



State of California – Government Operations Agency
California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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FINAL REPORT TEMPLATE

General Information

Date of report	November 16, 2020
Organization / Entity	County of Kern
Responsible Person / Title	Thomas Brown/Senior Legislative & Policy Analyst
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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?

Goals

The 2020 regional campaign had three goals:

- 1) Ensure that HTC populations in the region are accurately counted; and
- 2) Build a strong infrastructure across the county to improve opportunities and conditions for residents who have been historically undercounted.
- 3) Help raise awareness countywide about the fiscal importance of ensuring an accurate count, to prevent the loss of federal dollars that could result from an undercount.

These goals were thought to be best achieved through the application of a “grassroots” approach to our census outreach efforts. Applying such a framework fundamentally involved viewing the 2020 outreach campaign as both a short-term, issue-specific effort and an effort that could enhance the long-term quality of life for all who live in Kern.

Objectives

With the movement-building frame and overarching goals in mind, the 2020 campaign had the following high-level objectives:

Due Date: November 16, 2020

- Increase participation rates among HTC populations leading up to Census Day (April 1, 2020) and through the Nonresponse Follow-up (NFRU) Operation (April 2020 – July 2020)
- Ensure that community-based and nonprofit organizations across the county assist in developing and implementing a cohesive and comprehensive outreach campaign
- Ensure that these community-based and nonprofit organizations coordinate their outreach efforts with each other, government agencies, media, etc.
- Build strategic, organizational alliances across regions, demographic groups, and issues within the county
- Strengthen the capacity of organizations to build their skills and outreach capabilities

As we eagerly approached the beginning of 2020, our plans were completely dashed by the rapid spread of COVID-19 and the subsequent public health crisis that led to the Governor's stay-at-home orders. We hoped to achieve most of our "grassroots" efforts through in-person outreach events, neighborhood canvassing, implementation of Census Action Kiosks, and other rallies and events that could allow the community to actively engage. Unfortunately, most of our outreach activities turned "virtual", such as making the change from canvassing to phone banking, social media livestreams instead of in-person rallies and events, and the complete loss of our Kiosk-hosting capabilities due to the shuttering of our Library branches and other community-based organizations to aid in social distancing requirements. Our overall goals remained the same, however our approach to implementing actions to achieve those goals is what changed the most.

- 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, NFRU period).

Contracted partner's operations

What worked well operationally?

Operationally, what worked well during the education and NFRU period was our ability to reach thousands in our HTC Census Tracts by relying on the use of mass media to disseminate our outreach message. During the educational phase, we had already planned to use print media, TV, and radio as our primary means of communication, so there was relatively little deviation from our original plans. For NFRU, we had anticipated sending canvassing teams to specific neighborhoods that were still not adequately self-responding to the Census, but that work was shifted to a direct-text campaign, local device ad placement (mobile phones, desktops, tablets, etc.), streaming TV ads, and a direct mailer. Fortunately, we were able to shift relatively quickly from an operational standpoint.

What hindered the operations?

What hindered operations was the inability to meet, as a CCC, in person. We did hold several virtual meetings, but with a CCC as large as ours we definitely lost some of the fluidity and dynamics (interpersonal, creativity, etc.) that come from having a face-to-face meeting. Likewise, we lost the ability to have "boots on the ground" out canvassing and telling the

collective CCC what fears, concerns, and hurdles our community members were facing in completing their Census questionnaires. The lack of interpersonal communication really was a hindrance. These issues mainly applied to the NRFU period but were equally salient in the education phase since we lost the ability to canvass and hold in-person events.

Contracted partner's outreach

What outreach tactics worked well?

Again, for the NRFU period, our use of mass communication allowed us to execute over a million impressions over a relatively short amount of time due to the ease and rapidity of mass texting, ad placement on local devices, and the use of a mass mailer. It would have been nice to supplement our in-person work with mass media, instead of relying solely on mass media to help get the word out about the Census.

What hindered the outreach?

For obvious reasons, the inability to perform in-person outreach and get our trusted messengers out into the community to help educate and convince our neighbors to complete the 2020 Census questionnaire was the greatest hindrance to our success. We supplemented as best as we could with virtual substitutes, but I feel the lack of in-person engagement and the loss of our Kiosk centers hurt our overall response rates, especially for our more rural communities and those who lack adequate broadband coverage.

- 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.

Based on feedback I received from our African-American community leaders, there was a lack of trust in the organizational process of the 2020 CCC and its mission due to issues that stemmed from the 2010 outreach efforts in Kern. There was, and still is, a strong sense of disenfranchisement and a sense that the African American community is forgotten in most civic issues and policymaking matters in Kern. As the co-chair of the CCC, I tried my best to be accommodating and to meet with any and all members of the African-American community to make our CCC and our outreach goals as inclusive and robust as possible. Unfortunately a couple of community leaders from the African-American community expressed concern at our local Board of Supervisor's meeting in January 2020 stating they were not being provided an equal seat at the table and that Kern would likely repeat its mistakes from the 2010 Census and suffer an undercount in the African-American community. Again, I tried my best to alleviate their concerns by meeting with key stakeholders and other community members they invited to our meetings. On many occasions we explored their concerns and helped them work through their budget proposals to the CCC and their implementation plans that were required to vet their proposed outreach work and make sure we were covering as many HTC Census Tracts as possible. County staff tirelessly worked one-on-one with these key stakeholders and were concerned that our efforts were still falling short of expectations of one of our most HTC populations. After extensive outreach to our HTC community leaders, the Kern CCC awarded a total of \$135,386 to two of our community-based organizations that represent the African American community, the Kern County Black Chamber of Commerce and ShePower Leadership Academy. That amount represented over 18% of our total allocations to all our CBOs for outreach work. I believe we were able to provide solid coverage to our HTC Census

Tracts with the phone banking efforts of both the Black Chamber and ShePower. Despite our best efforts, I still feel like there is a long way to go to build trust and understanding with the leaders of the African American community. I hope to continue to engage those stakeholders in my work with the County, outside of the Census, so we can hopefully have the strong relationships and trust with leaders of the African-American community when the 2030 Census work ensues.

- 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.

Based on data from the U.S. Census Bureau, Kern's 2010 self-response rate was 65.2%. In 2020 our self-response rate was 64.4%. Kern missed its 2010 rate by 0.8%. I believe there were a multitude of issues that caused us to fall short of our 2010 rates. The most significant would be COVID-19 and the social distancing requirements that followed with the pandemic. Once we started to get a handle on how we could safely engage the community in the later months of our outreach efforts, the smoke in our valley from the massive wildfires up north made for some really horrible air conditions that further hampered outreach efforts in-person. Prior to COVID-19, the rhetoric from the Trump Administration with the attempted inclusion of the citizenship question to the early termination of enumeration really had an impact on our Hispanic and Latino communities. There was a very strong tension and wariness from those HTC community members and even our trusted messengers who did some early canvassing prior to COVID-19 noted that they were having a difficult time convincing people in their communities that the Census was safe and that their data would be protected and could not be used against them by law enforcement or the federal government. As far as data/self-response metrics being used to evaluate our efforts, I was pulling the self-response rates by 2020 Census Tract on a weekly basis to determine where we needed to apply NRFU resources. From the weekly data gathering, the County put together a targeted campaign that sent messaging to the lowest performing Census Tracts based on the total self-response rate in 2010. A total of 177 Census Tracts were targeted for NRFU because their 2020 response rates were below 65%. Out Targeted Display Ad outreach was sent to approximately 155,000 devices (mobile phones, PCs, tablets, streaming television services, etc.) with a total of 1.24 million impressions per month. Likewise, our direct mailer for the lowest performing 177 Census Tracts was sent to approximately 114,000 households and our direct-text campaign had over 308,000 impressions with messages sent to mobile phones located in our lowest performing Census Tracts.

- 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.

Our initial efforts to engage stakeholders in the community began almost two years prior to the self-response period for the 2020 Census. Early efforts seemed to be energized and moving in a positive direction, however the fact that the actual Census was so far away may have led to some Census fatigue. Once we got closer to the Census year, Kern formed a Complete Count Committee that was being led by local community-based organizations. Once the State decided it was going to ask the counties to be the fiscal agent for the Census outreach funding, the

County Administrative Office became more involved, and then the group of stakeholders decided that the County should be co-chair of the CCC along with a community-based organization representative. After that the CCC formed sub-committees for media/communications, faith-based organizations, community-based organizations, government, health, education, business, housing, and the African American community. As the planning process evolved and we received further input and procedural guidance from the California Complete Count Office, our local CCC soon realized that the sub-committees would likely be redundant and unnecessary. Our Kern CCC meetings were the primary platform to receive updates from our participating organizations and for the County to update the group on our budget review and other administrative processes. As our individual stakeholder groups reported out on their implementation strategies and how they proposed to spend the budget allocations, the Kern CCC became aware of language needs, HTC-specific strategies, upcoming public events that groups could share information at, and coalesced around a core media messaging campaign. The collaboration and input from all stakeholders helped shape our CCC's messaging and resulted in the proactive dissemination of content that tried to reassure HTC members in our community that the Census is safe and confidential and highlight the importance of participating in the 2020 Census and what it means for local quality of life and federal funding opportunities.

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

Adelante Strategies – Reyna Olaguez was a key member of the Kern CCC. Under her guidance, the local media strategy and outreach efforts were well coordinated and many of our ad placements were met with excitement and in-kind donations from our local media partners. In particular, Univision and Leonardo Ruiz were tremendous assets in helping the Kern CCC reach the Spanish-speaking community and many of our HTC neighborhoods. In addition, Ms. Olaguez helped coordinate the purchase and distribution of Census swag materials and other literature.

Building Health Communities – Alejandra Garcia was co-Chair of the Kern CCC. Her ability to help our diverse coalition of community-based organizations coalesce around unified themes and remain productive in our meetings was very useful. Our local messaging efforts around the 2020 Census were greatly enhanced by her leadership and contribution of time and human capital.

California Complete Count Office – Our Regional Program Manager, Mai Thao, was critical to our local CCC's success. Her ability to clearly and timely communicate the State's expectations and assist with local decision making as we worked through our outreach and implementation planning was invaluable. Because we had a strong liaison from the State who was knowledgeable and sensitive to the areas of need for our specific geographic area proved to be a valuable asset for our community.

Community Action Partnership of Kern – CAPK was pivotal in helping our local CCC roll out the 2-1-1 helpline and they also did a tremendous job helping with our technical needs. Staff from CAPK organized and filmed, edited, and produced our first Kern CCC advertisement in a matter of days. CAPK staff also assisted with the implementation of the

Kern CCC website and helped maintain and update the site with critical information for the community to access in one centralized location online.

Central Valley Immigrant Integration Collaborative (CVIIC) – Dr. Jesus Martinez and the entire CVIIC team provided our local CCC with many valuable resources such as the “Know Your Rights” pamphlets (literally provided thousands of these handouts in English and Spanish for our local canvassers and other trusted messengers to distribute among our HTC communities). In addition, CVIIC facilitated many regional meetings and other planning and strategic forums for all to collaborate on best practices and address region-wide issues as they arose.

Dolores Huerta Foundation – DHF provided a valuable canvassing and phone banking partner to the Kern CCC. With their expertise in grassroots efforts and organizing, our HTC communities, both English and Spanish-speaking, received valuable information about the importance of completing their 2020 Census questionnaires.

Emerald Wave Media – This media firm provided critical direct ad placements in English, Spanish, Punjabi, and Tagalog in our lowest performing (177) Census Tracts as part of our Non-Response Follow-Up (NRFU) outreach efforts. EWM used targeted digital ads for known mobile devices, desktops, tablets, and streaming television services in the geocoded areas and delivered over 2 million impressions over a two-month campaign period.

Faith in the Valley – Lorena Lara and her team of canvassers helped organize and implement early canvassing efforts in Kern County’s Valley region. Lorena also coordinated with many of the pastors in our African American community to assist with outreach efforts in some of our more metropolitan Bakersfield HTC Census Tracts.

First 5 Kern – Kevin Bartl and the team at First 5 provided valuable insight about how best to assure that children under the age of 5 are included and counted in the 2020 Census. Their platform as a trusted messenger in the community was paramount to assuring that our local CCC materials were distributed to those who have children in this critical HTC population.

Housing Authority of Kern County – HACK worked with providing outreach to our indigent and those in the community who are vulnerable to housing shortages or at risk of becoming homeless. Their platform as a trusted messenger in the community was paramount to assuring that our local CCC materials were distributed to this critical HTC population.

Independent Living Center of Kern County – Jan Lemucchi and the team at ILCKC worked tirelessly to provide outreach to those in our community who are disabled and often face physical or other challenges/barriers. ILCKC’s feedback on the implementation of our Census Action Kiosks and making sure our local CCC was sensitive to providing materials that are accessible by all was vitally important to our outreach efforts. Unfortunately, COVID-19 caused the shuttering of nearly all of our proposed kiosk locations and the folks at ILCKC had to transition over to a more virtual outreach effort, primarily through social media advocacy.

Jakara Movement – The team at the Jakara Movement was engaged very early on in our planning and outreach process and they provided invaluable linguistic access and cultural competency for our CCC on how best to reach the Punjabi community in Kern. Their platform as a trusted messenger in the community was paramount to assuring that our local CCC materials were distributed to and disseminated among this critical HTC population.

Kern Community Foundation – Louis Medina of the KCF travelled to some of our most remote and rural communities to help spread the word about the importance of completing the 2020 Census. He held multiple community forums and was a strong presence through KCF's social media to help spread the word about the Census to all corners of our geographically large and diverse county.

Kern County Black Chamber of Commerce – Nick Hill and Dee Slade partnered with the Kern CCC to provide access to and coordination with leaders in our African American community. Specifically, they helped the Kern CCC engage key faith-based members including those from the California Avenue Church of Christ, St. Peter Restoration Community Christian Ministries, and they worked with Lorena Lara from Faith in the Valley to make sure key connections were made between her canvassing efforts and the canvassing efforts in the predominantly African American neighborhoods in Bakersfield. Ms. Slade worked for over a year to provide outreach messaging to several groups of stakeholders via stakeholder events. Mr. Hill was geared up for canvassing and several kiosk operations, however due to the COVID-19 pandemic his outreach efforts consisted primarily of phone banking and social media outreach.

Kern County Library – The Kern County Library was going to be the heart of our local CCC kiosk-hosting efforts. There were 24 planned locations throughout Kern that would have provided critical access to our rural communities that face a lack of adequate broadband access. The Library team also had many genealogical and other creative/fun events planned in our local libraries to boost awareness and interest in the Census and the importance of completing the questionnaire. Due to the Governor's stay-at-home orders, the Kern County library system was essentially shuttered as all non-essential County staff were ordered to work from home. The Library switched over rapidly to provide a robust advertising campaign via television and on social media to promote and encourage residents to participate in the 2020 Census.

Kern County Superintendent of Schools – Traco Matthews was a strong liaison for the Kern CCC and our local education system. Since children are often undercounted and considered to be part of the HTC community, Mr. Matthew's coordination of messaging with the schools and his input into our communication strategies and messaging helped us produce a more robust and inclusive campaign. Likewise, Mr. Matthews helped the CCC get in touch with key members of the African American community and helped our communications committee in our planning process. The CCC also developed a coloring page with a superhero theme that was useful for our outreach efforts with the Kern County Library system and across several school districts.

NALEO – Christina Camacho and the team at NALEO provided useful resources for the local CCC and was a great liaison who helped bolster our local CCC messaging through television

interviews, public presentations, and other information dissemination. Ms. Camacho also provided assistance with media partners to help the Kern CCC get its messaging out to a broad base of stakeholders throughout the region.

Public Results – This media firm provided critical direct-text outreach in English and Spanish in our lowest performing (177) Census Tracts as part of our Non-Response Follow-Up (NRFU) outreach efforts. PR used targeted scripts based on Kern CCC’s outreach messaging and delivered over 308,000 impressions over a two-month campaign period.

ShePower Leadership Academy – Arleana Waller and the ShePower team delivered targeted canvassing and outreach events in the African American community throughout metro-Bakersfield. Their platform as a trusted messenger in the community was paramount to assuring that our local CCC materials were distributed to this critical HTC population. Likewise, Ms. Waller exhibited supreme leadership and was a key spokesperson along with Reyna Olaguez in the CCC’s television ads and was instrumental in aiding the Vibrant City Church in its efforts to go door-to-door in our local motels and other temporary or nontraditional residences to make sure all residents, particularly those who are most vulnerable and often looked over, were informed and encouraged to participate in the 2020 Census.

Sierra Health Foundation – Dr. Cindy Quezada and the team at Sierra Health Foundation took on the monumental task of serving as the Region 6 ACBO. Their coordination, facilitation, and distribution of funds to our local community-based organizations for their outreach efforts aided tremendously in Kern’s ability to reach as many HTC populations as possible. The Foundation was present (in person or by phone) at all of the Kern CCC meetings and their leadership and feedback on our execution of messaging, particularly in our Spanish-speaking and indigenous languages, was paramount to our success.

South Kern Sol – The team at South Kern Sol provided an ethnic media reporter and support from staff to produce 24 news articles that were salient to the Kern CCC’s 2020 Census outreach, education, and motivation efforts. The publication has wide circulation and readership among Kern’s Hispanic and Latino populations and provided a trusted platform in the community that was paramount to targeting this critical HTC population.

The News Observer – Mr. James Luckey was a critical partner and contributor to the Kern CCC’s communications sub-committee. His publication’s presence in the African American community allowed our messaging to reach one of our hardest to count populations, and the News Observer’s dynamic online presence and functionality through its app made it a very useful and informative platform that was generously provided in-kind as a service to our community by Mr. Luckey.

TDH & Associates – Troy Hightower and his staff were selected as the data and mapping specialists for the Kern CCC’s SwORD uploads by the members of the Committee. TDH worked closely with the State and all CCC participants to address technical difficulties and provide technical assistance as folks began their outreach work. During the planning phase, Mr. Hightower provided the CCC with current heatmaps and other interactive tools that aided the group in visually organizing workloads and determining where gaps in outreach existed.

TDH performed admirably given the multitude of technical hiccups and other delays that were experienced by the State as it rolled out its ambitious plan to make sure every Californian was counted in the 2020 Census.

U.S. Data Corporation – The team at U.S. Data Corp provided a critical service to the Kern CCC, distributing a direct-touch postcard mailer in English and Spanish that was delivered to over 114,000 households in our lowest performing (177) Census Tracts as part of our Non-Response Follow-Up (NRFU) outreach efforts. U.S. Data Corp used a targeted message that was based on the combined messaging of the Kern CCC and California Complete Count Office.

U.S. Census Bureau – Benita Duran and her team at the U.S. Census Bureau provided a wealth of information throughout the Kern CCC’s outreach campaign. Local Bureau staff were always quick to provide technical and procedural advice regarding enumeration that helped guide the CCC’s thought process on how best to proceed with outreach messaging and implementation.

Vision y Compromiso – Nataly Santamaria and her team of promotoras were one of Kern CCC’s most trusted and valuable messengers. Their efforts to canvass our HTC neighborhoods and make person-to-person connections within our Hispanic and Latino communities who were afraid to participate in the 2020 Census due to the Trump Administration’s rhetoric on undocumented immigrants was critical. Without the promotoras local knowledge and familiarity with the communities they canvassed, Kern would not have been able to reach one of our most vulnerable HTC populations.

Youth 2 Leaders Education Foundation – Early in the planning stage for the 2020 Census, Frank Ramirez and his team at Youth 2 Leaders took the responsibility on themselves to organize meetings and get local community-based organizations in one room to begin planning and strategizing for Kern’s outreach efforts. Their work early on eventually led to the Kern CCC’s formation and provided a venue for folks to begin thinking and collaborating about how our community could be fully counted in the decennial Census.

- 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?

The Kern CCC used the State Complete Count Office’s guidance and made sure our written material was disseminated in English, Spanish, Punjabi, and Tagalog. Our television and radio ads were done primarily in English and Spanish. Our NRFU materials (direct-text campaign and mailer) were distributed in English and Spanish only, while our direct ad placements were done in English, Spanish, Punjabi and Tagalog. Accessibility to our Census Action Kiosks was a major consideration for the Kern CCC. We relied on guidance from the Independent Living Center of Kern to design our layouts for the kiosks. Unfortunately, the kiosks never came to fruition due to the COVID-19 pandemic and social distancing restrictions.

- 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.

As the author of this report, I do not have any anecdotal stories or other first-person information to share regarding our impact on the community. My hope is that Kern's outreach efforts and the U.S. Census Bureau's enumeration efforts were thorough enough to assure that our county receives the resources from the federal government it needs to enhance the quality of life for all who reside here.

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

I realize and appreciate that this was the first time the State offered funding to assist in local Census outreach efforts. My main criticism is that the State took on the mantra "build the plane as you're flying". That approach breeds confusion and creates an environment where local stakeholders felt we were spinning our wheels and not making meaningful progress on getting "boots on the ground" and getting our message out to the public in a timely manner. The constant start-and-stop or iterative process in fine-tuning the State's reporting requirements frustrated a lot of people who were participating in the local CCC and created the perception that the County was not being expeditious enough in its management and distribution of the Census outreach funding. Here in Kern, we chose to ask all the community-based organizations who wanted to receive funding to produce a budget and then present/justify their ask to the entire CCC so that the individual budget requests could be vetted, and the process could be as transparent and fair as possible. The County could have just issued a Request for Proposals (RFP) and awarded the funding to one or two CBOs. In the spirit of cooperation and inclusion, we refrained from using the traditional RFP process because we felt it would favor large CBOs who have a lot of experience putting a proposal together and diminish the likelihood that some of our smaller CBOs could adequately compete. A lot of our CBOs that represent minority communities do not have large staffs or experience in competing for a government RFP. My suggestion to the State, if funding is once again offered for local outreach in 2030, is to cut out the middleman (counties) and offer the funding directly to local community-based organizations as grants or some funding mechanism that is inclusive for CBOs of all sizes. By giving the County all the money, we were constrained by our own procurement policies and procedures. Inevitably when organizations are asked to compete for the same pot of money, it creates tension and breeds animosity and distrust. That is exactly the opposite of what we wanted to create as a local CCC. The County was accused of not being inclusive enough by two stakeholders in the African American community and they cast doubt in a public meeting of the Board of Supervisors about the CCC's ability to adequately provide outreach to all segments of the population. Despite our best intentions to create an inclusive and fair funding process, we were admonished publicly. My staff didn't deserve that, especially after all the hard work we'd done and the extra efforts we made as County staff to be fair and inclusive to all organizations. I don't want to see something like that happen to our community again. It was divisive when the effort should have been unifying for our community. If the State has a more coherent plan in place, these types of misunderstandings and problems might be avoided in the future. A clear and concise game plan from the State, from the beginning, will provide a solid foundation for the next Census outreach efforts in 2030.

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 *(attached to email)*
- b) Updated list of subcontractors
 - Adelante Strategies
 - Community Action Partnership of Kern
 - Dolores Huerta Foundation
 - Emerald Wave Media
 - First 5 Kern
 - Housing Authority of the County of Kern
 - Independent Living Center of Kern County
 - Jakara Movement
 - Kern Community Foundation
 - Kern County Black Chamber of Commerce
 - Kern County Library MOU
 - Public Results
 - ShePower Leadership Academy
 - South Kern Sol
 - TDH & Associates
 - US Data Corporation
 - Vision y Compromiso
- c) Evaluations or analytical reports, if any
- d) Sample products* *(link to OneDrive for access to all files sent separately)*

* 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.

¡PARTICIPE EN EL CENSO HOY!



MY2020CENSUS.GOV





For Immediate Release

MEDIA ADVISORY

March 31, 2020

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Census Day is April 1, local organizations team up to encourage community to respond to the 2020 Census

Bakersfield, CA - Tomorrow is Census Day, and the Kern Complete Count Committee is urging residents respond to the census via online or through the phone. Our goal is to stress the importance of self-response in the wake of the global Covid-19 pandemic and to promote in-language hotlines to support communities with questions.

While the KCCC urges the residents of Kern to continue to shelter in place and to maintain social distancing to prevent the spread of the COVID-19 virus, we encourage every household to complete their census forms as soon as possible. Kern County depends on the census to get important medical resources that families need especially in times of public health emergencies like we are currently experiencing.

The KCCC will have local leaders available for media interviews about Census Day and our local efforts to make sure that everyone is counted. Spokespeople will be available via video conferencing or by phone.

Community members who do not have questions are encouraged to complete their form online or call the Census directly to their in-language support lines found in the 2020Census.gov website (<https://2020census.gov/en/contact-us.html>) or listed here:

English: (844) 330-2020

Spanish: 844-468-2020

The hotlines will be open for the duration of the Census count and are prepared to take

high-call volumes on April 1.

If residents need help completing their Census questionnaire, they can call this toll free number 1-844-330-2020. For more information, residents can visit <https://my2020census.gov/>.

The KCCC remains committed to increasing participation among Kern's hard-to-count populations, which have been historically undercounted including African Americans, Latinos, immigrants, children under five, people experiencing homelessness among others, even during the current Covid-19 crisis. Please visit kerncounts.org, to learn more about our local outreach efforts.

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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.

Your 2020 Census data is safe, protected and confidential.



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.

Sus respuestas al Censo 2020 serán protegidas y confidenciales.

CaliforniaCensus.org

@CACensus





LET'S PREPARE FOR THE 2020 CENSUS #BeDownWithTheCount



\$\$\$ FOR OUR COMMUNITY



Your "count" brings in \$20,000
to help schools, housing and
healthcare over 10 years!



IT'S CONFIDENTIAL

Your data cannot be shared.
It's against the law!

EVERYONE COUNTS!

Get ready to be counted April 2020!
Participate over the phone,
mail, or online.

IT'S ABOUT FAIR REPRESENTATION

Community
NUMBERS

=

POLITICAL POWER
CONGRESS & STATE
LEGISLATURE

FOR MORE INFORMATION

DOLORES HUERTA FOUNDATION
WWW.DOLORESHUERTA.ORG

PREPARÉMONOS PARA EL CENSO 2020 #CuentaConmigo



\$\$\$ PARA TU COMUNIDAD



Su participación ayudará a recaudar \$20,000 para escuelas, viviendas, y cuidado de la Salud durante 10 años.



ES CONFIDENCIAL

Sus respuestas no pueden ser utilizadas en su contra.
¡Usarlas va contra la ley!

¡TODOS CONTAMOS!

¡Prepárase para ser contado en abril 2020!

Participa por teléfono, correo o en línea.

ES REPRESENTACIÓN JUSTA

Números
DE LA

COMUNIDAD =

PODER POLITICO

CONGRESO Y
LEGISLATURA ESTATAL

PARA MAS INFORMACION

FUNDACIÓN DOLORES HUERTA
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EVERYONE COUNTS!

WHAT IS THE CENSUS?

The Census is a count of every person living in the United States, carried out by the U.S. Census Bureau every 10 years.

WHY IS THE CENSUS IMPORTANT?

• Dollars & Resources

Census data determines spending of federal dollars for local schools, roads, hospitals, child care and senior centers, and other services supporting our communities.

• Congressional & State

Districts are based on census data giving us a voice in our democracy!



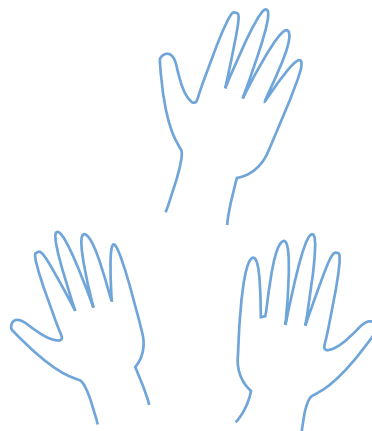
YOUR PRIVACY IS PROTECTED.



It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household. The information can only be used to produce statistics. Bureau staff **will not** share your information with other government agencies.

KERN COUNTS! HOW YOU CAN BE COUNTED?

It's easy! Each household will receive a notice in the mail with directions on how to fill out the Census questionnaire online, by phone, or by mail. Visit www.census.gov for more information



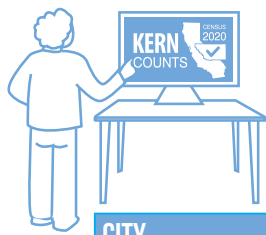
WHEN WILL THE 2020 CENSUS HAPPEN?

Reminders by mail will start in March 2020. A Census Worker will only visit your home to collect the information in person if you have not completed the Census questionnaire by the end of April 2020.

Be sure to count all children and adults living in the household!

WANT TO LEARN MORE?

Visit www.KernCounts.org or dial 2-1-1 for additional information on the Census. Please refer to the back of this flyer for a list of Census kiosk locations around Kern County.



NO INTERNET? NO PROBLEM!

COMPLETE YOUR CENSUS FORM ONLINE

AT THE KIOSK NEAREST YOU

CITY	LOCATION	ADDRESS
Arvin	Arvin Branch Library	201 Campus Dr.
	Arvin Family Resource Center	207 South A St.
Bakersfield	California Avenue Church of Christ	1020 E. California Ave.
	Emmanuel Temple	431 Brundage Ln.
	Emmanuel Temple Mission	3318 Horne St.
	Union Baptist Church	1218 E. Belle Terrace
	St. Peter Restoration Community Christian Ministries	510 E. Brundage Ln.
	The Cross Christian Church	3109 Chester Ln.
	Baker Branch Library	1400 Baker St.
	Beale Memorial Library	701 Truxtun Ave.
	Holloway-Gonzales Library	506 East Brundage Ln.
	Ken County Northeast Library	2671 Oswell St.
	Rathburn Branch Library	200 West China Grade Loop
	Southwest Branch Library	8301 Ming Ave.
	Wilson Branch Library	1901 Wilson Rd.
	CAPK Home Energy Assistance Program	300 19th St.
	Pete Parra Child Development Center	1825 Feliz Dr.
	Friendship House Community Center	2424 Cottonwood Rd.
	Martha J. Morgan Child Development Center	3811 River Blvd.
	Sterling Head Start	3000 Sterling Rd.
	Harvey L. Hall Child Development Center	315 Stine Rd.
	Housing Authority of the County of Kern	601 24th St.
	Gurdwara Guru Angad Darbar	8100 Stine Rd.
	Gurdwara Guru Dashmesh Darbar	7000 Wible Rd.
	Greenfield Family Resource Center	5400 Monitor St.
	Richardson Special Needs Collective	1515 Feliz Dr.
	Southeast Partnership Family Center	1509 East 11th St.
Boron	Boron Public Library	26967 Twenty Mule Team Rd.
Buttonwillow	Buttonwillow Union School	42600 Hightway 58
California City	California City Library	9507 California City Blvd.
	Robert P. Ulrich Elementary	9124 Catalpa Ave.
Delano	Iglesia Hispana De Delano International Pentecostal Holiness Church	14295 County Line Rd.
	Community Connections Center	1842 Norwalk St.
Frazier Park	Frazier Park Public Library	3732 Park Dr.
	Mountain Communities Family Resource Center	3015 Mt. Pinos Way
Lake Isabella	Lake Isabella Public Library	7054 Lake Isabella Blvd.
	Kernville Union School District Family Resource Center	5109 Lake Isabella Blvd.
Lamont	Lamont Branch Library	8304 Segrue Rd.
	Lamont Head Start	8201 Palm Ave.
	Lamont Weedpatch Family Resource Center	7839 Burgundy Ave.
Lost Hills	Lost Hills Union School District	14823 Office Lane
McFarland	McFarland Branch Library	500 West Kern Ave.
	Browning Road STEAM Academy	410 E. Perkins Ave.
Mojave	Mojave Public Library	15555 O St.
	East Kern Family Resource Center	16804 Highway 14
Ridgecrest	Ridgecrest Branch Library	131 East Las Flores Ave.
Ridgecrest	Kern Regional Center	825 North Downs St.
Rosamond	Rosamond Public Library	3611 Rosamond Blvd.
Shafter	Shafter Youth Center	451 E. Euclid Ave.
	Richland Junior High School	331 Shafter Ave.
Taft	West Side Recreation & Park District	500 Cascade Place
Tehachapi	Kern County Library Tehachapi	212 South Green St.
Wasco	Wasco Public Library	1102 7th St.
Wofford Heights	Wofford Heights Kern County Library	6400-B Wofford Blvd.

For the most up-to-date kiosk locations, please visit www.KernCounts.org

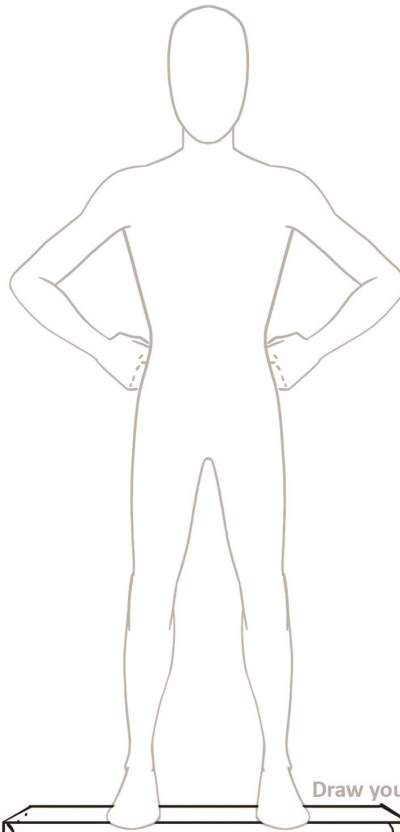
KERN COUNTS



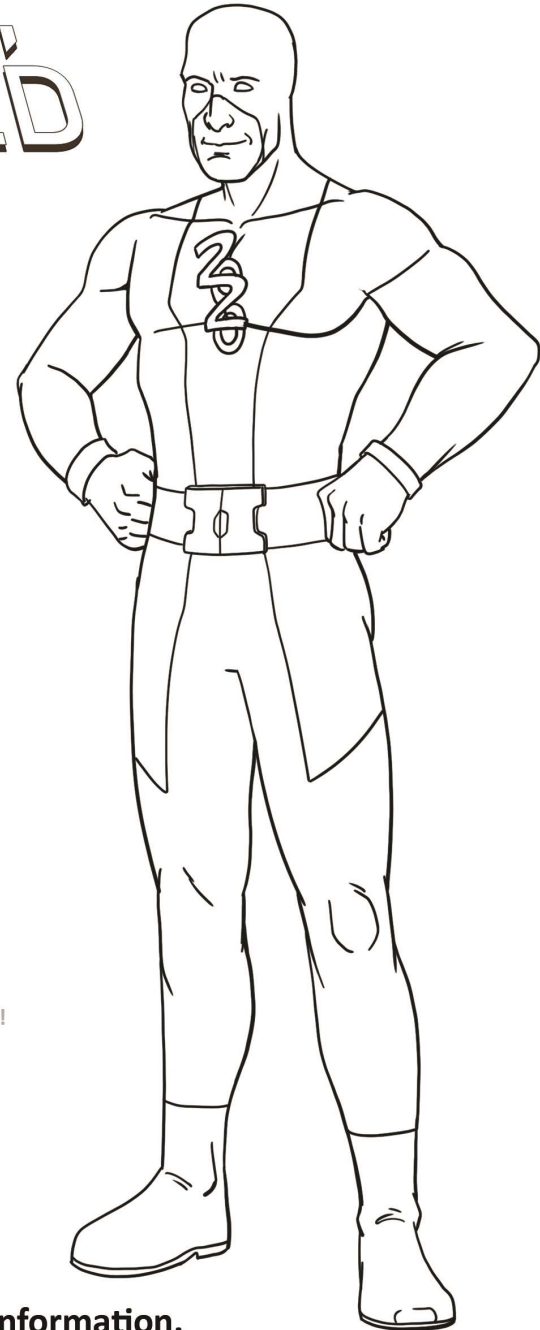




***BE A HERO,
BE COUNTED***

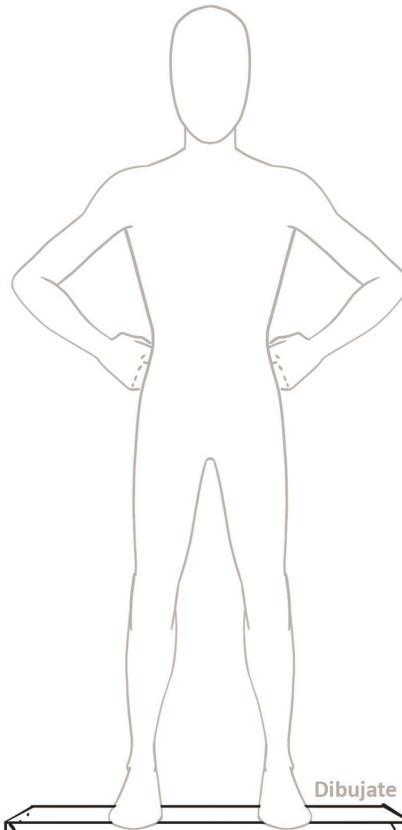
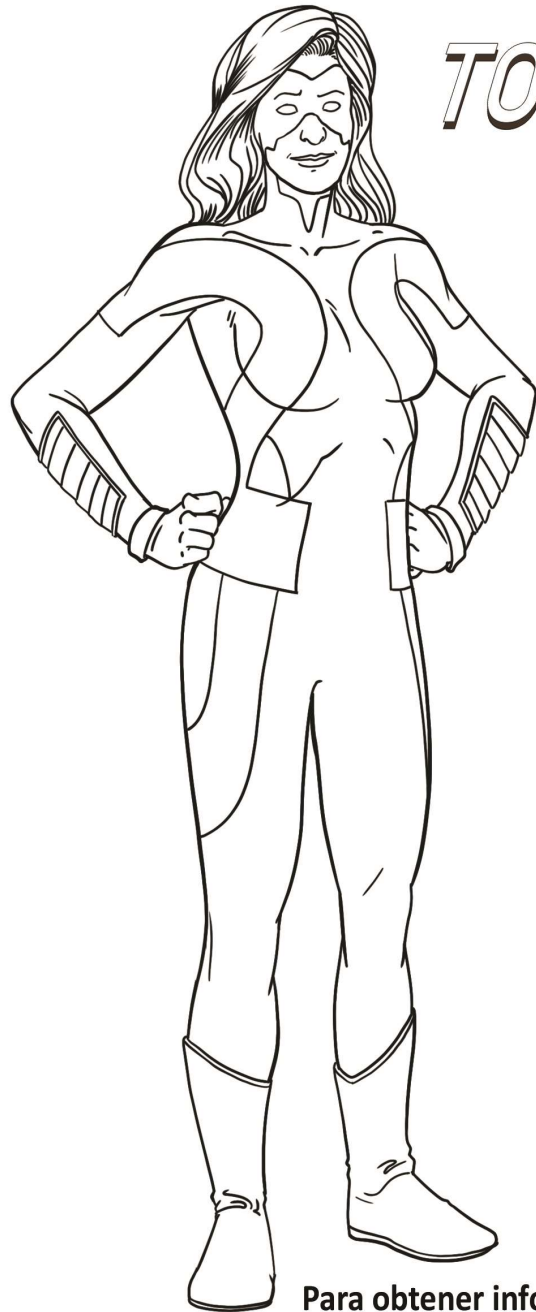


Draw yourself here!

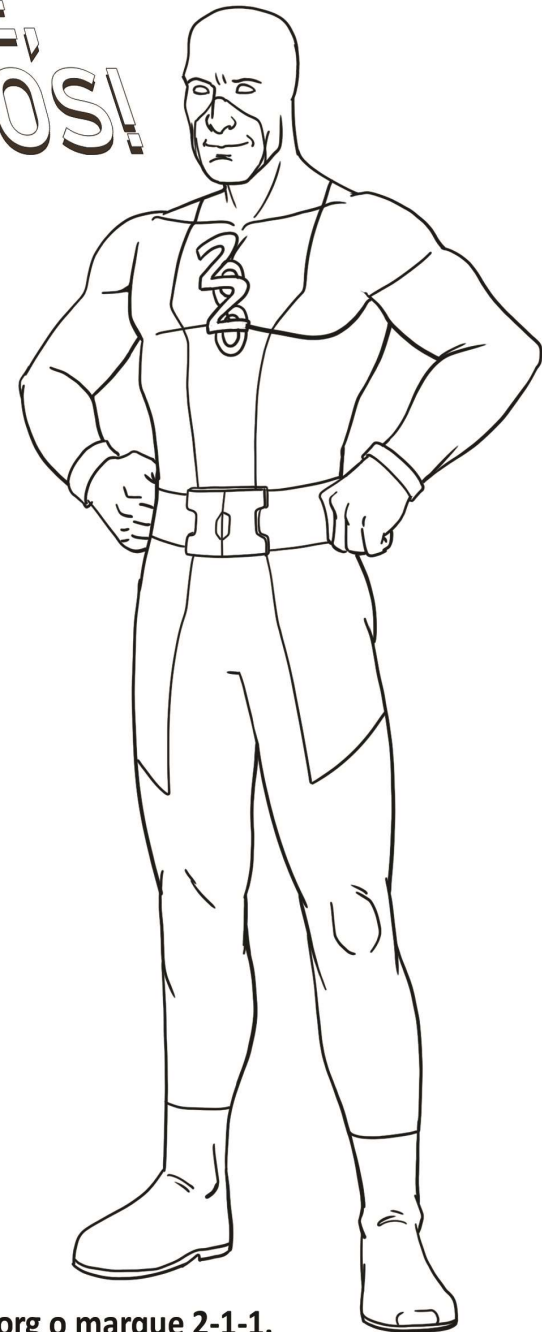


Visit www.kerncounts.org or call 2-1-1 for more information.

*SEA UN HEROE,
TODOS CONTAMOS!*



Dibujate aqui!



Para obtener informacion adicional, visite www.kerncuenta.org o marque 2-1-1.

KERN
COUNTS



YO CUENTO

KERN
COUNTS



**MI FAMILIA
CUENTA**

KERN COUNTS



LLÉNALO HOY

KERN
COUNTS



COUNT ME

KERN
COUNTS



**COUNT
ME NOW**

KERN COUNTS



**SAFE, FAST,
EASY**

KERN COUNTS



I COUNT





EVERYONE COUNTS!

WHAT IS THE CENSUS?

The Census is a count of every person living in the United States, carried out by the U.S. Census Bureau every 10 years. The Kern Complete Count Committee (KCCC) is working locally to ensure everyone is counted.

WHY IS THE CENSUS IMPORTANT?

• Dollars & Resources

Census data determines spending of federal dollars for local schools, roads, hospitals, child care and senior centers, and other services supporting our communities.

• The state will lose federal funding of approximately \$1,950 per person, per year, for ten years, for every person not counted in the 2020 census. That's a loss of funding equal to almost \$20,000 per person who isn't counted.

• **Congressional & State Districts** are based on Census data giving us a voice in our democracy!



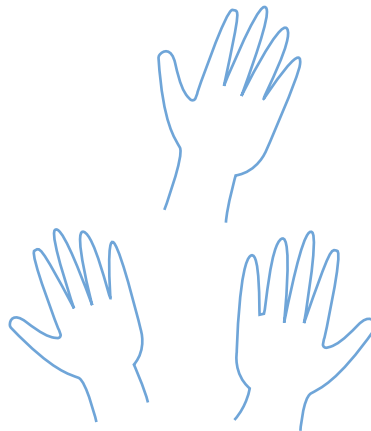
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WANT TO LEARN MORE?

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¡TODOS CONTAMOS!

¿QUÉ ES EL CENSO?

El Censo cuenta a cada persona que vive en los Estados Unidos y la Oficina del Censo de EE.UU lo realiza cada 10 años. El Comité del Conteo Completo de Kern (KCCC en inglés), trabaja localmente para asegurarse que se cuente a todos.

¿POR QUÉ ES IMPORTANTE EL CENSO?

• Dólares y recursos

Los datos del Censo determinan los gastos federales que son distribuidos en las escuelas, carreteras, hospitales, guarderías, centros para ancianos y otros servicios de apoyo a las comunidades.

• El estado de California perderá aproximadamente \$1,950 por persona, cada año, por diez años, por cada persona que no sea contada. Esto significa una pérdida de aproximadamente \$20,000 por cada persona que no sea contada.

• **¡Los Distritos Congresionales y estatales** se basan en los datos del Censo para darnos una voz en nuestra democracia!



SU PRIVACIDAD ESTÁ PROTEGIDA.



Es ilegal que la Oficina del Censo divulgue al público sus respuestas de alguna manera que pudiera identificarlo a usted o a su familia. La información sólo puede usarse para crear estadísticas. El personal de la Oficina del Censo no compartirá su información con otros agentes de gobierno.

¡KERN CUENTA!

¿CÓMO SE LE PUEDE CONTAR?

¡Es fácil! Cada casa recibirá un aviso por correo con instrucciones para llenar el cuestionario del censo por Internet (en línea), por teléfono o por correo. Visite www.census.gov para más información.



¿CUÁNDO EMPEZARÁ EL CENSO 2020?

Los recordatorios comenzarán a enviarse por correo en marzo de 2020. Un trabajador del Censo solo visitará su casa para obtener información en persona si usted no ha completado el cuestionario del Censo finales de abril de 2020.

¡Asegúrese de contar a todos los niños y adultos que viven en su casa!

¿QUIERE SABER MÁS?

Por favor visite www.KernCuenta.org o marque 2-1-1 para obtener información adicional sobre el censo. También puede encontrar una lista de las localizaciones de quioscos en el condado de Kern donde puede completar su cuestionario para el Censo del 2020.

LAHAT NAGBIBILANG!

ANO ANG CENSUS?

Ano ang Census? Ang Census ay bilang ng bawat taong naninirahan sa Estados Unidos, na isinasagawa ng US Census Bureau tuwing 10 taon. Ang Kern Kumpletong Bilang ng Komite (KCCC) ay gumagana sa lokal upang matiyak na mabibilang ang lahat.

BAKIT MAHALAGA ANG CENSUS?

- Mga Dolyar at Pinagkukunan ng Census ay tinutukoy ang paggastos ng pederal na dolyar para sa mga lokal na paaralan, kalsada, ospital, pangangalaga ng bata at mga nakatatandang sentro, at iba pang mga serbisyo na sumusuporta sa atin mga komunidad. Ang estado ay mawawalan ng pederal na pagpopondo ng humigit-kumulang na \$ 1,950 bawat tao, bawat taon, para sa sampung taon, para sa bawat taong hindi nabibilang sa census ng 2020. Iyon ay pagkawala ng pondo na katumbas ng halos \$ 20,000per taong hindi nabibilang.
- Mga Distrito ng Kongreso at Estado ay batay sa data ng Census na nagbibigay sa amin ng isang tinig sa aming Demokrasya!



PROTEKTADO ANG IYONG PRIVACY

Ito ay labang sa batas na mailabas sa publiko ang iyong mga tugon sa anumang paraan na makikilala sa iyo o sa iyong sambahayan. Maaari lamang magamit ang impormasyon niyo para sa mga istatistika. Hindi ibabahagi ng mga kawani ng Bureau ang iyong impormasyon sa ibang mga ahensya ng gobyerno!



MGA BILANG NG KERN! PAANO KA MABIBILANG?

Madali lang! Ang bawat sambahayan ay makakatanggap ng isang paunawa sa koreo na may mga direksyon kung paano mailalabas ang talatanungan ng Census online, sa pamamagitan ng telepono, o sa pamamagitan ng koreo. Bisitahin ang www.census.gov para sa karagdagang impormasyon



KAILAN MANGYAYARI ANG 2020 CENSUS?

Ang mga paalala ay sa pamamagitan ng koreo at magsisimula sa Marso 2020. Ang isang Census Worker ay bibisitahin lamang ang iyong tahanan upang mangolekta ng impormasyon nang personal kung hindi mo nakumpleto ang questionnaire ng Census sa pagtatapos ng Abril 2020.

Siguradubing mabibilang ang lahat ng mga bata at matatanda na nakatira sa sambahayan!

NAIS MONG MALAMAN ANG HIGIT PA?

Bisitahin ang www.KernCounts.org o i-dial ang 2-1-1 para sa karagdagang impormasyon sa Census. Mangyaring sumangguni sa likod ng flyer na ito para sa isang listahan ng mga lokasyon ng kiosk ng Census sa paligid ng Kern County.



The

2020 CENSUS IS HERE!



**Click Here To »
Complete The Census**

**Haga Clic Aquí Para »
Completar El Censo**

**Mag-Click Dito Upang »
Makumpleto Ang
Census**

**ਮਰਦਮਸ਼ੁਮਾਰੀ ਨੂੰ ਪੂਰਾ ਕਰਨ »
ਲਈ ਇਥੇ ਕਲਿੱਕ ਕਰੋ**





KERN COUNTS

THE CENSUS IS HERE!



10 MINUTES WILL IMPACT 10 YEARS

Every 10 years, the U.S. Census Bureau counts every person living in the United States. An accurate count impacts funding for schools, roads, hospitals, housing, child care, senior centers and many other services.

It also ensures our proper representation in government. Let's make sure our communities get the resources they deserve. Be sure to complete the census online, by phone, or by mail.

Visit KernCounts.org for more information.



Message sponsored by the
Kern Complete Count
Committee

KERN
COUNTS



**MI FAMILIA
CUENTA**

KERN
COUNTS



**MY FAMILY
COUNTS**

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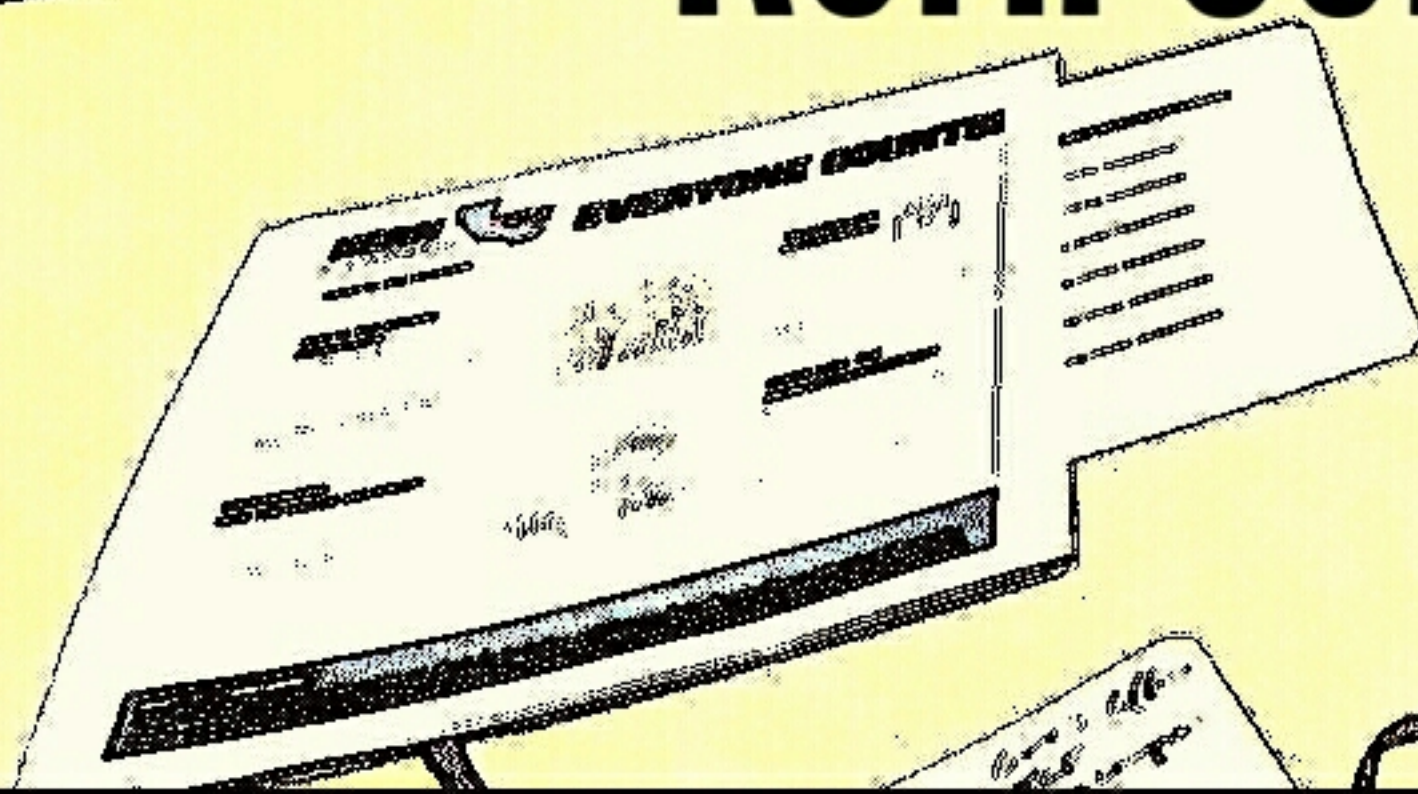
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Census 2020 **Kern Complete Count Committee** **KernCounts.org**



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COUNTS



ਸੁਰੱਖਿਅਤ, ਤੇਜ਼,
ਸੌਖਾ

La Navidad puede ayudar a prepararnos para el Censo de 2020 en EE. UU.

(Traducido del inglés. Este artículo fue publicado originalmente en la edición de diciembre de 2019 de Kern County Family Magazine.)

Por Louis Medina

La historia de la Navidad que aparece en el Evangelio Según San Lucas nos muestra cómo un censo puede alterar el curso de los acontecimientos mundiales.

"En aquellos días, César Augusto emitió un decreto de que se debía hacer un censo ... Y todos fueron a su propia ciudad para registrarse ... José también subió de la ciudad de Nazaret ... a Belén ... porque pertenecía a la casa y la línea de David . Fue ... con María, quien le estaba prometida y esperaba un hijo ... y ella dio a luz a su primogénito".

Y el resto es historia.

En los Estados Unidos, también tenemos un mandato de nuestra Constitución para contar a cada persona una vez cada 10 años.

Afortunadamente, la realización de los censos ha mejorado dramáticamente desde los días de María y José. Esto debe alegrarnos por varias razones, especialmente porque tenemos un censo que se nos avecina en abril del año próximo.

En primer lugar, uno no tiene que ir a ninguna parte para participar en el censo: solo necesita contestar un formulario contando a todos en su hogar. La Oficina del Censo de EE. UU. Se jacta de lo fácil que es esto: 10 preguntas en 10 minutos. Y, a partir de 2020, el cuestionario se puede completar en papel, en línea o por teléfono. ¡Sin tener que viajar en burro durante el embarazo para ser contada(o)! Los recordatorios de el censo se enviarán por correo a domicilio el próximo mes de marzo.

En segundo lugar, para aquellos que necesitan ayuda para completar el censo en un idioma que no sea el inglés, la Oficina del Censo proporciona los formularios o asistencia en docenas de idiomas.



Tercero, mientras que el censo de la Biblia estaba basado en el linaje y la información personal, como vemos en el caso de José y María, el Censo de los Estados Unidos es completamente confidencial. La ley no permite que la Oficina del Censo divulgue públicamente sus respuestas de cualquier manera que pueda identificarlo. La información solo se puede usar para producir estadísticas y no se compartirá con otras agencias gubernamentales.

Cuarto, en el condado de Kern tenemos un gran recurso local llamado el Comité de la Cuenta Completa de Kern (en inglés, Kern Complete Count Committee, o KCCC). Esta colaboración de líderes comunitarios que representan organizaciones sin fines de lucro, organizaciones religiosas, representantes de gobierno locales, medios de comunicación y otros líderes interesados, labora para asegurarse de que todos en Kern sean contados con precisión. ¿Por qué? Porque perdemos alrededor de \$2,000 en fondos federales por persona, por año, durante 10 años, por cada uno que no se cuenta. Y también perdemos representación importante en el gobierno.

Nuestra comunidad escuchará mucho más del KCCC en los próximos meses, especialmente con respecto a las poblaciones difíciles de contar (en inglés, hard-to-count communities, o HTC). Los lectores de esta publicación (Kern County Family Magazine) deben tener en cuenta que un grupo importante de HTC son los niños menores de 5 años. A menudo, los adultos no toman en cuenta a los pequeños en el censo porque están recién nacidos, viven en hogares grandes o divididos, viven con familiares en vez de con sus padres, o por otras razones complejas. *¡Pero todos se tienen que contar!*

Haga lo que hizo María en la Biblia y guarde todas estas cosas y medítelas en su corazón. Asegúrese de que todos en su hogar se cuenten en el censo del próximo año, incluidos todos los niños. Ese pequeño que vive con usted podría convertirse en un líder de cambio mundial en el futuro.

Para obtener más información, visite kerncounts.org.

Louis Medina es el Director de Impacto en la Comunidad de Kern Community Foundation, una agencia miembro del Comité Kern Complete Count.

KERN
COUNTS



**MAHALAGA ANG
PAMILYA KO**

2020 CENSUS CAR PARADE

Sat., May 16 @ 3:30 pm

Car parade starts at: 4:00 pm

@ Bakersfield College Parking Lot
Haley St. & University Ave.

JOIN US FOR A CENSUS-THEMED CAR PARADE TO
ENCOURAGE CENSUS PARTICIPATION!

HOW TO PARTICIPATE: MAKE POSTERS TO
DECORATE YOUR CAR | CREATE A PLAYLIST | POST
ON SOCIAL MEDIA WITH THIE [#SJVTakesAction](#) &
[#KERNCOUNTS HASHTAGS](#) | MEET US @ 3:30 PM TO
SECURE YOUR POSTERS ON YOUR CAR

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SOUTH KERN - SUR DE KERN

HAZTE
CONTAR



United Way of Kern County



CARAVANA DEL CENSO 2020

Sábado, 16 de mayo a las: 3:30 pm

El desfile de autos comienza a las: 4:00 pm en el
Estacionamiento de Bakersfield College
Haley St. y University Ave.

¡ACOMPÁÑANOS PARA UN DESFILE DE AUTOS CON
TEMA DEL CENSO 2020 PARA ALENTAR LA
PARTICIPACIÓN EN EL CENSO!

CÓMO PARTICIPAR: HAZ CARTELES PARA DECORAR
TU AUTO | CREA UNA LISTA DISCOGRÁFICA |
COMPARTE EN LAS REDES SOCIALES CON **EL**
HASHTAG #SJVTakesAction y #KernCounts | LLEGA A
LAS 3:30 PM PARA SUJETAR TUS CARTELES A TU AUTO

#SJVTakesAction



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SOUTH KERN - SUR DE KERN



2020 CENSUS CAR PARADE

Saturday May 16 @ 6 pm

Car parade starts at: 6:15 pm @
David Head Center's Parking Lot
10300 San Diego St., Lamont, CA

JOIN US FOR A CENSUS-THEMED CAR PARADE TO
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