

Equality California Institute

Statewide CBO LGBTQ Demographic Group

Final Report - November 2020

Agreement# CCC-18-40010

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FINAL REPORT TEMPLATE

General Information

Date of report	11/16/2020
Organization / Entity	Equality California Institute (EQCAI)
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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?

Objective 1: EQCAI and subcontracted partners will conduct face-to-face census education and list build through pledge postcards (pledging to complete the census) at LGBTQ+ events and spaces

Equality California Institute (EQCAI) has many existing relationships with Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) organizations and LGBTQ+ event organizers in the state of California, and this allowed us early on to build a coalition of LGBTQ+ census advocates, conduct in-person outreach, and collect pledge postcards pre-COVID to lay the ground work for continued engagement with the LGBTQ+ community. So, by the time COVID-19 and shelter-in-place orders started, we were already well positioned with the necessary communications infrastructure to keep 2020 Census messaging relevant and delivered to the LGBTQ+ community. Many of the LGBTQ+ organizations we partnered with in 2019 were also swift in developing digital versions of their LGBTQ+ events for 2020 that could incorporate vital resources and community information around the 2020 Census. Some organizations requested that a representative of EQCAI speak about why the 2020 Census is important (Boyle Heights Pride) while others created their own videos and content using the #WillBeCounted Partner Resources Bank (San Diego Pride). In addition to these partner events, EQCAI developed an LGBTQ+ Census PSA calling upon the LGBTQ+ community to participate in the 2020 Census and featured the Census PSA

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at virtual pride events throughout the state, including "Solidarity in Pride", an inaugural digital pride event by Equality California focused on the fight for racial justice and in support of the Black Lives Matter movement.

Objective 2: EQCAI will develop a LGBTQ+ culturally competent digital communications campaign targeting LGBTQ+ Californians with membership in other HTC demographic populations

EQCAI's digital communications infrastructure played a large role in our outreach pre-COVID and throughout the pandemic. We were able to adapt our census messaging around COVID-19 by highlighting how an accurate and complete count could help prepare for future global health crises. Also, as previously mentioned, we were able to build out our email campaign network early on through pledge postcard collection at in-person events. This allowed us to continue outreach during the pandemic without any loss of engagement. We also used our social media channels (Facebook, Twitter, and Instagram) and other LGBTQ+ social media networking platforms to reach new audiences and ensure that LGBTQ+ community members were aware of any operational changes happening with the 2020 Census. At the peak of the operational changes, EQCAI was putting out weekly, and even daily, updates on social media and other digital platforms, which would then be shared out through our partners, resulting in a central, unified message to California's diverse LGBTQ+ population, regardless of where in the state they reside.

(3) EQCAI will maintain ongoing follow up with EQCAI members and contacts made at LGBTQ events through our text-message service program - including information about our subcontracted LGBTQ Questionnaire Assistance Kiosks.

During the pandemic, outreach via ThruText was one of the most effective means of encouraging census participation among the LGBTQ+ community and helping individuals navigate the 2020 Census, its questions, and, most importantly, its relevance to them and their LGBTQ+ friends and family. Minimal changes needed to be made to our ThruText implementation plan as a result of the pandemic and various operational changes, but we updated our messaging regularly to remain relevant to what our communities were experiencing. One of the changes we made to our scripts that increased our overall response rates on ThruText was acknowledging the concerns Californians had around COVID-19, wishing them well and good health, and letting them know that they still had time to complete the census if COVID-19 concerns pulled them away from doing so before. This small script edit gave our outreach a more relational connection with our community and helped all of us see the bigger picture of how the 2020 Census would help us in the future.

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

Contracted partner's operations

What worked well operationally?

As previously mentioned, EQCAI was able to tap into our existing relationships with LGBTQ+ organizations very early in the census timeline, which allowed us to identify our contracted partners and work with them to solidify what our #WillBeCounted census campaign looked like and would accomplish. We used a standardized, inperson, train-the-trainer on-boarding with our contracted partners that guaranteed that they were knowledgeable about the technical components of the 2020 Census and could confidently and passionately talk to their own local communities about why they should participate. After the training, EQCAI maintained communication and held regular check-ins with our contracted partners, which proved vital during the final days of the 2020 Census, when operational changes and evolving news headlines had the potential to cause significant confusion. This operational process allowed us to have 22 contracted partners working in tandem throughout the state, with a unified campaign to get our LGBTQ+ community counted.

What hindered the operations?

Operationally, the number of changes to the 2020 Census was a hurdle for our contracted partners. Some became confused with the ongoing court litigations and presidential memorandums during the last few months of the 2020 Census. During this time, EQCAI wanted to make sure our contracted partners knew what was going on and could feel confident in being a trusted messenger, so we increased check-ins and communication with our contracted partners as often as we received information. When operational changes reached their peak frequency, with daily updates, it was necessary to expend significant effort to provide the most up-to-date news to our 22 contracted partners.

<u>Contracted partner's outreach</u> What outreach tactics worked well?

The early education outreach in 2019 was a model of success that we replicated among all of our contracted partners who did in-person activities. This outreach worked to demystify the 2020 Census and gave LGBTQ+ community leaders an opportunity to talk with their local communities about the 2020 Census. Individuals could ask questions and talk through their concerns and fears around participating, all while in a safe and supportive LGBTQ+ space. This level of open dialogue with the community has the potential to yield a large variety of questions and concerns, which is why it was so important that EQCAI provide a rich and comprehensive training with our contracted partners. To that end, we covered everything from how to physically complete the census to what it specifically means to say the 2020 Census will help all members of our LGBTQ+ community, especially the 1 in 5 LGBTQ+ families who were enrolled in Supplemental Nutrition Assistance Program (SNAP) or Medicaid.

What hindered the outreach?

COVID-19 and shelter-in-place orders were an unexpected hit to our Questionnaire Assistance Kiosks plans during the self-response period. Eleven of our contracted partners were trained and ready to open up their doors for the community to complete the census in March 2020. None of them were ever able to directly serve in-person as a result of health concerns community members immunocompromised LGBTQ+ community members. Even when regional cases began to drop in certain communities in Northern California/Bay Area, our contracted partners in those areas were devastated by the wildfires of late-summer 2020. In response, EQCAI had to reevaluate the roles of these contracted partners. They become digital ambassadors for the 2020 Census, using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's census webpage and to the online census form. This proved to be an effective means of keeping our contracted partners connected to the 2020 Census and allowing them to creatively reach their communities in the ways they knew would be most effective.

- 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.
 - Thankfully, EQCAI did not experience significant long-term challenges, financially or administratively, or changes to either our census plans or our organization as a result of the pandemic. We began to work remotely in March 2020 and continued to do so for the duration of the 2020 Census. EQCAI were early adapters of remote-work infrastructure and we were able to keep all census operations moving forward without any delays.
- 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.
 - Primarily, EQCAI used the SwORD Response Rate Map and Regional Dashboards to assess which communities needed the most help in completing the 2020 Census. EQCAI was also a member of many census coalitions such as the WeCountLA Coalition and National LGBTQ Task Force Census Coalition that provided monthly updates on census efforts, response rates, and best practices. We used the data from these sources to strategically target our digital outreach, paid media, and text-banking efforts during the self-response/NRFU period.
- 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.
 - EQCAI worked with a coalition of contracted and non-contracted partners to help ensure an accurate and complete count of California's diverse LGBTQ+ population. Many of these partners were existing LGBTQ+ organizational partners that EQCAI had

worked with previously, but the 2020 Census program allowed us to work with many new non-LGBTQ+ specific partners throughout the state. Some of these nontraditional LGBTQ+ partners include Los Angeles County Office of Education, Southern California Association of Nonprofit Housing, and county partners like County of Alameda and County of Los Angeles. Much of our work together was around resource sharing and framing the intersectionality of the LGBTQ+ community around the intersectionality of the 2020 Census. EQCAI also provided a standardized trainthe-trainer program that guaranteed new and existing partners were knowledgeable about the technical components of the 2020 Census as it related to the LGBTQ+ community (e.g. gender identity markers) and could confidently and passionately talk to their own local LGBTQ+ community about why they should participate. We encouraged our partners to answer community questions, and, if the community had concerns about participating, we had partners walk them through their protections to help demystify the 2020 Census. Our emphasis on providing this rich and comprehensive training ensured that our partners could have a respectful and open conversation with the LGBTQ+ community and build on their relationships as trusted messengers.

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

Contracted Partner Name	Address	Outcomes & Contributions
Health Access	1127 11th Street Suite 925, Sacramento, CA 95814	Primary subcontractor of EQCAI that produced LGBTQ+ culturally competent social media content, which was then shared out with contracted and non-contracted partners to freely use in their outreach efforts. Also provided three mini-grants to LGBTQ+ serving health and human service community-based organizations (CBOs) that were responsible for generating social media for the #WillBeCounted census campaign, encouraging participation among their local memberships/clients, and developing community outreach activities for the 2020 Census. The three mini-grants were awarded to: Sacramento LGBT Community Center LGBTQ Collaborative for Well-Being in Stanislaus County Rainbow Pride Youth Alliance

Stonewall Alliance of Chico	PO Box 8855, Chico, CA 95927	In 2019, tabled at Stonewall Alliance of Chico and annual Chico Pride with census educational materials and pledge postcards. Secured over 1,800 impressions and 300 pledge postcards.
Gender Health Center	2020 29th Street, Suite 201, Sacramento, CA 95817	Tabled at Gender Bender Prom, Souls of the City, Transgender Day of Remembrance and other events in Sacramento in 2019 with census educational materials and pledge postcards. Secured over 400 impressions and 200 pledge postcards.
		Was trained to be a Questionnaire Assistance Kiosk during the self-response period in 2020 but was unable to do so because of COVID-19. Gender Health Center was committed to the 2020 Census and still wanted to participate so they were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's census webpage or to the online census form.
Sacramento LGBT Center	2012 K St, Sacramento, CA 95811	Served as a subcontractor of Health Access to conduct LGBTQ+ census outreach at the Sacramento LGBT Center and their events. In addition to the duties of the mini-grant, Sacramento LGBT Center served on the LGBTQI Steering Committee for the Sacramento Complete Count Committee.
LGBTQ Collaborative for Well-Being in Stanislaus County	400 12th Street Suite #2, Modesto, CA 95354	Served as a subcontractor of Health Access to conduct LGBTQ+ census outreach at the LGBTQ Collaborative for Well-Being in Stanislaus County and their events. In addition to the duties of the mini-grant, LGBTQ Collaborative for Well-Being in Stanislaus County created a Census PSA featuring local drag personality

		and political activist, Monique
The Center for Sexuality and Gender Diversity	902 18th Street, Bakersfield, CA 93301	Mychaels. In 2019, tabled at Bakersfield Pride with census educational materials and pledge postcards. Secured over 300 impressions.
Dolores Huerta Foundation	PO Box 2087, Bakersfield, CA 93303	Was trained to be a Questionnaire Assistance Kiosk during the self- response period in 2020 but had to readjust their outreach efforts due to COVID-19. Dolores Huerta Foundation was able to hold socially- distanced events and activities to promote the census, including caravans and door-to-door canvassing. Additionally, they served as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's Census webpage or to the online census form.
Fresno Reel Pride	PO Box 4647, Fresno, CA 93744	In 2019, tabled at Fresno Reel Pride, CSU Fresno and other events in Fresno with census educational materials and pledge postcards. Secured over 2,000 impressions and 300 pledge postcards.
Rainbow Pride Youth Alliance	3041 North Sierra Way, San Bernardino, CA 92405	Served as a subcontractor of Health Access to conduct LGBTQ+ census outreach at the Rainbow Pride Youth Alliance and their events. In addition to their mini-grant duties, Rainbow Pride Youth Alliance worked in collaboration with CensusIE, a coalition of nonprofit and CBOs within San Bernardino and Riverside counties, led by the Inland Empire Community Foundation.
API Equality Los Angeles	1137 Wilshire Boulevard, Los Angeles, CA 90017	In 2019, tabled at 626 Night Market with census educational materials and pledge postcards. Secured over 300 impressions.
San Gabriel Valley LGBTQ Center	2607 South Santa Anita Drive,	In 2019, tabled at Los Angeles County Fair, Whittier Pride San Gabriel Valley Pride and other San Gabriel Valley

	Arcadia, CA 91016	events with census educational materials and pledge postcards. Secured over 500 impressions and 200 pledge postcards.
Latino Equality Alliance	553 South Clarence Street, Los Angeles, CA 90033	Was trained to be a Questionnaire Assistance Kiosk during the self- response period in 2020 but was unable to do so because of COVID- 19. Latino Equality Alliance was committed to the 2020 Census and still wanted to participate, so they were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's census webpage or to the online census form. Latino Equality Alliance created a drag census personality, Miss Census, and hosted a series of webinars and digital events that lifted the importance of the census.
TransFamily Support Services	12463 Rancho Bernardo Road, #218, San Diego, CA 92128	In 2019, tabled at Gender Odyssey, South Bay Pride, Coming Out Day events and other events in San Diego County with census educational materials and pledge postcards. Secured over 2,000 impressions and 200 pledge postcards.
San Diego LGBT Pride	3620 30th Street, San Diego, CA 92104	In 2019, tabled at South Bay Pride, Pride by the Beach and other San Diego County events with census educational materials and pledge postcards.
		Was trained to be a Questionnaire Assistance Kiosk during the self- response period in 2020 but was unable to do so because of COVID- 19. San Diego Pride was committed to the 2020 Census and still wanted to participate so they were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local

		communities to EQCAI's census
		webpage or to the online census form. San Diego Pride created
		educational videos about the 2020
		Census and featured them during their annual Pride event.
The Source LGBT+	208 West Main	Was trained to be a Questionnaire
Center	Street, Suite B,	Assistance Kiosk during the self-
	Visalia, CA 93291	response period in 2020 but was unable to do so because of COVID-
		19. The Source LGBT+ Center was
		committed to the 2020 Census and still wanted to participate so they
		were reassigned as a digital
		ambassador using their social media channels, email lists, and other
		communications infrastructure to
		direct their local communities to EQCAI's census webpage or to the
		online census form. The Source LGBT+
		Center offered digital office hours to
		answer questions and help the community fill out the census. They
		brought it local LGBTQ+ community
		leaders to lead these discussions and had EQCAI participate in a 1-on-1
		live interview about the
Our Family Coalition	1385 Mission	#WillBeCounted census campaign. In 2019, tabled at Oakland Pride's
	Street, Suite 340,	Family Garden with census
	San Francisco, CA 91403	educational materials and pledge postcards. Secured over 500
	71400	impressions.
LGBT Asylum Project	526 Castro Street, San Francisco, CA	Was trained to be a Questionnaire Assistance Kiosk during the self-
	94114	response period in 2020 but was
		unable to do so because of COVID-
		19. LGBT Asylum Project was committed to the 2020 Census and
		still wanted to participate so they
		were reassigned as a digital ambassador using their social media
		channels, email lists, and other
		communications infrastructure to direct their local communities to
		EQCAI's census webpage or to the
		online census form. LGBT Asylum

		Project hosted live "Self-Help" videos to help LGBTQ+ refugee members understand how they can participate in the census.
Arming Minorities Against Addiction and Disease (AMAAD) Institute	10221 South Compton Avenue, Los Angeles, CA 90002	Was trained to be a Questionnaire Assistance Kiosk during the self- response period in 2020 but was unable to do so because of COVID- 19. AMAAD Institute was committed to the 2020 Census and still wanted to participate so they were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's census webpage or to the online census form. AMAAD worked in collaboration with Latino Equality Alliance centering activism for racial justice around the 2020 Census.
Positive Images LGBTQ+ Support	200 Montgomery Drive, Suite C, Santa Rosa, CA 95404	Was trained to be a Questionnaire Assistance Kiosk during the self-response period in 2020 but was unable to do so because of COVID-19. Positive Images LGBTQ+ Support was committed to the 2020 Census and still wanted to participate so they were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's census webpage or to the online census form. Serving predominately youth and young adults, Positive Images LGBTQ+ Support created their own census cartoons and graphics with LGBTQ+ representation.
LGBTQ Connection	780 Lincoln Avenue, Napa, CA 94558	Was trained to be a Questionnaire Assistance Kiosk during the self- response period in 2020 but was unable to do so because of COVID- 19. LGBTQ Connection was committed to the 2020 Census and still wanted to participate so they

		were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to
		direct their local communities to EQCAI's census webpage or to the online census form. LGBTQ
		Connection made sure their digital outreach was bilingual in English and Spanish, which then could be shared with other partners who were unable to translate LGBTQ+ Census content on their own.
The Long Beach LGBTQ Center	2017 E 4th St, Long Beach, CA 90814	Was trained to be a Questionnaire Assistance Kiosk during the self- response period in 2020 but was unable to do so because of COVID- 19. The Long Beach LGBTQ Center was committed to the 2020 Census and still wanted to participate so they were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's census webpage or to the online census form. The Long Beach LGBTQ Center provided drive-up direct services for HIV testing and included #WillBeCounted Census swag and fact sheets for visitors.
The Diversity Center	1117 Soquel Avenue, Santa Cruz, CA 95062	Was trained to be a Questionnaire Assistance Kiosk during the self- response period in 2020 but was unable to do so because of COVID- 19. The Diversity Center was committed to the 2020 Census and still wanted to participate so they were reassigned as a digital ambassador using their social media channels, email lists, and other communications infrastructure to direct their local communities to EQCAI's census webpage or to the online census form. Working predominantly with youth, The Diversity Center tied census

participation with registering to vote
to create a rainbow wave of civic
engagement in Santa Cruz County.

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?

Working with so many partners, contracted and non-contracted, EQCAI was able to utilize the cultural and linguistic expertise of our partners to strengthen our own communications. Some partners would translate materials that were created for the LGBTQ+ community and share that out digitally to partners around the state. Others would directly communicate our #WillBeCounted census messaging in-language to their constituents and community members. This allowed EQCAI to confidently serve and ensure access, on an equal basis, to all members of the LGBTQ+ community with the information they needed.

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.

When COVID-19 struck and members of our community lost access to the safe spaces they relied upon to connect with each other and access vital resources and information, such as how to participate in the 2020 Census, EQCAI knew that we needed to step up and provide substantive alternatives if we wanted to get an accurate and complete count of all LGBTQ+ people. One of the best alternatives to our original plans were creative digital events and webinars. Events like "Solidarity in Pride," which highlighted the historic power of people of color within the LGBTQ+ community, gave our community a one-of-a-kind and empowering look at what LGBTQ+ people have accomplished and what we can continue to accomplish by participating in the 2020 Census. For those that were new to the census and unsure what it meant to participate as an LGBTQ+ person, EQCAI's "Census 2020: What's at Stake" Power Hour and "Peer Learning Lab: Including the LGBTQ+ Community in Census" gave LGBTQ+ people representation in the census and answered important questions such as: "How does our community's economic disparity and intersectionality play into LGBTQ+ census outreach?" "What should we know about the LGBTQ+ experience when it comes to navigating the 2020 Census?" "What impact has the COVID-19 crisis had on LGBTQ+ outreach?" and, "How are community partners working on the ground to reach and then to lift up the voices of LGBTQ+ community?" All three of these events were well-received and widely promoted throughout the state and nationally with thousands of views. It gave LGBTQ+ community partners and non-traditional LGBTQ+ organizations a chance to ask questions, ask for help, share resources, and understand why gender identity markers and same-sex relationship markers mean so much for a community that has historically been underrepresented.

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

We hope the 2020 Census will always remain an outlier of how a decennial census will unfold, but given what did occur, we do have a few ideas on how we can make sure we are amply prepared for the future. The California Complete Count Office and its subcontractors should be encouraged, and, if possible, funded earlier to start building communications infrastructure and outreach plans. Then, have the California Complete Count Office and its subcontractors implement these outreach activities and disseminate census collateral earlier. During the 2020 Census, creative content, flyers, door hangers, and other materials always felt like they were created too late to be effectively used.

Additionally, it would be useful for there to be more opportunities for subcontractors of the California Complete Count Office to casually convene, share resources, and talk through best practices among their peers. Subcontractors of the California Complete Count Office will always be at differing points of their implementation plans, and so opportunities to repurpose materials and content from others will ensure that subcontractors of the California Complete Count Office can make the best use of their time and efforts. During the 2020 Census, Peer Learning Labs served this exact purpose and facilitated many new relationships that moved us all forward to secure an accurate and complete 2020 Census count.

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 Submitted
 - b) Updated list of subcontractors See Question 6
 - c) Evaluations or analytical reports, if any N/A
 - d) Sample products* https://eqca.box.com/s/udjxia1pta884sye1s7xbmsszs0nkmk8
- * communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

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





















