



**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](mailto:mignonne.pollard@census.ca.gov)) if you have any questions.

Please send the completed final report by email [Mignonne.Pollard@census.ca.gov](mailto:Mignonne.Pollard@census.ca.gov) by **November 16, 2020**.

### 1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60029
Contract start date	7/1/2019
Contract end date	12/31/2020
Contractor name	Santa Cruz County Office of Education
Contractor business address	400 Encinal Street, Santa Cruz CA 95060
Contact name	Sarah Ferguson
Contact title	Senior Community Organizer
Contact phone	831 588 4429
Contact email	sferguson@santacruzcoe.org
Total amount of allocation	\$30,900.55
County	Santa Cruz
Region	Region 5
Date of report	11/16/2020

### 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	10
Number of students reached	41,673
Percent of students reached who are English language learners	24%

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

DISTRICT	Census Tracts
Bonny Doon Union Elementary	1202
Happy Valley Elementary	1212
Live Oak Elementary	1213, 1214, 1215
Mountain Elementary	1220, 1221
Pacific Elementary	1202
Pajaro Valley Unified	1101, 1103, 1104, 1105, 1106, 1110, 1220, 1221, 1222, 1233, 1224, 1231, 1233,1225

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DISTRICT	Census Tracts
Santa Cruz City Elementary/High	1005, 1006, 1007, 1009, 1010, 1011, 1008, 1001
Santa Cruz County Office of Education	1003
Scotts Valley Unified	1209, 1208, 1212, 1211,
Soquel Union Elementary	1220, 1217, 1216, 1218

An \* indicates school district is in an HTC tract.

### 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 Communications Outreach Toolkit was used and adapted to create social media postings from the COE and distributed to districts. The toolkit was also used as a template to create communications that went out to school to inform them of key information and to provide language to send off to parents.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	N/A	
Have all activities been uploaded into SwORD?		Yes
What activities replaced Census Week?	Y	An online email and social media outreach campaign was launched in an attempt to educate, motivate and activate families to fill out their Census.
How was language access provided?	Y	All materials that went out physically and digitally were in both English and Spanish. Targeted messages in Mixteco were also created.
Did you participate in monthly meetings?	Y	The Santa Cruz COE participated in a weekly steering committee with key county organizations. Monthly CCC meetings were held in both North and South Santa Cruz county. Once we pivoted due to the COVID-19 Pandemic, there was one virtual CCC meeting a month. Staff also attended both the Region Five CA Census Meetings and the CA Census meetings each week.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	The <i>Count Me In</i> curriculum links were sent out to all schools throughout the county to utilize. Any questions or extra links/materials were provided by us.
Did you participate in the train-the-trainer workshop for the curriculum?	No	We had intended to host a train-the-trainer workshop for the curriculum, but not enough people signed up for the training.

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Were any "poster or public service announcement contests" at the schools?	Yes	The Santa Cruz COE put on a countywide K-12 Census Poster Contest. It was widely participated in and three winners were selected.  The Santa Cruz COE in collaboration with the City of Watsonville co-created several PSAs that were played throughout the county.
Was an evaluation conducted?	No	An evaluation was not conducted.

### 4. Narrative Report

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

The original strategies, activities, and timelines that were developed for the Santa Cruz County Office of Education's Census 2020 outreach campaign were stymied due to the COVID-19 Pandemic. Most of the strategies and activities that were created and ready to be implemented were to be done in person, on school sites and in collaboration with other agencies at community events. It became clear that our implementation and action plan would need to be redeveloped in order to adapt to requirements that were mandated both within Santa Cruz County and the State.

#### Strategies:

The strong working relationship between the Santa Cruz COE and school districts within the county was crucial in Census outreach. Bearing this in mind, the most impactful strategy that the COE engaged in was the chain of communication and messaging that was constant and consistent throughout the longevity of the campaign. Regular messaging on social media, in letters home to parents, in school meal distribution are all examples of this.

The partnership between the Santa Cruz COE and school districts, especially those districts that had HTC populations, impacted self-response rates. Targeted outreach to specific schools that were in HTC tracts focused on making sure that messaging was in different languages and that outreach was presented in many different ways.

It is important to note that the Santa Cruz COE worked very closely with the local Complete Count Committee. A local steering committee comprised of the Santa Cruz County, City of Watsonville and key CBO's met on a weekly basis to develop and determine the best course for the ever changing playing field that outreach for the Census was taking place on. These weekly meetings were crucial in directing the unified outreach strategies and activities that occurred both virtually and socially distanced.

The City of Watsonville was a solid community partner in terms of outreach and

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activities to reach not only all schools in the Pajaro Valley Unified School District (PVUSD), but more importantly, targeted outreach to schools that fell in HTC tracts. The COE worked closely with the PVUSD Communications Liaison to promote awareness about Census 2020 to students and parents.

#### **Activities:**

This overarching Census outreach activity that had the most reach and impact was regular communication and messaging with k-12 families in the county. The Santa Cruz COE was seen as the hub of Census information for school-aged children. As a trusted messenger, the COE not only directed outreach operations within the county but also fielded and responded to a host of questions about the census.

Despite the pivot from physical outreach to virtual outreach, creative and innovative approaches were taken to educate, motivate and activate K-12 students and their families.

#### **Timelines:**

The timeline that was initially developed by the Santa Cruz COE to *Educate, Motivate and Activate* the K-12 student and family community had to be modified quite substantially as a result of shelter-in-place regulations. This pivot led to a timeline that was centralized around virtual outreach and other creative alternatives that limited social interaction and encouraged social distancing. Even with the new timeline implemented, there were many iterations due to the constantly moving Census campaign end date. Dexterity and flexibility were key in making sure that a comprehensive and meaningful outreach campaign was achieved.

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

Due to the COVID-19 shelter-in-place orders, adjustments were made to outreach strategies, activities and timelines. It became clear that in order for Santa Cruz County to have a strong Census completion turnout, key stakeholders would need to intensify collaboration efforts across the board. A steering committee of key Census players met every Monday to develop and implement outreach strategies and activities based on obstacles such as shelter-in-place or wildfires.

Strategies that previously focused on in-person outreach were adapted to tactics that were virtual and socially distanced. Creativity was also a key factor when adjusting outreach efforts. Outreach activities primarily focused on an email campaign to schools, and in turn families. Social media was used as a way to share information and engage the community in Census 2020. Materials such as yard signs, Census swag and Census information sheets were distributed whenever possible. For example, at school meal distribution sites, back to school

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pick up events and local libraries. These efforts were countywide but were magnified at schools that were in HTC tracts. Additional materials and collateral, as well as networking and connections were engaged in at the HTC schools.

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

##### **Activities from March 2020 to October 2020**

The pivot of outreach activities occurred mid – March. This stymied all plan and activities for the designated April 1<sup>st</sup> Census Day. In order to continue to provide education and outreach for the Census, the primary strategy was to shift our outreach from a physical to a virtual campaign.

Regular updates and templates via email were sent out from the COE to school districts, schools and parents. This messaging was key in keeping our school communities informed about the importance of filing out the Census as well as making them aware that the COE was a resource if they had any questions that needed to be answered.

Other activities included branded Santa Cruz Census yard signs placed at all school sites in Santa Cruz County. Where applicable, school sites put information about Census 2020 on their marquees outside of their schools.

The Santa Cruz COE hosted a countywide Census 2020 poster contest. It was widely participated in. Winners from elementary and high school were selected and they were announced and celebrated at the local CCC monthly meeting, as well as the Santa Cruz County Board of Education virtual meeting.

The Santa Cruz COE partnered with the City of Watsonville to create several PSA's focusing on the Census. One featured middle and elementary school students explaining the importance of the Census and the other was a group of preschoolers singing a Census themed song.

Posters that were provided by the US Census Bureau were provided to every school site in the county.

Branded Santa Cruz County Census posts were regularly featured on social media platforms. These posts were sent out to all districts, and in turn schools, to be utilized on their sites.

Census curriculum was shared with teachers on several occasions through emails, and additional support for curriculum was offered to schools that fell in HTC tracts.

Census materials were included in meal distribution bags in HTC neighborhoods where pick up was at school sites. Extra signage and information tables were also a part of outreach efforts at these sites.

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Regular email templates from school district superintendents to schools (English and Spanish), and in turn email templates from schools to parents (English and Spanish), were provided by the Santa Cruz COE. Districts were encouraged to share Census messaging through auto dialers/texting.

Santa Cruz First 5 donated *We Count* books to the Santa Cruz COE that were distributed not only to elementary schools in HTC communities, but also to the Santa Cruz County Library System (especially those libraries located in HTC tracts).

Every year the Santa Cruz COE partners with the Santa Cruz United Way for the *Stuff the Bus* campaign. This is outreach for backpacks and school supplies to be handed out to families. Many of these families fall in HTC tracts. Every backpack that went out had Census information and Census swag included inside.

The Santa Cruz COE in collaboration with the Complete Count Committee was actively engaged in the development, promotion and implementation of Census driven outreach activities. An example of this is the *Census Chalk Party* that was held in the month of June. It was geared towards encouraging youth to get out and create their Census messages in chalk. These types of outreach themes helped to build out the campaign despite the limitations of shelter in place.

#### **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?**

Despite increased challenges due to COVID-19, wildfires, a constantly changing Census deadline and conflicting messaging when it came to the Census and immigration status, the Santa Cruz County Office of Education was able to launch and implement a solid Census outreach campaign. Key guiding principles included collaboration, communication and trusted messengers.

One key to our success was that the Santa Cruz COE joined a local Census steering committee that met every Monday. This committee was responsible for taking ideas and strategies from the Complete Count Committee and putting them into action. This core group also worked to implement strategies in response to the challenges presented by COVID-19 and wildfires. This enabled us to pivot more quickly and to share the workload amongst key stakeholders. Partnering with key agencies and organizations throughout the county allowed us to coordinate and maximize limited resources.

Another approach that worked well for outreach to students and their families was the solid communication with district superintendents. The Santa Cruz COE

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was a hub for Census information, maximizing the importance of trusted educational partners and the intersection of messaging between the pandemic and the need for funding and the importance of Census.

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

Due to the strong collaborative nature of Santa Cruz County, the COE worked closely with other organizations. Before COVID-19, the COE was working very closely with other agencies in Santa Cruz County that were also conducting Census outreach. This strategy became a central part of Census outreach for the community. That being said, activities and strategies that were developed and implemented had to reach much further than County schools and districts.

The Santa Cruz Complete Count Committee developed a coordinated effort to blanket as much of the community with outreach, as well as a targeted effort to reach schools and districts that were located in HTC tracts throughout the county. Examples of this include the *Census Chalk Party* held in the month of June, *Pets for People* campaign held in the month of July and *Census Champions* held in the month of August. This approach was highly effective. It reduced duplication of efforts and streamlined workload as well as enhanced knowledge of how to best outreach because of the wealth of knowledge (often specific to a particular group) that the partners possessed.

A lot of the digital marketing was used throughout all avenues in Santa Cruz. This helped to create a streamlined approach to messaging and outreach. Branding was consistent across different sectors in the community. Contact through schools was one arm of a functioning Census outreach campaign that incorporated all sectors of the community.

#### **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. There seemed to be a disconnect between the messaging that was coming from CA Census and the US Census Bureau. An integrated and aligned timeline between CA Census and US Census outreach and activities would be beneficial and help to streamline campaign efforts.
2. As a result of the pivot that occurred during the Census 2020 campaign, the network of collaborators became more cohesive. In turn, communication channels that were present became even more solidified. Both of these unintended beneficial outcomes not only served in the success of the Census 2020 campaign in Santa Cruz County but will also be an asset for future countywide campaigns. That being said, there were too many layers

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and a duplication of not only administrative efforts, but also reporting. Restructuring Census outreach efforts around specific sectors would help to streamline a future Census campaign.

3. There seemed to be a lot of duplication in the different meetings on a state and regional level. As a COE, it would have been helpful to have more meetings specific to outreach that engaged k-12 families.

#### 5. Please provide additional comments below

COVID -19 certainly crushed the momentum that had been building around Census 2020 in the community. There were many events that were planned for Census Day (April 1<sup>st</sup>) and beyond that were canceled. These in-person events would have made a significant impact on our HTC communities.

As a result of the CZU wildfires that ravaged through Santa Cruz County in August, the residents of those communities became a part of the HTC population. Many people were displaced, often leaving the area to secure housing. Efforts focused on reaching as many households as possible to make sure that they had completed their Census emerged.

The moving target of an end date from 7/31 to 10/31 and all of the discrepancies in between made it difficult to follow a timeline, not only tactically in terms of operations, but also fiscally in terms of reworking the planned budget. This led to a lack of time and resources.

Throughout the duration of the Census campaign, there were many obstacles that were put in our path. A global pandemic, natural disasters, and an evolving finality to the campaign were some of the challenges that we had to overcome. The resiliency of the Santa Cruz COE is an accomplishment that we are particularly proud of; The unwavering support of staff to accommodate changes and last-minute decisions is well worth the recognition.