



State of California – Government Operations Agency
 California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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FINAL REPORT TEMPLATE

General Information

Date of report	12/14/2020
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Narrative Report

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

Goal: Ensure that HTC communities from Fresno, Tulare, Kings, Kern and Inyo Counties are counted in the 2020 Census

Objectives:

- (1) increase participation in the 2020 Census among HTC communities by utilizing a multi-pronged outreach approach based on grassroots community organizing.
- (2) Increase opportunities for meaningful engagement of HTC individuals that result in raising census awareness, discussions about issues and concerns, and offering a helping hand.
- (3) enhance effectiveness of census outreach activities in Region 6 through close collaboration with the Counties, Complete Count Committees and other census stakeholders.

The core of our strategy and objectives relied on the base building tools that we considered to be essential in motivating HTC populations to participate in the census. Research findings from the Sierra Health Foundation sponsored San Joaquin Valley

Due Date: November 16, 2020

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census study revealed the importance of face-to-face interactions; the effectiveness of talking through concerns with HTC individuals; the key role friends, family and other informal social networks will play in encouraging participation; and the need for conducting outreach in high-traffic, unconventional places where HTC naturally gather. Our objectives centered on creating an environment that leads to high quality engagements with HTC individuals, promotes conversation, and offers assistance when needed. With years of experience organizing, mobilizing and empowering HTC communities in Region 6, our 18 partners were well-positioned as trusted messengers to count the HTC population in our region.

Census partners were prepared to launch a robust canvassing and in-field outreach campaign in HTC census tracts and respond to requests for assistance. However, the rise in COVID-19 cases coincided with the beginning of the self-response period in March. Out of an abundance of caution, on March 11 we called for a postponement of all in-person outreach. Governor Newsom instituted a shelter in place order March 19 that lasted approximately two months. During this time, our “high-touch, boots on the ground, helping hand” strategy was up-ended. Largely unable to conduct in-person outreach, partners had to drastically adjust their work plans and pivot to remote outreach approaches like phone banking, texting, email and social media campaigns in order to comply with public health guidelines. In fact, partners became more creative and learned and/or strengthened new ways of reaching HTC communities through, for example, census caravans, DJs, taco giveaways and hotlines. Partner organizations constantly came up with new ideas to remotely engage HTC communities.

When the shelter-in-place order eased, some ACBO Region 6 partners resumed canvassing and other in-person outreach approaches, which continued until the last day possible. To complement the door-to-door outreach, partners also set up Mobile Questionnaire Assistance booths at flea markets, food distributions among other locations.

The multiple changes to the Census Bureau’s operations schedule also disrupted the Region 6 ACBO’s outreach efforts. Partners had budgeted to work until July 30, the original census end date, and others until mid-May, when NRFU was set to begin. Although expenditures were lower during the shelter-in-place period, partners needed additional funds to continue until October 31, the initial extended census deadline. The State augmented The Center’s contract with three funding allocations totaling \$1,603,801. With these funds, the Region 6 partners were able to relaunch a strong in-person outreach campaign largely consisting of canvassing. The Region 6 ACBO was able to add three additional partners – the Education and Leadership Foundation, Vision y Compromiso and Central Valley Partnership – who each made impressive contributions to our outreach efforts.

Despite the unexpected changes resulting from the pandemic and Census Bureau’s operational adjustments, the Region 6 ACBO did not revise its objectives. We fulfilled them in a different way until we were able to, at least partially, resume our original in-person outreach approach.

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

Contracted partner's operations
What worked well operationally?

The Center played a significant role in coordinating outreach efforts among census stakeholders at the state, regional and county level.

The Center was a partner in the State of California's initial coordination efforts. We were part of the planning committee for the State's Implementation Planning Workshops (IPWs), a series of meetings planned throughout the state to refine the outreach strategy and develop implementation plans to reach hard-to-count (HTC) populations from the different regions. In addition to contributing towards the agenda development, we brought new stakeholders to these conversations, including several African American-focused community based organizations and San Joaquin Valley NAACP Chapters. The Center also provided the refreshments and lunch for the three San Joaquin Valley IPWs held in Stockton, Fresno, and Bakersfield between July and October 2019.

We have also worked with organizations operating at a statewide level related to farmworkers and communications. On August 27, 2019, we convened an in-person meeting around farmworker outreach between the Los Angeles Regional Census Bureau office leadership, the Statewide CBO farmworker outreach grantees Mixteco/Indígena Community Organizing Project (MICOP) and California Rural Legal Assistance Inc. (CRLA), a representative from the State of California's Complete Count office and other subcontractors and grantee organizations working with this population. We shared outreach strategies and best practices with the Census Bureau and highlighted specific challenges to counting the farmworker population with the purpose of informing the Census Bureau of issues they needed to consider as they refined their operational plans. The community-based organizations and The Center staff continued to meet on a monthly basis until December 2019 to coordinate outreach efforts, discuss strategies, share challenges encountered and brainstorm solutions for reaching farmworkers. Additionally, the California Census Office, in partnership with the Governor's Office, invited us to be part of a small, invite-only, meeting on October 18, 2019 to discuss immigrant and refugee outreach. At this meeting, we offered input based on our relevant research findings and our partners' community-based work. Furthermore, this meeting provided an opportunity to strengthen our relationship with the other participating groups and to inform our philanthropic efforts in support of strategic census outreach in the San Joaquin Valley.

Additionally, to better support the census outreach efforts of our community partners, we coordinated with three of the State-funded statewide census outreach community based organizations: The Latino Community Foundation, NALEO Educational Fund and Asian Americans Advancing Justice. We shared with our SJV community partners the

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census outreach materials developed by all the statewide outreach partners through in-person and online meetings, the weekly SJVHF eBlast and [Census Huddle newsletters](#).

The Center also attended the monthly Complete Count Committee (CCC) meetings in Fresno, Kings, Tulare and Kern Counties in order to strengthen coordination efforts around current outreach strategies and planned activities with other census stakeholders. The Center was also in conversation with the CCCs in Madera, Merced, Stanislaus and San Joaquin Counties. That was helpful to understand what was occurring at a broader geographical regional level and also to exchange best practices. Furthermore, the Center connected its census outreach partners from the ACBO and the SJVHF Census Cohort with their respective CCCs. The Center and the CCCs shared creative content and contacts to enhance our collective census outreach efforts.

Some CCCs had subcommittees. We were very active in the Kern CCC communications subcommittee to better coordinate on public events and provide input on media placements. For example, the ACBO and SJVHF census outreach grantees all adopted teal vests when conducting outreach as a recognizable identifier of coordinated census outreach workers. The Kern County Complete Count Committee adopted the use of these vests for their canvassing efforts. The teal vests were in wide use by census outreach partners throughout the SJV, as demonstrated by social media posting of numerous SJVHF-funded outreach partners. Furthermore, we held a joint, multi-lingual press conference with the Kern County Complete Count Committee on October 24, 2019 to uplift our census work in the county, particularly the launch of our canvassing efforts.



October 24, 2019 multi-lingual joint press conference between The Center and the Kern Complete Count Committee: Camila Chavez, Executive Director of the Dolores Huerta foundation, speaks along with community based organizations and elected officials.

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The Center also developed close working relationships with various counties. We participated in separate weekly scheduled calls with the census outreach leads for the Counties of Fresno and Kern. The State Regional Program Manager, Mai Thao, also participated on those calls, where we exchanged information and updates, identified collaborative opportunities and gaps, and provided each other feedback on strategy. We were also in communication with Tulare and Kings Counties by email and telephone and supported one another when possible. For example, when the Kings County CCC announced it was holding its first townhall in Kettleman City, The Center asked its ACBO partner, Central California Environmental Justice Network (CCEJN), to perform its census skits there to enhance participant experience. Although Kettleman City was not part of CCEJN's outreach territory, CCEJN still traveled the distance to support the CCC in its outreach efforts.

We worked closely with Kern County to coordinate outreach efforts, sharing scopes of work from implementing partners and integrating our respective census outreach plans. As a result, we were able to identify gaps in outreach by census tract and organizations serving these communities. Through referrals from Kern County, we were able to let organizations working in these census tracts know about the San Joaquin Valley Health Fund's census outreach funding opportunity (supported with philanthropic dollars) and eventually we funded some of them.

To leverage our funding, The Center census outreach partners and the counties shared collateral material and talent. Kern, Tulare, and Fresno Counties all aired census musical vignettes developed by our partner Radio Bilingüe on commercial radio stations. Tulare County supplied our partner organizations with printed materials and swag. The Counties also invited ACBO partners to participate in on-air interviews and/or public service announcements.

We had a close working relationship with the County of Fresno. Since the fall of 2019, we regularly convened the ACBO partners and the County's subcontractors. As of January 2020, the SJVHF census outreach partners also participated in order to better coordinate activities and catalyze collaboration among partners. At these bi-monthly meetings, partners shared information and progress on their outreach approaches so that they could identify gaps and good practices, learn from one another, and create synergies to leverage resources and contacts.

We also jointly formed a Southeast Asian Census Outreach working group in Fresno County bringing together the four organizations (Fresno Interdenominational Refugee Ministries [FIRM], Fresno Asian Business Institute and Resource Center [ABIRC], Hmong Innovating Politics [HIP], and The Fresno Center) that were funded by the ACBO Region 6 (The Center), SJVHF and County to conduct census outreach to the Asian-American Pacific Islander (AAPI) population. Fresno County has a sizeable Hmong population, whose language needs were not supported by the Census Bureau. Because of the shelter-in-place order, these community groups were not able to provide the level of face-to-face, in-person assistance initially planned. The group met biweekly to discuss strategies for reaching and assisting the limited-English proficient Southeast Asian

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population and to coordinate efforts. FIRM, ABIRC, and The Fresno Center established a Hmong census hotline supported by Fresno County that also served other Southeast Asian population in several languages. The group also developed a mailer designed by HIP that was sent out to SE Asian households by Fresno County. The Center supported the design and purchase of Hmong-themed tee shirts that were given out as swag by ABIRC, FIRM and The Fresno Center.

Prior to COVID-19's stay-at-home restrictions, we organized four San Joaquin Valley-wide meetings, three in-person and one virtual. The overall objectives of these meetings included catalyzing regional dialogue, enhancing collaboration and coordination of census work in the region, sharing best practices and identifying challenges and possible solutions. Each meeting focused on a key issue. Participants included key census stakeholders, such as state-funded entities like county leads, ACBO 4 and 6 leads, key ACBO partners, Complete Count Committee (CCC) chairs, state and federal census officials, SJVHF census outreach partners, and representatives from SJV legislative offices. Invitees came from the SJV counties of Kern, Kings, Tulare, Fresno, Madera, Merced, Stanislaus, and San Joaquin. The first meeting on September 24 was dedicated to media and communications. It provided a good opportunity for partners to discuss local needs and provide feedback on the State media census strategy. The October 25, 2019 meeting focused on local forms of partnership with the education sector and other best practices implemented across the State. The October meeting featured a panel presentation by representatives of the Rural Westside Census Collaborative and its partner the Coalinga-Huron Unified School District, the Sequoia Adult Education Consortium, Fresno Unified School District, the California Complete Count Office Education Manager, and the Tulare County Association of Governments. The January 31 meeting included even more census stakeholders - with more than 100 participants in attendance. The meeting kicked off with a press conference featuring the geographic and ethnic diversity of partner organizations and unveiled the use of teal vests as a common identifier of the San Joaquin Valley Regional census outreach effort. The meeting succeeded at promoting dialogue, sparking ideas and creating new partnerships across the SJV. On August 4, over 100 participants attended a virtual regional census convening – “Maximizing Census Outreach and Partnership Opportunities During Non-Response Follow Up.” Congressman TJ Cox opened the meeting with words of encouragement and appreciation for the group's outreach efforts. A notable line-up of speakers followed: University of California Merced Professor Edward Flores analyzed self-response rate trends, US Census Bureau representative Rosa Rendon provided important updates on the Census Bureau Non-Response Follow Up (NRFU) operation, and then Dr. Mignonne Pollard of the California Census Complete Count Office, Judy Boring from the Stanislaus County Office of Education, and Lisa Baladad from the Central Valley Health Network shared best practices and lessons learned related to working with the education and health sectors during NRFU.

ACBO partners also participated in regional dialogue and coordination opportunities organized by elected officials. On February 18, the Region 6 ACBO lead and select partners, i.e., the Central Valley Immigrant Integration Collaborative (CVIIC), *Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO)*, *Mi Familia Vota*, *Fresno Metro Black Chamber of Commerce (FMBCC)*, and *Centro La Familia*, served as panelists at a census roundtable hosted by Congressman Jim Costa and California

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Attorney General Xavier Becerra to discuss census outreach during the self-response period. That same evening, the SJVHF supported Congressman's TJ Cox Census town hall with Secretary of State Alex Padilla in Selma by having ACBO partner Central California Environmental Justice Network (CCEJN) perform a census skit promoting census participation for the audience which included many ACBO partners and their constituents. The February 18 events provided excellent opportunities to share our learnings and successes with influential state and national stakeholders.

The Center also facilitated regular calls for its outreach partners to discuss strategy, challenges, and solutions. The Center initially convened ACBO partners monthly. In July and August of 2019, during the initial planning stages, we met more frequently and by county to divide up the canvassing turf, coordinate efforts and have more one-on-one conversations to refine individual strategies. After our April 2020 monthly video convening, the group decided to meet on a weekly basis to discuss how to best react to the evolving COVID-19 situation. The ACBO group met weekly until the census ended. We also met outside of this space to coordinate on phone banking and canvassing efforts.

The State Attorney General's (AG's) Office invited The Center to speak at a press conference held on March 6, 2020. With the backdrop of the Fresno County Public Library's computer lab on wheels, otherwise known as the "Digibus", AG Becerra urged residents to respond to the census. The Digibus was intended to serve as a Mobile Census Questionnaire Assistance Center. We spoke about the different ways partner organizations were informing and assisting hard-to-count communities with the census. We took the opportunity to highlight the teal vests as identifiers of community based census outreach workers.

The Center offered a series of training opportunities for its partner organizations, as well as other census stakeholders in the San Joaquin Valley. For example, canvassing and later phone banking (due to physical distancing measures instituted due to COVID-19) were key components of the cohort's outreach strategy. Both of these activities required the use of Political Data Inc. (PDI) software. The State of California contracted with PDI to create a database of addresses and phone numbers coupled to a survey that documented the number of households reached and their inclination towards responding to the census. The Center partnered with PDI to offer three trainings for census cohort members to learn how to set up a work environment, select geographies and create canvassing walks and/or phone banks.

We also offered a number of trainings on effective outreach practices based on SJVHF-sponsored research undertaken in the San Joaquin Valley. Through our partner Central Valley Immigrant Integration Collaborative (CVIIC), we offered a Census 101 training and a training with the City University of New York (CUNY) to build capacity in the use of census maps to undertake data-informed outreach. To support partner organizations in their pivot towards remote census outreach approaches due to COVID-19, we co-sponsored a digital media training with CVIIC and the California Immigrant Policy Center (CIPC) to coach partners in the effective use of social media for reaching HTC populations.

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The Center also shared a weekly San Joaquin Valley Census 2020 Huddle: <https://www.shfcenter.org/sjv-census-updates> e-letter with stakeholders across the region and beyond. Every Wednesday, this weekly update included news, action items, resources, county updates, learning opportunities and funding opportunities. The weekly SJV Census 2020 Huddle is filed and archived on The Center's webpage at <https://www.shfcenter.org/sjv-census-updates>. Additionally, the weekly SJVHF eBlast included a section devoted to census, including links to the SJV Census Huddle and other census resources.

Due to The Center's expertise acquired through the census research supported by BSFC, we acted in an advisory capacity to the Census Bureau. The Census Bureau consulted with us on occasion to understand some of the "real-world" challenges facing hard-to-count populations. We also participated in discussions with Mercury and other Region 6 stakeholders to develop a local media strategy for Fresno, Tulare, Kings and Kern Counties. (Mercury was the State's contractor for its census media and communications strategy.) We provided input on media needs for the southern part of the San Joaquin Valley in group discussions

Additionally, we played an advisory role in a number of national efforts that were relevant at the local level. For example, we advised on the content for We Count: <https://www.wecountkids.org/>, a popular children's book used nationwide to inform communities how different types of households are counted. It was distributed by First Five in the San Joaquin Valley and utilized by many partner organizations in their outreach efforts to parents with young children.

The Center actively fostered census collaboration and coordination across stakeholders from the eight counties in the San Joaquin Valley. It worked well to bring together our 60 census partners in total (Region 6 ACBO + SJVHF partners) for larger, region wide efforts. For example, from May 10– 16, 2020, ACBO and SJVHF census outreach partners held a San Joaquin Valley Census Week of Action to collectively intensify their remote and digital outreach efforts to those who remain to be counted. Highlights of the week included challenges/contests/raffles, instructional videos in various languages, census theater skits, virtual parties, text-a-thons, stand-up comedy show, caravans, Facebook and Instagram live streams on the census and housing, immigrants, the African-American community and the arts, and a [press conference](#) with an all-star cast including, among others, Secretary of State Alex Padilla and Dolores Huerta. We collaborated with the Region 4 ACBO to create graphics for the week. The Region 4 ACBO also joined a census caravan organized by a Merced SJVHF partner on May 30th.

It was also beneficial for The Center to join the weekly State meetings to learn lessons from across the State and to participate in the Region 4 and 6 meetings to learn what was happening in the San Joaquin Valley.

What hindered the operations?

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The pandemic and resulting statewide shelter-in-place order and the multiple changes in Census Bureau policy and operations hindered our operations. Due to COVID-19, partners had to quickly modify their implementation plans to abide by public health guidelines. This resulted in having to downsize outreach teams. Canvassers were either reassigned to phone banking or were let go.

The constant changes to the census timeline made planning very difficult. The Census Bureau initially extended the end of the census from August 15 until October 31, 2020 and the Non-Response Follow Up period from May 13 to August 11, 2020. Area Census Offices (ACOs) postponed important field operations such as Update/Leave, Group Quarter Enumeration, the homeless count and the hiring and training of census enumerators until further notice. Since we too could not be in the field due to COVID-19, update/leave areas received little census information during a critical time. The Census Bureau ended up resuming operations in June. However, during the intervening three months, there was uncertainty around when operations would resume and when/if shelter-in-place would be lifted. Then, on August 3, the Census Bureau announced it was terminating the census count on September 30. Partners once more changed their implementation plans to meet the new deadline. However, a series of lawsuits and appeals contesting the altered timeline resulted in an unknown end date for the census count. The uncertainty lasted for weeks and made it very difficult for partners and us to properly budget and plan for remaining census outreach activities. It was hard to budget for future outreach activities since we did not know when the census would end. Partners wanted to provide information and assistance until the end, some planned a paid media blitz in the final days. However, with the sudden date changes and then a final truncated end date, not all media surges or in-person outreach activities could be implemented as planned.

Although some partner organizations resumed in-person activities, our overall in-field “hands on” outreach strategy was conducted at a significantly smaller scale than originally planned. Not all organizations returned to the field because of the ongoing COVID-19 threat. The face-to-face interactions and conversations were at the core of a strategy that could not be fully implemented. Additionally, it became harder to recruit outreach staff for canvassing or other in-person outreach positions as the pandemic took hold in the SJV.

The census timeline changes were another unexpected challenge. The uncertainty of the census end date made it difficult for partners to plan for future outreach activities, properly allocate funds and ensure appropriate staffing for the project. Organizations were unable to confirm employment length with staff. The back and forth of the census end date also caused a lot of confusion within the community and led to further mistrust of the entire process among HTC populations.

Partners pivoted to phone banking at the beginning of the self-response period due to the Governor's shelter-in-place order. PDI's limitations quickly became apparent as partners began running out of phone numbers to call in their assigned census tracts. The Center and our data manager, Everyday Impact Consulting, evaluated the phone lists of various vendors but concluded that the companies were using similar primary

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sources of information as PDI. We did not see the added value in purchasing these datasets as they were still deficient in phone numbers of HTC individuals.

Moreover, Broadband access was limited in the rural and unincorporated areas, which further hindered the ability of outreach staff to respond to community members' requests for assistance.

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

The ultimate goal the Region 6 ACBO was to ensure that hard-to-count (HTC) communities in Fresno, Tulare, Kings, Kern and Inyo counties were counted in the 2020 Census. Our strategy, designed by the community partners, took a hands on, multi-pronged grassroots outreach approach based on our partners' expertise in serving, organizing, mobilizing and empowering HTC communities around a variety of issues ranging from clean water to voter engagement. The strategy emphasized face-to-face interactions, going to locations where HTC residents are, talking through people's concerns, understanding residents' key role in spreading the message to their informal social networks, and offering a helping hand to those needing assistance to respond to the Census. Partners relied on their base building prowess to motivate HTC populations to participate in the largest civic action undertaken in the United States. Door-to-door canvassing was at the core of this strategy and overwhelmingly contributed to the success even though the strategy could not be fully deployed due to COVID-19.

While all partners embraced the grassroots, hands-on outreach approach, each partner tailored its messaging and outreach methods to most effectively reach the specific populations and ethnic groups with whom they were working. Partners relied on census demographic data, institutional knowledge, established trust and relationships, and culturally and linguistically competent outreach staff to prioritize geographic areas of outreach. Our outreach approach consisted of the following components, adapted to comply with public health standards and guidance in light of COVID-19.

- **Going to where the people are.** Partners focused their outreach efforts at locations where the prioritized residents were located: in-person, remotely or virtually.
- **At the residence:** The most effective way of reaching community members directly at their homes was through door-to-door canvassing. The opportunity to have a personal conversation was critical in increasing self-response rates (SRRs) in HTC neighborhoods. Preliminary data analysis suggests there is a correlation between canvassing and observed SRR increases in specific census tracts. Partners canvassed HTC neighborhoods throughout the SJV, including within Section 8 housing and homeless encampments. Other methods of reaching residents at their homes included leaving census information at the doorstep, sending census mailers or including census inserts in utility bills. For the mailers, partners utilized their own organizational address lists, collaborated with faith-based institutions and/or the Counties or purchased addresses from specific zip codes. The mailer strategy was widely utilized to reach African-American, Hmong

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and Sikh communities. Partners were equipped with bi-lingual, and for the particularly diverse neighborhoods, tri-lingual door hangers, flyers and inserts. All material had the necessary information for residents to self-respond including the Census Bureau website and phone numbers. Plus, partner organizations included their individual contact information for follow-up questions and additional assistance needs.

On the phone and computer: Partners held traditional phone banking campaigns utilizing Political Data Inc. (PDI) - a statewide database of phone numbers and addresses with a functionality to conduct surveys with community members. The survey, which was also conducted during canvassing, included questions regarding propensity to participate in the census, reasons for the inclination and language preferences. Since the pandemic was affecting many hard-to-count communities, DHF, among others, addressed the COVID-19 crisis in their phone calls, highlighting available health care and financial relief resources and tying these to the importance of completing the census for obtaining much needed community support.

Partners also leveraged their organizational, personnel and community member contacts to conduct relational phone banking, texting and email campaigns. Through this strategy, partner organizations overcame two PDI limitations: bad numbers and cold calls. PDI phone numbers were compiled from voter and consumer databases, which do not always include information from the hardest of the hard to count communities. It is difficult to get good numbers for individuals who live off the grid, use burner phones and may be undocumented or in the shadows. Partners struggled with bad phone numbers, particularly in the rural farmworker towns. It was therefore imperative to identify and utilize known numbers. For example, partners like the Rural Westside Census Collaborative and CBDIO could rely on their database of clients to call, email and/or text with information about the census and how to complete it. Such organizations had access to current phone numbers and engagement was higher since there was an existing or prior positive relationship. For these same reasons, it was also effective when outreach staff and community members contacted members of their social circles. Research bears out that people are more likely to act on information that comes from someone they know and trust. The Jakara Movement tapped into active WhatsApp community groups to disseminate information and hold discussions about the census, offer support, and answer questions and concerns.

- **Where people work or study:** Partners frequented worksites, elementary schools, high schools and adult schools. To highlight a few examples, CBDIO partnered with indigenous agricultural foremen or “mayordomos” to access indigenous farmworker crews in the fields. CBDIO traveled up and down the San Joaquin Valley following the harvest of crops. They spoke to farmworkers in their languages about the census and distributed swag, like T-shirts, masks and sanitizers. If CBDIO could not assist

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indigenous workers at that moment, they would take down the workers' phone numbers and call them later.

- **Where people run errands:** Partners disseminated and posted census information, tabled community events and assisted hard-to-count (HTC) communities with census completion at small businesses, ethnic markets, convenience stores, bus stops, laundromats, the post office, and on street corners. Signage was typically posted at these locations. For example, CRLA posted signage on utility posts in strategic locations and laundromats, while The Fresno Center hung posters in Asian markets.
- **Where people hang out:** Outreach also took place at parks, community centers, places of worship, flea markets, cultural events, shopping centers and public libraries. These were great locations to find target populations in significant numbers. Partners like the Rural Westside Collaborative, Faith in the Valley, The Fresno Center and DHF held in-person and virtual workshops and presentations at places of worship. Cultural events like Hmong New Year and Fiestas Patrias offered excellent outreach opportunities for various organizations.
- **Where people obtain services:** Partners collaborated with food banks, employment assistance centers, the housing authority, teen centers, and other service-based organizations to offer census information and assistance to clients. In order to leverage existing organizational capacity to reach community members, partners integrated census outreach into already well attended events, such as food distributions, immigration workshops, back to school giveaways and scheduled appointments. IMACA placed bilingual banners and flyers in their offices, health centers, Head Start and WIC locations to ensure good visibility and public awareness on the importance of responding to the 2020 Census and how to respond. Every phone caller (e.g., for new client intake, current client seeking case update, or caller seeking a referral) at CRLA received a census pitch.

Partners also incorporated the census into their COVID-19 relief efforts. Organizations inserted census literature with information on how to respond and where to get assistance into bags at food distributions. Some CBOs like DHF and the Rural Westside Census Collaborative set up a census station as part of the food pick up process so that all attendees could access information and request assistance if needed. Community members calling the Jakara Movement's *Disaster Relief Assistance for Immigrants* phone line were asked whether they had filled out the census. Those who had not, were referred to Jakara's Punjabi census hotline for more information and assistance. This referral strategy was extremely effective in reaching monolingual and undocumented Sikh immigrants and facilitating their self response.

- **Where people obtain information:** Ethnic media is a trusted source of information for hard to reach communities, including the HTC. The SJVHF and our partners focused ethnic media investments on the Latino/indigenous, Hmong, Sikh and

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African-American communities. Radio Bilingüe was our primary media partner. They regularly interviewed SJVHF Spanish and Mixteco speaking partners to promote their census outreach activities. Various counties selected our partners as census spokespersons for their paid media campaigns and partners were regulars on Univision's popular morning show, Despierta Valle Central (DVC), and on commercial radio stations, as well as Hmong and Punjabi media outlets. Both Radio Bilingüe and Univision helped to normalize and publicize our use of teal vests while doing in-person outreach. Radio Bilingüe even created a short radio skit about a canvasser wearing a teal vest and Lupita Lomeli, the DVC host, would wear one during census interviews. Partners also participated in interactive talk shows so community residents could call in, ask questions and talk through concerns. HIP, The Fresno Center and Jakara were regulars on Hmong and Punjabi television and radio. Radio Bilingüe held a number of census marathons, which consisted of eight hours of entertaining and informational census programming. Partners played a key role in educating listeners and viewers about why the census matters to their families and their communities; providing detailed information about how to complete the census questionnaire and reinforcing key dates in the census self-response process; and answering questions and dispelling myths about the 2020 census. CBOs usually experienced an influx of phone calls with census questions after media appearances. Ethnic media was critical for reaching the older generation of immigrants who rely on specific television and radio shows to obtain information in their native language. Partners also wrote op-ed pieces and placed census advertisements in newspapers.

In the last weeks of the census period, partners intensified language access and social/traditional media efforts. Some partners focused on Southeast Asian, Punjabi and indigenous communities. California Rural Legal Assistance, Inc. developed an instructional video guiding Zapoteco speakers through the census questionnaire. The Fresno Center produced a fun census comedy skit encouraging the Hmong community to fill out the census. The Asian Business Institute & Research Center was contracted to create new videos targeting veterans and the Cambodian community (here and here). The Laotian American Community of Fresno also created a census video.

Because of COVID-19, partners pivoted to intensify their online outreach efforts. They posted census information, hosted instructional workshops, discussions and virtual parties, boosted ads and held online challenges, raffles and contests on their organizations' social media platforms. CRLA and CBDIO posted instructional videos in regional variations of indigenous languages guiding viewers through filling out the census form. ELF also posted on community group sites frequented by HTC populations in order to reach a broader segment of people who may not have community-based organizational ties.

Partners reached HTC communities through various methods in the physical and virtual world:

Mobilizing Community to amplify outreach:

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A critical component of the SJVHF census outreach strategy included hiring and training outreach volunteers and workers who came from and lived in HTC communities. Partners mentored, coached, and trained residents on the census and broader topics like the power, uses, and technologies of civic engagement. As a result, staff and volunteers were motivated, inspired, knowledgeable and enthusiastic and able to engage and persuade HTC populations on the census in an authentic and compelling manner. The outreach workers were able to initiate a conversation from the standpoint of trust, community familiarity, and they were better able to relay the urgency of census participation and they had an easier time motivating people to participate. This became extremely important in conducting outreach to disaffected populations who have a general lack of trust in government and are apathetic towards public benefits, as was particularly prevalent in the African-American and undocumented communities. By utilizing a peer-to-peer outreach strategy, partners had unique access to the hardest of the hard-to-count individuals and could speak to them with conviction.

Partners were not just disseminating census information; they were activating community to engage in the census process, particularly the youth. Through virtual or in-person house meetings, town halls, and community chats, participants were encouraged to sign up for canvassing walks in their neighborhoods, phone bank, and to motivate their family, friends and co-workers to complete the census. A number of organizations conducted outreach phone trees. DHF mobilized their neighborhood committees to knock on their neighbors' doors and/or call them to encourage and ensure census participation. CBDIO asked community members for contacts from their social circles and in that way discovered new indigenous communities throughout the SJV. Canvassers asked residents at the door to encourage their neighbors and social circle to take the census, particularly if they themselves had already completed the census.

Partners formed a cadre of census ambassadors with the ability to spark a multiplier effect that significantly expanded partner outreach capacity in the hardest of the HTC communities and mobilized their participation and that of their social network in census response.

Implementing innovative approaches to engage HTC populations. Partners excelled at delivering census messaging and assistance in creative formats. By integrating the census into popular cultural elements that resonate with immigrants and other vulnerable groups and by incorporating the voices of indigenous immigrants, non-English speaking immigrants, farmworkers, youth, and essential workers, partners were able to capture the attention and buy-in of HTC communities.

Partners pushed their creative boundaries and consequently significantly improved their capacity to generate and produce traditional and digital media content. To name a few examples, Radio Bilingüe embarked on a massive creative endeavor producing four census songs, three musical vignettes, two radio skits, 20 spoken word verses, and three *sonidero* sessions. CBDIO generated powerful and artistic imagery documenting their outreach to indigenous workers in agricultural fields.

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Their posts gained significant traction on social media. Jakara produced two popular songs and videos disseminated and viewed across the nation. The creativity that resulted from partners working outside of their comfort zone will endure beyond the 2020 census campaign. Partners are now equipped with the experience and connections to integrate the arts into outreach efforts and launch innovative and robust digital and in-person outreach campaigns around other issues impacting their constituents.

Radio Bilingüe was a leader in generating creative content for SJVHF census outreach efforts. Their media campaign revolved around non-traditional public service announcements, such as musical census vignettes, spoken word, songs and skits. These pieces, developed in partnership with local artists who themselves came from HTC communities, aired repeatedly throughout the entire census period. The lyrics were catchy and motivated the community to respond to the census but also to spread the word about its importance. Musical styles ranged from *cumbia* to *banda*. A salsa-styled vignette and a mariachi song included the Census Bureau Spanish phone number in the lyrics, making it easier to remember. The last song commissioned was a trilingual rap in Spanish, English and Mixteco that urged listeners to take the census immediately as time was running out. Spoken word artists recorded 13 short verses with empowering messages that encouraged census participation. A radio skit Radio Bilingüe produced played off a very popular Mexican song called, "La de la Mochila Azul," or "the one with the blue backpack." It featured a married couple, as the wife is getting ready to canvass her neighborhood in a blue vest. The husband modifies the lyrics and sings "la del chaleco azul" which translates to "the one with the blue vest" to her. Any Latino immigrant would immediately recognize the tune and understand the play on words. It was a great and fun way to introduce and normalize the presence of canvassers wearing blue vests.

Another popular cultural reference Radio Bilingüe tapped into was the use of a *sonidero* DJ in their census programming. *Sonideros* are specifically hired to give shout-outs to guests at parties as the music is playing and otherwise animate the party. Radio Bilingüe leveraged the popularity of the *sonidero* culture to offer information about the census, and to give shout outs to HTC census tracts over the radio to motivate people from these places to self-respond. The SJVHF and Radio Bilingüe provided the DJ with a list of neighborhoods and towns to use in his shout-outs along with key motivational phrases. Listeners were able to call in and request greetings for their friends as they learned about the census.

Radio Bilingüe paved the way for other partners to develop their own creative content. The Jakara Movement developed two census songs in Punjabi with corresponding videos that showcased Sikh contributions to California's history and highlighted the census as a tool for documenting that story and bringing benefits to the Punjabi Sikh community. The songs were created in two different styles: a contemporary sound catering to the younger generation and a traditional "old school" version for the elders. The songs and videos aired on Punjabi radio, television, social media and WhatsApp groups. Partners continued to create new census songs to motivate census participation. Radio Bilingüe commissioned Una Isu to create a

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trilingual census rap urging the community to fill out the census in English, Spanish and Mixteco. (See [video](#) listen to the whole **rap** [here](#))

Musical messages were a fun, effective and relatable way to convey information and activate community members to help in spreading the word. Partners utilized the census songs and vignettes at food distributions, school lunch car pick-up events, during census caravans and at other census events as described below. CRLA replaced its “on-hold” music with the census songs on their phone system statewide, all 19 of their offices.

Not surprisingly, when census events were coupled with music, other entertainment, swag and food, community turnout was enhanced. Partners held a 'TA COntado? Tour, which consisted of a series of taco giveaway events accompanied by DJ entertainment that took place during the last three weeks of the census self-report period. CBOs targeted the lowest self-responding census tracts in the Region 6, which were largely located in rural unincorporated areas, and flea markets that HTC communities still frequented amid the shutdown of other venues. 'TA COntado? is a play on words in Spanish that means “are you counted?” and also spells out taco. The tacos and music were magnets that drew people to census information and assistance. These census promotional events motivated those that wouldn't normally respond to the census to participate.

Census caravans proved to be an innovative way for partners to interact safely with community members during the pandemic. A line of cars decorated with census messaging, banners and magnets drove slowly around HTC neighborhoods honking their horns and playing the census songs while encouraging people to respond to the census through a bullhorn. The noise and visuals brought people out of their homes, which was particularly useful in neighborhoods where households were inaccessible due to fenced yards and guard dogs. Partners handed out popsicles and inflatable beach balls to kids, census swag and informational material to incentivize census participation. Some took down residents' phone numbers and called them back later. ELF organized and led one of the first census caravans in the state. It took place in the City of Merced. For some groups like the Rural Westside Collaborative and DHF, caravans became an integral part of their canvassing operations. Caravans would be held the evening prior to canvassing or shortly in advance of the canvassing teams. DHF hired DJs to accompany the caravans who would set up in a corner and draw attention while canvassers would knock on doors. The Rural Westside Census Collaborative's team lead would speak about the census from the car the entire time. This form of messaging is familiar to many immigrants as it can be a common advertising approach in many countries.

Before the COVID-19 crisis unfolded, a number of partners had planned to establish Questionnaire Assistance Centers (QACs), particularly to serve limited English proficient populations. Because QACs were not allowed to open during the pandemic, some partners established their own census hotlines to replace QACs as a safe alternative for answering census related questions and delivering assistance while observing public health guidelines. Hmong and Punjabi are two widely

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spoken languages in the SJV that were not supported by the Census Bureau or the State. The Jakara Movement's Punjabi hotline was extremely popular and was the only one in the country serving the Sikh population. CBDIO's census hotline served Mixteco, Zapoteco, Triqui and Tlapaneco speakers. The indigenous population called the hotline heavily during the last days of the census. Although many census resources were available in Spanish, ELF launched a Spanish hotline that targeted DACA, TPS and DED recipients since residents with those immigration statuses may not have felt comfortable interacting directly with the Census Bureau. All of these hotline numbers were disseminated broadly on television, radio and social media.

To continue delivering information and motivating people to self-respond in a culturally appropriate manner, partners targeting Spanish-speaking populations held census *lotería* nights in person prior to COVID and then converted them to a virtual format during the pandemic. *Lotería* is a traditional Mexican game that is similar to bingo, but uses cards instead of numbered ping pong balls. The iconic names, images, and verses associated with each card were tailored to adopt a census theme. Partners leveraged the popularity of the game to inform HTC communities about the census and provide assistance in a fun and familiar way.

Partners also developed ingenious methods to obtain HTC residents' commitments to participate in the census. The Dolores Huerta Foundation created a \$20,000 bill pledge card with labor leader and civil rights icon Dolores Huerta's face on it that highlighted important census information. It had a section to calculate how much money a community would lose over 10 years if that particular household was not completely counted. The figure often astounded residents and motivated them to respond. When conducting census outreach at public events, The Source LGBT+ Center set up a photo booth where those who had signed a Census 2020 commitment card could take a fun set of photos with a custom Census 2020 photo frame.

Many community partner organizations formed innovative partnerships that significantly expanded reach to HTC communities. For example, CBDIO initially partnered with an indigenous *mayordomo* who facilitated access to his indigenous farmworker crew. Through him and his crew, CBDIO obtained referrals to other indigenous *mayordomos* and farmworkers. As a result, CBDIO tapped into an expanded network of indigenous farmworker crews and by extension their friends and family. CBDIO now has a broader base of community to engage on a variety of issues.

Our outreach approach worked well and would have undoubtedly been very successful in the absence of a pandemic.

In summary, ACBO census partners designed and implemented a grassroots, community driven outreach strategy -- from the personnel and volunteers who came from HTC census tracts to the messaging rooted in cultural elements characteristic of the target populations. Partners reached residents directly where they were, ready to

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assist those requiring internet access, translation, help with utilizing computer devices or any other need.

What hindered the outreach?

During the education and motivation phase, partners mainly had difficulty utilizing the Census PDI application. At times, the data would not be saved correctly, the application kept crashing and partners had trouble syncing their data. Plus, a lot of addresses were missing in the database, particularly in the rural and unincorporated areas. When partners would enter in the addresses, PDI would not save them. Every time that area was canvassed, people would need to enter the address into the system. There was no way of knowing whether that household had been previously touched. Plus, canvassers found numerous backhouses or trailers that were accessible to them in rural areas. However, these would not be stored for future canvassers. Many groups reverted to paper, which was more time-intensive and did not facilitate data sharing among different groups as the issues were resolved. Bugs persisted throughout the census period. Some of PDI's issues were resolved, but overall it was frustrating for outreach staff to deal with them.

Another PDI issue that hindered outreach during the self-response period was that PDI kept storing the information collected from the education and motivation period. This meant that the majority of households were colored red, signifying they had already completed the PDI survey. Since partners wanted to ensure households had completed the census, they needed to knock on every door and start keeping track of contacts from a clean slate. Additionally, partners utilizing the PDI phone base complained about encountering many disconnected and wrong numbers.

The pandemic significantly hindered outreach. We were relying on groups like HIP, The Fresno Center, CBDIO and Jakara Movement to provide in-person outreach and assistance to groups whose languages were not supported by the Census Bureau. That could not happen because of public health guidelines, which also made it harder to reach large audiences as initially planned. then it became very difficult to find canvassers that were trusted messengers due to the fear of the virus. Some groups believe that their masks and social distances made it hard for people to see who was at their door.

Furthermore, there was a need to focus on COVID-19 at a time when we were supposed to be talking about the census. It was hard to maintain that balance. The COVID-19 pandemic resulted in many households being so overwhelmed with employment loss, housing insecurity, health issues, and the death of loved ones that they were too burnt out and overextended to respond to the Census or even think about it. Towards the end of the census period, households were also getting numerous calls due to elections and often did not want to have a conversation..

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What hindered our outreach efforts during the nonresponse follow up period was that the schedule had to be changed on multiple occasions due to the state guideline that had to be followed. In addition, there was no communication between enumerators and canvassers and this led to duplicative efforts and complaints from the public about being contacted numerous times during NRFU.

Partners also faced technological challenges. It was difficult to host Zoom presentations with large audiences because most rural areas lacked reliable broadband. Many low-income individuals do not own a personal computer, and some individuals expressed that they could not access the presentation because their child needed to utilize the family computer to access school.

In addition, many hard-to-count communities possessed misconceptions about the Census and were not aware of any direct benefits. Many were hesitant to share personal confidential information because they still believed that the Census contained a citizenship question and were unaware of the laws protecting confidentiality. Plus, many of these communities have experienced fraud. There had been a recent PG&E fraud case in an indigenous community, so no one wanted to host a house meeting to talk about the census when the request was made during the education and motivation phase. People are also reluctant to share information because of their immigration status.

During NRFU, one of the challenges was the mixed message of when the Census would end at the federal level. The different dates affected communities' trust and morale. Plus, by mid-August, most residents suffered from Census fatigue. The Census had gone on far too long and it became harder to get people's attention

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

The two main challenges occurring outside of The Center- the pandemic and the changing census end dates have already been discussed in prior questions. Partners found new ways to reach HTC populations virtually or safely in person. Regarding the timeline, all partners were advised to stop utilizing an end date and refrain from doing countdowns. Instead, partners were urged to emphasize the message that the community should complete the census now or as soon as possible, instead of focusing on an end date.

Other outside challenges included environmental incidents. There was an extended heat wave in July and August that hindered canvassing activity. Some groups adjusted their work schedule to work shorter days and during cooler hours. Others either gave canvassers time off or temporarily transitioned them to phone banking or texting. A similar strategy was taken when the region was experiencing forest fires. When smoke from the fires resulted in hazardous and unsafe air quality, partners canceled canvassing to protect the health and safety of workers.

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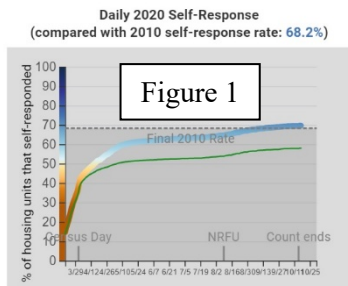
Canvassers and other in-person outreach staff were unable to go door-to-door many days because the air quality index was so poor that it became a health risk. Some switched to phone banking or texting during these days.

Another policy change that impacted the group was President Trump's memo to exclude undocumented immigrants from the apportionment count. This coupled to the announcement that the states of Iowa, Nebraska, South Carolina and South Dakota had agreed to share their DMV records to help the Trump administration produce citizenship data that could be used for redrawing voting districts. This news caused anxiety in the indigenous community. CBDIO received numerous calls from community members they had engaged on the census asking whether they could retract their response because they were scared of getting deported. Such news and policy announcements contributed to the false narrative that the census could be used to identify undocumented individuals. CBDIO ensured community members that the census was confidential and that California did not agree to share its information on resident immigration status with the Census Bureau.

Within The Center, there were no major changes that directly impacted outreach efforts. Like most of our partner organizations, Center staff began working from home in mid-March. Still, we kept convening partners although it was virtual. In fact, the frequency of our meetings increased. Since March 14, 2020 we brought together partners virtually through Zoom on a weekly basis to provide policy and public health updates, as well as discuss alternate outreach approaches.

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

Although California's self-response rate (SRR) rose sharply during the beginning of the self-response period, rates started plateauing around 60% in mid-May (see Figure 1).



The same self-response profile was observed across counties, but in Region 6, all counties reached their plateau at a SRR lower than 60%. For example, Tulare and Inyo counties plateaued at a SRR rate of 55% and 43%, respectively. The differential in SRR was even more pronounced in HTC census tracts. On July 7, the percentage of HTC census tracts with a SRR below 50% ranged from 10-46% in the San Joaquin Valley (SVJ) counties of Region 6. To ameliorate this differential, partners aimed to

reduce the number of census tracts with SRRs below 50%, increase SRRs to at least 60% and when feasible, meet the 2010 SRR. Guided by Census Bureau self-response data, partners were able to strategically deploy canvassers to target the census tracts in most need during this second field campaign.

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Preliminary data analysis suggests there is a correlation between canvassing and observed SRR increases in specific census tracts. The most extreme example is census tract 13.03 in Fresno County. Its SRR rose from 49.3% to 54.9% after one day of canvassing. Canvassers directly assisted 51 households on August 7 increasing the SRR by 5.6%. Although this census tract has been a special outlier, canvassed census tracts increased nearly 1% or more per day (see Table 1 for select examples). This is of particularly significance considering the SRRs of non-canvassed census tracts ranged between 0 -0.2% and over a week's time.

Table 1

Census Tract	County/City	SRR day before canvassing	SRR after canvassing	One day % point increase	Final SRR% 10/27/20
13.03	Fresno/SE Fresno	49.3%	54.9%	5.6%	63.3%
27.02	Fresno/SE Fresno	54.4%	55.8%	1.4%	60.3%
64.04	Kern/Weedpatch	45.6%	46.8%	1.2%	52.2%
17.01	Kings/Avenal	53.1%	54.5%	1.4%	58.4%
2.02	Tulare/Orosi	46.8%	47.9%	1.1%	53.3%

Although overall SRRs are lower in "hard-to-count" areas than in "easier-to-count" census tracts, we found interesting patterns in SRR increases. For Fresno County, we investigated the changes in SRR distributions across quintiles over time. Quintile 1 contains the lowest SRR and disproportionate HTC attributes compared to Quintile 5, having the highest. Table 2 reveals that SRRs from Quintile 1 census tracts rose at

Quintile (ranked from lowest to highest SRRs)	% point increase in SRR from 5-31 to 10-16	% point increase in SRR from 6-30 to 10-16	% point increase in SRR from 8-9 to 10-16	% point increase in SRR from 8-31 to 10-16
Quintile 1	11.1	7.6	4.9	2.9
Quintile 2	9.0	7.6	5.2	2.9
Quintile 3	8.8	7.4	5.4	3.2
Quintile 4	8.1	6.9	5.2	2.8
Quintile 5	6.8	5.9	4.4	1.7

a greater pace than the higher response census tracts found in Quintile 5. We are currently examining the nature of the impact of our canvassing intervention on the large percent point

increases found in the lowest quintile of census tracts by county and comparing to places without intervention.

Given these data patterns, we believe canvassing played a critical role in advancing the goals partners set for their summer in-person outreach campaign. Fresno, Tulare and Kern counties significantly reduced the number of census tracts with response rates below 50% (see Figure 2). Kern County started out with 33 out of its 71 HTC census tracts falling under this category. By the end of the census period, there remained 12 census tracts with a SRR under 50%. Fresno and Tulare counties reduced the number of census tracts in this category by 50%. Kings County had one census tract in an unincorporated area with a SRR under 50% throughout the entire

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self-response phase. Kings County's final 2020 SRR was 49.6%. Although it did not reach the 50% target, this census tract significantly increased its SRR by more than 10% within three months, making impressive gains. Partners had more success bringing census tracts from the 50% range into the 60% SRR threshold (see Figure 3). In Fresno, Tulare, Kings and Kern counties, the number of census tracts reaching this target increased by at least three-, four-, five- and eight-fold, respectively. The gains were observed in census tracts we canvassed.

Figure 2

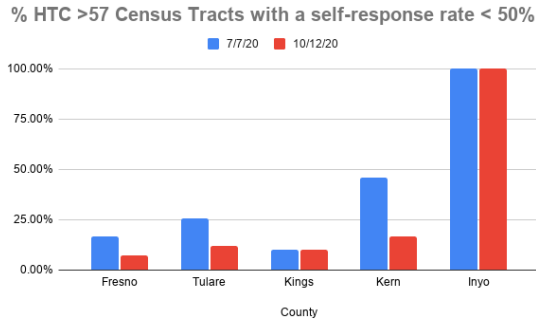
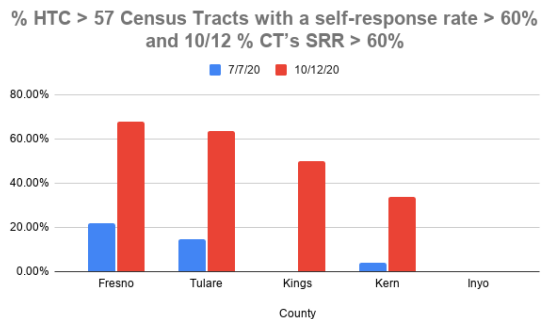
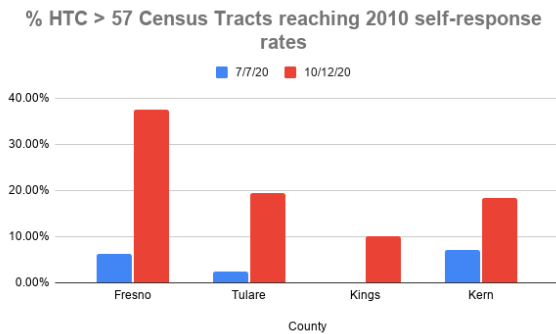


Figure 3



Partners also significantly increased the percentage of “hard-to-count” census tracts that reached their 2010 self-response rates (see Figure 4). In Fresno, Tulare, Kings and Kern counties, the number of census tracts reaching their 2010 level increased by six-, eight-, ten- and three-fold, respectively. Despite the impressive gains, the majority of hard-to-count census tracts in Region 6 did not reach their 2010 levels. The differential after the early surge in self response that plateaued in mid-May may have been too high to overcome.

Figure 4



At the county level, three out of the five Region 6 counties exceeded their 2010 SRR (see Table 2). Kern County came within 0.8% of its 2010 rate. Inyo County trailed 15.2% behind its 2010 rate. Outreach was particularly challenging due to the large geographic distances, hidden housing and lack of internet access. Fresno and Kings counties exceeded the national 2020 rate, but none of the Region 6 Counties met the California 2020 SRR. However, when looking

at percent increase since June 9, the first day of canvassing, all Region 6 Counties surpassed the growth in SRRs observed at the national and state level.

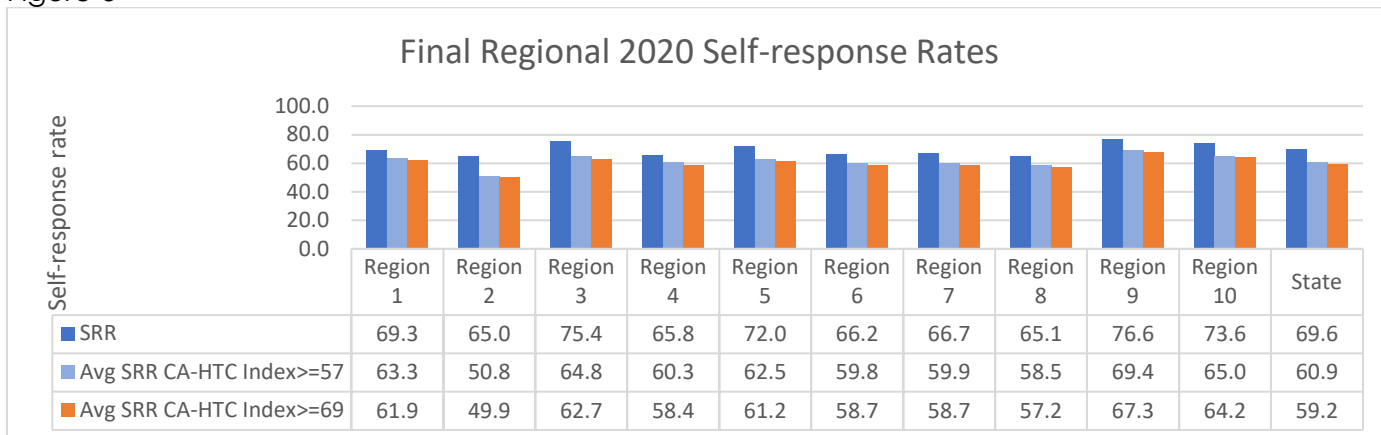
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Table 3

County Name	Final SRR(%)	Growth (%) since 6/9/20	% Difference in SRR from 2010	% Difference in SRR from US final 2020 SRR	% Difference in SRR from CA final 2020 SRR
United States	67	6.2	0.5	-	-2.6
California	69.6	7.6	1.4	2.6	-
Fresno	68.4	8.1	1.6	1.4	-1.2
Tulare	65.4	8.5	0.4	-1.6	-4.2
Kings	67.1	8.7	3	0.1	-2.5
Kern	64.4	8.4	-0.8	-2.6	-5.2
Inyo	55.1	9.9	-15.2	-11.9	-14.5

Region 6 is among the hardest to count in California. In comparison to other regions, it ranks #7 in its overall 2020 SRR (see Figure 5). However, the difference between the overall SRRs and the SRRs of the hardest of the hard-to-count census tracts (HTC Index >69), Region 6 ranks #2. The differential between the response rates of the "hard-to-count" areas and the "easier-to-count" census tracts is not as large as in other regions. The hardest of the hard-to-count communities self-responded at a closer rate to that of the general population. Although the response rates may not have been as high as in other regions, HTC communities came closer to reaching the average self-response rate in their region. Partners did a phenomenal job in comparison to at the state level as well.

Figure 5



Canvassing salvaged census outreach efforts in Region 6. Although the overall response rates were not among the highest in the state, the growth observed at the census tract level in HTC communities was. Our partners were top performers at the state level. Of the 2,375 census tracts that are considered hard-to-count in California, e.g. those having an HTC Index greater than 57, the census tracts we canvassed were consistently in the top 10 (0.4%), top 50 (2.1%) and top 100 (4.2%) of census tracts with the largest percentage point increase in SRR across the state. This

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corresponds to 0.4%, 2.1% and 4.2% of all HTC census tracts in California, respectively. That is pretty impressive considering the pandemic, heat waves and fires occurring throughout this period. It is a great testament to the hard work of our partners, their commitment to reach the hardest of the hard to count communities and the effectiveness of in-person outreach. Our general success relied on the genuine conversations that took place between community members and trusted messengers, activating community and ultimately offering direct assistance with census completion. We did not observe the same level of engagement or impact when conducting remote outreach approaches. Had partners been able to implement the envisioned grassroots, face-to-face outreach strategy with a helping hand, our campaign would have likely resulted in record census participation in HTC communities.

Canvassing was the most effective outreach approach when partners were able to implement it. The census tracts with the most growth in self-response correlated with canvassed locations. It was critical for trusted messengers to engage community members in high quality, face-to-face conversations to alleviate concerns, answer questions and directly assist with census completion. Many residents were not internet savvy, had low educational attainment, did not have internet access, lived in non-standard housing situations and/or did not know about the census. The grassroots, helping-hand approach was critical for capturing residents who would not likely have responded on their own.

The canvassing effort began with an education and awareness campaign from November 2019 until March 11. Canvassers went door-to-door informing the community about the Census and its importance, the timeline, the census questions, etc. Some collected pledge cards to obtain commitments to participate in the Census and contact information. Canvassers utilized Political Data Inc. (PDI) to track and document their work, as well as to conduct surveys with community members. The survey included questions regarding propensity to participate in the census, reasons for the inclination and language preferences.

Early education was critical for understanding community attitudes towards the census. Common reasons for not participating included a general lack of knowledge about the census and its importance, data privacy and fraud concerns, and immigration-related fears. Most people did not understand the tangible benefits to the community from the census, but were motivated to participate in the census once they understood. Other messaging that worked involved connecting the census to social equity and representation in Congress. With the undocumented, it proved successful to frame the census as a way to give voice to a community that cannot vote, emphasize census confidentiality and highlight its protection by law. Resident feedback allowed canvassers to refine and tailor their messaging for subsequent visits, particularly in preparation for canvassing that would take place during the self-response period. Outreach staff found it is most effective to engage residents on what they want for their communities and connecting it to the Census.

Early canvassing helped the SHVHF Census cohort better understand community priorities. For example, in rural areas, residents frequently mentioned need for improved infrastructure: curbs, sidewalks, safe roads and street lights. Canvassers also uncovered the prevalence of structural barriers to census participation in specific census tracts. Some community members did not have internet access besides their cell phones, lacked the digital skills to access and navigate the online census questionnaire, had

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little to no educational attainment, lived in low-broad band areas and resided in unconventional or complex households. As a result of these challenges, many residents requested canvassers to return during the self-response period and assist them with census completion.

The education phase laid the critical groundwork for the self-response period. CZI's support of early canvassing resulted in increased knowledge about the census among unaware HTC communities that may have otherwise not participated. Secondly, it was important for understanding and identifying the location of technology, literacy and housing barriers present in these communities. Thirdly, partners learned what issues were of most importance to these populations and could refine their census messaging based on direct community feedback. Furthermore, CBOs were able to strengthen trusted relationships to these HTC communities and normalize their presence for a return.

ACBO partners were prepared to launch a robust canvassing campaign in HTC census tracts and respond to requests for assistance. However, the rise in COVID-19 cases coincided with the beginning of the self-response period in March. Out of an abundance of caution, on March 11 we called for a postponement of in-person outreach. Governor Newsom instituted a shelter in place order March 19 that lasted approximately two months. During this time, our "high-touch, boots on the ground, helping hand" strategy was up-ended. Largely unable to conduct in-person outreach, partners had to drastically adjust their work plans and pivot to remote outreach approaches like phone banking, texting, email and social media campaigns in order to comply with public health guidelines. As the shelter in place order was eased in mid-May, partners regrouped and some decided to relaunch their canvassing campaign. It took some time for partners to put safety protocols into place, but the first canvassing group began June 9. All canvassers were out in the field by late July.

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

Our census related partnerships are rooted in our six year history and presence in the San Joaquin Valley, where we have supported over 160 partners on policy and systems change that advances social and racial equity. We already had established relationships with trusted messengers with a history of working directly with hard-to-count populations in a linguistically and culturally appropriate manner. Because of these relationships, partners came to us and requested for the Center to apply as the Region 6 ACBO. The strategy was partner designed and driven. As a result of participating partners, the ACBO strategy is founded on civic engagement principles.

The Center was also an early investor in the census and therefore began forming partnerships with philanthropy, the Census Bureau Los Angeles Regional Office and other national stakeholders. These relationships helped us to leverage over \$6.5 million dollars from philanthropic partners and the State of California to fund census outreach in the San Joaquin Valley. The philanthropic funds were key in filling state gaps in outreach. We partnered with counties to coordinate funding allocations,

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support activities that may not be eligible expenditures under the state contract and support groups that had not been funded or could use an augmentation.

Through these partnerships, we were able to effectively coordinate outreach efforts in order to maximize funding.

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

Communities for a New California; Fresno and Kings Counties. Multilingual experience inspiring marginalized people to engage in their communities. Education and tools to institute change using diverse staff and volunteers from the communities being served. They did early canvassing and held a phone banking campaign during the self-response period.

Dolores Huerta Foundation; Fresno, Tulare, Kern Counties. Direct action and hands-on training for grassroots community organizing, leadership, and advocacy. National recognition for census work. Leadership in Kern County Complete Count Committee. Connected and respected at grassroots and treetop levels. Ties with informal/formal leaders. DHF was a key canvassing partner.

Center on Race, Poverty and the Environment; Tulare and Kern Counties. Deep ties, base building, community organizing, and advocacy with low-income communities of color, youth, formal/informal leaders & networks, farmworker, immigrant, Filipino leaders. CRPE was critical in conducting outreach to the rural, unincorporated areas of Tulare and Kern Counties.

Fresno County Census 2020 Rural Communities Collaborative (fiscal agent: Westside Family Preservation Services Network); Fresno and Kings Counties. Ties to Neighborhood Resource Centers in remote rural communities. Spanish, interpretation in indigenous languages, translation in East Indian languages. Staff live in communities served. They were an excellent canvassing and outreach partner for reaching the farmworker community in Western Fresno County and rural areas of Kings County.

Faith in the Valley; faith-based organizing in Fresno and Kern Counties. Serves impoverished communities isolated by language and geography. Volunteer leaders include immigrants, formerly incarcerated, low-wage workers, and youth. Multilingual. Trusted congregation-based network. Well connected regionally. Kern CCC leadership role in Kern CCC. They did early canvassing and held a phone banking campaign during the self-response period.

Central California Environmental Justice Network; regionwide. Grassroots leadership to promote organizing and political involvement among rural, underserved communities of color. Broad reach with formal/informal HTC networks; multilingual. CCEJN developed creative census skits that they performed live during the education and motivation phase. They also conducted relational phone banking to the farmworker community.

[Insert contract partner name]

California Rural Legal Assistance; regionwide. HTC community outreach and education in-person and on the radio, to farmworkers, rural poor, and indigenous communities. Broad reach and trusted, deep connections to formal/informal networks and HTC leaders. Three Region 6 offices with 14 Spanish and 3 Mixteco speakers. 2000/2010 census outreach. CRLA phoned their entire client list and engaged the farmworker community throughout Region 6.

The Fresno Center; Asian American/Pacific Islander (AAPI) population, Fresno. Services for Southeast Asian (Cambodians, Hmong, Lao, Vietnamese) and Russian, Somali, and Middle Eastern refugees. Multilingual. Participated in the 2010 complete count. The Fresno Center was key for reaching the diverse Southeast Asian community in Fresno and Tulare counties.

Hmong Innovating Politics; AAPI population regionwide. Voter education and get-out-the-vote campaigns in low-propensity voting communities; engagement with AAPis and disenfranchised communities. Strong youth presence. Multilingual. HIP conducted early canvassing and a phone banking campaign during the self-response period.

Centro Binacional para el Desarrollo Indígena; Indigenous population regionwide Works with the indigenous communities and leaders to organize events and provide assistance. Trusted with deep reach into indigenous community; respected by agencies and organizations. Staff members speak Spanish and the indigenous languages of Mixteco, Zapoteco, and Triqui. CBDIO was a key partner for reaching the indigenous community throughout Region 6.

Community Water Center; Latinx in Tulare County. Community organizing, advocacy, and community collaborations. Since 2016, registered more than 750 new voters and engaged more than 19,000 voters through canvassing, one-on-one conversations, community meetings, and other outreach in low-income, rural, HTC Latinx communities. CWC phonebanked unincorporated communities in Tulare County.

Leadership Counsel for Justice and Accountability; Fresno, Tulare, and Kern Counties. Community organizing and relationships with HTC networks. Awareness of needs and opportunities for historically neglected communities and inclusion of rural, low-income communities in key discussions, policies, and programs. LCJA phonebanked unincorporated communities as well as town and cities.

The Jakara Movement (D, C, IB); Punjabi Sikh and South Asian communities regionwide. Census 2010, voter engagement; deep connections with networks and leaders. Weekly radio talk shows/segments on two Punjabi radio stations; monthly Punjabi column. Jakara was a key partner in reaching the Sikh community throughout Region 6.

Inyo Mono Advocates for Community Action (IMACA): Inyo County. IMACA is a non-profit Community Action Agency that has assisted impoverished, underserved individuals and families in Inyo and Mono Counties since 1981. IMACA leveraged its established network throughout Inyo County to connect with hard-to-count

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populations through their Food, Energy Assistance, Weatherization, Early Childhood (Head Start and Child Care), Housing, Homelessness Prevention and other ongoing programs. IMACA was our solo partner in Inyo County and were critical in reaching this expansive county.

Education and Leadership Foundation (ELF): Fresno, Tulare. ELF provides education, civic engagement, and immigration services. They provide professional development seminars, leadership development, professional development internships, scholarships, and volunteer opportunities through collaboration with other organizations. ELF joined the ACBO in June of 2020 and played a critical role in canvassing HTC census tracts in the City of Fresno.

Vision y Compromiso is committed to community well being by supporting Promotores and Community Health Workers. They were essential to outreach efforts in rural and unincorporated communities in Tulare and Kern counties.

Central Valley Partnership/Valley Forward is dedicated to achieving social, racial, environmental and economic justice in the San Joaquin Valley. They mobilize activists, organizations and communities to increase civic engagement. They did an excellent job canvassing in Fresno, Kings and Tulare counties during the self-response period.

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

ACBO census partners formed linguistically and culturally competent outreach teams that provided in-language support to HTC communities in English, Spanish, Punjabi, Cambodian, Lao, Hmong, Thai, Vietnamese, Mien, Khmer, Tagalog, Ilocano, Mixteco, Triqui, Tlapaneco, Zapoteco, and Qanjobal.

The majority of staff were at minimum bilingual. Partners like CRLA and CBDIO made numerous instructional videos in indigenous languages and their variants. The Region 6 ACBO invested in producing and airing PSAs targeting limited English proficient individual in Spanish, Punjabi, Hmong, Mixteco, Lao and Khmer on ethnic media.

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

Community members' testimony

In Census tract 20.04 in West Tulare, there was an elderly woman in her 80s who was almost blind and hard of hearing, as well as Spanish speaking. She had been waiting for someone to come help her fill out her census so she can count. She was

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thrilled to receive assistance in filling out her questionnaire and do her part for the community. "Thank you for coming to my house and helping me out, I have been waiting for a while."

Another person said that he feared filling out the Census because he had a DUI and was afraid of putting his information in a federal document. We explained that the Census doesn't share the information with other agencies, and he agreed to fill out the census. After we supported him to fill out the Census we learned that 12 people were part of the family that wouldn't have been counted if we didn't help him.

An ELF canvasser approached a large home in a low-income neighborhood, just north of downtown. The resident who answered the door cautioned that the entire household of 17 had been quarantined for the past month as COVID-19 had infected various members staying in the home. The resident asked for help to complete the census. The ELF canvasser got contact information and called from the sidewalk to help several households within the home complete the Census. From a CBDIO staff member: Our phones are ringing constantly after Radio Bilingüe broadcast that we offer assistance in filling out the Census forms for the indigenous community. (This testimonial was on next to last day to participate on the Census).

ELF received many phone calls from Spanish speaking immigrants who sought assistance with census completion. Every household counted was a win for us. To be able to help people after their work hours also made a difference in our work. People were happy to know that they could be called after 5 p.m. to receive help and many times people showed their gratitude. For example, people would say "gracias por tu tiempo, que Dios te bendiga" which means thank you for your time, God bless you. On one occasion, one community member had said she had contacted the Census Bureau to receive help but the employee was rude to her. She was happy to receive help from us and gave a compliment to the Census Outreach Educator for being patient and nice. ELF tried many ways to make itself accessible to the community and also offer our help in the most sincere way.

Radio listeners

Quotes from Listeners Who Called into Radio Bilingue Census Programs:

- 5.12.20 program: It has been very helpful that you have been sharing information during this time, like on the coronavirus and the Census. I mailed in my Census questionnaire last month. I have heard comments from my community. When there is a lot of people living in one house, like in buildings without proper living conditions, home owners who rent their properties don't want their tenants to be counted.
- 5.14.20 program: I am calling to tell you that you are doing a great job about informing us on this important topic: Census. I completed my paper questionnaire in Spanish because I don't know how to use the computer. It was easy. We are a small family but feels good to have participated.
- 8.14.20 program: Thank you for this program. Congratulations to the band for their talents. As I was listening to the guest talk, I was reminded of when I arrived to this country. I lived with my uncle who would say to us, "we come here to work. That is not for us," referring to the Census. Now, I know better. The Census is important

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and we all need to be counted. I hope everyone gets counted and if they get a visit from a Census taker, go ahead and talk to them.

Staff testimonials

K. Enriquez, DHF Canvasser in Tulare: "I was worried about working as a canvasser during a pandemic and fires but I felt completely safe and I must admit our supervisor was mainly why. Angel constantly asked if there was any gear we needed to feel safe, he provided PPE and reminded us of the protocol to keep employees and Tulare county residents safe. Angel constantly reminded us of the value of our work and he appreciated our hard work and understood that some days we would get less census than other days but he still pushed us to work our hardest. This helped me feel valued as an employee."

My experience was great because I really like helping my community through programs like the Census. This also helped me grow as a person and a leader. I learned that people really don't have much information. They don't realize where the money comes from to provide schools, public services like health and mental health, and programs for youth in the community. As I shared information about the importance of being counted and how much money the cities could get where they live, I realized how important it was that we are helping people understand the issues so they can participate.

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

- We don't have to wait until 2030 to start doing Census education. It would be important for education to be ongoing so when the census comes the community has all of the information they need to participate.
- Heavily invest in self-response period when outreach efforts can produce concrete results.
- Having a more reliable and fully tested Census PDI application from the beginning
- More investment in localized media. Contract directly with local and regional groups on collateral development and media placements.
- Facilitate the formation of a new type of partnership between CBOs and the Census Bureau that encourages more collaboration and transparency on key operations like Update/Leave; Group Quarters Enumeration; NRFU and the count of people experiencing homelessness.
- Allow administrative fees and food as approved budget items

Attachments

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

[Insert contract partner name]

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products*

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

Submission

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