



State of California – Government Operations Agency
California Complete Count-Census 2020
400 R Street, Suite 359
Sacramento, CA 95811
www.census.ca.gov
(916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	11-13-2020
Organization / Entity	County of Modoc
Responsible Person / Title	Chester Robertson, Assistant County Administrative Officer
Contact Person / Title	Tiffany Martinez, Assistant County Administrative Officer
Address	204 South Court Street, Alturas, CA 96101
Email / Phone	tiffanymartinez@co.modoc.ca.us (530) 233-6201

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?

Goal 1: Achieve a higher self-response rate in the 2020 Census than in prior years.

COVID-19 was a major challenge for the completion of this goal as the in person activities we drastically reduced. In addition, many business and organizations were closed due to COVID-19, which reduced our ability to increase awareness. The County had to stretch the funds to continue to meet the ever-extending deadline.

Objective: Local grass roots approach to reach Hard-to Count populations

Due to COVID-19, many of the traditional grass roots efforts we would have implemented were not feasible due to restrictions. We were able to collaborate with many organizations and switched to flyers and social media in place of in person activities.

Objective: Utilize Local Language Access Plan

We were able to offer all flyers in Spanish and English. In addition, we were able to offer radio advertisements and some print media in Spanish and English.

Objective: Identify least likely to respond areas and populations in census tracts

Staff monitored the 2020 Census self-response rate and used the information to target Census tracts that had a low response. Staff also worked with USCB staff to offer pop-up booths in tracts where there was a low Census response. Staff ran into

difficulty obtaining a username and password to SWORD and then experienced difficulty accessing the program. A final report was submitted with Census activities for Census staff to enter into SWORD.

Objective: Measure 2020 Census Outreach Results

A final SWORD report was submitted with the final metrics of the outreach conducted.

Goal 2: Craft creative outreach strategies to reach hard-to-count and vulnerable populations

One of our hard-to-reach populations are areas with low broadband. We collaborated with the Library branches in the county to offer computers and reliable internet to complete the 2020 Census. Due to COVID-19, the libraries we closed for a period of time during the NRFU but once opened became an important part of the 2020 Census in Modoc County.

Objective: Partner with our local library branch locations to offer locations where the Census can be completed using a reliable internet connection at no cost

Due to COVID-19, the library locations shut down for a period of time, which created a barrier for individuals who needed access to a computer. Once they reopened, the staff had to be cautious while interacting with the public due to social distancing.

Objective: Partner with the Newell Migrant Center and Castle Rock Farmworker Center to offer locations where the Census can be completed using a reliable internet connection.

COVID-19 created a barrier for utilizing a center in this location. Flyers in Spanish were substituted in place.

Objective: Partner with the Modoc County Clerk of the Board to offer a location where the Census can be completed using a reliable internet connection in the City of Alturas

COVID-19 created a closure for a short period but the mask mandate in the Courthouse deterred individuals from using this location.

Objective: Partner with the City of Alturas to provide inserts into their monthly utilities billing alerting the residents of the upcoming Census

No impact from COVID-19. This was one of the most effective methods and we saw a direct impact on the self-response rate after this activity was completed.

Objective: Partner with the Modoc County Treasurer/Tax Collector to provide inserts into the property tax bills to improve awareness of the 2020 Census to all property owners in Modoc County.

No impact from COVID-19. This was one of the most effective methods and we saw a direct impact on the self-response rate after this activity was completed.

Objective: Partner with local businesses to provide outreach information on the 2020 Census

COVID-19 created closure or reduced services for many businesses. Flyers and social media information was provided directly or through the Chamber of Commerce too many business throughout the county.

Objective: Work with local non-profit organizations to increase awareness of the 2020 Census

The County of Modoc was able to utilize the additional funds provided to contract with a local non-profit TEACH who was able to continue the grass roots outreach and provide another Question Assistance Center.

Goal 3: Develop a media outreach and marketing plan for increased awareness of the 2020 Census

COVID-19 extended the response timeline and therefore we had to adjust the media plan to conserve our funds to continue the outreach for the additional response time. The continuing deadline change was extremely difficult and confusing for the public.

Objective: Develop a media outreach plan for the local newspaper, radio, and social media.

COVID-19 extended the response timeline and therefore we had to adjust the media plan to conserve our funds to continue the outreach for the additional response time. The continuing deadline change was extremely difficult and confusing for the public.

Objective: Attend local events to promote 2020 Census awareness

Prior to COVID-19 we were able to participate in county events but once COVID-19 hit all events were cancelled and to protect staff we did not attend if an event occurred but provided flyers as an adjustment.

Objective: Partner with our work force development center to increase awareness of Census enumerator job opportunities

Due to COVID-19, the Workforce for Alliance Development office was closed for an extended period. Coordination was completed through digital resources.

- 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 mailings with the City of Alturas, County Clerk, and the County Treasurer were very successful at reaching the entire county population and also saw a positive impact on our response rate. The Question Assistance Centers at the library locations and TEACH also produced positive results. Most of these activities were conducted in the NRFU period. It was difficult to measure the impact of print and radio media resources but feel they also were the best method to reach a large amount of the Modoc County population.

What hindered the operations?

The continued change in the Census deadline confused the public and the local county leaders. Having to complete a verification after they had already completed the Census also confused the public. The extension became more of a hindrance as the public did not know what the actual end date of the Census was and we feel began to ignore the outreach activities.

Contracted partner's outreach

What outreach tactics worked well?

Modoc County experienced the best outcome with mailers and advertisements in local print and radio media.

What hindered the outreach?

Too many contacts from USBC making the public frustrated due to completing the Census and then having to confirm address again. Inaccurate information on the dollar amount returning to the state. Deadline extension created confusion for us as a contractor and to the public. COVID-19 was a major barrier that hindered outreach.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

COVID-19 was the biggest challenge that faced both within and outside our organization. We adjusted by using print, radio, and social media to outreach to the public. We also utilized the contract partner TEACH and other county departments to assist in providing outreach.

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.

We were able to meet the 2010 self-response rate in Tract 1 for a 61.7% response rate. We did not meet our 2010 self-response rate for Tract 2, 3, and 4. The challenges we encountered was a vast geographical area with the population not concentrated in one area. Tract 1 is the City of Alturas and has the largest concentration of population and our efforts were successful in this area but the areas where the population is spread out in rural areas we had a harder time reaching each household personally. We relied on radio and print advertisements to

reach these areas. We are actually seeing an influx of people to our county since COVID-19 but it was prior to April 1st. We used the self-response map on the USBS website.

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 process of our partnership coordination was to provide materials to all organizations within Modoc County to promote the Census through flyers and social media. We collaborated with Modoc County Social Services to have 2020 Census materials at each Point-In-Time count location targeting the homeless population. We also provided flyers and social media content to the tribal areas of the county as well as reaching out to our region one Program Manager who connected us with additional resources to target the tribal areas of our county. We provided flyers to the schools in Modoc County for the youth population and provided social media and print material to First 5 Modoc. We worked with the Newell Migrant Housing Manager to provide print materials in Spanish and English to residents of the Newell Migrant Housing Center and the Castle Rock Farmworker Center. The radio advertisements in Spanish and English alerted the Latino population to the need to complete the census and alerted the public to Question Assistance Centers for individuals without internet.

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

- Modoc County Library (Alturas, Cedarville, Adin, Lookout) – Question Assistance Centers
- Modoc County Social Services – Partnered with the Continuum of Care Committee who also acted as the Complete Count Committee. Provided Census materials during the Point-In-Time count for the homeless population and utilized their Facebook page for social media posts. Partnered on booth at Modoc District Fair
- Modoc County Health Services – utilized their Facebook page for social media posts and provided print material to clients
- Modoc County Sheriff's Office - utilized their Facebook page for social media posts
- First 5 Modoc - utilized their Facebook page for social media posts and provided print material
- Modoc County Veterans Services – Provided flyers to Modoc County veterans
- Modoc County Treasurer/Tax Collector – Insert in tax bills
- Modoc County Clerk – Insert in voter guide
- Modoc County Board of Supervisors – Updates by staff on the 2020 Census outreach which is broadcast on internet
- City of Alturas – Insert in sewer/water bill
- Strong Family Health – Social media and flyers to native Americans
- Modoc Record – Print Advertisements
- KCNO – Radio Advertisements
- TEACH – QAC, canvassing, phone banking, flyers, social media posts, grass roots activities

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?

Flyers, print media, and radio advertisements were provided in English and Spanish. Library locations were available for as locations to complete the census. These locations has accessible computers to all.

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.

The flyer inserts in the City of Alturas sewer/water bill increased the awareness of the census and created an immediate increase in census completion.

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

I pray there is not another pandemic and if so, pick one date to end the count and stick with it. Also, make sure to give the correct amount returned to the counties from the start of the Census promotion.

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 - Submitted
- b) Updated list of subcontractors – Only sub-contracted partner was TEACH
- c) Evaluations or analytical reports, if any - None
- d) Sample products* - Attached

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

TAKE THE 2020 CENSUS TODAY!

**MAKE
MODOC
COUNT!**



Respond Now Online • Responda ahora en línea
Respond Now By Phone • Responde ahora por teléfono
1-844-330-2020

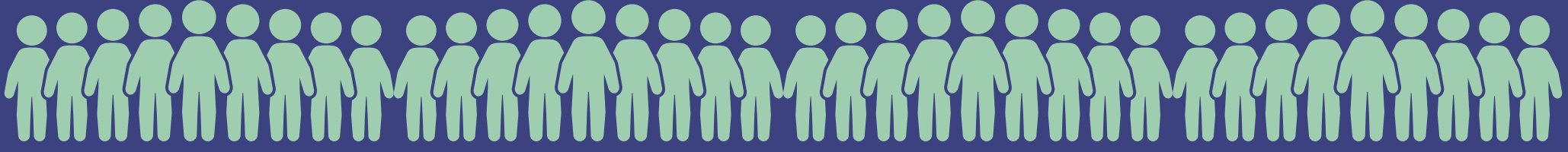
Respond Now By Mail • Responde ahora por correo

CaliforniaCensus.org @CACensus



20 SHAPE YOUR 20 FUTURE!

US Census 2020 • Everyone Counts



DON'T HAVE THE INTERNET?

A U.S. Census Representative will be in Modoc County From September 8th through September 10th to help you complete your 2020 Census!



**Stop by the
following locations
to fill out your
2020 Census:**

September 8, 2020

1:00 p.m. to 4:00 p.m.

Adin Community Hall
609 Main St., Adin, CA

September 9, 2020

9:00 a.m. to 11:00 a.m.

Davis Creek Mercantile
41942 US Hwy 395,
Davis Creek, CA

September 9, 2020

1:30 p.m. to 4:30 p.m.

Page's Market • 488 Main St.,
Cedarville, CA

September 10, 2020

10:00 a.m. to 1:00 p.m.

Treasure Tree Thrift
Store & Gift Shop
115 Hwy 299E • Canby, CA

*By completing nine simple questions,
you will help Modoc County receive
our fair share of funding for education,
medical care, housing assistance,
road and transportation.*



STILL NEED TO COMPLETE YOUR 2020 CENSUS? TEACH CAN HELP

Internet Access for Census Participants

TEACH, Inc. will be offering internet access to the public on
Weekday mornings from 8:00 a.m.—11:00 a.m. for the
purpose of completing The 2020 Census.
Complete your 2020 Census today!



The last day to complete the 2020
Census is September 30, 2020

**Complete The
Census in Minutes!**

Monday - Friday

8:00 a.m. – 11:00 a.m.

**Let's Make
Modoc Count!**



TEACH, INC.

112 E. 2nd Street
Alturas, CA 96101
530-233-3111

www.teachinc.org



30 Second:

Take Census today! For every person that isn't counted, we could lose up to \$1,000 per year, for the next ten years. We know we can do great things when we come together and that there is power in our numbers. Do your part. Take the Census at my2020Census.gov, by phone at 844-330-2020 or by mail. By taking a few minutes to fill out the 9 question, confidential survey you can help shape the future of our communities.

30 Second SPANISH:

¡Toma el Censo hoy! Por cada persona no contada, podemos perder hasta \$1,000 por año por los siguientes 10 años. Tomando unos minutos para llenar el cuestionario de nueve preguntas confidenciales puede determinar el futuro de nuestras comunidades. Sabemos que la unión hace la fuerza cuando todos nos unimos. Haz tu parte. ¡Termínalo hoy en línea my2020Census.gov, por teléfono 844-468-2020 o por correo!

30 Second Rural:

Take the Census Today! For every person that isn't counted, we could lose up to \$1,000 per year, for the next ten years. We know we can do great things when we come together and that there is power in our numbers. Do your part. Check your mailbox or front door, for your paper form. You can also take the Census by phone at 844-330-2020 or online at my2020census.gov. By taking a few minutes to fill out the 9 question, confidential survey you can help shape the future of our communities.

30 Second SPANISH Rural:

¡Toma el Censo hoy! Con tan solo unos minutitos, puedes llenar el cuestionario de nueve preguntas sencillas y seguras para mejorar el futuro de nuestras familias. Imagínate que, por cada persona no contada, podemos perder hasta \$1,000 por año por los siguientes 10 años. Haz tu parte. Revisa tu buzón de correo o tu puerta principal si te llegó la encuesta en persona. ¡También puedes tomar el Censo por teléfono 844-468-2020 o en línea visitando my2020Census.gov! Juntos, podemos hacer la diferencia – hay poder en números.

15 Second:

Take the Census Today! Go to my2020Census.gov, call 844-330-2020 or mail your form. We know we can do great things when we come together. Do your part today.

15 Second SPANISH:

¡Toma el Censo hoy! Visita my2020Census.gov, llama 844-468-2020 o llena la encuesta por correo. Sabemos que la unión hace la fuerza cuando todos nos unimos. ¡Haz tu parte hoy!

EL CENSO
SIGNIFICA
RECURSOS
PARA MI
COMUNIDAD

Bomberos

Cuidado de
la salud

Transporte

Viviendas

Carreteras

Escuelas

CENSO

CUENTA CONMIGO EN EL 2020



**CUÉNTAME
2020**

CONDADO DE SAN DIEGO - IMPERIAL



¡Cuenta Conmigo en el 2020!

Cuando yo soy contado, traigo recursos para mi comunidad

¿Qué es el Censo?

Cada 10 años, el Censo cuenta a todas las personas que viven en los Estados Unidos. Todos somos contados y todos contamos.

¿Por qué se toma el Censo?

El Censo es seguro y confidencial. El Censo ayuda a determinar cuánto dinero recibirá California para programas y servicios que ayudan a nuestras familias y comunidades. También determinan el número de representantes que nuestro estado tendrá en el congreso de los EE. UU.

Por cada persona en California que es contada en el censo, se aporta \$1,250 para el estado. Estos fondos ayudan a:

- Construir mejores carreteras y escuelas
- Financiar programas comunitarios para personas mayores, niños y familias
- Crear trabajos
- Mejorar viviendas

TODOS LOS CALIFORNIANOS CONTAMOS. PARTICIPA EN EL CENSO.

Formas de responder

Todas las personas que viven en el país tienen la responsabilidad de llenar el cuestionario del Censo 2020. Afortunadamente, tienes 4 formas de contestar antes que alguien vaya a tu puerta:

1. Por correo: Solicite un cuestionario impreso del Censo en inglés o español, que se debe regresar a la Oficina del Censo de EE.UU. por correo.

2. Por teléfono: El censo puede contestarse por teléfono en 13 idiomas.

3. En línea: Por primera vez, el cuestionario se puede contestar en línea (¡Y también usando tu dispositivo móvil!). Estará disponible en 13 idiomas.

4. En tu centro de comunidad o un kiosko: La asociación de Count Me 2020, gobiernos, bibliotecas, escuelas y otros lugares públicos estarán abiertos y disponibles durante el periodo del censo (Marzo-Mayo) alrededor del condado. Por favor visita www.countme2020.org para locaciones.

Las guías impresas y en video estarán disponibles en 59 idiomas además del español y habrá un video en el lenguaje de señas americano, además de una guía impresa en braille. Usted decide como quiere participar, pero asegúrese de llenar el cuestionario.

La información recolectada como parte el Censo 2020 no puede ser compartida por agencias gubernamentales o usadas en su contra en cualquier forma. Para más información visite www.countme2020.org





Complete the 2020 Census Today!



Taking just a few minutes to answer the **9 simple questions** helps determine dollars that fund important programs for the next 10 years.

The Census provides billions of dollars to help support key community services, including:



**HEALTHCARE FACILITIES &
EMERGENCY SERVICES**



**CHILDREN'S NUTRITIONAL
PROGRAMS**

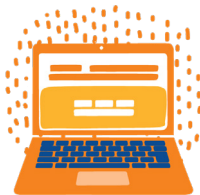


**HOUSING AND
EDUCATION PROGRAMS**



**ECONOMIC DEVELOPMENT
AND JOBS CREATION**

Californians can help achieve a complete count by participating in one of three ways:



**Online at
my2020census.gov**



**By Phone at
844-330-2020**



By Mail
Complete and return your
Census form!

All communities deserve the opportunity to thrive and provide for their families.

Complete the Census Before October 31, 2020.

Your 2020 Census data is safe, protected and confidential.



Complete the 2020 Census Today!



Taking just a few minutes to answer the **9 simple questions** helps determine dollars that fund important programs for the next 10 years.

The Census provides billions of dollars to help support
key community services, including:



HEALTHCARE FACILITIES &
EMERGENCY SERVICES



CHILDREN'S NUTRITIONAL
PROGRAMS



HOUSING AND
EDUCATION PROGRAMS



ECONOMIC DEVELOPMENT
AND JOBS CREATION

Californians can help achieve a complete
count by participating in one of three ways:



Online at
my2020census.gov



By Phone at
844-330-2020



By Mail
Complete and return your
Census form!

All communities deserve the opportunity to thrive and provide for their families.

Complete the Census Before October 31, 2020.

Your 2020 Census data is safe, protected and confidential.



STILL NEED TO COMPLETE YOUR 2020 CENSUS? TEACH CAN HELP

Internet Access for Census Participants

TEACH, Inc. will be offering internet access to the public on Weekday mornings from 8:00 a.m.—11:00 a.m. for the purpose of completing The 2020 Census.

Complete your 2020 Census today!



**Complete The
Census in Minutes!**

Monday - Friday

8:00 a.m. – 11:00 a.m.

**Let's Make
Modoc Count!**



TEACH, INC.

112 E. 2nd Street
Alturas, CA 96101
530 233 3111

www.teachinc.org





Participate in the Census

Let's ensure all Californians are counted so we can put those resources to good use here at home!



BUILD BETTER ROADS AND SCHOOLS



FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES



CREATE JOBS



IMPROVE HOUSING

Starting in mid-March 2020, each household will get a letter in the mail. It will explain the different ways you can fill out the Census. If you don't receive a letter, you can still go online or call to fill it out. Be sure you include any person living in your household, family or not.

Respond to the Census Online

at: <https://2020census.gov/>

**By Phone: 844-330-2020 (English)
844-468-2020 (Spanish)**

Key Dates

March 12–20	Invitations to the 2020 Census mailed
March 16–24	Reminder mailed
March 26–April 3	Reminder mailed
April 1	CENSUS DAY!
April 8–16	Second reminder & hard copy Census mailed
April 20–27	Final postcards mailed before an in-person follow-up

Three Ways To Complete the Census

ONLINE: For the first time, the Census form will be available to complete online in 13 languages.

PHONE: The Census can be completed by phone in 13 languages.

MAIL: Limited addresses will receive paper forms.

Your 2020 Census data is safe, protected and confidential.



Participa en el Censo

Asegurémonos de que se cuenten todos los californianos para que tengamos recursos en nuestras comunidades que nos ayuden a:



**CONSTRUIR MEJORES
CARRETERAS Y ESCUELAS**



**FINANCIAR PROGRAMAS
COMUNITARIOS PARA PERSONAS
MAYORES, NIÑOS Y FAMILIAS**



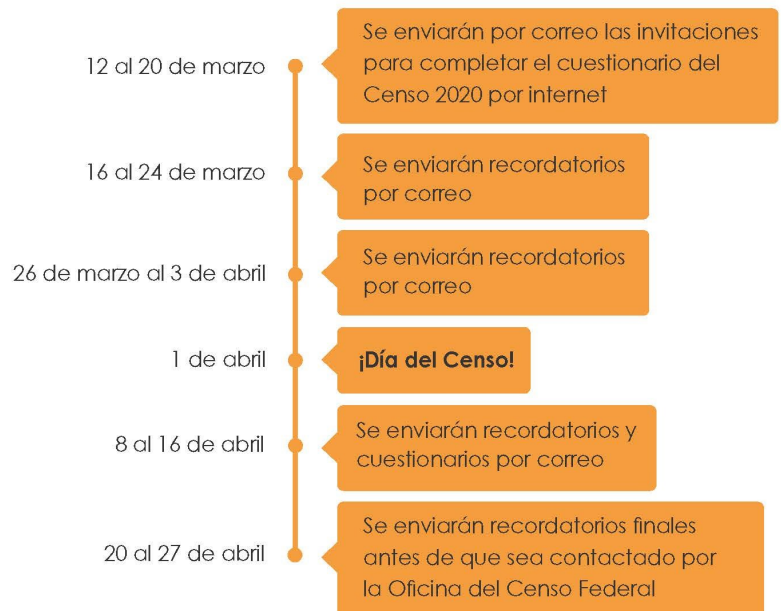
CREAR TRABAJOS



MEJORAR VIVIENDAS

Mediados de marzo del 2020, cada hogar recibirá una carta por correo. La carta le explicará las diferentes maneras en que puede responder al Censo. Si usted no recibe la carta, aún puede participar en el Censo en línea. Asegúrese de incluir a todas las personas que vivan en su hogar, ya sean familiares o no.

Fechas Importantes



Maneras de Responder

EN LÍNEA: Por primera vez, el cuestionario se puede contestar en línea. Estará disponible en 13 idiomas.

POR TELÉFONO: El Censo puede contestarse por teléfono. Estará disponible en 13 idiomas.

POR CORREO: Algunos domicilios recibirán cuestionarios impresos.

Sus respuestas al Censo 2020 serán protegidas y confidenciales.