



California Census 2020 -
Cuenta Conmigo Region 4

FINAL REPORT

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General Information

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Introduction

Every 10 years the U.S. Census Bureau is tasked with undertaking a complete count of every resident in the nation. The results of the Census determine the number of seats each state has in the U.S. House of Representatives, guides how district lines are redrawn, and how billions of dollars in federal funds are distributed to local communities for the next decade. In California, more than 70 federal programs, including education, health and human services, community development and transportation rely on Census information to develop their funding plans.

California launched a statewide education campaign, California Census 2020, to ensure that its residents are accurately counted in the 2020 census. This unprecedented \$187.2 million initiative intended to reach over 11 million hard-to-count (HTC) Californians by working with county, local and tribal governments, community-based organizations, and other partners who serve as trusted messengers in traditionally undercounted communities to encourage over 11 million HTC Californians to fill out the Census.

Cuenta Conmigo (Count with/on Me) was a collaborative initiative consisting of partner community-based organizations funded by California Census 2020 to use their expertise and resources to engage with the HTC Californians in Region 4 from the Sierra Madre mountains to Yosemite National Park and the San Joaquin Valley to ensure that they are counted in the 2020 Census. The program name, *Cuenta Conmigo*, was born from a social-pressure frame. That is to say, when a person is asked if we can count on them to complete the 2020 Census, their answer inevitably needs to be: Yes, Count on me. Or, if a resident asked a question for which a *Cuenta Conmigo* partner doesn't have an answer, the response would then be, "I don't know the answer at the moment, but you can Count on Me to find out and I will follow up and advise you".

The *Cuenta Conmigo* program deployed staff from its partner CBOs to educate residents about the benefits of filling out their census form and provide assistance to families with the process via door-to-door canvassing, phone, three-way patch-through calls with the U.S. Census Bureau hotline, text banking, social media and community events. The campaign outreach timeline initiated in Region 4 in July 2019, and continued through August 11, 2020, with residents encouraged to respond via mail, phone, or online. Canvassers were prepared to help householders complete the census in person by allowing use of cellular-enabled tablets, while phone bankers could patch-through calls for translation services and census completion via US Census enumerators. Field activities began early, with the understanding that early education and trust building would be key to the program's success.

With the introduction of COVID-19 restrictions, field activities such as door-to-door canvassing and QAC/QAK's designed to capitalize on early outreach to drive self-response in Region 4 changed abruptly. Nevertheless, the teams were able to implement a variety of phone, text and communications programs to provide resources to HTC residents. Despite ever-changing Non-Response Follow-Up (NRFU) end dates, the *Cuenta Conmigo* partners identified how to

best reach those HTC residents who had yet to complete their surveys. The NRFU period ultimately ran from August 11 to October 15, 2020, but *Cuenta Conmigo* partners executed the bulk of their NRFU program by September 30th per a previously set deadline.

Cuenta Conmigo far exceeded its Census outreach goals. They directly engaged 312,015 individuals via phone or at their door over a period of 15 months. This represents 186.5% of their goal of directly engaging 167,304 residents. Additionally, 174,058 residents shared that they would complete their census forms (129,026 shared strong yes and 45,032 leaned yes) compared to the goal of 133,843 who would share that they would complete their census forms.

UC Merced completed an analysis of the data from the California Complete Count (CCC) Census 2020 (see Attachment 10, c). Noteworthy conclusions include that in comparison to 2010 figures, the self-response rate in Region 4 had the second highest Census increase in self-response (6.9%) among the ten regions and that Region 4 was fourth most effective among regions, even after controlling for broadband access, LRS, and demographic variables.

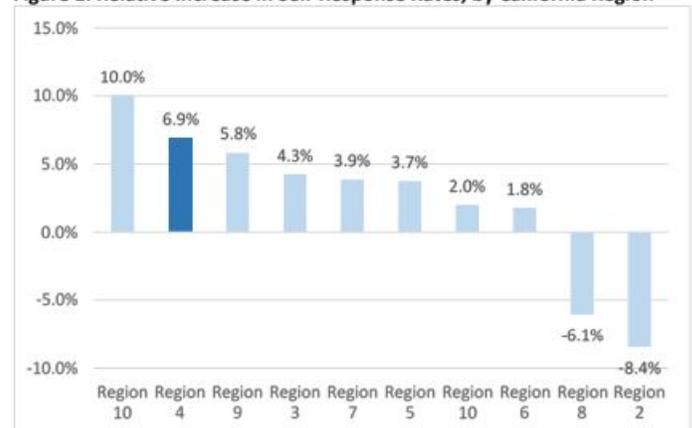
It confirmed *Cuenta Conmigo's* own assessment that person-to-person outreach would be key to Census completion in large part because of the digital divide that HTC families face across Region 4, where only 20% of the population had access to broadband. Ultimately, Region 4 had the second highest internet self-response rate (50.1%) but the second highest non-internet self response rate (17.5%). UC Merced suggests that despite the federal government's move to an online census, the State's investment in Census early education and outreach and person-to-person outreach played a particularly significant role in influencing census participation in areas with a history of low response and a higher lack of broadband access. Below are tables from UC Merced's analysis.

Table 1. Self-Response Rates, by California Region

Region	2020 SRR	2010 SRR	Increase	Relative Increase	Weighted Pop
1	68.8%	67.4%	1.4%	2.0%	3,186,381
2	59.8%	65.3%	-5.5%	-8.4%	969,471
3	75.3%	72.2%	3.1%	4.3%	7,027,516
4	65.5%	61.3%	4.2%	6.9%	1,862,992
5	72.1%	69.5%	2.6%	3.7%	2,334,611
6	66.8%	65.6%	1.2%	1.8%	2,460,874
7	65.7%	63.3%	2.4%	3.9%	4,509,999
8	64.8%	69.0%	-4.2%	-6.1%	10,085,756
9	75.9%	71.7%	4.2%	5.8%	3,164,045
10	74.9%	68.1%	6.8%	10.0%	3,476,774
Total	69.4%				39,078,419

Source: Adapted from California Census Office (2020)
 Note: Official rates as of October 28, 2020

Figure 1. Relative Increase in Self-Response Rates, by California Region



Source: UC Merced Community and Labor Center analysis of California Complete Count- Census 2020 (2020) data
 Note: Official rates as of October 28, 2020

Narrative Report

1. Goals and Objectives

Original Goals: Ensure that HTC individuals across the 10 counties in Region 4 are counted in the 2020 Census. There are 541,447 HTC people who reside within Region 4. We calculate that our strategy will allow us to make approximately 446,154 attempts to reach those HTC families. Of those 446,154 attempts, we predict that we will be able to contact 167,304 HTC families through phone and door-to-door canvassing outreach. Of those 167,304 contacts, we anticipate that we will determine approximately 133,843 “ID’s” who will share with us that they will complete the census. We predict that at the low end, 30% or **40,153** will actually fill out their census forms and at the high end, 60% or **80,306** will actually fill out their census forms.

Post-pandemic Goals: The goal contact numbers did not change; however, door-to-door canvassing and in-person events were dropped in favor of phone banking, peer-to-peer texting and text banking, distribution of print materials such as localized Census publications, door hangers and stickers, peer-to-peer relational outreach via OutreachCircle, and social media efforts such as communications via radio, video, Facebook, Instagram. Additionally, 2010 county self-response rates became the new baseline to reach for 2020 response rates due to the effects of the pandemic on outreach activities.

Original Objectives:

- 1) Conduct outreach and education among the hardest to count Region 4 community members to address fears and mistrust, increase understanding of the community health impacts of an accurate census count and mobilize census participation;
- 2) Implement a communications plan that highlights the community impacts of an accurate and inclusive census count and helps to mobilize census participation;
- 3) Strengthen coordination to maximize effectiveness, ensure data-informed messaging and extend the reach of our education and communication efforts toward an accurate and inclusive census count in Region 4, which includes the northern region of California’s Central Valley and the Sierra Foothills;
- 4) Increase effectiveness of outreach with multi-lingual, multi-faith, culturally appropriate, and data informed messaging; and
- 5) Facilitate the understanding of the process for HTC householders to participate in the Census via the various platforms available and to understand to whom the Census applies.

Post-pandemic Objectives: Did not change.

2. Operations and Outreach Strategies

Contracted Partner's Operations:

What worked well:

Every *Cuenta Conmigo* partner understood the core mission of the project and the outreach strategies to accomplish their goals. Moreover, the partners had a shared vision and common language about outreach techniques that gave them a short-hand understanding and a high level of agreement about what needed to be done. Partner organizations were all experienced in field outreach, including owning needed hardware for outreach such as computers and cellular enabled tablets. In addition, they were all trusted messengers within Region 4. This led them to work effectively— members were aligned on their strengths and weaknesses, meetings were shorter and productive, they were intentional about what roles needed to be filled and which organization was best positioned to undertake each task, and participants felt that their time was not being wasted since all members tended to be “on the same page.”

In an initiative with so many partners and an ambitious agenda, it is imperative to have one or two people who are tasked with organizing the overall effort. **Hatzune Aguilar, Strategic Engagement Director at Communities for a New California Education Fund (CNC EF) as well as the Region 4 ACBO Census Coordinator was universally lauded as being “extraordinarily organized,” “easy to work with” and “good at getting people motivated” and credited with efficiently running the administrative elements of the coalition**— precisely the characteristics necessary to keep a large partnership running smoothly, and the very features many members of the partnership felt were missing at the state and federal levels of the Census outreach initiative. Individual partners and subcontractors reported having a very good overall experience with the *Cuenta Conmigo* coalition.

A key to maximum efficiency are streamlined common processes for undertaking various aspects of the outreach work, such as hiring and training teams, setting up physical locations for phone banks and determining shift schedules that maximize the possibility of dialogue, scheduling door-to-door canvassers where SwORD and PDI data are identifying lower self-response rates, etc. These processes were mostly well-organized and part of the reason that *Cuenta Conmigo* was able to quickly pivot from a variety of pre-pandemic outreach activities to primarily phone banking only one week after the lockdown.

The *Cuenta Conmigo* partnership was built on a distributed leadership model rather than a hierarchical approach, spreading out responsibilities among the leadership of all of the partner organizations. This structure was intended to allow the ACBO Region 4 program to respond quickly and efficiently to ever-changing Census developments across the vast region encompassing 10 counties for which it was tasked with providing Census outreach. When specific attention was needed in a given county, an ACBO Region 4 organizational representative was readily available.. It is important to note that the region includes three

distinct geographic regions: 1) Central Valley floor counties, 2) Foothill counties 3) Mountainous Sierra counties. It also made the organization less cumbersome and nimbler to quickly adapt to the pandemic crisis.

The *Cuenta Conmigo* partnership instituted weekly internal meetings to track progress, identify and resolve problems as they arose, share information and resources, and learn from each other. These weekly meetings with updates from partners were universally regarded as invaluable and additionally served to hold all partners accountable for meeting their goals.

The *Cuenta Conmigo* program hosted additional monthly calls and invited all county, Local Complete Count Committees (LCCC), and tribal representatives through the California Indian Manpower Consortium Inc. and Region 4 elected officials to participate in a monthly Region 4 call beginning on January 23, 2020. While not everyone was able to join the call, those who participated shared their field updates, questions and concerns, and opportunities for collaboration. The primary results were agreements to share information about QAC/QAKs and events, and best practices for outreach during a pandemic, and share communications resources. Monthly meetings were eventually formally initiated by state officials. *Cuenta Conmigo* asked participants if the ACBO hosted Region 4-wide monthly calls should continue or if they were duplicative. Participants agreed that although so many calls were burdensome, these meetings were also important to the overall effort. When that feedback changed in July, 2020 *Cuenta Conmigo* canceled subsequent calls and continued to participate in State organized calls.

Regular Meetings Organized by State

- Region 4 California Complete Count - Census 2020 Regional Partners Call, Zoom ID 108663984, Phone: 669-900-9128; Code 108663984. Weekly every Thursday from 11am-12pm.

Regular Meetings Organized by Cuenta Conmigo

- Region 4 Subcontractors check-in call. Weekly every Monday at 10:30am with subcontractor supervisors.
- R4 Field Operations/Communications Call. Weekly Friday at 10am.
- Monthly Region 4 Cuenta Conmigo Call (with main partners). 2nd Monday of the month 11am-1:00pm.
- Region 4-wide Cuenta Conmigo Call (all those working on R4 Census outreach). Every 3rd Thursday of the month from 2-3pm. This was not a required call, but rather an opportunity for all those working on Census outreach in the region to share challenges and successes and to address issues as they arose. A standing agenda was included in the calendar invitation.

What hindered the operations:

Region 4 *Cuenta Conmigo* partner organizations strongly believe that pre-census resident engagement work should have started as much as a year earlier than it did—two to two and a half years total—to ensure that phone banking had clean lists of accurate phone numbers by March 2020. And door-to-door canvassing had accurate lists of homes to visit.

This extra time would have been especially helpful in providing technical assistance for organizations to scale up their programs to higher levels than usual. Additionally, rather than all activities beginning simultaneously, some organizations started very early while delays with others resulted in very short door-to-door canvassing and other in-person opportunities when they were cut short due to the mandated state lockdown due to COVID-19.

A key element of a good outreach program that is time consuming is “cleaning” lists of contact information for HTC residents. For instance, HTC residents may live in apartments that indicate a potential to move frequently or have limited broadband Internet access. As a result of frequent changes of households, these residents may not be engaged in civic life through voting or other organizational structures, making it more difficult to reach them by phone or in person. *Cuenta Conmigo* organizations used PDI lists of consumer driven data in order to expand the list of who they were talking to beyond registered voters. Consumer driven data is not as reliable and required organizations to make pre-census phone calls to confirm that the information was correct and remove disconnected numbers. This is a slow, labor-intensive process that would have benefited from an earlier start date, but a clean list enabled organizations to expand their reach and to ensure greater success later when it was time to engage with people to complete the Census.

Cuenta Conmigo branding reflecting diverse ethnicities was designed to reach the Latino HTC population that comprised the majority of HTC residents in Region 4. It proved effective for outreach to Spanish-speaking populations. However, English-language HTC residents in the Sierra Foothills were less responsive to the Spanish-language brand and messaging. As a result, Evangelista Community Relations (ECR), who conducted the bulk of outreach in the Sierra Foothills, primarily relied upon branded materials from the California Census. CNC EF also adjusted phone scripts and website links to include English-language branding when calling into the Sierra Foothills -www.CountOnme2020.org joined www.CuentaConmigo2020.org. Those who conducted outreach primarily in the African American English-speaking and in the Asian populations developed culturally appropriate materials to augment the Spanish-language brand.

Subcontractors with less experience with door-to-door canvassing underestimated the costs of outreach per household. This was particularly the case for travel costs for Evangelista Community Relations and the African American Chamber of Commerce. ECR staff carpooled to the extent possible to save on the cost of fuel for traveling very long distances to remote HTC communities, but the distances between households still made for either a lot of driving or a lot of walking on hilly roads, all of which reduced the number of households that could realistically

be reached and increased the cost of canvassing per household. The African American Chamber of Commerce was unequivocal that it would have overspent its budget had it not switched to more cost-effective phone banking after the COVID-19 lockdown. Both organizations also made unexpected outlays to adapt logos and the language of Spanish-language materials and to print collateral materials that were better suited for their populations. Bottom line however, both organizations had extremely successful campaigns.

Contracted Partner's Outreach:

What outreach tactics worked well:

What was particularly successful was that partner organizations were able to offer their field campaign expertise and culturally relevant insights towards the outreach and communications tactics at each phase of programming. Field leads were invited to participate in a weekly meeting to report on their progress on achieving outreach and hiring goals. They were also able to exchange highlights and challenges that could benefit the larger team for troubleshooting and/or incorporating into other parts of the program. Regular meetings provided an important understanding of and accountability for each organization's work as well as developing needs for assistance. For instance, these meetings revealed that partner organizations could benefit from PDI/CallEvo assistance to better implement their programs and goals. As a result, CNC EF introduced an additional layer of focused support related to PDI/CallEvo as needed to ensure that partners were able to meet their field goals. This exemplified the key benefit of having multiple contact points that allowed rapid attention where needed.

Another valuable element of the *Cuenta Conmigo* partnership is that it used a high-touch/high-technology approach to engage HTC residents to encourage them to fill out the 2020 Census. Based on an understanding of HTC residents in Region 4, partner organizations knew that moving people up the ladder of engagement towards completion of the U.S. Census would require multiple contacts and that the most effective way to do this was through person-to-person conversations based on personal stories that are pertinent to people's lives and what they care about most. A primary message was to impress upon residents that in too many of California's cities and towns well-funded neighborhoods have all the resources families need to thrive, while underfunded, unfinished neighborhoods where HTC residents tend to live lack the resources they need. As a result too many families in unfinished neighborhoods struggle to survive. The Census provides the pathway for local, state and federal governments to prioritize distribution of taxpayer dollars into unfinished neighborhoods.

Because *Cuenta Conmigo* partners were trusted messengers within Region 4 counties, they were able to activate those conversations more easily and then use technology such as data-enabled tablets, patch-through phone systems, and text messaging programs to maximize the effectiveness of that engagement. This ultimately ensured that participation would be easy and avoid any real or perceived hurdles and hesitations more quickly.

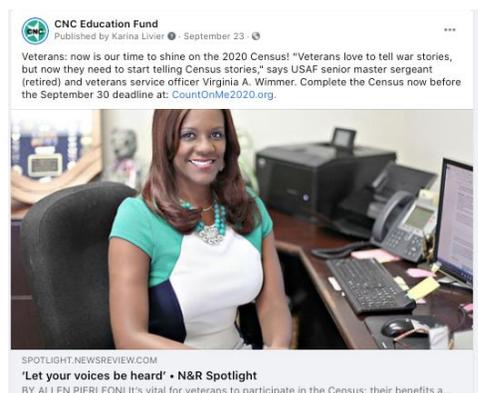
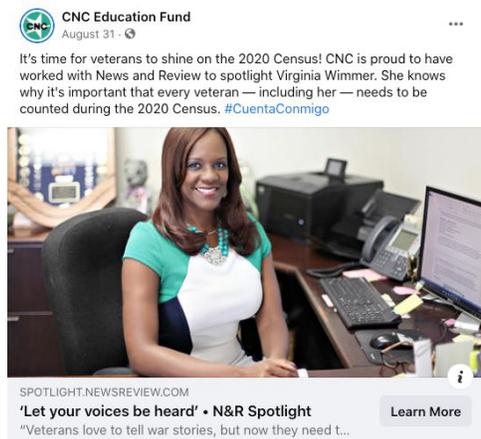
Close communication among *Cuenta Conmigo* leadership with canvassers and phone bankers also ensured that the team could quickly adapt to changing circumstances - whether brought forward by the U.S. Census Bureau's changing deadline or the COVID-19 pandemic. Communication between *Cuenta Conmigo* partners was essential to quickly address problems. Hatzune Aguilar, in particular, was credited with providing a responsive communications bridge with each partner and with state census officials and efficiently running the administrative elements of the partnership.

This ability to pivot quickly proved beneficial when the California Census Office determined that an additional HTC outreach investment would be beneficial to the overall count. The *Cuenta Conmigo* partnership was able to adapt and use funding to expand organizational capacity. When NALEO opted out of a second allocation of funding intended to reach Latinos in Region 4, CNC EF quickly determined that it could use the funds to invest in two layers of radio programming and advertisements aimed at reaching HTC Latinos. The first layer was a Spanish- and English-language Census video that highlighted compelling localized testimony and the second was the development of a bilingual and bicultural media kit that included the development of localized Census stories to increase local coverage of the Census.

When the *Cuenta Conmigo* partnership received an additional distribution of \$9,000 to focus outreach efforts to veterans, it quickly mobilized local networks to increase participation among HTC Veterans. CNC EF completed this portion of outreach through targeted social media ads, direct mail, and radio advertising. CNC EF worked with News & Review to create a story spotlight featuring Deputy Director of San Joaquin County Veterans Service Office Virginia A. Wimmer, who served in the Air Force and now connects veterans and their families to the services they need.

Ms. Wimmer's story was also included in a second, updated version of the R4 Census Publication that was incorporated into the *Cuenta Conmigo*

NRFU outreach plans in September 2020. The publication was printed and inserted into local publications that were distributed in HTC Census tracts in San Joaquin, Stanislaus, and Merced Counties. It was also printed and delivered to 57,003 HTC homes in HTC Census tracts in San Joaquin, Madera, Mariposa, and Merced Counties. Another 19,477 printed copies were mailed to select carrier routes in the City of Stockton in September 2020.



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Another advertisement that CNC EF shared with Region 4 featured local veteran and community activist Samuel Molina who encouraged veterans to be recognized for their service by being counted. Together, these social media advertisements reached more than 16,800 people. The advertisement featuring Wimmer resonated most with men between the ages of 18 to 34 and 55 and over, while Molina's resonated primarily with women between the ages of 25-34 years.

What hindered outreach:

Hiring and Training

A challenge that confronted outreach teams was the process of hiring and training. Some organizations such as CNC EF and Jakara Movement have active outreach teams engaging residents year-round. But organizations with no experience with implementing field campaigns did not have hiring or training systems in place to meet the changing demands of the Census program; they had to build teams from scratch. It took weeks to recruit, interview, hire, and train new teams, and new outreach staff who typically had little to no previous experience took longer to train. They also encountered program implementation delays over holidays or other breaks when newly acquired hires would leave to find other work.

Rural Outreach

In general, canvassing was difficult in extremely rural areas of the Sierra Foothills due to the distance and rough terrain. Some rural areas are also experiencing rapid growth and because of that, HTC communities were not always reflected accurately in Census maps. New developments and roads under construction in neighborhoods were sometimes not included in HTC mapped areas. Navigating these hurdles required teams to adjust their plans and added time to their outreach timelines. These challenges highlighted the benefit of having local teams on the ground who knew the areas and populations well and could augment HTC maps so that key HTC populations were not overlooked by mistake.

Changing Timelines

When the census deadline was shortened to September 30th, organizations moved quickly to identify and prioritize the most immediate needs to execute an effective NRFU plan to turnout the HTC Census count. This meant making sure to spend all available resources in a shortened time period. Then, when the completion deadline was extended back to the end of October and then shortened back to mid-October, organizations were only minimally able to finance sustained programs and no longer had the capacity to staff a full Census outreach program. The new timeline and its continual changes were more difficult because it overlapped with election GOTV work for the November 2020 election, stretching the limits of smaller and less experienced staff to do both without plenty of planning lead time. For instance, HIP had

originally planned to participate in the NRFU, but ultimately chose not to because they did not have the capacity.

Census Political Data Incorporated (PDI) platform tool

CNC EF was a vocal supporter of the **Census Political Data Incorporated (PDI) platform tool** on initially receiving the state co-ACBO contract. In practice, Census PDI proved repeatedly to be a platform still in beta testing and not ready for use in the field. For at least the last ten years, PDI has been viewed as the go-to standard in California. The online voter file platform is an excellent way to organize outreach via phoning and walking between multiple organizations who rely upon the same data. The expectation had been that Census PDI would seamlessly bridge field data with SwORD so that the State could quickly and easily understand progress on the ground in real time.

Instead, Census PDI was developed too slowly and with too many limitations for how it could be used. Early adopters, like CNC EF, sounded the alarm as early as November 2019, but to no avail. Census PDI limitations included the inability to target based on Census Tracts because Census PDI couldn't handle the data. As a result, *Cuenta Conmigo* partners were forced to target by Census Block, complicating targeting and reporting. In addition, HTC residents who were not already in the PDI database could not be added for subsequent follow up outreach efforts when door-to-door canvassers met them at the door or if a canvasser saw a dwelling not listed in PDI.

Serious data glitches leading to lost contacts and data collected resulted in *Cuenta Conmigo* partners being forced to carry out workaround solutions, including resorting to tallying contacts via daily paper logs, a time-consuming exercise that added extra time and therefore unanticipated costs in wages in order to complete daily reports of door-to-door canvassing and phone activities. Ultimately *Cuenta Conmigo* partners switched to CNC EF's own PDI account to ensure that its contact data was accurately recorded.

These issues were partly due to the fact that *Cuenta Conmigo* partners were in the field conducting early education much earlier than many other organizations in California and did not have the time to wait for all Census PDI bugs to be addressed. Additionally, the unreliability of Census PDI which was immediately evident and continued to lag even after being reported, which impacted not only outreach efforts but had a negative effect on staff morale. The Census PDI point person repeatedly and for months advised that their developers were working on the issues. The timeline given for resolution went from days to weeks to no date certain for resolution.

CNC EF was not alone in sounding the alarm and seeking resolution to problems with the Census PDI platform. A letter was sent to Maricela Rodriguez and Sarah Soto Taylor from organizations working statewide who were experiencing similar problems. To their credit, both Ms. Rodriguez and Ms. Soto-Taylor were immediately responsive and organized a meeting.

Unfortunately, even after that meeting, the Census PDI team, while more attentive, was still slow to resolve many issues. The letter (see Attachment 10, e) includes a more comprehensive list of issues with Census PDI.

3. Challenges and Changes

Shifting Timeline

The Census timeline was severely impacted by the statewide COVID-19 shelter-in-place order issued on March 19, 2020 that limited outreach efforts to non-contact activities. As of February 2020, 349 outreach activities had been planned for Region 4, but only a fraction of planned in-person events took place, with many more events moving to online platforms. Planned QACs never opened due to pandemic enforced closures as the state locked down.

Communications

Cuenta Conmigo did not include a communications budget line in their proposal since the state was supposed to provide those services through **Mercury Public Affairs**, the statewide media and public relations partner. But that company's staff turnover and deficiencies in capacity and cultural competence led to delays, uncertainty and unexpected budget costs for *Cuenta Conmigo* partners. These shortcomings motivated *Cuenta Conmigo* partner organizations to undertake their own communications programs or print out collateral materials on their own, negatively affecting their budgets when media resources created by Mercury Public Affairs were lacking or did not arrive in time.

Mercury Public Relations appeared to be on a timeline in line with a March 2020 self-response start date, whereas *Cuenta Conmigo* partners launched their early education outreach in Fall of 2019. Requests for collaterals made to Mercury Public Relations either went unfilled or else were not filled until the second quarter of 2020. This was a significant source of frustration given the multi-million dollar contract Mercury had received to provide these very services.

Beginning in September 2019, the *Cuenta Conmigo* partnership requested: 1) multicultural and multilingual census fact sheets; 2) issue specific reasons to participate in the census; 3) profile photos of people from Region 4 and HTC communities that humanize the census to use in website/outreach efforts ; 4) door hangers with messages tied to *Cuenta Conmigo* messaging themes; 5) pledge cards; 6) postcards; 7) posters to hang in windows; 8) Census banners; 9) Census stickers; 10) customizable social media designs that partners could co-brand; 11) two types of videos that could be preloaded into canvassing tablets to permit communication with people who do not speak the same language as the canvasser, (a) short videos clips on why the Census matters - perhaps issue based and/or developed to reflect personal stories, and (b) multilingual videos that explain how the census works and how to participate.

Beginning in November 2019, the *Cuenta Conmigo* partnership also suggested using News & Review inserts to relay Region 4 specific messages regarding the Census to be shared by trusted Region 4 Census messengers. These inserts would be valuable as a) inserts in region-wide local newspapers b) direct delivery to the doors of those in HTC census tracts and c) door-to-door canvassing tools. *Cuenta Conmigo* partners also asked for an investment in its Tortillas y Mas communications plan.

While Mercury Public Relations did dedicate funding to some of these priority areas, the process and progress towards completion was slow primarily because *Cuenta Conmigo* partners were in different phases of the outreach timeline. As a result, *Cuenta Conmigo* partners felt compelled to raise external funding outside of the state contract and produced multilingual and culturally relevant communications products with the help of foundation investment. HIP, JM, ECR, CNC EF, and FIV each produced and/or printed outreach materials such as door hangers, outreach mailers, stickers, two versions of a News & Review publication, pledge card materials, multi-lingual videos, public relations material, and social media designs. Of note, California Complete Count communications staff, Diana Crofts-Pelayo and Dayanna Macias-Carlos provided great assistance with all aspects of regional communications work.

Stronger and earlier media and publicity efforts to lay the foundation for later outreach could have prevented or mitigated resistance to canvassing efforts in counties and areas where the canvassers were not known. For example, a press release from Calaveras County letting people know that ECR staff were canvassing in the area resulted in an immediate change from suspicion to welcome by householders.

Post-lockdown Transition

Cuenta Conmigo outreach leadership spent the first week of the lockdown regrouping, planning how to pivot its outreach plan and identifying the biggest challenges while assuring fearful staff. In order to ensure the safety of its staff, the *Cuenta Conmigo* coalition chose to suspend its canvassing activities altogether and transition 100% to at-home virtual phone banking and social media efforts; something no organization in the country had done previously.

CNC EF provided assistance to organizations and entities across Region 4 by sharing their processes for hiring efficiently, for how to use and run phone banking systems, expectations for contacts reached per hour, optimal phone and canvassing scripts, and how to manage teams. CNC EF provided multiple training sessions for how to navigate the technologies and platforms that were used for field outreach ranging from tablets used for canvassing and phone banking systems to texting platforms. In addition, CNC EF provided multiple trainings on how to manage the voter database that was used to track fieldwork progress. Subcontracted CBOs with less capacity for outreach also sought greater assistance in pivoting their programs to phone banking after the COVID-19 lockdown. CNC EF stepped in to fill the gap in support through additional training and technical assistance, but subcontractors generally took longer to restart after the lockdown than the other partners.

CNC EF Field Director, Samantha Valadez and Deputy Field Director, Cassandra Gutierrez worked with representatives of CallEvo to ensure a safe and effective remote work environment. From March through June 2020, Samantha Valadez, Cassandra Gutierrez, Fresno Lead Organizer, Imelda Ramirez, Fresno Organizer, Pedro Navarro Cruz and Merced lead organizer Mayte Aguilar Cruz stepped in to provide in-depth technical and program support by setting up phone banking systems for all subcontractors as well as partner organizations who requested assistance. After the initial system setup, CNC EF also provided training on navigating these systems as well as ongoing technical support for both subcontractors and partner organizations.

Phone banking materials were distributed both within CNC EF, *Cuenta Conmigo* partner organizations and Region 4 sub-contractors, followed by a virtual 4-hour training on phone banking for former canvassers. CNC EF would later also replicate this process with county partners outside of the *Cuenta Conmigo* coalition, including the Madera Coalition for Community Justice, El Concilio, and Fresno County. The training sessions that CNC EF replicated included how to navigate phone systems such as the click dial phone program from CallEvo or the virtual phone program from PDI. CNC EF also provided training sessions on how to navigate texting platforms such as ThruText. In addition, CNC EF also provided training on how to navigate the mobile PDI census application on tablets and how to set up walk programs on Census PDI.

Organizations experienced a variety of new challenges that accompanied remote phone banking efforts. CNC EF identified a number of best practices for oversight with Region 4 partners on weekly field calls and on separate daily check-ins that were intended to mitigate some anticipated issues. Team leads were encouraged to ensure that phone bankers/future phoner team members had access to a fast and stable Internet connection at home and, if possible, access to noise cancelling headsets, and ethernet cables to connect directly to modems in case of weak WiFi connectivity.

Nevertheless, some disruption was inevitable and HIP and the AACC reported that a few phone bank team members had to step out of the phone banking program altogether when their home Internet connection was too weak to run their phone banking software remotely, because they lacked a quiet place to work, because they were unable to pick up materials they needed in order to work remotely, or because they felt unable to make the transition from canvasser to phone banker. *Cuenta Conmigo* partner organizations agree, canvassing team members tend to be people who love canvassing outdoors and interacting with people face-to-face. While remote phone banking alone from home can feel to be tedious. Additional stress added when required close monitoring to ensure quality control is made.

The latest phone banking system using the more efficient computer-based click-dial phone program that automatically dials telephone numbers was also challenging; its functionality slows down unless a certain number of staff are logged on at the same time. This is not a

problem when phone-banking teams are physically working together on-site. However, providing oversight to staff working remotely under stressful conditions proved difficult and affected the functionality of the entire team. Some partner organizations took up to another week to figure out the number of remote staff needed to keep up the speed of the click-dial program, resorting to coordinating shift starts at the exact same time and staff breaks to maintain optimal functionality.

It was a challenge to ensure that staff were emotionally well during the extreme stress of the first weeks of the pandemic. Mental health check-ins instituted before each phone banking shift included asking how staff were feeling, how to deal with people hanging up or being rude and learning techniques for not taking these situations personally, especially for younger less experienced phone bankers who were more easily discouraged. HIP outreach staff received care packages that included snacks every two weeks to assure them that their work was appreciated and necessary, keep up morale and mitigate a sense of isolation. CNC EF team leaders addressed morale issues by organizing group zoom team launches to build a sense of camaraderie and followed up with individual check-ins.

Another post-lockdown challenge was conducting an in-language phone program without the benefit of team support when language issues occurred during a call. In the office, someone is always available to assist with language issues, but that was impossible for remote calls. Quality control to ensure that messaging and other elements of the call were consistent was also more difficult. The solution was for supervisors to set up daily zoom videos in the beginning of the shift and end of the work shift to check in with the team and troubleshoot any issues. In addition to the zoom videos supervisors would periodically listen in on calls and provide feedback to the phone bankers afterwards, but consistent monitoring was difficult.

The subcontracted, smaller organizations did not have the infrastructure to pivot as quickly to phone banking as the more experienced partners. Pre-pandemic, their planned activities had included little to no phone banking, instead focusing more of their efforts on door-to-door canvassing and tabling at in-person events. For example, Little Manila Rising (LMR) and the Asian Pacific Self-Development and Residential Association (APSARA) were brought into the project by HIP to provide an additional in-language and culturally appropriate layer of outreach into API communities. HIP was able to onboard outreach specialists who could speak to and provide resources within the Hmong, Cambodian, Lao, Thai, and Vietnamese communities. While these subcontractors' knowledge and foundation as trusted messengers was solid, their capacity for outreach was still nascent and could benefit from the capacity building that Census programming offered. HIP acknowledged that in managing its own organization's transition to phone banking during the early stages of the pandemic, it was less available to LMR and APSARA than they could have been.

4. Region 4 Response Rates

Self-response Rates

	2020	2010	Change
State	69.6%	68.2%	+1.4%
Region 4	65.7%	62.1%	+3.8%
Region 4 - HTC	60.3%	59.3%	+1.1%
Alpine	27.0%	20.2%	+6.8%
Amador	52.1%	50.2%	+1.9%
Calaveras	50.6%	45.2%	+5.4%
Madera	62.5%	67.8%	-5.3%
Mariposa	50.0%	56.7%	-6.7%
Merced	66.8%	63.8%	+3.0%
Mono	22.4%	25.2%	-2.8%
San Joaquin	69.1%	66.5%	+2.6%
Stanislaus	71.1%	66.7%	+4.4%
Tuolumne	55.3%	48.2%	+5.0%

*Source Region 4 dashboard

<https://cacensus2020-hub.maps.arcgis.com/apps/opstdashboard/index.html#/87c25ca2d9654872ac4f0d8bd90f583f>

Alpine, Calaveras, Madera, Stanislaus and Tuolumne Counties posted significant self-response increases well above 4%, while Amador, Merced and San Joaquin Counties achieved increases between 1.9% and 3.0%. Only Mariposa and Mono Counties posted decreased self-response rates. As stated previously in this report - the COVID-19 pandemic exposed the digital divide between and within Region 4 counties. As the underperforming counties listed above also are the counties with significant gaps in access to broadband internet.

Cuenta Conmigo's early investment in canvassing showed itself in how well these counties completed their Census questionnaires. Additional plans to canvass in Mono and Tuolumne Counties, for instance, were cut short and would likely have made an impact in self-response rates. ECR was supposed to return to canvass in Mono County on April 6th. The canvassing plan was also cut short in the other Sierra Foothill Counties.

Analysis of Mariposa County's response rates at the time of writing of this report is nuanced and mixed, with geography being a primary challenge. More importantly, strong messages from conservative media that the U.S. Census was "rigged" and would be used to find more ways for the Federal Government to tax residents and invade privacy are examples of the Anti-Government and Anti-Immigrant sentiments that were encountered.

Many Region 4 cities and towns exceeded their 2010 self-response rates. In fact, 28 of 30 cities and towns exceeded or equaled their 2010 response rates. Newman, Hughson, Sutter Creek and Plymouth showed increases of over 10 and as much as 22 percentage points. Patterson

showed an increase of nine percentage points. Many other cities posted increases of approximately five percentage points.

While the self-response rate for Region 4 as a whole was lower than its 2010 count by 3.8%, it is worth noting that the HTC residents targeted by *Cuenta Conmigo* outreach activities was only lower than the 2010 count by 1.4%, and several cities targeted by *Cuenta Conmigo* activities demonstrated strong increases compared to their 2010 rates.

Region 4 counties, like many across California, reveal a tale of the haves and have-nots that showed in the region's Census self-response rates. **Most noticeable was that the COVID-19 pandemic exposed the digital divide that HTC families continue to face. Lower self-response rates can be found in areas where access to broadband Internet is lowest.**

In spite of digital divide challenges, 7 out of 10 Region 4 counties exceeded their 2010 benchmark. A clear reason that these counties did so well was that 28 out of the 30 major cities in Region 4 exceeded their 2010 benchmarks. In fact, many of these cities experienced large self-response increases in 2020 as compared to 2010. In contrast, less-populated towns and surrounding unincorporated areas of the counties had far lower self-response rates that likely drove the overall rates lower, keeping Madera, Mariposa, and Mono Counties from reaching 2010 benchmarks.

Despite the urban-rural divide, low rates of access to broadband Internet, and COVID-19 disruption *Cuenta Conmigo* partners far exceeded their Census outreach goals. **They contacted 312,015 individuals over a period of 15 months, between July 2019 through October 15, 2020. This represents 186.5% of their goal of contacting 167,304.** Additionally, 174,058 contacts shared that they would complete their census forms (129,026 strong yes plus 52,692 leaned yes) compared to the goal of 133,843 who would share that they would complete their census forms.

5. Process and Results of Partnership Coordination

Pablo Rodriguez, Executive Director of CNC Education Fund - the Region 4 ACBO created the "*Cuenta Conmigo*" social-pressure message frame. That is to say, when a person is asked if we can count on them to complete the 2020 Census, their answer inevitably needs to be: Yes, Count on me. Or, if a resident has a question of a *Cuenta Conmigo* partner who at that moment doesn't have an answer, the *Cuenta Conmigo* partner response would then be, "I don't know the answer at the moment, but you can Count on Me to find out and I will follow up and advise you".

Collectively, the Region 4 *Cuenta Conmigo* partners contributed to the overall program design to ensure HTC households would know how to fill out the short census questionnaire, understand that their privacy would be upheld by the law, and that they could count on local partners for trustworthy and timely information when they needed it. Among the primary

partners— Communities for a New Education Fund (CNC EF), Evangelista Community Relations (ECR), Faith in the Valley (FIV), Hmong Innovating Politics (HIP), and Jakara Movement— all have long-standing relationships consisting of authentic community engagement in Region 4 as well as the organizational and technical capacity to conduct outreach to HTC sub-groups.

While the focus of the intervention was in HTC census tracts that were identified through SwORD and PDI data and confirmed by on-the-ground canvassers, outreach activities extended throughout the ten counties of Region 4 using smart technology and strategic engagement.

The *Cuenta Conmigo* partnership expanded in February 2020 to include additional local organizations who were also trusted messengers, are centered in field programming, and were founded in authentic community engagement. These subcontracted partners included Radio Bilingue, Little Manila Rising, Delhi Parents Committee, the African American Chamber of Commerce, Associated Students Inc CSU Stanislaus, and Mary Magdalene Community Services.

Phase 1: July 2019 - December 2019 Early Outreach

The *Cuenta Conmigo* partnership began live-call outreach to residents in all ten Region 4 counties in July 2019. Door-to-door canvassing engaging families at their doors was launched in October 2019. The purpose of this early outreach was to initiate Census conversations to a) build a foundation of trust between partner organizations and with HTC residents, b) sort out missing or incorrect data, and c) test Census messages and initial willingness of HTC residents to participate so that later iterations of outreach could be fine-tuned. Early testing resulted in adjustment to scripts and printed collaterals as needed, and identifying the phone banking schedules that lead to the most contacts.

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

Many people wanting more information about the Census were young adults who were children during the last census. Some people were surprised to learn that each person in their household should be counted, and others were particularly motivated when they learned that the Census count affects publicly-funded programs ranging from public education, health programs such as Medicaid, food security programs such as SNAP, and natural disaster recovery services. In the Fall of 2019, a father in a delivery room with his wife stayed on the phone with a phone banker while she gave birth to their child so that the father could learn how his family and new baby could be counted in the Spring of 2020. Far fewer people than expected were fearful of sharing their information, and they responded favorably to reminders that the Census

Bureau is not permitted by law to share information with other government agencies, a landlord, or other entities that could result in a harmful outcome for the householder.

Phase 2: January 2020-March 2020 Adding Layers of Outreach

As 2020 began, *Cuenta Conmigo's* high-quality engagement with residents via phone and at their doors continued. Communications tools were created to complement the work of teams on the ground. Specially designed door hangers, pledge cards and flyers were left for those who were not home, including English/Spanish door hangers with CNC EF branding, California Census designed and branded English/Spanish door hangers, Jakara Movement designed materials in English/Punjabi, FIV used customized pocket sized English/Spanish Census 101 flyers and HIP designed materials in English/Hmong. ECR also designed postcards to be mailed to Mono County residents who primarily receive mail via PO Box and would miss the majority of U.S. Census Bureau mailed correspondence.

In March 2020 *Cuenta Conmigo* partnered with Governor Newsom and First Partner Jennifer Siebel Newsom to highlight the importance of the Census in California. *Cuenta Conmigo* partners also developed organization specific videos to share their respective efforts to “get out the count” to further legitimize their presence in the field.

In April 2020 multilingual videos in ASL, Punjabi, Spanish, Khmer, Tagalog, Vietnamese, Portuguese, and Hmong were released to provide basic information about the Census to families whose first language is not English. Teams of canvassers could share appropriate videos as they encountered people who spoke one of those languages to communicate essential Census information. Videos were helpful whenever canvassers encountered households who spoke languages other than what they spoke. CNC EF for instance, used these multilingual videos when they encountered Hmong speaking residents in Merced County. The videos also emphasized the connection between higher Census response rates and access to specific issues that families cared about such as quality healthcare, transportation, and housing.

In the Spring of 2020 *Cuenta Conmigo* partners collaborated to provide localized Census messages through a bilingual English and Spanish News & Review Census publication that could be distributed at the door and mailed directly to households in HTC census tracts through carefully selected delivery routes. A total of 310,409 copies of the 16 page bilingual (English/Spanish) printed News & Review Census publication was mailed directly to hard-to-count populations and/or inserted into 30 newspapers in Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, and Tuolumne Counties in carrier routes in zip codes with at least 70% HTC populations. Door-to-door canvassers also distributed 50,000 copies directly to HTC residents to compliment the distribution of door hangers that helped educate the general public about the importance of being counted in the 2020 Census. The News & Review Census publication was unique in featuring local trusted messengers with whom HTC residents could relate. The publication also included a call to participate in *Cuenta Conmigo's* text keyword pledge drive.

Cuenta Conmigo launched a pledge card drive at the end of March 2020 to invite people to make a commitment to complete the census. The pledge card included key dates, a text keyword to opt-in to for reminders, and the U.S. Census Bureau hotline phone numbers in English and Spanish. The pledge card was a magnet intended to allow people to put the information up in their house easily. Each text key word was also customized by each participating organization so that each could track their pledge program goals. Subcontractors such as Delhi Parents Committee, Little Manila Rising, and ASI California State University, Stanislaus were only just implementing their event specific outreach activities to include the pledge program when COVID-19 canceled these plans. In that first week, organizations made over 1,700 pledge attempts and secured 376 pledges that included text message opt-ins.

Phase 3: Mid-March 2020- August 10, 2020 Post-Pandemic Outreach

Due to COVID-19, outreach shifted to phone banking and social media activities, with door hanging drop-offs added later in the summer as safety precautions were determined. *Cuenta Conmigo* continued to monitor SwORD's Region 4 dashboard, analyzed their own PDI data, and were in constant contact with sideline Census community organizations and their RPM for updates from the State, although the real-time monitoring that on-the-ground canvassing teams provided was missing. As information changed about areas that were underperforming adjustments were made to the outreach audience through phone banking and communications teams, as well as to messaging to better reach the target audience.

Cuenta Conmigo partners also shifted more resources into their communications work. Census outreach was approached using digital graphics, through virtual discussions and programs, during television segments, with calls to action broadcast through the radio, by leaflet-dropping and flyering, and through relational organizing tools. The messaging was local, multigenerational, multicultural, and bilingual. As audiences engaged with the communications elements, and as the Census timeline advanced, messaging evolved from stages of information about the Census to providing instructions on how to fill it out, to then activating responses, and finally to conveying urgency and additional support. Additionally, CNC EF urged continued engagement on Census and additional civic participation opportunities.

Cuenta Conmigo partner CNC EF provided organizational assistance to other regional representatives as others began to shift their outreach efforts to phone banking as well.

Phase 4: August 11, 2020 - October 15, 2020 NRFU

The *Cuenta Conmigo* program outlined in its initial NRFU plan that it would use this time to follow up with unresponsive but eligible respondents via phone, conduct in-person and digital outreach; provide on-the-spot enumeration support; implement targeted communications plan to support NRFU efforts, including earned, paid and social media with an emphasis on ethnic audiences. While the NRFU timeline changed several times, these primary program design

elements remained in-tact, although with new challenges. However, on-the-spot enumeration support ultimately proved impossible.

The California Census Office determined that NRFU outreach should focus on Census completion by HTC residents in Merced, San Joaquin, and Stanislaus Counties. With guidance from the Region 4 Regional Project Manager, the *Cuenta Conmigo* partners determined that their NRFU priorities would include additional investment in phone banking, text banking, direct mail, and communications outreach activities. Initially, partners thought they could implement a QAC strategy based on asset mapping, but quickly determined that the threat of COVID-19 was too risky.

The *Cuenta Conmigo* partnership continued to monitor SwORD's Region 4 dashboard, analyze its own PDI data, and were in constant contact with sideline Census community organizations and its RPM for updates from the State. Primary partnering organizations divided outreach according to their abilities to ramp up outreach efforts most efficiently and quickly. ECR's phone teams called into all NRFU Census Tracts. FIV called into Lodi, Ripon, Escalon, Modesto, Turlock, Riverbank, Oakdale, and Waterford in San Joaquin and Stanislaus Counties. Jakara Movement sent out a mailer to Punjabi speaking residents and added field resources to staffing a Punjabi language phone hotline to answer questions and/or patch-through callers to U.S. Census Bureau enumerators. CNC EF led the communications effort that included mailing out a revised and updated News & Review Census publication to HTC census tracts in the NRFU Census tracts as well as in those counties that were not meeting 2010 Census enumeration benchmarks. FIV, ECR, JM, and CNC EF continued with text messaging and social media activities. CNC EF continued distributing door hangers and Census publications while maintaining social-distancing protocols. CNC EF also engaged HTC residents through OutreachCircle, a peer-to-peer organizing management platform, implemented through mobile phones to leverage individual networks with text message reminders to complete the census. The wording was tailored for targeted populations specific to regions and counties.

CNC EF partnered with local businesses that carry out a variety of services directly to those within underperforming HTC census tract areas to launch the *Tortillas Y Más* program. Local businesses such as taco trucks, restaurants, and local ethnic-food grocery stores incorporated stickers with Census messaging onto food delivery items, to-go packaging, and grocery bags, as well as displaying Census posters that provided U.S. Census Bureau hotline phone numbers. CNC EF also conducted robust *Tortillas Y Más* branded outreach through social media ads, live events, and other timely messages. They ultimately delivered 100 posters, 600 stickers, and 352 Census publications to local businesses to promote the last push to complete the Census.

6. List of Partner Contributions

African American Chamber of Commerce of San Joaquin Valley (AACC)

The AACC would have loved to work in closer collaboration with CNC EF, but geographic distance and the global pandemic limited contact primarily to remote training. Training included how to execute census education outreach in a HTC area. AACC's *Cuenta Conmigo* work built capacity and expanded their network within their community and with other organizations. The organization gained valuable experience and recognition, as well as allowed them the opportunity to offer employment and job skills to community members impacted by job losses after the lockdown.

The AACC exceeded their goal of reaching 10,000 people in HTC Stockton by 2,347 for a total of 12,347 contacts out of 49,366 attempts.

Canvassing did not begin until March 10th after unexpected delays in hiring outreach staff, and ended on March 12th due to COVID-19 restrictions. Planned events such as the yearly Women of Color and Juneteenth Festival where AACC had planned to booth were also cancelled. After additional training all canvassers switched to phone banking remotely from home through the end of May. AACC underestimated their costs for travel and recognized that they would have needed more money for canvassing if the pandemic had not forced them to revert to less costly phone banking.

Canvassing was an ideal approach for AACC in Stockton where working directly with the HTC community is its stock in trade. Canvassers were initially reluctant to switch to phone banking, but quickly adjusted. Events would have worked well in this close-knit community that engages often in church and community mixers where everyone knows each other well.

Issues that arose with phone banking were many disconnected numbers, high distrust of the government even to the point of opposition to the Census, and language barriers. Overlap of phone banking areas with different partner organizations resulted in complaints about too many calls for some people. AACC phone bankers adapted quickly to maintain callers' interest by keeping their message short but letting callers know that they were missing out on information as a way to elicit more questions and prolong calls. To assuage distrust, callers were referred to the [CaliforniaCensus.org](https://www.CaliforniaCensus.org) website to reassure them that the government would not use any information reported on the census against them. Language barriers were broached using translator applications to communicate as best as was possible.

Concern about fraud and scams were cited as possible reasons for trouble in reaching some people in the region. The *Cuenta Conmigo* logo and some of its branding and messaging was not inclusive enough for the African American communities; the AACC was encouraged to and did modify Census outreach materials by adding their logo and phrasing.

Communities for a New California Education Fund (CNC EF)

CNC EF formed the core of the *Cuenta Conmigo* partnership and leadership. CNC EF convened partner organizations, wrote contract proposals, identified potential outreach gaps, and provided resources to fill those gaps - whether via field, communications, or technical assistance. CNC EF has an extensive and scaleable civic engagement infrastructure and outreach apparatus through the use of their already developed outreach and education approaches, such as canvassing and phone banking, rooted in trusted relationships with neighbors, and paired with earned, social and paid media campaigns and other communications and digital organizing tools. This foundational knowledge was incorporated throughout the *Cuenta Conmigo* program.

CNC EF's Field Director **Samantha Valadez** and Deputy Field Director **Cassandra Gutierrez** provided training and ongoing support to all partners and subcontractors in the census outreach programs from the beginning of 2019 through the end of 2020. Trainings consisted from basics to advanced sessions where CNC EF trained partners and subcontractors on 1) hiring team members - what to look for in an ideal phone banker/canvasser; 2) setting a structure for their program- that included setting a calling/walk schedule; 3) how to set up a call center (hardwiring computers, testing internet connectivity, setting up each computer station so that calls would come in smoothly; 4) trained staff from each respective organization on how to use the mobile census PDI application on tablets to perform door-to-door canvassing and phone banking; 5) thoroughly went over phone banking/canvassing terminology so that each organization could submit daily reports accurately; 6) trained staff to independently use the PDI census admin platform to obtain reports necessary to conduct quality control over their team and submit reports on field work totals on nightly basis. In addition to training, CNC EF was available on a daily basis for any ongoing support that any primary partners and subcontractors needed. Support ranged from troubleshooting tech issues such as internet connectivity to phone system issues. CNC EF also provided ongoing support on how to manage their team that consisted of how to coach and manage team members to meet their daily contact goals.

CNC EF invited organizations with similar grassroots field organizing experience to bring their skills and experiences to the *Cuenta Conmigo* program. Together, they identified a plan based in years of collective experience. CNC EF determined that as an organization it could 1) conduct outreach and education among the hardest to count Region 4 community members to address fears and mistrust, increase understanding of the community health impacts of an accurate census count and mobilize census participation; 2) implement a communications plan that highlights the community health impacts of an accurate and inclusive census count and helps to mobilize census participation; and 3) strengthen coordination to maximize effectiveness, ensure data informed messaging and extend the reach of their education and communication efforts toward an accurate and inclusive census count in Region 4.

CNC EF began an early Census outreach effort in the summer of 2019 with teams of 10-20 phone bankers who called the entire Region 4 universe of HTC residents. In doing so, CNC EF

introduced themselves, the *Cuenta Conmigo* program, and was able to ask residents why they wanted or did not want to complete their Census questionnaires in 2020. The CNC EF team was pleasantly surprised to learn a strong majority of people they spoke to simply wanted more information about the Census. In many instances because residents who were contacted expressed they had been too young to complete the Census in 2010. Those who wanted to complete the Census felt that it was their civic duty or had previously completed theirs in 2010. CNC EF was able to share this knowledge across Region 4 and incorporate it into messages that followed.

CNC EF ramped up its outreach efforts into door-to-door canvassing in November 2019, knowing that HTC residents would benefit from 5-7 rounds of outreach and that if outreach efforts waited to begin in April 2020, a huge number of HTC residents would be missed. While CNC EF phoned into all counties in Region 4, its door-to-door canvassing focus was in Mariposa, Merced, Madera, San Joaquin, and Stanislaus Counties. In total, CNC EF teams directly engaged 170,406 HTC residents and spoke to 58,276.

Of those, CNC EF teams were able to knock on 46,099 doors and spoke with 21,333 people at their doors in HTC Census tracts. Out of their overall contacts, 92% or 53,708 said they were very likely to complete the census. Once the U.S. Census Bureau opened its enumeration hotline, CNC EF connected 2,760 HTC residents directly to enumerators for Census completion.

CNC EF teams made use of the multilingual videos they created in Merced County with Hmong- and Punjabi-speaking families. CNC EF teams also shared videos for partners in Region 4 to use to emphasize the importance of filling out the Census for the sake of quality healthcare, transportation, and housing. In April 2020, CNC EF was prepared to further increase its canvassing teams to distribute News & Review publications, a Census pledge drive, door hangers, and to canvass with multi-lingual informational Census videos. It was also prepared to canvass with data enabled tablets that would allow canvassers to offer additional help at the door that would lead to self-response Census completion.

When counties across Region 4 began experiencing an uptick in COVID-19 cases that quickly led to a lockdown, CNC EF determined that it could not place its staff and volunteers at risk of contagion. It quickly adapted by transitioning all teams to phone banking from their homes. CNC EF also increased its strategic communications programming under the guidance of its Communications Director, **Karina Martinez**. Localized personal stories were highlighted through social media, live social media events, partnerships with social media influencers, TV interviews with well known and well regarded TV personalities, a telethon partnership with Univision, radio ads, and news media engagement.

During NRFU, CNC EF continued canvassing neighborhoods throughout Merced, Stanislaus, and San Joaquin Counties with door hangers and Census materials. In total, teams distributed

11,997 door hangers and 21,985 Census publications: 5,200 door hangers and Census publications in Stanislaus County. In Merced County, 6,797 door hangers, 16,785 Census publications, and 50 lawn signs were distributed. In Stanislaus County, teams focused on outreach in NRFU census tracts in Ceres, Turlock, and Modesto. In Merced County they focused on outreach in Downtown Merced, South Merced, Planada, Le Grand, Atwater, Winton, Los Banos, Dos Palos, and Livingston.

CNC EF Outreach Totals

Total Attempts	Total Contacts Made	Strong Yes	Lean Yes	Undecided
211,7608	152,540	104,202	38,842	7,254

Delhi Parent Committee (DPC)

DPC applied to the Region 4 *Cuenta Conmigo* program for a Census grant through their fiscal sponsor California Rural Legal Assistance Foundation (CRLAF) in February 2020. Shortly after, on February 26, 2020 DPC met with *Cuenta Conmigo* Project Coordinators to discuss DPC’s Census Project Plan. As a part of the onboarding process, DPC attended the CNC EF Team’s *Cuenta Conmigo* Leadership Training at the Sacramento office on March 5th, and then on March 8th a group of DPC’s volunteers shadowed the Merced Canvassing Team for three hours.

The DPC Census Project’s work plan was to canvas door-to-door, host at least 17 house meetings, have at least three larger community meetings and attend several community meetings and school events such as school meetings, district board meetings, and fire department meetings. DPC was also going to visit all of the businesses in Delhi to reach their organization’s goal of collecting 2000 Census pledges. The launch date to start canvassing the HTC census tract areas in Merced County was supposed to be Saturday, March 14th, however; due to COVID-19 state recommendations, everything came to a pause. The Delhi Unified School District also announced the shutdown of all school activities and that made it difficult to continue their work because they could no longer collaborate with them to use the school’s facilities or resources.

DPC’s work plan then changed from canvassing door-to-door, hosting house meetings and attending the school and community meetings and pivoted to do phone banking, performing a series of calls, and using social media. This became a huge challenge for all the volunteers because most of them had never used a computer to log calls nor done any telemarketing work before. Also, the original plan was to walk the town only for four Saturdays, each four hours, and attend and host meetings, but because of the change and the struggles DPC endured, the organization shifted their schedule to work seven Saturdays and the last two full weeks of May in order to reach their goal.

Before the COVID-19 shutdown, DPC was proud to have hosted their first large community forum on February 27, 2020 in collaboration with Delhi Unified School District Superintendent, Mr. Adolfo Melara. The Merced Census Project Coordinator, Patricia Ramos Anderson (CENSUS/LA FED) also attended this forum announcing the beginning of the DPC Census Project, LCAP & Immigration issues.

DPC began phone banking on April 18th and worked every Saturday through May 30th. Schedules for the last two weeks of May, the 17th through the 31st, were every day all day, mornings and afternoons, including Saturdays. Every Saturday DPC worked for 4 hours in the mornings. During the last two weeks of work, volunteers worked in two hour shifts as they could - whether in the morning, mid-day, afternoon, or evening (10-12pm, 1-3pm, 3-5pm and 5-7pm times worked). DPC launched teams with a conference call meeting before and at the end of the workday. All the volunteers would share and discuss any issues or concerns and highlights or experiences they encountered for the day that could be addressed in real time to improve the next day's series of shifts.

DPC made a focused effort to reach out to its networks via social media and through relational organizing digitally. On the weekend of Mother's Day (May 10, 2020), 16 DPC volunteers uploaded their short home videos and awareness posts. Posts included everything from personal testimonies to homemade signs with their entreaties to their networks to participate in the Census. The ads, posts and videos were posted to personal social media, Instagram and Facebook accounts, and sent via texts to friends, family and the Delhi community. Posting or reposting of the videos, ads and announcements continued throughout the next week from May 10th through the 16th. The week concluded on Saturday, May 16th, 2020 with a Census Caravan Parade with balloons, census posters and signs made by volunteers who drove throughout the main streets of Delhi for an hour to advertise, share and remind the community of the importance of the Census. DPC felt that the culmination of the outreach effort was successful when a parent approached the DCP caravan group to ask where he could complete his census form.

The volunteers who shared their ads and posts on social media with families and neighbors were able to exceed DPC's pledge goal of 2,000. Unfortunately, a massive number of team calls did not record their efforts; however, those that were recorded totaled 3,518 contacts by phone and 500 texted pledges. Because of volunteer posts and ads shared on social media and the caravan parade. DPC is confident that more people were reached than were accounted for via their own records.

DPC noted a major highlight of the Census 2020 program was that as volunteers shared their struggles and successes, they overcame their fear of making phone calls. Despite language barriers (most volunteers spoke Spanish only) they became increasingly empowered by their ability to inform the community of the importance of completing the Census questionnaire. One example of a volunteer turning her struggle into success was at the end of the first meeting

on the first Saturday we worked, a volunteer asked, “what do I need to do to cancel or quit my contract?” She wanted to quit because it was too hard and stressful for her when all her calls were with English speakers. We asked her to hold on and not to quit, that it would get easier, but if she wanted to quit it was alright. She ended up finishing the project and sharing that it was a great experience for her and best of all she overcame her fear and contributed to the group’s goal. She felt even better when callers thanked her for doing this work of reminding the community of the importance of completing their Census report.

DPC teams incorporated posters, videos, and news ads made by them and their families in Spanish and reached out to the Spanish speaking community on social media and by sending text messages.

Teams adjusted to COVID-19 state requirements by staying and working from their own homes and minimizing person-to-person contact. Instead they communicated through conference calls, group texting, and sharing census posts and ads on social media.

The biggest challenges were: using new technology (for most of the volunteers it was the first time they used a tablet to record the information gathered); Internet access (most of the time the volunteers would lose the information due to no Internet access); language barrier (most of the calls were with English speakers while most of the volunteers spoke only Spanish); and rude calls and hang ups (when volunteers would finally reach someone on the line, they would either get hung up on or worse, they would get someone that was very rude).

The unique part of the DPC Census Program Team was that it was the first time the volunteers had worked with each other outside of DPC regular meetings. The volunteers became very close and worked together by respecting, supporting, and motivating each other every day. This gave them confidence as individuals and as a team to achieve any goal they set.

The DPC Census Project Team was able to collaborate with the Delhi Unified School District and hosted a large community meeting before the shutdown. However, a planned collaboration with the Delhi Fire Department for their breakfast event planned for April 4, 2020, wasn’t achieved due to the shutdown.

On Saturday, May 30th, 2020 volunteers reached their pledge goal of 2,000. At the end of the work day, the number of calls was announced and that they had finally reached their project goal. Every volunteer texted back proudly and excitedly congratulating each other for reaching the goal, pleased to have overcome every obstacle to reach the group’s goal.

After 10 years of DPC Group’s existence, the “Census 2020 Project” was its first funded project and it gave them the opportunity to work together as a team. As a coordinator, **Socorro Cazares** shared that it was an amazing experience to have been a part of this project. The participation in this project improved the DPC Parent’s leadership and communication skills, and its relationships with the community and the Delhi Unified School District. It will further

empower parents to advocate for their children’s education and will continue to help parents strive to engage in future DPC group projects in the community.

Evangelista Community Relations (ECR)

The organization is based in Auburn, 33 miles northeast of Sacramento in Placer County, serving diverse rural foothill communities to encourage civic participation through voter outreach, political campaigning, and focusing on social issues of concern to those communities. ECR’s location at the foot of the Sierra mountains places it at an advantage to do outreach in the northernmost counties of Region 4.

Canvassing

Evangelista Community Relations was the first organization in the state to begin door-to-door canvassing for Census education in October of 2019. The pre-census education continued in the Foothill counties in HTC census tracts until the beginning of the Self-Response period. Due to the COVID-19 pandemic they ended their door-to-door canvassing and transitioned into phone banking on April 1st after a two-week break.

ECR’s pre-census education was a key factor in the success of some of the Region 4 foothill counties that reached their 2010 Self-Response goals like in **Amador, Alpine, Calaveras, and Tuolumne** county.

Evangelista Community Relations	DOORS	Contacts
CANVASS TOTAL	17,039	4,553

Early on during the door-to-door canvassing ECR canvassers asked people if they would complete the Census when it began and asked what motivated or concerned them. Canvassers also provided a flyer with dates and information about the 2020 census. They left behind a flyer for every door we attempted that included important information and dates. This helped families prepare for the Census and made them aware that it was around the corner.

Phone Banking

When the COVID-19 pandemic began ECR needed to keep community members and employees safe. The team took two weeks to transition their entire program to phone banking. The phone bank self-response program began on April 1st and worked in a similar way that their door-to-door canvassing did. The big difference was that they provided a patch-through option to the U.S. Census Bureau enumerators who could ensure Census questionnaire completion. Information on the 2020 Census was provided after their survey.

ECR’s program was unique in that they had a small team that was dedicated to phone banking since October 2019 while the majority of the team focused on door-to-door canvassing. It meant that later, when COVID-19 interrupted their canvassing program, the small phone team’s familiarity with phone banking allowed for a smooth transition for the rest of the team and minimized delays. ECR utilized a predictive dialer to help dial calls at a faster rate than normal dialing and made multiple passes to call numbers where HTC residents had not responded. These techniques helped ECR reach more families.

Evangelista Community Relations	CALLS	Contacts
PHONE TOTAL	179,325	17,267
Contact %	ID %	10%

Patch Through

Once the U.S. Census Bureau’s enumeration hotline was active, phone banking teams always offered families the opportunity to complete the 2020 Census via phone. Families that were interested were patched through to the Federal Census hotline. In total we patched through **650 families** during the self-response period in Region 4.

Language

All of the flyers and door hangers left behind or provided to a family were in English and Spanish. ECR’s staff included fluent Spanish speakers who could provide language assistance when needed during canvassing operations. Spanish was the second most common language other than English in the Sierra Foothills.

COVID-19

When the pandemic began in mid-March ECR was in the middle of transitioning from canvassing in Calaveras County to Tuolumne County. The team shutdown canvassing efforts and gave their staff two weeks off to help them adjust at home with their families during the pandemic. ECR used this time off to transition their strategy to a full phone banking program. On April 1st they welcomed their staff back. Half of the staff chose to call from home due to COVID-19 concerns. Younger staff who did not have a proper work office or work environment at home opted to phone bank from ECR’s Auburn office. ECR implemented safety measures, dividing their office, acquired PPE and an air purifier, and enforced strict sanitation practices before and after work to ensure that staff stayed safe while in the office. ECR did not have any COVID-19 infections throughout this work.

Challenges

Some of the challenges ECR team members encountered were related to the terrain, weather, and unknown HTC areas. ECR immediately understood that weather would be a big factor in these high elevation areas. Mono and Alpine county were specifically a concern since they’re

known for their long snow seasons. The ECR team took on the challenge and began outreach weeks before the snow season began to make sure that families were able to benefit from early Census education. Teams split time in these counties and allotted two weeks in April 2020 to return so that families would receive a second reminder when snow elevations permitted.

The terrain of the counties also created challenges. At first, ECR did not realize how remote some Census tracts were, and some canvassers drove two hours to and from work. Not only that, but houses were gated or had long driveways. This lowered the contact rate, since canvassers had to spend so much time walking and driving between people's homes. ECR sought to alleviate this issue by carpooling and hiring local outreach crews who lived within 10-15 minutes from HTC areas.

Local outreach crews offered familiarity with the area and also helped solve their third challenge, which was encountering hidden pockets of previously unknown HTC areas. Recently developed homes were often missing from maps or the CA HTC Census map. There were also pockets of recent arrivals of immigrant households that were not targeted in ECR's initial priority areas. Local canvassers helped identify these gaps and redirect planning to allow much-needed canvassing to these areas. This helped make ECR's canvassing more effective in Amador and Calaveras county in particular. Phone banking helped ECR address some of these challenges as well. For instance, teams were able to call and reach HTC residents who lived in homes that were gated.

Collaborations

As a member of the *Cuenta Conmigo* Region 4 coalition, ECR participated in all weekly and monthly meetings with CNC EF and the other organizations working in Region 4. In these calls ECR shared challenges and outreach strategies. These meetings were crucial to their success since teams sometimes felt isolated in their work in the Sierra Foothills. These meetings helped ensure that the team solved some of their challenges and helped them through difficult times. ECR also collaborated with the Mono County Complete Count Committee and the Calaveras County staff working on Census outreach to notify local residents about their outreach efforts. This helped canvass teams feel more welcome when conducting Census outreach since families were less on guard when we approached their door.

Insights

ECR believes that the high number of responses that were not by Internet were because of the broadband problems in the Sierra Foothills. ECR was constantly without Wi-Fi and believes that a larger number of households than normal were also without Internet access. The robust phone bank efforts also helped families complete the Census over the phones. ECR provided the Census hotline number during all calls. Lastly, **Tomas Evangelista** shared his belief that

there were families that didn't trust completing the Census online and that is why they preferred completing it with someone over the phone, by mail, or in person with a Census enumerator.

NRFU Period

ECR participated in outreach efforts during the Non-Response Follow Up period. The organization worked closely with the *Cuenta Conmigo* Region 4 coalition and provided outreach in **San Joaquin, Stanislaus, and Merced County**. They provided outreach in the form of phone banking to the HTC Census tracts and also the City of Stockton which received isolated multiple pass-throughs. The results of ECR's phone bank helped patch through an additional 187 families. They also were able to reach 530 Spanish-language families that received Census reminders and information on how to complete the Census online or over the phone.

Evangelista Community Relations	CALLS	Contacts
NRFU TOTAL	96,432	5,505

In addition to the phone bank, ECR also provided text reminders to households in Mono County. In total they texted reminders to 2,000 cell phone numbers in the Mono county region providing Census information and answering questions regarding completion.

Faith in the Valley (FIV)

As a faith-based organization, FIV phone bankers and canvassers were trusted messengers, hired from local congregations, rooted in the FIV communities. During the self-response period, through canvassing and phone banking, Faith in the Valley (FIV) held 24,494 live conversations (88,262 attempts) with community members in HTC census tracts. This included 12,962 conversations through in-person canvassing (before the COVID-19 shelter in place order) and 11,532 conversations (62,927 attempts) through Callevo.

Details by Stanislaus, San Joaquin and Merced Counties are found in the table below. FIV's Non-Response Follow Up (NRFU) contact information is also included in the table. Additionally, FIV held and partnered around several census education events and other outreach, including:

- A Census Caravan event in Merced, in which organizers selected a route through HTC areas and promoted the census while driving. Along with census partners CNC EF, Education and Leadership Foundation, and UC Merced, they distributed swag, held posters, took photos, and used a megaphone for announcements. Additionally, a presentation at the Merced Islamic Center shared information on the census and its importance, and multiple events (e.g., Hmong New Year, outreach at UC Merced, API month celebration, see table below), reached over 500 people.

- A Census online education event with the League of Women Voters of San Joaquin County, along with the Census Count Committee Chair, FIV, and El Concilio. Additionally, In San Joaquin county, FIV was a part of a series of events (e.g., peace walk, tabling, clergy training) that reached approximately 1165 people (see table).
- Facebook live event with CNC EF.
- A presentation to the Diocese of Stockton to train them on the Census and its importance, provide educational materials, and answer questions. The Bishop and the Parish Council (who run the Diocese) attended. Following the training, the Bishop sent census information to every congregation within the Diocese, encouraging outreach. Many congregations did some outreach, including announcements or bulletin inserts before the COVID shutdown, and some did virtual outreach through Facebook.
- A presentation to Representative Josh Harder’s Multicultural Committee in Modesto for Stanislaus County on the census and its importance; distributed pledge-to-be-counted cards.
- In late 2019, a small volunteer canvass led by volunteer leaders in Stanislaus County, together with one-to-one conversations to inform future census outreach, collectively reached 1,000 community members.

	Canvassing	CallEvo	Events	Other
San Joaquin County	Attempted: 5294 Contacts: 1883		-Total reached approximately: 1,165 people -Census Online Education Event with League of Women Voters and other partners -clergy trainings (3) -Peace walk tabling -Balloons over Bullets event -Black Family Day tabling -MLK day tabling -Visionaries pursuing excellence	
Stanislaus County	Attempted: 14,935 Contacts: 8759		-Total reached approximately 300 -Presentation to Clergy Group (in person)	total: 1000

		-Presentation to Congressman Josh Harder Multicultural Committee (in person)	volunteer led canvass and 1-1 conversations
Merced County	Attempted: 5646 Contacts: 2320	Total reached approximately: 500 -Census Caravan -Presentation to Merced Islamic Center -Outreach UC Merced - booth -Hmong New Year booth -Lao Family outreach -Hmong HLUB center	
Across all 3 counties	Attempted: 62,927 Contacts: 11,532	-Facebook live with CNC EF -Diocese presentation(San Joaquin & Stanislaus)	

TOTAL Self Response
Attempted: 88,363
Contacts: 24,494
Goal: 24,292

NRFU
Attempted: 26,126
Contacts: 8,393

The canvassing outreach was a catalyst for census engagement. At one door, a resident with prior canvassing experience was excited to see canvassers and offered snacks and drinks, then decided to volunteer her time by canvassing houses on her block. Her canvassing was more fun and engaging and less transactional, making for longer conversations with her neighbors based on relationships. The canvassing outreach was also featured in a Modesto Bee story, and Modesto area community groups spread the word about the importance of the 2020 census.

Residents responded positively to the outreach that FIV implemented. In one case, a resident that was contacted through phone banking expressed that the Central Valley needed more support and awareness about the census. She was so enthusiastic by the end of the call that she requested websites and other resources to share through social media, and later picked up printed materials to hand out in her neighborhoods.

FIV was cognizant of the diverse languages that HTC residents use in Region 4 and made sure to incorporate outreach in Spanish, Hmong, Portuguese and Punjabi by hiring bilingual/multilingual speakers for canvassing and phone banking efforts. Outreach in multiple

languages helped team members to connect with people and to have more engaging and nuanced conversations. Bilingual speakers were paired up in a buddy system in order to strengthen their success. Teams in all 3 counties where FIV was active intentionally hired multilingual staff. Stanislaus and San Joaquin Counties required the most new multilingual staffing hires since Merced already had many bilingual staff. Multilingual flyers were also created, primarily in Spanish.

FIV transitioned from in-person canvassing to phone banking COVID-19; all in-person activities ceased while some virtual events proceeded.

Scheduling conflicts and transportation issues affecting the canvassing program (more than half of the canvassers did not have cars) pre-COVID-19. To address these challenges, FIV set up a buddy system. They adjusted schedules so that the same two people would work the same days and hours and could share transportation. Each person would connect about scheduling weekly and would update as needed.

Another challenge was that some people closed their doors to the canvassers. To address this, FIV adjusted their script. Instead of leading with an introduction first, canvassers would ask, “Do you have a few minutes to talk about the Census?” They experienced an increase in successfully completed conversations at the doors.

A key element of FIV’s social media strategy was to feature local clergy who could speak to the importance of the Census. Father Misael Avila with St. Frances of Rome Catholic parish in Riverbank, CA, who posted, “I want to be represented and I want more money to support my community.” FIV also partnered with the Imam at the Islamic Center of Modesto to produce a video, which is featured on the *Cuenta Conmigo* website.

FIV partnered with the Diocese of Stockton in an effort to reach parishes in HTC communities across Region 4. Congressman Josh Harder’s multicultural committee used the organization’s videos and materials, following the presentation that they made. FIV’s core partners were Communities for a New California Education Fund, Jakara Movement, Hmong Innovating Politics and Evangelista Community Relations. Together, they partnered around a few key events including a CNC EF-Facebook live event and the Census Caravan in Merced.

Hmong Innovating Politics (HIP)

HIP is a grassroots organization with extensive experience in implementing successful field programs to increase civic engagement in Hmong and disenfranchised communities. They rely on a sophisticated structure for organizing their phone banking and door-to-door canvassing programs in order to reach large numbers of people during election campaigns among other mission goals. HIP had a long-standing relationship with CNC EF doing civic engagement and organizing work in Fresno applying similar techniques to those they used for Census outreach. HIP staff were tasked with ensuring that the Asian American and Pacific Islander organizations

and their communities were counted in Sacramento and Fresno Counties for Regions 1 and 6, and it was a natural step to join the *Cuenta Conmigo* partnership to do the same in Region 4.

The first planning, or pre-census, step was to assess the demographics of their communities of interest, which included very large communities of Southeast Asians between San Joaquin and Merced— especially Cambodian and Hmong Americans— based on 2010 census data and the most recent American Community Survey to see how the demographics may have changed since the previous census. HIP hired two key staff to take responsibility for the day-to-day execution of the project: a communications director was hired 11 months in advance and a census coordinator only joined in January 2019. Ideally, these hires should have been made a year in advance, but there were internal delays. Fortunately, the coordinator was hired from a U.S. Census department and already knew how to run an effective ground campaign program and was connected to the various statewide and national networks and was able to quickly plan the execution of the ground work. The shortened time for planning could have been problematic for a less experienced coordinator.

Pre-census work such as collecting community phone numbers, identifying specific census tracts and missing or new households are crucial before outreach can begin. HIP recommends creating a database that facilitates this work and helps the outreach field work begin earlier.

Partnerships were established with CBOs who were subcontracted to ensure thorough outreach coverage of Asian American communities and had pre-existing relationships with schools or particular communities.

Scripts were translated, but otherwise only minimally modified to personalize the introductions for the local area. HIP translates for understanding rather than translating literally as certified translators tend to do. Translating literally can result in messaging that is harder to be understood or that may no longer make sense given the intent of the message, whereas translating for understanding leads to greater variability in the message. Translations were tested across the country to align the language so that families moving out of California would receive consistent messaging from out-of-state organizations.

An additional element of HIP's early planning was to secure funding beyond state census funding, which has restrictions on how it can be used and would be used exclusively for their ground program including phone banking, canvassing and small events. HIP chose to offset the uncertainty about what materials would be created by the state-level communications contractor, Mercury, by targeting foundation funding with fewer restrictions to develop its own communications materials. For example, HIP contracted local artists to create videos of their own rather than waiting through the delays as Mercury increased its capacity.

HIP started message testing in July 2019 by deployed teams of 20 or more across their Sacramento and Fresno offices to remotely call into Region 4. They implemented a structured plan with a set schedule based on prior experience to reach people at home at optimal times.

Their staff, or outreach specialists, followed a script developed to maximize the length of time people will stay on the line and talking to ensure they are getting information about the Census. Phone bankers received training on delivering talking points and how to engage respondents in conversation. This early phone banking served to pilot test what respondents understood about the census, what concerns or misunderstandings might hinder people from filling out their census forms and what messaging resonates best for Asian Americans and particularly Southeast Asians.

In particular, HIP wanted to ascertain whether the President of the United States' plan to include a question about immigration status was causing fear among HTC communities that might inhibit census response rates, but found that was not the case. Instead, they received positive feedback from people who were interested in participating in the census, although they lacked information about what that entailed. Younger respondents who would be filling out the census as adults in their own households for the first time were likewise interested.

HIP hired outreach specialists who were the front line canvassers and phone bank managers for the early campaign six months prior to starting the ground program. They were responsible for identifying specific census tracts for door-to-door canvassing and for filling universes of high API and HTC communities for phone banking. Tracts with the highest numbers of these communities were covered first, followed by all census tracts with large numbers of API populations, then communities were revisited until the Census dropped. The early campaign focused on continuing to educate HTC Asian American populations about the census before the self-response period began, remind them of the dates when they could start filling out the census, and where they could get help and resources to fill out the census.

Videos, hotlines and websites were ready to access once the census forms were mailed and the self-response period began. HIP reported great success with social media, including both in-language and English language media interviews and conversations with groups of community members on social media to plug into their extensive networks. Topics tended to revolve around community needs rather than concepts about the census that some community members might find abstract or hard to understand in-language. HIP turned to social influencers who could relate to Hmong audiences by asking local artists to write and sing census songs only later in the outreach program. A celebrity well known to young Hmong people was especially successful in connecting with this community.

Teams of 10 to 20 were formed from a total of about 35 staff who know the neighborhoods that would be "walked" and spoke the language(s) of householders to be able to connect during face-to-face interactions with people who "look like them" in the hope of establishing or continuing substantive communications about the census. Staff spent a week training on the goals of the program, how to use the tablets or phone banking technology, learning the scripts and talking points about Census 2020, techniques for engaging householders, and identifying and confirming which tracts to walk. SWORD data were useful as a starting point in identifying

areas to be canvassed in combination with PDI data, with local staff key in confirming the demographics of areas.

While phone banking is an essential part of outreach, face-to-face conversations that happen during door-to-door canvassing are more personal, a more effective way to deliver information and answer questions. Additionally, phone numbers for many households are not available, meaning that the door-to-door approach ensures greater coverage of households in a census tract. HIP is typically able to reach nearly every targeted household and hold in-language conversations with them during canvassing programs. For its census work, HIP started door-to-door canvassing in February, later than they felt they should have, only a few weeks before the state went into lockdown. Even aside from the pandemic, HIP recommends ideally starting the pre-census work eight or nine months before the end of the self-response period, especially since they have other concurrent programming.

Each team of canvassers travelled with 12-15 tablets that they could use to help householders fill out their census on the spot; HIPs 40 tablets were not enough. Additionally, after a short break for staff to rest, it had been planned for community members to be able to get help at the HIP offices and at QACs, but the lockdown prevented that.

Census outreach staff spent the first week of the lockdown regrouping, planning how to pivot its outreach plan and identify the biggest challenges while dealing with fear about safety. HIP decided to scrap its canvassing activities and transition from working in their Sacramento and Fresno offices to relying solely on virtual phone banking and social media efforts. Outreach specialists had to step out of the program when their home Internet connection was too weak to run their phone banking program remotely, because they lacked a quiet place to work or because they were unable to pick up materials they needed to work remotely.

The latest phone banking system uses a much more efficient computer-based click-dial phone program that automatically dials telephone numbers instead of staff physically dialing each number. The biggest post-pandemic challenge was the click-dial program, whose functionality slowed down unless a certain number of staff were logged on at the same time. This was not a problem when staff were working together on-site, but providing oversight to staff working remotely under stressful conditions was difficult and affected the functionality of the entire team. It took a week to figure out the number of remote staff needed to keep up the speed of the program, even to the extent of maintaining optimal functionality by coordinating staff breaks and shifts to start at the exact same time. HIP's outreach specialists love canvassing where they are outdoors and interacting with people, but a month and a half of phone banking was not fun and required close monitoring to ensure that no one was lagging. Additionally, there were occasional technical glitches to resolve that also slowed phone banking.

Two subcontracted organizations, Little Manila Rising and the Asian Pacific Self-Development and Residential Association (APSARA), did not have the infrastructure to quickly pivot to phone banking. They had been brought into the project to improve HIP's reach into API communities

while helping them build capacity for outreach work. But HIP acknowledges being distracted during the early weeks of the lockdown and communication with them was not what it should have been. However, CNC EF stepped in to support the development of both these and other organizations in the *Cuenta Conmigo* partnership during the transition to phone banking.

Jakara Movement (JM)

Jakara Movement focused on outreach to Punjabi communities and high schools, colleges and universities in Madera, Merced, San Joaquin and Stanislaus Counties. Jakara Movement relied on earned and paid communications, social media, multilingual census videos, door hangers, pledge cards, partnerships with ethnic media outlets, partnerships with local influencers and trusted messengers to reach HTC populations.

It was important to the organization to address the community where it was most active. In their assessment, they knew that the community gets their daily information from radio stations. Jakara Movement's most powerful outreach occurred in partnership with Punjabi Radio USA who aired census updates, PSAs, the organization's Punjabi language hotline phone number and songs created by Jakara Movement about the Census. They reached a wide Punjabi-speaking audience and even fielded calls from residents who asked questions on-air. Punjabi Radio USA allowed staff to leave a follow-up phone number so that residents could continue to benefit from their assistance. Jakara Movement took advantage of resources and networks that already existed and that would not cost the community extra time, money, or cause personal strain.

During the self-response period, Jakara Movement implemented a thorough canvassing outreach strategy, resulting in 36,688 contact attempts and 16,786 contacts made. Aside from canvassing, events were an essential component for outreach, particularly at Nagar Kirtan festivals held where the Sikh community gathers in large numbers. Jakara Movement also incorporated Census outreach at conferences that were held for students by the organization's high school and college chapters.

Additionally, Jakara Movement maintained a consistent strategy for their social media posts relating to the Census - from graphics to the inclusion of local faces of the community in illustrating the community's connection to the Census. They were particularly adept at outreach via social media outlets such as Facebook, What's App (very popular in the Sikh community) and Instagram. Several Punjabi language videos using catchy census lyrics proved very popular.

A major challenge throughout the Census program were language inequities. Most inquiries throughout the Census program were regarding a fear of completing the form incorrectly. Since the Census form itself was not available in Punjabi, Jakara Movement immediately incorporated outreach in Punjabi. The organization translated all documents pertaining to canvassing, phone-banking, resources, FAQ, and more -- including all materials disseminated by the State, since none were available in culturally competent Punjabi in the Gurmukhi script. This investment in Punjabi-language materials proved important because most inquiries received

throughout the Census program revolved around fears of completing the Census questionnaire incorrectly. Jakara Movement was able to assuage fears with their organization's translated supplemental information and also by directly translating the questions. Flyers distributed during canvassing were also made in Punjabi, Spanish, and English in order to accommodate the language needs of diverse residents in the same communities. Canvassers and phone-bankers were also competent in a variety of languages not being limited to just English; Jakara Movement hired both Punjabi and Spanish speaking canvassers.

When COVID-19 threatened the safety of San Joaquin residents, Jakara Movement halted Census canvassing and had to get creative in its outreach. The organization adjusted for COVID-19 by increasing the amount of Live on-air radio segments they conducted in order to continue answering questions and guiding residents in completing the form. Jakara Movement created the only Punjabi hotline in the nation to provide information and assistance completing the census across the country. While important before COVID-19, the hotline became a major center for providing up-to-date Census information, and mailers advertising the hotline information were widely distributed within census tracts with large concentrations of Sikhs. A special NRFU mailer was also sent out to provide a final effort to provide timely Census information to anyone who had not yet completed their questionnaires. The thousands of calls that flooded the hotline were entirely fielded by Jakara Movement staff.

After the COVID-19 lockdown, Jakara Movement also dedicated greater resources to outreach on social media; they conducted numerous Facebook and Instagram Live shows and #CensusChallenges to inspire a younger audience to join the Census efforts. The organization noted that the transition away from door-to-door canvassing created opportunities to leverage the extremely close-knit relationships within this community— many of California's Sikhs emigrated from the same handful of villages in India and carried familial and community ties to their new homes in the Central Valley.

Little Manila Rising (LMR)

The organization planned on canvassing and in-person event outreach in HTC Census tracts in South Stockton; however, outreach shifted to virtual phone banking and a social media pledge drive due to COVID-19. For 24 days between April and June 2020 a team of six young English-, Spanish-, and Tagalog-speaking phone bankers working remotely from home called into Stockton. **The team made a total of 13,883 attempts and surpassed their goal of 2,040 contacts by making 3,108 contacts.**

Phone bankers provided households with the U.S. Census Bureau's website link (my2020census.gov) and enumeration hotline phone numbers. Teams also provided this information to complete the Census via text and email communications. Phone bankers shared a total of 101 links, an average of four links per phone banking day. Phone bankers also provided links to Census fact sheets and other resources. The LMR team engaged in a text keyword pledge drive, #StocktonCounts, making 6,316 attempts and collecting 207 pledges to

complete the census through informal and formal networks at virtual workshops, directly texting community members, and social media outreach.

Additionally, phone bankers frequently adapted script introductions to better engage contacts. For example, people were more likely to speak with phone bankers who introduced themselves then said, “We are a community organization assisting the community with the Census, do you need any assistance or have questions regarding the Census?” This approach allowed for more genuine conversations and a smoother transition when the householder had already completed the Census, and appeared to be appreciated by community members.

Team feedback gathered at the end of the phone banking program highlighted that they “...loved to be able to educate people about the census and get them to understand why it was so important.” For example, a Spanish-speaking individual who was unaware of the Census expressed their gratitude at receiving helpful information and resources and of knowing that youth were civically engaged. Another resident who was initially strongly opposed to completing the census changed their mind on hearing how not being counted would make them invisible for the next ten years. Although COVID-19 created a shift in its outreach approach, LMR met its goal of helping its communities understand the importance of Census completion.

Mary Magdalene Community Services (MMCS)

MMCS planned to implement concurrent phone banking and canvassing programs in Tracy, Manteca, and the City of Stockton. They launched their field program on March 10, 2020 with one team of six canvassers and another team of six phone bankers. Despite the fact that the phone banking/canvassing field program they carried out for census outreach was their first time engaging in such field activities, they ended their work with great success, contacting a total of 14,855 residents in the combined areas of Stockton, Tracy, and Manteca.

In March 2020 it became clear that as a consequence of COVID 19 the Census Outreach project was going to have to stop door-to-door canvassing and pivot to other creative ways of meeting their outreach goals. We decided to combine the canvassing and phone banking goals into one cumulative goal for a phone banking program. To get closer to that goal we combined the outreach canvassing staff with the phone banking staff, with everyone phone banking either from home or on-site.

There were however some activities planned for February and early March that we were still able to accomplish.

Outreach Events

1. Black History Month Event at Behavioral Health Services (BHS): February 28, 2020. MMCS hosted a luncheon for clients and staff in partnership with the Black History month committee at Behavioral Health. The keynote speaker was Tony Verbe, Director of BHS. The day included

music, spoken word, singing, a fashion show, and soul food topped off the event. Event pictures were carefully selected so as not to violate HIPAA laws and so do not show any clients with mental health issues. Census 2020 fliers were provided to over 100 participants in the room and all were encouraged and reminded to complete their Census registration forms.

2. The 3rd Annual Sexual Human Trafficking Youth Summit: Civic Auditorium on March 6, 2020. Stockton Unified School District along with the City of Stockton and Assemblywoman Susan Eggman's Office hosted this important event in collaboration with MMCS. High School students from Franklin High School, Edison High School, Weber Institute, and Chavez High School were bused to the Summit. MMCS staff discussed Census 2020 and encouraged students, teachers and the staff of community based organizations to register for the Census. They were asked to text mmcs2020 to register their pledge. There were over 250 present at the event.

3. On behalf of *Cuenta Conmigo*, MMCS agreed to accept a \$25,000 grant from the California Endowment to print flyers for census outreach throughout the central valley region for such things as the "*Tortillas y Mas*" (Tortillas and More) program where owners of local grocery stores were asked to sponsor census outreach education efforts and promote the importance of completing the Census.

7. Accessible and In-language Contributions

The State's LACAP identified the top non-English languages spoken in Region 4 as Spanish, Punjabi, Tagalog, Mon-Khmer (Cambodian), Portuguese, Hmong, Vietnamese, Assyrian, and Neo-Aramaic. Of the required languages outlined by LACAP, Portuguese, Hmong, Assyrian, and Neo-Aramaic did not receive translation services via the California Complete County Census Office. *Cuenta Conmigo* prioritized hiring outreach staff fluent in several languages, including in the languages without broader state coverage. *Cuenta Conmigo* partner organizations included teams experienced in conducting outreach in Spanish, Hmong, Punjabi and Portuguese. Canvassing, phone banking and peer-to-peer texting was conducted extensively in Spanish, Punjabi, Hmong as well as some additional languages. They shared their pooled language expertise for phone banking and door-to-door outreach. Outreach staff were also available to help create and edit multilingual materials.

Multilingual videos in ASL, Punjabi, Spanish, Khmer, Tagalog, Vietnamese, Portuguese, and Hmong were created to provide basic information about the Census to families whose first language is not English.

The News & Review publications in English and Spanish carried LGBTQ and Veteran oriented stories, as did Facebook Live in coordination with the publication.

8. Stories of the Work in Action

Caravan Story

After COVID-19, CNC EF along with other Census partners including UC Merced and the Education, Faith in the Valley, and Leadership Foundation searched for ways to bring the Census directly to people in their homes without putting people at risk of infection. Caravans in HTC census tracts proved to be one successful way to do that. In May and July 2020, CNC EF organized outreach caravans of 12 cars each touring through South Merced, Planada, and Le Gran. The caravans created a positive and fun atmosphere during a time that was otherwise fraught with anxiety.

Cars were decorated with Census information while quarantine-pod passengers held posters and made announcements about important completion information via megaphones. Caravans



stopped at planned intervals to distribute information to peoples' homes. Teams wore masks and adhered to social distancing rules while they distributed Census swag and materials for children such as pens and coloring books.

A highlight shared by CNC EF Lead Organizer Mayte Aguilar was a little boy who approached her to ask what the Census kits were for. When she explained that she was there to remind people that everyone counts in the Census including children and babies, he said he hadn't realized that and that he was sure his mommy didn't know either. He was recruited to help pass along the information. What began as an innocent question from a young boy became a beautiful moment of empowerment. This boy took part in changing the future for his family and neighborhood and confirmed that when people are exposed to the Census early in life - it really makes an impact!

Radio Segment Story

A highlight for Jakara Movement was the sheer support and pride felt from the community. It was a moment in which an often overlooked community felt visible in being counted. Many residents in the Sikh community are familiar with the importance of the Census, but the one-on-one engagement resolved myths and created a boost of confidence for the community by eliminating fear associated with governmental agencies.

Another highlight was semi-regular radio segments in which Jakara Movement was able to dispel myths and questions while on air. Residents also called in to share that they had already

completed the Census. A common theme heard was, “I filled it out for my family - it was very simple and didn’t take me any time at all, really. I encourage my fellow community members to do the same.” Residents motivated each other to complete the Census on air and made it easier for Jakara Movement to convey the importance of the Census.

Cambodian American Outreach Story

When HIP partnered with APSARA, it did so with the intention of reaching out to a large but relatively quiet community of Cambodian Americans in the City of Stockton. APSARA is housed within a HUD apartment complex and runs the HUD program. The apartment complex has approximately 400-500 apartment units that house low income Cambodian American families - many of whom are refugees.

The goal to engage Cambodian American families within the complex and also outside of the City of Stockton was successful with the help of APSARA’s in-language experts and culturally relevant insights. What proved to be transformative was the mix of multi-generational volunteers who joined the project who had been in the United States for varying lengths of time. Sothea was an elder in the complex who had come to the United States as a refugee around 10 years ago. He spoke both English and Khmer and served as a mentor to many of the residents and also passed on a lot of his knowledge and insights to those who joined the outreach team. The project fostered in-depth conversations about what it meant to be counted, beyond a literal enumeration. It caused reflection about what it is like to live as a refugee and what it felt like to belong in a community that considers you one of its own through the enumeration process. The Cambodian American community tends to be isolated in the complex so it was an opportunity to be active outside of the complex as well. It was the beginning of a more empowered and connected civic engagement experience.



Asian Pacific Self Development and Residential Association

Mother’s Day Story

The Delhi Parents Committee organized a massive virtual upload on social media of Census short home videos and awareness posts created by 16 volunteers occurred on the weekend of Mother’s Day, May 10th, 2020. The media varied from family home videos to posters and ads announcing and reminding the community of the importance of filling out the Census 2020 report. The ads, posts and videos were posted to personal social media, Instagram and Facebook accounts, and sent via texts California Census 2020 Region 4 *Cuenta Conmigo* Final Report



to friends, family and the Delhi community. Posting or reposting of the videos, ads and announcements continued throughout the next week from May 10th through the 16th. The week concluded on Saturday, May 16th, 2020 with a Census Caravan Parade with balloons, census posters and signs made by volunteers who drove throughout the main streets of Delhi for an hour to advertise, share and remind the community of the importance of the Census.

At the end of the caravan drive, a parent approached the DCP group to ask where he could complete his census form. This series of activities were a major accomplishment because for many, the process of posting personal stories on social media was already a new and empowering experience. To see their work have a direct impact on the people around them further heightened their sense of inspiration.



Tortillas y Más Story

The California Census Office and CNC EF launched “Tortillas y Más,” a campaign

focused on reaching Latinos in the spaces they most frequent and through the products that are most essential to their households. The name of the campaign references the popular food item that is a staple component of Latino cuisine, and more. The strategy behind the campaign was

to deliver key Census information through food or essential products and their product packaging, such as tortilla bundles or cereal boxes. CNC EF staff delivered stickers, census publications, and posters door to door to businesses that agreed to promote census outreach.

“Tortillas y Mas” relied upon partnership development with local businesses such as *tienditas*, restaurants, meat markets, bakeries, etc. with high levels of Latino consumers. These local businesses provided generous support, even while facing COVID-19 challenges, to help educate, inform, and activate Latinos about the 2020 Census. COVID-19 interrupted person-to-person outreach programs such as door knocking, town-halls, and neighborhood events that would have increased census participation through live connections. Nevertheless, CNC EF drew in a wide range of community support to establish “Tortillas y Más.”

“The partnership goes beyond adding a sticker to products, it’s about engaging *familias* to speak up and complete the 2020 Census survey. Products that are familiar to our *familias* are now a reminder to take action to complete the Census. More than anything, the blend of civic engagement messages with Latino products reminds us that we’re part of the decision making process too and we have to get involved,” **said Mayte Aguilar, CNC Merced’s lead organizer.**



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9. Suggestions for 2030 Census

Start planning and pre-census work early

Planning and education outreach efforts should begin early with a total of at least two to two and a half years of activity in order to allow adequate time for the various activities needed to be productive and efficient when outreach activities begin, and to ensure that every partner organization is ready to start outreach at the same time. Starting early is especially important for organizations with various concurrent programs because message testing and other pre-census work also takes time. Hiring managers at least one year in advance will allow them time to adjust before the heavy work begins. An early start should accommodate time for contingency planning in case of an epidemic, pandemic, wildfires, extreme weather, earthquakes or any other disaster or emergency that might affect outreach activities for the next Census.

These early activities include: identify potential partners with whom to build a coalition, respond to the census RFP, submit proposals for additional funding for creative materials such as videos, marshal resources, develop and coordinate administrative processes, ensure shared understanding of the goals and detailed plans to accomplish them, hire and train staff.

Good internal communication is essential

Weekly partner meetings coupled with nightly contact number updates keep accountability and motivation high among partner organizations, while monthly meetings with external organizations are helpful in keeping all stakeholders informed.

Coordinate all activities and timelines

All outreach activities at each partner and subcontracted organization should start at the same time. Onboarding each partner and subcontractor through detailed, comprehensive training workshops and meetings is invaluable. Be strategic about what households can realistically be reached given time, funding and geographic constraints. Assess remote rural landscapes both beforehand and while in the field to determine in which tracts canvassing makes sense and where phone banking is a better use of funds and staff time and maximizes the number of people who can be reached.

Coordinate outreach and administrative processes

The key to maximum efficiency is streamlined, coordinated processes and systems for undertaking various aspects, such as hiring teams, setting up and scheduling phone banks, scheduling door-to-door canvassers, etc. This coordination was the reason that *Cuenta Conmigo* was able to quickly pivot from a variety of pre-pandemic outreach activities to primarily phone banking while activities in other regions were slower to restart their outreach activities. Administrative processes, such as payment procedures for expenses, should also be clearly delineated to avoid last-minute issues that might impact implementation of the outreach activities.

Training and technical assistance

Technical assistance provided by CNC EF to the *Cuenta Conmigo* partners to troubleshoot phone banking issues and support them in meeting their call and canvassing goals through training was much greater than anticipated. An assessment of each organization's capacity, and training sessions to standardize both outreach and administrative processes are essential well in advance of census outreach work. Assessment and trainings should also incorporate contingency planning activities that would be triggered in case of an emergency.

Funding for communications

Investment of state communications funds should include at least partial allocation directly to the Region ACBOs rather than exclusively to a state-contracted communications firm. Although centralized communications can be cost-effective, in practice local and regional organizations who are culturally competent and know the communities are in a better position to develop some of the collaterals and press materials in a timely manner. For example, in-language videos showcasing social influencers singing catchy tunes about the census attracted a lot of attention. Delays can also be avoided by giving the ACBOs decision-making authority over communications budgets.

Clean databases

The tedious, labor-intensive work of cleaning database lists that is part of pre-census work should be completed well in advance of the start of the outreach phase. Not only will clean lists make outreach more efficient, but it will prevent overlap of phone banking areas between different partner organizations that can result in too many calls to some households. That said, organizations should have a common understanding of how much intentional redundancy of calls (ie. repeated calls to the same households to remind them) is optimal as opposed to being an indication that lists need further cleaning.

Leveraging the networks of local and regional nonprofits as trusted messengers

Partnering with many CBOs with deep connections in their respective communities provides a deep reach into HTC communities who recognize known CBOs as "trusted messengers." Trusted messengers have earned the trust of communities over a period of time and their communications tend to be given greater credence and weight. Their collateral communications are also more likely to be accepted by HTC communities. As such, door-to-door canvassers from known CBOs are more likely to be welcomed, their messaging gets more attention, with the long-term expectation that census response will also increase.

Hire locally and hire staff with bilingual and multilingual abilities

Hire local staff capable of speaking at least two languages and who are culturally responsive, trusted messengers from within HTC communities. Hiring locally also leverages staff familiarity with the neighborhoods they will be canvassing to assist with identification of new HTC households and communities. The process for hiring door-to-door canvassers should begin by

reaching into established networks of people in the communities where outreach activities are planned. Hiring locally also alleviates travel times and cuts travel-related costs for remote locations.

Building capacity in nonprofits

Unlike several of the *Cuenta Conmigo* partners, the subcontractors had much less experience with outreach activities and some had no experience at all, much less at the level of the highly organized outreach effort carried out for this project. The subcontractors joined this coalition out of a sense of duty and urgency to ensure that their communities were counted, but an additional motivation for most was building capacity for community outreach and expanding their networks within their community and with other CBOs that will serve all of these stakeholders moving forward. The investment proved invaluable.

Social and creative media are effective tools to reach HTC communities

Videos in English and in-language are effective mechanisms for relaying important messages about the census in HTC communities. Social influencers who have standing and recognition within HTC communities are trusted messengers who are efficient at spreading census messaging in formats that are easy to digest and entertaining. However, creating videos is an expensive and time-consuming undertaking, especially when organizations have not budgeted for them. Acquiring external funding augments state funding and is typically more flexible in how it can be used.

Make public aware of outreach initiative

Publicizing outreach work ahead of time primes households to be comfortable speaking with canvassers and phone bankers. Early and on-going media and publicity efforts such as press releases and PSAs localized to counties or cities can prevent resistance and suspicion by householders, especially where the organizations and/or canvassers are not known.

Some form of identification for canvassers, such as t-shirts, badges and even branded stickers, is important as canvassers approach households. Not only does it make it easier to allay suspicion or fear as canvassers knock on doors unannounced, but it can also help to win the trust of householders when they recognize the logos and names of those organizations who are trusted messengers.

Distributed leadership and shared vision are efficient organizational models

Distributed leadership is an effective organizing model, allowing for efficient outreach to a large number of households for a relatively low price. Trust among equal partners is fundamental. A distributed leadership model allows all members to have a say in how resources are distributed and ask questions to identify and fill needs, keeping them engaged in fulfilling work. Partners spend time brainstorming during meetings to build on others' ideas, identify constraints, generate ideas, and simultaneously build and/or extend trust and relationships among themselves, during which the shared vision for accomplishing their goals is reinforced.

Mitigate effects of external circumstances: pandemic and timeline issues

Aside from the negative effects of the lockdown on the ability to canvas door-to-door and to hold in-person events, the effects of court and political interventions resulting in several changes in the Census timeline made it difficult for *Cuenta Conmigo* partners to plan effectively. Although extending the timeline made sense to overcome pandemic-related delays that impacted response rates, in an election year it also extended into GOTV activities.

Office of Census 2030 and Redistricting 2031

As the Federal Census triggers redistricting, it makes sense to *Cuenta Conmigo* partners that there would be one office that manages both. By doing so, the state prevents the need to “reinvent the wheel,” the infrastructure and vast network of organizations and agencies that work on Census would seamlessly transition to redistricting work and ensure California residents participate in both processes.

10. Attachments

10. (a) SwORD Uploads of Completed Activities

All SwORD activities not previously provided in quarterly reports can be accessed here:

https://docs.google.com/spreadsheets/d/1bQi7iK2Zg8WPdnIzKB6bOC3f_PiZBgWaOf80kuDTwa4/edit?ts=5fadb1d8#gid=1703616989

10. (b) *List of Cuenta Conmigo Partners*

- **Faith in Action (FIA)/PICO California**, the designated Administrative Community-Based Organization (ACBO), was contracted through the State to implement a HTC Census outreach program, submit reports and plans to the California State Census Office and share strategies with the County to ensure proper coordination.
- **Communities for a New California Education Fund (CNC EF)**, the partner ACBO, provided programmatic supervision of the strategic plan and coordination for all planning and implementation elements of the Region 4 outreach effort. As a partner organization, they provided outreach to all Region 4 counties via phone and text banking and door-to-door canvassing, with a focus on rural and working-class households. CNC EF also provided training and technical assistance to several partners and subcontractors before, and especially after, the state-mandated lockdown.
- **Evangelista Community Relations (ECR)** reached HTC families in the Sierra Foothills in Alpine, Amador, Mono, Calaveras, and Tuolumne Counties via door-to-door canvassing and phone banking.
- **Faith in the Valley (FIV)** focused on reaching low-income communities of color in Stanislaus, San Joaquin, and Merced Counties through phone banking and canvassing and via congregations in Calaveras and Tuolumne Counties.
- **Hmong Innovating Politics (HIP)** led an outreach campaign via phone banking, door-to-door canvassing, events and social media that focused on Hmong and other disenfranchised communities in Merced, Stanislaus, and San Joaquin Counties.
- **Jakara Movement** engaged in phone banking, door-to-door canvassing and social media outreach centered in the South Asian populations of Madera, Merced, San Joaquin and Stanislaus Counties.
- **Civic Capacity Research Initiative (CCRI)** at UC Merced provided data management support for the outreach efforts across all counties.

List of Subcontractors

- **African American Chamber of Commerce of San Joaquin Valley (AACC)** focused on phone banking, canvassing, and a pledge card drive in conjunction with event outreach to African American communities, the homeless population, veterans, seniors, and youth.
- **Radio Bilingue (RB)** used Latino community radio to promote widespread participation of hard-to-count (HTC) residents in the upcoming 2020 Census in Madera, Merced, Stanislaus, and San Joaquin counties. Through this effort, RB played a critical role in raising awareness about the importance of participating in the Census among HTC populations, focusing on the low-income and immigrant Latino community—with a strong focus on those with limited English proficiency, farmworkers, and the major indigenous migrant population of the region.

- **Little Manila Rising (LMR)** engaged in door-to-door canvassing, a pledge card drive, workshops, and community events.
- **Associated Students Inc, CSU Stanislaus** had planned a student pledge card drive, a student-to-student classroom census education program, a Census Day event, and planned to host one mobile QAC/QAK.
- **Delhi Parents Committee** provided outreach through a pledge card drive in conjunction with house meetings, door-to-door canvassing, and one-to-one engagement at family meetings in communities in Delhi, Hilmar, Turlock and Lodi in Merced and Stanislaus Counties.
- **Mary Magdalene Community Services** focused on workshops, events, canvassing, phone banking, social media, and an education program for those in jail to African American, Middle Eastern and Latino populations, moms of young children through First Five programming, and those with mental health issues and a history of drug use. Primarily in Stockton, but also in Tracy and Manteca.
- **Love, Faith, and Hope** had planned to focus on canvassing and a pledge card drive at events and within local Churches and apartment complexes in Merced County to reach African American HTC residents.

10. (c) Analytical Reports

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November 30, 2020

Dear Pablo,

We write to share findings from a UC Merced analysis of the California Census Office's data.

On November 27, UC Merced analyzed final data from the California Complete Count (CCC)- Census 2020 (dated October 27, 2020). Our purpose was to examine the relative efficacy of Region 4 outreach efforts, as well as any role that broadband access may have played—given the San Joaquin Valley region's high rate of households lacking broadband access.

Our analysis drew upon two sources: official state figures, as well as tract-level data available from the CCC. While we found that the estimates of the final response rates differed, we simply attribute this discrepancy to updating of available data that may have occurred after the posting of official results. (Our estimates, after weighting for tract-level population, were consistently higher in each region than the state's official figures). We present both figures in separate tables.

Our analysis indicates that broadband access had a significant influence on self-response rates this Census—but also that some areas with lower rates of broadband overperformed in increasing the census self-response rate.

Our major themes are as follow:

- 1. A High Increase in Region 4.** Comparing its self-response rate with 2010 figures, Region 4 had the second-highest Census increase in self-response rate (6.9%), among the ten regions.
- 2. The Persisting Importance of Non-Internet Responses.** Region 4 had the second-lowest internet self-response rate (50.1%) but the second-highest non-internet self-response rate (17.5%).
- 3. Geographic Inequalities in Broadband Access.** Region 4 had the third-lowest percentage of residents living in tracts in which only less than 20% of the population had access to broadband.
- 4. Broadband Access as a Significant Factor.** After controlling for the low-response score (LRS) and a series of factors, broadband access was found to be a significant factor influencing 2020 census response rates.
- 5. Statistical Evidence of Success in Region 4 Outreach.** Region 4 was fourth most effective among regions, even after controlling for broadband access, LRS, and demographic variables.

A High Increase in Region 4

Region 4’s increase in self-response rate, between 2020 and 2010, was 4.2% (from 61.3% to 65.5%). This was tied for second-highest increase (with Region 9), behind Region 10 (6.8%) (see table 1).

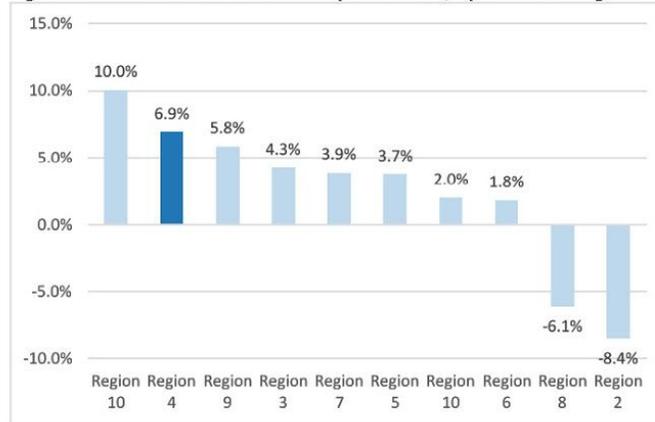
In addition, considering that Region 4’s 2010 self-response rate was lowest in the state (61.3%), its 4.2% increase was a relative increase of 6.9% from 2010—second only to Region 10’s 10.0% relative increase (see figure 1).

Table 1. Self-Response Rates, by California Region

Region	2020 SRR	2010 SRR	Increase	Relative Increase	Weighted Pop
1	68.8%	67.4%	1.4%	2.0%	3,186,381
2	59.8%	65.3%	-5.5%	-8.4%	969,471
3	75.3%	72.2%	3.1%	4.3%	7,027,516
4	65.5%	61.3%	4.2%	6.9%	1,862,992
5	72.1%	69.5%	2.6%	3.7%	2,334,611
6	66.8%	65.6%	1.2%	1.8%	2,460,874
7	65.7%	63.3%	2.4%	3.9%	4,509,999
8	64.8%	69.0%	-4.2%	-6.1%	10,085,756
9	75.9%	71.7%	4.2%	5.8%	3,164,045
10	74.9%	68.1%	6.8%	10.0%	3,476,774
Total	69.4%				39,078,419

Source: Adapted from California Census Office (2020)
 Note: Official rates as of October 28, 2020

Figure 1. Relative Increase in Self-Response Rates, by California Region



Source: UC Merced Community and Labor Center analysis of California Complete Count- Census 2020 (2020) data
 Note: Official rates as of October 28, 2020

The Persisting Importance of Non-Internet Responses

Our analysis also found that while Region 4 had the second-lowest *internet* response rate in the state (50.1%), it also had the state’s second-highest *non-internet* response rate (17.5%) (see table 2 and figure 2). Only Region 6—also located in the San Joaquin Valley—had a lower internet response rate (46.7%) or a higher non-internet response rate (19.6%).

We also examined the percentage of persons in each region living in tracts in which a percentage of the population lacked broadband access (either 0-19%; 20-39%; 40-59%; 60-79% or 80%). Regions 4, 6 and 8 had the lowest percentage of persons living in tracts that had the highest amount of access (e.g. the percent living in tracts in which only 0-19% of persons lacked broadband access). Region 4 had the third lowest rate (59.9%) of residents living in tracts in which only 0-19% of the population lacked broadband access (see table 3). Only Regions 6 (49.2%) and 8 (58.7%) had lower percentages of their population living in tracts with the highest amount of broadband access.

This descriptive-level data suggests that despite the federal government’s move to an online census, and the state’s investment in Census early education and outreach, traditional forms of communication (e.g. a phone patch-through system) played a larger role in census participation in areas with a history of low response rates (and lack of broadband access) than in areas with a history of higher response rates (and greater broadband access).

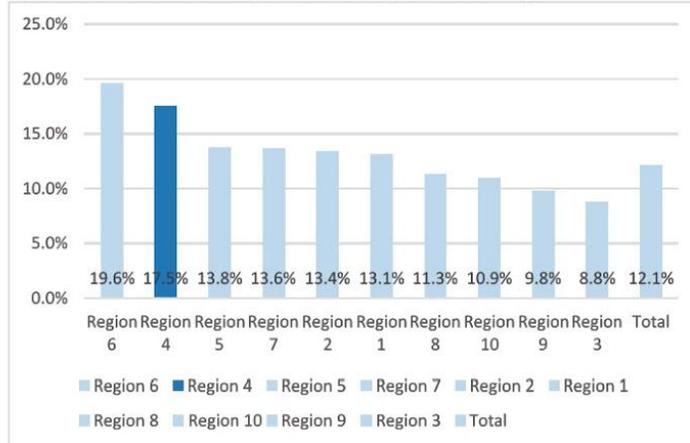
In the next section, we use advanced statistical techniques to control for various major factors, such as demographic variables, to examine the efficacy of Region 4 outreach efforts as well as the role of broadband access.

Table 2. Internet and Non-Internet Response Rates, by California Region

<i>Region</i>	Internet	Non-Internet	Total	Weighted Pop
1	58.5%	13.1%	71.6%	3,186,381
2	53.7%	13.4%	67.1%	969,471
3	67.4%	8.8%	76.2%	7,027,516
4	50.1%	17.5%	67.6%	1,862,992
5	58.3%	13.8%	72.0%	2,334,611
6	46.7%	19.6%	66.3%	2,460,874
7	55.6%	13.6%	69.2%	4,509,999
8	54.9%	11.3%	66.2%	10,085,756
9	67.2%	9.8%	76.9%	3,164,045
10	62.8%	10.9%	73.7%	3,476,774
Total	58.6%	12.1%	70.8%	39,078,419

Source: UC Merced Community and Labor Center analysis of California Complete Count- Census 2020 (2020) data

Figure 2. Non-Internet Response Rates, by California Region



Source: UC Merced Community and Labor Center analysis of California Complete Count- Census 2020 (2020) data
 Note: Official rates as of October 28, 2020

Table 3. Population Lacking Broadband, by California Region

Region	Percent Lacking Broadband				
	<20%	20-39%	40-59%	60-79%	80%+
1	69.8%	20.3%	5.3%	3.9%	0.6%
2	69.3%	22.6%	3.9%	1.7%	2.5%
3	91.2%	7.8%	0.6%	0.1%	0.2%
4	59.9%	32.4%	5.3%	2.0%	0.3%
5	77.0%	19.1%	1.6%	1.7%	0.6%
6	49.2%	32.7%	13.2%	4.3%	0.6%
7	72.1%	22.6%	3.6%	1.1%	0.5%
8	58.7%	34.1%	6.5%	0.4%	0.1%
9	79.8%	18.7%	0.4%	0.8%	0.3%
10	87.4%	11.0%	0.7%	0.7%	0.1%
Total	72.1%	22.3%	4.0%	1.2%	0.3%

Source: UC Merced Community and Labor Center analysis of California Complete Count- Census 2020 (2020) data

Broadband Access as a Significant Factor

In the final table, we examine the effects of several major factors on tract-level census self-response rates.

In Model 1, we only control for the region of the tract and the LRS—an index that has been attributed as having strong predictive power for explaining past census participation. We find that with an LRS of 0, a tract in region 4 (the default, omitted region) could expect to have a score of 8.74 (the constant) (see table 4). Each LRS point translated into roughly 0.37 of one percent of self-response (see table 4), while regions had scores statistically different from region 4; for example, Region 3's self-response rate, after controlling for LRS score, was still 8.01 lower than Region 4's (see table 4).

In subsequent models (models 2, 3 and 4) we controlled for the tract-level internet response rate ("RRateInt"), tract-level access to broadband (for an explanation of this variable, "Broadband1," see the previous section), and a series of tract-level demographic and background variables, such as the percent that were: foreign-born, non-high school graduate, living under 150% of the federal poverty threshold, non-English speaker, Hispanic, Black, Native American, or Asian.

Findings from model 4 suggest that all variables in the model (region, LRS score, internet response rate, broadband access, race, nativity, language, poverty, and education) were all strong predictors of census participation.

Broadband access had an unstandardized beta coefficient of -1.18. This variable was coded in five quintiles (0-19%, 20-39%, etc), so this suggested that for each 20% of a tract's population that lacked broadband access, the response rate dropped by 1.2%. This variable (broadband) and all others in the model were statistically significant at the $p < .001$ level, suggesting less than a 1-in-1000 probability that the corresponding figure was due to mere chance.

These findings suggest that for future censuses (especially if conducted online in the future again), the Low Response Score (LRS) may need to be adjusted to account for the significant role that internet response rates and broadband access continue to have on census participation.

Efficacy of Region 4 Outreach

In terms of efficacy of outreach, in model 4, only Regions 1, 5 and 6 had positive unstandardized coefficients (Region 1=.50; Region 5=.23; Region 6=.64). This indicates that **only Regions 1, 5, and 6 had higher census participation after controlling for all major factors**. The model indicates that, even after such controls, the difference in response rate **between Region 4 and Regions 1, 5 and 6 was less than one percent**.

Lastly, models 1, 2 and 3 had an R-squared of .206, .572 and .574, while model 4 had an R-squared value of .665. Model 4's R-squared value suggests that it accounted for 66.5% of the variation in census response rates among California's roughly 8,000 census tracts.

Table 4. Effect of Various Factors on Total Response Rates

	Model 1	Model 2	Model 3	Model 4
(Constant)	8.74 *	47.23 *	48.16 *	51.35 *
Region 1	-3.56 *	-1.62 *	-1.52 *	0.50 *
Region 2	-3.40 *	-3.39 *	-3.36 *	-0.68 *
Region 3	-8.01 *	-1.84 *	-1.82 *	-0.59 *
Region 5	-3.58 *	-0.50 *	-0.50 *	0.23 *
Region 6	1.25 *	1.10 *	1.18 *	0.64 *
Region 7	-4.13 *	-1.27 *	-1.28 *	-1.84 *
Region 8	-7.01 *	-3.58 *	-3.53 *	-3.34 *
Region 9	-7.22 *	-0.87 *	-0.78 *	-0.02 *
Region 10	-6.50 *	-1.21 *	-1.23 *	-0.07 *
LRS	0.37 *	-0.31 *	-0.30 *	-0.78 *
RRateInt		-0.44 *	-0.46 *	-0.45 *
Broadband1			-0.58 *	-1.18 *
Pct_FBorn				-0.05 *
Pct_NonHS				0.06 *
Pct_Pov150				0.03 *
Pct_LEng				0.01 *
PopDens				0.00 *
Pct_HispLat				0.13 *
Pct_Black				0.11 *
Pct_AmInAINat				-0.10 *
Pct_Asian				0.08 *
Pct_NHPI				0.14 *

*Highly statistically significant, P>.001

Source: UC Merced Community and Labor Center analysis of California Complete Count- Census 2020 (2020) data

MEMORANDUM

To: Pablo Rodriguez
From: Edward Flores
cc: Ana Padilla

Date: April 14, 2020

Subject: Top region 4 tracts with low-response rates

We are including a linear regression analysis of the state census office's spreadsheets of each region's tracts with the lowest response rates. (As many as ten tracts were listed for each region, because some top-5 most under-responsive tracts differed in the reports of weeks 1 and 2.) Our analysis controlled for the HTC index, in order to take into account the difficulty of outreach in some areas versus others.

Our findings are as follow:

1. Region 4's weighted response rate in its least-responsive tracts (multiplying by population) was average compared with other regions (region 4- 26.2%, all others 26.5%). Its response rate (in least-responsive tracts) was higher than the response rate of (the least-responsive) tracts in regions 6, 7, 8, and 9; and it was lower than that of regions 1, 2, 3, 5 and 10 (see table 1).

Table 1. Weighted Response Rates in Least-Responsive Tracts, by Region

	<u>Response</u>	<u>Population</u>
Region 1	31.3%	204,634
Region 2	29.1%	57,559
Region 3	28.2%	239,762
Region 4	26.2%	190,788
Region 5	26.8%	211,751
Region 6	25.1%	195,278
Region 7	18.7%	103,489
Region 8	6.3%	18,274
Region 9	24.3%	59,118
Region 10	27.0%	106,001
Total	26.5%	1,386,654

1. Each point in the HTC index was associated with a .087% reduction in response rate. For example, a 100 HTC index score was associated with a 8.7% lower response rate than a 0 (see table 2).
2. Our model's adjusted R² explained 45% of variance in census response rates in each region's five (or five to ten) least responsive tracts (analysis not shown). This is a very high figure—it implies that the model accounts for half of all difference in response rates.
3. **Region 4's weighted response rate** for its least responsive tracts **was about average compared with the rest of the state**. Its response rate was lower than regions 1, 2, 3, 5 and 10, but higher than regions 6, 7, 8, and 9.
4. Among California census regions' top 5 (and after two weeks, top 10) least-responsive tracts, **region 1 (which includes Sacramento) had the highest response rates**. Region 1's least-responsive tracts had a 5% higher response rate than region 4.
5. **Region 8 (Los Angeles) had the lowest response rates** compared to all regions' least-responsive tracts. Region 8's least-responsive tracts had a response rate 19% lower than region 4's least-responsive tracts.
6. Controlling for the HTC index among the region 4 census tracts with the lowest response rates, **the region 4 tracts with the statistically lowest response rates (in order) were: 0901, 0503, 1601 and 1602**. Tract 0901 had a rate that was statistically 5.2% lower than region 4's other (9) least-responsive tracts. Tract 0503 had a rate that was 3.7% lower than region 4's other least-responsive tracts.

Table 2. Effects of Region on Response Rates, Controlling for HTC Index Score

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	33.26	0.03		1347.38	0.00
HTC	-0.09	0.00	-0.22	-328.67	0.00
region1	4.72	0.02	0.28	307.29	0.00
region2	1.92	0.02	0.06	86.02	0.00
region3	1.91	0.02	0.12	129.12	0.00
region5	0.24	0.02	0.01	15.77	0.00
region6	-0.67	0.02	-0.04	-43.54	0.00
region7	-7.87	0.02	-0.34	-431.80	0.00
region8	-19.00	0.04	-0.36	-537.48	0.00
region9	-1.16	0.02	-0.04	-52.81	0.00
region10	0.83	0.02	0.04	45.86	0.00
r4tract1601	-2.64	0.07	-0.03	-38.48	0.00
r4tract0901	-5.24	0.07	-0.05	-72.18	0.00
r4tract0503	-3.73	0.08	-0.03	-46.86	0.00
r4tract1602	-0.12	0.05	0.00	-2.19	0.03
r4tract1502	1.81	0.09	0.01	21.18	0.00
r4tract2100	1.03	0.07	0.01	14.05	0.00
r4tract1503	3.94	0.07	0.04	57.24	0.00
r4tract0401	1.71	0.11	0.01	16.14	0.00
r4tract1902	1.02	0.09	0.01	11.41	0.00
r4tract0505	4.14	0.06	0.05	70.73	0.00

MEMORANDUM

To: Pablo Rodriguez, Communities for a New California
From: Edward Flores, UC Merced Community and Labor Center
Date: June 23, 2020
Re: Effect of Internet Access on Response Rates

UC Merced has analyzed the statewide data on response rates, and found that Region 4 has not only the second-lowest internet response rate, but the second-highest non-internet response rate. These findings suggest that internet access is a predictor of regional response rates.

At the same time, our analysis also finds that the “broadband” variable the state provides in the data is not a powerful predictor of response rates. The broadband variable only measures lack of access to broadband in quintiles (0-20%, 20-40%, etc), and the large clustering of regional populations within the first category (71.5%) suggest the broad definitions of the variable hinder robust predictive capability.

Lastly, linear regression analysis that includes several major demographic predictors finds that—controlling for those factors—Region 4 has a response rate less than 1 percentage point lower than six other regions in the state, but higher than three others. (See next pages for analysis.)

Table 1. Response rate by type of response, by region (weighted by population)

Region	Response rate				N size
	LRS	Internet	Non-internet	Total	
1	21.4	53.2	11.7	64.9	3,186,381
2	21.6	49.5	11.8	61.3	969,471
3	21.9	61.5	7.8	69.3	7,027,516
4	23.9	44.5	15.9	60.5	1,862,992
5	23.2	53.1	12.5	65.6	2,334,611
6	25.9	40.7	18.1	58.7	2,460,874
7	24.4	49.5	12.2	61.7	4,509,999
8	26.5	47.8	10.3	58.0	8,644,274
9	22.3	61.5	8.7	70.2	3,164,045
10	23.5	57.2	9.7	67.0	3,476,774
Total	23.8	52.8	10.9	63.7	37,636,937

Region 4 (44.5%) had one of the lowest internet response rates in the state, second only to Region 6 (40.7%) (see table 1). This is in contrast to the state average of 52.8%, and Regions 3 and 9 (both 61.5%) which were highest.

At the same time, Region 4 (15.9%) also had one of the highest non-internet response rates in the state, second only to Region 6 (18.1%) (see table 1). This is in contrast to the state average of 10.9%, and Region 3 (7.8%) which was lowest.

Table 2. Percent Lacking Broadband

Region	Percent Lacking Broadband						Total
	<20%	20-40%	40-60%	60-80%	80+%	NA	
1	69.80%	20.30%	5.30%	3.90%	0.60%		100.00%
2	69.30%	22.60%	3.90%	1.70%	2.50%		100.00%
3	91.20%	7.80%	0.60%	0.10%	0.20%	0.00%	100.00%
4	59.90%	32.40%	5.30%	2.00%	0.30%		100.00%
5	77.00%	19.10%	1.60%	1.70%	0.60%	0.00%	100.00%
6	49.20%	32.70%	13.20%	4.30%	0.60%	0.10%	100.00%
7	72.10%	22.60%	3.60%	1.10%	0.50%	0.10%	100.00%
8	53.80%	38.00%	7.60%	0.40%	0.10%	0.10%	100.00%
9	79.80%	18.70%	0.40%	0.80%	0.30%		100.00%
10	87.40%	11.00%	0.70%	0.70%	0.10%	0.10%	100.00%
Total	71.50%	22.70%	4.20%	1.20%	0.40%	0.10%	100.00%

“Broadband”, unfortunately, is a very crude interval variable. Table 2 reveals that most regions’ populations (71.5%) live within tracts in which less than 20% of the population lacks broadband access. Another 22.7% live in tracts in which 20-40% of the population lacks broadband access. These categories conflate percentage values ranging from 0 to 19, or 20 to 39, within the variable.

Table 3. Effect of Various Factors on Total Response Rates

	Model 1	Model 2	Model 3	Model 4
(Constant)	91.41	45.32	46.12	48.72
region1	1.05	-1.44	-1.36	0.63
region2	-2.15	-2.82	-2.79	-0.04
region3	5.98	-1.46	-1.45	0.08
region5	4.11	0.04	0.04	0.87
region6	0.87	1.20	1.26	0.61
region7	2.14	-1.21	-1.22	-1.74
region8	0.78	-3.29	-3.24	-2.93
region9	7.43	-0.38	-0.30	0.63

region10	5.86	-0.74	-0.76	0.53
LRS	-1.28	-0.39	-0.39	-0.87
RRateInt		0.55	0.54	0.56
Broadband1			-0.51	-1.10
Pct_FBorn				-0.06
Pct_NonHS				0.07
Pct_Pov150				0.05
Pct_LEng				0.00
PopDens				0.00
Pct_HispLat				0.13
Pct_Black				0.11
Pct_AmInAlNat				-0.19
Pct_Asian				0.08
Pct_NHPI				0.10

Table 3 suggests that, controlling for internet response rates, region four has one of the highest response rates in the state. Model 1 controls only for low response score (LRS), and finds that Region 4 had one of the lowest response rates in the state (only Region 2, -2.15 percentage points lower, was lower). However, Model 2 controls for internet response rates (RRateInt) and finds that only Regions 5 and 6 had response rates less than 2% higher (0.04% and 1.20% higher). Model 3 controls for percent lacking broadband access (Broadband1) and suggests that very little is explained by Broadband1 (about -0.51% per every quintile); here only Regions 5 and 6 had higher response rates than Region 4 (.04% and 1.26% higher) but the differences remain unchanged.

Table 3, Model 4 suggests that, controlling for many more major predictors, Region 4 response rates are higher than 3 other regions but lower than 6. Nonetheless, Region 4 response rates are within 1 percentage point of the 6 regions that had higher total response rates. This model controls for percent foreign-born, non-high school education, poverty status, limited English, population density, and five race categories.

10 (d) Sample Products and Collaterals

All collaterals are organized in the Google drive folder at:

<https://drive.google.com/drive/folders/1004Vgooz9mIDe6oDAHwm7Ui1GhsZPkGz?usp=sharing>

Cuenta Conmigo Census Phase 1, 2, & 3 videos - Final Video Links

Phase 1 - Organization overview and how it is engaged in the 2020 Census (60 seconds)

1. CNC - English language with Spanish subtitles - https://youtu.be/tERvbAIEO_A
2. ECR - English language with Spanish subtitles - <https://youtu.be/-2IQg0Bqmds>
3. FIV - English language with Spanish subtitles - <https://youtu.be/KpSp4MdvUMo>
4. HIP - English language with English subtitles - <https://youtu.be/45zT-veCLdE>
5. JM - English language with English subtitles - <https://youtu.be/0use8fCy78A>

Phase 2 - Focus on specific priority issues and how the 2020 Census will impact its future (30 seconds)

1. CNC Health Care - English language with Spanish subtitles - <https://youtu.be/bG7i0m20kNs>
2. FIV Housing - English language with Spanish subtitles - <https://youtu.be/a--0jN22Bw8>
3. ECR Education - English language with Spanish subtitles - <https://youtu.be/SrY9F3yE66k>
4. CNC Transportation - English language with Spanish subtitles - <https://youtu.be/oUjFtkX5hkY>

Phase 3 - General overview of the 2020 Census in eight languages, required by the Census for Region 4 (~60 seconds +)

1. ASL - English subtitles - <https://youtu.be/BWlhBP6oD0M>
2. Hmong White - subtitles in the spoken language - <https://youtu.be/FRKuea7N69w>
3. Khmer - subtitles in the spoken language - <https://youtu.be/tcP7vLUQEMs>
4. Portuguese - subtitles in the spoken language - <https://youtu.be/CUUdb2pgM7Q>
5. Punjabi - subtitles in ENG - <https://youtu.be/z4anrZiMVjY>
6. Spanish - subtitles in the spoken language - <https://youtu.be/5UwCHm2FZSw>
7. Tagalog - subtitles in the spoken language - <https://youtu.be/ecr-cNXQtWw>
8. Vietnamese - subtitles in the spoken language - <https://youtu.be/MvOonFOw45A>

10 (e) Letter Listing Concerns about PCI Shortcomings

Dear Ms. Rodriguez and Ms. Soto-Taylor:

Thank you for arranging to meet with us last Monday and Tuesday at the State Contractors Convening. This email is to document the many issues that outreach contractors have experienced and raised with the State Census Office, SWORD team, and PDI in using the Census PDI and SWORD platforms. The following represents a summary of the issues raised in discussions by and between a total of 13 State Contractors, including 3 ACBOs, 5 Statewide CBOs, and 4 ACBO subcontractors. Those contractors and subcontractors include the following organizations.

1. ACCE (Statewide CBO Subcontractor)
2. CAIR (Statewide CBO, MENA)
3. California Calls (Statewide CBO, African Americans)
4. California Community Foundation (Region 8 ACBO)
5. CHIRLA (Statewide CBOs, Immigrants/Refugees)
6. CNC / Faith in Action Network (Region 4 ACBO)
7. Dolores Huerta Foundation (Region 6 Subcontractor)
8. Faith In the Valley (Region 4 and 6 Subcontractor)
9. NALEO Educational Fund (Statewide CBO, Latinos)
10. Oakland Rising (Statewide CBO subcontractor)
11. PICO CA (Sector Contractor, Faith Based)
12. United Way Bay Area (Region 3 ACBO)

While we are committed to working with the State to ensure that HTC communities are fully counted and appreciate the State's diligent efforts to ensure that the unprecedented level of public investment in census outreach yields strong results in reaching HTC communities, we are deeply concerned that the issues that contractors have raised, both individually and collectively, through several different channels over the last year and a half, have worked to undermine efforts at achieving a full and accurate count through effective outreach by trusted messengers. We write to raise the urgency around these issues and ask that the State Census Office, SWORD, and PDI teams move swiftly on the action items outlined below and schedule regular meetings with contractors to ensure all issues are addressed.

Census PDI Functionality Issues

In Fall 2019, State outreach contractors, including the Black Census & Redistricting Hub (Statewide CBO for African Americans) and the Faith in Action Network / Communities for a New California (Region 4 ACBO) launched large scale civic engagement programs utilizing PDI's new Census PDI platform and application. Unfortunately, these outreach programs highlighted a number of concerns with Census PDI that deeply impact results and effectiveness of the contractors, forcing them to either pivot away from using Census PDI and back to traditional PDI accounts or struggle through continued functionality issues and inaccurate data. The

primary concern is around the platform's functionality. In using the platform to conduct civic engagement programs, users encounter many issues with the Census PDI application, including:

1. the app crashing,
2. the app not launching at all,
3. the inability to save data in the app,
4. the inability to sync data from the app on mobile devices to Census PDI accounts,
5. the inability to approve data once synced to Census PDI accounts, and
6. canvassers being logged out of the app after a limited amount of time of inactivity.

These issues either slow down outreach efforts, prevent users from doing outreach at all, or prevent users from seeing and reporting accurate results from their outreach efforts.

Access to PDI Key Tools

In addition, the Census PDI application does not allow contractors access to the necessary tools traditionally provided by PDI that would allow contractors to plan, analyze, and reach out to specific communities to educate, motivate, and activate them to participate in the census. While Statewide CBOs were contracted by the State to do outreach to particular demographic groups (e.g. African Americans, Asian Americans and Pacific Islanders, Latinos, etc.), contractors are unable to target these efforts to these communities using the Census PDI platform. This dynamic also affected ACBO subcontractors who were funded to do similar outreach based on specific demographics on a local or regional level. When we inquired about this discrepancy, we were told by PDI that the State must approve access to these tools. However, in conversation with the State, we were told that, as advanced Census PDI users, PDI would need to give us access to these tools if we want to use them. We are searching for clarity on who needs to be in the discussion to resolve these issues and arrive at a final decision.

Specifically, Census PDI lacks three (3) essential PDI tools that would facilitate effective field outreach:

1. the ability to create universes,
2. the ability to run count reports, and
3. the ability to create phone lists & files.

Below, we expand upon and illustrate the impact of these technical disabilities on some contractors' outreach efforts.

Creating Universes

First, universes are lists of people (filtered by specific demographic and/or geographic criteria) that are used for outreach and engagement purposes (i.e. canvass or phone lists focused on Black people or young people). PDI would traditionally give users the ability to identify communities (by precinct, city council district, zip code, etc.) with high density of a specific demographic and target their outreach efforts to those communities. For census outreach, users would use these universes to identify these high-density communities, knock on each door in those communities, but target canvassing efforts to maximize State resources to reach the specific demographic community that contractors were funded to contact. Census PDI does

not allow such nuance in targeting outreach efforts and therefore risks high levels of inefficiency in contractors' outreach efforts.

Count Reports

Second, count reports are matrices that indicate the number of people that fit certain criteria across demographic groups or geographic areas (e.g. the number of Latino voters in a certain precinct or city council district). Users would typically use count reports, in conjunction with universes, to do analysis, identify high-density communities according to certain demographic criteria, create outreach efforts based on that analysis, and evaluate progress and results once those communities are canvassed. Census PDI does not allow users to do this level of analysis, targeting, and evaluation. For instance, without the universes and count report functions, for every one household a canvasser reaches in a targeted demographic community, she may have to knock on 5 to 10 other doors not in the organization's target demographic community. Creating universes and running count reports would make it more likely that all of the doors she knocked belonged to a resident in the organization's target demographic community.

Phone Lists and Files

Third, the ability to create phone lists and files would allow users to create a targeted list of phone numbers to incorporate into large scale phone-bank dialing systems. For census outreach, a phone list or file, in conjunction with universes and count reports, would allow users to contact residents by phone while maximizing resources to reach the specified HTC community. Again, Census PDI does not allow users to employ this outreach tactic.

Impact on Contractors' Work

The significant technical issues that contractors have experienced, coupled with gaps in communication and coordination, has led to erosion of trust and confidence in State and PDI leadership in regards to the Census PDI platform. In the absence of any current state-facilitated spaces to have a two-way dialogue about these issues between contractors, the State Census Office, and PDI, contractors have had to organize and convene themselves, taking time, resources, energy and efforts away from the work that they have been contracted to do.

In the meantime, contracting partners are in the process of making critical decisions regarding their program design, including whether to use the Census PDI platform for engagement and outreach before the self-response period begins. However, making these decisions has been difficult without having clear coordination and communication from the State around if and when these issues will be addressed.

Some contractors have already decided to move away from the Census PDI platform for their upcoming census outreach programs, largely due to the lingering functionality issues and lack of access to key tools. While these contractors view the traditional PDI tool as currently more operable than the Census PDI tool, moving away from the Census PDI tool would have serious implications on their ability to report and leverage one streamlined platform that unites all state contracted partners. Moving away from the Census PDI platform is not ideal, but is currently the best course of action for these contractors. Many are exploring the use of other

platforms, including a combination of Google form surveys and the traditional PDI platform, which does not allow users to analyze data based on census geographies (i.e. census blocks or tracts). If access to key additional tools is not given, these contractors will need guidance and support around reporting results to SWORD, given that results will not automatically upload to SWORD and traditional PDI does not allow users to retrieve results by census block or tract.

Other contractors are still in the process of evaluating the Census PDI tool and are undecided about using it moving forward. More information about the status of the functionality issues that users have experienced and the level of testing that the platform has undergone would help in properly evaluating the Census PDI tool and making this critical decision. Still others are committed to using the Census PDI app but would like to see the functionality issues addressed and solved so that they can feel confident in using the tool moving forward.

Our Asks

As you know, the self-response period begins in just 2 short weeks, so expediency on all of these issues is key. As such, we present the following action items to the State and request a meeting as soon as possible (no later than Friday, March 6, 2020) to follow up on these issues:

1. **PDI Action Plan and Timeline:** By Wednesday, March 4, 2020, can the State and PDI present a clear plan and realistic timeline detailing the issues that can be addressed, and by when? And can this action plan and timeline be updated weekly (as we are entering GOTC) so constructors are abreast of progress?
2. **Field Testing:** Can the State provide resources to contractors to field test the Census PDI app before the self-response period opens so that contractors have more confidence in its functionality? If not, and it is determined that the Census PDI platform requires more field testing in the future, can the State work with contractors to ensure they are provided adequate resources to cover any expenses the contractors may incur in supporting PDI's field testing process?
3. **Additional Technical Support:** Can the State and PDI provide additional technical support to contractors as the self-response period opens to ensure Census PDI and traditional PDI users can continue to raise issues and have them addressed in a timely fashion?
4. **Additional Tools and Reporting:** By Friday, March 6, 2020, can the State, SWORD team, and PDI provide a definite, final answer on whether Census PDI users can have access to the additional tools mentioned above in the Census PDI platform? If not, what are the options for reporting results for users who decide to move away from the Census PDI platform in conducting census outreach? What are the options for transferring data from the traditional PDI platform directly to Census PDI or SWORD for reporting purposes? How are the State and SWORD team ensuring consistency of data given the multiple data sources that may come through outreach platforms that are not Census PDI?

In addition, below are a list of next steps and action items that developed during our meeting on Tuesday, February 25, 2020 at the State Contractors Convening:

- PDI to create a webform to submit issues and share with contractors by February 28
- PDI to ensure automatic Census PDI app update notifications as soon as possible
- PDI and State to set-up weekly call with contractors
- State to share PDI scope of work with contractors
- CCF to propose recommendations for strategy workgroups to strengthen engagement and collaboration
- State to appoint point person to each strategy workgroup to ensure issues get captured and addressed in a timely manner
- State to consider whether reporting requirements need to be revised with input from contractors

In closing, outreach contractors understand the importance of the 2020 Census and their role in ensuring there is a full and accurate count, evidenced by their willingness to step forward to lead outreach and engagement of HTC communities throughout the State of California. Contractors are committed to working with the State to ensure this goal is achieved. To have a successful partnership, we believe that there needs to be increased coordination, collaboration, and communication as key decisions are made, timelines are set, and processes are established moving forward. We welcome deeper partnership with the State in this endeavor.

Sincerely,

James Woodson
California Calls and the Black Census and Redistricting Hub