



State of California – Government Operations Agency

GAVIN NEWSOM, Governor

California Complete Count-Census 2020

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FINAL REPORT TEMPLATE

Households with Limited English Proficiency Outreach

Grant ID: #CCC-18-40012

General Information

Date of report	November 16, 2020
Organization / Entity	Coalition for Humane Immigrant Rights (CHIRLA)
Responsible Person / Title	Diana Colin, Political Director Esperanza Guevara, Census Campaign Manager
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Narrative Report

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

CHIRLA's "Contamos Contigo" (We're Counting On You) 2020 Census Campaign reached **1,163,395** immigrants and refugees to participate in the 2020 census. On April 22, 2019 CHIRLA officially launched its 2020 Census Campaign by hosting a press conference that included members of the U.S. Congress and the California Complete Count Deputy Director. CHIRLA's press conference also provided a platform for community members to share their own testimonies about why it's important to participate and be counted in the 2020 Census. Overall, our Contamos Contigo Census Campaign press conference was successful at delivering a trusted message by elected officials and members of our community that educated and motivated our community to be counted.

Due Date: November 16, 2020

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CHIRLA's 2020 Census Campaign outreach strategies included one-on-one outreach strategies (pre-COVID19), as well as phone banking and targeted media and social media strategies. Due to COVID-19, CHIRLA's one-on-one canvassing activities in all regions and satellite offices transitioned to a "Deep Phone Bank Program" in which canvassers called community members to inform, explain and motivate immigrants and refugees to complete the census. In addition, in-person assistance to help community members complete the census transitioned to phone banking activities to assist community members complete the census. Overall, during the contract period CHIRLA reached targeted individuals 3-4 times through a field program that focused in 9 organizing regions, and calling 5 counties across the state of California.

CHIRLA's Target Regions. Los Angeles County (Los Angeles, South Los Angeles, San Gabriel Valley, Pomona, Downtown, Pico Union, East LA, Boyle Heights, El Sereno, Cudahy, Huntington Park, Pacoima, Van Nuys, Canoga Park, Sylmar, Tarzana, Northridge, San Fernando, Canyon Country, Palmdale, Lancaster, Simi Valley); Orange County: Fullerton, Irvine; San Bernardino County: Fontana, Hesperia, San Bernardino, Victorville; Sacramento/Yolo County: Sacramento, Davis Stanislaus; Kern County: Bakersfield; Tulare County: Visalia, Porterville, Delano.

CHIRLA's Goals and Objectives

Subtask 1.1: Outreach Approach

Goal: CHIRLA will tap into the trust the organization holds among the immigrant community, and more specifically, hard to count Households with Limited English Proficiency, to support outreach efforts that ensure a complete Census count in California. Through our Community Education & Outreach Department, CHIRLA will reach 120,000 hard-to-count individuals with Limited English Proficiency.

- **Report Subtask 1.1** CHIRLA's Community Education & Outreach Department reached **148,098** Households with Limited English Proficiency (LEP), **131,984** through one-on-one and community event activities pre COVID-19 stay-at-home regulations. An additional **16,114** LEP were reached via CHIRLA's toll free Immigrant Assistance Hotline. CHIRLA's work that took place pre COVID-19 stay-at-home orders included coordinating community events at public spaces such as Latino consulates (Mexican, Honduran, Guatemalan, and Salvadoran), community centers, swap meets, CHIRLA membership meetings, worker centers, community forums, churches, and public schools. All community members who received our targeted census education pre COVID-19 also received bilingual (English/Spanish) KYR flyers and wallet-size cards. Flyers and leaflets and other printed materials were printed in English and Spanish, and offered step-by-step instructions on how to complete Census questionnaires. These

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materials were easy to read and included a list of resources and referrals. In addition, CHIRLA's Community Education & Outreach team asked the participants of our educational workshops to commit to being counted by filling out a CHIRLA Census Pledge Card. In March 2020, CHIRLA's Census Liaisons, Call Center Operators, and **160** volunteers followed up with community members who filled out a pledge card to remind them to complete the census and to provide assistance as needed. Overall, CHIRLA's census campaign received **10,792** digital postcard pledges statewide.

CHIRLA's toll free Immigrant Assistance Hotline. CHIRLA's hotline assisted **16,114** callers with census education and information to help them fill out the census. During every call, staff educated the community about the local and state benefits of filling out the census and encouraged them to complete a census commitment postcard over the phone. CHIRLA used these commitment postcards to reach the callers to remind them to complete the 2020 Census. All our hotline staff were trained to provide the same information provided at presentations in the community: COVID-19 updates, Know Your Rights, information on the DACA and TPS programs, 2020 Census, Naturalization services, financial literacy information, Public Charge regulations, and eligibility for SNAP and Medicaid. In addition, CHIRLA's phone operators referred callers to COVID-19 community resources such as food banks or testing sites as well as sharing with callers their right to access health care without fear and regardless of immigration status.

COVID-19. Due to the COVID-19 pandemic, all census outreach and community education presentation sessions transitioned to virtual presentations and remote efforts through our hotline, which consisted of **17** phone operators and **49** canvassers conducting phone banking from home. In addition, CHIRLA's Membership Department promoted the 2020 Census to **8,000** active CHIRLA members via email communications/newsletters.

Target areas. Northern Central Valley, San Fernando Valley, Southeast Los Angeles County, Northern Orange County, South Los Angeles County, East Los Angeles County, and Downtown Los Angeles.

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Subtask 1.2: Partnership Coordination

Goal: CHIRLA's Community Education & Outreach collaborators to reach LEP clients will include: Los Angeles Police Department (LAPD); Elected officials in Los Angeles and Orange County; Los Angeles Unified School District (LAUSD); Public Libraries; Latino Consulates.

- **Report Subtask 1.2** On December 18, 2019, CHIRLA coordinated a "Posada del Censo", to celebrate the season and to mark the importance of the census. CHIRLA members and staff walked and lit candles for an old-fashioned posada in partnership with Clínica Monseñor Oscar A. Romero, and the Salvadoran American Leadership and Educational Fund (SALEF). The posada started at 5 p.m. and ended with champurrado, pan dulce, music and fellowship at a gathering in partnership with Catholic Charities. CHIRLA's youth members who had been canvassing for the census joined the posada to show their support and to encourage the community to sign CHIRLA's Contamos Contigo census pledge cards. International Migrants Day was also on December 18, 2019 and CHIRLA's "Posada del Censo" event also served to stresses both the importance of immigrants in our society as well as of their participation in the 2020 Census. Through this activity, CHIRLA promoted a compelling message to the immigrant community: this is not a time to stay in the shadows, the community should fill out the census regardless of their legal status.

Census Policy Advocacy Network (CPAN). During the grant period, CHIRLA's Director of Policy & Advocacy served as point person in the CPAN steering committee planning and activities. CHIRLA's Policy Director testified in **4** Census 2020 Complete Count Committee hearings, and at the Budget Committee hearings in the State Capitol. CHIRLA's participation at these hearings served to communicate the fear and uncertainties that many immigrants and their families faced with the volatile political climate, and how hard-to-count populations could be impacted if it's not counted accurately at the Census 2020. Furthermore, CHIRLA participated in meetings in Sacramento with elected officials and the California Government Operations, which manages the 2020 Census, to convey the challenges of immigrants and refugees in the upcoming 2020 Census. In addition, CHIRLA was present and actively participated in monthly meetings coordinated by the CPAN network. CHIRLA's Policy Director also served as editor and signatory of a CPAN coalition letter in support of increasing funds from the State budget to fund community based nonprofit organizations (CBOs) work to conduct community education and outreach. CHIRLA signed another letter of support from the CPAN network to the Census 2020 Select Committee for the same purpose of increasing funds for CBO's work. Over **90** social justice organizations from across California signed this letter.

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CHIRLA's Policy Director also helped to create coalition materials including fact sheets, talking points, and provided assistance as needed, including specific quotes from CHIRLA's Executive Director in support of the CPAN network. In addition, CHIRLA's Director supported leveraging relationships with California elected officials including Speaker Anthony Rendon and former Senate Pro Tem Kevin De Leon. The CPAN Census 2020 advocacy work was also included in CHIRLA's annual Day of Action at the State Capital, which took place prior to COVID-19 stay-at-home regulations. During this Day of Action, CHIRLA's **80** members visited elected officials to educate them about policies that most impact their lives, including the need to fund education and outreach activities for the Census 2020. CHIRLA presented the Census 2020 as a critical issue that needed an increase of funding. The majority of the elected officials who received our message made a commitment to increase the funds allocated for the Census 2020 work. As a result of the CPAN and CHIRLA's advocacy work, state funds to conduct Census community education and outreach activities increased from \$10-\$20 million originally proposed by Governor Newsom, to **\$27 million**.

Lastly, as part of the CPAN's Language Access Subcommittee, CHIRLA also participated in monthly calls with partners to discuss and implement advocacy strategy, contributed to coalition letters to the State Legislature highlighting the need for funding to reach non-English language speakers and providing testimony on language access strategy during a Legislature hearing in April 2019.

Another partnership included The Los Angeles Mayor's Census Office on different initiatives. For example, CHIRLA provided a presentation in July 2019 jointly with their office at a Refugee Forum of Los Angeles on census outreach. CHIRLA also delivered a presentation to The Los Angeles Mayor's Census Office Complete Count Committee meeting on CHIRLA's census campaign plan.

Pre-COVID19. CHIRLA also provided targeted Census and Public Charge information through its partnership with Los Angeles Public Libraries on a weekly basis, which helped us reach **6,373** via **188** workshops.

Lastly, CHIRLA provided sample campaign materials, in particular our census pledge card to the following entities: Seminole County (Florida), Canal Alliance in San Rafael California.

Subtask 1.3: Resources and Infrastructure

Goal: Questionnaire assistance activities will include: Reminders to fill out Census forms during calls, individualized assistance during office walk-ins, referrals to step-by-step instructions that will be posted on CHIRLA's website, as well as referrals to local Census kiosks and CHIRLA regional offices.

- **Report Subtask 1.3** During all outreach, phone banking, and one-on-one activities, CHIRLA's team asked all community members to commit to being counted by filling out a CHIRLA census pledge card. These postcards included CHIRLA's hotline number, which respondents were able to call if they had any additional questions about the census, as well as CHIRLA's website site that included additional information about the census. The postcard allowed respondents to sign up for text notifications and email census reminders. Postcards were mailed back to respondents to remind them of their pledge to complete the census form. In March 2020, CHIRLA's Census Liaisons, Call Center Operators, and 160 volunteers followed up with community members who filled out a pledge card to remind them to complete the census and to provide assistance as needed. Overall, CHIRLA's census campaign received 10,792 print and digital postcard pledges statewide including from the following regions: Porterville, Bakersfield, Palmdale, Lancaster, Pacoima, Van Nuys, Canoga Park, Los Angeles, Santa Ana, San Bernardino, Victorville, Hesperia.

Subtask 1.4: Training Methods

Goal: CHIRLA will provide a 2-4 hour organization-wide training to all staff that will include a powerpoint presentation and discussion on how to conduct outreach, share information about the Census: What is the Census? Why is the Census important to California? Will it affect immigration status? Information will also include how to complete the Census questionnaire and how to use SwORD effectively once the system has been introduced to contractors. CHIRLA will utilize Google forms to track training completion.

- **Report Subtask 1.4** In March 2019 CHIRLA's Campaign Manager provided a 2-4 hour organization-wide Census training to all staff that included a PowerPoint Presentation and discussion on how to share information about the Census. Topics of this presentation included: What is the Census? Why is the Census important to California? Will the form be available in my language? Information also included how to complete the Census questionnaire online. In addition, in December 2019, CHIRLA provided a day-long Census training to our Organizing department, including phone banking staff. CHIRLA's Census Campaign Manager used Google forms to track training completion. In addition, CHIRLA organizing and outreach staff conducted quarterly trainings to approximately **10** Organizing Steering Committee leaders as well as to **30**

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student leaders from the Wise Up! high school and California Dream Network (CDN) college group. These student leaders joined our Census campaign as volunteers conducting one-on-one activities in the community prior to COVID-19 stay-at-home regulations.

Subtask 1.5: Data Management

Goal: CHIRLA's Community Education and Outreach Department has an outreach tracker that they have been using since 2015. This tracker allows us to have detailed information on outreach numbers that gets filtered by; title of event, zip codes, event co-sponsors, elected officials involved, attendees, type of event, and location. This tracker has a breakdown by staff, quarter, and region.

- **Report Subtask 1.5** CHIRLA's Community Education & Outreach Director was successful at implementing internal data management tools to manage and analyze ongoing census campaign activities. CHIRLA was also successful at tracking all detailed information of our outreach activities including title of events, zip codes, event co-sponsors, elected officials involved, number of attendees, type of events, and locations. CHIRLA's Director of Community Education & Outreach worked closely with our Census Campaign Manager to submit detailed quarterly reports to the California Complete Count office.

Subtask 1.6: Language and Communication Access Standards (LACAS)

Goal: CHIRLA will utilize its broad ethnic media network to participate in press events and coordinate CHIRLA events to describe upcoming local regional opportunities that complement field outreach activities. To reach individuals with disabilities, all outreach workers will be able to verbally communicate messages about the Census in English and Spanish, spending extra time with them if needed, and take their contact information for later follow up from CHIRLA's outreach team. Large fonts will be used on all printed materials. CHIRLA will also refer those with disabilities to collaborating organizations who can meet their needs. CHIRLA will utilize toolkits available from the Census Bureau to make every effort to ensure messages are culturally appropriate, easily understandable and accessible to a range of individuals with disabilities.

- **Report Subtask 1.6** CHIRLA's Community Education & Outreach reached **220,745** individuals about the Census 2020 through streaming **26** bilingual (English/Spanish) community education social media events, including our weekly "CHIRLA En Tu Casa" Facebook Live events. This strategy was significant in getting our message across to the target community as many of the community members we service may have difficulty accessing information via the internet or our website, but the majority of our community has access to social media through mobile phones. In this way, the LEP target

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community was able to engage during weekly "CHIRLA En Tu Casa" Facebook Live episodes.

Subtask 1.7: Workforce Development

Goal: CHIRLA will hire from our base of immigrant college students in CHIRLA's Wise Up! high school youth organizing program and California Dream Network (CDN).

Approximately 1,200 or 50 percent of CHIRLA's CDN are children of immigrants - US citizens who would be eligible for a job with the Census Bureau. These students have participated in years of leadership development activities, and have worked as temporary staff for CHIRLA's past electoral campaigns. These are organizers and individuals who actively reach out to undocumented students, parents, neighbors, friends and others; they relate what it means to be from "mixed status" families to elected officials and media in order to inform the public about issues facing their loved ones - the immigrant community.

- **Report Subtask 1.7** CHIRLA's youth programs, the Wise Up! program and the California Dream Network (CDN) engaged immigrant youth at the high school and college levels to ensure their communities were counted in the 2020 census. A total of **166** students from both programs participated in the census campaign from April to November 2020 and reached more than **1,111** community members and students through their outreach efforts. Due to COVID-19, CHIRLA's census activities transitioned to virtual platforms and all of the events described below took place virtually through phone banking, Zoom, or social media.

Wise Up! High School Youth Program

- Census TikTok - In April 2020, four Wise Up! core members created a TikTok Video that was then posted on CHIRLA's Instagram to promote the importance of the census. CHIRLA's Instagram account has a reach of approximately **28,100** followers.
- Census Art Challenge: In May 2020, Wise Up! youth launched a Census Youth Art Challenge online to promote and raise awareness about the census. The challenge invited youth to submit an art piece that answers the question, "What does the census mean to you?", for a chance to win a gift card.
- 2020 Wise Up! Summer Internship Program: As part of our annual summer program for immigrant youth, Wise Up! trained **20** high school students on what the census is and the importance of community members filling out the census. The program, which ran from June 16 to July 29, provided leadership development training and opportunities for the students to become more involved in their community, including civic engagement activities.

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- Census Call-a-Thon: On July 23, 2020, **7** Wise Up! Youth participated in a census phone banking event organized by CHIRLA, the City of Los Angeles Mayor's Office, and other partner organizations such as KIPP SoCal Public Schools, Central City Neighborhood Partners, and CA Census 2020. The goal of this event was to reach community members in hard-to-count neighborhoods such as Pico Union, Westlake, Koreatown, South Los Angeles, and Downtown Los Angeles.
- Instagram Live with the Latino Community Foundation: On May 5, 2020, a Wise Up! student leader named Micaela participated in an Instagram Live with the Latino Community Foundation where she discussed the importance of filling out the census. She directly addressed youth about how they can help their family members to get counted as well.
- Census Presentation at John F. Kennedy High School: On May 19 and May 21, 2020, the Wise Up! Organizer delivered a presentation for parents at John F. Kennedy High School via Zoom about the importance of filling out the census. A total of **40** parents attended the presentations.

California Dream Network (CDN) Youth College Program

- Outreach on College Campuses - CDN students outreached to their peers on college campuses to encourage students to participate in the census. For example, the student group Mt. Sac IDEAS (Mt. San Antonio College) worked with the campus administration to send an email blast with CHIRLA's census flyer to all students. CDN also delivered census presentations to undocumented student groups on the following college campuses: Los Angeles City College, Los Angeles Trade Technical College, Antelope Valley College, California State University Los Angeles, California State University Stanislaus, Glendale Community College, California Lutheran University, and University of Southern California. For the Los Angeles campuses, **7** CDN youth members led the census presentations for **75** students combined. CDN also conducted outreach to immigrant youth at events such as legal services and tabling events as well as through social media posts.
- Outreach at Youth Organizing Events - CDN mobilized immigrant students, youth leaders, and coalition partners to volunteer for the census call-a-thons and other census outreach events from May to August 2020. For example, CHIRLA invited partner organizations who attended CHIRLA's Orange County DACA Car Rally planning call in May 2020 to join our census campaign and learn more about how they can partner with CHIRLA. CDN Organizers also invited youth leaders and partners who are part of CHIRLA's planning committees and coalitions, including United We Dream, Stanislaus County Immigration Roundtable Coalition, and Central Valley Leadership Roundtable Coalition. Lastly, CDN delivered presentations about the importance of completing the census to youth members at regional and statewide meetings, including our Dream Resource Center

statewide meeting on April 29, 2020 and each of our regional summits in the Central Valley, Northern California, Southern Region, and Los Angeles/Coastal Region. The regional summits were attended by **144** youth members and allies.

- **Census Call-A-Thons** - On July 23, 2020, CDN students participated in a statewide call-a-thon in collaboration with the Los Angeles Mayor's Office. More than **35** students from all regions participated to make calls. This phone banking event also included a virtual town hall with **Dolores Huerta**, where she spoke about the importance of being counted and our communities being counted: "Si no nos contamos, nos fregamos." On August 27, 2020, CDN students participated in another phone banking event organized by CHIRLA to remind community members to complete their census forms as soon as possible.
- **2020 Voting & Census Virtual Town Hall** - On September 15, 2020, CDN students in Northern California attended a virtual town hall hosted by Congressman Jerry McNerney, who represents California's 9th District, California Secretary of State Alex Padilla, and Stockton Mayor Michael Tubbs to promote the census.
- **Census Farewell Party** - CHIRLA held a final outreach effort on October 15, 2020, which was the last day to fill out the census. This event ended with a celebration of all the work that has been done to get the immigrant community counted.

Subtask 1.9: Timeline and Calendar

- **Report Subtask 1.9** Throughout CHIRLA's Census Campaign, the Census Campaign Manager ensured that all staff were aware of the Census timeline and updated on U.S. Census Bureau updates and operation adjustments. In addition, CHIRLA's Census Campaign Manager also solicited regular feedback from staff on commentary in the community regarding the census and outreach efforts. Due to COVID-19, CHIRLA's campaign transitioned all activities to virtual platforms, and our team successfully adjusted to the census end date extension of October 15, 2020.

Subtask 1.10: Volunteers Plan

- **Report Subtask 1.10** CHIRLA's CHIRLA's "Contamos Contigo" 2020 Census Campaign included staff and volunteers from different backgrounds including DACA recipients, mixed-status immigrants, and new registered voters all committed to educating the immigrant community on how to participate in the 2020 Census. E-blasts sent out in January through March and in May of 2020 contained several calls to action for our volunteers and members, including tuning into our census-focused social media livestreams and signing our digital pledge cards. In addition, volunteers were prompted to phonebank with CHIRLA and to attend in-person actions (pre COVID-19), including our "Posadas del Censo."

Subtask 1.11: Social Media and Non-Traditional Communications Methods

- **Report Subtask 1.11** Under the contracted amount received from State funding, this component of CHIRLA's campaign plan is not funded.

Subtask 1.12: Ethnic and Hyper- Local Media Plan

- **Report Subtask 1.12** Under the contracted amount received from State funding, this component of CHIRLA's campaign plan is not funded.

COVID-19 & U.S. Census Bureau's Operational Adjustments Revisions

On March 19, 2020, Governor Gavin Newsom implemented a "stay-at-home" order for all Californians, making previously planned community outreach tactics no longer feasible. This change in landscape resulted in several immediate pivots, including converting field canvassing operations to remote phone-banking and making a heavier push on social media outreach. As a result, CHIRLA's "Contamos Contigo" campaign had to reassess its strategies and tactics in light of several factors: self-response data analysis, uncertain funding for outreach, and competing organizational priorities (such as distribution of relief funding) that stretched staff capacity. Using data showing where precisely self-response rates were low, we pivoted our outreach to focus on census tracts with response rates of less than 50%.

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

Contracted partner's operations

What worked well operationally?

Pre COVID-19: CHIRLA's Census Campaign was an organizational-wide goal in which all departments and staff were engaged in and invested. CHIRLA was also able to tap into our membership base of more than 17,000 registered supporters to volunteer throughout the census campaign. In addition, CHIRLA's Communications Department was able to implement successful virtual events through traditional and social media to reach millions of community members.

- Timeframe: March 2019 - March 2020.

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Post COVID-19: Zoom was a huge help to our operations during COVID-19, allowing staff and volunteers to meet virtually. This tool was particularly important when we started implementing volunteer phone banks, as we provided training to volunteers and kept the channel on throughout the phonebank to check in and debrief afterward.

- Timeframe: April 2020 - October 2020.

What hindered the operations?

Pre-COVID-19: Due to CHIRLA's Census Campaign being underfunded, while the Census is an organizational priority, without significantly more funding CHIRLA had to tap into general operating funding to support our census activities. Funding was a major challenge because to infuse Census outreach into every area of our work requires training, supervision, follow up, and reporting.

- Timeframe: March 2019 - March 2020.

COVID-19. Our community education staff would have been responsible for providing questionnaire assistance in person at our offices, however, due to our COVID-19 related office closures this was no longer possible. However, CHIRLA was still able to assist individuals over the phone through our immigrant assistance hotline.

- Timeframe: April 2020 - October 2020

Contracted partner's outreach

What outreach tactics worked well?

Pre-COVID19: Our partnerships with trusted local community-based organizations helped CHIRLA reach the target populations. For example, it helped to conduct census outreach activities at Latino consulates, such as the Mexican Consulate in Los Angeles, which receives a high pedestrian traffic from the public. There, CHIRLA was able to help people complete their census forms while they were waiting for consular services.

- Timeframe: March 2019 - March 2020.

COVID19. CHIRLA's Facebook Live "CHIRLA en tu Casa" episodes were very popular and attracted viewers in our target Limited English Proficient demographic, as the episodes were completely in Spanish. In addition, as participants joined the Facebook livestream, they posted questions they had to the comments section, which were answered by our staff. Anyone with access to this Facebook livestream could read the questions and answers posted.

- Timeframe: April 2020 - October 2020

What hindered the outreach?

Due to the COVID-19 pandemic, all census outreach and community presentations transitioned to virtual presentations and remote efforts through our hotline, which included 17 Call Center staff and 49 canvassers (previously conducting door-to-door activities) conducting phone banking from home. Unlike the call center operators, canvassers were manually dialing the numbers to call voters who had committed to filling the census when the canvassers had gone to knock on their doors. The phone banking script addressed the COVID-19 crisis and tied the message of the importance to fill the census due to the need for more resources in the community. In addition, CHIRLA was successful to recruit over **160** volunteers from our membership base and from the community to receive targeted training on how to conduct census calls to our contact lists.

- Timeframe: April 2020 - October 2020.

COVID-19. With work being conducted virtually, CHIRLA lost the ability to reinforce presentations with handouts. For example, in the past when CHIRLA conducted workshops, we would also hand out one-page flyers in English and Spanish with information about how to complete the census. With a transition to virtual meetings and workshops, we are not able to leave individuals as effectively with a reminder of what we went over in the presentation.

- Timeframe: April 2020 - October 2020

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

Challenges that CHIRLA experienced were the constant changes to the census deadline and the threat to include a citizenship question in the 2020 census form. In the wake of COVID-19, the Census Bureau announced operational changes and prospective new deadlines for upcoming census actions, including a requested extension of enumeration efforts until October 31, 2020. To respond, CHIRLA encouraged everyone who stayed at home to complete the Census online through the 2020 Census link. Our census outreach messaging also adapted to include COVID-19 community resources and services. In addition, due to the constant threats to exclude undocumented immigrants from completing the Census, CHIRLA filed a lawsuit to challenge the memorandum to end the 2020 Census count a month earlier than the Census Bureau had planned. CHIRLA's lawsuit also challenged the use of existing data to determine U.S. citizenship in the Census. On September 10, 2020 a federal court ruled that all residents must be counted in the Census regardless of their legal status.

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In addition, at the time of the campaign launch, the U.S. Supreme Court, which ultimately ruled against the Administration's attempt to add a citizenship question to the 2020 Census, was in the process of deciding the case. Intense media coverage of the issue at the time created lasting confusion and fear in the immigrant community around participating in the census, which our direct outreach and communications messaging worked to undo. In addition, COVID-19, the resulting stay-at-home orders in March 2020, and a 3-month census deadline extension forced a critical pivot in our campaign operations and strategy.

To respond to these challenges, CHIRLA continued its efforts to maintain constant communication with our target community through mailing as we found data that show that census tracts that received mailings with reminders from the U.S. Census Bureau saw increases in their response rates. Data also shows that response rates increase the most among individuals of Hispanic origin in census tracts that received a letter with an invitation to respond by internet. To this end, CHIRLA's strategy including pairing texting and phone-banking efforts with a mail program. CHIRLA initiated phone-banking to households that received mailings, timing calls so that recipients are contacted when we expected mail pieces to arrive at their homes. During calls, individuals were informed that they would be receiving a mail piece from CHIRLA. Lastly, CHIRLA's team followed up with recipients the day after mail pieces were delivered by texting them the link to complete the census form online and hotline, as well as a video showing them how to do so.

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

California surpassed its 2010 self-response rate. A 69.6% of Californian's responded either online, by mail, or by phone. An additional 30.3% of the estimated population were enumerated through other means, such as census takers visiting door-to-door, during the non-response-follow-up period.

In Los Angeles County, where CHIRLA focused a lot of our direct outreach towards the final months of the campaign, the self response rate increased by 5.4% after August 2020, although it was 3.9% less than the 2010 final response rate.

In contrast to some of CHIRLA's other outreach efforts, we had to continue collaborating with existing relationships and partnerships to carry out our work--such as

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presentations with schools/districts that overlapped with our target demographic, but that we were unable to hyper target according to response rate data.

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

Through the past several years, CHIRLA has been able to develop information to Limited English proficient individuals at schools, churches, community events, consulates, libraries, and other social service programs. By partnering with our existing partnerships, we were able to create safe spaces, public spaces pre COVID19 and virtual spaces post COVID-19, where community members learned about the census and were able to voice their concerns and doubts about completing the census.

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

Throughout CHIRLA's 2020 Census campaign, we were able to partner with many different organizations to provide information to Limited English Proficient individuals through presentations, tabling, or speaking engagements. The list below is a sample of some of the partners we were able to work with:

- El Nido
- New American Initiative
Center/Panorama Branch Library
- Consulado de Fresno
- Betty Rodriguez Library
- Fullerton Community
Collaborative
- New American
Initiative/Panorama Branch
Library
- South LA Farmers Market
- Santiago High School Club,
Young Senators
- Department of Education, LA
County
- Canoga Park Library
- Junipero Serra Library
- Mayor's Office of Budget and
Innovation
- Manual Arts High School
- Consulate of El Salvador
- Santiago High School Club,
Young Senators
- Betty Rodriguez Library
- New American
Initiative/Panorama Branch
Library
- South Orange County Family
Resource Center; CHI OC
- HITN/Spectrum
- LA promise Fund (Manual ArtsHS)
- Barrio Action Youth & Family
Center
- Latino Medical Student
Association
- Boys & Girls Club of Garden
Grove
- LA Food Bank

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- Consulate of Guatemala
- CLUE
- Junipero Serra Library
- Pio Pico Library Branch
- Rancho Alamitos High School ELAC
- Santiago High School
- New American Initiative/Panorama Branch Library
- Del Cerro Elementary ELAC
- Pio Pico Library Branch
- Cadena Cultural Center
- Mexican Consulate
- CSUF Center for Healthy Neighborhoods
- Stanton Collaborative
- Rancho Alamitos Parent Teacher Student Organization
- Panorama High School
- Pacoima Beautiful
- Consulate of Honduras
- MEND
- Volunteer of America
- Betty Rodriguez Library
- Junipero Serra Library
- Panorama Branch Library/The Source
- Consulate of El Salvador
- South LA Farmers Market
- Manuel Dominguez High School
- Santa Cecilia Apartments (Boyle Heights)
- Manual Arts High School
- St. Joseph Health
- Casa Salazar
- UCLA
- Boyle Heights Technological center
- City of San Fernando/Valley Care Community Consortium
- Community Clean Up Bethune Middle School
- LA Food Bank
- South Orange County Family Resource Center
- San Juan Hills High School
- CLUE, ROC, Haitian Bridge Alliance, Rapid Response Network

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

Throughout the campaign, the majority of our work has been provided in English and in Spanish, such as Livestreams, flyers, social media posts, meetings with translations, and by maintaining bilingual staff to conduct outreach. In addition, we did multiple interviews for ethnic media outlets such as Telemundo and Univision, including after the Administration announced that they would try to exclude immigrants from being counted in the census.

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

[CHIRLA]

CHIRLA's community outreach was done in some of the most under-resourced neighborhoods to community members who have many barriers--whether it be hard of seeing, hard of hearing, illiteracy, or limited internet access at home. We also reached community members while waiting for legal services to apply for a U-visa or learn how to apply for citizenship. It takes a lot of patience and empathy to work in these communities, and our staff was trained and equipped to have conversations and assist many individuals to help clarify concerns they had about the census and to help them in filling out their census forms. The picture below captures one of tabling events we conducted in partnership with Senator Maria Elena Durazo and Assemblymember Miguel Santiago. During a speaking engagement at a church in Boyle Heights, one of our community liaisons tabled outside of the church providing census information.



Tabling event conducted in partnership with Senator Maria Elena Durazo and Assemblymember Miguel Santiago during a speaking engagement at a church in Boyle Heights.

YOUTH - MacArthur Park: Young volunteer members of the Coalition for Humane Immigrant Rights (CHIRLA), on 7/23/2019 took to the streets of the Pico/Union and Koreatown neighborhoods, including MacArthur Park, to encourage immigrants to participate in Census 2020. As part of CHIRLA's *Contamos Contigo* census outreach program, high school-age immigrant community leaders spoke to people to dispel myths, educate them about the importance of the census, and help them commit to completing the survey starting in January 2020. "I am ready to ask my family, my friends, and neighbors to be part of this important count," said Bryan Castro, youth leader and participant of CHIRLA's WiseUp! high school organizing program. "If all of us participate, that's millions in resources for our communities, services our families need, and the right political representation for our area. I am definitely going to be counted."



CHIRLA's Youth Programs Wise Up! and California Dream Network members volunteering to get the community counted in the 2020 Census.

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

We would recommend consolidating and streamlining systems for reporting at least a year prior to the census deadline. Ideally this would happen soon after the first government contracts are issued to outreach partners so that organizations can integrate reporting timelines and tools with planned census outreach and engagement activities and timelines.

Attachments

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

- a) SwORD uploads of completed activities
 - a. Submitted. CHIRLA's Census Campaign Manager uploaded the SwORD activities for both of our contracts, the Immigrant and Refugees and Households with Limited English Proficiency, using the same SWORD account.

- b) Updated list of subcontractors
 - a. N/A

- c) Evaluations or analytical reports, if any.
 - a. N/A

- d) Sample products
 - a. N/A

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

[CHIRLA]



[CHIRLA]



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**!Ya Llego
El 2020
Censo!**

Miércoles 24 de junio de 2020 a las 3:00 p.m.
Haga clic en el [enlace](https://bit.ly/weareone2020) para unirse a la presentación en
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Contraseña: 2020
O únase por teléfono: (312) 626-6799
ID: 932 2909 7141

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Participe en esta presentación organizada por el Distrito Escolar Unificado de Los Ángeles y CHIRLA para aprender cómo la participación en el 2020 Censo genera dinero y recursos para nuestros estudiantes y escuelas. Un segmento también contará con los recursos sobre los derechos para familias inmigrantes.

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CHIRLA collaborated with LAUSD to conduct Census workshops.

Submission

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