



State of California – Government Operations Agency
California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	11/20/2020
Organization / Entity	Mixteco IndigenaCommunity Organizing Project
Responsible Person / Title	Victor Espinosa
Contact Person / Title	Farmworker Census Outreach Director
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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?

MICOP Implementation Plan Objectives:

- 1) Increase awareness of the importance of the census through a multi-touch approach that includes both media and trusted messengers within farmworker families;
- 2) Coordinate census farmworker outreach across community stakeholders in the following counties: Ventura County, North Santa Barbara County, Monterrey County, Santa Cruz/San Benito County, Sonoma, Napa, Solano, and Riverside County;
- 3) Decrease fear and misinformation around the 2020 Census among farmworking communities with appropriate and impactful positive messaging;
- 4) Provide as-needed questionnaire support for California farmworkers.

Objective 1 INCREASE AWARENESS: Prior to Census Day, April 1st, and before the intensification of COVID-19 prevention measures, we were able to complete several key outreaches at the swapmeet, farmworker field sites, and community events.

Approaching Census Day, April 1, stay-at-home orders were effective and the team began working remotely. Our awareness campaign became largely dependent on radio and internet beginning with the statewide emergency measures around March. By April 1st, we had stopped most in-person outreach, including "Pan Y Cafe" events at agricultural worksites. "Pan Y Cafe" comprised a central role of our initial implementation plan. We also cancelled a number of planned events, including a

Due Date: November 16, 2020

Census "Quermez," and an annual Religious Festival in Santa Paula that was expected to draw thousands of people. While we had several census PSA's running on our community radio station, Radio Indigena 94.1FM, we ultimately relied much more heavily on Radio Indigena by hosting a weekly morning radio program, "Hazte Contar" focused on the census. We tried to conduct internet outreach through Facebook Live, noting the higher probability of our messages appearing on the Live feature. We also used internal contact lists from various programs within MICOP in order to place census reminder calls, with the goal of helping the community complete their census through telephone.

Objective 2 COORDINATING OUTREACH): Coordinating Census Farmworker Outreach also proved to be challenging, as much of our efforts were focused locally on adjusting to remote outreach outreach, i.e. planning and creating content, social media, etc. Initial coordination meetings with partners at Union Indigena, Radio Bilingue, and Lideres Campesinas were prior to April 1st were held via zoom, and were focused on comparing notes In regards to coordination of partner activities across the state, we held a number of remote meetings with subcontractors following the stay-at-home "lockdowns" in order to compare notes on how each of our organizations were responding to the task in light of the pandemic. We also workshoped the Census questions, particularly questions 8 and 9 (Hispanic Origin and Race) with our partners, which provided comparative insight into the inadequate phrasing of census questions which often left our communities perplexed. We found that our partners' outreaches had been somewhat sidelined by the pandemic, as for example, Union Indigena in Napa and Sonoma and others attempted to respond to more immediate crises of food, clothing, employment, financial and health needs of farmworker and immigrant communities during the pandemic. Coordination in north Santa Barbara also began well into the NRFU phase, and relied heavily on the coordination of our Region 5 RPM, Patricia.

Objective 3 DECREASE FEAR): We anticipated the need to decrease fear and misinformation about the census, due to the existing fear of citizenship question, additional measures by the Trump administration to exclude immigrants from the final count created even more misinformation. Beyond the "education" phase of our campaign, we continuously emphasized the confidentiality of the census. We heard questions from the community like, "What is the point of completing the census if we will not be counted?" We had to redouble our efforts to allay community anxiety by routinely emphasizing the safety of the census. Many in the community were, understandably, only willing to complete the census anonymously, listing themselves only as "Person #1, #2" etc - which will likely affect the quality of the data. We also heard from community members, including our own outreach team, that census takers continued to visit some homes even after they had completed the census, which raised doubts about whether their questionnaire was ever received. One day, an enumerator confided that there he was assigned block groups or specific census tracts, but rather was sent from one location to another in an entirely different geographic area within a single assignment. The same enumerator told us that despite Census field operations officially ending on October 15th, an enumerator told us that he was directed to stop collecting responses a day prior to the October 15th date. Multiple changes to the census timeline created much confusion even among our own staff, making it difficult

to provide reliable information to the community. With multiple timeline changes, our strategy, like others throughout the state, became an emphasis on the urgency of completing the census this day.

Objective 4 QUESTIONNAIRE SUPPORT TO FARMWORKERS): Amidst the pandemic, our team realized that the community required direct support with the census. While we used contact lists to reach out to the community, families were much more comfortable completing their census in person, as it allowed them to verify that the outreach worker was a trusted messenger and not a telephone scam. Many farmworkers have low literacy, and are monolingual in Mixteco, Zapoteco, or other Indigenous Mexican languages. Limited computer literacy, internet access, and Indigenous language availability also contributed to the need for a Mixteco-speaking trusted messenger to walk the family through the completion. Despite the pandemic, MICOP's Census team conducted began providing questionnaire assistance on a case-by-case basis. While we established a presence at food pantries that sprang up around the community, and used the opportunity to collect contact information which allowed us to follow up later. In some cases, outreach workers even conducted home visits and maintained a distance from the head of household as they translated the Census questions into Mixteco and recorded the responses on behalf of the community member. Midway through the NRFU period, around July, we had developed an overall strategy that included weekly radio program, which yielded a handful of requests for assistance each week, pantries and food distributions, which yielded around 400 impressions and 50 follow-up calls each week, as well as leveraging our individual community contacts and community-centered places, such as laundry mats, neighborhood "paletero" push cart ice cream vendors, and public parks.

- 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).

What worked well operationally?

Using experienced outreach workers with connections to the community. Taking suggestions from outreach workers on how and where to best reach the community. Providing individualized assistance to families. Following up on questions from the community.

During NRFU, Census *Promotores* (outreach workers) were in tune with community events and were able to access a variety of community activities to promote the census. Outreach workers attended regular food distribution events where Hard to Count community members convened. Outreach workers were provided tablets and cell phones in order to be able to assist with Census help on the spot. Outreach workers spoke Mixteco and thus were able to provide on-site translation of the Census, which was not available in Mixteco on the web. One outreach worker also happened to be a volunteer radio producer on Radio Indigena 94.1 FM, and an active member in the cultural affairs and community advocacy. Thus it proved successful to generate our

strategy based on the unique experiential community knowledge. We also maintained a clear connection between the census and the social justice mission of MICOP, and the justice-oriented values of our staff. This helped to maintain the drive forward. We noted that among our team, those with a commitment to community empowerment, and an internalized importance of the census, were much more effective in the work. We heard from our census team that they appreciated the allowance for staff-generated outreach ideas and reliance on staff expertise.

Finally, having Census-branded swag and meaningful incentives, such as bandanas, t-shirts, hand sanitizer, PPE kits, was very useful in drawing interest. Gifts should be high quality and useful to be effective, and the community often appreciated our offerings.

What hindered the operations?

COVID-19, Operating remotely hindered our effectiveness by limiting our in-person outreach. After Stay at Home orders were in effect, it took several weeks to develop a working remote outreach program that relied on social media, phone banking, and radio. Coordinating such activities remotely was very challenging and took several weeks of trial and error to more fully develop a remote outreach system.

Plans to have a dedicated data manager to collect and deliver reports to funders were thwarted by the need for a Census Outreach Director. Our Data Manager stepped in as Outreach Director, however, we did not replace the data manager, as our capacity was limited by COVID-19 and we were adjusting to Stay at Home orders. We identified one outreach worker to assist with reporting activities, but this took some time away from outreach. Additionally, the different levels of staff ability in spreadsheets required trial and error to get a reporting system wherein outreach workers would deliver activities as basic list of contacts with dates; the worker assigned reports in turn would format activities into the SwORD bulk upload tool. Our initial attempts to create simple fillable reporting forms using Google Forms, which could be completed at the end of each day and then linked to our SwORD form, were not fully implemented.

Contracted partner's outreach

What outreach tactics worked well?

Lideres Campesinas: Prior to COVID-19 prevention measures, house meetings among friends, neighbors, and community members worked best, because they offered a safe space among trusted friends to discuss their concerns and knowledge about the census.

Union Indigena: Providing information in Mixteco and Triqui worked well. Relying on existing Indigneous community networks to get the word out. Creating walk-through videos in Mayan.

What hindered the outreach?

Lideres Campesinas: During the education phase, not all committees decided to use census pledge cards. It turned out that community members did not want to sign a

pledge card after already filling out their information on a contact list. Not everyone was comfortable completing a census pledge card.

- 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.

Changing Census timelines and the administration's various attempts to exclude migrant community members and end data collection had to be confronted in order to reach the community. There was misinformation about immigrants' rights to complete the census, and fear due to the proposed citizenship question and the Trump administration's attempts to exclude undocumented immigrants from the census count. Much of our outreach messaging involved alleviating community fear about the census.

It was also very difficult during the Stay-at-Home orders, as it remained unclear whether we were to conduct outreach from home or in the community. There was no easy answer to prioritizing the safety of our team and the community, while effectively reaching the community. In fact, two of our team members became ill with COVID-19. For a certain period, we managed by conducting weekly Live broadcasts on facebook and using internal contact lists, however, community members often felt more comfortable completing the census in person with an outreach worker. Thus in certain cases, outreach workers conducted home visits to help families complete their census.

As the Stay and Home orders progressed, the outreach team decided to be on the frontlines of the pandemic to support the community. Thus, outreach workers moved back into the field midway through the stay at home orders.

- 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.
- 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.

We worked closely with Ventura County Community Foundation and the County of Santa Barbara throughout the census. Coordination allowed us to magnify our efforts, either by showing a greater presence at single events, such as caravans, or by being able to cover different events simultaneously. The partnership helped us to make multiple touches in hard-to-count communities.

We also subcontracted partners across the state. This coordination proved difficult due to organizations being affected by fires, COVID-19 measures, and our primary focus was on Ventura and Santa Barbara County. Thus we convened zoom meetings with our subcontractors that served mostly as check-ins, though additional coordination was

needed to connect our subcontractor organizations to their regional partners and other CBO's.

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

California Complete Count Office was instrumental in bringing regional partners together on a weekly basis in order to update Census response rates and hear from partners. This allowed a space to share new ideas for outreach that were taking place on the ground.

Patricia Vasquez Topete, Region 5 RPM was instrumental in convening a farmworker committee in SB County

County of Santa Barbara supported caravans and delivered outreach materials. This amplified our voices as trusted messengers and broadened the reach of on-the-ground messaging.

The Center for Employment Training (CET) located in one of the HTC tracts in the City of Santa Maria allowed us to set up a weekly Census assistance pop-up in their parking lot from August to the remainder of the Census. Allowing community members living in the area to see us regularly, many would come to us for Census questionnaire assistance once they saw us setting up after having a visit from a Census Enumerator visit their home but were not able to communicate with them either in Mixteco or Spanish. CET also donated to us fabric facemasks to include in our organization's PPE kit that we distributed when we did our Census outreach.

Little House by the Park, a Family Service Agency office, invited us to both of their Census events allowing us to have a bigger presence in the City of Guadalupe and provide Mixteco assistance to those needing it in the community.

The Bucket Brigade of Santa Barbara donated just over 1,000 handmade facemasks to us to help distribute to the community. We were able to give them out to everyone visiting our office, as well as to everyone we counted when we did Census questionnaire assistance, ensuring that everyone in the household had a mask.

Ventura County Community Foundation provided funding and technical support while coordinating training with Latino Community Foundation. Dr. Gabino Aguirre at the Ventura County Community Foundation was instrumental in coordinating subgrantees of VCCF, the ACBO in Ventura County.

Radio Indigena staff provided technical support in producing a weekly live radio program, PSA's, and recorded interviews.

MICOP's Tequio Youth Group served as Census ambassadors and helped us amplify our census message on Social Media.

A number of pop-up, grassroots food distributions emerged in response to the economic hardships of COVID-19. These grassroots events, "Feeding the Frontline" and "From Campesino to Campesino" were targeted toward farmworkers, low-income, non-English-speaking families, which overlapped with our target audience. The community food banks graciously allowed us access to their events.

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?

MICOP recorded radio PSA's in Spanish, English, Mixteco, Zapoteco and Purepecha. We contracted partners to produce PSA's in Triqui. Most if not all outreach activities were conducted in a language other than English - usually Spanish and Mixteco. The US Census Bureau's "how-to" videos were not available in any Indigenous languages, and thus MICOP was able to download the USCB's "how-to" videos from Youtube, add voiceovers in Mixteco, then publish the videos to our social media pages. Because the online census was not available in Indigenous languages, outreach workers translated the census questions, then entered the answers on behalf of the Indigenous community member.

Mixteco Voiceovers of USCB videos:

<https://www.dropbox.com/s/5l9j5y6wniqjdz/Census%20Overview%20Mixteco.mp4?dl=0>

<https://www.dropbox.com/s/08vztltzbtwwpks5/CensusHow%20To%20Mixteco.mp4?dl=0>

Printed materials were produced in pictographic and plain language to accommodate for low literacy.

CENSO 2020




¡2020 es el año del censo!
¡Todavía hay tiempo de hazte contar!

¿Qué es el censo?

Las leyes de los Estados Unidos requieren que el gobierno federal haga un conteo cada 10 años de **todas las personas** que vivan en los Estados Unidos.

Esto incluye personas de todas las edades, razas y grupos étnicos; ciudadanos o no ciudadanos.

SÍN EL CENSO:



CON EL CENSO:



NO TE AFECTA

- si tienes problemas con la ley
- si estás en proceso de inmigración
- si recibes asistencia pública como WIC, Medi-Cal, CalFRESH o asistencia monetaria

NO TENGAS MIEDO: EL CENSO ES CONFIDENCIAL.

¡LA COMUNIDAD CAMPESINA CUENTA!

¡LA COMUNIDAD INDÍGENA CUENTA!

¡TÚ CUENTAS!

Para más información visítanos o llámanos al Proyecto Mixteco/Indígena 805-483-1166

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.

Throughout the Census, MICOP used every available tool and program at our disposal to ensure the word got out and that community had the help they needed to complete the census. As we learned the Census was cut short on October 15, we were able to mobilize every available outreach method that we had developed throughout the campaign in an epic, 13-hour final push. Beginning at 5:00AM, outreach workers set up a table at a *Panaderia* in the La Colonia neighborhood which a lower self response rate. From there, the team set up at the Oxnard Farmers Market, which happened to fall on the final day of the Census. The team split up, with part of the team going to a worksite to help workers during their lunch break, and the other half at the Farmers market, where we assisted Spanish and Mixteco-speaking shoppers. We then headed to Radio Indígena to produce a 1-hour live radio program that included a final plea to the community to complete their census. By the time we reached our final outreach for the day, a food distribution at Harrington elementary school, we found that most community members stated that they had completed their census. Some even mentioned the outreach worker who had helped them by their name. This response from our community, who stated that they had completed their census as a sign that our outreach efforts were successful. To the credit of our team of *Promotores* (Census

Outreach Workers), the team was willing to give their best effort to be in the community despite the conditions of a pandemic and an uncertain census timeline.

From Census Promotora, Raquel Bautista:

I've had the pleasure of working as a Census Outreach worker and being able to help those families who only speak Mixteco, and who did not know how to read or write. When introducing myself, the word "census", for them was a new word, and so I began to talk about the importance of being counted as Indigenous people. Their first question was always, "Will we be deported if we complete the census?" I can say that all of the families had this fear of being affected if they gave their personal information on the census. Therefore I noticed the importance of being able to offer information about the census in their language; we offered information and assistance in Mixteco, Spanish, and English. As mentioned earlier, there was a lot of fear, but as a team, we gave our best efforts to outreach to the community in Santa Maria. Regrettably, the COVID-19 pandemic placed restrictions on our efforts, however, despite the danger, we were able to continue outreach by telephone. It has been a great experience and hopefully in another ten years, we can work to bring information to the community in their preferred language and make a positive change.



Pandreria Lupitas, Oxnard 10/15/2020



Oxnard Farmers Market 10/15/2020



"Hazte Contar" Morning Radio Program on 94.1FM

9) Please add any suggestions for the 2030 Census efforts, including timelines. There may need to be a dedicated strategy for multi-family and informal housing. In our experience, there were often multiple families living under one roof, but they did not consider themselves a household. Thus, there is risk for an undercount if, for example, a family occupying one room in a house with other families is only willing to complete the census for their own family unit.

It would be good to upgrade the usability of SwORD and mapping systems. While the SwORD tool was critical, it was labor intensive to learn. Funding may need to account for dedicated staff positions for reporting.

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

yes

b) Updated list of subcontractors

yes

c) Evaluations or analytical reports, if any

d) Sample products*

yes

* 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)

PSA's sent separately. Flyers below. T-shirts and Bandanas used as incentives were popular among community. Face masks and hand sanitizers with Census logos were also popular. Images Below.

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CENSO 2020



radio bilingüe
National Latino Public Radio Network



**Radio
INDIGENA
94.1 FM**
KIND-LP



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¡TÚ CUENTAS!



T-Shirts and bandana designs used as incentives were popular among community



Masks and hand sanitizers were used in PPE kits distributed to families.

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.