



State of California - Government Operations Agency GAVIN NEWSOM, Governor

DITAS KATAGUE, Director

California Complete Count-Census 2020 400 R Street, Suite 359 Sacramento, CA 95811 www.census.ca.gov (916) 852-2020

# FINAL REPORT TEMPLATE

# **General Information**

Date of report	November 16, 2020
Organization / Entity	United Way of the Wine Country
Responsible Person / Title	Nicollette Weinzveg/Community Impact Director
Contact Person / Title	Same as above
Address	975 Corporate Center Parkway, Suite 160, Santa Rosa, CA 95407
Email / Phone	Nicollette.weinzveg@unitedwaywinecountry.org/707.285.7085

# **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?

Our main goal/objective for this grant period were to coordinate partners to serve as trusted messengers to provide Census 2020 outreach and education to hard to count populations. Another goal was to exceed the 2010 census self-response rate in each county in Region 2.

United Way of the Wine Country (UWWC) served as a funder and convener of our subcontractors. Our subcontractors carried out most of the direct outreach and education work. Please see the attached Partner Reporting document for their goals, objectives, and how they shifted due to COVID. Our subcontractors had to shift and re-plan many of their planned outreach and education activities to comply with COVID safety measures.

In addition to partnership coordination, UWWC had planned a post card mailing to all residential P.O. Boxes in Region 2. As s result of COVID-19, we increased the mailing from one postcard to be sent in March to a series of three postcard mailings three to four weeks apart beginning in March.

UWWC experienced capacity issues with the onset of COVID. We had planned to participate in many speaking engagements with the business and nonprofit community to talk about Census 2020, however we had to cancel many of these as

Due Date: November 16, 2020

we turned our attention to COVID response through 2-1-1 Sonoma (which UWWV operates).

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

Contracted partner's operations What worked well operationally?

We were able to leverage existing partnerships with community-based organizations, local jurisdictions, and other United Ways in Region 2 to provide outreach and education to the community. Throughout the grant period, we strengthened existing partnerships and built new ones that will be beneficial to all in future community work.

What hindered the operations?

There were several external factors that hindered our operations. During the grant period our region suffered devastating fires. Many of the subcontracted partners had to shift their focus to fire response and recovery. We had to shift our focus for some time to support 2-1-1 Sonoma in fire response and recovery. In addition, COVID-19 proved to be a substantial hinderance to operations. UWWC and our partners had plans for many in person outreach and education events that had to be canceled or moved to a virtual platform. Again, UWWC had to shift our focus for some time to supporting 2-1-1 in COVID response and information sharing. Some of our subcontractors had to furlough employees and pause census outreach. Despite this, our subcontractors were eventually able to reinvent their outreach strategies to align with COVID safety protocols.

# Contracted partner's outreach What outreach tactics worked well?

Our main outreach tactics were the postcard mailing and speaking engagements. Although we do not have metrics for our postcard mailing beyond knowing that over 77,000 residential P.O. Boxes received our postcard, we feel that it worked well and contributed to the overall self-response rate in Region 2. Between January and early March, we participated in a variety of speaking engagements to the business and nonprofit community. These were all well received and helped to engage the business community in Census 2020. Many businesses asked for collateral and messaging to send out to their employees as a result. (See attached Partner Reporting for detailed information from CBOs)

What hindered the outreach?

As mentioned above, the fire and COVID-19 hindered outreach. (See attached Partner Reporting for detailed information from CBOs)

- 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.
  - During the grant period our region suffered devastating fires. Many of the subcontracted partners had to shift their focus to fire response and recovery. We had to shift our focus for some time to support 2-1-1 Sonoma in fire response and recovery. In addition, COVID-19 proved to be a substantial hinderance to operations. UWWC and our partners had plans for many in person outreach and education events that had to be canceled or moved to a virtual platform. Again, UWWC had to shift our focus for some time to supporting 2-1-1 in COVID response and information sharing. Some of our subcontractors had to furlough employees and pause census outreach. Despite this, our subcontractors were eventually able to reinvent their outreach strategies to align with COVID safety protocols. UWWC increased their social media census posts since we were not able to complete any in-person outreach and education. We also added two additional postcard mailings to supplement the lack of in-person enagagement.
- 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.

County	2010 Self Response	2020 Self Response	Change (+/-)
	Rate	Rate	
De Norte	59.6%	61.7%	+ 2.1%
Humboldt	62.6%	62.5%	- 0.10%
Lake	42.6%	49.1%	+ 6.5%
Mendocino	53.6%	56.1%	+ 2.5%
Napa	68.1%	70.4%	+ 2.3%
Sonoma	68.6%	70.4%	+ 1.8%
Trinity	47.4%	30.5%	- 16.9%

<sup>\*</sup>Data retrieved from <a href="https://2020census.gov/en/response-rates.html">https://2020census.gov/en/response-rates.html</a>

In five of our seven counties in Region 2, the self-response rate increased from 2010 to 2020. In one county (Humboldt) the self-response rate was almost flat (0.1% decrease in 2020) and in one county (Trinity) the self-response rate was significantly lower in 2020 than 2010. The community-based organizations that we contracted with contributed greatly to the increased self-response rate in the counties that met or exceeded the 2010 self-response rate. Our subcontractors used the existing relationships they had with their clients and community to provide census outreach and education. They were seen as trusted messengers and were able to help some residents overcome fears and barriers to completing the census. They incorporated

census outreach and education into their existing programs and communications and added new outreach methods and engagement opportunities.

Trinity County saw a sharp decline in their response rate from 2010 to 2020. We believe that this was due to the shift to an online census, lack of broadband internet, and a delayed update leave process. Trinity County is extremely rural and a large portion if residents do not have access to reliable internet. There are also a lot of residents that do not have a physical mailing address and receive their mail at a P.O. Box. COVID-19 also impacted our subcontractor's ability to carry out planned census outreach and education in Trinity County.

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.

Through our work in the community, UWWC has established strong partnerships in the communities that we serve (Sonoma, Mendocino, Lake, Humboldt, and Del Norte Counties). We were able to leverage existing partnerships with community-based organizations, local jurisdictions, and other United Ways in Region 2 to provide outreach and education to the community. These existing partnerships also helped us to build partnerships with agencies outside of our service area (Napa and Trinity). Throughout the grant period, we strengthened existing partnerships and built new ones that will be beneficial to all in future community work.

As mentioned previously, UWWC mostly served as a convener and funder for this grant. As a convener, we brought our subcontracted partners together for trainings, information sessions, and communicated regularly via email. We made sure our partners had the resources and knowledge necessary to successfully complete their outreach and education to the community.

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

2-1-1 Humboldt, So. Humboldt FRC (SHFRC), Human Response Network, Hopland Band of Pomo Indians, Family Resource Centers of Mendocino County, Up Valley Centers of Napa Valley, Puertas Abiertas, Napa Valley Community Housing, Northern California Center for Well Being, Community Child Care Council of Sonoma County, La Luz Center, Petaluma People Services, Corazon Healdsburg, Community Action Partnership, Catholic Charities, California Human Development, Disability Services & Legal Center, North Coast Opportunities, Northern California Indian Development Council, and Community Foundation Mendocino County, Region 2 County Complete Count Committees (see attached reports from subcontractors)

The bulk of Region 2's census work was completed by our subcontracted partners. United Way of the Wine Country used much of our grant funding to subcontract with partners who were considered trusted messengers in their respective counties and communities. We would not have been able to engage as many people around Census 2020 had we not partnered with so many wonderful organizations.

- 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?
  - All of the United Way of the Wine Country census messaging and collateral was produced in both English and Spanish. Our partners also provided materials in English and Spanish. To ensure materials were accessible to people with disabilities, we subcontracted with Disability Services and Legal Center.
- 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.
  - Please see success stories in Partner Reporting attachment.
- 9) Please add any suggestions for the 2030 Census efforts, including timelines.
  - Having organizations that are trusted in the community really helped in bringing up the confidence in people to complete the census survey. For the 2030 census, the rapport that community service organizations have with targeted community will continue to help with the effort to increase the amount of people counted in hard to reach populations.

Leverage more culturally relevant activities/games. Provide more virtual/video content in all languages, including indigenous languages, for easy and accurate information distribution. Provide additional funding for community ambassadors to implement all strategies at each agency. Provide a pre-approved and trained network of translators for agencies to use in the event that they do not have the inhouse bilingual staff available fluent in that language. Provide incentive collateral/materials.

Standardized metrics to measure the impact of outreach. For example, it was challenging to compare and combine impressions data for a social media post given the range of ways each platform and agency measures their reach. While SWORD was helpful in targeting outreach and seeing where gaps were at a larger tract level, hyper-local data to inform hyper-local outreach may be more effective. For example, the ability to see response rates by block level and not only census tract level. Tools such as Census PDI which provide contact information for outreach should have functionality which allows the user to see whether a household has completed the Census so that outreach efforts can be better streamlined.

See attached Partner Reporting for more suggestions from CBOs.

# **Attachments**

United Way of the Wine Country

- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
  - a) SwORD uploads of completed activities
  - b) Updated list of subcontractors
  - c) Evaluations or analytical reports, if any
  - d) Sample products\*

# **Submission**

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

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

Organization	Name
2-1-1 Humboldt	Jeanette Hurst
So. Humboldt FRC (SHFRC)	Amy Terrones
Human Response Network	Tricia Aberg
Hopland Band of Pomo Indians	Sonny Elliott, Sr.
FRC Mendocino County	Jayma Shields Spence
Up Valley Centers of Napa Valley	Jenny Ocón
Puertas Abiertas	Blanca Huijon
Napa Valley Community Housing	Kathleen Reynolds
Center for Well Being	Karissa Moreno
Community Child Care Council of Sonoma County	Melanie Dodson
La Luz Center	Juan Hernandez
Petaluma People Services	Elece Hemple
Corazon Healdsburg	Ariel Kelly
Community Action Parntership	Susan Cooper
Catholic Charities	Len Marabella
California Human Development	Anita Maldonado
Disability Services & Legal Center	Adam Brown
North Coast Opportunities	Patty Bruder
Northern California Indian Development Council	Greg Gehr

Address	City , State Zip
730 K Street	Eureka, CA 95501
344 Humboldt Avenue	Redway, CA 95560
111 Mountain View Street	Weaverville, CA 96093
3000 Shanel Road	Hopland, CA 95449
PO Box 1382	Laytonville, CA 95454
1440 Spring Street	St. Helena, CA 94574
952 Napa Street	Napa, CA 94558
150 Camino Dorado	Napa, CA 94558
101 Brookwood Avenue, Suite A	Santa Rosa, CA 95404
131-A Stony Circle, Suite 300	Santa Rosa, CA 95401
17560 Gerger Street	Sonoma, CA 95476
1500 Petaluma Boulevard, South	Petaluma, CA 94952
1557 Healdsburg Avenue, Room 13	Healdsburg, CA 95448
300 Stony Circle, Suite 210	Santa Rosa, CA 95401
PO Box 4900	Santa Rosa, CA 95402
3315 Airway Drive	Santa Rosa, CA 95403
521 Mendocino Avenue	Santa Rosa, CA 95401
413 N. State Street	Ukiah, CA 95482
241 F Street	Eureka, CA 95501



# 2020 Census: Outreach Final Report

# **General Information**

Date of report	October 28, 2020
Organization	Community Child Care Council (4Cs)
Contact Person /	Lara Magnusdottir, Public Policy Director
Title	
Email / Phone	<u>Imagnusdottir@sonoma4cs.org/707-522-1413</u> ext 186

# **Narrative Report**

- 1) List your goal(s) and objectives as it appears in your project plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?
  - 1. Direct-mailing to approximately 6000 families.
  - 2. Providing information and materials at outreach booths at a minimum of 5 community events.
  - 3. Sharing information with staff and 4Cs office and preschools, and at a minimum of 5 preschool parent meetings; and posting information in 4Cs office and preschools.
  - 4. Sharing information in English and in Spanish on a monthly basis on 4Cs Facebook page and posting information on 4Cs webpage.
  - 1) We direct-mailed to almost 3,500 families and individuals. Instead of mailing to 4Cs preschool families, we provided flyers to them directly at the preschools sites and discussed the Census with them when possible.
  - 2) Even with community events canceled due to Covid, we represented at outreach booths at 6 community events. 4 radio interviews, and did 25 presentations. We also participated in 2 Census Caravans.
  - 3) Instead of hosting parent meetings at our preschools, flyers were placed in mailing packets and individual phone calls were made.
  - 4) A total of 19 Census-specific Facebook posts were completed.
- 2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.
  - What outreach tactics worked well? At the beginning of the contract we used informational booths, parent presentations, participated in Census Loteria Night in Roseland, placed information in our agency lobby and mailed flyers for all the parents enrolled in voucher and placed flyers at every 4Cs preschool program. We also provided an information and a flyer to every newly enrolled parent & child care provider in the program. Once the shelter in place order was established in our

County, 4Cs used all social media platforms to inform the community of the importance of the census, the platforms were Facebook postings, radio interviews in both English and Spanish radio stations, 4Cs website and recently participated in two Census Caravans, one located in Roseland a hard to count area and another in down town Santa Rosa that targeted the hospitality community.

What hindered the outreach? Mainly COVID. Tere were quite a few informational health fairs and events scheduled between April and August that were cancelled. This prevented more direct contact to the community and the ability to answer questions. We also did not provide a resource such as a computer for community to access to complete the census. Instead we provided resources on how to complete the census.

- 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. The 4Cs Outreach Specialist was scheduled to do a door to door campaign and reach over 1700 families in Sonoma County that reside in Burbank, Equity Housing or Farmer worker low income housing. Due to Covid we were not able do this campaign and instead resorted to social media, the 4Cs website and constant contact to inform the community of the importance of completing the Census. We posted bilingual flyers and videos that explained how to complete the census and the importance. We also provided information regarding the census safekeeping all confidential data that is collected. This was extremely important to us to share with the community because we serve a large population of families who have fear about providing important vital information regarding their family. We also provided information regarding the importance to include all children in the Census, as this is a group not well represented in the previous Census. Finally, the majority of our staff included a reminder about completing the Census in their email signatures.
- 4) 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? 4Cs used our bilingual Outreach Specialist to translate the Facebook inquiries and answer questions in Spanish and English. We used posters and flyers that were bilingual. We posted videos in both Spanish and English. We also included information that had other languages.
- 5) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. If possible, please include images and quotes, so we are able to understand the narrative behind the numbers. See attached images.
- 6) Do you have any suggestions for the 2030 Census efforts?

# **Attachments**

7)	Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.









# 2020 Census: Outreach Final Report

# **General Information**

Date of report	August 19, 2020
Organization	2-1-1 Humboldt Information and Resource Center
Contact Person / Title	Jeanette Hurst/ Ex. Director
Email / Phone	jeanette@211humboldt.org/707-407-0140

# Narrative Report

- 1) List your goal(s) and objectives as it appears in your project plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments? The goals we had were to do outreach to Humboldt County's more vulnerable populations, seniors, tribal and rural communities about the importance of taking the census. We had agreements with multiple agencies to do breakfast, lunch or dinner Census events to bring people together throughout Humboldt County to connect with others who could help them complete their Census ballots. We were partnering with service organizations such as Making Headway and Tri County Independent living, Humboldt Senior Resource Center, 16 Family Resource Centers and Hupa Tribal Community Center to host pancake breakfast, lunches and dinner events throughout Humboldt. The hope was that this would be an opportunity to educate and also provide them with venues to fill out and be assisted with filling out the 2020 census. Due to Covid-19 we switched to flyers and virtual assistance. But as of August 1st, we have the Jefferson Site that is allowing individuals to come in and do their 2020 census online. Jeanette reached out to those community partners and provided them with outreach materials to distribute in the emergency boxes they were all handing out or to send out in their newsletter.
- 2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.
  - What outreach tactics worked well? Calling, emailing and Zoom meetings with community partners to directly inform them of the importance of the census and how they can help the families and individuals they serve take the census.

What hindered the outreach? Not being able to hold the multiple meal events as planned to draw people in. That would have helped us to get them the information as well as help those who either can not read or have limited literacy ability to fill out the census. We would have been able to explain to a broad community base about what the Census means to them and our community.

- 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. The obvious challenge that affected us and everyone else was the COVID shut down. Having so many people focus on what was happening in their lives, made it challenging to get them to be interested in the 2020 Census or anything else. We are getting more calls now from people wanting to register, but this epidemic has put us seriously behind in our work. We found that we had to focus on those who were making the limited contact with people throughout Humboldt and that meant anyone who had a Food Pantry or other essential items, like hygiene and clothing items. Since most of those we were already under agreement with us to do this meal events had Food Pantries, we connected with them to make sure that Census flyers and information was sent out in every food box or hygiene bag.
- 4) 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? We worked with community partners such as Latino Net, to provide spanish workers with information in Spanish, and virtual help with filling out the 2020 census. We worked with community partners that serve those with disabilities Tri County and Making Headway to provide information and virtual help and we worked closely with the Hupa Tribe to make sure they had all relievent Native American Flyers that they needed to pass out with their commodities.
- 5) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. If possible, please include images and quotes, so we are able to understand the narrative behind the numbers. Our quick decision to reach out to the 20 plus entities who agreed to help us with our outreach and assisting made it possible to make sure that everyone they were going to be assisting during this difficult time would have information given to them about the Census. We feel since we started this outreach early in March before the actual shutdown that we were ready to get those flyers into everyone's hands.
- 6) Do you have any suggestions for the 2030 Census efforts? **More people, more people....**

# **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics. We worked with the 2020 Census outreach committee for Humboldt County on a shared Google folder (link below) with Census 2020 Outreach Materials & Resources'. This folder includes an assortment of videos, flyers, social media postings, etc. Some are created by our local CCC partners, while others were created by the CA or U.S. Census Bureaus. <a href="https://drive.google.com/open?id=1CTp8XVXp91IJuku8tsXJQB8\_FXG0SDs">https://drive.google.com/open?id=1CTp8XVXp91IJuku8tsXJQB8\_FXG0SDs</a>



# 2020 Census: Outreach Final Report

# **General Information**

Date of report	November 09, 2020
Organization	California Human Development
Contact Person / Title	Gladys Jimenez/ Immigration & Citizenship Specialist
Email / Phone	gladys.jimenez@cahumandevelopment.org / (707)291-6259

# **Narrative Report**

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

In our initial proposal we had promised to help with Education and Outreach by making 17 presentations in Mendocino County reaching 350 people and 12 presentations in Lake County reaching 200 people. At the beginning of the Census 2020 project CHD was able to complete 19 Presentations between Mendocino and Lake County reaching 196 people in Mendocino County and 11 people in Lake County. Once the pandemic hit, our strategy to reach people had to be altered. We began sending out flyers, posting on social media, and phone banking. However, our text campaign at the end allowed us to complete our census numbers. We were able to surpass our goals of 350 in Mendocino and 200 in Lake County. Our final numbers were of 512 for Mendocino and 230 for Lake County.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

# What outreach tactics worked well?

The most effective tactics that worked in reaching the hard to count population was through in person meetings. Since we were invited by ESL classes, citizenship teachers and family resources centers we were trusted by the people we spoke to. Therefore, we became the trusted messengers to the people we reached. They could come up to us and ask us questions and be reassured that the census would be safe and confidential.

## What hindered the outreach?

The COVID 19 pandemic has really affected how we were able to interact with clients. Our offices were closed for two and a half months before we were able to partially open. This made reaching clients even harder since we had to figure out a

new way of communicating and to adjust to the new situation. We initially planned on making presentations to reach our goals but that was no longer a possibility. Not being able to have that in person communication hindered the ability to receive feedback and created a bit of uncertainty on whether our message was being received.

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.

The normal way of communication was no longer a viable option due to the pandemic and we had to shift our way of reaching people. We started sending out flyers, posting on our social media, phone banking, a texting campaign and we even set out specific times for clients to call for any particular question about the census. We did the best we could to adjust to the new situation while keeping in mind the numbers we had to fulfill.

4) 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 order to make the census message more accessible, we made sure to have all our communication mediums in English and Spanish and we provided times for clients to call us with question regarding the completion of the Census. We continued our labor to work with the counties, Mendocino County Foundation and other social services organizations as a shared collaborative effort in reaching the hard to count population. We attended all census meetings provided for the organizations involved in this effort.

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

It is our mission to help our community and the State to count all people in California. We understand the importance of getting counted and the impact it has on getting funding for schools, road planning, and medical clinic construction among other projects. We made our clients aware that by them completing the census it provided funding to organizations like ours and other social services that could help them. I reassured them that their information was protected and that it would only be used to produce statistics. Their answers would be protected and could not be used against them. Once CHD spoke to them and made them feel safe and secure, they were more willing to complete the survey. They trusted us and therefore were more likely to get their survey completed. We even walked them through the process. In one occasion, during a phone banking session, I called a client to ask her if she was aware of the census survey and whether she had it completed. She informed me that she knew about it but had not done so yet. I asked if she would like me to walk her through the process while on the phone and she agreed. I walked her through the questions and she was very happy for the help. Once, we finished she was extremely grateful and thanked me for calling. I believe that without the assistance she probably wouldn't

have the confidence to complete the Census. We wanted the people we reached to feel like they had someone to turn to for information and resources.

6) Do you have any suggestions for the 2030 Census efforts?

Having organizations that are trusted in the community really helped in bringing up the confidence in people to complete the census survey. For the 2030 census, the rapport that community service organizations have with targeted community will continue to help with the effort to increase the amount of people counted in hard to reach populations.

# **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

Please see attached flyers, communications and links to our social media handles.

# **Social Media Posts:**

Facebook: Dates 05/01/2020 and 03/19/2020 Username: California Human Development

https://www.facebook.com/CaliforniaHumanDevelopment/

Twitter: Date 03/19/2020 Username: @cahumanDev

https://twitter.com/CaHumanDev?ref\_src=twsrc%5Etfw%7Ctwcamp%5Eembeddedtime line%7Ctwterm%5Eprofile%3ACaHumanDev&ref\_url=https%3A%2F%2Fcaliforniahumand evelopment.org%2Fsocial%2F

# Text Campaign:

# **English**:

Hello again, from CHD. In addition, to keeping you informed about the Census, the COVID pandemic and now the fires. The deadline for the Census is September 30<sup>th</sup> and now is the best time to get counted. Help schools and community services get funded by completing the census survey. It is safe and confidential. The Census Bureau is NOT allowed to share your personal information with anyone, including ICE, police, or other agencies. It will take you less than 10 minutes to complete the survey. To complete the census by phone call 1-844-330-2020. Thank you for your time.

## Spanish:

Hola de CHD de nuevo. Además, de mantenerle informado sobre el censo, la pandemia del COVID-19 y ahora los incendios. El plazo para llenar su cuestionario del censo es el 30 de Septiembre. Ahora es el mejor tiempo para ser contado. Ayude a que las escuelas y que los servicios comunitarios obtengan fondos llenando su

cuestionario del censo. Es seguro y confidencial. La oficina del censo NO comparte información personal de nadie, incluyendo a ICE, la policía, o cualquier otra agencia. Toma menos de 10 minutos para completar el cuestionario. Para contestar el censo por teléfono llamar a 1-844-330-2020. Gracias por su tiempo.



# CENSUS HELP

From now to September 30th, call us to get pointers on how to complete the Census!

FROM 9AM-12PM CALL: CALIFORNIA HUMAN DEVELOPMENT (707)291-6259 TUESDAY & THURSDAY
FROM 3PM-6PM CALL:
LATINO SERVICE
PROVIDERS
(707)837-9577

The Census is a short way to make big changes. You can influence road planning, medical clinic construction, your representation in congress, school programs, and more. Every person in your household should be counted, regardless of age, citizenship, or immigration status. Fill yours out by mail, phone, or online today!



CALIFORNIA HUMAN DEVELOPMENT





# LE AYUDAN A LLENAR EL CENSO

De hoy al 30 de septiembre, ¡llámenos para obtener información sobre cómo completar el censo!

MIERCOLES Y VIERNES
DE 9AM-12PM LLAME:
CALIFORNIA HUMAN
DEVELOPMENT
(707)291-6259

MARTES & JUEVES
DE 3PM-6PM LLAME:
LATINO SERVICE
PROVIDERS
(707)837-9577

LATIN 0

Service Providers

El censo es una manera breve en que usted contribuye a grandes cambios. Usted puede influenciar la planificación de carreteras, construcción de clínicas, su representación en el congreso, programas escolares y más. Cada persona en su hogar debe ser contada, independientemente de su edad, ciudadanía o estado migratorio. ¡Llene el suyo hoy por correo, teléfono, o en línea!



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www.my2020census.gov

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# Cunited States® Census 2020

Cuando responde al censo, sus respuestas se mantienen anónimas. Se usan solo para producir estadísticas.

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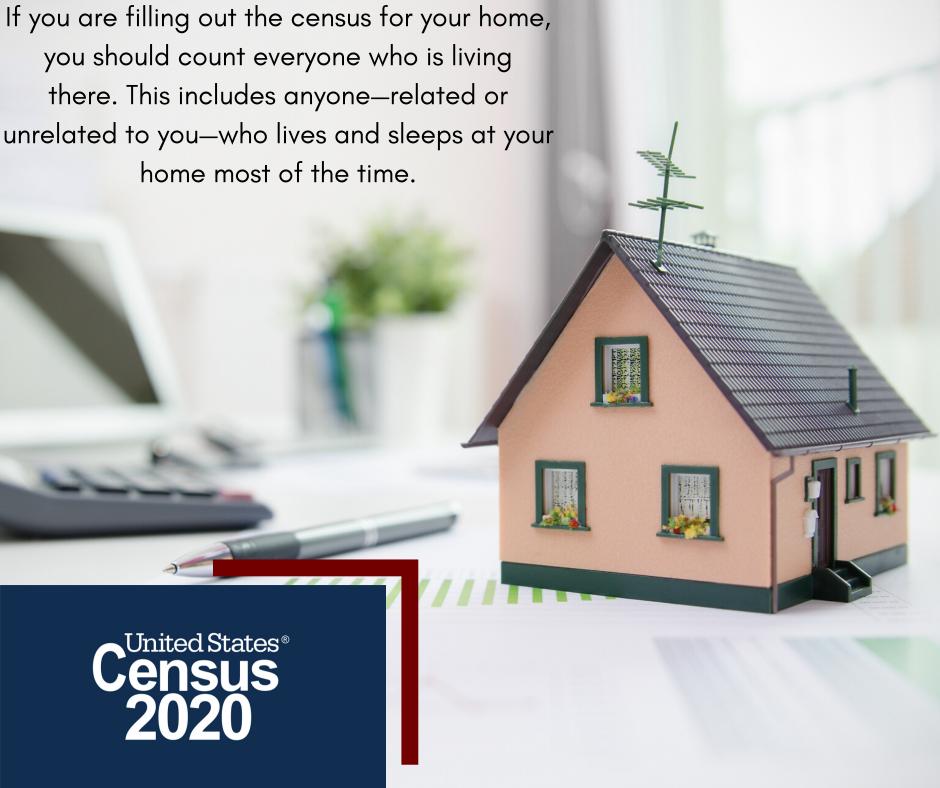


# Cuited States® Census 2020

When you respond to the census, your answers are kept anonymous. They are used only to produce statistics.

The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. The law ensures that your private information is never published and that your answers cannot be used against you by any government agency or court.









# 2020 Census: Outreach Final Report

# **General Information**

Date of report	November 9, 2020
Organization	Community Action Partnership of Sonoma County
Contact Person / Title	Vince Harper, Director of Community Engagement
Email / Phone	vharper@capsonoma.org / (707) 544-6911

# **Narrative Report**

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

# <u>Original Project Plan</u>

- CAP will earn trusted relationships from historically Hard-to-Count (HTC) communities.
- CAP will encourage HTC in Sonoma County to complete the 2020 Census.
- CAP Staff will train 100 CAP direct service professionals (Census messaging and why it matters).
- CAP Staff will present to CAP programs reaching 1500 adults about the Census.
- CAP Staff will provide 5 workshops/meetings for other service providers.

# Revised Objective Dues to Covid-19

- CAP was able to meet early goals and objectives prior to the 2<sup>nd</sup> week of March.
- CAP revised strategy from direct and in person outreach to Social Media in March.
- CAP Team focused on 3 to 5 weekly Facebook posts per week starting in March.
- CAP hosted alternative events and activities through Facebook, limited and no touch events for the remainder of the Covid-19 period.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

# What outreach tactics worked well?

- Early outreach to staff, clients, and other service providers was effective.
- Census Caravans/Parade events were effective in engaging broad collaborations among a variety of partners.
- The Census Champion Campaign (series) was a successful strategy to promote the 2020 Census in the community.
- Special events including Movie Night in Roseland and pop-up outreach in the in Roseland, South Park and other neighborhoods in Santa Rosa.

## What hindered the outreach?

- Covid-19 restrictions and concerns were the primary barrier to outreach.
- Many providers had limited access to clients and staff due to changes to programs and services..
- 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.

The outreach environment changed with Covid-19 and the local Black Lives Matter (BLM) protests. Covid-19 restricted or eliminated in-person outreach for approximately two month as CAP and partners assessed the situation and revised outreach plans. The BLM protest and response added a tremendous amount of uncertainty in Santa Rosa in addition to the uncertainty of Covid-19. CAP and most other community organizations halted or severely curtailed operations in response to the community conditions. CAP responded by moving to social media platforms and scaled back events to reach staff, clients, partners, and HTC populations during these challenging time.

4) 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?

CAP provided outreach in Spanish throughout the Census process. This accessibility and in-language outreach was provided in Spanish through inperson presentations, tabling, signage, Facebook posts (written post and videos) and at events.

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

Engaging Roseland Residents in Census Outreach: CAP worked with the Roseland Community Building Initiative (CBI) resident group to support Census outreach in the HTC Roseland neighborhood. CAP provided Census training to the residents as a step towards having residents outreach to their neighbors. CAP led several outreach activities and events with the residents as volunteers in the Roseland neighborhood. These events included door-to-door flyer drops, tabling and handing out flyers along Sebastopol Road, and encouraging residents to connect with friends/family regarding the Census.

South Park Census Parade: CAP partnered with the South Park CBI neighborhood group, the U.S. Census, Latin Rider low-rider club, Latino Service Providers, La Nuestra Comunidad, the Center for Volunteer & Nonprofit Leadership and community members to host a Census Parade in the South Park neighborhood. The parade was launched at Kawana Elementary School with car decorating, speeches, a superhero and a Census themed photo booth. The parade featured 20 cars and made its way using nearly every street in the South Park neighborhood of Santa Rosa. At the end of the parade, our team and partners invited residents to stop by Martin Luther King, Jr. Park for Census materials, emergency disaster kits and masks, and free tamales. The outreach team was able to give away 55 Census bags with materials. The organizers were very impressed with the effort and impact.

Roseland Movie Night: CAP partnered with Mid-Pen Development, City of Santa Rosa, County of Sonoma, and Agave Uptown to host three drive-in movie nights in the Roseland neighborhood. Roseland residents were treated with an "out-of-the-box" opportunity to receive important community information regarding a local development, Census 2020, voter registration, Covid-19 safety information, and a family movie in Spanish each evening. Each movie was shown at the Roseland Village Neighborhood Plaza on the following dates (Movie, number of vehicles and number of attendees):

- September 18, 2020, Ferdinand, 22 vehicles with 90 attendees
- September 25, 2020, Book of Life, 50 vehicles with 186 attendees
- October 10, 2020, Coco, 50 vehicles with 220 attendees

The events were well received by the participants and included a 15 minute video that included the subjects mentioned above.

6) Do you have any suggestions for the 2030 Census efforts?

CAP recommends a continuation of the "trusted messenger" strategy as it was a very effective way to reach the HTC populations. In addition, CAP would recommend a mix of in-person and social media outreach at the local level. We did not anticipate an extensive online presence for our organization; however, we had to adjust to Covid-19. We can see a local mix of direct in-person 05service and online outreach as an way to extend our reach.

# **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

# 2020 Census Toolkit:

https://communityactionpartnership.com/publication\_toolkit/2020-census-toolkit/

Digital Communications and Outreach Toolkit (bilingual toolkit): <a href="https://naleo.org/COMMS/PDF/HC-Toolkit-COVID19-7.pdf">https://naleo.org/COMMS/PDF/HC-Toolkit-COVID19-7.pdf</a>

Census Caravan: <a href="https://www.ksro.com/2020/06/19/census-caravans-heading-to-the-north-bay-this-weekend/">https://www.ksro.com/2020/06/19/census-caravans-heading-to-the-north-bay-this-weekend/</a>

Census Caravan: <a href="https://www.pressdemocrat.com/article/news/nonprofits-organize-car-parades-to-boost-census-participation/">https://www.pressdemocrat.com/article/news/nonprofits-organize-car-parades-to-boost-census-participation/</a>

Facebook Census Post: <a href="https://www.facebook.com/capsonoma/photos/our-fearless-leader-vince-harper-presenting-census-2020-information-to-early-hea/10157132350466247">https://www.facebook.com/capsonoma/photos/our-fearless-leader-vince-harper-presenting-census-2020-information-to-early-hea/10157132350466247</a>

Twitter Census Champion https://twitter.com/harperv76vince/status/1249566136183611392

# Sonoma County Library Census Interview :https://sonomalibrary.libnet.info/event/4521103

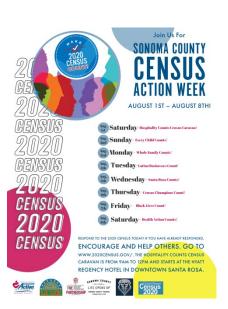
Voting and Census with Deva Marie Proto and Vince Harper

https://www.kron4.com/community/calendar/? escaped fragment =/show/?start=2020-03-25#!/details/Voting-Census-Facts/8490272/2020-08-20T17

# Census Champion Herman G. Hernandez:

https://www.facebook.com/capsonoma/photos/a.10151511521931247/1015729 1969161247/?type=3











# 2020 Census: Outreach Final Report

# **General Information**

Date of report	10/15/20
Organization	Catholic Charities of the Diocese of Santa Rosa
Contact Person /	Sina Szabados
Title	Program Manager of Community Outreach
Email / Phone	sszabados@srcharities.org 707-890-1741

# **Narrative Report**

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

Goal: Ensure that HTC individuals are counted in the 2020 Census.

Activities Descriptions include:

Providing Census call to action to all Catholic Charities participants who have listed cell number on their registration form. No revised objectives due to COVD19 – text received by over 6,000 individuals

Community Health Fairs – These were cancelled due to COVD19 but we did participate in a series of events geared around Disaster Preparedness but included Census outreach - 9 Library presentation events at community centers in various cities around Sonoma County

Parish Outreach – 3 Spanish language mass presentations with approximately 500 persons in attendance at each mass with tabling afterward for additional engagement and staff with technology to assist them to fill out and file census forms immediately on site.

Catholic Charities Food Distributions - 70 Food distributions incorporated Census Education.

Affordable Housing Apartment Outreach – This was done through outreach phone calls in partnership with Burbank housing

Tuesday Immigration Information Sessions – Completed this activity until March when the Pandemic began we ceased these sessions.

Wednesday Night Resource Workshops - Completed this activity until March when the Pandemic began we ceased these sessions.

Farmers Markets – Unfortunately we were not able to participate in the farmers markets over the summer due to the Pandemic.

Census outreach in the North Bay Area counties of California has been successful despite navigating the natural disasters as well as pandemic. Before the COVD19 Pandemic we held various events as listed above. These were high volume events for both the English and Spanish speaking communities throughout Sonoma and Napa counties topping over 500 participants at times. Once the Shelter in Place order was given, in-person outreach - particularly events - came to a halt. As a result, we increased messaging on our Social Media portals and special event Zoom trainings. However, as an essential service we continued to do weekly outreach at our food distributions, incorporating the Census into all the flyers distributed and offered assistance and encouraged questions over the phone.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

What outreach tactics worked well?

I believe our biggest strength is the relationship our Resource Connectors and Service Navigators build we families in the community. Perhaps our greatest asset we have is the team of caring and passionate individuals that feel an urge to give back to their community and the agency that helped them change their lives. Many of our staff have been former recipients of Catholic Charities' services, so they can "walk in the shoes" of the clients they serve. This was vital in providing the trusted messaging to encourage individuals to provide information to the Census.

#### Post COVD:

A phone banking series, where our Resource Connectors called existing clients from our internal data base to offer them a series of information and resources, these calls highlighted the 2020 Census. We followed up by sending out mass text messages to over 6,000 individuals as a reminder to fill out the census which included the direct link. Our Social Media messaging increased and included prefabricated posts as well live videos from staff in English and in Spanish. A QR link that went out to clients in newsletters and flyers leading them to fill out their census online.

Media campaign - We were able to secure 4 radio interviews where staff encouraged listeners to fill out their census and shared the important reasons why as well as clear instructions on how to complete. These have all been on Latin Radio Stations with the goal of reaching the Spanish speaking community on KVON Napa Radio and Latino 95.5 of Sonoma County in January of 2020 and then again on 6/8/2020

#### What hindered the outreach?

Many of the hard to reach populations we aimed to engage showed fear in filling out the census. Many were concerned about confidentiality, and for the undocumented population, whether this could impact their status, their job, or possibly even cause them to be deported. Making sure to lead the outreach with a lens of confidentiality being key was a big lesson learned. By working together with other organizations, the community relies on and coming across with aligned messaging, we were able to build that foundation of trust and encourage individuals that their answers would be confidential. This lesson proved to be crucial in our success

- 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.
  - Like most business the COVD19 pandemic quickly became a huge barrier for our plans and forced us to look at new avenues for pursuing our deliverables. Unprecedented incidents and disasters are always a challenge to work around and through yet are the times we need to be there most for our community. Although they require quick adjustments to programming, they often bring us closer to clients when the most vulnerable are then thrown into an exceedingly vulnerable situation.
- 4) 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?
  - Knowing your client base prior to the event or engagement opportunity has proven to be extremely effective when providing for the need of the individuals we are reaching. Leverage all your other programs as an opportunity to engage and educate. Take advantage of social media. Engage local community leaders to identify gaps where people are not being served. Supply outreach materials in the multiple languages spoken in the area and meet people where they are at to make it easiest for them to feel comfortable and empowered.
- 5) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. If possible, please include images and quotes, so we are able to understand the narrative behind the numbers.
  - Submitted by a staff member post LNU Complex Fire: As I was working at the Local Assistance Center in Guerneville, a woman named Katherine came up to our table to sign up for CalFresh. During the process, I asked Katherine if she had filled out the 2020 census for her home. She said no that it was not a priority for her. I explained how by filling this out she'd be helping her community in the event of another disaster because funding is

determined by the number of people living in each county. This surprised her and she felt bad because she hadn't filled it out in 2010, either. She asked if I could help her file because she had been evacuated for more than 10 days due to damage to her home and property. I of course, pulled out my tablet and we filled out her census together in about 10 minutes. This gave her a sense that she was able, even in tough times, do something small to help her community in the future. In a parking lot, in an evacuation zone, where people were just being let back in to see if their homes were still standing, when we were able to explain how the census would affect the funding for her area, she became interested and was able to fill out and file her census right there through the technology.

As it relates to our organization and it's capacity; from this experience our agency has also been able to form new partnerships and networks with other organizations; alongside strengthening existing ones and ultimately providing and allyship of trusted messengers. Especially in communities were trust and confidentiality is a barrier, when individuals feel like the organizations that they trust are aligned in their messaging the response is much greater. The new partnerships and the strengthening of existing ones has led us to collaborate in other formats and on other projects and unify in supporting vulnerable communities. We've been able to incorporate the census into shared community events as well as several other programs we and these other organizations work on but didn't connect on before – the networking around this project has brought us together for future collaboration.

6) Do you have any suggestions for the 2030 Census efforts?

#### **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.



### 2020 Census: Outreach Final Report

#### **General Information**

Date of report	11/9/2020
Organization	Corazón Healdsburg
Contact Person / Title	Angie Sanchez / Head of Programs
Email / Phone	angie@corazonhealdsburg.org / 707.304.1620

#### **Narrative Report**

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

#### Corazón Healdsburg's original Census 2020 project plan is as follows:

In support of a successful 2020 Census in our county, Corazón Healdsburg will implement a comprehensive plan to capture residents in the Hard to Count census tract 1539.02 which includes the city of Healdsburg in which we have our physical office as well as residences of a large subset of the families that we serve. 95% of the families we serve speak Spanish as a first or second language and 75% of our clientele represents a low income household. Our comprehensive plan includes:

- Census 2020 focused content at 5 bilingual events (including Día de los Muertos our signature annual community event that draws 5,500 attendees)
- Bilingual door-to-door direct outreach to 1,200 households
- 9 educational meetings/workshops
- Broad promotion of the 2020 Census using bilingual digital and paid media strategies

We are pleased to report that we exceeded each of the goals of our project plan. Examples of our outcomes for each category include:

## Events (GOAL: Census 2020 focused content at 5 bilingual events including Dia de los Muertos)

We provided Census content at the following bilingual events, among others:

- 13 Groceries to Go food distribution events
- Census car parade (June 19, 2020)
- Drive in movie event (July 11, 2020)
- 6 mask distributions with Census pop up drive through form assistance booths
- Census pop up in Cloverdale
- 2 Virtual Censoteria Live events. Censotería is a modern twist on the traditional Mexican game of Lotería. Censotería as an educational tool to raise awareness about the importance of the 2020 Census & presidential election. Learn more about it here.
- 6 COVID pop ups hosted by Corazón in Windsor, Geyserville, Healdsburg, and Cloverdale
- Census outreach at 2019 Dia de los Muertos

#### <u>Direct Outreach (GOAL: Bilingual door-to-door direct outreach to 1,200 households)</u>

We completed direct outreach to over 1,200 households using three different approaches:

- Door to door canvassing from January to March 2020
- Phone banking from March 2020 to October 2020
- 10 day countdown to the Census campaign that mobilized 3 bilingual Census ambassadors, community members who went out and did tabling, door knocking, in Hard to Count areas in September 2020

#### Educational meetings/workshops (GOAL: 9)

We conducted countless educational meetings and workshops centered around the Census, including, but not limited to, the following:

- 5 Facebook community conversations
- 17 Emergency preparedness virtual meetings
- Virtual educational conversation with the Latino Community Foundation and with NALEO Educational Fund
- 8 meetings in partnership with Hunger Task Force

## <u>Digital and Paid Media (GOAL: Broad promotion of the 2020 Census using bilingual digital and paid media strategies)</u>

Our digital outreach about the 2020 Census was broad, multidimensional, bilingual, and included digital and paid media. We posted more than 50 times between April

1, 2020 and the end of counting in October. These posts included videos, custom graphics and personal testimonials about the importance of completing the Census. We also leveraged external content including videos and imagery from entities like the Census Bureau and the local elementary school. We created a resource page on our website explaining the importance of the Census and how to complete it and then launched a paid social media advertising campaign linked to that page. All outreach was bilingual with Spanish and English versions. In addition, we promoted the Census on KBBF radio, and our staff was interviewed multiple times by Univision and Telemundo.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

#### What outreach tactics worked well?

For Corazón Healdsburg, our top five most effective outreach tactics were:

- Ambassadors
- In person outreach (canvassing)
- Social media posts
- Censoteria game (interactive, personalized)
- Partnering with Hunger Task Force in new neighborhoods

#### What hindered the outreach?

Our biggest hindrances were:

- COVID, making our door to door canvassing impossible in addition to the overall economic and health risk it posed
- Information requests from county asking for information we hadn't captured
- The changed Census deadlines
- Language barriers with indigenous residents
- Lack of non-Spanish, non-English indigenous language/culturally relevant materials
- 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.

Our greatest internal challenge at Corazón Healdsburg was that we had a change in staffing internally from our former Director of Community Engagement, Leticia Romeo, and our new Head of Programs, Angie Sanchez. This staffing change included a gap of time between the staff leads that was not covered by any lead as well as the onslaught of COVID, presenting a double challenge to implementation. Our initial spreadsheet system for capturing outreach also proved

troublesome when not all volunteers and staff were accessing it and/or using it consistently once we needed to change strategies. After Angie was onboarded, she was able to create clarity, innovate in order to counteract COVID and the changed Census deadlines, and organize the team so that by the end of our project, our count was accurate and systems streamlined.

4) 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?

The day to day operations and structure of Corazón Healdsburg are already significantly aligned with the need to provide accessible and in-language outreach to hard to count residents since they are already squarely within our existing client base. The only instance when we did not have in house resources to conduct in-language outreach was with indigenous residents who did not speak Spanish or English. In those instances, we arranged to use our interpreter Maribel to to be available by phone to provide on the spot interpreter services. All of our in person and/or drive through events at the Healdsburg Community Center are ADA compliant and provide accessibility to those with disabilities as well.

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

Please see the attached front page article from the Healdsburg Tribune dated October 1, 2020 that highlighted our neighborhood outreach on September 24, 2020 on March Avenue. Our team took to the streets and provided accurate information about the Census in a hard to count neighborhood. We brought an ice cream truck, handed out Census stickers, and provided on the spot assistance to fill out Census forms while dispelling myths about the Census that prevent many residents from completing the forms.

6) Do you have any suggestions for the 2030 Census efforts?

For the 2030 Census, we suggest the following strategies:

- Leverage more culturally relevant activities/games like we did with our Censotería initiative
- Provide more virtual/video content in all languages, including indigenous languages, for easy and accurate information distribution

- Create a portal for all grantees to use that collects data in real time using a shared system and clearly shows what data need to be collected and in what format
- Provide additional funding for community ambassadors to implement all strategies at each agency
- Provide a pre-approved and trained network of translators for agencies to use in the event that they do not have the in house bilingual staff available fluent in that language

#### Attachments

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

Please see attached zip file with multiple examples.



Join us in expressing messages of gratitude for the courage, kindness and generosity of our emergency responders, local businesses and community members.

Contact Laura Tew today to reserve your space in our upcoming Express Your Gratitude campaign at 707-433-4451 or Laurat@sonome



#### LATE DELIVERY

of all copies of this week's Healdsburg Tribune is one day late this week. We apologize for this

## The Healdsburg Tribune Enterprise & Scimitar

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Our 155th year, Number 380

Healdsburg, California

October 1, 2020

## Forum sparks conversation on housing, community

By Katherine Minkiewicz Staff Writer katherine@sonomawest.com

Editor's note: The Healdsburg 2040 group is nonpartisan and will not be endorsing any of the candidates. The Tribune will also not be endorsing candidates.

Healdsburg City Council candidates had a lively discussion on Sept. 22, on affordable housing, economic diversity and other topics during a virtual candidate forum organized by The Healdsburg Tribune and the Healdsburg 2040 group. group.

The forum was moderated by

Healdsburg 2040 member Walter Niederberger and all six council candidates — Charles Duffy, incumbent David Hagele, Doralice Handal, David Jones, Ariel Kelley and Skylaer Palacios — were present to answer questions based on the Healdsburg 2040 Sustainable Design Assessment Team (SDAT) report

report.

The five candidates are vying for

The five candidates are syring for three seats on the council.

The SDAT report was a project of the American Institute of Architects (AIA). In 2017/2018 AIA worked with several volunteers and a team of artists, planners, developers and architects to craft recommendations

the city.
Unlike other forums where candidates are given time to prepare their answers based on a set of predetermined questions, ca were not made aware of the questions prior to the event.

Affordable housing

The first question of the evening was, "40% of Latino families in Sonoma County are working poor and have annual incomes well below the self-sufficiency level, how will you achieve more affordable housing for low-income families but still maintain the small-town charm

In order to keep the process fair and balanced, a six-sided die was rolled to determine which candidate would answer each question first and Handal was the first candidate lined up to answer the affordable

housing inquiry.
"It's really important to figure out a way to come up with creative housing solutions, so that we're not making false promises to these families when we talk about affordable housing and we're still waiting for housing to get built, that doesn't help that person who's waiting for that housing." Handal said. "Looking at other towns that

working with programs like Reach for Home that creates a full set of

for Home that creates a full set of help, not just finding a location for a family to live in."

Jones said he'd like to advocate that the city doesn't take on artificial economics when it comes to housing issues and he opined that it is a supply demand issue.

"We need to address the fact that we need to create some laddering of affordable housing here in town. We can't all have multimillion-dollar properties because that is achievable." properties because that is achie

See Forum Page 10

#### Residents pitch ideas, questions for the future of SMART in Healdsburg

Some call for two stations in town, others ask for electric bus routes to other stations

By Katherine Minkiewicz Staff Writer katherine@sonomawest.com

Sonoma Marin Area Rail Transit (SMART) board of director members held a community listening session for Healdsburg residents last week in an effort to garner feedback and questions from locals regarding the future of the SMART train in Healdsburg. The special forum is part of a series of virtual sessions taking

place this month to address the train's future in north county locations, like Cloverdale and Healdsburg.

ealdsburg. SMART board member and SMART board member and Sonoma County District 2 Supervisor David Rabbitt said of the Wednesday, Sept. 23 meeting, "We'll take all of the comments, summarize those, bring them to the board and compile them in a package, and ultimately this will be used to advance new policy or to address new issues that were brought up by our customers and county constituents."

Those on the Zoom meeting call included various SMART board members — such as Joe Naujokas — SMART engineers, SMART General Manager Farhad Mansourian and Healdsburg Mayor Evelyn Mitchell and Healdsburg Mayor Sonoma County District 2

Evelyn Mitchell and Healdsburg Councilmember David Hagele. "To reinforce the mission of this discussion, it's for us to really listen to you. This is your train that your tayou. This is you train that you taxpayer money is paying for, you have voted for it, you have voted for the people who run it and this is the beauty of a public run entity is that it really is the public who is the primary stakeholder," Naujokas

He said now that the agency is more or less stabilized for the moment, it's time to reach out, extend the line and deepen its roots

within the community
This is one of those
opportunities for us to Naujokas said.

One of the most burning questions of the evening was, "When will the train get to Healdsburg?" Francesca Whitcomb is a

SMART train commuter, who lives in Novato and works in Healdsburg at the Healdsburg Unified School District. She takes the train as far as she can and makes her way to work via other modes of work via other modes of transportation, but would like to be able to take the train all the way to work. The timeline for the arrival of SMART in Healdsburg is still unclear but completion of the

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Corazón Works on Census Outreach



Folks from Corazón Healdsburg took to the streets of Healdsburg at March Avenue on Sept. 24 to conduct census survey outreach, helping residents fill out their census and giving away free popsicles for those who participated in completing the

The deadline to complete the census was Sept. 30 but it was recently extended throughf

October.
With a census response rate of around 40% for Healdsburg and outside city limits, Angie Sanchez, head of programs at Corazón, said they wanted one last "final push" towards encouraging locals to complete the census.

Sanchez and a team of helpers walked along March Avenue last week with music, and a megaphone, sharing statistics about census response rates and

"We hired a paletero (ice cream man) to hand out free popsicles, handed out our customized census stickers and helped families fill out their census," Sanchez reported. "It was a great way to do outreach and our goal is to continue to visit neighborhoods with low response census rates

Katherine Minkiewicz



#### Fire department working on Fitch fuels management

Neighbor groups, partnerships also help with emergency preparedness, fire prevention

By Katherine Minkiewicz Staff Writer katherine@sonomawest.com

Since the Walbridge Fire, the Healdsburg Fire Department has been getting many calls and questions about Fitch Mountain's

questions about Fitch Mountain's fire prevention preparedness efforts — which is a big fire concern for many due to its fuel load, Jagged terrain and tight winding roads.

The Healdsburg Fire Department and the city of Healdsburg have been working on a series of fire prevention efforts, including vegetation management in and vegetation management in and around Fitch Mountain, work with Citizens Organized to Prepare for Emergencies (COPE) groups, public outreach and emergency preparedness education and home hardening, to mitigate wildfire risk and keep residents prepared in cas

of an emergency.

Before the Glass and Shady Fires broke out and crept their way towards St. Helena, Hood Mountain towards St. Heena, Hood Mountain and the eastern areas of Sonoma County. The Tribune met at the Healdsburg Fire Department under a blue sky with Healdsburg Division Chief Fire Marshal Linda Collister to discuss the department's fire prevention efforts.

prevention efforts.

"We are getting a lot of questions about Fitch Mountain." Collister said. "First of all, I want to say why the city of Healdsburg is safe and what kind of fire prevention measures we've been doing over the years. One of the big things is the COPE groups."

Work with local COPE groups COPE groups consist of a team of

COPE groups consist of a team neighbors who work together and often collaborate with their local fire department on emergency preparedness and fire threat mitigation efforts for their own

mitigation entoris for their own neighborhood. Priscilla and Patrick Abertrombie are the leaders of the Fitch COPE group and as a team they've worked on fuel management, creating a California Wildfire Protection Plan (CWPP) and a neighbor network so folks can notify one another in the event of an evacuation warning or order

"During an emergency, people want information, so what we'll do is send out information to the COPE leadership and the leadership can send it out to their groups which is an amazing dissemination of information," Collister said This method of communication

and fire preparedness proved to be effective during the recent Walbridge Fire, which heavily impacted the Mill Creek area west of Healdsburg city limits. Through

See Fitch Page 2

See SMART Page 10









(English below)

USTED puede asegurar que consigamos más fondos para programas como Medi-Cal, Calfresh, almuerzos escolares gratuitos y viviendas asequibles al completar la encuesta del Censo 2020 en https://2020census.gov/. El plazo para completarlo es el 31 de octubre. Si tiene preguntas o necesita ayuda para completarlo por teléfono, llámenos al 707-393-0938.

YOU can help ensure we get more funding for programs like Medi-Cal, Calfresh, free school lunches and affordable h... **See More** 



# PARAS TIR RESISTION REBEMOS EX EXISTIR EXISTIR EXISTIR 88 EXISTIR 60 EXISTIR EXISTIR EXISTIR 26 EXISTIR 20 EXISTIR 20 EXISTIR EXISTIR EXISTIR ENACES 13 A YUDA PARA LLENAR EL CENSO. EXISTIR EXISTIR

 $http://www.sonomawest.com/the\_healdsburg\_tribune/news/census-caravan-rolls-through-town/article\_b7db31d0-b4fb-11ea-903f-139b7adaa4f0.html$ 

FEATURED

#### Census caravan rolls through town

Photos Sarah Bradbury Jun 22, 2020



A caravan of cars promoting the 2020 census rolled through Healdsburg on Friday, June 19.

The goal of the event, which was put on by the Census Bureau, is to reach hard-to-count communities in areas that have largely not been counted in this year's census. The caravans have previously been used in Richmond, Oakland and V

Send fe

fill out their census forms, and Healdsburg was part of a second round of promotions that also rolled through Santa Rosa, East Palo Alto, Livermore and San Jose.

The cars met at the Healdsburg Community Center and included board members from the Sonoma County Hispanic Chamber of Commerce. The Healdsburg census caravan was sponsored by Corazón Healdsburg.

11/4/2020



# DESFILE DEL CENSO 2020

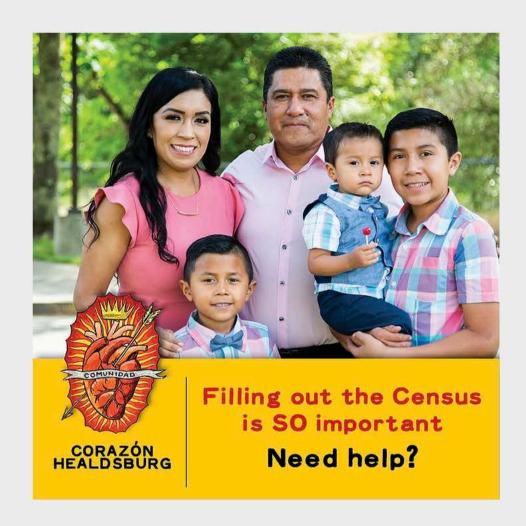
RECORRIENDO SU VECINDARIO EN HEALDSBURG Y GEYSERVILLE

Viernes, 19 de junio a las 4 pm

Para tener la oportunidad de ganar un premio, jtómate un selfie y cuéntanos por qué el Censo 2020 es importante para tu comunidad!

PUBLÍCALO EN LAS REDES SOCIALES Y ETIQUETA A @CORAZONHEALDSBURG #HEALDSBURGCOUNTS #GEYSERVILLECOUNTS

# It's easy to complete the Census!



Have you filled out your 2020 Census yet? It's critical that everyone in our community is counted, whether you speak English or Spanish, are 90-years-old or 10! And it's totally safe and private and it is for everyone living in the U.S., citizens and non-citizens alike.

Here are some reasons why the Census is so important:

- It determines how many seats each state will have in the U.S. House of Representatives.
   Right now California has the most!
- Lawmakers use the data from the Census to determine where billions of dollars in federal funding go to hospitals, fire departments, schools, roads, and other resources.
   We want to make sure we get our fair share for our local community.



(English below)

Este dulce video es un buen recordatorio de que no es demasiado tarde para completar el Censo 2020 y marca una gran diferencia en la financiación de escuelas, hospitales y carreteras locales. Y toma solo unos minutos y es totalmente seguro. Llénelo en 2020census.gov/es o llámenos al 707-395-0938 si tiene alguna pregunta o necesita ayuda.

This sweet video is a good reminder that it's not too late to complete the 2020 Census and it makes a big difference in fu... See More



YOUTUBE.COM

#### Make It Count / #2020Census

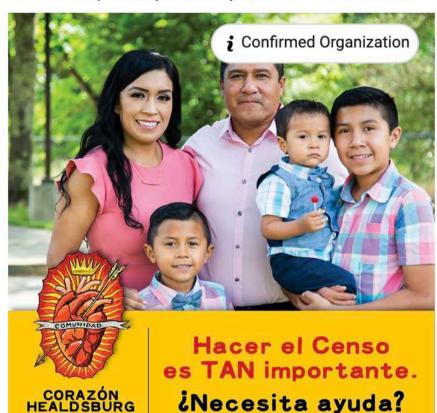
While teaching his son a new soccer kick, a father lands in une...



#### Corazón Healdsburg

Sponsored · Paid for by Scopa Has a Dream, Inc.... · 🚱

¿Necesita ayuda para llenar el cuestionario del Censo 2020? TODOS en nuestra comunidad cuentan, por lo que es importante ... See More



CORAZONHEALDSBURG.ORG ¿Necesita ayuda? Corazón Healdsburg

LEARN MORE





🗘 💟 Rosa Reynoza... 2 Comments 6 Shares





Comment



Share



#### (English below)

Jesús Guzmán sabe lo importante que es que todos completemos el Censo. En Generation Housing, defiende la asequibilidad y la diversidad de la vivienda. Él dice que la información proporcionada por el Censo lo ayudará a él y a otros partidarios de la vivienda a abordar la desigualdad en nuestras comunidades.

¿Ya ha completado el censo? ¡Es fácil! Dirígete a 2020Census.gov/es y hazlo hoy. Si tiene preguntas o necesita ayuda, llámenos al (707) 395-0938. #SerCon... See More





#### Corazón Healdsburg was live.

Published by Angie Sanchez 🕢 · September 28 · 🔇









...



## 2020 Census: Outreach Final Report

#### **General Information**

Date of report	September 14, 2020
Organization	Family Resource Center Network of Mendocino County
Contact Person / Title	Jayma Spence, Coordinator
Email / Phone	jayma@laytonville.org, (707) 984-8089

#### **Narrative Report**

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

The overall goal of the FRC Network's project is to minimize Census undercount in Mendocino County's hardest-to-reach communities and populations.

• Use creative marketing strategies that will be effective in each FRC's unique community: The 8 independently operated Family Resource Centers in Mendocino County used a variety of marketing strategies appropriate for their respective communities. The FRC shared social media posts from both the state and county's complete count committees as well as developed their own posts to encourage followers to participate in the 2020 Census. The FRCs also worked with a graphic designer to develop posters that would appear to rural communities such as Laytonville, Leggett and Covelo.

FRCs sent information to their local radio stations, newspapers, school districts, libraries, tribal offices, homeless services, post offices, groceries stores and more. FRCs also presented information at community meetings, school boards, municipal advisory councils, etc.

Laytonville Healthy Start, the Arbor Youth Resource Center, Action Network FRC, Round Valley FRC and Potter Valley FRC stuffed census flyers/outreach materials into food bags that went out to their respective communities during COVID-19. These FRCs either provided meals on wheels or emergency food bags to their clients.

• **Provide Census information and access at community events:** FRCs provided Census outreach to back to school events (before COVID-19) as well as utilized the tablets/laptops purchased to assist individuals with accessing the online census response form.

One FRC, Potter Valley Youth & Community Center hosted a free weekly breakfast (pre COVID-19) for 2 months where people would take the Census. They also hosted a free family meal for families who would take the Census at their center. They had over 100 community members participate in these events.

Laytonville Healthy Start FRC holds a weekly outreach table at the Farmer's Market and offered a tablet for use to complete the census in person at the market. Participants who completed the census (either at the market or the FRC) would receive a raffle ticket to win gift cards.

All the Mendocino County FRCs had planned census outreach events for March/April and then COVID-19 hit, so FRCs had to cancel these events and use virtual means to communicate with their communities.

- Alianza de Willits FRC offers free tax preparation and with each client they served through tax assistance, they made their tablet available to clients to also complete the census. At Christmas time, staff made up stockings to gave away and they were filled with goodies and put Census info/swag in them as well. All FRCs in Mendocino County either offered a tablet, laptop or computer for their clients to fill out the Census. Many FRCs commented that they encountered many people who needed assistance navigating the census website or needed assistance understanding the questions. Many FRC staff would sit by their clients' side as they filled out the questionnaire.
- 2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

#### What outreach tactics worked well?

- Social media made it easy to share census information after COVID-19 hit and shelter in place orders went into effect.
- Using local media outlets (community-based radio stations and newspapers worked in the isolated/rural parts of the county-such as Laytonville and Round Valley).
- In-person outreach with FRC clients allowed staff to connect 1:1 with people and explain the importance of the census. It also helped that FRCs have built trust with their communities and people felt safe/secure accessing the census through the FRCs.
- Providing an incentive (such as free meal or raffle for gift cards)

#### What hindered the outreach?

- Obviously COVID-19 put a damper on FRCs ability to host community events.
- People's technology illiteracy- many people weren't comfortable on the tablet or computer, so FRC staff would sit next to them and assist with navigating the technology.
- 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.
  - Some FRCs remained close from mid-March due to COVID-19 so it made outreach difficult. Otherwise, FRCs developed creative ways to continue to reach out to their clients despite the challenges of COVID-19 shelter-in-place orders.

- 4) 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?
  - The majority of FRCs have Spanish-speaking staff and offered bi-lingual support for clients. FRCs also printed and distributed census materials in Spanish as well as provided both the English and Spanish speaking census phone lines.
  - FRCs never assume a client understands a document or questionnaire. Many FRC staff lent assistance by reading the census questions and/or helping clients to understand the questions.
- 5) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. If possible, please include images and quotes, so we are able to understand the narrative behind the numbers.
  - The FRCs have built up trusted relationships throughout the county and in their respective communities, and through their Census outreach, many underserved, rural, isolated members of Mendocino County were able to get crucial information about why the Census is important.
  - In Laytonville/North Mendocino County, an area that was identified by the Complete Count Committee as a difficult to reach place, extra care was taken by Laytonville Healthy Start Family Resource Center to tailor messages to the rural/isolated community to understand the importance of the Census. Many residents are "back to the landers" and live on properties that are up dirt mountain roads that some residents travel up to 1 hour to get home from downtown Laytonville, so they are geographically isolated and often-times difficult to engage. Census outreach efforts ranged from broadcasting messages on the local radio stations, local newspaper, sign board by post office, posters at the laundromat and schools and through personal connections, phone calls and community champions. Overall, the Laytonville FRC experienced an overwhelming positive outcome with the outreach efforts and had people express their gratitude for the outreach efforts and participated positively!
- 6) Do you have any suggestions for the 2030 Census efforts?
  - When numerators were verifying addresses and canvasing neighborhoods, residents called the FRCs to verify that the people driving up their driveways were in fact legitimate Census workers.
  - There was confusion when FRCs were pushing for clients/their communities to self-respond since many wouldn't receive the official post card notices, and residents were still visited by census workers and left with paperwork to respond when they had already done so.
  - The FRCs made a big push and advertised in their communities to "hire local" for census workers. Many community members didn't receive calls back or were skipped because they didn't pick up the phone on the first try. It behooves the US Census to hire locals for successful efforts since they best know their neighborhoods and communities and locals feel at ease when they see familiar faces working the Census.

 Having local organizations spread the word about the importance of the Census worked. The Mendocino County Complete Count committee did a great job brining in organizations from all over the county.

#### **Attachments**

- 7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.
  - See attached

### https://my2020census.gov/

It's easy! Fill out today and ensure your community gets its fair share in \$ to support the infrastructure we care about- from county roads to health care!

Or call 844-330-2020 (english)

844-468-2020 (espanol)

### https://my2020census.gov/

It's easy! Fill out today and ensure your community gets its fair share in \$ to support the infrastructure we care about- from county roads to health care!

Or call <u>844-330-2020</u> (english)

844-468-2020 (espanol)

# 2020 U.S. CENSUS COULTIS

Participating in the Census equals more money for our area!

The Census helps the government determine how and where to provide funding. Some examples of funded programs include: highway maintenance, college grant programs, mental health programs, fire management grants and rural education.

The Census bureau WILL NOT mail forms to PO Boxes. They only send them to residential addresses. Mendocino County has over 17,000 PO Boxes, which does not include private mailbox services.

If you do not receive your census notice and therefore don't respond, a census worker will come to your house.

# Or do the census online! Visit www.my2020census.gov

Or Scan this code with your smart phone camera to complete the census today!



BY PHONE (844)-330-2020

United States

# **Mendocino County**



There's still time to

# YOUR PART

"The 2020 Census lets officials know how many people are in an area during an emergency and helps aide agencies that respond in your community."

-CalFire

## Complete the 2020 Census your way!

(English) (844) 330-2020 Phone:

(Espanol) (468) 330-2020

Online: www.My2020Census.gov

\*Call our office after you complete the Census and we will enter your name into a drawing for a \$50 VISA gift card!

The Census is now live!

Visit

my2020census.gov

Or call

844-330-2020

To complete

It's easy! Fill out today and ensure your community gets its fair share in \$ to support the infrastructure we care about- from county roads to health care!

If you don't "self-respond" a census worker will follow up at a later date. Save them the trouble of driving up your dirt road, take the census today!

If you have questions contact Healthy Start at 984-8089

# 2020 U.S. CENSUS CANCELLE CONTROLLE CONTR

Participating in the Census equals more money for our area!

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# Or do the census online! Visit www.my2020census.gov

Or Scan this code with your smart phone camera to complete the census today!



BY PHONE (844)-330-2020

# 2020 U.S. CENSUS

# LEGGETT COUNTS

Participating in the Census equals more money for our area!

The Census helps the government determine how and where to provide funding. Some examples of funded programs include: highway maintenance, college grant programs, mental health programs, fire management grants and rural education.

The Census bureau WILL NOT mail forms to PO Boxes. They only send them to residential addresses. Mendocino County has over 17,000 PO Boxes, which does not include private mailbox services.

If you do not receive your census notice and therefore don't respond, a census worker will come to your house.

# Or do the census online! Visit www.my2020census.gov

Or Scan this code with your smart phone camera to complete the census today!



BY PHONE (844)-330-2020



## 2020 Census: Outreach Final Report

#### **General Information**

Date of report	October 26, 2020
Organization	Hopland Band of Pomo Indians
Contact Person / Title	Diana Billy-Elliott, MSW Vice Chairwoman
Email / Phone	delliott@hoplandtribe.com (707) 234-0086

#### **Narrative Report**

- List your goal(s) and objectives as it appears in your project plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?
- Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

What outreach tactics worked well?

What hindered the outreach?

- 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.
- 4) 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?
- 5) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. If possible, please include images and quotes, so we are able to understand the narrative behind the numbers.
- 6) Do you have any suggestions for the 2030 Census efforts?

#### **Attachments**

 Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

#### **2020 Census: Outreach Final Report**

#### Narrative Report

- 1) Please see attached goals and objectives. Due to the Covid 19 pandemic we had to change our outreach strategy quite a bit. We were able to hold one in person event before the Pandemic hit but had to halt all in person events for safety concerns and to abide by CDC, State and Local Guidelines. We did the following: door to door outreach with internet-based tablets to assist Tribal members complete their Census. Ongoing communication with Tribal members during our monthly Tribal Council meetings.
- 2) The outreach tactics that worked well was going to door to door and interacting with Tribal membership. And obviously the Covid-19 Pandemic hindered our outreach slightly.
- 3) Again, the challenges were having to re-do our outreach strategy. We had a long list of events that were lined up for the past 8 months that we could not hold due to the pandemic. Our response was having virtual meeting to strategize how we were going to get our people counted.
- 4) We had both English and Spanish fliers. We assisted anyone that had a disability
- 5) Our story includes Tribal members working on behalf of other Tribal members. We had two young adults that were going door to door reaching as many of our members as possible. During this we were able to see the younger generation interacting with many Tribal Elders which was a beautiful and powerful thing. Our Census Slogan was BECAUSE WE COUNT!!! Meaning all Native American people
- 6) No suggestions
- 7) Please see attached

#### PROJECT PLAN

#### HOPLAND BAND OF POMO INDIANS

Goal One: To increase awareness by utilizing peers and known Tribal staff to reach a minimum of 1,000 Tribal members, local rural community members and associates.

Outcome: Increased awareness and knowledge of the importance of and key details of the 2020 Census.

Activities: Create engaging social media posts (2x/week for 14 weeks). The Tribal website will be updated to include Census information. Mail out to tri-county region with information. Project staff will visit at least 85 homes on the Reservation with flyers with educational information.

Goal Two: To engage Census participation by increasing access to at least 500 Tribal and community members.

Outcome: Engaged participation by a hard-to-count population.

Activities: Host outreach booths at three events in April (Pre-planned: Tribal Easter and General Membership Meeting New: Participate Census 2020) with internet connected tablets and assistance completing the census survey. Follow up at uncounted homes in person.

#### TIMELINE:

August 2019

#### **Award Notification**

November 2019 – January 2020

Project Coordinator and assigned staff attend convenings, technical assistance and training opportunities to enhance census strategy and outreach.

Project Coordinator advertises Census Tribal Jobs and employs workers (peers) to conduct the outreach.

January 2020

Project Staff order tablets, increase familiarity with use.

January - April 2020

Project Staff create engaging social media posts and updates to the Tribe's website to inform, educate, dispel myths and encourage participation in the April 1 Census Day, and to encourage reporting if households missed the Census Day.

Project staff create posters and flyers to disseminate key information about Census Day and outreach events.

Project staff plan and implement a Participate Census 2020 event to be held on April 1<sup>st</sup>.

Project staff disseminate outreach via mail and door-to-door canvassing.

April - May 2020

Project staff identify missed households and engage participation by direct visits to homes.

July 2020

Final Grant Report Due.

This project aligns with the Tribe's current programs and capabilities as it already engages with the population for purposes of surveys, services, events, and more. Engaging participation in the Census will benefit the Hopland Tribe as the results can help justify the need for grant programs, and more.

The HPBI employs five directors and 26 staff members that are known to the community, experienced in engaging with the population and providing services. This project will be overseen by the CFO/Interim Tribal Administrator who has over 20 years' experience managing budgets, staff and project activities. The Tribe, in previous years, conducted a Tribal census and was successful in engaging participation. Additionally, the membership is aware of the need to be counted for grant purposes— as the Administration relies heavily on grant funds for programs, services and activities and trusts the Tribe's leadership.

This project is sure to successfully engage the hard to count, rural, Native population and surrounding community members who would not otherwise engage in Census activities without the assistance and guidance of project staff already known to the community.

#### Hopland Band of Pomo Indians Project Census 2020 Budget:

Outre	ach Materials	
	Mail to 450 households at \$.50/each =	\$ 225
	Flyer printing for all outreach activities: 1,500 pieces at .10 each =	\$ 150
	Poster printing \$25 ea x 5	\$ 125
Techn	ology	
	Two tablets with internet access \$600 each x 2 =	\$1,200
Travel		
	Participate in convenings and/or technical assistance opportunities to enhance census strategy and outreach Mileage \$0.58 x 400 miles	\$ 230
Projec	t staff:	
	Local peers to conduct canvassing and outreach activities	
	\$15.00/hour x 40 hours = \$600 x 2 staff =	\$1,200
	Project Coordinator \$880/week x 20 weeks @ 25% =	\$4,400
Event:		
	Lunch for 150 x \$8.50/each =	\$1,275
	Thank You Gift for participation Item TBD @ \$ 12.50 ea x 250 =	\$3,125
	GRAND TOTAL	\$11,930



Please join us for our

# Census





Drive Thru
Celebration
& BBO

TUESDAY, SEPTEMBER 29TH

12-3pm

CASINO PARKING LOT

Every participant will receive a gift bag and to-go plate made with love



For more information contact

Vice Chairwoman

Diana Billy-Elliott, MSW

(707) 234-0086

Please be safe and wear your mask!

# Census Sign In Community Fun Night Friday, February 28, 2020 6pm-8pm





	Name	phone	# 01	mail	
1.	Brenda Lopez	•	623 463		Malo
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3.	Antoinette Ala	0 (701) 39	1-3646	Meno	facino 1 Lu
4.	Corrina Avil	<u> </u>		III	
5.	Elane Willit	5			
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14.	Alicia Yer	ez (707)	139125952	12940 2 mcDowell 1	<u>mendo</u>
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17.	Roojer Elliott	Si			
18.	Angle Elliott				
19.	Brian Yere	2 (707)	391-4651	12990 mcDuar/1st M	endo
20.	Brisa Huesteroy	epet.			

# Community Fun Night

Friday, February 28, 2020 6pm-8pm





Name	Phone #	email	county
21. Arvada Grant	(751)326-847	1 -	SanFrancisc
22. Hougelen James	(415) 629-2	707	UKlast
23. Arol Alberro	1707 072-146	24	MENDOCINO
24. Rooher Udnoen	(901) 510-	1622	Mensocin
25. Broce Carrillo	(707)-510-99	700)	Mendeano
26. Spretta Bario 19	751) 581-7499 C	Mendo	
26. Spritta Darjo (9) 27. Kamad Yapez (7)	7367-4704	Porolder	yshoo.com
28. Pick Knight 7	07-463-0679	II.	merle
29/ Millian Ell. III	704-832-60	214 1	lupland
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# 2020 Census: Outreach Final Report

## **General Information**

Date of report	11/2/2020
Organization	La Luz Center
Contact Person /	Sandy Sanchez / Director of Programs
Title	
Email / Phone	sandy@laluzcenter.org / 707-938-5131

# **Narrative Report**

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

La Luz Center served as a primary provider of education and outreach to engage the community in completing the 2020 Census. We committed to ensuring 95% census compliance throughout Sonoma Valley. Specifically, the Boyes Hot Springs area which was considered 1 of the 5 hard-to-count Census tracts in California.

After the pandemic we were forced to revisit our outreach strategy. We readjusted our efforts by including virtual outreach events like virtual Censoteria games, raffles, and routine social media posts. Because lower income families were faced with food insecurity during the pandemic we made it a priority to attend local food distribution sites to hand out census materials and help families fill out the census in person.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

## What outreach tactics worked well?

The outreach tactics that worked well were our door canvassing, social media and food distributions efforts. With the support of community partners we were able to successfully launch a Census Ambassadors Program which was composed of a group of High School volunteers that supported us with on the ground outreach efforts. They received training to be able to answer questions and offer resources, especially to hard-to-count populations. With their assistance we were able to help 96 people complete their 2020 Census, made contact with over 160 households and

reached over 49,478 community members through tabling, door knocking, phone banking and social media outreach.

Social media also played an important role in our Census outreach efforts. We made it a priority to routinely post bilingual flyers and videos on the importance of the census. We made sure to explain to our social media audience what it meant for our communities to be counted and what type of programs could benefit.

Food distributions also played a key role in our outreach plan. While attending multiple food distributions throughout Sonoma Valley, we were able to hand out Census materials to participants. We encourage community members to read about the importance of the census as well as reminding them about our census hotline. On some occasions, we were able to assist families to fill out their questionnaire on the spot. Overall, this outreach effort made a huge difference as residents called us to receive assistance with their Census.

Moreover, we felt the need to create a hotline to give our community members the option of receiving one-on-one assistance while they filled out their census. Community members were encouraged to give us a call to get answers to their questions or simply to receive guidance on how to fill out their census questionnaire.

#### What hindered the outreach?

Initially, we had created a detailed Outreach Calendar that depicted all of our outreach efforts for the year. Unfortunately, Covid-19 greatly affected our efforts by limiting the type of outreach that we could do in the community. The pandemic forced us to cancel all of the in-person events that we had already planned and began promoting. Luckily, we were able to continue our efforts online by hosting virtual events through our social media platforms.

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.

With the surge of the pandemic, we were inclined to create a list of safety protocols to follow as we continued with Census outreach. The readjustment was the main challenge because we had to make sure we were keeping our staff and community members safe as we continued our outreach efforts. It was a challenge from the beginning because we understood the immediate need in our community was the distribution of safety materials like gloves, masks, food and informational material regarding COVID-19. Fortunately, we were able to include Census material

in the distribution as well. When attending the different outreach events in the community, we got a positive response from the residents as many thanked us for the work being done on the importance of participating in the Census. We focused our outreach efforts on: attending food banks, participating in radio interviews, creating a census hotline, putting together face mask distributions, virtual events and creating videos and posts to be shared in our social media accounts. All of this outreach helped us achieve a complete count.

4) 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?

The outreach methods we used tailored to the needs and preferred communication styles of each group. During the education phase, we focused on providing factual education about the Census. Outreach methods included workshops/presentations, media messaging, partnered with ethnic media outlets and other types of media trusted by hard-to-count populations to deliver targeted audience-specific messages to residents that may require additional motivation to participate, and distributing materials in the corresponding language for each community during virtual events, food distributions, and school events.

Through our social media accounts we created bilingual content by continually informing our community on the Census and encouraging residents to be counted.

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

One of the tools that we found extremely helpful and that made a huge impact in our outreach was a Census game that was created by our Community Engagement Manager, Angie Sanchez. The Censoteria game was inspired by a traditional game called Loteria which is very well known amongst the Latino community. We used this game as a way of engaging the community in a game they are familiar with while educating them about the importance of the census.

Before the pandemic we conducted a series of Censoteria events throughout the Boyes Hot Springs and the Springs area to target hard-to-count populations. We targeted schools, churches and public spaces. Participants enjoyed playing the game and loved learning about the Census.





Pre-Pandemic Census outreach.

- 6) Do you have any suggestions for the 2030 Census efforts?
- -Create more culturally relevant engagement materials that target specific groups of people.
- -Develop more virtually engaging activities
- -Get involved with schools and churches to promote the importance of the census
- -Encourage other agencies/towns to create their own local Census Ambassadors program (Similar to the Promotora Model). This allows local residents to hear from the

locals in their communities. The more an individual hears this information from a trusted community member the more likely they are to listen and act.

## **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

Attachment 1 - Census Phone banking script

Attachment 2 - Censoteria School Pop-up Flyer

Attachment 3 - Census Ambassador recruitment Flyer

Attachment 4 - Census Hotline flyer for clients

Attachment 5 - Bilingual Census information sheet



## 2020 Census Phone Banking Script

Talking To Your Community
About the 2020 Census

You can use this script to encourage and provide guidance to members of your community to fill out their 2020 Census form. This script is divided into two parts:

- 1. Inviting Community Members to Fill out the 2020 Census
- 2. Be ready to answer basic Census questions

## PART 1: Inviting Community Members to Fill out the 2020 Census:

1. Introduce yourself—Personalize the sample introductions below. You can start by introducing yourself as a student, a volunteer, or a member of the community. Practice with someone with an introduction that feels right. Before making a phone call, make sure you call from Google Voice line. To set up a Google Voice line, please see the steps below on page 3.

- Hi, my name is I'm a volunteer with <b>La Luz Center</b> , we're a grassroots organization working to empower members of our community to become more civically engaged. How are you? May I speak to,			
OR			
- Hi, my name is, I'm a student at and a volunteer with <b>La Luz Center</b> . We are a grassroots organization working to empower our community to become more civically engaged. How are you? May I speak to,			

- 2. Make the Ask! After you've introduced yourself, be direct and make the ask!
- Have you had a chance to fill out your 2020 Census form?
  - A. [If the answer is "No"]:
    - Every household has received an invitation in the mail to participate in the Census, which includes a unique **Census ID**. You can use this ID to respond to the Census from the comfort of your home, either online or by phone.
    - Ask if they need any assistance filling out the Census online. If they say "Yes" then offer helping them.
    - Steps on how fill out the Census online:



- 1) Make sure to log into my2020census.gov website.
- 2) Ask for the **12-digit Census ID** found in the materials the Census mailed to them. **If they don't have the Census ID, then ask for their home address.**
- 3) On the Census page, enter the 12-digit number and then click login. For those who don't have the Census ID, go ahead and click the following, "If you do not have a Census ID, click here."
- 4) Next, is going to ask you if you are completing the 2020 questionnaire for the following address, make sure you confirm the address with them.
- 5) The following question asks if they will be living or staying on that same address on April 1st.
- 6) Next question, what is your name and telephone number?
- 7) Next, is going to ask some questions about their household. Press START to begin. *Make sure you answer all questions*.
- 8) Please continue answering the questions by selecting the start button for each person living in that household.
- 9) Continue to the final questions and lastly make sure you click "Submit Questionnaire."
- 10) **Please note:** it is very important to answer all questions, since you won't be able to save your progress from the questionnaire and must be completed in one sitting.

### B. [If the answer is "Yes"]:

- That's great! Make sure you encourage your family, friends, and neighbors to do the same! Thank you for your time!
- C. [If directed to Voicemail and/or would like to call back at a different time for assistance]:
  - Please introduce yourself and explain the purpose of your call. Share if they need any assistance filling out the Census questionnaire to contact the La Luz Census hotline at (707) 340-3585.

# 3. Resources- You may be asked questions about what services we are offering please refer them to the information below.

- I would like to share that you can get daily updated information on our Facebook, Instagram and Website <u>www.laluzcenter.org</u>
- If you would like to speak to a La Luz advocate, please call our main line, leave a message and someone will be in contact with you. La Luz main phone number is (707) 938-5131.



## How do I set up a Google Voice? Please follow the steps below:

- 1. If you are on the computer, go to Google Voice. If you using your cell phone, download the Google Voice app from the Google Play Store (for Android) or App Store (for iPhone)
- 2. Open the Google Voice app once the download is complete
- 3. Sign into your Google account
- 4. Tap Continue to accept the Terms and Condition
- 5. To pick your Google Voice number, tap Search
- 6. Search by city or area code for a number. Google Voice doesn't offer 1-800 numbers
  - o If there aren't any numbers available in the area you want, try somewhere nearby.
- 7. Next to the number you want, tap Select. Then follow the instructions
- 8. After setting up Google Voice, you can link another phone number

**Part 2: Be ready to answer basic Census questions:** Many Latinos have not heard about the census. Here are some ways to answer the most common questions:

#### What is the Census?

The goal of the census is to count every person living in the United States once, only once and in the right place. Article I, Section 2 of the U.S. Constitution mandates that this population and housing count occur every 10 years. Census data guide how more than \$675 billion in federal funding is distributed to states and communities each year.

#### Am I required to respond to the 2020 Census?

Yes, you are required by law to respond to the 2020 Census. We are conducting the 2020 Census under the authority of Title 13, U.S. Code, Sections 141, 193 and 221. This collection of information has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number is 0607-1006. If this number were not displayed, we could not conduct the census.

#### How will the Census Bureau use the information I provide?

By law, the Census Bureau can only use your responses to produce statistics.

#### Who gets to see my information? Is it protected?

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Will there be a question about citizenship? Will I be asked about my immigration status?



The census questionnaire will not ask about your citizenship status, or your immigration status. The census is for everyone to fill out, and your answers are protected under federal law. Your answers can only be used to produce statistics, and cannot be used against you.

Did you know?
That 100,000
Children were not counted in CA in the 2010 Census.



# PRESTWOOD ELEMENTARY SCHOOL

is hosting a

# CENSOTERÍA

# POP-UP

Please join us for an evening of fun! We will be providing free food and playing Census Bingo! Please RSVP before March 6th with Maribel.



**#SonomaCounts** 

# PRESTWOOD CAFETERIA

343 E. MacArthur St. Sonoma, CA 95476

MAR. 11 4:00PM ¿Sabías? Que 100,000 niños no fueron contados en CA en el Censo del 2010.



# PRESTWOOD ELEMENTARY SCHOOL

Los invita al evento de

# CENSOTERÍA

¡Acompáñenos para una noche de diversión! Vamos a proporcionar comida gratis y jugar lotería basada en el Censo! Regístrese antes del 6 de marzo con Maribel.



#SonomaCuenta

# PRESTWOOD CAFETERIA

343 E. MacArthur St. Sonoma, CA 95476

MAR. 11 4:00PM



We're looking for

# CENSUS AMBASSADORS

# Be the Change in Your Community!

La Luz Center is calling out to all community leaders! Make a difference in your community and help us ensure that no person in Sonoma Valley goes uncounted in the 2020 Census!

Volunteer to support La Luz with canvassing efforts and events like Cinco de Mayo. See canvassing details below!

# **Canvassing Opportunities:**

Febrero: 8 & 22

Marzo: 7 & 18

Abril: 4 & 18

**Canvassing Hours: 9am-11am** 

\*Meet at La Luz at 8am for cafecito and planning

COURSE CREDIT AND LIMITED STIPENDS AVAILABLE!!







¡Sé el cambio en tu comunidad!

¡El Centro La Luz está llamando a todos los líderes de la comunidad! Haga la diferencia en su comunidad y ayúdenos a garantizar que ninguna persona en Sonoma Valley quede sin contar en el Censo 2020.

Ayúdenos con esfuerzos de divulgación puerta a puerta y eventos como el 5 de Mayo. Vea los detalles de esfuerzos de divulgación puerta a puerta a continuación!

Oportunidades divulgación puerta a puerta:

Febrero: 8 & 22 Marzo: 7 & 18 Abril: 4 & 18

Horario: 8am-11am

\*Nos reuniremos en El Centro La Luz a las 8 am para cafecito y planificación

IIICRÉDITO DE CURSO Y CIERTO LIMITE DE ESTIPENDIOS DISPONIBLES!!

# **NEED HELP FILLING OUT THE CENSUS?**



# Let's Get Our Community Counted

Have you received an invitation in the mail to fill out your census?

Do you have questions or need help filling it out?



Our bilngual Latino Leader Cohort & Census Ambassadors are here to help!

Due to the current Shelter in Place requirements, we will be coordinating remote phone banks where we help you safely from the comfort of your home!

# What is the Census & Why is it important?

- It is a survey that occurs every decade that counts the population to help distribute \$700 billion in federal money for programs such as: Cal-fresh, Medi-Cal, Free School lunches, WIC and more!
- Sonoma Valley stands to lose \$17.5 million per year for a decade if not everyone is counted.
- You will **NOT** be asked if you are a citizen & Title 13 helps protect your information.



For help please call our Census Phone Banking Hotline | 707-340-3585

# ¿NECESITA AYUDA PARA COMPLETAR EL CENSO?



# **Hagamos Que Nuestra Comunidad Cuente!**

¿Recibió una invitación por correo para completar su censo? ¿Tiene preguntas o necesita ayuda para completarlo?



¡Nuestros embajadores del censos y líderes latinos bilingües están aquí para ayudar!

¿Debido al confinamiento por el COVID-19 coordinaremos bancos de teléfonos remotos donde lo ayudaremos de manera segura desde la comodidad de su hogar.

# ¿Qué es el censo y por qué es importante?

- Es una encuesta que ocurre cada década que cuenta a la población para ayudar a distribuir \$ 700 mil millones en dinero federal para programas como: Cal-fresh, Medi-Cal, almuerzos escolares gratuitos, WIC y más.
- El Valle de Sonoma perderá \$ 17.5 millones por año durante una década si no se cuenta a todos.
- NO se le preguntará si es ciudadano y el Título 13 ayuda a proteger su información.

# LATINO COMMUNITY FOUNDATION

# ¿EL CENSO ES QUÉ?

MANTENTE INFORMADO

# **EL PORQUÉ**

- La constitución de los Estados Unidos exige que cada persona que reside en el país sea contada cada 10 años.
- Los totales de la población recolectadas para el Censo 2020 se usan para determinar la distribución de más de \$115 mil millones en California para estas áreas de nuestra comunidad:







**CENTROS DE SALUD** 



**NIÑOS Y FAMILIAS** 



LA VIVIENDA



**TRANSPORTACIÓN** 



NUESTRA VOZ EN EL CONGRESO

# CÓMO LLENAR EL CENSO

- A cada domicilio se le pedirá que proporcione la siguiente información: dirección, raza, origen étnico, sexo, número de personas en el hogar y la relación de todos, si es dueño de casa o si renta y número de teléfono.
- Todos los domicilios recibirán una tarjeta postal de la Oficina del Censo con instrucciones sobre cómo completarlo a través de las siguientes maneras:



EN LÍNEA
Por computadora,
tableta o teléfono
inteligente



TELÉFONO El número 800 de la Oficina del Censo

DISPONIBLE EN: inglés, español, chino, vietnamita, coreano, ruso, árabe, tagalo, polaco, francés, criollo haitiano, portugués, y japonés



PAPEL Los domicilios pueden solicitar un formulario de papel

IMPRESO EN: inglés v español

# ¿QUIÉN DEBE SER CONTADO?



- ¡TODO ADULTO, NIÑO Y BEBE QUE VIVE EN LOS ESTADOS UNIDOS

   NO IMPORTA LA
   EDAD, RAZA, GRUPO ÉTNICO O ESTATUS DE CIUDADANÍA!
- Es un formulario que se llena por cada domicilio y debe incluir información de todos que vivan allí.

# ¿CUÁNDO ES EL CONTEO?



- El Censo 2020 comienza a mediados de marzo 2020.
- A partir de mayo de 2020, trabajadores

con la Oficina del Censo irán de puerta en puerta a los domicilios que no han completado el censo para pedirles que respondan. Entonces, ¡hay que responder antes!

# ¿ES SEGURO?



- Tu información es confidencial. Los datos recopilados por la Oficina del Censo son estrictamente para fines estadísticos.
- El Título 13 del Código de los Estados Unidos protege tu información y prohíbe que el gobierno la use en tu contra o la de tu familia.























# LATINO COMMUNITY FOUNDATION

# ¿CENSUS QUÉ?

KNOW THE FACTS

# **WHY IT MATTERS**

- The United States constitution requires that every person who resides in the country be counted every 10 years.
- Population totals from the 2020 Census will determine how over \$115 billion dollars are distributed in California for the following areas of our community:







**HEALTHCARE** 



**CHILDREN & FAMILIES** 



HOUSING



**TRANSPORTATION** 



**OUR VOICE IN CONGRESS** 

# **HOW TO FILL IT OUT**

- Each household will be asked to provide the following information: address, race, ethnicity, gender, number of people in the household and your relationship to each other, whether you own or rent and your phone number.
- All residences will receive a post card from the Bureau of the Census with instructions on how to complete either:



ONLINE
By computer, tablet,
or smart phone



PHONE
The Census Bureau's
1-800 number



PAPER
Households can
request a paper form

PRINTED IN: English and Spanish

# WHO GETS COUNTED?



- EVERY ADULT, CHILD, AND BABY LIVING IN THE UNITED STATES, NO MATTER THEIR AGE, RACE, ETHNIC GROUP, OR CITIZENSHIP STATUS!
- One census form should be completed for <u>all</u> residents at each mailing address.

# WHEN IS THE COUNT?



- Census 2020 begins in mid-March 2020
- Starting May 2020, census workers will begin going door-to-

door to addresses who have not completed the census to ask them to respond. So make sure to respond before!

# IS IT SAFE?



- Your information is confidential. The data collected by the U.S. Census Bureau is strictly for statistical purposes.
- Title 13 of the United States Code, protects your information and prohibits the government from using it against you or your family.







AVAILABLE IN: English, Spanish, Chinese, Vietnamese,

Korean, Russian, Arabic, Tagalog, Polish, French,



















# 2020 Census: Outreach Final Report

#### **General Information**

Date of report	11/2/2020
Organization	Northern California Center for Well-Being
Contact Person / Title	Susan Garcia, Community Engagement Supervisor
Email / Phone	sgarcia@nccwb.org 707-308-1710

## **Narrative Report**

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

Objective 1: Reaching 1,200 - 2,500 individuals who otherwise would be inclined not to participate in the 2020 Census

COVID-19 adjustments: No revisions to this target.

Objective 2: Conducting community outreach in both English and Spanish, including a combination of tabling events, health fairs, and classes. Intervention sites include grocery stores, affordable housing complexes, senior centers, farmers markets, churches, and other prominent community sites located in high-need and low-income areas across Sonoma County, with a special focus in Southwest Santa Rosa, East Petaluma, and Agua Caliente in Sonoma

COVID-19 adjustments: Outreach methods had to be adjusted due to in-person limitations. In late March, we shifted to doing more social media posts and created a social media campaign to highlight local families who had completed their Census. We also connected with our nutrition patients via Telehealth to share the importance of the Census and answer any questions/concerns they had.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

#### What outreach tactics worked well?

The Center for Well-Being utilized a variety of outreach methods including direct and indirect outreach. Some of our outreach strategies included live presentations and community events, outreach via phone through Telehealth appointments and social media. Listed below you will find some key outreach strategies that were established.

#### Presentations:

One of our strategies was to conduct presentations at a variety of sites that would allow us to reach our hard-to-count populations. We also shared information about the Census with key organizations

that serve hard-to-count populations, leveraging our partnerships to expand our reach. One of our first events was the Community Health Worker Network Meeting in which Nicollette Weinzveg from United Way of the Wine Country, presented general information about the importance of the Census. We also had a 4-person panel of speakers who also presented about the work their organizations were doing to share information with the community about the Census. Through this event we were able to reach over 30 people, many of whom were Community Health Workers in Sonoma County who wanted to learn about the Census so they could share essential information with others. Part of our work also included conducting Census presentations at the Santa Rosa Junior College with students, AVANCE parent classes, and the Spanish Advisory Committee meeting for Petaluma Health Center. Our presentations included general information about the Census and how to participate, specifically addressing Who, What, Where, When, Why and How. Through our presentations, we created a welcoming and safe space where participants felt comfortable asking questions. We were able to address their individual concerns, many of which were relevant to others in the group.

#### Community Events:

Another outreach approach that we adopted was to combine our Census outreach with ongoing blood pressure screenings that we were conducting at various community sites. This proved to be very successful because people were really drawn to our table to take their blood pressure. Our Census outreach during these events included a fun activity where people could spin a wheel to answer true or false questions about the Census and then automatically win a prize. Prizes included Census swag (reusable bags, water bottles, pens) and even cookbooks that we had available through our nutrition programs. With every community member that approached our booth, we talked about the Census and offered supplemental handouts with more information. We were able to answer questions about the Census as well as information on how to complete the Census. We delivered this type of combination outreach at numerous school sites for the Boys and Girls Club of Sonoma Marin (BGCSM), all of the Sonoma County Library branches, and at both Sonoma Valley Community and Petaluma Health Centers' by either doing outreach in their waiting rooms or patient centered events.

#### Internal Outreach – Center for Well-Being Classes and Telehealth:

One of our strategies for Census outreach included engaging with our very own Center for Well-Being (CWB) patient population. CWB offers a variety of classes for individuals needing additional support to manage their chronic conditions. Classes address conditions, such as weight control, diabetes, hypertension and nutrition. Throughout the year, CWB enrolls new patients in classes and/or one on one appointment for nutritional counseling services. Many of the patients served through our clinical nutrition services are considered to be in the hard-to-count category. At the beginning of January 2020, our Community Health Educators started to conduct outreach in each of our classes through 5-minute Census presentations to give information to each of our patients about the importance of completing the Census. If patients had any additional questions, Community Health Educators would be available at the end of each class to provide more information. Handouts and promotional material were displayed throughout the office in areas such as at reception, in classrooms, and at our food distribution area, where patients picked up fresh produce to take home. Once shelter-in-place orders were put in place by the Sonoma County Department of Public Health, CWB had to shift to conducting outreach through the Center's Telehealth appointments. Our front desk operations teams were trained and provided with a script to use over the phone. For patients needing more in-depth information, like step by step instructions for filling out the Census, we connected them with a Community Health Educator who would then spend more time assisting the

patient. This proved to be very successful; each month we reached over 100 new hard-to-count individuals through this method.

#### Social Media:

We relied heavily on social media to help us stay connected with our community. It was a valuable tool that allowed us to continue providing information about the Census during the pandemic. We posted weekly in both English and Spanish on Facebook and Instagram. Our posts were either created by our own team or by the California Census from their Social Media toolkit. We also wanted to get our staff involved, so we started a campaign in which our staff would post a picture of themselves or with their family with a sign saying "I count" or "get counted." A lot of our posts were centered on family connectedness and linking people back to the website, my2020Census.gov to complete the Census online.

Ultimately, with all of the different outreach methods we implemented, we were able to reach 5,086 hard to count individuals.

#### What hindered the outreach?

Prior to the shelter-in-place order, outreach at libraries did not yield as many touches as expected. In response to this, we had started to form a partnership with Burbank Housing to be able to conduct our Census outreach at their numerous low-income housing sites. We had started to develop a plan to use La Luz Center's Census Loteria (Census Bingo) to draw residents to learn about the Census, but this plan was put on hold and we were not able to implement it due to shelter-in-place.

We also did not have a budget for outreach materials. Fortunately, we were able to reach out to the Complete Count Committee who gave us extra materials that we posted at the Center and with the handouts that were provided we were able to distribute those to our Center patients and community members through our various outreach methods, such as our tabling events.

Overall, the main hindrance to our outreach efforts was undoubtedly COVID-19; it was an unexpected challenge that forced our team to think creatively to be able to accomplish our objectives. Quickly switching from in-person patient appointments to telehealth appointments allowed us to connect with our community members' one-on-one and provide them the support that they needed to complete the Census.

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.

One of our greatest challenges was learning to utilize our social media platforms to help reach our hard-to-count populations. Initially, our organization did not have a designated staff member assigned to do social media outreach or tasked with the creation of marketing materials. This meant that our staff had to learn social media best practices on the job. One of our Community Health Educators spent time learning and creating marketing material through Canva, a simple graphic design platform that helped us create different social media posts for multiple platforms. We also learned about the best times and days of the week to post in order to reach the most followers. By

having a designated staff member assigned to do Census social media outreach, we were able to strategically reach more of our followers who are considered hard-to-count.

Another one of our internal changes was having the Center's patients switch from in-person appointments to reaching our patients through Telehealth appointments. One of our main outreach strategies at the beginning of the initiative was to educate our own patients while they were attending one of our health classes. But, when shelter-in-place orders were established, we were no longer able to hold classes in person. Our operations staff were able to get Telehealth appointments up and running very quickly. Once the process was established, we created a new workflow for our clinical-operations team to follow so that we can continue to provide the Center's patients with information about the Census over the phone.

4) 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?

Looking at the hard-to-count populations, we knew that all of our outreach efforts and material needed to be provided in both English and Spanish, including PowerPoint presentations and handouts. In addition, we utilized a colorful wheel to attract people to our table during outreach events. Participants would spin the wheel and answer a true or false question in order to receive a prize. All of our questions were read aloud by our staff to reduce any literacy challenges and were written very simply. We also made sure that our English and Spanish social media posts were posted separately so they were not prohibitively long or favoring one language shown first. Furthermore, our team of trained Community Health Educators (CHE) delivered all of the outreach. Our CHE's are all bilingual and bicultural and have participated and received their certification for the Community Health Worker Core Competencies. Some of these core competencies include effective communication, cultural humility, knowledge around the systemic effects of poverty, and an understanding of the Social Determinants of Health as pertaining to Sonoma County. With this training and skill set, our CHE's are truly able to engage with community members at their level and share the information that is relevant to their needs, especially information about the Census.

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



One of the true testaments of our success with reaching hard-to-count populations and delivery of information about the Census was how we were able to involve the whole family to come together and learn about the Census. The spinning wheel allowed us to engage community members from a

wide range of ages. Most of our events took place at sites where children are present, including the Boys and Girls Clubs of Sonoma Marin and even the Sonoma County libraries. One key insight that our staff noted was that the children were bringing their parents to the table. The colorful wheel and promise of "prizes" attracted many children to our Census outreach table. Our Community Health Educators creatively engaged both the children and the parents by letting the child spin the wheel, which would then land on a number that corresponded to a question that the parents would have to respond to in order to receive a prize. All of the questions were simple true or false, such as: "True or False, school lunch and breakfast programs, are affected when you don't fill out the



Census?" With each spin of the wheel the parent would answer a true or false question about the Census and our staff would then provide them with more information about how the Census affects the different programming in the community, such as the example listed above having to do with the school lunch program. Many participants were shocked to learn about how a complete count really does affect a lot of community programming, like childcare, roads, and schools, which seemed to be areas of importance to many. Our staff would also get a lot of curious questions from children wanting to know what the Census was, which then allowed for each interaction to become a family learning experience, where everyone learned about the importance of the completing the Census. Anyone who participated was given a prize, which included Census swag, including pens, water bottles, reusable bags and t-shirts. We rounded out the offerings with some cookbooks filled with healthy recipes from one of our other nutrition programs. Participants really enjoyed the unique and

engaging way to learn about the Census, and left our tabling event feeling more informed and prepared to complete the Census.

6) Do you have any suggestions for the 2030 Census efforts?

Below you will find a list of some suggestions for the 2030 Census outreach efforts. Many of the suggestions are based off the outreach efforts that worked well for our organization.

- We found it beneficial to appeal to families and children during community events. We used a colorful wheel that kids would spin and their parents would answer simple true or false questions about the Census. It is easier to engage children first to get their parent or family members involved, and the families enjoy learning together.
- Collaborating with partners was key to our efforts. Working with other organizations helped build and strengthen existing partnerships. Many of these partnerships led to multiple events at various sites and increased our reach.
- We relied heavily on social media, especially following COVID-19. Social media is a great platform for outreach and we reached many people who were part of hard to reach populations through our posts. We made these posts engaging by featuring local families and our staff who may be familiar faces to our audience. This is a great tactic to tailor pre-written posts to certain audiences or communities. This personal touch made the content more relevant and appealed to residents on a local level. It was also very helpful that the California Census created a social media toolkit that made it easy to just utilize their posts as they featured and reflected our diverse community.
- The Center's bilingual/bicultural Community Health Educators (CHEs) were a significant asset in our Census outreach. They were able to engage with residents and make the information more accessible, connecting it to local issues and priorities. CHEs also helped create bilingual social media posts to ensure we reached our Spanish-speaking population.

#### **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

## Sample 1 Census Script Telehealth Appointments:

### **Census Script for ClinOps Team**

The Center for Well-Being has partnered with United Way of the Wine Country and the US Census Bureau to conduct outreach around the 2020 Census. The Census counts everyone in the United States and the results from the Census help determine how more than \$675 billion federal funds are distributed each year to support vital community programs, like ours. We are hoping you have received your invitation letter to complete the Census in the mail and are taking the necessary steps to complete your household Census. If you need any more information or assistance with completing the Census, please let us know and we can connect you with our Community Engagement Supervisor, Susan who can help answer any questions around the Census.

### Sample 2 Social Media Outreach (Staff Census Campaign and Sample Posts)

\*No photo release forms available – Please do not share images. Reporting purposes only.















### Sample 3 Community Health Worker Network – Census Outreach Meeting Agenda





# Community Health Worker (CHW) Network Meeting Agenda

January 31st 2020; 12:00 pm - 2:00 pm Location: Santa Rosa Conference Room – Department of Health Services Admin, 1450 Neotomas Ave, Santa Rosa

**Purpose of Community Health Worker Network**: To develop and expand the skills of a Community Health Worker workforce in Sonoma County while building the collective awareness and value to the key roles CHWs serve to improve the health and well-being of our community.

Time	Topic	Presenters
12:00	Lunch & Networking	
12:20	Welcome & Purpose of CHW Network	Susan Garcia, Center for Well-Being Stephanie Manieri, Latino Service Providers
12:40	Building CHW Skills 2020 Census: How Community Health Workers Can Help Ensure Everyone is Counted	Nicollette Weinzveg, United Way of the Wine Country
1:15	Community Health Worker Panel	Leticia Romero, Corazón Healdsburg Maricarmen Reyes, Sonoma Valley Community Health Center Rosa Gonzalez, Center for Well-Being Analy Onofre-Aguado, Community Action Partnership  Moderator: Manuel Tah Pech, Youth Health Promoter, Latino Service Providers
1:50	Closing & Evaluation	



# 2020 Census: Outreach Final Report

## **General Information**

Date of report	11/09/2020
Organization	Northern California Indian Development Council, Inc
Contact Person / Title	Madison Flynn, Assistant Director
Email / Phone	mflynn@ncidc.org, 707-445-8451

# **Narrative Report**

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

NCIDC's goal was to run a marketing campaign aimed at raising awareness and educating members of Northwestern California Native American communities about the 2020 census to avoid undercounts. This included developing culturally-relevant materials/PSAs to advertise on both social media and traditional media outlets.

NCIDC did not need to adjust our goal/objectives. In fact, due to COVID-19, NCIDC invested even more funding into the marketing campaign from other census resources because we found that it was the most effective way of reaching people during the pandemic. NCIDC did our best to work with the media outlets to adjust the run times to fall within the census timelines as end dates were changed. In order to ensure people were aware of the different end dates and give one final push, NCIDC worked with the media outlets to increase our advertising in the last several weeks of the census.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

#### What outreach tactics worked well?

We received a lot of feedback regarding our radio and television advertisements. Community members responded positively to seeing people they knew in the PSAs. We believe the radio spots were particularly effective in the isolated areas of our counties where people may not be able to connect to television unless they had satellite television. Our social media posts were effective at reaching different audiences, but we found that as time moved on people engaged with the posts less. While their reach wasn't as wide, Facebook Live events with census swag giveaways were particularly good at getting community members excited about the census.

#### What hindered the outreach?

The fact that outreach agencies like ours had to continually change our messaging based on decisions from the Census Bureau made it significantly more difficult to encourage Native Americans to trust the census. Also, the emergence of COVID-19 and the multiple wildfires that occurred over the summer captured the public's attention, energy, and time and made the census a much lower public priority than it may have been otherwise. The fires were particularly bad on reservations and significantly impacted the Tribal communities, causing more than a hundred people to lose their homes. Census messaging was overwhelmed by all of the other important issues and we found ourselves less able to garner interest. While this improved as communities developed COVID-19 management policies and the fires have gotten under control, life has not returned to normal and people remain focused on other priorities.

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.

A significant challenge was the remote nature of the Native American communities and Reservations in NCIDC's service area. Staff members attended an array of community events, distributed lawn signs, and advertised on radio stations in order to penetrate communities that may lack reliable internet and/or cable television.

Not only did COVID-19 require an extreme pivot of NCIDC's census outreach strategies, it severely hampered enumeration and update leave. Reservations were particularly vulnerable to COVID-19 due to large family sizes and a significant number of elders with health risks. This created a need for closing Reservation borders to outsiders which unfortunately also prevented census staff from being able to even start the update leave process at times. This lapse in distribution of census packets surely caused an undercount in Tribal communities. Not only that, but completing the census was not a priority while people were concerned over their health and that of their friends and family. This likely reduced response rates.

NCIDC and our partners repeatedly encountered difficulties when we tried to find out more information on the innerworkings of the census process from the US Census Bureau and contradictory information was shared with regard to census ID numbers. We were concerned about retaining the trust of the community when we had to change our messaging and we could not best serve our hard-to-count population without a full understanding of the requirements for an accurate count. NCIDC invited census liaisons to our monthly Intertribal Census Workgroup in order to do our best to get the most up-to-date information, but there was not much else that we could do.

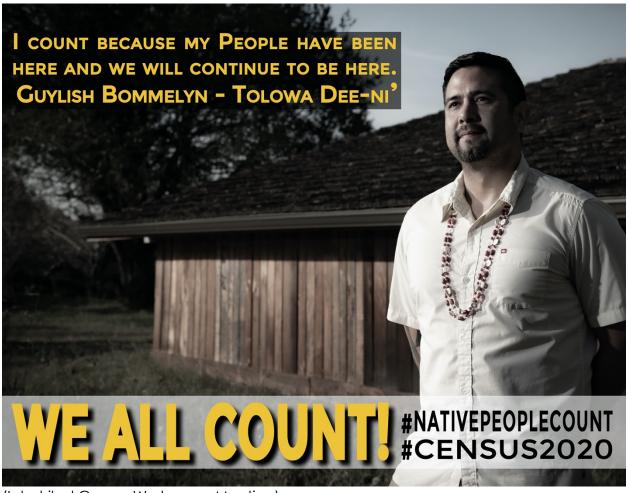
While we conducted outreach to the best our ability, NCIDC and our partners experienced numerous problems with the update leave process which made it more difficult for members of the public to respond to the census. We tried to work with California and US Census staff members to rectify some of these issues, but we identified few options. This lack of transparency and inefficiency continued throughout the process and culminated in a confusing and concerning decision to end the census

early. This decision was a representation of what could be considered a mismanagement of the census collection that trickled down to all levels of the process.

- 4) 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?
  NCIDC's video PSAs were posted to social media with captions so those who are deaf and hard of hearing could still read the message. Our custom census flyers and yard sign were also designed with large text to make them more legible for those with vision difficulties. NCIDC's target demographic was Native Americans. While local Tribes do have their own Native languages, NCIDC kept the content English since English is often the primary language spoken in Tribal communities.
- 5) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. If possible, please include images and quotes, so we are able to understand the narrative behind the numbers.

Indian people were undercounted in the previous census. NCIDC engaged Tribal elders and leaders to speak on the importance of the census and encourage Native community members to participate. Seeing representation of their culture and community in census messaging showed local Native Americans that they are recognized and accepted, both as their own culture and part of the community as a whole. Engaging the Tribes and the Native people in this way has likely increased the count.

(Census Flyer)



(Intertribal Census Workgroup Meeting)



6) Do you have any suggestions for the 2030 Census efforts?

There seemed to be a commendable level of funding put towards the census efforts, as evidenced by our, and our partners', ability to obtain multiple grants to conduct outreach. However, in the future, more efforts should go into the design and management of data collection as well as transparency and continual communication by upper management of the USCB. Several USCB staff members at the field level did their best to help us, but we were not able to reach anyone at the upper management level who could or would make a difference regarding the constant barriers we experienced. Even if we are able to share the message to complete the census with every Native, that will not make a difference if their responses aren't counted correctly.

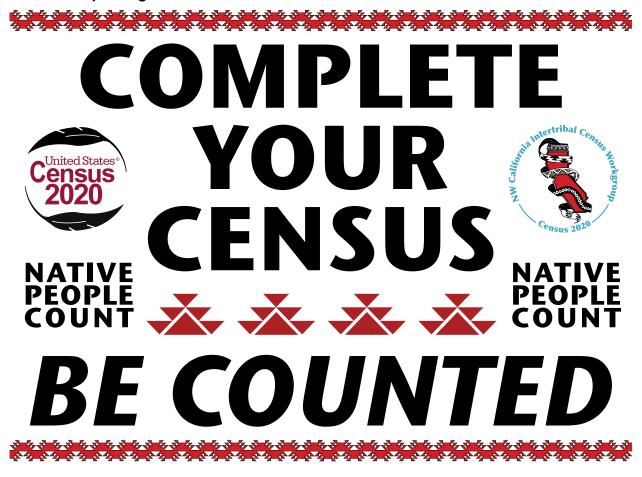
At the very least, we believe Tribes should be given the ability to conduct their own census counts to rectify the difficulties in finding houses and distributing census packets accurately while respecting the sovereignty and privacy of Tribal communities.

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

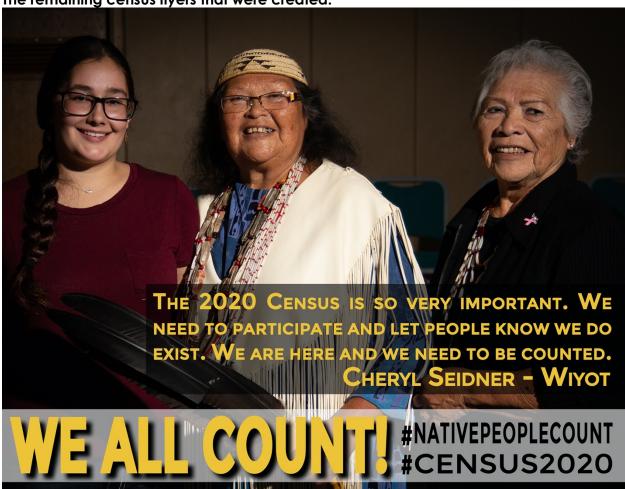
You can find NCIDC's video PSAs on Youtube at this link.

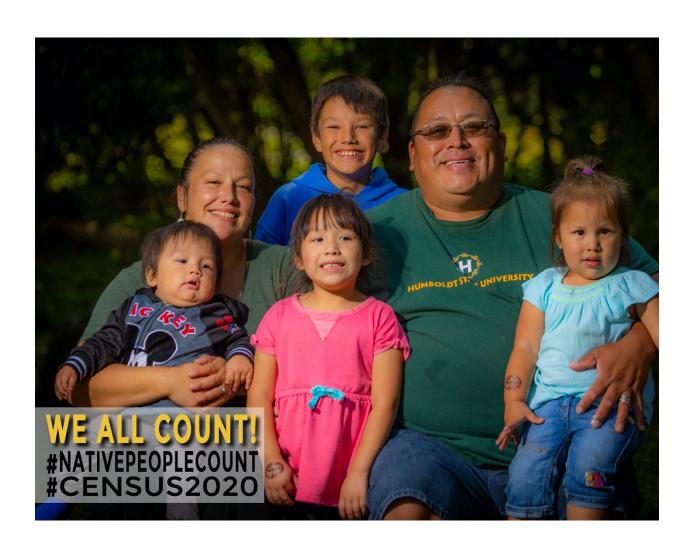
https://www.youtube.com/playlist?list=PLaqISCsIaOhZtaOUGEizSSk8BNubvvQ8b

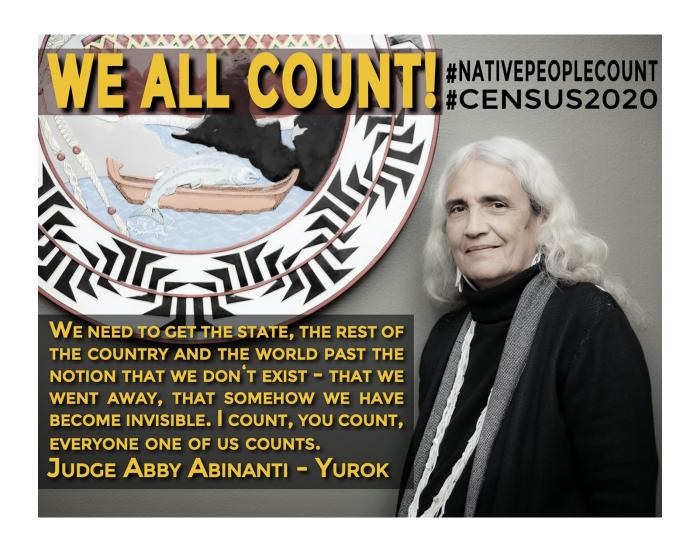
The census yard sign:



The remaining census flyers that were created:













#### 2020 Census: Outreach Final Report

#### **General Information**

Date of report	November 9, 2020
Organization	North Coast Opportunities, Inc.
Contact Person / Title	Menaka Olson or Bianca Nieto/ Admin
Email / Phone	molson@ncoinc.org or bnieto@ncoinc.org

#### **Narrative Report**

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

Remind the communities you serve that it has never been easier and more accessible to respond to the census online, over the phone, or by mail.

- Share the message that the census website my2020Census.gov is live and residents can fill out the form via phone.
- Continue to amplify the message through our social media and our website.
- Include census information in our internal newsletter.
- Implement phone banking, text bank, and email blast.
- Incorporate the census into all ongoing outreach, services, and advocacy (For example one of our programs is currently in the process of calling about 300 clients and doing a needs assessment by phone. They are also doing a plug about the census during those calls.)
- Distribute census swag and education to HTC in accordance with Public Health guidelines.
- 2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

What outreach tactics worked well?

Outreach tactics that worked well were in-person outreach. On several occasions NCO staff were able to provide Census information in person at food pantries, Head Start sites, and phone banking. NCO works closely with low-income and hard to count communities and has earned the trust of residents. Intervention from trusted messengers motivated hard-to-count communities to learn more and participate in the Census.

Our social media presence was also impactful. Many of our partners used our Facebook page as a resource and often shared NCO's Census post. Our post varied between 100-1000 people reached with an average of 239 people reached per post. Information was shared in English and Spanish. Our outreach targeted various HTC groups like children under the age of 5, households with limited English proficiency, Latinos, Native Americans and Tribal communities, Veterans, and homeless individuals and families.

#### What hindered the outreach?

NCO is a large agency with more than 10 different programs and 220+ staff. There were challenges with getting the entire agency on board and engaged with the Census. In the future I would recommend working closely with each NCO program and identify a liaison – I believe this would increase buy-in and help us better promote the importance of the Census in every corner of the agency. Each program could then target their audience more effectively and confidently encourage their networks to participate.

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.

Working towards an accurate count in Lake and Mendocino counties was not easy and we did not anticipate the roadblocks (i.e. COVID, fires, the Presidential administration) that we faced along the way. We planned to engage with our community's face to face by providing census education in person, from a trusted messenger, and a safe place to complete the census questionnaire. We had to pivot our efforts after the pandemic and change our strategy. We focused on social media and reaching our clients and networks through other means like childcare, Head Start, food distribution, and other essential services provided by NCO.

- 4) 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?
  - The Hispanic population is the second largest ethnic group in Lake County and has been historically hard to count. NCO has bilingual and biliterate staff and was able to provide and distribute outreach material in Spanish. We shared and distributed Census material (in Spanish) put together by NALEO, a non-partisan organization that facilitates full Latino participation in the American political process, from citizenship to public service.
- 5) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. If possible, please include images and quotes, so we are able to understand the narrative behind the numbers.
  - Bianca Nieto attended (in person) Head Start sites to provide Census education and help families complete the Census questionnaire online. During one of those visits a young parent, who was completing the census questionnaire for their household for

the very first time, learned about the importance of counting everyone in the community and the impact it would have in her community for the next ten years. She didn't know that the Census counts everyone, regardless of citizenship or immigration status. "My brother in-law (an immigrant) didn't think he needed to complete the census.... I need to make sure he knows the influence this will have in his children's future." The parent went home with extra flyers and information to distribute with her family and neighbors.

We hope engaging our clients helped create chain reaction, similar to the one above. Our agency provided our staff and clients with Census information and talking points so that they too could promote civic engagement and encourage their friends and families to participate as well.

6) Do you have any suggestions for the 2030 Census efforts?

We appreciated the help from our partners at the Lake County Complete Count Committee. We were able to come together, brainstorm and engage "hard-to-count" populations. While we worked hard to count our historically hard to count regions, it will take a while to learn how many people were counted/missed. This will help us identify areas where we did well and areas for improvement.

#### **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

#### www.ncoinc.org

#### **Community Action Partnership Toolkits:**

https://communityactionpartnership.com/wp-content/uploads/2020/02/2020-Census-Toolkit-1.pdf

#### Census trainings:

https://communityactionpartnership.com/webinar/encouraging-communities-to-participate-in-the-2020-census/

https://communityactionpartnership.com/publication\_toolkit/2020-census-train-the-trainer/

#### Sample Facebook post:

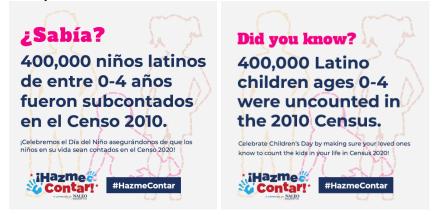
"Nuestros niños dependen en nosotros para proteger su futuro. Si no contamos a los niños latinos pequeños en #Censo2020, la cantidad necesaria de fondos no llegará a escuelas, hospitales, guarderías y otros programas. ¡Contemos a todos los niños! #HazmeContar #CountAllKids #TodosContamos

Our kids look to us to protect their future. If young Latino children are not counted in #Census2020, the right amount of funding won't reach schools, hospitals, daycare centers, and other programs that support healthy families. Count all kids! #HazmeContar #CountAllKids #EveryoneCounts"



"¿Sabía que el Censo 2010 no contó a cerca de 400,000 niños latinos (edades de 0-4) siendo California, Texas, Florida, Arizona y Nueva York los que experimentaron un subconteo mayor? No podemos cometer el mismo error. ¡Contemos a todos los niños en el #Censo2020! #HazmeContar #TodosContamos

Did you know that Census 2010 missed approx. 400,000 young Latino children (age 0-4) with California, Texas, Florida, Arizona and New York experiencing the highest undercount? We can't afford to make the same mistake twice. Count all children in #Census2020! #HazmeContar #EveryoneCounts"



Sample Flyer:

#### ¡Se nos acaba el tiempo! Tiene hasta el 5 de octubre para completar su encuesta del Censo.

NCO ESTÁ TRABAJANDO PARA ASEGURAR QUE NUESTRAS COMUNIDADES SEAN CONTADAS EL CENSO DE 2020.

COMPLETA TU ENCUESTA DEL CENSO | HAGA PREGUNTAS | ¡APRENDE MÁS! ¡Todos contamos, los más pequeños también cuentan!



Responder a 10
preguntas en el censo
probablemente
solo requerirá unos
minutos de su tiempo,
¡tiempo que resulta en
millones de
dólares en fondos
federales para
nuestras comunidades!

#### Podemos perder

por cada persona no contada

El Censo ocurre una
vez cada 10 años, si no
contamos a
un niño de dos años, su
comunidad perderá
fondos para la
educación, el cuidado
de niños y otros
servicios que
necesitarán para la
próxima década, que
es la
mayor parte de su
niñez.



Los datos del censo determinarán los fondos estatales

y federales para programas infantiles como asistencia alimentaria, Head Start, cuidado de niños, apoyo de vivienda, escuelas públicas, servicios de

intervención temprana para niños con necesidades especiales, seguro médico para niños y mucho más.

COMPLETE SU ENCUESTA EN LÍNEA
WWW.MY2020CENSUS.GOV







413 N. STATE STREET, UKIAH CA 95482 I (707) 462-3200 I WWW.NCOINC.ORG

#### THE CENSUS: IT'S IMPORTANT, IT'S EASY, IT'S SAFE.

## Time is running out! You have until October 5th to complete your Census questionnaire.

NCO IS WORKING TO ENSURE OUR COMMUNITIES GET COUNTED IN THE 2020 CENSUS.

#### COMPLETE YOUR CENSUS SURVEY | ASK QUESTIONS | LEARN MORE!

Everyone counts, little ones count too!
Children are the most undercounted age group in the Census.



Answering 10 questions on the census will likely only require a few minutes of your time - time that results in millions of dollars in federal funding for our communities! We stand to lose

#### \$2,000/year

for each person not counted

The Census happens once every 10 years, so if we don't count a two-year old, your community will lose funding for education, chidcare, and other services they will need for the next decade, which is most of their childhood.



Census data will determine state and federal funding for kid programs like food assistance, Head Start, childcare, housing support, public schools, early intervention services for children with special needs, children's health insurance, and more.

#### COMPLETE YOUR CENSUS ONLINE WWW.MY2020CENSUS.GOV







413 N. STATE STREET, UKIAH CA 95482 | [707] 462-3200 | WWW.NCOINC.ORG



#### 2020 Census: Outreach Final Report

#### **General Information**

Date of report	October 27, 2020
Organization	Puertas Abiertas Community Resource Center
Contact Person / Title	Esmeralda Gil; Program/Admin Coordinator
Email / Phone	<u>esmeralda@puertasabiertasnapa.org</u> 707-224-1786

#### **Narrative Report**

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

#### Goals/Objectives:

- 1. Focus on extensive outreach to ensure that our Napa Latinx community participates in the 2020 Census.
- 2. Facilitate community meetings in which we will outreach to the eldeerly Latinx community
- 3. Put heavy focus on our youth, seniors, and non-native english speakers (Mexican dialects)
- 4. Inform and educate these two age groups on the importance of being civically engaged and how their participation can impact their future.

The adjustments to our objectives were made in regards to holding in-person outreach events such as the various presentations and outreach events we had planned. Our outreach efforts were adjusted to be primarily remote through social media and phone banking. Our center was also going to be an in-person QAC but due to COVID-19 health restrictions we switched our assistance via phone only.

2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

What outreach tactics worked well?

Before COVID-19, to reach the senior population, the tactic that worked well was to meet clients where they are. Since many seniors cannot easily travel we went to them at their meeting place.

Example: At Puertas Abiertas, pre-COVID-19, we were holding a senior support group called "Abuelitas". More than 20 senior Latinx women gathered to do activities, learn new resources, and be joined together in community. On the days that they were in our office we presented the Census information to them, handed out flyers, and played the Census version of the Mexican bingo, Censoteria, which they absolutely loved. This was a way for the Census information to be more interactive. We were able to provide them with the phone numbers to call the Census since most of them are not technology users, and checked-in with them during quarantine to ask if they had completed the Census to which most of them had. We also held a couple of Census outreach presentations at a senior apartment complex. Meeting them at their home made them feel more comfortable and the information was more accessible.

#### What hindered the outreach?

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.

During quarantine, the constant changes in messaging and dates were very confusing to many of our clients. We had to adjust all of our outreach efforts to be consistent with the ongoing changes. But we were able to have constant updates on our social media to make the message clear on deadlines.

The biggest challenge was, by far, transitioning all of our outreach to be virtual and remote. This is something that we had never done before because a lot of the clients we serve are not tech savvy. So transitioning the staff who was doing outreach was easy but creating a way for the information to still have an impact on our clients was the challenge. We decided to speak of the Census to all of the clients that called for services and asked them if they completed their Census; if they had not we would direct them to the phone number and website. We also used our monthly radio segment in Spanish to disperse the Census information to a larger Spanish speaking audience.

4) 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?

All of our services and outreach is provided in Spanish and English. When we did presentations all of our presentations were catered to the population/community we were presenting to such as seniors or parents and youth. We made sure to meet the community where they are. Additionally, using different platforms such as the radio, social media, announcements at faith based gatherings, and going to the Latino markets and businesses to post flyers allowed us to reach our target populations in a variety of ways.

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



The work we have done in outreach for the Census 2020 has been innovative and inclusive. One of our main focuses was to provide cultural relatable material and outreach. By ensuring cultural relatability, we were able to engage and reach our target population with greater force and trust. One way in which we were culturally relatable and inclusive was by partnering with an agency, Movimiento Cultural de la Union Indigena which serves Mexican Indegenous communities. We held a cultural census event where there were cultural dances, music, and food all the while promoting the importance of participation in the Census 2020.

To make the census information more engaging we played the census version of Mexican bingo in four languages; three Mexican dialects and Spanish. By making the Census information accessible in these dialects and having community representation speak on the importance of being counted made the attendees (majority indigenous) more likely to want to be counted in the Census 2020. Puertas Abiertas staff was also available that day to help with the online filling out of the Census questionnaire.

6) Do you have any suggestions for the 2030 Census efforts?

One suggestion for Census outreach efforts would be to have incentive materials as part of a physical toolkit that we can provide to our volunteers with which they could better engage our hard to count communities. We saw increased engagement when we provided our own incentives, so having small materials such as pens, stickers, or notepads is a great way to increase interest and participation.

#### **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.



## Puertas Abiertas y La Unión Indígena



presentan

### Insistimos que existimos!

**Haste Contar en el Censo 2020** 

Aprende cómo y por qué los Pueblos Indígenas y la comuindad Latina se deben contar

domingo 9 de febrero | 1pm-2:30pm



Aparte su lugar gratuitamente: (707) 224-1786

convive, come, juega lotería y gana premios

Ubicación: Puertas Abiertas, 952 Napa St, Napa, CA 94558











## CENSO 2020 | CONDADO DE NAPA

#### ¿QUÉ ES EL CENSO Y DE QUE SE TRATA?

Una vez cada década, la Oficina del Censo de los EE.UU. hace un conteo de todas las personas que viven en este país. Si tu vives aquí, ¡tu cuentas! Es con los totales del conteo que aseguramos la representación política y acceso a fondos federales para escuelas, transporte y hospitales para nuestras comunidades. California tendría derecho a recibir más de \$115 mil millones siempre y cuando haya un conteo preciso.

#### EL CENSO Y LA CONFIDENCIALIDAD

Las respuestas al Censo 2020 son protegidas por la ley federal (Título 13 del Código de los EE.UU.). Las respuestas que uno da no se pueden usar en su contra — o su familia. ¡Es prohibido compartir esta información personal! Se podrá responder al Censo 2020 en línea, por teléfono o el correo. Nuestras organizaciones locales podrán ayudar.

#### ¿CUÁL ES LA IMPORTANCIA DEL CENSO EN EL CONDADO DE NAPA?

Estos son algunos de los programas que dependen de dólares federales, distribuidas a lo largo de 10 años de acuerdo con el conteo del Censo 2020.

- Asistencia nutricional suplementaria como CalFresh

   utilizado por más del 50% de las familias Latinas
   en el condado.
- Seguro médico estatal para niños (CHIP por sus siglas en inglés) — sin importar el estatus migratorio de uno — y para centros de salud como Ole Health.
- 3. Programas de educación como Head Start y los programas de almuerzo escolar. Hay más de 11,000 niños Latinos que estudian en nuestro condado.

"PORQUE CUANDO LA COMUNIDAD FORMA
PARTE DEL CONTEO DEL CENSO, RECIBE LA
CANTIDAD JUSTA DE FONDOS FEDERALES
PARA PROGRAMAS IMPORTANTES COMO
WIC, MEDI-CAL, PROGRAMA DE ALMUERZOS
ESCOLARES, Y TAMBIÉN PARA CUBRIR
OTRAS NECESIDADES COMO HOSPITALES,
ESCUELAS, CARRETERAS, Y VIVIENDAS
PARA LOS PRÓXIMOS 10 AÑOS."

— Marycruz García, Coordinadora del Programa de Promotoras en UpValley Family Centers





## 2020 CENSUS | NAPA COUNTY

#### WHAT IS THE CENSUS AND WHAT DOES IT DO?

Every ten years, the US Census Bureau tries to count every person in the United States. If you live here, you <u>count!</u> From this count, we ensure political representation and access to federal resources for schools, transportation and hospitals for our communities. California stands to receive more than \$115 billion if we are accurately counted in the census.

#### THE CENSUS AND CONFIDENTIALITY

Your responses to the 2020 Census are safe and protected by federal law (Title 13 of the US Code). Your answers can not be used against you or your family. No one can share any personal information! You will be able to complete the 2020 Census through the internet, by telephone, or by traditional mail-in paper form. Our local organizations will be available to assist you.

## WHY DOES THE CENSUS MATTER TO US IN NAPA COUNTY?

Just a few of the programs whose funding depends on the Census count:

- 1. Supplementary nutritional assistance such as CalFresh are used by more than 50% of Latino families in the county.
- 2. State health insurance for children (CHIP) regardless of immigration status and for health centers such as Ole Health.
- 3. Education programs such as Head Start and school lunches. There are more than 11,000 Latino students in Napa.



"BECAUSE WHEN THE COMMUNITY
IS PART OF THE CENSUS COUNT, IT
RECEIVES THE FAIR AMOUNT OF
FEDERAL FUNDING FOR IMPORTANT
PROGRAMS LIKE WIC, MEDI-CAL,
SCHOOL LUNCH PROGRAM AND
ALSO TO COVER OTHER NEEDS LIKE
HOSPITALS, SCHOOLS, AND HOUSING
FOR THE NEXT 10 YEARS."

- Marycruz García, Promotoras Program Coordinator at UpValley Family Centers

LATING COMMUNITY FOUNDATION

# LATINO COMMUNITY FOUNDATION

# ¿CENSUS QUÉ?

KNOW THE FACTS

#### **WHY IT MATTERS**

- The United States constitution requires that every person who resides in the country be counted every 10 years.
- Population totals from the 2020 Census will determine how over \$115 billion dollars are distributed in California for the following areas of our community:







**HEALTHCARE** 



**CHILDREN & FAMILIES** 



HOUSING



TRANSPORTATION



**OUR VOICE IN CONGRESS** 

#### **HOW TO FILL IT OUT**

- Each household will be asked to provide the following information: address, race, ethnicity, gender, number of people in the household and your relationship to each other, whether you own or rent and your phone number.
- All residences will receive a post card from the Bureau of the Census with instructions on how to complete either:



ONLINE
By computer, tablet,
or smart phone









PAPER
Households can
request a paper form

PRINTED IN: English and Spanish

#### WHO GETS COUNTED?



- EVERY ADULT, CHILD, AND BABY LIVING IN THE UNITED STATES, NO MATTER THEIR AGE, RACE, ETHNIC GROUP, OR CITIZENSHIP STATUS!
- One census form should be completed for <u>all</u> residents at each mailing address.

#### WHEN IS THE COUNT?



- Census 2020 begins in mid-March 2020
- Starting May 2020, census workers will begin going door-to-

door to addresses who have not completed the census to ask them to respond. So make sure to respond before!

#### IS IT SAFE?



- Your information is confidential. The data collected by the U.S. Census Bureau is strictly for statistical purposes.
- Title 13 of the United States Code, protects your information and prohibits the government from using it against you or your family.























# LATINO COMMUNITY FOUNDATION

# ¿EL CENSO ES QUÉ?

MANTENTE INFORMADO

#### **EL PORQUÉ**

- La constitución de los Estados Unidos exige que cada persona que reside en el país sea contada cada 10 años.
- Los totales de la población recolectadas para el Censo 2020 se usan para determinar la distribución de más de \$115 mil millones en California para estas áreas de nuestra comunidad:







CENTROS DE SALUD



**NIÑOS Y FAMILIAS** 



LA VIVIENDA



TRANSPORTACIÓN



NUESTRA VOZ EN EL CONGRESO

#### CÓMO LLENAR EL CENSO

- A cada domicilio se le pedirá que proporcione la siguiente información: dirección, raza, origen étnico, sexo, número de personas en el hogar y la relación de todos, si es dueño de casa o si renta y número de teléfono.
- Todos los domicilios recibirán una tarjeta postal de la Oficina del Censo con instrucciones sobre cómo completarlo a través de las siguientes maneras:



EN LINEA Por computadora, tableta o teléfono inteligente



TELÉFONO El número 800 de la Oficina del Censo

DISPONIBLE EN: inglés, español, chino, vietnamita, coreano, ruso, árabe, tagalo, polaco, francés, criollo haitiano, portugués, y japonés



PAPEL Los domicilios pueden solicitar un formulario de papel

IMPRESO EN: inglés v español

#### ¿QUIÉN DEBE SER CONTADO?



- ¡TODO ADULTO, NIÑO Y BEBE QUE VIVE EN LOS ESTADOS UNIDOS

   NO IMPORTA LA
   EDAD, RAZA, GRUPO ÉTNICO O ESTATUS DE CIUDADANÍA!
- Es un formulario que se llena por cada domicilio y debe incluir información de todos que vivan allí.

#### ¿CUÁNDO ES EL CONTEO?



- El Censo 2020 comienza a mediados de marzo 2020.
- A partir de mayo de 2020, trabajadores

con la Oficina del Censo irán de puerta en puerta a los domicilios que no han completado el censo para pedirles que respondan. Entonces, ¡hay que responder antes!

#### ¿ES SEGURO?



- Tu información es confidencial. Los datos recopilados por la Oficina del Censo son estrictamente para fines estadísticos.
- El Título 13 del Código de los Estados Unidos protege tu información y prohíbe que el gobierno la use en tu contra o la de tu familia.

























# helps \$\$\$ go towards

Services in healthcare, childcare and social services. To ensure you and your neighbor get access, complete YOUR Census.

You Count, Your Family & Friends Count too.

It's not too late! You Count!

No Matter your immigration status or citizenship.

You can safely participate! All responses protected by law. You can go online or call to fill it out. Be sure you include any person living in your household, family or not.

#### **Ways to Complete the Census**

MAIL: Request a paper Census form in English or Spanish that can be mailed back to the U.S. Census Bureau.

PHONE: The Census can be completedby phone in 13 languages.

ONLINE: For the first time, the Censusform will be available to complete online in 13 languages.









a que \$\$\$ vaya hacia

Servicios de salud, cuidado infantil y servicios sociales. Para asegurarse de que usted y su vecino tengan acceso, complete SU Censo.

Usted cuenta, su familia y amigos también cuentan.

¡No es demasiado tarde! ¡Tú cuentas!

No importa su estado migratorio o ciudadanía.

¡Puedes participar de forma segura! Todas las respuestas están protegidas por la ley.

Puede ir en línea o llamar y completarla por teléfono. Asegúrese de incluir a todos los que vivan en su hogar, sean familiares o no.

#### Formas de completar el censo

POR CORREO: Puede pedir el formulario impreso en inglés o español y devolverlo por correo a la oficina de censos de los Estados Unidos.

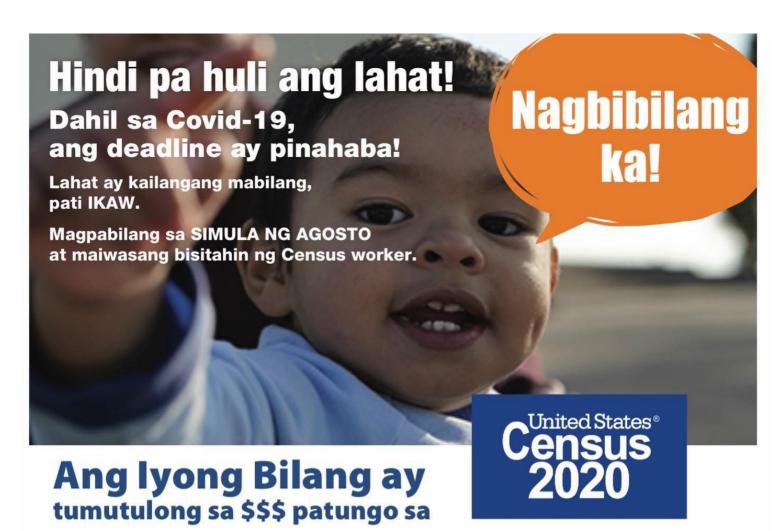
POR TELÉFONO: El censo puedecompletarse por teléfono en 13 idiomas.

EN LÍNEA: Por primera vez, el censoestará disponible para completarse en línea en 13 idiomas.









Mga serbisyong pangkalusugan, pangangalaga sa mga bata at panlipunang serbisyo. Upang tiyak na makakakuha ka at ang iyong kapitbahay ng access, kumpletuhin ang **IYONG Census.** 

Nabibilang ka, nabibilang din ang iyong pamilya at mga kaibigan.

Hindi pa huli ang lahat! Magpabilang ka!

Hindi mahalaga ang iyong status sa imigrasyon o citizenship.

Maaari kang ligtas na lumahok! Ang lahat ng iyong mga kasagutan ay protektado ng batas.

Maaari kang sumagot online o tumawag upang kumpletuhin ito. Siguraduhin mong isama sa bilang ang sinumang naninirahan sa iyong tahanan, kapamilya man o hindi.

#### Mga Paraan Upang Makumpleto ang Census

SULAT: Humiling ng isang Ingles o Spanish na Census form na pwedeng i-mail pabalik sa U.S. Census Bureau.

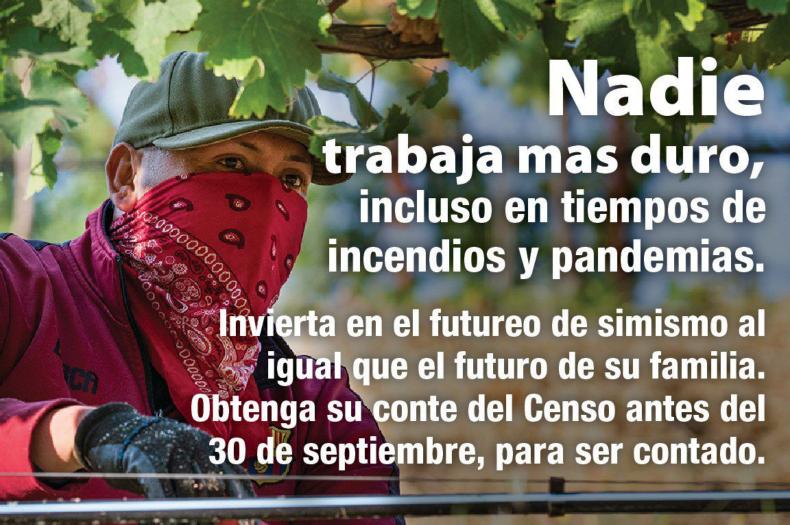
TELEPONO: Ang Census form ay maaaring makumpleto sa telepono sa 13 na wika.

ONLINE: Sa kauna-unahang pagkakataon, ang Census form ay maaaring kumpletuhin online sa 13 na wika.









Obtener su cuenta del Censo asegura recursos y \$\$ para su comunidad, incluiendo el alivio de desastres. No dejes que ese dinero se vaya a otro lado. Hágase contar.

Census 2020

0

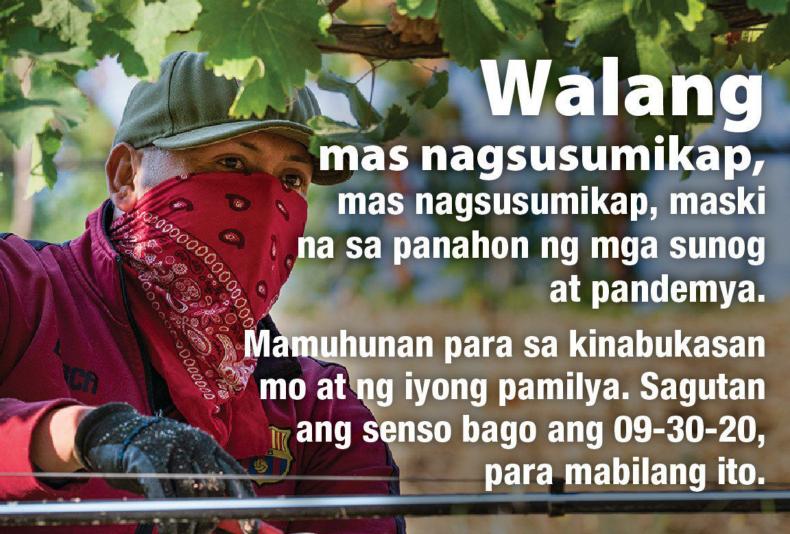


Getting your count in ensures resources and \$\$ to be directed to your community, including disaster relief. Don't let it go somewhere else. Get your count in.

Census 2020

**⊕ © © CACensus** 

countyofnapa.org/2020census



Ang pagsagot ng senso ay matitiyak na makakakuha ng mga mapagkukunan at \$\$ ang iyong komunidad, pati ng ayuda sa sakuna. Huwag itong hayaang mailaan sa iba. Magpabilang sa senso.

Census 2020

A 0

# Bumabangon tayo, matapos ang lindol at maraming taon ng mga mapaminsalang sunog, ngunit nahihirapan. Karapat-dapat tayong makatanggap ng ayuda.

Mahalaga ang ating bilang higit pa kaysa dati. Magpabilang sa Senso. 09-20-20. Tayo nang umunlad sa pagkakabilang.



We rise, after earthquake and years of wild fires. We deserve relief.

We count more than ever before. Get your census count in. 09-30-20. Let's thrive with being counted.

Census
2020

@CACensus

Nos levantamos, después del terremoto y años de incendios forestales, pero luchamos.

Merecemos alivio.

Contamos más que nunca. Obtenga su conteo del censo. 30/09/2020. Prosperemos siendo contados.

Census 2020



#### 2020 Census: Outreach Final Report

#### **General Information**

Date of report	November 6, 2020
Organization	Community Leaders Coalition (UpValley Family Centers)
Contact Person / Title	Jenny Ocon, Executive Director
Email / Phone	(707) 246-3641/jocon@upvalleyfamilycenters.org

#### **Narrative Report**

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

#### Our overarching proposed outcomes included:

- A. Hard-to-count populations in Napa will have accurate information and support about the Census 2020, increasing their likelihood of participation.
- B. Community Leaders Coalition (CLC) and Complete Count Committee members will increase their staff and organizational capacity to:
  - o effectively engage various target populations using human centered design tailoring outreach and education efforts to distinct hard-to-count groups
  - o conduct a coordinated grassroots education campaign countywide, reaching all geographic areas (cities and rural communities)
  - o mobilize residents to increase civic participation in Census 2020 and beyond

#### Our Project Plan included the following objectives:

- Mobilize over 20 CBOs, faith-based groups, school districts, the private sector, and local government in developing and implementing a comprehensive outreach plan
- Develop a comprehensive communications plan
- Create a network of trained 'trusted messengers'
- Capture best practices and lessons learned

As a Complete Count Committee, we spent time upfront to create strong partnerships, structures for our committees, and channels for communication which better positioned us to pivot our outreach and strategies due to COVID-19 and the Census Bureau's operational changes. In fact, we see this as a major success. Within a matter of weeks, we regrouped, reworked messaging, set-up hyper-local phone banking teams, recruited volunteers and started with phone-banking and texting campaigns. Overall, our phone-banking and texting campaigns reached well over 33,000 people. A key challenge was the learning and navigating the Census PDI tool that was not initially set-up for phone banking. In the meantime, we convened partners and outlined new

approaches for outreach. This included crafting new messages that resonated with people and tied the importance of the Census to what the community was experiencing with COVID-19.

Our efforts shifted because of COVID-19 and included:

- The use of the Census PDI Application (originally planned for canvassing) for phone banking. We recruited over 40 volunteers who made hundreds of phone calls. Napa was one of the first counties in CA to use PDI for phone banking in the early weeks of COVID-19.
- Using ThruText, we also trained volunteers who went on to send over 33,000 text
  messages out the Census. This proved critical as the deadlines changed and we needed to
  quickly wrap-up outreach. We had an 18% direct response rate during the texting
  campaigns.
- We organized three Census car caravans that drove through three major areas throughout the County.
- Placed banners and signage across and along roadways in high traffic areas.
- Agencies providing direct services to those affected by COVID-19 and/or the wildfires
  incorporated Census outreach into their work. This included one-on-one outreach
  through client interactions, providing flyers and information at food distribution sites and
  clinics, and at Local Assistance Centers supporting wildfire evacuees.
- 2) Reflecting on your outreach strategies throughout the campaign, please provide a response with specific examples for the following questions.

#### A. What outreach tactics worked well?

Napa County as a whole increased the Census response rate by 2.3 points (compared to the statewide 1.4 increase) over the 2010 Census response rates. Over half of the Census tracts (23 of 40, 58%) reported higher response rates than in 2010. The response rate in Hard to Count (HTC) Census tracts increased on average by 2.1%. Overall, we see this as a tremendous success given the impacts of COVID-19, significant wildfires and the ever-changing Census deadlines. Strategies that worked well include:

#### Human Centered Design

We knew that in order to be effective in reaching HTC populations we needed to learn from HTC communities about their specific needs, fears, and concerns related to participation in Census 2020. Therefore, our key strategy was using human-centered design to inform our messaging and outreach techniques. We trained 20 service providers on basic concepts and techniques of human-centered-design. Those trained conducted over 30 empathetic interviews

<sup>&</sup>lt;sup>1</sup> Some of these rates will increase further at the enumeration data is added and the group quarters are counted.

<sup>&</sup>lt;sup>2</sup> One tract was excluded from the Hard to Count analysis. Tract 6055200900 is an anomaly for Napa County and skews the data considerably. This tract is in Napa and includes Napa State Hospital. The response rate will be available after the group quarters enumeration is reported.

with HTC populations to learn more about how we should approach ensuring a complete count. Based on these interviews, messaging and outreach techniques were designed and prototyped with HTC communities and resulted in the engagement strategies detailed below.

#### Messaging

- Messaging specific to HTC communities was created and used in marketing and training materials throughout our outreach efforts.
- Localized, trilingual (English, Spanish, Tagalog) communications and marketing campaigns were created (See <u>this link</u> for a list of created collateral & examples).

#### Data & Learning

- Utilizing data was another key strategy to better guide, target and prioritize outreach efforts. We worked with a local data consultant and met twice per month throughout the duration of the Census self-response period to look at current response rates and outreach data.
- As part of our bimonthly data meetings and or monthly 'Target Population' subcommittee meetings we continually assessed what was working and what needed to be improved. Through this we captured numerous best practices and lessons learned that we will carry forward in our work (detailed in sections below).

#### **Partnerships**

- As part of these efforts, the Community Leaders Coalition (CLC) mobilized over 20 non-profit agencies to lead Census outreach efforts. This included agencies serving all of the HTC communities in Napa County. These agencies comprised our 'Target Populations' subcommittee and met monthly to plan and coordinate efforts. The strong partnership that we established proved critical as we faced major obstacles with COVID-19 and the wildfires.
- From the onset, we had strong support from elected officials and County and City staff across the Valley. The Napa County Complete Count Committee was led by the County CEO's Office. Through our Census work we were able to strengthen our partnership in working directly with the County for the purpose of engaging residents. Our Census partnership has set precedence for how we can effectively work together and leverage one another's capacities and resources.
- Through our partnerships we were better able to leverage resources and capacities to
  maximize our impact. This allowed for supporting agencies doing outreach with stipends
  which was critical as agencies were simultaneously responding to COVID and the
  wildfires.

#### Engagement Strategies

• A common theme that came out of the empathetic interviews was that for many of the people who are considered 'HTC' receiving information and messages from trusted

sources was key to their engagement and participation in issues that had to do with government, authority or other entities unknown to them. Therefore, we trained 188 'trusted messengers,' people from or known by HTC communities. In these trainings trusted messengers learned about census basic issues, messaging, importance of the census in funding local services, and about outreach strategies -- and set-off with a purpose of encouraging and supporting as many people in their communities and networks as possible to complete the census. When we conducted these trainings, we did not yet know just how important 'trusted messengers' would become in outreach as the pandemic limited our ability to engage with community members in-person just a few short months later.

- Empathy interviews also informed our multi-lingual messaging and marketing initiatives which included:
  - Creation of 30 'Trusted Messenger' Videos Known and trusted people in the community speaking about the importance of the Census. Videos were watched and shared 100s of times and placed on the County's You Tube channel.
  - Content from these videos was also used to create two radio PSAs that aired numerous times from KBBF, Spanish speaking radio station serving Napa County and the North Bay region.
  - Creation of local, tested, multi-lingual materials including yard signs, car magnets, flyers, and door hangers. Some materials were later modified with new information given the impact of COVID and changing deadlines.
  - Materials were disseminated at various outreach events and through Trusted Messengers and partner agencies. During COVID-10 materials were distributed through Meals on Wheels, school lunch pick-ups, at food distribution sites, etc.
  - Series of locally tailored, multi-lingual social media campaigns that focused on extended deadlines, COVID-19 and essential workers and other HTC audiences. three waves through the extended census.
  - o Multiple agencies hosted "Censoteria" events where people from the Latinx community were able to engage and learn more about the Census.

#### B. What hindered the outreach?

COVID-19 limited our ability to do outreach in-person for much of the self-response period. The ever-changing Census deadlines also created confusion and made it challenging to push consistent messaging. Just as we were preparing to launch mobile-response sites as stay-at-home orders loosened, our County was hit with two major wildfires and weeks of extremely unhealthy air quality which again affected our ability to reach people. Due to all of these factors some shortfalls included:

 Missed opportunities for mobile response sites in areas with low broadband such as mobile home parks in Berryessa, and areas in Angwin and Pope Valley.

- Overall, we need better strategies for engaging with residents in areas with low-broadband. These areas also tend to be very rural making outreach even more challenging.
- The Census PDI tool was not able to identify those who had already completed the Census and so we were not better able to specifically target our more limited resources and capacities once COVID-19 hit.
- It was challenging to match-up outreach efforts and the response rates. The scale of the outreach was not expected to impact entire census tracts and outreach was more dispersed because of COVID-19 and the move to phone banking, texting, online/social media methods, caravans, banners/signage and more limited in-person outreach.
- 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.

We faced significant challenges during our Census complete count efforts. The onset of COVID-19 and the subsequent stay-at-home orders came just as our collective outreach efforts were gaining traction. Many of our partners had Census events planned for the spring and summer, all of which had to be put on hold and ultimately reshaped or canceled. Many of the partner agencies doing Census outreach were also the same agencies that were responding to the impact of COVID on the community. Many HTC populations were being disproportionately affected by COVID-19 and were struggling with meeting basic needs, making it more challenging to stress the importance of the Census. The continual changing of the Census self-response deadlines also made it challenging to provide consistent messaging. People became confused or distrustful of updated information. Then, in September and October Napa County was hit with not one but two major wildfires seeing thousands of families evacuated from their homes, followed by PSPS power disruptions. Again, agencies needed to respond to basic needs and HTC communities were becoming even harder to count.

As a Complete Count Committee, we spent time upfront to create strong partnerships, structures for our committees and channels for communication which better positioned us to pivot our outreach and strategies. We were able to coordinate amongst all partners to problem-solve, brainstorm and continually look for gaps in outreach. We continually regrouped, reworked messaging, relayed information and updates to Trusted Messengers and analyzed data and response rates to better target our efforts. While there were certainly shortfalls, having a cohesive structure set-up from day one helped us overcome many of these significant challenges.

4) 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?

From the onset, we ensured that we had agencies and Trusted Messengers at the table that are from or work with hard-to-count communities that include those with limited English and people with disabilities. As mentioned in detail in question 2 above, our human centered design

strategies helped us to better craft messaging and outreach strategies targeting HTC communities. Throughout our outreach efforts, particularly as we had to continually shift messaging, we localized a trilingual (English, Spanish, Tagalog) communications and marketing campaigns. Many of Trusted Messengers also conducted outreach in all three languages as well. In regard to people with disabilities, much of the outreach was done through agencies who know and have the trust of this community and involved a significant amount of one-on-one outreach through already existing services. While it was difficult to match outreach efforts to response rates with the data sources available, our comprehensive data report can be found at this link.

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

#### Success Story

In Calistoga, many in the Spanish speaking community have become fearful and/or distrustful of formal intuitions because of their immigration status and the policies at the Federal level being used to threaten their livelihoods and families. UpValley Family Centers (UVCF) runs a volunteer Promotoras program, a proven model of community outreach. UVFC has found Promotoras to be powerful advocates for individual and community transformation. Many of the Promotoras are older women who are known, trusted and respected in the Spanish speaking community in Calistoga. The Promotoras attended our Complete County Kick-Off-Trainings and became Census Trusted Messengers. When COVID-19 hit and events were canceled and stay-at-home orders put into place once of the first outreach activities that we quickly put into place was phone-banking. Napa County was one of the first Counties in California to utilize the Census PDI database to target phone-banking efforts to HTC populations. Promotoras made hundreds of calls in Spanish to encourage people to complete the Census and answer any questions. During one of these calls a woman responded to say, "I received a Census paper form but I am not a citizen so I cannot complete the Census." The Promotora explained more about the Census and about the importance of being counted regardless of immigration status. The response she received was "Really? I have been living in Calistoga for 20 years but I have never completed the Census forms because I always thought that it is only for citizens. I will complete the Census today." Trusted Messengers, armed with accurate information, specific messaging and outreach techniques were clearly able to make an impact throughout the Census efforts in Napa County.

6) Do you have any suggestions for the 2030 Census efforts?

From the onset, our collaborative appreciated that donors came together to streamline funds and capacities. We were also appreciative of the recognition that stipends to partners for staff time was necessary and useful for their continued engagement particularly as COVID-19 hit and many of the same agencies were serving people's immediate needs. The Census specific stipends ensured that agencies continued to have capacities to do Census outreach. Funding a collaborative effort rather than individual agencies assisted us in greater coordination and ensuring that there were fewer gaps in outreach strategies or reach. Together, we must explore

how we can sustain momentum and strategically develop longer-term civic engagement strategies that take into account and build upon what we have achieved and learned through our Census 2020 work. The goal being that when Census 2030 comes along, we already have engaged citizens and structures to support outreach.

Some specific suggestions include:

- Regionally strategizing how best to engage communities with low broadband access.
- Standardized metrics to measure the impact of outreach. For example, it was challenging to compare and combine impressions data for a social media post given the range of ways each platform and agency measures their reach.
- While SWORD was helpful in targeting outreach and seeing where gaps were at a larger tract level, hyper-local data to inform hyper-local outreach may be more effective. For example, the ability to see response rates by block level and not only census tract level.
- Tools such as Census PDI which provide contact information for outreach should have functionality which allows the user to see whether a household has completed the Census so that outreach efforts can be better streamlined.

#### **Attachments**

7) Please include any samples of communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics.

Please visit <u>this link</u> to view a list of collateral, training materials, social media posts, data analytics, and scripts.

Press coverage on Census 2020 Complete Count work in Napa County is below:

Napa Valley Register: Napa Shows High Response Rate to 2020 Census

St. Helena Star Op-Ed: Stand up and be counted

Napa Valley Register: <u>Census Week of Action Kicks off in Napa</u> Weekly Calistogan: <u>UpValley Family Centers promotes 2020 Census</u>