



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, Gov
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	10/30/2020
Organization / Entity	Inyo County
Responsible Person / Title	Cathreen Richards, Planning Director
Contact Person / Title	Cathreen Richards, Planning Director
Address	PO Drawer L, Independence, CA 93526
Email / Phone	crichards@inyocounty.us/760-878-0447

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 County's goal was to make sure everyone was aware of the 2020 Census and everyone participated.

Objectives included:

1) Market to the 'hard to count' population, through advertising and intensive public outreach, but help everyone; 2) Connect with events held throughout the County to provide information, especially on the importance of participating in the Census; 3) Utilize local knowledge to identify where find the 'hard to count' population and make contact; 4) Be there for everyone.

The Covid pandemics caused the county to completely change its outreach strategy. Public meetings and ties to events were planned for our census outreach. County policy prevented us from following through with this face to face program and we switched to more print and local radio media. We were also constantly adjusting our message as the Census Bureau repeatedly changed their dates. Although, the Census Bureau claims they counted 99% of the population in the US, up until the last day of counting we still had people calling us asking when they would get a questionnaire or a visit from a Census worker.

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following

Due Date: November 16, 2020

[Insert contract partner name]

questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations N/A - The County did not contract with partners
What worked well operationally?

What hindered the operations?

Contracted partner's outreach N/A - The County did not contract with partners
What worked well operationally?

What outreach tactics worked well?

What hindered the outreach?

- 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 County staff was highly restricted from any in person contact. Also, in the middle of the Census activities the Planning Department, where the Census program was housed) lost a staff member, who has still not been replaced. This made it very difficult for remaining staff to put a lot of time into the Census work. We put much more emphasis on print media. Fliers were sent in school lunches, water bills and through bulk mailings to PO boxes as well as print ads in Spanish and English.
- 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 County did not come anywhere near its 2010 self-response rate of 70.3% with a 2020 rate of 55.2%. The greatest challenge and contributing factor was the lack of questionnaires being left for households in the County and the difficulty people had trying to fill them out online without the 12-digit Census ID. Up until the very end of the Census, County staff was receiving phone calls from the community asking when they were going to get a questionnaire or a visit from a Census worker. These calls came from areas corresponding to places with the lowest response rates.
- 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 did not have outside partnerships; however, we had a lot of local partners that stepped up when we really needed them to. This included: local schools, Inyo County and City of Bishop Public Works Departments and the County Library. These folks went above and beyond helping us get informational fliers out to our hard to reach communities.

[Insert contract partner name]

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.
Inyo County Public Works Department – put Census informational fliers in water bills
City of Bishop Public Works Department - put Census informational fliers in water bills
County public library - put Census informational fliers in all book drops
County Post Offices – allowed us to put our QAKs in their lobbies
Owens Valley School - put Census informational fliers in school lunches
Big Pine Schools - put Census informational fliers in school lunches
Bishop Schools - put Census informational fliers in school lunches
- 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 of our fliers, brochures, posters and ads were available in English and Spanish. We also put ads in the Spanish language newspaper. Offers for staff assistance in filling out the Census questionnaires were offered in 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.
We hope that our efforts helped impact our communities and the Census 2020 even though our numbers don't really show it.
- 9) Please add any suggestions for the 2030 Census efforts, including timelines.
Keep the politics out of the Census!
Census Bureau needs to be more transparent as to when they will or will not be doing specific tasks such as when the questionnaires get mailed and when they will be in the community conducting door to door counts. We were never able to get clear answers to when these things were going to happen in our communities. It made it impossible to give our communities answers to when they could expect certain events.
The Census Bureau needs to start the process with people being able to do their Census questionnaire online or over the phone WITHOUT the 12-digit Census ID. We got a lot of calls about this. Our community members were very disappointed when they found it near impossible to navigate without it.

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 - completed
 - b) Updated list of subcontractors - N/A we did not have any subcontractors
 - c) Evaluations or analytical reports, if any - none

[Insert contract partner name]

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)

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.



2020 CENSUS

INYO COUNTY - You count so be counted!!

WHAT - Census 2020 is here! It's the census' mission to count every person living in the United States only once and in the right place.

WHEN - Starting March 12, households have been receiving letters at their home address inviting them to fill out their Census questionnaires. For the first time, the census can be completed online.

Households that receive mail at a PO Box will get their forms from field census workers who leave the forms at their door (this will begin in June), or they will conduct the count on the spot at a later date. These workers will have valid Census Bureau identification and will never ask for payment or for Social Security numbers.

IT'S SO EASY - The Census questionnaire asks fewer than 10 basic questions of each person in a household. Responses can be submitted online, over the phone or using the paper survey.

IT'S IN THE CONSTITUTION - The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was conducted in 1790.

IT'S ABOUT REDISTRICTING - After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

IT'S ABOUT FUNDING - Census data is used to allocate federal funding and by state, local and Tribal governments, schools and non-profit organizations

WHY - Taking part in the census is mandatory: it's a way to participate in our democracy and to say loud and proud - "I COUNT!"

DOES MY IMMIGRATION STATUS MATTER? - No. The census does not include a question about citizenship status. The goal is only to count every person residing in the United States including: citizens, noncitizen legal residents and unauthorized residents.

CONFIDENTIAL - The U.S. Census Bureau is required by law to keep census data confidential. Census workers can be fined or sent to prison for violating the confidentiality of census data.

If you need help filling out your Census Questionnaire, please contact the Inyo County Planning Department at: 760-878-0263 or crichards@inyocounty.us



2020 CENSUS

FOR IMMEDIATE RELEASE:

Inyo County, CA. March 25, 2020. - You count so be counted!!

WHAT – Census 2020 is here! It's the census' mission to count every person living in the United States only once and in the right place.

WHEN - Starting March 12, households have been receiving letters inviting them to fill out their Census questionnaires. For the first time, the census can be completed online.

Field Census workers will also be out to get people to turn in completed surveys. These workers will show valid Census Bureau identification and will never ask for payment or for your Social Security number. The count will finish in July 2020.

IT'S SO EASY - The Census questionnaire asks fewer than 10 basic questions of each person in a household. Responses can be submitted online, over the phone or using the paper survey.

IT'S IN THE CONSTITUTION – The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was conducted in 1790.

IT'S ABOUT REDISTRICTING – After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

WHERE – Census data is used to allocate federal funding and by state, local and Tribal governments, schools and non-profit organizations

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Censo 2020 - Condado de Inyo-¡Tú cuentas, así que sé contado!

Qué- ¡El Censo 2020 ya está aquí! La misión del censo es contar a todas las personas que viven en los Estados Unidos solo una vez y en el lugar correcto.

Cuando- A partir del 12 de marzo, los hogares han estado recibiendo cartas invitándolos a completar sus cuestionarios del Censo. Por primera vez, el censo se puede completar en la red.

Los hogares que reciben correo en un PO Box recibirán sus formularios de los trabajadores del censo de campo que dejan los formularios en su puerta, o llevarán a cabo el conteo en el acto. Estos trabajadores tendrán una identificación válida de la Oficina del Censo y nunca pedirán el pago o los números de Seguro Social.

Es Tan Fácil-El cuestionario del censo hace menos de 10 preguntas básicas de cada persona en un hogar. Las respuestas pueden enviarse por teléfono, la red, o utilizando la encuesta en papel.

Está En La Constitución-La Constitución de los Estados Unidos exige que todos en el país se cuenten cada 10 años. El primer censo se realizó en 1790.

Se Trata De La Redistribución- Después del censo de cada década, los funcionarios estatales vuelven a trazar los límites de los distritos legislativos y estatales en sus estados para dar cuenta de los cambios de población.

Dónde- Los datos del censo se utilizan para asignar fondos federales y por gobiernos estatales, locales y tribales, escuelas y organizaciones sin fines de lucro.

Por Qué- Participación en el censo es obligatorio: es una forma de participar en nuestra democracia y decir en voz alta y orgullosa: "¡CUENTO!"

¿Y MI ESTADO DE INMIGRACIÓN IMPORTA? - No. El censo no incluye una pregunta sobre el estado de ciudadanía. El objetivo es solo contar a todas las personas que residen en los Estados Unidos, incluyendo: ciudadanos, residentes legales, personas que no son ciudadanos o residentes autorizados.

Confidencial- La ley requiere que la Oficina del Censo del Estados Unidos mantenga confidencial toda información personal. Los trabajadores del censo pueden ser multados o enviados a prisión por violar la confidencialidad de los datos del censo.

Si necesita ayuda con su cuestionario de censo, comuníquese con Jeannette Torres:
760-873-6536 - jtorres@inyocounty.us



2020 CENSUS

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Confidencial- La ley requiere que la Oficina del Censo del Estados Unidos mantenga confidencial toda información personal. Los trabajadores del censo pueden ser multados o enviados a prisión por violar la confidencialidad de los datos del censo.

Si necesita ayuda con su cuestionario de censo, comuníquese con Jeannette Torres:
760-873-6536 - jtorres@inyocounty.us



2020 CENSUS
SEPTEMBER 30TH IS THE LAST DAY TO BE COUNTED

All Californians can now complete the 2020 Census online, by phone or by mail. A Census ID is not required for households to respond online or by phone.

Every Californian can now respond to the Census online at <https://my2020census.gov> and by phone by calling the numbers available here:

English 844-330-2020
Spanish 844-468-2020

Complete your Census TODAY!

You count
Inyo counts
Be counted

Census 2020

- It's easy
- It's completely confidential
- Data is used for redistricting
- Data is used to allocate federal funding
- Data is used by local governments, Tribes, schools, and nonprofits



LOCAL
POSTAL CUSTOMER

If you need help filling out your
Census questionnaire please contact
the Inyo County Planning
Department: 760-878-0263
Si necesita ayuda con su
cuestionario de censo, comuníquese
con Jeannette Torres: 760-873-
6536

Le valoramos mucho
Inyo importa
Contamos con usted

Censo 2020

- Es fácil
- Es completamente confidencial
- La información se usa para redistribuir distritos
- La información se usa para adjudicar fondos federales
- Los gobiernos locales, las escuelas y las NGO también usan la información

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

The 2020 Census is here – you count, so be counted!

Filling out your Census questionnaire is very important and very easy.

Federal funding for schools, roads, food and healthcare programs, just to name a few, are all tied to Census data, which is why we all need to be counted locally. As we have been struggling through the Covid-19 pandemic the need for access to Federal funding for many things has become more important than ever.

Households, who get their mail at a PO Box, will get their questionnaires from Census workers who will drop them off at their residences beginning in June.

Once you get your Census questionnaire you can respond to it in three different ways:

- 1) You can fill in the paper questionnaire and mail it back
- 2) You can give the Census your answers over the phone
- 3) You can complete the questionnaire online

The questionnaire will have a 12-digit unique ID number on it. This ID number is associated with your street address. It is easiest to wait to get this number before you try to do your Census online or over the phone.

Things to remember:

- The questionnaire is very simple. There are four basic questions and seven easy questions about each person living with you.
- Be sure to count everyone and anyone who is living with you.
- The Census does not include a question about citizenship
- The Census Bureau is required by law to keep Census data confidential. Census workers can be fined or sent to prison for violating confidentiality
- Census workers will never ask you for your social security number or for money and will have Census identification

When you're done, know that you have been counted and you have helped your community get future funding!

El Censo 2020 está aquí – usted cuenta, ¡así que sea contado!

Llenar su cuestionario del Censo es muy importante y muy fácil.

Los fondos federales para escuelas, carreteras, alimentos y programas de salud, por nombrar algunos, están vinculados a los datos del Censo, por lo que todos necesitamos ser contados localmente. A medida que hemos estado luchando a través de la pandemia Covid-19, la necesidad de acceso a fondos federales para muchas cosas se ha vuelto más importante que nunca.

Los hogares, que reciben su correo en un PO Box, recibirán sus cuestionarios de los trabajadores del Censo que los dejarán en sus residencias a partir de junio.

Una vez que recibas tu cuestionario del Censo, puedes responder a él de tres maneras diferentes:

- 1) Puede rellenar el cuestionario en papel y enviarlo por correo
- 2) Usted puede dar al Censo sus respuestas por teléfono
- 3) Puede completar el cuestionario en línea

El cuestionario tendrá un número de identificación único de 12 dígitos. Este número de identificación está asociado con su dirección postal. Es más fácil esperar para obtener este número antes de intentar hacer su Censo en línea o por teléfono.

Cosas a recordar:

- El cuestionario es muy simple. Hay cuatro preguntas básicas y siete preguntas fáciles acerca de cada persona que vive con usted.
- Asegúrese de contar de todos y de cualquier persona que esté viviendo con usted.
- El Censo no incluye una pregunta sobre la ciudadanía
- La Oficina del Censo está obligada por ley a mantener la confidencialidad de los datos del Censo. Los trabajadores del censo pueden ser multados o enviados a prisión por violar la confidencialidad
- Los trabajadores del censo nunca le pedirán su número de seguro social o dinero y tendrán identificación del censo

Cuando haya terminado, sepa que ha sido contado y que ha ayudado a su comunidad a obtener fondos futuros!

LOCAL POSTAL CUSTOMER

PRSR STD ECRWSS
U.S. POSTAGE PAID
EDDM RETAIL

IT'S NOT TOO LATE!!

NO ES DEMASIADO
TARDE

You can still complete your 2020 Census Questionnaire – It's easier than ever

If you have not received a questionnaire and do not have the 12-digit Census ID number, you can now complete the questionnaire by going online to: **<https://my2020census.gov/>**

After you click on 'Start questionnaire', the next page will have a link under the login button titled

'If you do not have a Census ID, click here'

You will then be asked for your address

You can also complete your questionnaire over the phone – for English dial:

1-844-330-2020

If you did receive a questionnaire, please return in the envelope supplied

Complete your Census TODAY!



Todavía puede completar su Cuestionario del Censo 2020 – Es más fácil que nunca

Si no ha recibido un cuestionario y no tiene el número de identificación del censo de 12 dígitos, ahora puede completar el cuestionario en línea a: **<https://my2020census.gov/>**

Después de hacer clic en "**Iniciar cuestionario**", la página siguiente tendrá un enlace bajo el botón de inicio de sesión titulado

'Si no tiene un ID de censo, haga clic aquí'

A continuación, se le pedirá su dirección

También puede completar su cuestionario por teléfono – Español:

1-844-468-2020

Si recibió un cuestionario, por favor regrese en el sobre suministrado

¡Completa tu Censo HOY!

YOU COUNT INYO COUNTS BE COUNTED CENSUS 2020

- ✓ ITS EASY
- ✓ ITS COMPLETELY CONFIDENTIAL
- ✓ DATA IS USED FOR REDISTRICTING
- ✓ DATA IS USED TO ALLOCATE FEDERAL FUNDING
- ✓ DATA IS USED BY LOCAL GOVERNMENTS, TRIBES, SCHOOLS AND NONPROFITS.



Inyo County the 2020 Census is here – you count, so be counted!

Filling out your Census questionnaire is very important and very easy. Federal funding for just about everything is tied to Census data, which is why we need to be counted locally. This funding is for schools, roads, food and healthcare programs, just to name a few. As we have been struggling through the Covid-19 pandemic the need for access to Federal funding for many things has become more important than ever.

Some households have been receiving Census questionnaires at their street addresses since March. Others, who get their mail at a PO Box, will have to wait a little longer. Census workers will be dropping off questionnaires at residences that do not get mail at a street address from mid-June through July.

Once you get your Census questionnaire, letter or postcard you can respond to it in three different ways:

- 1) You can fill in the paper questionnaire and mail it back
- 2) You can give the Census your answers over the phone
- 3) You can complete the questionnaire online

The questionnaire, letter or postcard from the Census will have a 12-digit unique ID number on it. This ID number is associated with your street address. It is easiest to wait to get this number before you try to do your Census online or over the phone.

Things to remember:

- The questionnaire is very simple. There are four basic questions and seven easy questions about each person who was living with you on April 1, 2020.
- Be sure to count everyone and anyone who was living with you on April 1, 2020
- The Census does not include a question about citizenship
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- Census workers will never ask you for your social security number or for money and will have Census identification

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1-844-330-2020**

**If you did receive a questionnaire, please return in the envelope supplied
Complete your Census TODAY!**



The last Census day is October 31st, 2020

Todavía puede completar su Cuestionario del Censo 2020 – Es más fácil que nunca

Si no ha recibido un cuestionario y no tiene el número de identificación del censo de 12 dígitos, ahora puede completar el cuestionario en línea a: **<https://my2020census.gov/>**

Después de hacer clic en "Iniciar cuestionario", la página siguiente tendrá un enlace bajo el botón de inicio de sesión titulado

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¡Completa tu Censo HOY!

El último día del Censo es el 31 de octubre de 2020