



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	December 3, 2020
Organization / Entity	Colusa County
Responsible Person / Title	Donna Dennis, Program Manager II
Contact Person / Title	Donna Dennis, Program Manager II
Address	251 E. Webster Street, Colusa, CA 95932
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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?

The goals in Colusa County's Strategic Plan included:

1. Achieve a response rate above 70%
2. Design new outreach strategies
3. Strengthen countywide multisector collaboration

The goals were not revised due to COVID-19 and the US Census Bureau's operational adjustments. However, the activities put in place in our implementation plan were significantly affected by COVID-19. All of our planned outreach at community events were cancelled due to COVID-19.

- 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?

Having a single point of contract for the project worked well. There were several efforts going on at the same time in our county that was confusing.

Due Date: November 16, 2020

[Insert contract partner name]

What hindered the operations?

Covid-19 affected our operations as it had an impact on each of partner agencies who had to prioritize managing the pandemic and staffing issues.

Contracted partner's outreach

What outreach tactics worked well?

The outreach tactic that worked well for Colusa County were our advertisements on our county transit buses. They run throughout the county thus receiving the greatest amount of exposure.

What hindered the outreach?

Due to Covid-19 all of the community events planned for outreach activities were cancelled.

- 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.

Due to Covid-19 the agencies slated to house our QAKs closed in March and upon reopening saw a reduction of operating hours. When this occurred, we switched our outreach efforts to mailers and flyer distribution.

- 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.

Colusa County's 2010 final self-response rate was 58% and our 2020 self-response rate was 58.2%. Covid-19 contributed greatly to our low self-response rate. Our initial plan was to provide safe, secure locations with WiFi capacity in each community for members to complete their census survey and these locations were closed and/or had limited hours. Additionally, planned outreach at various community events were cancelled.

- 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.

Colusa County identified trusted community partners to aid in the education and motivation of our hard-to-count populations to complete the Census questionnaire.

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

[Insert contract partner name]

Colusa County key partners were our transit department who ran our ads through most of the Census collection timeframe. The Colusa County Library system provided a location in each of its branches for QAKs and distributed informational flyers through their curbside delivery and Raising a Reader program bags. First 5 Colusa provided outreach through its Family Resource Centers. Colusa CAPC provided outreach through its Family Action Center and their food distribution program in each community. The Department of Health and Human Service and the Colusa County Behavioral Health Department also housed QAKs.

- 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?

All materials distributed in Colusa County were two-sided with English on one side and Spanish on the other. These are our two primary languages in the county. Census instructions were available at each QAK in over 50 languages. All QAK locations are handicap accessible.

- 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.

Although our self-response rate did not significantly increase, I do believe that we were able to get out valuable information regarding the importance of the Census for states and counties.

- 9) Please add any suggestions for the 2030 Census efforts, including timelines.

It would be helpful to better explain the different Census activities that are all occurring at the same time and who the contacts are. For instance, I did not know who was working on the census worker recruitment until she contacted me regarding outreach efforts to solicit workers.

There were a lot of agencies involved in this effort, more information as to their role would be helpful.

## Attachments

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- 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: provided with this report
- b) Updated list of subcontractors: no subcontractors were used
- c) Evaluations or analytical reports, if any: none

[Insert contract partner name]

d) Sample products\*: digital copies included as attachments at time of submission

\* 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

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



THE 2020 CENSUS IS  
SAFE AND SECURE.

# CA CENSUS 2020



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BE COUNTED, CALIFORNIA!



# Participate in the Census



**844-330-2020**



**My2020Census.gov**

You can make a difference for your community!  
This simple, nine question survey helps determine dollars that  
fund important programs for the next 10 years.



**BUILD BETTER ROADS AND SCHOOLS**



**FUND COMMUNITY PROGRAMS FOR SENIORS,  
CHILDREN AND FAMILIES**



**CREATE JOBS**



**IMPROVE HOUSING**

The Census counts every person in the United States  
regardless of background or immigration status.  
There is no citizenship question on the 2020 Census form.

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Your 2020 Census data is safe, protected and confidential.

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# Participa en el Censo



**844-468-2020**



**My2020Census.gov**

¡Puedes mejorar tu comunidad!

Esta encuesta de nueve preguntas ayuda determinar los fondos que reciben los programas importantes para los siguientes 10 años.



**CONSTRUIR MEJORES CARRETERAS Y ESCUELAS**



**FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS**



**CREAR TRABAJOS**



**MEJORAR VIVIENDAS**

El Censo cuenta a cada persona en los Estados Unidos sin importar el estatus migratorio. La pregunta de la ciudadanía no está en el Censo.

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Sus respuestas al Censo 2020 serán protegidas y confidenciales.

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# Everybody Counts!

Include all infants, toddlers and children living at your address in the 2020 Census form.

## What / Why

The 2020 U.S. Census is here!

The census is our nation's population count and happens once every 10 years.

When you complete your census form, you contribute to an accurate count, which helps determine the amount of money California will receive for early childhood education, schools, healthcare, housing, transportation and other vital programs.

The population count also determines the number of seats California has in the House of Representatives.



## Who

**Our Constitution requires everyone living in the U.S. to be counted in the census, regardless of age, race, sex, and employment or citizenship status. This includes children ages 0 - 4, so please include them in your census form!**

By law, your answers are kept confidential, are used only for producing statistics, and cannot be used against you in any way. The census form will **not** ask about your immigration or citizenship status, your social security number, or your financial information.



## When / How

It has never been easier to respond to the census! You can respond **online**, by **phone** or by **mail**. It's not too late!

Participate TODAY and avoid a visit from a Census Taker beginning mid-August.

Visit **my2020census.gov** or call 844.330.2020 (English) or 844.468.2020 (Spanish) to complete the 9-question form.

The census form can be completed online or by phone in 13 languages, and by mail in English and Spanish. It only takes 10 minutes!



## Important Tips

**Complete one census form per household.**

If multiple families live with you, or if someone rents your garage, include **everyone** in your census form, regardless of their relationship to you.

Be sure to include babies **born on or before April 1, 2020**. They count, too!

To add information or make changes to a previously submitted census form, call or go online.

Visit 2020census.gov for the 13 phone lines and step-by-step guides in 60 languages.



**For bilingual assistance (English and Spanish) with the 2020 Census, call NALEO Educational Fund's toll-free hotline 877-EL-CENSO (877-352-3676).**



**Child360™** One focus. Every angle.



# ¡Todos cuentan!

Incluya en el formulario del Censo 2020 a todos los infantes, bebés y niños que viven en su dirección.

## Qué / Por qué

¿Ya llegó el Censo 2020 de EE. UU.!

El censo es el recuento de la población de nuestra nación y se realiza una vez cada 10 años. Al completar el formulario del censo, usted contribuye a un conteo preciso que determina la cantidad de dinero que California recibirá para el aprendizaje temprano, las escuelas, la atención médica, la vivienda, el transporte y otros programas vitales.

El recuento de la población también determina la cantidad de escaños que le corresponden a California en la Cámara de Representantes.

## Quién

**Nuestra Constitución requiere que todos los que viven en los EE. UU. sean contados en el censo, sin importar la edad, la raza, el sexo, y su estatus de empleo o de ciudadanía. Esto incluye a los niños de 0 a 4 años, por lo tanto, ¡inclúyalos en su formulario del censo!**

Por ley, sus respuestas son confidenciales, se usan únicamente con fines estadísticos y no se pueden usar en su contra de ninguna manera. El formulario del censo **no le preguntará** sobre su estatus migratorio o de ciudadanía, su número de seguro social ni información financiera.

## Cuando / Cómo

¡Nunca ha sido más fácil responder al censo! Puede responder **en línea**, por **teléfono** o por **correo**. ¡No es demasiado tarde!

Participe HOY y evite recibir la visita de un censista a mediados de agosto.

Visite **my2020census.gov** o llame al 844.330.2020 (inglés) o al 844.468.2020 (español) para responder al formulario de 9 preguntas.

El formulario del censo se puede completar en línea o por teléfono en 13 idiomas, y por correo en inglés y español. ¡Solo le tomará 10 minutos!

## Consejos Importantes

**Complete un formulario del censo por hogar.**

Si varias familias viven con usted, o si alguien alquila su garaje, incluya a todas las personas en el formulario del censo, sin importar el vínculo que tengan con usted.

Asegúrese de incluir a **los bebés nacidos el 1 de abril de 2020 o antes**. ¡Ellos también cuentan!

Para agregar información o realizar cambios en un formulario ya enviado, comuníquese por teléfono o internet.

En 2020census.gov encontrará los 13 números telefónicos y guías paso a paso en 60 idiomas.



**Para ayuda bilingüe (inglés y español) con el Censo 2020, llame a la línea gratuita 877-EL-CENSO (877-352-3676) de NALEO Educational Fund.**



**Child360™** One focus. Every angle.





# Participa en el Censo

**¡Puedes mejorar tu comunidad!**  
Esta encuesta de nueve preguntas ayuda  
determinar los fondos que reciben los programas  
importantes para los siguientes 10 años.



844-468-2020



[My2020census.gov](https://my2020census.gov)



Devolver por  
correo



**CONSTRUIR MEJORES CARRETERAS Y ESCUELAS**



**FINANCIAR PROGRAMAS COMUNITARIOS PARA  
PERSONAS MAYORES, NIÑOS Y FAMILIAS**



**CREAR TRABAJOS**



**MEJORAR VIVIENDAS**

La pregunta de la ciudadanía no está en el Censo.

**Completa el Censo hoy.**

Sus respuestas al Censo 2020 serán protegidas y confidenciales.

# **¡USTED CUENTA!**

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## **SEA PARTE DEL MOVIMIENTO**

**#2020CENSUS #CALIFORNIAFORALL**  
**CENSUS.CA.GOV**

# YOU COUNT!

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## BE PART OF THE MOVEMENT

#2020CENSUS #CALIFORNIAFORALL  
CENSUS.CA.GOV