed by the Assembly Speaker and Senate President Pro Tem. The Committee met on a quarterly basis and submitted bi-annual reports to the Governor's Office. The reports specified proposed outreach activities, the implemented activities and the advisory recommendations for the 2020 Census.

The 2020 Committee's structure and role reflected lessons learned from previous decennial campaigns. As such, the Committee make-up incorporated diversity and reflected hard-to-count communities and sectors, including leaders from organizations representing business, government, higher education, labor, media, nonprofits, and policy and advocacy. A member list with biographies may be found at <a href="https://census.ca.gov/committee-members/">https://census.ca.gov/committee-members/</a>.

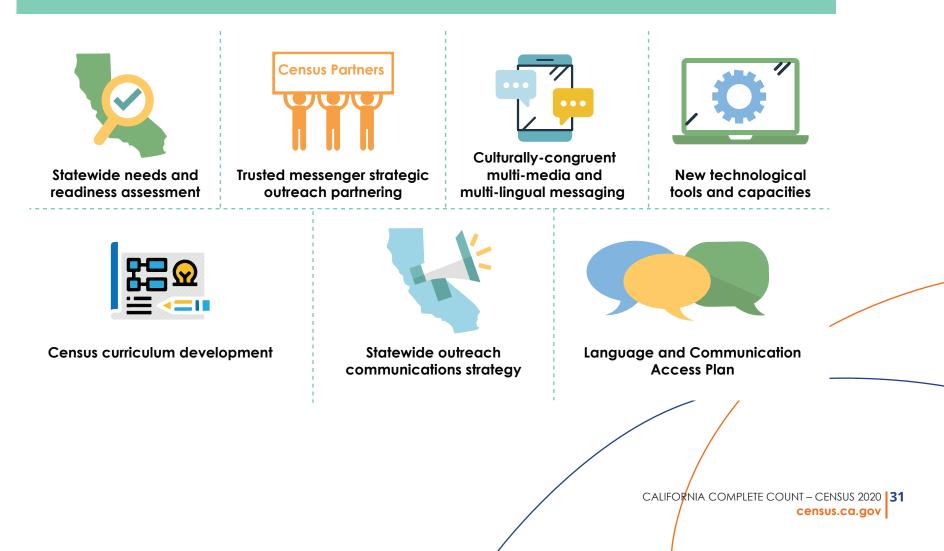
For the duration of the Committee's term, from April 2018 through March 2021, it was led by three different Governor-appointed Chairs.

- Dan Torres Director of Immigrant Integration, Governor's Office (term: April 2018 to October 2018)
- Marybel Batjer Secretary, California Government Operations Agency (term: November 2018 to April 2019)
- Alex Padilla California Secretary of State (term: May 2019 to March 2021)



By hosting <u>publicly accessible meetings</u>, the Committee provided an engagement forum for stakeholder and community member feedback and Census Office and U.S. Census Bureau updates. Committee members lent their experience, and understandings gleaned from their organizational affiliations to provide guidance and assistance to the Campaign.

#### The Committee focused its guidance and assistance efforts in these areas:





CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT CALIFORNIA COMPLETE COUNT COMMITTEE

The Committee formed working groups beginning in 2018 to provide insights that informed and supported the Campaign efforts in the following areas:

- Access and Outreach to ensure that all hard-to-count communities knew the importance of the census and to identify and mitigate barriers.
- Housing to ensure that all Californians living in unique housing or living situations were counted.
- **Content and Citizenship** | **Trust and Confidentiality** to build a high level of trust in the confidentiality of census information and encourage all Californians, regardless of immigration status, to complete their census form.

In 2019, the Committee adopted a strategic framework of quarterly goals:



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# THE COMMITTEE'S CONTRIBUTIONS

In addition to their statewide influence, all Committee members worked with their networks in their own Hard-to-Count census tracts to educate, motivate and activate the community and support census outreach. Some highlights of Committee outreach support include:

- **Tho Vinh Banh**, Disability Rights California, focused her work on being mindful of the multiple intersections of ethnicity and disability, in, for example, engaging Chinese-speaking families with children with developmental disabilities and Latinx who are blind or have low vision.
- **Kathleen Domingo**, with the Archdiocese of Los Angeles, and other Catholic archdioceses and dioceses, held webinars and in person promotional events; shared emails; utilized Catholic print, social and radio media; and organized question and answer sessions about census for hard-to-count communities.
- **Amy Fairweather**, Swords to Plowshares, conducted outreach to low income housing and unhoused populations, as well as the veteran community.
- Lisa Hershey, Housing California, served as the housing and homelessness leader for the Census Policy Advocacy Network (Network), and integrated census education and outreach into all the work of the Network.
- Regina Brown Wilson, California Black Media, worked to build coalitions engaging media partners, convened a roundtable of ethnic media on the Campaign, advocated writers to include census references across content areas and produced a report, Counting Black California, with block-level data on black communities to inform media buys.

## Highlights of Secretary Padilla's census outreach efforts through the Secretary of State's Office during his term as the California Complete Count Committee Chair included:

- Launched a California Census Challenge that encouraged 482 California cities and 58 counties to increase their Self-Response Rates.
- Led the Constitutional Officers Working Group and incorporated general census messages across his office's communications platforms. The Constitutional Officers shared messaging on social media, at events, and through other established means of communication to constituents.

Co-sponsored legislation establishing the <u>Census Bill of Rights and Responsibilities</u> (Assembly Bill 1563; Santiago).

The Complete Count Committee's <u>Final Report</u> provides additional details on their activities.























# ELECTED OFFICIALS



Elected officials at the federal, state and local levels served as key partners in the Campaign. Their participation was notable and proved invaluable to support statewide goals.

Looking back, elected official census participation in 2010 set the bar for 2020. Elected officials again provided essential early guidance on Campaign readiness and conducted their own outreach events. Though elected officials were not funded partners, these 2020 legislative partnerships were much larger in scale due to a tremendous increase in overall state funding for census outreach. The increased funding resulted in robust partner activities which provided ample opportunities for elected officials to support the Campaign.

In California, elected officials represent 120 state legislative offices, the 53-member California Congressional delegation and more than 4,000 local government offices. Elected officials were uniquely situated to identify, connect and engage with trusted messengers within every California community and their contributions supported the needs of their constituencies. By virtue of their elected official position, this makes them natural communication leaders.

An accurate census count is the foundation of this support as it determines funding, reapportionment and redistricting. By supporting the census, elected officials helped capture equitable federal funding distribution for their communities. Additionally, it ensures an accurate population data set for political representation when political boundaries are redrawn for congressional, state and local elected offices.

State, federal and local government officials provided leadership and engagement in many forms, detailed in this section.

# THE CALIFORNIA LEGISLATURE:

• Invested early to fund a Census Office to conduct outreach to hardest-tocount communities. This included multiple appropriations over four fiscal years amounting to a total of \$187.2 million in funding for the Campaign.





# **IN THIS SECTION:**

- Elected Officials Uplift Census
- Select Committees on the Census
- Role of Technology, Data and Analytics



In 2020, California's 40 state senators each represented approximately 930,000 Californians. CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT ELECTED OFFICIALS



- Provided for the oversight of public funds through the creation of census select committees and held informational hearings.
- Worked hand-in-hand, in 2017 and 2018, with the Census Office to establish foundational planning which included, among other efforts, launching the regional strategy and identifying key partners to invite to convenings.
- Assisted with early Campaign development and implementation during the first of three phases, the "Educate" phase, as the Census Office had minimal staff. With the assistance of State Legislative Capitol and district office staff, the Census Office was able to develop the 25 Statewide Readiness Assessment convenings held over a three-month period. These convenings were focused on early Campaign development to establish goals and create census outreach infrastructure. District offices identified locations for these convenings, participated in planning calls and identified potential district-specific community-based organizations for the Campaign's partner strategy. This feedback helped the Census Office to reach a broad pool of potential contractors.
- Through the active engagement of members of the Legislature, Senators and Assemblymembers conducted their own outreach events, including but not limited to, speaking engagements, virtual census townhalls as well as participating in Census Office outreach events.
- Directed, at the request of legislative leadership from the Offices of the Senate President Pro Tem and Assembly Speaker, Senate and Assembly communications staff to coordinate and amplify communication pieces from legislative offices to model after the Campaign. Their staff also received training in SwORD and user accounts to review Census Office partner activities and Self-Response Rate data.



CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT ELECTED OFFICIALS

 Participated in regular Census Office briefings with legislative leadership offices about Campaign developments, asking questions and receiving support to carry out early outreach efforts.

### **THE CONGRESSIONAL DELEGATION:**

- Participated in the Census Office regular virtual briefings with delegation staff and in monthly check-in phone calls with specific members. In March 2020, the Census Office leadership was invited to Washington D.C. to brief members and their staff.
- Wrote letters to the U.S. Department of Commerce and U.S. Census Bureau advocating on behalf of California's census needs.
- Conducted their own outreach activities in their districts based on Census Office-provided data. Activities included roundtables, virtual townhalls, car caravans, Get Out the Count Days, posting census messages on social media and phone banking.

# **LOCAL GOVERNMENT:**

- Served on local Complete Count Committees and coordinated directly with the regional Administrative Community-Based Organizations in local events.
- Through collaboration with the Census Office and statewide associations representing cities, counties, rural counties and special districts:
  - > Conducted informational briefings on Campaign developments via webinar, including a rural county webinar.

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- > Participated at regional forums and Implementation Plan Workshops.
- > Passed resolutions for local jurisdictions to declare or honor "Census Day" or "Census Week."
- > Published sample articles and messaging to include in association newsletters.
- > Posted on social media.



# SELECT COMMITTEES ON THE CENSUS

In 2018, the California Legislature created the Senate Select Committee on the 2020 U.S. Census, and the Assembly Select Committee on the Census (Committees). The Senate appointed co-chairs and the Assembly one chair to lead their memberships' efforts.

These Committees identified dedicated consultants to provide essential support. The consultants' primary role was to serve as liaisons between the Census Office and Committees to share the status of the Campaign and provide guidance. They attended Census Office weekly partner calls to keep informed of census efforts and empower legislative members to "plug into" or promote existing Census Office and partner outreach events. They also facilitated operational improvements with the U.S. Census Bureau and identified census-specific staff in each legislative office to be the point of contact for all census-related communications and activities.

Elected officials not only contributed to their own events but also aided the Census Office's charge to educate, motivate and activate the hardest-to-count households to complete the census by participating in the following ways:

- Radio and TV interviews
- Facebook Live streams of rallies and virtual townhalls
- In-person food giveaways
- Car and bicycle caravans
- Mailers
- Social media posts
- Phone and text banking program

In 2020, California's 80 state assembly members each represented approximately 475,000 Californians.

CALIFORNIA COMPLETE COUNT – CENSUS 2020 38 census.ca.gov

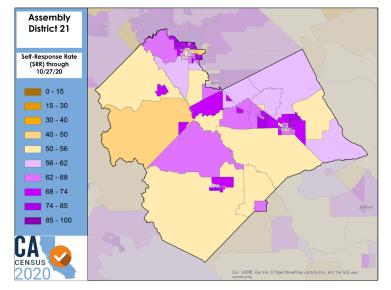
# ROLE OF TECHNOLOGY, DATA AND ANALYTICS

Because data drove much of the Campaign's decision-making, it was critical to share this information with elected officials to track the Campaign's overall progress and for their district offices to conduct targeted outreach in their districts. To track the Campaign's progress, a tremendous amount of data was provided to elected officials through SwORD.

The Census Office created a dedicated legislative SwORD "dashboard" to share the data with elected officials. Key legislative staff were granted access to SwORD. This real-time access allowed state elected officials to pull and analyze data to inform their activities. The Census Office operations project manager oversaw SwORD and Census Office data analytics.

Another key data resource was the Census 2020 Self-Response Rate Fact Sheet which contained district-specific information about census response rates as well as demographic, language





and Hard-to-Count characteristics.

# The Census

Office hosted a simple-to-use, online web portal where elected official staff could obtain a fact sheet and map providing the latest Self-Response Rate information, Hard-to-Count census tracts and demographic data to inform their outreach planning events. This resource was updated weekly. In addition to the fact sheets, the Census Office responded to numerous requests for specific data on low-performing census tracts used by district offices to conduct targeted outreach.

CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT ELECTED OFFICIALS



# RECOMMENDATION FOR 2030:

The Census Office should engage elected officials several fiscal years prior to the census launch to coordinate budget and policy needs. Continue to engage elected officials early with education to provide the solid foundation of the census to perform their own outreach.





# STATE AGENCY PARTNERSHIPS





State agencies and departments enhanced California's outreach efforts through their natural channels of communication with the public they serve. They brought credibility, maintained broad reach across California's hardest-to-count populations, geographies and sectors, and interacted as points of contact with members of diverse communities. State agencies were advocates for a complete count within their departments and with the public they serve.

California's state agency partnerships provided outreach uniquely tailored for each participating state agency and their internal departments. Their census outreach efforts nested into existing systems allowing each agency to share the important census message while providing programs and services to California's residents. Interactions often occurred while community members secured vital information, services and assistance. Census information was also shared with thousands of state employees, making the state agency partnerships that much more valuable.

Building off of the successful state agency efforts from the 2000 and 2010 decennial censuses, state agency outreach would prove vital and invaluable again in 2020 in reaching targeted hardest-to-count households. The 2020 Census sought to repeat that same success and once again leveraged existing agency, department, board, and commission resources and networks. The Governor's <u>Executive Order B-49-18</u> expressly stated outreach would include state agencies who are charged with identifying methods of outreach, providing resources and designating a point person for census activity. State agencies have a stake in supporting a complete count because their programs and services often directly rely on federal dollars secured through census data.

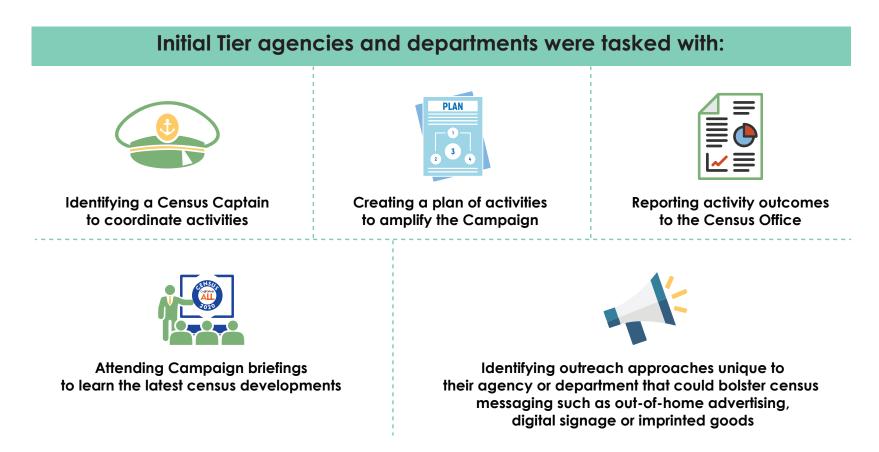
Thirty-five Initial Tier agencies and departments were identified by the Census Office because they had higher levels of reach into hardest-to-count communities. These designated agencies and departments were prioritized to establish outreach plans to integrate census messaging for each phase of the Campaign.

# **IN THIS SECTION:**

- State Agency Partnerships
- Leadership Influence
- Highlights of Campaign Contribution







The balance of agencies and departments not included in the Initial Tier were still very important for providing unified messaging statewide but may have had lesser contact with hardest-to-count communities or may not have been perceived as the appropriate messengers for census outreach. To view a full list of agencies, see Appendix C.

The Census Office regularly updated Census Captains with the latest communications toolkits and census information via email. Monthly meetings were held, hosted by the Governor's Office, to connect Census Captains with each other and to encourage support. The Governor's Office took an active role in supporting the Census Office's efforts to keep state agencies engaged in the census outreach effort. Census Captains and their designated colleagues were given access to the Partner Portal to ensure access to the latest Campaign materials.

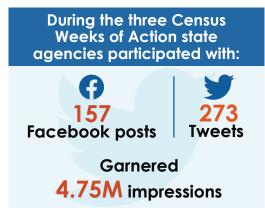




Even with agencies and departments focused on their own service-specific workload and competing demands to serve the public, the Census Office and state agency leadership still leveraged outreach by working together on creative solutions. The administration also impressed upon state agency leaders the critical nature of their direct contribution and support for census engagement at all levels within their organizational structure.



The Stay at Home Order required many state offices to cancel planned in-person events, Questionnaire Assistance Centers/ Kiosks and activities, which were primary tactics for their outreach. Even amid the challenges created by the COVID-19 pandemic, state agency leadership continued to use their influence to share the importance of the census. Efforts shifted from in-person activities to digital and other non-contact activities. Agency secretaries and department directors created videos highlighting the importance of the census and shared across social media platforms. Cabinet secretaries encouraged state employees to take a few minutes to complete the census.









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Examples of state agency support include:

#### DOR California Department of Rehabilitation 🥥

October 15 · 🛇

The disability community is counting on you!

The U.S. Census Bureau has announced they are ending the count today.

Go online by visiting my2020census.gov or m 844-330-2020.

#DisabilityCounts2020



THE CENSUS ENDS TODAY! The disability community is counting on you.

# **Social Media**

Agencies posted about the census regularly on their social media platforms.



# **Informational Materials**

Many agencies placed posters and informational materials in waiting areas, especially in buildings with public access, some with tear off slips to provide information to act.



# Website Presence

A census icon and link were placed in a prominent location on the homepage or landing page on state agency and department websites.

#### Complete the Simple, Fast 9 Question Census Today!

"The 2020 Census ensures our state and communities get their full share of future funding for housing, hospitals, schools, roads, workforce development, fire services and much more!" Secretary Lourdes Castro Ramírez



#### = Invest in California's future. :

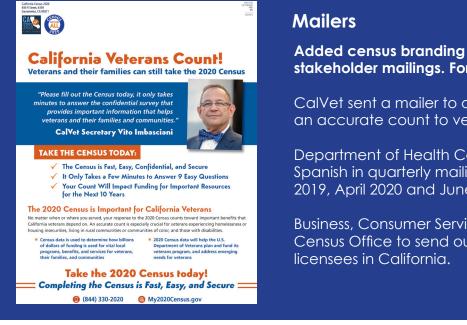
Your Participation will Impact Funding for Important Programs for the Next 10 Years. Everyone counts, regardless of background and immigration status. Your Census data is safe, secure, and confidential.

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# **Additional Outreach**

Added census branding or message inserts to existing customer and stakeholder mailings. For example:

CalVet sent a mailer to over 192,000 veterans highlighting the importance of an accurate count to veterans' services.

Department of Health Care Services included a flyer in both English and Spanish in quarterly mailings to 14 million Medi-Cal households in November 2019, April 2020 and June 2020.

Business, Consumer Services and Housing Agency collaborated with the Census Office to send out a census postcard to over 550,000 professional licensees in California.

Some state agencies provided census outreach support in unique ways to engage with their communities. For example:

- The California Lottery placed a census message on lottery tickets and lottery kiosk screens throughout the state.
- The Department of Motor Vehicles coordinated with the U.S. Census Bureau to host a pilot Mobile Questionnaire Assistance event at the South Sacramento field office.
- Many state agencies also:
  - > Included a census message while callers were on hold waiting for services.
  - > Added logos and verbiage to email signature lines.
  - > Integrated census messaging at events and presentations.
  - > Provided in-kind support through printing and design services, meeting space and other operational or administrative needs.
  - > Invited Census Office staff to present at meetings of boards, commissions, clients and grantees and to coordinate follow up with outreach partners.

CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT STATE AGENCY PARTNERSHIPS



# **Recommendation for 2030:**

The Executive Order for future censuses should provide more detailed direction on the role of state agencies. Specifically, the Census Office staff should include a designee to work with state agencies to support state agency efforts.

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THE PARTNERS



# PARTNERS WORKING TOGETHER TO ACHIEVE RESULTS

The Census Office created an ecosystem, with interconnected partners at both the regional and statewide levels, to deliver results. **California's investment in partners** 



resulted in reaching hard-to-count communities. This section describes the partners' customized outreach, provides diverse approach and outcome examples and showcases their rich knowledge of geographic areas or hard-to-count communities. Within the ecosystem, voices and actions of multiple stakeholders helped to shape the Campaign and implement a multitude of strategies and tactics for outreach. These stakeholders included elected officials, contracted partners, local community members, foundations and advocacy groups. Of paramount importance to Campaign success was the collaboration with the U.S. Census Bureau.

The ecosystem created a forum for partners to leverage their strengths and resources, empowering them to rely on each other to permeate the hardest-to-count communities with census messaging. This environment brought down silos and connected partners, igniting collaboration and synergy.

The Census Office and its partners were aware a "one size fits all" outreach approach would not work. It was understood some tactics may work across many communities, while other communities require tailored messaging and outreach approaches. Custom outreach tactics were grounded in the understanding of the characteristics, geography, culture and language of each community. For example, in urban areas an effective approach utilized digital ads, phone banking and text programs. However, in rural areas, local newspaper ads, utility bill inserts and out-of-home advertising worked well. These tactics when coupled with early census education, such as canvassing to communities rarely reached, prepared and motivated these households to respond.

As mentioned in earlier sections, the 2020 Census faced unprecedented challenges. The Census Office and partners faced those challenges with creativity, resiliency and flexibility. They left no stone unturned, developed workarounds and supported each other to ensure the hardest-to-count were reached.

# **IN THIS SECTION:**

- Partners Working Together to Achieve Results
- The Ecosystem of Partners
- Partner Activity Timeline



# THE ECOSYSTEM OF PARTNERS

The ecosystem included partners focused by their geographic areas and on reaching specific demographic populations. Partners targeted their efforts to populations least likely to respond, commonly referred to as hard-to-count or hard-toreach and vulnerable populations. To deliver coordinated outreach across the state, the following partner categories were established for outreach contracts and fundina:



These partners strengthened and deepened their impact through their collective and coordinated action. Partnerships leveraged existing networks, relationships and infrastructure and delivered effective on-the-ground and virtual outreach. Administrative Community-Based Organizations served as fiscal agents and were responsible for directing outreach in 11 counties.



### **CALIFORNIA COMPLETE COUNT – CENSUS 2020 PARTNERS:**

A full list of partners may be found in Appendix D.

#### Statewide outreach efforts had a three-pronged focus:

Locally and regionally on **WHERE** the most difficult areas to enumerate were located as guided by data from the state's unique California Hard-to-Count Index (CA-HTC Index).

Demographic populations - the 15 vulnerable populations identified - WHO are least likely to respond.

Analyzed **HOW** to reach them – through trusted messengers, service providers, cultural and faith-based organizations, employers and other outreach partners who have existing relationships, networks and infrastructure to work with these populations.

#### **REGIONAL PARTNERS:**

The regional approach included both Administrative Community-Based Organizations and counties.

#### Administrative Community-Based Organizations

anchored each region and brought administrative capacity and experience to manage subcontractors and organize a robust outreach campaign throughout an entire region. They were encouraged to subcontract or partner with local community-based organizations who are trusted messengers with their own networks and relationships to reach vulnerable populations. Many also sub-contracted with local communications and media firms.

#### **Counties**

contributed administrative and accountability structures to meet requirements for state funding and leveraged relationships with vulnerable populations through their existing on-the-ground activities, such as provision of health services, social services and at libraries to encourage households to respond to the census. They coordinated with cities and other municipalities, elected officials, community-based organizations, and local media, as well as within their own county government structures.



#### STATEWIDE PARTNERS:

Statewide outreach efforts complemented the regional efforts and focused on hard-to-count and hard-to-reach populations. Together, these partners provided a valuable overlay to the outreach ecosystem:

#### Statewide Community-Based Organizations

targeted and provided resources for one or more of the 15 hard-to-count, hard-to-reach populations identified as needing focused outreach and messaging.

#### > Education Sector

included the County Offices of Education and higher education institutions to reach students and their families.

#### Sector Focused Organizations

targeted their statewide outreach on sectors, specifically health, rural, business, labor and faith-based organizations. This non-traditional approach integrated public and private entities.

#### Native American/Alaska Native and Tribal Nations and Native Communities

utilized their networks and infrastructure to provide outreach to tribal governments and American Indian and Alaska Native communities in rural and urban areas.





The following provides samples of outreach work for each partner category sharing the unique approaches implemented to reach the hard-to-count and hard-to-reach communities.

#### Administrative Community-Based Organizations



The United Way of San Diego's Count Me 2020 Coalition implemented a collaborative model with 40 community-based organizations to ensure trusted messengers are at the crux of outreach efforts for the hard-to-count communities in San Diego and Imperial counties. From the beginning of their work, they understood the nature of their community outreach could not be transactional. Once COVID-19 hit, they also needed to address the fact many of their community members had been impacted economically and emotionally. New activities were established to meet urgent emerging needs. Coalition partners integrated strategies for census outreach in their emergency services and moved to digital outreach. Exceeding the final 2010 Self-Response Rates was attributed to the coming together of the Count Me 2020 Coalition and partnerships with San Diego Association of Governments and Imperial County. These partnerships supported the development of aligned messaging and the opportunity for trusted messengers to outreach in the importance of completing the census. (See the interview with Arcela Nuñez-Alvarez on trusted messengers.)

The success of the Sacramento County Complete Count Committee, established October 2018, rested upon the implementation of a variety of strategies and tactics, as well as maintaining strong collaboration across multi-sector partners and vulnerable community members. Their early start fostered a strong, deep collaboration and a nimbleness built out of trust and familiarity among partners. By the spring and summer of 2020, the Committee developed the foundation necessary to revise strategies to achieve the goal of counting the hard-to-count households. The Committee was comprised of 33 subcommittees representing both government and community stakeholders, which conducted outreach in 34 different hard-to-count communities in at least 13 languages. One collaborative key core value was to operate from a focal point of community-centeredness and therefore, the outreach was conducted by community-based organizations who had the trusted relationships and knowledge of the community. Working with the Sacramento Region Community Foundation and their consultant, Everyday Impact Consulting, the census stakeholders created a Complete Count Committee structure representing hard-to-count communities and balanced the perspectives of government and community organizations in a way that supported one another.

#### **County Partners**





#### STATEWIDE COMMUNITY-BASED ORGANIZATIONS



California Calls' project, the California Black Census and Redistricting Hub, was a network of over 30 Black-led and Black-serving organizations across the state focused on maximizina participation in the 2020 Census. Their "My Black Counts" campaign used a multi-pronged approach incorporating data-driven tactics, including training, strategic communications and grassroots organizing. Lanae Norwood, the census project manager, reflected, "We began our work by deploying in-person help through doorto-door canvassing in the hardestto-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 peerto-peer conversations became interactive digital forums."

#### SECTOR-FOCUSED ORGANIZATIONS



ReadyNation, Council for a Strong America developed a statewide business engagement initiative targeting regional business associations, ethnic chambers and state agencies. One of their successes was working closely with smallbusiness owners as census champions in Los Angeles. Starting with a toolkit, they found small and micro-business owners responded better to community and person-centered messaging about the improvement of auality of life, rather than about data improving their businesses. Five census champions were featured in videos and social media to encourage their peers to spread the census message.

#### **EDUCATION SECTOR**



Monterey County Office of Education 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 campaign. To this day, the youth leaders continue to promote youth civic engagement and service learning. 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 and car caravans. They also participated in Radio Bilingüe interviews in Spanish. Throughout the campaign, they used data to track their county's Self-Response Rate. In the last push for the census count, the North County Census team helped complete at least 91 census questionnaires in Castroville.



#### NATIVE AMERICAN/ALASKA NATIVE AND TRIBAL NATIONS AND NATIVE COMMUNITIES



ND I COUNT

WWW.CANATIVEVOTE.ORG

The Census Office used a unique and innovative model to conduct outreach to tribal governments, and American Indian and Alaska Native communities in rural and urban areas. This community approach ensured voices and strengths of the American Indian and Alaska Native communities were the focal point of planning and implementation, starting with tribal government consultations in 2018. Through these consultations, the Census Office learned these populations lived in not only remote and rural areas, but in urban cities like Los Angeles. The Census Office also learned how systemic barriers, such as limited access to broadband, the sense of disenfranchisement and mistrust of government affected tribal census participation.

The Census Office made funding available to 110 federally recognized tribes to conduct outreach to their local communities and members. Of these, the State entered into agreements with 33 tribal governments. The California Indian Manpower Consortium, Inc. (CIMC) formally invited and provided census outreach support to 80 California tribes. In addition, they also collaborated with the California Native Vote Project for statewide outreach to American Indian and Alaska Native communities.



#NativePeopleCountCA #2020Census

To complement these efforts, the Native People Count California implemented a

tribal media outreach campaign designed to increase census visibility across California and within the American Indian and Alaska Native community nationwide. It became the go-to resource for Native-specific materials and held the first and only in-person large campaign kick-off, before the pandemic Stay at Home Order went into effect.

Census Office outreach was led by the Tribal Affairs Specialist and guided by the Governor's Office of the Tribal Advisor. The U.S. Census Bureau Tribal Partnership Specialists helped navigate census operational adjustments during the Stay at Home Order.



One of the success stories is from the Yurok Tribe whose local groups hosted dinners with census bingo games. In its final report, the Yurok Tribe stated:

"The Yurok Reservation is in remote Northern California, starting at the mouth of the Klamath River and up 40 miles. There is no road connecting one end of the reservation to the other. Because of geographical challenges we have multiple communities, limited transportation and services, and some parts of the reservation still without power, internet or cell service. **Yet, despite these challenges the Yurok Complete Count Committee was able to have 100% count on the reservation.** We are thankful for the funding from the State as without these funds, we wouldn't have been able to reach the people in the communities the way we did. The Northern California Indian Development Council, a partner of California Indian Manpower, California Native Vote Project, Yurok Education, Yurok Elders program, the schools and artists in the area were great supporters of our outreach."





The following provides a high-level summary of Campaign phases and the associated activities related to partner outreach. These phases and activities were common across all 10 regions.

In the years leading up to the 2020 Census, statewide and national census advocacy organizations raised awareness among state leadership and philanthropy. Their early advocacy and expertise positioned California with critical insight informing the Campaign prior to its launch.



## CONVENE, COLLABORATE AND CAPACITY BUILD: 2018 - 2019

During the summer of 2018, the Census Office sponsored 23 readiness assessment convenings across California to activate the participation of community leaders. Foundations played integral parts in bringing together the early champions for census outreach efforts in their regions. In addition, elected officials were involved in the region's readiness assessment planning. These convenings, which drew more than 1,500 local leaders, also served to jump-start the formation of Local Complete Count Committees.

In this same timeframe, the Census Office began sharing information about census partnering opportunities, including a Request for Information (RFI) process and the anticipated role of the regional Administrative Community-Based Organizations. Information was shared through the statewide readiness assessment convenings, the League of California Community Foundations and other prospective Administrative Community-Based Organizations. The Census Office identified organizations who had experience reaching the hard-to-count communities, connected assets on the ground and encouraged early collaboration among potential applicants.

For the next several months, from late 2018 through early 2019, the Census Office extended its collaboration to counties, Administrative Community-Based Organizations, statewide organizations and sectors.

In November of 2018, a letter was sent to County Boards of Supervisors inviting all counties to apply for 2020 Census outreach contracts to coordinate outreach in their respective counties.

In December of 2018 and January 2019, the Census Office released Requests for Proposals (RFPs) for Administrative Community-Based Organizations and statewide organizations to solicit responses from qualified organizations to provide outreach services.

Contract awards were made in March 2019. Sector and statewide contracts were entered on a rolling basis as the Census Office assessed outreach needs and who could fulfill these roles.

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## EDUCATE AND MOTIVATE: JANUARY - DECEMBER 2019

The Census Office partnered with Administrative Community-Based Organizations and county partners to work with Local Complete Count Committees to engage with community organizations, school districts, cities, colleges, county departments, elected officials and local businesses to provide census education.

In May of 2019, the Language and Communication Access Plan was finalized with public input. The plan development also educated stakeholders on the importance of providing language and communication access that is linguistically and culturally appropriate.

From June through the fall of 2019, the Census Office coordinated with local and regional stakeholders to organize 16 Implementation Plan Workshops across the state. These included a public session with elected officials and a workshop with Census Office staff and partners to educate and motivate all to further prepare for the Activate phase.

During the Educate and Motivate phase, partners started their work with staff and



volunteer trainings and then began to participate at community events and through in-person activities to raise census awareness.

>Educate.
>Motivate.
>Activate.



**Census Kick-Off Event** 

On April 2, 2019, state leaders, key advocates and community members highlighted California's efforts to ensure a complete and accurate census count one year prior to Census Day 2020.



### **ACTIVATE: JANUARY – OCTOBER 2020**

To support collaboration and coordination of the campaign, the Census Office and the California Community Foundation hosted a convening of all contracted outreach partners on February 24 and 25 in Sacramento. This convening represented the first time all contracted partners were brought together as they prepared to transition from planning into full implementation. Over 200 individuals participated in person and via webcast, representing 72% of all contracted partners across diverse sectors and regions.



During this timeframe, partners also trained outreach workers and census ambassadors, invested in Questionnaire Assistance Centers and Kiosk infrastructure and developed localized messaging and materials for canvassing, mailings and events. They used SwORD and other tools to ensure their efforts were data-driven.



With the arrival of COVID-19, partners were forced to rethink their outreach approach and required them to adapt to an environment no longer appropriate to their planned in-person outreach. Much of their long and carefully planned activities became obsolete. Partners quickly pivoted to sharing the census message through phone and text banking, food banks, school sites and digital and virtual engagements.



Partners monitored the household response data through SwORD and other means to determine how and where to focus their activities. For example, some partners used data to strategically target phone banking and canvassing efforts in low-response tracts. During the Nonresponse Followup Phase, this taraeting became more complicated because the U.S. Census Bureau Nonresponse Followup data (e.g. responses received from U.S. Census Bureau enumerators which are separate from Self-Response Rates) was not available to analyze and guide decision making. During this time, the Census Office increased local coordination with the U.S. Census Bureau to identify the most effective way to encourage responses.



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# QUESTIONNAIRE ASSISTANCE

To make completing the census form accessible, easy and expedient, the partners provided and publicized safe and accessible locations for the community to take the census. These public sites offered online and phone access with in-language information. Partners invested significant time and resources to plan these physical locations known as Questionnaire Assistance Centers and Questionnaire Assistance Kiosks (see descriptions below) planned at government offices, libraries, senior centers, local schools and WIC Centers. The Census Office invested in partner-vetted translations and print materials in over 13 languages for these locations, with partners providing additional language support per the Language and Communication Access Plan. Partners thoughtfully, using evidence-based data, planned for 2,300 Questionnaire Assistance Centers and Questionnaire Assistance Kiosks. Eighty-three percent were located within 2 miles of hardest-to-count census tracts (CA-HTC Index ≥57) and 76% within 2 miles of the very hardest-to-count tracts (CA-HTC Index  $\geq 69$ ).

#### Questionnaire Assistance Center:

A physical location staffed with trained and linguistically competent individuals who could answer questions about how to complete the census questionnaire in-person, online or over the phone. Each Questionnaire Assistance Center provided a device connected to a secure Wi-Fi network and allowed for confidential data input. Questionnaire Assistance Centers were accessible to those with specific language or accessibility needs.

#### Questionnaire Assistance Kiosk:

A stand-alone, unstaffed kiosk providing confidential online methods for the public to complete the census form through a device connected to a secure Wi-Fi.

Despite the best planning efforts, unfortunately because of health and safety constraints, most locations were unable to operate on a regular basis and at the scale initially planned. Some partners were able to conduct limited activities instead, while adhering to social distancing audelines. With steady resilience, some partners combined assistance:

With essential services, for example food banks, ethnic and neighborhood stores, farmers markets or school sites.

At pop-up events at places where the community members frequented.

Through how-to videos, live social media, hotline support and virtual support.

Car caravan or outdoor event driving people to U.S. Census Bureau mobile auestionnaire assistance centers.

By incorporating census assistance with personal protective equipment distribution at places such as the farm fields or food distribution site.



### ASSESS AND REPORT: OCTOBER 2020 - MAY 2021

Between October 2020 and May 2021, contracted partners submitted final reports including an outreach effort assessment, lessons learned, good practices and recommendations to inform future census outreach efforts locally and across California. Also, during this time the Census Office prepared reports and summaries for outreach efforts.

# STRATEGIC OUTREACH

In June 2019, California Census Office partners presented strategic plans combining in-person outreach through canvassing, local festivals and stand-alone or mobile questionnaire assistance centers. Activities were designed to take place in neighborhoods and at locations where people gather, such as places of worship and libraries. In March 2020, with the start of the COVID-19 pandemic, partners quickly pivoted their outreach approaches to eliminate in-person contact. Partners switched to phone and text banking programs, literature/information drop off at food banks and school sites and digital and virtual engagement.

Partners' multi-pronged and data-driven campaigns targeted households in hardest-to-count census tracts. The activities intersected and built on other activities and media tactics. The successes and challenges varied widely by geography and demographics and U.S. Census Bureau activities, as well as the ability to pivot tactics and timelines during the pandemic.

Five key strategic outreach approaches common to partners are described in the following pages. An illustration from partners' reports is also provided but is not intended to be the only good practice example. Many partners spoke of the lasting relationships built and how these connections will contribute to other civic engagement activities. The sentiment from Mendocino County is echoed in many of the partners' final reports.

"Perhaps more importantly, county-wide census outreach activated a network of engaged individuals throughout the area who were dedicated to helping achieve a complete count. Countywide collaboration was an essential component to the success of the Mendocino Complete Count Committee's outreach strategies. Collaboration with local champions between and amongst hard-to-count areas was vital to touching the furthermost areas of the extremely large, rural county and created a sense of collective community purpose. This created connections that will outlast the 2020 Census project and bring the communities of Mendocino County closer together for years to come."

- Julie Beardsley, Mendocino County



# **5 KEY OUTREACH APPROACHES**



# 1. Collaborated through an ecosystem of partners and stakeholders

Partners collaborated through local, regional and statewide networks to collectively organize outreach relevant to their communities.



# 3. Conducted early census education and capacity building

Raising census awareness at least a year before the official Census Day built a solid foundation for the extended campaign during the COVID-19 pandemic. The early start strengthened organizational capacity and individual knowledge and skills for census outreach.



# 2. Used data-driven analysis to identify and target census tracts

Data was key to deciding where to target outreach activities, especially during the last push to increase response rates.



#### 4. Engaged trusted messengers and influencers

<sup>1</sup> Trusted messengers served as credible sources of information to motivate and activate community members to take the census.



#### 5. Committed to language and communication access

The Language and Communication Access Plan aimed to ensure language and communication access is linguistically and culturally appropriate and provides equal and meaningful access to California's vulnerable populations. Partners went beyond their requirements to create inclusive approaches that were responsive and reflective of the diversity of the California population.

#### **Trusted Messengers**

- People, organizations and institutions with a high level of trust among local communities
- Reflect the language and culture of the community
- Nurture a culture of trust, engagement, buy-in and civic participation
- Are sought after for information and resources
- Reduce the risk of feeling discouraged or afraid of participating in the census

#### **Role of Trusted Messengers**

- Acknowledge uncertainties and doubts
- Provide transparent and accurate information about the census
- Provide space in the community to educate and activate
- Assist people who have difficulty completing the census form

(Source: Arcela Nuñez-Alvarez, Ph.D.)



The following stories illustrate these approaches used by partners.

### WE COUNT LOS ANGELES CAMPAIGN



"With a structure that supported us from the very beginning through the end, the We Count LA campaign stood strong in the face of the challenges we experienced from the onset and the ones we met along the way."

The California Community Foundation (CCF) started with a deep research and discovery process to understand the communities they needed to reach, the landscape of demographic factors, stakeholders, barriers and opportunities. They created a centrally driven, regionally coordinated We Count LA infrastructure and engaged a wide range of organizations to carry out the campaign. At the heart of the We Count LA infrastructure was the community represented by a coalition of 115 community-based organizations that engaged directly with hard-tocount audiences in places where they work and worship. Regional outreach and data coordination would streamline response to trends from local efforts through regional census collaboratives. A centralized campaign team ensured surround-sound communications across Los Angeles County. Communication efforts were powered by data and insights from local canvassing efforts and

included earned and hyper-local paid media, digital engagement, capacity building for local groups and tailored communication tools.

Before making a strategic pivot during the COVID-19 pandemic, the team hosted a virtual town hall with community partners. As a result of the feedback, We Count LA conducted capacity training workshops and developed new tools for virtual outreach, allowing each partner to leverage their digital tactics to reach their communities. As the pandemic's impact increased in hard-to-count areas, community-based organization partners faced challenges with internal capacity and meeting the emerging needs of the communities they served. The We Count LA team supported the partners' outreach efforts of census caravans and phone banking by augmenting the paid media advertisements targeting the lowresponding census tracts.



# FRESNO COUNTY'S DEMOGRAPHIC AND GEOGRAPHIC HUBS



Fresno County's strategy established and supported geographic and demographic "hubs" of outreach consistent with designated census tracts and populations as Hard-to-Count. Due to Fresno County's size and funding constraints, they targeted hardest-tocount census tracts which were also contiguous with the service areas of county-funded Neighborhood Resource Centers. By leveraging existing contracts and completing a competitive procurement process, the County established10 geographic and seven demographic hubs. Along with the Administrative Community-Based Organization's funding to local organizations, this created a vast network of trusted people and agencies committed to census outreach. This network leveraged a media campaign through local media vendors targeting ethnically diverse

populations considered hard-to-count. In the last month, a text messaging campaign to 45,000 cell phone numbers generated a 13% response rate with 79% of respondents reporting they had completed the census.

Fresno County's partnership with the geographic hubs resulted in 29 out of 77 targeted census tracts exceeding the final 2010 Self-Response Rates. The full impact of these demographic hubs will be realized when final Census 2020 results are released. The overall Fresno County Self-Response Rate exceeded 2010, despite the pandemic, and suggests the County's demographic outreach and local media campaign was effective.



#### **MEETING PEOPLE WHERE THEY ARE**



California Rural Legal Assistance (CRLA) census community workers outreached to farmworkers, considered essential workers, during the COVID-19 pandemic. They spoke to them in the farm fields, provided 34,600 masks with census branding and participated in 27 census caravans. For those facing food insecurity, they partnered with Catholic Charities, local schools and food pantries to place census materials in food boxes and blasted census PSAs and music at 34 drive-up events. Community workers provided support to Indigenous clients by walking them through CRLA census videos in their native languages.

CRLA prioritized outreach efforts toward tracts with the lowest Self-Response Rate and traced the immediate impact of their door hangers and canvassing. The 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, the organization 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.

CRLA's Director of Language Access worked with certified interpreters to film 2020 Census walk-through videos in multiple Indigenous language variants and translated Census 101 brochures into Spanish, Arabic, Punjabi and Tagalog. The translations were done in common vernacular language and avoided highly technical terms to make materials easier to comprehend for the reader.



# INVESTING EARLY IN CENSUS EDUCATION AND PLANNING



Region 4 Administrative Community-Based Organization Cuenta Conmigo's campaign invested in canvassing and phone banking during the early education phase, which was critical to successfully reaching their census outreach goals. Seven out of 10 counties in Region 4 exceeded their 2010 benchmark.

In July 2019, the Cuenta Conmigo partnership began live-call outreach to residents in all ten Region 4 counties. In October 2019 they canvassed door-to-door engaging families. Early testing resulted in adjustment to scripts and print collateral. The purpose of this early outreach was to initiate census conversations to:

- Build a foundation of trust between partner organizations and hard-to-count residents
- Validate and clean-up missing or incorrect data
- Test census messages and initial willingness of hard-to-count residents to participate so later iterations of outreach could be fine-tuned

The response from the early education efforts were positive, with 90% of households indicating they intended to complete the census. Of these, the reasons given were because they deemed it important, it was their civic duty, or they had participated previously. Of those who were unlikely or unsure if they would respond to the census, the majority expressed a desire for more information and unfamiliarity with the census or its purpose.

As a result of their early and consistent education efforts, Cuenta Conmigo local partners far exceeded their census outreach goals. They contacted 312,015 individuals over a period of 15 months, between July 2019 through October 15, 2020. 174,058 contacts shared they would complete their census forms. These activities were combined with multi-lingual videos and collateral, news publications and partnering with local businesses.

Their efforts in Alpine, Amador, Calaveras, Stanislaus and Tuolumne counties resulted in a 2020 Self-Response Rate 4 percentage points or more above 2010. Merced and San Joaquin counties achieved increases of 3 percentage points and 2.6 percentage points respectively. Only Madera, Mariposa and Mono counties did not meet their final 2010 Self-Response Rates.

# **MY BLACK COUNTS: PIVOTING WITH TRUSTED MESSENGERS**



The aim of the California Call's Black Census Hub's was to facilitate public education on the census and utilize training, mass outreach and communications to encourage hard-to-count Black communities to complete the census. They did this through coalition building, capacity building, policy advocacy and strategic communications. Their strategy was research-based and data-oriented and at the same time, with the COVID-19 pandemic and racial justice movement, they were able to adapt their tactics and messaging and secure high profile trusted messengers.

"The pandemic and political uprising against anti-Black racism both had a disproportionate impact on our Black communities. The Hub seized this confluence of issues to center the importance of census funding as a tool to ensure an equitable recovery from the pandemic and to reimagine public safety and invest in community services. We uplifted this through powerful social media advertising, media stories and events.

Like all our coalition members, the Los Angeles Community Action Network (LA CAN) had to pivot its priorities and day-to-day responsibilities when COVID-19 hit to better serve the immediate and often life-or-death needs of our houseless neighbors who are disproportionately Black. The organization partnered with local nonprofits and volunteers to kick its mutual aid program into high gear. At the same time, LA CAN needed to ensure a complete count of one of our most undercounted communities--our houseless neighbors. To meet their related needs, which include access to services and aid as well as representation in the U.S. Census, LA CAN included My Black Counts' educational materials in all its mutual aid support bags for houseless community." - from California Call's Final Report



# LANGUAGE AND COMMUNICATION ACCESS PLAN

Lar Com

The Census Office far exceeded language access requirements for conducting outreach. Not only did the Census Office require contracted partners to conduct outreach in English and Spanish statewide, it developed a highly ambitious Language and Communication Access Plan (referred hereafter as LACAP) that covered an estimated 91% of the statewide Limited English Proficient population in their native languages.

anguage and mmunication Access Plan	Why language and communication access is so important Providing language and communication access to Limited English Proficient (LEP) individuals and people with disabilities is critical to successful communication. With California's diverse population, language and communication access was a high priority for the Census Office and its partners and resulted in the development of the LACAP. 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 provided a list of languages and language groups required by geographic area and required partners to provide accessible and in-language formats and activities. See LACAP (May 17, 2019) for details on requirements.
	Partners went beyond LACAP's requirements to focus not just on translations, but also implemented innovative approaches through trusted messengers who served as a bridge to the community. The illustration below highlights three guiding principles: Work Grounded in Values, Work Centered in a Collaborative Ecosystem and Blended Cultural and Linguistic Approaches. Together, these examples present an overview of partner commitments to ensure information was accessible to all. In collaboration with trusted messengers and ethnic media, they worked to ensure activities and messaging were culturally responsive so community members could understand the importance of taking the census.



### WHY LANGUAGE AND COMMUNICATION ACCESS IS SO IMPORTANT (continued)

Grounded in Values

C

United Way of the Bay Area saw language not only as an access issue, but an inclusion issue. Having the right message was important, but having the right messengers was just as important. Outreach materials were available in 18 languages. Language support was a primary metric for the selection of their grantees, resulting in outreach in 68 languages. Sacramento Region Community Foundation adopted a Language Justice Plan honoring language and culture as human rights and sought to alter institutions to provide space for full participation. The approach ensured diverse voices of the region were well-represented in co-creating and implementing strategies and tactics for outreach.

and toolkits.

Centered in a Collaborative Ecosystem	OC Charitable Ventures partnered with 100 organizations to provide in- language access in 23 languages. Townhalls were in English, Spanish and Vietnamese.	In San Diego, the Refugee Census Hub reached households in 31 languages through phone banking, mailings, webinars and events by 15 organizations.	CAIR coordinated 70+ organizations to reach MENA communities in Arabic, Armenian, English, Farsi, Dari, Pashto, Somali, Spanish and Urdu.	AAAJ and EPIC's culturally and linguistically relevant outreach materials in 20 Asian languages and 8 Pacific Islander languages were available to all partners.	NALEO's statewide network of elected officials, CBOs, foundations, municipalities, schools, faith based organizations, labor and media expanded their
	ana vietnamese.	organizations.			



lended ral and nguistic baches	CNC-EF's Cuenta Conmigo campaign canvassers and partners used eight multilingual videos to emphasize the connection between census and key issues.	Sacramento's subcommittee on people with disabilities trained others how to ensure accessible outreach.	DREDF's videos in ASL, Spanish and English explained the census. CFILC partners, Independent Living Centers, served on local committees to ensure access for people with disabilities.	CRLA and MICOP reached out in Indigenous languages by going to farm fields and using video, radio, theater and traditional music in partnership with Monterey & Ventura Counties where farmworkers reside.
	Census Inland Empire designed an accessible website and materials and reached out to organizations to integrate messaging into wellness checks for people with disabilities.	During the Stay at Home Order, CHIRLA's outreach transitioned to virtual presentations, phone banking, hotlines, emails and Spanish episodes of CHIRLA en Tu Casa on Facebook Live.	Mendocino County created multilingual PSAs to air across multiple stations with trusted messengers and locally elected officials leading up to Census Day.	We Count LA used a social media campaign and partners to reach people in 33+ languages. Paid ethnic media included 12 Chinese and Korean language TV stations, Univision for Spanish, etc.
	Quechan Indian Tribe Senior Centers made a PSA in the Quechan language to encourage their elders to participate.	Fresno County coordinated with trusted messengers for TV and radio interviews in Punjabi, Hmong and Spanish.	Contra Costa County's website featured eight languages, including ASL, contributing to a sense of inclusion and easy access to information.	In Alameda County, community-based organizations produced materials and videos in spoken languages in which translation services were less effective.

#### Acronym key for Language and Communication Access visual above

- AAAJ-LA Asian Americans Advancing Justice Los Angeles
- ASL American Sign Language

Ble Culture Ling Approe

- CAIR-CA Council on American-Islamic Relations California
- CBO Community-based organizations
- CFILC California Foundation for Independent Living Centers
- CHIRLA The Coalition for Humane Immigrant Rights
- CNC EF Communities for a New California Educational Fund
- CRLA California Rural Legal Assistance, Inc.
- DREDF Disability Rights Education and Defense Fund
- EPIC Empowering Pacific Islander Communities
- MENA Middle East and North Africa
- MICOP Mixteco Indigena Community Organizing Project
- NALEO Educational Fund National Association of Latino Elected and Appointed Officials Educational Fund
- PSA Public service announcement



#### PARTNER EXPERIENCES



#### **AN INTERVIEW WITH PLACER COUNTS**

An interview with Nikki Streegan, Senior Planner, Placer County Community Development Resources Agency with Emilio Vaca, Deputy Director of Outreach, California Complete Count – Census 2020.

**Emilio:** Nikki, we are interested in hearing the perspective of a rural county about some of your lessons learned. What worked well?

**Nikki:** Overall Placer County exceeded the 2010 response- rate by over five percentage points (Self-Response Rate of 72.7%.) However, there were a few hardest-to-count census tracts targeted for outreach that did not reach their final 2010 Self-Response Rates.

With the Placer Community Foundation, we convened the Placer Counts Coalition and included other groups such as Placer First 5, Nevada County and the Tahoe Truckee Community Collaborative.

Over the course of implementation, Placer County made a \$113,300 investment in canvassing and phone banking. Starting as early as November and December 2019, Communities for a New California Education Fund surveyed residents to identify barriers to participation and the most effective messages to address these barriers. They reached over 30,000 residents and contacted 4,882, a 16% penetration rate. Between December and March, Placer County contracted with Evangelista Community Relations to implement a two-phase effort to educate and motivate residents in hard-to-count census tracts. They knocked on 9,000 doors and spoke to 2,065 households (23%). After April 1, we entered the second phase using a "rapid response" tactic to support phone banking and canvassing within the areas of the county with the lowest reporting response rates. Out of over 100,000 calls, there were 9,028 contacts (9%) and patched 285 households to the U.S. Census Bureau phone line. These efforts were combined with messages through the business community, paid advertisements and advertisements on Spanish, English and Punjabi radio.

We learned nothing replaces in-person contact and the connections made when speaking in person. The U.S. Census Bureau's mobile questionnaire assistance center locations changed and did not reach our low responding census tracts.

Emilio: What are some lessons learned?

#### Nikki:

**Lesson number 1:** Dedicated county staff and a Geographic Information System analyst are critical, as well as starting early.

**Lesson number 2:** With limited resources, it was important to pool funding so that funds were spent in respective areas of expertise and with transparency.

**Lesson number 3:** A strategic plan is critical to the outreach effort to focus efforts to historically undercounted census tracts.

**Lesson number 4:** An early investment in surveying through phone banking and canvassing to improve census messaging.

**Lesson number 5:** Activate local champions in their area who are a trusted voice for communities and diverse populations.





#### AN INTERVIEW WITH COUNT ME 2020 COALITION

An interview with Arcela Nuñez-Alvarez, Ph.D., Co-Founder/Co-Director, Universidad Popular and member of the Count Me 2020 Coalition in San Diego and Imperial Counties, with Yumi Sera, Deputy Director of Statewide Initiatives, California Complete Count – Census 2020

The Count Me 2020 San Diego and Imperial Counties Census Coalition engaged more than 240 civic and community-based organizations. In San Diego County, nearly 74% households self-responded, a jump of nearly six percentage points compared to final 2010 Self-Response Rate. In Imperial County, 62.5% of households self-responded, an increase of 4 percentage points.

### **Yumi:** Arcela, you were the instigator of the census collaboration. What was your vision when you started this collective journey?

Arcela: The census project is embedded into a rich history of migration and movements, as well as personal stories of family and community. At the foundation of our planning, we believed community knowledge needed to be a part of our outreach plan. Most folks are Spanish speakers, many of them have family members who may be undocumented, who may live in a household with mixed immigrant status and from different areas of Mexico and Central America. We had to integrate a culturally responsive language system so our community can receive and understand information. Our area is also a border community which means we are ground zero for immigration enforcement and this had a direct correlation to people trusting the census questionnaire. **Lesson number 1:** Efforts and liaisons must be rooted in our community. Our outreach was created and conducted through the lens of "inside the community."

**Lesson number 2:** Census was an opportunity to validate who we are and discover our own history and identity, including around questions of race in the census.

Yumi: How did you define a trusted messenger?

Arcela: Trusted messengers are the bridge to our community.

**Lesson number 3:** Census outreach is not just a presentation or one flyer, but it is about how and who conveys the information. Trusted messengers are Promotoras and community leaders who can break down messages and transmit the sense of urgency. They convey messages of why you should be visible, be counted and be a part of the story of the United States because we are here, and we exist.

Lesson number 4: Learn how to cultivate community knowledge. Our community members have overcome enormous barriers. These efforts go far beyond the census and are part of a larger community engagement and participation campaign.

**Yumi:** How were you able to overcome the barriers you faced?

Arcela: Lesson number 5: Barriers are the same as obtaining access to services. The fact that our community is hesitant to respond to the census is real. As we tried to reach 48 neighborhoods, we centered the human story and kept our community values at our core. The census presents a great moment to think about cultural traditions that have worked well and to embrace our community's stories.

#### **TACTICS**

Partners created a mix of innovative approaches and implemented proven tactics throughout the Campaign. These tactics included:

TRAIN AND BUILD CAPACITY OF CENSUS MESSENGERS





PARTICIPATE IN PARADES AND FESTIVALS

ENGAGE YOUR TARGET AUDIENCE WITH RELEVANT MESSAGES



Make Sure You're Counted!



CURATE MESSAGES TO ADDRESS CRITICAL CONCERNS

REACH PEOPLE WHERE THEY ARE TO PROVIDE CENSUS EDUCATION



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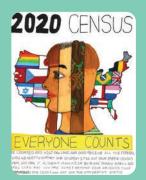
EXPAND IN-LANGUAGE PHONE AND TEXT BANKING

CANVASS AND DROP OFF LITERATURE





ORGANIZE CAR AND BIKE CARAVANS IN TARGETED NEIGHBORHOODS INSPIRE CHALK-A-THONS AND STUDENT ART CONTESTS





#### CREATE MURALS AND FLAGS FOR STREETLIGHTS

PRODUCE FACEBOOK LIVE CONCERTS, CHAT, GAMES AND INTERVIEWS





PROVIDE QUESTIONNAIRE ASSISTANCE

#### PROVIDE SWAG TO GIVE AWAY AT OUTREACH EVENTS





SEND POSTCARDS OR MESSAGES ON UTILITY BILLS TO TARGETED HOUSEHOLDS

CREATE SONGS AND POEMS





#### DISPLAY BILLBOARDS

USE BUSES AS ROLLING ADVERTISEMENT





PLAY CENSOTERIA GAMES

ADVERTISE ON ETHNIC TV OR RADIO AND IN LOCAL NEWSPAPERS





PARTNER WITH ESSENTIAL SERVICE PROVIDERS AND LOCAL BUSINESSES

ENTERTAIN PEOPLE AT THE MOVIES AND CONCERTS WITH CENSUS ADVERTISEMENTS

INVITE CELEBRITIES TO MOTIVATE YOUR TARGET AUDIENCE





USE YARD SIGNS, BANNERS AND BILLBOARDS TO AMPLIFY THE MESSAGE Comparison of the second secon



ENGAGE COMMUNITY LEADERS TO TALK TO PEOPLE IN THEIR OWN LANGUAGE

USE VIDEO FOR PSAs, HOW-TO GUIDES OR "TEATRO CAMPESINO"





ENGAGE STUDENTS OF ALL AGES TO MOTIVATE THEIR PEERS TO GET COUNTED



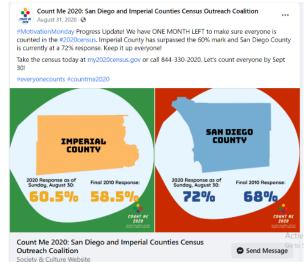
#### MONITORING, ACCOUNTABILITY AND LEARNING

The Census Office coordinated the work of over 150 partners by relying on a series of contract deliverables, mandatory meetings, check-ins and surveys creating a framework for monitoring, accountability and learning. Specifically, the Census Office framework was designed to:

Collect information and insights

>Monitor partner plans and activities

Support informed decisions throughout the Campaign



As part of the contract deliverables, partners developed strategic plans, implementation plans, and final reports which contributed to monitoring and accountability efforts. In addition to these plans, partners used real-time data to inform their activities and census tract focus. Some framework elements are outlined below.

#### **Strategic Plans**

Partners described objectives, partnerships and tactics to conduct outreach in the hard-to-count census tracts. Outreach plans were multi-faceted, multi-channel and multi-lingual. Plans were created in collaboration with local stakeholders, such as local government agencies, elected officials and community groups often making up the Local Complete Count Committees.

<b>Implementation Plans</b>	5
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Partners drafted a roadmap with planned activities for outreach to achieve the partner's desired outcomes, including their activities around language and communication access. SwORD and the Hard-to-Count Index map data supported partner planning.

#### Nonresponse Followup Plans

As part of the final push for a complete and accurate count, partners were asked to document their planned efforts for the Nonresponse Followup Phase in both a Stay at Home and reopening scenario. This information helped the Census Office determine additional resources required for a critical but uncertain period marked by changing timelines and a limited ability to conduct in-person outreach.

#### **Quarterly/Periodic Reports**

Partners provided updates on activities specific to each reporting period as contractually required. For example, during the Stay at Home Order or impacts due to wildfires, partners provided an updated plan for activities.

#### **Final Reports**

Partners developed comprehensive final reports summarizing and assessing outreach outcomes, highlighting challenges and lessons learned and uplifting effective approaches used to provide cultural, linguistic and geographic relevant census outreach tactics. They also provided recommendations for future census efforts. All partner final reports are posted on census.ca.gov.



#### LEARNING ACROSS PARTNERS

Learning across partners occurred at the local and regional level through working groups and Local Complete Count Committees to coordinate efforts and solve problems. Staff from community groups, local elected member offices and government agencies participated. Regional Program Managers and U.S. Census Bureau Partnership specialists joined these meetings to respond to questions and concerns.

In addition, the Census Office provided space and methods for partners to share and learn from one another's experiences and challenges, as well as receive updates from the Census Office. During the height of the Campaign, these included:

- Statewide and regional calls were held at a regular cadence and were open to stakeholders, including elected officials.
- > Peer Learning Labs provided a virtual learning space where partners engaged with practitioners to explore ways to reach the hardest-to-count population.
- > Weekly newsletters highlighted tools and partner materials.
- A partner portal provided materials created by both the Census Office and partners, many of which could be tailored and reused by all partners.
- During the SwORD Question and Answer weekly sessions, partners asked questions about the SwORD mapping portal, Census 2020 Response-Rate data and activity reporting. The sessions were often accompanied by a presentation on a SwORD enhancement. These drop-ins were in addition to one-on-one technical assistance support and how-to videos.



#### Tehama County Focus on Collaboration

As early as March 2019, the Tehama County 2020 Census outreach planning began as a grassroots collaboration between county government, community-based organizations, advocacy groups, businesses, and various area leaders. From initial brainstorming sessions and countless check-in meetings to active participation in census activities, the team was focused on achieving the best results for the community. Tehama County, a rural and geographically diverse area, was also the ideal host for the region's Implementation Plan Workshop in the summer of 2019 when representatives from northern California came together to learn about the challenges and potential solutions to activating rural residents to complete the census. Their spirit of collaboration and learning was also complemented by their analysis of the data of the households that required that extra motivation to complete the census. The Tehama County 2020 Census Campaign recognized from the start the accuracy of census data to improve educational programs, economic development and social services in the county.



#### **PARTNER REFLECTIONS**

To ensure the hardest-to-count households were counted, partners collaborated with local grassroots organizations who were trusted messengers to the communities they aimed to reach. At the same time, they coordinated regionally and statewide to learn from one another and leverage resources.

To accomplish this, the Census Office divided outreach across California into ten census regions, each reflecting communities of interest as well as communities with similar demographics and hard-to-count characteristics. Regional Program Managers, assigned to each region, facilitated coordination and provided guidance from the Census Office.

Each region was unique with its own characteristics such as rural areas with farmworkers, hard-to-reach households in mountainous terrain, or urban apartment complexes with multi-family units. Common gathering places, like local places of worship, festivals and neighborhood schools, were transformed to touchpoints for the census. However, among the hardest-to-count populations were people who were isolated from main street or faced language and other barriers to access information.

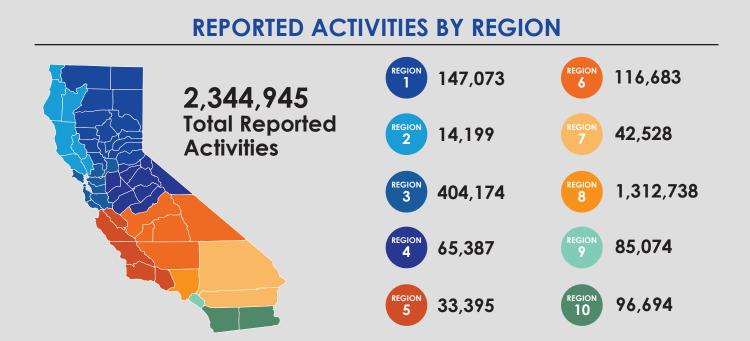
Partners conducted a variety of activities depending on the demographics they sought to engage and activate. Over 1.1 million social media and webinar activity types were reported, a digital activity partners

pivoted to during the COVID19 pandemic. Savvy social media messaging and creative content flooded social media feeds and positive outcomes of the continuous online engagement was evident with the increased Self-Response-Rates week-toweek. Phone-banking and collateral materials were the second most common activity type reported by partners. See the following pages for additional information on partner activities.

Activity Type	# of Reported Activities
Advertising, flyers, pledge cards, collateral	411,437
Canvassing	72,882
Events, Booths and Meetings	33,368
Nudges and alerts	90,650
Other (training, art contests, murals, etc.)	130,910
Phone banking	420,634
Questionnaire Assistance Centers/Kiosks and Form Filling Assistance	2,353
School Rallies and Curriculum	3,751
Social Media and Webinars	1,178,960
Total	2,344,945



Over 2.3 million activities were self-reported by the partners in SwORD and occurred across the ten statewide regions with some activities noted as recurring multiple times. Region 8, Los Angeles County, reported the most activities with over 1.3 million activity reports.



#### **Note:** Activity counts are based on completed activity records reported to the Census Office by the partners via SwORD. Reported activities include: 1) activity type occurred multiple times over an extended period of time, but reported as a singular activity 2) singular activity type and occurrence. The reporting of impressions also varied by partner. An impression is a metric used to quantify the number of digital views or engagements of a particular tactic (i.e., flyer, phone call, meeting attendee).



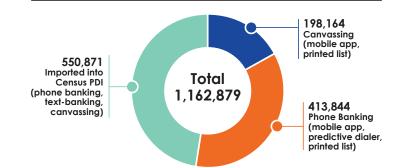
#### **CENSUS PDI**

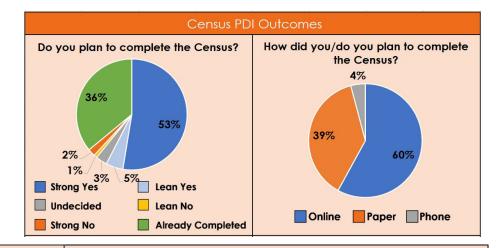
The Campaign commissioned the creation of and utilized Census PDI, a web-based application, for phone banking, canvassing and household lookup functionality. The number of partners using Census PDI increased during the span of the Campaign, with over 30 active partner accounts by the final weeks of the selfresponse period. Ongoing enhancements were made to the Census PDI app based on partner input to meet their unique needs and to yield timely and accurate reporting in a consistent format.

Outreach partners focused their Census PDI application efforts on low-responding and hardest-to-count areas using "surveys". Using this format, respondents were asked if they had already completed the census and if not, were asked additional questions to collect data on intention to complete and to collect insights about concerns. Responses of "Other" are excluded from the top 5 response reasons and concerns. Not all completed Census PDI surveys included responses to all of the above questions. Survey results also do not include State-led Patch-Through Phone and Texting Program.

Partners completed over 1.1 million surveys, out of 4.6 million total contact attempts.

#### **TOTAL COMPLETED SURVEYS 2019-2020**





Top 5	Communit	y Concerns	(of 7)	

Completing Census (of 11)		Not Completing (of 14)			
Funding for the Community	20.9%	Don't Care	22.5%	Losing Benefits	18.4%
Funding for Schools	17.0%	Don't Have Time	16.3%	Privacy/Security	15.6%
Funding for Healthcare		Don't Know / Understand	9.1%	Immigration	7.9%
I've Done it Before	the second s	Limited English	6.4%	Scams/Fraud	7.1%
It's my Civic Duty	7.2%	Doesn't Affect Me	6.3%		
				Current Federal Administration	5.0%

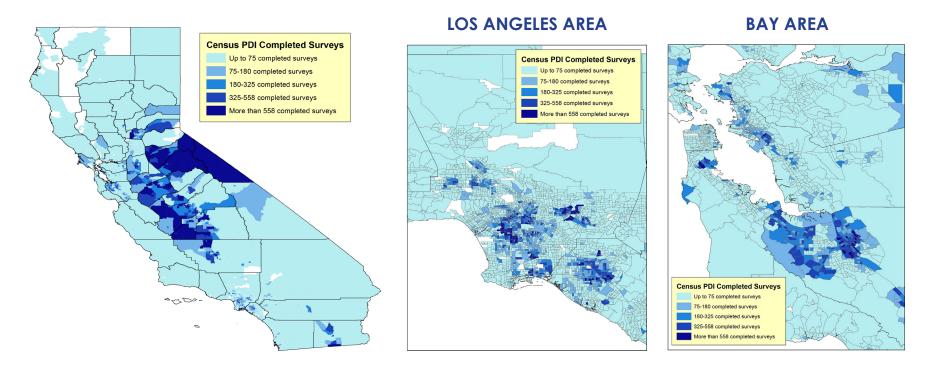
**Top 5 Reasons for** 

**Top 5 Reasons for** 



#### **CENSUS PDI ACTIVITY THROUGHOUT THE STATE**

The maps below show partners' Census PDI activity in California. The darker a census tract's shading, the more Census PDI surveys were completed in that tract. Partners used Census PDI for canvassing and phone-banking.



#### **REGIONAL VISUALS**

The following regional visuals provide a glimpse of partner activities used to engage Californians, many who may distrust the government or not know about relevance of the census. The images are a sample of the thousands of people who committed to get out the count. These visuals are accompanied by snapshots, found in Appendix E, providing more information about the regions, statewide and sector-based organizations.



SISKIYOU COUNTY

Siskiyou Community Resource Collaborative conducted outreach at drive through essentials distribution sites across this rural county.



#### SACRAMENTO COUNTY

"Together, we have been connecting trusted messengers of our region's vulnerable populations with each other and with resources that can help elevate community needs even beyond this year's census. We have been building the very capacities that have made it possible to adjust our outreach strategies in light of the COVID-19 pandemic." – Gabby Trejo, Sacramento Area Congregations Together and Co-Chair of the Sacramento Community Complete Count Committee.



#### **PLACER COUNTY**

Placer County invested early in canvassing and phone banking in hard-to-count census tracts. During the end of the campaign, they deployed a rapid response strategy by targeting the low-response census tracts through phone banking and advertisements.



#### **BUTTE COUNTY**

Butte County faced wildfire challenges and a risk of a low-response rate. Community groups with the support of the ACBO and the North Valley Community Foundation encouraged people to fill out the census by giving away burritos.



#### YOLO COUNTY

Small agricultural towns, like Woodland, are proud of their community connections. Yolo County census team joined up with Assemblymember Aguiar-Curry's staff and participated in a local parade to promote the census.



#### SACRAMENTO REGION COMMUNITY FOUNDATION

Region 1 ACBO collaborated with its Funding Consortium Partners and Multi-County CBO partners for a robust and inclusive outreach approach throughout the 17 county region.



#### **TEHAMA COUNTY**

The Tehama County 2020 Census outreach plan began as a grassroots collaboration between local county government, community-based organizations, advocacy groups, businesses and various area leaders. Meaningful community engagement was critical to the success of the Tehama County Local Complete Count Committee's outreach and engagement efforts.



#### **RURAL COMMUNITIES**

The Implementation Plan Workshop in Red Bluff focused on rural area outreach. In small groups, participants discussed challenges, such as limited broadband access and P.O. Box delivery of census forms, and brainstormed ideas for appropriate outreach tactics.

#### LANGUAGE AND COMMUNICATION ACCESS

Language and communication access were key in reaching communities especially in Sacramento and Yolo Counties.





#### **TRIBAL PARTNERSHIPS**

The Native People Count California campaign was officially launched in Eureka, California at an event hosted by the Northern California Indian Development Council and Northwestern Intertribal Census Workgroup. The March 6 event was the first and only in-person large campaign event with over 200 attendees with tribes from Northern California and speakers from the Governor's Office of the Tribal Advisor, California Complete Count Office, local Congressional office representatives and cultural performances.



#### **KARUK TRIBAL NATION**

The Karuk 2020 Census Outreach posted on Facebook, "Show us a sign, a sign you care about your Native Brothers and Sisters and complete the 2020 Census ASAP"



#### SONOMA COUNTY

Corazon Healdsburg spread the census message through in-person outreach and fun activities like this neighborhood parade and provided outreach to Spanish-speaking households.



#### **MENDOCINO COUNTY**

Mendocino Counts! was a successful outreach campaign led by the county of Mendocino, the Community Foundation of Mendocino County, the League of Women Voters, United Way of Wine Country and multiple locally-based community organizations that comprise the Mendocino County Complete Count Committee.

#### SONOMA COUNTY

Sonoma County and United Way of the Wine Country partnered with La Luz who conducted Censotería pop-up games.



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#### NAPA COUNTY

The Community Leaders Coalition used a human-focused and trusted messenger approach, including these four videos, to reach out to communities.



#### **TRINITY COUNTY**

Jeff England, a veteran and the Director of Trinity Food Bank, partnered with the Trinity Complete Count Committee to embed census outreach in his meal delivery program.



#### **REGION 2 PARTNERS**

Region 2 partners representing Sonoma, Napa, Lake, and Mendocino Counties and the United Way of the Wine Country gathered in Santa Rosa during the first implementation plan workshop coordinated by the Census Office. They shared census outreach strategies, identified alignments and agreed on ways to optimize regional coordination.

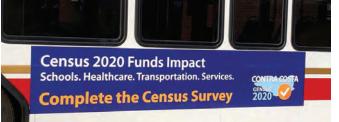


#### **MENDOCINO COUNTY**

Mendocino County and the Mendocino Community Foundation set up a census portal in English and Spanish with posts related to their communities.

#### **CONTRA COSTA COUNTY**

Contra Costa County used buses as rolling billboards to encourage residents to complete the census.



#### SAN FRANCISCO COUNTY

San Francisco Counts' efforts engaged community ambassadors, an in-house team of language specialists, and 32 community organizations to outreach to residents in 15 different languages.





#### UNITED WAY OF THE BAY AREA

ACBO United Way of the Bay Area coordinated a communitycentered census campaign to support the seven-county region. Their data-driven efforts helped six of the counties to exceed their 2010 Self-Response Rate.



#### SANTA CLARA COUNTY

Santa Clara County partnered with community organizations to reach historically hard-to-reach community members. The Services, Immigrant Rights and Education Network spread the word in local ethnic markets.



#### ■ 2020 CENSUS ■ MARIN CITY COUNTS

#### **MARIN COUNTY**

Marin City youth and Dominican University students worked to create art at Bayside MLK Academy, an elementary school, for a series of "Marin City Counts" projects highlighting community members' culture, history and sense of belonging. The original artwork was turned into 50 lamp post banners along major streets and housing complexes.



#### ALAMEDA COUNTY

Alameda County Census Committee engaged local stakeholders, funded impactful outreach projects, invested in local targeted media and Census Ambassador Program. Volunteers canvassed and phone banked to reach the hard-to-count population. Silicon Valley Community Foundation is a comprehensive center of philanthropy. Through visionary leadership, strategic grantmaking and world-class experiences, we partner with donors to strengthen the common good locally and throughout the world.



#### SAN MATEO COUNTY

The San Mateo Complete Count Committee launched their efforts on April 1, 2019 giving the group a year to plan and execute their census outreach.



#### SOLANO COUNTY

In Solano County, volunteers from sororities, fraternities, the faith community, chambers of commerce, political groups and businesses promoted the census with a car caravan.



#### **CITY OF STOCKTON**

El Concilio and the African American Chamber of Commerce's caravan encouraged their neighbors to get counted.



#### **CALAVERAS COUNTY**

Kathy Gallino from Calaveras County Economic and Community Development advertised the census with a mask, hand sewn in Calaveras.



#### **CUENTA CONMIGO**

ACBO's Cuenta Conmigo, a collaborative initiative of community-based organizations, engaged with Californians from the Sierra Madre Mountains to the San Joaquin Valley through canvassing, phone banking and creative communications.



#### MADERA COUNTY

Madera County 2020 Census Kick-Off event brought together partners, including First 5 and the Community Action Partnership, to reach out to ensure children and limited English speakers were counted.



#### **CITY OF STOCKTON**

ReadyNation, the Latino Community Foundation and the California Hispanic Chamber of Commerce co-led a Census Breakfast with Latino small-business owners in Stockton to educate local communities about the census.

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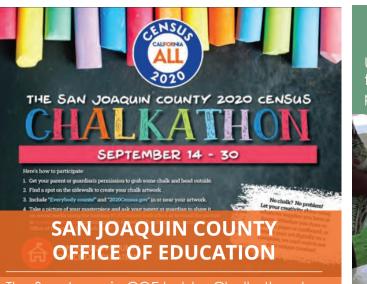
#### **STANISLAUS COUNTY**

On Census Day 2020, Stanislaus County's government and community leaders encouraged everyone, using a multi-language video, to complete the census.



#### **MADERA COUNTY**

The Communities for a New California Education Fund trained phone bankers and canvassers on supporting residents to fill out the census.



The San Joaquin COE held a Chalkathon to engage students to create sidewalk art to encourage their families to take the census.

#### **MERCED COUNTY**

United Way of Merced County tabled at the Health and Safety Fair in Livingston to pass out census information.





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#### **TUOLUMNE COUNTY**

Tuolumne County Counts advertised online, on the local radio and newspaper.



A census PSA Film Festival featured Ventura's community partners, like Camarillo resident Agnes, urging friends in Tagalog to take the census.



#### **MONTEREY COUNTY**

The community-driven framework empowered partners, including youth, to take leadership roles to reach hard-to-count populations in different areas.





#### SAN BENITO COUNTY

Census posters from the San Benito County Arts Council, were installed in bus shelters, county buses and displayed in storefronts, local schools and businesses.



#### SANTA CRUZ COUNTY

The Santa Cruz County Complete Count Committee was made up of the County, local cities, community organizations, health partners, business groups, labor organizations, churches and individuals to help spread the word, "I Count, You Count, We Count." Monterey & San Benito Counties





#### MONTEREY AND SAN BENITO COUNTY OFFICES OF EDUCATION

We Count, We Rise is a program for Students of Monterey and San Benito Counties, helping them to communicate with their parents and the community about the importance of participating in the census.



#### SPREADING THE MESSAGE

Santa Cruz County partnered with local artists, the City of Santa Cruz, the City of Watsonville and the Arts Council Santa Cruz County, who created beautiful chalk art, inspiring census partners statewide to create a Chalkathon in their areas .



#### FARMWORKERS

The Mixteco/Indigena Community Organizing Project (MICOP) conducted outreach to Indigenous farmworkers. Census Promotoras used the tradition of "tequio" or community obligation and mutual assistance to encourage their friends to take the census. They also used radio to target farmworkers in Indigenous languages on the Central Coast.



#### VENTURA COUNTY COMMUNITY FOUNDATION

ACBO Ventura County Community Foundation partnered with community foundations in five counties to mobilize nonprofit organizations through a unifying campaign branded as Neighbor-to-Neighbor strategy or Somos Vecinos.

#### ↑↓ Santa Barbara County Census Retweeted

Santa Barbara County @countyofsb · Sep 21, 2020 Make Veterans & First Responders count in #2020census before Sept. 30 deadline! Go to my2020census.gov or call 844-330-2020. VIDEO: youtu.be/di43PiOg5Ls (turn off closed captions) In espanol: youtu.be/Dj79EmA50el (Haga clic en Subtítulos ocultos)



#### SANTA BARBARA COUNTY

Santa Barbara County reached out to veterans and family members with a video in English and Spanish moderated by County Supervisor Steve Lavagnino and Veterans Services Officer Rhonda Murphy to ensure veterans are seen and heard by participating in the 2020 Census.



#### **KERN COUNTY**

Kern Complete Count Committee launched their 2020 Census Kern Counts campaign April 1, 2019, one year from the April 1, 2020 Census Day.



#### **KERN COUNTY**

Kern County partner, ShePower Leadership Academy, participated in an ethnic media briefing as a trusted messenger.



The Dolores Huerta Foundation conducted outreach with tacos and ice cream at swap meets and food distribution sites. Dolores Huerta is a prominent leader and inspired people to be counted.



#### THE SIERRA HEALTH FOUNDATION

The Sierra Health Foundation produced magazines for Kern and Tulare Counties telling the story of why the census matters from the voices of their residents.



#### **KINGS COUNTY**

Kings County partnered with community organizations to distribute flyers and door hangers and spoke to residents, including at the Alma's Flea Market in Hanford. Kao Nou Yang, a Kings County Planner and members of the Kings County Census Complete Count Committee pushed the census message until the very last day.



#### **TULARE COUNTY**

The Jakara Movement installed three billboards in high traffic areas on Highway 99 and aired census radio spots on Punjabi Radio.



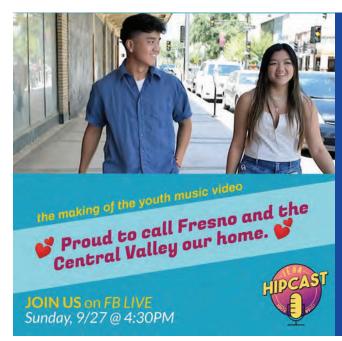
#### **CENTRAL VALLEY**

Jesus Martinez, California Complete Count Committee member and Central Valley Immigrant Integration Collaborative, led the collaborations across the Central Valley to ensure the census was considered a priority.



#### **CENTRAL VALLEY**

CHIRLA's Contamos Contigo campaign sent outreach workers to farm fields and urban centers. Bilingual in Spanish and English, they broke down barriers to information access and dispelled fears of filling out the census.



#### **FRESNO COUNTY**

Young people in Fresno with Hmong Innovating Politics created a music video showing their love for Fresno and the Central Valley, touching our emotions of why we should take the census.



#### **CENSUS INLAND EMPIRE**

IE Counts was a network of seven sub-regions and census committees. Together, they are a coalition of nonprofit and community-based organizations in San Bernardino and Riverside Counties. Through the Inland Empire Community Foundation, grants were awarded to organizations for outreach.



The Census Education and Job Recruitment Forum in Moreno Valley spreads the word about the census.

#### **VIRTUAL NATIVE YOUTH GATHERING**



#### NATIVE PEOPLE COUNT CALIFORNIA

California Assemblymember James Ramos joins Native American youth during the statewide 2020 census virtual youth gathering and inspired the youth by talking about the link between the census, American Indian history and his personal story.



#### **JURUPA VALLEY**

Center for Community Action and Environmental Justice volunteer helping a resident fill out a pledge card during an education and job forum in Jurupa Valley.



#### **TODEC LEGAL CENTER**

Over 300 people came out to complete their census at the TODEC Legal Center in Coachella. U.S. Census Bureau helped residents complete their questionnaires.



#### **UCR CENTER FOR SOCIAL INNOVATION**

The Center for Social Innovation hosts the Census Office team to discuss plans for ensuring every community is counted.



#### NALEO EDUCATIONAL FUND

The NALEO Educational Fund, Center for Community Action and Environmental Justice, Coalition for Immigrant Justice and Warehouse Resource Center talked to community members at the May Day IE march in San Bernardino.



San Bernardino Valley College and San Bernardino County Museum parties in a Super Bowl Sunday census commercial.

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administrators to get engaged and get counted.



#### **UNIVISION CENSUS FILL-A-LONG**

Univision Los Angeles and the LA County Office of Education hosted a walkthrough of each census question on Facebook Live.



#### **CENSUS AMBASSADORS**

Census Ambassadors on Hollywood Boulevard serve up a hot dog with census information.



#### WE COUNT LA

The California Community Foundation united over 115 community-based organizations to undertake the We Count LA campaign. The coalition represented 60 languages and served as trusted community ambassadors. Census Round Table meetings supported strategizing and learning across the diverse region.



#### **CENSUS CARAVANS**

Census caravan drove through the streets of neighborhoods with low-response rates, encouraging people to fill out the census.



#### **PROMOTING THE CENSUS**

Advertisements in different languages promoted the census.



#### LA COUNTY OFFICE OF EDUCATION

Through Chalkathons, TV interviews, Facebook Live chats, phone-a-thons and tabling at homework and meal distribution sites, LA County Office of Education teachers, administrators and students were active in promoting the census to their families and neighbors.



#### **MY BLACK COUNTS**

My Black Counts campaign partnered with 12 groups in Los Angeles to reach African Americans where they meet up with friends, family and neighbors.



#### PARTNERSHIP

In April 2019, LA County and city officials, unions and community groups rallied to declare with one voice: all of our communities are important and everyone must be counted.



#### **RECOGNIZING ALL COMMUNITIES**

In this video, Heidi Quenga talks about the importance of the census to get recognized, no matter how small the community, and how, with language barriers, the census is hard to access.





FRIDAY, JULY 31, 2020 | 12:00 - 3:00 PM

With featured headliner, 2-time Grammy Award winners...



#### **Mariachi Divas**



#### **ROCK THE COUNT**

Grammy award winning all female mariachi band performed live in a virtual census concert hosted by the Community Action Partnership of Orange County.



The Cambodian Family Community Center presented Orange County Cambodian Complete Count Committee with venerable Buddhist monks to hardworking doughnut shop owners, and local residents to census officials to ensure culturally sensitive and linguistically competent outreach activities.



#### **CHILDREN COUNTS**

MOMS Orange County made sure children got counted.

#### DÍA DE olololololololololololololol ACCIÓN HISPANA 28 de Septiembre 4:30pm - 7:00pm Necesitamos voluntarios de llamadas

telefónicas para el Censo 2020!

olololololololololololololololololololo Registrase aquí: bit.ly/hispanosoc อถิ่อก 🚙 A SECO

#### **CALL TO ACTION**

Hispanic Heritage Month was celebrated by calling Spanish speaking households in the lowest responding census tracts.

#### **OC CENSUS COMMUNITY TABLE**

Charitable Ventures formed the OC Census Community Table, which grew to 400 members, and deployed funding and technical assistance to 75 community-based organizations to broadcast census messaging.





#### **ORANGE COUNTY**

Orange County's census coordinator Saul Viramontes talked about the census in Santa Ana.

Soana Fieeiki



#### **CITY OF ANAHEIM**

The census street team visited the market with swag and answered questions.

Filling out your Census is an act of faith. #Faithfulßensus PACIFIC ISLANDERS

Empowering Pacific Islander Communities showcased the diversity of their island communities in eight Native Hawaiian and other Pacific Islander languages.



#### UNITED WAY OF SAN DIEGO

Worked in collaboration with local governments, elected officials, regional networks and community-based organizations who served as trusted messengers.

# COUNT ME 2020: SAN DIEGO AND IMPERIAL

COVID-19 didn't stop community members to promote the census. Their mix of tactics included tabling and passing out swag and flyers where people frequented, such as grocery stores, food distribution and homework sites. They amplified the

**COUNTIES CENSUS OUTREACH COALITION** 

#### VETERANS

Veterans, their families and their businesses, are active members of the San Diego community. Over 150 entities were reached through the San Diego Veterans Coalition.



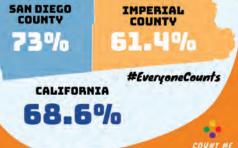
The 2020 Census data will inform the health and wellness of veteran families and neighborhoods. By filling out the form, your data informs where new hospitals are built and the improvements to veteran health programs.

#### DATA-DRIVEN OUTCOMES

messages through neighborhood car caravans and social media videos.

Region 10 had regular meetings to strategize and pivot the outreach approaches based on the self-response data.

#### 2020 Census Response as of Sunday, Sept 20:





Partners promoted the census across the county by participating in parades, which became car caravans and phone banking during stay-at-home orders. Deputy County Executive Officer Esperanza Colio said, "A float in the parade at Christmas and at the city of Holtville's Carrot Festival were great opportunities in our agriculture community to get residents excited about the benefits of completing the census."



Karen Organization of San Diego reached out to newly arrived Karen, Karenni and Burmese refugees to create trust and understanding of the census.

Mid City Can amplified the buzz around the census with flags on street poles of City Heights with community member faces and in language



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#### REFUGEE AND IMMIGRANT CENSUS HUB (RICH)

The Partnership for the Advancement of New Americans (PANA) coordinated RICH which reached community members through trusted messengers. They hired bilingual and trilingual phone bankers, shared digital messages and surrounded these tactics with ads in public places.



#### **RECOMMENDATIONS**

The following recommendations focus on the groundwork to develop a strategic framework, plan and systems to support critical decisions and timing with available resources.



Start with data analysis placing the hard-to-count and hard-to-reach population as the focus of the outreach. The analysis could include data, geographic area, demographic and other characteristics and issues relevant to these populations.



Conduct a landscape analysis and asset mapping to identify key stakeholders and past census partners (at national, state and local levels), important trends shaping a particular geographic area or population and systemic barriers for outreach.



Develop an outreach strategy, including goals and indicators, timelines, high-level tasks and a system for monitoring, evaluation and learning. The strategy should incorporate the asset mapping and landscape analysis. Determine staffing roles based on human resources and budget considerations, as well as overall strategy.



Define roles and the interaction among stakeholders. For example, the Census Office's role vis-à-vis other stakeholders, the U.S. Census Bureau and its operations, the media and other vendors.



Agree on a plan for language and communication access ensuring equitable access for Limited English Proficient individuals and people with disabilities. Allocate resources for language and communication access.



Create accountability systems for tracking contracts and milestones. Contracts should include a corrective and preventive action process to address capacity constraints and limited technical expertise that adversely affect the ability of the partner to meet reporting requirements or contractual goals.





#### COMMUNICATIONS

## 9 EASY TAKE THE CENSUS TODAY

CALIFORNIACENSUS.ORG





CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT COMMUNICATIONS

#### UNDERSTANDING HARD-TO-COUNT COMMUNITIES AND CULTURES

To reach the Hard-to-Count population, a targeted and multi-faceted communication Campaign was implemented through a balanced statewide, regional and local approach. These approaches were rooted in collaboration and delivered a statewide "air game" which complemented "ground game" partnerships through community-based organizations, education and county government agencies.



Air game integrates various media tactics based on a consumer's consumption habits with the intention to reach people where they are and regardless of in-language preference.



Creative content includes messaging copy and the diverse artwork for various media channels or usages – from flyers to video ads. The Campaign's magnitude and complexity required extensive coordination by the Census Office communication team with both outreach and communication-related partners such as media vendors, and research and creative content developers. This level of daily integrated and coordinated teamwork successfully drove to one goal – reaching the hardest-to-count households to complete the census.

The successes of the Campaign were steeped in extensive research that informed the Campaign about how best to reach Hard-to-Count communities. Information was gathered from focus groups, partners and SwORD, in addition to other established media industry data sources. Research was continuous throughout the Campaign ensuring census messages were relevant to current events and resonated with target audiences.

Research was conducted at regular intervals throughout the Campaign via surveys, message testing and media evaluations. These methods were used with the Hard-to-Count community members and spanned all 10 regions. The Campaign team also relied heavily on existing research from partners to glean key information about Hard-to-Count communities, and regional insights to develop the Campaign.

#### Campaign Planning and Strategy

The Communication

to-Count Communities

**IN THIS SECTION:** 

Understanding Hard-

and Cultures

•

- Communication Campaign Creative and Implementation
- A Nimble Campaign
- Evaluating the Success of the Campaign
- Campaign Successes
- Lessons Learned
- Recommendations for the 2030 Census

#### **WORKING WITH PARTNERS**

Working with partners to develop relevant creative messages was fundamental as partners are experts and know their respective communities. This was accomplished by regional and statewide leaders serving as "trusted messengers" within their respective communities and attending Implementation Planning Workshops. Workshops were designed to engage leaders and provide preliminary Campaign plans. Leaders were asked for feedback to inform a customized Campaign and to provide potential challenge insights the census might face in the region.

Workshops were also used as a catalyst for ideas and creativity, helping ethnic media partners develop micro-media efforts and to provide clear lines of communication between stakeholders. Partners provided important feedback on media outlets and formats key to reaching Hard-to-Count communities, including local radio and newspapers. The most effective types of print materials, such as lawn signs, were also discussed. Additionally, ethnic media partners were valuable confidants who shared important cultural nuances and insights for consideration during sensitive and high-tension times throughout the Campaign.





Engaging ethnic partners and trusted

messengers within Hard-to-Count populations added an additional cultural competency layer beyond research insights and ensured creative resonated with taraeted communities.





The Campaign exceeded both industry standards and projections through two key factors. First was implementing varied media tactics to reach the diverse Hard-to-Count audiences. Second was establishing ethnic media partnerships allowing for nimble and highly targeted media tactics.

**Reach** is the total number of people who see the content. **Impressions** are the number of times the content is displayed.

Each media tactic resulted in a number of **"touches"**, or the number of times an audience interacted with a piece of content. These two factors paved the way for the delivery of more than 6 billion impressions across 14 different languages, averaging a minimum of 15 touches per Hard-to-Count Californian, with touches spread across every media platform. In addition to these topline Campaign metrics, grassroots and digital efforts were deployed and garnered an estimated 231,447,669 impressions, reaching 35.91 million Californians with a frequency of over 64.45 touches per person.

Practically speaking, the combined success of the Communication and Outreach Campaign (otherwise known as "air and ground" Campaign) will ensure greater equity in federal funding and representation in these overlooked and underserved communities across California over the next decade.

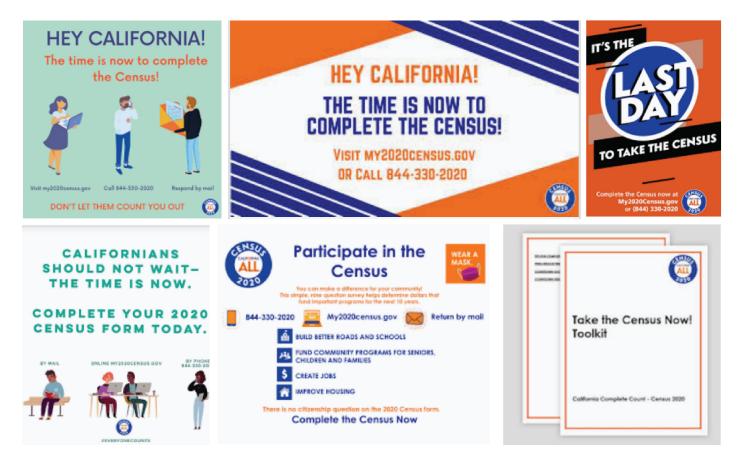
### **TOPLINE CAMPAIGN METRICS**

<b>6.2+ Billion</b> Total Campaign Impressions	<b>6 Billion</b> Paid Impressions	<b>56.6 Million</b> Social Media Impressions	<b>545.9 Million</b> Earned Audience Reach	<b>553.9 Million</b> Regional Impressions



In addition to the hardest-to-count effort, the communication team targeted low-responding census tracts. The need for this effort became more pronounced as the Campaign was nearing its end and was pivoting to adjust to the U.S. Census Bureau's changing enumeration deadlines. The Census Office made a concerted effort to focus Campaign resources in lowestresponding census tracts and deployed additional resources in an amplified engagement Campaign between July 1 and October 15, 2020. This arassroots Campaian flooded neighborhoods with the call to action, "Complete the Census Now."

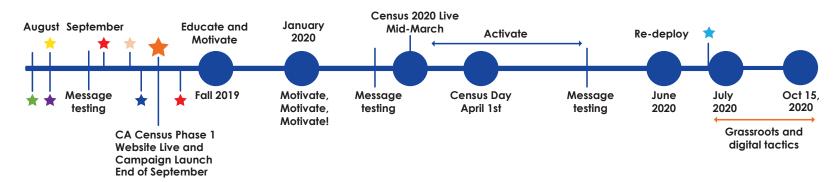
### **"TAKE THE CENSUS NOW" and "COMPLETE THE CENSUS NOW" MESSAGING**







### TIMELINE



#### The information Gathering

Throughout August the Campaign onboarded teams, reviewed research, collected data through surveys, available research and review of community outreach plans. Met with ethnic media and media companies to inform media and outreach campaign. US Census campaign reviewed.

#### **Message Testing**

First set of two message testing periods executed throughout all 10 regions and statewide to ensure relevancy by Hard-to-Count communities.

#### Creative and Collateral Developed California census Campaign brand, brand guidelines, message development and creative

launched messaging for statewide and Regions 1-10. Phase 2 launch of initial Campaign website with Partner Portal and partner collateral.

#### 📌 Outreach Integration

Began collaboration with contracted partners, ethnic media and communities to avoid duplication and identified needs. Participated in Implementation Plan Workshops and convenings.

#### Review and Recommendations

Third week of September, the team provided a research and data overview and recommendations to the Census Office on Campaign tactics for launch at end of September. This recommendation was supported by the research review period, data collected through surveys and collaborations. The recommendations were focused on launch deliverables including Campaign brand, messaging, media selection and initial support materials for the regions.

#### Earned – Social – Misinformation

Earned media, social media and misinformation monitoring began in August. This initial review provided the team with a historical approach and needs analysis. Earned calendars and social calendars were developed. Overview provided to the Census Office mid-September.

#### 📌 Campaign Launch

First phase of the Campaign website, Partner Portal, branding, earned media, social media and misinformation campaign tactics launched at the end of September.

## Grassroots and Digital Tactics

An extension of the Communications plan through an equity integrated Campaign reaching broad statewide audiences alongside California's Hard-to-Count communities through creative grassroots and digital tactics.

### CAMPAIGN PARTNERS AND MANAGEMENT

The following key partners executed a strategic, informed and data-driven Campaign:

Mercury Public Affairs was awarded the outreach and public relations campaign contract to develop and execute the statewide media campaian. Mercury developed a master plan to ensure two thinas – no duplication of the U.S. Census Bureau media campaign efforts and no gaps in the Hard-to-Count communities where the U.S. Census Bureau overlooked media outlets. Mercury engaged several subcontractors to provide support, subject matter expertise and regional knowledge.

NUNA Consulting Group, LLC provided an equity integrated campaign reaching broad statewide audiences alongside California's Hard-to-Count communities through creative grassroots and digital tactics.

SocialQuest, Inc. was retained to measure the Campaign's influence on hardest-to-count population attitudes toward Census 2020 and completion of census forms.

### MEDIA CAMPAIGN GOALS AND STRATEGY

The census media Campaign included four primary goals:

Educate, motivate and activate hardto-reach Californians to complete the census form online, by phone or by mail. Execute a targeted media Campaian balancing a statewide and regional approach.



Utilize media resonating with and engaging more than 11 million hardestto-count populations.



Establish ethnic media partnerships providing the most cost-efficient and nimble Campaign opportunities while allowing for highly targeted media tactics during the Nonresponse Followup phase.



### **CAMPAIGN STRATEGY: WORKSTREAMS AND APPROACHES**

From July 2019 through December 2020, the Campaign executed numerous core activities under the following workstreams.

Framing and Messaging – Education-based messaging continued throughout the Campaign with additional messages introduced in each of the different phases to move audiences to act and complete their census questionnaires.

**Branding** – A Campaign brand was developed and used as the basis for all creative content, print, digital and broadcast media.

Website and Partner Portal – CaliforniaCensus.org website was developed in California's 14 top-spoken languages. Campaign materials, as well as social, earned and paid media all directed users to the site as the main source for online information. It also included a partner portal where collateral and social graphics were housed and accessible for partners throughout the Campaign.

Paid Media – Campaign marketing efforts involved paid placements such as print publications, radio, TV and out-ofhome tactics, such as digital trucks, transit shelters, billboards, barbershops and bus signage. Importantly, ethnic media partnerships played a critical role and greatly expanded Campaign reach and resources.

**Earned Media** – Census content and information shared by the press and the public at no cost to the Census Office.

**Creative Development** – Artwork and messaging used across the Campaign to capture audience interest, influence their emotional response and inspire them to act. Creative was carried through all collateral materials, for example: flyers, toolkits and signage. **Research** – A data and research-driven process studied how to reach and communicate with Hard-to-Count Californians.

**Regional Micro Media** – Each region was provided a Campaign budget and developed its own unique Campaign.

**Social Media** – Websites and applications enabling users to create and share content or to participate in social networking.

**Crisis Communication and Rapid Response** – Crisis communication and rapid response media relations support was provided throughout the Campaign, including strategic counsel and developing Campaign response statements to ongoing legal matters related to the census timeline extension.

Mis/disinformation Monitoring – The Census Office provided awareness, education and countered mis/disinformation to increase census participation within California's hard-to-reach communities.

**Misinformation** is false or inaccurate information communicated regardless of an intention to deceive.

**Disinformation** is misinformation deliberately deceptive or malicious, such as hoaxes or phishing.

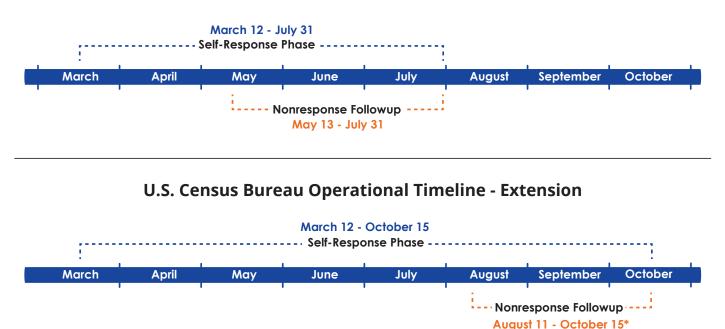


Because of unforeseen challenges, the communication Campaign timeline underwent significant adjustments. The COVID-19 pandemic posed the greatest perpetual challenge and resulted in an 11-week 2020 Census extension, marking the first census extension in modern history. Later in the Campaign, wildfires and social unrest would also call for pivots and timeline adjustments.

The Campaian's awareness approach originally consisted of three-phases to ensure the accurate and complete count of all Californians. After the federal census operations timeline was extended, including the enumeration phases, the Campaign was expanded to five phases. See page 112 for details about each phase.

### **CAMPAIGN PIVOTS & SHIFTS**

### **U.S. Census Bureau Operational Timeline - Original**



\*Note: Due to COVID-19, Nonresponse Followup and enumeration were launched on a state-by-state basis. Nationally, Nonresponse Followup had a soft-launch on July 16, 2020. However, California's enumeration process began on August 11, 2020.



### **COMMUNICATION PLANS**

The Campaign Communications Plan was divided into five plans executed over the course of the Campaign to allow for key deliverables to be nimble and redirected, as needed. Given the pervasive lack of awareness and understanding about the decennial count, the Campaign aimed to build on foundational messaging focused on educating Hard-to-Count Californians about what the census is, when it is happening and why it is important. Investing in a well-developed knowledge base proved to be critical in navigating the many challenging circumstances the Campaign faced. The five communication plans are summarized below:

#### Plan 1

Served as the Outreach and Public Relations Plan, outlining the framework and approaches to educate, motivate and activate the hard-to-reach communities to complete the 2020 Census form. Key messaging was developed and tested in Plan 1.

#### Plan 2

Recommended sustaining the "educate" messaging through the "motivate" period, including tactics, such as utilizing data to develop a campaign strategy. This ensured all interested stakeholders understood the media and outreach recommendations and reasoning behind them. Key messages included: Educating Californians about what the census is and why it's important, demonstrating the connection between the census and funding for community services and framing the census as a civic duty.

#### Plan 3

Covered the Campaign as it ramped up for census launch and Census Day April 1, 2020. Key messages built on early educational messaging (what it is/when it takes place/why it's important). At this point, a call to action encouraged individuals to visit the website to learn more.

#### Plan 4

Outlined the Campaign from June through the beginning of the Nonresponse Followup August 11, 2020. Key messages focused on "activate", COVID-19 messaging and "Take the census today."

#### Plan 5

Outlined the Campaign from August 13 – October 15, 2020 as well as transition plans and end dates for Campaign workstreams. It called for a strong and sustained call to action to complete the census and information about the census extension. Key messages included: "It's not too late!"

CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT COMMUNICATIONS



The following messages were tested and found to resonate best with the hardest-to-count communities.

Sample Messages:

- The census is coming!
- Everyone counts
- Quick and easy
- Stand up for your community
- It is the responsibility and the right of every person, every community in California to participate in the census
- The census is confidential, and your personal information is kept private by law
- The census is private
- Your participation is confidential by law
- Participating in the census will help secure funding for schools and hospitals in your community
- California's future depends on the census
- Make sure your family counts
- Make sure you count and participate
- The census will deliver federal funding for people with disabilities across California for the next decade
- The census will deliver federal funding for California's hospitals for the next decade
- Make sure your family counts
- If you are between homes or facing homelessness, it is your right to be counted

- The census will deliver federal funding for California's children for the next decade
- The 2020 Census will be the most accessible in history
- Every household will receive a form in the mail – participate on April 1 and be counted
- The census is our responsibility and obligation
- It's our constitutional right to participation
- By law, all your personal information is kept safe
- Everyone can participate in the federal decennial census free of threat or intimidation
- The census is a simple survey with only nine questions
- Our diversity is our strength
- This is your opportunity to give back to your community
- Help California lead the nation; complete the census early
- Submit your census form early
- It's not too late!
- Take the census Today
- Wear a mask, stay safe at home and take the census!



### A DATA-DRIVEN CAMPAIGN

Data and metrics played an important role in the media Campaign to inform placement, messaging and media platforms. All efforts were benchmarked against industry standard media metrics throughout the Campaign ensuring established goals were achieved.

The Census Office completed a comprehensive review of data, research and analysis prior to the selection and placement of the statewide media Campaign

**tactics:** Media markets reaching hardest-to-count audiences were identified through an analysis of 11 statewide media markets, also known as designated market areas or DMAs, based on regional demographics and the reach of specific media outlets

within each market. This allowed for an evaluation to better understand which media outlets hardest-to-count audiences were using. Media outlets reaching hardest-to-count audiences by region were identified using census population data as a baseline combined with Neilson, Scarborough and Google media data. The selection criteria included two important

components. The availability of media opportunities was critical given the political ad competition from the upcoming 2020 general election, and input from partners identifying which outlets were credible trusted messengers.

However, the Campaign could not rely solely on media market data to place effective media buys because California's 11 designed media areas did not align with the Campaign's 10 census regions. Given this nuance, the Campaign developed a custom SwORD map to overlay media market analysis with hardest-to-count tract data. The Census Office reviewed media consumption by hardest-to-count communities, the effectiveness of the chosen media tactics as well as a media buy's weight and number of touches per person.

Media weight is a term used in advertising to refer to the size of the audience reached by an advertising campaign. Media weight is determined by the number and placement of advertisements in media such as television commercials, online ads or billboards. A designated market area (DMA), also referred to as a media market, is a region of the United States that is used to define television and radio markets.



The media buying strategy relied on an overlay of the SwORD demographic and geographic data, and with rating reporting and media consumption data from the leading provider of media insights and analytics (Nielsen) Media outlets were evaluated through the SwORD overlay maps, based on the following factors:

- Percentage of hardest-to-count individuals by region
- Market size relevant to region and media costs
- Political window—the 45 days prior to an election date impacting spot availability and media cost on account of the 2020 Campaign cycle
- Other media partner outreach efforts (i.e. county media plans, U.S. Census Bureau media plan, etc.)
- Cost for reaching a specific community

The Census Office used SwORD to collect media buy data from all partner media activities and evaluated this data to determine how well hardest-to-count audiences were reached. These insights helped confirm the Campaign was high touch in hardest-to-count households and served as a useful planning tool to identify gaps in media coverage and to fill them before the buy went live. This also ensured media planning did not overlap with the U.S. Census Bureau media buys, focused impressions on California's hardest-to-count populations and allowed for pivots to target specific counties and/or census tracts with low Self-Response Rates.

### **MESSAGING METRICS**

The Census Office established messaging strategy metrics used throughout the Campaign to gauge both its appropriateness and effectiveness. Specifically, the Census Office relied on qualitative and quantitative message testing conducted through focus groups and survey models across all 10 regions. Message testing was constructed in a three-phase approach, spanning late 2019 through August 2020. At each research phase, Campaign messaging and imagery testing were measured against these metrics:



## Receptivity

Does the audience clearly and quickly understand the message?



Relevance

Does the audience perceive the message to be applicable or pertinent?



Resonance

Does the message connect with the audience in a meaningful way?



Does the message prompt the audience to act?



### **MEDIA BUYING AND FLIGHTING STRATEGY**

The Campaign's paid media strategy was built using a variety of information sources to evaluate its effectiveness, cost and ability to leverage partnerships with ethnic media, who were fundamental to reaching the hardest-to-count households. The media buys were broken down into phases, known as "flights," and reflected response rates and local conditions.

The Campaign was developed with the understanding ethnic media would be fundamental to reaching Hard-to-Count communities and help encourage their participation in the decennial count. It was comprised of five paid media flights.

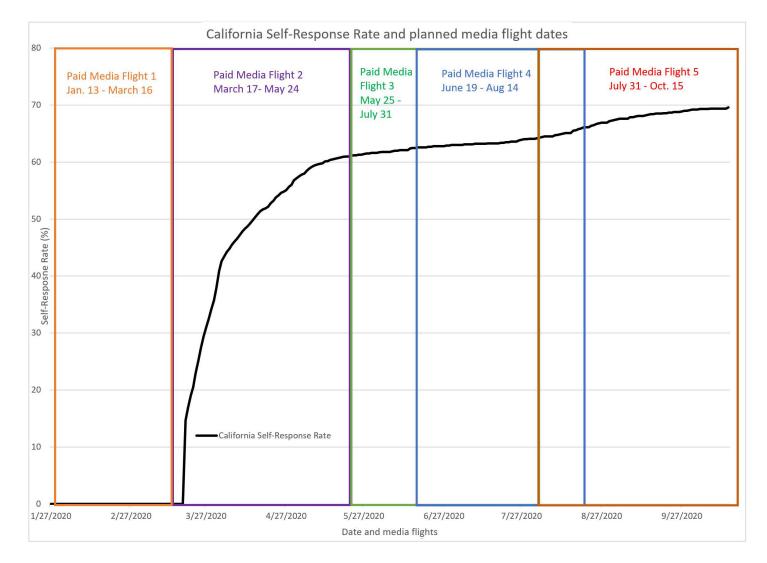




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The chart shows California's cumulative Self-Response Rate over time in the context of the five paid media flights (represented by the colored rectangles). Some media flights, such as flights 3 and 4, and flights 4 and 5, partly overlapped. Media flight 1 commenced approximately two months before self-response began March 12, 2020.





### **MESSAGE TESTING EFFORTS**

Throughout the Campaign, it was crucial for outreach material to be trans-adapted, culturally relevant and sensitive to resonate with hardest-to-count communities.

Focus groups led by the Census Office and partners proved to be a useful method for learning about ethnic communities' attitudes toward census participation in California. It was important to hear their thoughts and suggestions, as well as observe their reactions to creative assets. Focus groups also served as a community engagement tool, letting hardest-to-count Californians know their voices mattered and were vital to the Campaign.

The input from focus groups in all 10 regions influenced the Campaign's messaging, innovative imagery and strategies, and offered a unique understanding of the obstacles the Campaign would face in targeting and inspiring these populations to engage in the census.



Messaging was tested through a two-step verification process. Community members verified the accuracy and quality of the initial translations. Later, this evaluation process expanded to include census partners.



Phase 1: Focus groups were homogenous in-language in: Arabic, Armenian, Cantonese, English, Farsi, Japanese, Khmer, Korean, Mandarin, Mixteco, Russian Spanish, Tagalog and Vietnamese. Phase 2: Focus groups studied vulnerable population audiences as homogeneous groups including African Americans, Asian Americans, such as Cambodian and Vietnamese; Native Hawaiian and Pacific Islanders, farmworkers, LGBTQ+, Middle East/North African, people experiencing homelessness and veterans.

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CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT COMMUNICATIONS



Media evaluation formed the second major pillar of ongoing research alongside message testing. All 15 vulnerable populations were targeted and surveyed or interviewed to determine Campaign effectiveness by tracking awareness and attitudes toward the 2020 Census.

Measuring Campaign performance served two key objectives:

- It enabled the Census Office to identify how the Campaign was resonating with key audiences
- 2 It helped the Census Office determine if resources should be adjusted during the Campaign to optimize census response among hardest-to-reach populations

According to Campaign evaluations, the most important messages for increasing census participation included:

- Educating people about the purpose of census data collection and the laws that govern it.
- Messages that elicited feelings of empowerment and explained how the census could help improve their lives.
- Recalling key Campaign messaging such as "Everyone counts in the census: and "The census form has nine easy questions."



Some specific examples of the key messages leading to an increase in positive outcomes included:

# >Educate.

- All census answers are protected and kept confidential
- The census is secure and confidential
- You can take the census online, over the phone or by mail
- Children should be included on your 2020 Census form

## >Motivate.

Census benefits our families and communities

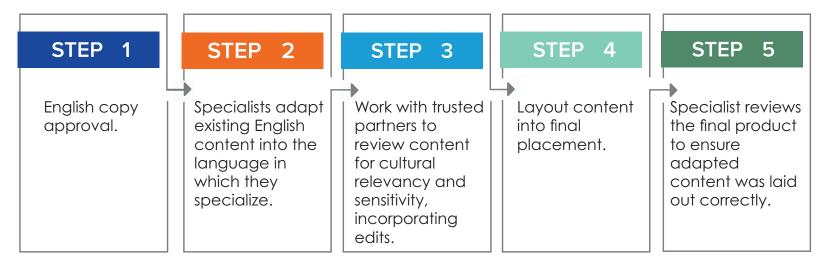
# >Activate.

• Census form has 9 easy questions

### ACCURACY AND ACCESSIBLITY DRIVES TRANSLATION STRATEGY AND SERVICES

Content was accurate and applicable to particular populations thanks to a strong translation and trans-adaptation strategy. As mentioned previously, this process included a two-step verification process where initial translations were evaluated by ethnic community members for accuracy and congruency.

All material was subjected to a five-step translation and cultural review process that included multiple organizations.



All creative messages were produced in the 14 languages specified in the Language and Communication Access Plan. This plan aimed to ensure language and communication access was linguistically and culturally appropriate and provided equal and meaningful access to California's vulnerable populations. All messaging was set at a fifth-grade comprehension level based on input from experts and collaborators, as well as industry standards.



#### Creative Messaging Languages:

Armenian, Arabic, Chinese [including Cantonese and Mandarin], English, Farsi, Japanese, Khmer, Korean, Punjabi, Russian, Spanish, Tagalog [including Filipino] and Vietnamese



### Over 1,000 pieces of content translated including:





Developed 600 pieces of **creative** in 14 languages

Developed 150 pieces of **collateral** in 14 languages



Delivered 900 **social media graphics** in 14 languages



Produced two television commercials in two languages



Developed and managed **a website** in 14 different languages

### COMMUNICATION CAMPAIGN CREATIVE AND IMPLEMENTATION

The Campaign was a success because all creative and messaging not only resonated with hardest-to-count communities, but they were seen and heard enough times to activate these historically undercounted communities to participate in the 2020 Census. Strategic partnerships and tactics were also developed to target vulnerable populations including LGBTQ+, farmworker, persons with disabilities, veterans and children under five.

The census creative team successfully developed clear, concise and culturally congruent material for the Campaign designed to encourage and inspire users to complete the census.

Through collaboration with partners, all creative was developed to be accessible, friendly and approachable. Bright colors, hand-drawn illustrations and candid photos of real people were included to communicate a human connection which provided a less institutional feel and tone. The logo served as a straightforward, but unobtrusive addition to all materials and was easy for partners to incorporate into their work as well.





The Communications Plan included specialized and tactical message delivery strategies to effectively reach all hardest-tocount communities. The plan included a wide variety of media tactics including:

### ETHNIC AND TRADITIONAL MASS MEDIA (E.G., TV, RADIO, NEWSPAPERS)

The 300 ethnic media vendors (including TV, radio and print) were critical to the success of the Campaign. These partnerships greatly expanded "air game" reach, by connecting the Campaign to a vast network of ethnic media outlets not otherwise involved with a traditional statewide media buy or the U.S. Census Bureau's media buy.

• A total of 1,435, 30-second TV-ready ads were aired across three markets in California, including the Central Valley, Los Angeles and San Francisco for a total of 15,862,00 impressions. Ads were aired in Cantonese, Hindi, Hmong, Japanese, Khmer, Lao, Mandarin, Punjabi, Russian, Spanish, Tagalog and Vietnamese.

MAELOS

- A total of 9,260, 30- and 60-second radio spots were aired across California in Spanish, Mandarin, Cantonese, Vietnamese, Russian, Punjabi, Hindi, Hmong and Assyrian.
- Ten-thousand "prime-time personalized DJ" 2020 Census commercial messages aired 12 times each day from September 11 through September 30 across a network of 42 Hispanic language radio stations. These were strategically positioned in 18 high-density Hispanic markets throughout California. The live interviews were conducted with Census Office officials. Content ratings service subscriptions were not utilized by these stations, therefore no impressions were estimated or gathered.
- Print advertising was purchased in community newspapers in Spanish, Mandarin, Cantonese, Indonesian, Vietnamese, Russian, Tagalog, Korean, Armenian, Punjabi, Hindi and Japanese. The media buy incorporated a total of 143 full-page ads in 33 publications garnering 6,470,417 impressions.

122 CALIFORNIA COMPLETE COUNT – CENSUS 2020 census.ca.gov



These partnerships delivered far more than just paid advertising. They created value-added corporate buy-in from media company leadership who then aided in the creation of campaigns integrated into programming, including talent involvement, news coverage, bonus media and the substantial over-delivery of impressions.

In addition to paid media coverage, the Census Office team worked with dozens of stakeholders to proactively pitch story ideas and interviews with local, state and national media outlets to secure hundreds of news stories. These included interviews with trusted messengers, Census Office staff and government leadership across multiple languages. This earned media coverage included stories in all 10 regions involving all 11 of California's local media markets, as well as major statewide outlets and top-tier national press.

### **WEBSITE**

A website was developed to serve as the main source of information for Californians. Campaign materials, as well as social, earned and paid media all directed users to the site as the main source for online information.



Managed 15 separate websites in 14 different languages

## AD

800+ partner portal users with more than 850 pieces of collateral uploaded during the Campaign

The CaliforniaCensus.org website became an important communication tool for sharing information about the census with Hard-to-Count communities. The website was translated and maintained in the 14 languages the media Campaign serves, providing culturally appropriate and responsive census information to help alleviate fears and encourage trust, while also explaining why the census is so critical.



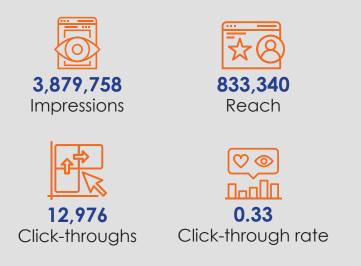


The website also featured a password protected Partner Portal where the Census Office could share materials and information with its more than 800 portal users. More than 850 pieces of creative, messaging documents and other core collateral were warehoused on the portal, which served as a central, internal hub throughout the entire Campaign.

Share Your Own Material	Download Chat Bot Em Download and utilize the chat bot on your own	REQUEST	
f there are materials your ampaign would like to share with the larger partner retwork, this feature allows you to upload them to this bortal. These materials will be vetted by the state's ampaign team. UPLOAD	HANNER MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATION MORENTATIO		
earch Keyword	Logo HTML Embed Code	Census One Pager	Census Flyer
INGUAGES	DOWNLOAD	DOWNLOAD	DOWNLOAD
English (11)			

### SOCIAL MEDIA AND VIRTUAL EVENTS

Social media channels were established on social media platforms including Facebook (@CaliforniaCensus), Instagram (@CACensus) and Twitter (@CACensus). Each platform was nuanced and offered unique and comprehensive access to hardest-to-count communities online. The Census Office's social media efforts launched on these platforms with a targeted paid effort to gain followers from hardest-to-count Californians beyond the Campaign's initial followers. The paid social media results include the following:



- Click-throughs: The number of clicks on a link within a post on a given social network.
- Click-through rate: The rate at which your audience clicks on a link within a post on a given social network, found by dividing the number of clicks on a post by the number of impressions for the post.

CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT COMMUNICATIONS



Videos and social media posts with corresponding images were produced in both English and Spanish.

TWITTER	FACEBOOK	INSTAGRAM		WHATSAPP	You Tube youtube	
AUDIENCE GROUPS ADVOCATES JOURNALISTS POLITICIANS GOVERNMENT	AUDIENCE GROUPS RESIDENTS FAMILIES INFLUENCER	AUDIENCE GROUPS RESIDENTS ADVOCATES INFLUENCERS	AUDIENCE GROUPS RESIDENTS PROFESSIONALS COLLEGE STUDENTS	AUDIENCE GROUPS IMMIGRANTS NON-ENGLISH SPEAKERS	AUDIENCE GROUPS RESIDENTS COLLEGE STUDENTS INFLUENCERS	Potential to engage many different htc audiences
<b>DEMOGRAPHICS</b> AFRICAN AMERICANS LGBTQ+	DEMOGRAPHICS MILLENNIALS BOOMERS	DEMOGRAPHICS GEN Z MILLENNIALS MIDDLE EASTERN	DEMOGRAPHICS MILLENNIALS BOOMERS	DEMOGRAPHICS GEN Z MILLENNIALS ASIAN PACIFIC ISLANDER MIDDLE EASTERN NORTH AFRICAN	DEMOGRAPHICS LATINO/AS GEN Z LGBTQ+ OTHER FEATURES LOW-INCOME	PLATFORMS Tiktok

A social media strategic plan was constructed to raise awareness and participation in California's census Campaign and garner buzz across social media. The approach included:

**Influencer Engagement and Outreach** - Conducted outreach to engage approximately 500 diverse talent and luminaries with a connection to traditionally hardest-to-count communities. This tactic resulted in 37 earned social posts across Instagram, Twitter and Facebook from 25 participants, reaching over 107 million people and garnering over 507,000 engagements.

Provided key messaging documents and scripts for influencers - A social media toolkit and social media content was provided for influencers to encourage them to post organically across Twitter, Instagram and Facebook.

Sponsored influencer partners – Three top-tier influencers with significant reach within the target demographic developed creative and highly-engaging social posts and served as a strategic resource to help develop other content and strategy to reach the hardest-to-count population.

Public Relations Plan – A public relations campaign to engage political leaders and organizations helped amplify the message. Leaders were given talking points to use in interviews with the media about interaction with talent and influencers.



#### CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT **COMMUNICATIONS**



**Constance Zimmer** 

Actress

Eva Gutowski

Actress, Influencer

0.42/130



Alicia Silverstone Arianna Huffington Author Actress



Pastry Chef

Ava Duvernay **Chelsea Handler** Filmmaker Actress







#### **Elaine Chava Elizabeth Banks** Influencer Actress



Jason Alexander Actor



Add a comment.

#### visit the Voting Information Center.

**Corinne Fox Duff Goldman** Model, Actress





Eva Longoria Actress











•



The Census Office created over 900 social media posts in 14 languages, consistent with the brand. A Social Media Style Guide was created to ensure brand continuity across all platforms. Ethnic partner media proved invaluable in providing insights and cultural nuances when developing the creative.



Specific hashtags were used depending on the targeted audience: A Campaign-wide hashtag (#CACensus or #CensusForAll), a community engagement hashtag to activate the public (#CountMeIn), a Spanish-language hashtag (#HagaseContar) and a general census hashtag (#2020Census). #CaliforniaForAll #ICount #EveryoneCounts were additional hashtaas used by the Census Office.

Additionally, the Campaign had originally strategized to have multiple weeks of promotional events across the state; however, when Stay at Home Orders were enacted, the Campaign postponed in-person events and immediately pivoted to virtual events.

Virtual event topics ranged from highlighting diverse immigrant communities, to addressing the COVID-19 pandemic to ensuring children were counted in the 2020 Census. Each event featured a unique panel of public officials, representatives from partner organizations and social media ambassadors relevant to the conversation at hand. The Census Office promoted and executed 16 live, virtual events across Facebook, Twitter and Instagram, such as a Cinco de Mayo Facebook Live event and a series of six events in recognition of Asian American and Native Hawaiian and Pacific Islander Month. A series of Facebook Live events highlighting Juneteenth kicked off Week of Action events including a live radio event featuring music and prominent members of the African American community. A Juneteenth

census playlist was made available on Spotify to be shared on social media after the live radio program. Events like these garnered an estimated total audience of 690K people.



@CACensus

### SMALL MEDIA (E.G., BROCHURES, POSTERS, FLIERS)

The Campaign logo and collateral materials were available in 14 languages to all partners via the website portal. These materials included rally signs, a fact sheet, flyer, poster, utility bill enclosures and door hanger. These items were developed as Americans with Disability Act (ADA) Portable Document Format (PDF) compliant and editable where logos could be customized and/or added, regardless of the user's sophistication with computers and design software.



### **UNCONVENTIONAL GRASSROOTS MARKETING AND PROMOTION**

**Wild Postings:** A series of "wild postings" were conducted in some urban areas of California, known to have hardestto-count communities. Wild posting is a form of advertising where static posters (in this case, 36" x 24" posters attached to hard surfaces) are placed in large numbers at multiple locations, primarily in dense, high-pedestrian urban areas, to attract maximum attention.



A total of 1,415 wild postings were deployed in 110 locations, 15 of which were added free of charge throughout San Diego, San Francisco/Oakland, Sacramento and Los Angeles. The total combined estimated impressions were 94,622,844.

**Digital Billboards:** The Census Office secured 25 digital billboards in eight of the hardest-to-count census tracts, which gained an estimated 1,470,652 impressions.

**Sky Billboard:** In areas of Southern California, including San Diego, Palm Springs, and Los Angeles, a 30' x 60' census sky billboard was flown. The Campaign began with three consecutive flights in San Diego from September 11 through September 13 and ended September 21 with a total of six flights and 30 hours of flight time, resulting in 94,622,844

estimated impressions. The sky billboard was extremely successful in hitting hardest-to-count rural counties as well as heavily populated areas like beaches and high-traffic areas. The Campaign was cut short due to the California wildfires, with the advertising budget reallocated to a text message strategy to those counties hardest hit by the wildfires.

**Digital Trucks:** Sixty digital trucks were deployed across all 10 census regions between January and September 2020, supporting 80 events statewide.

**Taxis:** Digital advertising was displayed on top of taxis and rideshare vehicles in both Spanish and English. These proprietary screens deliver dynamic content created on location-based, Wi-Fi-enabled triggers and delivered an estimated 5.5 million impressions.

Gas Pumps, Ice Box, Bodega Stores and Convenience Stores: Census advertising was also installed on pump tops and ice boxes at gas stations, convenience stores and bodegas across 339 different locations. Flyers were also distributed there, garnering over 33 million impressions.

Fairgrounds: Alameda County, identified as a hard-to-reach county, and the Campaign secured ad space at Alameda County Fairgrounds during their socially distanced drive-in movie theater. As an effect of California wildfires, the Fairgrounds was turned into a camp for CalFire and community members, creating high traffic flow. As such, the Campaign pivoted and made use of their electronic message board sitting on the high-traffic corner. The Campaign was also allowed to hang two banners in additional high traffic areas, increasing visibility and reach. The Alameda County Fairgrounds signage garnered 1,518,000 impressions.









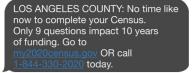


**Promotional items:** Buttons, t-shirts, step-and-repeats, posters, mobile phone pop sockets, podium signs, balloons, and pop-up banners were among the swag created and produced by the Census Office. While mass distribution of these items was impeded by COVID-19, when outreach partners were able to begin outreach events, such as caravans, these materials were shared for distribution.



Digital exchange: One-on-one text interactions helped the Campaign connect with, build trust and educate hardest-to-count Californians about the census. The Census Office worked with digital exchange partners to place a variety of ad sizes, across various networks, in 14 different languages to reach demographically targeted audiences. The paid amplification program garnered over 61,261,821 impressions with over 99,978 direct clicks to my2020census.gov website.

Two text messages were sent to counties in ZIP codes with the lowest Self-Response Rates and heavily impacted by the wildfires. A total of 4,959,270 individuals were reached in Tulare, Butte, San Francisco, Kern, Santa Clara and Alameda counties Additionally, the Census Office implemented a coordinated texting initiative whereby each household across 53



ZIP codes in Los Angeles County received an SMS/text message Monday, October 5 encouraging them to fill out the census. The initiative successfully delivered 865,751 texts.

**Regional micro media Campaian:** Each region developed its own unique micro Campaian to motivate and activate residents to complete the census. These community-specific plans were customized to match the audience with the most successful tactics and activities on a hyper-local level. The approach relied on seasoned media professionals alongside the guidance of local stakeholders and trusted community partners, including Administrative Community-Based Organizations, stakeholders and the nonprofit community.

Micro media plans included a variety of techniques, all of which were developed with the feedback and approval of all stakeholders in an area. The plans were rooted in three core elements:

1. The media buy

- 2. The hard costs to support the micro media plan (including developing lawn signs or other campaign materials)
- 3. The technical assistance provided to develop and execute the micro media plan



Micro Media Campaign Results: 553,856,191 total impressions across 10 micro media Campaigns

125 spots of earned media added value across 13 radio stations with 1,648,000 total impressions

110 spots of earned media added value across Univision and Unimas TV stations with 4,284,000 total impressions



The micro Campaigns were also helpful in targeting overlapping populations with a cross-section of demographics in the Hard-to-Count communities (e.g., veterans who are Latino, people with disabilities who may also have children ages 0 to 5, LGBTQ+ persons who are also African American, etc.).



The Census Office led a successful Campaign, exceeding established goals, even in the face of a pandemic and other obstacles requiring numerous pivots and adjustments. Key inflection points emerged during the Campaign requiring pivots and adjustments to messaging, creative and collateral development, as well as tactical shifts and workstream pauses. These moments were driven by four main factors: COVID-19, the U.S. Census Bureau timeline extensions, calls for social justice and natural disasters.

### FACTOR 1: COVID-19

As the COVID-19 pandemic began to spread across the United States, it became clear the Campaign would require significant shifts to adjust to the global public health crisis. Just as Californians were receiving census invitations from the U.S. Census Bureau in mid-March, the state was beginning to respond to the pandemic. This was followed shortly by Stay at Home Orders, scores of Californian's working from home or unemployed and children shifting to virtual learning.

- All Campaign messaging was adjusted to include comprehensive messaging about COVID-19 • serving as critically important secondary message in tandem with the activate messaging. Messaging about census funding impacting COVID-19 services played heavily in the script development and production of a Campaian commercial.
- The Campaign originally planned multiple weeks of in-person events across the state; ٠ however, when Stay at Home Orders were enacted, the Campaign immediately pivoted to virtual events.
- Swift shifts implemented in paid media buys in response to the Stay at Home Order. Out-of-home paid media buys • (digital trucks, transit shelter, billboard, barbershop and bus signage) slated for March and April were postponed to June. Some of the out-of-home media buys were pivoted to essential businesses remaining open during Stay at Home Orders, such as gas stations, pharmacies and grocery stores.





• All regional micro media plans were briefly paused and revised to address vital COVID-19 pivots. Many of these revisions mirrored the statewide media buy shifts. Further pivots were required for the micro media plans as events and local programming were canceled. Each region worked swiftly to provide a revised plan and budget including partner recommendations and feedback. These shifts ensured the most weight was put behind media tactics reaching the largest audience possible under the circumstances of Stay at Home Orders.

≡ Q.

2020 Census Delayed by Corr

THE SACRAMENTO BEE

Despite the coronavirus crisis, Californians can

make history in the 2020 census

- COVID-19 talking points were added to all foundational Campaign earned media documents, as well as anticipated questions and answers for interviews. The team also developed proactive media pitches about COVID-19 and the census, and drafted and placed op-eds.
- Organic and paid social media pivoted to include approved COVID-19 messaging across all channels. As in-person events pivoted to virtual gatherings, social media provided support for these events.



Pivots resulting from the census extension occurred sporadically over the course of eight months (March – October), demanding agility, rapid response and tight coordination with partners and vendors.

The Census Office quickly realized the need to develop new messaging and talking points, anticipated Q&A and other core Campaign-wide and earned media focused materials. To prevent confusion, the website, social media, and creative reflected the new timeline dates. Additionally, a fourth flight of paid media and extended media outreach was planned for the extended dates. The U.S. Census Bureau originally planned to finish the count by the end of July. Impacted by the pandemic, the U.S. Census Bureau announced in April the need to extend its timeline and received approval from Congress to extend the deadline for counting to continue until October 31.

In August when the U.S. Census Bureau announced the census count would stop at the end of September, not October 31 as planned, additional pivots and adjustments were necessary with each court ruling or new announcement. Self-response and field data collection operations for the 2020 Census concluded on October 15, 2020.

#### CENSUS ALL 2020

### FACTOR 3: CALLS FOR SOCIAL JUSTICE

In late May 2020, the death of George Floyd sparked protests and calls for social justice in communities across the United States. This sparked immediate, intensive dialogue around these issues of utmost importance and sensitivity in homes, communities, workplaces and beyond.

In response to these events, the Census Office made a series of swift decisions out of respect for the impacted communities and the situation at large. All organic and paid social media content was paused until media briefing and creative graphics were developed to express support for and solidarity with Black communities.

WE HEAR YOU. WE STAND WITH YOU. WE ARE HERE FOR YOU.

### **FACTOR 4: NATURAL DISASTERS**



In the fall of 2020, wildfires devastated Northern and Southern California, necessitating some additional Campaign pivots.

The Census Team developed talking points, proactive media pitches and secured op-ed placement to provide important updates and information to communities about the importance of completing the census and explained how funding allocations contribute to emergency services such as wildfires.



An op-ed is an opinion piece usually appearing "opposite the editorial page" in a newspaper. Op-eds are often written by a subject-matter expert, a person with a unique perspective on an issue or a regular columnist employed by the paper.







### **KEY PERFORMANCE INDICATORS**

Key performance indicators were established to identify trends in Hard-to-Count target audience behaviors and inform established goals to educate, motivate and activate the target audiences through paid and organic social media.

#### **Key Performance Indicators**

#### **Organic Social Media**

The Campaign set monthly key performance indicator goals for audience reach, impressions, clicks and video views to track the effectiveness of used social media tactics.

#### **Paid Media**

The Campaign over-delivered on all key performance indicators, delivering more than 6 billion impressions—this is two and a half times the Campaign's estimated delivery. Bonus media contributed to this achievement by significantly overdelivering by three and half times. The Campaign's media strategy delivered a highly targeted Campaign surpassing all expected metrics to reach, educate, motivate and activate the state's Hard-to-Count communities.

#### **Added Value**

As part of the media Campaign planning, each media subcontractor was required to provide a minimum of 30% added value. Each media partner provided a combination of bonus spots and other added value components such as commercial production or talent fees used in production or on radio. By Campaign's end, all media partners far exceeded the 30% minimum added value contract requirement.

#### **Earned Media**

The earned media Campaign focused on increasing paid media reach and on-the-ground campaign. A media briefing program was developed to ensure ethnic press heard directly from census leadership and local outreach partners. The team worked with ethnic media subcontractors securing and preparing speakers, drafting talking points, conducting preparation sessions and managing follow up with reporters to deliver key messages and directly address issues of concern or interest for different communities. The 15 media briefings each yielded several stories in outlets widely read and/ or watched by hard-to-reach communities, and effectively engaged the media outlets, which serve as trusted messengers in their own communities.



#### Earned Media continued

The earned media Campaign exceeded all key performance indicators and was especially successful with placing op-ed content and securing earned broadcast, which became a focus after research showed an increase in broadcast media consumption during mandatory Stay at Home Orders.

Earned Media Highlights						
Interview, Articles and Stories	Op-Eds	Press Releases and Advisories	Media Briefings			
Print stories: <b>92</b>	Total op-eds placed: <b>59</b>	Total releases and advisories distributed: <b>30</b>	Total press briefings conducted: <b>15</b>			
Combined outlet audience reach: 273,151,000	Total combined audience: <b>11,644,594</b>					
Broadcast (radio & TV) hits: <b>116</b>						
Combined outlet audience reach: <b>261,675,000</b>						

#### Website metrics (unique visitors), broken out by language:

Website	Website Traffic Flight 1	Website Traffic Flight 2	Website Traffic Flight 3	Website Traffic Flight 4
Arabic	24,364	19,804	7,651	4,499
Armenian	8,606	2,215	1,168	666
Chinese (Simplified & Traditional)	66,008	31,962	5,025	3,278
English	1,083,597	1,560,890	176,514	92,615
Farsi	13,515	863	317	76
Japanese	15,694	5,524	2,500	1,788
Khmer	4,626	741	766	836
Korean	41,035	18,848	3,022	2,332
Punjabi	5,362	1,456	2,104	1,555
Russian	18,414	13,774	3,466	2,777
Spanish	639,917	239,101	23,461	13,958
Tagalog	10,988	5,569	2,584	2,052
Vietnamese	30,737	14,152	4,418	3,057
TOTAL	1,962,863	1,914,899	232,996	129,489

#### Websites

The CaliforniaCensus.org website served as the main source of information for Californians. Campaign materials, as well as social, earned and paid media all directed users to the site as the main source for online information. The 4.1 million unique visitors who visited one of the Campaign's 14 translated sites, were a key success measure for the website.



### RAPID RESPONSE AND CRISIS COMMUNICATION PLANS

A proactive and strategic rapid response/crisis communication plan was developed to track, categorize and respond effectively and quickly to a range of crises. The team identified potential crisis themes and recommended a strategy and tactical approach for each. As a result, the Census Office had contingency plans in place in case of a crisis.

All partners were involved in the process to ensure the right message was communicated efficiently through all media outlets, with a tactical solution for each situation. Partners were supported through training exercises to identify potential issues and how to quickly implement the plan.



Rapid response communications were implemented on a rolling basis, particularly when operational changes and other federal actions caused confusion at the local level both about the census timeline and who was included in the count. With each instance of breaking news or updates emanating from the U.S. Census Bureau or the Federal administration, partners were advised on a recommended strategy, including messaging and communications tactics.

A comprehensive misinformation and disinformation aspect was also included in the strategy, which was designed to address and react rapidly to misinformation and disinformation that emerged during the Campaign and could jeopardize a full count or trigger uncertainty throughout the community. A complex, real-time monitoring system was developed and deployed to track census misinformation and disinformation on mainstream social media networks. This monitoring system

ran 24/7 throughout the entire Campaign.

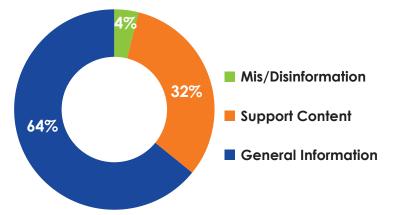
The team developed a reporting structure, including threat level classification for rapid response to any major incidents of misinformation or disinformation related to the census in California. Identify and record concerning mis/disinformation across digital medium(s) on Rapid Response Tracker Complete a Threat Assessment of the mis/disinformation efforts, marking efforts at a Green, Yellow, Orange, or Red Level Develop recommendations to media and/or digital team for how to respond to the mis/disinformation efforts

Share concerning mis/disinformation efforts and how to respond to the efforts with media and/or digital team

There were over 700 notable pieces identified related to the census in California mis/disinformation content from mainstream and fringe networks. Additionally, during website development, 34 URL's like CaliforniaCensus.org or with common misspellings were purchased to strengthen the Campaign's position against mis/disinformation.



Only 4% of the information found on the web was mis/ disinformation. Most of the information found on the web (64%), was content about the U.S. and California census was classified as support content, and 32% was classified as general information.





The Campaign's media strategy delivered a highly targeted campaign surpassing all expected metrics to reach, educate, motivate and activate California's hardest-to-count communities.

### PAID MEDIA

- More than 6 billion impressions were delivered to hardest-to-count communities. This was 2.5 times more impressions than • the Campaign was estimated to deliver. Bonus media contributed to this success by significantly overdelivering impressions. As an example, the estimate for bonus impressions was 549,665,335 and by end, bonus paid media impressions equaled 2,676,003,179. Based on the paid Campaign, bonus impressions exceeded the minimum of 30% by more than three and a half times.
- In mid-June, the Campaign, along with partners, organized a statewide Week of Action. This coordinated push urged all residents to participate in the census, coinciding with national activities by the U.S. Census Bureau. The Week of Action utilized car caravans, phone banks, media interviews, webinars, billboards and virtual events. The week focused heavily on social media and paid media to amplify the message. As a result, 33 social influencers delivered over 136,827,066 impressions, over 77,000 clicks, 12 public relation appearances and Week of Action engagement.





### **ETHNIC MEDIA**



Over 300 ethnic media partnerships provided hyper-targeted content integration in more than 14 languages, bonus media and free services.

Additionally, the Campaign conducted outreach to mayors, city councils, state legislators and Congressional members, and curated videos and photos released via social media channels including hardest-to-count communities.

### **EARNED MEDIA**

- Earned media coverage garnered more than 545.8 million potential audience impressions
- 116 broadcast interviews featured Campaign officials, partners and legislators spanning all 10 census regions and 11 designated market areas
- 92 census stories were placed in national, statewide, ethnic and local publications
- 59 op-ed placements appeared in major outlets including the Sacramento Bee, CalMatters, La Opinion, the San Diego Union Tribune and the Orange County Register
- Key narrative-setting coverage of the Campaign and its partners appeared in the national press, including The New York Times, USA Today and Bloomberg

### **Earned Media Wins**

#### Interview, Articles & Stories



Audience reach: 273,151,000



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#### Press Releases & Advisories

Total releases and advisories distributed: 30

### **Op-eds**



Total op-eds placed: **59** Audience reach: **11,644,000** 

### **Media Briefings**



Total press briefings conducted: 15



### **SOCIAL MEDIA**

• 2.7 million views of animated GIF stickers created in English and Spanish for use in Instagram Stories

56,625,866 Total Impressions	<b>5,416,955</b> Total People Reached (Facebook and Instagram)		<b>1,717,040</b> Total Post Engagements	<b>553,063</b> Total Clicks
<b>2,038,699</b> Total Video Views	21,266 Total Followers	Hostec	<b>16</b> al Live Events d on Facebook d Instagram	(a) <b>690,906</b> Total Live Event Views

## **Key Performance Metrics**



### **STATEWIDE PAID MEDIA**

#### 6,023,991,906 impressions delivered to hardest-to-count communities

• 2.5 times the estimated impression delivery

#### Approximate \$30 million statewide paid media spend equals a return on investment of billions in federal funding

- The Campaign delivered at \$0.91 cost per engagement
- With a Campaign frequency of 15 touches per person, the cost to reach the Hard-to-Count, 11 million individuals, equates to \$13.50 per person
- This means a \$13.50 per person paid media investment for the State to educate and activate Hard-to-Count communities helped drive close to 70% Self-Response Rate for California (an average of 61% Self-Response Rate in hardest-to-count census tracts)
- For each person self-responding to the census questionnaire, it is estimated that funding to California communities is approximately \$1,000 per person in federal funding or \$10,000 over 10 years

#### 190,621 commercials aired

• The Campaign originally estimated a frequency of five. The Campaign delivered a 15-frequency by medium, three times the original estimate.

#### Over 300 ethnic media partnerships delivered hyper-targeted content integration

• Delivered bonus (no additional cost) media placement supporting the Campaign message in more than 14 languages

# 60 digital trucks delivered Campaign message at 80 events throughout all 10 regions between January and September 2020

#### 33 social influencers delivered over 136,827,066 impressions

- Through a high engagement Campaign with custom content, over 77,000 clicks were delivered
- 12 public relation appearances and Day of Action engagement





Over the course of the Campaign, the Census Office gained several key insights. These takeaways informed the Campaign as it evolved to allow for pivots to maximize success and the Campaign's return on investment. They also provided some important lessons to carry forward into the future.

- Ethnic media is a necessary component in conducting a substantive, thoughtful conversation with the hardest-to-count ٠ audience and driving census participation. Building extensive ethnic media partnerships was the Campaign cornerstone, and unquestionably a cornerstone of its success.
- The media "air game" succeeded in driving census completions. The media Campaign achieved a high number of ٠ touches per person with hardest-to-count audiences to help drive outcomes.
- In a census timeline that saw Self-Response Rates increase sporadically, there was a strong correlation between the Campaign's heaviest media buy and the daily Self-Response Rate increases in California. In short, the more heavily weighted the media buy, the more consistent the Self-Response Rate growth.
  - This was observed in flight 2, which ran March 16 May 31, just as the census got underway. Analysis of the day-to-day Self-Response Rates show a measurable daily increase in California's Self-Response Rates from mid-March through mid-May.
  - The media Campaign demonstrated success during increased activity periods, like Census Week (March 30–April 5), which averaged a daily increase in Self-Response Rate of 1.3%. This coincided with a robust investment and tactical execution across paid media, earned media and social media.
  - Self-Response Rates slowed in the summer months, with stretches of low to no growth, coinciding with flights 3 and 4, with a 10% weighting. This also validates the return on investment, and the recommendation to apportion more budget to the "air game" to sustain media weight for the entirety of the Self-Response Phase.



- > A fifth flight, serving as a statewide Amplified Engagement Campaign, drew from data-informed strategies to target the lowest counted regions with grassroots advertising, strategically executed to be accessible by each targeted community, both urban and rural. This resulted in an estimated average of 64.45 touches for each of the 35.91 million Californians in the weeks leading up to the census enumeration deadline.
- Leadership and influencers from hardest-to-count communities are key trusted voices to uplift future campaigns and were integrated to create a 360-degree Social Media Ambassador, digital and social campaign. Thirty-three influencers from pop culture, professional sports, music and activism shared custom messages to educate, activate and motivate hardest-to-count Californians. Additionally, a deep bench of voices, including Census Office leadership, well-known legislators and other trusted voices were utilized.
- Social Media Ambassadors delivered 136,827,066+ impressions and went above and beyond their commitments to the Campaign, participating in earned media interviews and virtual events.
- Among those who completed their 2020 Census forms, the top motivator for almost all Hard-to-Count populations was the desire to provide a better future for children, families or everyone in California.
  - Among Asian-American/Pacific Islander, Middle Eastern and North African and senior populations the top motivator was "engaging in my civic duty".
  - > Among the LGBTQ+, persons with disabilities and veteran populations, civic duty was a strong secondary motivator.
- Almost all hardest-to-count populations cited the top two reasons for not completing the census form were the COVID-19 pandemic or the Stay at Home Order.
  - > There were some exceptions. Seniors most often said they didn't respond because they didn't know where to get a census form.
  - Immigrants, refugees, people with Limited English Proficiency or low broadband, sited mistrust of government, uncertainty about immigration, job loss and decline in the economy as reasons for not responding.
  - Although farmworkers cited COVID-19 as a top reason, they cited other reasons with similar emphasis. Around 60% cited not knowing where to get a form or the completion deadline. They also appeared to have a strong expectation of census workers coming to where they lived to help them complete the forms. Additional detail may be found in the Final Measurement Report located at <u>census.ca.gov</u>.





# RECOMMENDATIONS FOR THE 2030 CENSUS

> Sustain ethnic media partnerships for the "air game."

> Align the census regions with California's designated market areas.

> Sustain research throughout the Campaign and start baseline research earlier.

> Formalize regular press briefings throughout the Campaign.

> Leverage partners with strong social media followings to support virtual events and reach a wider audience.

> Engage culturally congruent media agencies, consultants, creative, graphic designers, etc. to support the Campaign.

> Build a robust infrastructure to execute media/communication and ground outreach tactics synergistically.







BUDGET





State leaders made a sizable commitment to the 2020 Census by investing \$187.2 million over four fiscal years (2017-2018 to 2020-2021) toward strategies helping ensure an accurate and successful count of all Californians. Funding was appropriated through three successive Budget Acts contributing to the final allocation. The additional resources reflect efforts of advocates, legislative leaders and two gubernatorial administrations recognizing the challenges confronting California in the decennial census. The appropriation was strategically structured to be spent down over the multi-year term, irrespective of fiscal year. This decision recognized the limited time frame of the legislative cycle and budget process would not align with critical Campaign needs. The following table outlines each of the budget act appropriations.



- California's Investment
- Rapid Response to Low-Response Areas





California Budget Act	Amount	Allocations			
Budget Act of 2017	\$10 million	<ul> <li>Local Update of Census Address (LUCA) Incentive Program grants to local governments</li> <li>Initial support for outreach planning activities</li> </ul>			
Budget Act of 2018	\$90.3 million	Further support for planning, organization, and implementation of comprehensive outreach and communication strategy including staffing, office establishment, operations and contractor and vendor agreements			
Budget Act of 2019	\$86.9 million	<ul> <li>&gt; Focused support for Native American and tribal governments, schools, and outreach partner support during Nonresponse Followup Phase</li> <li>&gt; Resources for The California Neighborhoods Count Survey (also known as the California Housing and Population Sample Enumeration or CHPSE) and SwORD</li> </ul>			
TOTAL: \$187.2 million					

With the unprecedented infusion of state dollars, the Census Office in turn developed its own funding allocations. For outreach in hardest-to-count communities, sizable distributions were made to counties, tribal governments, schools and community-based organizations. These dollars allowed for associated programmatic and administrative costs. The following pages provide the primary funding allocations. See Appendix F for additional details.

STATE INVESTMENT BY REGION	Region	Investment in Millions*	HTC Self- Response Rate %	Total Self- Response Rate %
	1	\$8.2	63.9	69.3
- The second sec	2	\$2.2	52.9	65
	3	\$13.7	64.7	75.4
	4	\$5.0	61.3	65.8
	5	\$5.2	63.2	72
	6	\$9.8	60	66.2
	7	\$9.0	59.4	66.8
	8	\$39.2	58.1	65.1
	9	\$5.4	68.3	76.6
	10	\$7.1	65	73.6

\*Regional-based allocations to counties, Administrative Community-Based Organizations, County Offices of Education, and paid media.



# FUNDING ALLOCATION DETAILS

# Outreach - \$104.3 million

### A. Counties - \$36.3 Million

Allocated for counties to conduct census outreach focused on hardest-to-count populations within their boundaries, including incorporated areas (cities). Each county had the opportunity to enter an outreach contract with the Census Office. Of the 58 California counties, 45 entered into census outreach agreements, with funding for the additional 13 allocated to alternative fiscal administrators to conduct outreach within their jurisdictions. The allocated funding includes the \$1,161,315 augmentation during the Nonresponse Followup phase, from August 12 through October 15, 2020.

#### B. Administrative Community-Based Organizations - \$42.9 Million

Allocated for contracts with Administrative Community-Based Organizations targeting hardest-tocount population groups. Ten organizations entered into contracts to reach all hardest-to-count populations within their respective regions. The allocated funding includes the \$8,188,686 augmentation to bolster the Nonresponse Followup phase.

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# Funding Distribution Methodology:

The funding methodology for the 10 Administrative Community-Based Organizations and the majority of the 58 counties reflected their respective percentages of the estimated 11.1 million people statewide who lived in census tracts with a Hard-to-Count Index of 57 or above (29% of all tracts in California). Counties with no or relatively few of these hardest-to-count residents received allocations based on their most recent total countywide population as determined by the California Department of Finance. Education datasets helped allocate census outreach money to County Offices of Education around the state, based on their school districts' share of student enrollment in Title I (low-income) schools as well as the number of eligible Title III (English-learning and immigrant) students.

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# FUNDING ALLOCATIONS CONTINUED

# 🛞 Outreach (continued)

#### C. Statewide Community-Based Organizations -\$7.7 Million

Allocated to establish contracts with Statewide Community-Based Organizations focusing on an outreach approach based on demographic groups considered vulnerable and particularly hardest-to-count. Thirteen organizations were awarded contracts to reach hardest-to-count populations within their designated regions. The original \$5,027,000 to Statewide Community-Based Organizations was augmented by \$2,631,100 to bolster outreach efforts.

#### D. Sector Outreach - \$2.2 Million

Allocated for contracts to organizations with reach to sectors, including health, rural, business, labor and faithbased organizations. Five organizations were awarded contracts to reach hardest-to-count populations. \$1,625,846 to sector outreach was augmented by \$617,650 to bolster efforts.

#### E. Education - \$7.7 Million

Allocated to fund education outreach efforts with County Offices of Education throughout the state, as well as higher education institutions. This also supported the development of a K-12 social science census curriculum.

#### F. State Agencies - \$500,000

Allocated to fund outreach efforts by state agencies, departments, boards and commissions.

#### G. Tribal Nations and Native Communities - \$2.9 Million

Allocated to Tribal Governments and two Statewide Community-Based Organizations to conduct outreach to tribal nations and native communities, as well as a public relations campaign expressly focused on reaching Native People.

#### H. Phone Banking - \$3.2 Million

Allocated to conduct a phone and text banking program. This program offered a convenient and effective direct patch-through for households to the U.S. Census Bureau as part of the outreach efforts during the Nonresponse Followup phase.

#### I. Census PDI - \$850,000

Allocated to design, build and provide to contracted partners a household-level canvassing, phone-banking and outreach tracking application called Census PDI for the purpose of maximizing Census 2020 participation in California.





# FUNDING ALLOCATIONS (continued)

#### Media and External Affairs - Communications - \$52.2 million

Allocated to provide statewide media efforts to supplement and support on-the-ground partner efforts by using paid and earned media and other strategic tactics. The funding allocation included \$3,053,813 to bolster outreach efforts during the Nonresponse Followup phase.

# Administration - \$19 million

The Census Office's operation established an administrative budget for staffing. Administrative costs were \$19,038,131, representing 10.57% of the total budget.

#### Local Update of Census Address Incentive Program -\$5.9 million

To encourage full participation in the U.S. Census Bureau Local Update of Census Addresses program, California cities and counties were provided monetary incentives to identify errors in the U.S. Census Bureau Master Address File address lists and with the purpose of improving California's count. Funding also supported the appeals process for local agencies to dispute addresses proposed for removal from the Master Address File.

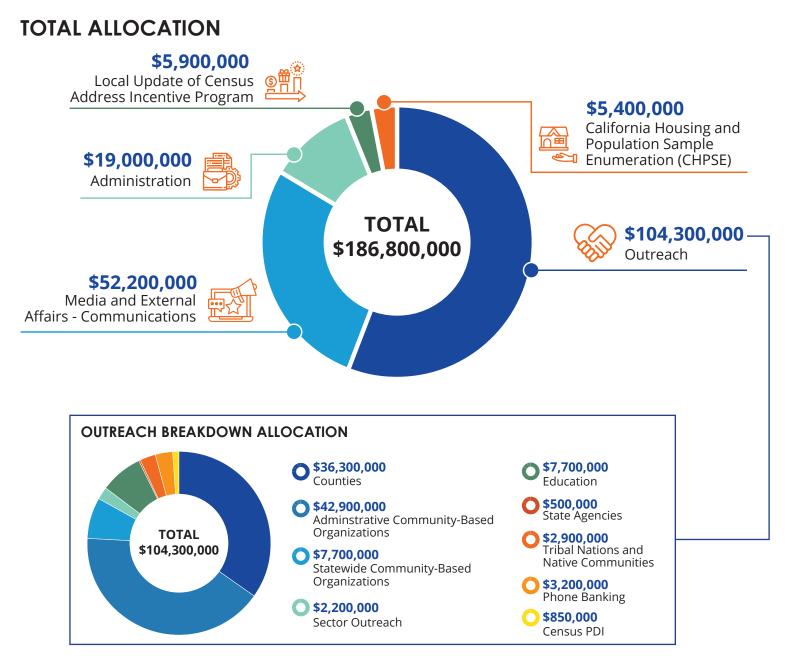
# California Housing and Population Sample Enumeration <a>(CHPSE) - \$5.4 million</a>

Allocated to conduct the California Housing and Population Sample Enumeration survey and managed by the Department of Finance Demographic Research Unit, \$5,295,000 was used to conduct the survey with an augmentation of \$135,000 to identify 2,670 additional housing units.

Note: All budget numbers one million dollars and above are rounded to the nearest one hundred thousand.







Note: The difference between the total funding of \$187.2 million and the total allocation of \$186.8 million is due to the remaining dollars being unallocated.





At the outset of budget development, the Census Office intentionally set aside resources to deploy a more targeted approach for the Nonresponse Followup operations. The funds were designed to mitigate direct and indirect challenges created by external factors and Campaign developments and to address low-responding census tracts. While there was foresight to initially set aside \$10 million, this amount was decided long-before any COVID-19 pandemic challenges surfaced and negatively impacted response rates. The Census Office allocated an additional \$5,561,893 to reverse the low-response trends. In total, \$15,561,893 was allocated for rapid response to low-response rate areas.

Specifically, the \$15,561,893 was allocated in three ways to focus on increasing response rates in low-performing census tracts in 21 counties throughout the state:

\$9,350,002 for Administrative Community-Based Organizations and counties. \$3,053,812 for a media communication effort.

\$3,158,079 for a highly targeted phone banking program.

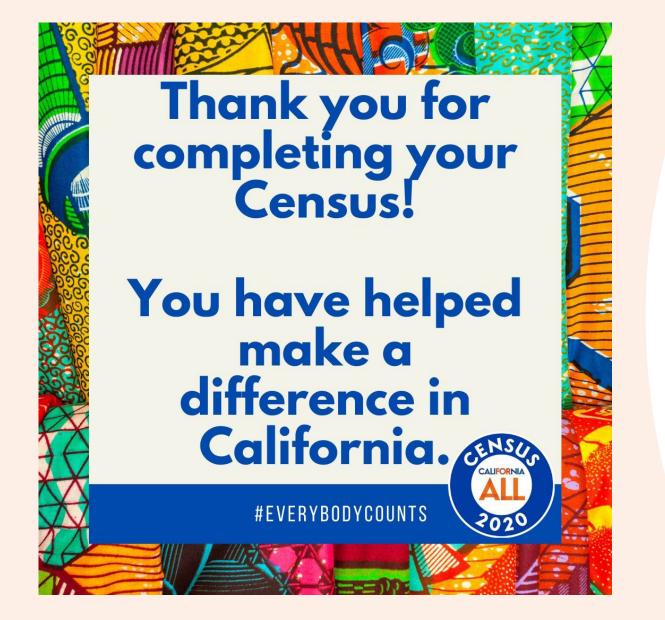
#### Funding Nonresponse Followup:

It is important to note the \$10 million initial Nonresponse Followup allocation, and the additional \$5.56 million allocation, were above and beyond the partners' original contracted funding.

#### **Recommendations:**

- Consider including funding for early tribal consultations in 2026-2027. This will help prepare for a full count on tribal lands and within the American Indian and Alaska Native population in 2030.
- Ensure Local Update of Census Address incentive funding does not exclude tribal governments.
- Maintain publicly available Census Office operational reports, for continuity and historical knowledge, from 2021 until preparations begin for the 2030 Census. This will help maintain operational and strategic insights to support a successful ramp up for 2030.







# RESULTS





As a result of an unprecedented outreach and communications Campaign for the 2020 Census, California motivated and activated over 10.5 million households to self-respond, including an estimated 2.5 million households in the hardest-to-count census tracts.

This section provides a topline review of key data and results. Additional information regarding how data and technology tools supported this success may be found in Appendix G.



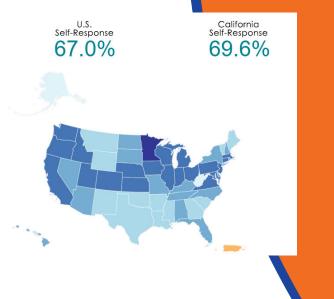
By the end of the count October 15, 2020, California's Self-Response Rate was 69.6%, exceeding its final 2010 Self-Response Rate of 68.2% by 1.4 percentage points. In comparison, the U.S. Self-Response Rate improved by just 0.5 percentage points over the 2010 Census, for a total final Self-Response Rate of 67%.

California's success helped to increase the U.S. Self-Response Rate since the state is home to more than 10% of all U.S. households and performed better than the U.S. Self-Response Rate by 2.6 percentage points. As California's Self-Response Rate grew, so did the nation's. Notable results include:

• California achieved the highest average Self-Response Rate in the hardest-to-count tracts amongst the 10 most populous states. Census response rate summaries for the 10 largest states are provided in Appendix H.

# IN THIS SECTION:

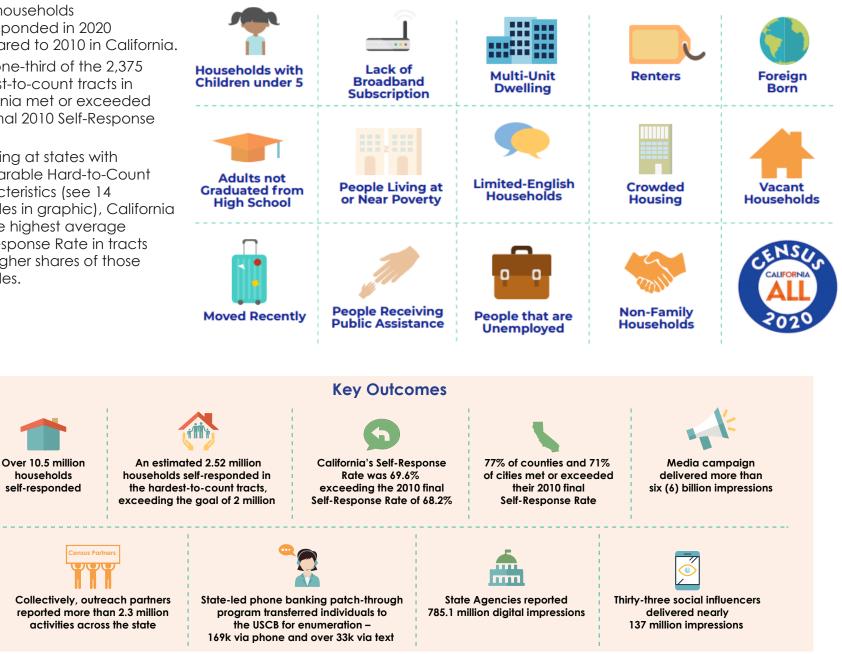
- Introduction
- Final Self-Response Results
- Results of Mid-Campaign Strategy Pivots

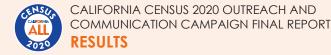


CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT **RESULTS** 



- More households • self-responded in 2020 compared to 2010 in California.
- Over one-third of the 2,375 • hardest-to-count tracts in California met or exceeded their final 2010 Self-Response Rate.
- In looking at states with comparable Hard-to-Count characteristics (see 14 variables in graphic), California has the highest average Self-Response Rate in tracts with higher shares of those variables.





# **Census Terms to Know:**

For additional information on data and terminology please refer to Appendix G.

# > Self-Response Rate

The Self-Response Rate reflects the percentage of all known housing units in a particular area, such as a census tract that has responded to the census via the internet, with a paper questionnaire or by telephone.

Increasing self-response in the hardest-to-count areas was a fundamental goal of the Campaign. Research has shown strong correlations between Self-Response Rates and the accuracy of the population count. Demographic groups and geographic areas with lower Self-Response Rates tend to have higher net undercounts (when the census count is smaller than the true population) and omission rates (the omission percentage as a share of the true population.) In 2020, the Census Office and other census stakeholders used near real-time response rate data from the U.S. Census Bureau to focus ongoing and additional outreach efforts on low-responding areas.

Im-migrant

# End of Count

Self-Response Rates and related analyses in this report reflect the U.S. Census Bureau's January 29, 2021 response rate update.

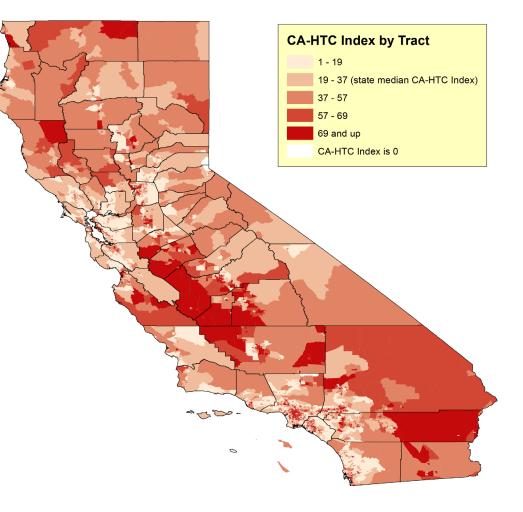
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# MAP OF CALIFORNIA'S HARD-TO-COUNT INDEX

Many California residents live in areas considered Hard to-Count based on demographic, socioeconomic and housing characteristics. The map shows all census tracts color-shaded to their corresponding <u>California Hard-to-Count Index</u>, a metric incorporating 14 variables correlated with being difficult to enumerate. The darker the shading, the higher the index number, making households in these tracts harder-to-count or less likely to respond. The map was also available as an interactive version to assist stakeholders with planning and outreach.

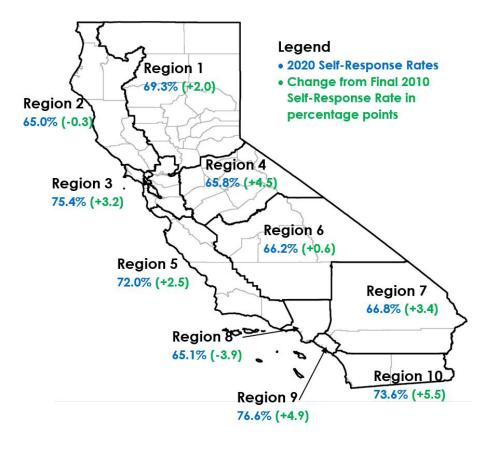
The Campaign focused partner funding and regional investments in tracts with a Hard-to-Count Index of 57 and above. Outreach and communication strategies focused primarily in these darker shaded areas. Initial funding allocations to Administrative Community-Based Organizations and counties reflected their respective population shares in the Hard-to-Count tracts. Some counties had little, if any, estimated population in California's Hard-to-Count tracts. In these cases, funding was allocated based off their total populations.





# **RESULTS BY REGION WITH FINAL 2010 SELF-RESPONSE RATE COMPARISON**

California was divided into 10 regions for the Campaign. At the regional level, most regions out-performed their final 2010 Self-Response Rates as depicted in the multi-county regional map below. Region 10 (San Diego and Imperial counties) had the highest region-level increase, 5.5 percentage points, reaching a 73.6% Self-Response Rate. Second was Region 9 (Orange County) with a 76.6% Self-Response Rate, increasing by 4.9 percentage points from the region's final 2010 Self-Response Rate. Based on the latest availabe Self-Response Rate data, only two out of the 10 regions, Region 2 (North Coast) and Region 8 (Los Angeles County), did not reach their final 2010 Self-Response Rate. Los Angeles County, with more than 10 million people, is notably the most populous in the nation and the hardest-to-count.



# The Census Office - Census 2020 Regions

Region	Name of Region	Counties
1	Superior California	Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, Yuba
2	North Coast	Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, Trinity
3	San Francisco Bay Area	Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano
4	Northern San Joaquin Valley	Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne
5	Central Coast	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
6	Southern San Joaquin Valley	Fresno, Inyo, Kern, Kings, Tulare
7	Inland Empire	Riverside, San Bernardino
8	Los Angeles County	Los Angeles
9	Orange County	Orange
10	San Diego - Imperial	Imperial, San Diego



# **RESULTS BY COUNTY WITH FINAL 2010 SELF-RESPONSE RATE COMPARISON**

California's response rates varied throughout the state as depicted on the Self-Response Rate map. The darker the purple, the higher the Self-Response Rate. Despite the challenges of the pandemic and the subsequent enumeration timeline changes, the Campaign continued to actively engage Californians in the hardest-to-count tracts to self-respond to the census. Counties with predominantly rural communities were adversely impacted by, among other things, schedule changes during U.S. Census Bureau's Update Leave operations, including tribal reservations experiencing complete closures and limited access to reservations. Nevertheless, rural counties significantly exceeded their final 2010 Self-Response Rate. For example, Amador County exceeded its response rate by over 12 percentage points and Placer County by over 5 percentage points. Overall, despite the many challenges the 2020 Census experienced, 45 of 58 counties exceeded their final 2010 Self-Response Rates, in some cases by several percentage points.

There were some remarkable sprints towards the end of the enumeration period improving Self-Response Rates. Examples include:

 From late June through late July, the Self-Response Rate for the city of Stockton increased by only 0.7 percentage points. Stockton, a contracted partner, expanded its outreach efforts in late July and added a city council challenge. From August 3 through the end of the census, Stockton's Self-Response Rate increased by 5.7 percentage points. The Self-Response County Self-Response Rate (%) 0 - 15 15 - 30 30 - 40 40 - 50 50 - 56 56 - 62 62 - 68 68 - 74 74 - 85 85 - 100

increased by 5.7 percentage points. The Self-Response Rate for San Joaquin County, which encompasses Stockton, realized an increase of 5.9 percentage points during this time, the second-highest in California.

• Monterey County started a phone banking effort in mid-September, just four weeks before the end of the census. The county's Self-Response Rate increased by 1.5 percentage points during this time, making it the fourth-highest increase and just behind adjacent San Benito County.



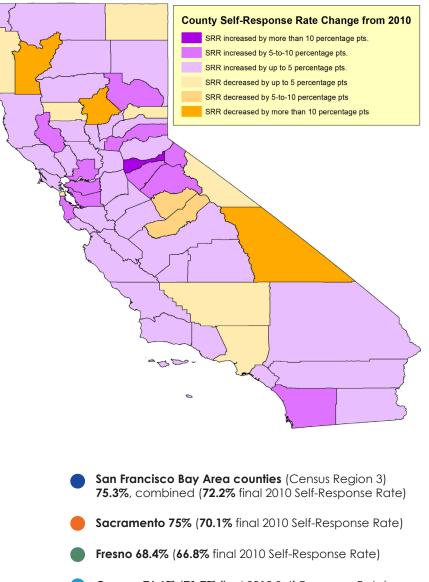
CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT **RESULTS** 

- Kern County had the biggest increase, 1.7 percentage points, during this same time period. A month before the end of the census, Kern County was 2.5 percentage points below its final 2010 rate. Partners focused efforts in tracts which lagged the 2010 Final Self-Response Rate with direct outreach and ads via mobile devices, text messaging and mailers. It sprinted to the finish line to reach a 64.4% Self-Response Rate, only 0.8 percentage points below its final 2010 rate.
- In Long Beach, California's seventh largest city, the Self-Response Rate had stood at 68% for several days in mid-October. By October 14, the second to last day of the enumeration, it had increased to 68.1%. Then it increased by another 0.2 percentage points October 15, the final day, matching the city's final 2010 Self-Response Rate. The increase followed various partner outreach efforts, including Los Angeles County targeting low-responding tracts with postcards, truck-mounted billboards in English and Spanish and geo-fenced digital advertisements on YouTube and other sites.

# **RESULTS IN HIGH PERFORMING COUNTIES AND AREAS**

Census tracts with higher CA-HTC Index values posed significant challenges to enumerate, while tracts with lower index values generally had higher Self-Response Rates. The Campaign focused primarily on tracts with a Hard-to-Count Index of 57-and-above and notable Self-Response Rate increases occurred in some of the most

populous counties and surrounding areas across the state. Approximately 51.6% of California's population lives in the following counties: San Diego (8.4%), Orange (8.1%), Riverside (6.1%), San Bernardino (5.5%), Fresno (2.5%), Sacramento (3.9%) and the San Francisco Bay Area counties (18%).



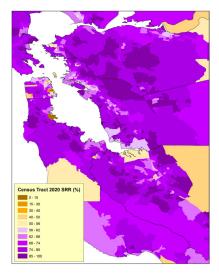
- Orange 76.6% (71.7% final 2010 Self-Response Rate)
- San Diego 73.9% (68% final 2010 Self-Response Rate)
- Riverside 67.2% (63.5% final 2010 Self-Response Rate)

CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT RESULTS

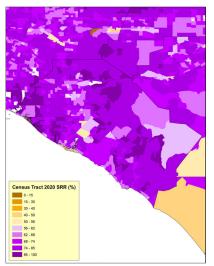


The following maps depict self-response success in these populous counties and suggest targeted outreach and communication efforts helped achieve the goal of a complete and accurate count.

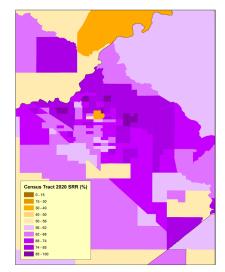
#### San Francisco Bay Area



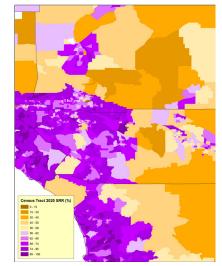
**Orange County** 



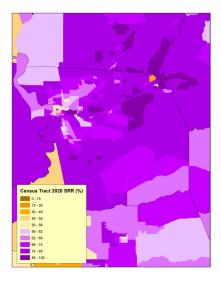
#### Fresno County and Surrounding Areas



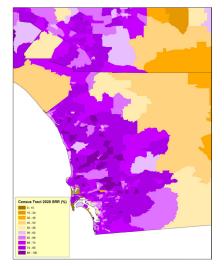
Riverside/ San Bernardino County



#### Greater Sacramento Area



#### San Diego County





The table below provides an overview by region of each county's Self-Response Rate in 2020 and 2010 and the change from 2010 to 2020.

County name	2020 Self-Response Rate	Final 2010 Self-Response Rate	Change in percentage points from 2010					
Region 1								
Butte County	55.2%	65.6%	-10.4					
Colusa County	58.4%	58.2%	0.2					
El Dorado County	63.0%	58.8%	4.2					
Glenn County	65.5%	67.6%	-2.1					
Lassen County	52.2%	51.4%	0.8					
Modoc County	51.0%	53.3%	-2.3					
Nevada County	61.8%	61.6%	0.2					
Placer County	72.8%	67.5%	5.3					
Plumas County	39.8%	33.0%	6.8					
Sacramento County	75.0%	70.1%	4.9					
Shasta County	67.1%	65.8%	1.3					
Sierra County	43.8%	44.1%	-0.3					
Siskiyou County	57.9%	56.5%	1.4					
Sutter County	71.7%	69.1%	2.6					
Tehama County	64.3%	61.4%	2.9					
Yolo County	74.2%	71.5%	2.7					
Yuba County	63.7%	62.0%	1.7					
		Region 2						
Del Norte County	61.7%	59.6%	2.1					
Humboldt County	62.5%	62.6%	-0.1					
Lake County	49.2%	42.6%	6.6					
Mendocino County	56.1%	53.6%	2.5					
Napa County	70.4%	68.1%	2.3					
Sonoma County	70.4%	68.6%	1.8					
Trinity County	30.6%	47.4%	-16.8					



County name	2020 Self-Response Rate	Final 2010 Self-Response Rate	Change in percentage points from 2010
		Region 3	
Alameda County	75.8%	70.2%	5.6
Contra Costa County	77.4%	72.1%	5.3
Marin County	76.3%	72.1%	4.2
San Francisco County	66.9%	68.5%	-1.6
San Mateo County	78.6%	73.2%	5.4
Santa Clara County	77.7%	74.0%	3.7
Solano County	74.1%	67.9%	6.2
		Region 4	
Alpine County	27.0%	20.2%	6.8
Amador County	62.7%	50.2%	12.5
Calaveras County	50.6%	45.2%	5.4
Madera County	62.5%	67.8%	-5.3
Mariposa County	50.0%	56.7%	-6.7
Merced County	66.8%	63.8%	3.0
Mono County	22.5%	25.2%	-2.7
San Joaquin County	69.1%	66.5%	2.6
Stanislaus County	71.1%	66.7%	4.4
Tuolumne County	55.7%	48.2%	7.5
		Region 5	
Monterey County	65.6%	64.4%	1.2
San Benito County	70.8%	67.5%	3.3
San Luis Obispo County	68.6%	66.3%	2.3
Santa Barbara County	71.8%	68.5%	3.3
Santa Cruz County	71.7%	67.8%	3.9
Ventura County	76.7%	72.5%	4.2



County name	2020 Self-Response Rate	Final 2010 Self-Response Rate	Change in percentage points from 2010			
		Region 6				
Fresno County	68.4%	66.8%	1.6			
Inyo County	55.1%	70.3%	-15.2			
Kern County	64.4%	65.2%	-0.8			
Kings County	67.1%	64.1%	3.0			
Tulare County	65.4%	65.0%	0.4			
		Region 7				
Riverside County	67.2%	63.5%	3.7			
San Bernardino County	66.3%	65.4%	0.9			
		Region 8				
Los Angeles County	65.1%	69.0%	-3.9			
		Region 9				
Orange County	76.6%	71.7%	4.9			
Region 10						
Imperial County	62.5%	58.5%	4.0			
San Diego County	73.9%	68.0%	5.9			



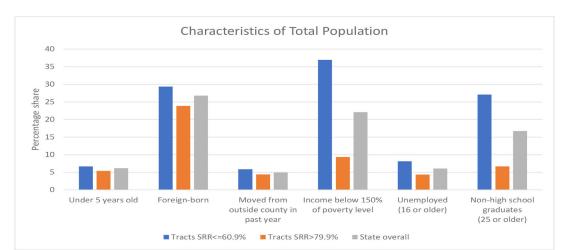


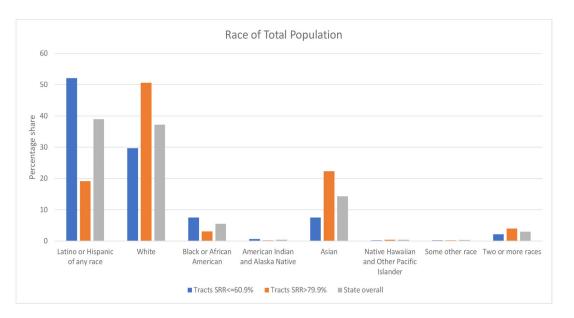
# CHARACTERISTICS OF HIGHEST AND LOWEST-RESPONDING TRACTS

The U.S. Census Bureau collects a wealth of demographic and other information every year through a variety of survey mechanisms outside of the decennial census. Much of it is available at the census tract level – the same level of geography for which the U.S. Census Bureau released Census 2020 Self-Response Rates.

The charts displayed offer a high-level overview of lowest-responding census tract characteristics (Self-Response Rate equal to or lower than 60.9%), the highest-responding census tracts (Self-Response Rate areater than 79.9%), and the state as a whole. It is important to note, the U.S. Census Bureau does not share which specific households responded to the census or provide any demographic information about them.

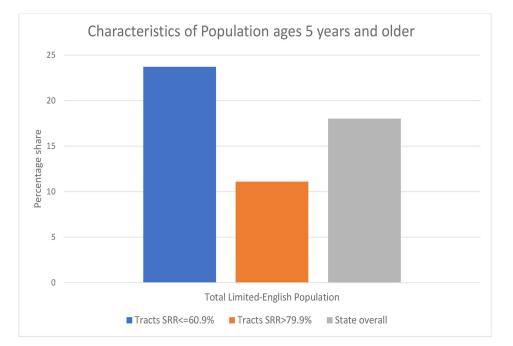
In the lowest-responding census tracts, the total population has larger shares of people living near or below the federal poverty level, adults lacking a high school diploma, and people who self-identify as Latino or Hispanic (of any race) and Black or African American (U.S. Census Bureau definitions.)







In the lowest-responding census tracts, almost one-quarter of the 5-and-older population is limited English proficient. In those tracts, more than three-quarters (83.1%) of the limited-English population speak Spanish at home. In the highestresponding census tracts, approximately one-quarter (27%) of the limited-English population speak Spanish at home. Overall in California, approximately 63% of the limited-English population speak Spanish at home.



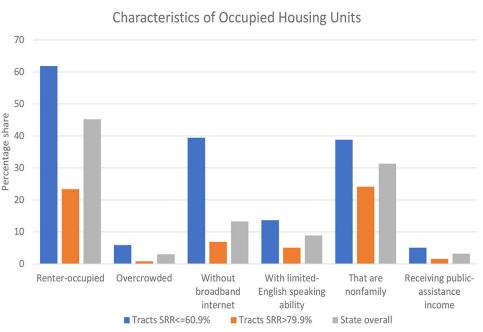
Characteristics of all Housing Units

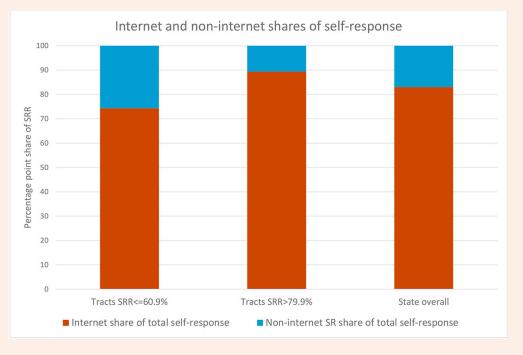
Vacant housing units represent a larger share of all housing units in the lowest-responding tracts, than in the highest-performing tracts and the state, overall. Similarly, housing units in apartment buildings and similar structures represent a much larger share of all housing units in low-responding tracts.

#### CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT RESULTS



Compared to occupied housing units in the highest-responding tracts, the lowest-responding tracts have larger shares of occupied households with the following characteristics: no broadband subscription, overcrowded (defined as the percent of occupied housing units with more than 1.5 persons per room), renter-occupied, limited-English proficiency, non-family members (occupants with no relation or those living alone) or receiving public-assistance income.





In the lowest-responding census tracts, less than three-quarters (75%) of households self-responded by internet. Internet share of self-response was higher in the highest-responding tracts (89.5%) and the state overall (83%).



# LANGUAGE CAPACITY COMPARISON BETWEEN PARTNERS AND U.S. CENSUS BUREAU

Partners committed early in the Campaign planning stages to conduct outreach in languages relevant to their various communities. Through activities such as Questionnaire Assistance Centers and one-on-one interactions, partner staff and volunteers not only satisfied every language requirement in the Census Office's Language and Communication Access Plan (LACAP), but several partners went beyond these essential requirements. They provided for more languages than even U.S. Census Bureau supported in the national language access guides. In the end, the Census Office's partners reported outreach activities in 64 distinct languages.

In-language outreach and assistance provided by partners included dialects of specific languages, such as regional variants of Mixtec (an Indigenous language from Latin America), colloquial language and pre-literate languages. Partners used creative outreach tactics, such as videos or one-on-one verbal interactions to reach those who were not proficient in English. The table below illustrates the languages covered by the U.S. Census Bureau in the form of written "How to Fill Out the Census" guides and phone hotline language capacity, the Census Office Language and Communication Access Plan requirements and the languages included in partner outreach activity, as appropriate for the community.

Languages Served During 2020 Census						
Language (other than English)	USCB Language Guides (59)	USCB Phone Hotline (12)	Census Office LACAP required (26)	Partner Supported Languages (64)		
Akateko				Х		
Albanian	Х					
American Sign Language	Х			Х		
Amharic	Х					
Arabic	Х	Х	Х	Х		
Armenian	Х		Х	Х		
Assyrian			Х	Х		
Bahasa Indonesia	Х					
Bengali	Х			Х		
Bosnian	Х					
Bulgarian	Х					
Burmese	Х			Х		
Cantonese			Х	Х		



Languages Served During 2020 Census					
Language (other than English)	USCB Language Guides (59)	USCB Phone Hotline (12)	Census Office LACAP required (26)	Partner Supported Languages (64)	
Chaldean			Х	Х	
Chamorro				Х	
Chinese	Х		Х	Х	
Chuj				Х	
Chuukese				Х	
Croatian	Х				
Czech	Х				
Dari				Х	
Dutch	Х				
Farsi	Х		Х	Х	
Filipino			Х	Х	
French	Х	Х		Х	
German	Х				
Greek	Х				
Gujarati	Х			Х	
Haitian Creole	Х	Х			
Hawaiian				Х	
Hebrew	Х				
Hindi	Х		Х	Х	
Hmong	Х		Х	Х	
Hungarian	Х				
Igbo	Х				
llocano	Х				
Italian	Х				
lu Mein			Х	Х	
Japanese	Х	Х	Х	Х	
Kanjobal				Х	



Languages Served During 2020 Census					
Language (other than English)	USCB Language Guides (59)	USCB Phone Hotline (12)	Census Office LACAP required (26)	Partner Supported Languages (64)	
Kanjobal				Х	
Khmer	Х		Х	Х	
K'iche				Х	
Korean	Х	Х	Х		
Lao	Х			Х	
Lithuanian	Х				
Mam				Х	
Mandarin		Х	Х	Х	
Marathi	Х			Х	
Marshallese				Х	
Мауа				Х	
Min Nan Chinese			Х	Х	
Mixtec				Х	
Navajo	Х				
Neo-Aramaic			Х	Х	
Nepali	Х			Х	
Palauan				Х	
Pashto				Х	
Polish	Х	Х			
Portuguese	Х	Х	Х	Х	
Punjabi	Х		Х	Х	
Purepecha				Х	
Quechan				Х	
Romanian	Х				
Russian	Х	Х	Х	Х	
Samoan				Х	
Serbian	Х			Х	



Languages Served During 2020 Census					
Language (other than English)	USCB Language Guides (59)	USCB Phone Hotline (12)	Census Office LACAP required (26)	Partner Supported Languages (64)	
Serrano				Х	
Sesotho				Х	
Sinhala	Х			Х	
Slovak	Х				
Somali	Х			Х	
Spanish	Х	Х	Х	Х	
Swahili	Х				
Tagalog	Х	Х	Х	Х	
Tamil	Х			Х	
Tataviam				Х	
Telugu	Х		Х	Х	
Thai	Х		Х	Х	
Tigrinya	Х				
Tojolab'al				Х	
Tongan				Х	
Triqui				Х	
Turkish	Х				
Twi	Х				
Ukrainian	Х		Х	Х	
Urdu	Х			Х	
Vakaviti				Х	
Vietnamese	Х	Х	Х	Х	
Yiddish	Х				
Yoruba	Х				
Zapotec				Х	



# **STATE COMPARISON**

California invested early with a focus on developing technology and community partner alliances to communicate the census message. Seven out of the 10 largest states also made investments in the 2020 Census to help their residents get counted, with Ohio, North Carolina and Florida opting not to invest in the 2020 Census.

Of the 10 most populous states, California achieved the third highest Self-Response Rate gain from the final 2010 Self-Response Rate, with an increase of 1.4 percentage points. Some states investing in census outreach did not meet their final 2010 Self-Response Rates such as Pennsylvania (-0.6 percentage points) and New York (-0.4 percentage points).

The chart below provides the 2020 Self-Response Rate and the change in percentage points from 2010. California was outpaced only by Michigan and Ohio in percentage point change. See Appendix I for demographics and population data for all 50 states.

Ten Most Populous States Comparison of overall Self-Response Rates (SRR) and overall change from 2010 to 2020						
State	2020 SRR	Change 2010** to 2020 in Percentage Points	Estimated Population			
California*	69.6%	1.4	39,283,497			
Texas*	62.8%	-1.6	28,260,856			
Florida	63.8%	0.8	20,901,636			
New York*	64.2%	-0.4	19,572,319			
Pennsylvania*	69.6%	-0.6	12,791,530			
Illinois*	71.4%	0.9	12,770,631			
Ohio	70.7%	1.7	11,655,397			
Georgia*	62.9%	0.4	10,403,847			
North Carolina	63.4%	-1.4	10,264,876			
Michigan*	71.3%	3.6	9,965,265			

\*Indicates states that made an investment for Census 2020 based on available information.

\*\*2010 numbers reflected final results.



# STATE SELF-RESPONSE GROWTH IN HARDEST-TO-COUNT TRACTS

Of the 10 largest states in the nation, California had the highest average Self-Response Rate in hardest-to-count tracts. In addition, it achieved the second-highest increase in Self-Response Rate in these areas during the final two-and-a-half months of the count. Only New York had a larger gain in average Self-Response Rate in hardest-to-count tracts. However, New York finished the count with a lower average Self-Response Rate (56.8%) in these tracts than did California (61.3%).

State Comparisons of Self-Response Rates (SRR) in Hard-to-Count Tracts						
State	Number of addresses in Hardest-to-Count tracts**	Average SRR in Hardest-to- Count tracts**	Change in average SRR (Aug 3 – Oct 15) percentage points for Hardest-to-Count tracts			
California*	4,134,958	61.3%	6.0			
Michigan*	1,274,004	59.0%	3.0			
Florida	2,860,714	58.0%	4.6			
Pennsylvania*	1,660,064	57.0%	4.6			
New York*	2,545,507	56.8%	7.0			
Illinois*	1,424,169	56.3%	5.0			
North Carolina	1,377,382	56.2%	4.7			
Ohio	1,390,051	54.4%	4.0			
Texas*	3,239,259	53.0%	5.1			
Georgia*	1,291,342	52.8%	4.2			

\*Indicates states making investments. Source: National Conference of State Legislatures and media accounts.

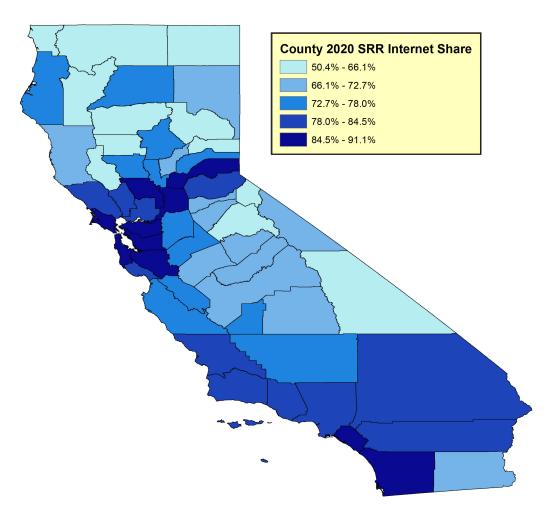
\*\*The Low-Response Score (LRS) is a nationwide hardest-to-count metric from the U.S. Census Bureau that classifies areas by predicted mail non-response rate. The tract-level 2020 Planning Database includes the most recent LRS. The chart above reflects, on a state-by-state basis, recoding the LRS with values 1 through 10, taking those tracts with recoded values of 8, 9 and 10 and averaging those tracts' Self-Response Rates as of January 29, 2021. U.S. Census Bureau address counts reflect updates as of October 2019 and do not represent final 2020 Census counts.



### INTERNET SHARE OF 2020 SELF-RESPONSE RATE - THE FIRST CENSUS CONDUCTED PRIMARILY ONLINE

In 2020, for the first time, Californians had the opportunity to respond to the census online. However, for many California households, lack of access or a subscription to broadband made completing the census online from their home difficult. Furthermore, barriers were compounded for Hard-to-Count households and those individuals lacking digital literacy, such as older adults or people with disabilities.

The Campaign considered these factors and incorporated approaches to support these households. The map depicts the share of all self-responses completed online, rather than through phone or mail. For example, in the darkest-blue counties, a very high share of the households self-responding did so online. Conversely, in the lighter blue counties, a higher share of the households self-responding did so via phone or paper questionnaire.





# RESULTS OF MID-CAMPAIGN STRATEGY PIVOTS

California's size and diversity along with unanticipated and evolving challenges necessitated a focused Campaign strategy and responsiveness to invest appropriately in the hardest-to-count tracts. Aided by near-real-time Self-Response Rate information from the U.S. Census Bureau, a targeted strategy was adopted mid-Campaign to address:

1. Low-performing tracts

### 2. Slow growth tracts trending behind their final 2010 Self-Response Rates

The strategy targeted 955 tracts in 21 counties as part of the Nonresponse Followup focused approach and coined the "21 Counties" strategy. Furthermore, as changes in the U.S. Census Bureau enumeration operations occurred, the Campaign reassessed areas needing additional focus.

In August 2020, supplemental investments were allocated in these 21 counties. The Census Office executed additional funding to existing partners and amplified communication efforts impacting focus areas including, hyper-local media buys, social media messaging, ethnic media push and combined partner efforts. Additionally, the Census Office directed a State-led patch-through program to the U.S. Census Bureau allowing households to complete the questionnaire over the phone (details provided later in this section).

> Through these mid-point investments and a laser-focused approach to increase the Self-Response Rates, the Campaign reached targeted households in California's hardest-to-count communities and other priority areas to activate their participation, resulting in improved Self-Response Rates in these areas, above and beyond county, state and U.S. averages.

> > CALIFORNIA COMPLETE COUNT - CENSUS 2020 174 census.ca.gov

Mid-Campaign Strategy Impacts						
Category	Combined SRR as of August 3		Percentage Point Change			
955 Tracts in 21 Counties	48.9%	54.9%	6.0			
State-led Patch Through Phone Program Tracts	55.0%	60.7%	5.7			
Other tracts in CA	71.3%	76.5%	5.2			

#### 955 Tracts in 21 Counties

The Self-Response Rates in the 955 tracts collectively increased by 6 percentage points, from 48.9% August 3, 2020, to 54.9% October 15, 2020.

#### State-led Patch-Through Phone Program Tracts

The Self-Response Rates in tracts reached through the State-led patch-through effort collectively gained 5.7 percentage points from 55.0% August 3, 2020, to 60.7% October 15, 2021.

#### Other tracts in California

Tracts not included in these focused efforts saw slightly less improvement; 5.2 percentage points on average.





# INVESTMENTS IN HARD-TO-COUNT TRACTS PROVES EFFECTIVE

The Self-Response Rates in tracts with a CA-HTC Index ≥57 increased significantly in all 21 counties from August 3, 2020 to October 15, 2020, the end of count. Many of these tracts outperformed their respective county, the state and the U.S. during this time period.

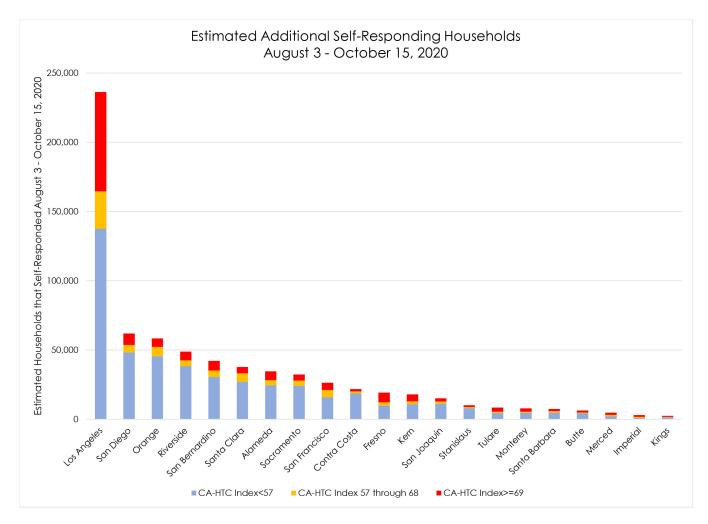
For example, the tracts with a CA-HTC Index of 57 or greater in Los Angeles County improved by 6.1 percentage points compared 5.8 percentage points in the whole county. Improvement here was also greater than California (5.4 percentage points) and the U.S. (4.1 percentage points) during this time frame.

The table illustrates the total impact of the mid-Campaign investment for the 21 counties of focus and their respective Self-Response Rate increases within the hardest-tocount Index (CA-HTC ≥57) and the very hardest-to-count Index (CA-HTC ≥69) census tracts. The substantial improvements in the hardest-to-count tracts is the result of prudent investments and collaborative partnerships to achieve a complete and accurate count.

Counties of Focus							
County	SRR as of August 3	End of Count SRR	SRR percentage point change	Combined SRR percentage-point change, tracts CA- HTC Index>=57	Combined SRR percentage-point change, tracts CA- HTC Index>=69		
US	<b>62.9</b> %	67.0%	4.1				
California	64.2%	69.6%	5.4	5.9	5.9		
Alameda	70.4%	75.8%	5.4	6.3	6.4		
Butte	50.0%	55.2%	5.2	6.5	6.6		
Contra Costa	72.3%	77.4%	5.1	5.8	5.9		
Fresno	62.9%	68.4%	5.5	5.8	6.1		
Imperial	57.3%	62.5%	5.2	5.2	4.8		
Kern	58.5%	64.4%	5.9	5.5	5.5		
Kings	61.5%	67.1%	5.6	5.9	5.6		
Los Angeles	59.3%	65.1%	5.8	6.1	6.0		
Merced	61.5%	66.8%	5.3	5.1	5.3		
Monterey	60.3%	65.6%	5.3	6.3	6.6		
Orange	71.4%	76.6%	5.2	6.0	5.9		
Riverside	61.6%	67.2%	5.6	5.8	5.7		
Sacramento	69.6%	75.0%	5.4	5.8	5.4		
San Bernardino	60.6%	66.3%	5.7	5.4	5.5		
San Diego	68.8%	73.9%	5.1	5.7	5.6		
San Francisco	61.0%	66.9%	5.9	6.3	6.4		
San Joaquin	63.1%	69.1%	6.0	5.6	5.4		
Santa Barbara	67.2%	71.8%	4.6	5.7	5.9		
Santa Clara	72.3%	77.7%	5.4	6.7	7.0		
Stanislaus	65.7%	71.1%	5.4	5.0	4.8		
Tulare	60.0%	65.4%	5.4	5.4	5.4		



The graph below depicts the 21 counties receiving an additional investment and the estimated number of self-responding households during the final weeks of the Campaign. For example, Los Angeles County garnered an additional 237,000 self-responding households, more than 40% of which (nearly 99,000 households) were in hardest-to-count tracts, a larger share than most counties. This demonstrated success in activating and empowering these households to respond.

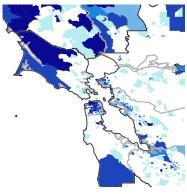




# STATE-LED PATCH-THROUGH PHONE BANKING PROGRAM

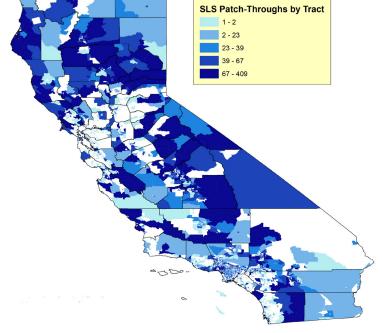
In late summer 2020, the Census Office identified tracts with low-response rates. To address outreach challenges a patch-through phone program was established, tailored to meet language needs and to supplement partner efforts.

#### San Francisco Bay Area

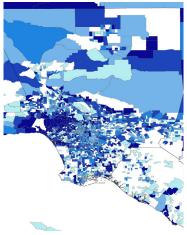


This eight-week patch-through phone banking strategy included both live phone calling and text messaging targeting 3 million diverse California households using culturally appropriate outreach staff and custom messaging in seven languages (English, Spanish, Mandarin, Vietnamese, Tagalog, Hindi and Korean).

This program, reaching households in hardest-tocount communities and other low-responding tracts via phone, asked them a series of questions about census form completion and patched interested households directly to an enumerator who collected their household information and completed the census. The phone banking vendor was selected for their community connections, cultural and language aptitude

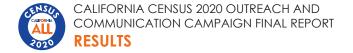


#### Los Angeles Area



and ability to appeal to individuals on a personal level to build trust around census completion. These efforts yielded 6.6 million calls, reaching 741,995 households. As depicted in the three maps (statewide and closeups of the San Francisco and Los Angeles areas), a total of 169,405 patch-throughs by phone and 33,025 patch-throughs by text were connected to a U.S. Census Bureau census enumerator.

This approach yielded wins and encountered challenges. Reaching 741,995 households, directly with culturally appropriate staff and messaging in eight weeks was an enormous successful undertaking. Implementation during the final two months of the Campaign was the largest impediment. A longer duration of the program would have likely garnered even higher response rates.



Messages particularly effective in convincing census questionnaire completion included:

Census translates to dollars in their community	The amount of funding is allocated to the community with each house	Census helps determine funding allocations for local/regional programs or services, such as
dolidis in meli commonity	counted	COVID-19 response, healthcare, child care,
		CalFresh and CalWORKs

Messaging around the importance of census for reapportionment, fair representation or as an act of civic duty did not resonate with households.

Common census completion obstacles expressed by households were:

Lack of time	Concerned about	Government mistrust	Didn't want to share
	scams and/or fraud		personal information

The impact of the patch-through phone banking program included an additional communication touch point to households throughout the state and dramatically improved response rates in non-English speaking households. It also helped reinforce Campaign messages around census credibility and trust among the households contacted.

## LOS ANGELES COUNTY: ADDITIONAL FOCUS DURING NONRESPONSE FOLLOWUP

Los Angeles is the most populous and hardest-to-count county in the nation. There are an estimated 1.6 million households in the hardest-to-count tracts in Los Angeles County. Other Hard-to-Count factors affecting census outreach in Region 8 are high numbers of crowded units, multi-unit structures and non-high school graduates.

Because of continuing shifts in U.S. Census Bureau operations, the Census Office allocated extra support to conduct outreach to Los Angeles County. A contributing factor that may have negatively impacted Self-Response Rates was the high COVID-19 infection rate in Los Angeles County impeding the U.S. Census Bureau's ability to reach Hard-to-Count areas to enumerate them. The Census Office deployed a \$55,000 paid media buy to run from October 1 to October 5, targeting Region 8 ZIP codes with the lowest Self-Response Rates. This strategy reached households through remote/digital activities and activated them to complete the questionnaire online or by telephone. Ultimately, the paid media strategy delivered 8.3 million impressions in 121 ZIP codes across Los Angeles County.



delivered 8.3M impressions in 121 ZIP codes across Los Angeles County. The following are examples of tactics supporting Los Angeles County during the Nonresponse Followup phase:

- SMS texting campaign for extremely low broadband areas with 865,751 texts delivered •
- Wild postings in 50 locations achieving over 19,607,000 impressions •
- Digital billboards in both Spanish and English ٠
- Taxicab digital sign paid ads reaching 5.5 million impressions in Spanish and English •
- Paid social media ads resulting in over 9,300 direct clicks to the my2020census.gov website •
- 6 million impressions from the UNIVISION 34 Census Fill-Along campaign, a partnership with the • California Community Foundation and Los Angeles County Office of Education
- 156,936 phone calls to households in Los Angeles County low-responding tracts in a phone • banking partnership between Los Angeles County Office of Education and the Los Angeles Mayor's Office

An estimated 58.3% of the households in Los Angeles County's hardest-to-count tracts self-responded to the census. This is an estimated 942,870 households, a monumental undertaking and accomplishment in the region.

• La Canada Flintridge

Although Los Angeles County's Self-Response Rate (65.1%) did not reach its final 2010 Self-Response Rate (69%), it is important to note 33 out of 88 cities in the county exceeded their final 2010 Self-Response Rate. These cities are:

- Agoura Hills Claremont Culver City
- Alhambra ٠
- Artesia
- Bellflower
- Burbank •
- Calabasas
- Cerritos
- Gardena Lawndale Lomita Glendora Hawthorne

Diamond Bar

El Segundo

•

• Long Beach

Ia Verne

Lakewood

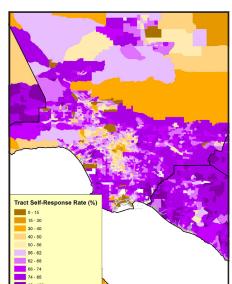
• Lancaster

- Monrovia
- Rancho Palos Verdes
- Redondo Beach •
- Santa Clarita
- Sierra Madre
- Sianal Hill
- South Pasadena

- Torrance
- Walnut •
- West Covina •
- Westlake Village
- Whittier

Self-Response Rates were not consistent across all of the county's 2,300-plus tracts. Many of the lower-responding cities are not considered hardest-to-count and therefore were not the focus of Campaign investment. Of the 55 cities not meeting their final 2010 Self-Response Rate some have few, if any, hardest-to-count areas, such as Malibu, La Habra Heights and Beverly Hills.

Without the significant Region 8 investment the Self-Response Rate would likely be even lower, causing the U.S. Census Bureau to use other enumeration methodologies that disadvantage hardest-to-count households (such as administrative records and imputation).





### CALIFORNIA HOUSING AND POPULATION SAMPLE ENUMERATION (CHPSE) PRELIMINARY INSIGHTS

The California Neighborhoods Count survey, also known as the California Housing and Population Sample Enumeration (CHPSE), was an effort led by the RAND Corp. to measure the effectiveness of California's census outreach Campaign and helped ensure accurate state demographic estimates.

CHPSE is overseen by the California Department of Finance Demographic Research Unit in coordination with the Census Office. Approximately 22,000 households were part of the survey sample. Field interviewing ended December 21, 2020. The final response rate for the long form questionnaire was 50% and short-form questionnaire responses increased the response rate to 57%.

The California Neighborhoods Count survey included several questions about Census 2020 and the Campaign's effort. The questions are listed below.

CHPSE response data was not available at the time of this report. The California **Department of Finance will** publish the results of the survey in late 2021 or early 2022 and information will be available at dof.ca.gov.



#### Census related questions:

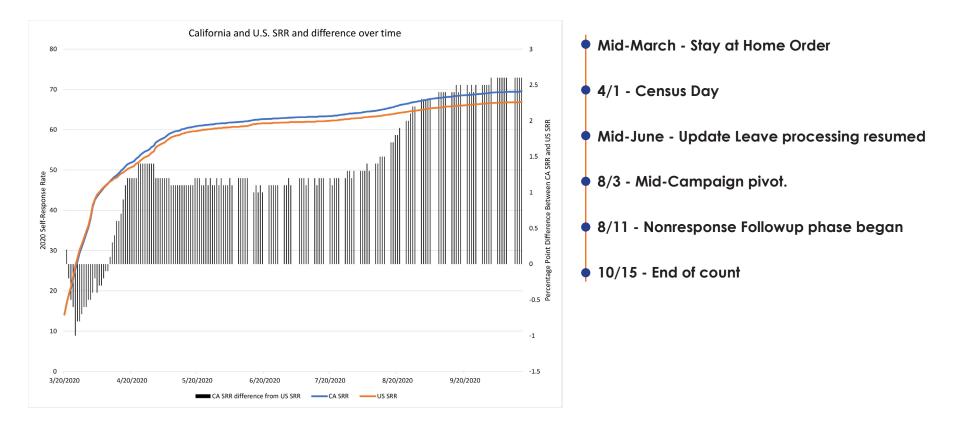
- Have you heard about the census?
- 2 How did you hear about the 2020 Census?
- 3 Did you participate in the 2020 Census or do you intend to participate?
- 4 How did you participate (or intend to participate) in the 2020 Census?
- S What motivated (or is going to motivate) you to take part in the 2020 Census?
- Why didn't you take part in the 2020 Census?



## CALIFORNIA SELF-RESPONSE TIMELINE

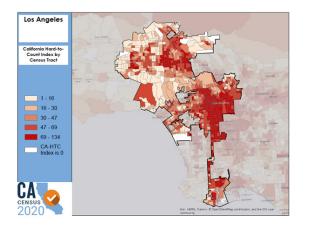
The chart below depicts the Self-Response Rate for California (blue horizontal line) and the U.S. (orange horizontal line) and the percentage point difference between them (gray vertical lines).

During the first weeks of the Self-Response Phase, California trailed the U.S. Self-Response Rate. That changed in early April, when California surpassed the U.S. rate. In the final months of the campaign, the Census Office went deep into communities through targeted outreach on low-responding tracts, a statewide patch-through program, grassroots marketing tactics, and a media push. Based on these efforts, the California Self-Response Rate began pulling away from the U.S. Self-Response Rate, even as the U.S. Self-Response Rate also increased. By October 15, the end of data collection, California's 69.6% Self-Response Rate exceeded the U.S. Self-Response Rate of 67.0% by 2.6 percentage points.



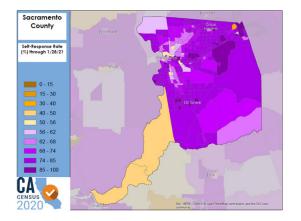


The Census Office prepared several tools for partners and other external stakeholders to understand and track data during the Campaign. Final versions for the state, 58 counties and 482 cities will continue to be available at <u>census.ca.gov</u>.



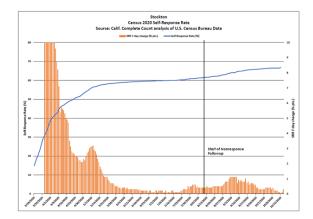
#### Hard-to-Count Fact Sheet

The fact sheets combine a map with demographic and other information, including the characteristics reflected in the California Hard-to-Count Index.



#### Weekly Response Rate Fact Sheet

The weekly fact sheets contain a map and information about Self-Response Rates to date and individual census tract performance. This edition reflects the Census Bureau's January 29, 2021 self-response update.



#### Self-Response-By-Day Chart and Map

A chart shows day-by-day Self-Response Rate and seven-day change, during the Self-Response Phase. The map includes the ending Self-Response Rate.



# LOOKING TO THE FUTURE





The final chapter, Looking to the Future, offers recommendations for a 2030 Census outreach effort. Although the future landscape for 2030 is unknown, including the U. S. Census Bureau's operations and California's budget allocation, this chapter provides a starting point and potential roadmap based on the 2020 Census Campaign. The following guideposts were considered in developing these recommendations:



Broadly Applicable Recommendations are descriptively general to maintain a timeless focus for future consideration.



#### **Budget Neutral**

Recommendations generally apply regardless of the health of the State's budget and available funding for census efforts.

These recommendations were developed by reviewing several sources, including the Census Office team's thoughtful reflections on their experience, the independent evaluation report and partner final reports.

"While the 2020 Census was an excellent reminder of the importance of robust contingency planning for expected and emergency situations, partners felt the experience demonstrated we can never be completely prepared for the uncertainty the future brings. Given the disruptive circumstances in which the campaign took place, partners and the state compiled plenty of information on how to overcome obstacles and strategically pivot and adapt to extraordinary events. According to outreach partners, one of the best ways to address external circumstances and be well prepared for the unforeseen is to learn from their 2020 Census lessons and suggestions. These suggestions represent a step toward ensuring robust future census planning and coordination".

- Synthesis of Partner Final Report Recommendations for 2030.





### LOOKING TO THE FUTURE IS DIVIDED INTO THREE CORE AREAS:

# Early and Initial Planning and **Strategy Development**

Strategy development includes plotting out the pathway with a vision and goals. These take significant consultative processes and diverse stakeholder engagement to develop. In-depth research and analysis can help to define the focus of geographic areas and populations, as well as infrastructure and budget models.

## **Implementation Design and Project** Management

2

Project management includes identifying key steps for building the architecture for the 2030 Census Campaign. A key value for the 2020 Census Campaign was to commit to inclusive and equitable processes and outcomes. The implementation design for 2030 should include developing processes, systems and auidelines, as well as an outreach and communication strategy and accountability measures.

### **Timeline and Milestones**

3

Establishing a timeline of activities and milestones that drive to timely execution of key deliverables is essential to launching and sustaining an effective campaign. The suggested timeline acknowledges processes take time, human resources and are dependent on the political landscape and other factors of the times.



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Examples of each recommended area are below.

# 1. EARLY PLANNING AND STRATEGY DEVELOPMENT

	ABCollaborate with the U.S. Census BureauUse data to support campaign approach	C Make the case for state funding	D Start early to create the architecture	<b>E</b> Build on lessons learned	<b>F</b> Engage stakeholders	<b>G</b> Create a strategy focusing on hardest-to-count populations
--	--------------------------------------------------------------------------------------------------	--------------------------------------------	---------------------------------------------------	--------------------------------------------	------------------------------------	------------------------------------------------------------------------------------

A. Collaborate with the U.S. Census Bureau early in the decade to provide input into the research design and key operational plans that may prove challenging or problematic at the local implementation level. Establish relationships with key U.S. Census Bureau headquarter staff to provide timely input at the national decision-making level. Finally, seek to expand on the State's working partnership with the U.S. Census Bureau, including data-sharing agreements to obtain more detailed self-response and Nonresponse Followup data from the bureau. This access will inform decision making and leverage outreach and communication approaches. The U.S. Census Bureau operations, infrastructure, timeline and methodology, will impact the accuracy of the count in California. The California Census 2030 Campaign plans and strategy will need to have a deep understanding of federal operations.

**TIP**: Stay informed and if possible, California should seek to have early input into the U.S. Census Bureau's research, decisions and operational plans.

#### B. Use Data to Support Campaign Approach including:

- Assessing the geographic regions by census tracts.
- Incorporating race, age, immigration status, language, disability and sexual orientation/gender identity.
- Identifying Hard-to-Count characteristics based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate.

**TIP**: As a reference point for the planning, refer to the California Hard-to-Count Index from Census 2020.



C. Make the Case for State Funding by securing buy-in from stakeholders and advocating for a commitment from the State to prioritize the census campaign. The justification of future funding requests may include:

- Challenges faced by the State to ensure an accurate count
- Differentiation between the state and federal government roles •
- Demonstration of the State's commitment •
- Strategy for focusing on hardest-to-count populations •
- Mitigation measures for the challenges or barriers
- Accountability measures

**TIP:** Build off the previous census Budget Change Proposals.

Timeline for implementation

D. Start Early to Create the Architecture and lay a strong foundation for the California Census 2030 Campaign ensuring diversity, equity and inclusion. The timeline should consider the State's budget fiscal years and planning, including drafting required documents such as the Budget Change Proposal. Starting several years early before the census enumeration will also:

- Mobilize public and private resources
- Alert and educate community and elected leaders
- Build capacity and infrastructure of the state, local governments and community organizations

TIP: Starting as early as five to six years before 2030 will support improved outcomes for the 2030 Census.

E. Build on Lessons Learned from Census 2020 Campaign by reviewing the 2020 end of campaign reports. Analyze the recommendations, including opportunities, challenges and approaches to serve as a building block for 2030.

> **TIP:** Place these recommendations in the context of the 2030 social and political landscape, as well as technology options.



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**F. Engage Stakeholders** to gain insights and to shape the Census 2030 Campaign strategy. Consider a diverse range of stakeholders and reach beyond the usual experts to cultivate fresh ideas and insights. Stakeholder engagement should include a transparent process of who is involved, their role and timing of engagement. Examples of desired outcomes for stakeholder engagement are to:

- Increase awareness of the benefits of the census to California, specific communities or geographic areas of focus.
- Identify potential contracted partners.

**TIP**: Conduct multiple listening sessions and surveys introducing the census and engaging with diverse stakeholders for planning.

G. Create a Strategy Focusing on the Hardest-to-Count Populations. The strategy serves as a planning structure and may include:

- Rationale for funding based on the potential federal benefits to California as a result of an accurate census count
- Vision, purpose and objectives for the Campaign
- Optional budget models and infrastructure
- Role of the Census Office vis-à-vis the potential partners and other stakeholders
- Landscape of the existing ecosystem of actors
- Description of the political environment, social movements, risks and other factors that may impact the Campaign
- Scenarios for managing risks and challenges



**TIP**: Use an approach that fosters engagement and collaboration among multiple actors and centers the hardest-to-count population in the design.



# 2. IMPLEMENTATION DESIGN AND PROJECT MANAGEMENT

#### **KEY ELEMENTS FOR THE CENSUS 2030 CAMPAIGN**

ACCOUNTABILITY

and Evaluation

Assess Results

### FOUNDATION









Improve Outcomes with Data-driven Approaches Supported by a Data Platform and Tools

Develop a Monitoring

System to Track and



Ensure Adequate Investment to Meet the Challenges for an Accurate Count



Define Request for Proposal, Contract Requirements and **Operational Processes** for Due Diligence

#### IMPLEMENTATION



Promote Integrated Communications and **Outreach Good** Practices with Trusted Messengers



Commit to Language and Communication Access to Support Inclusion



Enhance Capacity and Learning Across **Regions** and **Stakeholders** 



#### A. Require a Project Management System

Complex and multi-faceted implementation design requires project management planning and tools to oversee, track progress of and communicate about the work to be done. This should be established at the beginning of the project.

#### B. Create a Collaborative Ecosystem Approach

A critical factor in 2020 was to honor established networks and nurture collaboration. The strength of these networks will be a solid base to jump-start the 2030 Census campaign. The intentional set-up of an ecosystem approach should assess the gaps and strengths of the multitude of stakeholders and how they could complement one another's efforts. Census champions will facilitate and activate connections to ensure an accurate count.

# C. Ensure Adequate Investment to Meet the Challenges for an Accurate Count

CENS

Let's

Taco

'Bout the

Make sure your family counts!

my2020Census.gov

Census

Early and adequate investment will build a strong foundation, including collaboration with U.S. Census Bureau and California's leaders.

#### D. Develop Monitoring and Evaluation System to Track and Assess Results

Establishing a monitoring and evaluation system aligned with the vision and purpose sends a clear message to stakeholders about a campaign's direction and path. This should be done before a campaign launch.

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#### E. Improve Outcomes with Data-driven Approaches Supported by a Data Platform and Tools

Technology evolves and changes quickly. Paramount to a campaign is a data platform and system and userfriendly tools. Data serves as the basis for planning and decision making and accountability for results.

# F. Define Request for Proposal, Contract Requirements and Operational Processes for Due Diligence

Clear roles and responsibilities at the outset are critical for decision-making for partners to carry out their operations effectively and efficiently. Operational documents need to lay out the requirements, including data collection, state guidance and enforceability, to meet expectations.

#### G. Promote Integrated Communications and Outreach Good Practices with Trusted Messengers

Trusted messengers educate and activate community members to take the census by delivering culturally responsive messages on ethnic media or at an event. The

grassroots outreach and multi-media strategies should be started concurrently and interwoven for a successful campaign.

+2020+ census



#### CALIFORNIA CENSUS 2020 OUTREACH AND COMMUNICATION CAMPAIGN FINAL REPORT LOOKING TO THE FUTURE



#### H. Commit to Language and Communication Access to Support Inclusion

To ensure that everyone is included in the count, information must be made accessible to all. This means that information needs to reach those with limited English proficiency and people with disabilities. Guidance and tools to ensure access should be a cornerstone of the 2030 Campaign. A plan for language and communication access should demonstrate an understanding of California's unique linguistic communities and culturally competent approaches for how to reach these communities. Involving people with disabilities at the beginning of a campaign will inform other stakeholders of how to provide accessible information.

#### I. Enhance Capacity and Learning Across Regions and Stakeholders

Capacity building of stakeholders can happen in variety of ways in both virtual and in-person formats. Continuous learning throughout a campaign can provide rich dialogue amongst partners to brainstorm approaches to complex issues. Peer Learning Labs are an effective space where partners can share experiences and resources which amplify grassroots solutions.





# 3. MILESTONES AND TIMELINE

The following timeline is a recommendation based on insights and context from 2020. Should planning not begin in 2024, activities should be adjusted accordingly.

#### Phase 1: Foundational Planning and Building the Infrastructure



#### Phase 2: Engage Statewide Partners

# 2027

**Early** Staff holds workshops with diverse stakeholders, which may include elected officials, experts, researchers/academics, community-based organizations, nonprofit organizations, foundations, businesses, etc. to promote the census and to gain feedback for the strategic plan

**Mid** Staff drafts a strategic plan from these sessions, which include vision, purpose and objectives, as well as challenges and opportunities, staffing and infrastructure plan

Staff starts development of monitoring and evaluation system and corresponding data platform and tools

Staff initiates plans for contracting and operational process

Late The Administration provides direction to state agencies on their involvement with the Census Campaign.

# 2028

**Early** Staff initiates request for proposals and contracting process with outreach and communication partners plus other key vendors

Mid Staff distributes funding, prepares on-boarding for new contractors and provides census training

Partners and vendors begin planning with community members and builds capacity and infrastructure





#### Phase 3: Outreach Period

2029

Staff hold workshops for partners and local and state elected officials to facilitate a collaborative approach for outreach and communication and to learn more about the U.S. Census Bureau's operations

Staff continues to meet with the U.S. Census Bureau at the regional levels to coordinate efforts

Partners initiate the census outreach and communication efforts in the community

## 2030 ( Ec

Early Census enumeration

Partners continue census outreach and communication

**Mid** Staff provides technical assistance to partners, ensures accountability of both funding and outcomes and manages risks using data-driven methodology

Staff provides opportunities for learning and feedback throughout the Campaign to ensure an agile process for unexpected scenarios and challenges

2031

**Early** Staff prepares final reports based on the desired outcomes articulated in the strategic plan and indicators from the monitoring and evaluation system



# **Building an Inclusive California**

You and I have had the privilege to construct a new story A story that in a few years one can hope will be a part of the books read by our children You and I have both had the privilege to work on something that goes well beyond today An opportunity that we hope has opened us up to a more collective "We Count"

Together we can continue to build a more inclusive California with the initial building blocks of the Census Each one of us brought a building block to lay down the foundation Because believe me when I say there is still so much more to go...

Take these building blocks along with you as you develop new tools Our hope is that these blocks will serve as fundamental pieces for each one of us to construct a new pavement for our communities to thrive

Let's continue to build a bridge through which we can all walk through freely one day A bridge that is so sturdy that when we face pandemics, natural disasters and an economic recession We can continue walking forward on the bridge towards equal access for all

Our hope is that these blocks will serve as the initial guidance to work with your community Our hope is that each block would form a new pathway for the wellbeing of the Hard to Count communities To further serve a California that has been constructed by the power of our diversity, by the power of "We"

The message that I leave with you today is one of "*ESPERANZA*." So that each of us will build a larger foundation for a California that would show that **together** we can build a state reflective of the voices that had not been acknowledged as part of our collective story

#### Patricia Vazquez Topete

California Complete Count - Census 2020 Office



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# **APPENDIX A:** Goals and Metrics

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GOA								nouseholds living in hardest-to-co	
	Objec	ctive: Educate, m	notivate and activat	e at least 2 mil	lion household	s living in hardes	t-to-count (HTC)	communities to complete the Cer	nsus
	ACTIVITIES	INTENDED OUTCOMES	TOTAL NUMBERS	MILESTONE 2017 - 2018 PHASE 1 <sup>#</sup>	MILESTONE JAN - DEC 2019 PHASE 2	MILESTONE JAN – JUNE, 2020 PHASE 3	MILESTONE JULY –AUG, 2020 PHASE 4	MILESTONE SEPT- OCT 15, 2020 PHASE 5	DATA SOURCE
	Contracted		25,332 activities	53	4,314	18,909	1,392	664	SwORD database <sup>iii</sup>
	partners implement activities to		121,419,410 impressions	4531	3,211,826	92,108,727	15,675,037	10,419,289	SwORD database
	educate households and individuals about the Census. Examples include public events, presentations, peer-to-peer, social media	Ususskalde		N/A	N/A				SwORD database
	Contracted partners canvass	Households living in HTC	619,474 activities	23	26,546	249,947	83,052	259,906	SwORD database
OUTREACH	and phone bank hard-to-count census tracts to educate and assess participation in 2020 Census	areas are reached through outreach activities to complete the Census	<b>1,828,194</b> impressions	23	62,036	1,267,006	168,202	330,927	SwORD database
	Contracted partners organize QACs / QAKs <sup>iv</sup> for HTC population to complete Census		34 QACs/QAKs	N/A	N/A	29	5	N/A	SwORD database
	Contractor (Street Level Strategies) conduct patch		172,435 Patch Throughs	N/A	N/A	N/A	N/A	172,435	SLS to Census PDI to SwORD
	through phone and text program to educate, motivate, and activate households to complete Census		251,889 Text Responses					251,889	
	State agencies provide census	Increase in number of	51 participating agencies	N/A	N/A	51	51	51	State agencies tracking



	L: To ensure an accu	urate and comple	te count of Califor	nians, with an e	emphasis on ec	lucating and mot	ivating 4 million h	nouseholds living in hardest-to-cour	nt (HTC) communities <sup>i</sup>
								communities to complete the Censu	
	ACTIVITIES	INTENDED OUTCOMES	TOTAL NUMBERS	MILESTONE 2017 - 2018 PHASE 1 <sup>#</sup>	MILESTONE JAN - DEC 2019 PHASE 2	MILESTONE JAN – JUNE, 2020 PHASE 3	MILESTONE JULY -AUG, 2020 PHASE 4	MILESTONE SEPT- OCT 15, 2020 PHASE 5	DATA SOURCE
	information and outreach to constituents to complete Census	households reached	785,095,563 impressions 0 QACs/QAKs	N/A N/A	N/A N/A	491,048,226 0	182,707,270 0	111,340,067 0	
				Not in Contract for Phase 1	In Contract Q3 and Q4	Media Flights 1 & 2 Jan 16, 2020 –	Media Flights 3 & 4 May 26, 2020 – August 31,	Phase 5*** September 1, 2020 – October 15, 2020	
			Overall media	[	107,540,273	May 25, 2020* Overall Total	2020** Overall Total		Mercury reported
			tactics outlined below		# Spots: N/A	Impressions 2,743,793,185	<i>Impressions</i> 3,483,371,307		sources: Google Analytic, Comscore, Nielsen,
ATIONS			Radio			Impressions: 366,857,713 # of Spots 70,387	Impressions: 194,294,073 # of Spots 21,552	Radio Lazer provided more than 10,000 "prime-time personalized DJ" 2020 Census commercial messages	Scarborough, Freewheel, Facebook Insights, Instagram Insights, Twitter Analytics,
COMMUNICATIONS	Media partner provides effective messaging through media efforts, outlets, trusted messengers	Households in HTC areas are reached through media activities						30 and 60 second pre-recorded ad spots over their respective networks for their listeners in Spanish, Mandarin, Cantonese, Vietnamese, Russian, Punjabi, Hindi, Hmong, and Assyrian. A combined total of 9,260 spots were aired across California.	Rival Iq, Media Partner Reporting Systems, Added Value Audit, Talkwalker, Jelly Fish Dsp Reporting, Gimbal Dsp Reporting
			Television			Impressions	Impressions:	15,862,00 total impressions for 30-	(Phase 5)
						589,938,463 # of Spots 60,671	191,298,278 # of Spots 23,213	second TV-ready ads for their viewers in Spanish, Mandarin, Cantonese, Tagalog, Vietnamese, Russian, Punjabi, Hindi,	NUNA Reporting Sources: Brandwatch, Google



ACTIVITIES	INTENDED	TOTAL	MILESTONE	MILESTONE	MILESTONE	MILESTONE	communities to complete the Censu MILESTONE	DATA SOURCE
ACTIVITIES	OUTCOMES	NUMBERS	2017 - 2018 PHASE 1 <sup>#</sup>	JAN - DEC 2019 PHASE 2	JAN – JUNE, 2020 PHASE 3	JULY –AUG, 2020 PHASE 4	SEPT- OCT 15, 2020 PHASE 5	DATA SOURCE
							Japanese, Khmer, Hmong, and Lao. A total of 1,435 spots were aired across three markets in California, including the Central Valley, Los Angeles, and San Francisco. <b>Total Impressions for Local TV</b> were 3,637,376	Analytics, Direct Social Media Platforms including YouTube, Instagran Facebook, and Twitter.
		Digital			Impressions 858,127,883 # of Clicks 7,782,169	Impressions: 250,413,421 # of Clicks 348594	Sourced from 180 second-party data, third-party data, and verified offline data partners across 130,000 servicing websites garnered over 61,261,821 impressions with over 99,978 direct clicks to my2020census.gov in 14 languages with top search terms CTR between 11.20%- 26.23%.	
		Print			Audience Reach (circulation) 52,023,291 Digital Impressions: 63,048,096 # of Outlets: 114	Audience Reach (circulation) 16,449,913 # of Outlets: 136	EMS worked with 33 print publications with a total combined circulation of 1,473,639 in Census Regions 1 - 10. EMS incorporated a combined total of 143 full-page ads in 33 publications from 9/14 - 9/30 in Spanish, Mandarin, Cantonese, Indonesian, Vietnamese, Russian, Tagalog, Korean, Armenian, Punjabi, Hindi, and Japanese totaling 6,470,417 impressions	



GOA	GOAL: To ensure an accurate and complete count of Californians, with an emphasis on educating and motivating 4 million households living in hardest-to-count (HTC) communities <sup>1</sup>										
								communities to complete the Censu			
	ACTIVITIES	INTENDED OUTCOMES	TOTAL NUMBERS	MILESTONE 2017 - 2018 PHASE 1 <sup>#</sup>	MILESTONE JAN - DEC 2019 PHASE 2	MILESTONE JAN – JUNE, 2020 PHASE 3	MILESTONE JULY –AUG, 2020 PHASE 4	MILESTONE SEPT- OCT 15, 2020 PHASE 5	DATA SOURCE		
								Total Impressions for Print Ads were 6,470,417			
			Outdoor/Movies			Impressions 493,927,059	Impressions 1,738,049,804	1,470,652 Impressions across 25 digital billboards			
								94,622,844 Impressions for 1,415 Wild Postings in 110 locations (15 locations were added gratis) throughout San Diego, SF/Oakland, & LA			
								323 gas pump tops, 323 one sheets, and 26 wrapped ice boxes across 339 different locations. The pump tops generated 14,930,030 impressions, the one sheets generated 15,874,110 impressions, and the ice boxes generated 2,574,180 impressions.			
								Alameda Fairgrounds Drive-In: 1,518,000 impressions			
								<u>"Concerts In Your Car"</u> estimated 1,000 people attended this live event (Spanish)			
								31,360,000 Impressions for 115 Wild Posting posters in 40 locations in LA			
								Taxi Cab ads in LA 5.5 million impressions			
								500 wild postings in 50 locations in LA with total impressions 19,607,000.			



Obje	ctive: Educate, m	notivate and activat	e at least 2 mill	ion households	s living in hardes	t-to-count (HTC)	communities to complete the Censu	IS
ACTIVITIES	INTENDED OUTCOMES	TOTAL NUMBERS	MILESTONE 2017 - 2018 PHASE 1 <sup>#</sup>	MILESTONE JAN - DEC 2019 PHASE 2	MILESTONE JAN – JUNE, 2020 PHASE 3	MILESTONE JULY -AUG, 2020 PHASE 4	MILESTONE SEPT- OCT 15, 2020 PHASE 5	DATA SOURCE
		Paid Social Media			Impressions 48,943,911 # of Engagement 692,883 # of Posts 577	Impressions 18,864,976 # of Engagement 1,369,446 # of Posts 997	Celebrity + Talent Overall Reach: 10,800,000 / Post Reach: 894,651 / Post Engagements: 148,942 / Avg. Eng. Rate: 2.25% Equity-Focused Paid Social Ad Buy: Impressions: 3,879,758/ Reach: 833,340 / Clicks:12,976 / Click through Rate: 0.33% 9,363 clicks to the my2020Census.gov website with a CTR of 0.33% with LA HTC zip code expansion on social media ads.	
		Earned Media			Printed Stories Published 60 Op-Eds Placed 30 TV Reach 88,025,000 # of TV Segments Aired 24 Radio Reach 18,759,600 # of Radio Segments Aired 15	Printed Stories Published 8 Op-Eds Placed 23 Print Impressions 2,737,622 TV Reach 126,522,796 # of TV Segments Aired 36 Radio Reach 3,802,080 # of Radio Segments Aired 19	Celebrity + Talent Outreach: Outreached to approximately 500 talent and influencers. Resulting in 37 earned social posts across Instagram, Twitter & Facebook from 25 participants, reaching over 107M people and garnering over 507K engagements.  Week of Action: 1,014 total impressions by 677 authors in English & Spanish  Radio Lazer and their DJs across their network affiliates conducted three live radio interviews with the California Census Office on 9/16, 9/18, 9/22, and 9/28 for a total of 12 live radio interviews. Each of	



GOA	L: To ensure an accu	rate and comple	te count of Californ	nians, with an e	emphasis on ed	lucating and mot	ivating 4 million I	ouseholds living in hardest-to-coun	t (HTC) communities <sup>i</sup>
	Objec	tive: Educate, m	otivate and activat	e at least 2 mil	lion household	s living in hardes	t-to-count (HTC)	communities to complete the Censu	S
	ACTIVITIES	INTENDED OUTCOMES	TOTAL NUMBERS	MILESTONE 2017 - 2018 PHASE 1 <sup>#</sup>	MILESTONE JAN - DEC 2019 PHASE 2	MILESTONE JAN – JUNE, 2020 PHASE 3	MILESTONE JULY –AUG, 2020 PHASE 4	MILESTONE SEPT- OCT 15, 2020 PHASE 5	DATA SOURCE
								these interviews were two to five minutes	
			Website (.org)			Traffic 3,877,762	Traffic 98,374		
			Get Out the Count Website (.gov)				294	2,559	
			Social Media Ambassadors			Impressions 205,055,928 # of Engagement 2.9 million+ # of Posts	Impressions 138,389,620 # of Engagement 1.9 million+ # of Posts 80		
			Vulnerable Populations				Impressions 277,817,447		
			Micro-Media (Regions 1-10)				Impressions 610,878,153		
			Satellite Media Tours/Radio Media Tours			Impressions 18,500,000	Impressions 44,180,000	Impressions 30,649,000	
			Digital Trucks			# of trucks deployed 2	# of trucks deployed 28	# of trucks deployed 30	

<sup>&</sup>lt;sup>i</sup> The number of hard-to-count population is calculated at 3.5 million households (estimated over 11 million individuals) living in 2,375 census tracts that are the hardest to count areas (57+). CA Census efforts will contribute to the goal, which will be achieved through multiple efforts of multiple entities. The California Hard-to-Count (CA-HTC) Index is based on 14 demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher CA-HTC indexes are likely to be places that will pose significant challenges to enumerate in 2020, while tracts with lower indexes should be easier to count. The index allows the Census Office to focus on neighborhoods that traditionally are not engaged or are more likely to be missed by the Census Bureau. The California Complete Count – Census 2020 Office (CCCO) uses the following two data sources to calculate estimates of how many households have self-responded to the Census. 1) US Census Bureau 2014-2018 American Community Survey 5-year estimates, table B25002: Estimated occupied housing units by census tract. 2.) Census Bureau address counts: The aggregated number of addresses in the bureau's Master Address File following the 2018 Local Update of Census Addresses (LUCA).



<sup>ii</sup> The Census campaign effort was initially planned for four phases. Phase 1 (2017 and 2018) was Convene, Collaborate, Capacity Build; Phase 2 (2019) was Educate and Motivate; Phase 3 (January 1, 2020 to July 31, 2020) was Activate and the last Phase (August 1, 2020 to July 30, 2021) was Assess and Report. For this document, CCCO adjusted the phases to reflect the extension of the US Census Bureau (USCB) timelines. The new phases are: Phase 3 (January 1, 2020 to June 30, 2020), Phase 4 (July 1, 2020 to August 31, 2020), and Phase 5 (September 1, 2020 to October 15, 2020).

<sup>iii</sup> SwORD (Statewide Outreach and Rapid Deployment mapping portal) is a part of the CCCO's efforts to increase the completion of the Census questionnaire by enabling the sharing of information between the State and its contracted partners. SwORD is the state's primary database and houses a wide variety of maps and data about traditionally hardest-to-count areas and the populations within them.

<sup>iv</sup> Part of California's statewide effort was to provide accessible and user-friendly locations for getting in-language information, and/or for responding to the online census questionnaire. Questionnaire Assistance Centers (QACs) and Questionnaire Action Kiosks (QAKs) were scheduled to be placed in the geographic and demographic communities most at risk of being undercounted, as well as in state and local agencies and libraries. However, with COVID-19 and the shelter-in-place situation, almost all of the QACs/QAKs were cancelled.

Published in the January 2021 Quarterly Progress Report to the Legislature on January 28, 2021.





# **APPENDIX B:**

Court Decisions Impacting the Campaign APPENDIX B



Court Decisions Impacting California Complete Count - Census 2020 Campaign

#### **Citizenship Question on Census Form**

In March 2018, Secretary of Commerce Wilbur Ross announced in a memo that the U.S. Census Bureau (USCB) would comply with a request from the Department of Justice to add a citizenship question to the 2020 Census to help enforce the Voting Rights Act (VRA). This would mark the first time a citizenship question may be included on the decennial census questionnaire since 1950. Shortly after this announcement, a coalition of governmental and non-governmental organizations working with immigrant and minority communities filed lawsuits in New York to challenge the decision and their cases were consolidated. Similar lawsuits were filed in California, Maryland and Arizona. The New York District Court ruled first, finding the question was not proper because Secretary Ross had violated the Administrative Procedure Act. The decision was appealed to the U.S. Supreme Court.

On June 27, 2019, the U.S. Supreme Court found Secretary Ross's stated decision for adding the citizenship question "appears to have been contrived" and was pretextual.<sup>1</sup> The question was remanded back to the District Court where the Commerce Department could have attempted to show a satisfactory reason for adding the citizenship question. With the printing of census questionnaires scheduled to start within days of the decision, the Secretary did not pursue the issue and dropped attempts to add the question to the 2020 questionnaire. However, citizenship issues were far from resolved.

#### **Excluding Undocumented Residents from Census Count**

Citizenship status remained a major issue throughout the 2020 Census because of two Presidential actions to exclude noncitizens from the count.

First, just weeks after the U.S. Supreme Court ruling, on July 11, 2019, President Trump issued Executive Order 13380, requiring all federal agencies to provide the Department of Commerce "to the maximum assistance permissible, consistent with law," all available data on citizenship and immigration status.

Second, on July 21, 2020, President Trump issued a memorandum declaring the United States' policy to exclude undocumented immigrants from the congressional apportionment base. Within days, the State of New York and 35 other states as well as local governments, filed a lawsuit in New York District Court to block the memorandum. The State of California, which would be uniquely harmed by implementation of the memo because of its large undocumented immigrant population, filed a separate lawsuit in the United States District Court for the Northern District of California.

A total of six lawsuits were filed in federal courts around the nation to block the memo, including suits in Massachusetts, Washington D.C. and Maryland. The New York District Court ruled first, stating that the memo violated federal law and barred the federal government from implementing it. Similar rulings were issued in federal courts in California and Maryland. A Washington D.C. District Court ruled the lawsuit was before the courts prematurely and therefore could not be adjudicated.

The New York District Court ruling was appealed to the U.S. Supreme Court, which heard oral arguments November 30, 2020. California supported the New York plaintiffs, noting in an amicus brief the state stood to lose at least one seat in the U.S. House of Representatives if the memo

<sup>&</sup>lt;sup>1</sup> <u>Dept. of Commerce v. Trump</u> 139 S. Ct. 2551 (2020).





# Court Decisions Impacting California Complete Count - Census 2020 Campaign

were to be implemented. On December 18, 2020, the U.S. Supreme Court vacated the New York District Court ruling, holding the issues were not ripe for review and plaintiffs lacked standing, thus making it possible for the federal government to implement the memo<sup>2</sup>

Ultimately, the citizenship issue was largely resolved when President Joe Biden signed an order just hours after his inauguration on January 20, 2021 that it was the policy of the United States that "reapportionment shall be based on the total number of persons residing in the several states, without regard for immigration status." Days later, the Census Bureau announced it was implementing President Biden's Executive Order and had suspended "work on the immigration status of the population of the United States regarding the 2020 Census."

#### **COVID-19 Replan Reduced Timeline**

On April 13, 2020, the U.S. Census Bureau announced due to the impacts of the COVID-19 pandemic on its operations, it would extend the window for field data collection and self-response to October 31, 2020. However, August 3, 2020, the U.S. Census Bureau suddenly and without explanation shortened by one month (from October 31, 2020, to September 30, 2020) the data collection period it just months earlier had extended. This change was known as the Replan. In addition, the data processing deadline was cut in half from 26 weeks to 13 weeks, with the deadline ending four months earlier than the COVID-19 Plan (from April 30, 2020, to December 31, 2020).

This action prompted a lawsuit filed August 18, 2020, by various civic and civil rights organizations and several California cities (<u>National Urban League v. Ross</u>) in the U.S. District Court for the Northern District of California seeking to vacate the Replan and reinstate the COVID-19 Plan. The key developments are provided below:

- September 5 U.S. District Judge Lucy Koh in the Northern District of California issued a temporary restraining order blocking the federal government from implementing the Replan until September 17, 2020. That order was subsequently extended through September 24, 2020.
- **September 24** -Judge Koh granted a preliminary injunction that required the U.S. Census Bureau to continue data collection efforts through October 31, 2020.
- September 28 U.S. Department of Commerce Secretary Wilbur Ross announced the U.S. Census Bureau's intention to conclude the 2020 Census on October 5, 2020.
- October 7 the United States Court of Appeals for the Ninth Circuit upheld Judge Koh's order to continue data collection through October 31, 2020.
- October 13 the U.S. Supreme Court set aside the United States Court of Appeals Ninth Circuit order to continue data collection through October 31, 2020, putting the end data of the Census within the U.S. Census Bureau's discretion.
- October 13 the U.S. Census Bureau announced it was ending the census two days later, on October 15.

<sup>&</sup>lt;sup>2</sup> <u>Trump v. New York</u> 592 U.S. \_\_\_\_ (2020).

#### APPENDIX B



# Court Decisions Impacting California Complete Count - Census 2020 Campaign

The U.S. Census Bureau missed the statutory deadline for the delivery of apportionment data because of delays associated with the pandemic and anomalies discovered in post-collection data processing. On February 12, 2021, the USCB announced the apportionment data used for determining seats in Congress is expected to be delivered by April 30th. The U.S. Census Bureau announced that September 30, 2021 is the target date for releasing redistricting data to the states.



# **APPENDIX C:**

List of State Agencies Supporting the 2020 Census

## APPENDIX C

# List of State Agencies Supporting the 2020 Census

State Agencies, Departments and Offices
Business, Consumer Services and Housing Agency
Cannabis Control Appeals Panel
Child Support Services
Covered California
Department of Aging
Department of Alcoholic Beverage Control
Department of Community Services and Development
Department of Consumer Affairs
Department of Corrections and Rehabilitation
Department of Developmental Services
Department of Education
Department of Fair Employment and Housing
Department of Financial Information System
Department of Financial Protection and Innovation
Department of Food and Agriculture
Department of Forestry and Fire Protection
Department of General Services
Department of Health Care Services
Department of Housing and Community Development
Department of Human Resources
Department of Industrial Relations
*Department of Insurance
*Department of Justice
Department of Managed Care
Department of Motor Vehicles
Department of Parks and Recreation
Department of Public Health
Department of Real Estate
Department of Rehabilitation
Department of Social Services
Department of Tax and Fee Administration
Department of Technology
Department of Transportation
Department of Veterans Affairs
Department of Water Resources
Employment Development Department
Environmental Protection Agency
Franchise Tax Board
Government Operations Agency



# List of State Agencies Supporting the 2020 Census

State Agencies, Departments and Offices	
Governor's Office of Business and Economic Development	
Governor's Office of Emergency Services	
Governor's Office of Planning and Research	
Health and Human Services Agency	
Housing Finance Agency	
abor and Workforce Development Agency	
Natural Resources Agency	
Office of the Governor of California	
Office of Traffic Safety	
Public Employees' Retirement System	
'Secretary of State's Office	
State Board of Equalization	
'State Controller's Office	
State Lottery	
State Teachers' Retirement System	
State Transportation Agency	
'State Treasurer's Office	
Victim Compensation Board	
Volunteers Office of the Governor	
Constitutional Office	

\*Constitutional Office



# **APPENDIX D:** Partner List

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County	Contract Amount	County	Contract Amount	County	Contract Amount
Alameda	\$1,324,696	Madera	\$241,510	San Benito	\$75,000
Calaveras	\$103,700	Marin	\$100,000	**San Bernardino	\$1,865,623
Colusa	\$52,100	Mariposa	\$25,000	San Diego (SANDAG)	\$1,565,350
Contra Costa	\$426,005	Mendocino	\$149,750	San Francisco	\$1,174,263
Del Norte	\$102,600	Merced	\$289,390	San Luis Obispo	\$108,400
Fresno	\$1,345,793	Modoc	\$52,100	San Mateo	\$228,835
Humboldt	\$204,750	Monterey	\$531,963	Santa Barbara	\$494,014
Imperial	\$445,617	Napa	\$200,800	Santa Clara	\$1,387,242
Inyo	\$29,950	Nevada	\$153,150	Santa Cruz	\$221,586
Kern	\$955,373	Orange	\$2,077,033	Shasta	\$154,750
Kings	\$255,271	Placer	\$207,900	Solano	\$176,122
Lake	\$88,000	*Riverside	\$1,814,076	Sonoma	\$199,750
Los Angeles	\$11,149,143	Sacramento	\$862,308	Stanislaus	\$318,521
Stockton	\$422,318	Trinity (California Center for Rural Policy)	\$57,100	Ventura	\$288,754
Sutter	\$143,088	Tulare	\$582,714	Yolo	\$127,079
Tehama	\$138,150	Tuolumne	\$154,750	Yuba	\$183,985

\*Riverside County returned \$60,544.55 due to impacts from COVID-19.

\*\*San Bernardino County returned \$74,106.40 due to impacts from COVID-19.



REGIONAL ADMINISTRATIVE COMMUNITY-BASED ORGANIZATIONS (ACBO)			
Regional ACBO	Contract Amount		
California Community Foundation	\$17,177,604		
Charitable Ventures of Orange County	\$1,885,509		
Faith in Action Network	\$ 2,253,382		
Sacramento Region Community Foundation	\$ 2,914,401		
Sierra Health Foundation: Center of Health Program Management	\$ 3,986,011		
The Community Foundation	\$3,268,619		
United Way of the Bay Area	\$ 3,677,629		
United Way of San Diego County	\$ 2,592,057		
United Way of the Wine County	\$ 365,870		
Ventura County Community Foundation	\$1,744,127		



STATEWIDE COMMUNITY-BASED ORGANIZATIONS				
Statewide CBO	Contract Amount	Statewide CBO	Contract Amount	
Asian Americans Advancing Justice	\$843,100	Mixteco/Indigena Community Organization Project	\$521,000	
California Calls	\$822,600	NALEO Educational Fund	\$400,000	
California Children and Families Foundation, Inc.	\$700,000	San Diego Veterans Coalition	\$27,000	
California Indian Manpower Consortium, Inc.	\$421,000	United Ways of California	\$448,950	
California Rural Legal Assistance, Inc.	\$540,450			
Center for Common Concerns, dba Homebase	\$221,000			
Coalition for Humane Immigrant Rights	\$200,000			
Coalition for Humane Immigrant Rights	\$242,000			
Community Partners for California Native Vote Project	\$499,000			
Disability Rights Education and Defense Fund	\$700,000			
Equality California Institute	\$671,000			
Latino Community Foundation	\$571,000			
Council on American Islamic Relations California	\$650,000			



### SECTORS ORGANIZATIONS

Sector	Contract Amount
California Labor Federation	\$410,200
California Primary Care Association	\$426,050
Council for a Strong America	\$396,000
Faith in Action Network/PICO	\$414,400
Regents of the University of California, Agriculture & Natural Resources (4-H)	\$171,000



	COUNTY OFFICES OF EDUCATION						
County	Contract Amount		County	Contract Amount		County	Contract Amount
Alameda	\$141,914		Napa	\$12,732		Santa Cruz	\$30,900
Contra Costa	\$101,885		Orange	\$300,770		Shasta	\$28,197
El Dorado	\$20,552		Riverside	\$282,197		Siskiyou	\$8,796
Fresno	\$157,864		Sacramento	\$206,091		Solano	\$33,672
Humboldt	\$27,685		Sacramento (curriculum)	\$172,062		Sonoma	\$62,568
Imperial	\$41,759		San Bernardino	\$277,670		Stanislaus	\$89,458
Kern	\$152,818		San Diego	\$270,758		Sutter	\$22,350
Lake	\$5,481		San Francisco	\$37,399		Tehama	\$40,644
Los Angeles	\$2,347,576		San Joaquin	\$93,738		Tulare	\$104,034
Marin	\$29,121		San Luis Obispo	\$23,925		Tuolumne	\$5,273
Mendocino	\$16,602		San Mateo	\$67,358		Yuba	\$13,587
Merced	\$57,710		Santa Barbara	\$63,878			
Monterrey	\$88,807		Santa Clara	\$157,680			



HIGHER EDUCATION		
Institution	Contract Amount	
California State University	\$ 325,000	
Foundation for California Community Colleges	\$956,795	
University of California Office of the President	\$ 200,000	



TRIBAL PARTNERS					
Tribe	Contract Amount	Tribe	Contract Amount	Tribe	Contract Amount
Benton Paiute Reservation and Off- Reservation Trust Land	\$5,000	Fort Yuma Indian Reservation, CAAZ (part)	\$43,504	Rincon Band of Luiseno Indians	\$10,000
Big Pine Reservation	\$5,000	Hoopa Valley Tribe	\$74,584	San Pasqual Band of Mission Indians	\$10,000
Big Sandy Rancheria	\$5,000	Karuk Community Development Corporation	\$91,017	Santa Rosa Reservation	\$5,000
Blue Lake Rancheria	\$5,000	Manzanita Reservation and Off-Reservation Trust Land	\$5,000	Sherwood Valley Rancheria of Pomo Indians	\$8,379
Cahto Tribe of Laytonville Rancheria	\$7,500	Mechoopda Indian Tribe of Chico Rancheria, California	\$5,314	Shingle Springs Rancheria	\$5,000
***California Indian Manpower Consortium	\$727,855	Mooretown Rancheria and Off-Reservation Trust Land	\$9,062	Stewarts Point Rancheria	\$8,379
Campo Band of Mission Indians	\$6,526	Morongo Band of Mission Indians	\$35,092	Susanville Indian Rancheria	\$10,000
Cher-Ae Heights Indian Community of the Trinidad Rancheria	\$6,000	***NUNA Consulting	\$682,399	Tolowa Dee-ni' Nation	\$5,000
Chicken Ranch Rancheria and Off- Reservation Trust Land	\$5,000	Pala Band of Mission Indians	\$33,240	Viejas Reservation	\$7,166
Colusa Rancheria	\$5,000	Quartz Valley Indian Reservation	\$7,500	Woodfords Community (aka Woodfords tribe and Washoe Ranches Trust Land, NV-CA)	\$5,000
Elk Valley Rancheria, California	\$5,000	Redwood Valley Little River Band of Pomo Indians	\$7,500	Yurok Tribe	\$114,715
Federated Indians of Graton Rancheria	\$12,568	Resighini Rancheria	\$5,000		

\*\*\*Tribal outreach partners



# **APPENDIX E:**

Regional and Statewide Outreach Partners Portfolio of Snapshots

### **APPENDIX E**

Regional and Statewide Outreach Partners Portfolio of Snapshots



### **CALIFORNIA COMPLETE COUNT – CENSUS 2020**

Regional and Statewide Outreach Partners Portfolio of Snapshots

April 14, 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' multipronged 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. The Snapshot for the Tribal Nations and Native Communities are included in the statewide section.

Yumi Sera Deputy Director of Statewide Initiatives Emilio Vaca Deputy Director of Outreach



# 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



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, multi-family 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 hardest-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 Region 1 counties.

The Sacramento County Board of Supervisors awarded a contract to the Sacramento Region Community Foundation to manage 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 hardest-to-count groups. Thirty-three sub-committees developed community-designed outreach strategies and tactics. They formally launched their campaign 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 planning March 2019 with committee groups forming a supportive structure for census outreach. The network of relationships lasted through tough times brought on by the pandemic and demonstrated when partners created new activities to replace those closed down, such as county libraries and local festivals, both prime venues for outreach.

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 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.



Region 1 partners leveraged their respective organizations, networks and trusted messengers to activate a 2020 Census outreach campaign targeting hardest-to-count neighborhoods and communities. Their approaches were diverse, innovative and tailored to meet both the specific needs of communities and to need to adapt to a turbulent 2020 mainly resulting from 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 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, disaster preparedness workshops and 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 people experiencing homelessness. 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.



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 semitruck with census promotional materials and a census table at their annual Sikh Festival and Parade in Yuba City, which attracted 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 and geotargeted radio and magazine and television ads 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 advertising, 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 efforts to digital and social media platforms. They also leveraged their food distribution sites and other ongoing programs serving hardest-to-count communities.

Shasta County leveraged its Office of Education, Department of Health and Human Services and local libraries to provide census information in meal programs, face mask distributions and book pickups. They also worked with the Elections Office to publish a

census message in the March 2020 voter guide, mailed to 125,000 registered voters.

In Colusa County, transit buses displayed census advertisements and ran throughout the county in locations receiving the greatest amount of exposure.

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





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 government distrust. In 2020, several Region 2 counties were impacted by wildfires leaving many families displaced, making both recovery and census outreach extremely challenging.

The table below provides the estimated total population and the estimated total population considered hardest-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 multi-lingual, culturally sensitive outreach to hardest-to-count communities. To ensure effective coordination, the United Way of the Wine Country mandated its funded partners participate in 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 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.



Region 2 partners leveraged their Complete Count Committees and trusted messengers to activate outreach campaigns targeting hardest-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 childcare facilities and children under 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 hardest-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.

#### **CALCTICS, LANGUAGE AND COMMUNICATION ACCESS:**

Mendocino County partnered with the Community Foundation of Mendocino County to launch the Mendocino Counts! Census outreach campaign which was delivered in Spanish and English. They created a dedicated website, which included a bilingual social media toolkit providing visuals and messages for partners 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.





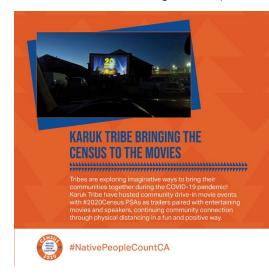
In Humboldt, local Native communities in collaboration with organizations such as the Northern California Indian Development Council, Northern California Inter-Tribal Census Workgroup, California Native Vote Project, Yurok Tribe, Hoopa Tribe, \ and a number of other Tribal governments, joined efforts for reaching out to local Native communities by

disseminating informational flyers, Public Service Announcements at Census kick-off events and at 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 and 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 and displayed census signage at highly visible locations in hardest-to-count census tracts, including magnets for car caravans and highway banners. Counties also activated group texting to hardest-tocount 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 the 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 selfresponse rate.

In Trinity, a rural county with low broadband access and a Stay at Home Order meant inperson 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.



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 outreach was on Bay Area hardest-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. Adding 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 hardest-to-count in the region.

Est. population	Est. population in CA-	Percent of HTC of
2015-2019	HTC Index 2021>=57	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 seven counties working toward a unified, cohesive, targeted and diverse strategy to reach the region's hardest-to-count populations. The United Way Bay Area ensured resource equity to sufficiently cover underresourced 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 the 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 hardest-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 partners leveraged their respective organizations, networks and trusted messengers to activate Bay Area Counts 2020 campaign targeting hardest-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 the 2020 Census. They also served as the primary channel 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 hardest-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 print materials, social media assets and digital media communications.

To reach individuals living with disabilities, Bay Area COUNTS team 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.



Region 4 includes the counties of: Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus and 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. Hardest-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 hardest-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=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 hardest-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 Census Office.

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 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 for counties to educate hardest-to-count communities about census and



later 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, health care, 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 hardest-to-count neighborhoods and communities. Their approaches were diverse, innovative and tailored to meet both the specific needs of

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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 hardest-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 predominantly 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 hardest-to-count neighborhoods to create mass awareness and remind residents to get counted.

#### **CADAPTING 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

hardest-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 hardest-to-count census tracks. The event was covered by Piolin Radio Star and reached over 67,000 listeners.





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. 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 hardest-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=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 hardest-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 hardest-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 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 Census Office 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 employer 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 multi-lingual team exceeded Census Office requirements on





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 lunch 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 hardest-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 with limited access or subscriptions to the internet, partners intensified phone banking. Multi-lingual 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.



Region 6 covers the 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 California.

Region 6 is also home to some of California's hardest-to-count populations. Many geographic locations have little to no internet or cellphone service. Other hardest-to-count factors are households below 150% of poverty level and without broadband. It has a large immigrant farmworker population, fast-growing multi-generational Southeast Asian refugee 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 hardest-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=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 hardest-to-count communities.

The Center provided census funding to over18 partners with strong community ties and proven outreach strategies in region 6. They coordinated census outreach with three of the Census Office 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.



Region 6 partners leveraged their Local Complete Count Committees and trusted messengers to activate outreach campaigns targeting hardest-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 hardest-to-count demographic populations not included in outreach planned by the region's Administrative Community-Based Organization. These populations included families with children under 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 hardest-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 sizable 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.







Fresno County coordinated with the Census Office 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 regional program manager representing the Census Office 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 distribute19,000 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.





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.



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 hardest-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 population dense. Rural communities face the challenge of low broadband access, few highway routes and other physical barriers such as mountains, lakes and deserts. Other hardest-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 hardest-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=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 hardest-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 hardest-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.



Region 7 partners leveraged their Complete Count Committees and trusted messengers to activate outreach campaigns targeting hardest-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 hardest-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 under 5 and people experiencing homelessness.





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.





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 begun 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 hardest-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 Census Office, 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.



Region 8 covers the county of Los Angeles, the most populous county in California. It has a diverse population consisting of a disproportionally high number of residents who are considered hardest-to-count. The limited English population is estimated at over 2 million. Other hardest-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 hardest-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 hardest-to-count in the region.

Est. population 2015-2019	Est. population in CA- HTC Index 2021>=57	Percent of HTC of total Est. population
10,095,055	4,238,094	<b>42</b> %

## 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 the 2020 Census 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 hardest-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 nonprofit 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 nonprofit 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.



Region 8 partners leveraged the LA Complete Count Committee and trusted messengers to activate the We Count LA campaign targeting hardest-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 lowresponding, hardest-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 toward 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, refugees, Latinos and the LGBTQ+ people. Another community leader, Meet Each Need with Dignity, completed door-to-door

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



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 hardest-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.

#### **CALC** 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.

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.



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 hardest-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 hardest-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.





Region 9 partners leveraged their organizations, networks and trusted messengers to activate outreach campaigns targeting hardest-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 the 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 an under 5 outreach strategy because 18,000 children under age 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.

#### **CALCTICS, 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 inlanguage access of the outreach activities in 23 languages.



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 maintain 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 multi-cultural, 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 hardest-to-count in the region.

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

# STRATEGY



Region 10's Administrative Community-Based Organization, United Way of San Diego, funded 38 partners and partnered with over one hundred collaborators to support census outreach. 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 communitybased 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 culturally and linguistically effective outreach.

The county of Imperial executed a grassroots approach and engaged 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.



Region 10 partners leveraged their Complete Count Committees, networks and trusted messengers to activate the COUNT ME 2020 Coalition campaign targeting hardest-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 inner cities and 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 each 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 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 Census Office 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.



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 organization, serving 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) had not previously 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 20 decorated cars traveling through the streets of hardest-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.



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ASIAN AMERICANS ADVANCING JUSTICE-LOS ANGELES Asian Americans, Native Hawaiians, 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 Compete 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 Americans, Native Hawaiians, 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

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

-- June Lim, AAAJ-LA

population. Ethnic media, such as radio, news outlets and newspapers, were integral to reaching households who spoke a language other than English.





# STRATEGY AND FUNDING

According to the U.S. Census Bureau (2015-2019 ACS 5-year estimates), California is home to 2,169,155 African Americans, 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 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-todoor canvassing in the hardest-tocount 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 Indians and Alaska Natives Statewide Community Based Organization



# 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 Compete 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 Indians and Alaska Natives 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 <u>Northern California Indian</u> <u>Development Council created powerful videos</u> 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 conducted outreach at the California Native American Day Celebration to reach out to the thousands of attendees at the California State Capitol.





CALIFORNIA NATIVE VOTE PROJECT American Indians and Alaska Natives Statewide Community Based Organization



# STRATEGY AND FUNDING

Census data is the basis for over \$1 billion annually that flows through Indian country. The <u>U.S.</u> <u>Census Bureau</u> 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 Compete 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 Indians and Alaska Natives 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 selfidentified 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.





# 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 Compete 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.



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 guestionnaires 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 Compete 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.





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 stayat-home orders. A total of 45,868 voters were contacted and 44,446 or 96% committed to complete the census.



COALITION FOR HUMANE IMMIGRANT RIGHTS Households with 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 Households with Limited English Proficiency Statewide Community Based Organization

# APPROACHES AND OUTCOMES



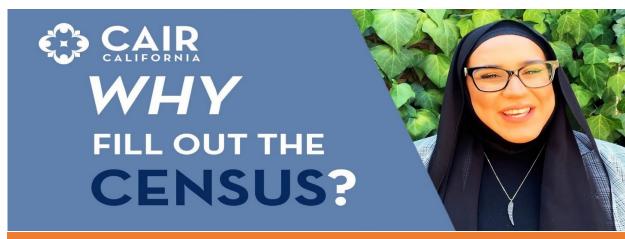
CHIRLA's Contamos Contigo (We're Counting on You) Census 2020 campaign reached almost 150,000 households with Limited English Proficient residents. CHIRLA worked with volunteers and staff to reach their community members in culturally and linguistically responsive ways. During the stay-at-home orders, 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: 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

- 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.



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 <u>National Content Test</u> (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.





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.

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 communitybased 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.

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



DISABILITY RIGHTS EDUCATION AND DEFENSE FUND People with Disabilities and Older Adults Statewide Community Based Organization



# DisabilityCounts2020.org

# 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 (CFILC) 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.

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

#### **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.



#### Accessibility (ASL)

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.



EQUALITY CALIFORNIA INSTITUTE Lesbian, Gay, Bisexual, Transgender, and Queer People 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 Compete 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 faceto-face outreach and the Q&A events during the stay-at-home orders, allowed the LGBTQ+ community to understand why gender identity markers and samesex relationship markers mean so much for a community that has been historically underrepresented.

Jeremy Payne, EQCAI



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.





## STRATEGY AND FUNDING

According to the <u>U.S. Census Bureau</u>, 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 Compete 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.

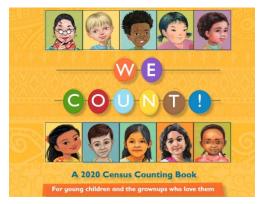


FIRST 5 ASSOCIATION OF CALIFORNIA Children Under 5 Statewide Community Based Organization

## 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.



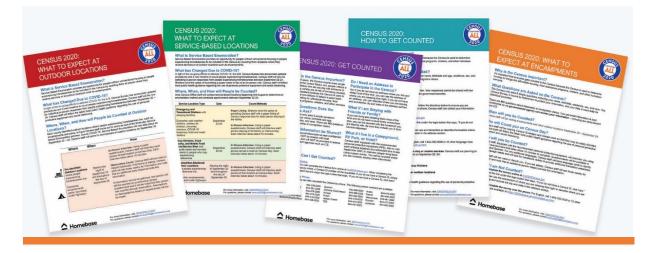
- PARTNERSHIPS: The coordination with the 58 First 5 county commissions, local government agencies and community organizations, and elected officials strengthened the outreach to parents and childcare providers. In San Joaquin County, they distributed census kits to parents "door dash" style, including 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 cobranded collateral that could be used by their on-theground 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

Individuals and Families 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.<sup>1</sup>

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.

<sup>&</sup>lt;sup>1</sup> Counting People Experiencing Homelessness, A Guide to 2020 Census Operations, Georgetown Law Center on Poverty and Inequality, September 17, 2018



HOMEBASE Individuals and Families 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 recentlyhoused 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.





# 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.





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:

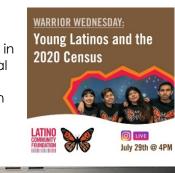
**EXTENSIVE NETWORK OF LATINO ORGANIZATIONS:** LCF

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-tocount 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 <u>Indigenous Farmworker Study</u>, 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.





MICOP increased awareness of the importance of the census through a multi-touch and multilingual 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:



- 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.





# 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 <u>2016 report on Latino children</u>, 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 Compete 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.



With the Stay at Home Order, NALEO Educational Fund rapidly shifted their field tactics from inperson 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 ¡Hazme 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 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

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.







## 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



The 2020 Census data will inform the lealth and wall said water an families and neighborhoods. By filling out the form, your dailness of veteran families and neighborhoods. By filling out the form, your dailness of veteran the septials are built and the improvements to veteran inselfs programs. 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. 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

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.





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).



#### **COCAL 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 veteranserving 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 <u>story for Native Americans veterans</u>, 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.



UNITED WAYS OF CALIFORNIA Areas with Low Broadband Subscription Rates and Limited Access Statewide Community Based Organization



## **#CountUnited**



## 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 <u>Pew Research study</u> 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 <u>California Emerging Technology Fund</u> (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 Compete 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 Areas with Low Broadband Subscription Rates and Limited 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.

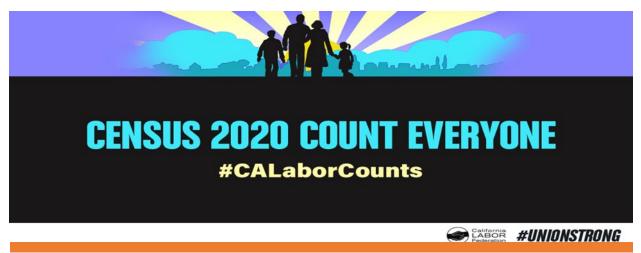
- United Way of Monterey County

#### **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.





## 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 Compete 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.



## 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.



Sacramento Central Labor Council, AFL-CIO February 1, 2020 · 🚱

The #2020Census is coming! ... The #2020Census is coming April 1st! and we've got an army of union volunteers out canvassing with pledge cards to spread the word.

Why complete the #2020Census? Because, our union jobs depend it! Bridges are paid for, roads are paid for, courthouses are built and paid for, health & human services are paid for, school lunch programs are paid for, etc. by the population determined by the census count.

The #2020Census April 1st! Make a plan to fill it out.

#LaborCounts #UnionStrong









## STRATEGY AND FUNDING

According to the <u>U.S. Census Bureau</u>, population statistics are used by hospitals, healthcare clinics and healthcare programs such as Medicaid, the need-based health insurance program for law income program such as ver

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 Compete 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.



## 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 meansains for their terrest negative.

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.





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 Compete 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



## 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 inperson 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 personcentered 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.

-Paster 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 hardto-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 spokespeople 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 highprofile 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.

#### 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.





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-tocount population. The conditions were further exacerbated by the U.S. Census Bureau's lack of clarity on their operations.

The California Compete 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.



## 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.
  - 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 11-3). How does the city get funds from the federal government? What services are funded by the federal government? How will you allocate it?
  - 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





## 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 selfresponse rate of hard-to-count households through regular communication directly reaching over 4 million students and their families. California has the top ten hardestto-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.



## 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.

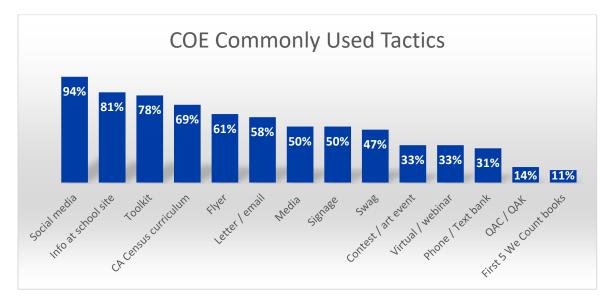
The following provides a summary of key approaches and tools:

- 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 <u>Back to School Census Toolkit</u> for educators and Latino parents. Coordination was enhanced through the State organized regional calls and statewide COE calls.





**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-athome 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.



Did you know that Mendocino County needs each of us to be counted? Are you ready to shape your future and that of your community? Be prepared to take action. Be counted.

#2020Census #CACompleteCour #MendoCounts https://youtu.be/xaXG7V3cttY





COUNTY OFFICES OF EDUCATION Kindergarten to 12<sup>th</sup> Grade Education Sector

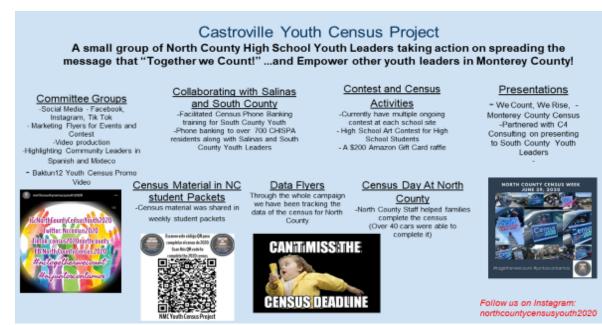


#### YOUTH CIVIC ENGAGEMENT IN MONTEREY

**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.



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 12<sup>th</sup> 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 countywide 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



## 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	
	1
<ul> <li>Coordinate efforts among school districts by providing resources and or</li> </ul>	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 newletters 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 organizaitons

#### **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 to encourage full participation in Census 2020 with a focused effort on reaching hardest-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 3 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
- The Foundation for Community Colleges
- \$325,000 \$956,795 \$200,000
- University of California, Office of the President
- Association of Independent Colleges and Universities (no funding allocation from the State)

These colleges and universities were in charge of coordinating outreach and education programs on their campuses, and they actively involved students in designing successful outreach strategies and methods to educate 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.

Understanding the U.S. Census Bureau's details on Group Quarters enumeration was one of the problems for institutions with student housing. Many campuses experienced significant confusion about the process. Furthermore, counting off-campus students became difficult if they were temporarily living somewhere other than where they stayed on April 1st.



HIGHER EDUCATION College and University Students Education Sector

## APPROACHES AND OUTCOMES

Before 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 inperson 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 census materials.

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 hardest-to-count student population. The following strategies were executed:

- **STUDENT AMBASSADORS** were trained and started outreach activities before 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 before 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 college



#### HIGHER EDUCATION College and University Students Education Sector

students in each locale, regardless of whether they returned to their permanent home or relocated because of COVID-19.

#### **THE FOUNDATION FOR COMMUNITY COLLEGES**

The project team identified 51 of the 115 community colleges as having the largest population of hardest-tocount 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 hardest-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.

#### **OUNIVERSITY 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 offcampus 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.





## STRATEGY AND FUNDING

California is home to the largest number of people who identify as American Indian and Alaska Native alone or in combination with another race. Los Angeles has the second largest American Indian and Native population in the United States. (U.S. Census Bureau, 2010) Over one-half of the state's Native American population is composed of individuals (and their descendants) who were relocated to large urban areas as part of the federal government's termination policy (California Counts, California Tribal Communities). In the 2010 Census, the U.S. Census Bureau estimated that American Indians and Alaska Natives living on reservations were undercounted by 4.9%, which is more than twice the next undercounted group.

Over \$1 billion in revenue flows through Indian Country per year, thanks to census data. There are more than 70 programs benefiting the State of California using census numbers to allocate funding including education, health and human services, directly impacting California's Tribal Nations and Native communities.

To address the unique challenges of outreach to tribal communities, the California Complete Count – Census 2020 Office enlisted the help of trusted messengers with "Our history needs to be told by us, and we need to make sure our voice is heard. It starts by making sure we are counted."

- California Assemblymember James Ramos and Chair of the Select Committee on Native American Affairs

established relationships. While California tribes and tribal-serving organizations and agencies have participated in multiple past census outreach efforts, Census 2020 marked the largest State commitment to-date toward the goal of increasing their participation in the census. The Census Office committed \$2.9 million toward the goal of increasing American Indian and Alaskan Native census participation.



The Census Office made funding available to 110 federally recognized tribes to conduct outreach to their local communities and members. Of these, the Census Office entered into agreements with 33 tribal governments and received final reports from 27 (82%). One tribe returned their funds due to the impact of COVID-19. This snapshot provides key highlights from these reports, as well as activities carried out by the Census Office.



American Indians and Alaska Natives

The California Indian Manpower Consortium, Inc. (CIMC) invited and offered census outreach assistance to 80 California tribal governments that had not signed an agreement with the Census Office. In addition, the Census Office partnered with the California Native Vote Project (CNVP) for statewide outreach to Native communities. (See Snapshots for CIMC and CNVP.)

To complement these efforts, the Census Office contracted with NUNA, Consulting Group to implement a dedicated tribal media outreach campaign designed to increase census visibility across California's American Indian and Native communities. The "Native People Count California" campaign became the go-to resource for a Native-specific outreach toolkit, factsheets and videos. Together with the Census Office and other partners, they were a source of updated materials for the continuously changing information from the U.S. Census Bureau.

The outreach and communication among the partners was facilitated by the Census Office led by the Tribal Affairs Specialist with advice from the Governor's Office of the Tribal Advisor. The U.S. Census Bureau Tribal Partnership Specialists helped navigate census operational adjustments during the Stay at Home Order. During the height of the campaign, coordination meetings were held weekly with partners.



## APPROACHES AND OUTCOMES

The Census Office and its partners used a unique and innovative model to conduct outreach to Tribal Nations and Native communities in rural and urban areas. The community-based approach ensured voices and strengths of these communities were at the center of the planning and implementation.

REGIONAL GOVERNMENT-TO-GOVERNMENT TRIBAL CONSULTATIONS were organized by the Census Office in multiple rounds and regions between 2018 to 2020. The purpose of

these convenings was to learn about preferred and best methods for effective collaboration and outreach. The Census Office listened to the tribal representatives and learned how systemic barriers, such as limited access to broadband, the sense of disenfranchisement and mistrust of government, may affect census participation. The Census Office gathered feedback through meetings, consultations and webinars throughout the Campaign.





American Indians and Alaska Natives

- S KEY CONCERNS voiced during the consultations were:
  - Tribes are concerned they will not be adequately considered, nor given the desired level of attention through county outreach plans.
  - Not all tribes and Native American communities will respond to the same message.
  - Cultural understanding is lacking for many entities conducting census outreach to Native communities.
  - U.S. Census Bureau enumerators hired locally and familiar with the area will be critical for areas geographically difficult to reach.
  - There is a need to continue to emphasize the value of census participation and not just the federal government benefits to Native communities.

## TRIBAL OUTREACH AND ENGAGEMENT GOOD

**PRACTICES** to mitigate concerns were suggested and are summarized below:

- Leverage a robust and interconnected network of partners for tribal outreach and engagement.
- Continue to provide space for federal and state-level leadership to meet with tribal governments for information sharing and partnership opportunities.
- Support tribes in developing culturally specific, relevant and innovative outreach and engagement approaches with an understanding that one size does not fit all.

"Our community is marginalized and often has distrust with any type of government interaction due to generational trauma. When considering the census exists to identify the current whereabouts of individuals and their families, they believe this information will be used to once again displace them, removing them from the place they call home. Having members from the community who most can recognize helped relax some fears surrounding the census."

- Morongo Band of Mission Indians

- Provide messaging that is responsive to what people care about and addresses their concerns.
- Enlist the help of trusted messengers and familiar faces which are key to participation and engagement.
- Recognize entities partnering with tribes need to understand the history, context and diversity of California Native American people, tribes and communities to be effective.

TRIBAL CENSUS KICK-OFF EVENT on March 6, 2020, was strategically planned just before the postcards were mailed by the U.S. Census Bureau inviting households to complete

the census. This was a collaborative event planned by the Yurok Tribe, the Northwestern Intertribal Census Workgroup, Census Office, Tribal Advisor to the Governor's Office, U.S. Census Bureau, CNVP, CIMC, NUNA and Ethnic Media Services. The event, with 250 in attendance, featured a census presentation, cultural demonstrations, census PSAs and census bingo. It was the only event of its kind held before Stay at Home Orders came into effect. Similar events were canceled in central and southern California due to COVID-19.



American Indians and Alaska Natives



- NATIVE PEOPLE COUNT CALIFORNIA <u>campaign</u> by NUNA included several innovative outreach and communication approaches in addition to their timely informational fact sheets and toolkit. These included:
  - Youth Initiative which empowered California Native youth to engage in the 2020 Census through virtual youth gatherings with art and inspirational speakers.
  - Curriculum (grades 6-12), "The Significance of the Census for American Indians in California" and a Distance Learning Lesson Plan.
  - Scholarships for \$1,000 per tribe or organization to host an outreach event.



 Indigenous Week of Action with two Indigenous Peoples' statewide organizations, Mixteco Indigena Community Organizing Project (MICOP) and Empowering Pacific Islander Communities (EPIC) to showcase unity and diversity.

#### Making Sense of the 2020 Census Through the Voices of Native Veterans in California



During the 2020 Census, many veterans volunteered to make sure their tribal members are counted accurately. One such veteran and warrior is Dirk Charley, Dunlap Band of Mono Indians. When Charley thinks about the census, he thinks about the benefits to members of his community. Charley was asked by his tribe to be a 2020 Census liaison.

He said, "I'm a cultural geographer at heart. This is something my dad taught me at a young age. As veteran warriors, we protect and defend our most vulnerable citizens, our way of life and our ancestral lands. We need to make sure that we're

counted accurately. We have to plan for things our people will need. It's inherent in us as Indian people not to depend on other people to survive."

Charley explained that a more in-depth discussion could follow with federal, state, and local governments beyond Native people as a statistic or data point by being accurately counted.

"Native people can share their knowledge of the land and its rich cultural resources. We can then move into an area where we can be tactful and diplomatic and, above all, allow federal and state governments to understand tribal sovereignty," Charley said.

By getting an accurate count during the 2020 Census, tribal leaders and Native people provide a broader picture of where they live. From this, tribes and Native people can work better with the government to ensure their interests are addressed, and natural and cultural resources are protected and preserved.

The Dunlap Band of Mono Indians includes the Entimbitch and Woponunch (Mono) people with Ancestral lands in eastern Fresno County on the Sequoia National Forest/Giant Sequoia National Monument.

Excerpted from: Native People Count California

CLIFORNIA ALL 2020

American Indians and Alaska Natives

The diversity and uniqueness of the Tribal Nations and Native communities emphasized the need for culturally responsive and engaging outreach approaches considering their geography, systemic barriers, community assets and networks. Many of the tribes responded with appreciation, while others did not respond to repeated notices. They had mixed experiences with the U.S. Census Bureau enumeration. The narrative below is intended to amplify their stories and experiences.

SUCCESS FACTORS for census outreach included the support from the Tribal Council. Tribal governments usually designated a person to coordinate census outreach activities to their members. Some started as early as January 2020 by setting up information tables in their administration building, holding a community resource fair for their residents and neighboring reservations or participating in tribal gatherings. Having a trusted community member to respond to questions and following up with social media or newsletter helped to spread the message. Incentives such as T-shirts or gifts cards were particularly effective. Funding to develop their own materials and to purchase promotional items were also cited as important.

Collaborating with tribal departments, elders' programs and networks was also effective.

"I have grown up on the reservation my whole life and this was the first time I heard about the census. So being able to educate myself and our members will always be something I will remember. We did multiple outreach events with the school to inform the youth. The students were eager to inform their parents to complete the census for their families. Several members shared with me their child came home from school and insisted they count their household in April. Youth are our future and I'm glad we were able to educate them and hopefully they remember and have comfort with completing in 2030."

Morongo Band of Mission Indians

Gatherings with meals was especially useful, as mentioned in a final report, "In November [2019], the Senior Luncheon provided an opportunity to cover the questions on the census questionnaire. The community gathering provided a safe and familiar location for community members to address concerns to avoid any misconceptions of what is being asked. Having time to ask questions also decreased anxiety and intimidation of those confused with the questionnaire."

CHALLENGES OF COVID-19 were the biggest obstacles faced by tribes and tribal communities during the Campaign. Tribal communities rely on in-person, face-to-face communication with elders and members of the community who have mistrust of the federal government. Absent this personal touch, outreach to tribal communities became extremely difficult. The lack of contact was especially difficult for tribes with many elders who rely on the face-to-face contact for information and do not use computers.





Tribal government partners reported having to cancel events, gatherings and opportunities for census outreach due to COVID-19. Wildfires during the summer of 2020 also exacerbated problems with at least seven tribes evacuated from their homes. Changes in operations and timelines by the U.S. Census Bureau also created confusion on responding to the census.

Outreach during the Stay at Home Order was especially challenging, with some tribal offices closed or operating with limited staff to keep people safe. This made it difficult and almost impossible for the U.S. Census Bureau and Census Office to reach the tribal government contacts.

Eventually some tribes allowed the U.S. Census Bureau to continue census operations with the proper health and safety measures in place. For example, a tribe could request that enumerators get their temperature checked before conducting house-to-house operations. Some tribes even requested to assign an escort to assist enumerators going door-to-door on the reservation. While some tribes remained on lockdown throughout the campaign, many reopened to allow the U.S. Census Bureau to conduct their operations.

**OUTREACH DURING THE PANDEMIC** continued in many areas despite the challenges.

Tribes conducted social distanced outreach such as purchasing airtime on local channels to share census PSAs, offering appointment times in office for community members to complete the census, sharing information in distance learning homework packets and commodity distribution sites and sending census information packets with food delivery. Many tribes posted signage around the community, sent postcards and personally called tribal members.



#### The following are examples of outreach by the Tribal governments.

- MECHOOPDA INDIAN TRIBE held drive-up Census events where tribal members could complete their census questionnaire on a tablet and receive census swag and a light breakfast.
- KASHIA BAND OF POMO INDIANS has two communities, those who reside on the Rancheria and those who reside in the four surrounding counties of Sonoma, Napa, Mendocino and Lake. The Tribe's census worker went house-to-house at the Rancheria to ensure all households were notified since the Rancheria is in a rural area of Sonoma County which made it difficult for some to receive information due to poor internet connection. For those who reside off the Rancheria, social media worked best.
- PALA BAND OF MISSION INDIANS set up a prize wheel in the tribal administration building and allowed members to spin once they completed the census. Pala Chairman Robert Smith served on the statewide California Complete Count Committee and represented the tribal voice while also being a trusted messenger to Native communities.



American Indians and Alaska Natives

RINCON TRIBE delivered swag to 500 residences on the reservation and sent two rounds of robocalls to all homes announcing the current U.S. Census Bureau enumeration operations that were to take place on the reservation. Rincon was one of the few tribes that was able to work with the U.S. Census Bureau to get an enumerator hired from within the reservation community to complete Nonresponse Followup activities on the tribal lands. This very committed Tribe also held a raffle for those completing their census and worked with the U.S. Census Bureau to set up Mobile Questionnaire Assistance centers at COVID-19 testing locations on the reservation.





- KARUK TRIBE demonstrated one of the more creative responses to COVID-19. The Tribe held drive-in movie events featuring a pre-recorded blessing from the chairperson, advertised through census PSAs and their social media site, delivered hotdogs to vehicles and distributed census swag. Karuk Tribe reported seeing an increase of 10% in Self-Response Rate after the first drive-in movie night. Later in the campaign, when the tribal reservation areas were ravished by wildfires, the Karuk census outreach representative continued census education at fire evacuation locations.
- QUECHAN TRIBE of the Fort Yuma Indian Reservation is in Winterhaven. Operating through a pandemic, access to tribal programs and staff was limited so they advertised through essential programs such as the Food Distribution Program, Community Center and local schools. They worked with the Quechan Senior Center to hold a Mobile Questionnaire Assistance center, conducted phone banking and produced a PSA in the Quechan language to encourage elders and seniors to increase census participation.
- HOOPA VALLEY TRIBE collaborated with 60 tribal departments and provided advertising materials to distribute at their events or to their clients. Tribal newspaper and radio, the Housing Authority and Temporary Assistance for Needy Families (TANF) were key to reach households.
- WASHOE TRIBE has four community land bases and a large off-reservation population. During the in-person gatherings, they collaborated with the Washoe Native TANF offices and the Elder Center to get out information especially in areas with no access to internet or devices. Social media and incentives worked well during the pandemic as all the events were canceled.





American Indians and Alaska Natives

YUROK TRIBE reservation is located in remote Northern California, starting at the mouth of the Klamath River up 40 miles along the river a mile on each side. There is no road connecting one end of the reservation to the other. Because of geographical challenges they have multiple communities, limited transportation services and some parts of the reservation without power, internet or cell service. There are economic challenges as well.





Despite the challenges, the Yurok Complete Count Committee was able to have 100% count on the reservation. There were two approaches that worked best for the Yurok Complete Count Committee. The first was hosting five informational dinners to raise awareness and catered by local youth programs. They shared census information and played census bingo. The second was providing Mobile Questionnaire Assistance events in multiple locations for those who didn't have a way to complete the census. They coordinated with other Complete Count Committees to create PSAs for TV and radio. "We are thankful for the California funds without which we would not have been able to reach the people in the communities the way we did. Northern California Indian Development Council, California Native Vote Project, Yurok Education, Yurok Elders program, the schools and artists in the area were great supports of the outreach."

Yurok Tribe, Final Report

CALIFORNIA INDIAN MANPOWER CONSORTIUM, INC. (CIMC) is an organization providing direct services to the American Indian and Alaska Native population and has earned the



trust of Native American communities and tribal governments through its 40 years of service. They invited 80 California tribes to conduct census outreach. Through their partnerships, CIMC ensured the census remained a priority among tribal members, while respecting their sovereign rights.

CIMC supported the tribes with funds to conduct events, outreach materials and census information packets. Through their vast network, CIMC and their regional sub-contractors travelled across the state to educate and motivate Tribal Nations and Native communities about the census. Due to the challenges of the pandemic, CIMC and partners transformed in-person community outreach plans into virtual messaging via websites, social media postings, PSAs, and livestreams. They also distributed computers donated by the State to 55 tribal governments and eight Native organizations that were set up in areas with limited broadband access allowing residents to complete the census in a familiar place. During the pandemic, they combined census information with food relief and personal protective equipment.

The Tribal Nations partnering with CIMC organized numerous creative ways to inform their community about the census. Tribal leaders and liaison led census discussion at council meetings, promoted the census through tribal bulletins at casinos and food distribution sites, created videos with local voices and participated in gatherings.



# **APPENDIX F:** Primary Funding Allocations

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The table below reflects program allocations as of January 28, 2021.

California Complete Count Office Census 2020 Program Funding Overview				
Programmatic Area	Original Funding Allocations	2019 Budget Act Funding Allocations	Total Allocation	
Local Update of Census Address (LUCA)				
Incentive Payments	\$ 7,000,000	\$(1,295,000)	\$ 5,705,000	
LUCA Appeals	\$ -	\$ 217,500	\$ 217,500	
Outreach				
Counties				
County Agreements 1/	\$ 26,683,500	\$ (684,269)	\$ 25,999,23	
Additional Allocation for County	\$-	\$ 6,094,826	\$ 6,094,820	
NRFU Allocation	\$-	\$ 1,161,315	\$ 1,161,315	
Tribal Outreach				
Tribal Government Agreements	\$ 316,500	\$ -	\$ 316,500	
Statewide Tribal Agreements	\$-	\$ 1,647,855	\$ 1,647,855	
Media, Additional Tribal Agreements	\$-	\$ 938,637	\$ 938,637	
Regional Administrative Community-Based Organizations (ACBO)				
Regional Contracts	\$22,950,000	\$ 684,269	\$ 23,634,269	
Additional Allocation for ACBOs	\$ -	\$ 8,042,256	\$ 8,042,25	
NRFU Allocation	\$-	\$ 8,188,686	\$ 8,188,68	
Statewide Community-Based Organization Contracts	\$ 4,050,000	\$ 977,000	\$ 5,027,00	
Additional Allocation for Statewide	\$-	\$ 2,631,100	\$ 2,631,100	
State Programmatic Costs	\$ 6,000,000	\$ 226,472	\$ 6,226,472	
NRFU Allocation	\$-	\$ -	\$	
Phone Banking Program		\$ 3,158,079	\$ 3,158,079	
Education				
County Office of Education Contracts	\$ 750,000	\$ 4,673,469	\$ 5,423,469	
Census Education K-12 Curriculum	\$ 250,000	\$ 172,062	\$ 422,062	
Higher Education	\$ 50,000	\$ 1,431,795	\$ 1,481,79	
State Programmatic Cost	\$ 200,000	\$ 190,027	\$ 390,027	
Sector (Non-Education)				
Faith Based, Labor, Healthcare, Rural and Other Target Sectors	\$ 800,00	\$ 500,000	\$ 1,300,000	
Additional Allocation for Sector	\$ -	\$ 617,650	\$ 617,650	
State Programmatic Cost	\$ 200,000	\$ 125,846	\$ 325,840	
State Agency Outreach	\$ 500,000	\$ (200,000)	\$ 300,000	
State Agency Programmatic Cost	\$ -	\$ 187,000	\$ 187,000	
Outreach and Public Relations Campaign				
Statewide Contract	\$16,100,000	\$30,000,000	\$46,100,000	
NRFU Allocation	\$ -	\$ 3,053,813	\$ 3,053,813	
State Programmatic Cost	\$ 1,400,000	\$ 1,688,716	\$ 3,088,71	
Contingencies/Emergencies	\$ 1,000,000	\$ (666,235)	\$ 333,76	
California Complete Count Committee	\$ -	\$ -	\$	
California Housing and Sample Population Enumeration <sup>2/</sup>	\$ -	\$ 5,430,000	\$ 5,430,000	
Administration	\$12,050,000	\$ 7,738,132	\$19,788,13	
Totals	\$100,300,000	\$86,931,001	\$187,231,00	

\$684,269 was redirected to County Alternate Fiscal Agents
 \$295,000 is Department of Finance Administrative Costs



# **APPENDIX G:**

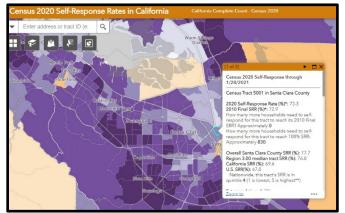
# Data and Technology

317 CALIFORNIA COMPLETE COUNT – CENSUS 2020 census.ca.gov



Decennial counts and other census datasets have always been about numbers and geography. Yet obtaining and using the information has historically been cumbersome. Over the last few decades, much-improved access to demographic and other census data, the growth of cloud-based mapping and better computers have created unprecedented opportunities to expand data's decision-making potential. The California Complete Count – Census 2020 Office (Census Office) embraced the use of data and technology in its effort to achieve an accurate Census 2020 count in the state.

From the Statewide Outreach and Rapid Deployment (SwORD) mapping portal to PDF fact sheets, data deployed across multiple platforms assisted with planning, tracking of selfresponse and visualized census outreach activities. This effort involved extensive behindthe-scenes data work. The Census Office developed application programming interfaces (APIs) to ingest completed outreach activity data from partners and then to map activities. The Census Office also pulled daily Self-Response Rates from the U.S. Census Bureau and converted them to the tract geography partners were familiar with.



The Census Office analyzed response rates to assist stakeholders during the Complete Count Census 2020 Campaign (Campaign). Analysis will continue over the coming months and years as the 2020 Census redistricting files and other Census 2020 information become available. This appendix is intended to offer a broad overview of the data and technology components of the Campaign, including methodologies and tools, data products, and technical assistance. This information should assist with data-driven planning for a Census 2030 campaign, and the appendix includes several recommendations for such an effort.

#### Metrics and methodologies

An early need of the Campaign was to identify which areas of the state would likely face the most challenges in responding to the 2020 Census. This led to the development of the California Hardto-Count (CA-HTC) Index. Crafted by the California Department of Finance Demographic Research Unit and modeled on the U.S. Census Bureau's former hard-to-count score, the CA-HTC Index is based on 14 demographic, housing and socioeconomic variables correlating with an area likely being difficult to enumerate in 2020. Thirteen of the 14 index data points came from the U.S. Census Bureau's American Community Survey estimates, while the estimated percentage of households without broadband subscriptions is based on data from the California Public Utilities Commission. A full list and description of CA-HTC Index variables is at the end of this appendix.

#### The CA-HTC Index and Low Response Score

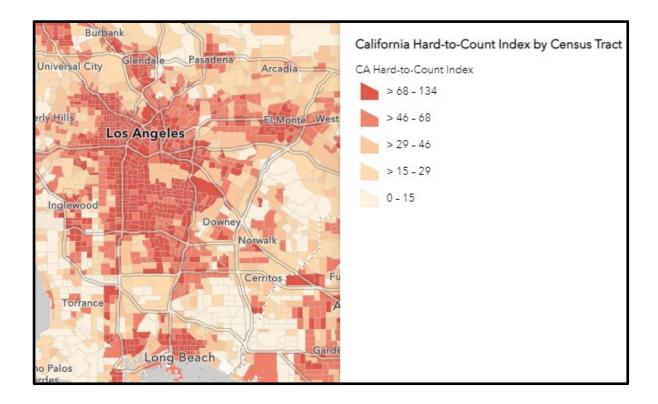
The CA-HTC Index and the U.S. Census Bureau Low Response Score are both metrics to help identify areas likely to have 2020 Census enumeration challenges. There are several reasons why the Census Office used the CA-HTC Index. It was California-specific, and the index methodology made it possible to identify specific characteristics, such as the percentage of renters, contributing the most to an area's hard-to-count score. This helped partners plan outreach tactics. The Census Office also thought it necessary to use a metric incorporating tract-level broadband subscription rates and foreign-born percentages as variables. Unlike the U.S. Census Bureau Low Response



Score, the CA-HTC Index is independent of 2010 Census mail participation rates. A review of California Self-Response Rates, and the two metrics, suggested that a tract's CA-HTC Index value was slightly more correlated with its self-response rate than the Low Response Score.

The CA-HTC Index was one of several formulas and methodologies used to inform the Campaign. Others included:

- **Schools**: Three categories of student enrollment total enrollment, Title I (low-income) and Title III (English-learners and immigrant students) underlined a formula to allocate outreach funds to county offices of education and individual districts.
- Language: American Community Survey Public Use Microdata Sample (PUMS) estimates were the basis for creating language-support requirements for partners in different counties and multi-county geographic regions in the Language and Communication Access Plan.
- Self-Response Rate Index: The index incorporated several self-response rate data points (current self-response rate, the change from 30 days prior, etc.) to help identify tracts facing the most significant self-response challenges. The Self-Response Rate Index (SRRI) was the basis for additional outreach efforts during Nonresponse Followup across parts of 21 counties, as well as a statewide phone- and text-banking effort.





#### **Definitions**:

**Application Programming Interface (API):** A way to obtain and share computer data. At the Census Office, API's were the means to receive and visualize partner completed activity data, as well as response rate data from the U.S. Census Bureau.

**Census tract**: A census tract is the main unit of census geography. Tracts have an optimum population size of approximately 4,000 and do not cross county lines. There are 8,057 tracts in California (based on 2010 geography).

Geographic Information System (GIS): GIS provides the means to analyze and present data spatially.

**Hardest-to-Count:** The Enterprise Final Report includes references to hardest-to-count areas, hard-to-count households, and similar language. These descriptions generally mean households or populations in California census tracts that had a California Hard-to-Count Index 2020 of 57 or greater. There are approximately 2,375 such tracts in California. They had an estimated population of 11.2 million and approximately 4.1 million addresses that received Census 2020 forms.

**Public Use Microdata Area (PUMA):** The smallest unit of geography for Public Use Microdata Sample estimates. California has 265 PUMAs, with 69 of those in Los Angeles County.

**QAC/QAK Finder:** The impact of the COVID-19 pandemic altered some plans for interactive mapping. An easy-to-use Questionnaire Assistance Center/Questionnaire Assistance Kiosk (QAC/QAK) Finder went live in early March 2020. The tool made it simple to find help to complete the census in a particular language anywhere in the state. Within days, the QAC/QAK finder was taken down as a Stay-at-Home Order took effect and partners canceled plans for the assistance centers and kiosks.



**Response rate geography**: The U.S. Census Bureau began releasing 2020 Self-Response Rate (SRR) data on March 20. The U.S. Census Bureau unexpectedly decided to release tract SRR in preliminary 2020 tract geography instead of the 2010 tract geography that corresponds with other census tract datasets (including the U.S. Census Bureau Low Response Score.) Each time the U.S. Census Bureau released updated tract data, the Census Office produced a calculated 2020 SRR in 2010 tract geography based on a relationship file provided by the U.S. Census Bureau.

As partners began planning and completing outreach activities in 2019, the SwORD ecosystem grew to include a backend database to process gigabytes of partner data. During the second half of 2019, partners submitted implementation plan spreadsheets listing the different types of planned outreach activities. These files were scrubbed, converted from their tabular format to a database readable format, loaded into the SwORD database and then visualized. Completed outreach activities mainly came to SwORD three different ways. Partners could enter completed activities on an Excel template and upload it at a self-service portal. It flowed into the SwORD



database and a subset of data was then visualized. Timelier outreach reporting data came from partners who conducted canvassing and phone-banking in the Census PDI (Political Data Inc.) application (or in regular PDI and then imported into their Census PDI account), provided by the Census Office. Partners in Region 7 conducted outreach with an application called Amplify.

**Self-Response Rate (SRR):** The Self-Response Rate reflects the percentage of all known housing units (addresses in the Master Address File, not including group quarters) in a particular area, such as a census tract, that responded to the 2020 census via the Internet, with a paper questionnaire, or by telephone. The 2010 Final Self-Response Rate, released in March 2020, reflects the same methodology for 2010. It differs from the 2010 Mail Participation Rate (MPR). That rate is the percentage of forms that were sent to households that were returned to the U.S. Census Bureau. Unlike the 2010 Final SRR, the final MPR denominator excluded addresses where census forms were determined by the U.S. Postal Service to be "undeliverable as addressed," so the MPR for a given area is almost always above the final 2010 SRR. Self-response Rates, according to the U.S. Census Bureau.

#### Statewide Outreach and Rapid Deployment (SwORD):

The California Hard-to-Count Index was one of the first interactive maps in the Statewide Outreach and Rapid Deployment (SwORD) mapping portal. The idea for SwORD arose from a lesson of the 2010 Census: the need for better sharing of information about partner census outreach activities and other data. Census readiness convenings in the spring and summer of 2018 helped inform the idea for SwORD and gathered feedback about what would make it most useful for census outreach. The platform launched in the summer of 2018 and a SwORD pilot group began using the site later that year.

SwORD never stopped evolving, and the goal remained the same: make it a one-stop source of data and visualizations for the state's outreach and messaging partners, as well as other census stakeholders. Maps, dashboards and other applications were added to the site regularly. The custom-built Map Creator and an Outreach Planner



tool went live in spring 2019 and offered users a simpler map-making alternative to the default ArcGIS Online mapping functionality.

When the Self-Response Phase began in March of 2020, SwORD included pages specific to each census region. These pages combined dashboards, response rate information, targeting tools and a way for each region to model response rate scenarios and other applications.



APPENDIX G

# Data and Technology

# Other components of the SwORD ecosystem include:

> Census PDI: A household-level canvassing, phone-banking and outreach tool built by Political Data, Inc. and provided by the state to contracted partners for the purpose of maximizing Census 2020 participation in California. Census PDI included a full-time support staffer, as well as April 2020 enhancements requested by partners, including connection to a predictive

Mot Home Mark all people in house as not home.		Street View	Map View
🖌 Begin House Survey			
Add People Counts		Excelsion Dr	
Household Details	Q	888	00000000000000000000000000000000000000
Adults (18+) Minor (5-17) Child (0-4) 2 1 0	8		
Stay in touch with CA Counts	8	Syvamed Ae Syvamed Ae DDDDDDD DDDDDDD NGlae Ae	
8888-8888(888)	Cod or Rd		

dialing system. The application included voter and non-voter addresses with phone numbers, if available. The application did not include access to names or other personal identifying information. Approved data was sent to the State, then aggregated to the tract level and visualized in SwORD. Census PDI also made possible the transfer of regular PDI activity to the State.

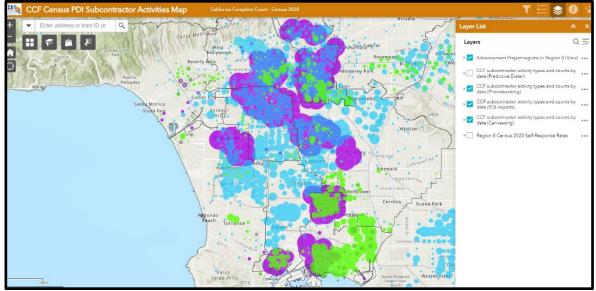
- Census Chatbot: "Potter the Otter" chatbot on census.ca.gov, and other versions on several partner websites, offered a simple way for people to get information about completing their census, response rates, and the tract where they lived. The chatbot received thousands of questions during the campaign.
- CA Census 2020 Helpdesk: Partners and other stakeholders submitted hundreds of tickets for new SwORD accounts, Census PDI access, outreach activity exports and other assistance. The tickets were assigned, tracked and resolved.
- SwORD Reporting Extension: An analysis tool used to visualize Census PDI and other outreach activities by partner, timeframe and other variables.

#### **Data Products**

The Census Office produced regular reports and provided technical assistance for internal and external stakeholders, including contracted partners, to support an accurate count. The goal was to help people of any background and level of experience get the most out of data as a decision-making tool.



Hard-to-Count fact sheet PDF's at various levels of geography, including county and legislative district, paired maps with easy-to-digest summaries of hard-to-count variables for that area.



During the Self-Response Phase, the Census Office produced one-page overviews of national and state response-rate trends. The Census Office also provided approximately 1,000 two-page response-rate fact sheets weekly at the city, county, legislative district and other geographic area levels to help guide outreach to low-responding areas. Biweekly campaign snapshots emerged mid-summer and provided additional information.

Weekly drop-in webinars gave partners a chance to ask questions about SwORD functionality, census data and other topics. The Census Office also assisted partners on specific data and mapping needs. Those included presenting hard-to-count and response-rate metrics in zip code and other non-census geography, creating interactive apps featuring relevant demographic and socioeconomic data and helping to "cut turf" of low-response tracts to identify areas to canvass or phone bank in Census PDI.



#### Data products included:

Target Tracts: The Census Office generated and emailed weekly reports of low-responding census tracts by county and census region, including links to the hard-to-count PDF fact sheets, as seen in the example below.

Self-response data th	rough Sept. 15						
County name	Region number	GEOID10	CA-HTC I	Overlapped jurisdictions	Pct of addresses that are self-	SRR	Final 2010 SRR
Alameda County		6 06001422800	83	Berkeley (100.0)	100	43.7	
Alameda County	3	06001422700	79	Berkeley (100.0)	100	47.3	60.1
Alameda County	3	60001402900	85	Oakland (100.0)	100	49.1	70.8
Alameda County	3	06001407300	90	Oakland (100.0)	100	53.3	58.5
Alameda County	3	06001422900	70	Berkeley (100.0)	100	54.2	60.9
Alameda County	3	06001402500	87	Oakland (100.0)	100	54.2	52.3
Alameda County	3	66001407500	100	Oakland (100.0)	100	54.2	54.8
Alameda County	3	66001409700	74	Oakland (100.0)	100	54.4	51.7
Alameda County	3	06001402800	93	Oakland (100.0)	100	54.7	62.6
Alameda County	3	06001407400	94	Oakland (100.0)	100	54.8	58.2
Alameda County	3	06001410300	75	Oakland (100.0)	100	55	59.7
Alameda County		06001401500		Emeryville (0.2), Oakland (99.8)	100	55.7	45.1
Alameda County		06001437702		Hayward (100.0)	100	56.3	
Alameda County		06001408900		Oakland (100.0)	100	56.6	
Alameda County		06001406000		Oakland (100.0)	100	56.7	62.5
Alameda County		06001437701		Hayward (100.0)	100	56.9	55
Alameda County		06001401400		Oakland (100.0)	100	57.4	
Alameda County		06001406100		Oakland (100.0)	100	59.6	
Alameda County Alameda County		06001433900		Unincorp. (100.0), Ashland	100	59.7	
Alameda County Alameda County		06001405300		Oakland (100.0)	100	59.8	
Alameda County		06001406202		Oakland (100.0)	100	60.1	
Alameda County Alameda County		06001405402		Oakland (100.0)	100	61.3	
		06001403402 06001403501			100	61.6	
Alameda County		06001403501		Oakland (100.0)	100		
Alameda County				Oakland (100.0)		62.1	
Alameda County		06001403100		Oakland (100.0)	100	62.1	
Butte County		06007000604		Chico (100.0)	100	46.5	
Butte County		06007001000		Chico (100.0)	100	47.6	
Butte County		06007003200		Oroville (1.4), Unincorp. (98.6),	98.8	50.3	
Butte County		06007000502		Chico (65.6), Unincorp. (34.4)	100	54.6	62.1
Butte County		06007000300		Chico (100.0)	100	56	68.7
Butte County		06007001300		Chico (68.5), Unincorp. (31.5),	100	56.9	
Butte County		06007000603		Chico (100.0)	100	58.1	
Butte County		06007002800		Oroville (98.8), Unincorp. (1.2),	100	58.6	
Butte County		06007002500		Oroville (2.9), Unincorp. (97.1)	88.7	60.7	
Contra Costa County		06013365002		Richmond (45.6), Unincorp.	100	54.5	
Contra Costa County		06013307202		Antioch (99.9), Pittsburg (0.1)	100	55.3	49.7
Contra Costa County		06013336202	97	Concord (100.0) Antioch (66.0), Pittsburg (30.9),	100	56.2	59
Contra Costa County		06013305000		Unincorp. (3.1)	100	59.3	
Contra Costa County		06013369001		Richmond (0.2), San Pablo	100	61.9	65.1
Fresho County	E	6 06019005408		Fresno (100.0)	100	31.5	0
Fresho County	6	6 06019007802	124	Huron (0.4), Unincorp. (99.6)	1	33.4	40.6
Fresho County	6	6 06019008200		San Joaquin (0.4), Unincorp.	20.5	43.4	66.2
Fresno County	6	6 06019007801		Huron (0.8), Unincorp. (99.2)	1.5	46.2	60.9
Fresno County	6	6 06019007902	75	Coalinga (0.3), Unincorp. (99.7)	89.3	47.8	63.2
Fresno County	E	06019008402		Unincorp. (100.0)	100	47.9	
Fresno County		06019005403		Fresno (100.0)	100	50.5	
Fresho County		06019008302		Mendota (0.3), Unincorp. (99.7)	99.4	51.1	
Fresno County		06019008501		Parlier (10.7), Unincorp. (89.3)	100	53.8	
		al SRR 2010	Final SRF				

- Remaining Households: A weekly report summarized the estimated number of households yet to self-respond in different counties and hard-to-count categories based on selfresponse rates.
- Activity/Self Response Rate Correlations: Census tract response-rates and selected activity types were analyzed to identify possible correlations that could be shared with stakeholders.



#### Recommendations for the 2030 Campaign:

- Expand technical assistance for partners, their subcontractors and other stakeholders. Technical assistance specialists could help with outreach and media planning, lowresponse targeting, data and mapping requests.
- Secure a data-sharing agreement with U.S. Census Bureau. A future census outreach effort would benefit from obtaining smaller-geography response rate and Nonresponse Followup data from the U.S. Census Bureau to better inform all stakeholders for communication and outreach activities.
- Obtain an agreement with the Department of Finance Demographic Research Unit (DRU) to formalize a working relationship with the Census Office to provide staff availability. DRU staff are subject-matter experts on census operations and demographic data.
- Engage in multi-stakeholder discussions early in the planning process about what kind of completed activity information should be collected, why partners should report and how the data will be used. The input could be reflected in any subsequent contractual requirements.
- Expand use of technology to conform partner outreach planning and standardize reporting data. This could include the expanded use of applications and real-time validation of partner data.

#### The 14 variables of the census tract CA-HTC Index, with source and explanations, are listed below:

- Percent of households without broadband subscriptions (California Public Utilities Commission): More than 10 million California households were asked to complete the census online. Some outreach efforts were online, as well. A household without a broadband subscription is less likely to know about the census and more likely to fail to self-respond.
- 2. **Percent of households that are non-family** (Table B11001, U.S. Census Bureau American Community Survey [ACS]). Non-family households generally involve multiple roommates. The household member completing the census form might forget to include some of the other occupants.
- 3. **Percent of occupied housing units that are renter-occupied** (Table B25003, ACS). The percentage of renter households in a tract or block group is among the strongest hard-to-count indicators. Renters move more often and have a greater chance of being missed during the census-taking process.
- 4. Percent of total housing units that are vacant (Table B25002, ACS): Vacant housing units change status quickly. Housing units considered vacant by census takers could be occupied on April 1, 2020.
- 5. **Percent crowded** (the percent of occupied housing units with more than 1.5 persons per room. Table B25014, ACS): As with non-family households, occupants in crowded households are more likely to be left off census forms. Also, the person completing the form may omit occupants if the household exceeds landlord or government limits.
- 6. **Percent of population that are foreign-born** (Table B05001, ACS): People who are born in other countries are less likely to be familiar with the census. Some may not be citizens and may fear the consequences of revealing their presence and legal status to the government.
- 7. Percent of adults (25 or older) who are not high-school graduates (Table S1501, ACS): Nonhigh school graduates are less likely to be engaged in civic affairs and more likely to be working multiple low-wage jobs that leave little spare time for completing census forms.
- 8. **Percent of population with income below 150% of poverty level** (Table C17002, ACS): Multiple issues increase the odds of an undercount among the poor. They tend to be renters. Administrative records that are used to supplement the census, such as tax returns, may be incomplete for this group. They also are less likely to have internet access.



- 9. Percent of households receiving public assistance income (Table B19057, ACS): People may be reluctant to share their true household size because the information may contradict government assistance records. They are likely living near or below the poverty line.
- 10. Percent of persons (ages 16 or older) unemployed (Table B23025, ACS): Unemployed people spend much of their time looking for a job. They also might be homeless and living an unsettled lifestyle.
- 11. **Percent limited-English households** (the percent of households in which no person age 14 years or older speaks English very well. Table S1602, ACS): People who don't speak English well will have trouble understanding census materials, including the rationale for the census.
- 12. Percent of persons who moved from outside county in past year (Table B07003, ACS): Recent arrivals likely have little connection to local civic affairs. Proxy information and administrative records about this population are more difficult to obtain.
- 13. **Percent of population under the age of five** (Table S0101, ACS): More children are living in complex family situations, such as shared parental custody or with a grandparent, increasing chances they will be left off the census form. Some new parents mistakenly believe the census incorporates birth records.
- 14. Percent of total housing units with three or more units in a multi-unit structure (Table B25024, ACS): There could be a fence or gate around these types of housing units, hampering census workers' Nonresponse Followup. Individual units may not have addresses, skewing nonresponse data.



# **APPENDIX H:** 10 Largest States

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APPENDIX H

10 Largest States

# <u>California</u> - Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	39,283,497		
Est. race/ethnic group percentages	Hispanic/Latino %	39.0	
	White % 37.2		
	Black/African Amer. %	5.5	
	AIAN %	0.4	
	<b>Asian %</b> 14.3		
	NHPI %	0.4	
	Some other race %	0.3	
	Two or more races %	3.0	
Self-Response Rate (SRR)	69.6 percent (ranked 15th, w/		
	ties)		
	16.7 pct. points: housing units in hardest-to-count (HTC) tracts 52.9 pct. points: housing units in less HTC tracts		
Difference from U.S. SRR	2.6 percentage points above		
Difference from Final 2010 SRR	1.4 percentage points	above	
Response rate change from Aug. 1	5.4 pct. points (ranked 4th)		
Average census tract SRR	69.6 percent		
Average SRR for less HTC census	73.2 percent		
tracts			
Average SRR for HTC census tracts	61.3 percent (Est. households self-re ACS occ. housing unit Post-LUCA addresses:	s: 2,175,603	
Number of counties SRR>=Final 2010 SRR	45/58 (77.6 percent)	_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Number of cities SRR>=Final 2010 SRR	344/482 (71.4 percent	t)	

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





### <u>Texas</u> - Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	28,260,856		
Est. race/ethnic group percentages	Hispanic/Latino %	39.3	
	<b>White %</b> 42.0		
	Black/African Amer. %	11.8	
	AIAN %	0.3	
	Asian %	4.7	
	NHPI %	0.1	
	Some other race %	0.2	
	Two or more races %	1.7	
Self-Response Rate (SRR)	62.8 percent (ranked 37th, w/		
	ties)		
	14.3 pct. points: housing units in hardest-to-count (HTC) tracts 48.5 pct. points: housing units in less HTC tracts		
Difference from U.S. SRR	4.2 percentage points	below	
Difference from Final 2010 SRR	1.6 percentage points	below	
Response rate change from Aug. 1	4.9 pct. points (ranked	l 6th)	
Average census tract SRR	61.5 percent		
Average SRR for less HTC census	65.1 percent		
tracts			
Average SRR for HTC census tracts	53.0 percent		
	(Est. households self-re	esponding:	
	ACS occ. housing units: 1,415,336		
	Post-LUCA addresses:	1,744,815)	
Number of counties SRR>=Final 2010 SRR	29/254 (11.4 percent)	)	
Number of cities SRR>=Final 2010 SRR	292/1,219 (24.0 perce	ent)	

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





Florida - Census 2020 Self-Response Rate Summary
Data through Jan. 28, 2021

Est. total population	20,901,636		
Est. race/ethnic group percentages	Hispanic/Latino %	25.6	
	<b>White %</b> 53.9		
	Black/African Amer. %	15.3	
	AIAN %	0.2	
	<b>Asian %</b> 2.7		
	NHPI %	0.0	
	Some other race %	0.4	
	Two or more races %	1.9	
Self-Response Rate (SRR)	63.8 percent (ranked 3	32nd, w/	
	ties)		
	16.0 pct. points: housing units in hardest-to-count (HTC) tracts 47.8 pct. points: housing units in less HTC tracts		
Difference from U.S. SRR	3.2 percentage points below		
Difference from Final 2010 SRR	0.8 percentage points	above	
Response rate change from Aug. 1	3.9 pct. points (ranked	1 17th)	
Average census tract SRR	64.0 percent		
Average SRR for less HTC census	66.6 percent		
tracts			
Average SRR for HTC census tracts	58.0 percent		
	(Est. households self-re	esponding:	
	ACS occ. housing units: 1,314,664		
	Post-LUCA addresses:	1,654,796)	
Number of counties SRR>=Final 2010 SRR	39/67 (58.2 percent)		
Number of cities SRR>=Final 2010 SRR	212/409 (51.8 percent	t)	

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





### <u>New York -</u> Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	19,572,319		
Est. race/ethnic group percentages	Hispanic/Latino %	19.0	
	White %	55.6	
	Black/African Amer. %	14.3	
	AIAN %	0.2	
	Asian %	8.3	
	NHPI %	0.0	
	Some other race %	0.5	
	Two or more races %	2.0	
Self-Response Rate (SRR)	64.2 percent (ranked 29th, w/		
	ties)		
	16.4 pct. points: housing units in		
	hardest-to-count (HTC) tracts		
	47.8 pct. points: housing units in		
	less HTC tracts		
Difference from U.S. SRR	2.8 percentage points below		
Difference from Final 2010 SRR	0.4 percentage points	below	
Response rate change from Aug. 1	5.6 pct. points (ranked	l 3rd)	
Average census tract SRR	63.7 percent		
Average SRR for less HTC census	66.7 percent		
tracts			
Average SRR for HTC census tracts	56.8 percent		
	(Est. households self-re	esponding:	
	ACS occ. housing unit	s: 1,254,369	
	Post-LUCA addresses:		
Number of counties SRR>=Final 2010 SRR	16/62 (25.8 percent)	<b>z</b>	
Number of cities SRR>=Final 2010 SRR	265/597 (44.4 percent	t)	

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





### <u>Pennsylvania</u> - Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	12,791,530	
Est. race/ethnic group percentages	Hispanic/Latino %	7.3
	White %	76.4
	Black/African Amer. %	10.7
	AIAN %	0.1
	Asian %	3.4
	NHPI %	0.0
	Some other race %	0.2
	Two or more races %	1.9
Self-Response Rate (SRR)	69.6 percent (ranked 15th, w/	
	ties)	
	15.8 pct. points: housing units in hardest-to-count (HTC) tracts 53.8 pct. points: housing units in less HTC tracts	
Difference from U.S. SRR	2.6 percentage points	above
Difference from Final 2010 SRR	0.6 percentage points	below
Response rate change from Aug. 1	3.6 pct. points (ranked	l 21st)
Average census tract SRR	69.1 percent	
Average SRR for less HTC census	74.3 percent	
tracts		
Average SRR for HTC census tracts	57.0 percent	3
	(Est. households self-re	esponding:
	ACS occ. housing units: 775,999	
	Post-LUCA addresses:	955,967)
Number of counties SRR>=Final 2010 SRR	27/67 (40.3 percent)	
Number of cities SRR>=Final 2010 SRR	329/1,010 (32.6 perce	ent)

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





<u>Illinois</u> - Census 2020 Self-Response Rate Summary		
Data through Jan. 28, 2021		

Est. total population	12,770,631	
Est. race/ethnic group percentages	Hispanic/Latino %	17.1
	<b>White %</b> 61.3	
	Black/African Amer. %	14.0
	AIAN %	0.1
	Asian %	5.4
	NHPI %	0.0
	Some other race %	0.2
	Two or more races %	1.9
Self-Response Rate (SRR)	71.4 percent (ranked 6th, w/ ties)	
	14.5 pct. points: housing units in hardest-to-count (HTC) tracts 56.9 pct. points: housing units in less HTC tracts	
Difference from U.S. SRR	4.4 percentage points above	
Difference from Final 2010 SRR	0.9 percentage points above	
Response rate change from Aug. 1	3.7 pct. points (ranked 20th)	
Average census tract SRR	70.1 percent	
Average SRR for less HTC census tracts	75.9 percent	
Average SRR for HTC census tracts	56.3 percent (Est. households self-responding: ACS occ. housing units: 677,121 Post-LUCA addresses: 821,346)	
Number of counties SRR>=Final 2010 SRR	37/102 (36.3 percent)	
Number of cities SRR>=Final 2010 SRR	478/1,290 (37.1 perce	nt)

- Sources: U.S. Census Bureau self-response data; 2015-2019 American Community Survey (ACS) 5-year estimates; 2020 Planning Database.
- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





## <u>Ohio</u> - Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	11,655,397		
Est. race/ethnic group percentages	Hispanic/Latino %	3.8	
	White %	78.9	
	Black/African Amer. %	12.2	
	AIAN %	0.1	
	Asian %	2.2	
	NHPI %	0.0	
	Some other race %	0.2	
	Two or more races %	2.5	
Self-Response Rate (SRR)	70.7 percent (ranked 11th, w/		
	ties)		
	14.2 pct. points: housing units in hardest-to-count (HTC) tracts 56.5 pct. points: housing units in less HTC tracts		
Difference from U.S. SRR	3.7 percentage points	above	
Difference from Final 2010 SRR	1.7 percentage points	above	
Response rate change from Aug. 1	3.4 pct. points (ranked	23rd)	
Average census tract SRR	69.1 percent		
Average SRR for less HTC census	75.5 percent		
tracts			
Average SRR for HTC census tracts	54.4 percent		
	(Est. households self-re	esponding:	
	ACS occ. housing unit	s: 631,087	
	Post-LUCA addresses:	782,564)	
Number of counties SRR>=Final 2010 SRR	61/88 (69.3 percent)		
Number of cities SRR>=Final 2010 SRR	515/928 (55.5 percent	t)	

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





### <u>Georgia</u> - Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	10,403,847		
Est. race/ethnic group percentages	Hispanic/Latino %	9.5	
	<b>White %</b> 52.7		
	Black/African Amer. %	31.2	
	AIAN %	0.2	
	Asian %	3.9	
	NHPI %	0.0	
	Some other race %	0.3	
	Two or more races %	2.0	
Self-Response Rate (SRR)	62.9 percent (ranked 36th, w/		
	ties)		
	14.5 pct. points: housing units in		
	hardest-to-count (HTC) tracts		
	48.4 pct. points: housing units in		
	less HTC tracts		
Difference from U.S. SRR	4.1 percentage points below		
Difference from Final 2010 SRR	0.4 percentage points	above	
Response rate change from Aug. 1	4.2 pct. points (ranked	1 14th)	
Average census tract SRR	61.7 percent		
Average SRR for less HTC census	65.5 percent		
tracts			
Average SRR for HTC census tracts	52.8 percent		
	(Est. households self-re	esponding:	
	ACS occ. housing unit	s: 541,980	
	Post-LUCA addresses:		
Number of counties SRR>=Final 2010 SRR	59/159 (37.1 percent		
Number of cities SRR>=Final 2010 SRR	238/537 (44.3 percen	t)	

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





# <u>North Carolina</u> - Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	10,264,876					
Est. race/ethnic group percentages	Hispanic/Latino % 9.4					
	White %	63.1				
	Black/African Amer. %	21.1				
	AIAN %	1.1				
	Asian %	2.8				
	NHPI %	0.1				
	Some other race %	0.2				
	Two or more races %	2.2				
Self-Response Rate (SRR)	63.4 percent (ranked 34th, w					
	ties)					
	15.6 pct. points: housing units in hardest-to-count (HTC) tracts 47.8 pct. points: housing units in less HTC tracts					
Difference from U.S. SRR	3.6 percentage points	below				
Difference from Final 2010 SRR	1.4 percentage points	below				
Response rate change from Aug. 1	4.3 pct. points (ranked	1 13th)				
Average census tract SRR	63.2 percent					
Average SRR for less HTC census	66.1 percent					
tracts						
Average SRR for HTC census tracts	56.2 percent	1				
	(Est. households self-respondin ACS occ. housing units: 633,40					
	Post-LUCA addresses:	ddresses: 784,972)				
Number of counties SRR>=Final 2010 SRR	32/100 (32.0 percent	)				
Number of cities SRR>=Final 2010 SRR	272/551 (49.4 percent	t)				

- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





### <u>Michigan</u> - Census 2020 Self-Response Rate Summary Data through Jan. 28, 2021

Est. total population	9,965,265						
Est. race/ethnic group percentages	Hispanic/Latino % 5.1						
	White %	75.0 13.6 0.5 3.1 0.0					
	Black/African Amer. %						
	AIAN %						
	Asian %						
	NHPI %						
	Some other race %	0.1					
	Two or more races %	2.5					
Self-Response Rate (SRR)	71.3 percent (ranked 3	anked 7th, w/ ties)					
	16.2 pct. points: housing units in hardest-to-count (HTC) tracts 55.1 pct. points: housing units in less HTC tracts						
Difference from U.S. SRR	4.3 percentage points above						
Difference from Final 2010 SRR	3.6 percentage points above						
Response rate change from Aug. 1	2.5 pct. points (ranked 33rd)						
Average census tract SRR	70.8 percent						
Average SRR for less HTC census tracts	76.0 percent						
Average SRR for HTC census tracts	59.0 percent						
	(Est. households self-responding: ACS occ. housing units: 637,602 Post-LUCA addresses: 780,072)						
Number of counties SRR>=Final 2010 SRR	59/83 (71.1 percent)						
Number of cities SRR>=Final 2010 SRR	356/533 (66.8 percent	t)					

- Sources: U.S. Census Bureau self-response data; 2015-2019 American Community Survey (ACS) 5-year estimates; 2020 Planning Database.
- Hardest-to-count estimates above are based on the Low Response Score, a Census Bureau metric that classifies areas by predicted mail non-response rate.
- Abbreviations: AIAN (American Indian and Alaska Native); NHPI (Native Hawaiian and Other Pacific Islander); LUCA (Local Update of Census Addresses)





# **APPENDIX I:** 50 States with Demographics

#### Appendix I 50 States with Demographics

State Name	Self -Response Rate (SRR)	Internet SRR	Non Internet SRR	Internet share of total SRR	Final 2010 SRR	Change from final 2010 SRR	Total Population	Population Rank	Hispanic Latino	White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and other Pacific Islanders	Some Other Race	Two or More
Minnesota	75.1	63	12.1		74.1	1		22	5.4	79.8	6.3	0.9	4.8	0.0	0.1	2.6
Washington	72.4	62.5	9.9		67.2	5.2		13	12.7	68.5	3.7	1.1	8.5	0.6	0.2	
Wisconsin	72.2	59.3	12.9		73.5	-1.3			6.8	81.3	6.3	0.8	2.8	0.0	0.1	1.9
Nebraska Virginia	71.9	56.9 58.5	15 13		71.1 69	0.8		37	10.9 9.4	79.0 61.8	4.7	0.8	2.4	0.1	0.1	2.2
lowa	71.5	56.2	13		73	-1.5		30	9.4	85.7	3.6	0.2	2.4	0.1	0.3	1.8
Illinois	71.3	58.4	13.3		70.5	-1.3		6	17.1	61.3	14.0	0.3	5.4	0.1	0.1	
Michigan	71.4	55.9	15.4		67.7	3.6		10	5.1	75.0	14.0	0.1	3.1	0.0	0.2	2.5
Maryland	71.3	60.7	10.5		69.5	1.7		10	10.1	50.9	29.4	0.2	6.2	0.0	0.1	2.9
Utah	71	64.4	6.6		68.6	2.4		31	14.0	78.3	1.1	0.9	2.3	0.9	0.2	2.3
Connecticut	70.8	58.2	12.6		69.5	1.3	-,,	29	16.1	66.9	9.9	0.2	4.5	0.0	0.3	2.1
Ohio	70.7	54.6	16.1		69	1.5	- / / -	7	3.8	78.9	12.2	0.1	2.2	0.0	0.2	
Indiana	70.3	54	16.3		69.6	0.7		17	6.9	79.1	9.2	0.2	2.3	0.0	0.2	
Colorado	70	60.1	9.9		67.2	2.8			21.5	68.1	3.9	0.5	3.1	0.1	0.2	2.5
Kansas	69.8	54.8	15		70	-0.2		35	11.9	75.9	5.7	0.7	2.9	0.1	0.1	2.9
California	69.6	58	11.6	83.3	68.2	1.4	39,283,497	1	39.0	37.2	5.5	0.4	14.3	0.4	0.3	3.0
Pennsylvania	69.6	54.3	15.3	78	70.2	-0.6	12,791,530	5	7.3	76.4	10.7	0.1	3.4	0.0	0.2	1.9
New Jersey	69.5	58.7	10.8	84.5	67.6	1.9		11	20.2	55.4	12.7	0.1	9.4	0.0	0.4	1.8
Massachusetts	69.4	58.1	11.3	83.7	68.8	0.6	6,850,553	15	11.8	71.6	6.9	0.1	6.6	0.0	0.8	2.1
Idaho	69.3	57.7	11.6	83.3	67.1	2.2	1,717,750	39	12.5	82.0	0.7	1.1	1.3	0.1	0.1	2.2
Oregon	69.2	57.4	11.8	82.9	66.9	2.3	4,129,803	27	13.0	75.7	1.8	0.9	4.3	0.4	0.1	3.7
Kentucky	68.2	50.5	17.7	74	65.7	2.5	4,449,052	26	3.7	84.6	8.0	0.2	1.5	0.1	0.1	2.0
South Dakota	67.5	52.3	15.2		67.1	0.4			3.8	82.0	2.0	8.4	1.4	0.1	0.1	
New Hampshire	67.1	55.6	11.5		64.4	2.7		41	3.7	90.1	1.4	0.1	2.7	0.0	0.1	1.8
Nevada	66.6	55.3	11.3		61.4	5.2		34	28.7	49.2	8.7	0.9	8.0	0.6	0.3	
Tennessee	66	49.1	16.9		67.1	-1.1	.,,		5.4	73.8	16.6	0.2	1.7	0.1	0.2	2.0
Missouri	65.9	50.4	15.5	76.5	67.5	-1.6	6,104,910	18	4.2	79.4	11.4	0.4	2.0	0.1	0.2	2.3
Rhode Island	65.5	51.7	13.8	78.9	65.7	-0.2	1,057,231	43	15.4	72.0	5.7	0.3	3.3	0.1	0.7	2.4
North Dakota	65.2	52.6	12.6	80.7	68.8	-3.6	756,717	47	3.7	84.4	2.9	5.1	1.4	0.1	0.1	2.2
Delaware	64.9	52.9	12	81.5	64.1	0.8	957,248	45	9.2	62.3	21.7	0.3	3.8	0.0	0.3	2.4
New York	64.2	51.1	13.1	79.6	64.6	-0.4	19,572,319	4	19.0	55.6	14.3	0.2	8.3	0.0	0.5	2.0
Arizona	64.1	52.4	11.7	81.7	61.3	2.8	7,050,299	14	31.3	54.7	4.2	3.9	3.2	0.2	0.2	
District of Columbia	64	55.3	8.7	86.4	66	-2	692,683	49	11.0	36.6	45.4	0.2	3.9	0.0	0.4	2.4
Florida	63.8	50	13.8		63	0.8		3	25.6	53.9	15.3	0.2	2.7	0.0	0.4	
Alabama	63.6	44.7	18.9	70.3	62.5	1.1	4,876,250	24	4.3	65.5	26.5	0.5	1.3	0.0	0.2	1.7
North Carolina	63.4	49.6	13.8		64.8	-1.4	10,264,876	9	9.4	63.1	21.1	1.1	2.8	0.1	0.2	2.2
Hawaii	63.1	50.4	12.7		64.1	-1		40	10.5	22.0	1.7	0.2	36.9	9.4	0.2	19.2
Georgia	62.9	50.4	12.5		62.5	0.4	, ,	8	9.5	52.7	31.2	0.2	3.9	0.0	0.3	2.0
Texas	62.8	51.2	11.6		64.4	-1.6			39.3	42.0	11.8	0.3	4.7	0.1	0.2	
Wyoming	61.1	47.1	14		63.4	-2.3	,	51	9.9	84.1	0.9	2.2	0.8	0.1	0.0	
Oklahoma	61	45	16	73.8	62.3	-1.3	3,932,870	28	10.6	65.6	7.1	7.3	2.1	0.1	0.1	6.9
South Carolina	61	45.3	15.7	74.3	64.7	-3.7	5,020,806	23	5.7	63.7	26.6	0.3	1.6	0.1	0.2	2.0
Arkansas	60.6	40.9	19.7	67.5	62.3	-1.7	2,999,370	32	7.5	72.4	15.2	0.6	1.5	0.3	0.2	2.3
Vermont	60.5	46.4	14.1	76.7	60.3	0.2	624,313	50	1.9	92.8	1.3	0.3	1.7	0.0	0.1	1.9
Louisiana	60.4	43.6	16.8	72.2	61	-0.6	4,664,362	25	5.1	58.7	32.0	0.5	1.7	0.0	0.2	
Mississippi	60.4	37.2	23.2		61.3	-0.9	2,984,418		3.1	56.6	37.6	0.4	1.0	0.0	0.1	
Montana	60.4	45.6	14.8	75.5	64.6	-4.2	1,050,649	44	3.8	86.1	0.4	6.1	0.8	0.1	0.1	2.7
New Mexico	58.7	44.8	13.9	76.3	60	-1.3	2,092,454	36	48.8	37.4	1.8	8.7	1.5	0.1	0.2	1.6
Maine	58.2	42.7	15.5	73.4	57.4	0.8	1,335,492	42	1.7	93.2	1.3	0.6	1.1	0.0	0.1	2.0
West Virginia	56.2	37	19.2	65.8	59.1	-2.9	1,817,305	38	1.6	92.0	3.6	0.2	0.8	0.0	0.2	1.6
Alaska	54.7	44.3	10.4	81	55.6	-0.9	737,068	48	7.0	60.6	3.1	14.4	6.1	1.2	0.2	7.3

Source: U.S. Census Bureau response rate data, 2015-2019 American Community Survey 5-year estimates. All races are non-Hispanic. Chart is sorted by SRR high to low.