

State of California – Government Operations Agency

California Complete Count-Census 2020

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***GAVIN NEWSOM, Governor***

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## **Del Norte County Final Census Report**

### **General Information**

Date of report	<b>11/13/20</b>
Organization / Entity	<b>California Center for Rural Policy @ Humboldt State University</b>
Responsible Person / Title	<b>Alannah Smith &amp; Chris Coker/CCC Co-Lead's - Del Norte, Humboldt, Trinity Counties</b>
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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 following goals and objectives outlined in our original strategic and implementation plan are as follows:

#### Goals

1. Increase awareness and knowledge about the Census through transparency, culturally sensitive and appropriate messages.
2. Support and include, when necessary, the California Complete Count and U.S. Census

Bureau.

3. Connect with Hard-To-Count (HTC) populations in Del Norte County, especially those who have been politically, economically or socially marginalized.
4. Deliver a comprehensive and focused message that utilizes a multi-pronged approach to reach as many age groups, demographics, and communities as possible.
5. Build relationships with residents, agencies, communities, and county/community stakeholders.

### Objectives

1. Education: Inform the public about the Census process, relevance, timeline, purpose, and confidentiality.
2. Motivation: Increase Census participation rates among all residents of Del Norte County, including HTC populations, by building trust, addressing barriers and meeting people where they are at.
3. Activation: Involve as many community organizations, media channels, and local agencies and stakeholders as possible and coordinate outreach efforts.
4. Count: To achieve an as accurate count as possible to maximize opportunities for available funding, representation and effective disaster response.

Though none of the above goals or objectives changed as a result of COVID-19, we did have to adjust our strategies for reaching the objectives. Further detail on activities and strategies will be outlined through this report, but some of the biggest revisions we had to make were around education efforts and Census questionnaire assistance. Fortunately, with help from our community partners we had opportunities to engage in public Census education, both in-person and virtual, since as early as June of 2019. While we had originally planned to continue in-person outreach activities and presentations through the full Census count, we had to shift to primarily digital outreach methods at the start of the pandemic. Though online education seemed to have been successful in some regions of the county, lack of broadband access in many of our regions limited the audience to which we were able to reach through those digital methods.

With the multiple changes and lack of clarity around the U.S. Census Bureau operational timelines and enumeration methods, we were unable to guarantee that those communities in our remote regions got the updated messages and were able to plan accordingly. Additionally, these changes impacted our status as trusted messengers in our communities that we had worked so hard to build. It made it difficult for us as an organization to keep a competent and timely schedule related to the changes in operational adjustments. While our partner organizations understood this was out of our control, they informed us that community members were having difficulty understanding when they should respond as the date on the informational flyers and/or updates they were receiving was changed multiple times.

Another way in which COVID-19 impacted our objectives was our ability to provide mobile questionnaire assistance. Due to the anticipated challenges with broadband access and accessing households for Update Leave (UL), we made plans for our community partners in the remote

areas to host QAKs and QACs that would have allowed people the resources and current information to take the Census count. Due to safety guidelines set forth by the County of Del Norte, in addition to changes in staffing at many of our partner organizations, many of those QAK and QAC plans had to be cancelled. However, those partners did continue to educate through sharing information via media, putting posters on their buildings, and distributing flyers or swag during resource distribution or at healthcare visits (both in dental and medical settings). Additionally, once safe to do so, many of our community partners worked with the USCB to schedule MQAs during their own event times.

**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 (TIMELINE – education/awareness, UL, NRFU, ALL).**

**What worked well operationally?**

With the way our research and evaluation services are set up, CCRP generally does not have direct contact with the general public so our primary strategy for education/awareness was to educate organizations and coalitions within the community about ways in which they could inform their clients/audience about the importance of filling out the Census. We first provided this education by convening a Census Complete Count Committee (CCC) that had representation from twenty different agencies. Through a collaborative brainstorming session at the first convening on July 18, 2019, the CCC helped inform the strategic plan for outreach and solidify a list of community partners willing to engage in Census outreach work. In addition to working one-on-one with our partners throughout the entire Census count, we continued to hold regular meetings either on a monthly basis, or when an important operation was coming up. By holding regular meetings, our partners were able to stay informed on the Census operational updates. Towards the end of the count, we also convened our three CCCs together (Del Norte, Humboldt, and Trinity counties) to share their experiences with one another and brainstorm on outreach opportunities.

In addition to the informational meetings, we also provided them with resources that allowed them to help share the word with their clients or audience. We started a [CCC Google Drive \(link\)](#) that all Census outreach partners had access to and regularly updated. It included digital outreach resources (images, videos, social media posts, etc), talking points, and information on frequently asked questions. CCRP contributed to the Google Drive by sharing digital resources created by the amazing CA Census Bureau Communication Team, as well as some from the U.S. Census Bureau. Some of partners also created their own materials and added them to the Drive. The Drive was shared by the three CCCs we had been contracted to facilitate.

Another operational strategy that seemed to work well was presentations to entire organizations or departments about why the Census is important, the timeline, common questions/answers about the Census, and how they can help ensure the population they serve reached an accurate count. Each presentation session included a Q&A during which all staff or representatives had a chance to ask questions about how the Census count might apply to or impact the specific Hard-to-Count (HTC) population they work with. They also all received Census swag and flyers to share. Below is a list of community organizations or leadership that received a presentation along with a date of when it occurred:

- Del Norte County Department of Health & Human Services- January 31, 2020
- True North Organizing Network- July 8, 2020

The statewide partner calls with Emilio Vaca and local regional calls were also very helpful to operations as we were able to gain frequent updates and hear from other partner's experiences that helped us to navigate the Census. It was nice to share in the community and hear the efforts and passion of others in regard to what they were seeing in their areas from all across the state. On the regional calls, we were able to collaborate on initiatives and strategies that were much more localized, which was great for our rural counties and helped the outreach feel much more targeted to our communities. There were also some weeks when the up to date information provided on those calls was the only insight we had to operational concerns and timeline changes on the USCB's side.

It is also important to note here the tremendous support we received from the CA Census Bureau throughout the entire operational process. The function of the CA Census group and their efforts operated exceptionally well and their unwavering support was continually felt. They are all exceptional team members and added to the operational flow substantially. Specifically, we'd like to acknowledge the incredible efforts of our RPM's: Carlos Beltran, David Tucker, Nour Maxwell; Tay Desmangles with the Communications team and Director of Special Initiatives Yumi Sera and so many more who were invaluable resources for our operations throughout the entire Census process

### **What hindered the operations?**

Though the latest hindrance was the COVID-19 pandemic and our inability to provide in-person education and questionnaire assistance throughout the duration of the count, there were numerous challenges from the beginning of outreach due to the process and decisions set forth by the federal government and U.S. Census Bureau. As previously stated, the operational shifts and lack of clarity in timelines had a big impact on our work. Not only did it confuse many of our partners and community members, but also left us with a month less for outreach and getting counted. This shortened deadline was especially problematic for our local Tribal communities as a number of their Reservations were shut down due to COVID-19 outbreaks during the final month of outreach so opportunities for NRFU and questionnaire assistance were extremely



limited. Additionally, local Tribal leaders and representatives had extreme challenges in trying to facilitate a proxy count to make up for those missed opportunities, as they were getting very mixed messaging on how to set up that process.

Another factor that continued to hinderance of operations was turnover of staff and lack of clarity of roles by the U.S. Census Bureau employees assigned to our Tri-County region of Humboldt, Del Norte, and Trinity Counties. At the start of outreach in June of 2019, we were fortunate to have formed a great collaborative relationship with the USCB Partnership Specialist based in the neighboring County of Humboldt. Not only was she familiar with the local communities, but also exceeded her expected duties by participating in numerous outreach events, CCC meetings, and one-on-one brainstorming sessions with our staff at CCRP. We were able to work as a team by providing consistent messaging to our community partners, as well as keep them informed of local Census operations, and which organizations USCB employees may be contacting to facilitate GQ or TNSOL counts. Unfortunately, she resigned from the position in February of 2020 so we were assigned a new Partnership Specialist by the USCB.

While our new Partnership Specialist put her best effort forth to ensure a complete count for our region, she had never visited any of the counties she had been assigned to and was therefore not as familiar with the needs of the community and just how rural some of the areas are. Following that transition, we had ongoing challenges staying informed of local Census operations, especially when it came time to schedule GQ and TNSOL counts. Many of the local USCB employees were not informed of the outreach and education work CCRP was putting in, so when they contacted community partners we had already been working with asking them for information, many partners were confused and some even suspected fraud. Though we did our best to stay informed, the constant turnover in staffing made it nearly impossible to know who exactly was doing what on behalf of the USCB. This again made it hard to maintain our status as trusted messengers in the community.

The next factor that impacted our operational efforts was the lack of clarity around the need for a Census ID number when filling the Census Questionnaire online or by phone. At the beginning of our outreach efforts, we were informed by the USCB staff that a Census ID would not be asked for. However, when the official questionnaire went live it was the first question listed. Though there were options respondents could select if they didn't have a Census ID, it was still confusing to much of the public as our consistent messaging had been that it would not be needed.

This was especially true for those residents that only had P.O. boxes or lived in Update Leave areas, representing 7.9% of Del Norte County. While we were first told that a Census ID number would not be needed and that they could fill out the Census form with a 'rural route address' or another description of their home, we were later told by the USCB they were unsure if they could

actually verify those counts and that residents should instead lookout for the one reminder left on their property (as opposed to the 5 the rest of the population got). This lack of clarity and limited opportunities for getting counted made it extremely difficult to count those remote regions of Del Norte and adjacent Tribal lands, areas where the count is needed the most. Additionally, many of those households under UL have limited to no broadband access or cell reception so in order to take the Census they would have had to go somewhere they have reception, or fill out the paper form and drive it to their local post office or mail box. Since the start of the pandemic, people have been less likely to leave their households in general, making it even harder to have submitted the forms. Though some tried to rely on phone lines instead to complete the, we heard from multiple sources that they were unable to get through on numerous occasions of trying.

Another factor which hindered our operations were the challenges in scheduling and interacting with USCB enumerators, both during Mobile Questionnaire Assistance (MQAs) and UL operations. Due to their scheduling system, they weren't able to confirm MQA enumerators until the Friday before each week of events. With such short notice, our partners weren't always able to share the information with their audiences. Additionally, there were multiple instances when the enumerators cancelled last minute, leaving our partners with no one there to enumerate when folks showed up for the advertised event.

We also received numerous complaints about interactions with enumerators responsible for UL or NRFU. Just one example was a report from a local Tribal representative who shared a story about a USCB worker visiting a Tribal elder's home and appearing to be under the influence while doing their job on a local reservation. The USCB worker also claimed to be having trouble locating other households so left the stack of UL forms with the elder and asked them to distribute to their neighbors instead. This practice of UL delivery went against everything we had been educating our community about, and also against the safety and confidentiality guidelines set forth by the USCB. We continued to report complaints such as this along the way, but unfortunately were never notified on the process for follow up and how or if the issues were ever resolved.

### **Contracted partner's outreach**

#### **What outreach tactics worked well?**

As discussed above, most of our outreach to the public was through efforts from our community partners. In addition to the presentations we made to entire organizations or committees, we also worked on-one-one with members of the CCC or other community partners to brainstorm methods for reaching the HTC population(s) they serve. Each partner contributed in a different way to the outreach, but the main tactic on our end was to provide current Census information, swag, and reminders for them to share with their audiences either through digital outlets (social media, websites, newsletters, etc.) or in-person distribution. Prior to the start of COVID-19,

many partners were able to distribute informational flyers and swag either directly from their organization, or during tabling at community fairs or events.

With the onset of the pandemic, most organizations had to switch to a fully digital outreach strategy for the remaining duration of the count. Those who continued to provide printed flyers and swag did so primarily through emergency food or supply pickup/delivery or during health visits. Based on feedback from our outreach partners, people were very pleased with the Census information but also especially thankful for the Census logoed hygiene items we provided as many people could either not afford or find them during the early months of the pandemic. The following list includes all the Census swag we purchased over the course of our outreach. Each item included our personalized Tri-County (Humboldt, Del Norte, & Trinity) Census logo. The following photo displays some of the personalized swag items we purchased and have been distributing since as early as July of 2019 in all three of our outreach counties- Humboldt, Del Norte, Trinity Counties. In addition to the swag and materials we created, our CCC partners also created their own materials to share with the HTC populations they serve.

#### Swag Distribution (Available in English & Spanish)

- Hand sanitizer (17,595 total ordered!)
- Tooth brushes
- Chapstick
- Tote bags
- Notebooks & pens
- Keychains
- Hand fans
- Pop up tents
- Table cloths
- Bracelets
- Buttons



Another outreach initiative facilitated by one of our partners, True North Organizing Network, was phone banking. They targeted HTC populations throughout Del Norte county by calling to check-in on how residents were doing during the pandemic, and also ask if they've completed their Census questionnaire. For those that had not completed it, they offered phone assistance. Feedback from our partners suggested this effort quite well and people were very responsive. See Appendix A for True North Phone Banking Script.

It is also important to highlight the amazing outreach work by our local Native communities including, but not limited to, the Northern CA Indian Development Council, Northern CA Inter-Tribal Census Workgroup, CA Native Vote Project, Yurok Tribe, Hoopa Tribe, and a number of other Tribes based in the local area. Through collaborative efforts, they took on most of the outreach to our local Native communities by producing their own informational flyers, PSAs, Census kick-off events, and a series of other virtual events to follow. They took the lead on outreach, and we supported them through providing swag and helping facilitate connections to representatives at the CA and U.S. Census Bureaus. These connections became especially important during UL and NRFU when a number of the reservations were closed and experiencing challenges in safely counting their residents. Through our collaborative efforts, Congressman Huffman's office was informed of the challenges and wrote a letter to the USCB seeking clarification on how to safely proceed getting those reservations counted. While it took some time, they did ultimately get an answer that may not have happened without help from our political representatives.

### **What hindered the outreach?**

One of the biggest hindrances to our partners outreach efforts was the COVID-19 pandemic. Not only did it limit the type of interactions they could have with the public, but there were also significant shifts in staffing and focus of work. Due to the nature of public service work that many of community partners do, most had to shift to emergency response mode so their capacity to focus specifically on Census outreach was limited. Not only did workloads change, but there were changes in staffing at many of the organizations we had been relying on as some were furloughed, and others moved to different departments to focus on emergency COVID-response. Though capacity for outreach did start to open back up towards the end of the count, operational shifts in the timeline made it hard to confirm events or outreach opportunities. The following bullets detail some of the other concern's community members have expressed that have been shared with us via our CCC or other partners:

- The citizenship question was a major concern from the beginning of outreach efforts. While it was not included in the final Census questionnaire, it was included in the test questionnaire as well as the American Community Survey that was being mailed out at random around the same time. Numerous partners expressed how this was one of the primary concerns they heard from their populations as they facilitated outreach efforts.

- Many of our remote communities participate in the cannabis market and produce cannabis on their properties, whether permitted or unpermitted to do so. There is significant concern surrounding participation in government at any level with those who are not a part of the legal market and apprehension still lingers for those that are legal. We received reports from local community members of the USCB driving in unidentified/unmarked rental vehicles through neighborhoods where cannabis cultivation activity was taking place and made neighbors quite suspicious. We contacted USCB and statewide partners to highlight these concerns as the schedule for UL and NRFU was moved back into peak cannabis harvest season (August-October) which presented additional concerns for USCB workers and our local cannabis community. We did our best to spread what messages we could about what Census enumerators/workers will be wearing and look like in the field but opportunities for unnecessary trouble were present and concerning for us.

**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.**

One major barrier we faced with the onset of the pandemic was our inability to travel outside of the county and interact with community partners as CCRP is under the California State University system so we are still required to work from home and limit contact with others as much as possible. This continued throughout the entire Census count so we instead utilized Zoom, and actively worked on forming new relationships with on the ground partners who have capacity to support outreach efforts.

We also received word from numerous partners that USCB employees assigned to do field canvassing, UL, or NRFU were experiencing significant challenges using their GPS or electronic field equipment due to lack of broadband service. USCB workers were reporting being lost in the field when trying to find addresses as their GPS equipment was not working properly. The equipment was not registering locations properly, causing confusion on the side of the USCB and for community members who were being misidentified when the USCB was introducing themselves.

**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.**

The Del Norte County 2010 self-response rate was 59.6%. In 2020 the self-response rate was 61.7% (40.8% internet, 20.9% phone or mail-in), exceeding the last response rate by 2.1%. This increase in response rates was likely due to our targeted outreach to HTC committees as

highlighted throughout this report. We worked closely with trusted messengers throughout all of Del Norte to spread the word on the importance of the Census and our efforts proved successful. However, similar to the other counties we did outreach in, internet response continues to be a challenge in the rural communities.

Internet response rates in our rural counties were below the California State average of 58%. In Del Norte County, the internet response rate was 40.80%, well below the state average but still considerate for our county. While tracking response rate data, we saw areas of concern due to low internet connectivity which becomes scarcer in the more remote areas of Del Norte County. Data from the SwORD/ArcMaps revealed that the tracts with the highest population density also tend to have the highest response rates. The shift to digitalize the Census in 2020 seems to have worked well in more populated areas such as Crescent City, however when considering the isolated pockets of population throughout the county, it seems additional work may need to be done to ensure access and opportunities to be counted in the Census for all. We used ArcMaps and the response rate platform provided by the SwORD team with CA Census to inform us of the area and specific tracts in which we were seeing successful outreach and also to identify areas where additional outreach was needed.

**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.**

**Process of partnership coordination - How educated and motivated HTC's**

Our process of partnership coordination consisted of regular check ins with all community partners and regular CCC meetings. We formed our CCC by inviting organizations or community partners that we knew worked with the HTC communities in our regions. We also gained members along the way via snowball sampling, with many community partners being recruited by other community partners or individuals to join our CCC. Pre-COVID we were able to hold in-person CCC meetings where we informed our partners of all Census updates and participated in group brainstorming sessions. We also provided them with swag or informational flyers to take back to their organizations after each meeting.

Post-COVID, we transitioned to a primarily digital style of outreach and made sure to hold our CCC meetings via Zoom to ensure continued communication and opportunities for outreach at public events (which were found to be limited for some time). In the final month of the count we facilitated a Tri-County CCC meeting to bring all our partners together and brainstorm for one last Census push. We also asked those who were engaged in the CCC to look for opportunities for COVID-safe outreach and let us know how we could support their efforts. One example of this was facilitating connections with the USCB to coordinate MQAs, create MQA event flyers, and sharing them with as many people as possible. Though all CCC members contributed a great

deal, the partners that really helped us reach our HTC communities are highlighted in question five below.

### **Results of partnership coordination - How educated and motivated HTC's**

Over the course of our outreach experiences, we learned that the message is best received when delivered from trusted community messengers, such as the ones we have collaborated with through this process. By partnering with over thirty organizations for outreach, they were able to inform us on the best methods for reaching the HTC populations they serve. They identified the best messaging and delivery methods for their target audience, information that we may not have been able to identify on our own. Additionally, they facilitated the actual outreach through their own creative methods.

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

##### Key Partners

- Wild Rivers Community Foundation- The WRCF served as our outreach hub in Del Norte county as they allowed us to store Census swag there and helped facilitate distribution to our partners. They also provided a great deal of media outreach by sharing Census updates and questionnaire assistance opportunities.
- Del Norte Senior Center- They provided ongoing outreach to the seniors that visit their daily lunch hour by providing regular updates and swag. They also invited a CCRP staff member to attend a lunch and talk to each individual table about the upcoming Census and answer their questions. When it became safe to do so, they also hosted an MQA.
- Open Door Community Health Centers- Open Door provided their patients with Census swag and reminders and posted flyers throughout the building. We also worked closely with their Latino Health Coordinator to ensure that our materials in Spanish were being distributed.
- Family Resource Center of the Redwoods- First 5 Del Norte & The FR-: This is another partner that served as an outreach hub and distributed a great deal of Census swag and information to the families that visit their center for food or resource distribution. The communities they served were especially thankful for the hygiene items as they are hard to come by at times.
- NCIDC/ CA Native Vote Project/ Number of Local Tribal Reps- These organizations/representatives formed a collaborative workgroup known as the Northern CA Intertribal Census Workgroup. The workgroup took the lead on all outreach to local



tribes by providing information and swag, hosting events, and advocating for safe proxy counts when some of our Reservations had to close.

- Del Norte County Department of Health & Human Services- The partnership with DHHS helped inform most of the locations identified for the TNSOL and GQ counts. They also provided direct outreach to their clients by sharing swag and informational flyers. Without their commitment and outreach to those organizations that serve these populations, we would have not been able to connect with many of those groups.

**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?**

Materials and flyers were distributed in both English and Spanish, the primary languages spoken in our region. We partnered with organizations such as OpenDoor Latino Health department to ensure that our Spanish speaking communities were aware of the information and understood it. Additionally, we worked with Tri-County Independent Living, a nonprofit agency committed to enhancing disability independence. They allowed us to table with Census information at their Independent Living fair, connect with their own clients, and review our materials for ADA compliance. Multiple efforts to contact the local Hmong population were made but community participation and saturation of messaging was difficult, especially in light of COVID where community travel and interaction was reduced significantly.

**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.**

In February 2020, CCRP was invited to attend the senior lunch hour at the Del Norte Senior Center, about a month before the count went live. I had the great opportunity to walk around to each of the 12 tables and talk to groups of seniors about the upcoming Census and answer any questions they had. I heard many stories from the lunch attendees about their past involvement with the Census and how much it had evolved since then. Many of them were hesitant about taking it online or by phone and some shared that my re-assurance was helpful and that they were more comfortable completing it when it became time. They were also especially thankful for the swag we provided them as they noted it would be a great reminder to take it when the time comes.

We were fortunate to have placed a big order for Census Swag and hand sanitizers in February so when COVID hit we prepared for the wave of requests for sanitizer. We were able to combine Census outreach with COVID safety. We were inundated with requests at that point but we had a few thousand to distribute. We were able to focus outreach in places of need (elderly care,



schools, hospital workers, etc.) while still being able to ration small distributions out to others to ensure we could serve the community as widely as possible. We ordered more sanitizer as frequently as possible and as needed, to the total sum of 17,595 bottles. This was by far the most requested and most needed item. We were also able to distribute toothbrushes with the Census logo on them to over 2,500 school children in the local community which not only helped spread awareness during COVID when outreach was difficult but also helped keep the local children's teeth clean.

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

- Establish formal relationships between local CA Census Bureau partners and USCB partners to better identify areas in which their efforts overlap, and how each organization can support each other's efforts.
- In 2020 the USCB sought to reduce the cost of the Census by transferring to a more digital method of Census data collection. While this method of data collection was successful in our more populated regions of the county, it's important to remember that not all communities are the same. Even when talking about rural counties, we must consider frontier communities who live without many of today's digital comforts with reduced connectivity to modern day culture and technology. These rural communities may need additional outreach that is targeted to the communities they reside in. The CA Census Bureau did a great job of being adaptable and responsive to community needs and concerns but it seemed that when it came to the USCB, there wasn't nearly enough flexibility when it came to individual community needs, concerns or changes to operations of any magnitude.
- Improve methods for locating residencies where broadband access (GPS systems) is either unavailable or limited. We heard from multiple local enumerators that the equipment they were provided by the USCB did not work in the areas to which they were assigned to conduct MQAs, UL, and NRFU operations. For those who were familiar with the area, they were successful in finding some residences by using their own knowledge of the area or from paper maps. However, those enumerators from out of the area had great difficulty navigating these regions and some houses were missed.
- When looking at the state map of response rate data and our local census tract data, we see that the more rural pockets of our communities have lower response rates. We also know that these rural pockets have difficulty accessing phone, internet, and GPS signals. An overlay of maps looking at response rates from 2020 and low-broadband connectivity at a county level could provide insight to areas of physical mapping needs, and micro-adjustments to the USCB's plans for Update Leave and NRFU as needed. This could help to alleviate response rate concerns for some rural communities in 2030.

- Increase efforts to hire locally, especially for enumerators expected to count in the remote areas. Hiring should start earlier with improved communication for applicants.
- Offer alternative methods for obtaining a paper form that does not require people to wait until the 5th Census reminder.
- Increase resources for youth outreach. Our plans were hindered this year due to concerns around COVID-19, but a youth centric campaign from this community could make a significant impact, as evidenced by the youth organizations doing outreach in Monterey and Los Angeles.
- Offer an alternative outreach opportunity to the large digital truck. With our region being so rural, there weren't many opportunities for the truck to come up do to roads not being accessible or their being limited traffic in those regions. Perhaps something like an ice truck or mobile library would be a better fit for these populations.

## 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 - In Progress
- b) Updated list of subcontractors - Submitted/Confirmed
- c) Evaluations or analytical reports, if any- N/A
- d) Sample products: Humboldt, Del Norte, & Trinity County CCC Outreach Material Google Drive:

[https://drive.google.com/drive/u/0/folders/1CTp8XVXp91IJuku8tsXJQB8\\_FXG0SDs](https://drive.google.com/drive/u/0/folders/1CTp8XVXp91IJuku8tsXJQB8_FXG0SDs)

\* 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](mailto:outreach@census.ca.gov) with a copy to the RPM/contract manager. Please include your organization name in the subject line.

## Appendix A

### True North Phone Banking Script

Hello, my name is \_\_\_\_\_ and I'm calling today as part of an effort of Neighbors Together For Good, a project of True North, to check in on our neighbors in Del Norte county and do outreach around the U.S. Census.

How are you doing today?

How have you been holding up during the last several months? *(Any question more specific than this? Or ask this and an additional more specific question?)*

With everything going on as a result of COVID-19 and how it's affecting our local economies and government resources, part of our outreach to you is also focused on the U.S. Census. This data collected by the U.S. Census will be vital to help our local economy during and after this pandemic. Particularly relevant for our small rural community is that census data can be used to attract new businesses, to allocate direct funds for people living in poverty, as well as determining areas that need assistance around housing and rehabilitation loans. *(Should this preface or go after asking people if we can ask them questions about the census?)*

#### **With all of that in mind, can I ask you some questions concerning the US census?**

- If No then: Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they can vote from the safety of their home this year. End Survey
- If Yes then:
- **Have you or someone else that lives with you filled out the U.S. census yet for your household?**
  - If No then:

#### **Are you experiencing any obstacles or have concerns about filling out the census form?**

- If no then:

#### **Would you like me to assist you in filling out the Census?**

- If no then:

#### **Would you like me to provide you with any resources to help you fill out the Census?**

- If no then:

Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they can vote from the safety of their home this year. End survey

- If yes then:

You can go to the census website: <https://census.ca.gov/resources/> and get lots of good information. Would you like me to email or mail you any of these resources? *Indicate in comments if they want to be emailed or mailed*

- If no then: Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they can vote from the safety of their home this year.
- If yes then: *Record their email in the comments and then go to the next segment*
  - Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they can vote from the safety of their home this year. End survey

- If yes then:

**I can walk you through the process on the website, but I need to let you know that I'm not a census worker so I'm not working in any official capacity on behalf of the U.S. Census bureau. [Walk them through the process]**

- *After you finish, thank them for doing their part to help our community get counted and move to the next segment.*
- Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they vote from the safety of their home this year. End survey

- If yes then:

Record their reasons in the comments and then ask if appropriate **Would you like me to assist you in filling out the Census?**

- If no then:

Would you like me to provide you with any resources to help you fill out the Census?

- If no then:  
Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they can vote from the safety of their home this year.
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- *After you finish, thank them for doing their part to help our community get counted and move to the next segment.*
- End survey: Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they vote from the safety of their home this year.

- If Yes then:

That's so great to hear. The census is such an important tool for providing representation and resources for Del Norte county. Thank-you for helping your community get counted. **Would you like me to provide you with any resources that you can give family or friends who may not have filled out the census yet?**

- If no then:

Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they can vote from the safety of their home this year. End survey

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- If yes then:

*Record their email in the comments and then go to the next segment*

- Thank-you for your time. Just a reminder, don't forget to get out and vote on November 3rd. Because of the COVID-19 health crisis, every Californian will be automatically sent a mail-in ballot so that they can vote from the safety of their home this year. End survey



# #BeCounted

## US CENSUS 2020

**YOU ARE THE EXPERT**  
**HELP BRING FEDERAL DOLLARS TO OUR COMMUNITIES!**

### **BENEFITS OF YOUR RESPONSES:**

- Federal funding opportunities
- Grant funding justifications
- Job creation
- Increase of housing
- Improvements to your community
- Increase of education services
- Improved governmental representation
- Better preparation for emergencies
- Increase to public safety
- Highway improvement projects
- Increase of health services
- Your expertise will be counted
- Be a part of fair representation
- Exercise your civic duty

**You matter. Your family matters. Your community matters.**

### **YUOK COMPLETE COUNT COMMITTEE**

We are committed to a complete and accurate count of all people living on the Yurok reservation, regardless of ethnicity.

Federal and state funding for our community is based on population. Current Census data is an inaccurate representation of the population on the Yurok Reservation. We are under counted!

Your participation in the 2020 Census will make a difference. You deserve to be counted. Be a part of the movement.



### **Timeline for the 2020 Census:**



March 12-20, 2020: Households will receive an invitation to respond online to the 2020 Census. Some will also receive paper questionnaires.



April 1, 2020- Census Day! Come to the Weitchpec or Klamath Tribal Offices to complete your questionnaire.



May-July 2020- Census workers will visit homes that did not complete a Census questionnaire and collect information at the door.



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[www.2020census.gov](http://www.2020census.gov)



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EXPERT-HELP  
BRING FEDERAL  
DOLLARS TO OUR  
COMMUNITIES!**

**#BeCounted**

US CENSUS 2020





**THE U.S. CENSUS BUREAU IS REQUIRED BY LAW TO PROTECT ANY PERSONAL INFORMATION IT COLLECTS AND KEEP IT CONFIDENTIAL. YOU ARE PROTECTED BY TITLE 13.**

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- Highway improvement projects
- Increase of health services
- Your expertise will be counted
- Be a part of fair representation
- Exercise your civic duty
- Accurate counts = better governmental representation

-You matter.  
-Your family matters.  
-Your community matters.

**BE COUNTED**



# #BeCounted



Would you like to receive more information from the Yurok Complete Count Committee?



Do you have a question regarding the 2020 Census?



Do you need transportation on Census Day to fill out your survey?   Location:



Would you volunteer for 2020 Census activities?



What is your name & the best way to contact you?



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Link to North Western Intertribal Census PSA #5:

<https://youtu.be/eTtMQGZ7DMs>



# Please Don't Forget To Count Me

*My Future Is In Your Hands*

