



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

	Please provide information from FORM STD 213
Agreement number	CCC-18-60014
Contract start date	7/1/2019
Contract end date	6/30/2020
Contractor name	Monterey County Office of Education
Contractor business address	901 Blanco Circle, Salinas, CA 93940
Contact name	Jennifer Elemen
Contact title	Educational Administrator
Contact phone	(831) 784-4154
Contact email	jelemen@montereycoe.org
Total amount of allocation	\$88,807.78
County	Monterey (for Monterey and San Benito Counties)
Region	5
Date of report	May 4, 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	39
Number of students reached	90,000
Percent of students reached who are English language learners	36%

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

DISTRICT	CENSUS TRACTS
Big Sur Unified	115.02
Big Sur Unified	114
Carmel Unified	118.02
Carmel Unified	116.04
Carmel Unified	115.02
Carmel Unified	111.01
Carmel Unified	107.02
Carmel Unified	132

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Carmel Unified	119
Carmel Unified	110
Carmel Unified	117
Carmel Unified	118.01
Carmel Unified	116.02
Carmel Unified	108.04
Gonzales Unified	148
Gonzales Unified	111.01
Gonzales Unified	107.02
Gonzales Unified	110
Gonzales Unified	111.02
Gonzales Unified	108.04
Gonzales Unified & Chualar Union	148
Gonzales Unified & Chualar Union	107.02
Gonzales Unified & Chualar Union	106.06
Gonzales Unified & Chualar Union	108.04
Gonzales Unified & Mission Union	111.01
Gonzales Unified & Mission Union	108.04
Monterey County Office of Education	145
Monterey Peninsula Unified	141.04
Monterey Peninsula Unified	142.01
Monterey Peninsula Unified	142.02
Monterey Peninsula Unified	141.05
Monterey Peninsula Unified	141.07
Monterey Peninsula Unified	103.06
Monterey Peninsula Unified	106.06
Monterey Peninsula Unified	139
Monterey Peninsula Unified	138
Monterey Peninsula Unified	137
Monterey Peninsula Unified	136
Monterey Peninsula Unified	135
Monterey Peninsula Unified	131
Monterey Peninsula Unified	127
Monterey Peninsula Unified	134
Monterey Peninsula Unified	143.01
Monterey Peninsula Unified	140
Monterey Peninsula Unified	133
Monterey Peninsula Unified	132
Monterey Peninsula Unified	128
Monterey Peninsula Unified	119
Monterey Peninsula Unified	141.02
Monterey Peninsula Unified	117
Monterey Peninsula Unified	125.02
Monterey Peninsula Unified	116.02
Monterey Peninsula Unified	130
Monterey Peninsula Unified	143.02

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Monterey Peninsula Unified	126
North Monterey County Unified	147
North Monterey County Unified	146.01
North Monterey County Unified	103.06
North Monterey County Unified	143.01
North Monterey County Unified	105.04
North Monterey County Unified	105.01
North Monterey County Unified	101.01
North Monterey County Unified	102.02
North Monterey County Unified	103.05
North Monterey County Unified	104
North Monterey County Unified	143.02
Pacific Grove Unified	122
Pacific Grove Unified	121
Pacific Grove Unified	120
Pacific Grove Unified	123.02
Pacific Grove Unified	124.01
Pacific Grove Unified	119
Pacific Grove Unified	124.02
Salinas Union High	143.02
Salinas Union High & Alisal Union	148
Salinas Union High & Alisal Union	106.07
Salinas Union High & Alisal Union	7.01
Salinas Union High & Alisal Union	5.02
Salinas Union High & Alisal Union	7.02
Salinas Union High & Alisal Union	106.08
Salinas Union High & Alisal Union	106.06
Salinas Union High & Alisal Union	8
Salinas Union High & Alisal Union	6
Salinas Union High & Alisal Union	106.05
Salinas Union High & Alisal Union	106.04
Salinas Union High & Alisal Union	106.03
Salinas Union High & Alisal Union	1.04
Salinas Union High & Alisal Union	9800
Salinas Union High & Graves Union	103.06
Salinas Union High & Graves Union	106.06
Salinas Union High & Graves Union	105.04
Salinas Union High & Lagunita Union	106.06
Salinas Union High & Lagunita Union	105.01
Salinas Union High & Salinas City Elementary	145
Salinas Union High & Salinas City Elementary	5.01
Salinas Union High & Salinas City Elementary	5.02
Salinas Union High & Salinas City Elementary	18.02
Salinas Union High & Salinas City Elementary	106.08
Salinas Union High & Salinas City Elementary	106.06
Salinas Union High & Salinas City Elementary	1.02

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Salinas Union High & Salinas City Elementary	17
Salinas Union High & Salinas City Elementary	14
Salinas Union High & Salinas City Elementary	12
Salinas Union High & Salinas City Elementary	4
Salinas Union High & Salinas City Elementary	2
Salinas Union High & Salinas City Elementary	105.04
Salinas Union High & Salinas City Elementary	15
Salinas Union High & Salinas City Elementary	9
Salinas Union High & Salinas City Elementary	1.04
Salinas Union High & Salinas City Elementary	9800
Salinas Union High & Salinas City Elementary	18.01
Salinas Union High & Salinas City Elementary	13
Salinas Union High & Salinas City Elementary	3
Salinas Union High & Salinas City Elementary	16
Salinas Union High & Salinas City Elementary	1.03
Salinas Union High & Santa Rita Union	105.05
Salinas Union High & Santa Rita Union	105.06
Salinas Union High & Santa Rita Union	103.06
Salinas Union High & Santa Rita Union	106.06
Salinas Union High & Santa Rita Union	1.02
Salinas Union High & Santa Rita Union	105.04
Salinas Union High & Santa Rita Union	105.01
Salinas Union High & Santa Rita Union	1.01
Salinas Union High & Santa Rita Union	1.04
Salinas Union High & Santa Rita Union	1.03
Salinas Union High & Spreckels Union	145
Salinas Union High & Spreckels Union	141.07
Salinas Union High & Spreckels Union	103.06
Salinas Union High & Spreckels Union	107.02
Salinas Union High & Spreckels Union	106.06
Salinas Union High & Spreckels Union	15
Salinas Union High & Spreckels Union	141.02
Salinas Union High & Spreckels Union	108.04
Salinas Union High & Spreckels Union	107.01
Salinas Union High & Washington Union	141.07
Salinas Union High & Washington Union	107.02
Salinas Union High & Washington Union	132
Salinas Union High & Washington Union	110
Salinas Union High & Washington Union	116.02
Salinas Union High & Washington Union	107.01

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Salinas Union High & Spreckels Union	110
Soledad Unified	148
Soledad Unified	112.04
Soledad Unified	111.01
Soledad Unified	109
Soledad Unified	111.02
Soledad Unified	108.04
South Monterey County Joint Union & Bradley Union	114
South Monterey County Joint Union & Greenfield Union	112.03
South Monterey County Joint Union & Greenfield Union	113.03
South Monterey County Joint Union & Greenfield Union	113.04
South Monterey County Joint Union & Greenfield Union	112.04
South Monterey County Joint Union & Greenfield Union	115.02
South Monterey County Joint Union & Greenfield Union	111.01
South Monterey County Joint Union & Greenfield Union	114
South Monterey County Joint Union & Greenfield Union	112.02
South Monterey County Joint Union & Greenfield Union	110
South Monterey County Joint Union & King City Union	113.04
South Monterey County Joint Union & King City Union	112.04
South Monterey County Joint Union & King City Union	113.02
South Monterey County Joint Union & King City Union	113.03
South Monterey County Joint Union & King City Union	114
South Monterey County Joint Union & San Antonio Union	113.03
South Monterey County Joint Union & San Antonio Union	115.02
South Monterey County Joint Union & San Antonio Union	114
South Monterey County Joint Union & San Ardo Union	114

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South Monterey County Joint Union & San Lucas Union	113.03
South Monterey County Joint Union & San Lucas Union	113.04
South Monterey County Joint Union & San Lucas Union	114
Hollister Elementary	100, 300, 701, 400, 502, 501, 702, 600, 802, 801, 200
Aromas-San Juan Unified	200, 100, 702
San Juan	200
Anzar High	200
Cerra Vista Elementary	600
Calaveras Elementary	300
Gabilan Hills Elementary	502
Ladd Lane Elementary	702
Marguerite Maze Middle	502
Rancho San Justo Middle	702
R.O. Hardin Elementary	400
Sunnyslope Elementary	501
Cienega Elementary	802
San Benito High	400
Spring Grove	100
Southside Elementary	801
Jefferson Elementary	802
Panoche Elementary	802
Willow Grove Elementary	802
Sacred Heart Parish	400
Tres Pinos Elementary	802
Calvary Christian	600
San Andreas Continuation High	502
San Benito County Office of Education	400

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	The CA Schools-based Communications Outreach Toolkit was shared with district and school leaders via mail, e-mail, on our MCOE website and WeCountWeRise.org, and on social media. The following additional resources were provided from the Toolkit: <ul style="list-style-type: none"> Flyers, Social Media & Parent Square

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3a) Required Activities	Completed / Utilized yes / no	Comments
		<ul style="list-style-type: none"> • Letter in English • Letter in Spanish <p>We expanded on the toolkit by providing these sample text messages:</p> <ul style="list-style-type: none"> • Text Message in English Parents and families: we encourage you to participate in the 2020 Census. Let's ensure everyone is counted so we can get funding for schools, healthcare, jobs, housing, and community programs. Respond online at my2020census.gov or by phone at 844-330-2020. • Text Message in Spanish Padres y familias: los alentamos a participar en el Censo 2020. Asegurémonos de contar a todos para que podamos obtener fondos para escuelas, atención médica, empleos, vivienda y programas comunitarios. Responda en línea en my2020census.gov o por teléfono en 844-468-2020.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	Yes	Our 40 QACs/QAKs had to close when school closed. We resumed education outreach online and in person via flyers and swag at school meal pick-up sites and signs at schools .
Have all activities been uploaded into SWORD?	Yes	61 activities were entered into SWORD.
What activities replaced Census Week?	Yes	Lessons, videos, swag, and social media activities replaced Census Week.
How was language access provided?	Yes	Language Guides and Phone Numbers were provided to school contacts.
Did you participate in monthly meetings?	Yes	Meetings Log

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	Participating teachers implemented the lesson plans with students.
Did you participate in the train-the-trainer workshop for the curriculum?	Yes	20 participants

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3b) Optional Activities	Completed / Utilized yes / no	Comments
Were any "poster or public service announcement contests" at the schools?	Yes	We Count, We Rise Art and Public Service Announcement Contests were held. The winners were announced on Census Day via e-mail and social media with prizes for first, second, and third place winners at the elementary, middle, and high school levels for both the art and PSA contests. Student-created artwork and videos are posted and shared from WeCountWeRise.org.
Was an evaluation conducted?	No	N/A

4. Narrative Report

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

The strategies, activities, and timelines used throughout the campaign were effective in promoting school community engagement with Census 2020. The California Complete Count Committee provided helpful resources including the "Count Me In!" Curriculum aligned to the *History-Social Science Framework* with lesson plans for 5th, 8th, 11th, and 12th grades. The suggestion to hold art and public service announcement contests advanced our outreach with youth as we created our local "We Count, We Rise" campaign for youth civic leadership. The "CA Schools-based Communications Outreach Toolkit" provided helpful resources to share with schools, including sample letters and social media posts. We provided these resources to school leaders, as well as additional resources such as the language guides, curriculum, school presentations for students and parents, QAC/QAK volunteer training, and volunteers from our local university and community partners.

It was especially helpful to operate in tandem with the California, Monterey County and San Benito County Complete Count Committees (CCC). Key partner organizations included First Five; public libraries; public officials such as city, community, and school leaders in our North County Action Team, Salinas Action Team, Monterey Peninsula Action Team, and South County Action Team; Community Builders for Monterey County (CBMC); Community Foundation for Monterey County (CFMC), the Center for Community Advocacy (CCA), Building Healthy Communities (BHC) – East Salinas; the Spero Challenge; and Youth Alliance.

A significant percentage of our budget went toward "swag" items such as t-shirts, stickers, aluminum water bottles, traveler mugs, hats, window decals, and most recently, Census 2020 branded masks to support the community with the public health face coverings requirement amid the COVID-19 pandemic. These items spurred enthusiasm around the effort to promote participation in the 2020 Census and connect with community members as trusted messengers and unofficial local Census ambassadors.

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The Census 2020 campaign is still in progress with the extended deadline of October 31st (to be confirmed), so we continue to monitor progress of response rates toward full participation in the Census 2020 survey with SwORD and the [U.S. Census Bureau's response rate map](#).

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

Since schools closed for the remainder of the school year, we had to close our 40 school-based question assistance centers and kiosks (QACs/QAKs). We placed more emphasis on social media (Facebook, Twitter, and Instagram), promoting student-made art and PSA videos on the MCAET channel and We Count, We Rise YouTube Channel, and lesson plans for teachers to use with students in distance learning. The U.S. Census Bureau's "Statistics in Schools" curriculum and the California Complete Count Committee's "Count Me In!" curriculum were useful and we collaborated with teachers to reformat these into hyperdocs for online learning and worksheets for curriculum packets as needed for students learning with hard copies. We had youth civic leadership groups engage in the campaign through their social media accounts as well. Our North Monterey County Action Team, for example, was lead with the Teen Leadership Council (TLC) of North Monterey County High School and Middle School, also in collaboration with the Castroville Coalition. These teen leaders created art, PSAs, and their own social media accounts (Instagram, Twitter, YouTube, Facebook, TikTok, etc.) to elevate the local efforts and messaging.

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

We ordered Monterey County and San Benito County Census 2020 branded face masks and window decals to distribute at school meal pick-up sites, along with other swag and flyers, as well as our on-going social media campaign, and newsletter updates to school leaders.

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?

Community organizing worked well by connecting with our partners at community-based organizations to build on relationships with school communities. Sending out e-mails to specific groups and inviting key partners to lead was also a helpful approach.

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

Yes, we coordinated our work with other groups such as early childhood education providers, college/university students, community leaders, and government officials.

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.

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1. Create contact lists of school district communications officers, school and district administrators, school community/family liaisons, parent group leaders, teachers, and youth leadership groups to serve as ambassadors and leaders in action teams. Outreach for specific tasks can be targeted as follows.
 - a. District leaders can initiate school board resolutions and elevate the project as a district priority.
 - b. School site leaders can approve of QAC/QAK sites and help with outreach via school newsletters and website updates.
 - c. Teachers can implement the curriculum, engaging students, parents, and families.
 - d. Parent leaders and family liaisons can reach out to PTAs, ELAC, DELAC, and coffee klatches.
 - e. Students can create art, PSAs, and social media, as well as serve as youth civic leaders to help as trusted messengers.
 - f. Community partners can help fill in the gaps with their relationships in school communities and generate enthusiasm for school community events and activities.
2. Operate in tandem with the counties' complete count committees.
3. Send out information and updates with mailers, mass e-mails, websites, and social media.

5. Please provide additional comments below

It was helpful to collaborate on our region 5 and COE Zoom calls to share ideas. Thanks to the group that developed the "Count Me In!" curriculum, the school communications toolkit, and our county complete count committees for coordinating our efforts and providing important resources and leadership.

A recommendation would be to allow for additional administrative costs. Although these were capped at 10% of the grant for the project, the costs exceeded this allocation for the administrator's time given to this project for the extensive education outreach activities, meetings, and reporting.

Resolution

MONTEREY COUNTY BOARD OF EDUCATION

RESOLUTION NUMBER 18-19-69

SUPPORTING

2020 U.S. CENSUS

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years and the next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups and that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California, with diverse communities and demographic populations, has a large percentage of individuals who are considered traditionally hard to count and are at risk of being missed in the 2020 Census; and

WHEREAS, a complete and accurate count of California's population is essential and California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted only once and in the right place; and

WHEREAS, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

WHEREAS, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives, in redistricting of state legislatures, county boards of supervisors and city councils and is used to distribute billions of dollars in federal funds to state and local governments; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count and this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

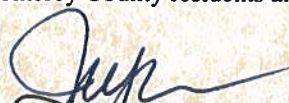
WHEREAS, support from partners and stakeholders is critical as the U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population; and

WHEREAS, the Monterey County Office of Education has opted in for a California Complete Count Census 2020 Grant and has developed a County Office Education Outreach Plan: designating parent centers or other school locations as Census Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs); inviting students to participate in the Census 2020 Art and Public Service Announcement (PSA) Contests; recommending school districts to adopt resolutions to promote participation in the census; announcing events and meetings, e.g. PTA, ELAC, DELAC, family resource centers, back-to-school nights, open houses and other events where there can be presentations promoting participation in and assistance completing the census survey; and encouraging teachers to implement the "Census 2020: Count Me In!" curricular resources/lesson plans; and


WHEREAS, the Monterey County Office of Education, in partnership with the 2020 Census Complete Count Committee for Monterey County and San Benito County, other local governments, the State, businesses, schools, and community organizations, is committed to robust outreach and communication strategies focusing on reaching the hardest-to-count individuals including high poverty populations and English learners:

NOW, THEREFORE, BE IT RESOLVED that the Monterey County Office of Education recognizes the importance of the 2020 U.S. Census and hereby adopts Resolution Number 18-19-69 to help ensure a complete, fair, and accurate count of all Monterey County residents and Californians.

Passed and Adopted on the
Twenty-Ninth Day of May, 2019


Janet Wohlgemuth, President


Ronald Panzera, Vice President

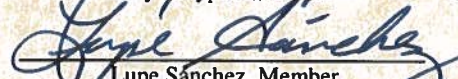

Harvey Kuffner, Member


John McPherson, Member




Judy Pennycook, Member


Mary Claypool, Member


Lupe Sanchez, Member


Dr. Deneen Guss, Monterey County
Superintendent of School