



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 4, 2020
Organization / Entity	Madera County / Subcontracted – Madera Coalition for Community Justice
Responsible Person / Title	
Contact Person / Title	Eric Martinez / Program Coordinator
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Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?

The overarching goal is to address major sources of undercount and launch a comprehensive communications, outreach, and education campaign to eliminate impediments to fully participate.

- 1. Ensure that HTC populations in the county are accurately counted.**
- 2. Build a stronger movement infrastructure across the county that can improve opportunities and conditions for residents who have been politically, economically, and socially marginalized.**

Objectives:

- 1. Increase awareness through a multi-pronged approach that reaches individuals more than once.**
- 2. Increase participation rates amongst HTC populations leading up to Census Day and through the Non-response operations.**
- 3. Ensure that community-based organizations coordinate their outreach efforts with each other, government agencies, CCC's, and media.**
- 4. Build strategic, organizational alliances across and, demographic groups within the county.**

[Insert contract partner name]

Following the state's COVID-19 guidelines and changes to the US Census Bureau operational timeline, the Madera County campaign we had outlined needed readjustment as well to align with the Bureau's new timeline. Our vision and objectives stayed the same but the tactics to reach these goals shifted. Due to limited in person engagement the campaign shifted to more remote outreach strategies and focused on increasing awareness in key visual locations where HTC populations traveled. The campaigns face to face tactics shifted to video and phone calls such as phone banking, text message reminders, or virtual platikas with community members. The Local Complete Count Committee (LCCC) continued to coordinate amongst community partners and build alliances throughout the campaign to continue to build a larger umbrella to ensure community members received real accurate information. There was a greater reliance on collaboration, cooperation, and coordination with partners from all sectors of the county which met great success and is attributable to the campaign's success.

- 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?

Throughout each phase of the operation, the consistent presence of trusted entities from the community helped alleviate some of the mistrust and hesitation amongst community member and allowed us to pass on accurate information. On multiple occasions, we were able to parlay those into larger partnerships efforts.

What hindered the operations?

There were different obstacles throughout the Census campaign that made us alter our course of action. The biggest contributor was the global health pandemic, COVID-19. With COVID-19 having such profound effect on the County we were limited in the types of outreach we could conduct. The County was also impacted by wildfire which caused communities to evacuate their homes. These crisis situations shifted the communities focus to their immediate safety and well-being. Finally, the uncertainty and curtailment of the timeline adversely impacted planned strategies.

Contracted partner's outreach

What outreach tactics worked well?

Throughout the education phase of the campaign, going through entities that had an established relationship with individuals from the community gave individuals the confidence to ask more questions. Working along with partners provided added trustworthiness and legitimacy of the Census.

Throughout the motivation and NRFU phases, when given the opportunity to have face to face engagement or direct personal contact, individuals were more receptive to the information and more likely to complete their questionnaire.

During the NRFU phase, many HTC populations were affected by COVID-19, which shifted them to look for assistance from agencies and other service providers. This venue gave access to community members for the campaign to reinforce the reminder for them to complete their census questionnaire and its critical importance of getting financial assistance to the community as borne out by the pandemic.

[Insert contract partner name]

What hindered the outreach?

Throughout the Education phase, discussions regarding whether a citizenship question should be asked added to the mistrust amongst HTC communities. Many people, especially immigrants, did not want to release any of their information due to fear of the federal government. 2020 brought forth the election season which fueled mistrust and cynicism regarding government among other segments of the community as well.

During the Awareness, Motivation, and NRFU phases the changes to the Census operation along with the pandemic created a bit of confusion and skepticism in community members. Individuals were unsure of what was accurate causing them to look past the Census.

During the NRFU, we shifted our outreach efforts to phone banking calls and text message reminders due to COVID restriction. It was effect initially but many individuals became bothered by it or simply ignored it due to overwhelming calls and text messages from other agencies and campaigns. It was clear that there were overlapping phone banking efforts from different sources which detached from its effectiveness.

- 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.

Throughout the campaign there were a few curveballs thrown at us. During the educational phase of the Census, government officials were debating whether a citizenship questions should be allowed on the questionnaire. We focused on what we did know and what we could support at the time which was that regardless of the questions asked all information collected is confidential by law and cannot be shared with other government entities. A challenge that came up during the self-response / motivation period was the shelter-in-place imposed by the state and county officials. This shifted our work from being face to face with community members to working remotely from home. Our in-person outreach activities became virtual discussions and phone calls and text message reminders. The lack of face-to-face contact and confining staff to work from home at all agencies, organizations, faith institutions, eliminated opportunities to educate and motivate clientele though lobby videos, telephone ringtones, display tables, etc. Another challenge was presented during the NRFU phase, with the alteration of the official census deadline. With a nationwide pandemic having an effect on everyone, whether it be direct or indirect, census operations were altered to accommodate the restrictions that were presented due to health precautions set to combat COVID-19. As we approached the end of our operations, the deadline was cut short a month from October 30th to September 30th, but due to a Judge's appeal the deadline was postponed until an official order was made to conclude all Census activities by October 16th. This shorted our timeline and effected our activities in key nonresponse tracts. With the deadline being appealed, it gave us the opportunity to organize a few pop-up activities in low response tracts to get the final push in. Another challenge we faced in our regions along others in CA, were the wildfires that spread and grew quickly. The wildfire endangered households which caused them to evacuate and throw us another curveball. The region that was affected by the wildfires in our County held one of our lowest response rate tracts and is one of our HTC tracts. With the safety and health of community members again at the forefront we shifted our energy to alternative options. We focused on doing what we could do still to reach out to these populations. We worked with our RPM and partners to locate some of the centers and sites where families were being temporarily housed in order to still get the information to them. We also focused our text message reminder to target community members in that region. We also reached out to the local newspaper to furnish a PSA.

- 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

[Insert contract partner name]

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.

Madera County 2010 SRR: 67.8 %

Madera County 2020 SRR: 62.5 %

Despite the energy, excitement and enthusiasm when the campaign began, the grand plans were disrupted and negatively impacted. All of the partners were committed to meeting and exceeding the 2010 response rate. Unfortunately, the 2020 response rate did not meet the 2010 response rate, it fell short by 5.3%. The Census took us on a roller coaster ride from beginning to end. Throughout the campaign there were obstacles to overcome from a national pandemic to wild fire evacuations. One of the greatest challenges we faced was altering our campaign plan to align with the new guidelines set to ensure the health of every citizen. The restrictions triggered by COVID-19 limited the amount of contact we could have with community member especially those in HTC populations. With limited contact and the community uneasy of what the future may hold, it made it tougher to bring awareness and motivate folks to participate. The lack of face-to-face contact and confining staff to work from home at all agencies, organizations, faith institutions, eliminated opportunities to educate and motivate clientele though lobby videos, telephone ringtones, display tables, and more. In addition to the global pandemic part of our County was ordered to evacuate their homes due to blazing wildfires. The areas that were impacted by the wildfires were already challenging in reaching out too due to their rural location and their anti-government ideology.

- 5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

We utilized a multipronged outreach plan where we made multiple touches regarding the census over the education and motivation phases. Throughout the education/motivation phase our partners introduced the topic to their respected audiences, and also invited an outside entity in this cause our organization or a census representative to reintroduce the information from another perspective. As the official date to participate neared the more frequently we reminded community members of the importance and impact of completing their questionnaire. Our idea was to saturate the information so that folks would have been familiar and comfortable in competing their Census questionnaire once it was sent out and made available. The LCCC partners worked extremely well in providing a safe space for community members to obtain more information, clear up confusion and alleviate residual concerns. As a result, many individuals were more receptive and trusting of the process, thus more willing to participate in completing the census questionnaire.

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

The County has been supportive of the Census work from the beginning till the end. They gave us the opportunity to take on the Census campaign and give the community a better chance of reaching a complete counted.

Officials from the City of Chowchilla, Madera, and North Fork were key partners in get out the information to community members. One of the collaborations we had with each city was to place mail inserts in the utility bill and/or newsletter mailing to community members. This effort was repeated in a number of local jurisdictions. They also facilitated in strategically display street banners and lawn signs to create mass awareness and serve as reminders to

[Insert contract partner name]

participate. Official from each respected city leveraged their influence to motivate, educate, and nudge their constituents to complete their questionnaires.

First 5 was a critical partner in outreaching to children and families. Children under 5 are one of the HTC population that tend to go undercounted. *First 5* emphasized the importance of ensuring children no matter how young they are get counted. They offered families language and questionnaire assistance in order to ensure a complete count. It was the chief source to publicizing the Census.

Community Action Partnership of Madera County, is a trusted agency in the community especially in HTC population. It is the largest county agency and sponsors multiple programs that which clientele comprise heavily of members of the HTC communities. Many of these families are limited English speakers and are from household with limited to no broadband access.

The *Madera County Superintendent of Schools*, was a critical partner in outreaching to the community through the school systems. School is one of the institutions that community members still trust and have continuous contact with. Further, they come in contact with the largest swath of the county populations. Working with the support of the school districts, we were able to deliver messages and reminders to families to help motivate them to complete their census questionnaire. Especially with community members skeptical of sharing personal information, schools play a pivotal role in relaying important and accurate information to the youth and their parents. In that connection, Madera Unified School District which had the largest number of students by far in the county was pivotal in consistently and repeatedly imploring families to complete the Census questionnaire through their phone tree system.

The *Madera Food Bank* was vital partner especially down the stretch once we were hit with COVID-19. With hardship hitting families, many relied on the food provided by the food bank. The food bank allowed us to deliver information directly to HTC populations that picked up food. At times, dependent of the location, we were given access to the distribution site where we could assist folks in filling out their questionnaire or answer any questions, they had to help encourage them to participate.

Camarena Health is the reliable and trusted go to health clinic in Madera County. With locations spread across the county, their sites became key point of access to the community. Collaborating with Camarena we were able to gain yet another avenue in reaching out to people and reminding them of the importance of completing their census. Camarena utilized signage on the exterior to create awareness, while educating and motivating attendees in the lobby with informational flyer and short video PSAs. Unfortunately, due to COVID we were unable to follow through with setting up QACs at their sites. The local hospitals were also a viable venue.

The partners listed made up the Executive Committee that led the local complete count committee throughout the campaign. Not to outshine the hard work and dedication of other community partners that played such a valuable role in ensure Madera County achieved an accurate count. The partners above created an umbrella that covered different avenues of reaching the community regardless if they fell within HTC populations. Each member listed has been and is a trusted messenger for the community.

- 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?

For Madera County, English and Spanish are the two dominant languages which coincides with the LEP report of the region. Regarding the latter, a sizeable number of them were Indigenous and spoke Mixteco, Zapoteco, and Triqui. Through its trusted partners, this was more than adequately addressed. When conducting outreach whether it was an in-person or virtual discussion, phone call, text message, or flyer we ensured that material was

[Insert contract partner name]

available in both languages. Our staff and volunteers are bilingual to help accommodate the needs of the individual. Within our region there are populations that predominately speak Farsi and Punjabi, as well, although they may not be highlighted in the LEP we still provided support with language appropriate material. We partnered with religious and cultural leaders in these communities to give the people access to the resources. A similar partnership with the ADA Advisory Council, was implemented to ensure fair access to people with disabilities.

- 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.

One moment that comes to mind is the kick-off event we held to initiate the next phase of the campaign. Partners of the Madera County LCCC had been focusing on educating and creating awareness amongst community members up until to this point. The kick-off event was a motivational jump start to encourage community members to participate in the 2020 Census. Having trusted community partners and leaders together at the event showed the full commitment of the County to ensure a complete and accurate count all while being transparent in the process. In order for the campaign to be successful everyone needed to play their part, from the grassroot agencies conducting community outreach to elected officials making announcements and pitches. At the moment we didn't realize how critical these connections and partnership would ultimately pay off. When the self-response and NRFU phase took an unexpected turn, these collaborative efforts paid dividends in getting assistance and information out to folks to completed their questionnaires in a time of crisis. With partners playing their positions we were able to overcome the situations thrown our way.



[Insert contract partner name]



Another moment that stands out is an event that was organized with Fairmead Community and Friends. The event was held at an Elementary school in Fairmead, CA where a few agencies got together to provide the residents critical supplies in a time of need. With COVID and other local issues effecting families greatly, we provided vital resources for community member. This event showcases the flexibility and creativeness that was required throughout the self-response and NRFU period. While providing food and water at the event, we also coordinated with Census representative to assist with filling out and completing census questionnaires. The event was not just a way to reach out to individuals but to also show them the importance of getting an accurate and complete count. They event was a success in providing assistance to individuals while abiding by health protocol and ensuring a safe space.

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

There are a few suggestions to consider for the following 2030 Census campaign. The 2020 Census emphasized the use of technology throughout the campaign whether it was to verify a household address or complete the census questionnaire. Making the process to receive and complete the Census questionnaire a bit clearer and more accessible would result in a higher self-response rate. There are still various tracts that have limited or no broadband access which effect the HTC populations greatly. Another suggestion would be to limited the number of unneeded door knocking. Feedback from community members indicated skepticism and hesitation to open the door to census worker due to receiving overwhelming contact after they had already completed Census questionnaire. In implementing a more efficient verification process would ultimately promote more certainty and security to participates. Which creates a more positive experience and encourage others to participate. Another suggestion would be to limit the number of changes to operations or provide an alternative plan prior to campaign in case of uprising challenges. We experienced in 2020 a whirlwind of challenges present itself which triggered changes to operations. While some organizations and agencies were flexible and able to shift their plans on the fly, it difficult for others to adjust and not lose precious time.

Attachments

[Insert contract partner name]

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

Yes

b) Updated list of subcontractors

N/A

c) Evaluations or analytical reports, if any

Yes

d) Sample products*

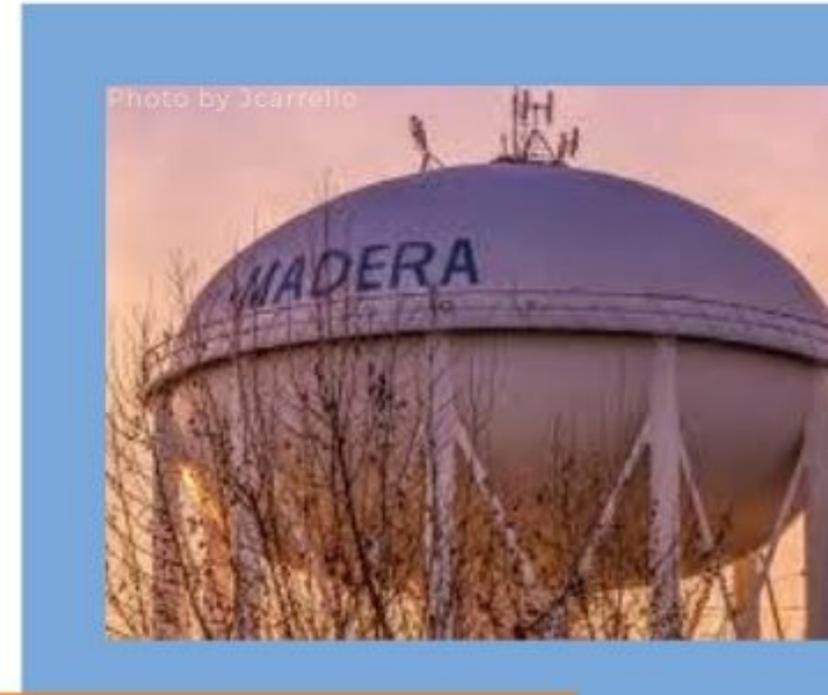
Yes

* 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.

#DisabilityCounts2020
#SeniorsCount2020



Children with disabilities and disabled adults need everyone in Madera County to complete the Census!



YOU can make sure Madera County has the resources to meet their needs in school, in health care, in transportation, and more.

DREDF:

