



CALIFORNIA COMPLETE COUNT

400 "R" Street, Suite 350
Sacramento, CA 95811
(916) 852-2020

Ditas Katague

Director

Please contact Dr. Mignonne Pollard, Education Outreach Manager (mignonne.pollard@census.ca.gov) if you have any questions.

Please send the completed final report by email Mignonne.Pollard@census.ca.gov by **May 29, 2020**.

1. Contracted Partner Information

Agreement number	Please provide information from FORM STD 213 CCC-19-60042
Contract start date	11/01/2019.
Contract end date	06/30/2020.
Contractor name	Lake County Office of Education
Contractor business address	1152 So Main Street Lakeport, Ca 95453
Contact name	Ana Santana
Contact title	Program Director Healthy Start Youth and Family Services
Contact phone	707-289-4110
Contact email	asantana@lakecoe.org
Total amount of allocation	5,481.91
County	Lake
Region	2
Date of report	05/26/2020

2. Demographic Overview

2a) Please provide a demographic overview of the county's educational system and student population that was reached through this agreement

	Please provide approximate numbers of those reached through the Census outreach activities
Number of school districts reached	7
Number of students reached	
Percent of students reached who are English language learners	8000

2b) Please indicate the school districts and census tracts that were served as a result of Census outreach activities

DISTRICT	CENSUS TRACTS
Kelseyville	
Konocti	
Lakeport	
Upper Lake	
Lucerne	
Middletown	

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3. Activities

Please note if you have completed the following deliverables. If these were not completed, please state the reason and any adjustments that were made.

3a) Required Activities	Completed / Utilized yes / no	Comments
How was the CA Schools-based Communications Outreach Toolkit used?	Yes	<i>Shared with all school districts and explained at the Superintendents council meeting in February</i>
What adjustments were made to Questionnaire Assistance Centers if these were planned?	No	Please state adjustments made <i>None</i>
Have all activities been uploaded into SwORD?	No	How many activities were entered into SwORD? <i>I have attempted to upload but have been unsuccessful at it</i>
What activities replaced Census Week?	Yes	Please state activities (digital, etc.) that occurred around this time <i>Posters at school sites, flyers in census bags distributed at food distribution site, informational blurb in school newsletters in English and Spanish, Posters distributed to partner agencies at Healthy Start Collaborative, facebook and twitter posts and reshare.</i>
How was language access provided?	Yes	Flyers, posters, videos from US Census in English and Spanish
Did you participate in monthly meetings?	Yes	

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	<i>It was shared with school site administrators to share with staff</i>
Did you participate in the train-the-trainer workshop for the curriculum?	No	If yes, please state how many participants
Were any "poster or public service	No	Please describe

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announcement contests" at the schools?		
Was an evaluation conducted?	No	If yes, please provide any evaluation reports when completed

4. Narrative Report

4a) Please provide an analysis on the strategies, activities, and timelines used throughout the outreach campaign.

To outreach to the HTC spanish speaking communities, native american communities and experiencing homeless communities we targeted established community events that occur around the county such as food distribution sites, churches and school events like Family Reading Night, Migrant Parent, English Language Parent, and Native American Parent advisory meetings. Prior to parent meetings I asked for time on the agenda to present on what census is and what programs it helps fund. Gave a small demonstration on the tablet on how to find the link to complete the census survey. I brought census swag and snacks to give away as well

4b) Please state what adjustments were made to conduct outreach during the shelter-in-place orders.

Instead of small meetings we distributed and did outreach at the mass food distribution sites and did a lot of social media work.

4c) What activities, if any, do you have planned for June?

We will continue to be at the food distribution sites and social media.

4d) What approach(s) worked well for outreach to students and their families that could inform subsequent Census outreach efforts in school districts? Why did it work well?

Handing out Census reusable water bottles and lip balm to the kids at the school events brought the parents to the table to relay information about the census and how to complete it.

4e) Did the activities reach other audiences? Do you have other insights to share about the approaches?

During the food distribution sites we were able to do outreach to the senior community as well. Many seniors shared that they had their children and their families living with them and wanted to know if they needed to count them or if they would fill a survey out on their own. Also many undocumented families were not sure if they should or could complete a census survey.

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4f) Please list 3 to 5 recommendations for operations and processes for future Census outreach. Please state what could be improved and what worked well.

I would have loved to have census enumerators at the food distribution sites. The families accessing the food distribution sites were often in line for an hour or more, which would have been ideal to get census surveys completed.

5. Please provide additional comments below

An incentive for completing the actual survey. Like once the survey is submitted they get a coupon code for something like an ice cream or donut somewhere.