



State of California – Government Operations Agency
 California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	10-14-2020
Organization / Entity	Mariposa County
Responsible Person / Title	Rebecca Maietto
Contact Person / Title	Deputy Director
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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?
 Due to COVID-19 we were not able to go out to the events. We still did the PO box campaigns and provided collateral and fliers via PO box to 1800 Mariposa community members. We also presented during the Local Child Care Planning Council and presented to during Veteran quarterly meetings in 2019-2020. On September 2019 we had planned a census kick-off event with the USCB and the USCB never showed up to this event. One of the events that we had planned for this year was also to set up a booth at the fair, but it was also cancelled due to COVID-19. We put fliers at the County library, post office, markets, Mariposa North County, Yosemite National Park and made sure fliers were also posted at the entrance of these various sites. Due to a lot of unforeseen emergencies and staff lack of capacity Mariposa County was not able to record Spanish and English radio messages.
- 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?

[Insert contract partner name]

What hindered the operations?

Contracted partner's outreach

What outreach tactics worked well?

What hindered the outreach?

COVID hindered outreach activities and having to be under shelter in place and socially distanced also impacted the work. We feel that there was USCB miscommunication and the USCB operations were confusing. Operationally what worked well was when the State provided our County with direct support. What also worked well was when we were able to get messages out. PO delivery of post cards worked well. USCB had shared with Mariposa County that they would provide direct outreach support but that was not the case. USCB contacted the County and the Board and when it came time to present to the Board USCB did not show up. Fires impacted the community so individuals were evacuating the park which created greater impact to the count. The negative effects of the pandemic in the count. At our Department we feel that we needed a staff to be dedicated solely to the Census. Mariposa County felt they could not carry out this project. I felt pushed to take this money and I did not want this money. Mariposa County almost wished that it could have pulled out of the census, as a staff I did not have capacity to give it my best and should have pulled out of it.

- 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.
RPM has been helpful and wish I could have done a lot more on the census.
- 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.
2010 Response Rate **56.7%**
2020 Response Rate **49.8%**

Yosemite Park was very low and very concerned we were having calls with National Park Service weekly and they were having great difficulty with broadband even when it came down for people to submit unemployment forms. Mariposa County requested paper questionnaires from USCB and did not receive a response and USCB did not provide paper questionnaires. They shared that they would have enumerators go out to head count. For 2030 USCB should consider partnering with post offices to provide materials to PO boxes.

- 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.

[Insert contract partner name]

We worked through Veterans Collaboration meetings and Veterans put info to their Veteran groups. Information posted at County Offices. USCB also partnered with Modoc Job Training Center to work on job outreach so they could hire enumerators from the County.

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

We worked through Veterans Collaboration meetings and Veterans put info to their Veteran groups. Information posted at County Department Offices. USCB also partnered with Modoc Job Training Center to work on job outreach so they could hire enumerators from the County. We worked with the National Parks to ensure that there were fliers provided to visitors and also posted at the visitors office, we had also intended to send staff out to do direct outreach at the parks but COVID made that impossible for us.

- 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?

Materials were all in English and Spanish any where we could post them. Facebook shared links, shared links on the County Facebook page were available in both languages.

- 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.

Rebecca to think about a quote and email to me at a later.

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

Strict parameters that the State incorporated for paying the Counties. State should provide more funding. State Census and USCB we felt created confusion on the ground. Having two different USCB Partnership Specialist going around the County we also felt created further confusion on the ground and the community members felt confused. The State and the USCB should have worked closer together on these efforts. What we think worked very well were the ads with kids sharing Census messages, that type of message was a great effort.

Area where we feel there is more room for improvement are making sure we have the right County contacts identified who can invest time in the Census work. The State should put more thought into which partners gets selected for funding. We will have more fires, earthquakes, floods and we need to think through who is the best person to take on a census role who will not need to be pulled away from the Census task mid campaign.

What if the State funded a new position and someone who won't get pulled away from the project?

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 (partner did not have capacity to upload information directly into SwORD)
- b) Updated list of subcontractors (no sub-contractors engaged)
- c) Evaluations or analytical reports, if any
- d) Sample products* partner did not develop materials, County staff relied on the collateral provided by the USCB and the State Census Office.

* 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.