



State of California – Government Operations Agency
 California Complete Count-Census 2020
 400 R Street, Suite 359
 Sacramento, CA 95811
 www.census.ca.gov
 (916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	10/23/2020
Organization / Entity	Tuolumne County Superintendent of Schools
Responsible Person / Title	Cathy Parker/Superintendent
Contact Person / Title	Cathy Parker/Superintendent
Address	175 Fairview Lane, Sonora, CA 95370
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Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Goal: Ensure that students and their families are counted in the 2020 Census with special emphasis on HTC populations.

Objectives: 1. Educate students, their families, staff and community members about the benefits of being counted. 2. Ensure that once stakeholders know of the importance of being counted in the Census, they are aware of how to access tools to complete the Census 3. Coordinate with community stakeholders across the county to reduce duplication of efforts and ensure all populations especially those with children are counted.

While the pandemic created challenges regarding access, the goals and objectives remained the same. We were especially challenged with operating a QAK but were eventually able to operate in some small fashion as our county remained at lower levels of transmission. This was especially important as our space is on a homeless walking route (between their camp and the day drop in center) and they are a HTC population. We did utilize social media more and relied upon the local schools to reach out to their parents since they saw them more frequently for meal distribution.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Due Date: November 16, 2020

Contracted partner's operations

What worked well operationally? Since we are a small county office, we are able to make policy decisions and implement them quickly in regards to distribution of outreach materials. We were also able to create very tailored messages to our HTC population using social media and then contact our other agency partners to share those messages.

What hindered the operations? The size of our county office is also a challenge as it places a lot of work upon a limited number of people. So while we were implementing outreach and support for Census completion, we also had to add to our plates the procurement of PPE, development of safety plans, and facilitate return to school while trying to get outreach increased.

Contracted partner's outreach

What outreach tactics worked well? Facebook really does a fantastic job reaching our HTC populations via the Groups that they have created. The incident feeds that are local have thousands of members so by sharing in that format, we really got the word out that deadline had been extended and the importance of Census completion. Meal distribution at the school sites became a vital way to share information and old-fashioned flyers worked very well.

What hindered the outreach? We would have preferred going out to the homeless camps and the drop-in centers where we know our families used to congregate. Schools being closed until Labor Day was a challenge but after we started opening them, the school sites became an even better outreach place.

- 3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.
The decision to extend the count was a blessing. It enabled us to do more targeted outreach. However, the subsequent decision by President Trump and the Supreme Court was a detriment to the Census Completion. It certainly did not help and I fear we have some pretty remote, rural areas undercounted.
- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.
We are a COE and relied upon our districts to conduct several surveys. Some of our districts did and some did not.
- 5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.
We worked closed with our local community action agency (ATCAA) and used their materials to help with dissemination. For example, they provided us wonderful food

insulation bags that we were able to use at the lunch pick up and send school materials home in. It was a great way to give them something practical to use and it also provided another way to market the Census when they used them at grocery stores and at other agencies for material pick up.

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.
Amador Tuolumne Community Action Agency (ATCAA) – delivered insulated bags and postcards for distribution
The 11 school districts and charter school created local initiatives to complete outreach at their school sites through their meal distribution when schools were closed and then in-person when school resumed.
- 7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?
We shared materials in a two primary languages for all outreach materials – Spanish and English.
- 8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.
Small outreach attempts oftentimes yielded the biggest response. For example, I created a simple signature line for all my employees to use and asked that the districts also use and share with their employees. Not only did this increase the messaging about how important Census completion was, many employees reported that just by me asking created for them a reminder that they needed to complete their Census. Word of mouth became a valuable resource.
- 9) Please add any suggestions for the 2030 Census efforts, including timelines.
I have no suggestions other than to recognize that until rural areas develop broadband that is available in all areas, we will continue to have a severe undercount of those regions.

Attachments

- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
 - a) SwORD uploads of completed activities – N/A
 - b) Updated list of subcontractors – N/A
 - c) Evaluations or analytical reports, if any – N/A
 - d) Sample products* - Attached

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required) - Attached

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

Attachment – Work Samples

Sample Signature



Ensure all Tuolumne County residents are counted!
In April, complete your 2020 Census form.
Your responses are safe and confidential.
Learn more at <https://www.tccounts.org/>



Complete online at <https://my2020census.gov>
Or call 844-330-2020


Material distribution through social media and email

English 844-330-2020	Spanish 844-468-2020
Chinese (Mandarin) 844-391-2020	Chinese (Cantonese) 844-398-2020
Vietnamese 844-461-2020	Korean 844-392-2020
Russian 844-417-2020	Arabic 844-416-2020
Tagalog 844-478-2020	Polish 844-479-2020
French 844-494-2020	Haitian Creole 844-477-2020
Portuguese 844-474-2020	Japanese 844-460-2020
Telephone Display Device (TDD) 844-467-2020	

Tuolumne County Superintendent of Schools Office

Tuolumne County Superintendent Of Schools Office
August 6

Let's help our communities get adequate funding for schools, housing & more by taking the #2020Census. It's safe & confidential.
 844-330-2020
 my2020Census.gov
 by mail



Census resources are available in **60 languages**, including guides in **braille, large print and ASL.**
 CaliforniaCensus.org | #ICount

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Tuolumne County Superintendent Of Schools Office
September 23



DID YOU KNOW...
YOU CAN STILL RESPOND TO THE 2020 CENSUS ONLINE!

#EVERYONECOUNTS

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Tuolumne County Superintendent Of Schools Office
September 18

The next 10 years in your children's lives depend on the next 10 mins of your time. Fill out your #2020Census form today and help make sure your children receive the funding they need for their classrooms and after-school programs



The next 10 YEARS in your children's life depends on the next **10 MINS** of your time.

Los próximos 10 AÑOS de la vida de sus hijos depende de los próximos 10 MINUTOS de su tiempo.

**FILL OUT YOUR CENSUS NOW
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