



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-18-60015
Contract start date	3/29/2019
Contract end date	6/30/2020
Contractor name	Napa County Office of Education
Contractor business address	2121 Imola Avenue
Contact name	Seana Wagner
Contact title	Director of Communications & Special Projects
Contact phone	707-265-2351
Contact email	swagner@napacoe.org
Total amount of allocation	\$12,732.93
County	Napa
Region	2
Date of report	May 6, 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	5
Number of students reached	20,022
Percent of students reached who are English language learners	4,405

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

DISTRICT	CENSUS TRACTS
Napa Valley Unified School District	
St. Helena Unified School District	

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DISTRICT	CENSUS TRACTS
Calistoga Joint Unified School District	
Pope Valley Union Elementary School District	
Howell Mountain Elementary School District	
Napa County Office of Education	

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 toolkit provided a guide for parent communications, social media, and media communications.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	Yes	QAKs had been arranged at three elementary schools located in census tracts with high numbers of hard to count residents. The QAKs would be operational April 6 – 30, 2020. Arrangements had been made for staffing, materials, and promotion. Due to school closures and public health orders the QAKs were not opened. Resources and efforts were shifted to a social media campaign and digital outreach through school communications and meal services.
Have all activities been uploaded into SWORD?	Yes	The activities completed by the Napa COE were done in partnership with the County of Napa Complete Count Committee. The County of Napa has been managing all SWORD entries.
What activities replaced Census Week?	Yes	Social media posts.
How was language access provided?	Yes	All printed materials were completed in English, Spanish and Tagalog. Trusted Messenger videos were completed and shared in multiple

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3a) Required Activities	Completed / Utilized yes / no	Comments
		languages. Messages sent to families through school communication platforms and meal distribution were done in multiple languages.
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	Curriculum Directors at all Napa County school districts were provided with the curriculum as an option to incorporate in distance learning curriculum.
Did you participate in the train-the-trainer workshop for the curriculum?	No	
Were any "poster or public service announcement contests" at the schools?	No	
Was an evaluation conducted?	No	

4. Narrative Report

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

NCOE began participating in May 2019 at the county level through active involvement on the "Hard to Target Populations" and "Marketing" committees managed by the County of Napa as part of the local Complete Count effort. NCOE's primary Census goals were to: Further promote awareness about the 2020 Census to the students in hard-to-count areas; to publicize events hosted by Napa County school districts and NCOE that educate about the 2020 Census; to provide access to schools in trusted environments to allow the public to complete their 2020 Census questionnaires. The multi-pronged plan included representing the voice of schools on county committees, helping develop and distribute marketing materials as part of the county-effort, and hosting from April 6 – April 30, 2020 three QAK sites at elementary schools located in neighborhoods with high numbers of hard to count residents. School site staff had been identified to manage the QAKs, and attended a county training. The Napa County Superintendent of Schools was also featured in a County-produced Trusted Messenger video.

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

NCOE was unable to host the planned QAKs. We shifted resources to taking the lead on coordinating a social media posting schedule throughout April that involved numerous county partners. Yard signs and flyers were distributed to school sites for posting and some were distributed to families with free meal services provided to the schools. School district Curriculum Directors were provided with access to digital resources included the Count Me In curriculum and the U.S. Census Bureau's Statistics in Schools to be used in Distance Learning. School district communication leads were provided with digital flyers and sample newsletter text to be distributed through district communication channels.

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

NCOE will continue participating in county-wide efforts to promote the Census through social media, and to participate on the "Hard to Target" and "Marketing" committees. The marketing committee is currently exploring producing banners that can be hung at food distribution sites around the county, including schools.

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?

Although we were not able to execute it, I believe hosting QAKs at school sites, staffed by trusted school staff members that families are familiar with, would have been an effective method for helping families complete the census.

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

We believe being a partner in our county efforts, rather than run a separate outreach effort, worked very well. We were able to capitalize on each others' funding and resources to provide the community with consistent and widespread messaging.

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.

- 1) Hosting QAKs or QACs at school sites. Have the sites run by staff from the school (parent liaisons, aides, office assistants etc.) that families are familiar with.
- 2) Create a coordinated social media posting calendar. Arrange for a group of local agencies to take turns posting on pre-arranged dates/times. Promote to all county partners so the posts can be shared by all participating agencies.
- 3) Coordinate production of marketing materials with County to maximize resources and provide consistent messaging.

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5. Please provide additional comments below

Although NCOE's contract is ending, we will continue to do our part with our Napa County partners to provide information on the Census to our schools and community. We appreciate the support we received from Dr. Pollard and the Schools and Education Outreach Sector.

Hazte Contar

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