



State of California – Government Operations Agency
 California Complete Count-Census 2020
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FINAL REPORT TEMPLATE

General Information

Date of report	11/16/2020
Organization / Entity	United Ways of California
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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?

Our goals were to educate, mobilize and activate residents throughout the state of California to understand the importance of the Census and how participating in getting an accurate count will benefit them, their household and their communities. Depending on the region, our specific community goals and operational adjustments were informed by the local United Way office. Below are some of the examples of the pivots, goals and adjustments we had to make.

At the statewide level, our online reach became our goal and we prioritized equipping our local offices with collateral in various languages, a centralized texting platform, as well as providing PPE for subgrantees conducting in-person outreach. Some of our communities, unfortunately, are very digitally isolated – so our outreach had to be conducted in person or through mailings (which we also dispersed twice, reaching over 20,000 people).

Our United Way of Santa Cruz County (UWSCC) focused on following the state implementation; educate, motivate, and activate.

Under education we informed the public about the 2020 Census, doing outreach at HTC areas. We also used our 211 to push-out messaging educating about census, providing link to online census webpages and will direct people to QAK/QAC.

On the motivation area; our goal was to go out to our HTC areas and provide information. 2-1-1 Contact Specialists will actively provide each 2-1-1 caller and

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texter census related information, answer questions about the 2020 census, and text out links to the census website and hotline to every contact that receives texted referrals.

On Activate 2-1-1 Contact Specialists will screen callers and texters for access to internet in the home and offer a referral to free or low-cost internet service programs in their area. Assist them to apply for the programs and follow-up to ensure they received the service. 2-1-1 Contact Specialists will provide each 2-1-1 caller and texter census related information, answer questions about the 2020 census, text out links to the census website or offer a warm transfer to the census hotline so that callers and texters can complete the 2020 census. With Covid-19 all in person outreach was moved to social media. The 2-1-1 campaign was still in place. We still were able to reach more than 10,000 families.

United Way of Tulare County: Our goals were to provide information to Tulare County residents at community events, presentations and social media. On a yearly average, we attend in-person 300 community events and presentations to partners, employers and funders. Due to COVID-19 all community events were halted from March 17 to August. As community food distributions began in the County, we partnered and were able to provide information packets to clients who participated. In addition, we bolstered our social media posts on 3 different platforms.

United Way of Kern County:

To further promote awareness about the 2020 Census, the process, its prenotice advisory and key deadlines. (2) To publicize locations where the public may receive information regarding the 2020 Census questionnaire. Locations may include neighborhood Questionnaire Assistance Centers (QAC), Questionnaire Assistance Kiosk (QAK), and other venues. A QAC can be established at a public venue such as a library, School, or post office staffed with knowledgeable personnel that can assist the public with completing the 2020 census questionnaire, and answer questions related to the 2020 Census. (3) To motivate all Californians to complete and return their 2020 Census Questionnaires by explaining in ways that are relevant to them what the 2020 Census means to California, and when possible, to other counties and cities. (4) To focus funding on areas with low broadband subscription rates and limited or no access Statewide who are least likely to respond.

Due to the COVID-19 pandemic, we were unable to operate the originally planned QAK's and QAC. In the early days of our 2020 Census outreach we had to cancel (at the time we thought we would just be postponing) all in person outreach activities. We had to focus more on digital and virtual approaches.

United Way of Monterey County: For our work on the Census, we were able to leverage our own social media, the 211-call center, local radio stations and the transit system to share information about the Census. We also were able to partner with Building Healthy Communities, our local subgrantee on this project, to conduct grassroots outreach. These methods were selected to utilize existing, effective

programming and relationships in order to maximize the impact of our initiatives. COVID19 and the operational adjustments had a negative impact on our "on the ground" work conducted by our subgrantee and the amount of ridership on local buses. Thankfully, our subgrantee was able to pivot to still engage residents in a meaningful way. Bus advertisements finished on April 15th and was minimally impacted when considering the full length of the project's contract. Regarding the radio stations featuring advertisements and PSAs for the Census, and the 211-call center, they were able to continue with operations in the pandemic and inform about the Census. Our 211-call center experienced a large increase in call volume due to the pandemic and regional fires that occurred in the time period of the extension of the Census in the past months. Consequently, many more people were able to hear messaging about the Census via that outreach strategy. Additionally, we have been able to share about the Census on United Way Monterey County's social media accounts and website along with the 211montereycounty.org page.

United Way of Merced County and United Way of Fresno and Madera Counties Initially our goal was to disseminate CENSUS 2020 information and resources for HTC populations using targeted and culturally appropriate activities, such as: in-person events, social media, in language radio advertising, and facilitating a QAC/QAK in our offices where the plan was to offer this support with the questionnaire in conjunction with other program application assistance and services (i.e. VITA/FTP self-service, utility assistance applications, sharing information about emergency preparedness, etc.). Due to COVID-19 and the subsequent shelter in place, the United Way office as closed for safety reasons. We began offering digital promotion and COVID-19 safe outreach. This included, but not limited to phone banking, social media, mailers and distributing census information at COVID-19 testing events where all safety precautions like PPE, 6 ft and social distancing were observed.

United Way of Inland SoCal (previously United Way of Inland Empire and United Way of Inland Valleys): Our goal with Census Outreach was to educate and engage hard to count populations to participate in the Census. These populations include homeless individuals/families, the re-entry population, the undocumented population, as well as those without internet access. Our initial plan to meet this goal was by engaging in physical outreach to engage these populations; however COVID-19 removed this possibility. We revised our plan to include virtual outreach through our social media, calling, and texting platforms.

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? Generally, integrating CENSUS 2020 across our staff time being allocated for programs and services targeting vulnerable residents across our counties. We were able to achieve more by building CENSUS 2020 into existing staff time allocations for projects such as LISTOS CA, Broadband, Kinship, 211,

etc. Our 211-call centers were also able to use “in-reach” for calls that came into our call center for other needs but also provide a resource for residents that had questions about the census. Being able to partner with other groups and organizations to answer questions from the public and bring very important information to the community was also helpful. Also being able to have on person doing outreach, one posting materials in social media, and printing materials for outreach. Each staff person’s time was shared with other programs, but the responsibilities were assigned based on strengths and abilities of each department. Between all our United Way offices, having stand-in meetings each month to update the team about any new operational demands proved effective. With COVID, these meetings were much more frequent, but knowing we had standing meetings was helpful both operationally and logistically.

What hindered the operations?

Operationally due to lack of funding and the extension of the census timeline, we were not able to sustain all our outreach efforts in all our offices during the “activate” phase. We were able to sustain our 211 call center, social media, texting campaign, phone banking, and we were able to conduct in-person outreach in some counties, but not all. Our subgrantees also needed to rearrange staff time to account for fire and evacuation support as well as shelter and food resources.

Contracted partner's outreach

What outreach tactics worked well?

In the “motivate” and “activate” timeframes, the work that our subgrantee, Building Healthy Communities was able to conduct was a critical component to our Census outreach. This tactic of working with a subgrantee was successful because they work in advocacy and outreach on a local level. As a result of this expertise, they were able to leverage their networks and effectively change planned activities in order to connect with residents remotely, including residents that have been traditionally hard-to-reach. One way in which they did this was through phone banking to reach out to educate and motivate residents about the Census. This was in Monterey that proved most effective. In Kern county, the outreach tactics that worked well with our team and organization was utilizing Food distributions and paid media to bring awareness about the 2020 Census in our community. We were able to push for social media likes and post regularly in relation to our campaign. Our organization and community partners became creative when it came to outreach. We participated in a Census Caravan through low responding areas of Bakersfield and Lamont. We used the idea from another county to create a Census chalk art event. Participants had an opportunity to pick up chalk and over the weekend draw or write out what the Census means to them and why it is important. They then submitted a picture of those drawings to our United Way of Kern County Facebook page and the top 5 winners received a \$50 VISA gift card. We used Our VITA contact list to reach out to folks asking them if they have been counted in the 2020 Census and encouraged them to do so if they had not already. We created a bicycle giveaway to push for participation in the Census. Entries were accepted up until the last day of the Census and one family won a family 4 set of bicycles. Also, on the last day of the Census (Oct. 31) United way of Kern County hosted

a Fall Fest and tightly incorporated the Census to remind everyone that it was in fact the last day.

In Fresno, Madera and Merced counties, early in the education period a tactic that worked very well was Census and Supper. Census and Supper events specifically tailored to demographic groups and were designed for Census 2020 education. These were educational events that presented information on the importance of the Census as well as provided food and materials in the primary languages of the targeted demographic groups. County residents would first eat and socialize to build community. After that, our Outreach Coordinator alongside a federal Census staff would lead the presentation with interaction activity to follow. They did these in conjunction with several local organizations like Migrant Ed, Cultiva La Salud and Gateway Adult Ed to name a few. They were the local host in some of these events. One event in our Census and Supper to highlight was when folks wanted to have a follow up event after surveys had gone out so that they fill out in group and be able to ask follow up questions in person. These types of events were in preparation just before COVID-19 hit. In all there were 6 Census and Supper that took place with 3 scheduled and cancelled (due to COVID-19) and more in planning. Feedback we received through questions asked of participants was positive, with participants appreciating the food, and information presented in their language utilizing key messengers from their community.

Another strategy that worked well was phone banking. In keeping with what we saw happening throughout the State at this time, We decided that we would create a phone bank campaign. We, along with the county, utilized equipment already purchased for QAC use and used the State- provided PDI application for access to phone lists and activity tracking. This activity began and was completed during the summer of 2020. United Way aided the county in their portion of campaign by coordinating phone-bank operations, Training, App Support and data tracking. Along with this we also added phone bankers to supplement our QAC efforts. As a compliment to this work, we conducted a Literature Drop Canvassing Campaign in Late August. For 26 days a team of 5 canvassers left information on doors in HTC communities focusing on houses that were not reached by phone. To make the most of this opportunity, we concentrated on highly dense communities throughout the county.

Finally, during the summer and our NRFU period, we had incredible success weaving key messaging, print resources and tools across our outreach to vulnerable farm and agriculture workers. We distributed approximately 16,000 "LISTOS" Ready BAGS with CENSUS 2020 information in language along with PPE, sanitizer, COVID-19 prevention health and safety tips as well as disaster ready guides to farmworkers throughout Merced, Madera and Fresno counties.

What hindered the outreach?

Most of all, COVID and shelter in place were the biggest hindrance. The impact of the pandemic on obtaining a complete count cannot be overstated and will not be fully understood for years to come. Our internal team composition and operating restrictions presented very real challenges. But externally, during this time of crisis, uncertainty and financial insecurity it was particularly challenging to get HTC

populations to understand and take steps to prioritize completing the CENSUS. Besides the hinderances due to COVID-19, we saw a lack of knowledge about the Census. One challenge we faced was finding new and creative ways to conduct outreach and reach the hardest to count communities while maintaining Social distancing. A lot of people didn't know what the Census was and why it is important. A lot of times, we had to really dive into deeper conversations to get people to understand why it may be important to them and how it related to them on a more personal level. We responded by having those deeper conversation that needed to be had to help people understand.

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

The biggest challenge was the inability to participate in community events that were already planned for in the education phase of census outreach, as well as cutting back on a lot of our in-person outreach. A lot of our outreach in local communities relies on the personal touch, and considering a lot of our communities did not understand or even know what the Census was, this created a big barrier in convincing folks to participate. The political arena also played a hand in preventing people from getting counted. We interact and try to assist communities of undocumented people, who were very skeptical when it came to anything related to the federal government. So, these communities needed more hand holding throughout the year, which was hindered by minimal social interactions due to COVID.

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.

We conducted outreach at the statewide level, which surpassed the 2010 response rate. We believe that because of our local partnerships, collaborative efforts and timely updates, we were able to target specific communities (based on SWORD data) as well as leveraging our other programs to convince folks to (a) trust us about the census and (b) participate by providing the information necessary. We had to come up with creative tactics on reaching HTC communities, each different in each county. But our local UW offices were great at providing suggestions, at taking the lead in establishing partnerships, and in informing us about their needs to outreach effectively and safely.

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 Complete count meetings, we made a big partnership with the city of Watsonville, Community Action Board, County of Eds and others. They provided big events opportunities such the participation on the parade, schools outreach, caravans, chalk contests and more. We also supporter them by providing canvassing for the hart to count populations. We were also able to provide collateral and information on our other programs for cross collaboration in spreading Census information along with information about our other resources if partner organizations were aligned. A lot of the cobranded work was seen by many more people, and we believe aided in convincing the general public in participating in the census. If multiple organizations, with different focuses and missions, are supporting an accurate count, our communities were seen to be more engaging and willing.

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

- *Tulare County HHSA, Community Care Coalition, Land O' Lakes, Ruiz Foods, Hydrite, International Paper, Tulare Chamber, Tulare Kings Hispanic Chamber, Visalia Chamber, Porterville Chamber, Exeter Chamber, Dinuba Chamber, First 5 Tulare County, Foodlink Self-Help, Community Services Education and Training, Proteus, Boys & Girls Club of the Sequoias, Dolores Huerta Foundation. Each of these partners posted material at their sites, distributed fliers to their employees, and or clients and shared on their social media outlets.*

- 211 San Bernardino County, 211 Employment, 211 Re-entry, 211 Preschool, 211 Children and Family Specialist, 211 Veterans, 211 Pathways Home, and United Way of Inland Valleys. All of these programs shared Census messaging with their clients.
- First 5- Provide us with 0-5years old flyers to stuck them on backpacks.
- City of Watsonville- Maps with the hard to count populations to provide canvassing.
- Community Action Board- Created a car with census information for the Día de la Independencia parade. (Sept. 16th)
- Univision- We partnered with Univision for a 5-week media campaign where they featured 30 Second and 2-Minute PSA's.
- The Wonderful Company- We partnered with the wonderful company to do a couple of tabling dates to provide information to the community of Lost Hills (Census Tract 45).
- KCCC-We partnered up with the KCCC to do the Census Caravan through low responding areas in Bakersfield.
- Marriott- We partnered with the Bakersfield Marriott to provide 60,000 meals in 30 days. During this time, we were able to include Census flyers in the bags with the plates and have banners up to view as people were waiting in their cars.
- Azteca America/Que Bueno- We partnered with this TV/Radio for additional paid advertisement.
- School District- We were able to partner with a couple of school district including Vineland School District and Maricopa Unified School District to provide information inside backpacks that were given away at back to school drives.

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- The Blessing Corner- United Way of Kern County partnered with the Blessing Corner to host a back to school drive up event where grade level students received Census information in their backpacks along with other school supplies.
- Faith Based Organizations- We created a short script and asked a couple of churches to encourage their congregation to complete the Census by having the Pastor/ Priest read this announcement off along with their other weekly announcements. A few churches participated, including; Highland Chapel United Methodist Church, St. Joseph Church, St. Thomas Church and People's Missionary Baptist Church.
- Mercado Latino- The mercado Latino allowed us to table at their location as needed.
- Snider's- Factory Cycles, Bike Bakersfield- With bikes donated by these entity's, we did a family set of 4 bicycle giveaway. One family won 2 adult & 2 kid sized bikes.
- Building Healthy Communities- This organization is a local nonprofit that was able to conduct grassroots level outreach for the Census. We regranted 1/3rd of our grant from United Ways of California to them and through their outreach efforts until the end of their contract with us in June 2020, they were able to conduct phone banking about the Census, distribute flyers about the Census, engage farmworkers about the Census, and help support Census caravans. Most of their outreach was conducted in Spanish with majority of it occurring in Salinas and to South Monterey County communities with HTC populations.
- Monterey County Complete Count Committee- This collaborative provided the opportunity to understand the other initiatives and best practices occurring in the County, to allow our outreach to fill gaps and be high impact.
- Interface Children and Family Services- We were able to leverage our existing contract with this organization for our 211 program in order to promote the Census seamlessly into our call center operations.

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?

Using our 211 program we were able to provide the census information in 150+ languages. Also, we would direct these callers to the right Census hotline. On the other hand, we post different flyers in Spanish and English and follow some of the California outreach and will post information in other languages depending on the week. Through our text message campaign, we offered the Census hotline in language in the 13 languages the Census is available in. We included the number to get counted, plus a partner organization's name and contact info if folks had questions. Our 211 call center also serves all residents, including those who have disabilities, with 2,286 callers identifying that they had a disability from October 15, 2019 through October 15, 2020.

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.

One story I would like to share came from our Census Chalk Art Challenge when we met with the winners to hand them their prize. The top 5 winners received a \$50 VISA gift card and a United Way home library. A couple of the winners had not taken the Census but had pulled over to see what was going on at a local park. While they were there, we were able to encourage them to take the Census and enter the challenge. This was awesome because it really showed that taking different approaches to different groups and their interests can work to reach an increased number of people.

During the education period while doing canvassing we had people asking questions about the census. After we provided them with more information, they seem happy and more willing to fill-out their Census. I think the insurance on telling them that the census was going to be easy, important and safe made a big difference on how they perceived at the Census.

9) Please add any suggestions for the 2030 Census efforts, including 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- Submitted but not found
Additional attachments in email
- b) Updated list of subcontractors
United Way of Monterey County, United Way of Inland SoCal, United Way of Fresno and Madera Counties, United Way of Merced County, United Way of Santa Cruz County, United Way of Kern County, United Way of Tulare County
- c) Evaluations or analytical reports, if any
- d) Sample products*
[Google Drive link](#) for all materials

* 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

United Ways of California

Please submit your final report and attachments no later than November 16, 2020.
Please include your organization name in the subject line.