



# **Outreach to Tribal Nations & Native Communities Final Report**

**CALIFORNIA COMPLETE COUNT – CENSUS 2020**

**April 21, 2021**

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## EXECUTIVE SUMMARY

The California Complete Count – Census 2020 Office (Census Office) used a unique and innovative model to conduct outreach to Tribal Nations and Native communities in rural and urban areas. This community approach ensured voices and strengths of the American Indian and Alaska Native communities were the focal point of planning and implementation, starting with tribal government consultations in 2018. Through these consultations, the Census Office learned from the tribes on preferred and best methods for effective collaboration with tribal governments. The Census Office also learned how systemic barriers, such as limited access to broadband, the sense of disenfranchisement and mistrust of government may affect tribal census participation.

The Census Office made funding available to 110 federally recognized tribes to conduct outreach to their local communities and members. Of these, 33 tribal governments opted in for state funding agreements with the Census Office to do their own Census 2020 outreach. The California Indian Manpower Consortium, Inc. (CIMC) formally invited and provided census outreach support to 80 California tribes. In addition, the State also collaborated with the California Native Vote Project for statewide outreach to American Indian and Alaska Native communities.

To complement these efforts, Native People Count California (the official California Complete Count – Census 2020 tribal media outreach campaign) implemented a tribal media outreach campaign designed to increase census visibility across California and within the American Indian and Alaska Native communities nationwide. Implemented by NUNA Consulting, Inc. (NUNA), the campaign became the go-to resource for Native-specific materials and held the first and only in-person large campaign kick-off, before the pandemic Stay at Home Order went into effect.

Census Office outreach to California's American Indian and Alaska Native populations was led by the Census Office Tribal Affairs Specialist and guided by the Governor's Office of the Tribal Advisor. The U.S. Census Bureau Tribal Partnership Specialists helped navigate Census 2020 operational adjustments during California's statewide Stay at Home Order issued on March 19, 2020 (Executive Order N-33-20) in response to the COVID-19 pandemic.

This report documents the process and timeline for tribal outreach to support the planning in California for the Census 2030 efforts. The report also documents the challenges during the enumeration period when California reservations and rancherias were closed due to the COVID-19 and provides recommendations for both the State and the U.S. Census Bureau.

## IMPORTANCE OF CENSUS DATA

California is home to the largest number of people who identify as American Indian and Alaska Native (AI/AN) alone or in combination with another race. The 2010 [U.S. Census Bureau](#) data shows 723,225 American Indian and Alaska native population (alone or in combination) in California. Los Angeles has the second largest American Indian and Native population in the United States. ([U.S. Census Bureau, 2010](#)) Over one-half of the state's Native American population is composed of individuals (and their descendants) who were relocated to large urban areas as part of the federal government's termination policy ([California Courts](#), California Tribal Communities). However, in the 2010 Census, the [U.S. Census Bureau](#) estimated that American Indians and Alaska Natives living on reservations were undercounted by 4.9%, which is more than twice the next undercounted group.

The 2020 Census data is being used for the following purposes:

- Representation in Congress/state redistricting and representation
- Federal funding formulas and decisions
- Local tribal governance and decisions
- Research on issues important to Indian Country

Federal funding for Indian schools, Indian education programs, Indian health programs, Indian housing programs, water and sewage projects, roads, and economic development are distributed on the basis of data collected by the U.S. Census Bureau. Many programs serving tribes are funded based entirely or in part on census or census-derived data, including the following: Indian Housing Block Grant Program, tribal transportation programs, Native American workforce programs, and the Indian Health Service. ([National Congress of American Indians Written Testimony for the Senate Committee on Indian Affairs, February 14, 2018](#))

"The real importance of the census to Indian country and our urban Native Americans is that beyond federal program funding and representation in congress, filling out the census is how we remain visible."

– Lorenda Sanchez, Executive Director,  
California Indian Manpower, Inc.  
Yerington Paiute Tribe

## AN ECOSYSTEM OF PARTNERS

The Census Office partnered with an ecosystem of partners to ensure an accurate count of American Indians and Alaska Natives by supporting their activities and link with the U.S. Census Bureau. (See Appendix A for Snapshots of partners) These partners and actors included:

### ➔ Statewide Community-Based Organizations

To ensure a tightly woven network of outreach, at the end of 2019, the Census Office entered into a contract with two Native-led statewide community-based organizations, the California Indian Manpower Consortium, Inc. (CIMC) and the California Native Vote Project (CNVP). Together, these organizations reached Native people in urban and rural areas and people from both federally recognized and non-federally recognized tribes.

CIMC is a Native American-operated non-profit with seven field offices throughout California, serving 41 counties and 87 tribal government member tribes. The organization maintains a database of American Indian families living in California and had a long history of working on four decennial census outreach efforts.

CIMC partnered with five regional Native community-based organizations as sub-contractors to further expand its reach. Each of these organizations have their own established professional networks, regional tribal collaborations and an ongoing presence at Native community events and meetings. They conducted outreach through their existing partners, such as the California Tribal Assistance for Needy Families (TANF) Offices, tribal health clinics, and emergency supportive services providers. Their partners included:

1. *California Consortium for Urban Indian Health*  
Counties: Sacramento, San Joaquin, San Francisco, Alameda, Santa Clara, Fresno, Kern, Santa Barbara, Los Angeles, San Diego
2. *Owens Valley Career Development Center*  
Counties: Fresno, Inyo, Kern, Kings, Mono, Tulare, Ventura
3. *Southern California American Indian Resource Center*  
Counties: San Diego, Ventura, Imperial
4. *United Indian Nations, Inc.*  
Counties: Alameda, Contra Costa, Marin, Santa Clara, and San Mateo
5. *Northern California Indian Development Council*  
Counties: Del Norte, Siskiyou, Trinity, Humboldt

California Native Vote Project (CNVP) has a track record of reaching and engaging Native Americans as the first-of-its-kind Native American statewide integrated voter engagement organization. Its outreach and organizing infrastructure reach across more than 20 California counties. With a base in Los Angeles, CNVP conducted outreach to the largest American Indian and Alaska Native population in the nation. At the start of the contract, CNVP had a membership base of 4,000 Native Americans in California and a network of more than 50 Native organizations and leaders that worked collaboratively on census outreach plans in their home communities.

CIMC and CNVP's plans were to focus on different outreach aspects to ensure all American Indian and Native populations are counted regardless of their residence on tribal lands or in rural, suburban or urban areas. In the Spring of 2019, CIMC was awarded \$421,000 and CNVP was awarded a total of \$499,000 for their statewide outreach activities.

## **Tribal Governments**

**Overview:** Thirty-three federally recognized tribal governments entered into funding agreements with the state to conduct direct outreach to their communities. In addition,

80 tribal governments were provided support through an agreement with CIMC. Three received funding from both the state in the first round of funding and then CIMC in the second round of funding. The following is a description of the timeline and funding allocations.

Partnering with tribal governments allowed for the Census Office to work with trusted messengers to alleviate the fears and mistrust of government, such as that expressed by one of the respondents to the final report:

*“Our community is marginalized and often has distrust with any type of government interaction due to generational trauma. When considering the census exists to identify the current whereabouts of individuals and their families, they believe this information will be used to once again displace them, removing them from the place they call home. Having members from the community who most can recognize helped relax some fears surrounding the census.”*

*– Morongo Band of Mission Indians*

**First Round of Funding:** In a letter dated November 30, 2018, the Census Office invited 68 tribal governments to participate in outreach efforts to promote participation in the 2020 decennial census. The State established funding tiers based on housing units on tribal lands from the 2010 Census data. In the Spring of 2019, 13 tribal governments entered into agreements (between \$1,000 to \$10,000 each) with the State for a total of \$88,500.

**Second Round of Funding:** In 2019, Governor Newsom committed to new and additional tribal funding available to all tribes. In a letter dated September 9, 2019, the Census Office invited all 110 of California's federally recognized tribes to participate in outreach efforts for Census 2020 and enter into funding agreements with the State. The new funding allocations were based on a minimum allocation of \$5,000 per tribal government, as well as self-identified population numbers from Census 2010 data. This revised allocation method recognized the growth of the American Indian and Native Alaska population in recent years and the undercount of the population in the 2010 Census.

Thirty-three tribal governments agreed to opt in for funds designated for census outreach. Full payment was made upon completion of an approved tribal outreach plan. They were required to submit a final report after the completion of their outreach activities.

After October 15, 2019, the funds for the tribal governments that chose not to opt in were allocated to the California Indian Manpower Consortium, Inc. They offered three options for the tribal governments to conduct census outreach and education to their local communities and membership. These options are described below.

- Option 1: 19 tribes agreed to conduct their own outreach, identified a tribal liaison and submitted an outreach plan to CIMC for approval.

- Option 2: 7 tribes agreed to have CIMC conduct outreach utilizing allocated funds on behalf of the tribe. Each tribe identified a tribal liaison.
- Option 3: 54 tribes declined Census 2020 outreach activities and funding allocations. CIMC still engaged these tribes by establishing a tribal contact person and sending census information packets for distributions.

The State entered into funding agreements with 33 federally recognized tribes for a total amount of \$577,737 and with CIMC for \$727,855 to ensure outreach coverage for all tribes.

### ➤ **Tribal Media Contractor: NUNA Consulting, Inc.**

NUNA Consulting, Inc. was awarded \$682,399 for developing the Native People Count California campaign, including a website and campaign materials for tribal communities. All tools and outreach material used in the campaign are located at [www.nativepeoplecountca.org](http://www.nativepeoplecountca.org). NUNA provided material to many of the tribal efforts, developed promotional videos, and designed and created tribal swag sent to tribes. In addition to creating content for every phase of the campaign, NUNA specialized in social media messaging for Facebook, Twitter and Instagram. Fifteen communities received event and outreach scholarships and received additional print materials and swag during the campaign.

The key successes of the Native People Count California (NPCCA) Campaign included<sup>1</sup>:

- The connections made between partners and organizations opened channels and broke down barriers that established trusted workflows that are still active even in 2021 and will last for years to come.
- NPCCA increased the visibility and impact of Native people for California Census 2020 in online media by 98%.
- NPCCA held first of its kind virtual Census Native Youth Gathering over three days with 50 Native youth in attendance with little or no attrition in July 2020.
- NPCCA awarded 13 Outreach Scholarships to help support tribal communities get out the count from Northern to Southern California.
- NPCCA heard the call from Indigenous communities in California and supported a historic partnership of California's Native Hawaiian and Pacific Islanders and Mixteco Indigenous farmworkers to get out the count with the impending uncertainty of the changing census deadline.

### ➤ **Tribes not Recognized by the Federal Government**

In California, there are at least 60 tribes who are not recognized by the federal government. CIMC and CNVP conducted outreach statewide and targeted urban and rural Natives living off-reservation, which includes non-federally recognized American Indians.

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<sup>1</sup> Native People Count California Close Out Report, December 2020

## ➤ Ethnic Media Services

Ethnic Media Services (EMS) was the tribal media sub-contractor for Mercury Public Affairs, LLC (Mercury). Mercury was the Census Office's main paid media contractor responsible for the statewide California Complete Count – Census 2020 campaign. EMS played an integral role in getting the Census messaging to Native American communities through non-traditional media networks such as tribal newspapers and tribally owned and operated radio stations. Specifically, EMS targeted Native audiences through radio stations, television, websites, digital media briefings, and print media. Some of these news outlets included FNX TV, KIDE (Hoopa), KBPT (Paiute), KPRI (Pala), KUAV (Quechan), as well as print on online Native media.

## ➤ California Complete Count – Census 2020 Tribal Affairs Specialist

The Census Office hired a Tribal Affairs Specialist in January 2020. Prior to this time, the responsibilities were under a Census Office Regional Program Manager. The role of the Tribal Affairs Specialist was to support and manage contracts for all tribal entities and two tribal statewide community-based organizations. Tribal media contracts were overseen by the Census Office Communications Team.

The Tribal Affairs Specialist acted as a liaison in relaying important contract information to tribal partners from the state, facilitated weekly meetings for tribal statewide partners and shared information to other California census partners about tribal outreach efforts. Additionally, this position worked closely with U.S. Census Bureau to monitor and understand the operational activities and how they affected tribes.

## ➤ U.S. Census Bureau

The Census Office worked closely with the U.S. Census Bureau's partnership coordinator and tribal partnerships specialists to ensure timely and accurate information was provided to the partners. During the height of the Census 2020 Campaign, weekly meetings were held with the partnership specialists and partners to trouble shoot problems, clarify concerns and identify opportunities.

## ALLOCATIONS OF \$2.9 MILLION

State allocations for contracts and funding agreements to support outreach to California's Tribal Nations and Native Communities totaled \$2.9 million. The breakdown of allocations is in the table below.

<b>Contracts / Agreements</b>	<b>Amount</b>
California Indian Manpower, Inc.	\$421,000
California Indian Manpower, Inc. for tribal governments	\$727,855
California Native Vote Project	\$499,000
Tribal Governments (agreements with state)	\$577,737
NUNA Consulting, Inc.	\$682,399
<b>Total</b>	<b>\$2,907,991</b>



## HIGHLIGHTS AND TIMELINE

This section provides highlights of the tribal outreach efforts through the three phases:

- Convene, Collaborate and Capacity Build: 2017 to 2018
- Educate and Motivate: January to December 2019
- Activate: January to October 2020
- Assess and report: October 2020 to May 2021

### CONVENE, COLLABORATE AND CAPACITY BUILD: 2017 TO 2018

In 2018, tribal outreach and engagement activities ran parallel with other Census Office outreach efforts, such as the regional community convenings held across the state. The purpose of this phase was to learn from the tribes on preferred and best methods for effective collaboration with tribal governments.

In the fall 2018, the Census Office joined the discussion at the State Capitol's Native American Day and then engaged tribal governments, administrators and tribal organizations to communicate the importance and benefits of engaging in census outreach. The Census Office provided information on state and federal outreach timelines and identified opportunities for the tribes to partner with the state on Census 2020 outreach.

In 2018, three regional government-to-government consultations were held in three regions of the state, north (Trinidad Rancheria), central (Sacramento), and southern (Pala Band of Mission Indians). The Census Office coordinated closely with the Tribal Advisor to the Governor, the California Native American Heritage Commission and the three regional Tribal Chairmen's Associations (Southern, Central, and Northern California) to invite tribal governments. (See Appendix B for consultation reports.)

The following is a summary of recommendations from the consultations:

- Leverage a robust and interconnected network of partners for tribal outreach and engagement.
- Provide space for federal and state-level leadership to meet with tribal governments for information sharing and partnership opportunities.
- Support tribes in developing culturally specific, relevant and innovative outreach and engagement approaches with an understanding that one size does not fit all.
- Provide messaging responsive to what people care about and addresses their concerns.
- Enlist the help of trusted messengers and familiar faces key to participation and engagement.

- Recognize that entities partnering with tribes need to understand history, context and diversity of California Native American people, tribes and Native communities in order to be effective.

## **EDUCATE AND MOTIVATE: JANUARY TO DECEMBER 2019**

In January 2019, taking all the recommendations from previous tribal consultations, the Census Office facilitated a webinar to share its plans for outreach and solicited inputs from a wide range of stakeholders. To coordinate the webinar, the Census Office collaborated with California Native Vote Project, California Indian Manpower Consortium, Inc., California Consortium for Urban Indian Health, and the California Department of Technology.

The webinar discussion raised the following key considerations:

- Tribes are concerned they will not be adequately considered, nor given the level of attention desired within counties' strategic outreach plans and efforts.
- Not all tribes and Native American communities will respond to the same message.
- Cultural understanding is lacking for many entities conducting census outreach to Native American communities.
- U.S. Census Bureau local enumerators familiar with the area will be critical for areas that are geographically or physically difficult to reach.
- There is a need to continue to emphasize the value of census participation and not just the federal government benefits, to Native American communities.

In May 2019, Governor Newsom appointed Robert Smith of Pala to the California Complete Count Committee<sup>2</sup>. Smith has been chairman of the Pala Band of Mission Indians since 1990. He was vice-chairman of the Pala Band of Mission Indians from 1987 to 1989. Smith is a member of the San Diego County Farm Bureau, the Southern California Tribal Chairmen's Association, the California Tribal Business Alliance and the California Tribal Families Coalition. He supported the outreach by speaking at tribal and media events and ensured that tribal representatives were connected with community-based organizations and receive up-to-date information on census operations. He continuously encouraged tribal leaders throughout the state to work with the CIMC and CNVP. He was especially instrumental in encouraging responses to the 2020 Census during the COVID-19 pandemic.

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<sup>2</sup> The California Complete Count Committee was an advisory panel of community leaders who represent diverse populations from across the state. The members work to recommend strategies to increase the count in their respective communities. The members were appointed by the Governor and included one designee chosen by the Speaker of the State Assembly and one designee chosen by the Senate President pro Tempore.

In September 2019, the Census Office entered into a second round of consultations, building on outreach conducted in 2018, discussing the status of tribal participation in State funding opportunities, reporting new funding opportunities and listening to and discussing how a continued partnership can ensure a complete count of Native American communities throughout California. These 2019 consultations were held in Pala and Sacramento, in coordination with Tribal Liaison trainings put on by the U.S. Census Bureau's Tribal Partnership Specialists. State-funded partners conducting outreach to Native American and tribal communities also participated in the 2019 consultations, providing updates on their efforts and strategies. The southern California consultation was hosted by a local tribal government, the Pala Band of Mission Indians, and a total of forty-five tribes participated in the consultations.

In October 2019, the Census Office executed a contract with NUNA for the Native People Count California. NUNA established their strategy and onboarded a team from October through December 2019 to prepare for the robust on-the-ground campaign. In December 2019, the campaign implementation plan was delivered to the Census Office, however during the course of the campaign, it changed drastically to accommodate community needs during the pandemic. The changes were done in coordination with the statewide community-based organization partners and the Census Office, as well as in accordance with the U.S. Census Bureau's timelines.

#### **ACTIVATE: JANUARY TO OCTOBER 2020**

During the Activate phase, the Census Office worked with partners to coordinate a statewide effort to achieve a successful count of all tribal communities, reengaging trusted messengers in trusted places to continue to reach out to those who remain uncounted with the message that there is still time to respond. The outreach included tribal mailings, phone banking, media platforms and email blasts and engaging trusted leadership in communities to reach out again to promote census participation. The Census Office continued tribal education work in partnership with the U.S. Census Bureau's tribal partnership specialists, tribal members who approach Native communities with cultural understanding, familiarity and trust.

During this phase, the March 19, 2020 statewide Stay at Home Order was issued by the Governor due to the COVID-19 pandemic. In-person campaign activities were halted through the entire campaign period and replaced with virtual events and social distancing activities. The U.S. Census Bureau changed the Census 2020 timeline to address this disruption in enumeration operations.

Planning for Questionnaire Assistance Centers and Questionnaire Assistance Kiosk's (QACs/QAKs) was underway during this phase. QACs were planned across the state as a physical location that provided information on how to complete the census questionnaire. The Census Office held a kickoff workshop with the Owens Valley Career Development Center in late February to prepare staff to assist community members in person with Census questions. Due to COVID-19, QACs/QAKs were never opened.

## ➤ Statewide Tribal Initiatives

CIMC's activities included tabling at events, convenings, speaking engagements, newsletters, advertising, social media and development of material. CIMC planned to host a total of 47 QACs/QAKs in unique locations across the state which never materialized due to COVID-19.

CNVP's activities included "Get Out the Count" Census 101 trainings with a commitment by individuals to complete the census, statewide tribal census webinars, phone banking, canvassing, event tabling, social media messaging and distributing materials. CNVP planned to host 13 QACs/QAKs for urban Native people primarily located in Los Angeles, Riverside, San Bernardino and Humboldt counties. These were cancelled due to COVID-19.

On March 6, 2020, a tribal census kickoff event was scheduled before postcards were mailed by the U.S. Census Bureau inviting households to complete the census online. This was a collaborative event planned by the Yurok Tribe, the Northwestern Intertribal Census Workgroup, the Census Office, the Tribal Advisor to the Governor's Office, the U.S. Census Bureau, CNVP, CIMC and tribal media partners NUNA and Ethnic Media Services. The event featured a Census 101 presentation, cultural demonstrations, census PSA's, census bingo and more. Press, tribal council, elected officials, and the general community were invited. This successful event had over 250 people in attendance and was the only event of its kind held before the March 19, 2020 Stay at Home Order was issued. The tribal groups had hoped to plan similar events in central and southern California but due to COVID-19, no other in-person events took place.

In March 2020, Ethnic Media Services organized broadcasts like the "California Census Roundtable, a Conversation Before the Count." The event featured four leaders in the tribal Census effort including Kayla Olvera Hilario, Census Office Tribal Affairs Specialist and speakers from the U.S. Census Bureau, National Congress of American Indians and *Indian Country Today*. The hour-long discussion was aired live and played through rerun on non-traditional networks with 30 news reporters onsite. After the Stay at Home Order forced the pivot of census campaign efforts, Ethnic Media Services moved many media briefings to virtual platforms.

## ➤ Tribal Governments

Many of the tribal governments were very active in ensuring that their members were counted, even during the time when the reservations and rancherias were closed due to COVID-19. Many of the tribal census liaisons implemented innovated ideas from presentations and dinner with a bingo games with elders and drive-in movie nights. Below are a few examples of their activities.

The Karuk Tribe demonstrated one of the more creative responses to COVID-19. The Tribe held drive-in movie events featuring a pre-recorded blessing from the chairman, Census PSA's, hotdogs delivered to vehicles, and distribution of Census swag. Karuk Tribe reported seeing an increase of 10% in self-response rates after the first drive in movie night. Later in the campaign, when the tribal reservation areas were ravished by

wildfires, the Karuk Census Outreach Representative continued educating the community about the census at fire evacuation locations.

Many other tribes shifted their outreach efforts in the wake of the global pandemic. For example, the Mechoopda Indian Tribe held drive-up census event where tribal members could complete their census questionnaire on a tablet and receive census swag and a light breakfast.

The Rincon Tribe delivered swag to 500 residences on the reservation and sent two rounds of robocalls to all homes announcing the current U.S. Census Bureau enumeration operations that were to take place on the reservation. Rincon was one of the few tribes that was able to work with the U.S. Census Bureau to get an enumerator hired from within the reservation community to complete non-response follow-up activities on the tribal lands. This very committed tribe also held a raffle for those completing their census questionnaire and worked with the U.S. Census Bureau to set up Mobile Questionnaire Assistance (MQA) Centers at COVID testing locations on the reservation.

The Pala Band of Mission Indians set up a prize wheel in the Tribal Administration Building and allowed members to spin once they showed they had completed the census form by showing their confirmation number. Pala Chairman Robert Smith sat on the statewide California Complete Count Committee and represented the tribal voice while also being a trusted messenger.

There are many other examples of tribes conducting social distanced outreach such as purchasing airtime on local channels to share census PSA's, offering appointment times in office for community members to come in and complete the census, sharing information in distance learning homework packets and commodity distribution sites, and sending swag with food delivery. Many tribes posted signage around the community, sent postcards and personally called tribal members to encourage self-response of the census questionnaire.

### ➔ **Statewide Community-Based Organizations**

The statewide community-based organizations were as inventive as tribes. Given that in person events were no longer an option, CIMC began the delivery of census collateral (flyers, t-shirts, bags, coffee mugs and backpacks) to 80 tribal governments across the state, their seven regional offices and five sub-contractors. CIMC worked with the California Department of General Services and Computers for Classrooms to put computers in tribal offices and secured other grant opportunities in the wake of the COVID-19 pandemic. Senior meal delivery and personal protective equipment which was delivered to tribes also included census outreach material. CIMC reported that following the delivery of computers, 12 tribes saw an increase in their tribe's self-response rate.

The California Native Vote Project (CNVP) pivoted event canvassers to phone and text bankers. By the end of the September, CNVP had called more than 2,570 individuals and texted 6,487 individuals, most of whom were American Indian and 95% which reported having completed the census. Throughout the campaign, CNVP conducted

fun online Census games and worked with a variety of Native groups to conduct Census outreach via Facebook. CNVP held bi-weekly Census fireside chats to connect with the community and share self-response rates by tribal reservation area. CNVP also partnered with Humboldt and Los Angeles school districts to distribute Census messaging in meal distribution and to send Census robocalls to over 2000 self-identified Native American students.

Along with other partners, CIMC and CNVP closely monitored and responded to data. CIMC sent out regular data sheets to tribal statewide partners showing the self-response rates of tribes according to the U.S. Census Bureau website. CNVP used that data and maps created by the Census Office SwORD team, to conduct Facebook Live events and sharing the information with the community at-large. Additionally, CNVP used response rate data to conduct Facebook geofencing where targeted census advertisements were shown in low responding tribal geographic areas.

### **Native People Count California Campaign**

In January 2020, NUNA presented the Research and Discovery Report to the Census Office, Governor's Office and partners. The report provided a benchmark and reference point for all metrics throughout the Native People Count California campaign and to assist in the development of key messages based on a number of data sets to provide a well-rounded perspective on the current Census 2020 media landscape in California and tribal communities.

During this phase, NUNA published 19 final toolkits and materials on their website which garnered 1,435 visits. The toolkits including talking points and messaging for the partners. To assist in streamlining messages, they created 13 daily one-pager documents and briefing emails leading up to the census October 15 deadline to ensure all partners had access to the correct information. They also produced briefing documents and emails for Census Office staff, legislators and tribal leadership.

One of the most effective outreach tactics during the campaign was engaging Native youth to empower them to engage in the 2020 Census. This included ten California Native American artists and 45 youth in a 3-day virtual gathering in July focusing on census education. Key speakers included Mykel Johnson, Nez Perce, Center for Native American Youth Ambassador; Dante Martinez, Coast Miwok, Federated Indians of Graton Rancheria; Assemblymember James C. Ramos; Christina Snider, Tribal Advisor, Office of the Governor; Ditas Katague, Director, Census 2020 CA Complete Count Committee; and Kayla Olvera-Hilario, Ione Miwok, Tribal Affairs Specialist, Census Office.

In September, the Native People Count campaign hosted a Week of Action through an innovative collaboration with two statewide groups working with Indigenous Peoples, Mixteco Indigena Community Organizing Project (MICOP) and Empowering Pacific Islander Communities (EPIC). The week of activities included virtual events with key speakers: Tribal Advisor to the Governor, Christina Snider, Congressman Raul Ruiz, and California Complete Count Committee member Robert Smith. A diverse group of spiritual leaders from these Indigenous communities provided daily blessings. The Indigenous Week of Action was accompanied by fact sheets, social media toolkits and other materials.



## ➡ **United States Census Bureau**

The U.S. Census Bureau responded to California's Stay at Home Order by beginning weekly tribal workgroups for all American Indian/Alaska Native stakeholders such as statewide tribal partners and both federally recognized and non-federally recognized tribes. The purpose of these sessions was for partners and tribes to share how plans were being adapted to meet the challenges of the pandemic, to learn from one another, and to brainstorm new approaches of working together. The U.S. Census Bureau's weekly virtual gatherings became a unique space for tribal stakeholders to learn about important U.S. Census Bureau operational adjustments and to address concerns directly from tribal community members as enumeration issues increased.

### **ASSESS AND REPORT: NOVEMBER 2020 TO JUNE 2021**

With the conclusion of the Census 2020 and the California Complete Count – Census 2020 campaigns, the state requested final reports from opt-in tribal governments which were still heavily affected by COVID-19 and many reservations remained closed or were very short staffed. The Census Office received 27 out of 33 (or 82%) final reports from tribal government partners; 1 returned the funds (\$5,000) because they were not able to conduct outreach activities because of the pandemic; 5 did not submit their final reports even after multiple attempts to requests.

In November 2020, the Census Office received final reports from the two tribal statewide community-based organizations. The Census Office developed this final report to document outreach activities utilized for Census 2020.

## **CHALLENGES**

Many factors affected the tribal enumeration and outreach efforts. The wildfires, including both the resulting smoke and evacuations and the COVID-19 pandemic and Stay at Home Order added to the challenges of the U.S. Census Bureau operations on tribal lands. In addition, the rural and remote geographic areas with limited access to broadband created barriers during the U.S. Census Bureau enumeration period making it difficult to locate homes on reservations and rancherias.

## ➡ **Mistrust of Government**

According to the CIMC final report, "The biggest challenge among all the obstacles was the great mistrust of the federal government by the Native community. This wariness stems from historic and systemic oppression of the American Indian and Alaska Native population by the U.S. Government. Tribal members are circumspect of government officials and prefer not to provide them with personal information. This is the reason 'trusted messengers' (including CIMC) were used to conduct outreach among communities of color. We addressed this barrier by being as consistent as possible. We educated tribes on the way in which funding allocations based on census numbers reached tribal programs directly, and that an undercount translates to a continued lack of resources in their communities."

## ➡ COVID-19 and Stay at Home Order

The global pandemic caused by COVID-19 was the biggest challenge faced by tribal governments and Native communities during the 2020 Census outreach campaign. Tribal communities rely on in-person, face-to-face communication with elders and members of the community who mistrust the federal government. With the absence of this personal touch, outreach to tribal communities became extremely difficult. All tribal government partners reported having to cancel events, gatherings, and other outreach opportunities due to COVID-19.

To keep communities safe during the pandemic, many tribal offices closed altogether or operated with very little staff. Office closures and lack of in-office staff made it difficult for the U.S. Census Bureau and the Census Office to continue outreach to tribal communities residing on reservations and rancherias.

While some tribes remained on lockdown throughout the campaign, many reopened to allow the U.S. Census Bureau to begin disseminating census packets with unique identifiers for Update Leave operations. However, this was done on a case-by-case basis.

Some tribes allowed the U.S. Census Bureau to continue census operations with the proper health and safety measures in place. Some tribal governments even requested to assign an escort to assist enumerators going to door-to-door on the reservation.

## ➡ Wildfires

Towards the end of the campaign, wildfires greatly impacted enumeration and outreach efforts. At least seven tribal communities were evacuated due to the fires and halted any planned census operations. Grindstone, Cold Springs, Big Sandy, North Fork, Yurok, Karuk, and Quartz Valley were affected.

# U.S. CENSUS BUREAU OPERATIONS IN TRIBAL AREAS

As COVID-19 impacted the U.S. Census Bureau planned operations, there were many unforeseen effects on the Census 2020 operational timeline. The changes in timeline resulted in confusion increasing the mistrust in the process. The following section provides detailed descriptions of some of the problems encountered during the operations.

## ➡ Responding to the Census

The U.S. Census Bureau was not able to complete Update Leave operations on tribal lands. This meant they could not update addresses on their Master Address File for tribes. Reservations and Rancheria households could not obtain their unique identifiers to complete the census online. This caused significant challenges throughout the campaign.



Initially, the U.S. Census Bureau told tribes NOT to respond to the census and to wait for Update Leave operations before responding. This was confusing for tribes because they did not want to stop the outreach they had been conducting for months and inform tribal members not to respond, thereby making trusted messengers seem unreliable.

Due to COVID, some tribes never allowed the U.S. Census Bureau to complete Update Leave operations on the reservations and therefore, those households never received a unique identification number throughout the whole campaign.

There were many issues regarding households responding without the unique identification number such as households were not matched on the backend with census data. During the last few months of the campaign, tribes reported that people were getting frustrated being visited two or three times by enumerators when people reported having completed the census.

The U.S. Census Bureau reported that address files were not updated in their Master Address File although some tribes reported that they have given their location and address lists to the U.S. Census Bureau during the 2018/2019 LUCA<sup>3</sup> process. The LUCA process was a problem for reservations such as Pala Band of Mission Indians and Rincon Band of Luiseno Indians where the U.S. Census Bureau reported that there were no zip codes attached to physical addresses on the reservation even though they were provided to them.

The U.S. Census Bureau headquarter reported that more time was necessary for data clean up and to deduplicate households. After September 30, 2021, a Count Question Resolution phone number was made available by the U.S. Census Bureau to try to resolve any data issues.

Many tribes reported that they had helped numerous tribal members complete their census questionnaire, yet the self-response rate was not improving. The U.S. Census Bureau reported that this could have been a data issue whereby if the respondent did not use a unique identification code, the data was not matched with a physical address and therefore, not included in self-response rate reported on their website.

## Enumeration

The U.S. Census Bureau's enumeration process, timeline and methods for tribal households on reservations became confusing especially during the period of the statewide Stay at Home Order and the last few months of the census. The messaging on the operations was not clear and the operations seemed to be inconsistent across the state. Native communities were also worried that the in-person enumeration would not be effective or not take place with the closure of some of the reservations. Some examples of the experiences the Census Office heard from tribes were:

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<sup>3</sup> Local Update of Census Addresses Operation or LUCA is the only opportunity offered to tribal, state and local governments to review and comment on the U.S. Census Bureau's residential address list for their jurisdiction prior to the 2020 Census. (Source: U.S. Census Bureau website accessed 4/1/21)

- Some of the households were sent notices from the U.S. Census Bureau to their P.O. Boxes but it was unclear if the postmaster forwarded the communications.
- Many tribal households did not get an opportunity to self-respond with a unique identification number and had to wait for in-person contact during the Non-Response Follow Up period.
- Some of the enumerators did not understand the geography of the tribal reservation or the roads to traverse rivers and mountains to get to the reservation. Enumerators were sometimes assigned homes that were hours apart due to geography. In some cases, tribes reported that enumerators could not locate the homes they were assigned. Their equipment did not adequately work in remote rural areas with limited access to broadband.

## RECOMMENDATIONS

Census efforts for American Indians and Alaska Natives faced perpetual problems such as heavy distrust of the federal government and how the data will be used. Lack of or limited access to computer devices or the internet created barriers for some, including the elderly and residents in rural or remote areas. As partners and stakeholders addressed these challenges and adapted their Census 2020 outreach to tribal communities, some clear lessons and recommendations for Census 2030 emerged:

### **California Census Office**

- Conduct consultations early on in the campaign to both provide census education and to receive input from tribes for census outreach; create mechanisms for follow-up to the inputs.
- Partner with trusted messengers to create and deliver messages and tactics that are appropriate and resonate with the tribal population.
- Design processes and a collaborative environment that allow for partners to shift tactics as unanticipated events occur.
- Clearly identify the roles of the U.S. Census Bureau and the Census Office.
- Hire a full-time Tribal Affairs Specialist early in the campaign to work with tribes from the beginning and throughout the campaign.
- Hire a media partner to develop relevant tribal census materials and to organize the online campaign.
- Provide funding for tribes to plan outreach activities that they know will be most effective in their local communities.
- Provide a tribal hotline with staff who have the cultural understanding to assist American Indians and Alaska Natives. For example, frequently asked questions

included how do non-enrolled tribal members respond and how does someone respond if they identify with more than one tribe?

- Provide a space for ongoing collaboration, learning and planning among tribes throughout the campaign. The weekly U.S. Census Bureau Intertribal Workgroup calls represented a forum to share ideas and learn about their operations.
- Ensure that tribes have access to devices and technology for completing the census, by providing tablets, laptops, or computers.

#### ➔ **Recommendations for the U.S. Census Bureau**

- Offer tribes options to enumerate themselves or assist with enumeration. Tribes would like the U.S. Census Bureau to consider an option where either the tribe conducts its own enumeration or appoints their own enumerator from within their tribal reservation community. Another option for consideration would be for tribes to provide an enrollment list and a list of non-member households residing on the reservation.
- Provide lists of households that the U.S. Census Bureau will be counting on reservations and rancherias so that the tribe can verify those homes and physical addresses.
- Hire enumerators or census liaisons from within tribes. Reservation enumerators are key to a successful census count of tribal communities. This will ensure job candidates meet multiple criteria such as being culturally competent, knowing the geography and location of homes and understanding the technology requirements of the reservation. Job applications could specify which reservation or rancheria an applicant may be familiar with.
- Ensure that all enumerators are properly trained in cultural competency.
- Ensure that enumerators have access to equipment that is 100% reliable in rural areas of the state.

## APPENDIX

- A:     Snapshots of Tribal Partners
  - Tribal nations and Native Communities
  - California Native Vote Project
  - California Indian Manpower, Inc.
- B:     Planning for Census 2020, Summary of Tribal Outreach and Engagement
- C:     References and Resources

## APPENDIX A: SNAPSHOTS OF TRIBAL PARTNERS

### TRIBAL NATIONS AND NATIVE COMMUNITIES

American Indians and Alaska Natives



### STRATEGY AND FUNDING

California is home to the largest number of people who identify as American Indian and Alaska Native alone or in combination with another race. Los Angeles has the second largest American Indian and Native population in the United States. ([U.S. Census Bureau, 2010](#)) Over one-half of the state's Native American population is composed of individuals (and their descendants) who

were relocated to large urban areas as part of the federal government's termination policy ([California Counts](#), California Tribal Communities). In the 2010 Census, the [U.S. Census Bureau](#) estimated that American Indians and Alaska Natives living on reservations were undercounted by 4.9%, which is more than twice the next undercounted group.

Over \$1 billion in revenue flows through Indian Country per year, thanks to census data. There are more than 70 programs benefiting the State of California using census numbers to allocate funding including education, health and human services, directly impacting California's Tribal Nations and Native communities.

"Our history needs to be told by us, and we need to make sure our voice is heard. It starts by making sure we are counted."

– California Assembly

To address the unique challenges of outreach to tribal communities, the California Complete Count – Census 2020 Office enlisted the help of trusted messengers with established relationships. While California tribes and tribal-serving organizations and

agencies have participated in multiple past census outreach efforts, Census 2020 marked the largest State commitment to-date toward the goal of increasing their participation in the census. The Census Office committed \$2.9 million toward the goal of increasing American Indian and Alaskan Native census participation.

The Census Office made funding available to 110 federally recognized tribes to conduct outreach to their local communities and members. Of these, the Census Office entered into agreements with 33 tribal governments and received final reports from 27 (82%). One tribe returned their funds due to the impact of COVID-19. This snapshot provides key highlights from these reports, as well as activities carried out by the Census Office.

The California Indian Manpower Consortium, Inc. (CIMC) invited and offered census outreach assistance to 80 California tribal governments that had not signed an agreement with the Census Office. In addition, the Census Office partnered with the California Native Vote Project (CNVP) for statewide outreach to Native communities. (See Snapshots for CIMC and CNVP.)

To complement these efforts, the Census Office contracted with NUNA, Consulting Group to implement a dedicated tribal media outreach campaign designed to increase census visibility across California's American Indian and Native communities. The "Native People Count California" campaign became the go-to resource for a Native-specific outreach toolkit, factsheets and videos. Together with the Census Office and other partners, they were a source of updated materials for the continuously changing information from the U.S. Census Bureau.

The outreach and communication among the partners was facilitated by the Census Office led by the Tribal Affairs Specialist with advice from the Governor's Office of the Tribal Advisor. The U.S. Census Bureau Tribal Partnership Specialists helped navigate census operational adjustments during the Stay at Home Order. During the height of the campaign, coordination meetings were held weekly with partners.





## APPROACHES AND OUTCOMES

The Census Office and its partners used a unique and innovative model to conduct outreach to Tribal Nations and Native communities in rural and urban areas. The community-based approach ensured voices and strengths of these communities were at the center of the planning and implementation.

- **Regional government-to-government tribal consultations** were organized by the Census Office in multiple rounds and regions between 2018 to 2020. The purpose of these convenings was to learn about preferred and best methods for effective collaboration and outreach. The Census Office listened to the tribal representatives and learned how systemic barriers, such as limited access to broadband, the sense of disenfranchisement and mistrust of government, may affect census participation. The Census Office gathered feedback through meetings, consultations and webinars throughout the Campaign.



- **Key concerns** voiced during the consultations were:
  - Tribes are concerned they will not be adequately considered, nor given the desired level of attention through county outreach plans.
  - Not all tribes and Native American communities will respond to the same message.
  - Cultural understanding is lacking for many entities conducting census outreach to Native communities.
  - U.S. Census Bureau enumerators hired locally and familiar with the area will be critical for areas geographically difficult to reach.
  - There is a need to continue to emphasize the value of census participation and not just the federal government benefits to Native communities.

"Our community is marginalized and often has distrust with any type of government interaction due to generational trauma. When considering the census exists to identify the current whereabouts of individuals and their families, they believe this information will be used to once again displace them, removing them from the place they call home. Having members from the community who most can recognize helped relax some fears surrounding the census."

– Morongo Band of Mission Indians

- **Tribal outreach and engagement good practices** to mitigate concerns were suggested and are summarized below:
  - Leverage a robust and interconnected network of partners for tribal outreach and engagement.
  - Continue to provide space for federal and state-level leadership to meet with

- tribal governments for information sharing and partnership opportunities.
- Support tribes in developing culturally specific, relevant and innovative outreach and engagement approaches with an understanding that one size does not fit all.
- Provide messaging that is responsive to what people care about and addresses their concerns.
- Enlist the help of trusted messengers and familiar faces which are key to participation and engagement.
- Recognize entities partnering with tribes need to understand the history, context and diversity of California Native American people, tribes and communities to be effective.



- **Tribal Census Kick-off Event** on March 6, 2020, was strategically planned just before the postcards were mailed by the U.S. Census Bureau inviting households to complete the census. This was a collaborative event planned by the Yurok Tribe, the Northwestern Intertribal Census Workgroup, Census Office, Tribal Advisor to the Governor's Office, U.S. Census Bureau, CNVP, CIMC, NUNA and Ethnic Media Services. The event, with 250 in attendance, featured a census presentation, cultural demonstrations, census PSAs and census bingo. It was the only event of its kind held before Stay at Home Orders came into effect. Similar events were canceled in central and southern California due to COVID-19.
- **Native People Count California [campaign](#)** by NUNA included several innovative outreach and communication approaches in addition to their timely informational fact sheets and toolkit. These included:
  - Youth Initiative which empowered California Native youth to engage in the 2020 Census through virtual youth gatherings with art and inspirational speakers.
  - Curriculum (grades 6-12), "The Significance of the Census for American Indians in California" and a Distance Learning Lesson Plan.
  - Scholarships for \$1,000 per tribe or organization to host an outreach event.
  - Indigenous Week of Action with two Indigenous Peoples' statewide organizations, Mixteco Indigena Community Organizing Project (MICOP) and Empowering Pacific Islander Communities (EPIC) to showcase unity and diversity.



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## Making Sense of the 2020 Census Through the Voices of Native Veterans in California

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During the 2020 Census, many veterans volunteered to make sure their tribal members are counted accurately. One such veteran and warrior is Dirk Charley, Dunlap Band of Mono Indians. When Charley thinks about the census, he thinks about the benefits to members of his community. Charley was asked by his tribe to be a 2020 Census liaison.

He said, "I'm a cultural geographer at heart. This is something my dad taught me at a young age. As veteran warriors, we protect and defend our most vulnerable citizens, our way of life and our ancestral lands. We need to make sure that we're counted accurately. We have to plan for things our people will need. It's inherent in us as Indian people not to depend on other people to survive."

Charley explained that a more in-depth discussion could follow with federal, state, and local governments beyond Native people as a statistic or data point by being accurately counted.

"Native people can share their knowledge of the land and its rich cultural resources. We can then move into an area where we can be tactful and diplomatic and, above all, allow federal and state governments to understand tribal sovereignty," Charley said.

By getting an accurate count during the 2020 Census, tribal leaders and Native people provide a broader picture of where they live. From this, tribes and Native people can work better with the government to ensure their interests are addressed, and natural and cultural resources are protected and preserved.

The Dunlap Band of Mono Indians includes the Entimbitch and Woponunch (Mono) people with Ancestral lands in eastern Fresno County on the Sequoia National Forest/Giant Sequoia National Monument.

Excerpted from: [Native People Count California](#)

The diversity and uniqueness of the Tribal Nations and Native communities emphasized the need for culturally responsive and engaging outreach approaches considering their geography, systemic barriers, community assets and networks. Many of the tribes responded with appreciation, while others did not respond to repeated notices. They had mixed experiences with the U.S. Census Bureau enumeration. The narrative below is intended to amplify their stories and experiences.

- **Success factors** for census outreach included the support from the Tribal Council. Tribal governments usually designated a person to coordinate census outreach activities to their members. Some started as early as January 2020 by setting up information tables in their administration building, holding a community resource fair for their residents and neighboring reservations or participating in tribal gatherings. Having a trusted community member to respond to questions and following up with social media or newsletter helped to spread the message. Incentives such as T-shirts or gifts cards were particularly effective. Funding to develop their own materials and to purchase promotional items were also cited as important.

"I have grown up on the reservation my whole life and this was the first time I heard about the census. So being able to educate myself and our members will always be something I will remember. We did multiple outreach events with the school to inform the youth. The students were eager to inform their parents to complete the census for their families. Several members shared with me their child came home from school and insisted they count their household in April. Youth are our future and I'm glad we were able to educate them and hopefully they remember and have comfort with completing in 2030."

- Morongo Band of Mission Indians

Collaborating with tribal departments, elders' programs and networks was also effective. Gatherings with meals was especially useful, as mentioned in a final report, "In November [2019], the Senior Luncheon provided an opportunity to cover the questions on the census questionnaire. The community gathering provided a safe and familiar location for community members to address concerns to avoid any misconceptions of what is being asked. Having time to ask questions also decreased anxiety and intimidation of those confused with the questionnaire."

- **Challenges of COVID-19** were the biggest obstacles faced by tribes and tribal communities during the Campaign. Tribal communities rely on in-person, face-to-face communication with elders and members of the community who have mistrust of the federal government. Absent this personal touch, outreach to tribal communities became extremely difficult. The lack of contact was especially difficult for tribes with



many elders who rely on the face-to-face contact for information and do not use computers.

Tribal government partners reported having to cancel events, gatherings and opportunities for census outreach due to COVID-19. Wildfires during the summer of 2020 also exacerbated problems with at least seven tribes evacuated from their homes. Changes in operations and timelines by the U.S. Census Bureau also created confusion on responding to the census.

Outreach during the Stay at Home Order was especially challenging, with some tribal offices closed or operating with limited staff to keep people safe. This made it difficult and almost impossible for the U.S. Census Bureau and Census Office to reach the tribal government contacts.

Eventually some tribes allowed the U.S. Census Bureau to continue census operations with the proper health and safety measures in place. For example, a tribe could request that enumerators get their temperature checked before conducting house-to-house operations. Some tribes even requested to assign an escort to assist enumerators going door-to-door on the reservation. While some tribes remained on lockdown throughout the campaign, many reopened to allow the U.S. Census Bureau to conduct their operations.

➤ **Outreach during the pandemic** continued in many areas despite the challenges.

Tribes conducted social distanced outreach such as purchasing airtime on local channels to share census PSAs, offering appointment times in office for community members to complete the census, sharing information in distance learning homework packets and commodity distribution sites and sending census information packets with food delivery. Many tribes posted signage around the community, sent postcards and personally called tribal members.

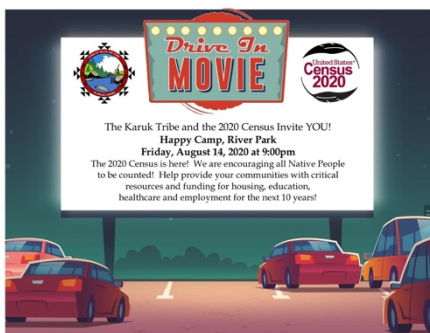


**The following are examples of outreach by the Tribal governments.**

➤ **Mechoopda Indian Tribe** held drive-up Census events where tribal members could complete their census questionnaire on a tablet and receive census swag and a light breakfast.

➤ **Kashia Band of Pomo Indians** has two communities, those who reside on the Rancheria and those who reside in the four surrounding counties of Sonoma, Napa, Mendocino and Lake. The Tribe's census worker went house-to-house at the Rancheria to ensure all households were notified since the Rancheria is in a rural area of Sonoma County which made it difficult for some to receive information due to poor internet connection. For those who reside off the Rancheria, social media worked best.

- **Pala Band of Mission Indians** set up a prize wheel in the tribal administration building and allowed members to spin once they completed the census. Pala Chairman Robert Smith served on the statewide California Complete Count Committee and represented the tribal voice while also being a trusted messenger to Native communities.
- **Rincon Tribe** delivered swag to 500 residences on the reservation and sent two rounds of robocalls to all homes announcing the current U.S. Census Bureau enumeration operations that were to take place on the reservation. Rincon was one of the few tribes that was able to work with the U.S. Census Bureau to get an enumerator hired from within the reservation community to complete Nonresponse Follow-up activities on the tribal lands. This very committed Tribe also held a raffle for those completing their census and worked with the U.S. Census Bureau to set up Mobile Questionnaire Assistance centers at COVID-19 testing locations on the reservation.



- **Karuk Tribe** demonstrated one of the more creative responses to COVID-19. The Tribe held drive-in movie events featuring a pre-recorded blessing from the chairperson, advertised through census PSAs and their social media site, delivered hotdogs to vehicles and distributed census swag. Karuk Tribe reported seeing an increase of 10% in Self-Response Rate after the first drive-in movie night. Later in the campaign, when the tribal reservation areas were ravished by wildfires, the Karuk census outreach representative continued census education at fire evacuation locations.
- **Quechan Tribe** of the Fort Yuma Indian Reservation is in Winterhaven. Operating through a pandemic, access to tribal programs and staff was limited so they advertised through essential programs such as the Food Distribution Program, Community Center and local schools. They worked with the Quechan Senior Center to hold a Mobile Questionnaire Assistance center, conducted phone banking and produced a PSA in the Quechan language to encourage elders and seniors to increase census participation.
- **Hoopla Valley Tribe** collaborated with 60 tribal departments and provided advertising materials to distribute at their events or to their clients. Tribal



newspaper and radio, the Housing Authority and Temporary Assistance for Needy Families (TANF) were key to reach households.

- **Washoe Tribe** has four community land bases and a large off-reservation population. During the in-person gatherings, they collaborated with the Washoe Native TANF offices and the Elder Center to get out information especially in areas with no access to internet or devices. Social media and incentives worked well during the pandemic as all the events were canceled.



- **Yurok Tribe** reservation is located in remote Northern California, starting at the mouth of the Klamath River up 40 miles along the river a mile on each side. There is no road connecting one end of the reservation to the other. Because of geographical challenges they have multiple communities, limited transportation services and some parts of the reservation without power, internet or cell service. There are economic challenges as well.



Despite the challenges, the Yurok Complete Count Committee was able to have 100% count on the reservation. There were two approaches that worked best for the Yurok Complete Count Committee. The first was hosting five informational dinners to raise awareness and catered by local youth programs. They shared census information and played census bingo. The second was providing Mobile Questionnaire Assistance events in multiple locations for those who didn't have a way to complete the census. They coordinated with other Complete Count Committees to create PSAs for TV and radio. "We are thankful for the California funds without which we would not have been able to reach the people in the communities the way we did. Northern California Indian Development Council, California Native Vote Project, Yurok Education, Yurok Elders program, the schools and artists in the area were great supports of the outreach."

- Yurok Tribe, Final Report

- ➔ **California Indian Manpower consortium, Inc.** (CIMC) is an organization providing direct services to the American Indian and Alaska Native population and has earned the trust of Native American communities and tribal governments through its 40 years of service. They invited 80 California tribes to conduct census outreach. Through their partnerships, CIMC ensured the census remained a priority among tribal members, while respecting their sovereign rights.



CIMC supported the tribes with funds to conduct events, outreach materials and census information packets. Through their vast network, CIMC and their regional sub-contractors travelled across the state to educate and motivate Tribal Nations and Native communities about the census. Due to the challenges of the pandemic, CIMC and partners transformed in-person community outreach plans into virtual messaging via websites, social media postings, PSAs, and livestreams. They also distributed computers donated by the State to 55 tribal governments and eight Native organizations that were set up in areas with limited broadband access allowing residents to complete the census in a familiar place. During the pandemic, they combined census information with food relief and personal protective equipment.

The Tribal Nations partnering with CIMC organized numerous creative ways to inform their community about the census. Tribal leaders and liaison led census discussion at council meetings, promoted the census through tribal bulletins at casinos and food distribution sites, created videos with local voices and participated in gatherings.

# CALIFORNIA INDIAN MANPOWER CONSORTIUM

American Indians and Alaska Natives

Statewide Community Based Organization



“...THE REAL IMPORTANCE OF THE CENSUS TO INDIAN COUNTRY AND OUR URBAN NATIVE AMERICANS IS THAT BEYOND FEDERAL PROGRAM FUNDING AND REPRESENTATION IN CONGRESS, FILLING OUT THE CENSUS IS HOW WE REMAIN VISIBLE.”

— Lorenda Sanchez, Executive Director CIMC  
Yerington Paiute Tribe



#2020Census #NativePeopleCountCA #UnitedWeCount #IndigenousWOACA

## STRATEGY AND FUNDING

The political sovereignty of California tribes is based on the historical recognition of its distinct communities by the U.S. Constitution. Over the centuries, American Indian and Alaska Native (AIAN) peoples have overcome normalized oppressive policies and practices, even sanctioned extermination campaigns, through the strength gained from their cultural core values and interrelated sense of solidarity. Today's tribes continue to develop and maintain these exceptional networks of resilience, including tribal agencies, Native organizations and local government entities, as they address their communities' challenges and expectations in the 21st century. (Source: California Indian Manpower Consortium, Inc. final report)

California Indian Manpower Consortium, Inc. (CIMC) recognizes that every ten years, census data determines funding levels for many programs that impact urban and rural AIAN communities. They also recognize that these households have been historically undercounted and associated with hard-to-count characteristics, such as poverty, isolated and rural locations, and limited or no broadband access.

The California Compete Count - Census 2020 Office, partnered with CIMC, a nonprofit organization, which has earned the trust of Native American communities and Tribal governments through its 40 years of service. With funding of \$1,148,855, CIMC partnered with five Native organizations and invited 80 California tribes to conduct outreach. Through their partnerships, CIMC ensured that the census remained a priority among tribal members, while respecting their sovereign rights.

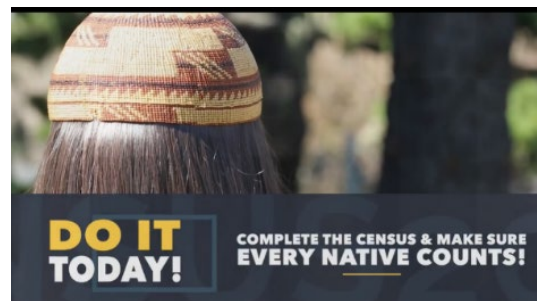


CIMC worked in partnership with other statewide efforts, the California Native Vote Project, and the Native People Count California for media outreach to avoid duplication, identify gaps, and synergize efforts. The Census Office coordinated weekly meetings with the U.S. Census Bureau and tribal partners to navigate the disruptions of the Census 2020 campaign, including the impact of the global COVID-19 pandemic, wildfires, and census operational adjustments.

## APPROACHES AND OUTCOMES

For Native communities, a “meeting” is an intimate space to take the time to be accountable to others and honor them by meeting face-to-face. Native meeting interactions reinforce a sense of generational solidarity and fortitude, which is intent on the decolonization of past historical narratives. Sharing of food is also a tradition in these gatherings for those who have to travel long distances. Up until March, tribal partners educated their members about the census at meetings, but COVID-19 forced the closure of many of the tribal reservations and rancherias. Although CIMC’s outreach was hindered by many challenges, their persistence to ensure a complete count was enhanced by these approaches:

- ➔ **Extensive Native Network:** Information was distributed quickly and efficiently among the Native communities through CIMC’s seven field offices with multi-county service areas and five subcontractors, the Southern California American Indian Resource Center, Inc. (Regions 5, 10); Owens Valley Career Development Center (Regions 4, 5, 6); Northern California Indian Development Council, Inc. (Region 2); United Indian Nations, Inc. (Region 3); California Consortium for Urban Indian Health (Regions 1, 3, 4, 6, 8, 10). For example, the [Northern California Indian Development Council created powerful videos](#) with voices of tribal leaders and youth.
- ➔ **Direct Partnerships with Tribal Governments:** CIMC formally invited 80 California tribes and supported them with funds, outreach materials, and/or information. Tribes organized numerous creative ways to inform their community about the importance of the census and how to complete it. Tribal leaders and liaisons led census discussions at council meetings, promoted the census through tribal bulletins at casinos and food distribution sites, created videos with local voices, and participated in gatherings such as a Drive through Census Party and the Elder’s Christmas Party. CIMC distributed computers donated by the State to 55 Tribal governments and eight Native organizations that were set up in areas with limited broadband access that allowed residents to complete the census in a familiar place.
- ➔ **Trusted Messengers and Appropriate Messages:** To address tribal members’ mistrust of the federal government, CIMC and their network served as trusted messengers by highlighting messages focused on the benefits of the census to





tribes and how an undercount translates to a lack of resources for their communities.

- **Gatherings:** To educate the community, partners tabled at pow-wows, Big Times, community events, tribal meetings and trainings, area clinics, and field offices. CIMC conducted outreach at the California Native American Day Celebration to reach out to the thousands of attendees at the California State Capitol.



## CALIFORNIA NATIVE VOTE PROJECT

American Indians and Alaska Natives  
Statewide Community Based Organization



### STRATEGY AND FUNDING

The [U.S. Census Bureau](#) estimates that in 2010, American Indians and Alaska Natives (AIAN) living on reservations or in Native villages were undercounted by 4.9%. This is more than double the undercount rate of the next closest population group. AIAN were generally not counted until 1890 and substantially undercounted until 1980 when U.S. residents could indicate their own race. There are more than 70 programs benefitting the State of California using census data to allocate funding including education, health and human services directly impacting California's Tribal Nations and Native Communities.

Given this context, the California Compete Count - Census 2020 Office integrated outreach to Tribal Nations and Native Communities in its early planning and throughout its funding efforts. The California Native Vote Project (CNVP) was one of two statewide organizations that partnered with the Census Office to conduct statewide census outreach and education to ensure a fair and accurate count of AIAN for Census 2020. With a funding of \$499,000, they conducted outreach through their trusted messengers in Los Angeles, which is home to the largest community of urban Indians in the state. These efforts were also extended to San Bernardino, Riverside and Humboldt Counties.

As a founding member of the Advancement Project California Census Policy Advocacy Network, CNVP was also engaged in statewide census policy and funding decisions since early 2018. They successfully educated policymakers on the unique needs of California tribal nations and the need for additional resources to ensure an accurate count of AIAN. CNVP has a statewide network of more than 50 Native organizations and leaders, including from hard-to-count census tracts working collaboratively on census outreach



plans. In the wake of the COVID-19 outbreak, CNVP was forced to shift their face-to-face events and activities and adopt a new digital outreach plan.

## APPROACHES AND OUTCOMES

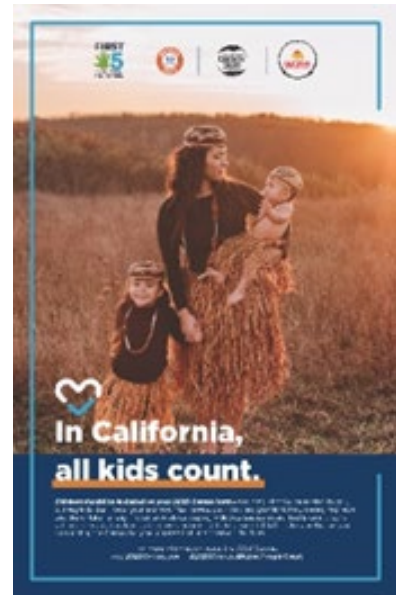
CNVP used an outreach approach based on 1) reaching out to the AIAN community directly or through Tribal nations and Native nonprofit organizations and 2) educating the non-Native nonprofit organizations, local government and philanthropy to understand and build relationships with local Tribal governments and nonprofits. Highlights of their approaches include:

- **Relationship building:** CNVP built deep relationships with the Census Office, the U.S. Census Bureau tribal partnership specialists, the California Indian Manpower Consortium and NUNA Consulting to strategize outreach and messaging. To educate non-Native partners, they were active in census committees statewide, such as the We Count LA Table and



- Inland Empire Census Tables and the Census Office regional and statewide meetings. New partners, such as the First 5 Association of California and Empowering Pacific Islander Communities (EPIC), bolstered their joint outreach efforts to children and Pacific Islander communities.
- **Education:** To ensure that AIAN are accurately counted in the Census 2020, CNVP encouraged tribal members to check the box on the census form indicating the respondent is an American Indian or Alaska Native. They were also encouraged to indicate the full name of the enrolled or principal tribe. They noted that tribal enrollment and the right to determine the citizenship or a membership of the tribe is a fundamental right of tribal sovereignty and must be reflected on the census responses.
- **Outreach workers:** In the early stages of census outreach, CNVP participated in events throughout the state to provide census information. With the stay-at-home orders, CNVP's outreach workers pivoted from field canvassing to phone and text banking. They also partnered with the Los Angeles Unified School District resulting in calls to 2,000 self-identified AIAN encouraging them to complete the census.

- ➔ **Youth engagement:** Youth ages 12 to 24 years old have been active members and leaders of CNVP. In their words: “With so much beautiful and brilliant change led by youth happening around us, we cannot be excluded.” Their program emphasized youth community organizing and the census, leading to the creation of youth census videos and enhancing their own internal narrative for strengthening youth inclusion.
- ➔ **GIS mapping:** The SwORD tool with geofencing recommendations from their partner, Advancement Project California, helped CNVP target specific geographic areas. They sent out 750 mailers to AIAN households living in hard-to-count census tracts.
- ➔ **Digital organizing:** CNVP increased their social media presence, including executing a series of virtual games, contests and conversations, such as Census Jeopardy and Census Chats to connect directly with community members and provide census information in a fun and meaningful way. They were able to build their base, with an increase of nearly fivefold to 14,000 contacts by using Facebook digital advertisements and the platform, Action Network.



## **APPENDIX B: PLANNING FOR CENSUS 2020 SUMMARY OF TRIBAL OUTREACH & ENGAGEMENT**

### **Planning for Census 2020 Summary of Tribal Outreach and Engagement Spring 2018 to Fall 2019**

Prepared by the Consensus & Collaboration Program, College of Continuing Education,  
California State University, Sacramento

Updated March 16, 2020

## **BACKGROUND**

A primary and perpetual problem facing the U.S. Census Bureau is the undercount of certain population groups. Historically, Native Americans are one of the most undercounted groups of any population in the U.S. Census, and California is home to the largest percentage of Census respondents who identify as American Indian or Alaska Native. While California Native American Tribes and Tribal-serving organizations and agencies have participated in multiple past Census outreach and engagement efforts to achieve a complete count, Census 2020 marked the largest State commitment to-date toward the goal of increasing Tribal participation in the Census.

The California Complete Count – Census 2020 team engaged the Consensus and Collaboration Program (CCP) at California State University, Sacramento to provide facilitation, outreach, documentation, and logistics support services for Tribal outreach and engagement activities in 2018-2019. This summary report outlines the Tribal outreach and engagement activities conducted from spring/summer 2018 through fall 2019, provides key recommendations and strategies for moving forward during this current Census effort, and identifies initial lessons learned for Census 2030. Additional details, discussion, recommendations, and specific outreach ideas are documented in individual summaries prepared by CCP for each consultation and the webinar.

## **TRIBAL OUTREACH AND ENGAGEMENT ACTIVITIES FOR CENSUS 2020**

Tribal outreach and engagement approaches in 2018 and 2019 spanned the first two phases of the California Complete Count strategy, the first being “Convene, Collaborate, Capacity-Build” and the second being “Educate. Motivate. Activate!”

Tribal outreach and engagement activities in 2018 ran parallel with other outreach efforts, such as the regional community convenings held across the State, as well as the development and release of funding allocations and contracts for locally and regionally-based Census outreach efforts (and their respective requirements). Tribal outreach and engagement activities in 2019 ran parallel with regional implementation planning workshops held across the State, as well as the launch of funding partnerships with community and sector-based organizations. Activities included two rounds of Government-to-Government consultations, one in 2018 and again in 2019, as well as a statewide tribal webinar held in early 2019.



In the initial round of consultations, the State's intention was to engage Tribal governments, administrators, and Tribal organizations early on in the process to communicate the importance and benefits of engaging in Census, provide information on State and Federal outreach strategies and timelines, and identify opportunities for the State to partner with Tribes to achieve a complete count. A key objective for the State was to hear and learn from tribes on preferred and best methods for effective collaboration with Tribal governments. The State's intention in holding a second round of consultations in 2019 was to continue to build on outreach conducted in 2018, discuss the status of Tribal participation in state funding opportunities, report new funding opportunities, and to listen and discuss how a continued partnership can ensure a complete count of Native American communities throughout California.

## **2018 TRIBAL CONSULTATIONS OVERVIEW**

The California Complete Count – Census 2020 team held three regional Government-to-Government consultations in 2018, in Pala, Trinidad, and Sacramento. The State Census 2020 team coordinated closely with the Governor's Office of the Tribal Advisor, the California Native American Heritage Commission, and the three regional Tribal Chairmen's Associations (TCAs) (Southern, Central, and Northern California TCAs) to invite Tribal governments to attend. Two of the three consultations were hosted by a local Tribal government and a total of nineteen Tribes participated in the consultations.

## **STATEWIDE TRIBAL WEBINAR**

The State Census 2020 team held a webinar on Tribal Funding, Outreach, and Engagement in January 2019 to share information and gather input from a wide range of partners interested in a complete count for Tribal communities in California. Key planning and outreach partners included California Native Vote Project, who co-hosted the webinar, as well as California Indian Manpower Consortium, Inc., California Consortium for Urban Indian Health, and the California Department of Technology. Over 50 participants attended the webinar, which provided an overview of US Census Bureau efforts and State-led initiatives and funding opportunities, and a panel discussion on the importance of Census 2020 to Tribal communities as well as challenges to a complete count.

## **2019 TRIBAL CONSULTATIONS OVERVIEW**

The California Complete Count – Census 2020 team held two regional Government-to-Government consultations in 2019, in Pala and Sacramento, CA. These consultations were held in coordination with Tribal Liaison trainings put on by the U.S. Census Bureau's Tribal Partnership Specialists, who also participated in the 2018 consultations. State-funded partners conducting outreach to Native American and Tribal communities—California Indian Manpower Consortium and the California Native Vote Project—also participated in the 2019 consultations, providing updates on their efforts and strategies. The southern California consultation was hosted by a local Tribal government, the Pala Band of Mission Indians, and a total of forty-five Tribes participated in the consultations.

## ISSUES AND CONCERNS HEARD

Participants shared a range of concerns and issues over the course of outreach and engagement events, from long standing issues with the Census in Native American communities (e.g., distrust of government) to new or emerging challenges for 2020 (e.g., access to broadband internet). Highlights and themes are summarized below.

## BARRIERS TO A COMPLETE COUNT

- Historical and contemporary distrust in US government institutions.
- Limited broadband/internet access on Tribal reservations (i.e., the digital divide).
- Non-traditional and/or insecure housing in Tribal lands and jurisdictions (i.e., homelessness, lack of permanent address, lack of awareness of who should be counted in a household).
- Under-equipped/undertrained United States Census Bureau (USCB) staff and enumerators (enumerators could have the capacity to deliver great outreach and messaging, but fail at the point of enumeration because of lack of cultural understanding).
- Difficulties in American Indian/Alaska Native identifying individuals in learning about, applying for, and securing USCB jobs (i.e., recruitment of local enumerators from Tribes).
- Invasion of privacy concerns; fear of legal repercussions or loss of federal/state benefits (due to lack of understanding about the Census).
- Current feelings of invisibility/disenfranchisement and lack of trust in current federal administration.
- Lack of understanding and/or misperceptions about who benefits from a complete count amongst Tribal communities.
- Difficulties to connecting with tribal members who have moved off the reservations.

## KEY CONSIDERATIONS FOR STRATEGIC OUTREACH, MESSAGING, COORDINATION, AND OPERATIONS

- Tribes are concerned they will not be adequately considered, nor given the level of attention desired within counties' strategic outreach plans and efforts (as funded by the State).
- Not all tribes and Native American communities will respond to the same message.
- Cultural understanding is lacking for many entities conducting outreach for Census to Native American communities.
- For areas that are geographically/physically difficult to reach, local enumerators who are familiar with the area are going to be critical.
- There is a need to continue to emphasize the value of Census participation to Native American communities, and not just the federal government benefits.

- Many tribes plan to set up questionnaire assistance centers and need resources from the State to do so.
- Tribes need information about what types of, and how much collateral they will have access to from other sources, such as the USCB, CCC, and statewide tribal outreach Community-Based Organizations (CBOs), to prevent duplication of efforts.
- California's Native American communities are diverse and have overlapping needs, such as ensuring accessibility of forms for people with disabilities.

## RECOMMENDATIONS FOR TRIBAL OUTREACH & ENGAGEMENT STRATEGIES

Participants at consultations and the statewide webinar discussed diverse needs, strategies, and opportunities for partnership moving forward, acknowledging that all of the different entities – Tribal governments, the State Census team, USCB, CBOs, Tribal non-governmental organizations (NGOs) and others – have important yet distinct roles to play in achieving a complete count.

Tribal governments, leaders, and administrators have a key role to play in developing and/or tailoring Census messaging to their local context and communities. Tribes can also tap into existing communication structures (e.g. newsletters and social media accounts), and/or build capacity for sharing information with members by connecting with local and regional partners also engaged in Census. Connecting with county government leads working on Census outreach may be an important step for Tribal governments to better understand how their needs are being met (or not met), as well as share, learn, and give feedback. Tribes can also benefit from opportunities to share best practices and strategies with one another to see how other Native American communities are tackling similar challenges.

The State plays an important role in facilitating connections across partners serving California Native American communities and setting and maintaining expectations across funded entities for Tribal engagement. The State is also responsible for continuing Government-to-Government consultation and communication with Tribal governments. Recommendations for Tribal outreach and engagement are summarized below.

- **Leverage a robust and interconnected network of partners for Tribal outreach and engagement.**
  - Build upon the knowledge and expertise of engaged partners and build capacity as needed.
  - Tribal governments can strengthen communication channels by appointing Census Liaisons for their tribe and forming Tribal Complete Count Committees.
  - A strong communication network between USCB Tribal Partnership Specialists, State Regional Program Managers, Sector Outreach leads, Statewide Tribal NGOs and associations, etc. is important for alignment and coordination leading up to the count.
  - Encourage and support opportunities for tribes to interface with one another, share best practices, and engage in peer-to-peer learning.



- **Federal and State-level leadership should continue to meet with Tribal governments for information sharing and partnership opportunities.**
  - Local input and buy-in from Tribal governments and councils on outreach approaches and strategies will be very important.
  - The Federal government and the State government should hold Government-to-Government consultations in 2019. Ensure ample advance notice (6 to 8 weeks) so the appropriate people can attend.
  - Conduct smaller strategic planning meetings on an as needed basis.
  - Tribes would like the opportunity to provide input/feedback on State-funded contracts to statewide Tribal organizations to ensure the entities are trusted and in a good position to serve Native American communities.
- **One size does not fit all: support tribes in developing culturally specific, relevant, and innovative outreach and engagement approaches.**
  - Each tribe has the best knowledge and experience in successful outreach to its membership.
  - Broadly recommended strategies include sharing information at key holidays, cultural events, social gatherings, and other Tribal programming (e.g. elder luncheons).
  - Leverage the power of data for tribes to tell their own stories and learn about the importance of Census data.
- **Messaging should be responsive to what people care about and address their concerns.**
  - Messaging should address the why (why should I participate?) and the how (how do I participate?) from multiple culturally relevant and appropriate angles.
  - Key issues to address in messaging include confidentiality, individual and community benefits of participation, specific programs that depend on Census data for funding, and how to fill out the form.
- **Trusted messengers and familiar faces are key to participation and engagement.**
  - Hire trusted messengers from Native American communities into USCB enumerator positions. Recruitment efforts should include outreach to college students, young adults, and individuals participating in Tribal programs such as Temporary Assistance for Needy Families.
  - Questionnaire assistance centers, especially those located in tribal communities and staffed by trusted messengers, are an important tool to ensure an accurate count of California's tribes and Native American communities.
- **Entities that partner with tribes need to understand the history, particular context, and diversity of California Native American Tribes to be effective.**
  - Invest in cultural competency/sensitivity training, especially for USCB enumerators (also could apply to county governments, Administrative CBOs, and other partners receiving State funding).

- Honor confidentiality of conversations and sharing of Tribal information when appropriate.
- **Coordination of available resources is needed to ensure timely access to outreach materials and to avoid duplication of efforts.**
  - One area where the State and statewide partners in outreach can help is in providing resources (e.g., outreach toolkits) that are already tailored or can be easily tailored for tribal needs and issues.
  - It would be best to have an easily accessible, central way for tribes to find out about the available collateral from the various federal, state, and local partners.

## EARLY LESSONS LEARNED FOR CENSUS 2030

Planning for a complete count in California is not without its challenges, whether internal, external, logistical, or political. Each Census cycle presents an opportunity for lessons learned and continuous improvement. These early lessons learned are intended to inform both immediate efforts moving forward as well as long-term planning for Census 2030.

## SUCCESSSES

- Funding agreements offered specifically to Tribal governments for conducting outreach activities for Census 2020.
- Funding to statewide community-based organization contractors (California Indian Manpower Consortium, and the California Native Vote Project) to conduct outreach to all California tribes, including urban Native American populations and non-federally recognized tribes.
- Successful Government-to-Government consultations with Tribal governments from across the State over the two years leading up to the Census.
- Effective early partnership with regional Tribal Chairmen's Associations, the Governor's Tribal Advisor, and statewide Tribal non-governmental organizations.
- Increase in funding to Tribes and adjustment of allocation methodology following feedback and recommendations received in initial round of consultations, including baseline funding amounts for all federally recognized tribes and the option for tribes to subcontract with statewide outreach partner.
- 33 tribes opted-in to receive state funding and CIMC supported the other tribes, ensuring all 110 tribes received census information.

## CHALLENGES

- **Delays in planning timeframes and lack of clarity on roles.**
  - Outreach to Tribal governments and Tribal organizations began in 2018 alongside outreach to local government and community-based organizations serving California's hard-to-count populations for the regional convenings. Initial planning efforts for Government-to-

Government consultation began in June 2018. However, consultation planning efforts were delayed for three months during the transition of the California Complete Count team from the Governor's Office of Planning and Research to the Government Operations Agency.

- Lack of clarity regarding roles and authorities with regard to Government-to-Government consultation contributed to delays in key planning milestones and a condensed timeframe for outreach for consultations in fall 2018.
- **Concerns about Tribal funding allocation methodology.**
  - Tribal outreach and engagement also ran parallel to the development of funding requirements for the dispersal of resources allocated to Census by the legislature. The schedule of government-to-government consultations did not align well with deadlines to finalize funding requirements, and as such, Tribal governments were not able to learn about and provide input on the funding allocation methodology before it was finalized. However, the State shared the methodology and data sources used for the decision during consultations.
  - Several Tribal government representatives indicated that the housing data being utilized by the State to determine funding allocations were likely out of date or incorrect. Several Tribes suggested additional housing data sources and cited other examples of local and State government agencies working with Tribes to determine requirements that better enable Tribes to participate in funding opportunities.
- **Coordination between California Complete Count team and U.S. Census Bureau on staff contacts, information/messaging, and tribal engagement events**
  - Both the U.S. Census Bureau and California Complete Count team sought to work collaboratively where possible to leverage engagement efforts with Tribes, especially since staffing on both sides was often limited. The timing of hiring and onboarding new Tribal Partnership specialists at the U.S. Census Bureau, as well as hiring and onboarding of additional members of the CCC team, meant that key information that tribes were requesting was not readily available at in-person meetings.

## LESSONS LEARNED

- **Communicate often and early, and plan ahead for Tribal consultations.**
  - Invitations for Government-to-Government consultations should be sent at least one month in advance, ideally two, in order to go through appropriate channels of communication and reach the appropriate individuals to attend the consultations.
  - Consultations should offer tribes the opportunity to provide input on State decisions that will impact tribes, such as funding requirements.

- **Improve strategic collaboration and coordination with U.S. Census Bureau counterparts working on tribal outreach and engagement.**
  - Identify overlaps between state and federal efforts to both clarify roles and opportunities to outreach and collaborate with tribes, as well as leverage resources for greatest positive impact on counting Native American communities.
- **Improve funding requirements and data sources used for Tribal funding decisions.**
  - Work with tribes to develop best practices for State requirements on Tribal grant funding allocations.
  - Consider how to engage and resource non-federally recognized Tribes and landless Tribes in a way that acknowledges and respects their distinct status as sovereign nations.
  - Consider involving tribes in the process for determining which community-based organizations receive funding for Statewide Tribal outreach.
- **Data collection in between and leading up to the decennial Census matters too.**
  - It is very important for Tribes to participate in the Boundary and Annexation Survey (BAS) and the Local Update of Census Addresses operation (LUCA).
  - Trusted messengers are just as important during the American Communities Survey and hiring efforts for that data collection effort should also prioritize hiring from Native American communities.
- **Plan ahead for shifting demographic trends and the potential likelihood for an increasingly urban American Indian/Alaska Native population.**
- **If the future is an all-digital Census, support investment in broadband infrastructure on Tribal lands.**
  - Leverage ongoing state-led efforts to address broadband access (e.g., California Broadband Council's Tribal Task Force)
- **Building personal relationships with Tribes is invaluable to trust building, effective communication and collaboration and ensuring a complete count.**
  - Investments in developing personal relationships with tribal members is instrumental to the success of all outreach efforts. As with any worthwhile relationship, cultivating strong connections takes time and energy. CCC would benefit from a identifying a dedicated tribal liaison staff position early on in outreach (preferably two years in advance of the next decennial census).
- **Celebrate successes and support collective memory by documenting lessons learned, resources developed and strategies used**

## APPENDIX C: REFERENCES AND RESOURCES

### List of references and resources for future planning for Census 2030

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