



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

## FINAL REPORT TEMPLATE (Explanation)

### General Information

Date of report	12/10/2020
Organization / Entity	Solano County/Solano Economic Development Corporation (EDC)
Responsible Person / Title	Robert Burris, President and CEO, Solano EDC
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### Narrative Report

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

The goal of the Solano Complete Count effort was to utilize the intelligence of the SWORD platform to develop a promotional campaign utilizing on-line, media and in-person coordinated effort to reach the larger population, but with a priority of the "Hard-to-Count" community. The ultimate metrics were to maximize the self-response rate and set a solid path for enumerators to complete the Census count.

Within our Implementation plan we identified five key elements: 1) Create general awareness of the Census in Solano through traditional and digital media modes; 2) Coordinating outreach activities in targeted areas with volunteer members of the Complete Count Committee; 3) Strategically placing QACs/QAKs at locations in HTC Communities that would maximize responses and individuals assisted; 4) Coordinate activities with Federal, State and regional agencies and organizations, and; 5) Assist in the hiring of Federal Census Employees.

Until Covid-19 and resulting regulations came into effect, we were successful in supporting a number of events and local campaigns in priority areas and communities.

We relied heavily on social and traditional media to get information out, and when it became impossible to utilize in person events, we moved additional resources toward

Due Date: November 16, 2020

media. This included increased post activity on all social media sites, and local radio ad buys in English and Spanish.

We relied heavily on our Complete Count Committee volunteers to “ambassador” our messaging, as well as reach out in their unique fashions. As an example, school administrators reaching parents and posting information, city utilities putting information on bills, and social services offices placing posters. QACs and QAKs were obviously an important part of our plan, and we had 16 strategically placed locations. This was put on hold, and eventually cancelled due to COVID-19. Media within the QACs in a box was distributed through other channels. We worked well with our regional and state partners to promote through larger channels, and we benefited from their marketing efforts and knowledge. Where possible we assisted in hiring Federal employees, posting openings on social media, mentions on radio interviews, and speaking events.

- 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

We had tremendous success with our content consultants' productivity and communication with us and the Committee. This was a large part of our success. The UWBA and State of California partners, as well as other counties were extremely supportive and responsive to needs.

What hindered the operations?

If we had more financial resources, we could have created more original content and had a greater intensity in targeted HTC communities.

It was challenging working with the Federal Census Bureau with high turnover in positions. Maintaining consistent communication was difficult.

Contracted partner's outreach

Social media, in person and ad media seemed to reach a large number of people.

What hindered the outreach?

While it didn't hinder our outreach, we had no contact with marketing consultants working with the State of California and saw very little of their marketing placements. So, we didn't receive the anticipated support from those media activities.

- 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.

We had a wide array of responsiveness and activity from different members of our Complete Count Committee, as well as a number of individuals and organizations that worked individually outside of our Committee activities. The challenge created was that we didn't not want people to receive conflicting or wrong information, or have the information be politicized in any fashion with election campaigns in full swing.

As a result, we made every attempt to support all activities within our Committee and out, as long as information provided was correct, and we all had the same ultimate goal. Examples included linking them up with our regional organization, UWBA for potential funding and coordination, providing collateral material, and providing PPE for any small events and pop-ups that were planned. We believe ultimately this made a positive impact.

- 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.

Solano County's 2010 response rate was 67.9% and 2020 was 74.1%.

In each City similar results. All exceeded 2010 rates except Rio Vista:

- Benicia SRR 81.7% (74.7% in 2010)
- Dixon SRR 77.4% (76.8% in 2010)
- Fairfield SRR 73.2% (67.6% in 2010)
- Rio Vista SRR 72.8% (76.4% in 2010)
- Suisun City SRR 76.1% (67.3% in 2010)
- Vacaville SRR 78.1% (70.9% in 2010)
- Vallejo SRR 70.6% (65.1% in 2010)

We believe the success in hitting higher numbers was attributed to pivoting to on line and traditional media as more people were turning to this information from their homes. We also believe that while our channels to reach populations narrowed dramatically after Covid-19, there were challenges in reaching more rural, non-English speaking communities that may have hindered results. This may be the case of Rio Vista and Dixon.

- 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.

As one of the few or possibly only economic development organizations, were able to leverage our partners that included city and county officials, a large base of investors, and community businesses. We believe early outreach and engagement of key officials sparked a network and interest that continued to grow throughout the process. As an

economic development group, we also relayed a solid understanding of the economic and political ramifications of non-responses, and being able to show data (SWORD predominantly) was a key to success.

I will say this partnership was also somewhat different than our usual course of business, including faith-based organizations, ethnic chambers, healthcare and social service agencies, and neighborhood organizers. We plan on keeping these relationships in place, as they give us a deeper understanding of conditions in our neighborhoods.

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

<b>Solano Complete Count Committee Organizations</b>	
APAPA	First 5 Solano Commissioner
Bay North Church	Food Bank of Contra Costa & Solano
Bethel Community Church	La Clinica
California Complete Count- Census 2020	Nomadic Shelter
Calvary Baptist Church	NorthBay Healthcare
Children’s Network of Solano County	Opportunity House
City of Benicia	Planned Parenthood Northern Califc
City of Dixon	Shelter Solano
City of Fairfield	Solano Community College
City of Rio Vista	Solano County Health & Social Servic
City of Suisun City	Solano County Office of Education
City of Vacaville	Solano EDC
City of Vallejo	Solano Transportation Authority
Community Clinic Consortium	U.S. Census Bureau
County of Solano	United Way
First 5 Solano	Workforce Development Board

**Highlighted partnerships**

APAPA (Asian Pacific Islander American Public Affairs) – This organization hosted a number of events for several months leading up to Covid-19 and made a significant impact on framing the Census as a civic responsibility in the community. We hosted an intern, attended, sponsored, spoke at, provided materials to, and received information at a number of events.

First 5 Solano – Extremely active in partnering with a number of other organizations in getting the word out, especially about the undercount of children in the community. Children’s Network of Solano County-Hosted a number of live and virtual events in both English and Spanish with a focus on Fairfield and Vallejo.

Fairfield-Suisun Unified School District-Very active in engaging with parents and utilizing their social media connection with the families of students.

UWBA-Critically important in building our infrastructure, informing our efforts, direct marketing, and funding of micro-efforts.

- 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?

We utilized the data provided by SWORD to prioritize our efforts. For general efforts, including the use of collateral material, we utilized posters and handouts in 10 languages. These were provided by the UWBA. The primary non-English speaking languages in our area were Spanish and Tagalog, so most of the efforts in social media and traditional media were shared in these three languages.

Much of the effort of reaching these communities came in the establishment of the Complete Count Committee, where organizations had the language skills to reach non-proficient English speakers through their outreach.

All events sanctioned and supported by our organization were hosted in locations that could be accessed by people with disabilities. With the onset of regulations as a result of Covid-19, accessibility was even greater as most information was delivered to the home and electronic device via social media and traditional media.

- 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 efforts made by our partners, our organization, Committee members, and even citizens wanting to participate, brought our community together in new ways. Clearly, many of the organizations that joined the effort had never worked together before, so it created new lines of communication that had never occurred before. This network can be accessed to solve problems that face our community now, and we are very excited about that.

Secondly, this experience was educational to many, especially our youth. Understanding the civic responsibility of the Census, and how it can impact our community was incredibly important, and I believe this will have a long-lasting impact.



Janey Rowden performs a song during the Rev. Dr. Martin Luther King Jr. Commemorative Breakfast at the Hilton Garden Inn in Fairfield, Monday, Jan. 20, 2020. (Aaron Rosenblatt/Daily Republic)

**East Palo Alto councilwoman says don't waste what Dr. King died for**

By Todd R. Hansen

FAIRFIELD — By the time Martin Luther King Jr. was marching in the streets of Alabama, the Louisiana-born Artra Green had moved out to California and had started a family...



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

My suggestions for 2030 Census:

Include more economic development organizations. They have a reason to be involved, and a vast network to utilize.

Provide more marketing resources to Counties for implementation. This had much greater impact than marketing from firms contracted directly by the State.

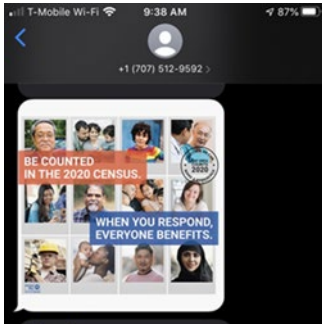
Start earlier.

Keep the model of regions, representatives like ours, and regional marketing partners like UWBA. They were incredibly resourceful and supportive.

## 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 (submitted)
- c) Evaluations or analytical reports, if any (none)
- d) Sample products\*



## It's Not Too Late to Participate Scripts (KUIC Radio) :30 Script 5

Hometown listeners! If you haven't taken the 20-20 Census yet, it's not too late to participate! Having an accurate population count matters more than ever. It determines how funding is distributed for health

care, hospitals, emergency services and more. So go online, or participate by phone or mail. Visit 20-20 Census dot gov, or, KUIC.com, and find the Census link to learn more.

### :30 Script - 6

You can help Solano County Count! When you fill out the Census, your hometown gets adequate funding for health care and essential services, so make sure to get counted. It's easy and totally confidential! And it's not too late to participate! Everyone needs to be counted - it's part of your civic duty! So go on-line and take the Census. Go to 20-20 Census dot gov! Help your community by helping Solano County Count!

## Submission

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