



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 **November 16, 2020**.

1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60018
Contract start date	July 01, 2019
Contract end date	June 30, 2020
Contractor name	Riverside County Office of Education
Contractor business address	3939 Thirteenth Street, Riverside, CA 92502
Contact name	Dr. Keyisha Holmes, Ed.D.
Contact title	Director
Contact phone	951-826-6612
Contact email	kholmes@rcoe.us
Total amount of allocation	\$112,228.02
County	Riverside
Region	7
Date of report	10/14/2020

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	24
Number of students reached	270,000
Percent of students reached who are English language learners	78%

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

DISTRICT	Census Tracts
Palm Springs	06065044403
Coachella/ Desert Sands	06065045609
Palo Verde	06065047000
Desert Sands	06065045604
Desert Sands	06065047201
Riverside	06065046500
Palo Verde	06065045900

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DISTRICT	Census Tracts
Desert Sands	06065045303
Palo Verde	06065046102
Desert Sands	06065045209
Lake Elsinore	06065042903
Moreno Valley/ Perris/ Riverside	06065046700
Desert Sands	06065049500
Palm Springs	06065045124
Palm Springs	06065941400
Moreno Valley	06065042405
Coachella Valley	06065045705
Desert Sands	06065045207
Beaumont	06065044000
Palo Verde	06065046200

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?	Utilized	The CA Schools Outreach Kit was utilized along with the US Census Departments tool kit in order to have resources that spanned K-12 grades
What adjustments were made to Questionnaire Assistance Centers if these were planned?	Completed	Adjustments made were to include the QAC's at K-12 school sites within the identified Hard-To-Count areas
Have all activities been uploaded into SwORD?	Completed	August 2019 –August 2020
What activities replaced Census Week?	Completed	School marquis Census advertisements/ Census Robocalls/ Census public service announcements/ Nonprofit partnerships planning meetings/ Census flyers in registration packets/ Parent Meetings/ Census art poster contests/ QAC Census trainings/ US Census Dept. curriculum
How was language access provided?	Completed	Community nonprofit partnerships and school site translators
Did you participate in monthly meetings?	Completed	As documented in SwORD, monthly meetings were held in November 2019, December 2019, January 2020, February 2020, March 2020

3b) Optional Activities	Completed / Utilized yes / no	Comments

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How was the Census 2020 Count Me In curriculum used?	Utilized	Grades K-12 along with the US Census Dept. curriculum lessons
Did you participate in the train-the-trainer workshop for the curriculum?	Yes	
Were any "poster or public service announcement contests" at the schools?	Yes	Each individual school site held Census art poster contests with gift cards issued as prizes during the months of January and February 2020
Was an evaluation conducted?	Yes	Each participating school site that served as a QAC sent a summary report

4. Narrative Report

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

The Riverside County Office of Education's CA Census 2020 campaign focused on establishing informational centers, registration activities, and Census completions through school-based Questionnaire Assistance Centers. Toward this goal, the RCOE began its partnerships in September through December 2019 with local nonprofit agencies, the Riverside County Executive Office, and the University of California, Riverside. In January 2020, the RCOE began its educational training for Riverside County school district personnel that pertained to the history of the CA Census, informational training on the hard-to-count populations within each school district's geographical boundaries, and the operational structures of school-site QAC's. Thirty-four individual school sites were identified as being a QAC capable of covering the HTC areas. Schools were required to present a plan illustrating how the informational, registration, canvassing, and completion of the CA Census 2020 would occur.

In February 2020, the RCOE began holding parent informational meetings at 34 individual school sites serving as a QAC's. Additionally, each school site was required to indicate the dates and times of Census informational meetings held. In March, the QAC's were launched and the RCOE supplemented the completion of the Census with sending mobile laptops and internet service hot spots. Due to Covid-19, on March 16, 2020 the RCOE was directed to suspend all CA Census 2020 activities at the identified QAC's. The RCOE pivoted its school-site resources from in-person QAC census completions, to serving as informational outlets. School marquis advertised the online census procedures to parents, robo-calling to school-site parents was conducted, online census art contests, and informational flyers for school lunch distribution continued from March through August 2020. From September 2020 through October 2020, the QAC school sites were still under Covid-19 restrictions and did not allow in-person CA Census 2020 completions to occur on the school campuses.

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

distributed at the QAC school sites during lunch distributions. Additionally, robo-calling continued to target families in the Hard-To-Count areas as identified by the monthly Census data for Region 7. Moreover, school marquis at the QAC's were used to advertise the Census registration procedures.

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

School registration and enrollment packets will receive CA Census 2020 information packets.

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?

The CA Census parent informational meetings were a successful method of informing parents of the importance of the Census. Some of the successes were due to being included within the report

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

Other audiences that were reached were school district and county offices personnel within Riverside County. I would argue high school students in particular were made a part of the CA Census awareness campaign, as the UC Riverside trainings held in January and February 2020

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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2. Advertise to school districts the importance of QAC accessibility
3. Institute a media campaign for Census awareness in January and February

5. Please provide additional comments below

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SwORD data reporting.

