



State of California – Government Operations Agency
 California Complete Count-Census 2020
 400 R Street, Suite 359
 Sacramento, CA 95811
 www.census.ca.gov
 (916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	11/16/2020
Organization / Entity	Fresno County Superintendent of Schools Office (FCSS)
Responsible Person / Title	Hank Gutierrez, Deputy Superintendent of Schools
Contact Person / Title	Eddie Rodriguez, Program Coordinator
Address	1111 Van Ness Ave., Fresno CA. 93721
Email / Phone	erodriguez@fcoe.org

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?
 - To promote awareness about the Census 2020, FCSS will focus on the Western Fresno County school districts that are home to a large portion of the HTC population. County Office of Education staff will coordinate with school district officials to distribute Census 2020 materials at informational tables during existing campus and community events. Staff will promote upcoming community forums, availability of Questionnaire Assistance Centers (QAC), and timeline of important Census 2020 events and deadlines.
 - School districts will provide access to their campuses and other facilities to allow FCSS to host Questionnaire Assistance Centers (QAC) and Questionnaire Assistance Kiosks (QAK) to serve surrounding communities. The County Office of Education staff will provide the personnel and technology necessary to host multiple QAC/QAK locations. The FCSS Migrant Education Office will house a permanent QAK where staff will provide direct assistance to residents until the completion of Census 2020 data collection.

Due Date: November 16, 2020

- FCSS staff will utilize the Community Outreach Toolkit to create Census 2020 presentations that will be made at various FCSS and school district parent meetings. Selected school districts and FCSS facilities will serve as the locations for a series of Census 2020 informational workshops.
- The Fresno County Superintendent of Schools Office will work with both English and Spanish media outlets to disseminate Census 2020 information. Specifically, we will partner with the local Univision affiliate to participate in their Get Out The Vote campaign. We will join forces with Univision 21 Fresno to develop an aggressive and coordinated plan to promote Census 2020 with HTC population on multiple media platforms. Designated staff will appear as guests on their morning televised program, Despierta Valle Central and their community affairs radio program, Contacto Comunitario. We will be operating a Census 2020 informational booth at multiple Univision-sponsored community events and promote the Get Out The Count community forums. Univision's on-air talent will create social media postings aiming to clarifying the doubts the HTC community faces with the Census process and its benefits.
- The FCSS outreach team will expand services to the East Side of the County as well and focus on promoting awareness about the Census 2020, FCSS will focus on the most rural East Fresno County school districts that are home to a large portion of the HTC population. County Office of Education staff will coordinate with school district officials to distribute Census 2020 materials at informational tables during existing campus and community events. Staff will promote upcoming community forums, availability of Questionnaire Assistance Centers (QAC), and timeline of important Census 2020 events and deadlines. Our expansion plan includes the use of the Response Outreach Area Mapper (ROAN) to learn how to reach HTC areas.
- The FCSS outreach team will hire one part-time coordinator and seven part-time outreach members to increase the presence in the rural areas of Fresno County. The team once trained will make house to house visits, phone bank all parents in the districts selected and increase their presence in the community events within the district boundaries.

Covid 19 Adjustments:

- Fresno County and the surrounding areas were put under strict restrictions on gatherings, school attendance and public meetings. In order to continue outreach we had to move to

phone banking. Phone banking was conducted by the Migrant Education Program (MEP) Department of Fresno County Superintendent of Schools Office. The MEP has a large presence in rural areas of Fresno County and associate with the HTC population on a regular basis. Due to this relationship they are seen as a trustworthy source of information from the HTC population. Once contact was made with a family we would send staff with a Census bag packed with promotional items, school supplies, essentials and snacks to be delivered contact free to their door.

- FCSS partnered with the Fresno Food Bank to provide food distributions to the most rural areas of Fresno County. During the food distributions booths were setup to promote census and provide the MEP hotline to assist with Census form completion.
- When schools had to reopen for distance learning only, FCSS partnered with school districts to provide Census Booths at registration/device pickup to assist families with completing the 2020 Census. Families were given Census bags packed with promotional dual language materials to carry their electronic devices in.

- 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?

- Having an existing relationship with the HTC community
- Phone banking allowed us to speak with large numbers of the HTC population while maintaining social distance guidelines.
- Schools having to distribute tablets and wifi devices for distance learning allowed for us to easily assist with form completion in the family's native language from their homes.

What hindered the operations?

- Covid 19 restrictions on movement, gathering and school attendance.
- Staff in charge of the FCSS Census left the position and new staff needed to be trained.
- SwORD Access issues
- Early School closures

- Cancellation of scheduled events that included Census presentations and promotions

Contracted partner's outreach

What outreach tactics worked well?

- Utilizing the MEP department for outreach in the HTC rural areas of Fresno County.
- Distributing printed materials to students in rural areas in their native language. (coloring books, story books, flyers, curriculum)
- Phone banking
- Booths at popular laundromats and Panaderías in rural communities
- Attending Migrant parent/family events in rural communities to provide presentations and promotional materials
- Attending back to school events to setup booths and provide assistance with completing the 2020 Census form
- Partnering with the Fresno County Food Bank

What hindered the outreach?

- Covid 19 County mandates on gatherings, and business operation
- Early school closures and later school opening dates
- Cancellation of scheduled events that included Census presentations and promotion
- Staff having to quarantine
- Different district policies regarding Covid procedures
- Migrant workers losing jobs due to Covid mandates

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.

- Covid 19 County mandates on gatherings, and business operation required staff to telework and reduce staff available in office. To respond to this change staff that teleworked were added to the phone banking outreach and would deliver Census materials, school supplies and snacks that office staff packed for them.
- Early school closures stopped outreach efforts at school sites. In response we created a larger phone banking call center and MEP created "SLIDE" program to deliver curriculum, supplies and outreach material to students who were sent home.

- Cancellation of scheduled events that included Census presentations and promotions forced us to creatively provide the same information to the HTC rural population through booths setup at local popular hot spots like laundromats, bakeries and the Fresno Mexican Consulate.
- Staff having to quarantine allowed us to stagger schedules and have a team in office to pack supplies and a team teleworking to phone bank and deliver to our rural families.
- Due to different district policies regarding Covid procedures we had to work closely with each district to develop a plan that followed district guidelines and allowed us to provide booths and survey assistance.
- FCSS staff originally overseeing Census outreach and delivery left the position which caused us to have to train new staff in order to facilitate outreach and a full count in our rural populations.
- School closures created a need in the rural community for food and basic necessities. We were able to step into that gap by partnering with the Fresno Food Bank to deliver food, necessities, and Census materials to those most in need. We were also able to setup booths to further promote the 2020 Census, answer questions and assist with survey completion.

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.

- Fresno County's 2010 Census response rate was 40.4%
- Fresno County's 2020 Census self-response rate is 68.4%
- We believe that due to the ability to respond via internet and high community saturation in native languages of Census promotion and education a greater number of the HTC population were comfortable in submitting the 2020 Census. We also believe the greater availability of technology and internet in the home allowed more people the access to respond online. We saw the greatest challenge in communities so rural that even with wifi devices internet is unreliable and many families were not able to utilize that convenience. We concentrated on phone assistance in those areas.

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.

- Being able to utilize relationships with trusted community partners in order to coordinate widespread Census education allowed us access to a distrusting HTC population. Fresno County has an enrolled student ethnicity population percentage consisting of:

<u>Ethnicity</u>	<u>Percentage of Student Enrollment</u>
Hispanic or Latino	65.2%
White	16.8%
Asian	9.3%
African American	4.8%
Other	3.9%
Total	100%

A large portion of that population consists of farm laborers in very rural communities who can be unsure of new entities. Being able to bring familiar faces to them in their native language assisted in facilitating the entire project.

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

- Univision – Many of the HTC population in rural areas of Fresno County speak Spanish. Partnering with Univision allowed us to speak directly to a large population through a trusted source. We utilized television, radio and social media services in order to maximize the effectiveness of the campaign.
- FCSS Mobile Health Unit – We partnered with the mobile health unit to provide Census promotion to the HTC migrant population that consists of Out of School Youth aged 18-22. The mobile unit visited several rural sites to provide health services and we provided Census promotional materials and educated them on their importance in the 2020 Census Count.
- Fresno County Food Bank- We were able to service large numbers of the HTC population by providing food distributions that included Census materials, education on the importance of a full count, and survey completion assistance.
- Various School sites – We were able to provide staff to assist in back to school orientations while working from booths promoting Census 2020 and providing an area to assist with survey completion while still following district protocol for Covid.

- 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?
- Utilizing MEP staff ensured that translation services were readily available in multiple languages.
 - All promotional materials were printed with multiple languages, ethnicities, genders, and abilities represented
 - Booths were setup in areas with access to persons with disabilities and hosted by multi-lingual staff.
- 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.
- Many times the rural HTC population does not see their own value. Educating them on their importance, not just in the 2020 Census but as individuals and important members of California's diverse landscape was extremely rewarding. Teaching children self-pride and the importance of their place in their communities has far-reaching effects. Providing Census education to the youth will allow greater understanding and hopefully participation in the 2030 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 11/16/2020
 - b) Updated list of subcontractors –N/A
 - c) Evaluations or analytical reports, if any –N/A
 - d) Sample products* -Submitted 11/16/2020

* 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

Fresno County Superintendent of Schools Office

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.