



State of California – Government Operations Agency
California Complete Count-Census 2020
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www.census.ca.gov
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GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

| | |
|----------------------------|---|
| Date of report | 11/16/2020 |
| Organization / Entity | County of Lake |
| Responsible Person / Title | Rachael Dillman, Program Manager |
| Contact Person / Title | Rachael Dillman, Program Manager |
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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?

Strategic plan goals and outcomes:

In the 2010 Census, the County of Lake had a 42.6% self-response rate. In 2020, the County of Lake's self-response rate increased to 49.1%.

The goal for the Census 2020 is to meet or exceed the federal goal, despite the additional challenges faced by hard-to-count population and the current political climate. Maintaining a high response rate is especially critical, since the Census Bureau is expected to face significant challenges in recruiting well qualified enumerators as well as reduced budget for non-response follow up.

The upcoming Census will also be used as an opportunity to contribute to long-term outcomes:

- (1) Increased civic engagement of residents
- (2) Increased representation of vulnerable communities
- (3) Strengthened county-wide networks for ongoing coordination and outreach

Implementation plan goal and objectives:

Increase awareness and motivate HTC residents to respond to the 2020 Census.

Due Date: November 16, 2020

- (1) Increase civic engagement of residents and representation of vulnerable populations by encouraging HTC residents to participate in the 2020 Census through a multi-pronged outreach approach that reaches individuals more than once.
- (2) Coordinate with cities, other counties, state and Census Bureau to share information and best practices as well as maximize resources and efforts.
- (3) Collaborate with trusted institutions and organization across sector to build broad community buy in and leverage community resources.
- (4) Implement a comprehensive communication campaign to encourage all county residents to complete the census.
- (5) Support residents in completing the census survey, including facilitating language, disability, and digital access.

Adjustments due to COVID-19 and the US Census Bureau's operational adjustments:

We were able to meet the goals and objectives of our strategic and implementation plans despite COVID-19 and the US Census Bureau's operational adjustments. No revisions to our goals or objectives were necessary. We primarily made adjustments to our outreach strategies, to ensure our campaigns were safe during COVID-19.

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

The shift to Zoom meetings for our Lake County Complete Count Committee (LCCCC) worked very well. Had a remote meeting option been in place pre-COVID, I think we may have been able to engage more partners in our LCCCC.

What hindered the operations?

The 2020 Census was "other duties as assigned" for us and many of our partners, and only a full time job for state and federal staff. It was difficult to find sufficient time to dedicate to operations. Partners were not always available for meetings or willing/able to participate in outreach activities. COVID-19 made outreach particularly difficult, as many agencies, including our own, became critically short staffed. My first in-person outreach staff person was high risk, and so the assignment had to be re-assigned. Then my second outreach staff person went out on Public Health Emergency Leave due to childcare issues during COVID-19, and I was unable to find a replacement for her. Many of the events at which we had planned in-person outreach were cancelled due to COVID-19. We and our partners were not able to open QAC/QAK operations in March 2020 as originally planned due to COVID-19. Some partners offices never reopened by October 2020. Those that reopened were able to host QAC/QAK located late, opening in August 2020. There were open reported no visitors to any of our QAC/QAK locations, despite public messaging about their availability. It is our hypothesis that the public did not want to use public equipment and risk the possibility of COVID-19 exposure, despite the fact we had safety protocols in place (such as sanitizing tablets between users, masking

and social distancing requirements). In addition, despite the QAC/QAK locations being open to the public, the agencies also shifted to virtual/telephonic delivery of services and saw much less in-person traffic. Thus, QAC/QAK locations all reported a low number of visitors during this time period for their usual services.

Contracted partner's outreach

What outreach tactics worked well?

Nixle alert from Sheriff's office worked very well. We sent out the alert and saw an immediate next day bump in our self-response rates. Due to the frequency of fires in our area, many residents are signed up for Nixle, it is a very broad audience and a notification that residents pay attention to.

What hindered the outreach?

COVID-19, and disasters (fires) hindered outreach. The current political climate, confusing/threatening messaging about immigrants, not counting electronic census submissions until the address had been validated by the Federal Census Bureau, lack of Federal Census Bureau staff for address validation and non-response follow-up, and confusing/conflicting messaging and litigation about the final deadline to complete the 2020 Census. In our area specifically, a certain portion of our HTC population with distrust for the government was not likely to cooperate in enumeration no matter what the message was or who it came from.

- 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.

I (the LCCCC Chair) went out on medical leave for approximately two months in January and February 2020, and while back-up staff did their best to cover, this was a critical final planning time that left us behind when April 2020 came around. When I returned to the office, I did as much as I could to "catch us up" and start developing adapted plans when COVID-19 struck. As noted above in #2, my first in-person outreach staff person was high risk, and so the assignment had to be re-assigned. Then my second outreach staff person went out on Public Health Emergency Leave due to childcare issues, and I was unable to find a replacement for her. Many of the events at which we had planned in-person outreach were cancelled due to COVID-19. We shifted our outreach focus to non-in-person strategies, such as flyer distribution and social media messaging.

- 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.

County of Lake

2010 Self-Response Rate

Lake County 42.6%
Clearlake 24.6%
Lakeport 65%

2020 Self-Response Rate ([10/27/2020 data](#))

49.1% (Increased 13.5%)
42.4% (Increased 17.8%)
67.2% (Increased 2.2%)

We exceeded our 2010 self-response rate, meeting our strategic and implementation plan goals. I believe that the hard work and dedication of our LCCCC, partners, the state and federal Census Bureau all contributed to this accomplishment, which is particularly remarkable during COVID-19. The City of Clearlake in particular had a significant increase in self-response rate, and I think that is in large part thanks to the public messaging and support of the city itself, and the Lake County Office of Education helping us with messaging at schools in Clearlake.

- 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.

The LCCCC formed in November 2018 and began meeting monthly. We developed our Strategic Plan and Implementation Plan, and then implemented those plans. We adjusted as necessary for COVID-19. As described in our plans, our outreach was geared towards our HTC populations in particular, helping them understand why the census is important to them personally, and their social obligation to respond.

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

| Partner | Contribution/Comments |
|--|--|
| Rachael Dillman, Social Services | Chair LCCCC, organized it all, distributed materials to public served, social media messaging, press releases, staffed some outreach |
| Charise Reynolds, Social Services | Assistant Chair LCCCC, maintained county website information |
| Michelle Scully, Administration | LCCCC Member, handled contract funding |
| Janice Luke, Agriculture | LCCCC Member, posted yard signs county-wide |
| Becky Stockton, Behavioral Health | LCCCC Member, hosted several QAKs |
| Iyesha Miller, Health Services | LCCCC Member, designed trusted messengers conference flyer |
| Christopher Veach, Library | LCCCC Member, hosted QACs at libraries |
| Carla Ritz, First 5 | LCCCC Member, distributed materials to public served |
| Melissa Swanson & Justin Sturgill, City of Clearlake | LCCCC Member, hosted several QAKs, spoke to Clearlake City Counsel |

County of Lake

| | |
|--|--|
| Bonnie Sharp, City of Lakeport | LCCCC Member, hosted several OAKs, maintained Lakeport website information, social media messaging |
| Helena Welsh, Lake County Winery Assoc. | LCCCC Member, helped with migrant worker outreach |
| Lisa Morrow, LFRC | LCCCC Member, distributed materials to public served |
| Patty Bruder, NCO | LCCCC Member, distributed materials to public served, social media messaging |
| Ana Santana, LCOE | LCCCC Member, distributed materials to all schools, back to school materials, fee school lunch materials, food distributions |
| Christy Guard, One-Stop (EDD) | LCCCC Member, distributed materials to public served |
| Nicollette Weinzveg, United Way of Wine Country | LCCCC Member, region 2 CBO, coordinated planning, mass mailing of post cards to PO Boxes |
| Steve Wylie, Woodland College | LCCCC Member, distributed materials to public served |
| Kevin Thompson, Lake County Tribal Health | LCCCC Member, distributed materials to public served |
| Matthew Barnes, California Tribal TANF Partnership | LCCCC Member, distributed materials to public served |

- 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?

Most of the outreach materials we used were those developed by the state or federal census outreach campaigns. We provided outreach materials in both English and Spanish, commensurate with our population demographics. During our limited in-person outreach at events, Eunice Rivera, my staff person assigned, was bilingual, speaking both English and Spanish. Disability advocates sat on our LCCCC, and provided feedback which was incorporated into our plans regarding accessibility to people with disability. All QAC/QAK locations were ADA compliant facilities.

- 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.

I will confess that I was one of those people who studiously avoided completing the 2000 and 2010 census because I did not trust giving out my personal information to the stranger knocking on my door. After my assignment to the LCCCC I learned so much I did not know about the Census. Its importance, what it funds, what it means for us all. It made it very personal and important for me to share this information with

our community. My experience also inspired me to participate in the 2020 Census on the first day it was available back in late March. I will never miss participating in another census again.

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

SwORD was confusing and the data collection copious. I did not have a clear understanding at the beginning of all the data that would need to be collected by the end. Clearer process/protocol around that would be helpful. I found that in the end I had to piece much of it together.

Internally, I will be suggesting that, should a contract for funding be offered again by the state to local governments, it either remain in the CAO's office or be sub-contracted out. I do not think Social Services was the best choice to chair the Local Complete Count Committee. We have many other conflicting duties – including disaster response – that took us away from this project. Our funding is linked to census data, which is why we were assigned, but the same could be said for many other county departments and partners.

Attachments

- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities

See ATTACHMENT_A, and it will also be uploaded to

<https://cacensusreporter.azurewebsites.net/>

(I am waiting on response regarding my username for upload)

- b) Updated list of subcontractors

N/A – We did not subcontract.

- c) Evaluations or analytical reports, if any

See ATTACHMENT_C.01 through ATTACHMENT_C.04. Data was discussed/analyzed at our monthly Lake County Complete Count Meetings June 2020 – October 2020. We did not meet in April or May due to pandemic, and I did not yet have a Zoom account – I think we all thought wrongly that the pandemic would be over quickly. We skipped meeting in July 2020 due to holiday.

- d) Sample products*

See ATTACHMENT_D.01 through ATTACHMENT_D.11. A majority of the outreach materials we used were the prepared materials offer by the state or federal Census Bureau.

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles;

County of Lake

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.

AGENDA

2020 Census – Lake County Complete Count Committee (LCCCC)

Wednesday, June 3, 2020/ 2:00 pm to 3:00 pm

Zoom: <https://lakecounty.zoom.us/j/94606586393>, Call In: 1 (669) 900 6833, ID #: 946 0658 6393

Complete Count Committee Objective

Increase awareness and motivate residents to respond to the 2020 Census.

I. Welcome

II. Self-Response Rate Data

- a. As of 05/29/2020:
 - i. Nationwide: 60.30%
 - ii. California: 51.40%
 - iii. Lake County: 40.10%
 - iv. Clearlake: 35.80%
 - v. Lakeport: 62.50%
- b. As of 05/27/2020:
 - i. 2010 Self-Response Rate, Lake County: 42.6%
 - ii. 2020 Self-Response Rate, Lake County: 39.8%
 - iii. The gap between our 2010 and 2020 self-response rates is smaller than all other counties in our region.

III. Federal Census Bureau Updates

- a. Recruitment – jobs still available and hiring in our area! Please share!
- b. Update Leave – has begun!

IV. NRFU (Non-Response Follow-Up)

- a. Budget – Approx. \$29K “in-pocket” for immediate NRFU spending, approx. \$16K more has been invoiced and should be available soon.
- b. NRFU Plan – Any suggestions for additions?
- c. SwORD Updates – Who will add our NRFU activities to SwORD as it evolves?
- d. QAC/QAK – Status checks, next steps for those ready
- e. Lawn Signs – Volunteer to drive around HTC areas (Clearlake & North Shore) to post?
- f. Agency Voicemail & Hold Messaging – Suggested language, if willing/able to use

V. Additions to the Agenda

VI. Next Meeting – Wednesday 07/01/2020, Zoom (details will be emailed)

Resources:

www.counties.org/2020-census

www.census.ca.gov

www.census.gov

AGENDA

*2020 Census – Lake County Complete Count Committee (LCCCC)
Wednesday, September 2, 2020/ 2:00 pm to 3:00 pm*

Zoom: <https://lakecounty.zoom.us/j/92452953794>, Meeting ID: 924 5295 3794, Call In: 1 669 900 6833

Complete Count Committee Objective

Increase awareness and motivate residents to respond to the 2020 Census.

I. Welcome

II. Self-Response Rate Data

- a. National 65.1%
- b. California 67.4%
- c. Lake County 46.7% (42.6% 2010 Self-Response Rate, we have exceeded 😊)
 - i. Clearlake 39.9%
 - ii. Lakeport 65.4%

III. Updates

- a. NRFU Plan update (Rachael)
- b. Other partner updates

IV. Additions to the Agenda

V. Final Meeting – Wednesday 10/07/2020, Zoom (details will be emailed)

Resources:

www.counties.org/2020-census

www.census.ca.gov

www.census.gov

AGENDA

*2020 Census – Lake County Complete Count Committee (LCCCC)
Wednesday, October 7, 2020/ 2:00 pm to 3:00 pm*

Zoom: <https://lakecounty.zoom.us/j/92452953794>, Meeting ID: 924 5295 3794, Call In: 1 669 900 6833

Complete Count Committee Objective

Increase awareness and motivate residents to respond to the 2020 Census.

I. Welcome

II. Self-Response Rate Data

- a. National 66.7%
- b. California 69.3%
- c. Lake County 48.8% (42.6% 2010 Self-Response Rate, we have exceeded 😊)
 - i. Clearlake 40% (24.6% 2010 Self-Response Rate exceeded 😊)
 - ii. Lakeport 66.9% (65% 2010 Self-Response Rate exceeded 😊)

III. Updates

- a. Litigation – Census 2020 deadline extended to 10/31/2020
 - i. Public Messaging – “Complete your 2020 Census today, online, by phone or by mail.”
 - ii. Continuation of Outreach Efforts –
 - 1. QAC/QAK
 - 2. Social Media Posts
 - 3. Others?
- b. Other partner updates

IV. Additions to the Agenda

- V. Final Report** – Proposal to review/approve via email rather than continue meeting. Due 11/16 (deadline may be extended due to census extension). I would get a draft to the group for review after 10/31.

Resources:

www.counties.org/2020-census

www.census.ca.gov

www.census.gov

AGENDA

2020 Census – Lake County Complete Count Committee (LCCCC)

Wednesday, October 7, 2020/ 2:00 pm to 3:00 pm

Zoom: <https://lakecounty.zoom.us/j/92452953794>, Meeting ID: 924 5295 3794, Call In: 1 669 900 6833

Complete Count Committee Objective

Increase awareness and motivate residents to respond to the 2020 Census.

I. Welcome

II. Self-Response Rate Data

- a. National 66.7%
- b. California 69.3%
- c. Lake County 48.8% (42.6% 2010 Self-Response Rate, we have exceeded 😊)
 - i. Clearlake 40% (24.6% 2010 Self-Response Rate exceeded 😊)
 - ii. Lakeport 66.9% (65% 2010 Self-Response Rate exceeded 😊)

III. Updates

- a. Litigation – Census 2020 deadline extended to 10/31/2020
 - i. Public Messaging – “Complete your 2020 Census today, online, by phone or by mail.”
 - ii. Continuation of Outreach Efforts –
 - 1. QAC/QAK
 - 2. Social Media Posts
 - 3. Others?
- b. Other partner updates

IV. Additions to the Agenda

- V. Final Report** – Proposal to review/approve via email rather than continue meeting. Due 11/16 (deadline may be extended due to census extension). I would get a draft to the group for review by email after 10/31.

Resources:

www.counties.org/2020-census

www.census.ca.gov

www.census.gov

Greetings,

County of Lake would like to invite a representative of your agency to participate in our 2020 Census Complete Count Committee.

Our first meeting of partners will occur Friday, December 14, 2018 from 1:00 pm to 3:00 pm at Adult Services Downstairs Conference Room, located at 16170 Main Street, Lower Lake, CA 95457.

An accurate 2020 Census for Lake County is important to us all – it's about power and money. Census data determines how more than \$675 billion is spent, supporting our state, county and community's vital programs. The census is also used to reapportion the House of Representatives, determining how many seats each state gets.

The purpose of a Complete County Committee is for local government and partners to promote and encourage responses to the 2020 Census in our community, to ensure everyone is counted accurately.

If your representative can join us, please respond to rachael.dillman@lakecountyca.gov with their name, email and phone number.

More Information about the 2020 Census and Complete Count Committees can be found at:
www.counties.org/2020-census

Thank you,

Rachael Dillman

County of Lake Complete Count Committee Chair

Voicemail or hold messaging for the 2020 Census:

Have you completed your 2020 Census? The services provided by (name of entity/department/agency) are funded based on the census. Go to www.2020census.gov or call 1-800-923-8282 to respond today! If you have completed your census, thank you for doing your part. Please encourage your community to complete the census too.

Be Counted, Lake County!



2020 Census Call to Action – One Year Out From Census Day

April 1, 2019

The U.S. Constitution requires that each decade, we take a census of the population, and that everyone is counted once, only once, and in the right place.

The 2020 Census will shape Lake County's future for the next decade. It has never been more important to ensure that all the people of Lake County are counted. We live in an area that, based on demographic, socioeconomic and housing characteristics, will be hard to count in the 2020 census.

It is critical that every single person in our communities gets counted. If we, as individuals are not counted, our neighborhoods and communities will lose millions of dollars – lost money for education, health care, and infrastructure. WE cannot let that happen. Also, our numbers determine how electoral districts will be decided. If we want representatives who fight for us on school boards, in the State Legislature and the Congress, we have to be counted.

What can you do? **Be Counted, Lake County!** In April 2020, participate in the census. Encourage your friends, colleagues and families to participate too.

Follow "County of Lake, California" on Facebook for more information and events as census day approaches.

Five Facts to Know About the 2020 Census

- Everyone should participate in the census on April 1, 2020, even if they do not get an invitation in the mail.
- The census will be available online! And can also be completed by mail or telephone.
- Responses to the census are safe, secure and protected by federal law. Answers can only be used to produce statistics – **they cannot be used against you in any way.**
- We lose \$2,000 in federal funding for each person not counted. This includes funding for education, health care, and infrastructure.
- California could lose seats in Congress if people aren't counted.

¡Sea Contado, Condado de Lake!



Censo de 2020 Llamado a la Acción: Un Año Antes Del Día Del Censo

Abril 1, 2019

La Constitución de los Estados Unidos requiere que cada década, hagamos un censo de la población, y que todos cuenten una vez, solo una vez, y en el lugar correcto.

El censo de 2020 dará forma al futuro del Condado de Lake para la próxima década. Nunca ha sido más importante asegurar que todas las personas del Condado de Lake sean contadas. Vivimos en un área que, según las características demográficas, socioeconómicas y de vivienda, será difícil contar en el censo de 2020.

Es importante que cada persona en nuestras comunidades sean contadas. Si nosotros, como individuos no contamos, nuestros vecindarios y comunidades perderán millones de dólares, dinero perdido para la educación, el cuidado de la salud y la infraestructura. No podemos dejar que eso suceda. Además, nuestros números determinan cómo se decidirán los distritos electorales. Si queremos representantes que luchen por nosotros en los consejos escolares, en la Legislatura del Estado y en el Congreso, tenemos que ser contados.

¿Qué puedes hacer? ¡Sea contado, Condado de Lake! En Abril de 2020, participar en el censo. Anima a tus amigos, colegas y familiares a participar también.

Siga el "County of Lake, California" en Facebook para obtener más información y eventos ya que se acerca el día del censo.

Cinco Hechos para Saber Sobre el Censo de 2020

- Todos deben participar en el censo el primero de Abril de 2020, aun que no no reciban una invitación por correo.
- ¡El censo estará disponible en el internet! Y también puede ser completado por correo o por teléfono.
- Las respuestas al censo son seguras y protegidas por la ley federal. Las respuestas solo se pueden usar para generar estadísticas – **no se pueden usar en su contra de ninguna manera.**
- Perdemos \$2,000 en fondos federales por cada persona que no sea contada. Esto incluye fondos para educación, atención médica e infraestructura.
- California podría perder asientos en el Congreso si las personas no se cuentan.

Bus Ads

- *Back*-Woman with Two Children-Spanish—Already Approved
- *Back*-Mail Boxes-English—Already Approved

- Side-Woman with Two Children-Spanish—I need to respond to the proof sent
- Side-Mail Boxes-English—I need to respond to the proof sent
- Side-Mail Boxes-Spanish— no action yet taken
- Side-People on a Bus-English—Already Approved
- Side-Children Running-English—Already approved
- Side-Roommates/Extended Families-English---sent, waiting on proof
- Side-Roommates/Extended Families-Spanish—will translate after I see the English proof
- Side-How/Where to Complete the Census—Not yet started
- Side-Disability---Juan is working on it
- Side-Disability---Juan is working on it

1904



**¡USTED
CUENTA!**



**La información personal no se puede usar en su contra
con el propósito de enforsar la ley de inmigración.**

**Es crítico que todos sean contados,
Sin importar su estado de inmigración.**

**¡Cuando responde al censo, ayuda al Condado de Lake
obtener su parte justa de fondos federales!**

**Complete el censo en abril, puede ir al sitio de internet
www.census.gov para evitar visitantes no anunciados.**

AS84V09

Glaval Bus

1904



**Fact: The invitation to participate in the
2020 Census will not be mailed to any PO
Boxes.**



**Fact: You can still complete the Census on
line beginning March 15 at www.census.gov
even if you don't receive the invitation in the
mail.**

**Fact: Just one uncounted person will result
in \$20,000 in lost funding to Lake County
over the next 10 years.**

You count! Be counted!

AS84V09

Glaval Bus



Fact: The invitation to participate in the 2020 census will not be mailed to any PO Boxes

Fact: You can complete the census on line beginning March 15, 2020 even if you don't receive the invitation in the mail.

Fact: Just one uncounted person will result in \$20, in lost funding to Lake County over the next 10 Years.



Lake County Counts. **You count! Be Counted!** www.Census2020.gov

Charise to have translated into Spanish



Fact: The invitation to participate in the 2020 census will not be mailed to any PO Boxes

Fact: You can complete the census on line beginning March 15, 2020 even if you don't receive the invitation in the mail.

Fact: Just one uncounted person will result in \$20, in lost funding to Lake County over the next 10 Years.



Lake County Counts. **You count! Be Counted!** www.Census2020.gov



**¡USTED
CUENTA!**

- La información personal no se puede usar en su contra con el propósito de enforsar la ley de inmigración.
- Es crítico que todos sean contados, sin importar su estado de inmigración.
- Cuando responde al censo, ayuda al Condado de Lake obtener su parte justa de fondos federales!

Complete el censo en abril, puede ir al sitio de internet www.2020Census.gov para evitar visitantes no anunciados.



1 in 5 Lake County residents live with a disability, invisible or visible. The Census helps distribute funds to agencies that help people with disabilities and their families. We All Count when it comes to making sure our community gets the money it deserves!



We All Count. Be Counted, Lake County! **www.2020Census.gov**



Lake County needs you to participate in the upcoming Census! By participating in the 2020 Census you help Lake County get the funding it needs and deserves. Do your part, Spread the Word and Get Counted Lake County! !



Be Counted, Lake County! www.2020Census.gov



If we don't know how many

p e o p l e we have,

How do we know how many

b u s e s we need?



www.2020Census.gov

Results of the 2020 Census will affect how billions of dollars are distributed *every year* for the next 10 years. We deserve our fair share. Be Counted, Lake County!



If we don't know how many

p e o p l e we have,

How do we know how many

b u s e s we need?



Results of the 2020 Census will affect how billions of dollars are distributed *every year* for the next 10 years. **Be Counted, Lake County!** www.2020Census.gov



The 2020 Census will determine how much funding we get for:

- Free & Reduced Lunches
- After School Programs
- Head Start
- Special Education
- And so much more!



Complete the Census. Help shape their future. Visit www.2020Census.gov

One address, one Census Survey! Don't forget to report those WHO LIVE WITH YOU on April 1st:



- Roommates
- Extended family members
- Unrelated individuals
- Foster children and grandchildren
- Newborn babies in the hospital
- Employees who live at your address



Complete the Census...it matters. We All Count. Be Counted, Lake County! www.2020Census.gov

<https://www.lakecountycalifornia.gov/>

One address, one Census Survey! Don't forget to report those WHO LIVE WITH YOU on April 1st:



- Roommates
- Extended family members
- Unrelated individuals
- Foster children and grandchildren
- Newborn babies in the hospital
- Employees who live at your address



The 2020 Census. Who Should Respond? EVERY one of us. Complete the Census...it matters.

We All Count. Be Counted, Lake County! www.2020Census.gov

https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Fact_Sheet_for_Multigenerational_Households.pdf



https://2020census.gov/content/dam/2020census/materials/partners/2020-01/Reminder_Card_Complex_Households.pdf



https://2020census.gov/content/dam/2020census/materials/partners/2020-01/Reminder_Card_Complex_Households.pdf







TRUSTED MESSENGER CONFERENCE

January 10th, 2020 9 a.m. to 10 a.m.
Lower Lake Community Hall,
16195 Main Street, Lower Lake, CA

Everyone Counts!

The Lake County Complete Count Committee invites Trusted Messengers to attend this one day conference to learn about the 2020 Census and how to help the Lake County Communities.

Conference activities include:

- Presentation on Census 2020
- Train the Trainer Training
- Trusted Messenger Input Session on best outreach methods to use for Lake County's hard-to-count populations.

Continental Breakfast will be provided, please

RSVP via Eventbrite: <https://www.eventbrite.com/e/2020-census-trusted-messengers-conference-lake-county-tickets-86828605697>

Benefits of Answering Census 2020

By helping Lake County answer the Census 2020, we can increase funding to work towards:

- Improving education
- Promoting fair representation
- Increasing affordable housing
- Improving transportation
- Improving healthcare
- Promoting business development



Trusted Messengers Conference

2020 Census

Lake County Complete County Committee



Lake County Complete Count Committee



The Lake County Complete Count Committee is comprised of a broad spectrum of government and community leaders. Our goal is to increase awareness and motivate Lake County residents to respond to the 2020 Census.

Rachael Dillman, Chair

Charise Reynolds, Co-Chair

Today's Goals



- To describe what the Census is
- To explain why the 2020 Census is important to Lake County
- To get Trusted Messengers help in encouraging the Hard to Count (HTC) populations you serve to participate in the 2020 Census

What is the Census?



The U.S. Constitution requires that each decade, we take a census of the population, and that everyone is counted once, only once, and in the right place.

What is the Census?



The 2020 Census will shape Lake County's future for the next decade. It has never been more important to ensure that all the people of Lake County are counted. We live in an area that, based on demographic, socioeconomic and housing characteristics, will be hard to count in the 2020 census.

What is the Census?



It is critical that every single person in our communities gets counted. If we, as individuals are not counted, our neighborhoods and communities will lose millions of dollars – lost money for education, health care, and infrastructure. We cannot let that happen. Our numbers also determine how electoral districts will be decided. If we want representatives who fight for us on school boards, in the State Legislature and the Congress, we have to be counted.

Five Facts to Know About the 2020 Census:



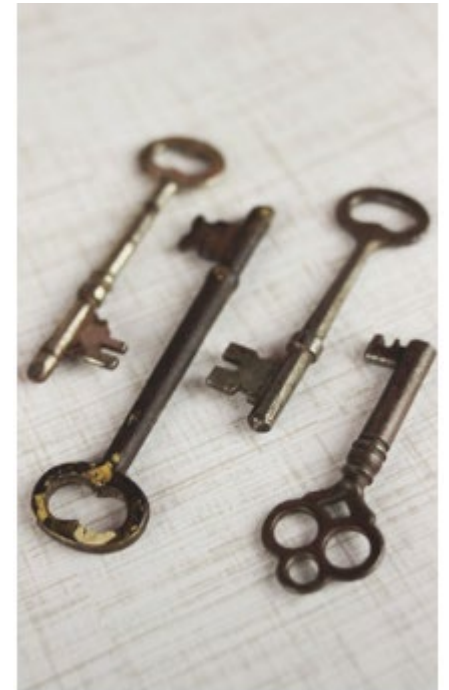
1. Everyone should participate in the census on April 1, 2020, even if they do not get an invitation in the mail.
2. The census will be available online at www.census.gov March 15! And can also be completed by mail or telephone.
3. Responses to the census are safe, secure and protected by federal law. Answers can only be used to produce statistics – **they cannot be used against you in any way.**
4. Lake County loses \$2,000 in federal funding for each person not counted. This includes funding for education, health care, and infrastructure.
5. California could lose seats in Congress if people aren't counted.

Privacy & Confidentiality



It's illegal for the Census Bureau to share information with other government agencies.

By law, the Census Bureau can only use your answers to produce statistics and is prohibited from sharing personally identifying data with ICE, IRS, Homeland Security, the courts, and other government institutions.

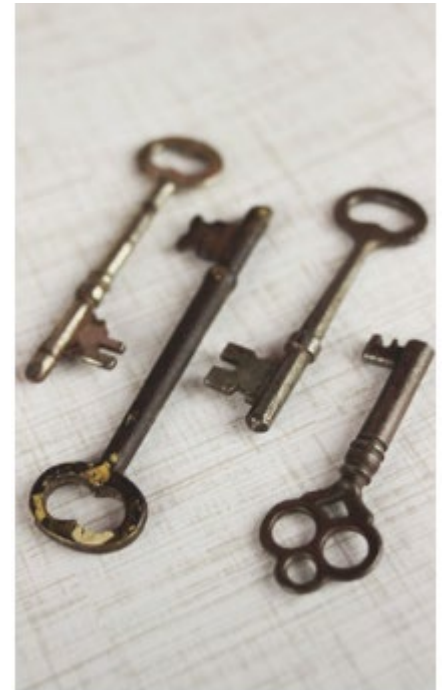


Privacy & Confidentiality



The Census website takes strong precautions to keep online responses secure.

All data submitted online are encrypted to protect personal privacy, and the Census Bureau's cybersecurity program meets the highest and most recent standards for protecting personal information. Additionally, as soon as your response is submitted, it is retrieved and removed from the internet.



Citizenship



The citizenship question will NOT be on the 2020 census.

By Supreme Court Ruling, the citizenship question will not appear on the 2020 census.



Citizenship



“Even with this victory, the hard work of achieving a complete count in 2020 remains. The [Trump] Administration has created a very real fear of the federal government in many communities, but the stakes of the census are too high for any Californian to sit out. Trump wants the atmosphere of fear to continue to prevent people from participating in the Census, but we will not let him win. We are stronger when we are all counted.”



California Secretary of State, Alex Padilla

What are the Census questions?



Completed by person filling out form for the household:

1. How many people were living or staying in this house, apartment. Or mobile home on April 1, 2020? (fill in)
2. Were there any additional people saying here on April 1, 2020 that you did not include in Question 1? (check all that apply)
3. Is this house, apartment, or mobile home? (check one)
4. What is your telephone number?

What are the Census questions?



Asked about each person in the household:

5. What is your name? (print)
6. What is your sex? (check one)
7. What is your age and date of birth? (fill in)
8. Are you of Hispanic, Latino or Spanish origin? (check box)
9. What is your race? (check box and/or print)

Do you like unannounced visitors?



Census Enumerators will be knocking on the doors of households that haven't completed the Census by 04/30/2020.

Complete the Census in April to avoid unannounced visitors!

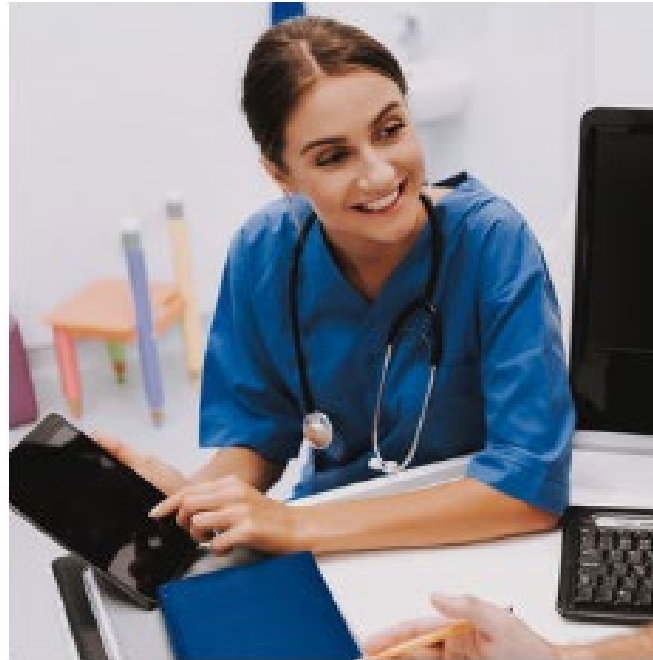


What You Get

(What you lose without a complete Census)



Title 1 Grants for Education



Medicare Part B



Coastal Zone Management

What You Get

(What you lose without a complete Census)



Federal Pell Grant Program



Highway Planning and
Construction



Wildlife Restoration

What You Get

(What you lose without a complete Census)



Fire Management Assistance
Grant



Veteran Care



Head Start Funding

What You Get

(What you lose without a complete Census)



Water Pollution Control



Maternal Child Health Block Grants



Supportive Housing for the Elderly

What You Get

(What you lose without a complete Census)



Developmental Disabilities
Grants



Rural Business Enterprise
Grants



State Children's Health
Insurance Program

What You Get

(What you lose without a complete Census)



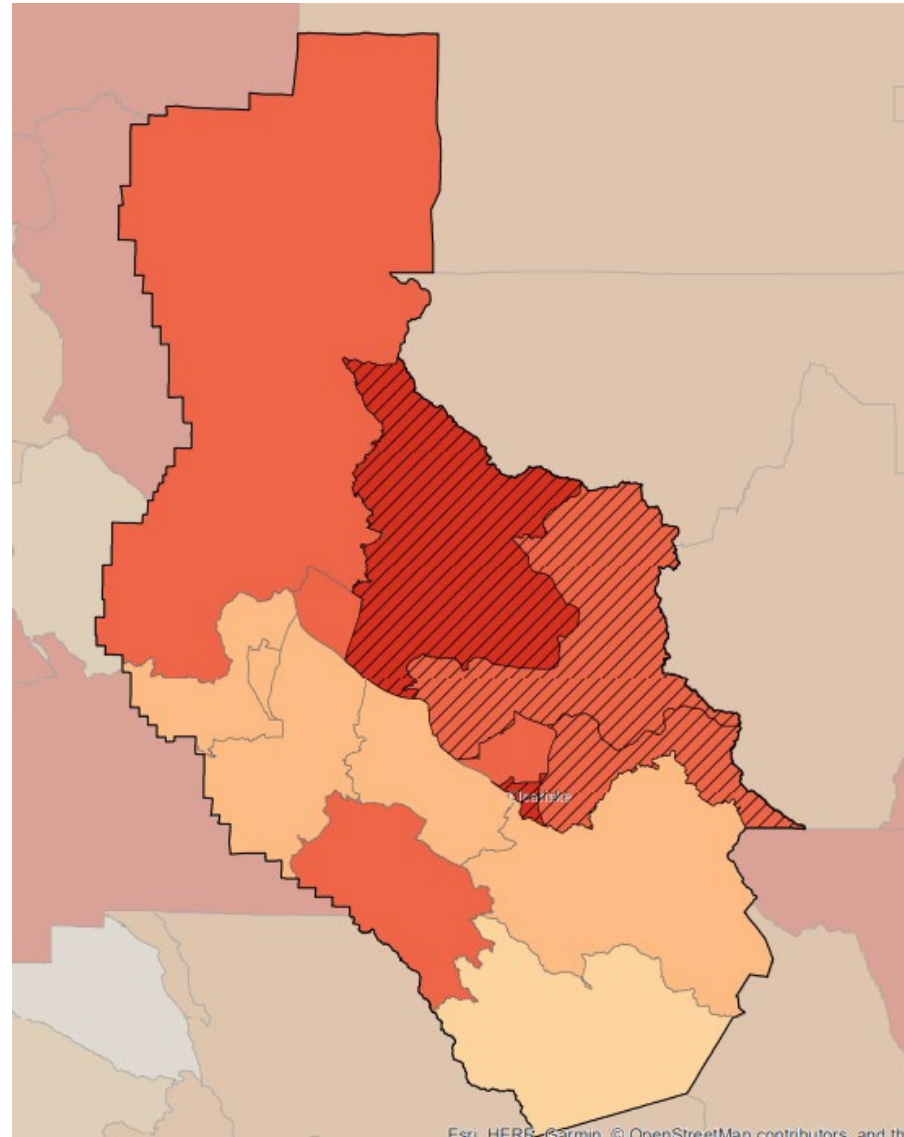
Emergency Preparedness

Census data informs community planners about the number of people living in different areas so they can provide the right amount of emergency services for each area.

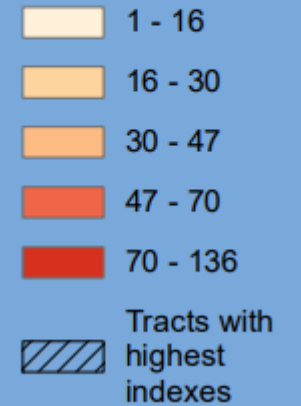


Hard-to-Count Areas

- Clearlake area
- North Shore to Lake Pillsbury (Clearlake Oaks, Glenhaven, Lucerne areas)



California Hard-to-Count Index by Census Tract



Hard-to-Count Characteristics



- Vacant housing
- Multi-unit housing
- Renters
- Crowded housing
- Non-family households
- Moved here within the last year
- Foreign-born
- Limited English proficiency
- Income below 150% poverty level
- Households on public assistance
- Unemployed (age 16+)
- No high school diploma (age 18+)
- Children under age 5
- No broadband access

Additional Barriers to Participation



- Disaster displaced
- Rural P.O. Box delivery
- Anti-Government sentiment
- Illiteracy
- Homebound seniors
- Homeless/transient population

What are we doing?



Questionnaire Assistance Centers (QACs) where the public can come and fill out the 2020 Census, or get additional information, will be available 03/15/2020-04/30/2020 at:

- All Public Libraries
- Clearlake & Lakeport City Halls
- Social Services at Anderson Ranch in Lower Lake

If your agency can host a kiosk, let us know!

What are we doing?



Advertising in print, radio, media, etc.

Outreach at public events throughout the county January – April 2020.

If your agency is having an event where we could do 2020 Census outreach, let us know!

What can you do?



Be Counted, Lake County!

In April 2020, participate in the census.
Encourage your friends, colleagues, families and
the public you serve to participate too.

*Follow “County of Lake, California” on Facebook for more information
and events as census day approaches.*

Activity



In groups of 3-4, take the next 10 minutes to identify the Hard-to-Count population(s) you serve, and what strategies you might use as a Trusted Messenger to encourage participation in the 2020 Census. Have someone in your group write down your strategies to share with the group.

Supplies: Markers, large sheet paper

Activity Report-Out



Questions?



Thank you!



For additional information, contact:

Rachael Dillman, Chair Lake County Complete Count Committee

Rachael.Dillman@lakecountnyca.gov, (707) 995-4290

Charise Reynolds, Co-Chair Lake County Complete Count Committee

Charise.Reynolds@lakecountyca.gov, (707) 995-4250

Clearlake City Counsel Presentation

2020 Census

Lake County Complete County Committee



Lake County Complete Count Committee



The Lake County Complete Count Committee (LCCCC) is comprised of a broad spectrum of government and community leaders. Our goal is to increase awareness and motivate Lake County residents to respond to the 2020 Census.

Rachael Dillman, Chair

Today's Goals



With a focus on the City of Clearlake:

- To provide a summary of the work the LCCCC has done
- To share our current response rates
- To provide a summary of the work that is planned through 09/30/2020

What has LCCCC done?



LCCCC began meeting in 11/2018. Our contract with the state required a coordinated outreach plan. Unfortunately, COVID-19 broke out the same month that our major efforts were scheduled to begin, requiring significant modifications to our plan.

What has LCCCC done?



In addition to statewide advertising efforts by the California Complete Count Committee, and the Federal Census Bureau, LCCCC activities since March 2020 have included:

- Advertising on Lake Transit, all routes
- Advertising at Lakeport Auto Movies
- Distributing flyers at food distributions county-wide
- Distributing children's census books in to-go free school meals for Clearlake
- Distributing flyers in meals on wheels distributions county-wide
- Releasing multiple press releases
- Making multiple social media posts to County of Lake social media, at least one per week since Non-Response Follow-Up began

What has LCCCC done?



- Maintaining a webpage on the County of Lake website
- Hosting questionnaire assistance centers at Clearlake, Lakeport and Middletown libraries
- Setting-up questionnaire assistance kiosks at Clearlake City Hall
- Conducting in-person outreach at Lakeport and Kelseyville Farmer's markets in June
- Conducting in-person outreach at Clearlake July 4th celebration
- Placing 300 yard signs throughout the county, including Clearlake
- Posting posters at all post-offices county-wide (if the Post Master allowed it or there was a public board)
- Updating voicemail greetings at Social Services to advertise the 2020 Census
- Mailing post cards twice to P.O. boxes reminding households to complete the 2020 census even if they did not get the questionnaire



Self-Response Rates

Nationwide – 63.6%

California – 61.5%

Lake County – 45.6%*

Clearlake – 39%

*We have exceeded our 2010 Self-Response Rate which was 42.6%!

Data Source, 08/14/2020: https://2020census.gov/en/response-rates.html?cid=20423:%2Bcensus%20%2B2020%20%2Bresponse%20%2Bates:sem.ga:p:dm:en:&utm_source=sem.ga&utm_medium=p&utm_campaign=dm:en&utm_content=20423&utm_term=%2Bcensus%20%2B2020%20%2Bresponse%20%2Bates

What's planned through 09/30/2020?



In addition to the Federal Census Bureau's start of field operations "door-to-door knocking" on August 11, 2020, the LCCCC will:

- Place 10,000 flyers in back-to-school materials at all schools county-wide August-September
- Display posters at the county's public COVID testing sites starting next week
- Display posters at Adventist health starting next week
- Continue weekly Facebook posts

We have also invited the state's LED sign panel truck to drive around the upcoming fishing tournaments in Clearlake; pending state response on availability.

Thank you!



For additional information, contact:

Rachael Dillman, Chair Lake County Complete Count Committee

Rachael.Dillman@lakecountnyca.gov, (707) 995-4290



COUNTY OF LAKE
DEPARTMENT OF SOCIAL SERVICES
P.O. Box 9000
Lower Lake, CA 95457

Crystal Markytan
Social Services Director
Public Guardian/Administrator

FOR IMMEDIATE RELEASE
March 13, 2020

For more information contact:
(707) 995-4290
rachael.dillman@lakecountyca.gov

LOWER LAKE, Calif. – March 13, 2020

2020 Census Available Online Now Be Counted, Lake County!

The U.S. Constitution requires that each decade, we take a census of the population, and that everyone is counted once, only once, and in the right place.

The 2020 Census will shape Lake County's future for the next decade. It has never been more important to ensure that all the people of Lake County are counted. We live in an area that, based on demographic, socioeconomic and housing characteristics, will be hard to count in the 2020 census.

It is critical that every single person in our communities gets counted. If we, as individuals are not counted, our neighborhoods and communities will lose millions of dollars – lost money for education, health care, and infrastructure. We cannot let that happen. Our numbers also determine how electoral districts will be decided. If we want representatives who fight for us on school boards, in the State Legislature and the Congress, we have to be counted.

The 2020 Census is now available at www.my2020census.gov.

You do not need an invitation or an ID number to complete the census now!

Five Facts to Know About the 2020 Census

1. This "invitation" to respond to the census will not be mailed to anyone who uses a PO Box to receive mail. Everyone can and should participate in the census on April 1, 2020, even if they do not get an invitation in the mail. It is our civic duty! The census is available online at www.my2020census.gov, and can also be completed by telephone:

| | |
|---|------------------------------------|
| English – 844-330-2020 | Spanish – 844-468-2020 |
| Chinese (Mandarin) – 844-391-2020 | Chinese (Cantonese) – 844-461-2020 |
| Vietnamese – 844-461-2020 | Korean – 844-392-2020 |
| Russian – 844-417-2020 | Arabic – 844-416-2020 |
| Tagalog – 844-478-2020 | Polish – 844-479-2020 |
| French – 844-494-2020 | Haitian Creole – 844-477-2020 |
| Portuguese – 844-474-2020 | Japanese – 844-460-2020 |
| Telephone Display Device (TDD) – 844-467-2020 | |

☐ Administration
Phone (707) 995-4260
FAX (707) 995-4294

☐ Adult Services
Phone (707) 995-4680
FAX (707) 995-4661

☐ Child Welfare Services
Phone (707) 262-0235
FAX (707) 262-0299

☐ Eligibility
Phone (707) 995-4200
FAX (707) 995-4204

☐ Employment Services
Phone (707) 995-9015
FAX (707) 995-9055

2. Responses to the census are safe, secure and protected by federal law. Answers can only be used to produce statistics – they cannot be used against you in any way. Your information cannot be shared with immigration. Census workers take an oath to keep your information secret for 72 years. There is NO citizenship question on the census.
3. Lake County loses approximately \$20,000 in federal funding for each person not counted. This includes funding for education, health care, and infrastructure. Everyone, even non-citizens, should be counted.
4. Only one census per physical address. That means, if you have roommates, you must put them on your census form. Don't forget to count children, including newborns!
5. California could lose seats in Congress if people aren't counted.

How Can You Help? Be Counted, Lake County!

Participate in the census. Encourage your friends, colleagues, families and people you work with to participate too.

Follow "County of Lake, California" on Facebook for more information and events.

#



COUNTY OF LAKE
DEPARTMENT OF SOCIAL SERVICES
P.O. Box 9000
Lower Lake, CA 95457

Crystal Markytan
Social Services Director
Public Guardian/Administrator

FOR IMMEDIATE RELEASE

August 11, 2020

For more information contact:

(707) 995-4200

SocialServices@lakecountyca.gov

2020 CENSUS DOOR-TO-DOOR VISITS BEGIN, QUESTIONNAIRE ASSISTANCE AVAILABLE LOCALLY

Lake County, Ca (August 11, 2020) –

On Tuesday, August 11, 2020 door-to-door visits began nationwide for the 2020 Census.

According to the U.S. Census Bureau on August 11, 2020:

This week, the U.S. Census Bureau began following up with households nationwide that have not yet responded to the 2020 Census. Based on the current self-response rate of 63.3%, the Census Bureau estimates it will need to visit about 56 million addresses to collect responses in person. Up to 500,000 census takers across the country will go door to door to assist people in responding to the 2020 Census.

You may still be able to avoid a door-to-door visit by completing your census today! Call (844) 330-2020, go to www.my2020census.gov, or mail back your survey if you received one. Everyone should respond.

Don't have reliable internet access? Visit a local Questionnaire Assistance Kiosk or Questionnaire Assistance Center to complete your 2020 Census online! Computers or tablets with internet access are available, private and secure. Masking, social distancing, and extra cleaning precautions are being taken to ensure public safety at these locations.

At Questionnaire Assistance Kiosks, equipment is set up for you to use on your own. If you have questions, you may want to visit a Questionnaire Assistance Center.

Local Questionnaire Assistance Kiosks:

| Location | Address | Hours |
|---------------------|--|-------------------------------------|
| Clearlake City Hall | 14050 Olympic Drive Clearlake, CA 95422 | Monday – Thursday, 8 a.m. to 5 p.m. |

☐ Administration
Phone (707) 995-4260
FAX (707) 995-4294

☐ Adult Services
Phone (707) 995-4680
FAX (707) 995-4661

☐ Child Welfare Services
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☐ Eligibility
Phone (707) 995-4200
FAX (707) 995-4204

☐ Employment Services
Phone (707) 995-9015
FAX (707) 995-9055

Local Questionnaire Assistance Centers:

| Location | Address | Hours |
|--------------------|---|---|
| Lakeport Library | 1425 N. High St. Lakeport, CA 95453 | Tuesday, Thursday, Friday and Saturday, 10 a.m. – 5 p.m. Wednesday, 10 a.m. – 7 p.m. |
| Redbud Library | 14785 Burns Valley Rd. Clearlake, CA 95422 | Tuesday, Thursday, Friday and Saturday, 10 a.m. – 5 p.m. Wednesday, noon to 7 p.m. |
| Middletown Library | 21256 Washington St. Middletown, CA 95451 | Please call (707) 987-3674 to schedule a time |

Library staff at the Questionnaire Assistance Centers can answer questions from the public regarding how to complete the 2020 Census, such as who is considered a household member.

The census is about all of us. Your response determines funding for health programs and services that your community relies on to stay healthy. It's just nine easy questions. Take the 2020 Census today!

#

The Rocky Road to Census 2020 Lake County and How You Can Help

The whole purpose of the Census is to count our population and households. The data gathered is then used to determine the number of representatives for the House of Representatives and to determine how much funding to apportion to states and counties based on population totals and other statistics. Getting an accurate count is vital to schools, hospitals, transit, the school lunch program, fire departments, and so much more.

The road to the 2020 census was littered with potholes not only for the country, but for Lake County in particular. First up were all the fires that swept through Lake County. The census relies on data from previous years to help establish physical addresses. The loss of residences was but one issue. Many people left the county entirely after the fires. That will have an economic effect on funding for future years. The County has not only a loss of tax revenue, but also, potentially a loss of census driven funding due to inaccurate information which could lead to under counting.

The next set back was the ill-fated citizenship question. Even though it did not end up in the final Census Questionnaire, it created a lot of fear among the undocumented population in our community and around the country and has the potential to keep Lake County from getting its fair share of funding. The population will remain, undocumented residents or not, but the funding will not reflect all people who live here. That means your local fire department will still have the same number of people and structures to protect, but not the proper amount of funding with which to do it.

Another big issue for our county is the federal census bureau's decision to mail an invitation to participate in the census only to residents who receive mail at their homes. Lake County is a rural community. Many of us in the county only get mail service via a PO Box. That means we will not get an invitation and will have to rely on social media, radio and print ads, and word of mouth to get us to complete one.

Those with a lack of broadband internet access in their parts of the county is another example yet another issue. And, those without are what-of-what the census refers to as a hard to count population. This is just one of several hard to count populations in Lake County. Just as COVID-19 forced schools to realize the inability for some students to participate in distance learning, so too are we in the county feeling the effects of no internet access. Those who do receive the invitation to participate are directed to complete the census on line. Not so easy when you can't even get on line.

And, speaking of COVID-19, it's taken a toll on the census, as well. Just as the census was ramping up and the enumerators and the Lake County Complete Count Committee were ramping uppreparing to mitigate some of these issues, COVID-19 completely shut down operations. Self-service kiosks that were to be located in City Halls, Libraries, and other centrally located agencies could not open and many still cannot open.

Currently, Lake County's self-response rate, that is folks who have responded on their own, is at 40%. On a good year, we have issues with getting everyone to respond. There are a miryadmyriad of reasons for why folks don't respond, including a fear of the government not just by undocumented individuals, but citizens, too. And, mMany do not realize that they must report ALL residents in their homes, even if they are not related. This year we really need everyone's help to make sure our friends and neighbors are counted and to get our fair share of the funding.

So, what can you do to help our community? You can talk up the census. Let folks who don't have internet (or who can't read) know that they can call 1-844-468-2020 and complete the census over the phone. Let folks who don't get mail delivered to their homes know that they can call or take the census on line at my2020census.gov. While the invitations give a personal ID to use when taking the census, it is not necessary, as some people believe. I completed my questionnaire online without [one](#) and had no problem. Everything will be reconciled by address.

You can also be helpful when the census enumerators come around. While the census folks try to hire local individuals to go door-to-door, sometimes the enumerator will not be local. They don't know the lay of the land as well as locals do. [Let them know about that studio apartment above the garage down the street. Why not?](#) Sign up to be an enumerator. The economy took a hit from the shelter-in-place. If you ~~know someone who~~ [know someone you know](#) could use a temporary job let them know the census is still hiring and give them the number 800-JOB-2020.

Currently, enumerators are in the field in Lake County leaving door hangers asking for a response. Whether or not you have already responded, everyone will get one [to ensure no one is missed](#). The next step, if a household does not respond, is an enumerator will come out and knock on the door. If you don't like strangers or don't want to open your door due to COVID-19, make sure you complete the census.

The enumerators will have a badge and their identity can be verified by calling the same number you call to take the census 844-468-2020.

[Help make sure Lake County gets its fair share of the funding.](#)