State of California – Government Operations Agency
California Complete Count-Census 2020
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FINAL REPORT TEMPLATE

General Information

Date of report	**November 16, 2020**
Organization / Entity	**Sacramento Region Community Foundation**
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Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

In partnership with local, state, federal and philanthropic partners, the Administrative Community Based Organization (ACBO), the Sacramento Region Community Foundation (the Foundation), set clear, achievable goals and objectives to build the capacity of community-based organizations (CBOs) and ensure Hard-To-Count (HTC) populations in Region One were accurately counted in the 2020 Census. The sheer vastness of the 17-county region created challenges to engaging in authentic, community engagement processes and required more time to account for travel and coordination among the ACBO and Region One partners. Additionally, Region One comprises remote, rural, and agriculturally rich areas with densely populated urban communities and suburbs, significant numbers of no-to low-response communities, and varying degrees of non-profit capacity gaps. To help determine whether goals and objectives were achieved, the ACBO developed benchmarks and a set of indicators to measure progress, both at the community level and across all participating organizations. The role of the ACBO was designed to ensure that outreach efforts remained aligned and facilitated a learning exchange between partners and to adjusted strategies when necessary. The ACBO leadership helped ensure that at the end of the initiative Region One would have a regional story to tell and learnings to showcase that could help inform the field about existing gaps, and opportunities for ongoing partnership and collaboration beyond the Census.

Due Date: November 16, 2020

Region One Strategic Plan Goals and Objectives:

- Vision: A complete count for the 17-County Region One target area accomplished by applying community-designed outreach strategies and partnering with local, state, and federal government to ensure that HTC and least likely to respond communities and populations are accurately counted in the 2020 Census.
- Guiding Values: Collaboration, Community-Centered, Comprehensive, and Cohesive
- Strategic Plan Goal: A community-led and designed outreach strategy and strategic plan that builds the capacity of CBOs and counts the HTC populations in Region One.

Region One Outcomes and Success Indicators:

Outcome: Implement Census outreach activities in an effort to achieve a Complete Count		
Success Indicator	**Tracking Tool**	**Result**
Meet and/or exceed response rates for Region One Meet and/or exceed state and Region One response rates for census tracts with over 57 Hard-to-Count Index (HTCI)	SwORD Data	Achieved – 69.3 Self Response Rate (SRR) Achieved – 64.6 SRR rate for Census Tracts with an HTCI greater than or equal to 57

Outcome: Increase capacity of nonprofits and community partners throughout Region One		
Success Indicator	**Tracking Tool**	**Result**
Host trainings	Activity Tracker	Achieved – Link to Trainings
Share outreach strategies and best practices	DropBox	Achieved – Link to DropBox
Serve as a liaison between the Region, the State Complete Count Committee (CCC) office, and statewide contractors, support provided by Everyday Impact Consulting (EIC)	Meeting Notices	Achieved – Attended all weekly Region One Meetings, Statewide Census Meetings, Quarterly State CCC Meetings, and any ad hoc meetings as needed

Outcome: Strengthen Multi-County, region-wide collaboration		
Success Indicator	**Tracking Tool**	**Result**
Creation of new multi-sector, collaborative network in the 17-County Region	Social Network Analysis	Achieved – Link to Social Network Analysis

Outcome: Educate HTC and least likely to respond demographic populations about the benefits of being counted and maximizing the number of Californians enumerated in the 2020 Census		
Success Indicator	**Tracking Tool**	**Result**
Development of Region One outreach tracking and funding strategy plan	Event and activities tracking form	Achieved – Region One completed 2,500 number of outreach activities. Link to Activity Tracker; See Attachment A Leveraged Funding Chart
Development of a Communications and Micro Media plan	Event and activities tracking form Communications and Micro Media Plan NRFU Plan	Achieved – See Attachment B: Communications and Micro Media Plan
Development of a Non-Response Follow Up (NRFU) Plan	NRFU Plan	Achieved – See Attachment C: NRFU Plan

Outcome: Design new and innovative strategies to reach HTC and vulnerable populations		
Success Indicator	**Tracking Tool**	**Result**
Development of Strategic Plan in collaboration with Funding Consortium Partners (FCP), Multi-County Partners (MCP), CCCs, Counties, and other stakeholders and HTC community members.	Region One Strategic Plan	Achieved – See Attachment D: Region One Strategic Plan
Development of Implementation Plan in collaboration with FCPs, MCPs, CCCs, Counties and other stakeholders and HTC community members	Region One Implementation Plan	Achieved – Link to Region One Implementation Plan
Development of a Language Justice Approach to remove barriers for HTC communities to complete the census	Language Justice Approach presented in Strategic Plan and Implementation Plan	Achieved – See Attachment D: Region One Strategic Plan Link to Region One Implementation Plan
Development of Promising and Innovative Outreach Strategies for vulnerable populations in Region One	Region One Strategic Plan and Implementation Plan Region One FCP and MCP Collaborative Activity Tracker Form	Achieved – See Attachment D: Region One Strategic Plan Link to Region One Implementation Plan

Soon after Shelter-In-Place guidelines were released by the state, the ACBO reviewed and modified goals, objectives and outcomes to align with statewide public health

guidelines. For much of the region, during the entire self-response and NRFU period, person-to-person outreach (with the exception of essential services) was not allowable. The following list reflects a revised set of outcomes and goals because of shifts in the census operational timeline due to the pandemic:

- REVISED OUTCOMES: The following outcomes were added in April 2020 to reflect the revised census outreach operations:
    - **Pivot Census outreach activities in an effort to achieve a complete count:** This outcome was added to ensure census activities met their intended purpose - to achieve a fair and accurate count in Region One. The ACBO recognized after the development of the strategic plan and implementation plan that it was important for partners to draw connections between their activities and a successful census count in the 17-county region. This outcome grew even more critical as COVID-19 cases escalated throughout the state. With limited time, resources, and an unforeseen turn of events brought on by the pandemic, the ACBO pivoted almost exclusively to a virtual engagement strategy, and partners relied on digital marketing, phone-banking, text-banking, email blasts, traditional media outreach, and social media outreach. Resources were leveraged to meet people where they were, particularly organizations working on the frontline of COVID-19 emergency response who were providing services at neighborhood food distribution and COVID testing sites for example. In some cases, in-person tactics, like car caravans and virtual community assistance centers were implemented to ensure outreach activities could continue in a responsible and socially distanced way. Finally, the ACBO prioritized engagement activities and developed creative media partnerships with local and multicultural media to ensure Region One stakeholders could effectively reach out to the communities. This outcome sought to focus all the census resources toward the ACBO's collective goal.
    - **Increase capacity of nonprofits and community partners throughout Region One:** This outcome was added to respond to the increased capacity-building that was necessary as a result of the COVID-19 pandemic. With census partners forced to shelter-in-place, much of the planned strategies and activities were adjusted to meet the varied public health guidelines, which differed by county. This outcome communicated the ACBO's intention to build capacity of partners and to be able to lead and coordinate new strategies and activities that could be safely implemented and meet public health and safety guidelines.

- SUCCESS INDICATORS:
    - **Meet and/or exceed 2010 response rates for Region One AND meet and/or exceed state and Region One response rates for census tracts with over 57 HTCI:** Taking into account uncertainties around the federal government and the state's process for sharing and disseminating Self-Response Rate (SRR) data at the start of the process, the ACBO adjusted this indicator to ensure that Region One was accurately tracking and

measuring successes and achieving Region One SRR goals and objectives.

- **Host virtual trainings:** This indicator was added due to the necessity to provide and facilitate new virtual trainings for partners given the dramatically altered outreach landscape brought on by COVID-19. The ACBO quickly created new training workshops including a phone banking training and a NRFU training that presented a variety of alternatives to direct person-to-person outreach.
- **Development of enhanced outreach strategies and best practices:** This success indicator was added to demonstrate the necessity to provide additional outreach strategies and best practices to the Region One partners, especially outreach tactics that were compliant with state and local public health guidelines. The ACBO provided a variety of resources in the DropBox Campaign folder and provided group and individual technical assistance to lead Region One during an unimaginably different set of circumstances than what the 17 counties had originally anticipated when they originally planned their outreach activities.
- **Serve as a community liaison between regional partners, the State CCC Office and Statewide Contractors:** While the ACBO anticipated that backbone infrastructure support would be necessary to ensure streamlined communications between partners the State CCC office and the U.S. Census Bureau (USCB), we did not anticipate the volume of meetings, and the high level commitment of staff resources needed to successfully implement the census campaign, due to shifts in the census operational timelines; significant delays in a Region One media and communications strategy and the development of a complete redesign of outreach challenges due to the pandemic. This indicator was added to reflect the importance of the ACBO's unique liaison role across the various stakeholders and the dedication of ACBO resources toward ensuring effective and efficient communication across the Region One partners.
- **Development of a Communications and Micro Media plan:** The ACBO revised its goals and metrics matrix to include this indicator after it became clear that the statewide media contractor would not be able to develop a communications and media plan in a timely manner. The ACBO's expectation was that the statewide media contractor would be developing the communications and micro media planning for the region which would have provided the full scope of statewide public relations and communication outreach. A communications plan was not provided. Instead, only a micro media plan was developed, and it was narrow in focus and simply listed the various media buys being purchased within Region One. The media contractor was not on-boarded until the latter part of 2019 and did not begin providing support in earnest until late in the second quarter of 2020. This support did not include building relationships with local media partners but rather surfaced solely in the role of a media buyer. Consequently, the ACBO filled much of the gap of creating and implementing a communications plan, utilizing the ACBO's existing media relationships, and leveraged the media contacts of Region One partners.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations
What worked well operationally?

The ACBO attributes its success in achieving and exceeding its 2010 SRR to four main factors: (1) Starting Early, (2) Resiliency Among Stakeholders to Address Unique Needs in the Region, (3) Strong Backbone Infrastructure, and (4) Collective, Multi-Sector Leadership.

Starting Early
The ACBO began to formulate a strategic framework for the 17-county region at the beginning of 2019 when the Foundation decided to apply to serve as the ACBO for the region. In March 2019, soon after receiving notification about the contract award by the State CCC Office, the ACBO began to convene partners and contracted with Everyday Impact Consulting (EIC) to provide project management support to achieve a complete count in Region One.

The ACBO worked collaboratively with trusted partners to reach HTC communities in the 17-county region. Region One Partners spent March through May 2019 working in their counties to gather data which informed the creation of the Strategic Plan. Once the Strategic Plan was approved by the state, partners shifted their focus to developing outreach activities and strategies that would inform the Implementation Plan. On June 23, 2019, partners convened at the state-hosted Implementation Planning Workshop (IPW) in Redding, California. Following that event, Region One Partners participated in dozens of meetings to develop funding strategies and recruit outreach partners. Partners were asked to complete worksheets to gather data about outreach activities. Region One project management staff analyzed and synthesized the worksheets to develop a draft Implementation Plan.

Since spring 2019, Region One stakeholders met bi-weekly, and FCPs met on a regular basis with local partners to coordinate strategy and outreach activities. During the bi-weekly Region One meetings, the ACBO would share important census updates, and partners would dialogue with one another about strategy and tactics. The success of the 17-counties within Region One rested upon the successful implementation of a variety of strategies and tactics as well as maintaining strong collaboration between the ACBO, FCPs and MCPs, and HTC community members. Guided by Region One's values, the early start fostered stronger and deeper collaboration and a nimbleness built out of trust and familiarity with the partners. Consequently, by spring 2020 and summer 2020, Region One stakeholders had developed the foundation necessary to revise strategies and continue toward achieving the ultimate goal of counting the HTC in the 17-county region.

Community partner reflections on building shared leadership

"We strengthened relationships with over a dozen nonprofit organizations in our region and learned more about organizations serving the entire north state of California. The networking around managing the Census 2020 project has built awareness and trust and informed us of the region's capacity to collaborate on projects in the future." – Region One Partner

"A key lesson is the concept of shared leadership between public, nonprofit and philanthropic organizations. To do so, [our organization] and the County invested in critical backbone support, co-creating the strategic response after reviewing data and identifying gaps. This support meant meeting regularly with clearly defined agendas, indicating a willingness to invest, and flexible enough to pivot. [Our organization] is in continuous contact with the County nonprofit agencies, allowing us to keep abreast of the most pressing needs in our community. We provide leadership in collaboration with municipal governments, faith-based organizations and other advocates to ensure the concerns of low-to-moderate income individuals and families are factored in the solutions to area challenges. We envision continued collaboration with these entities as the need for services and/or public education on specific issues fluctuates due to economic, political and societal influences." – Region One Partner

Resiliency Among Stakeholders to Address Unique Needs in the Region

The Region One infrastructure consisted of 7 FCPs, made up of community foundations and foundations with a strong place-based foothold in the 17 county region, 7 MCPs, EIC project management team and over 400 Region One partners and stakeholders who worked together to increase census SRR in Region One. The vast network of partners was necessary to significantly reduce barriers for HTC community members to complete the census across such a geographically and demographically diverse region. Region One faced unique challenges throughout the 17-county region over the course of the census initiative. Unprecedented challenges such as extreme heat, fires, power shutdowns, and barriers to outreach due to COVID-19, adversely affected census outreach planning and progress as vulnerable communities focused on survival and basic needs. Although even prior to COVID-19, Region One faced several barriers to achieving a complete count.

- Lack of Broadband Infrastructure: In many Northern California communities, broadband is not an option due to the lack of access. Even if a household can afford broadband, there is often a lack of infrastructure or inconsistency in broadband service.
- Geography: While Region One has a smaller number of households, as compared to some of the other regions, the geographic landscape of Region One created challenges including difficulty to conduct outreach during critical times (January-March 2020) due to inclement weather and limited road access.
- Fire Season: With a fire season that has created record-breaking devastation year after year, Several Region One communities were only beginning to recover from the mass destruction and resident displacement caused by the previous year - only to face new disasters and challenges which have only been exacerbated by threats of additional fires and blackouts.
- Mail service: Consider that mail service in urban areas in the region varied. Several communities, including HTC populations, received numerous mailers

notifying and educating households about the census and how to participate. These communities also received a physical questionnaire. However, a significant portion of Region One had limited mail notification about the census. Many households throughout Region One did not receive this information and education due a lack of mail access.

- Displacement: Furthermore, due to fire displacement, and in some cases, immigration patterns, there are many populations that have moved into counties and have not been formally identified such as Hmong communities in Siskiyou and Korean communities in Tehama County. Despite many challenges, Region One partners have demonstrated leadership and have leveraged in-kind resources and/or other grants/contracts to ensure HTC communities were counted. Though it is important to note that even with this tremendous, collaborative, and comprehensive "on the ground" outreach effort, Region One faced barriers that required substantial collaboration and attention to diversity to achieve its goals and objectives.
- Inclement Weather: Additionally, throughout the census campaign, partners were impacted by extended blackouts due to high winds and wildfires virtually cutting off all correspondence for several days or for some, weeks at a time. In order to provide support and ensure progress toward census outreach efforts for Region One, the ACBO connected with each partner and offered tailored support.

To overcome these barriers, the ACBO also focused on local partnerships with community stakeholders who had deep knowledge about the region and who understood the unique challenges and strengths of the various communities. Region One partners removed barriers for HTC communities by sending census messaging on 2-1-1, sharing census information during wellness checkups, and including census materials with food packages. Region One census partners supported the community and continued to inform and motivate HTC populations to complete the census, amidst the many census barriers.

The multi-sector collaboration across the region is also noteworthy and another aspect of Region One's success. A variety of sectors came together to implement census outreach including, but not limited to government, philanthropy, non-profit, education, health, private businesses, and many others. Notably, the collaboration across philanthropy, community-serving partners and government partners created shared learning opportunities and fostered relationship-building. For example, Placer and Nevada counties created a strong cross-county collaboration to reach the parts of the Truckee / Tahoe City area which are historically HTC. Together, Placer and Nevada Counties hosted joint trainings, activities, and fostered partnerships with organizations that reached the communities in both counties. Region One partners demonstrated resiliency time and again as they met each barrier with leadership and led HTC communities by overcoming barriers to complete the census.

<u>Community partner reflections on capacity building</u>

"By participating in the 2020 Census it greatly increased our capacity to be involved with different organizations and community members that we had no prior contact with.

It also gave us a better understanding of the social issues that goes on in our communities and the struggles that underrepresented groups are faced with. We learned new strategies that with involvement from the different sectors of our communities they will become future valuable resources who could open-up doors and/or contacts that we have not had at our disposal. We will generate a list of resources and contacts that we can rely on for future use. New skills/strategies we learn are about partnership and networking with wider agencies and community groups that includes diversity." – Region One Partner

Ultimately, the process of creating and implementing the Region One strategy resulted in the successful achievement of Region One goals, objectives, and outcomes.

Strong Infrastructure

In spring 2019, the ACBO developed an infrastructure (see **ATTACHMENT F: REGION ONE ORGANIZATIONAL CHART)** that was designed to be both responsive and nimble. These two elements resulted in a successful achievement of Region One outcomes and also an ability for the expansive region to adapt quickly as the landscape for census outreach dramatically changed. The ACBO was intentional in its organizational design [Attachment F: Organizational Chart] and the infrastructure created the following opportunities:

- Focus on a Community-Led Strategic Design: A community-centered approach was critical to achieving higher SRR in traditionally HTC areas. This was achieved in the following ways:
    - Funding Consortium - The FCPs possessed both the depth and breadth of relationships across the expansive Region One area. FCPs connected with trusted partners and organizations working within their designated counties to implement outreach strategies specifically designed to meet the needs of their unique HTC communities.
    - Multi-County Outreach – The ACBO identified seven MCPs who specialized in serving various HTC populations in Region One. The MCPs received census resources to implement tailored outreach strategies in specific sectors and/or target populations.
    - Support and Resources for Community Partners – The FCPs and MCPs had access to a myriad of resources such as communications materials, census swag, and toolkits. Additionally, the partners received $2.6M in grants for census outreach that was granted out to community partners with networks in HTC communities to engage in tailored outreach activities.
    - Amplifying Community Voices – The ACBO, in partnership with the Communications subcommittee (which will be further described in Question 6: Key Partners and Contributions), prioritized the voices of community partners in media engagements and placements. For example, Hmong Cultural Center advertised the census on Hmong radio stations that played Hmong ads in Butte, Shasta, and Glenn counties. The Hmong Cultural Center had an existing relationship with a trusted news source in the Hmong community, one of the only media sources for the Hmong community to receive information in-language.

- Strong Backbone Support for the Census Operation: Applying a modified version of the Collective Impact Model, the ACBO invested in project management support by hiring EIC. EIC provided staffing to the ACBO, FCPs, and MCPs to successfully achieve the objectives and outcomes previously presented. EIC's team staffed FCP and MCP meetings; served as liaison with the state and Federal Census offices; facilitated the co-creation of the Strategic Plan, Implementation Plan, NRFU Plan and state CCC Office Reports; led the data management for ACBO Region One activities; monitored SRR at the census tract level; and provided technical assistance and capacity-building support to the Region One partners. With the support of a strong project management team, the ACBO gathered collective input from a variety of partners to ensure that the decision-making was representative of the various partners and decisions were made based on information which represented the diversity of the region, as opposed to one entity controlling all of the resources and decision-making power. Consequently, as disruptions occurred over the course of the census outreach process, the project management team served as a cohesive yet, nimble and supportive partner to help lead the region toward achieving their outcomes while simultaneously adapting strategies and tactics to match the outreach environment. The ACBO worked with partners to adjust their budgets, plans, and timelines to safely continue outreach. The ACBO developed a suite of new tools for partners to utilize as they switched from in-person outreach to phone banking, wellness checks, essential services and resource drop-offs. Additional outreach tools included: a guide for online events, scripts for phone banking, and media outreach plan, all of which can be found in the Region One Dropbox folder.

Collective, Multi-Sector Leadership: The stakeholders who participated in outreach across Region One represented a variety of communities, sectors, and HTC populations. Leading a multi-faceted and diverse collection of stakeholders can be daunting, especially when stakeholders have conflicting priorities and diverse needs. Consequently, the ACBO intentionally created an infrastructure to reflect partner diversity which included:

- **Government Partners:** The ACBO partnered with 17 Region One counties to streamline resources and outreach efforts.
- **Philanthropic Partners:** The ACBO identified a team of FCPs. The FCPs served as hubs and organized census outreach among HTC communities within one or more counties. They funded specific outreach strategies and tactics to reach HTC community members in their respective county(ies).
- **Community/Non-Profit Partners:** As previously mentioned, the ACBO identified 7 MCPs who specialized in serving various HTC populations in Region One. The Multi-County Partners (MCPs) implemented outreach strategies that were tailored toward specific sectors and target populations.
- **Staff Support:** EIC provided staff support to the ACBO and Region One partners.

[This structure will be further described in response to Question 6: Key Partners and Contributions.]

The ACBO adopted a modified consensus form of decision-making. While the ACBO strived for consensus and would discuss options and co-create solutions during partner meetings, when decisions were time-sensitive, the ACBO would make the final decision on behalf of the region. Notably, the community-centered approach was designed to prioritize community strategies and tactics. An example of one Region One partner's tailored approach is provided below:

"Issues in the HTC population such as Hmong, Mien, Thai and Lao background were their understanding of how census is conducted in the country they immigrated from. These HTC populations believe that census work is done through the government and they have no need or association with government work if they are not appointed to do so. Being able to be a part of Census 2020 we have learned this from the community and have tried to educate the HTC populations that in this country, census is done through individuals living in their designated location. HCCBC also educated the HTC community that if they don't fill out their census their household won't get accounted for and would potentially be a drawback to receiving services and financial support coming from our state and county. In order to try and get more services to serve our minority community or population we must fill out our census and be counted to receive funds to support our community. This was a big eye opener for the HTC as they were never shared this information living in the US the past 20 to 30 years. Educating the HTC community was a key component in encouraging and assuring that HTC community members will do their census or have completed their census. This successful outreach were also reminders that helped working individuals to complete their census." – Region One Partner

Contracted partner's operations
What hindered the operations?

COVID-19 Pandemic: Region One partners took special care to meticulously create a Strategic Plan and an accompanying Implementation Plan that were designed to remove barriers for HTC communities to complete the census and achieve an accurate count for the 17-county region. The COVID-19 pandemic along with unexpected shifts in the USCB operational timeline disrupted the carefully laid out plans of hundreds of census partners and required that the ACBO, FCPs, and MCPs quickly re-grouped and provided alternative outreach strategies that were compliant with the shelter-in-place guidelines posed by the state and tailored for each county's public health mandates. In the days leading up to the official launch of the 2020 census on April 1, 2020, Region One partners pivoted from providing technical assistance and swag to support QACs/Kiosks and canvassing to creating a new series of virtual outreach support efforts such as trainings for phone banking, resources for text banking, and troubleshooting with partners to revise their outreach plans. Additionally, the ACBO staff adjusted and built their capacity to move from in-person logistics support to providing virtual meeting support and learning new technologies such as Zoom and GoToMeeting; while troubleshooting and building partner capacity to similarly apply those technologies. At the same time, the ACBO continued to liaise with the State CCC Office to receive and

share direction and information from the state with Region One partners, in a timely manner (See Attachment G: Communique to Partners)

Shifting Timeline: As a result of the challenges created by the COVID-19 pandemic, the USCB adjusted the timeline by three months, moving each of the deadlines back three months to account for the disruption to enumeration. The ACBO communicated this timeline change to partners, and the partners revised their workplans to meet the new timeline which shifted the NRFU period to October 31, 2020 instead of July 30, 2020. Partners were given the option to continue beyond July or were asked to come up with a plan to continue outreach to their HTC community and/or sector through October 5, 2020 if they were unable to continue outreach. Most partners opted to complete their work through October 5, 2020, understandably so, considering the multitude of priorities and demands on partners as a result of the pandemic and continued fire relief efforts.

External Environment and Fire/Smoke: As the state guidelines began to lift shelter-in-place orders, Region One partners adjusted their strategies to safely outreach into communities. Partners planned to drop PPE and care packages with Census swag to low and no-response Census tracts. They also planned car caravans to parade through low responding tracts. Partner plans were once again disrupted due to the fires that engulfed parts of Northern California and the ensuing poor air quality that permeated throughout the region as a result of historic wildfires across the state. Outreach events were planned then cancelled and rescheduled as partners received updates about air quality. The planning and re-planning took a toll on partners and administrative staff members who were responsible for coordinating the events with their local CCCs, community partners and state and federal liaisons, who were offering resources such as mobile vans and/or census enumerators.

Insufficient/Inadequate Communications Support: Previously discussed in Question 1: Goals and Objectives, the ACBO's development of its communication and media plan is described as a metric of success *in spite of* the state contractor's inability to deliver a plan to Region One. In this section, detailing the challenges to the operations and in the next section, detailing the challenges to outreach, the ACBO will discuss the inadequacy of the statewide media contractor's communication support which inevitably necessitated that the ACBO fill in the communications gaps.

Long before the multitude of disruptions by unforeseen events such as the pandemic and the wildfires, the communication resources, support and strategy development were major challenges to the Census operation. Early on in the planning process, during the development of the Region One Strategic Plan and Implementation Plan, the state communicated that a communications firm would be hired to support census outreach for the counties and ACBO. The statewide media contractor did not begin work with Region One until late in the second quarter of 2020. Unfortunately, many Region One on engaging local media partners and micro media partners as the region awaited the details of the statewide media contractor. By the time the ACBO learned about the narrow scope of the contract, the Region One partners were left to scramble to fill in the gaps. Inevitably, the ACBO created a media subcommittee comprised of a local communications/media firm (hired to brand the region and manage social) and the communications staff from the ACBO (who worked closely with this firm to

implement the plans and integrate these plans with Region One partners.) Even after the state media contractor was brought on board to support the ACBO, there was still confusion about their role, capacity, and resources available through the contractor. After points of contact for the media contractor were identified, the ACBO scheduled multiple meetings wherein the decision makers for the contract were unavailable or chose not to attend resulting in little to no progress in the development of a Region One communication plan. Later, the ACBO learned that technical assistance funding for the region was spent down without the ACBO's knowledge or understanding of the process and purpose. Additionally, the ACBO responded to several communication surveys that solicited information previously presented in the ACBO's Implementation and Strategic Plans. Lastly, the points of contact for the statewide media contractor were changed mid-way through the project, resulting in a reset of the communications work with the statewide communications team. The region was forced to restart the communications plan from the beginning, as a result of the staff transition, which further delayed the creation and implementation of the plan.

Inadequate funding: Authentic community engagement is complex, takes time, and can be very resource intensive. While the state's investment in Census 2020 is unprecedented, resources allocated to Region One to meet the immense challenge of ensuring a fair and accurate count and the wide-ranging and long-term consequences of underperformance were inadequate. As such, in addition to state funding, the ACBO raised an additional $300,000 in unrestricted pooled funding to support census outreach in Region One. Additionally, the ACBO is working with partners to understand real program and organizational costs, to get an accurate picture of what it takes to design and implement a process around this work. [A summary of in-kind support is included as **ATTACHMENT A: Leveraged Funding Chart**]

Contracted (Community) partner's outreach
What outreach tactics worked well?

From the launch of Census to its conclusion, a diverse array of multi-media and marketing approaches were used to promote the importance of being counted. Multi-media support included: social media on all channels such as Facebook, Twitter, Instagram, and LinkedIn, using pictographic imagery and video whenever possible, a style guide, creative assets and a Census toolkit (norcalcensus.org/resources) that offered examples and guidelines to partners throughout the 17 counties to help them maximize their outreach efforts. These resources also provided a set of standards to ensure consistency in messaging to each target audience. Region One launched text message campaigns, placed newspaper and radio ads, along with earned media stories and Public Service Announcements (PSAs), were utilized to encourage everyone to get counted - resulting in 13 out of the 17 Region One counties surpassing Census 2010 results.

- Specific interventions tied to increases in response rates included:
    - The census tract surrounding the farming community of Esparto (CT 115 in Yolo County) showed a drastic increase in its SRR, increasing from 51.5% in

2010 to 64.2% in 2020. This census tract also has a high California HTCI at 78. A comprehensive outreach strategy with events (pre-COVID), email, text messaging, and other partner outreach activities were instrumental in this increase.

- The census tracts surrounding Yuba City also saw large increases from 2010 to 2020. These census tracts were targeted with outreach activities such as canvassing, phonebanking, texting, social media outreach, and many outreach events and activities prior to COVID.
  - Census Tract 505.01 in Sutter County – 64.3% SRR in 2010 to 72.9% SRR in 2020, CA HTCI 74
  - Census Tract 505.03 in Sutter County – 68.6% SRR in 2010 to 76.7% SRR in 2020, CA HTCI 32
  - Census Tract 407 in Sutter County – 67.6% SRR in 2010 to 78.4% SRR in 2020, CA HTCI 12
- The census tracts in the vicinity of CSU Chico showed large increases from 2010 to 2020. Multiple partners conducted outreach to these census tracts, including canvassing, phone banking, texting, social media outreach, and implementing outreach activities which targeted college students.
  - Census Tract 4.01 in Butte County – 61.3% SRR in 2010 to 71.1% in 2020, CA HTCI 36
  - Census Tract 1.03 in Butte County – 73.4% SRR in 2010 to 81/1% in 2020, CA HTCI 12
- The census tracts in and around the City of Redding showed large increases from 2010 to 2020 as well. Multiple partners conducted outreach to these census tracts, including canvassing, phone banking, texting, social media outreach, and other outreach activities.
  - Census Tract 106.01 in Shasta County – 79.5% SRR in 2010 to 85.4% in 2020, CA HTCI 4
  - Census Tract 107.03 in Shasta County – 65.4% SRR in 2010 to 72.3% in 2020
  - Census Tract 109 in Shasta County - 62.9% SRR in 2010 to 69.3% in 2020, CA HTCI 39
  - Census Tract 113 in Shasta County – 65% SRR in 2010 to 71.5% in 2020, CA HTCI 35
- Notably, the following counties in Region One met or exceeded their 2010 SRR

County	**2020 SRR**	**2010 SRR**	**% Change**
El Dorado	63%	58.8%	+5.8%
Placer	72.8%	67.5%	+5.3%
Sacramento	75%	70.1%	+4.9%
Shasta	67.1	65.8%	+1.3%
Siskiyou	57.9%	56.5%	+1.4%
Tehama	64.3%	61.4%	+2.9%
Colusa	58.4%	58.2%	+.2%
Lassen	52.2%	51.4%	+.8%
Plumas	39.8%	33%	+6.8%

Nevada	61.8%	61.6%	+.2%
Yuba	63.7%	62%	+1.7%
Sutter	71.7%	69.1	+2.6%
Yolo	74.2%	71.5%	+2.7%

Rallying Behind a NorCal Census Brand: In the Spring of 2019, the ACBO and its communications team launched an umbrella brand identity for Region One counties, "NorCal Census," which anchored the ACBO's digital marketing efforts, including a website and social media pages (Facebook, Twitter, and Instagram). Collectively, these channels leveraged and amplified messaging produced by individual counties in Region One and disseminated up-to-date and accurate messaging appropriate for sharing with their audiences. A local communications firm, Uptown studios, was contracted to support the communications campaign for Sacramento County (an anchor county within Region One's 17-county region) and was hired to create and manage the creative design, website, and social media posts for the 17-county region. Specifically, Uptown created the 2020 Census campaign marketing plan, designed and developed the NorCalCensus.org website, managed the campaign's social media presence, sent weekly e-blasts to partners throughout Region One, developed a comprehensive toolkit, and facilitated a social media training for Region One partners.

Online Tool	Details	Results
Website (www.norcalcensus.org)	Served as a public-facing hub of Census information, including a branded marketing toolkit, which was downloaded 453 times. The website was a curated resource of positive, accurate, and localized Census information.	7,912 Visits
Social Media (Facebook, Twitter, and Instagram)	Frequently and consistently posted an abundance of engaging and diverse information through content creation and sharing partners online content.	738 posts 410,645 impressions
E-blasts	Weekly eblasts were sent out to support up to date information, consistent messaging, and increase engagement in local and regional activities	549 contacts 30% open rate

In addition to digital marketing infrastructure, the NorCal Census brand allowed the ACBO and CBOs to create a cohesive, community-driven identity that was reinforced by signage and print collateral, including mailed multiple mailed pieces targeted to low-responding counties, throughout Region One, distinct from government-branded materials. This approach was useful to build relationships in communities that may be distrusting of government.

Engaging Media: While media engagement in Region One was complicated by the insufficiency of the state media contractor, this contractor was able to purchase dozens of ads in various television, radio, newspaper, and digital marketing outlets specifically targeting the HTC populations. Beyond media buys, the ACBO had to rely

on its media relationships and dogged outreach to eventually track more than three dozen earned media mentions highlighting census partner work in Region One, including in outlets geared toward HTC target populations. In July 2020, at the onset of resumed operations and the update-leave process, the ACBO hosted a Region One media presser, and again achieved stories in radio and newspapers in multiple Region One counties. At the end of the campaign, the ACBO relied on paid media to communicate the shifting deadlines to households in low-responding tracts.

Contracted partner's outreach
What hindered the outreach?

A myriad of challenges hindered the outreach processes during the most critical time for launching promotional efforts. The impact of COVID-19 resulted in a complete pivot to relying almost solely on digital marketing and non-contact forms of promotion. There was a lack of communications support from the statewide media contractor, which was exacerbated by their internal staff changes, lack of regional knowledge, and overall slow response to providing a communications and micro media plan. In addition, there was much confusion surrounding the inclusion of a citizenship question appearing on the questionnaire, which increased the public relations work to build trust of census procedures throughout the duration of the outreach process.

The previous sections - Question 1: Goals and Objectives, describes the resiliency of partners amidst an overwhelming set of barriers, and Question 2: Description of Operations and Outreach Tactics (Hindrances and What Worked Well), the barriers described in both sections created significant challenges to census outreach. Additional outreach barriers are described below:

- **Communication Support:** As described in the operations section, the Region One outreach operations were similarly hindered due to the challenges created by the statewide media contractor. The Region One partners began meeting in Spring of 2019, and at every meeting, partners inquired about the status of the statewide media contract. In some cases, census outreach was stunted due to the slow start of receiving support from the statewide media contractor. Partners had planned to leverage resources from the statewide media contractor and were unable to move forward until there was clarity on the role, scope, and services of the contractor. The ACBO developed a Technical Assistance request form to help streamline and expedite communication needs. The ACBO also developed tools that Region One partners could utilize for outreach including blog posts, newsletter blurbs, social media posts and creative assets, and partner outreach guides. The ACBO developed one-pagers to provide awareness and information on key issues for Region One partners including: update leave and how to enumerate vacation homes.

- **Citizenship Question:** In early 2019 through summer 2019, HTC communities and the general population were very confused about whether or not a question about citizenship would appear on the 2020 census questionnaire. Conflicting media reports, statements from the federal administration, and the circulation of

varied sample questionnaires exacerbated the confusion about the citizenship question on the census questionnaire. While the final version of the questionnaire did not include a citizenship question, the confusion remained. And later throughout the enumeration process, the federal administration communicated its intention to utilize census information and other questionnaires to determine a person's citizenship which created a chilling effect on census responses. While community partners and Region One stakeholders sought to correct misinformation about the citizenship question and/or the application of census information to determine citizenship – the confusion remained during the NRFU period with some partners voicing community concerns. Some HTC individuals and families were hesitant to complete the census due to continued confusion and fear of the census information having an adverse effect for the individual and/or their family.

- **Online Census and Technology Challenges:** For the first time in history, the census questionnaire was available for households to complete online. Region One partners had originally planned to offer online access via QACs/Kiosks and at mobile kiosks and events with tablets and hot spots to complete the questionnaire. These outreach activities were disrupted by COVID-19, and the challenges of completing the questionnaire online were exacerbated by the digital divide that exists in HTC communities, coupled with the increased demand for technology and Wi-Fi support, in a region that already experienced low and no broadband in many areas. Region One partners reached out to organizations with internet and infrastructure to provide more access to complete the census online including libraries, resource centers, and community collaboratives. Additional investments were made to purchase hot spots and some handheld devices, since many households did not have internet access or stable and reliable internet. As an alternative to completing the census online, community members were invited to call the federal census phone line to complete the questionnaire. This alternative presented an additional challenge as wait times were sometimes as long as an hour or more.

- **Homeless Count, TNSOL and Group Quarters Challenges:** Regionwide there are numerous organizations and trusted community leaders that are perceived as trusted messengers for those experiencing homelessness. This community presented a number of challenges for enumeration, and the USCB lacked clear direction and/or a coherent plan for enumeration of those experiencing homelessness and other populations that would be counted through TNSOL and via a Group Quarters Strategy. Changes to the census implementation timeline and process, including shifting timelines determined by the federal government were the main barriers to achieving an accurate count of these communities.

- **COVID-19:** The ACBO developed strategies and detailed outreach tactics to ensure that historically HTC communities could complete their census questionnaire. The first quarter of 2020 forced partners to halt all of their planned activities and communications and pivot to conduct outreach amidst an historic catastrophe created by the COVID-19 pandemic.

The initial Region One partner meetings and individual partner meetings that took place during the month of March demonstrated the resiliency and collective power of Region One's philanthropic partners, CBOs, and local government partners. The Region One partners took stock of the changing environment in which they were being asked to conduct census outreach and bravely met the challenge by working together to re-design strategies, all while managing the changed landscape of their own organizations (many forced to operate remotely) and continue to lead and care for the most vulnerable community members in the 17-county region. Consequently, the very same HTC community members whom the Region One partners had prioritized for their outreach were the same community members experiencing unimaginable hardship – disproportionately experiencing job loss, evictions, and COVID-19 diagnoses.

Community partner reflections on the impact of COVID-19

"We sent texts to those living in the student-heavy tracts using GoogleVoice which periodically kicked our workers off because they were reported as spam." – Region One Partner

"An anticipated challenge was the concern of these communities about participating in the Census given their immigration status. Our partners worked hard to educate the public about Title 13 and the privacy of their data. The COVID-19 shut down, of course, was the greatest unanticipated challenge. For undocumented people, many of whom lost jobs in the shut-down, survival became their highest priority far above wanting to learn about the Census and why not being counted in the Census would affect them. Complicating factors for all populations, especially those not convinced of the importance of the Census included concerns about privacy, the Executive Order mandating undocumented persons should not be represented in Census data, and then, the confusion swirling around the Census end date. Additionally, we did not anticipate the degree to which the number of second homes, and the declining population…would affect the response rate…." – Region One Partner

"The most salient barriers in our outreach to HTC communities were: undocumented people fearing that governmental reporting would expose them; the ramifications of the COVID pandemic on the stability of HTC individuals and families and our ability to reach out to them; and an inability to use USCB personnel in areas marked as high risk due to COVID and the smoke from fires which delayed setup of MQAs in [our] area." – Region One Partner

"(R1) We also planned pop up intake centers, again in locations where the community congregated and felt safe. The adjustments we made due to the coronavirus occurred in March as our pop up intake centers were not able to take place, we shifted the intake process to the nonprofits and community organizations that would serve, and continue to do so, the needs of the community as it meets the challenges of the pandemic" – Region One Partner

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

Unforeseen shifts in key leadership and staffing at the onset of the initiative brought on unexpected challenges but also afforded the ACBO opportunities to restructure internally, which included building capacity across departments to create a comprehensive financial tracking and documentation process consistent with state guidelines, developing a comprehensive grant facilitation and reporting structure that aligned with State and County funding allocation timetables, and the creation of a new staff position with state government experience to help manage and support Region One census outreach. Additionally, in March 2020, shortly after shelter-in-place orders went into effect across the state, the Foundation made the decision to close its physical office and quickly activated its business continuity plan to support working from home policies in compliance with County guidelines while the Foundation continued to assess the evolving situation. The swift transition to remote working in the wake of the pandemic resulted in a number of unanticipated challenges, but the Foundation continued to actively strategize solutions to minimize disruptions to services and support for the Foundation's donors and nonprofit and census partners, including shifting to virtual meeting platforms via Zoom and GotoMeeting and streamlining grant reporting and processing procedures since March 2020. Finally, during this period of extreme pressure brought about as a result of the COVID-19 pandemic, many organizations in the nonprofit sector were feeling particularly squeezed as they worked to continue to provide support and services to their expanding client population. Some have had to lay off staff, quickly transition their programs into digital platforms or temporarily shut their doors due to social distancing orders. At the early onset of the pandemic, the Foundation launched the Sacramento Region Disaster Relief Fund to meet the needs of essential and vital services provided by local nonprofits, deploying over $800k in rapid response funding to 120 non-profit organizations in the Region.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The final SRR for Region One is 69.3 percent. Amidst the backdrop of historic challenges, the 17-County region achieved a SRR 1.9 percent above the region's 2010 SRR Comparably, Region One's SRR is only 0.6 percent lower than the state and 2.3 percent higher than the national response rate. Thirteen out of the 17 counties in Region One either met or exceeded their 2010 SRR[1]. For many reasons, Butte County could arguably be perceived as an outlier as compared to the rest of the county. Butte County faced extraordinary challenges to counting HTC communities including wildfires, closure of

[1] The following counties did not meet or exceed their 2010 census SRR: Glenn, Butte, Modoc, Sierra, and Mono Counties. The ACBO attributes this to the lack of infrastructure in several of these counties and also the challenges these counties faced with wildfires and other environmental challenges.

CSU Chico, and vacation and student housing vacancies. Notably, if Butte County was removed from Region One, due to its unique circumstances, the region's overall SRR rates would increase by 1.3% based on the ACS estimates.

While there were numerous factors that can be attributed to the ACBO's success in meeting and exceeding the 17-County's 2010 response rate, the most critical aspect of the ACBO strategic design, and the main reason why the ACBO met and exceeded its goal is due to the Region One Partners' commitment to a community-centered and community-driven approach. Region One's diversity created an opportunity for the outreach strategy to highlight the strength of the nonprofit and community partners in reaching and connecting with traditionally HTC communities. The ACBO and Region One partners doubled down on the trust built amongst community partners and HTC communities by trusting and empowering partners to create and implement a tailored approach to reaching their communities.

Community reflections on effective outreach strategies

"I intentionally set up "booths" at every HTC neighborhood, especially lower income ones that did not have access to WiFi, in order to help educate on other ways to fill out the census. We created bags filled with items from Walmart donations and were able to relate to the community on a giving basis and reach out in the HTC areas to give and educate on census at same time. These activities were well received and accomplished, usually seeing a high volume of individuals even up to 100 or more at specific booths like my set up at the school lunch giveaways." – Region One Partner

"El Dorado County has two census tracks that are HTC communities, both located in South Lake Tahoe. The two census tracts have co-occurring conditions being monolingual and nonresident status. The outreach to these two census tracts began last summer in establishing trust and recognizing the philanthropic nature of the foundation. The foundation integrated itself into the community early to build trust and comfortability. We accomplished these goals by meeting community where they are, soccer clubs, school programs and food distribution centers." – Region One Partner

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

Partner selection process: The outreach plan for Region One was guided by a local, grassroots approach to reaching the least likely to respond populations in the 17-County region. To ensure that implementation activities were community-driven, Region One strategies and tactics were co-developed with Region One partners, namely FCPs and MCPs. The Region One partners already represented a strong framework to distribute resources and identify key grantees at the hyperlocal level. The FCPs represented the foundational structure for Region One and consisted of grantees serving the entirety of Region One to distribute grant dollars to local partners. The FCPs included: Sacramento Region Community Foundation and community foundations in:

El Dorado, Butte, Placer, Shasta, and Yolo, and Sierra Health Foundation. These foundations all met the minimum financial transactional requirements and local community knowledge identified by the state.

- **Social Network Analysis**

The ACBO commissioned the creation of a social network analysis for Region One. A social network analysis is the mapping and measuring of relationships and flows between people, groups, and organizations. The aim of a social network analysis focuses on understanding connectivity: how individuals and/or organizations collaborate.

The ACBO invested in the analysis to better understand *how investments in education, outreach and resources broadened and deepened the network* over the course of the census initiative.

The data collected as part to the Social Network Analysis further exemplifies the ways in which Region One applied its values to achieve success. Below is a summary of the Social Network Analysis findings.

The census 2020 operation in Region One has laid the foundation for current and future collaboration.

- The census 2020 operation has grown the network throughout Region One.
    - There was an increase in the total number of connections within the network. There was an 11% increase in collaboration from prior to the 2020 census to now.
    - Prior to the census operation, all Region One FCPs were connected to the network and played a role in connecting others. As a result of the 2020 census operation, Region One FCPs are more tightly bunched in the center of the network indicating their numerous connections across the region (Slide 2)
    - Data from Region One demonstrated that prior to the census operation there were limited ties between FCPs at the highest level of collaboration with some emerging bridge partners beyond the funders. As a result of the 2020 census operation, there is a significant increase in connections at the highest level of collaboration indicating stronger relationships. (Slide 37)
- The census 2020 operation has deepened the connections of stakeholders throughout Region One
    - Prior to the 2020 census outreach, 50% of all connections reported were at a mild to lower level of collaboration and only 24% of connections existed at the highest levels of collaboration. At the low to mid-levels of collaboration still made up the most frequent type of connection but decreased to 43% of connections, with the highest level of collaboration making up 29% of all connections.
- The census 2020 operation has decentralized the networks in Region One demonstrating more connections across stakeholders.

  - MCPs are more evenly distributed throughout the network as a result of the 2020 census operation, compared to prior to the census 2020 operation which indicates less reliance on "gate-keeping" organizations and more interaction and collaboration across a larger number of Region One partners. (Slide 7)

The census 2020 operation demonstrated the importance and central role of funders in multi-sectoral initiatives.

- Prior to the census 2020 operation, all Region One FCPs were connected to the network and played a role in connecting others. As a result of the census 2020 operation, Region One FCPs were more tightly bunched in the center of the network demonstrating the central role they play. (Slide 2 and Slide 6)
- FCPs are key hubs for stakeholders across the region, both prior to the census operation and during. (Slide 39)

The census 2020 operation functions as a community-centered operation, centering the HTC and HTC-serving communities.

- Notably, organizations that served mainstream populations demonstrated that they could show up central to the network, even though they joined the outreach efforts much later in the initiative because of their existing networks. However, because the Region One stakeholders were intentional about centering the work of HTC and HTC-serving communities, community organizations who served the most marginalized were also centrally connected to the network. (Slide 5)
- Across Region One, the organizations that were central to the core of the regional work were HTC or HTC serving community partners such as: Hmong Cultural Center, Promotores, and Lead4Tomorrow. (Slide 38)

One example of Region One's partnership coordination and how it educated and motivated the HTC populations to complete the census questionnaire is the ACBO's outreach to veterans across the region.

The ACBO partnered closely with Sierra Health Foundation (a Region One FCP) to support Veterans Outreach in Lassen and neighboring counties. Sierra Health Foundation leveraged its existing networks in Lassen and in neighboring counties to:

- Distribute flyers to veterans at events
- Share census information with partner organizations in Plumas, Sierra, Lassen, Modoc and Siskiyou counties
- Mailed postcards in Lassen, Modoc, and Plumas
- Created social media posts for partners to share
- Conducted one-on-one outreach via events and partner organizations and
- Organized mailings to Siskiyou county's veteran population.

In Sacramento County, the Older Adults & Veterans subcommittee was led by ACC Senior Services who partnered with Volunteers of America (VOA) and other CCC partners to outreach to Sacramento County Veterans. The partners implemented a number of outreach tactics described below:

- VOA partnered over 250 veteran-serving organizations to share census information and increase SRRs among veterans

- VOA created census messaging and distributed the messages to their inhouse programs such as:
    - Grant per Diem (temporary housing for veterans)
    - Supportive Services for Veterans and their Families (provide permanent housing), and
    - Homeless Veteran Reintegration Program (providing employment placement)
- ACC, VOA, and other partners provided a census briefing at District America Legion, Sacramento Stand Down, Veterans Affiliated Council, VFW, and other veterans organizations

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

Sacramento Region Community Foundation and Region One ACBO: The Foundation (Foundation) functioned as the lead organization and convener for the 17-county region which comprised Region One. As the ACBO, the Foundation provided coordination and management support for Region One partners and developed a comprehensive outreach plan based on feedback from Region One census partners. The Foundation combined rigorous and insightful outreach planning and strategic development with effective creative solutions that educated, motivated, and activated Californians of diverse backgrounds and circumstances to self-respond to the 2020 census. The Foundation increased awareness and knowledge about the 2020 census among HTC/least likely to respond populations, and ensured that all outreach, messaging, and publicity was culturally relevant and linguistically appropriate. As the ACBO, the Foundation managed contracts, grants and provided oversight over contractors, grantees and census partners; the Foundation also led regionwide marketing efforts, managed a variety of vendors, developed media relationships, and guided partners' communications and outreach. The Foundation also maintained regular communication with state and federal census liaisons and served as an ambassador for Region One. As the convening organization for Region One outreach, the Foundation convened and facilitated bi-weekly Region One partner meetings and coordinated the data needed to fulfill all of the deliverables stipulated in the state census contract. The Foundation approved plans and budgets for outreach communications and staffing and facilitated the grant application and process for census outreach partners. The Foundation managed the ACBO's budget, identified resource gaps, and aligned resources to achieve ACBO Region One goals.

Funding Consortium Partners: The FCPs were grantees under the ACBO and were responsible for outreach in one or more counties. The FCPs:

- Developed an action plan for outreach to HTC populations for each of the Foundation's designated counties
- Utilized county and state data and maps, identified targets (populations or areas) for aggressive outreach through community partners who chose to engage in direct community outreach—connected with as many people as possible through community spaces and events such as health and community fairs, farmer's markets, sports events, festivals, parades, etc.

- Developed strategic partnerships with the designated county(ies) and local government, schools, business, state agencies, and CBOs
- Coordinated activities with local CCCs throughout the region and state
- Developed a local 2020 census website, in partnership with the ACBO Region One Communications Team, that linked to the county, state and US census Bureau 2020 census Web sites
- Provided input on and utilized promotional materials and items for populations or areas identified
- Participated in existing events and created events in key areas where none existed
- Managed and coordinated CBO grantee partners for the designated county(ies)

County	**Funding Partner**
Butte	North Valley Community Foundation
El Dorado	El Dorado Community Foundation
Placer	Placer Community Foundation
Sacramento	Sacramento Region Community Foundation
Shasta	Shasta Community Foundation
Modoc	
Siskiyou	
Tehama	
Colusa	Sierra Health Foundation
Glenn	
Lassen	
Plumas	
Nevada	
Sierra	
Yuba	
Sutter	
Yolo	Yolo Community Foundation

Multi-County Partners: The MCPs were also grantees under the ACBO and served two or more counties in the 17-county region. The MCPs:

- Implemented outreach strategies tailored toward specific sector/target populations
- Aligned strategies and resources across Region One and leveraged resources and networks
- Partnered with Community Foundation Consortium partners, local CBOs, local CCCs and other census stakeholders

Partner	**Target Sector/Population**
Jakara Movement	Sikh and Indian, LEP communities
Planned Parenthood of NorCal/Marmonte	Low income, LEP communities, communities of color, immigrants and renters

AARP	Seniors and Veterans
Hmong Cultural Center of Butte County	Hmong and other Asian and Pacific Islander populations, immigrants, Limited English Proficient households
Catholic Charities	Faith-based communities, Latinos, immigrants, undocumented, Dreamers, LEP
Sacramento ACT	Faith-based communities, Latinos, immigrants, undocumented, Dreamers, LEP
CAIR	Muslim, Arab, South Asian communities
Northern Valley Catholic Social Services	Latinx, farmworker, undocumented

Contracted partner, EIC was responsible for supporting the ACBO, the FCPs, and MCPs and coordinated meetings, managed meeting logistics, and provided support in the specialized areas of: Data collection and reporting, GIS mapping, providing pertinent research, conducting trainings, troubleshooting, evaluating project success, supporting language justice and more.

Lastly, a communications team comprised of Uptown Studios (a local media and communications firm), the ACBO's marketing team, and EIC met regularly to support the myriad communications needs related to a complete census count. Specifically, the team developed a robust and highly visible website that served as a resource for the ACBO and its partners in nearly all 17 counties. The team met regularly to discuss strategy and worked to leverage the state media contractors to achieve the greatest outreach and coverage possible.

A comprehensive list of Region One stakeholders can be accessed: **here.**

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

Using the State's Language and Communication Access Plan as a guide, Region One adopted a Language Justice Plan that met and exceeded the requirements of the State Language Access Plan. Language Justice is "about building and sustaining multilingual spaces…so that everyone's voice can be heard both as an individual and as part of a diversity of communities and cultures[2]." Language justice honors language and culture

[2] Resource: Communities Creating Healthy Environments (CCHE) Language Justice Toolkit: Multilingual Strategies for Community Organizing. The toolkit is informed by the Language Justice Learning Circle, organized in fall 2011 by the Praxis Project, Highlander Research and Education Center, Colectivo Flatlander and Berkeley Media Study Group. The toolkit was developed with the support of the Praxis Project and Robert Wood Johnson Foundation as part of Communities Creating Healthy Environments.
https://nesfp.org/sites/default/files/resources/language_justice_toolkit.pdf

as fundamental human rights and does not settle for the status quo but rather alters institutions to provide space for full participation. Specifically, the ACBO and Region One partners demonstrated the capacity and/or the networks to ensure language access for the HTC communities who resided in the 17-county region. The language capacity of the Region One partners went beyond the state required languages (such as the inclusion of various Slavic languages). The ACBO approach and network ensured that the diverse voices of the region were well-represented in co-creating and implementing the strategies and tactics for census outreach.

The ACBO translated census outreach materials in 13 languages required by the state (based on the 17-counties within Region One): Spanish, Chinese (Simplified and Traditional), Vietnamese, Russian, Hmong, Tagalog, Punjabi, Cantonese, Ukrainian, Hindi, Korean, and Iu Mien. In order to ensure that translations were appropriate for the intended HTC community, the ACBO hired certified translators to translate materials and asked Region One partners to review the translations and provide edits and/or suggest modifications before the translations were finalized. Additionally, if partners needed additional translations beyond the required 13 languages in the region, the ACBO worked with statewide contracted partners such as Asian Americans Advancing Justice, NALEO, and/or MICOP to provide additional translated materials. For example, the Native Hawaiian and Pacific Islander (NHPI) communities across the region worked through Asian Americans Advancing Justice and specifically, EPIC based in Los Angeles, to access both print and digital/media in-language resources for NHPI communities to apply to their census outreach.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Sierra Health Foundation is one of the Region One FCPs and was responsible for leading outreach in eight counties of the 17 counties comprising Region One. Below is an excerpt from their Final Report:

The census outreach effort allowed us to deepen existing partnerships and in some cases build new partnerships. Multiple census partners in Region One were awarded grants to expand social services/immediate needs during the COVID-19 pandemic. As The Center secures additional funds, these collaborative partners will receive additional funding to build organizational capacity and provide additional services to their communities.

The Center will continue to draw on the strengthened relationships to help inform the support N. California needs in challenging moments (i.e. COVID-19, wildfire/natural disasters). Additionally, as the foundation projects out to more proactive grantmaking in the region, the census partners will serve as thought partners and anchors of support. As mentioned previously, the census outreach partners have received COVID-19 Response Fund grants to address immediate needs in their respective counties. Our partners were nimble in their response during COVID-19 while also maintaining their census outreach strategies.

Lindsey Nitta was a strong partner as The Center developed an outreach strategy and provided implementation support to each of the counties. We could have used even more of her time!

Monthly check in calls – To keep organizations connected we instituted monthly check in calls to provide updates and support the organizations in their outreach efforts.

Outreach expansion in closing weeks – As census outreach entered the month of September, we recognized that in two counties that experienced wildfires and staffing transitions in the outreach partner (Plumas and Sierra counties) would need additional outreach support. The ACBO consultant and The Center staff strategized on whom the most appropriate partners would be to engage and quickly organized calls to orient those partners and introduce them to the existing outreach partners.

Outreach partners were identified through a broad outreach strategy that included eblasts and direct outreach phone calls to nonprofit organizations within Sierra Health Foundation and The Center's network. These organizations were made up of previous grantee applicants and funded grantee partners.

A request for applications was developed in consultation with the ACBO lead to identify the strongest organizations with existing networks and relationships in the counties designated for The Center.

Lead organizations (grantees) were selected based on the outreach strategies use and relationship to the HTC communities.

(Photo: Car caravan in Sutter County, June 2020, by Jakara Movement, Sierra Health Foundation grantee)

9) Please add any suggestions for the 2030 Census efforts, including timelines.

In an effort to build on the state's unprecedented investment along with critical regional investments have been made over the course of the past two years toward the 2020 census outreach initiative, in preparation for the 2030 census, the ACBO recommends that state and federal partners begin education efforts in early 2021. Similar to election education, the general public should learn and be reminded of the importance of participating in the census early and often. If the state intends to allocate resources for census outreach in the 2030 census, a recommended timeline is below:

2021-2028: Census Education

- Develop and implement census curriculum into the K-12 system

2028 –

Q1:

- State CCC office presents Strategic Plan, Goals and Objectives for 2030 Census Outreach

Q3:
- Identify and Award Regional and County partners to begin planning and stakeholder engagement
- Identify and Award Statewide Media Partner

2029 –

Q1:
- Education Phase

Q2-Q4:
- Outreach Phase Begins, Education Phase Continues

2030 –

Q1:
- Outreach and Education Phase Continues

Q2:
- Launch 2030 Census Campaign

Q3:
- Census Outreach

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

a) SwORD uploads of completed activities

b) Updated list of subcontractors
- The Sacramento Region Community Foundation contracted with one subcontractor: Everyday Impact Consulting.

c) Evaluations or analytical reports, if any

d) Sample products*

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

ATTACHMENT A: Leveraged Funding Chart

CCC Partner	Amount	Budget Item	Type: Cash/In-Kind	Source: Organization/Foundation
Butte County Dept. of Employment and Social Services	$2,656	Staffing	In-Kind	Dept. of Social Services
CAIR Sacramento Valley	$15,000	Outreach	Grant	CAIR MENA ACBO grant from State of CA
Health Education Council	$3,000	Staffing for outreach	In-Kind	Health Education Council
	$500	Media	In-Kind	Health Education Council
Help Central Inc. Butte-Glenn 211	$2,100	Call Center Technology: Multi-line, multi-agent telephone outbound call center platform	In-Kind	Help Central Inc.
	$1,100	Call Center Technology: Call and client tracking software	In-Kind	Help Central Inc.
Job Training Center of Tehama County	$5,000	Use of facility as a QAC, plus for signage, displays, and information outlet	In-Kind	Job Training Center of Tehama County
	$1,000	Computer access for QAC and computer maintenance	In-Kind	Job Training Center of Tehama County
KIXE PBS	$33,000	On-Air Media	TBD	Northern California Educational Television

North Valley Community Foundation	$12,000	Printing and outreach	Grant	S.H. Cowell Foundation
Placer Community Foundation	$1,172	Printing	Cash	First 5 Placer
	$9,960	Administrative expenses	Cash	PCF donors
	$15,000	Administrative expenses	Cash	Placer County Office of Education
	$45,000	Administrative expenses and grants to nonprofit partners	Cash	County of Placer
	$9,698	Printing	In-Kind	County of Placer
Sacramento ACT	$30,000	Paid temporary phone banking staff	In-Kind	PICO CA
	$7,000	PPE masks	In-Kind	Faith in Action
Oroville Southside Community Improvement Association	$500	Food items & sanitation Items	In-Kind	Oroville Hope Center, Feed my Peeps, local grocery stores & community members
Yolo County Children's Alliance	$7,500	Staff time	Cash	Yolo County Children's Alliance (from other grants and contracts with aligned purpose)
Yuba College Foundation	$5,000	Student ambassadors	N/A	Yuba College Foundation
Everyday Impact Consulting	$45,000	Staff Time	In-Kind	EIC
TOTAL	**$251,186**			

ATTACHMENT B: Communications and Micro Media Plan

Micro Media Next Steps and Recommendations *[previously sent to the Statewide Media Contractor in response to their Communications and Media Plan]*

As a follow up to last week's Micro Media meeting, the ACBO would like to make the following recommendations:

Geo-Fencing/Targeting

Because we won't be receiving updated information about low/no-response areas until mid to late May, we would recommend that Geo-Fencing/Targeting resources be deployed to other areas of need such as Printing.

Printing

We recommend that the Micro-Media plan include at least one print media outlet from each of the 16 counties (not including Sacramento County since there existing print coverage through the statewide and national buys). Please find below a list of recommended print media outlets:

Region One Media List (not including Sacramento County)

County	Media
Butte	• Chico Sol • CSUC Orion (university) • The Gridley Herald
Colusa	• Colusa County Sun Herald
El Dorado	• Placerville Mountain Democrat • Tahoe Daily Tribune
Glenn	• Glenn County Transcript • Orland Press-Register • The Sacramento Valley Mirror
Lassen	• Lassen County Times • Westwood Pine Press • Susanville Stuff
Modoc	• Modoc Record
Nevada	• YubaNet • Sierra Sun • The Union • Moonshine Ink • Grass Valley Daily Union
Placer	• Auburn Journal
Plumas	• Feather River Bulletin
Shasta	• Intermountain News • Mountain Echo • Record Searchlight • Shasta Lake Bulletin

Sierra	• Sierra Booster
Siskiyou	• Dunsmuir News • Mount Shasta Herald • Weed Press • Siskiyou Daily News
Tehama	• Corning Observer
Yolo	• Sac Bee • Davis Enterprise • Daily Democrat • Winter Express
Yuba/Sutter	• Appeal Democrat • Camptonville Courier

Technical Assistance

Priorities

Region One would like to prioritize the following technical assistance supports from the Micro-Media Plan:

- Monitoring and media analytics, sent to the ACBO on a regular basis
- Content creation for local partners
- Focus on reaching rural counties with less resources/capacity for media outreach

Process

We recommend that we create a Google Form for partners to complete when requesting Technical Assistance. The ACBO will review and triage requests and will submit approved requests to Mercury/State CCC office. We will ask Mercury/State CCC office to share updated TA budgets with the ACBO on a regular basis. We will be working with each of our Region One partners/stakeholders to submit Technical Assistance requests to a Google Form with the following questions:

- Point of Contact
- Organization Name
- Phone
- Email
- County
- HTC Population
- Describe Technical Assistance Need:
    - Providing support to the ACBOs and regional stakeholders. This includes, but is not limited to:
        - media relations support
        - development and/or execution of earned media strategies
        - paid media consulting

        - micro-media communications consulting and execution
        - copy writing and/or editing
        - developing supplemental materials for use in outreach activities
    - Making regional activity recommendations, managing the regional budget, for approval by the Census Communications Office, and implementing approved recommendations.
    - Assisting with the development and execution of micro-media strategies to reach California's HTC populations.
    - Assisting the development and execution of paid media across traditional platforms (radio, print, TV, etc.) to reach a HTC population not already being reached through ground activities *Note: planning such activities would include coordination with the statewide team.*
    - Helping to standardize messaging and media/communication efforts based on community and regional needs, reducing potential duplication of activities and efforts unless explicitly intended for strategic purposes.
    - Working with Mercury's regional coordinator to liaise with the statewide team – both at Mercury and the CCCO – to maximize opportunities when available.
    - Engaging in capacity building and communications training with the various community partners and assisting with ongoing media activities.
    - Working with the ACBOs within the existing regional lead structure to convene census regional workshops, various census-related activities and other regional meetings as necessary.

ATTACHMENT C: NRFU Plan

Non-response Follow Up Plan: Region One

Contracted partner name	Sacramento Region Community Foundation
Contact name	Niva Flor
Contact title	Chief Strategy and Impact Officer
Contact phone	(916) 921-7723
Contact email	niva@sacregcf.org
County	
Region or Statewide	Region One
Date of report	5/31/2020

1) NRFU Approaches: Identify and describe the activities your organization is planning to engage communities in low response Census tracts during the NRFU period. Indicate which activities are currently occurring.

If shelter in place (SIP) remains in effect during NRFU:

Between August 11, 2020 through September 30, 2020, Region One's FCPs, MCPs, and regional nonprofits will engage in a variety of NRFU activities. The initial activities planned include the following:

- Target Low Response Areas: Utilize Sword/PDI real time mapping to identify low response census tracts, determine target and/or sub-populations and map those who have not responded.

- Peer to Peer Strategy: Identify the appropriate Region One partner/trusted messenger to deploy them to engage the NRFU population.

- Focus on educating residents about the Census Bureau's NRFU Operation and provide targeted outreach to geographies with low and no response rates.

- Develop Key Messages: Develop and update key messages to address the barriers and/or concerns articulated by targeted NRFU populations which have been surfaced by enumerators, FCPs, MCPs, CCCs, and/or community partners.

- Increase/support media and online activities: Enhance virtual/online efforts to low responding areas and populations through micro-targeted media outreach and online messaging.

- Enhance outreach strategies: The ACBO will offer additional trainings, technical assistance and/or data and resources to increase outreach to low and no response populations.

- Increase/support direct mailings and phone outreach: Enhance outreach targeted to low response populations and geographic areas through technical support and resources to target mailings and phone outreach in order to increase response rates.

If shelter in place is lifted during NRFU:

Between August 11, 2020 through September 30, 2020, Region One's FCPs, MCPs, and regional nonprofits will engage in a variety of NRFU activities. The initial activities planned include the following:

- Target Low Response Areas: Utilize Sword/PDI real time mapping to identify low response census tracts, determine target and/or sub-populations and map those who have not responded.

- Peer to Peer Strategy: Identify the appropriate Region One partner/trusted messenger to deploy them to engage the NRFU populations.

- Focus on educating residents about the Census Bureau's NRFU Operation and provide targeted outreach to geographies with low and no response rates.

- Develop Key Messages: Develop and update key messages to address the barriers and/or concerns articulated by target NRFU populations which have been surfaced by enumerators, FCPs, MCPs, CCCs, and/or community partners.

- Increase Incentives: Enhance incentives for low response populations.

2) How will your organization monitor and adjust (week to week or in "real-time") outreach efforts during the NRFU period?

If shelter in place remains in effect during NRFU:
Region One we will monitor activities and support adjusting outreach targets and outreach to respond quickly to focus on the low response populations through:

- Data distribution: Distribute any and all available information received in a timely manner to all partners so that Region One partners can adjust their outreach to ensure the highest response rates.

- Region One has online tracking forms that partners have utilized to track outreach activities and are encouraged to submit all completed activities. The ACBO will review the data in relation to the response rates to determine any particular promising practices and will share with the Region One partners.

- Maintain strong communication with the CCCOs for continued coordination, guidance and support.

If shelter in place is lifted during NRFU:

Monitoring and efforts to adjust activities remain the same for both sheltering in place and if the orders are lifted. The specific activity types will be tailored to meet local and statewide public health orders.

Region One has developed strong data monitoring and sharing systems, including a weekly response rate report that includes maps and census tracts so that partners can refine and adjust their outreach as needed. Region One will continue to be flexible and responsive based on the data and needs of the Region One partners.

3) **What are anticipated barriers or challenges your organization will need to overcome during the NRFU Period? What are some potentially effective approaches that could be used to overcome challenges?**

If shelter in place remains in effect during NRFU:

Region One has many areas and households with no or low broadband and little infrastructure for additional outreach including lack of billboards and media to increase awareness.

Distributing hard collateral items could become more difficult to mail and distribute due to costs and accessibility of mailing centers.

If shelter in place is lifted during NRFU:

With the exception of material distribution, the same barriers that Region One has been experiencing will remain the same, with SIP and when SIP is lifted, which is an expansive landscape with deep anti-government sentiments.

4) How can the CCCO support you to address any challenges?

CCCO could provide detail and real time updates from or in coordination with the US Census Bureau as timelines and/or activities are changed.

5) Please provide additional comments related to NRFU Period Implementation:

No additional comments.

ATTACHMENT D: Region One CCC Strategic Plan

STRATEGIC OUTREACH PLAN TEMPLATE

INFORMATION	
Region/ACBO	Region One – Sacramento Region Community Foundation
Agreement #	CCC-18-30001
Contact person name / Title	Linda Cutler, Chief Executive Officer
Tel / Email	(916) 921-7723
Date	May 31, 2019

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Requirement 1 -- Strategic Outreach Plan Bidders shall provide a Strategic Outreach Plan that includes a local, grassroots approach to reaching the least likely to respond with specific strategies, tactics and timeline(s), as well as description of specific collaboration(s), partnership(s), and leveraging of resources to achieve the highest self-response rate on the Census 2020 questionnaire. The Strategic Outreach Plan shall address ALL subtasks 1.1 through 1.11. Strategic Plan shall be no more than 12 pages in total.

Introduction

As the Region One Administrative Community Based Organization (ACBO), the Sacramento Region Community Foundation (the Foundation), its Funding Consortium Partners, and Multi-County Community Based Organization Partners, will collaborate to engage in a robust and inclusive outreach approach for Census 2020. The goal is to reach Region One's Hard-To-Count (HTC) populations to ensure a complete count throughout the 17- County region which include the following counties: Butte, Colusa, El Dorado, Glenn, Lassen, Nevada, Modoc, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, and Yuba.

Region One is unlike any of the other nine Census regions. In mid-March, after the announcement was made about the ACBO funding awards, the Region One ACBO began to gather baseline information about the existing capacities in each of the 17 counties by meeting with the Funding Consortium Partners, Multi-County Community Based Organizations, and designated County representatives to discuss census work and plans for census outreach. The counties which have opted out in Region One include: Butte, El Dorado, Glenn, Lassen, Plumas, Siskiyou, and Sierra. Consequently, the ACBO has identified major gaps. In several counties there are few or no existing local Community-Based Organizations to engage in outreach discussions and implementation. The ACBO will be receiving augmented funding to support outreach in the counties which opted out and the Funding Consortium Partners and Multi-County Community Based Organizations will provide additional capacity and support for those counties.

Over the last month and a half, we learned that there is a large spectrum along which the 17 counties may fall in terms of their experience, ability, and resource capacity to engage in collaborative processes and more importantly, authentic community engagement. Among the 17-counties, the ACBO has found that each possess unique assets and challenges to employing a local, grassroots approach. For example, in Sierra County, the population is 2,885 and the County chose not to opt-in for Census funding from the State[1]. Sacramento County, on the other hand, with a population of nearly 1.5M, began its census planning activities in Spring 2018, leveraged County and Foundation-funding resources to begin its work prior to the availability of the State funding, and has convened more than 100 stakeholders in its census planning process[2]. The ACBO has already begun the critical work of engaging with each County, Funding Consortium Partner and Multi-County Community Based Organization to co-create the vision and strategy for the Region One census outreach and will also work collaboratively with each of the partners to coordinate outreach activities and resources. Notably, the coordination and implementation of the Region One moves at the pace of each partner and County to ensure true collaboration and local engagement. The sheer vastness of the 17-County region creates challenges to engaging in authentic, community engagement processes and requires more time to account for travel and coordination among the ACBO and Region One partners.

[1] Data Source: U.S. Census Bureau, American Community Survey, 2013-2017 (5-year).
[2] Data Source: U.S. Census Bureau, American Community Survey, 2013-2017 (5-year).

Consequently, moving such a multi-faceted and diverse stakeholder group across the processes of strategic planning and eventually implementation, with a strong commitment to a community-driven and authentic engagement requires significant resources (i.e. time, funding, expertise, capacity, etc.).

Thus, the timeline of activities are driven by the vision and goals for Region One and the deadlines for State requirements and deliverables with a strong consideration of the capacities that will need to be developed and/or resources that will need to be attained in each specific County to meet specific timeline milestones for the entire region. A more detailed timeline can be found in Attachment C; however, a synopsis of activities can be found below:

- March 15 (award announcement to present) – Present: Spent time providing resources to Funding Consortium Partners, counties, and Multi-County Community Based Organizations to gather data and information from local community partners in Region One to co-create the Region One strategic plan.
- Summer 2019 – Fall 2019: Work with Funding Consortium Partners, counties, Multi-County Community Based Organizations, and local partners to co-create a community-driven implementation plan to achieve a complete count in Region One. As part of this process, the Funding Consortium Partners will finalize QAC and census kiosk locations and determine the non-profit and community-based organization partners who will be funded to implement outreach strategies.
- Winter 2019 – Spring 2020: Region One stakeholders will receive training (see Section 1.4 for more details) and will begin some outreach activities.
- Mid-March 2020-April 2020: The bulk of the census outreach activities will occur to achieve a complete count.
- May 2020-July 2020: Region One stakeholders will review census data and engage in Non-Response Follow Up activities.

Please note that this timeline is contingent upon timely release of State funding to support these activities.

A Snapshot of Region One HTC Communities

Leading HTC characteristics in Region One counties

County	Vacant Housing Units	Unemployed	Non-family households	Moved Recently	Households without broadband subscription	Households receiving public assistance	Below 150 percent of poverty level	Non-high school graduates	Children under 5
Butte	X	X	X						
El Dorado	X			X	X				
Placer	X		X	X					
Sacramento		X				X	X		
Shasta	X		X		X				
Modoc	X		X		X				
Siskiyou					X	X	X		
Tehama		X		X	X				
Colusa	X				X			X	
Glenn					X			X	X
Lassen	X			X	X				
Plumas	X		X		X				
Nevada	X	X			X				
Sierra	X		X		X				
Sutter				X		X	X		
Yuba		X			X	X			
Yolo			X	X			X		
Total	10	5	7	6	12	4	4	2	1

Source: Data Source: U.S. Census Bureau, American Community Survey, 2013-2017 (5-year).

While nearly all of the 17 counties in Region One report that one of the leading HTC characteristics among their communities are households without broadband subscription, the remaining HTC characteristics are just as diverse as the counties themselves. In order to address broadband issues, the ACBO has already communicated with the Statewide Community Based Organization funded to develop strategies for low or no-broadband households and during implementation plan development, the ACBO will work with the Funding Consortium Partners, Multi-County Community Based Organization Partners, counties and other stakeholders to co-create overarching and tailored tactics. However, a couple of counties (Glenn and Colusa) report unique HTC characteristics such as children under 5 and non-high school graduates. These are also counties who have also demonstrated and communicated a lack of existing resources and capacities. Additionally, Glenn County opted out of receiving State funding which further exemplifies the lack of capacity in the County to count HTC communities. Siskiyou County also opted out of receiving State funding and their top HTC characteristics include reaching households receiving public assistance and residents below 150 percent of poverty level. Again, with limited County resources and capacity, the work of co-creating strategies and collaborating alongside their 16-County counterparts becomes more difficult and the work of the ACBO is critical to ensuring coordination, collaboration, and impactful implementation.

Top 3 Languages Spoken by County in Region One Homes (excluding English)

County	Spanish	Other Asian and Pacific Islander	Chinese (incl. Mandarin,	Other Indo-European languages	Tagalog (incl. Filipino)	Vietnamese	Korean	French, Haitian, or Cajun	German or other West Germanic languages
Butte	X	X	X						
El Dorado	X		X	X					
Placer	X			X	X				
Sacramento	X		X	X					
Shasta	X	X	X						
Modoc	X	X				X			
Siskiyou	X	X		X					
Tehama	X			X			X		
Colusa	X			X	X				
Glenn	X	X			X				
Lassen	X	X	X						
Plumas	X			X				X	
Nevada	X		X	X					
Sierra	X							X	X
Sutter	X	X		X					
Yuba	X	X		X					
Yolo	X		X	X					
Total	17	8	7	11	3	1	1	2	1

Source: Data Source: U.S. Census Bureau, American Community Survey, 2013-2017 (5-year).

Notably, creating outreach strategies for Spanish-speakers is a clear priority for Region One with all 17 counties reporting that Spanish is one of the top languages spoken in the home. However, the remaining languages spoken in Region One homes are diverse and range from a multitude of Asian and Pacific Islander languages as well as European languages. Section 1.6 will provide a description of the Region One Language Access Plan, however, it is important to note the broad diversity of the region with respect to languages spoken in the home. The strategic plan recognizes that with limited capacity and resources in several Region One counties, developing overarching as well as tailored strategies to outreach requires local community involvement and engagement.

In order to carry out the activities that follow the timeline described above, the ACBO recognizes that ample time is required to set up the infrastructure, provide technical assistance and build and strengthen the capacities of the stakeholders in Region One. A community-driven and grassroots approach is necessary to achieving a complete count given Region One's diversity and the ACBO will

work with stakeholders to utilize the opportunity provided by the Implementation Planning Workshops in June to bring everyone together, learn more about Statewide resources and technical assistance, analyze gaps, and enhance strategies for Region One. Similar to the development of the strategic plan, the process to create the implementation plan will be iterative and informed by the voices of local community partners who represent HTC and vulnerable populations.

Region One is unique and the 17 counties' challenges and assets can be further characterized in aggregate groups described below:

1. **Remote, rural, and agriculturally rich areas** are composed mostly in Region One's rural northern/far northwest-east/central swaths, and in farmland areas with limited to no broadband access, Native American and tribal lands, large farmworker populations, communities recently displaced or obliterated due to horrific wildfires, and populations distrustful of government oversite. Butte, especially, now hard-hit by the Camp Fire, will be an extraordinary challenge. For example, the Statewide Outreach and Rapid Deployment (SwORD) mapping tool identified particularly HTC areas in the following counties and census tracts: Siskiyou 2, 6; Tehama 1, 3, 7, 11; Plumas 3, Lassen 403-4, 406; and Butte 24, 25.
2. **Highly densely populated urban communities and suburbs** that are co-located with large numbers of limited English-speaking populations, multifamily housing, immigrants and refugees, seniors, homeless, children ages 0-5, people with disabilities, LGBTQ, veterans, and communities of color. For example, Sacramento County alone, which is the hardest-to-count County in Region One, and the 8th hardest-to-count in California[3], has almost 100 HTC census tracts with low response scores of 25.7-47.7.
3. **No-to low-response communities** can be found throughout Region One, as a lack of trust in opening doors to enumerators and general government distrust, animosity of government intrusion, difficult access to broadband, and sheer misunderstanding of the importance of the census serve as barriers to census responses.
4. **Non-Profit capacity gaps** exist throughout Region One as previously mentioned. In order to fill gaps as well as build capacity of the non-profit communities throughout Region One, the ACBO, has provided technical assistance to Funding Consortium Partners and Multi-County Community Based Organization Partners to support local outreach. The technical assistance has included development of outreach tools and data. Additional supports will be provided as the partners continue local outreach and develop the implementation work plan. The ACBO, Funding Consortium Partners, Multi-County Community Based Organization Partners and other non-profit stakeholders will take advantage of the upcoming implementation plan workshops to review the strategic plans developed by the Region One counties, identify gaps, and further strengthen the implementation plan for Region One.

The Region One ACBO and Region One partners, specifically Funding Consortium Partners, Multi-County Community Based Organization Partners, and Non-Profit partners argue that the Region One geographic scope and complexity with densely populated communities of HTC may be one of the more difficult regions in the State of California, especially as it has been exacerbated by wildfires. However, together the ACBO and Region One partners are developing an outreach plan which is guided by community-driven strategies and local expertise of the unique communities which comprise Region One.

[3] Southern California Grantmakers. Census 2020: Counting All Californians in the 2020 Census. https://www.socalgrantmakers.org/resources/counting-all-californians-2020-Census

1.1 Outreach Approach -- Bidders shall describe how it plans to conduct outreach for the specific region they are submitting a proposal for, which shall include but not be limited to:

- **Identification of the least likely to respond areas and HTC populations within the various census tracts in that region.**
- **Descriptions of research methodologies used to identify HTC/least likely to respond populations, barriers, challenges and opportunities for outreach.**
- **Descriptions of its resources and network to communicate census messaging and its ability to respond rapidly to crisis communication, mis-information, or potential threats to the census outreach effort.**

Approaches to address how they will motivate, educate and activate the HTC/least likely to respond in each region the Bidder is submitting a proposal. Refer to Exhibit A, SOW, for more information on the CCC's goals to "motivate, educate and activate."

The vision for the Region One outreach is: A complete census count for the 17-County Region One target area accomplished by applying community-designed outreach strategies and partnering with local, State and Federal government to ensure that HTC and least likely to respond communities and populations are accurately counted in the 2020 Census.

The ACBO has identified three strategic goals to ensure a complete count:

- Goal 1: Strengthen Multi-County, region-wide collaboration.
- Goal 2: Educate HTC and least likely to respond demographic populations about the benefits of being counted and maximizing the number of Californians enumerated in the 2020 Census.
- Goal 3: Design new and innovative outreach strategies to reach HTC and vulnerable populations.

The ACBO has determined that by accomplishing the above goals, Region One will attain the following outcome: **A community-led and designed outreach strategy and strategic plan that builds the capacity of community-based organizations and counts the HTC populations in Region One.**

In order to realize this vision and accomplish the goals and outcomes, the ACBO has identified the following guiding values: Collaboration, Community-Centered, Comprehensive, and Cohesive.

The outreach plan for Region One is guided by a local, grassroots approach to reaching the least likely to respond populations in the 17-County region. Region One strategies and tactics will be co-developed and community-driven with Region One Partners. The ACBO will collaborate with the Region One Partners to develop and implement outreach strategies to serve the HTC and least likely to respond communities. Notably each HTC community possesses unique assets and challenges as related to census completion and the ACBO and Region One Partners will tailor outreach strategies and tactics to address each County's unique needs. The ACBO and project management team (ACBO Staff and Subcontractor) will serve as the backbone/convening organization for Region One and provide coordination and management support for Region One Partners.

Goal One: Strengthen Multi-County Partner collaboration region-wide
STRATEGY: Starting with strong partners

Collaboration is essential to a complete count for the 2020 Census. Since the announcement of the funding award, the ACBO has developed a strong collaborative network of partners and census stakeholders throughout the diverse 17-County region to ensure a strong breadth and depth of census outreach and engagement.

With a myriad of barriers to a complete count (i.e. Citizenship question, internet response requirements, and a general distrust of government) collaborating across the region and representing multiple sectors will be required to leverage the resources needed for success in 2020. Additionally, HTC community members within the region are not necessarily bound by geographic or demographic type. In many cases, the most difficult to count are also the most vulnerable and thereby are among the most resource-intensive to locate and to serve.

Funding Consortium Partners

The ACBO has identified a team of Funding Consortium Partners with both depth and breadth of relationships across the expansive Region One area. Together the partners will work deep in their communities, by County, to reach HTC populations and ensure a complete count in 2020 Census. The Funding Consortium Partners will outreach to trusted partners and organizations working within the HTC populations in their designated counties to develop and implement outreach strategies specifically designed to meet the needs of the HTC communities in each County. The Funding Consortium Partners and their corresponding counties can be found below:

Funding Consortium Partners	
County	**Funding Partner**
Butte	North Valley Community Foundation
El Dorado	El Dorado Community Foundation
Placer	Placer Community Foundation
Sacramento	Sacramento Region Community Foundation
Shasta	Shasta Community Foundation
Modoc	
Siskiyou	
Tehama	
Colusa	Sierra Health Foundation
Glenn	
Lassen	
Plumas	
Nevada	
Sierra	
Sutter	
Yuba	
Yolo	Yolo Community Foundation and Sacramento Region Community Foundation

Funding Consortium Partners will work with each County that has opted in to host a local Complete Count Committee (CCC) and with local CBOs to identify and support outreach efforts (further described in Section 1.2).

Funding Consortium Partners will receive funds for outreach efforts which will be allocated based on the County(ies) they are serving. The ACBO allocated each County funding based on the same

formula the State used relying largely on HTC populations and total population. The ACBO will receive funds from the opted-out counties which will be designated for outreach efforts specifically in the County that opted out. For example, the ACBO received $25,000 for Plumas County since Plumas County opted out of receiving State funding. The ACBO will allocate $25,000 to Sierra Health Foundation to distribute to the CBOs in Plumas County who will be conducting outreach activities within Plumas County. Please see Attachment B for the allocations for each County. **The ACBO will distribute funding once funds are received from the State, according to the State funding schedule**.

Multi-County Community Based Organization Partners

Additionally, the ACBO has identified a number of Multi-County Community Based Organizations who specialize in serving various HTC populations. The Multi-County Community Based Organization Partners will serve as grantees under the ACBO to implement outreach strategies tailored toward specific sectors and/or target populations.

Multi-County CBO Partners	
Partner	**Target Sector/Population**
Hmong Innovating Politics	Hmong and other Asian and Pacific Islander populations, immigrants, Limited English Proficient (LEP) communities
Legal Services of Northern California	Housing unstable communities, homeless, immigrants, LEP communities
Organize Sacramento	Labor, housing unstable communities, immigrants, LEP communities
Farm Bureaus / CRLA	Farmers, rural, migrant workers, immigrants, LEP communities
Sacramento ACT	Faith-based communities, Latinos, immigrants, LEP communities
Council on Arab Islamic Relations	Muslim, Arab, South Asian Communities
Planned Parenthood of NorCal / Marmonte	Low income, LEP communities, communities of color, immigrants, renters

Community Based Organizations (CBOs):

The ACBO understands that the Funding Consortium Partners and Multi County Community Based Organization Partners do not represent an exhaustive list of non-profit partners to ensure a complete count. Consequently, the ACBO and Region One Partners will identify and connect with additional CBO partners to fill gaps. The CBOs will engage in grant agreements with the Funding Consortium Partners and focus census outreach on HTC and least likely to respond communities. Additionally, other partners such as Local County Extensions Agencies who have strong connections with farmworkers may also be engaged as part of the census outreach as well.

The CBOs and other partners who will be identified to provide support for the 2020 Census have been deemed trusted messengers in their respective communities, based on two factors: 1) They have been identified as respected leaders and bridge-builders among the various HTC and least likely to respond target populations based on their existing leadership, relationships and existing networks; and 2) They are reliable and expert outreach workers who have a clear understanding and a track record of outreach in specific geographic areas which have been deemed to be least likely to

garner census responses (determined through the use of census tract data segmented by the lowest 2010 Census response scores).

Complete Count Committees: By County
A Complete Count Committee (CCC) is a volunteer committee established by tribal, State, and local governments, and/or community leaders, to increase awareness about the census, and motivate residents in the community to respond. The committees often include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

Opted-Out Counties:
For several counties that do not opt-in, there will not be a Complete Count Committee created for those counties, namely because of the limited resources in those counties and in some of those counties, there are few CBOs to engage in the work. As an alternative, the ACBO will work with the Funding Consortium Partners and their local CBOs and government agency partners to utilize local government infrastructure and community resources to augment outreach. Local government infrastructure and resources in some areas will be the only infrastructure to support QACs and census kiosks, community meetings, and other outreach strategies.

Multi-County Community Based Organization Partners will be essential to implementing key outreach strategies including housing and staffing QACs and census kiosks, ensuring language access, and engaging in one-on-one outreach to opted-out counties. Multi-County Community Based Organization Partners are trusted messengers who have deep connections throughout Region One.

The Project Management team, Everyday Impact Consulting, will serve as the staff for the ACBO and will coordinate and manage census outreach for Region One.

GOAL 2 Educating HTC populations about benefits of Census
Strategy: Starting with what works locally
Deep and meaningful community engagement is crucial to the success of the 2020 Census for the 17-County region, and Region One partners will approach the work with an intentionally community-centered approach. In order to develop a strong network of collaboration throughout Region One, the ACBO has prioritized the last month and a half meeting stakeholders throughout Region One by attending CCC meetings, visiting County staff throughout the region, meeting with legislators in Region One to provide information and education, and providing Funding Consortium Partners with tools and resources to engage with their local community networks and cultivate data for the development of the strategic plan and implementation plan.

It is essential to continue to involve partners from all areas of the Region to ensure the work of the Region One Partners is successful and meets the needs of all of the region's diverse community members. The Region One Partners have a proven track-record of serving the most vulnerable and HTC members of the community and have the capacity and motivation to develop, implement, coordinate and maximize resources, outreach activities, and leverage existing services to ensure a complete count. The ACBO seeks to coordinate efforts and link services to streamline the work of various stakeholders and meet Region One's 2020 Census goals.

Goal 3: Design new and innovative outreach strategies to reach HTC and vulnerable populations

The 2020 Census plan represents a uniquely comprehensive approach to census outreach for the region. In order to leverage the existing local strength within each of the counties, the ACBO has connected with each of the Region One counties to assess their existing capacities, strengths, and identify any gaps. The Funding Consortium Partners have already begun collecting local information and data from community partners via a Google Application (Appendix A) to gain clarity on the existing work and assets in their local County. Additionally, Multi-County Community Based Organizations responded to a survey to share their existing assets and resources and recommended strategies. The ACBO will review the data from the partners, CCCs, the State, and local CBOs to ascertain existing strengths and identify gaps. A substantial gap is a scarcity of infrastructure to conduct outreach to HTC populations throughout the vast geography which comprises Region One. Significant outreach has been conducted to identify and outreach to local organizations with the capacity and ability to reach HTCs, especially in rural communities and in counties where the County has opted-out of receiving State funding.

This plan recognizes that all residents count and that when we design strategies and tactics for the hardest-to-count and the most vulnerable members of the community, those strategies and tactics benefit all members of the community. This plan also takes into account that in order for a complete count to be achieved, a multitude of partners will need to be engaged in the outreach process. For many HTC and vulnerable populations, a variety of barriers will need to be addressed in order to connect with them and then additional steps will be necessary to convince them to complete the census online. The ACBO and Funding Consortium Partners will work collaboratively with local CCCs, CBOs, government agencies, State contractors and others to support local strategic plans and outreach efforts as well as assist with addressing identified gaps.

Strategy: Allocate resources, distributed through the Funding Consortium Partners, to support census outreach in HTC communities throughout Region One

The ACBO will provide several tools to the Funding Consortium Partners to support the distribution of resources to CBOs throughout the 17-County region. A tailored approach to resources allocation is necessary for Region One because of the range of existing resources, capacities, and HTC populations in each County. For example, some Region One counties, especially those that did not opt-in for State funding, have a smaller pool of CBOs and may not require an RFP process. Other counties which have developed local CCCs have already developed local outreach strategies and have identified gaps in partnership with local CBOs that the Funding Consortium Partner may choose to fund directly.

Motivating HTC residents across the diverse 17 County region to participate in the 2020 Census will require coordinated outreach by community-based organizations (CBOs). Given their deep relationships with and knowledge of HTC populations, CBOs are trusted messengers and will be critical to success in ensuring these groups are counted. The ACBO will provide Funding Consortium Partners with a template Request for Proposal (RFP) recommended timeline, RFP language and eligibility requirements. Proposals will be evaluated using the following criteria:

- Experience in community engagement, and/or robust civic engagement activities.
- Track record in community organizing, movement building and/or working as part of a coalition.
- Experience working with HTC audiences and issues that impact these communities.
- Clarity of project plan description and assessment of outreach activities.

The ACBO will also develop a detailed workplan template for Funding Consortium Partners who may choose not to engage in the implementation of an RFP and have already identified the CBOs who will meet the gaps identified in HTC community census outreach. However, as part of the workplan, the CBO must demonstrate that they have the resources, skills, and networks to successfully outreach in their particular counties. The workplan will request that CBOs respond with specific tactics, timelines, and explain their existing capacity for meeting the needs of HTC community members in their counties.

Funding Consortium Partners will communicate their resource allocation plans as well as their recommendations for CBO partners with the ACBO. The ACBO will discuss any remaining gaps or potential duplication of resource allocation with the Funding Consortium Partners before final decisions are made.

Strategy: Regional approach for greater impact on regional issues

Region One strategies will be focused and tailored to each identified HTC population in each County. Region-wide, the ACBO will work with Region One Partners and Statewide partners to address regional barriers. The ACBO has collected HTC Region One data (as presented in the Introduction section) and has also begun the process of truth-testing the data with local community residents and organizations. Current known barriers include:

- Distrust in Government: Research and testing has shown a significant increase in distrust of government nationally which can be extrapolated to apply to Region One's residents as well[4].
- Geography: Region One includes communities that are hard-to-reach based on geography. As a disparate and far-reaching region, housing and locations where communities connect and gather are scarce and far apart in many Region One counties.
- No/Low Broadband: Due to lack of infrastructure, broadband can be extremely limited even within the more populated areas of Region One's counties.

Through implementation planning, the ACBO will help to coordinate and leverage resources to remove barriers and support Region One Partner needs. The ACBO will support and coordinate the implementation of strategies and tactics.

Strategy: Align resources, data, and community-driven input

The ACBO will be responsible for ensuring a cohesive strategy by adopting a data-informed approach for Region One but at the same time truth-testing the hard data with community input from the Region One Partners. The project management team has designated a lead Data staff member with an extensive background and expertise in mapping and has previously managed expansive geographic campaigns and initiatives. The Data staff member has met with the State data mapping lead and has produced maps of counties within Region One to utilize for strategy development. The Data staff member will work alongside GIS staff in the various 17-counties to map the HTC hot spots and potential Questionnaire Assistance Centers and census kiosk locations utilizing SwORD and ArcGIS (a data mapping platform). Then, the ACBO and Region One Partners will review the maps to determine where to focus resources based on locations with significant HTC and least likely to respond populations.

[4] https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/communications-research/2020_cbams.html

The ACBO meets regularly with Funding Consortium Partners and Multi-County Community Based Organization Partners and also reviews HTC data to determine where the true gaps are in outreach services and resources. Due to the multi-faceted nature of census outreach, it is imperative that census leadership and partners understand all of the moving parts and work together to align efforts and resources to ensure a complete count. Cohesion occurs at multiple levels in Region One.

The ACBO and Region One Partners will support the local CCCs and CBOs to utilize the data to provide the appropriate incentives and/or motivational messages/collateral to the HTC and/or least likely to respond populations. The data will also be used to leverage existing assets and resources within communities to build off of the communities' strengths.

Approach

Models and Framework

Considering the expansive nature of region, coupled with the unique diversity in each of the region's 17 counties, no single model or framework can capture the multiple elements that are necessary to achieve the outcomes for the entire region. However, the Strategic Plan is guided by several evidenced-based models and frameworks to achieve a complete count in Region One. The models are further described below (and in Section 1.2 Partnership and Coordination):

Targeted Universalism
John A. Powell, an internationally recognized expert in the areas of civil rights and civil liberties developed a concept called Targeted Universalism. Powell suggests that "Universal programs have no less potential to exacerbate inequality than to ameliorate it. Treating people who are situated differently as if they were the same can result in much greater inequities.[5]" He suggests that in order to adequately solve the problems of diverse populations, such as the diverse populations in Region One, strategies must consider the "situatedness" of one's circumstance, and, in particular, race. Targeted universalism offers a useful tool to combat universal strategies and programs that turn a blind eye to the unique "situatedness" of diverse populations. "A targeted universal strategy is one that is inclusive of the needs of both the dominant and the marginal groups, but pays particular attention to the situation of the marginal group[6]." Targeted universalism does not promote an absolute universal that is likely indifferent to the reality that diverse groups are differently situated in relation to societal resources and institutions. Furthermore, targeted universalism "rejects the claim of formal equality that would treat all people the same as a way of denying difference" and strategies are not evaluated by the intent of the change but rather the actual outcomes[7].

Targeted universalism is an important tool for the work of the ACBO and Region One Partners. By considering the "situatedness" of the most vulnerable and those most negatively affected by community inequities, Region One Partners can adjust, refine, and direct current resources and services to the most vulnerable members of the community to support a complete count. Additionally, by meaningfully engaging with community leaders who are working on the front lines in serving these populations, and when appropriate, engaging directly with the targeted communities, the outreach

[5] Powell, J. A. (2008). Post-Racialism or Targeted Universalism. *86 Denv. U. I., Rev.*, 785-806.
[6] Powell, J. A. (2008). Post-Racialism or Targeted Universalism. *86 Denv. U. I., Rev.*, 785-806.
[7] Powell, J. A. (2008). Post-Racialism or Targeted Universalism. *86 Denv. U. I., Rev.*, 785-806.

efforts will be more strongly equipped with the direct expertise and knowledge of vulnerable and HTC communities, who will be, consequently, more empowered to participate in Census 2020.

1.2 Partnership Coordination -- Bidders shall provide a plan showing its integrated and coordinated approach to working with the U.S. Census Bureau, the CCC Office, cities, counties, schools, CBOs, and other civil society organizations to avoid duplication and to identify methodology to address gaps. Bidder shall also identify potential subcontractor(s) and provide their roles and responsibilities to reach HTC populations and communities.

The partners and census stakeholders identified in this strategic plan are not exhaustive and as part of the Collective Impact model and practice (further described below), the Region One Partners will regularly review its partner list, identify outreach gaps, and seek to engage additional partners as needed. Additionally, in the existing structure, there are multiple opportunities for any interested stakeholders to get involved with census outreach efforts.

The ACBO met early on in its initial planning to coordinate efforts with the U.S. Census Bureau and the State of California Census Office. Since then, the ACBO has partnered with U.S. Census Bureau representatives to coordinate outreach to community and government groups, identify local census workforce development opportunities and share information.

The ACBO is uniquely positioned to leverage the information and resources of the CA CCC Office since both are located in the same city. Already, the ACBO has leveraged in-person trainings, workshops, and meetings hosted by the Statewide Complete Count Committee.

As previously mentioned, the ACBO has coordinated with each of the counties within Region One and will continue to identify resources and activities throughout the region. The ACBO has also begun to engage with many cities within the region. The ACBO will continue to expand its network in schools, CBOs and civil society organizations to provide important information about existing outreach resources and assets to ensure a complete count, geographically throughout each County.

Collective Impact Model

The Collective Impact Model, a model for organizing work across multiple-sectors and systems is an ever-increasingly popular model adopted by many philanthropists, social scientists, and non-profit organizations designed to promote social change efforts. The model is touted as a best-practice for structuring work, resources and for clarifying roles among many stakeholders. The Collective Impact model offers a framework for setting up the appropriate conditions for meaningful collaboration to occur in Region One. The five conditions of Collective Impact are:

- COMMON AGENDA: A Common Agenda requires that each of the stakeholders develop a shared vision and understanding of the issue as well as a joint approach to developing a solution. Each of the stakeholders must also agree upon the actions required to address the identified problem. The work of the Project Management Team is designed to co-create the Common Agenda with the Region One partners, specifically the strategic plan and the implementation plan. The Project Management Team will work to ensure that Region One

Partners are operating based on the Common Agenda, which will involve coordinating and managing partner discussions.

- SHARED MEASUREMENT SYSTEMS: Shared Measurement Systems are an important condition of Collective Impact. Each of the stakeholders must also agree upon what is measured and reported. "Collecting data and measuring results consistently on a short list of indicators at the community level and across all participating organizations not only ensures that all efforts remain aligned, it also enables the participants to hold each other accountable and learn from each other's successes and failures"[8]. Section 1.5 Data Management more fully describes the systems that are designed to measure success in Region One.

- MUTUALLY REINFORCING ACTIVITIES: Mutually Reinforcing Activities requires that each stakeholder commit to undertaking a very specific set of activities which they excel in and, in doing so, supports and leverages the efforts of others participating in the Collective Impact initiative. "The power of collective action comes not from the sheer number of participants or the uniformity of their efforts, but from the coordination of their differentiated activities through a mutually reinforcing plan of action. Each stakeholder's efforts must fit into an overarching plan if their combined efforts are to succeed"[9]. As part of the overarching plan for Region One, each of the Region One Partners will implement a unique and also reinforcing set of activities to achieve a complete count. Each of the partners and their responsibilities and activities are further described below:

  The Funding Consortium Partners will continue to utilize County and State data and maps and identify targets (populations or areas) for aggressive outreach through community partners who may choose to engage in direct community outreach—connecting with as many people as possible through community spaces and events such as health and community fairs, farmer's markets, sports events, festivals, parades, etc. They are also developing strategic partnerships with the designated County(ies) and local government, schools, businesses, State agencies, and community-based organizations. Lastly, the Funding Consortium Partners are responsible for managing and coordinating CBO grantee partners for their designated County(ies).

  The role of the Multi-County Community Based Organization Partners is to align and implement strategies across Region One to leverage resources and networks. They are partnering with Funding Consortium Partners, local CBOs, local CCCs and other census stakeholders to strengthen census outreach.

  The role of the Community-Based Organizations is to report outreach and other important data/information to Funding Consortium Partners and to partner with Multi-County Community Based Organization Partners, local CCCs, and other census stakeholders to strengthen census outreach.

[8] Kania, J., & Kramer, M. (2011). Collective Impact: Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations. *Stanford Social Innovation Review*.

[9] Kania, J., & Kramer, M. (2011). Collective Impact: Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations. *Stanford Social Innovation Review*.

- CONTINUOUS COMMUNICATION: Continuous Communication is an important but time intensive process. Partners and stakeholders require time to see that they will be treated fairly and that decisions will be made objectively, based upon data and evidence; and not favoring one group over another. Often times groups are supported by outside facilitators with structured agendas. The ACBO along with the Project Management team, will provide internal and external communications support to ensure continuous communication about Census 2020 and census outreach efforts. External Communications will include reviewing previous and existing census collateral and other pertinent background materials, developing and refining census core messaging, and developing a website for Region One and census collateral as directed by the Region One Partners. Internal Communications includes weekly emails, rapid communications/messaging updates, and hosting convenings (as needed).

- BACKBONE SUPPORT ORGANIZATION: Backbone Support Organizations support and manage the coordination of the Collective Impact effort. "The backbone organization requires a dedicated staff separate from the participating organizations who can plan, manage, and support the initiative through ongoing facilitation, technology and communication support, data collection and reporting, and handling the myriad logistical and administrative details needed for the initiative to function smoothly"[10]. The ACBO serves as the Backbone Support Organization for Region One and will support and manage census outreach by providing the following:

    - Combine rigorous and insightful outreach planning and strategic development with implementation of effective creative solutions that educate, motivate, and activate Californians of diverse backgrounds and circumstances to self-respond to the 2020 Census.
    - Increase awareness and knowledge about the 2020 Census among HTC and least likely to respond populations, and ensure that all outreach, messaging, and publicity is culturally relevant and linguistically appropriate.
    - Provide oversight of contractor, grantees, and Census Partners which includes maintaining communication and connecting with State and Federal Census liaisons.

Race Equity Lens

The diversity throughout the Region is one of its greatest assets. Additionally, it requires that the work happening in communities consider race and ethnicity and the outcomes of various communities disaggregated by race and ethnicity to ensure that all community members are living up to their fullest potential. The ACBO and partners will adopt a race equity lens in order to adequately serve diverse communities with the appropriate resources and services.

Racial equity refers to what a genuinely non-racist society would look like. In a racially equitable society, the distribution of society's benefits and burdens would not be skewed by race. In other words, racial equity would be a reality in which a person is no more or less likely to experience society's benefits or burdens just because of the color of their skin. This is in contrast to the current State of affairs in which a person of color is more likely to live in poverty, be imprisoned, drop out of high school, be unemployed and experience poor health outcomes like diabetes, heart disease,

[10] Kania, J., & Kramer, M. (2011). Collective Impact: Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations. *Stanford Social Innovation Review*.

depression and other potentially fatal diseases. Racial equity holds society to a higher standard. It demands that we pay attention not just to individual-level discrimination, but to overall social outcomes.

1.3 Resources and Infrastructure – Bidders shall provide a primary designee who has data-management experience and knowledge who will interface with the Statewide Outreach and Rapid Deployment portal.

SwORD Background

SwORD is a data and mapping portal that will serve as an engagement platform to connect the State, governmental agencies, and strategic partners to organize people, processes, and technology, and share information, tools, and resources. SwORD will be used to share databases and geographical information on HTC communities, to identify gaps and redundancies, and to reallocate resources. In addition, SwORD will allow the State and its partners to monitor census response rates during Census 2020 and to rapidly adjust outreach/communication strategies in the field.

Questionnaire Assistance Centers and Kiosks

Questionnaire Assistance Centers (QACs), Questionnaire Action Kiosks (QAKs) shall be used to publicize locations where the public may receive information regarding the census in their native language and assistance completing the census questionnaire. Bidder shall identify a plan for establishing, managing, and announcing QACs and/or QAKs, which should include locations and resources. The awarded Contractor will work with their assigned State RPM to activate a reasonable number of QACs/QAKs within their awarded region.

Additional Resources

Bidders shall identify unique resources available to enhance outreach efforts.

Everyday Impact Consulting (EIC), a firm that the Foundation has already retained as the Project Management team for the Sacramento CCC, will also function as the subcontractor for Region One to provide general project management and coordination, information, tools, and training to Region One partners as needed. EIC is well-suited as the primary designee for utilizing SwORD and partnering with Region One Partners to identify locations for QACs and census kiosks. The founding principal consultant, Elaine Abelaye-Mateo, has extensive data capabilities, having led a nonprofit that received millions in grant dollars from foundations and government with qualitative and quantitative data reporting requirements. Her team has already been attending SwORD meetings and has participated in multiple pilot meetings for the SwORD portal to gather knowledge and keep abreast of the work moving forward.

The mapping process for Region One QACs and census kiosks will likely mirror the work of the Sacramento CCC, wherein Government Agencies, Quasi-Government Agencies and Community Partners were asked to identify locations for potential QACs and census kiosks. The comprehensive QACs and census kiosks list will be mapped and any gaps will be filled by community/governmental partners. The QACs and census kiosks will be announced via multiple communication methods including: e-blasts, website, press release, etc.

The Region One Partners will develop communication tools, incentive items, and other outreach resources provided by Statewide supporters. The Region One Partners will also leverage local

government resources working in coordination with the local CCCs and Government officials such as coordinating with the local Registrar to utilize top polling locations as QACs or census kiosk locations.

1.4 Training Methods – Bidders shall identify training methods to be used to conduct outreach, including the "Train the Trainer" method. Training shall include various topics, including informing the public on how to complete the census questionnaire online, as well as training staff and CBO subcontractors on how to use SwORD effectively.

The Region One Partners, with the support of the CCCs from Region One counties, County representatives, and other important stakeholders will implement a variety of trainings to build the capacity of the community partners and stakeholders who will be involved in census outreach. The ACBO is cognizant that the diversity of the region and its unique needs will require tailored training approaches streamlined for efficiency of time and resources. Training methodologies include the following:

1. Train-the-Trainer: The goal of the train-the-trainer methodology is to provide participants with the tools, skills, and knowledge needed for the participants to serve as future trainers of the same subject matter. As part of this methodology, trainers will offer training on the specific topic, share toolkits, and offer opportunities for potential trainers to practice their training and facilitation skills.

2. Web-based Training: Not all trainings will require in-person training settings. Region One Partners will utilize web-based training tools/webinars to promote accessibility in Region One, especially due to its wide-ranging geographic region, and of course, abilities by participants. In some cases, in person trainings will be recorded and uploaded onto online platforms for accessibility, augmented by assisted learning when necessary.

3. Application and Skills-Based Training: Certain trainings will be designed to promote instant application and support the skills development of the census partners and stakeholders. Participants will learn and apply skills as part of the training or workshop. The training topics may include: SwORD; community organizing and outreach; understanding data; census 101; and census assistance, assets and opportunities; Statewide strategies; and census communications, marketing and messaging.

1.5 Data Management -- Bidders shall describe how they plan on providing data in tabular and/or spatial format for the following:

- **Describe how Bidder intends to track outreach activities geographically.**
- **A description of software, staff capability and other resources to work with data to leverage outreach to the HTC/least likely to respond.**

Identify the geographic coverage area and communities served by the Prime Contractor, as well as partnering and subcontracting parties (as applicable).

In order to identify barriers, challenges, and opportunities for outreach to HTC and least likely to respond populations, the ACBO and Region One Partners will adopt several quantitative and

qualitative research methodologies including: analyzing existing Census data with SwORD HTC Index interactive maps, engaging trusted partners with knowledge of unique needs of vulnerable populations, and using participatory action research to directly collect information.

The collection of accurate, timely, and comprehensive census data is crucial to census outreach efforts. Under the leadership of the team's Data staff, the ACBO will be training partners and other census stakeholders on the various data management systems and tools to ensure comprehensive data collection. Region One Partners will access data and tools to inform and track outreach efforts for the entire Region One geographic area and intend to utilize three methods:

- Project management: Content Management Systems (CMS) will be used for project management and coordination, and include highly regarded platforms such as Asana, Trello, or Basecamp. Additionally, communications via Skype business or Slack prove to be excellent platforms for real-time communications.

- Real-time data capture and tracking: Political Data, Inc.'s (PDI) field application will be used to track, in real time, the progress of the canvassing operations and to note the geographic coverage of event-based organizing and education campaigns. PDI has been a leader in the field of data management and coordination since its founding and has continued to adapt and develop new systems to lead the industry. The PDI field application will enable canvassers to collect household data, upload this data to SwORD and allow groups in the field to see which houses have already been visited. This ability to coordinate canvassing efforts will be key to ensuring groups do not concentrate on the same houses, neighborhoods or tracts during their field intensive work. PDI's Tableau integration will also help partners identify what ground has been covered and where to prioritize their efforts.

- Data coordination and upload: The PDI system will allow groups to upload their data seamlessly to the SwORD system, ensuring that the State can see outreach progress, coordinate efforts of other Statewide partners, identify gaps in outreach and have a strong accountability system in place for the legislature and outside funders.

A data collection process will be designed to determine of all of the existing resources that partners have access to in order to connect partners to resources and to avoid duplication. Lastly, the ACBO will promote a cohesive and collaborative atmosphere in an effort to support shared ownership over Region One census vision, goals, and outreach efforts.

In addition to geographically mapping the HTC and least likely to respond populations, each Funding Consortium Partner and Multi-County Community Based Organization partner will provide substantial data about their unique populations, geographic areas, and/or sectors through additional data collection methods (Google Form and/or community worksheets). Specifically, community partners will be asked to identify barriers/challenges and potential deflectors. They will also be asked to identify potential motivators and resources needed to motivate their communities. The data cultivated will be used in a variety of ways.

The ACBO will work with the GIS teams from opted-in counties to identify the HTC populations within the County and coordinate deployment of the QACs and census kiosks. For counties that did not opt-in, the ACBO will rely on SwORD. The locations for the QACs and census kiosks will be determined by overlaying available government and community facilities over the HTC populations, focusing on

locations in areas of highest HTC concentrations. The ACBO will collect possible QAC and census kiosk locations from its Region One Partners, other non-profit and community groups and local governments with an understanding of what sites could be staffed for question assistance, hours of operations for best use of kiosks, and other vital information to help in determining the best locations for the QACs and census kiosks.

Once the extensive regional list is developed, the ACBO will work in conjunction with the Region One Partners and counties to utilize all of the data available to identify the highest concentration of HTC populations through the use of SwORD, the ACS survey, and other County data to inform decisions on best placement of the QACs and census kiosks. The overlay of HTC data and site locations with staffing options will be vital in determining the best locations for QACs to serve the HTC populations and areas with the lowest probable census return rate.

1.6 Language and Communication Access Plan – Contractor shall provide a plan that includes strategies, tactics and resources, including partnerships, to address language access in the Region in which the Bidder is providing a proposal. In order to reach the HTC populations with limited English proficiency (LEP) and other communication access needs, Bidders shall include in their Language and Communication Access Plans the following components:

- **Identification of no less than the top six (6) non-English languages spoken among HTC populations and a description of where within the region these spoken languages are clustered.**
- **Strategies, methods, tactics and resources to be utilized to reach out to LEP populations in the specified region.**
- **Number of proposed QACs/QAKs to assist with filling out census forms, including in-language assistance to LEP HTC individuals, and where within the region these will be located.**
- **Description and quantification of any other physical places and/or methods (call centers, libraries, mobile resources including vehicles) that will provide assistance in- language to LEP HTC populations.**

List of all entities/organizations/sub-contractors (if available), to conduct in-language outreach services, along with resumes of team members who will conduct this work.

Notably, with the exception of Sacramento County, the other 16 counties that comprise Region One include two required languages: English and Spanish. However, Region One will utilize other translated materials from Statewide partners and/or developed by other counties and/or ACBOs to provide language resources in other languages spoken in Region One (i.e. Korean, Hmong, Punjabi, etc.). The language analysis provided in the Introduction section demonstrates the top non-English languages spoken in households in the specific counties that are home to those speakers.

Region One has adopted a Language Justice Plan that will meet current requirements and is a plan that we believe will exceed the requirements of the State's Language Access Plan. Language Justice will ensure that the diverse voices of the counties throughout Region One are co-creating strategies to ensure access to census information and allows for local partners to be actively involved in implementation of census language strategies and tactics as well as implementing diverse information-sharing activities.

Language Justice is “about building and sustaining multilingual spaces so that everyone’s voice can be heard both as an individual and as part of a diversity of communities and cultures.” Language justice honors language and culture as fundamental human rights and does not settle for the status quo but rather alters institutions to provide space for full participation.

Interpretation
Interpretation is a critical skill to ensure a complete count of HTC and least likely to respond populations. While trainings and even licensing programs exist for medical and legal interpretation, a different set of skills and strategies are necessary for interpreting in community settings. Census outreach partners may coordinate with local partners to develop an initial list of interpreters who come from the community and can work with community groups to engage in census outreach and implementation work. Additionally, Funding Consortium Partners will work with local CCCs and local government with large networks and have the capacity to identify interpreters who speak the necessary languages for community engagement.

Translation
Translating census materials deepens the census outreach work. By translating materials, residents can take them away from census meetings and events and share them with their families and communities. Through translation, Region One Partners move from holding an event or meeting to furthering the census outreach process. The ACBO understands that translation is about equitable access to information.

QACs and Census Kiosks
As described in Section 1.3 Resources and Infrastructure and 1.5 Data Management, the locations of the QACs and kiosks will be determined by a combination of data and local community input and prioritization. By far, Sacramento County will have at least a minimum of 14 QACs and/or census kiosks based on the Complete Count Committee organizational composition, and it is likely that the Multi-County Community Based Organizations may want to host multiple locations throughout the region. The Region One Partners have begun to develop a list of locations for potential QACs and census kiosks; however, the partners will utilize the implementation planning workshop to share and reconcile QAC and kiosk data and prioritize based on need. While it is too early to tell exactly how many QACs and census kiosks will be required in Region One, Region One Partners will work closely with local community partners to determine locations. The implementation planning workshop will also allow for Region One Partners to overlay language capacity and needs as related to QACs and census kiosks to make final determinations about locations and placement.

Community Outreach
The ACBO will ensure local CBOs invest in translating census materials for outreach designed for their targeted HTC populations. The ACBO is also mindful to leverage any existing resources as described in the Resources and Partnerships Section above. Outreach can become “in-reach” by sharing census information and communicating with diverse communities in their primary language (the language of their choice). Having outreach materials translated to the languages spoken and read in the HTC populations offers an opportunity for community members and allies to do census outreach with their families, neighbors, and friends. The ACBO has met with many of the Statewide CBOs leading outreach efforts in specific HTC communities and will leverage their in-language resources to provide additional supports for Region One such as NALEO’s call-in information line. Additionally, there will be natural spaces to leverage for information and education-sharing with non-English community members such as ethnic markets and restaurants, places of faith and/or worship, healthcare clinics, human assistance offices, boba tea shops, healthcare clinics and schools.

1.7 Workforce Development

A. **Bidder shall provide a plan describing how it may assist the U.S. Census Bureau with local hiring of census enumerators and other personnel. Based on previous census efforts, it is known that hiring locally for these critical jobs is an important factor in establishing trusted messengers that may impact the enumeration positively.**
B. **The CCC Office wants to ensure that those providing community outreach are indeed trusted messengers.**
    1. **Please explain what makes your community outreach workers trusted messengers in the community.**
    2. **Please include a detailed summary of your criminal background check screening process for community outreach workers, including any existing policies and procedures. If your organization does not currently have a process, describe the processes and procedures that will be implemented for Census 2020 outreach efforts.**

The ACBO will work with Region One Partners, local CCCs, CBOs, and local Workforce Investment Boards (WIBs) to assist the U.S. Census Bureau with hiring local census enumerators and other personnel who have deemed as trusted messengers based on their experience and familiarity with the area and/or HTC population. The ACBO recognizes the numerous challenges of accurately counting noncitizens, especially undocumented members of the community; however, local governments and their partners have significant workforce development infrastructure and capacity that can be leveraged, and various community groups have also been discussing solutions to these issues, including:

- Partnering with CBOs and trusted messengers in local communities to advertise census jobs through various distribution channels and assist interested applicants to apply;
- Partnering with local government agencies and stakeholders to advertise census jobs through their distribution channels and networks;
- Conducting social media efforts to complement the Census Bureau's own recruitment methods, which are expected to be limited;
- Recruiting enumerators from pools such as workers engaged with local WIBs or social service agency clients with work requirements associated with their benefits or programs;
- For those interested in employment and who possess the skills but are deemed ineligible to work as enumerators – such as noncitizens – connecting them with census outreach jobs with other employers, such as CBOs;
- Providing training to prospective enumerators, increasing their skillset and qualifications for the role and preparing them to succeed in the Census Bureau's screening and selection process.

The community outreach workers who will be identified to provide support for the 2020 Census have been deemed trusted messengers in their respective communities, based on two factors: 1) they are respected leaders and bridge-builders in the various target populations based on State information and local knowledge; and 2) outreach workers who have a clear understanding and a track record of outreach in specific geographic areas which have been deemed to be least likely to garner census responses (determined through the use of census tract data segmented by the lowest 2010 census response scores).

Pending clarification of California Labor Code section 432.7, which went into effect on Jan. 1, 2019, the Foundation does not currently require a criminal background check. The law prohibits employers from asking job applicants to disclose criminal convictions unless the employer is required by law to obtain a background check. In the case of community partners, they will need to abide by their individual organizational hiring policies and practices when screening outreach workers and conducting criminal background checks. All Region One partners will adhere to the appropriate legal requirements as prescribed by California and Federal law.

1.8 Region(s) Budget -– Bidders shall provide a budget proposal of the Regional allocated funding provided by the State which shall include, but not be limited to:

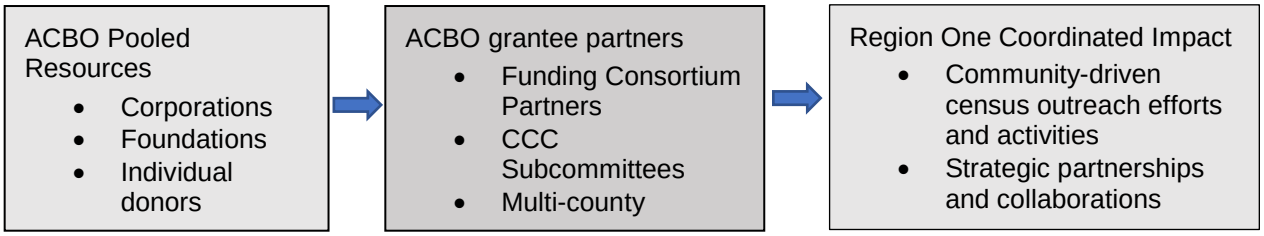
- **Administrative costs (not to exceed 10% of total allocation). Bidder shall identify cost breakdown of Executive team and range of salaries for paid employees assigned to the resulting contract. Administrative costs include, but are not limited to: human resources, budgeting, contracting, legal, facilities, information technology equipment and support, etc.**
- **Outreach – Bidder shall identify the budget allocated for providing outreach to HTC populations, as identified in Section 1.1, of Scored Requirements. Budget must cover the entire outreach period, including non-response follow-up period (NRFU). Outreach costs include all costs related to doing outreach, such as, hosting an event (which may include facility rental, food, etc.), hiring outreach workers, outreach materials, etc.**
- **Media (if applicable, or to the extent that media is included in Strategic Outreach Plan).**

Note: Budget proposal not to exceed the allocation amount identified in Attachment 2, Funding Allocation.

For each of the 3 bullet points above, bidders shall include a breakdown of the percentage or amount of the budget that will be performed by subcontractors.

The budget (see Attachment B) is very modest for the size of Region One. The methodology to determine each County's share replicated the percentages used by the State in its allocation of County funds, which was primarily based on the HTC Index, and then proportionately reduced by the anticipated ACBO administrative, overhead, management and marketing costs. Funding will be allocated to Funding Consortium Partners to distribute funds to local CBOs in each Region One County for census outreach. The funding model is equitable and the most viable way to accommodate allocating resources for outreach in the 17-County region, especially in harder-to-count areas, like Sacramento, which are especially underfunded. For counties which have not opted in to engage in census activities, the ACBO will utilize those redirected funds and earmark funding which was meant for that particular County as directed by the State.

The ACBO will also develop a fundraising campaign for Region One prioritizing resources in counties with large HTC populations. The fundraising campaign will include a Pooled Fund. In a pooled fund, multiple donors make grants to a single entity, in Region One that entity will be the Foundation. The pooled fund will allow the ACBO to increase its resources and inevitably have a greater impact in Region One. Notably, pooled funds and funding from the State will be managed, allocated, and tracked separately.



While State and County funding will be allocated to Funding Consortium Partners to distribute to CBOs in each County, pooled funding will be separate and will target specific HTC communities or needs.

1.9 Timeline/Calendar -- Bidders shall provide a timeline of activities during the term of this contract.
Bidder shall also provide plans for "Be Counted California" events during March and/or April 2020.

A comprehensive timeline that includes planning, implementation, and non-response follow-up is provided (see Attachment C).

1.10 Volunteers Plan – Bidders shall describe plans to leverage volunteers and identify outreach activities, planning, and resources where volunteers may be utilized.

Volunteers from throughout Region One will be one of its strongest assets. Region One Partners, namely the CBOs have longstanding volunteer engagement infrastructures utilizing promotion, training, and partner support to create an engaged and effective volunteer base.

- Program Development: The ACBO and Region One Partners will coordinate with local CBOs to develop a volunteer program, for organizations and individuals, interested in serving the local CCC and HTC communities to meet specific census goals and objectives. The Region One Partners will train on the importance of census volunteers as well as how to deploy volunteers for census within existing volunteer outreach and engagement efforts.

- Promotion and Recruitment: The ACBO and Region One Partners will support efforts to raise the profile of volunteering across Region One though the development and distribution of volunteer recruitment information, promotional items, and social media advertising.

- Trainings: The ACBO will identify facilitators who will facilitate train-the-trainer sessions for staff, volunteers and others who will be engaging with community members on the census to ensure consistent implementation of the volunteer program. The trainings will also serve as vehicles to help disseminate information to other CBOs and community partners and help staff QACs.

- Feedback: The ACBO and Region One Partners will provide opportunities to share information and receive feedback to improve practices and retention; provide outreach effort updates, and

distribute information to keep volunteers informed and engaged; and provide volunteers with what they need to be prepared and motivated to outreach in their communities.

- Celebrate and Recognize: Volunteers' commitment and time will be celebrated and recognized throughout the census outreach.

The ACBO will adhere to the background and hiring requirements as outlined in the contract. Region One Partners will directly oversee the volunteers and the activities the volunteers participate in. The ACBO will work with the Region One Partners and the State to understand volunteer standards and guidelines that was recently released on May 23, 2019.

1.11 Social Media and Non-Traditional Communications Methods – Bidders shall describe their unique methods of providing outreach via digital and social media and other non-traditional communications methods.

Every community has a preferred social media platform and preferred usage of the platform. The Funding Consortium Partners will inform the ACBO of which social media platforms are best suited for the HTC populations they seek to reach. The ACBO will work with partners to focus the social media strategies on three priorities:

Amplify and Accelerate Messaging: The ACBO will work with partners to identify opportunities to integrate census messages into the online conversation, leveraging trusted voices to expand reach and building credibility.

Promote event and participation: Using tools and customizable materials, the ACBO will work with the Funding Consortium Partners and CBOs to promote census events and QAC/Ks, encourage self-response, and the importance of the census.

Combat Misinformation: With the implementation of the new census, fewer in-person enumerators, the elimination of Federally-operated QACs, and the potential of a Citizenship question, it is anticipated that there will be confusion, frustration and misinformation regarding the census. The ACBO will work with the State media contractor and partners to develop and distribute messaging, rapidly to address and correct misinformation and community concerns within the HTCs.

The ACBO will work with the entire region to communicate main, topline messages that are consistent, accurate, and focus on the importance of completing the census. Utilizing social media materials and resources from statewide entities, the ACBO will provide technical assistance for the development of customizable templates for partners including but not limited to:

- Toolkits and guides
- Customizable templates and graphics
- Infographics
- Videos
- Messaging to address changing concerns

1.12 Ethnic and Hyper- Local Media Plan (Optional/Non-Mandatory Requirement)—Bidders shall describe their plan to utilize ethnic and hyper-local media.

As stated previously, while Region One is a diverse region, several of the counties lack the infrastructure and/or capacity and resources to connect deeply in communities of color. This deficit is exemplified by the lack of existing networks and relationships with traditional and ethnic media outlets. In these counties, Region One partners will focus on community newsletters (print/electronic), mailers, and other communication avenues focused on specific HTC communities. Other communication tactics such as PSAs (audio and visuals) will be developed and distributed via online and social media platforms or directly distributed to communities through mobile devices when and where possible.

In the more populous counties such as Yolo, Sacramento, and Butte, Region One partners will utilize ethnic media with specific outreach activities tailored to the HTC populations and their trusted media outlets. Activities identified in those counties include but are not limited to:

- Messages
- Materials (infographics)
- PSAs
- Events
- Billboards
- Bus/Light Rail wraps

Region One plans to work closely with the Statewide Media Contractor to provide community input and insight on which ethnic media partners are essential to reach the HTC community, what messages and key visuals resonate best with the HTC populations. Region One will also support regional media buys tailored toward HTC populations region-wide to reach as many HTC communities as possible especially in areas that lack local media and local ethnic media.

ATTACHMENT A
CBO Outreach Interest Form

The Sacramento Region Community Foundation (SRCF) serves as the Administrative Community-Based Organization (ACBO) for Region One and will be tasked with developing a strategic outreach plan for the census in the following counties: Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, and Yuba.

SRCF will contract directly with local funding consortium partners, of community foundations, throughout Region One who will then work with Community-Based Organizations (CBOs) in these counties as grantees to conduct local census outreach. If you are a CBO that is interested in participating in the 2020 Census outreach efforts through your Region One funding consortium partner (see image below) and be included in the strategic outreach plan, or otherwise wants to assist with developing the strategic outreach plan please fill out the form below.

According to the CA Complete Count Office, the HTC populations for census purposes are: Latinos, African Americans, Native Americans and Tribal Communities, API, Middle Eastern/North Africans, Immigrants and Refugees, Farm-workers, People with Disabilities, LGBTQI, Seniors, Homeless Individuals and Families, Children ages 0-5, Veterans, Areas with limited broadband access, and Households with limited English proficiency.

Region One Funding Consortium Partners

County	Funding Partner
Butte	North Valley Community Foundation
El Dorado	El Dorado Community Foundation
Placer	Placer Community Foundation
Sacramento	Sacramento Region Community Foundation
Shasta	Shasta Community Foundation
Modoc	
Siskiyou	
Tehama	
Colusa	Sierra Health Foundation
Glenn	
Lassen	
Plumas	
Nevada	
Sierra	
Yuba	
Sutter	
Yolo	Yolo Community Foundation

1. Organization Name:
2. Primary Contact Name:
3. Primary Contact Email:
4. Primary Contact Phone:
5. Organization Address:
6. Is your organization a 501(c)(3)

   __ Yes

   __ No
7. Counties Served

   __ Butte

   __ Colusa

   __ El Dorado

   __ Glenn

   __ Lassen

   __ Modoc

   __ Nevada

   __ Placer

   __ Plumas

   __ Sacramento

   __ Shasta

   __ Sierra

   __ Siskiyou

__ Sutter

__ Tehama

__ Yolo

__ Yuba

8. Populations Served (refer to list above for HTC populations we are seeking to reach)

9. Please provide a brief summary of your organization's work. (2 or 3 sentences maximum)

10. The regional strategic outreach plan will include a range of Census outreach activities. Please select the type(s) of Census outreach that you plan to participate in.

    __ Organizing and hosting outreach events

    __ Canvassing

    __ Enumerator recruitment

    __ Hosting Questionnaire Assistance Center(s) and/or Questionnaire Action Kiosk(s)

    __ Digital and social media outreach

    __ Engaging ethnic and hyper-local media

    __ Assisting with materials and communications creation

    __ Other

11. Please briefly describe your plans for the Census outreach activities you identified above. (2 or 3 sentences maximum)

12. The regional strategic outreach plan will include a plan to provide language assistance to people with limited English proficiency. Please select the type(s) of language assistance that you are interested in participating in.

    __ In-language outreach to people with limited English proficiency (e.g., community events, canvassing, distributing GOTC messaging)

__ Providing in-language assistance to people with limited English proficiency (e.g., hosting Questionnaire Assistance Centers or Kiosks)

__ Translating materials and communications

__ Reviewing materials and translations for accuracy and cultural appropriateness

__ Placing Get-Out-the-Count information with ethnic media

__ Other

13. Please identify the languages in which your organization can provide assistance.

14. Please briefly describe any Census outreach work that your organization has done in the past. (2 or 3 sentences maximum)

15. Are you already engaged with your County's Complete Count Committee?

__ Yes

__ No

__ Not Yet

16. Other information Sacramento Region Community Foundation should know, but did not ask about.

ATTACHMENT B: Region One Budget
California Complete Count – Census 2020

Line Item	ACBO Allocation	Budget Justification
OPERATIONS	**$460,571.00**	**Required support to manage the ACBO contract and Region 1 complete count efforts**
Personnel	$35,507.70	Staff allocations include the Director of Grantmaking, Program manager, and other admin to manage ACBO contract and grantee relationships; leadership staff are donating in-kind
Meeting costs	$40,000.00	Support Region One for meeting convening costs (food, venue and convening costs), travel, technology, marketing/incentives, etc.
Project Management (subcontractor)	$125,000.00	The ACBO has retained Everyday Impact Consulting to provide project management for Region One.
Multi County Community Based Organizations	$87,000.00	Reflects additional funding to support our multiCounty partners who have a regional footprint in Region One
Overhead	$173,063.30	At designated 10% allocation per RFP
HTC FUNDING CONSORTIUM PARTNERS	**$1,270,062.00**	**We recognize that the HTC outreach budget is a bare bones budget for HTC outreach. Our hope is that additional State funding and available County allocated dollars for counties (especially those that did not opt in) will help augment targeted and strategic outreach in HTC communities throughout R1. Values determined using State ratios for County allocations.**
Butte	$180, 562.00	Grantee Partner: North Valley Community Foundation
El Dorado	$134,000.00	Grantee Partner: El Dorado Community Foundation
Placer	$44,000.00	Grantee Partner: Placer Community Foundation
Sacramento	$383,000.00	Sacramento Region Community Foundation
Shasta	$44,000.00	Grantee Partner: Shasta Community Foundation
Modoc	$10,000.00	
Siskiyou	$67,000.00	
Tehama	$33,000.00	
Colusa	$10,000.00	Grantee Partner: Sierra Health Foundation
Glenn	$67,000.00	
Lassen	$67,000.00	
Plumas	$32, 500.00	
Nevada	$33,000.00	
Sierra	$32,000.00	
Sutter	$33,000.00	
Yuba	$44,000.00	
Yolo	$56,000.00	Grantee Partners: Yolo Community Foundation and Sacramento Region Community Foundation
TOTAL:	**$1,730,633.00**	

Region One Funding Consortium Partners: Detailed

Funding Consortium Partners	County	Dollar Amount	Non-opt in Counties Amount	Total**
North Valley Community Foundation	Butte	$60,000	$120,562	**$180, 562**
El Dorado Community Foundation	El Dorado	$44,000	$90,000	**$134,000**
Placer Community Foundation	Placer	$44,000		**$44,000**
Sacramento Region Community Foundation	Sacramento	$383,000		**$383,000**
Shasta Community Foundation	Shasta	$44,000		**$44,000**
	Modoc	$10,000		**$10,000**
	Siskiyou	$22,000	$45,000	**$67,000**
	Tehama	$33,000		**$33,000**
Sierra Health Foundation	Colusa	$10,000		**$10,000**
	Glenn	$22,000	$45,000	**$67,000**
	Lassen	$22,000	$45,000	**$67,000**
	Plumas	$10,000	$22,500	**$32,500**
	Nevada	$33,000		**$33,000**
	Sierra	$10,000	$22,500	**$32,000**
	Yuba	$44,000		**$44,000**
	Sutter	$33,000		**$33,000**
Yolo Community Foundation/ Sacramento Region Community Foundation	Yolo	$56,000		**$56,000**

Note: The distribution of funding to Funding Consortium Partners is contingent upon timely State funding release of fund to the ACBO.

ATTACHMENT C
TIMELINE

Date	Action Item
March 15	Notice of intent to award SRCF the ACBO region One Contract
Late – March	Develop launch materials for Funding Consortium Partners
April	Outreach and educate Funding Consortium Partners on census structure, roles, and next steps
May	Support Funding Consortium Partners, local Complete Count Committees, and CBOs to connect and identify needs and strategies.
May	Connect with Statewide contractors to identify resources and strategies planned for Region One
May 31	SRCF submits Strategic Plan to the State Regional Project Manager
By June 14	Hold call or meeting with CBOs by County to provide : • CBOs census Overview • Review Strategic Plan • Outline upcoming tasks and needs
June 17	Implementation Planning Meeting #1: Sac State Alumni Center
June 24	Implementation Planning Meeting #2: Red Bluff Community Center
July	Meeting(s) to address Implementation Plan Needs
July	Finalize Funding Allocation Process for Funding Consortium Partners
July 1	First ACBO Quarterly Report Due
July 15	Identify Resources, Needs and Gaps Training Plan Complete
By July 31	Identify: • Interpreters and equipment • Identify QAC/Ks locations Complete: • Outreach strategies • Communications/Social Media plan
August	Funding Consortium Partners begin identifying potential funding recipients in Region One
September 30	Funding Consortium Partners notify funding recipients

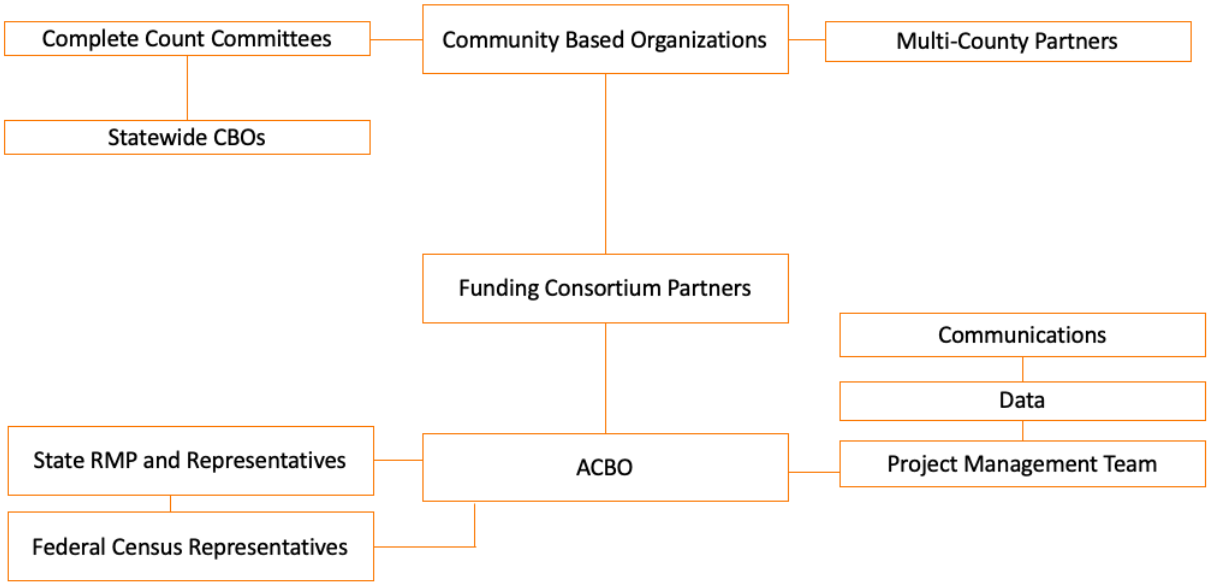
Mid-October – December	Conduct: • Trainings o Volunteer o PDI, Data, and Reporting Requirements o Census 101 and census Assistance o Community Outreach • Outreach o Important/large events o Organize community leaders/officials o Other key strategies
September	Second ACBO Quarterly Report Due
October 1	Implementation Plans Due to ACBO
October 30	ACBO Implement Plan Due
January – Mid-March	Conduct: • Trainings • Outreach strategies • Prepare for QAC/Ks opening • Develop and distribute materials/messaging for CBOs
February 15	Nonresponse Follow Up Implementation Plan Due
Mid-March – April 31	Launch Full Campaign: • Host 2020: Be Counted Event • Provide technical assistance by hosting Census Action Kiosks (CAKs) • Coordinate Region One activities/events o Engage in direct contact outreach o Continue educational workshops/presentations o Other activities and strategies • Provide technical assistance by hosting Census Action Kiosks (CAKs) • Develop and distribute materials/messaging for CBOs
May – July 31	NRFU Activities
September 30	Final ACBO Report Due

Ongoing Activities
Weekly Email Updates
Rapid Response Updates
Complete Count Committee Meetings
Region One Convenings
Material Development and Distribution

Note: This timeline is contingent upon timely release of State funds to the ACBO.

ATTACHMENT F: REGION ONE ORGANIZATIONAL CHART

REGION ONE ORGANIZATIONAL CHART



ATTACHMENT G: COMMUNIQUE TO PARTNERS

An illustration of the ACBO's steadfast leadership during the pandemic is provided below. This is an email from Niva to the Region One partners on March 13, 2020:

Hello Partners,

Thank you for joining the call yesterday. I hope you all found it helpful on how to move forward with Census activities while being safe. We understand that public events and/or face-to-face activities may need to be rescheduled, postponed and/or canceled. Please email Lindsey with any updates and/or changes and feel free to reach out to her or me for more guidance on alternative strategizing/planning. Lindsey will send out updated trackers to you soon. Finally, the State is working with News and Review to put together a Census focused edition that can be distributed in rural areas. We will work with them to send to you directly for you to distribute to your partners. If you do NOT want these materials, please let us know.

Below is guidance from the State on a few steps we can take right now:

- At QAC sites, tables or other events, use hand sanitizer and & wipe down tablets/computers or other devices between each use with disinfectant. (May use outreach funds for sanitizing stations, wipes, etc.)
    - (The CDC gives instructions on how to make disinfectant with bleach if you cannot wipes find any in stores right now)
- Make sure that your organization has access to a digital platform to facilitate virtual meetings. If you haven't already, start an account with zoom, Google g-suite, free conference call, etc.
- Consider phone banking applications. If you are already using phone and text banking, consider expanding efforts - Reach out if you do not already have a PDI account and we will help get you set up.
- Bolster any and all social media and electronic platforms – get the message out that the Census here and the time to complete it is NOW!

Emphasize: The census is easy and safe to complete at home. Everyone can complete it on-line, by phone or wait until mid-April and the paper census questionnaire will be mailed to homes to complete and return mail to the US Census Bureau (USCB).

- If people want more information on how to complete the census, they can call the USCB Help line in English 844-330-2020. Visit the USCB Responding by Phone page for more information and for live agent support lines in Spanish, Mandarin, Cantonese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, or Japanese; or watch this short video https://www.census.gov/library/video/2020/english-video-guide-complete-2020-census-online.html
- For households with children at home, here's a link for fun census activities https://www.wecountkids.org/early-childhood-curriculum
- Prepare a contingency effort and brainstorm back up event and outreach strategies.

Be prepared to shift to more virtual outreach strategies. Some of those strategies **may** include:

- If you are unable to reach your pledge card, canvassing, or event goals due to events being cancelled, you may shift your staff time to
- phone banking your member lists or calling through the voter file or other database.
- If you are organizing events - lean into earned media and digital events/strategies. The goal is to make sure that communities hear from trusted messengers that it's time for census to go live. Reach out to your Communications Specialist for technical assistance. (Taylor.Stephens@census.ca.gov and Dayanna.Macias-Carlos@census.ca.gov)
- Organize trainings as webinars instead of in-person
- Lean into social media strategies to collect pledge cards and/or conduct outreach. Get creative with social media posts, Facebook live, etc.
- **Prior to cancelling, downgrading, or changing events identified in your Implementation Plans, please inform Lindsey Nitta. She can also provide help in developing alternative strategies.**

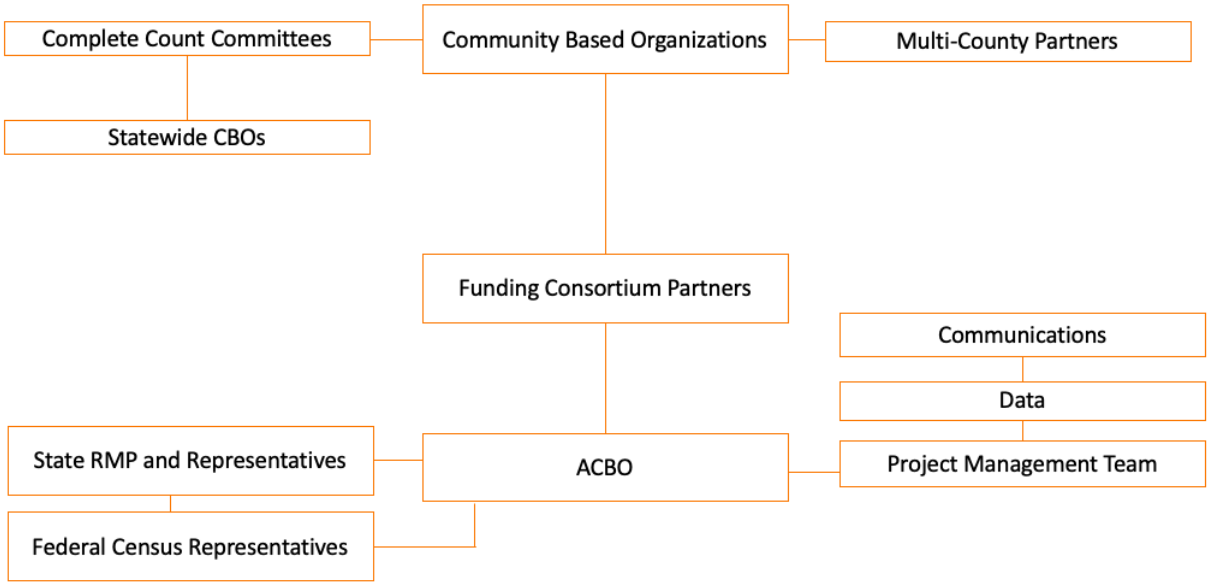
Thank you again for your leadership and partnership during this critical time!

Warm regards,

Niva Flor, Ph.D.
Chief Impact & Strategy Officer

ATTACHMENT F: REGION ONE ORGANIZATIONAL CHART

REGION ONE ORGANIZATIONAL CHART



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Niva Flor, Ph.D.
Chief Impact & Strategy Officer

Sacramento Region Community Foundation
Final Report Resource List Links

Resources - 2020 Census - Sacramento Region Community Foundation (norcalcensus.org)

Dropbox - CENSUS RESOURCES - Simplify your life

R1 and Sacramento Network Maps - Google Slides

Census Post-Activity Outreach Form (google.com)

Region One Implementation Plan.FINAL_11_6_2019.pdf - Google Drive

Region One - Comprehensive Partner List - Google Sheets

20-1397-2 Census Final Report.pdf - Google Drive

Dropbox - Communications - Simplify your life

COUNT ON CENSUS 2020

Respond when you receive your 2020 Census Questionnaire

In your area, the best way to respond to the US 2020 Census is with the unique Census ID they provide. When you receive your materials at your door, you can choose to:

- Complete and mail back the enclosed paper questionnaire.
- Call to respond using your Census ID.
- Respond online using your Census ID at my2020census.gov

Why can't the US Census Bureau mail me the census information?

The US Census Bureau does not mail to areas without mail service or non-city style addresses (PO boxes, rural routes, etc.). To make sure they reach everyone, census workers must: Canvass your area, use a laptop to update their address list, and link a census questionnaire to your home's physical location and leave it at your front door for you to complete either online, by mail, or by phone.

What if I've already responded?

The US Census Bureau will try to match your respond to your address, but may not be able to do so. Please fill out the census when you receive your census ID to ensure you are counted and so a federal worker will not have to visit your household.

For more information , visit: www.2020census.gov

CHICO STATE

WILDCATS COUNT!

Census 2020

1. Get counted --- go to 2020census.gov or scan this QR code with your phone camera!

2. Fill out the survey and list where you live on April 1!
   (your address on that date, not where you're from)

3. Do your happy dance for representing your community!

JUNE 10, 2020 04:23 PM , UPDATED JUNE 23, 2020 10:05 AM

ORDER REPRINT ⟶

Participants attend a Sacramento County Complete Count Committee Gathering. MARK FREEMAN *COURTESY OF SACRAMENTO COUNTY REGION FOUNDATION*

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04:27 Powered by **Trinity Audio**

Field operators are stepping up efforts to contact hard-to-find community members in Sacramento following the resumption of census counting that was

TOP ARTICLES

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Field operators will receive safety training, comply with social distancing protocols and be provided with personal protective equipment, according to the Census Bureau.

Breaking news & more

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SIGN UP

“The counties in Region One are extremely diverse in population and geography, and we are committed to supporting a complete count in each of them,” said Linda Beech Cutler, chief executive officer of the Sacramento Region Community Foundation.

Harjit Singh, director of personnel for the Jakara Movement, a Californian Sikh community organization, said his organization has been conducting outreach in Sutter, Placer, Sacramento and Yuba counties to help reach the hard-to-count communities. While door-to-door canvassing had been effective in outreach before March, Singh said the organization had to re-strategize with statewide stay-home orders in place during March.

With limited interactions, the Jakara Movement has taken its outreach to radio.

“Through various radio programs, we have provided important census information and updates, and we have also shared a census hotline number for listeners from hard-to-count populations,” Singh said.

Among the misconceptions: that April 1 was the deadline for filling out the census. Singh said community members have been heartened to learn that April 1 was simply the launch date for the census questionnaire.

“Through our hotline, we have connected with thousands of ... community members who need help completing the census,” he said, adding that the Jakara Movement will resume phone-banking as census outreach this month.

Gabby Trejo, co-chair of the Sacramento Complete Count Committee and executive director of Sacramento ACT, a community-building and advocacy organization, said the group has worked with clergy and faith leaders across the region to ensure that they are educating their congregations about the importance of completing the census.

Community leaders in other counties also shared their strategies amid COVID-19. Michelle O’Gorman from the Siskiyou Community Resource Collaborative, said her group worked closely with the food donation task forces to put census flyers in every bag of food.

Place a Digital Ad

Place a Newspaper Ad

COPYRIGHT

COMMENTING POLICY

CORRECTIONS POLICY

PRIVACY POLICY

DO NOT SELL MY PERSONAL INFORMATION

TERMS OF SERVICE

CENSUS 2020

Seng S. Yang, Director

Ge Yang, Program Manager

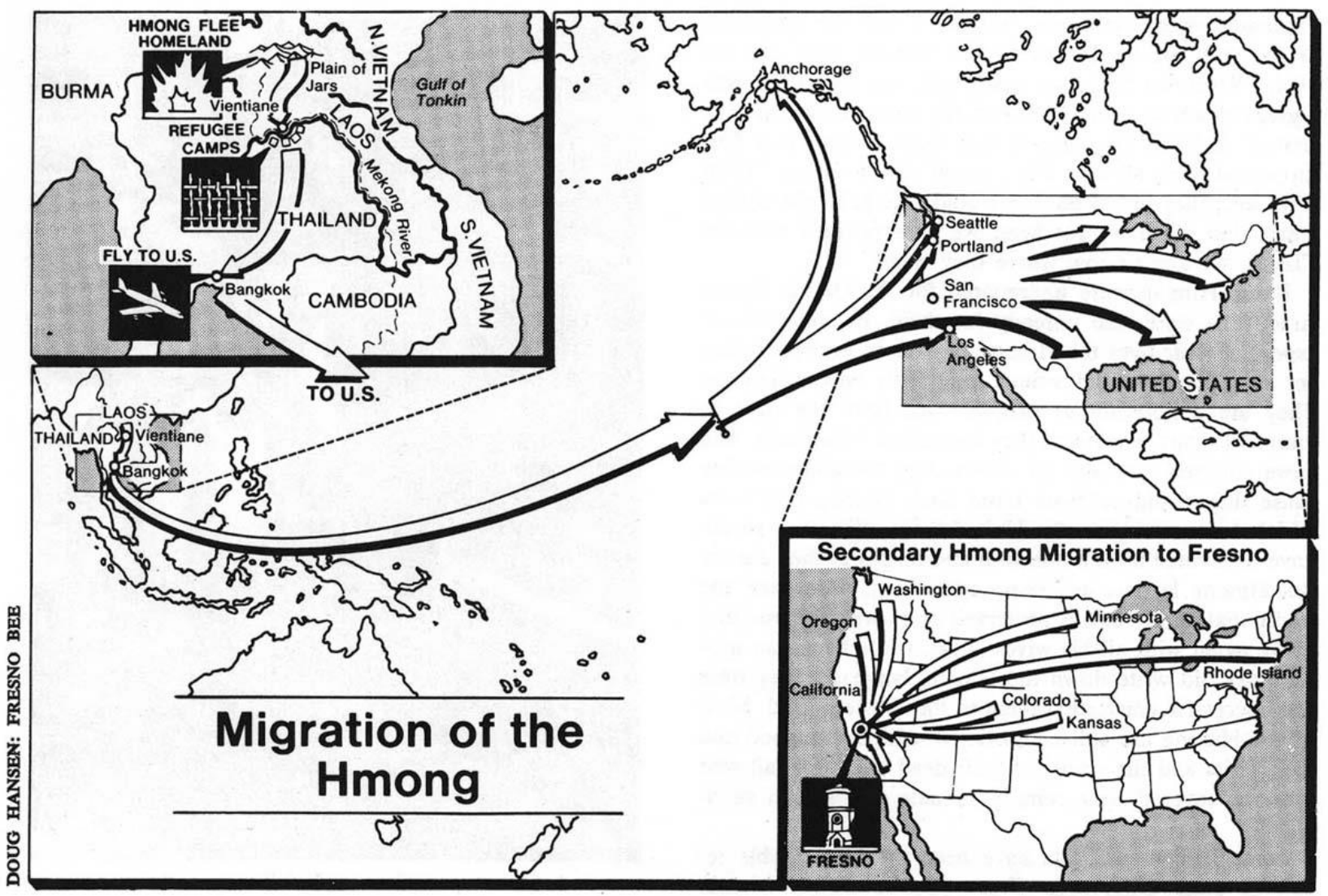
Hmong Cultural Center of Butte County (HCCBC)

Hmong/ Hmoob

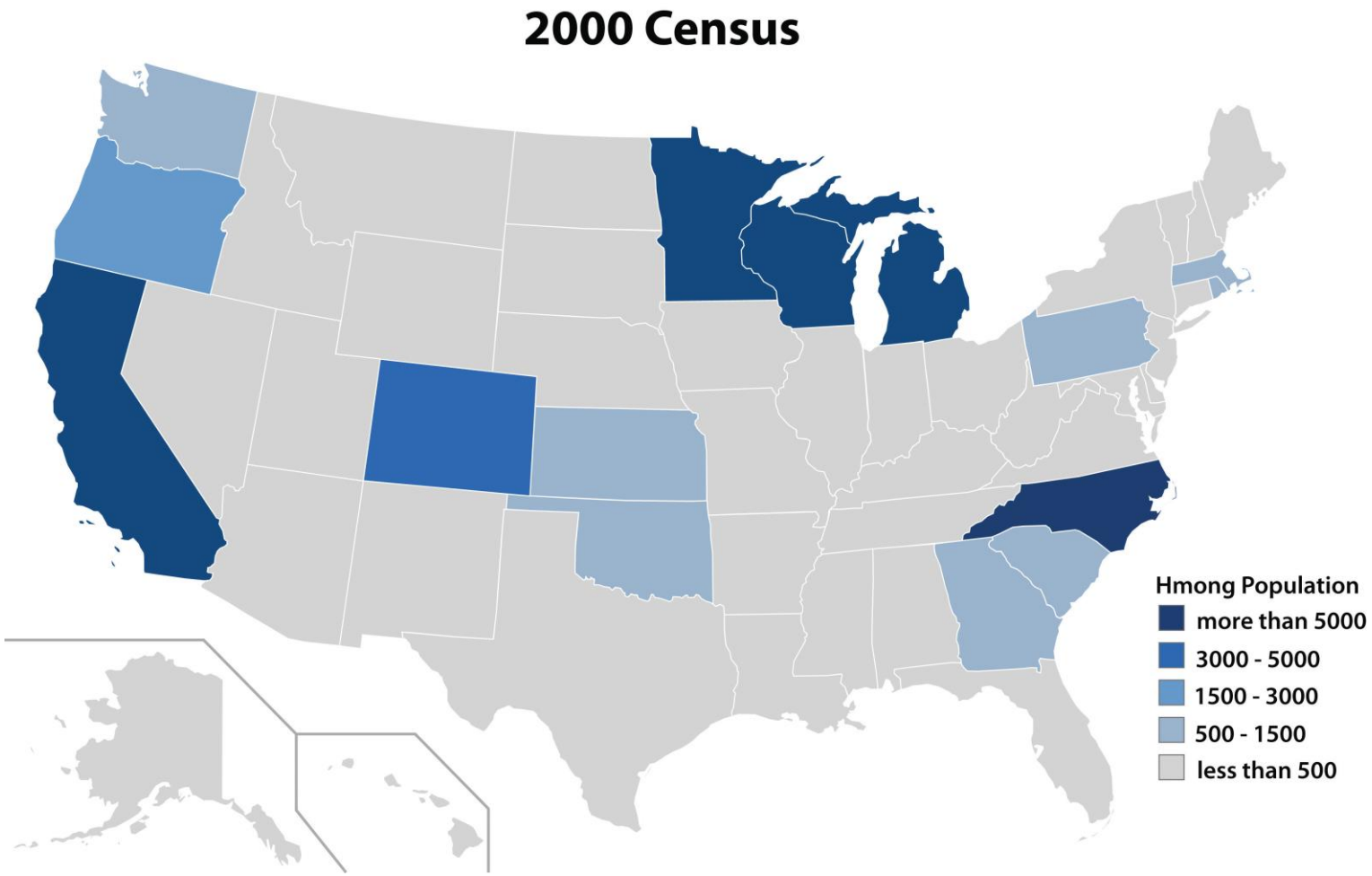
Background of Hmong History

- Origin- "unknown"; But had long history in China
- First immigration from China started as early as the 1800's.
- Resettlement in the mountain/hillsides of Laos and border of Vietnam after losing Chinese tax expansion war in early 18th century
- Today, most family can trace their roots to ancestors coming out of China (Beginning early 1900s)

- In Laos: 1963 to 1975- Involvement in the Vietnam War
- The Hmong Refugee Experience/Movement to the U.S. 1975-Early 1990s and recently in 2010
- Early settlement: Montana, Illinois, Washington, San Diego, Colorado



Hmong in the US



- 260,076 in the US
- Top 10 States with the most Hmong population:
  - CA: 91.224
  - MN: 66,181
  - WI: 49,240
  - NC: 10.864
  - MI: 5,924
  - CO: 3,859

2010 Census Hmong Population By HND.pdf

Asians Population Butte, Shasta, Yuba and Sutter County (2018)

- Butte – 10,017
- Shasta – 5,654
- Yuba – 5,721
- Sutter – 13,831

https://data.census.gov/cedsci/table?q=BUtte%20county&g=0500000US06007&tid=ACSDP1Y2018.DP05
https://data.census.gov/cedsci/table?q=shasta%20county&g=0500000US06089&tid=ACSDP1Y2018.DP05
https://data.census.gov/cedsci/table?q=sutter%20county&g=0500000US06101&tid=ACSDP1Y2018.DP05
https://data.census.gov/cedsci/table?q=yuba%20county&g=0500000US06115&tid=ACSDP1Y2018.DP05

Working with the Hmong People

- Trust
- Barriers
- Lack of technology knowledge
- Assimilation of US
- Lao Government took care of census work
- Patience
- Clan Leaders are the best influencers

Reaching out to hard to count population

- Posting Flyers at Local Asian Markets
- Post Flyers on social media; HCCBC Website, Facebook, Instagram
- Inform community through Radio talk shows
  - KOYO 107.1 Txhawb Hmoob
  - KZFR 90.1 AM Tshua Hmoob
- Hand out flyers with community Covid-19 Relief Distribution

Thank you!

- Any Questions?

SUAV
PEB KEV
SUAV NEEG
CENSUS
2020
BUTTE COUNTY

Ntaub Ntawv kos kom tiav rau lub 10 hli tim 31, 2020

COUNT
ON
CENSUS
2020

PLUMAS COUNTY COUNTS 2020 CENSUS

SIERRA COUNTY COUNTS 2020 CENSUS

Complete the 2020 Census Today

Complete el Censo 2020 Hoy

The Census helps determine funding for essential services in our community

El Censo ayuda a determinar la financiación de servicios esenciales en nuestra comunidad

- **BUILD BETTER ROADS AND SCHOOLS**
  CONSTRUIR MEJORES CARRETERAS Y ESCUELAS
- **FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES**
  FINANCIAR PROGRAMAS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS
- **CREATE JOBS**
  CREAR TRABAJOS
- **IMPROVE HOUSING**
  MEJORAR VIVIENDAS

THREE WAYS to Complete the Census TRES VÍAS

ONLINE
POR INTERNET

The Census form is available to complete online in 13 languages at **my2020census.gov**.
*El cuestionario se puede contestar por internet. Estará disponible en 13 idiomas por **my2020census.gov**.*

PHONE
POR TELÉFONO

The Census can be completed by phone in 13 languages at **1-844-330-2020**.
*El Censo puede contestarse por teléfono. Estará disponible en Español llamando al **1-844-468-2020**.*

PAPER
POR IMPRESIÓN

If you do not receive mail at home, a paper Census form may be dropped off at your residence and can be mailed back to the U.S. Census Bureau.
Si no recibe correo en su casa, el personal del Censo puede entregar un cuestionario impreso del censo a su domicilio. Solo envíe el cuestionario a la Oficina del Censo de los Estados Unidos cuando haya terminado.

Your 2020 Census data is safe, protected and confidential.
The Census Bureau is bound by Title 13 of the U.S. Code to keep your information confidential.

Sus respuestas al Censo 2020 serán protegidas y confidenciales. La Oficina del Censo está obligada a tener una fuerte protección para individuos por medio del Título 13 del Código de los Estados Unidos, que dicta que la información privada nunca se compartirá con ningún otro departamento del gobierno.

ASIAN AMERICANS ADVANCING JUSTICE
LOS ANGELES

COUNT US IN 2020
There's Power in Being Counted
#2020CENSUS
COUNTUSIN2020.ORG

The 2020 Census and Counting Diverse Asian American & NHPI Communities

June Lim
Director, Demographic Research Project
Asian Americans Advancing Justice - Los Angeles

Building upon the legacy of the Asian Pacific American Legal Center

ARI
Community
Services

ASIAN AMERICANS
ADVANCING
JUSTICE
LOS ANGELES

UPAC

華人權益促進會
CAA
CHINESE FOR AFFIRMATIVE ACTION

Jakara
MOVEMENT

ASIAN AMERICANS
ADVANCING
JUSTICE
ASIAN LAW CAUCUS

THE FRESNO
CENTER

EPIC

ocapica

A3PCON
ASIAN PACIFIC POLICY & PLANNING COUNCIL

ASIAN LAW ALLIANCE
Working for Justice, Dignity, and Equality

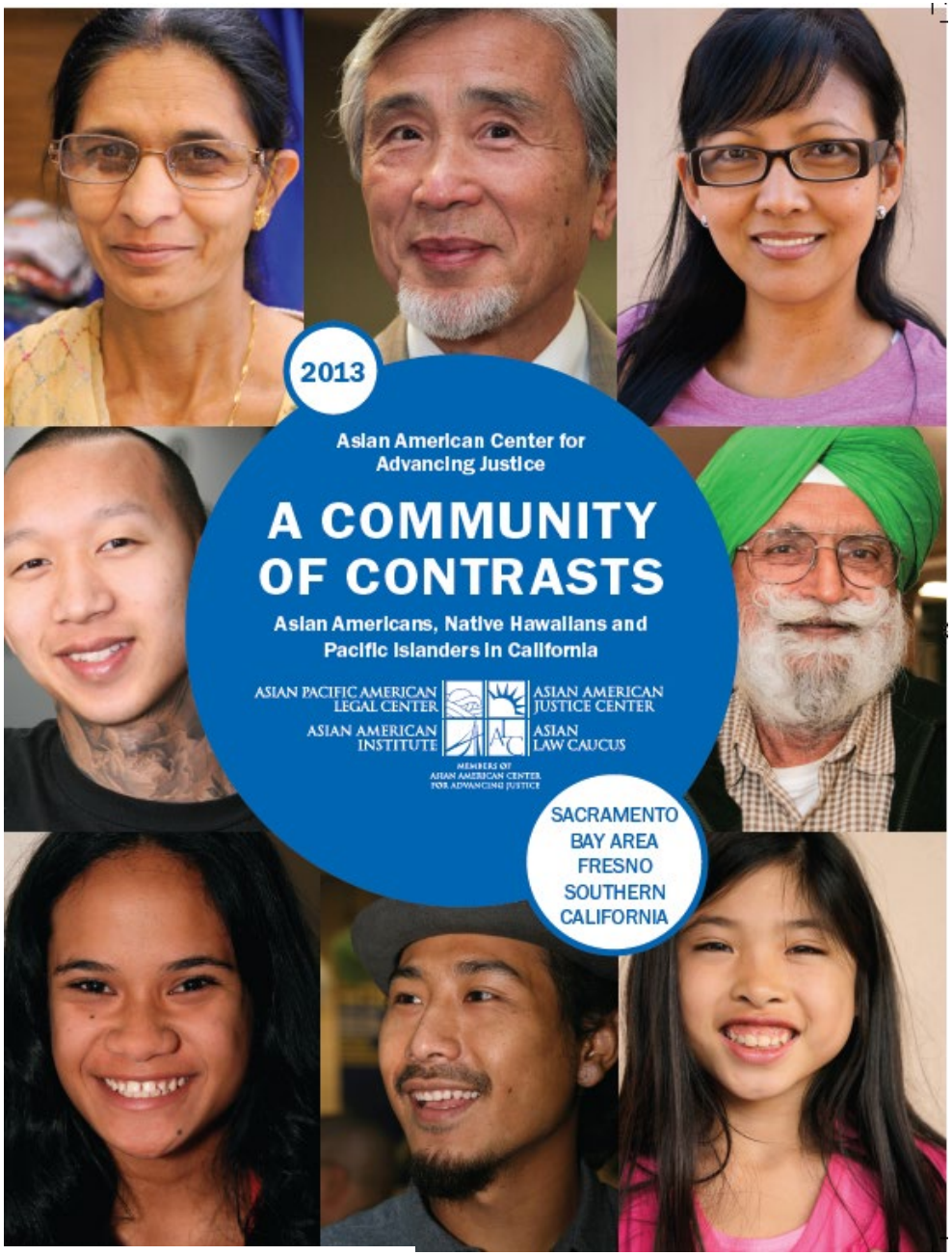
AAPIs
FOR CIVIC EMPOWERMENT
EDUCATION FUND

ASIAN AMERICANS ADVANCING JUSTICE

Census allows us to be seen.
We are proud of our heritage and cultural diversity.

#BeSeenBeCounted

ASIAN AMERICANS ADVANCING JUSTICE



Data on over 30 Asian American and NHPI ethnic groups

Better understanding of our diverse communities

THE 2010 CENSUS

Nearly **366,000** Asian Americans live in Region 1

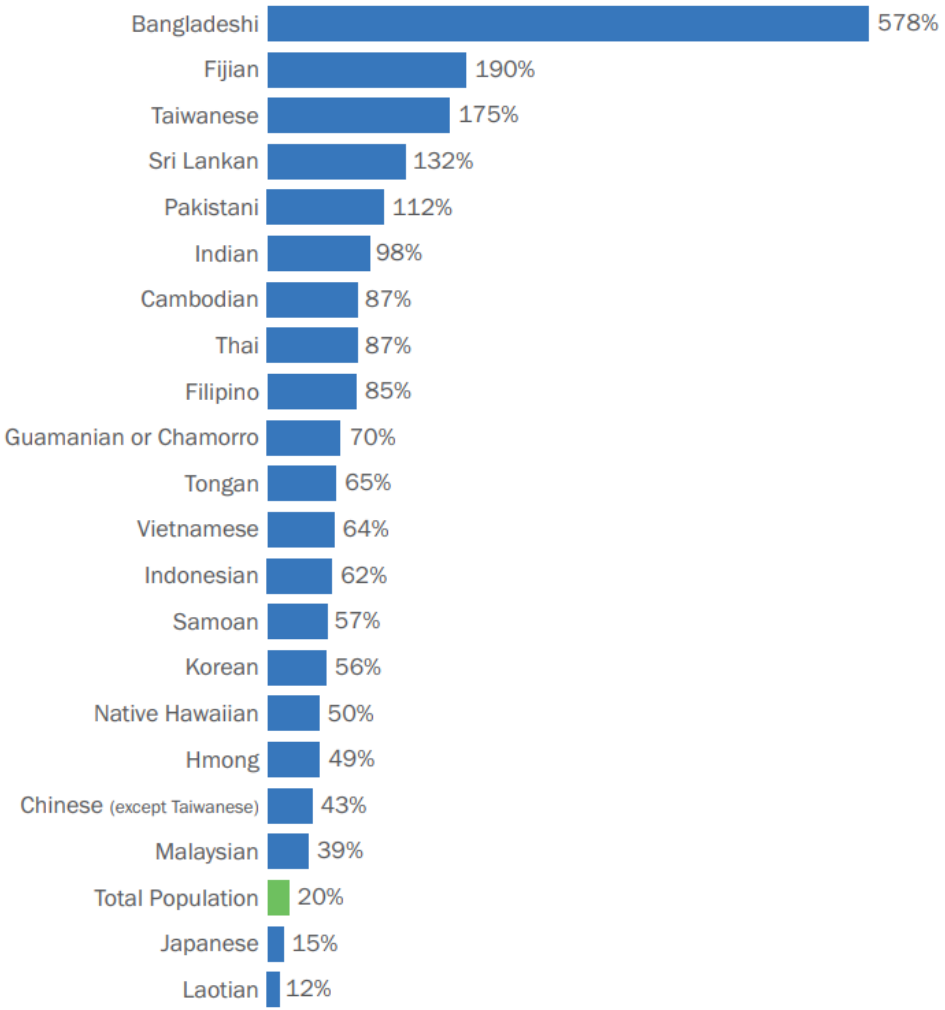
Over **34,000 NHPI** reside in Region 1

Asian Americans (59%) & NHPI (75%) fastest growing groups

POPULATION GROWTH 2000 TO 2010

Population Growth

by Ethnic Group, Sacramento Metro Area 2000 to 2010



Population

by Ethnic Group, Sacramento Metro Area 2010

Ethnic Group	Number
Filipino	73,866
Chinese (except Taiwanese)	63,711
Indian	42,231
Vietnamese	32,735
Hmong	26,996
Japanese	26,698
Korean	13,372
Laotian	12,758
Fijian	7,457
Pakistani	5,532
Native Hawaiian	5,509
Guamanian or Chamorro	3,236
Cambodian	3,188
Samoan	3,017
Thai	2,867
Tongan	2,314
Taiwanese	1,927
Indonesian	1,293
Marshallese	749
Nepalese	623
Sri Lankan	518
Bangladeshi	366
Burmese	339
Malaysian	251
Bhutanese	179

U.S. Census Bureau, 2010 Census SF1 Tables QT-P8 and QT-P9.

HTC CHARACTERISTICS – Sacramento MSA

- HALF of Asian Americans and 36% of NHPI are immigrants
- 30% of Asian Americans and 15% of NHPI are limited English Proficient (LEP)
- Vietnamese, Hmong, Korean, And Chinese Americans have the highest rates of linguistic isolation, meaning everyone over the age of 14 is LEP.

OTHER DEMOGRAPHIC CHARACTERISTICS

- ✓ 32% of Asian Americans and 29% of NHPI are low-income
- ✓ 15% of Asian Americans and 10% of NHPI live in poverty.
- ✓ About 12 % of Asian Americans and 14% of NHPI are uninsured
- ✓ Sacramento County has one of the largest medically underserved AA & NHPI populations in the US

(Association of Asian Pacific Community Health Organizations, 2009)

AA & NHPI in Butte County

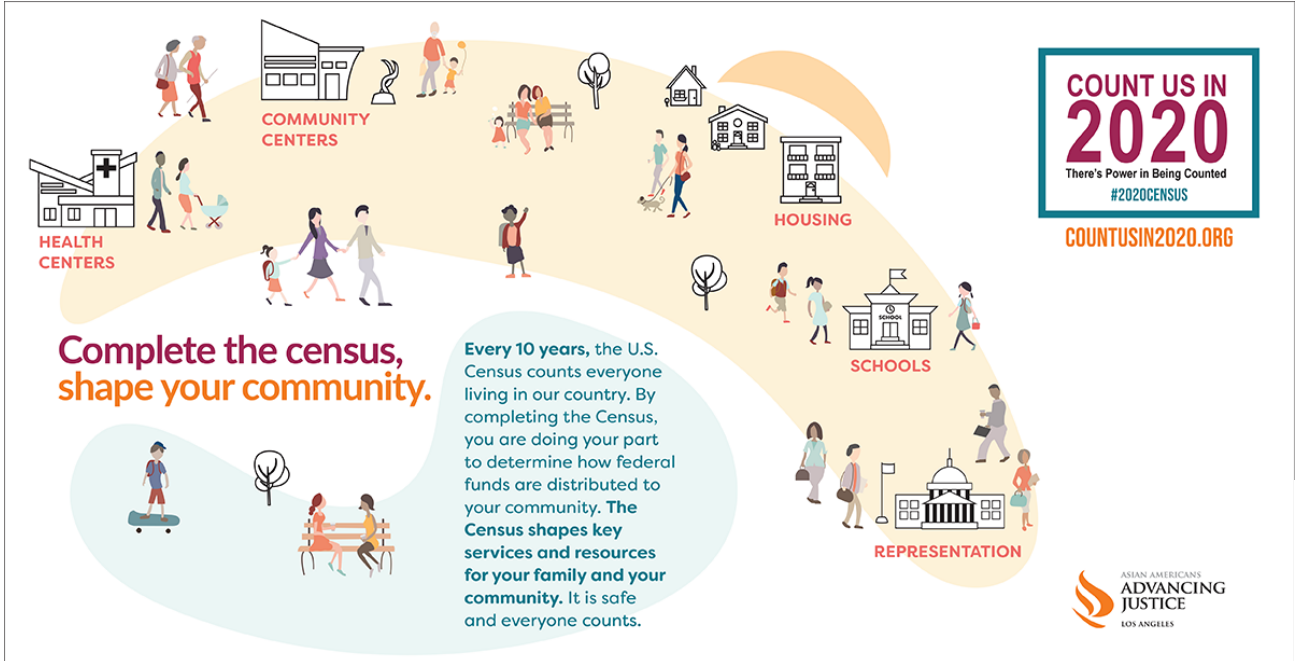
- ✓37% of Asian Americans in Butte County are Hmong, they comprise the largest Asian ethnic group in this county. 14% and 10% of Asian Americans identify as Filipino and Chinese, respectively.
- ✓44% of NHPI in Butte County are Native Hawaiian.
- ✓Over HALF of AA & NHPI who are LEP speak Hmong.

LANGUAGE RESOURCES

- Chinese Simplified
- Chinese Traditional
- Bengali
- Burmese
- Gujarati
- Hindi
- Hmong
- Iu Mien
- Japanese
- Korean
- Khmer
- Lao
- Marathi
- Nepali
- Punjabi
- Tamil
- Tagalog
- Vietnamese
- Urdu

Translated GOTC Materials

中文 - Chinese Simplified | 中文 - Chinese Traditional | বাংলা - Bengali | ဗမာ - Burmese | ગુજરાતી – Gujarati | हिंदी – Hindi | hmoob – Hmong | Iu-mienh - lu Mien | 日本人 – Japanese | 한국어 – Korean | ខ្មែរ Khmer | ລາວ - Lao | मराठी - Marathi | नेपाली – Nepali | ਪੰਜਾਬੀ - Punjabi | தமிழ் - Tamil | Tagalog | ไทย – Thai | Tiếng Việt - Vietnamese | اردو - Urdu | Español - Spanish | عربی - Arabic



Census impacts resources for our communities. We want our communities to thrive.

#BeSeenBeCounted

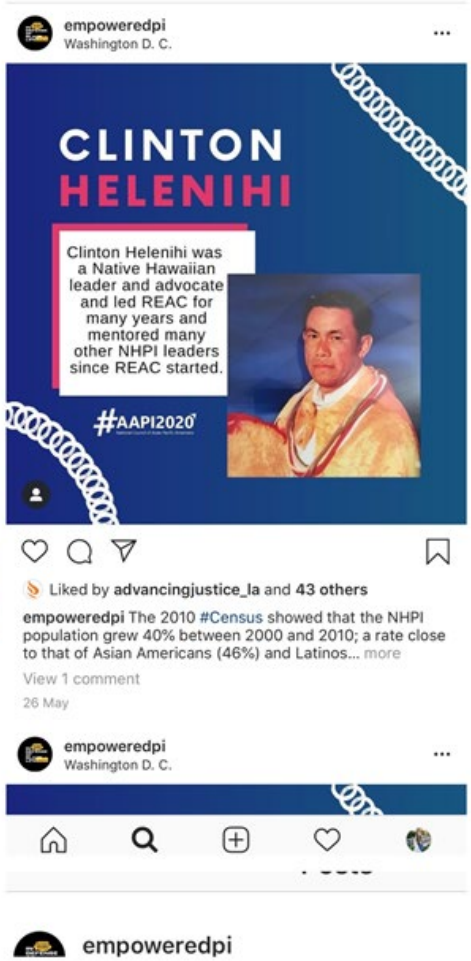
ASIAN AMERICANS ADVANCING JUSTICE

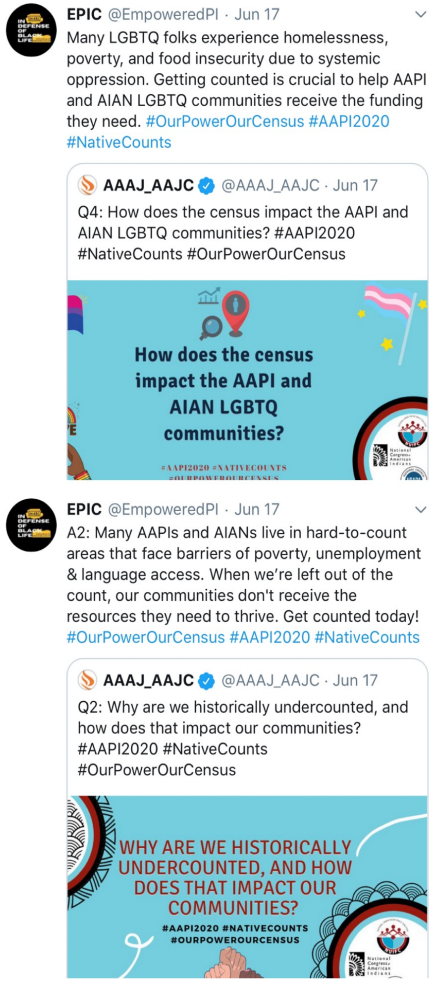
lisaling
@lisaling

Being counted in the census means political representation. Especially during COVID, I want a voice to demand protection for essential works, to condemn acts xenophobia and to demand healthcare and resources for our most vulnerable citizens. #BeSeenBeCounted #CountUsIn

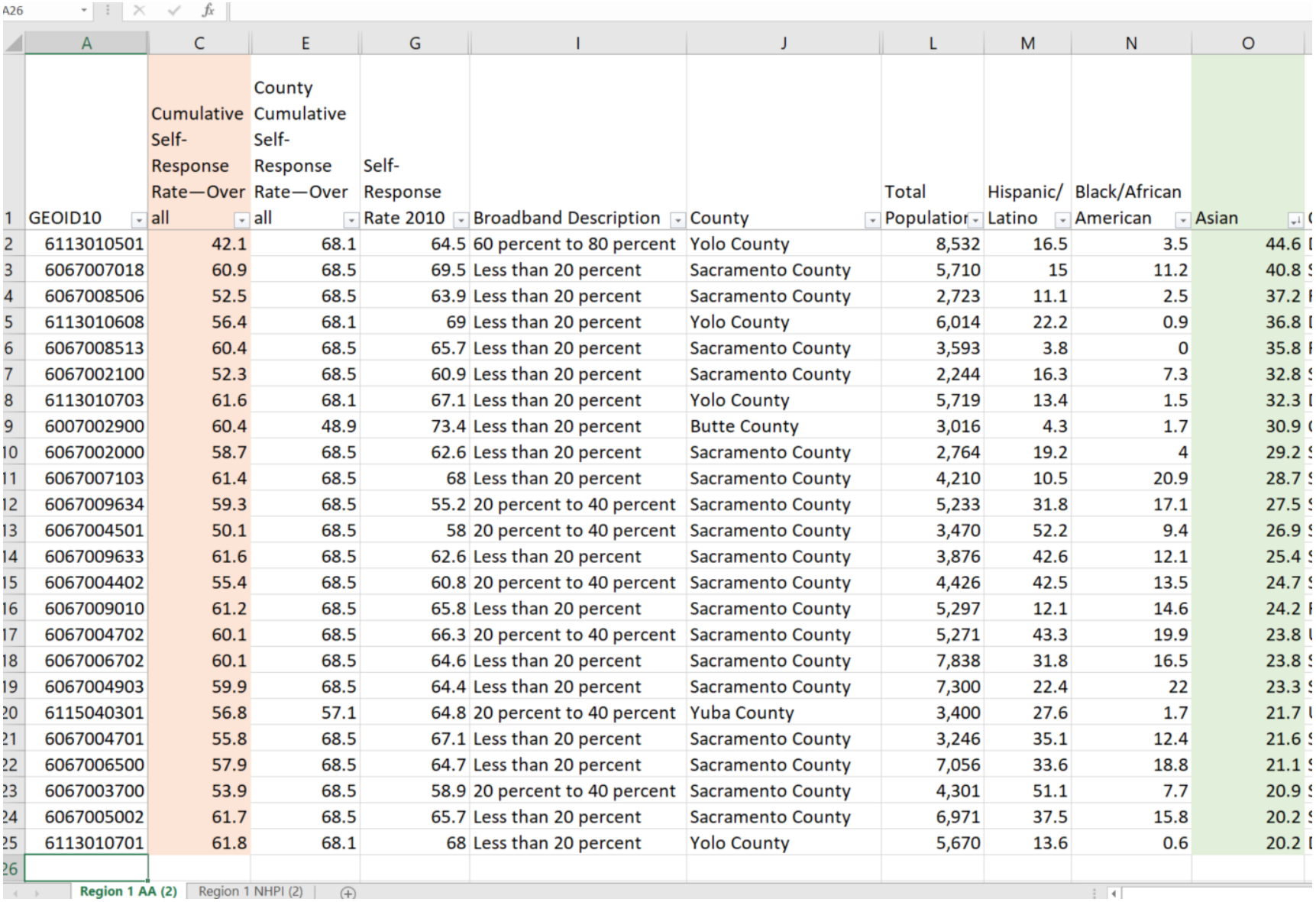
Social Media Posts

Social Media Posts





RESPONSE RATES



	A	C	E	G	I	J	L	M	N	O
1	GEOID10	Cumulative Self-Response Rate—Overall	County Cumulative Self-Response Rate—Overall	Self-Response Rate 2010	Broadband Description	County	Total Population	Hispanic/ Latino	Black/African American	Asian
2	6113010501	42.1	68.1	64.5	60 percent to 80 percent	Yolo County	8,532	16.5	3.5	44.6
3	6067007018	60.9	68.5	69.5	Less than 20 percent	Sacramento County	5,710	15	11.2	40.8
4	6067008506	52.5	68.5	63.9	Less than 20 percent	Sacramento County	2,723	11.1	2.5	37.2
5	6113010608	56.4	68.1	69	Less than 20 percent	Yolo County	6,014	22.2	0.9	36.8
6	6067008513	60.4	68.5	65.7	Less than 20 percent	Sacramento County	3,593	3.8	0	35.8
7	6067002100	52.3	68.5	60.9	Less than 20 percent	Sacramento County	2,244	16.3	7.3	32.8
8	6113010703	61.6	68.1	67.1	Less than 20 percent	Yolo County	5,719	13.4	1.5	32.3
9	6007002900	60.4	48.9	73.4	Less than 20 percent	Butte County	3,016	4.3	1.7	30.9
10	6067002000	58.7	68.5	62.6	Less than 20 percent	Sacramento County	2,764	19.2	4	29.2
11	6067007103	61.4	68.5	68	Less than 20 percent	Sacramento County	4,210	10.5	20.9	28.7
12	6067009634	59.3	68.5	55.2	20 percent to 40 percent	Sacramento County	5,233	31.8	17.1	27.5
13	6067004501	50.1	68.5	58	20 percent to 40 percent	Sacramento County	3,470	52.2	9.4	26.9
14	6067009633	61.6	68.5	62.6	Less than 20 percent	Sacramento County	3,876	42.6	12.1	25.4
15	6067004402	55.4	68.5	60.8	20 percent to 40 percent	Sacramento County	4,426	42.5	13.5	24.7
16	6067009010	61.2	68.5	65.8	Less than 20 percent	Sacramento County	5,297	12.1	14.6	24.2
17	6067004702	60.1	68.5	66.3	20 percent to 40 percent	Sacramento County	5,271	43.3	19.9	23.8
18	6067006702	60.1	68.5	64.6	Less than 20 percent	Sacramento County	7,838	31.8	16.5	23.8
19	6067004903	59.9	68.5	64.4	Less than 20 percent	Sacramento County	7,300	22.4	22	23.3
20	6115040301	56.8	57.1	64.8	20 percent to 40 percent	Yuba County	3,400	27.6	1.7	21.7
21	6067004701	55.8	68.5	67.1	Less than 20 percent	Sacramento County	3,246	35.1	12.4	21.6
22	6067006500	57.9	68.5	64.7	Less than 20 percent	Sacramento County	7,056	33.6	18.8	21.1
23	6067003700	53.9	68.5	58.9	20 percent to 40 percent	Sacramento County	4,301	51.1	7.7	20.9
24	6067005002	61.7	68.5	65.7	Less than 20 percent	Sacramento County	6,971	37.5	15.8	20.2
25	6113010701	61.8	68.1	68	Less than 20 percent	Yolo County	5,670	13.6	0.6	20.2
26										

Region 1 AA (2) | Region 1 NHPI (2)

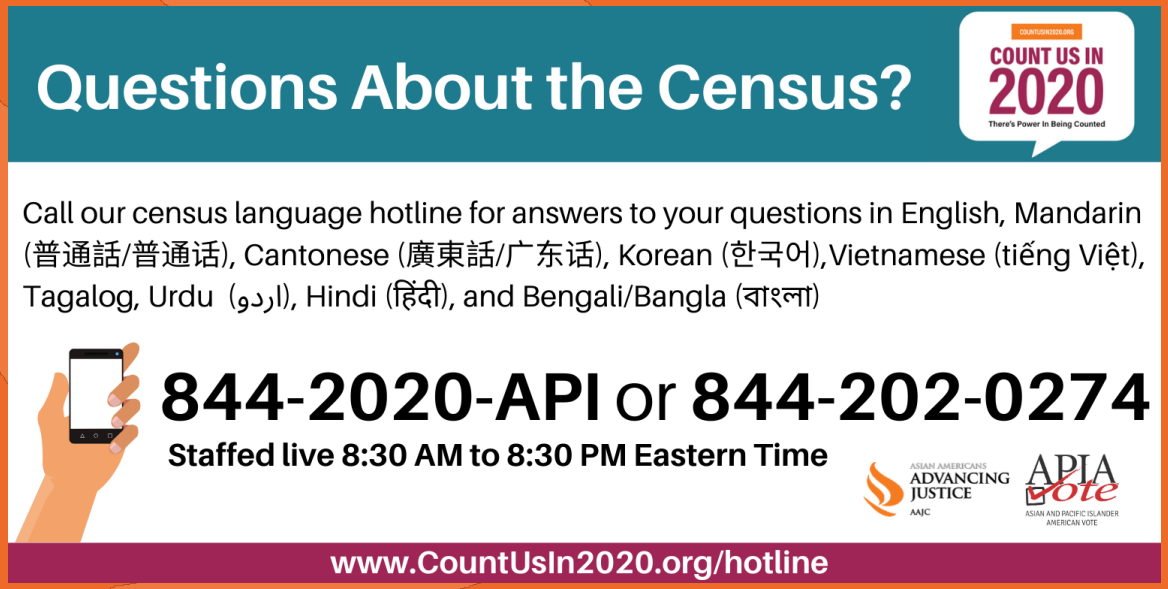
RESPONSE RATES

GEOID10	Cumulative Self-Response Rate—Overall	Total Population	Hispanic/ Latino	Black/African American	Asian	Overlapped	Korean	Chinese (incl Mandarin and Cantonese)	Vietnamese	Tagalog (and Filipino)	Other API Language
6113010501	42.1	8,532	16.5	3.5	44.6	Davis (0.7), Unincorporated (99.3)	4.4	70.9	2.8	0	8.4
6067007018	60.9	5,710	15	11.2	40.8	Sacramento (100.0)	4	21	0	6.5	4.7
6067008506	52.5	2,723	11.1	2.5	37.2	Folsom (100.0)	25.2	3.5	0	5	25.2
6113010608	56.4	6,014	22.2	0.9	36.8	Davis (95.8), Unincorporated (4.2)	1.6	45.3	2	1.2	9.5
6067008513	60.4	3,593	3.8	0	35.8	Folsom (100.0)	3.8	38.3	2.7	2.7	3.8
6067002100	52.3	2,244	16.3	7.3	32.8	Sacramento (100.0)	0	65.4	11.3	0	1.2
6113010703	61.6	5,719	13.4	1.5	32.3	Davis (100.0)	5.2	58	4	1.4	14.3
6007002900	60.4	3,016	4.3	1.7	30.9	Oroville (20.6), Unincorporated (79.4	0	0	0	0	96.2
6067002000	58.7	2,764	19.2	4	29.2	Sacramento (100.0)	0	74.1	2.7	1.3	2.8
6067007103	61.4	4,210	10.5	20.9	28.7	Sacramento (100.0)	0	32	0	23.7	2.4
6067009634	59.3	5,233	31.8	17.1	27.5	Sacramento (100.0)	0	12.2	4.2	4	26.6
6067004501	50.1	3,470	52.2	9.4	26.9	Sacramento (43.7), Unincorporated (	0	4	4.5	0	28.1
6067009633	61.6	3,876	42.6	12.1	25.4	Sacramento (100.0)	0	6.3	7.9	12.9	7
6067004402	55.4	4,426	42.5	13.5	24.7	Sacramento (33.0), Unincorporated (	0	4.9	3.4	0	33.1
6067009010	61.2	5,297	12.1	14.6	24.2	Rancho Cordova (100.0)	13.6	32.6	4.6	0	7.5
6067004702	60.1	5,271	43.3	19.9	23.8	Unincorporated (100)	0	28.6	6.7	4.5	18.4
6067006702	60.1	7,838	31.8	16.5	23.8	Sacramento (100.0)	0	1.5	2.3	0.5	36.3
6067004903	59.9	7,300	22.4	22	23.3	Sacramento (100.0)	0	5.5	6.7	1.8	36.1
6115040301	56.8	3,400	27.6	1.7	21.7	Unincorporated (100)	0	0	3.4	13.3	24.5
6067004701	55.8	3,246	35.1	12.4	21.6	Sacramento (11.2), Unincorporated (	0	19.4	11.1	4.6	14.4
6067006500	57.9	7,056	33.6	18.8	21.1	Sacramento (100.0)	0	0	0	0	23.9
6067003700	53.9	4,301	51.1	7.7	20.9	Sacramento (100.0)	0	3.6	1	1.2	32.9
6067005002	61.7	6,971	37.5	15.8	20.2	Sacramento (6.8), Unincorporated (9	0	8.5	20.7	2.8	10.7
6113010701	61.8	5,670	13.6	0.6	20.2	Davis (100.0)	2.4	26.8	3.5	0	11.3

ASIAN AMERICANS ADVANCING JUSTICE LOS ANGELES

#CountUsIn2020
#BeSeenBeCounted

Visit: https://www.countusin2020.org/resources
https://www.countusin2020.org/california



Building upon the legacy of the Asian Pacific American Legal Center