



State of California – Government Operations Agency
California Complete Count-Census 2020
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Sacramento, CA 95811
www.census.ca.gov
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GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	November 15, 2020
Organization / Entity	County of San Benito
Responsible Person / Title	Dulce Alonso, Management Analyst
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Narrative Report

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

Our initial Goal and objective were to successfully reach and connect with all the people living in San Benito County, with a coordinated outreach plan focused on the Hard-to-count population.

San Benito County's Outreach Plan was centered on maximizing local efforts by working with locally established organizations in San Benito County to ensure the hard-to-count (HTC) populations are educated, motivated, and aware of the impact the Census 2020 has on their lives and access to resources. The County leverage trusted local organizations in San Benito County to achieving three goals to Educate, Motivate, and Activate our hardest to count the population.

The strategy was centered around reaching the most significant number of people through tabling, canvassing, QAC/QAK, and social media. The County leveraged its local partners like Youth Alliance, United Way, Community Foundation, San Benito County Arts Council, the Library, Hollister Parks and Recreation, local schools, and other County departments that provide our most challenging to reach population. Youth Alliance has been instrumental in coordinating the census outreach efforts through San Benito County.

Due Date: November 16, 2020

[Insert contract partner name]

When COVID-19, our County was among the first to implement a local stay at home order. This halted our interactive outreach activity through San Benito and demanded a new approach to reach the hardest to Count. Youth Alliance shifted canvassing efforts to partner with local food distributors to include census flyers and information in the packages given to the hardest to count the population. We partnered with San Benito Arts Council to create a local poster from a local artist, placed at bus stops, in buses, schools, and other businesses thought the County. Youth Alliance strategically placed lawn signs in high traffic regions and locations that our most challenging to reach population congregated. Youth Alliance organized a census caravan event where a trail of vehicles drove through the top three Census tracts 7.01, 3, and 4. Youth Alliance, utilizing social distancing and disinfecting procedures, held a few pop-ups Questions Assistance Centers throughout the County. At the Migrant Camp, they successfully engaged with many farmworker families and established trust and repour with the Community members.

- 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?

(Education)Open communication lines between many partners, the state, federal, and local partners enhance teamwork. Always felt supported and empowered by having access to a reliable source. Having a monthly Complete Count Committee meetings where new innovative ideas were embraces, planning, and preparing to implement new ideas on reaching the hardest to count the population in San Benito County. The sessions helped understand other organizations' roles and how they count contribute towards a true and accurate count of the underserved community. We executed well using our partner's planned events and activities and infusing it with Census information. The Library and Elections department were able to implement Census information into their activities. Elections assist in implementing Census information into Voter outreach, and the Library added Census information into storytime and other community activities.

Youth Alliance has programmed to implement a strategy to utilize the partnership with Hollister School District to reach the hardest to count the population. They would share information with the schools to give to a student, discuss census with the youth and parents that they served, and dedicated an individual to lead outreach activities through the County of San Benito.

(NRFU period)Communicating with our partners and quickly pivoting approach, taking proactive approval during the COVID-19 pandemic.

What hindered the operations?

[Insert contract partner name]

We did not have enough capacity to execute some of the ideas that arose through the CCC. Most individuals were volunteers committed to reaching a true and accurate count of San Benito County, yet they also held full-time jobs. There were not enough resources to execute all the CCC ideas and plans that scaled down the operation to align with the allocated resources and workforce. COVID-19 hindered operations as most of the planned activity could not occur with a shelter-in-place order.

Contracted partner's outreach

What outreach tactics worked well?

(Education) Interacting face-to-face with the hardest to count population worked well. When sharing the importance of the census and having access to the individual in person helps build trust. When they see a familiar face and ask questions, they could receive answers immediately. Address the fear and uncertainty that the population felt by using its safe, easy, and essential. With the Latino population, school funding and having resources in line for their children resonated well. As soon as they learned how it would impact their children, the importance of it settled in. Sharing that their information was protected and not transmitted was crucial in building reassurance that information would be kept safe and confidential.

What hindered the outreach?

(Education) Fear of deportation and the possibility of having to answer legal status frightened the most vulnerable population. Fears of deportation and the fact that the federal government would be tracking and receiving their information were difficult to overcome.

(NRFU period) COVID-19 hindered most of the Non Response period's outreach plans as the planned task had to be modified. The County had arranged QACs and QAKs, canvassing, tabling, as well as other events that had to be changed, and new activities were deployed. Youth Alliance assisted in hosting pop-up QAKs with social distancing parameters in areas with low response rates. We shifted to do canvassing, pop-up QACs, and QAK in strategically planned areas, lawn signs, posters at bus stops, and busses so that that information would be available through the County.

- 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.

Shifting fear and mistrusts of Government was a challenge that was mitigated by partnering with Youth Alliance, a trusted non-profit in our community. Also, educating the public about the impact of the Census and how it affected their family was crucial. By having a local non-profit lead the local outreach effort, we effectively utilized the positive repour built and established in our community. COVID-19 pandemic was also a challenge where operations shifted to contactless form. We facilitated live events on the County's Facebook page and reached the hard to count populations in new methods like via phone and through 211 messages.

[Insert contract partner name]

- 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.

In 2010, San Benito County's overall self-response rate was 67.5%; in 2020, we improved by 3.3% to bring it to a total of 70.8%. Active Outreach through various sources, including social media, and sharing census information, contributed to the overall improvement. Out of the 11 census tracts within San Benito County, we increased seven self-responses participation from the 2010 Census. The self-response rates per census tract are listed below, comparing 2010 numbers to 2020. The targeted census tracts 7.01, 3, and 4, with only one, increased from the 2010 self-response rate. Please see the table below for additional information.

TRACT	2010 SRR	Final 2020 SRR
1	72.80%	66.30%
2	46.40%	62.90%
3	68.20%	71.60%
4	72.40%	65.40%
5.01	74.60%	78.90%
5.02	72.00%	74.80%
6	72.50%	76.10%
7.01	68.70%	67.30%
7.02	73.70%	73.60%
8.01	81.00%	81.20%
8.02	59.80%	60.60%

- 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 County partnered with Youth Alliance and allowed them to execute their strategy with the County's input. The approach Youth Alliance took with Partnership Coordination was based on our understanding of the hard-to-count populations in San Benito County. We were mapping out a plan that included multilingual (English, Spanish, Triqui, Mixteco, Zapotec) in outreach materials. Our partners utilized flyers, door hangers, cards, video and audio public service announcements, social media tools, and swagger items for promotions, coupled leveraging existing partnerships with local organizations that included media, schools, community agencies, public and private businesses, and faith organizations that provide some service to the hard-to-count populations.

[Insert contract partner name]

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.
1. Youth Alliance: was instrumental and led the county wide outreach strategy and coordinated with many local partners.
 2. Monterey County Office of Education: supported local outreach efforts and went out and did presentations at various schools, facilitate an art contest, and provided census swagger.
 3. Community Foundation: Partnered with the County to accept additional census funding and infused census information into their programing.
 4. United Way: incorporated census information into normal programing and provided information through a phone/ text system 211.
 5. San Benito County Free Library: they incorporated census activities and promoted learning in story times and activities to promote the Census.
 6. San Benito County Arts Counsel: created posters utilizing local artist to resigned with our local community.
 7. Center for Community Advocacy (CCA): Helped to provide us with best practices about organizing canvassing and caravan events. Our collaboration with them catapulted us to have very successful, structured events.
 8. Mexican Consulate: Provided Census informational flyers, made informational presentations and answered questions during a day-long Mobile Consulate event in Hollister that was attended by approximately 600 people.
 9. Rotary Clubs, LULAC, San Benito County Farmworker Taskforce: provided census information and answered questions at five Farmworker Food & Supplies distribution events, each event attracting more than 500 attendees.
 10. In partnership with Radio Bilingue,(KHDC) a popular Spanish Public radio station, weekly topics pertaining to Census were discussed in a Q & A format conducted in Spanish that reaches thousands of listeners..
 11. Food Bank: distributed census flyers, stickers, and census rights cards on a weekly basis to hundreds of residents, totaling approximately 8,000 over the course of three months (March through May).
 12. San Benito County Farm Bureau, Migrant Camps: assisted in coordinating presentations, tabling and Mobile Questionnaire Assistance Kiosks that reached approximately 100 families.
 13. Hollister School District: the district allowed us to provide them with census outreach materials in English and Spanish so they could insert them in every meal packet that was being provided to all 6,000 district students at the onset of the pandemic.
 14. Support of School Districts administrators in setting up socially-distanced tables at school-sites during lunch pickups where we would provide Census information and swag.
 15. San Benito Chamber of Commerce: facilitated a Mobile Questionnaire Assistance Kiosks in partnership with Youth Alliance and

[Insert contract partner name]

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?

- All staff was bi-literate and able to communicate in both English and Spanish. Including all outreach materials.
- All Spanish translated materials were at an appropriate literacy level, using culturally rich photos of people living in the community.
- Weekly topics pertaining to Census were discussed with Census Leadership on Radio Bilingue (KHDC), a famous Spanish public radio station.
- In partnership with the Triqui community and their leaders, we could have equitable access and information shared with this hard to count the population. Efforts included recording and videos translated by Triqui translators.
- Spanish materials where community members were featured and short quotes were used were culturally appropriate and relevant, messages such as "Our families need more services in San Benito County. I urge you to fill out the Census so we can receive much-needed funding especially to support our children. Make yourselves count!" and "The Census has nothing to do with immigration. I ask the Latino community to have no fear - the Census is safe! If we don't fill it out, we do not exist." Our messaging was intentional in reaffirming that the Census did not depend on current citizenship status, and communications aimed to lessen fears about the public charge.

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 of the successes we realized was collaborating with the San Benito County Farm Bureau and Farmworker Camps to organize census outreach at several farmworker camps. This direct outreach to the centers created interest amongst residents to complete the Census at Mobile Questionnaire Assistance Kiosks. Each of these events helped us inch a little higher in the self-response rate in the county.
- We also had very successful and well-organized canvassing events and a caravan that helped generate interest and reaffirm the Census's safety and importance. Connecting with our local community college, Gavilan, resulted in recruiting many volunteers for our canvassing team. Thanks to this partnership, we were able to reach more than 3,000 homes.
- Overall, the response rate in San Benito County rose from 67.5% in 2010 to 70.8% in 2020, which we know will result in more equitable representation and the county's resources for a growing population.
- Quote 1: "Let's make ourselves count! Filling out the Census will assure needed services for children with special needs like mine." -Belen.
- Quote 2: "My Triqui family is part of the community, and as my children grow, they have many needs that can be fulfilled if we make ourselves count." - Gonzalez family

[Insert contract partner name]

- Quote 3: "The Census has nothing to do with immigration. I ask the Latino community to have no fear - the Census is safe! If we don't fill it out, we do not exist." -Silvia.
 - Quote 4: "Our families need more services in San Benito County. I urge you to fill out the Census, so we receive much-needed funding, especially to support our children. Make yourselves count." -Monica.
- 9) Please add any suggestions for the 2030 Census efforts, including timelines.
- Begin the education/outreach planning process sooner and implement a contingency plan, COVID-19 is new and has taken us by surprise.
 - For the 2030 Census, consider a stronger partnership between the Census Bureau and a better understanding of the local strategy.
 - Begin the process for Census collection six months earlier (focusing on hard-to-reach areas)

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- updated
- b) Updated list of subcontractors- updated
- c) Evaluations or analytical reports, if any- N/A
- d) Sample products*

Census 2020 video links from Youth Alliance

Monica SPAN: <https://vimeo.com/384900922/7cf1923991>

Silvia SPAN: <https://vimeo.com/384901415/dd02c24c12>

Maria SPAN: <https://vimeo.com/384901556/7b2ce23f84>

Maria ENG: <https://vimeo.com/384901641/d5cd1d1b88>

Belen SPAN: <https://vimeo.com/384901792/3a525242f2>

Isabella & Monica SPAN: <https://vimeo.com/384901885/791e54b824>

Kids ENG: <https://vimeo.com/384901946/2bbb0dcd42>

* 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.



Fill out the Census 2020!

Follow the instructions in
the postcard you will get
in the mail.

We Count. We Rise.

Be counted so San Benito
County receives much
needed federal funding
for education, healthcare,
transportation systems, and
community services that are
vital to our growth.

Funding for this campaign provided by



Community Foundation
FOR SAN BENITO COUNTY



www.youthall.org



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“My Triqui family is part of this
community and as my children
grow, they have many needs
that can be fulfilled if we make
ourselves count.” — Gonzalez family

#CountMeIn #CuentaConMigo #HagaseContar



¡Llene el Censo 2020!

Siga instrucciones en Postal que llegará por correo.

Contamos. Nos levantamos.

Sea contado para que el Condado de San Benito reciba los fondos federales necesarios para apoyo de servicios de salud, educación, transporte, y otros servicios comunitarios de mayor importancia en nuestro crecimiento.

Fondos para esta campaña proveídos por



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“Mi familia Triqui es parte de esta comunidad y al crecer mis hijos, sus necesidades aumentan y los recursos estarán disponibles solo si nos hacemos contar.” — Familia González

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“The Census has nothing to do
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“ El Censo no tiene nada que ver con inmigración. Le pido a todo Latino que no tengan miedo – ¡el Censo es seguro! Si no lo llenamos, no existimos. ” –Silvia e hijo Brian



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“ The Census comes every 10 years.
We receive funding for resources
based on the growth of each area. My
family of 7 will sure be counted and I
urge you to do the same. San Benito
County is counting on you. ”

—Maria and Miguel

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“ El Censo llega cada 10 años. Recibimos fondos para recursos necesarios basado en cuanto ha crecido cada área. Mi familia de 7 será contada y les pido que ustedes se cuenten también. ¡El Condado de San Benito cuenta contigo! ”

—Maria y Miguel



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www.census.ca.gov



“ The Census reminds youth like
me that it is important to get involved
now and learn about our government
and democracy. The Census helps
us to be represented accurately in
Congress, this is why my family and
my friends will fill out the Census. ”

—Isabella

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“ El Censo es un recordatorio para jóvenes como you que es importante aprender sobre nuestro gobierno y la democracia. Al hacernos contar, el Censo asegura que tendremos representación adecuada en el Congreso, y es por ello que mi familia y mis amigos llenarán el Censo. ”

—Isabella

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