



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	11/2/2020
Organization / Entity	Calaveras County
Responsible Person / Title	Director
Contact Person / Title	Kathy Gallino
Address	891 Mountain Ranch Road, Building A San Andreas CA 95249
Email / Phone	kgallino@co.calaveras.ca.us 209-754-6742

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? *Calaveras County's goal was to ensure that HTC individuals are counted in the 2020 Census. Additionally, we worked to increase response rates from the 2010 count even amid COVID-19. We were successful (gaining more than a 5% increase for 2010 data) by pivoting our messaging and outreach approach in our efforts.*
- 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).

Contracted partner's operations

What worked well operationally?

Partnering with our county agencies and department. Our contracted partners, the Calaveras County Chamber of Commerce and Tea Break Design, developed materials for easy distribution to County Health and Human Services, school districts, veteran's services, faith-based organizations, and our library system. We identified these entities as having a significantly high-level of interaction with our HTC communities. Graphic design of local materials that reflected our communities was critical. Lastly, contracted partners conducted phone banking to call residents in

Calaveras County

HTC areas with a focused message/script. The outreach strategies began from education period through to the end of responses.

Additionally we worked with: Tomas Evangelista, Evangelista Community Relations who was leading the ACBO outreach effort in Calaveras County; Pablo Rodriguez, Founding Executive Director, CNC Education Fund; and Federal Census 2020 community workers. This was done more into the NRFU phase.

What hindered the operations?

COVID-19. As we were not able to attend and participate in some community events until August 2020 (farmers markets, swap meets etc.). We pivoted to an online You Tube and radio outreach approach. Also, we utilized the Calaveras Counts website a lot more.

Contracted partner's outreach

What outreach tactics worked well?

Website design, face coverings, pop up tents at farmers markets and food banks, You Tube videos, Facebook/twitter outreach, print and radio ads and phone banking to over 3,000 residents in HTC communities.

What hindered the outreach?

COVID-19 and not being able to do events/mass gatherings and in-person outreach. Many of our HTC communities have limited access to internet so we were not able to set up QACs.

- 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.

There was some confusion mixed messaging from the federal enumerator outreach and often people who had already completed the census were irritated that they were still being bothered/hounded. Some of the ACBO outreach was awkward as they were not familiar with working in an extremely rural county and personal safety was a concern.

Also, since we are a rural county, mailed materials were not received by residents that have post office boxes. This needs to be figured out before next census 2030.

SWORD was very hard to use and should be made simpler or another method for data collection and tracking should be utilized.

- 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.

As mentioned above Calaveras County's first goal was to ensure that HTC individuals are counted in the 2020 Census. Our efforts increased response rates from 45.2% in the 2010 Census count to 50.6% in 2020 even amid the COVID-19

pandemic. We feel that this is rather impressive give the COVID-19 situation coupled with the rural expanse that Calaveras County encompasses. By pivoting our messaging and outreach approaches to a virtual/online presence, our efforts were successful.

The main reason for the Calaveras County 2020 Census success was having a delegated county employee who oversaw and managed the process and was fully engaged in the outcome and response. State funding made this ALL possible. The ability to purchase advertisements, mailers, locally-sourced cloth Census 2020 face coverings, tablets, radio ads, banners, posters, and many other outreach tools, made all the difference. Also, identifying partners and community groups early in the process helped build key relationships.

The HTC tract data was critical in identifying which tracts were not responding and needed more focused outreach efforts.

- 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 were able to get the word out about the importance of census data in receiving needed federal dollars for infrastructure, safety, schools and dispel the myths of census as an invasive tool by the government. We used trusted messengers and community leaders that the residents felt comfortable with. We utilized voter data for calls/phone banking.

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

See attached.

- 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?

I asked for assistance from our ACBO assistance in translating materials to Spanish. This included all poster, mailers and billing inserts. Hatzune Aguilar from Communities for a New California Education Fund was key in translation services.

See attached flyer that was mailed out, posted in public places, and on social media.

- 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.

Our outreach efforts brought about a new awareness and understanding about the importance of census and what a positive impact it could have to our communities. An example of this is the 1,500 locally-sourced cloth face coverings (see attached photo) we had made for distribution in our HTC communities as a means to keep people safe and still send a message during the COVID-19 pandemic. These face

coverings became very popular and were worn with pride including elected officials and community leaders.

- 9) Please add any suggestions for the 2030 Census efforts, including timelines. Since rural counties do not always get delivery to their homes, mailed materials were not received by residents that have post office boxes. This needs to be figured out before next census 2030.

SWORD was very hard to use and should be made simpler or another method for data collection and tracking should be utilized.

As for timelines, I believe what was initially designed was just right. With kick off meetings and a way to develop partnerships and support from other agencies, departments, and community leaders/organizations. Obviously the COVID-19 situation created many challenges that we were able to overcome with more time.

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

See attached

- b) Updated list of subcontractors

Contracted Partner Name	Subcontractor Name	Region	Address	Expected Outcome	Amount
Calaveras County	Tea Break Designs	Region 4	P.O. Box 3121 Arnold, CA 95223	County wide design and distribution of outreach materials posters, local radio broadcasts, social media posts. Expanded and extended contract to include design & distribution of 1,000 Census 2020 face coverings, online development of social media outreach, phone banking collaboration, during COVID-19 pandemic	\$20,000
	Calaveras County Chamber of Commerce		PO Box 1075 San Andreas, CA 95249	County wide outreach, video development/broadcast, You Tube, public access TV, social media posts. Expanded contract to include phone banking of over 3,000 residents in HTC/low response tracts, distribution of 500 Census 2020 outreach collateral materials during COVID-19 pandemic	\$10,000

- c) Evaluations or analytical reports, if any

N/A

- d) Sample products*

See 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)

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 A

CALAVERAS COUNTY CENSUS 2020 LOCAL COMMITTEE DEVELOPMENT AND STRATEGIC PLAN PARTNERS

COUNTY (CITY OF ANGELS)

County and City of Angels Camp Administration/Economic & Community Development - **Lead**

Calaveras County Library system/IT &GIS

Calaveras County Health and Human Services Agency (CalWORKS, First 5, Foster care, Medi-Cal, CALFRESH, Veterans Services, others

Calaveras Mariposa Community Action Agency (CMCAA)

Calaveras County Registrar of Voters/clerk recorder

Calaveras County Sheriff/Office of Emergency Management

Calaveras County Office of Education & School Districts

Calaveras County Resource Conservation District

CBO/PRIVATE SECTOR/OTHER GROUPS/ASSOCIATIONS

Amador Tuolumne Community Action Agency

Calaveras County Chamber

Faith-based organizations (extensive list)

Community groups/business associations/rotaries (extensive list)

Licensed Daycare centers

Internet Service Providers

Medical centers/clinics

NPOs & Habitat for Humanity

Miwok Tribe

Calaveras Council of Governments

Sewer, water, gas & electric utility providers

US Post office/flyers

Calaveras Community Access TV, National Public Radio and print media

ACBO

Faith Action Network Pablo Rodriguez pablo@cncedfund.org



County of Calaveras
Economic & Community Development Department
Kathryn Gallino ♦ Director
891 Mountain Ranch Road ♦ San Andreas, CA 95249
209.754.6742 ♦ FAX 209.754.6316

ONLY 14 DAYS LEFT TO HAVE CALAVERAS COUNT IN CENSUS 2020

FOR IMMEDIATE RELEASE

September 15, 2020

CONTACT: Kathy Gallino
209-754-6742

Time is Running Out for Calaveras County Residents to Get Counted in the 2020 Census

To date more than 49.5% of Calaveras County residents have completed the 2020 Census. Although that's almost 5% better than our 2010 Census response, we are still behind and stand to lose hundreds of thousands of dollars. Why does that matter? Census responses determine how much federal tax dollars come back to Calaveras County for schools, public safety, veteran's services, roads, and much more. Remember your information is safe and secure – and it's quick and easy – only nine questions! Your response matters!

If you need assistance completing the Census, staff will be available at the following dates and locations:

- 9/17: Mountain Ranch Resource Center, 7869 Whiskey Slide Road Mt. Ranch - 9 am - 11 am
- 9/17: Community Food Pantry, 3566 Spangler Lane Copperopolis - 1 pm - 4 pm
- 9/18: San Andreas Food Bank Drive thru, 206 George Reed Dr, San Andreas - 8:30 am - 12 noon
- 9/20: Murphys Farmers Market, 505 Algiers St, Murphys, CA 95247 - 9 am - 1 pm
- 9/22: Our Lady of the Sierra Helping Hands, Arnold 9:30 am – 12 noon
- 9/24: Rail Road Flat School Food Pantry, 298 Rail Road Flat Rd, RR Flat, - 10 am - 12 noon
- 9/25: San Andreas Food Bank Drive Thru, 206 George Reed Dr, San Andreas, - 8:30 am - 12 noon
- 9/25: Angels Farmers Market, 820 S. Main St. Angels Camp, - 4 pm - 8 pm (tentative)
- 9/27: Murphys Farmers Market, 505 Algiers St, Murphys, CA 95247 - 9 am - 1 pm (tentative)
- 9/28: 7th Day Adventist Church Food Bank, 140 N Main St., Angels Camp - 10 am - 12:30 pm

For more information about these locations/times please contact Ron Dwelley at ronald.c.dwelley@2020census.gov

Additionally, beginning September 21, 2020, three of the county library branches will be offering Census questionnaire assistance centers for residents to help them complete their responses. Time and locations are:



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San Andreas Main Library – 1299 Gold Hunter Road, San Andreas, CA 95249

Monday	1:00 pm - 4:00 pm
Tuesday	10:00 am - 12:00pm & 1:00 pm - 4:00 pm
Wednesday	1:00 pm - 4:00 pm
Thursday	10:00 am - 12:00 pm & 1:00 pm - 4:00 pm
Friday	10:00 am - 12:00 pm & 1:00 pm - 4:00 pm

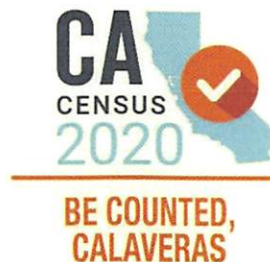
Mokelumne Hill Branch Library – 8328 Main Street, Mokelumne Hill CA 95245

Wednesday	10:30 am - 1:00 pm & 1:30 pm - 3:30 pm
Thursday	10:30 am - 1:00 pm & 1:30 pm - 3:30 pm
Friday	10:30 am - 1:00 pm & 1:30 pm - 3:30 pm

Arnold Branch Library – 1065 Blagen Road, Arnold CA 95223

Wednesday	11:00 am - 3:00 pm
Thursday	11:00 am - 3:00 pm
Friday	11:00 am - 3:00 pm
Saturday	11:00 am - 3:00 pm

Lastly, residents can complete the Census in the comfort of their own home online at www.2020census.gov or by calling 1-844-330-2020.



For more information contact Kathy Gallino at: Kgallino@co.calaveras.ca.us



Calaveras County Census 2020 Questionnaire Assistance Centers



TOWN	LOCATION NAME	STREET ADDRESS	HOURS	WHEELCHAIR ACCESS	SIGN LANGUAGE	SPANISH	PHONE NO.
Angels Camp	Destination Angels Camp	300 South Main Street	Mon - Tues: 12PM - 5PM April 4 & 25: 11AM - 3PM	x			209-736-2198
Arnold	Calaveras County Branch Library	1065 Blagen Road	Tues - Sat: 10AM - 4PM	x			209-795-1009
Copperopolis	Calaveras County Branch Library	3505 Spangler Lane, Suite 106	Mon: 12PM - 4PM Tues - Thurs: 10AM - 4PM	x			209-785-0920
Mokelumne Hill	Calaveras County Branch Library	8328 Main Street	Wed - Fri: 10AM - 4PM	x			209-286-0507
Mountain Ranch	Mountain Ranch Youth Alliance	7869 Whiskey Slide Road	Tues: 12PM - 4PM Thurs: 9AM - 2 PM Mar 14, Apr 14 & 28: 12PM - 4PM Mar 19, Apr 2 & 16: 9AM - 2PM				209-728-8757
Murphys	Calaveras County Branch Library	480 Park Lane	Mon - Sat: 11AM - 4PM	x			209-728-3036
San Andreas	Calaveras County Health & Human Services	509 East St. Charles Street	Mon - Fri: 9 AM - 4PM	x		x	209-754-6448
San Andreas	Calaveras County Main Library	1299 Gold Hunter Road	Mon: 1PM - 5PM Tues, Wed, Fri: 10AM - 5:30 PM Thurs: 1PM - 7 PM Sat: 10AM - 2PM	x	x	x	209-754-6510
Valley Springs	Calaveras County Branch Library	240 Pine Street	Mon - Fri: 1PM - 5PM	x		x	209-772-1318
West Point	Calaveras County Branch Library	54 Bald Mountain Road	Tues: 2PM - 5PM Wed - Friday: 1PM - 5PM	x			209-293-7020

All of the above locations will be open for census questionnaire assistance during the hours shown in the chart, between March 16th and April 30th, 2020 EXCEPT Mountain Ranch Youth Alliance which will be open between March 16th and April 28th, 2020 during the hours shown in the chart.



CalaverasCounts

Follow us on our Facebook page @CalaverasCounts for the latest updates on Census 2020 in Calaveras County.



Need Directions?

You can find an interactive version of this Google map online. Just type bit.ly/CalCensus into the search bar of your browser and press enter or return.



Did You Know?

For every person counted in the 2020 Census, Calaveras County will receive \$10,000 to \$20,000 over the next 10 years in federal funding. This funding goes to important community needs like public health and safety, schools and roads as well as political representation. That's why your participation counts!





PARTICIPATE IN CENSUS 2020

• It's important • It's easy • It's safe

**Make sure Calaveras
receives its fair share
of federal funding.**



CalaverasCounts



EconDev.CalaverasGov.US/Census



Every town is an important part of the American story.

Make sure your town's story is told by responding to the 2020 Census—the count of everyone living in the United States. When you do, you'll also help your town get the most out of the American dream.

Census data informs where over \$675 billion in federal funding is spent each year for things like:

- > Medicare Part B
- > Supplemental Nutrition Assistance Program
- > Cooperative Extension Service
- > Highway construction
- > Water and waste disposal systems for rural communities

HAVE QUESTIONS? NEED ASSISTANCE?

Census representatives will be available to help:

Sundays 9am-1pm
Murphy's Farmer's Market, Murphy's Community Park

More information on how funding from census data directly benefits Calaveras County can be found on our Facebook page @CalaverasCounts



2020CENSUS.GOV
1-844-330-2020

Shape
your future
START HERE >

United States®
Census
2020



Every town is an important part of the American story.

Make sure your town's story is told by responding to the 2020 Census—the count of everyone living in the United States. Responding is easy, safe, and important. Census results will help shape the community around you, including clinics, Cooperative Extension Services, Formula Grants for Rural Areas, Medicaid, Medicare, and more.

HAVE QUESTIONS? NEED ASSISTANCE?

Census representatives will be available to help:

Sundays from 9am–1pm
Murphy's Farmer's Market,
Murphy's Community Park

For more information, visit:

2020CENSUS.GOV

or call **1-844-330-2020**

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Census data informs where over \$675 billion in federal funding is spent each year for things like:

- Medicare Part B
- Supplemental Nutrition Assistance Program
- Cooperative Extension Service
- Highway construction
- Water and waste disposal systems for rural communities

HAVE QUESTIONS? NEED ASSISTANCE?

Census representatives will be available to help:

Friday, July 10, 5:00 PM - dusk
Angels Camp Farmer's Market, Visitor Center Parking Lot

More information on how funding from census data directly benefits Calaveras County can be found on our Facebook page @CalaverasCounts



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1-844-330-2020

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Website logo



Census 2020 Phone Banking SCRIPT & GUIDELINES

This script is meant to be used as a guide. You should never represent yourself as a U.S. Census Bureau employee or enumerator. Identify yourself as a volunteer and community member encouraging census participation.

ANSWERING QUESTIONS

- Be sure to have the ChatBox (red question mark – bottom left corner of webpage) on censuscounts.org to get answers to any questions you don't know in real time
- You can also text 442020 to ask census questions
- Refer to: Census Counts Field Factsheet I

INITIAL CONTACT CALL SCRIPT

Hi there! May I speak with [INSERT NAME]?

[YES] (proceed to INTRO)

[INTRO] Great! My name is (VOLUNTEER NAME) and I'm a volunteer with Calaveras Counts, Calaveras County's Census outreach organization. I am NOT from the Census Bureau BUT our organization has been working hard these past months to ensure our communities are participating in the 2020 Census. We are a community-based organization making calls to community members amid the COVID19 pandemic. We want to make sure you and your household get counted in the 2020 Census, because emergencies like this are exactly why the government needs accurate census data. In fact, for each person counted in the census, Calaveras County will receive \$10,000 - \$20,000 in federal funding for important community services over the next ten years. Do you mind if I ask you a few quick questions?

[YES] (proceed to QUESTION 1)

[NO] Thank you for your time. Please stay safe. [END CALL]

[QUESTION 1] Do you know about the 2020 Census?

[YES] It's so great to hear you're familiar with the census! (proceed to QUESTION 2)

[NO] Let me tell you a bit about the census!

- Every 10 years, the U.S. government counts every person living in the U.S. through the census.
- The census is a short, usually 10-minute questionnaire that asks basic information about your household. These counts are used to determine the resources that go to our community from funding for schools, healthcare, safety and roads, to the amount of political representation we have. (proceed to QUESTION 2)

[QUESTION 2] Have you taken the census?

[YES] That's great! Were you able to take it online, over the phone or through the mail?
(proceed to QUESTION 3)

[NO] I understand that things have been hectic with the COVID-19 pandemic. Census participation ensures our community receives necessary funding to support the healthcare that we need right now, education and community assistance programs. You can take the census online, by phone, or by mail. After hearing more about Census, how likely are you to participate, on a scale from 1-5 with 1 being the lowest and 5 being the highest?

How are you most likely to fill out the Census?

- **[Online]** You can go to my2020census.gov and use the code that you received from the Census Bureau in the mail. If you don't have your unique code, you can still go to my2020census.gov and click "I don't have a code."
- **[By Phone]** Call toll-free 844-330-2020 to take the census by phone. You can easily participate in 13 languages including English!
- **[By Mail]** You should have received a paper form in the mail by now! You can fill it out and return it for free by mail. But we encourage you to take the census online or by phone if you can because it's really easy!

[QUESTION 3] Before I go, do you have any questions about the census and how it impacts our community?

[YES] Okay, let's see how I can help you. If I don't have the answer, you can call 844- 330-2020 and speak with someone directly from the Census Bureau who would be happy to help. (Refer to FAQs)

[NO] (proceed to CLOSING)

[Closing] Thank you for speaking with me today and helping make sure that our Calaveras communities are counted! Please stay safe. [END CALL]



CENSUS PARTICIPATION

helps fund school programs in Calaveras



Each adult and child counted in the census, brings \$1,000 - \$2,000 annually in federal funding into Calaveras County

RESPOND FROM HOME

ONLINE

my2020census.gov

BY PHONE

ENGLISH

1-844-330-2020

SPANISH

1-844-468-2020



The 2020 Census is here.
Complete it today!