



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

General Information

Date of report	10.30.2020
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Note: The following report is the culmination of responses from 34 of the 38 Region 10 funded partners. There are many themes throughout the report. For some of the questions, responses are repeated among the questions. I have chosen to leave the repetition as it speaks to the effort or concern it carried for the partner and how a partner may have felt the weight of the answer in response to the question. Some questions have been un-edited to ensure the voice of the community; other questions have been summarized.

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?

Goal: Ensure a complete and accurate 2020 Census count of the 255,612 to 783,277 individuals who are considered "Hard-to-Count" in San Diego and Imperial Counties.

Objectives:

1. Implement a collaborative model through the Count Me 2020 Coalition to support the direction and implementation of all elements of the Strategic Plan for the Census Project to ensure a complete and accurate 2020 Census count.
2. Recognize the diversity of the region, geographically, culturally, and linguistically and fund 40 Community Based Organizations to ensure trusted messengers are at the crux of the outreach efforts for the HTC communities.

Due Date: November 16, 2020

3. Ensure robust evaluation and reporting efforts are employed by constructing a high-level data collection, partner coordination, and outreach management infrastructure, that will ensure the success of Count Me 2020 Coalition partners as they conduct engagement campaigns to reach the 255,612 to 783,277 hard-to-reach residents of San Diego and Imperial Counties. "

The goals and objectives remained the same, the execution of individual strategies by each of the partners is what was revised due to COVID-19 and the US Census Bureau's operational adjustments. Aside from a slight pause in March as we awaited guidelines and transitioned from original work plans, planned activities were either able to move forward as a digital strategy, moved to an online platform for virtual engagement, postponed until could be safely activated, or in occasions where it was a large-scale event that could not accommodate COVID-19 guidelines it was canceled.

From the beginning of the work we understood that the nature of our community outreach could not be transactional; once COVID-19 hit we needed to address the fact that many of our community members had been impacted by COVID, either economically, emotionally or in a loss of contact with fellow community members. Considering these impacts new activities were established to meet urgent emerging needs. With rampant job loss, school closures, and food bank closures, food insecurity became an immediate and growing problem. Many of the Count Me partners focused on increasing emergency services and integration strategies for census outreach. Adapting work and incorporating census messaging and outreach into already existing networks and newly expanded outreach from COVID-19 response work.

Included below is a summary of how partners shifted their strategies and revised outreach in light of Covid-19 and US Census Bureau's operational adjustments.

- Implemented high use of tech tools to substitute in person activities:
 - Virtual engagements
 - Zoom
 - Video Calls
 - Facebook Live
 - Social media
 - Amplified messaging
 - Paid Ad Campaigns
 - Virtual concerts
 - Phonebanking
 - Identifying new lists and individuals not engaged
 - Facetime for phonebanking
 - Text messaging
 - Text banking
 - Direct Text Messaging
 - What's App
 - Email engagement
 - Newsletters
 - Virtual Postcards

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- Leveraged existing events to include 2020 Census promotion:
 - Partnered weekly, bimonthly, and monthly food distributions/deliveries with Census 2020 outreach
 - Provided Census swag
 - Hosted Census Pop Up Events (that also served as food distributions)
 - Inquired with food recipients if they had completed the 2020 Census
 - Mentioned Census in all COVID-19 media interviews
- Additional strategies that either carried over and increased or were newly implemented:
 - Postal mailings
 - Drive through food pantries coupled with census messaging
 - PSA development and deployment
 - Developed connections with property managers where clients live to share multi-lingual flyers
 - Additional
 - Radio ads
 - Print media in publications
 - Social Media ad buys in HTC languages
 - Earned & Paid Media
 - Coupled COVID-19 messaging with Get out the Count messaging
 - Census messaging/ flyers at county COVID-19 testing sites
 - Stronger collaboration with USCB through MQAs
 - Onsite tabling at school meal distributions
 - Leveraged essential programs to conduct outreach
 - Vocational training
 - Food Distributions
 - Hygiene Kit Distributions
 - Mask Giveaways
 - New partnerships with untraditional partners – Westfield Company
 - New organizational strategies – becoming a Super Food Pantry
 - Online church
 - Posters in additional locations laundromats, post office lobbies, utility poles
 - Car caravans
 - New canvassing strategy delivering care packages that included a facemask and information about stay-at-home recommendations, responding to the census from home, and an invitation/flyer for the census caravans

Many partners noted that as regulation and health guidelines were released, they became more prepared to work in person and in the field by supporting staff with appropriate PPE and safe work preparations.

Efforts included:

- NRFU Booths at high traffic areas
- MQA: Census & Donuts
- QAC's: Socially distanced plus additional interpreters

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).

Responses from partners varied tremendously, and where one partner may share what worked operationally others may have seen it as related to outreach. Again, there may be duplication in what is shared across the responses, but is maintained to show the intricacy of the work and how it was implemented. Responses are grouped in like categories and duplication was removed.

Contracted partner's operations
What worked well operationally?

Education

Training:

- Training front line workers, staff and existing promotoras
- Training early on and with comprehensive material allowed for exceptional work throughout the campaign
- Adapting trainings to online training
- Initial training sessions for workforce and volunteers helped the campaign to have well-informed boots on the ground all throughout the campaign. It was beneficial for Volunteers, who later became the phone-banking and outreach team during NRFU period

Community Education:

- One-on-one appointments
- Sharing information in classroom settings (resettlement agency classes)
- Beginning early with community education and established monthly meetings
- Leading census educational workshops
- Creating trivia census games
- Door to door conversations (having built trust with community over past four years)

General Strategies:

- Aligning census messaging with current outreach efforts
- Leveraging established network of child care providers throughout San Diego County
- Time frame of this period worked well

Digital / Virtual Strategies:

- Small virtual education circles
- Specific website/ blog page that was updated regularly with census information
- Textbanking
- Email communication and follow up emails to support the campaign through education and encouragement to participate in the census

Promotion / Communications:

- Establishing solid messaging early on

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- Reminder to clients that to avoid an enumerator they should complete the census

Motivation

General Strategies:

- Collection of contracts and use of pledge cards to allow for follow up during NRFU
- Access to locations where there are extremely high HTC individuals, like farms and the farmworkers
- Leveraged primary voter outreach to share census information
- Established follow up to inquire if they had received Census info and if they had completed the census
- Working with cities and their water districts to provide inserts in bills
- Leveraged long-standing relationship with the community; as a trusted messenger in the community staff reached out directly to thousands of families and encouraged them to fill out the census as part of their regular work with the families, motivation was integrated into the already established relationships

Digital / Virtual Strategies:

- Phonebanking (canvassing teams switched to phonebanking efforts during COVID-19)
- Volunteer teams to support social media management

Promotion / Communications:

- Developed flyers with specific languages of clients
- Targeted community frequented areas; banners on lamp poles, accompanying census collateral at mom and pop shops

NRFU

General Strategies:

- Pledge card follow up
- Programming paired with priority to support local small businesses in the region, as well as neighborhood issues exasperated by COVID-19
- Neighborhood connections and relationship to local community partners and residents
- Socially distanced conversations at store fronts with community
- Handing out swag
- Use of QR code

Digital / Virtual Strategies:

- Phonebanking
- Shared YouTube videos and links to information covering how to complete the Census independently to all community members with different languages
- Census campaign via social media

Promotion / Communications:

- Integrated Census operations into COVID-19 operations to leverage COVID-19 outreach and include the importance of the census to prevent the disproportionate effects of the pandemic on the more vulnerable populations

Overall/Throughout the Work

Coalition/ Collaboration:

- Count Me 2020 Coalition meetings worked well to provide shared messaging among coalition partners and were helpful for building a collective, regional narrative; information shared by the coalition facilitator was well explained and the deliverables/due dates were very clear
- Creation and execution of the Refugee and Immigrant Census Hub (RICH) led by PANA; brought together ethnic community-based organizations that work directly with refugee and MENA/MASA communities who might have not otherwise engaged in the census; RICH was 12 partner organizations that hosted 3 convenings with train-the-trainer education sessions and provided translated materials and technical support; supporting a broader reach into refugee and MENA/MASA communities
- Creation of UPAC Census 2020 Partnership a Collective Impact approach of 19 committed API community influencers and trusted messengers. The partnership worked together to identify the most effective strategies to ensure our HTC populations would be counted

Training/Staffing/Organization:

- Designated specific staff members to have consistent participation at table meetings and in the community, to attend census outreach and trainings, to distribute marketing materials, plan and implement outreach events, and submit reports as well as maintain a plan that carried us through 12 months of outreach
- Grew staffing capacity through the hiring of a full-time community organizer who could dedicate their time to implementing the center's outreach and education strategy around the 2020 census
- Hiring appropriate staff - Civic Engagement and Community Organizing Coordinator
- Engaging youth and developing a Youth Census Ambassadors program
- Identifying and paying Census Captains for each congregation
- Key ACBO staff to support technical assistance and data review/progress
- Opportunity to do an organizational audit to see how to leverage existing resources from other departments

General Strategies:

- Understand repetition was key
- Developed a clear vision and work plan from the beginning
- Provided weekly updates to all staff on the status of census outreach efforts supporting collaboration between the organization's departments
- Adoption and transition to video conferencing and phone calls allowed community leaders and advocates to stay organized and focused
- Established infrastructure to support all outreach efforts, physical space, social media platforms, email system and database of community contacts
- Working virtually allowed some to be available 7 days a week
- Identifying gaps in outreach and strategizing to fill them, i.e. the need to present the importance of the census in a linguistic and culturally sensitive manner
- Local 211 as a partner allowed for more exposure once COVID-19 hit; IVR messages, increased call volume

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- PPE available for staff and volunteers.

Digital / Virtual Strategies:

- Using tablets for LEP, Seniors, and individuals that lacked computer literacy skills
- Using platforms like Thrutext
- Maintaining a robust following on social media

Promotion / Communications:

- Virtual events increased attendance for planned events; more people were reached
- Leveraged COVID-19 messaging to include census messaging
- Utilized existing locations and walkable / walk-in sites
- Translated collateral materials

What hindered the operations?

COVID-19 impacted everything:

- COVID-19 was a game changer – immediate uncertainty of the moment led to employment lay-offs and housing/food insecurities and completely hindered our operations
- Capacity restrictions and health regulations, inability to utilize forums for Census 2020 outreach
 - o Management of group sizes (no congregations), observe safe distancing, and wear protective equipment, which resulted in less intensive outreach
 - o Cancellation of large scale of events; requiring more frequent outreach to *individuals and smaller audiences.*
- High cases of COVID-19 in certain populations and inability to reach key audiences
- Lack of capacity due to COVID-19 and other emergencies leading to inability to activate network of trusted messengers and conduct in person outreach
- Operationally moving all operations to remote work
- Staff shifted to addressing emergency assistance needs within the community
- Community leadership also live in communities of concern, where internet connectivity is a major challenge (due to our physical proximity to the border) and our home environments are not optimal work spaces
- Struggled to get ourselves situated in work from home spaces while simultaneously coordinating that same transition for the rest of staff and reevaluating and reassigning staff's scope of work
- Regardless of organization function, if the CBO spoke a community members language the CBO became a de facto location for COVID-19 information; community began seeking a trusted Spanish-speaking messenger to be able to provide information on COVID, the COVID regulations, assistance with unemployment claims & stimulus checks, rental assistance, housing and food assistance
- Considered suspending census outreach efforts to focus on the immediate emergency needs of our community, but as things settled, we were able to maintain a grip on census efforts and agreed that those efforts were of grave importance to our community as well so we adjusted to the situation and moved forward with our census campaign.
- Complete shut down of organization (CBO based on university, lost support due to shut down of campus)

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Training/Staffing/Organization:

- Organizational capacity was limited due to funding of one part time team member
- Inability to (find) hire part time canvassers; following COVID-19 it became easier to hire
- Lack of training materials and census messaging early on
- Staff changes, Census Captains did not meet performance expectations
- Limited amount of staff due to the pandemic that could help with this stage of the work.
- Never having prior direct experience with Census outreach
- Lack of EARLY available translated collateral materials
- Initial lack of funds to increase capacity to effectively outreach earlier
- Remote meetings and engagement led to more frequent explanation of what was needed to accomplish envisioned goals; additional time to re-explain focus

Digital / Virtual Strategies:

- Social media blocks: issues with “political” campaign restrictions for online advertising which delayed campaigns for a short period but were able to get approved.

Promotion / Communications:

- Unused educational and promotion materials due to cancelation of community events, QACs/QAKs, and door-knocking
- Delays from the State on certain outreach guidelines (QAC/K guidelines) in some cases efforts could have launched sooner if materials or guidance had been shared sooner

Census Questionnaire/ USCB:

- Virtual census assistance was challenging and time consuming; the length of time to support a client virtually was extensively longer than what would have taken place in person
- Clients were illiterate in their own language and sharing information about the census was not a welcomed step
- Learning new digital tools was a burden on the refugee and immigrant community
- Census questions are not inclusive of the LGBTQ community by limiting sex to a binary choice and not providing an option for all genders
- Misinformation, confusion and fear regarding:
 - o Citizenship question
 - o Operational timeline changes
 - o Confidentiality
 - o Legal challenges regarding the USCB timeline
 - Each of these further impacted a community that is already so hesitant to take the census due to fear of retribution on cases of citizenship status, criminal record, etc.
- Duplication of outreach efforts at events by USCB and other non-profits
- Challenge to share consistent information about the census due to the changes and confusion

Contracted partner's outreach

What outreach tactics worked well?

Education

- Most effective outreach method face to face, booth / tabling outreach
- Community Canvassing and door-knocking during the educational period (December 2019-March 2020), community was hearing the census for the first time and was grabbing the interest to participate
- US Census Bureau representatives served as guest speakers during community meetings. Bayside staff gave updates and information at each of three-monthly community meetings it facilitates (Linda Vista Collaborative, Leaders in Action, Alliance of Youth Advocates).
- School Presentations during the educational phase (December - March) we were able to present in some schools, allowing us to talk to high school students that could help spread the word and educate their parents on the importance of the Census, and even lend a hand to help respond to their family's census
- Prior to COVID-19, education luncheons in three languages for senior citizens
- Featured two US Census Bureau representatives as guest speakers in 2020 at the Linda Vista Collaborative.
- Starting early and leveraging Fall 2019 activities
- Visibility of census materials to promote awareness (i.e. Promotoras & staff/volunteers actively wearing Census t-shirts at every event, signage, posters, flyers and stand up poster boards) at all events
- Addressed the census with the crowd, at large events, while Promotoras worked the crowd collecting pledge cards and/or contact info for people interested in census follow-ups, assistance or reminders
- Census workshops / webinars
- Facebook Live Workshops
- Disseminate information to hard-to-count (HTC) individuals through trained case managers
- Flyers in all food and basic needs boxes
- Community business canvassing
- Culturally and linguistically relevant collateral and targeting of populations for appropriate messaging
- Canvassing/ door knocking with the use of PDI in hard-to-count tracts with all residents (voters/non-voters)
- Building on existing community networks
- Continuous presence in HTC communities - already established relationships
- Community education
- Pledge cards
- Flyer distribution
- Social media posts
- Census-themed videos (in Arabic, English, and Somali)
- Phone banking / calls
- Direct Mail
- Digital advertising
- Leveraging internal client database and network of over 900 child care providers
- Incorporating outreach into day to day work

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- Training staff on census outreach
- Incorporating census into COVID-19 advocacy
- Incorporating census into voter registration efforts
- Incorporating census information and outreach with food distributions, PPE distributions and supply distributions that arose from pandemic

Motivation

- Digital Marketing – Custom PSA Videos and graphical image ads launched thru Google and Facebook
- Targeted media
 - o API Initiative focused PSA's on three communities: Filipino (largest AANHPI population in the county), South Asian (often, an overlooked population) and Native Hawaiian/Pacific Islander (often, an overlooked population). The Filipino PSA included Tagalog subtitles. The NHPI PSA incorporated Samoan language into the messaging.
- Census Trivia game
 - o Used a prize wheel that people could spin to win a prize if they answered a census question correctly. This allowed us the opportunity to engage community, provide education and create fun excitement, buzz and motivation for people to complete the census. The game questions were in both English & Spanish which generated a sense of inclusion to a community that often felt excluded from civic engagement.
- Calling clients and share information through the phone was 100% effectively for most of the communities
- Visiting places of worships such as Churches, Mosques, and Temples
- Meeting community members face to face to deliver the messages
- Explaining in detail the purpose of the Census count to the community members, what to expect, and what is needed to have complete successful count
- Share stories of the past and connected them to where they come from
- Ask the audience questions and what they know about the Census, have they ever participated into the Census before and what was their experience like
- Share swag, printed information, and souvenirs with the community members
- Show them examples on how to fill the questionnaire
- Local Korean media were willing to write at least one article a month on the importance of the Census.
- In person workshops (prior to COVID-19) on subjects like "Census and Race with Dr. Loubna Qutami: Virtual Census Event."
- Phone-banking
- Targeted literature drops
- Strong messaging on why and the importance of completing the 2020 Census
- Text banking / messages
 - o short videos sent via text messaging and whats app
- Translation applications
- Relational organizing strategies: house meetings/parties, social events, word of mouth
- Leveraging existing partnerships
- Town hall meetings
- Walk-in client outreach
- Leveraging existing activities

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- Leveraging partner activities
- Being a trusted messengers in a target / specific population
- Using diverse incentives and branded items like lube and condoms in combo with census information
- Census Caravans and using paid TV and radio PSAs to help promote them, as well as canvassing prior to every caravan to drop off caravan maps and swag
- MQAKs with the US Census Bureau
 - o Census Staff were available to help fill out Census questionnaires with their tablets, plexi dividers were used between the staff and the community, sanitizers, wipes, face masks, and gloves were provided, social distancing markings were made to encourage the community to stay safe. These MQAKs were also promoted prior to the event happening, on social media and community canvassing leaving invitation flyers to inform community members about the opportunity to complete their questionnaires with a staff member from the US Census Bureau.
- MQAKs with incentives such as tacos, hot dogs, shaved ice, and popsicles were given when a community member completed a questionnaire
- Booths at high traffic areas with teams to engage with consumers (socially-distant) and were able to answer questions
- Contact targeting for phone and text banking to focus staff/volunteers to like populations
- Adapting phone banking scripts to align with COVID-19 messaging and voter information
- USCB on site at Service Centers
- Canvassing while providing emergency food and supplies to refugee families
- Census bill Inserts included with water bills
- School Messages/Marquees/Banners Coordinated with schools to help us promote the Census messages using their existing infrastructure to deliver messages
- City LED marquees which included messaging to visit the my2020Census.gov website
- Phone banking - to develop relationships and build trust with the community and support
 - o Over the phone completion
 - o Direct support to fill out the census including translation support, materials, and answering questions
- Social Media - multi-lingual graphics and cultural references to appeal to target base
- Newsletters - digital weekly outreach
- Earned Media coverage featuring local leaders to allow for further coverage and validation of importance of the Census
- Lamp pole campaign, placed in high traffic areas that had local leaders in different languages with a message that read I count, City Heights Counts

NRFU

- Digital campaigns
 - o Drove over 4,000 people to the Census questionnaire website within a 3-week period
- Community outreach, utilizing the US Census mobile questionnaire assistance staff to complete census surveys in language

- Providing COVID-19 and Census messaging during phone banking, client calls, and well check calls
- Facebook Live events for specific communities in their language
- COVID-19 safe canvassing, tabling, in person events
- Posting of census flyers at popular spots, including restaurants, grocery stores, and mosques
- QR code to be able to fill out the Census on the spot
- Online Church services, pulpit announcements
- Following up on clients that either pledged or had not been heard from
- Remaining community facing through the pandemic; since outreach was more passive than accustomed, staying out in the field increased community trust, as they often heard the message through various mediums

What hindered the outreach?

- COVID-19 Shut down
- Vulnerable populations made more vulnerable by COVID-19
- Concern over paying bills and impact of COVID-19, census was last thing on their mind
- Could not get volunteers to do in-person canvassing due to COVID-19
- How activities could be carried out, during the first 3 months of COVID-19
- Constantly changing USCB deadlines impacted messaging and caused confusion
- Not being able to go door-to-door
- Cancellation of QAK/QACs
- Inability to provide in-person outreach at schools, places of worship, community resource events, and at in-person town hall meetings and cancellation of all in-person community events (e.g., fairs, festivals, outdoor gatherings, graduations, etc.) restricting ability to reach large audiences through originally planned methods
- Shifted from accepting walk-in clients to accepting clients by appointment only
- Ongoing xenophobic political climate; having to constantly provide education and clear misconceptions and fears about the census.
- Community's fear due to the rhetoric used by the President in his suggestion to have a question about citizenship (even when the Supreme Court ruled against it, the damage was already done.)
- Certain tracts were targeted with flyers to persuade people from participating in the census, claiming their information would be passed on to ICE (Immigration & Customs Enforcement)
 - o Misinformation took place in a highly dense area of San Ysidro and again we had to pivot out outreach efforts to address the issue at hand
- News about operational and administrative changes such as Trump Administration claiming to exclude immigrants from the census count created heightened fear and mistrust in the community, challenging our outreach efforts.
- Conflicting messages regarding citizenship, safety of the census; led to fear and mistrust, causing more challenges with the historical HTC populations
- Limited access to internet
- Lack of English proficiency
- Lack of digital literacy
- Virtual census outreach takes more time and created additional challenges in delivering the message to the public

- Current country situation, such as racial crisis and demonstrations on the streets, led community members to focus on their family affairs only
- Due to job loss, clients moved and may not have completed the census
- Due to job loss, phones were disconnected and clients were unable to be reached
- Not having training materials and census messaging early in the education phase
- Delay in translated outreach materials
- Unable to utilize onsite computer centers
- Census staff that was hired on, was let go during COVID-19 Shutdown
- Language barriers
- Limited literacy
- Late notification of Census Action Weeks / Days
- Economic hardships
- Distrust of government
- Lack of church services and church bulletins
- Less staff as a result of pandemic
- The politization of the census by this administration
- Fear and misinformation by the administration regarding the census
- Delay in coalition graphics and messaging - leading to use of federal (not easy to read) flyers
- Having to shut down location
- Apathy in the community: It seems that even the church membership was hard to motivate to share in the outreach. Perhaps an incentive (gift card, etc.) would help to involve more people in outreach
- Passive programming
- Inability to have more hands-on outreach in order to mediate and address those single questions that was prohibiting an individual from completing the census
- Not able to promote paid ads, as it identified the Census campaign to be a political campaign

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.

Due to the structure of UWSD and the Count Me 2020 coalition, UWSD had few challenges that directly impacted the outreach work. UWSD was tasked with managing the State funding and a small amount of philanthropic support. One temporary staff was hired on part time to execute the ACBO contract. The staff person, although not directly contracted for it, supported the coalition. It was a needed support, but stretched the position and led to insufficient staffing for the enormity of the project. Through the work of the coalition both a Data Team and Communications Team were contracted to support the coalition and funded through the State contract.

The Data Team director was a main supporter in getting the coalition off the ground and continued to be a key support to the UWSD staff person. The Data Team role was broad, managing activity reporting, supporting communications and collateral development. One key element of Data was to streamline SwORD reporting. The team developed an online reporting portal, <https://reports.countme2020.org/> for weekly partner activity reporting. The concept was great and functioned well. The execution of the backend to allow for partners to

review data was severely delayed. The activity data is now up and can be reviewed on CountMe2020.org.

A PR firm was selected to lead communications and collateral development, unfortunately that contract was terminated early due to lack of execution and timeliness. The team was replaced with an earned media firm to support key messaging/ narrative and earned media placement. Collateral development was handed over to the Data Team who brought on additional staff to support communications and social media.

A missing element, to support outreach was data interpretation. Several pieces critical to data were the Region 10 Dashboard, access to the many SRR maps (State, USCB, Cuny), SANDAGs mapping of reported activities, and the weekly region 10 calls. What was lacking was the interpretation of that data. Identifying which census tracts lacked certain types of outreach/activities, what languages should be focused on, to then be able to understand the strategic action that needs to take place. Where there was capacity some partners reviewed this data for their focus tracts, unfortunately not all partners were able to manage. When possible the UWSD staff provided this data to partners for select tracts and in the end was able to provide a level of interpretation for the target tracts during NRFU.

On a larger scale outreach was impacted due to the late start of the formation of the coalition and selection of an organization to act as an ACBO. Unlike other regions, Region 10 was not afforded the opportunity to begin planning with sufficient lead time or with philanthropic or other support to fund initial planning. The coalition leaders came together because they know the importance and impact of the census. Regardless of funding they were moving forward to educate their communities. Reviewing partner comments, it is evident that several felt other regions had advantages that were not afforded to Region 10.

One last challenge to note is the model of utilizing trusted messenger organizations versus the reality of contracting with trusted messenger organizations. Region 10 has a wealth of trusted messenger organizations, unfortunately many do not have the capacity to comply with and accept a contract under the State's requirements. Many hours were spent working with our smaller organizations in order to get compliance to receive the state funds. There is a disconnect between the State contracting process, the model of trusted messengers, and the impact of compliance on smaller organizations.

In terms of the on-ground outreach work listed below are the key challenges and the accompanying responses as shared by funded partners.

Challenges/ Changes	Response to Challenge / Change
COVID-19	
<p>COVID-19 was the biggest challenge, all aspects of outreach and internal organization of CBOs were impacted:</p> <ul style="list-style-type: none"> - Shut down of all public interactions, large scale events, workshops, canvassing, tabling - Lack of face to face, less meaningful contact, meetings - Change in strategy had to prioritize community needs first - Reduced size and scope of outreach efforts - Connections with clients were lost - Operating in 'disaster mode" - Ever-shifting restrictions and regulations complicated outreach - Flooded with calls related to COVID-19 assistance with unemployment claims, stimulus checks, rent, housing, evictions, access to healthcare and food instability 	<p>*Although COVID-19 heavily impeded outreach, CBOs's acted accordingly and were able to adapt. In some cases, new opportunities were presented and smaller efforts that might have underutilized were capitalized on.</p> <ul style="list-style-type: none"> • Maximized existing programming: food distributions, senior food distribution to support one-on-one engagement • Developed (new) emergency assistance program to serve families and community residents • Strategically included census outreach in the distribution of emergency services and education materials • Created several new and innovative programs and initiatives to reach the homeless community with minimal contact; provided hygiene kits, masks, and COVID-19 and Census resources • Mobilized Resident Leadership Academy to act as advocates; were equipped with Census swag and printed materials (e.g., doorknob hangers, fact sheets) to spread the word • Shifted to digital outreach strategy and remote meetings; digital postcards, digital forums, videos, virtual meetings/ communications • Shifted to no-contact lit drops at homes and food banks • Increased word of mouth • Concentrated on data and identified areas / tracts to focus efforts • Employed neighbor-to-neighbor community calls • Communicated with residents through text-messaging platforms • Learned phone banking and utilized Census PDI • Created and shared social media posts and memes in Spanish and English. • Flyered at local restaurants, markets, and religious institutions • Leveraged well check phone calls and calls for assistance to ask about census completion, then direct or educate • Contracted earned media firm and connected with the CBOs to influence every media opportunity and grow capacity of CBO leaders • Convened smaller (COVID-19 safe) meetings to provide for more in-depth outreach. • Created social media profiles (first time!) and ran highly successful ads

Cancelation of large-scale events – that are main focus of CBO work	<p>Community advocates responded with acceleration of adoption of video conferencing, video messages, phone calls.</p> <p>One of our most successful events was the monthly census selfie challenge where we challenged people to upload a selfie once they had completed the census for a chance to enter a raffle for a gift. We also hosted a series of educational and motivational workshops.</p>
Residents in a lasting state of vulnerability (social and economic)	<p>Provided census information along with efforts to address educational, economic, and social disparities; collaborated with partners to provide community members with resources and information about unemployment benefit applications, pandemic economic relief funds, immigration resources, technology services for students and families, among other social needs.</p>
Data / Technology	
Initial use of implementation and reporting tools/templates were cumbersome lengthy and not user friendly	<p>The data contractor, Engage San Diego, developed an online reporting portal that facilitated and streamlined reporting (issues still arose, but by the end all reporting data is viewable on the CountMe2020.org site).</p>
Community members lack access to computers and/or have limited computer literacy skills, internet connectivity issues throughout community due to our proximity to the border	<p>To overcome this challenge, reverted to “old school” and created a monthly printed bi-lingual newsletter, averaging 400-600 newsletters monthly. Seniors were a priority as were target tracts during NRFU, posting it in laundromats, restaurants, banks, clinics and other places that were allowed to remain open. The newsletter kept community informed of COVID-related information (particularly local info), with a list of resources (food distributions & pantries, healthcare assistance, rental assistance and other relevant general information, including border crossings/restrictions.) Each issue had a section devoted to census outreach, information and updates.</p>
Limited in scope of outreach and due to lack of technology and adaptable format for training	<p>This was a learning curve for volunteers, often volunteers did not have access to technology. After a while, this was no longer a challenge and were easily able to provide online access for training and combine all of outreach strategies. One of the trainings was on virtual canvassing, all safety protocols, materials, and locations for outreach were reviewed. This method proved successful and were able to reach over six thousand households in the City of Vista.</p>
Pivoting towards virtual-heavy communications; organization lacked the technological infrastructure to make the switch from in-person to remote work	<p>CBO was required to update and/or purchase A LOT of new equipment/software, update our communications infrastructure, learn new electronic platforms and provide extensive training to all our staff, promotoras and volunteers.</p>
Lack of access to technology, lack of use of social media	<p>Implemented text and phone banking; provided census materials where ever possible.</p>

platforms by clients, (prefer trusted connections)	
USCB - Census Questionnaire	
Uncertainty of USCB timelines and changing of deadlines	-A challenge felt by all, key was to maintaining work and move forward to ensure households were counted -Lean on USCB to schedule staff for MQA
95% of adult refugees from Burma have no or very limited English proficiency and this was the first Census for almost all of them	Manage QAC services remotely with extended hours for a longer period using phone and video calls; conducted virtual community canvassing and phone banking activities to reach almost all of the families from Burma who were resettled in San Diego as refugees.
Fear related to citizenship question and mistrust of government	Focused education and training about constitutional protections and dismantling myths to diminish our communities' prevalent fear and mistrust in government, specifically for immigrant and Latino communities and continued presence in the community and validating people's experiences.
Organizational / Staff Related	
Gaps in our regular staff structure and availability of staff to focus on census	- Maintaining work load as best possible, and hiring on staff to bring organization back to full capacity - Re-shifted resources and hired census dedicated staff members and supported other departments to incorporate Census work into their day to day work
Steep learning curve on how to move from in person to virtual / developing a quick digital strategy	Move quickly and learn rapidly, knowing these were the only tools available.
Efforts were designed to have more involvement from our promotoras	Dedicated more funding to the training and safe outreach methods for promotoras.
Delay in translation of materials	Identified new contractor.
Efforts to organize / mobilize early were hindered by the delay of local and state efforts	No response to challenge.
No access to granular data - HTC focused data or demographic data	No response to challenge.
Budgeted to end on July 31, could not retain entire team	Stretched funding as best possible, but unable to work through October.
Border Region	
Encouraging people to participate the 2020 Census	As a border region, it is difficult to gain the communities trust with the current administration. Concerns of the citizenship question, executive memos to deny the count of all people, and high percent of immigrants. With connections to the community, trusted relationships, and encouragement many of the community members completed their Census.

Mexican Census happening at the same time	Shared information on the US Census and how to complete it and address questions.
Internet connection	The border region presents a problem for connectivity, there are few solutions.
Bi-national population	Concerns persist for proper messaging and who should be completing the census; live in Mexico, but are a US citizen and work and go to school in US - do you complete the census?

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.

Region 10 exceeded 2010 and 2000 rates! It is tremendous how incredibly well both San Diego and Imperial Counties performed in 2020.

San Diego: 73.9 (2020), 68 (2010), 73 (2000)

Imperial: 62.5 (2020), 58.5 (2010), 60 (2000)

Grassroots Mobilization

It has been mentioned on several occasions but it is critical to note that the work of Region 10 was 100% community driven. Region 10 was not supported by a foundation and had considerably less philanthropic support than other regions. (Between funding awarded to UWSD and San Diego Grantmakers the philanthropic pool was only \$496,000.) UWSD functioned solely as an ACBO to ensure contracts were awarded and the budget was balanced; data, communications, and program management were provided by contractors and temporary staff. No funding was allocated to this project until State funding was awarded at the end of March 2019. This is important because at the outset of this work San Diego was ranked 25th hardest to count and Imperial the 1st hardest to count counties. As of October 13, San Diego was ranked 7th and Imperial ranked 19th for having exceeded their 2010 rates.

Exceeded 2010 rates can be attributed to the coming together of the Count Me 2020 coalition and the opportunity to closely partner with SANDAG (County of San Diego) and County of Imperial. These partnerships supported the development of aligned messaging and the opportunity for the trusted messengers, to be able to outreach in the most appropriate ways, culturally, linguistically etc. to ensure community members understood the importance of completing the 2020 census.

Additionally, important:

- Compared to 2010 more funding was available; allowing for more innovative approaches and more in-depth outreach
- Development of the coalition and building of partnerships
- Opportunity to leverage other partners messages in similar / overlapping communities
- Ability to utilize technology including online hard to count mapping

Tools

- Region 10 Census 2020 Overview Dashboard
- Census 2020 Self Response Rates in CA
- Census 2020 Self Response Rate & HTC Fact Sheets
- Cuny: Census Hard to Count Maps 2020
- US Census Bureau SRR Map
- PDI
- SwORD
- Locally created spreadsheets based on weekly / bi-weekly Region 10 updates provided by CCCO RPM
- Weekly report from USCB partnership specialist
- District maps to identify precincts in HTC tracts
- Voter files
- Internal database
- Partners database
- Voices of the promotores to guide and inform the work as they know the community the best

Approaches that contributed to success

Strategies:

- Multilayered approach/strategy to outreach, ability to pivot, be flexible and creative when confronted by challenges and the hard work and dedication of entire team
- Partnerships with other CBOs, USCB, local services, like County HHSA
- Organizational and financial support afforded by United Way and the Count Me 2020 Census Outreach Coalition
- The cohesiveness of the Count Me 2020 coalition and the constant communication and meetings to discuss strategy and methods.
- Coalition provided an effective space for exchanging resources and gaining guidance on census outreach and education efforts
- Funding and resources allocated to census work enabled organizations whose bases are historically undercounted to effectively dedicate greater organizational capacity to census campaign efforts
- Consistent outreach efforts and various “Weeks of Action” garnered a sense of momentum for our organization and communities despite the brief stagnation of our efforts due to the onset of the pandemic
- Acknowledging the digital divide to bridge the gap for those with connectivity issues by including Community-Based Organizations to think creatively and set up mobile stations and events specific to counting the homeless population
- No replacement for trustworthy messengers, working with individuals who come from these diverse populations and can translate in language plays a significant role in our communities responding
- Leveraging the reach and trust in the community from the community-based organizations that did the work. Having that trust and deep reach into the community was key
- Constant communication between CBOs that were working on these areas to coordinate efforts and assure that time and resources were spent wisely and effectively

- Building on trusted professional and personal relationships of staff, partners and volunteers
- Having hundreds of supporters/ clients in certain tracts and relying on their ability to take action and outreach to neighbors

Tactics:

- Earned media
- In-person activities (when safe and allowed)
- Native languages
- Pole banner campaign
- Emailed contact lists
- Follow up with pledges
- Discussions with the USCB specialist
- Concentration and frequency of census-themed events, such as car caravans, and a high presence of census-themed signage (e.g. posters at bus stops, billboards, benches, etc.)

Data was used to:

- Track self-response rates of communities and neighborhoods and target census tracts to deploy approaches that matched demographics (matching community members, linguistically and demographically)
- Narrow down neighborhoods that needed additional outreach
- Create strategies to assess potential existing community partnerships, events, programs and resources
- Target registered voters in focus census tracts
- Change outreach tactics to focus on low responding tracts
- Target messaging and the messengers based on demographic data
- Reach residents by messengers who were most likely to be close to their age and/or ethnicity.
- Focus paid-ads on Facebook to target zip codes
- Support talking points for social media outreach, print and TV segments, and panel presentations and advocacy
- Justify the need for every person to be counted, as well as to provide some healthy competition between neighboring census tracts and neighborhoods to reach higher counts

Responses from partners that worked in census tracts that did not exceed or slightly exceeded 2010 SRR

- Tracts with the smallest gains were those with the most barriers (i.e. lowest income, cultural barriers, food instability, etc) and who tend to use in-person services the most frequently
- The tract where flyers were posted to discourage people from completing the census stating that their info would be shared with ICE, was a low performing tract
- Reaching residents in apartment complexes, especially those that are gated, was difficult and phone numbers were not always easy to locate

- Without the ability to door-knock and no tabling at important community events like Chicano Park Day, we were entirely reliant on phone numbers which were often missing.
- Inability to do standard presentations at entities like the parent groups at schools which are key components outreach
- Confusion about the census, whether the census was fillable by phone, paper or online
- Some people indicated that they were waiting for the enumerators as they were used to having that conversation on their doorstep as in previous years
- Some community members were very turned off to the type of outreach that was conducted by Census Bureau that was not inclusive in language access
- Census was not a priority, survival was
- Fear of:
 - o sharing information with the federal government
 - o responding due to citizenship status
 - o jeopardizing the safety of their family
- Language barriers
- Unable to execute canvassing strategy
- Unable to be a QAC for the community
- Current political climate created fear and mistrust of government, linguistic and cultural challenges
- Change to a primarily web-based count
- No one-on-one contact

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.

Partnership coordination came through the Count Me 2020 Coalition. The coalition provided the opportunity to engage through work group meetings (Executive, Subcontracts, Communications, Strategy & Implementation, Imperial), quarterly coalition convenings, once COVID-19 hit monthly virtual town halls, weekly newsletters, and direct communications with funded partners. These engagements allowed partners to keep updated on timelines/ changes, outreach strategies, communications, and data reports.

Following are direct responses to this question by the funded partners.

2-1-1 San Diego

Unfortunately, beyond the regular meetings and the shared messaging provided by UWSD, 2-1-1 did not engage with the Census partners. If we have the opportunity to partner again for the 2030 Census, we would absolutely appreciate the opportunity to engage more with partners.

API Initiative

A Community-Based Participatory Research (CBPR) approach was used in the planning and implementation of census activities. In other words, working with Communities before, during and after the Census campaign and pivoting now to Civic

Engagement. Planning and discussions around Census 101, SWOT analysis, and tailored interventions amongst the various Asian American and Native Hawaiian and Pacific Islander communities helped to have Partners take ownership of the various tailored activities. I.e. Faith-based leaders including it in church and virtual services, student organizations also utilizing virtual outlets like social media Tik Tok, vendors raffling off of gift cards, island dishes to shipping census swag to their online orders and so on.

Bayside Community Center

Bayside's partner organization coordination played an important role in the success of reaching HTC populations. Perhaps most important was Bayside's collaboration with the Linda Vista Leaders in Action - a volunteer group in the neighborhood that leans on Bayside as a backbone organization. Several of the Leaders volunteered and participated in community outreach promoting the Census 2020 to their friends, families, and neighbors *in their preferred language*. When Bayside hosted Census events as part of its food distributions during the pandemic, it was the Leaders who provided interpretation in Spanish or Vietnamese to the clients, the overwhelming majority of whom did not speak English. The Leaders were educated on the importance of the Census, then became the messengers of the information. The pictures below capture the Leaders in Action overcoming language barriers in the neighborhood to reach the HTC populations in Linda Vista.



Additionally, Bayside leveraged the Linda Vista Collaborative - the monthly community meeting celebrating its 25th year anniversary in 2020 - to coordinate and collaborate with agencies throughout San Diego to promote the census. This included monthly updates on Census self-responses, as well as US Census Bureau guest speakers at two meetings in 2020. It was an already-established community body with a broad reach throughout Linda Vista and San Diego.

CRLA (State CBO + Region 10)

Our Census Community Workers performed targeted outreach to farmworkers working in the field. As farmworkers are deemed to be essential front-line workers, they have been working nonstop without respite during the entire COVID-19 pandemic. When CRLA discovered that most farmworkers were being denied masks, we purchased washable filtered masks and began distributing masks to protect farmworkers. The masks were branded with a census logo and "Be Counted" message. As the masks are worn on a recipient's face, the person

United Way of San Diego County

basically becomes a walking billboard for the Census while also protecting themselves from COVID-19.

During the pandemic, countless families were coping with food insecurity. CRLA partnered with Catholic Charities, local schools, and food pantries to place Census materials and swag inside food boxes/bags during drive-through free school lunch and food bank pick-up events. At several drive-up events, Census Community Workers would predominantly display a Census banner, blast Census PSAs and music on a loudspeaker, and display their contact information on a sandwich board for the public to be able to follow-up with them personally with any Census questions. Several individuals would call and email our Census Community Workers with follow-up questions. Our Census Community Workers received phone calls from indigenous language speaking clients seeking Census website walk-through videos in their native languages. This feedback led CRLA to create walk-through videos in indigenous languages on YouTube. Based upon the high video view counts, these videos were widely used and valuable to the HTC communities we serve.

Campeños Unidos Incorporated

CUI formed a Spanish only Complete Count Committee. Members included: Comité Cívico del Valle, United Families, Inc., Imperial Valley Housing Authority, Calexico Housing Authority, Our Roots and the U.S. Census Bureau. The process started with selecting and inviting the members to be part of the Campeños Unidos, Inc. Complete Count Committee. The committee started meeting in September. It all started with educating everyone about the importance of the Census and how for the first time, the Census would be completed online. Everyone shared ideas about different outreach activities that might work with our HTC population.

CUI is also a member of the Imperial County Complete Count Committee and the Calexico Complete Count Committee. As a result of the coordinated outreach and education activities from all the groups, the 2010 response rates for Imperial County were exceeded.

Casa Familiar

One of our closest partners during the Census campaign was the San Ysidro School District (SYSD). Drawing from previous community organizing efforts, we've learned that coordinating with the SYSD is an effective way to reach a mass bulk of the San Ysidro and South Bay community. For that reason, Casa has created an organizational infrastructure with our Promotoras program to designate 1-2 Promotoras per school site. This team of Promotoras hold a permanent presence at each school site which allows them to build relationships with parents while solidifying their role as liaisons and trusted messengers for Casa. This team of school-specific Promotoras was key in the coordination of events and workshops at each school site.

In April 2020, at the height of the COVID shutdown, the SYSD (along with the San Diego Food Bank & Feeding San Diego) partnered up to provide 4 monthly food distribution events for the South Bay. Casa Familiar provided most of the people power to manage the distribution events and in turn, each distribution event was taken as opportunity to do census work. A separate team Promotoras was designated to be at every food distribution event to: promote census awareness, provide census education, gather pledges, encourage people to

complete the census on their phones while they waited in the queue lines and provide assistance when necessary.

The SYSD also utilized all their means of communication (i.e. written communications, social media & mass SMS) to assist with census promotion and food distribution awareness.

Comite Civico del Valle

There was no doubt that these efforts could not be done without the help and support of partnered organizations. At an early stage it required informing these partners on the envisioned tasks to be performed and how their collaboration would help the Census campaign succeed in our community. Having those initial conversations were a bit confusing and sometimes unclear as to what kind of partnerships could be forged for the benefit of promoting the Census. Then we started identifying strengths and how efforts and activities can be leveraged to assure that we are spending our time efficiently and effectively. These partnerships really matured in a quick turnaround as all strategies needed to be executed in a timely manner with proper coordination and communication. We can now see that a well orchestrated partnership was able to achieve a higher response rate for the whole county, than the one from 2010.

Connecting Hope CDC

Census information and education pamphlets provided by Count me 2020 were distributed at scheduled events. Motivational talks by community leaders and entertainers concerning the value of completing questionnaires were presented at these events. This educated participants who were also urged to share this information with their social realm.

Employee Rights Center

In order to make our County successful in the census count, all our organizations needed to come forward and work together for the sake of our community, our families and our cities. Forgetting our cultural differences and understanding that we are all in the same boat and how important it is for everyone to make this successful. During the Census we worked in partnership with different organization to try and reach out to the HTC, one of my favorite experiences was to work with Marvin Calderon J, a Philipino local artist who made a live concert for ERC to promote the Census, his amazing talent was marvelous to hear but also his heart to make the Philipino community joining and count in the census was inspirational. Music is an international language that makes all of us unite.

Environmental Health Coalition

In February, EHC hosted a leadership training on the census for our community leaders and volunteers. 35 leaders attended the session and learned about the importance of the census and how to speak with their neighbors and family members about filling out the census. We also reviewed common census misconceptions including the citizenship question, and how important it was to fill the census out early. Graduates from this training joined our census outreach efforts.

Through phonebanking and texting, EHC made 30,000 contact attempts. Of those attempts, 1,930 people made a pledge to complete the census. The demographic that was targeted were Latinos in the age range of 18-24 with a secondary target for Latinos under 35.

United Way of San Diego County

As mentioned above, we also conducted two virtual forums on the census (one in English and one in Spanish) which resulted in a reach of 1,710 people. The pre-COVID, in-person events we tabled and presented at reached over 1,000 people.

Imperial Valley Food Bank

We are aware that other CBO's in our county participated in drive-thru parades through the areas that have a high HTC percentage. Our distributions consisted of serving thousands of Imperial County residents, and our Census efforts resonated throughout the community. Having established a positive connection with the community, the Census work went hand-in-hand with our current outreach efforts countywide. We did not only distribute material during food distributions, but also outreach to low-income populations countywide. We educated the community about the importance of the US Census as well as how to correctly fill out the 2020 Census.

International Rescue Committee, San Diego

Refugees and immigrants are always eager to learn more about the United States, many refugee and immigrants responded well to Census 2020 project. However, many had questions, and some preferred not to participate in general due to trust issues. We had the opportunity to work with different partners in various occasions, such integrating Census information into planning healthy food classes, microenterprise workshops, employment classes, and childcare programs. IRC shared with partner's methods to motivate new refugee and immigrant communities to take part in the effort of the Census 2020. We explained the benefit of accurate count, focusing on the infrastructure of the city and building new homes, health care and representation into the Congress.

Karen Organization of San Diego

KOSD has never done census work before because this specific refugee community started to grow after the 2010 Census. Being a coalition member of the Count Me 2020, KOSD was able to improve its organizational and staff capacity to educate and motivate the refugees from Burma in San Diego (one of the hard-to-count populations which no other organizations can reach due to complexed language needs). The U.S. Census Bureau didn't provide language support and materials for Karen and Karenni community members (more than 70% of the entire refugees from Burma in San Diego). It was also very challenging to help them understand why they are required to participate in the 2020 Census and why they must provide the information to the government because Karen and other refugees from Burma came from a country where they were persecuted by the government because of their ethnicity and religion.

Korean American Coalition of San Diego

Working with UPAC to write an op-ed with the hired PR firm to publish in the Union Tribune was a really good experience and really covered the importance of the hard-to-count population such as the Asian American community to participate in the Census. We also appeared on the Census Power Hour Live Stream to talk about the Korean American community in San Diego and our efforts to get them to participate in the Census. It was our opportunity to educate the API community about the Korean population in San Diego

Lao Community Cultural Center

The partner organization worked well, coordination with senior and youth groups. The youth advocates predominately utilized social media posts and vids to outreach along with more personal contact with family and close friends.

Logan Heights CDC

As an HTC neighborhood, the Greater Logan Heights region could have seen more collaborative organization coordination around census programs and outreach. Our organization attempted to reach out to other partners in the immediate neighborhood but Logan Heights CDC was the only organization funded that resided in this specific HTC community. Partners and organizations that were heavily funded and did not resident in any of the 5 neighborhoods did outreach in the region with no communication or report back to local CBO's who were also conducting outreach on a daily basis. We heard from community members who were confused of all the canvassers that visited them but were not from an organization they knew/recognized or were not Spanish speaking. The positive coordination with partners that we did have come from local CBO's and community partners in the region who residents trusted. Unfortunately, the capacity of these partners was limited because they were unfunded partners in the coalition and did not have the programmatic capability to heavily push the census.

MAAC

MAAC staff asked participants residing in hard to reach communities to think about the public goods and services that are of most value to them. Staff then explained how these services are funded. Thereafter, staff would use colorful materials in multiple languages to talk about the impact of Census 2020 on resources used to support service delivery. Staff also described the many ways in which people could complete the form. MAAC conducted these conversations at food distribution events, during door to door canvassing at its affordable housing properties and parent meetings, and virtually through message boards and online classrooms. The message that every person has a role to play in securing funds for the services and supports we depend on resonated with hard to reach populations.

Mid City Can

The process of working with partner organizations was easy and very helpful in creating more buzz around the work we were doing and allowing room for collaboration so that no one was re-inventing the wheel we were all in it together and by working together more people heard about the census, they knew who the coalition was and we became a trusted source for our communities.

National Latino Research Center

In collaboration with Universidad Popular, NLRC coordinated regional census outreach in North San Diego County along the 78-Corridor and 76-Corridor. NLRC began to convene the Census 2020 North County Regional Meetings in February 2019 and will continue through November 2020. NLRC coordinated monthly regional convenings with key North County San Diego stakeholders including city representatives, school districts, community clinics, social service providers, educators, community leaders, college students, and U.S. Census specialists to conduct training on culturally and linguistically responsive outreach strategies, connect and activate community resources, create a unifying census messaging for North County communities, and share lessons learned.

The monthly convenings ensured that a concerted and organized effort was implemented in North San Diego County. Through this process, partner organizations acquired the tools to motivate, educate, and activate their clients or community base. Partners provided accurate census information to complete the census questionnaire, connected resources such as Universidad Popular hotline for community members to reach in regard to questions and/or necessities related to completion of the census questionnaire, and collaborated with U.S. Census representatives to assist in the completion of census questionnaire during community essential services.

Nile Sisters Development Initiative

Initially, NSDI sought to partner with local ECBOs (Ethnic-Community-based organizations) but could not execute the partnerships due to limited funds. However, NSDI closely worked with its diverse faith-based partners to enhance its service referral system and assist their congregants through in-office supportive services. Further, Census materials were disseminated through all NSDI programs, including mental health service workshops, vocational training programs, health advocacy, and newcomer programs.

Partnership for the Advancement of New Americans (PANA)

In June 2019 PANA launched the Refugee and Immigrant Census (RICH) Hub, a coalition of City Heights, Clairemont, and El Cajon based community organizations working together to ensure that the refugee and immigrant community is counted in the 2020 Census. The Hub began convening in June 2019 and participated in train-the-trainer model workshops in partnership with the US Census Bureau. In these convenings we were able to identify what communities were our target audiences and what were the language gaps in Census materials. By strategizing on how to make Census information accessible we were able to provide in-language materials, language-specific QACs (prior to the stay at home order), hire bilingual and trilingual phone bankers, and create videos and flyers in-language that could easily be disseminated on social media and WhatsApp group chats.

Even with the shelter in place orders, the Hub continued to convene virtually and assess how we can continue to outreach to communities virtually and safely. As we began making adjustments, remote phone banks.

Having in-language materials and Census efforts led by trusted community leaders, allowed community members to feel comfortable completing the Census and ensured that they had all the necessary information about the Census.



Refugee & Immigrant Census Hub (RICH) coalition convening

Paving Great Futures

Leveraging trusted voices and infusing Census messaging into existing events and programs made it easy to reach HTC populations to complete the Census. Additionally, working with local small businesses and offering incentives ie. \$5 vouchers for coffee, candy, tocino bowls, banana pudding cups help connect to their customer base and networks.

San Diego Organizing Project

SDOP primarily partnered with faith institutions in our Census program. Our staff organizers partnered with clergy members and existing grassroots faith leaders within SDOP's network, received access to church congregants, and recruited faith leaders from each partner congregation to act as localized census captains to the work. These census captains utilized their community relationships and personal networks in tandem with congregation lists to form congregational teams and complete census outreach to HTC populations. The personal connections shared by census captains, their teams, and the HTC populations they were reaching in their neighborhoods and congregations brought a trust and connection to outreach efforts and motivated HTC populations to complete the Census questionnaire.

Somali Family Service

The process and results of Somali Family Service's coordination included census education and training of organization staff which allowed all employees to participate in census outreach. The organization also developed and implemented a robust and comprehensive census outreach campaign that included pledge cards, presentations at town hall meetings, videos in Arabic, English, and Somali, car caravans and webinars designed to educate and motivate hard-to-count populations to complete the census.

The Chicano Federation

The coordination was well managed by the coalition leaders and Michele's efforts to be inclusive and as informative as possible. There were constant check ins and meeting to discuss next steps and strategy. Organizations were in constant communication with each other and figured out ways to maximize outreach together during this pandemic. The most significant impact in our opinion is the fact that there was a unified voice, unified messaging and a recognizable brand around the coalition that showed folks in our communities the magnitude and importance of this effort. Seeing the many organizations that our communities trust working together in a cohesive manner showed the legitimacy and trust of the coalition and the community was very receptive to that.

The San Diego LGBT Community Center

Being able to meet at a regular interval with fellow partners through out strategic meetings allowed a structured setting to share best practices in promoting Census participation. We had the opportunity to share out tactics and coordinate events. This allowed organizations to see which Census tracts were shared by partners organizations, as well as which partners were doing outreach to similar HTC communities. Although there were few organizations who matched in both demographic outreach and regional outreach, there were enough organizations that we could learn smaller amounts from each other. This continued sharing throughout the Census helped throughout our planning, core outreach and NRFU period.

Think Dignity

Many homeless individuals are generally very distrustful of the census or any government process, therefore, it was essential for us to rely on our community partners who already have the trust and rapport with the unsheltered population. We used the support of these organization to reach the homeless community, provide education and information on the importance of completing the census.

Union Pan Asian Communities (UPAC)

- Overall, the process and results of the partner/organization coordination was highly instrumental in the success of the outcome as evidenced by the self-response rate of 73.6% (as of 10/8/20) vs. 68% (2010), and highly effective in motivating UPAC to motivate their staff and volunteers, who in turn motivated our HTC populations to participate in the Census questionnaire.
- Four informational training sessions took place with UPAC staff and community partners prior to COVID-19. Interactive exercises, role playing, and collaborative strategizing together was critical.
- UPAC sent periodic emails with census updates and materials to its partners and staff for their use.
- CountMe2020 communication was very good, and the website was outstanding offering tools and updated graphics to freshen up messaging to our HTC communities. This was shared with UPAC's partners and many used the graphics and translated materials to share with their HTC communities.
- The online CountMe2020 Report Form was initially unstable but eventually the problems were resolved, and the form became very user friendly.
- The Work Group structure was beneficial. UPAC worked with other coalition members on two (2) of the CountMe2020 Work Groups: the Executive Committee, and the Strategic and Implementation Planning Work Group
- Quarterly meetings were informative and productive with detailed power points, Q & A, some earlier interactive participation, updates from the USCB.
- Leadership was professional and responsive.
- UPAC participated in Day of Action - a collaborative coalition member outreach event.
- UPAC secured a Proclamation honoring Asian Pacific Islander Month that included Census messaging from the office of County of San Diego Supervisor Kristin Gaspar.

Vista Community Clinic

Our biggest concern was getting our information out in the field, and we knew our partnerships would be key in helping us get the information out. One of the things we did to overcome this barrier is look internally and assess our resources, adapted our outreach to a passive and safe way to promote our materials. Coordination with our partners was very fluid. Our top partners in these efforts were: NRLC, City of Vista, City of Oceanside, among others. One of the things we got to benefit from regarding partnerships was an open door policy from our partners to provide presentations, and conduct outreach at theirs sites. When the pandemic happened, there was also a consensus of importance of the Census, and partners shifted with us as we proposed new ways to ensure outreach was being done in our communities.

YMCA Childcare Resource Service

We collaborated with our YMCA facilities in the hard-to-count populations to display census posters & distribute flyers. Due to COVID, we were unable to get those materials out.

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

The included spreadsheet lists the key partners as shared by the funded partners.

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?

In identification of the 38 CBOs that conducted outreach initial review of contractors ensured that adequate language support would be available. At the outset collateral was translated into key languages and paid media ensured the 12 required languages were covered. Partners stated that the following languages were used to share information and listed ways to ensure LEP individuals and people with disabilities were able to learn, access, and complete the census.

LEP & Language Access

- Partners provided information in a variety of languages:
 - o Written and spoken information, outreach, training and education, translation, interpretation, texting, phone, phonebanking, one-on-one client meetings, posters, handouts, PSA's, and social media (included, but not limited to):
 1. Amharic
 2. Arabic
 3. Burmese
 4. Chinese
 5. Dari
 6. English
 7. Farsi
 8. French
 9. Haitian Kreyòl (Haitian Creole)
 10. Hindi
 11. Japanese
 12. Karen
 13. Karenni
 14. Kiswahili
 15. Lao
 16. Nuer
 17. Pashto
 18. Persian
 19. Punjabi
 20. Somali
 21. Spanish
 22. Swahili
 23. Tagalog
 24. Tigrinya
 25. Urdu
 26. Vietnamese

- Partners used these tools to ensure language access:
 - o Maintained a LEP Plan for clients
 - o Provided in language media and radio interviews
 - o Ensured multi-lingual staff on site and available and led the outreach efforts in those communities
 - o Leveraged multi-lingual promotoras
 - o Kept CBO language bank
 - o Relied on family members supported explanation / translation
 - o Provided list of resources and contacts for specific language needs
 - o Partnered with USCB to provide in language support
 - o Acquired census materials in specific languages
 - o Developed videos in numerous languages
 - o Conducted outreach and education through different mediums:
 - In person (e.g., distributing Census swag, Census PPE, info sheets)
 - Participated in TV stories
 - Participated in Census 2020 panel discussions
 - Hosted virtual meetings with partner organizations
 - Outreach, education, training
 - o Based materials on past experience with census 2010 efforts; reviewed best practices for implementation, and redesigned efforts to meet community needs

ADA Accessibility & People with Disabilities Access

Partners implemented the following to ensure access for People with Disabilities

- Site's set up as ADA accessible; walk up, drive up or come up a ramp by wheelchair
- Staff communicated in American Sign Language
- PSA's included captioning or use of language within the scripts/messaging
- Ensured access was provided to activities such as Census caravans and livestreamed workshops
- Technology was used via phone and video calls

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.

The following are stories from each of the funded partners.

2-1-1 San Diego

We do not have a client story specific to the Census but below is a client testimonial from a recent caller in need of CalFresh that demonstrates why the Census is important to our community. San Diego may be a travel destination with a median income of \$75,456 according to the 2010 Census, but is still a significant number of San Diegans that need support and the Census is most critical to these individuals.

"I'm so lost right now. I'm so upset I can't believe it. I'm sorry, I don't mean to take it out on you. I mean there's no way that I could live on \$16 a month for food stamps." "The only thing I

have is \$713 a month, and more than half of that goes to the place I live." "Thank you. You did a really good job. You know the system really well, I can tell."

API Initiative

APII and its Census work has made a huge difference and impact in partnering with the Native Hawaiian and Pacific Islander (NHPI) Communities of San Diego county. It brought together different sectors of this population. NHPIs from Halaus (cultural dance groups), College student organizations, Faith Based Organizations, Businesses, Influencers, etc. came together to form its own SD NHPI Complete Count Committee (SD NHPI CCC). The SD NHPI CCC utilized the limited NHPI resources from the Census. It also utilized resources from other NHPI in language resources in addition to participating in creating resources with APII.

Bayside Community Center

Bayside reached the HTC population in Linda Vista, which is a makes a noteworthy difference in and of itself, both in Census 2020 and in the years to come. The census tract in which Bayside sits (90.0) is one of the City of San Diego's six most socio-economically distressed blocks and qualifies as a HTC tract. In 2010, it had a 67.4% response rate. Thanks to Bayside's focused and committed efforts, as of September 17, 2020, tract 90.0 had a 74.2% self-response rate, almost 7% higher than last census. Knowing that this difference equates to tens of thousands of dollars being invested more aptly in this neighborhood of concern is the real success story. When coupled with a pandemic and a presidential administration that continued to undermine Census filing efforts, this is even more impressive. This is just one example of Bayside's work during this 2020 campaign.

Pictured here are some of the bags food Bayside has delivered or distributed throughout the pandemic. Census 2020 materials are always included in handouts, whether in Spanish, English, and/or Vietnamese depending the clients. Pictured on the right are two Bayside colleagues promoting the Census during a distribution in June 2020.



CRLA (State CBO + Region 10)



Campesinos Unidos Incorporated

We worked closely with the City of Westmorland to educate and motivate the residents of Westmorland. We tried everything, door-to-door canvassing, mail inserts, phone calls, banners, lawn signs, caravans, and Mobile Questionnaire Assistance Centers. Because of our efforts the Census 2020 self-response rate is 50.8, as of 10-08-20, The 2010 self-response rate (42.2) was exceeded by 8.6%.

Casa Familiar

The population of our targeted tracts is primarily Chicanx/Latinx. The Chicanx/Latinx has strong ties to muralism. Mural art has a long-standing tradition with Chicanx/Latinx peoples because they reflect local identity and community focus. They serve not only to tell our stories but also as a trusted message board to relay important information. That is why we decided to create a census mural in one of San Ysidro's most frequently used pathways which also coincides with an area that consistently had the lowest self-response rates.

The murals visual imagery invoked a simple message - We All Count and it also played tribute to essential front line workers (nurses & agricultural workers) many of who live in this neighborhood. The community welcomed the mural and youth took selfies and reposted on social media (Insta). The mural was conceptualized by Monica Hernandez in collaboration with the artist Hector Villegas. Hector Villegas is a renown muralist from Barrio Logan. He was assisted by Nico Fronterizo a local South Bay artist.

It is difficult to gage the impact the mural may have had on the numbers, but that tract saw a +5.5% increase in self-response rates during NRFU. Alongside the creation of the mural, Casa produced a video (about the mural) that was utilized as a census promotional tool on social media. The video was also featured on Spanish media networks.



Comite Civico del Valle

During the educational phase (December-March 2020), a complete family approached our census informational booth in Heber, asking us for more information and how they can contribute to the efforts. After having a brief conversation about what the Census represents in our community and how difficult it could be to reach community members in Imperial, they wanted to be involved and Mom and Dad wanted to volunteer and support the efforts to enhance our strategy.

"Nuestra comunidad no recibe esta información de parte de alguien de confianza, es difícil entender la importancia de estos procesos pero cuando nos lo explican de una manera

amigable y entendible entonces podemos razonar sobre la importancia de nuestra participación. Esta es nuestra oportunidad, como familia, de hacer un cambio. Queremos lo mejor para nuestra comunidad, y si eso requiere que yo dedique un poco de mi tiempo, así lo haremos.”

-Alejandro Agramont, Census Volunteer with CCV.



Connecting Hope CDC

A participant in the food giveaway event made comment that “these events should be done more often.” Another participant stated that “we should do this every month” and that the census education is had enlighten them to the value of completing a questionnaire. She also reflected on the fact that the black community doesn’t receive information as they should. This education is more valuable than has been perceived.

Employee Rights Center

With the strong support of the San Diego and Imperial Counties Labor Council, ERC was able to deliver food to 80-100 families a week. We included 2020 Census materials in all our food deliveries and promoted widely to complete the 2020 Census form online.

Environmental Health Coalition

The development and execution of the census leadership training was a new and successful strategy we deployed in the 2020 Census. The opportunity to dive deep into the census and answer more technical



questions was important to build the confidence of our resident leaders and volunteers. After completion of the census leadership training, we asked participants if they would like to speak at the virtual forums and share their experiences filling out the census and why they felt that it was important. A majority of the speakers had never done the census together before as a family. One speaker indicated that this was the first time that they had ever talked to their family about the census. For some of our more senior leaders, they were able to make the connection between the census and the resources that EHC advocates for on a regular basis. One community member asked at the leadership training "If we fill this out, then next time we go to City Council and ask for safe streets they will have the money for it?" Another community member recognized how important the census was for the housing insecure to ensure their fair share of resources. In addition to volunteering with EHC, this community leader also volunteered for census counts of the homeless.

Imperial Valley Food Bank

Since our partnership with the 2020 Census we have been able to assist more people from different corners of our county. Places we have not reached before are now more accessible thanks to our partnership with the 2020 Census. It has been so gratifying helping different communities, clients with different backgrounds, and families with different customs. Not only did they complete their census, but they are benefiting from the services offered at the Imperial Valley Food Bank. It works like a chain reaction when we help somebody; clients inform their family, friends, and peers about the work we do and how we can assist them as well.

Interfaith Community Services

One of the most successful Census education forums was held February 22 at Mission Vida Nueva located at 980 N. Ash Street in Escondido during a food distribution with 92 people participating. There was a lively discussion, in both English and Spanish, among the attendees. Fears, concerns, and misconceptions about completing a survey were addressed not only by the Pastor and Interfaith's staff but also by some of the community members who understood the importance of the Census.

International Rescue Committee, San Diego

At St Luke's Church we had prepared an education event to the Community on Sunday March, 8th, 2020. We knew that many of refugee and immigrant communities gathered in the church, and we delivered the message of how to complete the Census 2020 once they receive it. We shared details of the important Census dates and how everything will be carried out moving forward, the topic was translated in different languages such as English, Arabic, Kiswahili, and French.

We emphasized that each person should share the message with their friends, family and neighbors, we handed out a lot of flyers to ensure the message was delivered, and responded if someone had a question. We brought food, some kids celebrated their birthdays, and it was a great event where community members were very excited to know more about the Census 2020 and what to expect in the coming days or weeks.

Karen Organization of San Diego

KOSD's original goal was to ensure that all 1,200-1,400 refugees from Burma who live in San Diego are accurately counted in the 2020 Census. As of today, KOSD has confirmed that

United Way of San Diego County

1,211 refugees from Burma in County of San Diego have been already counted. Although the number itself (1211) looks much smaller than other ethnic groups, this is a huge success for the community because almost all of these 1,211 people would have never been counted at all without the support and assistance by the KOSD through the County Me 2020 campaign.

A client told us that having the KOSD assist her family with completing the 2020 Census form was like taking a weight off their shoulders. She stated that by completing the form, her family would not only be counted but would receive the federal benefits which they are entitled to and on which they have been heavily relied upon to feed her big family. When KOSD had one census workshop on January 31st, more than 50 Karen community members joined and asked many questions and shared their worries around the census. As newly arrived refugees who try to manage many difficult issues in their daily life without knowing English, the 2020 Census was like “another heavy burden” for them. KOSD hosted 3 in-person workshops for Karen, Karenni, and Burmese community members in January and February 2020, and all participants looked very relieved to know that KOSD would be able to navigate them through the 2020 Census process and take another heavy burden away.

Korean American Coalition of San Diego

We were able to advertise in every Korean media in San Diego and had the papers and magazines constantly write articles about the Census. We also provided a recorded interview for the radio station to air and post on their website.



Lao Community Cultural Center

The use of social media reached the youth and disenfranchised. Gave the youth the space to become advocates within their age group, immediate family and circle of friends. They learned more about social responsibility, to be more purpose driven, understood personal identity and their own cultural heritage. The image of community youth advocates was utilized for marketing collateral. See images included.

Logan Heights CDC

In the time our organization has supported the Count Me 2020 efforts, we believe the impact our team has made on the census/community-at-large has been through providing technical assistance, access to a computer, and language assistance. In addition to directly supporting residents in completing their census we also connect them to viable resources they may need, especially now due to COVID-19. From servicing in our census programs and outreach we have paired this support with housing, small business, childcare, and employment technical assistance services for interested community members.

In our Census Week of Action alone we reached over 1,500 households via canvassing and helped over 30 community members complete their census. Throughout the months leading up to this action, zoom workshops, social media blasts, and newsletter spotlights were created specifically around the census garnering roughly 3,000+ touches in the community.

MAAC

There have been very few opportunities for most people to connect with neighbors, friends, family and colleagues. Also, COVID-19 and the resulting economic downturn disrupted lives and left many without access to basic goods and services. MAAC's monthly food distributions attracted thousands of people each month who sometimes lined up hours ahead of the events' start times to ensure they received food. MAAC staff including participants (young adults enrolled in MAAC Community Charter School) worked together to walk from vehicle to vehicle to engage people in conversations. Craving connection because of enforced social isolation, people received us well. This provided us with a remarkable opportunity to speak with each person about Census 2020 and how being counted guarantees that the State of California receives the funds it needs to continue providing critical goods and services.



Majdal Center

Our work as the Majdal Center was critical in reaching and registering historically undercounted and miscounted populations as well as new populations in the San Diego county. The Majdal Center's community based is mainly comprised of Syrian and Iraqi refugees and immigrants who resettled in the United States after the last census count in

2010. Since the census is only taken every 10 years, it is important that the substantial demographic shifts are accounted for in the 2020 census.

The stakes are particularly high for our refugee and immigrant community members in San Diego County and especially in El Cajon. It is critical that they are registered in this census so that El Cajon and the areas where they live can receive the necessary federal funds and resources. Inclusion in the 2020 census is also important for redistricting measures. Since the census helps us map our communities in terms of what percentage of minorities live in which areas, it is also a critical tool for advocating for redistricting. Redistricting will further support the allocation of public funds as well as local and statewide political representation.

Through our outreach efforts, we raised awareness about the importance of the census for resources, political information, and information on our communities. Through phonebanking, the Majdal team directly supported over 300 families in the El Cajon area in registering for the census. These families would have otherwise gone unregistered for the census due to linguistic barriers as well as skepticism towards governmental forms. Although the census form was simple, our efforts effectively helped our community base in navigating its bureaucracy and addressing any skepticism.

For the broader Arab community in San Diego and nationally, the 2020 Census is also another opportunity to encourage Arabs in the United States not to check "white." Historically, Arabs in the U.S. have been classified as "white," which has, in effect, inflated "white" statistics and also obscured Arabs as a substantial ethnic and racial minority in the United States. Arab-American organizations, such as the Arab Anti-Discrimination Committee and the Arab American Institute, have long been advocating for the inclusion of a "MENA" race option.

However, the Trump administration refused to add the "MENA" category which further increased the stakes for our communities. It was critical to advocate that our community members not answer the Race question by checking "white" but instead, by checking "other" and writing in "Arab" or their place of origin. This data collected from the 2020 census will further help us in gathering demographic information about our communities that will shape our services and advocacy campaigns as the Majdal Center.

Mid City Can

The difference our work has made is in the genuine conversations our team had with the community. Both in person (prior to COVID-19) and over phones we have made sure our community understood the importance of being counted. We answered any question that might deter them from participating. However, up until the last minute there was still a lot of misconception and misinformation about the Census. Nonetheless, we made sure to push back and inform our community of the positive things that can happen in our community if they participated. Our field team always has the opportunity to hear from the field and to connect with our residents. Something that was shared during a debrief from one of our field members was this conversation they had with someone that said they were scared because they were undocumented but even though they didn't know how to read or write they knew this year's census was particularly important and they were pledging to participate.

Memorable quotes from our field work:

"Although I can't read or write and I'm undocumented, I will participate in the census!
Thanks for the work you're doing."

"Ya no tenemos fe en los gobiernos, las calles y las escuelas están mal. ¿Dónde va ese dinero?"

"You inspired me to participate in the census"

"Came up to me and thanked me"

"I don't trust the government"

"What is the Census?"

"She already did it"

National Latino Research Center

NLRC and Universidad Popular had been anticipating the 2020 Census looking to ensure that our communities would not be undercounted in yet another decennial census. Thus, when an opportunity arose to be involved in the statewide efforts for localized census outreach, NLRC joined to ensure that a grassroots approach would be integrated into the process, an approach that valued community members' strengths gained through their lived experiences, and would uplift their place in the community through census education and training. We understood that community members who are considered "hard-to-count" would be key to reaching other "hard-to-count" community members due to established trust via language and familiarity. We understood that community members serve as trusted messengers who have the power and knowledge to create change in our communities.

At the start of census training sessions with Universidad Popular and Poder Popular leaders, a reflection statement was posed to community leaders: "Tell us what experience you have with the previous census and if you have any experience working on census outreach." A handful of community members recalled their experiences in 2010 working with local groups to conduct census messaging, others recalled completing the questionnaire or their children completing the form, and many did not have a recollection of ever having participated in the census despite years of having been in the United States. Nevertheless, many community leaders began to recall other work they had conducted such as door-to-door canvassing for campaigns and reflected on how this could be integrated into our outreach approaches. Community members also mentioned that no information about the 2010 Census had ever reached them and expressed their excitement in being involved with Census 2020 outreach for the first time. The photo below depicts the group of Universidad Popular and Poder Popular community members who participated in ongoing census training over the course of the campaign, hosted by Universidad Popular.



By November 2019, Universidad Popular and Poder Popular community leaders began their trusted messenger training with NLRC and Universidad Popular, and began to communicate a census message in their neighborhoods, promoting the message, "*Todos contamos*," and highlighting the benefits of an accurate and complete count in regard to funding and political representation. Community leaders joined NLRC during census education presentations conducted throughout North County in local schools, during tabling events, giving their testimonies, motivating people, and distributing census materials in local grocery stores, churches, community groups, parent committees, among others.

The photo below shows Lucrecia Ibarra, an elder and active Universidad Popular community leader as she conducts a census presentation to community members in an affordable housing complex in Carlsbad. During her message, Lucrecia mentioned that she cares about the census because it will benefit the future of our communities and insisted that if she could spread the message at her age, so could everyone else in the room.



In the photo below are community leaders Lucrecia Ibarra, Rosario Reyes, Rosa Lopez, Rafael Lopez, Obdulidia Diaz, and Jovita Serafin on February 13, 2020 before their presentation at VAPA Elementary to a group of families from the San Diego County Office of Education-Migrant Education Program.



Community leaders have been the life force of the census outreach campaign in North County. Even as we were faced with a global pandemic, the threat of immigration enforcement in our communities, and having to shift to virtual and remote outreach, community leaders were at the forefront of the census outreach work. Many community leaders joined NLRC during the outreach efforts at essential services sites and approved public sites like schools. The photo below shows NLRC staff with Universidad Popular leaders promoting the census during the COVID-19 pandemic.



Through the commitment and dedication of community leaders, many communities in North County received accurate census information, fear and mistrust was reduced, and resources were leveraged to support the needs of local communities.

Nile Sisters Development Initiative

Sara*, a mother of five (5) children, was unsure if she should respond to the Census. She feared that she was not a citizen and did not own her dwelling; therefore, Sara believed she was ineligible to respond. After speaking with an Outreach Worker at NSDI, Sara received accurate information and supplemental educational resources on how to complete the survey and language-specific support resources. The support she received from NSDI gave her confidence to access and complete the Census survey for her household.

Ramon*, an 8th grader, came with mom to pick up food during the NSDI food distribution. Ramon is enrolled in the NSDI newcomer program as a student. He began asking questions related to the Census and its purpose. Ramon wanted to know why he should care about the Census. After a conversation with NSDI staff on how the Census contributes to community funding, he returned to NSDI during the following food distribution day to share that he had encouraged his mother to complete the Census for their household.

*Names of individuals have been altered to ensure privacy.

Partnership for the Advancement of New Americans (PANA)

Our Hub partners and PANA phone bankers shared countless stories of how they interacted with community members regarding the 2020 Census. One phone banker shared, "I assisted a community member in completing the 2020 Census for their family of eight, which will

United Way of San Diego County

bring over \$80,000 back to San Diego over the next 10 years! It is great to see that my work will have a positive financial impact on the community for the next decade."

Another staff member stated, "A time that I felt I made a huge impact was when I reassured an undocumented community member that the information provided on the 2020 Census survey is required to remain confidential by law. We had a heartfelt conversation about their fears, where I was able to connect with them on a very personal level while also reassuring them on the safety of the Census."

A bilingual phone banker stated, "I enjoy reaching out to "hard-to-count" communities, especially when I am able to speak Somali. There is an immediate sense of trust over the phone when we speak in our first language. I have helped countless large families complete the 2020 Census in Somali. It is unfathomable to think that these families may have not been counted otherwise. Language should not be a barrier to representation."

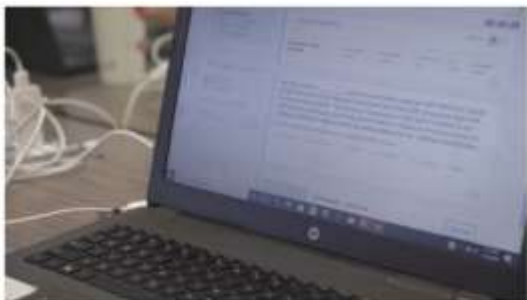
Dilkhwaz Ahmed from License to Freedom stated about a Census event they held, "Our agency was able to reach out directly to more than 100 members in the refugee communities. Those members have no clue about the Census. We helped them to go to the website and answer the questions about the Census."



License to Freedom community canvassing event in El Cajon



RICH Convening



Phone-banking script



Census Phone Bank with 16 people serving at PANA



Alexis Ackerman, a phone banker calling the community at PANA



Somali Bantu of San Diego holds COVID 19 and Census Outreach event with the Somali Bantu community



Karen Organization Census Outreach Community Workshop in Burmese and Kareni



Islamic Center of San Diego (ICSD) and Majdal Center host community workshop with Census Bureau at ICSD





New Neighborhood Relief Census Outreach Workshops with the African community in El Cajon City



RICH Convening and training on QAC's



Ramla Sahid, Executive Director at PANA at RICH Convening



A sampling of PANA's social media outreach regarding 2020 Census

Paving Great Futures

The census pedagogy was presented and we encouraged our participants to get involved and to be counted. Last year's cohort produced a lead census ambassador named Anthony Hawkins. Anthony is an active member of our community and has the desire to be the change he would like to see. He was trained by our census outreach coordinator and served as an ambassador for the organization. Because of his exposure to local political leaders through the LACED program Anthony was invited to speak in front of SANDAG and Council Member Nathan Fletcher. . He reported about the census efforts being done in his HTC community. Being able to provide over \$15,000.00 in human capital to Anthony and the rest of our census ambassadors has been a huge accomplishment in our census outreach efforts.



Anthony Pictured in yellow, with Nathan Fletcher and staff.
Also pictured our census coordinator JoAnn Fields.

San Diego Organizing Project

One of SDOP's Census Captains, Debora Samuels, made a significant impact on her community through her Census work. Deborah, a long-time member at Our Lady of the Sacred Heart Catholic Church in City Heights, has organized with SDOP since our organization's formation. Debora's lived experience deeply informs her work on the Census and her motivations to turnout her community to fill out the 2020 Census. Debora lives in Section 8 housing, the availability of depends on accurate Census data. Because of this, Debora took every opportunity to encourage people in her parish to take the Census, especially undocumented folks and communities of color. As an Afro-Latina immigrant herself, Debora understands the feelings of distrust that many immigrant communities and communities of color hold regarding the Census, and intentionally worked to assuage her community's fears and provide accurate information and resources. Following her role as a Census Captain, Debora also worked with SDOP's COVID-19 Faith Community Response Fund as well as Faith Votes, our nonpartisan voter engagement program, and she brought her messaging around the Census to every organizing space she has participated in this year.



Somali Family Service

Somali Family Service provided valuable census education to hard-to-count populations in San Diego, especially immigrant and refugee communities, in culturally and language-inclusive environments designed to empower individuals and families to complete the census.

Somali Family Service empowered youth, especially in refugee and immigrant communities, to take leadership roles in ensuring their families were counted in the census: "Completing the census will increase the chances for all communities to be equally funded and receive equal distribution," said Lynna T., a Crawford High School student and participant in Somali Family Service's youth program.

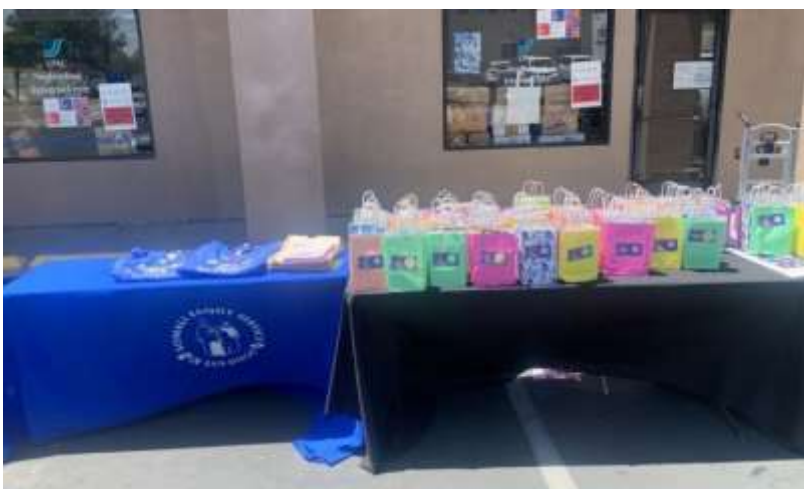


Photo from Somali Family Service's and MAS San Diego's joint census car caravan event in City Heights, August 1, 2020:

The Chicano Federation

As a 51 year old organization that has been working in the community, we are honored to have been a part of this amazing effort to ensure the most accurate census count possible. As a trusted messenger in the community, we felt it was our duty to work with some of the most vulnerable community members to provide information on why it was so important to fill out the census. Considering the fear that many undocumented community members felt regarding filling out the census, we believe we played an instrumental role in encouraging many undocumented or mixed status families in ensuring they completed their census. During the NRFU period, our organization came across an undocumented family that had been devastated by COVID-19. Both Grandma and Grandpa were raising their three granddaughters since the parents were not in the picture. One day Grandpa got ill and was diagnosed with COVID. Due to his status he had been working in construction getting paid cash but lost that job when he couldn't work due to having COVID. Shortly after, Grandma also fell ill to COVID and she too lost her job as a housekeeper. Their household was left with no income and couldn't pay their bills. Not only were they living the consequences of being a system that was not designed for them, but also feeling the impact of how underfunded their community is due to folks like them being historically undercounted. Fortunately, we were able to help her with resources to make it through and also spoke with her about the importance of the census in ensuring that families like hers and her granddaughters have the resources they deserve. She said that she wasn't going to do the census but after seeing the impact of undercounting in her community, she had to take action. Not only did she fill out her census, but also worked with us to reach out to undocumented and mixed status families and share her story, her reason, for filling out the census. This impact wouldn't have been possible if it wasn't for the trust and reach that organizations like us have built with some of our most vulnerable community members. No matter how hard this administration fought to erase their existence from our census, our coalition or organizations went above and beyond to make sure that we all count.

The San Diego LGBT Community Center

As previously mentioned, our outreach during the COVID pandemic included a check-in on the wellbeing of our community members, and then follow up information on how to complete the Census. Prior to the pandemic it was typical to receive responses such as, "Yes", "A long time ago", "Thank you for doing this work!". However, when conducting our outreach during the pandemic, we had a number of responses from community members asking for resources. They let us know that they really appreciated us reaching out, and were glad to know that even in these difficult times, we cared about them as individuals and the future of our community. Through these outreach efforts, and using this messaging strategy, we not only were able to provide Census information, but were able to help connect our supporters to Behavioral Health Services for counseling, Senior Services for community connection and information about our ongoing Food Banks, and information about scheduling an HIV test.

One interaction that stands out, a client had let their AIDS Drug Assistance Program (ADAP) renewal lapse months before we spoke to him. Because he had been trying to stay home and stay safe, he had not paid attention to his ADAP expiration date until it was too late. He was ecstatic to find out that one of our staff would be reaching out to help them with their enrollment over the phone. This person had previously not completed the Census but was able to do so with the links and reminders we sent him via text.



Think Dignity

Typically, homeless individuals are left out of the conversation for important decision-making processes. Additionally, there are often many misconceptions on how or if homeless individuals are able to participate in the process. It was powerful to share with homeless individuals the importance of participating in the census and the many ways it will be beneficial in providing them with essential resources in the long term. Many homeless individuals that we connected with shared that they felt empowered and thrilled that we were sharing this important information with them and were excited to be a part of the process. Moreover, many encouraged their friends to also participate. The most powerful part of the process was being able to uplift the voices of a community that has been historically marginalized.



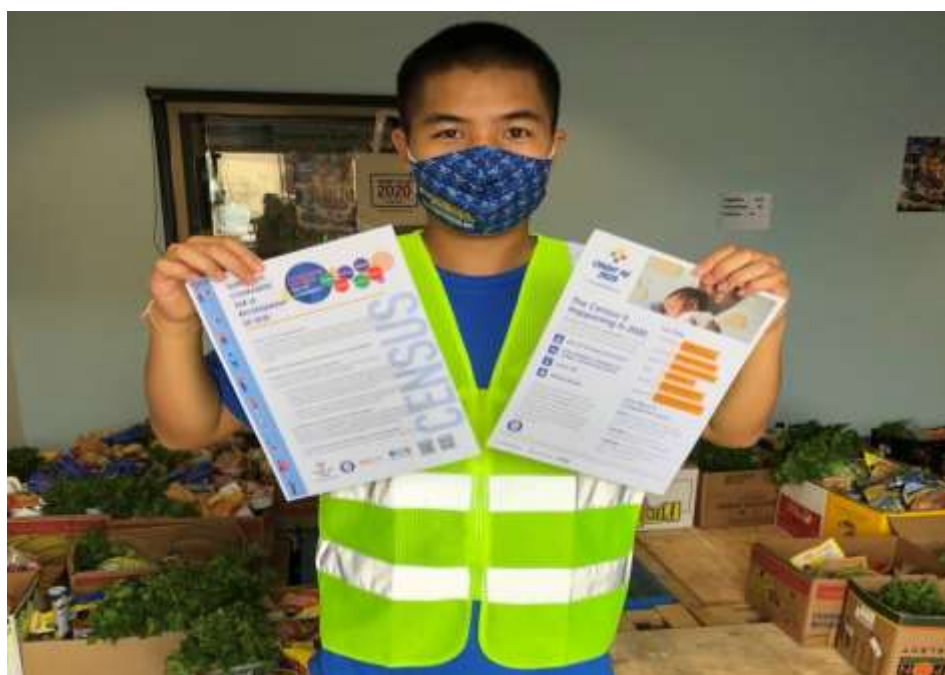
Union Pan Asian Communities (UPAC)

Originally, UPAC had planned to host three full-service Questionnaire Assistance Centers to personally encourage and assist community members with completion of their Census questionnaire. Due to the COVID-19 stay-at-home orders, we modified our outreach efforts and provided translated Census information along with census branded hand sanitizer, masks, pens, tote bags and more at our Census 2020 / Care Box Emergency Food Distributions each Friday. UPAC reached more than 6,000 individuals as a result of pivoting the way we did our census outreach. Eventually when safe, translators were able to assist individuals on-site with completing their census questionnaire.

"Together, We Can Overcome Anything!"







United Way of Imperial Valley

Several of the farmworkers that I spoke with had no knowledge that the US Census was taking place, so the information was quite helpful to them. There was some confusion since the Mexican Census was also taking place during the early part of 2020. I was glad to be able to clear up some of these issues.

Vista Community Clinic

Our biggest success during our project was working with our promotores. One of our biggest efforts was canvassing. Through their support we were able to reach over 6,000

household. One of their requests was to hold more than one caravan. This was an event completely facilitated by them, which brought a lot of momentum to our efforts. These efforts brought together folks from all throughout our community. We had participants of all ages support our efforts, and we know how important it was to have a range of community members engaged.



YMCA Childcare Resource Service

Our Census Day staff zoom event was huge success. Staff education is important because it keeps Census top of mind when speaking to clients. It was difficult because we didn't have the printed collateral front and center in physical offices, but by having regular staff engagement sessions and reminders, we were able to keep the Census relevant while we worked to pivot our service delivery. Some staff were part of the target population we were trying to engage (parents of young children etc.) and it became not only a call to action to deliver to our clients but to also participate ourselves.



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

The overwhelming theme is to get started early. Partners are looking to get the Count Me 2030 coalition off the ground no less than 2.5 years prior to the 2030 Census. The sentiment was also shared that fingers crossed there is not pandemic during the 2030 Census and the administration in 2030 supports and honors the importance of the census. The following are recommendations from the partners for 2030 efforts.

US Census Bureau:

- Have Census workers (Partnership Specialist) be involved earlier in the timeline to build trust, especially where there is no history with communities
- Increase coordination between USCB and Coalition partners in their outreach efforts to avoid duplication
- Provide opportunities to work with other organizations and government offices when reaching out in the same HTC
- Add new language phone lines to support communities' questions and concerns
- Ensure all marketing materials, such as flyers, stickers, posters, billboards, etc. prominently feature the ways to complete the census and specifically list the census website link and phone number.
- Properly Count LGBTQ community
- Provide ample time for Census completion

State:

Operations:

- Share (complete) funding opportunity as soon as possible - to allow for adjustment of scope and timeline
- Reconsider regions, San Diego and Imperial tend to be grouped, but the counties are so incredibly different alignment in strategy and communications are often very different
- Advocate to allocate resources to support the California Census for All Office, including continued regional support and training that the CCC committees provided, data analysis, data mapping and data visualization technology and tools, and facilitation of webinars
- List and learn from the challenges from the previous census
- Increase the funds and grants to organizations
- Continuation of funding local Community-Based Organizations to conduct outreach in HTC populations, coupled with more training to do the groundwork
- Funding: Allow and support regional pre-planning efforts for lead agencies to meet, plan, and strategize.
- Reporting Timelines/Templates: Reporting timelines and report templates to be available prior to launch of project to allow partners to understand scope of work and what/who will be needed to implement the project work.
- Implementation Planning Workshops: Ensure these happen well in advance of the census but on a timeline that works with the region or county; and is planned with the region or county and with ample time to ensure it is an effective event.
- Regional /County Partnerships: Funding should allow for regional tables and single lead agencies in order to decrease duplication of meetings and align reporting

efforts. Understanding that funding is flexible in order to meet the needs of regions and counties; overarching guidelines should be provided to structure a region

- Tech: SwORD in the end was a useful tool and the dashboards were effective, please invest in tech that does not include excel worksheets, rather a form system that is easy for all levels of tech users especially beginners. Make it easy to edit and upload / download. Ability to effectively view and analyze coverage of activities in target census tracts
- Expand the role of 211's
 - 2-1-1s engage/work with the hard to reach populations on a regular basis and have the ability to outreach using various methods. Using data from Census 2020 we can understand the regions that did not respond and 2-1-1s can then proactively reach out to these populations and connect to a Census location (libraries, etc) as well as assist with completing the Census forms. This outreach can be completed via text, email or phone. The model would be similar to a CalEITC outreach campaign
 - A program like Census 2020 in non-COVID times may have received more website time and additional social media posts. Further, we may have been able to implement an outreach campaign (texts or auto calls) to targeted populations. Unfortunately, due to the strain put on staff by COVID (along with the July Ship Fire, the September Valley Fire and expansion of our COVID response to support contact tracing), staff just did not have the capacity to take on additional activities for programs

Outreach:

- There was overlap in outreach efforts especially between State-conducted outreach and partner outreach. For the 2030 Census counting efforts, the State's employees should coordinate with subcontractors in the region at the onset to avoid duplication of efforts e.g. staffing the same event to promote Census 2020
- Conduct targeted outreach (based on 2020 data) in hard to reach neighborhoods in the very beginning and expand from there to other communities.
- Better coordination between cities who were also making similar marketing material. For example, LA had made a lot of marketing material for the Korean community and we could have shared our resources
- Revise and institutionalize outreach plans, culturally and linguistically responsive materials, social media content, and promote community cultural wealth practices to implement a census campaign that acknowledges the challenges and contributions of traditionally excluded and undercounted and situates HTC communities as active partners and agents of change
- Start a passive outreach campaign up to 1.5 years prior to the Census and then become more aggressive as the deadline nears

Communications/ Collateral:

- As a State-wide campaign, communication strategy, roll out, access to materials, communications messaging and toolkits etc should be available prior to regional and county funding allocation and accessible without a login.
- Earlier and more available access to case studies/focus groups for language needs and cultural differences of each community in order to create appropriate graphics that really impact

United Way of San Diego County

- An increase in language accessibility by surveying specific counties to accurately reflect languages needed and understanding common barriers to resources (lack of connectivity, etc.) could plan out increased reach through other methods.
- Critical that messaging is included regarding immigration status
- More resources and materials available specifically for the homeless population.
- Create Translated collateral materials by EARLY Fall - THIS SHOULD BE A PRIORITY, or you could miss some great opportunities for outreach! Especially, outreach at the Asian Film Festival, the many Lunar New Year and TET Festivals, etc

ACBO/ Community:

Operations:

- Bid for Coalition Administrator
- Earlier planning start, mobilize earlier
- Prioritize early logistical coordination
- Early Media release in different languages.
- Debrief following Census 2020
- Secure funding for Census 2030 beginning in 2027
- Include best practices training from Census 2020
- Plan 1.5 years out Rollout Countywide plan
- 2.5 years before the Census 2030 begin coalition building via SANDAG
- Begin recruiting for Census 2030 Coalition 2 years out to provide train the trainers training with U.S. Census staff, SANDAG staff and community organizers
- Create (and Fund) hubs like RICH so that organizations working with similar communities can work together to build on each other's' expertise and compile materials together
- Continue the momentum built through the coalition, by reconvening community partners, solidify partnerships in to address the needs in the border region (San Diego and Imperial County), seek funding to support census-related activities, and disseminate the census campaign findings and lessons learned to key regional stakeholders
- Have regional lead organizations for San Diego (North, South, East, Central) - area meetings to dive into regional area data
- Prioritizing CBO's in LMI communities with increased/prioritized funding that already reside and work in HTC communities
- Establish a community task force/ work alongside an existing community advisory board in a particular community/neighborhood to intentionally connect coalition partners with local community grassroot partners.
- Additional months for community education and preparation for the census efforts as a coalition
- More technical assistance opportunities for community-based organization to understand the data and census tracts system.
- Segment coalition meetings to include updates and resources from specific HTC regions (north county, imperial county, etc.) and increase collaborative programs
- Confirm calendar of events, meetings and benchmarks/goals to be accomplished
- Convene funders group ie. foundations, government entities to discuss budgeting needs

United Way of San Diego County

- Maintain Data / reporting portal
- More local coordination and sharing of efforts amongst partners to establish best practices/strategies and technical assistance to each other

Outreach:

- Training for community educators to occur at least 9 months prior to 2030 Census opening
- Split the coalition in to field experts so that strategies align
- Target youth as primary drivers of the Census
- Partner with local artists to make community engagement more fun
- NRFU training 6 months before the end of the 2030 campaign
- Expanding the education phase to be more thorough and representative of the HTC populations could benefit from the increased trust before soliciting responses. Many community residents were unaware of why the Census is critical and how data collected directly impacts their community.

Communications/ Collateral:

- Roll out a Media Plan earlier - contract with the professional media resource earlier so they can forge a working relationship with coalition members asap
- Prioritize early graphics, printed materials, branded materials
- Local website
- Convene focus groups to discuss marketing collateral and PR strategies
- Engage graphic designer and digital support ASAP for signage, flyers, translated materials, etc.
- More support for getting translation for marketing material
- Prepare the swag and the print items as early as possible.
- Providing resources with more anecdotal local evidence than statistics to demonstrate the importance could enhance the educational period, i.e., "this clinic is operated by federal funding that was set aside because of Census 2020 data."

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 – submitted by Engage San Diego

b) Updated list of subcontractors

- 211 San Diego
- ACCE Institute - **Did not submit final report**
- Alliance San Diego - **Did not submit final report**
- API Initiative
- Bayside Community Center
- California Rural Legal Assistance, Inc. (CRLA)

United Way of San Diego County

- Campesinos Unidos, Inc.
- Casa Familiar
- Chula Vista Community Collaborative - **Did not submit final report**
- Comité Civico del Valle, Inc.
- Digital Impact & - **Contract Ended Early / no final report**
- Employee Rights Center
- Engage San Diego Did not submit final report
- Environmental Health Coalition
- Imperial Valley Food Bank
- Interfaith Community Services, Inc.
- International Rescue Committee
- Karen Organization of San Diego
- Korean American Coalition - San Diego
- Lao Community Cultural Center
- Logan Heights CDC
- MAAC
- Majdal Community Center
- Mid-City CAN
- National Latino Research Center
- Nile Sisters Development Initiative
- Partnership for the Advancement of New Americans (PANA)
- Paving Great Futures
- San Diego Organizing Project (SDOP)
- San Diego Urban Warriors Inc. - **Did not submit final report**
- Somali Family Service of San Diego
- The Chicano Federation
- The San Diego LGBT Community Center (The Center)
- Think Dignity
- Union of Pan Asian Communities (UPAC)
- United Missionary Churches/Connecting Hope
- United Way of Imperial County
- Vista Community Clinic
- YMCA of San Diego County, Childcare Resource Service

c) Evaluations or analytical reports, if any – n/a

d) Sample products*

Below are links and collateral that partners shared through their final reports.

Link to the Count Me 2020 Files/folders/images:

https://drive.google.com/drive/folders/1Pldu4gQ11QImnJwI7IM8Fk_DGxzq9X?usp=sharing

Samples of collateral:



Yard
Signs:





Tote Bags:





<p>Car Magnets for Taxi Workers Project:</p>	
<p>General Car Magnets:</p>	



Banners & Tshirts



Digital Media Trucks



<p>Facemasks</p>	
<p>Social Media Graphics</p>	

<p>Census Day of Action</p>	
<p>Week of Action toolkit</p>	<p>https://drive.google.com/drive/folders/1Gz9Z7PbKQt7cFhH2-PsOD3Fm4pAc97lR?usp=sharing</p> 

	 <p>COUNT ME 2020 #COUNTME2020 Census Week of Action JULY 6-10 countme2020.org</p> <table border="1"> <tr> <td>MONDAY JULY 6</td> <td>Our Region Counts! Uplifting Region 10: San Diego and Imperial Counties + Census Week of Action Kick Off!</td> </tr> <tr> <td>TUESDAY JULY 7</td> <td>Our Communities Count! Uplifting our Hard-to-Count Populations</td> </tr> <tr> <td>WEDNESDAY JULY 8</td> <td>Our Voices Count! Uplifting our Hard-to-Count Cities/Neighborhoods</td> </tr> <tr> <td>THURSDAY JULY 9</td> <td>Our Future Counts! Uplifting the Importance of the 2020 Census</td> </tr> <tr> <td>FRIDAY JULY 10</td> <td>Get Out the Count! Uplifting the power we have to ensure everyone counts</td> </tr> </table>	MONDAY JULY 6	Our Region Counts! Uplifting Region 10: San Diego and Imperial Counties + Census Week of Action Kick Off!	TUESDAY JULY 7	Our Communities Count! Uplifting our Hard-to-Count Populations	WEDNESDAY JULY 8	Our Voices Count! Uplifting our Hard-to-Count Cities/Neighborhoods	THURSDAY JULY 9	Our Future Counts! Uplifting the Importance of the 2020 Census	FRIDAY JULY 10	Get Out the Count! Uplifting the power we have to ensure everyone counts
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<p>Facebook Frames</p>	 <p>I PLEDGE TO GET OUT THE COUNT!</p> <p>WE COMPLETED THE CENSUS!</p> <p>I COMPLETED THE CENSUS!</p> <p>+3 WE PLEDGE TO GET OUT THE COUNT!</p>										
<p>QR Code Stickers</p>	 <p>COMMUNITY COUNTS!</p> <p>WE COUNT!</p> <p>TAKE THE 2020 CENSUS NOW! ONLINE, PHONE, MAIL.</p> <p>WWW.COUNTME2020.ORG</p> <p>Scan to Take the Census!</p>										

United Way of San Diego County

Majdal Center

June 16, 2020: Live TV interview on KUSI, local San Diego news station:

<https://www.kusi.com/census-week-of-action-kicks-offwednesday/>

June 18, 2020: Interview with KPBS

<https://www.kpbs.org/news/2020/jun/18/local-organizationsjoin-urge-immigrant-refugee-co/>

Mid City Can

MCC - Census Pledge

Panel- The Crucial Role of the Census

For City Heights, The Path To Power Runs Through The Ballot And The Census

Closures and Shutdowns Throw a Major Wrench in Census Outreach Efforts

San Diego County Neighborhoods At-Risk of Not Being Fully Counted in the 2020 Census

Running Radio Shows: 6 times each.

KLNV

KLQV

From 7/16/2020 to 8/18/2020 MCC lit dropped 12,667 bilingual pieces

PANA

[FAQ's in 7 different languages](#)

Somali Family Service

Marketing collateral/graphics:





Excerpts from E-Newsletters: May 2020 Newsletter

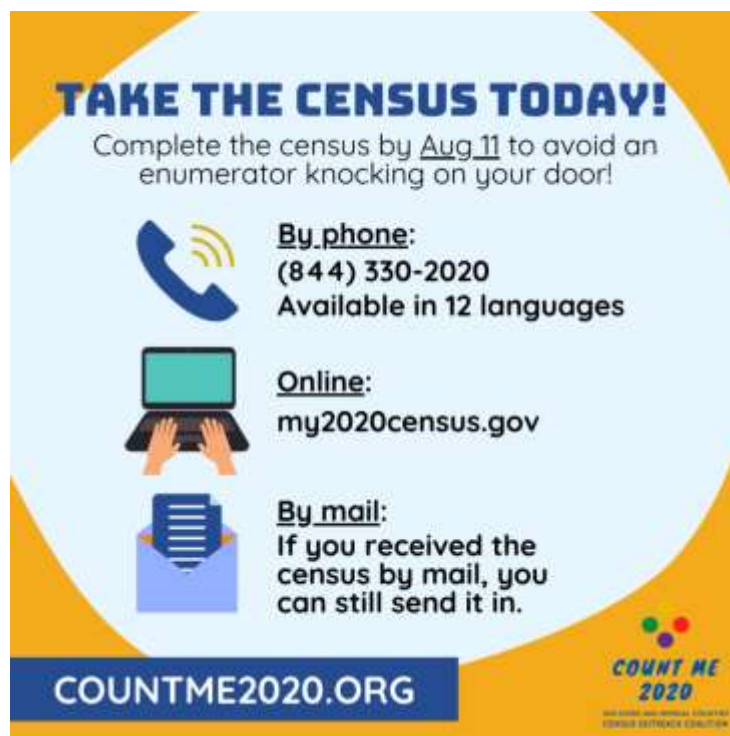
A. Census 2020



Somali Family Service and our partners, with the support of United Way of San Diego County, promote a complete and accurate count for the 2020 Census. We host a series of outreach events and presentations especially designed to reach members of hard-to-count immigrant and refugee communities. We recognize that ensuring everyone's represented in the 2020 Census is more than obligatory; census data brings funding into our communities for public programs including roads, schools, hospitals, and government services. In addition, the results of the 2020 Census help determine the apportionment of the seats of the U.S. House of Representatives and ensure communities have a voice for future generations.

July 2020 Newsletter:

Census 2020



We're proud to be a Count Me 2020 coalition member. We join over 100 community organizations and civic groups working to ensure a complete and accurate 2020 Census count in San Diego and Imperial Counties.

The coalition's outreach efforts focus on hard-to-count (HTC) populations which are predominantly people of color, immigrants, and youth, among others.

"Completing the census will increase the chances for all communities to be equally funded and receive equal distribution," says Lynna, a Crawford High School student and participant in Somali Family Service's youth program.

August 2020 Newsletter:

B. Census 2020



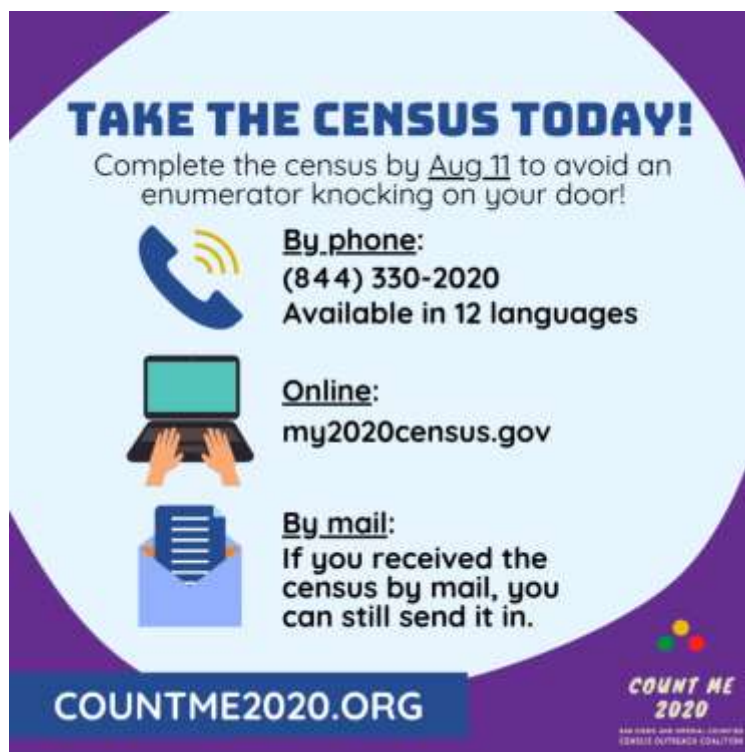
We're proud to be a **Count Me 2020** coalition member. We join over 100 community organizations and civic groups working to ensure a complete and accurate 2020 Census count in San Diego and Imperial Counties. The coalition's outreach efforts focus on hard-to-count (HTC) populations which are predominantly people of color, immigrants, and youth, among others.

Somali Family Service has been involved in the creation of census outreach videos to educate the local population on the importance of being counted. The videos are available in English, Arabic, and Somali.

- [Click Here](#) to view the video in English
- [Click Here](#) to view the video in Arabic & Somali

September 2020 Newsletter:

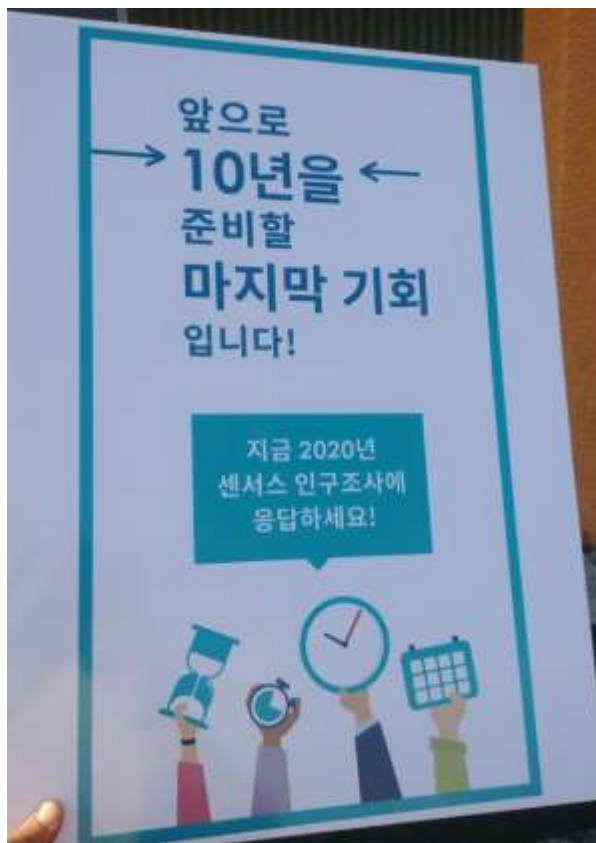
C. Census 2020



As a proud [Count Me 2020](#) coalition member, we join over 100 community organizations and civic groups in San Diego and Imperial County in reminding everyone to assist in ensuring a complete and accurate census count.

Toward this goal, we recently joined in a virtual census rally, car caravan, and community partner webinar. We especially thank [Muslim American Society of San Diego County \(MAS\)](#) for their support in this shared effort!

Korean American Coalition of San Diego



코리안 아메리칸 센서스

온라인 봉사의 날

9월 30일

앞으로 10년간 우리 커뮤니티의 미래를 결정할
인구조사 참여를 10분의 시간을 내서, 10명에게 전해주세요.
당신과 당신의 가족을 위해.

 www.KAvote.org ■ 2020census.gov
내일채단 후원





인구조사에 참여하세요

캘리포니아의 발전을 위하여 많은 자원이 유치될 수 있도록
우리 모두 확실히 인구조사에 참여합시다.





2020 센서스 인구조사 기간이 연장되었습니다

4월 중순 미응답 가정에 종이 설문지 발송

3월 12일 ~ 10월 31일 자기 응답 기간
온라인, 전화, 우편으로 참여하십시오

8월 11일 ~ 10월 31일 직접 방문 기간
(자기 응답 가능)
미응답 가정에 인구조사국 직원이 직접 방문하여 센서스를 실시합니다.

 도로 정비 및 학교 발전

 일자리 창출

 노인, 아동 및 가족을 위한 커뮤니티 프로그램 기금 마련

 주거환경 개선

2020년 3월 중순부터 각 가정은 안내문을 우송 받을 것입니다. 이 안내문은 인구조사 설문 작성을 위한 방법들을 설명합니다. 이 편지를 받지 못한 경우에도 온라인이나 전화로 설문에 참여할 수 있습니다. 가족이든 아니든 관계없이 귀하의 가구에 거주하는 모든 사람이 집계되어야 합니다.

인구조사 참여를 위한 세 가지 방법

온라인 한국어로 번역된 양식을 통해 센서스에 참여하실 수 있습니다.

전화 이번 인구조사는 전화를 통해 13개 언어로 참여할 수 있습니다.

우편 종이양식은 제한된 주소에서만 받게 될 것입니다.

지금 바로 참여할 수 있습니다

한국어 센서스 <https://2020census.gov/ko.html>

당신의 2020 인구조사 데이터는 안전하며 비밀이 보장됩니다.

CaliforniaCensus.org
CountMe2020.org
@CACensus



Updated Korean: June 2020

인구조사에 참여하세요

캘리포니아의 발전을 위하여 많은 자원이 유치될 수 있도록 우리 모두 확실히
인구조사에 참여합시다.






인구조사 참여를 위한 세 가지 방법

온라인 한국어로 번역된 양식을 통해 센서스에 참여하실 수 있습니다.

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우편 종이양식은 제한된 주소에서만 받게 될 것입니다.

2020 센서스 인구조사 기간이 연장되었습니다

4월 중순 미응답 가정에 종이 설문지 발송

3/12 ~ 10/31 자기 응답 기간
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(자기 응답 가능)
미응답 가정에 인구조사국 직원이 직접 방문하여 센서스를 실시합니다.

 도로 정비 및 학교 발전

 일자리 창출

 노인, 아동 및 가족을 위한 커뮤니티 프로그램 기금 마련

 주거환경 개선

지금 바로 참여할 수 있습니다

한국어 센서스 <https://2020census.gov/ko.html>

당신의 2020 인구조사 데이터는 안전하며 비밀이 보장됩니다.

CaliforniaCensus.org
CountMe2020.org
@CACensus



Updated Korean: June 2020

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles;

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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.

United Way of San Diego County

PSA Videos created by
Mark Laturno
Laturno Marketing
www.LaturnoMarketing.com
(619) 920-6305

Census 1

Eng: https://drive.google.com/file/d/1i0zAfuN-KJjpFWC0N_xpoIVJ1FzBsQsJ/view?usp=drive_web
Sp: https://drive.google.com/file/d/1L6LQRssGqJJVnK_Q8Al-AipOXtsA3rGl/view?usp=drive_web

Census 2

Eng: https://drive.google.com/file/d/1MQTn01_mShPv-La9aR_1rQHH8cLcSKSv/view?usp=drive_web
Sp: https://drive.google.com/file/d/1iCYmcTabhsl58FcWBlbdcfd5sbeMfBMn/view?usp=drive_web

Census 3

Eng: https://drive.google.com/file/d/16z0S34i1GEpKcVTyfyqsCgeNeJDvYfKe/view?usp=drive_web
Sp:

Census 4

Eng: https://drive.google.com/file/d/1ILU3oB23mpvrhDyqrwHXfzSQleh5wfEE/view?usp=drive_web
Sp: https://drive.google.com/file/d/1S2lm76D7zbv37EgGsYrUV1KUgXsszJZz/view?usp=drive_web

Census 5

Eng: https://drive.google.com/file/d/1oqUqSqrbsQotKs5AhAayJeJ_-bPnuPpJ/view?usp=drive_web
Sp: https://drive.google.com/file/d/1fNurXy-6Xk7ZFYzDovLtuttfmgPcGJlp/view?usp=drive_web

Please Add to UWSD Region 10 Final Report

PSA Videos created by

Mark Laturno
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www.LaturnoMarketing.com
(619) 920-6305

Census 1

Eng: https://drive.google.com/file/d/1i0zAfU-N-KJpFWCON_xpoIVJ1FzBsQsJ/view?usp=drive_web

Sp: https://drive.google.com/file/d/1L6LQRssGqJJVnK_Q8Al-AipOXtsA3rGl/view?usp=drive_web

Census 2

Eng: https://drive.google.com/file/d/1MQTn01_mShPv-La9aR_1rQHH8cLcSKSv/view?usp=drive_web

Sp: https://drive.google.com/file/d/1iCYmcTabhsl58FcWBlbdcfd5sbeMfBMn/view?usp=drive_web

Census 3

Eng: https://drive.google.com/file/d/16z0S34i1GEpKcVTyfyqsCgeNeJDvYFKe/view?usp=drive_web

Sp:

Census 4

Eng: https://drive.google.com/file/d/1ILU3oB23mpvrhDyqrwHXfzSQleh5wfEE/view?usp=drive_web

Sp: https://drive.google.com/file/d/1S2lm76D7zbv37EgGsYrUV1KUgXsszJZz/view?usp=drive_web

Census 5

Eng: https://drive.google.com/file/d/1oqUqSqrbsQotKs5AhAayJeJ_-bPnuPpJ/view?usp=drive_web

Sp: https://drive.google.com/file/d/1fNurXy-6Xk7ZFYzDovLtuttfmgPcGJlp/view?usp=drive_web

EARNED MEDIA SUMMARY REPORT - REGION 10

FEBRUARY - SEPTEMBER 2020

AS OF OCTOBER 31, 2020



BY THE NUMBERS:

of Placements: 298+ radio, TV, online, print placements*

of Interviews: 99

Media Value: \$850,507+

Circulation / Reach: 22,869,182+

Some interviews coordinated in collaboration with CA State Census Office, Mercury, US Census Bureau, City of National City, and City of Chula Vista, featuring Count Me 2020 members and funded partners. Some placements managed by Count Me 2020 during the Sept. 2020 NRFU period are not included in this report.

FEATURED COMMUNITY-BASED ORGANIZATIONS:

- Alliance San Diego
- API Initiative
- Bayside Community Center
- Casa Familiar
- Chicano Federation
- Chula Vista Community Collaborative
- Comite Civico del Valle
- Employee Rights Center (ERC)
- Engage San Diego
- Environmental Health Coalition
- Imperial Valley Food Bank
- Interfaith Community Services
- Majdal Center
- Mid-City CAN
- Muslim American Society
- My Brother's Keeper
- National Latino Research Center
- Nile Sisters
- PacArts Movement
- Paving Great Futures
- Pillars of the Community
- San Diego Korean American Coalition
- San Ysidro Health
- The San Diego LGBT Center
- United Taxi Workers of San Diego
- United Way of San Diego County
- Universidad Popular
- UPAC
- Viet Vote
- Vista Community Clinic

*Note: This report also highlights earned media activities performed by Scatena Daniels on the behalf of Ark Marketing, During our time together, Scatena Daniels also provided more than \$26,716.75 in pro-bono services (rate difference + additional time) to accomplish the work presented in this report.

EARNED MEDIA SUMMARY REPORT - REGION 10

FEBRUARY - SEPTEMBER 2020

AS OF OCTOBER 31, 2020

LEADERSHIP FEATURED:

- U.S. Congressman Scott Peters
- CA State Sen. Pro Tem Toni Atkins
- Ditas Katague, CA Complete Count
- Mayor Alejandra Sotelo-Solis, City of National City
- Robert Smith, Pala Indian Reservation
- Bo Mazzetti, Rincon Indian Reservation

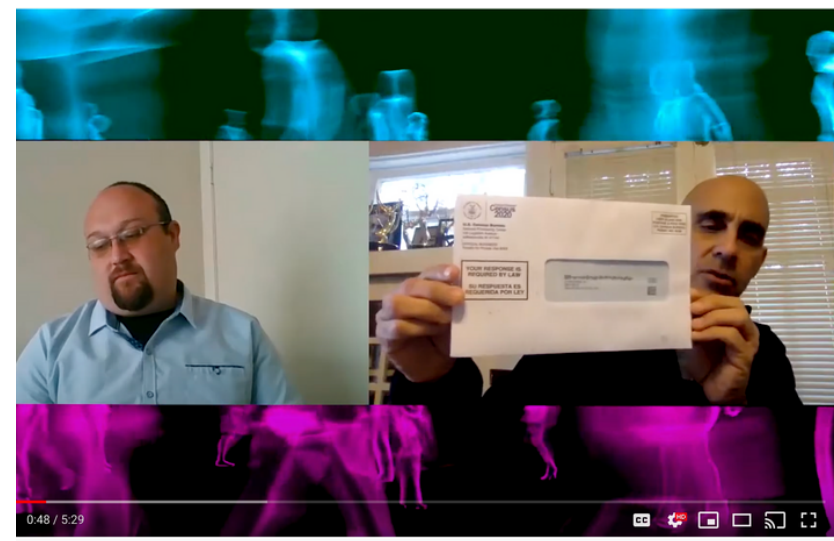
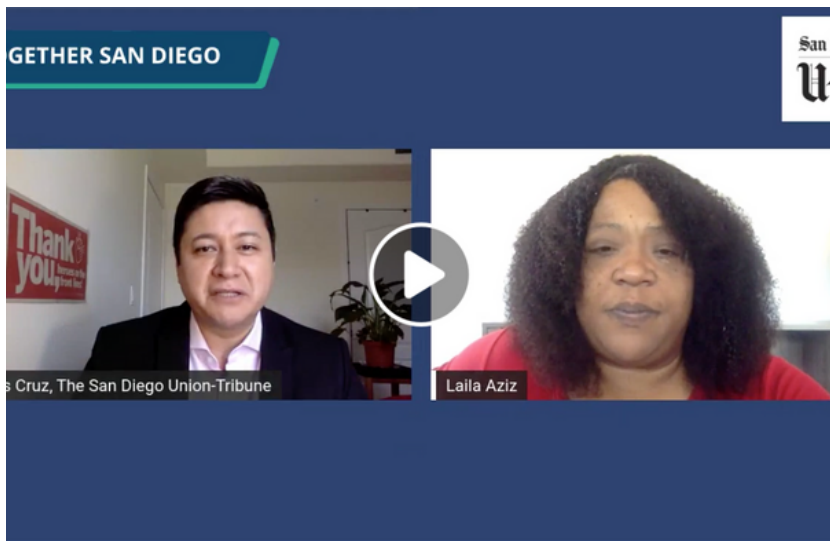
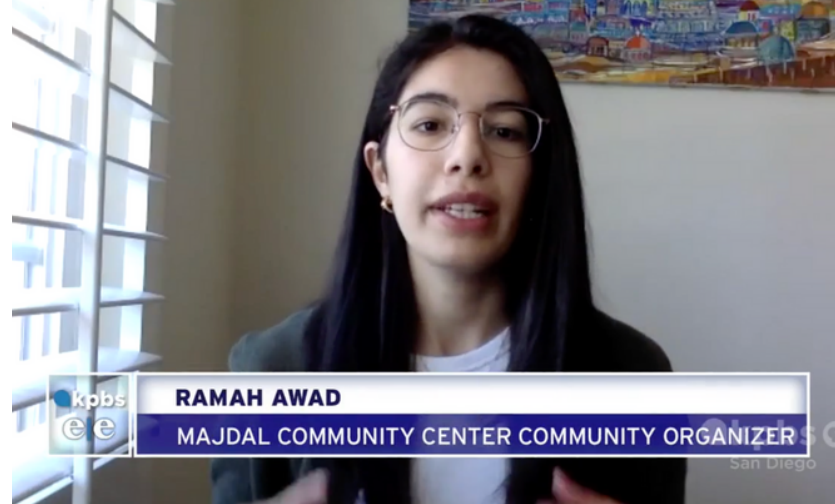
TOPIC FOCUS:

- Count Me 2020 / Census Self-Response Launch
- QAK QAC Training at the Jackie Robinson YMCA
- Supervisor Cox press conference
- COVID: CBO community response and Census education/promotion
- COVID: Urge HTC communities to self-respond
- Census Day / Census Month
- The San Diego Union-Tribune Op-Ed series (May)
- AAPI Heritage Month
- Count Me 2020 Week of Action (Imperial Valley / June)
- CA Census Week of Action (June)
- Count Me 2020 Week of Action (San Diego / July)
- Trump Executive Memo Response
- U.S. Census Bureau adjusting final deadline to Sept. 30
- The San Diego Union-Tribune Op-Ed series (August)
- Census Day of Action (August)

- Samuel Q. Brown, Viejas Band of Kumeyaay Indians
- Nancy Sasaki, United Way of San Diego County
- Angelica Davis, City of Chula Vista
- Connie Hernandez, CA Complete Count
- Ray Major, SANDAG
- Michele Silverthorn, Count Me 2020 Coalition



TIP SHEETS ALSO CREATED AND SHARED TO ASSIST WITH
TAKING PHOTOS & VIDEOS, PARTICIPATING IN MEDIA INTERVIEWS
TO CONTINUE MEDIA PROMOTION IN A REMOTE ENVIRONMENT
DUE TO THE STAY-AT-HOME ORDERS ESTABLISHED IN MID-MARCH 2020.



OPINION

SUN DAY

EVERY 10 YEARS, A CRUCIAL COUNT

The decennial U.S. census is one of the easiest and most important ways to meaningfully influence government. The attempted tally of everyone living in the country affects how many U.S. House members each state has, and how much federal aid each community receives. You can participate online at my2020census.gov or over the phone at 844-330-2020 in 13 different languages. If you haven't yet taken the survey, what are you waiting for? Read these three essays about the endeavor, read three more at uniontrib.com/opinion/commentary and while you're online, complete the census. You'll be helping yourself.

HOW CORONAVIRUS CHANGED LESS THAN YOU MIGHT THINK

BY DITAS KATAGUE & NANCY SASAKI

San Diego's diversity makes it a great place to live: a wide variety of people from all backgrounds gives our region a wonderful, unique culture. However, that diversity is also what makes it hard to count every San Diego in the 2020 U.S. census, and why it's so important to make all of our voices heard.

The census is a national headcount of every one living in the U.S. that is conducted every 10 years. The information we provide when we fill out the census directs where the government spends billions of dollars in federal funds on programs for affordable housing, health care, schools, emergency services, neighborhood street repairs and more. Census data also informs how many representatives our region gets in Washington, D.C.

The current deadline to self-report (and avoid having someone come to your door) is Aug. 14, and so far, about 60% of San Diegans have completed their census. But that still leaves much of our region uncounted, including vulnerable populations like immigrants, people of color and the homeless — individuals the state of California designates "hard to count."

Two years ago, nonprofit and community partners across San Diego and Imperial Counties began the formation of the Count Me 2020 coalition. Today they are working to achieve a complete and accurate census count, and ensure all hard to count San Diegans are represented in the census.

This is not an easy task. The coalition members have faced many challenges. Some of these have included concerns about a citizenship question — there is no citizenship question — widespread distrust of the government and many unfounded rumors about census information is used. Additionally, this is the first digital census, which puts people without internet access at a serious disadvantage.

In response to these challenges, the Count Me 2020 coalition made detailed plans to reach hard to count San Diegans through the people and community organizations they trust. A wide variety of outreach and education efforts

SEE VIRUS • B11

Katague is the director of California Complete Count — Census 2020 Office and lives in Sacramento. Sasaki is president and CEO of United Way of San Diego County and administrative lead for the Count Me 2020 coalition. She lives in Chula Vista.

WHY SO MANY ARE WORKING SO HARD TO REACH EVERYONE

BY HERMINIA LEDESMA & LAILA AZIZ

San Diego area's diversity is a true strength, and we need to make that diversity known in order to get the resources we need for our communities to thrive.

To do so, it's critical that we ensure everyone is counted in the 2020 census. Census data greatly impacts our daily lives: it determines the quality of our children's schools, what it's like to walk around our neighborhoods, the food and health care assistance our communities receive, housing availability and political representation.

Unfortunately, nearly 1 million San Diegans have historically been underrepresented in past census counts and face a variety of obstacles to completing the 2020 census.

Our population has a high proportion of people considered hard to count by the U.S. Census Bureau. Their barriers include language divides, a lack of internet access and a distrust in government. We are home to the largest concentration of Native American tribes in the United States; more than half our residents identify as an ethnic minority; hundreds of thousands live below the poverty line; and nearly half a million San Diego County residents have limited English proficiency.

Nearly 8,000 people here are homeless; over 11,000 migrant farm workers live in our region; and tens of thousands of San Diegans have recently been released from jail or prison.

For the first time, the census can be done online as well as over the phone or on paper. But many of the people in the communities we serve are hesitant to respond. The historical barriers they've always faced are magnified even more by the coronavirus health crisis. This is why we are working extra hard to reach everyone where they are, so they get counted.

Our region's funding for affordable housing and health care depends on a proper count. For Pillars of the Community in Southeast San Diego, that means we need to tell everyone in our record-clearing workshops that their responses will not be shared with federal housing authorities; formerly incarcerated individuals are often afraid to respond to the census for fear of losing access to housing.

We also remind our community members that their responses keep one of our community's biggest champions in office. Assemblywoman Shirley Weber is deeply respected by her Southeast San Diego constituents, particularly African Americans. If we don't count ourselves, we could be redistricted and lose both Weber and our political representation.

In North County, Vista Community Clinic has relied more than ever on promotoras.

SEE CENSUS • B11

Ledesma is a program manager with Vista Community Clinic, and lives in Escondido. Aziz is a program director with Pillars of the Community, and lives in Encinitas. They are part of the Count Me 2020 coalition.

WHAT THE CENSUS WILL DETERMINE FOR NATIVE AMERICANS

BY ROBERT SMITH & BO MAZZETTI

Southern California is home to the largest percentage of tribal governments in the state and has more reservations than any county in the country. Particularly, San Diego is home to many on- and off-reservation Native Americans.

Indian tribes existed as sovereign governments long before the United States existed. The recognition of tribal sovereignty preceded the drafting of the U.S. Constitution. In Article 1, Section 8, Clause 3, the framers of the Constitution specifically recognized the sovereignty of Indian tribes.

Also in our U.S. Constitution is the mention of a population count. Article 1, Section 2 mandates that the country conduct a count of its population once every 10 years. The 2020 census will mark the 24th time that the country has counted its population since 1790.

The 2020 census is the key to democracy in America. It helps the federal government determine fair representation of all communities. This is especially important to Native American and Alaska Natives because it gives a voice to the unique needs of tribal communities in areas like employment, economic development, repatriation of Native American human remains and artifacts, fish and game licensing and policies, land management and so much more. An undercount in representation deprives Native Americans of their voice in government.

The Pala Band of Mission Indians and the Rincon Band of Luiseño Indians are working in San Diego to ensure they conduct outreach on the census to members and surrounding San Diegans who are Native Americans.

The Pala Band of Mission Indians reservation is in northern San Diego County, on a 12,273-acre reservation, home to a majority of the 918 enrolled members — a blending of the Cupeño and Luiseño Indians, who consider themselves to be one proud people — the Pala.

Smith has lived his entire life on the Pala Indian Reservation. Mazzetti lives on the Rincon Indian Reservation in Valley Center.

SEE NATIVE • B11

Bo Mazzetti is the tribal treasurer for the Vieja Band of Kumeyaay Indians. He lives on the Vieja Reservation.

Robert Smith is a community advocate and organizer who lives in City Heights. He serves as executive director of MAS PACE San Diego, a division of the Muslim American Society.

STEVE GREEN/UT ILLUSTRATION

OPINION

SUN DAY

DOWN FOR THE COUNT

As the workweek ended Friday, the U.S. Census Bureau announced that more than 73% of housing units have been accounted for in the 2020 census, with 9.7% counted by census takers and other field data collection operations, and 64.2% of housing units responding online, by phone or by mail. It's crunch time with a Sept. 30 expedited deadline to collect the data so the Trump administration can analyze it by year's end. Some community advocates worry the sped-up timeline will leave marginalized groups undercounted. Here, several write about why the census matters — and what's at stake for communities that don't participate before the counting is over in a few short weeks.

THE CENSUS IS MORE THAN DATA

BY MICHELE SILVERTHORN

Once every 10 years, every one of us has the constitutional right to claim we are here, we count and we have a voice in this country.

By participating in the census, we inform our government on how much funding we need and deserve for health care, education, housing, business, first responders, roads, employment, transportation and congressional representation — every aspect that defines our quality of life is determined by census participation — our data.

In San Diego and Imperial counties, Count Me 2020, built by and for the community, is a coalition working in harder-to-count communities to achieve a complete and accurate 2020 census count. Over the past year and a half, more than 100 local civic and community-based organizations have consistently and effectively worked to lift barriers and motivate the community to participate in the 2020 census.

With targeted and impactful social media campaigns, there has been success — phone banking not only in Spanish but in languages such as Karen, Karenzi and Burmese; one-to-one text messaging in the LGBTQ+ community; alignment of census messaging and information.

SEE SILVERTHORN • B11

Silverthorn is the project lead for Count Me 2020 San Diego and Imperial Counties Census Outreach Coalition, administrative support by United Way of San Diego County. She lives in Pine Valley.

AN UNDERCOUNT A BIG CONCERN

BY SAMUEL Q. BROWN

Set on the U.S.-Mexico border and nestled between the coast, deserts and mountains, San Diego is not only diverse in topography but also a melting pot for many different cultures.

But it is too often forgotten as the ancestral home to the Kumeyaay Nation.

The Kumeyaay (Yipai/Tipai/Diegueño) people have occupied San Diego and Imperial Counties for more than 12,000 years. Prior to European immigration, the Kumeyaay Nation was spread over the California and Mexico border. Currently, the Kumeyaay Nation is split between 13 small U.S. Kumeyaay Indian reservations in northern San Diego County, on a 12,273-acre reservation, home to a majority of the 918 enrolled members — a blending of the Cupeño and Luiseño Indians, who consider themselves to be one proud people — the Pala.

Smith has lived his entire life on the Pala Indian Reservation. Mazzetti lives on the Rincon Indian Reservation in Valley Center.

SEE NATIVE • B11

Bo Mazzetti is the tribal treasurer for the Vieja Band of Kumeyaay Indians. He lives on the Vieja Reservation.

Robert Smith is a community advocate and organizer who lives in City Heights. He serves as executive director of MAS PACE San Diego, a division of the Muslim American Society.



STEVE GREEN/UT ILLUSTRATION

COMPLETE COUNT HAS CHALLENGES

BY ISMAHAN ABDULLAH

The people's history in America clearly shows that communities of color are left behind and undercounted in the decennial census, impacting their families and neighborhoods. From Black communities to immigrant and refugee communities, this undercount poses a serious risk to marginalized groups. Census data is critical in informing both funding for states and representation in Congress. We have an opportunity for our people to be visible and their communities reflected in the 2020 census.

The census determines \$1.5 trillion in federal funding that gets distributed nationwide each year. Funding is directed to resources that uplift our communities and provide essential services like child care and development programs, community mental health programs and more. It has an impact on resources available for housing, health care, education, schools and roads. The accuracy of the count and how well it captures the population living in America determines the number of seats each state has in the House of Representatives.

California, a state with large immigrant and hard-to-count populations, is at risk of losing one (possibly two) House seats and much-needed funding. Thus, in order for us to have our fair share of funding and equal representation, we must ensure that our communities are fully counted.

The census is self-response, which means no proof of tribal enrollment is required. Select

SEE BROWN • B11

Abdullah is a community advocate and organizer who lives in City Heights. She serves as executive director of MAS PACE San Diego, a division of the Muslim American Society.

LATINX PEOPLE, SEND A MESSAGE

BY ARCELIA NUÑEZ ALVAREZ & MARIA NUÑEZ

A 19-year-old, the census once again being held this year is struggling to reach and count the Latinx community in the San Diego border region. Despite meticulous planning and deployment of an immense grassroots movement through the Count Me 2020 Coalition, a nonprofit network of over 100 organizations committed to ensuring an accurate and complete count, fundamental historic challenges persist and new difficulties arise as a result of COVID-19-related restrictions that are likely to yield a serious undercount of the rapidly growing Latinx community.

Latinx are a vibrant group of people with diverse nationalities, histories, cultures, languages and political persuasions who have played a vital and essential role in our economy and culture. Currently, there are more than 1.1 million Latinx people in San Diego County, 34% of county residents. While many are Spanish-speaking immigrants and children of immigrants, many are English and Spanish-speaking native-born citizens. Some trace their ancestral roots to the Spanish and Mexican eras that predate the formation of the United States and California.

Latinx people have faced historic racial discrimination and stereotyping and until 1980, when the census introduced the "Mexican" race category, the group was completely excluded from the U.S. census. After almost a century of

Núñez-Alvarez is co-founder and co-director of Universidad Popular and Núñez is an executive board member of Universidad Popular. They migrated from Mexico to the United States as children and live in San Marcos.

SEE NUÑEZ • B11

Abdullah is a community advocate and organizer who lives in City Heights. She serves as executive director of MAS PACE San Diego, a division of the Muslim American Society.

About one-third of San Diego County residents haven't responded to 2020 Census



Kin Heine, Associate Director of Development, carried out groceries and t-shirts for Patty Mendez who lives nearby in Linda Vista. Bilingual Outreach Center is Linda Vista's first Count Me 2020 Pop-Up Event distributing fresh bread, toiletries, and fresh food while also including Count Me 2020 branded shirts and masks and will answer questions from the public. (John Gaudier / For The San Diego Union-Tribune)

Community groups to host more than a dozen census outreach events this week. In August, federal enumerators will knock on doors.

BY CHARLES T. CLARK

JULY 8, 2020 | 5:55 AM

Residents of San Diego County have done fairly well responding to the 2020 census, despite the pandemic.

Even with two-thirds responding to the census though, a lot of work still needs to be done, advocates say, to ensure an accurate population count throughout the county.

This week community groups, nonprofits and other organizations with the Count Me 2020 coalition will host dozens of census outreach events as part of a "Week of Action" intended to encourage the San Diego region's response rate before next month, which is when federal enumerators are expected to knock on people's doors who haven't responded online to the questionnaire.

According to the Census Bureau, 67.6 percent of people in San Diego have responded to the brief decennial survey as of Sunday. That is a better response rate than the 63.1 percent average throughout California and the national average of 61.9 percent. But some areas of the region have less than half the households responding.



HOME EDITORIAL PCC NEWS EVENTS LIFESTYLE ARTICLES PERSIAN CULT

Home Interviews An Interview with Senator Toni Atkins

An Interview with Senator Toni Atkins

admin May 6, 2020 Interviews



An Interview with Senator Toni Atkins

f t in G+

California's Senate President pro Tempore.

About Census 2020 and the Iranian American Community

Ali Sadri: Senator Atkins, on behalf of members of the Persian Cultural Center, our readers, and the Iranian American community at large, I would like to express my sincere appreciation for your participation in this interview. This interview is about Census 2020 and obstacles preventing minorities like us from actively and fully participating. Please allow me to give you a little background about our community and what I think those obstacles are. I would then ask you some questions that I have received from some of our readers. We would like to see—as one of the highest-ranking officials in the State of California—what you would suggest in gaining people's trust to have a complete count of the Iranian American community.

The Iranian American community is a relatively young ethnic community in the U.S. A good majority of us have moved to the U.S. in the past 40 years and chose this country to be our homeland. Our level of education and economic participation is among the highest in the country. Yet when it comes to the census, there is mistrust. According to the federal classifications, Iranians are considered "white." However, practically, government agencies and society at large do not consider people with Iranian descent "white." We are being scrutinized and discriminated against at the border, in TSA lines, in workplaces, etc. We are considered a minority without benefiting from minority rights. We understand that this is mainly due to the behavior of the current government of Iran. But that government is one of the main reasons we are here. There are estimates of between one to two million Iranian Americans in the U.S. No one knows the exact number because people are reluctant to indicate their real origin when participating in the census. They are afraid that, like Japanese Americans during World War II, they will be rounded up and put in a concentration camp. Unfortunately, the policies and the behavior of the current administration haven't been helpful.

With this background, here is my first question:

Is the census safe? If I answer the census and give my race or nationality, could I be the subject of scrutiny from local, state, and other federal entities?

NEWSLETTER

A&E News & Features Food & Drink Opinion Lifestyle Business Community Educ

La Mesa COURIER

Census count begins in San Diego County

March 27, 2020 in Featured News



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SHOOTING NEWS

PUBLIC SAFETY

Report: Drug use among Juvenile Hall detainees

his highest rate in 20 years

Aug. 3, 2020

PUBLIC SAFETY

San Diego police detain high school student who

displayed air gun during online class

Aug. 3, 2020

CALIFORNIA

2 California prisoners die of suspected virus

complications

Aug. 3, 2020

LOCAL

FOX 5

NEWS

VIDEO

CORONAVIRUS

WEATHER

SEEN ON FOX 5

SPORTS

CONTEXTS

BE

Census volunteers caravan through South Bay to reach 'hard-to-count' communities

f t in G+

CENSUS CARAVAN TRAVELS THROUGH SOUTH BAY

OFFICIALS SAY A DEADLY VIRUS TARGETING WILD AND DOMESTIC RABBITS

HEADLINES

by: Liberty Zabala

Posted: Jul 9, 2020 / 11:56 AM PDT / Updated: Jul 9, 2020 / 11:56 AM PDT

NATIONAL CITY, Calif. — U.S. Census volunteers are taking caravans through the South Bay in an outreach effort they say targets traditionally hard-to-count communities.

Volunteers say the South Bay often has a lower response rate to the Census, which can lead to skewed demographic estimates and underrepresentation in government. But since they can't knock on doors during the pandemic, they formed a caravan to draw attention and make sure everyone gets counted.

ADDITIONAL ACTIVITIES SECURED FOR COUNT ME 2020

- Secured in-kind video production services of a 30-second PSA to air on the Cox system in September 2020, with an airtime value of \$10,000. This would have enabled Census promotion into hard-to-count neighborhoods and the specific Census tracts of the NRFU campaign. This was declined by Count Me 2020 senior leadership.
- Secured speaking opportunities for CBOs with City College during Constitution Week through the lead professor in the college's journalism department. Made strategic introductions to The San Diego LGBT Community Center, API Initiative, Paving Great Futures, Mid-City CAN, Chicano Federation, Majdal Center, and Alliance San Diego. As of this report, only API Initiative and Paving Great Futures are participating in this opportunity.
- Secured speaking engagement with the Clairemont Town Council about the 2020 Census, as some of the neighborhoods in east Clairemont were underperforming. Bayside Community Center represented Count Me 2020.
- Connected Count Me 2020 leadership with a speaking opportunity at San Diego Oasis, to address seniors about the importance of Census participation.

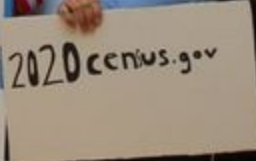
QUESTIONS? PLEASE CONNECT WITH DENISE SCATENA AND ARIKA DANIELS AT SCATENA DANIELS COMMUNICATIONS.





LET OUR COUNT BE HEARD.

Take the Census now.
MY2020CENSUS.GOV OR (844) 330-2020



¡NUESTRA COMUNIDAD CUENTA!

Escuelas

Viviendas

Bomberos

Cuidado de la salud

Carreteras

Paramédicos

Transporte

¡COMPLETA EL CENSO HOY! INTERNET, TELÉFONO, CORREO.



Para más información:

WWW.COUNTME2020.ORG
MY2020CENSUS.GOV



2020
IMPERIAL COUNTIES
EACH COALITION



COMMUNITY COUNTS!



EL CENSO
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RECURSOS
PARA MI
COMUNIDAD

Bomberos

Cuidado de
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CENSO

CUENTA CONMIGO EN EL 2020



**CUÉNTAME
2020**

CONDADO DE SAN DIEGO - IMPERIAL



¡Cuenta Conmigo en el 2020!

Cuando yo soy contado, traigo recursos para mi comunidad

¿Qué es el Censo?

Cada 10 años, el Censo cuenta a todas las personas que viven en los Estados Unidos. Todos somos contados y todos contamos.

¿Por qué se toma el Censo?

El Censo es seguro y confidencial. El Censo ayuda a determinar cuánto dinero recibirá California para programas y servicios que ayudan a nuestras familias y comunidades. También determinan el número de representantes que nuestro estado tendrá en el congreso de los EE. UU.

Por cada persona en California que es contada en el censo, se aporta \$1,250 para el estado. Estos fondos ayudan a:

- Construir mejores carreteras y escuelas
- Financiar programas comunitarios para personas mayores, niños y familias
- Crear trabajos
- Mejorar viviendas

TODOS LOS CALIFORNIANOS CONTAMOS. PARTICIPA EN EL CENSO.

Formas de responder

Todas las personas que viven en el país tienen la responsabilidad de llenar el cuestionario del Censo 2020. Afortunadamente, tienes 4 formas de contestar antes que alguien vaya a tu puerta:

1. Por correo: Solicite un cuestionario impreso del Censo en inglés o español, que se debe regresar a la Oficina del Censo de EE.UU. por correo.

2. Por teléfono: El censo puede contestarse por teléfono en 13 idiomas.

3. En línea: Por primera vez, el cuestionario se puede contestar en línea (¡Y también usando tu dispositivo móvil!). Estará disponible en 13 idiomas.

4. En tu centro de comunidad o un kiosko: La asociación de Count Me 2020, gobiernos, bibliotecas, escuelas y otros lugares públicos estarán abiertos y disponibles durante el periodo del censo (Marzo-Mayo) alrededor del condado. Por favor visita www.countme2020.org para locaciones.

Las guías impresas y en video estarán disponibles en 59 idiomas además del español y habrá un video en el lenguaje de señas americano, además de una guía impresa en braille. Usted decide como quiere participar, pero asegúrese de llenar el cuestionario.

La información recolectada como parte el Censo 2020 no puede ser compartida por agencias gubernamentales o usadas en su contra en cualquier forma. Para más información visite www.countme2020.org



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Hernandez, Connie@Census

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6

Slide 2 of 19

Notes

8/20/2019 11:43 A...

Microsoft PowerP...

5,867 KB

Assembly District 76

Self-Response Rate (SRR) through 5/16/20

Cumulative SRR (%)

0 - 15

15 - 30

30 - 40

40 - 50

50 - 56

56 - 62

62 - 68

68 - 74

74 - 85

85 - 100

CA CENSUS 2020

ALL

Good afternoon everyone, I want to thank Assemblywoman Tasha Boerner Horvath and her dedicated staff for having me today. Let me begin by laying out the landscape of the CA Census Office's focus in Assembly District 76 for Census outreach. What you are looking at here, alongside an image of your leader in Assembly District 76 is a map of the Self Response performance in the area.

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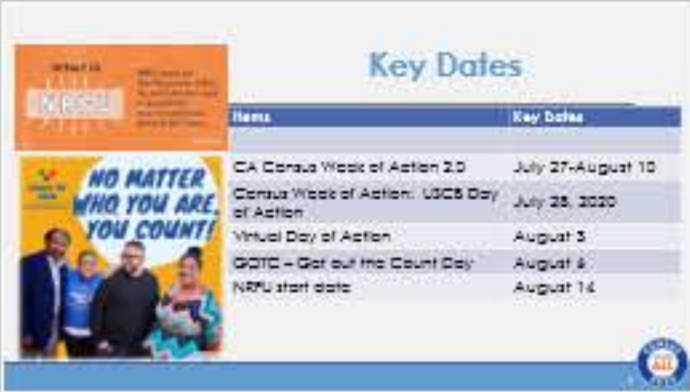
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Search

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Item	Key Dates
CA Census Week of Action 2.0	July 27-August 10
Census Week of Action: USCS Day of Action	July 28, 2020
Virtual Day of Action	August 3
GO!C - Get out the Count Day	August 6
NPU start date	August 14


4



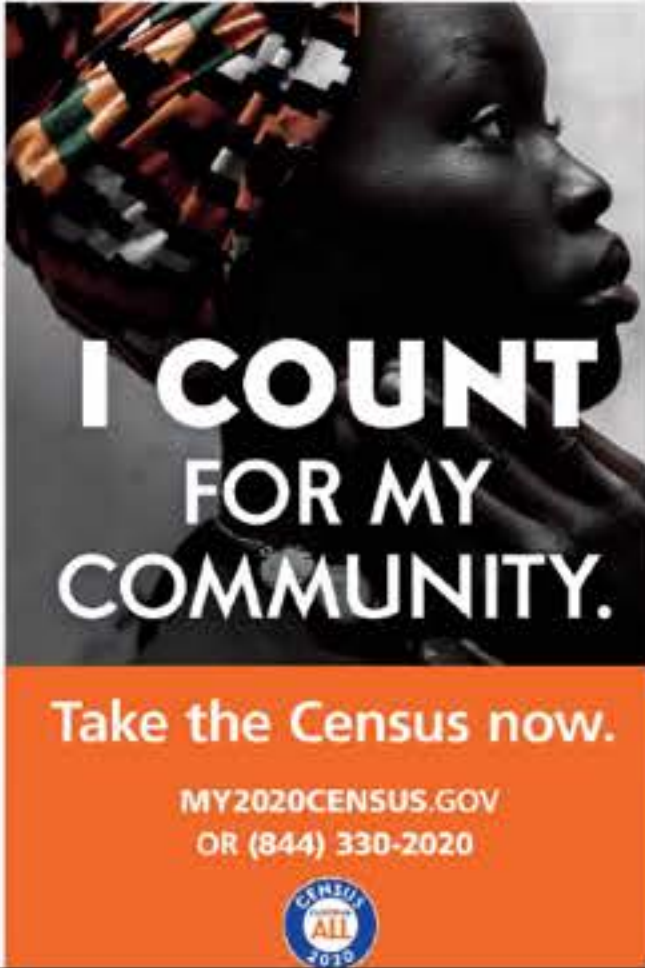
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Slide 5 of 11



I COUNT FOR MY COMMUNITY.

Take the Census now.


MY2020CENSUS.GOV
OR (844) 330-2020



WE ARE COUNTING ON YOU FOR SOCIAL CHANGE.

Now is the time to ensure our communities get the funding they need.

Do your part, take the Census at My2020census.gov Or call 844-330-2020



EL CENSO ES EL PODER DE TU VOZ

Complétalo Hoy.

MY2020CENSUS.GOV
O (844) 468-2020

These are examples of the creative assets in the partner portal. There are so much more new pieces that really drive home the urgency and importance of completing the census now. We

Notes

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Microsoft PowerP...

5,867 KB

Activate Windows

Go to Settings to activate Windows.

Search

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1 item selected

7.33 MB

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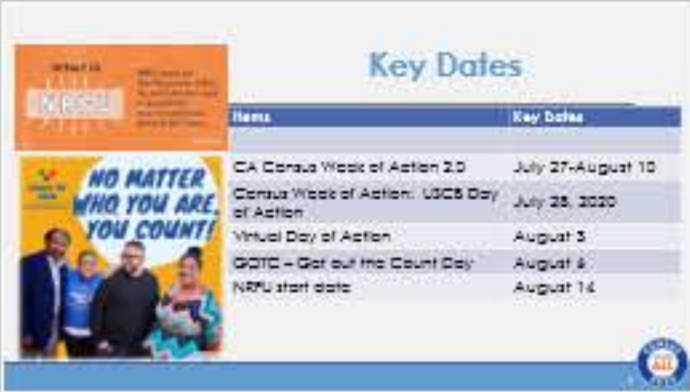
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GO TO - Get out the Count Day	August 6
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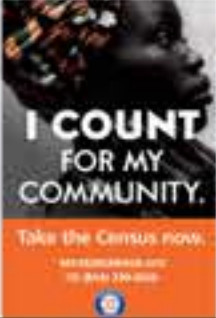
4




Program Episodes	Daily Showtimes
Peer Learning Hour - Hear from other partners across the state.	Every Friday 1:30pm - 3:30pm Email: Connie.Hernandez@census.gov
Go2Go Readiness - Hear from the experienced staff of census Go2Go features.	Every Friday 3pm - 4pm - Go2Go Readiness: The Go2Go team for the Go2Go installation help.

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Slide 5 of 11

Notes

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These are examples of the creative assets in the partner portal. There are so much more new pieces that really drive home the urgency and importance of completing the census now. We

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11/30/2020

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FundingInfo

Guidance Docs

HR Notices

Imperial County

IPs11.19

IPWs

LegReports

MEDIA

MISC

Monthly Report

New Tribal \$\$

Newsletters

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Presentations PPP

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REGIO... - Last Modified: July 27

Hernandez, Connie@Census

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Slide 4 of 11

Partner Learning Opportunities



Program Updates	Link/ Directions
Peer Learning hour – hear from other partners across the state.	Every Friday 1:30pm – 2:30pm Email Connie Hernandez for Zoom link TBD
SwORD Webinars – hands on live demonstrations of various SwORD features.	Every Friday 3pm -4pm – Submit a ticket to the SwORD team for the Webex invitation link https://cacensus.supportsystem.com/



Peer Learning hour...TBD...SwORD update:

Contracted partners are asked to update

completed events and update new events on

SwORD. The Outreach Reporting Mapping tool

Notes

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11/30/2020

#COUNTME2020
Census Week of Action
JULY 6-10
countme2020.org

COUNT ME 2020
SAN DIEGO AND IMPERIAL COUNTIES
CENSUS OUTREACH COALITION

MONDAY JULY 6 Our Region Counts!
Uplifting Region 10: San Diego and Imperial Counties + Census Week of Action Kick Off!

TUESDAY JULY 7 Our Communities Count!
Uplifting our Hard-to-Count Populations!

WEDNESDAY JULY 8 Our Voices Count!
Uplifting our Hard-to-Count Cities/Neighborhoods!

THURSDAY JULY 9 Our Future Counts!
Uplifting the Importance of the 2020 Census

FRIDAY JULY 10 Get Out the Count!
Uplifting the power we have to ensure everyone counts.

Our Region Counts!
Region 10 is...
SAN DIEGO COUNTY + IMPERIAL COUNTY

OUR FUTURE RESOURCES
The Census determines \$1.4 trillion in federal funding that gets distributed nationwide. This includes resources for housing, healthcare, and social services.

GET OUT THE COUNT!
IF 1 HOUSEHOLD PER DAY IN EACH TRACT IN THE COUNTY FILLS OUT THE CENSUS BETWEEN NOW AND JULY 31, SAN DIEGO COUNTY WILL REACH ITS FINAL 2010 SELF-RESPONSE RATE!

OUR COMMUNITIES COUNT!
The Census gives us an understanding of who we are as a nation. It guides local funding, representation, and civil rights policies.

VIRTUAL TOWN HALL PRESENTERS
Wednesday, July 8th, 2:30pm-4pm
Join us on Facebook Live or CountMe2020.com

Roberto Garcia
Partnership Specialist
US Census Bureau

Connie Hernandez
Regional Program Manager
California Complete Count

Darlann Hoxter Mulmat
Senior Research Analyst,
SANDAG

Dr. Tom Wong
Associate Professor of
Political Science &
Director of US Immigration
Policy Center, UC San Diego

Nancy Sasaki
Chief Executive Officer
United Way San Diego
Lead for Count Me 2020

CENSUS 2020 POW! HOW!
with JoAnn
Thursday, July 9th, 12:00 - 1:00PM
on Facebook Live
CountMe2020.com

Census Week of Action Special

* COUNTME2020.ORG



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