



State of California – Government Operations Agency
 California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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FINAL REPORT City of Stockton

General Information

Date of report	November 3, 2020
Organization / Entity	City of Stockton/ El Concilio
Responsible Person / Title	Albert Rivas Program Manager III
Contact Person / Title	Ines Ruiz-Huston Vice President, El Concilio
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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 goal was the following:

- 1) To increase awareness of census 2020 to HTC communities
- 2) To work with trusted messengers with CBO
- 3) Use media relations that can target HTC
- 4) Have information about Census 2020 in multiple languages

Implementation Plan:

- 1) CBOs performed planned activities, phone-banking, canvassing and events
- 2) CBOs promoted education, motivation and activation through appropriate avenues
- 3) CBOs with offices had information and trained on being QAC (11 locations were identified)
- 4) In person meetings with CBOs.

COVID-19 Revision and Adjustment:

- 1) Our weekly meetings shifted to virtual via google meets.
- 2) Updated with activities via our Google suite for each CBO.
- 3) All QAC were closed. Ordered tablets to help with initiative. Needed to train CBO community on how to use devices.
- 4) Increase phone-banking and social media outreach across all CBOs.

Due Date: November 16, 2020

- 5) Increase funding to local press, geo-fencing, radio, and other local trusted messaging sources.
- 6) Created more digital/electronic initiatives to facilitate outreach.
- 7) Strengthened partnership with local school district.
- 8) Worked with food distribution community centers and other agencies to include Census information with public education materials
- 9) Worked with COVID-19 testing sites to register people for Census 2020 and to educate target communities.

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?

- 1) Weekly meeting with all CBOs
- 2) Weekly meeting with City Manager for updates
- 3) Monthly/quarterly reports from CBOs to coordinate on activities
- 4) Phone-banking
- 5) Social Media and creating local videos with youth and other videographers
- 6) Caravanning

What hindered the operations?

- 1) COVID-19 shut-down operations. Some of our CBOs never reopened and continue to telework, canceled in-person activities.
- 2) Reopening and planning for NRFU which was then shut down again due to increased COVID-19 cases during the end of July.

Contracted partner's outreach

What outreach tactics worked well?

- 1) Caravanning
- 2) Food distribution sites with on-site registration and/or materials about Census
- 3) Facebook CBO sites and town halls via Zoom
- 4) Videos promoting Census
- 5) Flea Markets, Churches, Farmers Markets, 4th of July Booths, and small owned businesses.
- 6) Word of mouth outreach via personal connections with childcare centers.

What hindered the outreach?

- 1) The unknown of COVID-19 rules and regulations for interaction with the community.
- 2) The federal government changing dates of deadline for Census 2020. This mass confusion created frustration and mistrust to our agencies and government.

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.

- 1) City of Stockton and census contractor offices closed. We learned how to use google suite to communicate with our team for City of Stockton Census 2020.
- 2) City of Stockton Census 2020, we would share and discuss other ways we can outreach to our community. We increased marketing via social media through Facebook, Instagram, tic tok, YouTube, and other platforms. CBOs had the idea of caravanning through HTC communities/tracts to raise awareness and encourage individuals to complete the Census.
- 3) Needed to increase phone calls to households by subcontractors
- 4) Leveraged partnerships with local medical organizations that were conducting COVID-19 testing to promote and provide Census 2020 QAK's.
- 5) Needed to stay positive to support our subcontractors. Support each other and have collaborative activities.

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.

City of Stockton final numbers for 2010 were 64.4%, and in 2020 the self-response rate increased up to 66.7%. Stockton exceeded the 2010 by 2.3%. We believe we were able to outperform our 2010 rate because the innovative solutions that CBOs provided to encourage participation and by leveraging partnerships. CBOs have built trust in the community and maintain cultural competencies that proved to be effective for outreach.

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.

Our first event in February was the catalyst to our great beginning with a video that was inclusive of diverse people and languages. We increased access to public education by developing online videos for social media. Also, the importance of being inclusive of all groups is key as well as their cultural understanding on their effectiveness to reach out to their community.

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

Name of Agency	
African American Chamber of Commerce	Phone banking, messaging, worked with church organizations, sponsored events with their businesses and Caravaning.
Asian Pacific Self-Development and Residential Association (APSARA)	Phone banking, networking and messaging. Helped individuals with completing the census via multiple language support.
Comerciantes Unidos	Outreach to small business owners, Spanish language via facebook videos and support with events in promoting Census 2020
Family Resource and Referral Center	Used 211 as a way to support families. Sent out messages to all childcare providers and used Teen Center to help with food distribution and Covid-19 kits. Large listserv and continued social media network.
Fathers and Families of San Joaquin	At all major events, worked with HTC in phone banking, and caravaning.
Juneteenth	Caravaning, reaching out to community via phone banking, connecting with various groups.
Little Manila Rising	
Mary Magdalene Community Service	Started with us during implementation and activation phase. Then decided to not continue.
Media- Latino Times	Large listserv, bilingual newspaper, social media posts and mailers to HTC.
Media- Univision	Spanish language television, helped with promoting local video, promoted events, and did information sharing sessions.
Media-Entravision	Spanish Radio and social media. Posted Facebook live and commercials about the census 2020 in targeted Zip codes within Stockton.
Ministers and Community United, Inc.	Churches and HTC community. MLK Celebration to educate community on Census 2020. Leveraged food distribution to community.

NAACP Stockton Branch	Canvassing and phone calling to the community. Hosted forums online and
San Joaquin Pride Center	Facebook live, hosted Grammy Nights promoting Census 2020, did phone calling and were at events around the city.
The Asian Pacific American Living Today	Designer for all flyers, media, promotional materials with City of Stockton Census 2020. Promoted via newspaper and insight about Census 2020.

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 were able to provide the following languages Spanish, Laotian, Khmer, Mandarin, Vietnamese, Hmong, Thai, French and Punjabi.

Videos had closed caption information.

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.

Kickoff City of Stockton Census 2020 Luncheon at St. Basil Greek Orthodox church was a wonderful start. Started planning with Sikh Temple community as an educational outreach to share with leaders.

We all started promoting our information through social media and people to people contacts. Making calls to individuals about how they are doing, provide information for access to COVID testing and the importance of completing the Census.

Stockton Unified School District food distribution. We were able to do this in April and May to remind all families to complete the Census when they went to get food at their school sites. Also, we did this again in August and September. Our School district was a positive influencer during this time and it really helped get the word out. We did a facebook live with the superintendent.

Floor stickers for 6ft social distancing were a big hit for the community to be reminded to complete the Census. Local small businesses used them along with subcontractors and City Hall. They were easy to put on and remove.

Youth Video Challenge with over 12 contestants that shared their importance of completing the Census. Over 10,000 views between them all through YouTube and social media.

COVID-19 kit distribution sites like the flea markets and farmer market in downtown made our needle move. With our QAK individuals were able complete the Census onsite.

Using 4th of July booths to promote completion of Census 2020 and signs posted on booths. Encouraging individuals to get it done while waiting in line or encourage people to complete them at home. The QAK were very helpful and we were able to be in parking lots with high traffic.

MEGA Census 2020 Day on Aug. 5th was a huge success. Over 20 cars participated and we traveled in 3 different tracks that were identified as HTC. Piolin Radio star did a conversation with the Caravan Team early in the morning to get the Census 2020 count out. Over 67,000 views were recorded.

During Latinx Heritage Month our 30 second commercial with Mariachi singing the Censo 2020 was viewed on social media and Univision. The message reminded everyone the importance of completing the census as well as social distancing when dancing.

Free COVID-19 Testing, free food, and education program was at the San Joaquin Fairgrounds on Sept. 18- Sept. 20. Over 600 people came through the vent during the three days. The combination between health and Census was a wonderful way to promote and educate the community about why the Census is important.

During Latinx Heritage Month September 30th our Wrap UP taco about Census final event. We had various booths at Fremont Park at Census Track 1 to continue to sign up individuals for Census 2020. Free Tacos everyone loves.

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

2028- December bid out to Cities and Counties about Census 2030.

2029- January work with ABCOs and CBOs to identify partners with counties and cities.

2029- March begin planning and training best practices for targeting the hard to count communities. Work with EvoCalling as a plan to be more effective and assign various groups with bilingual capabilities if there is a dominant language in the area. Give every subcontractor laptops or tablets directly from the state so we all have the same device and is controlled by the state with functioning programs that can go into SWORD automatically.

2029- May collect emails for all households in the area. Get everyone's "Whats Up App" to assist with educating communities about Census 2020.

2029- August have your teams across the state begin to work via Zoom on best strategies with specific populations.

2029- September begin to cut turfs for 2030 areas. Identify specific community centers, libraries, big businesses, affordable housing communities and neighborhood watch can help.

2030- March 1st Large Kick-off across the state like Neighborhood block parties especially HTC. Work with churches, stores, bars, restaurants, etc. Work with food distribution Centers to give educational information about Census 2020.

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

* 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.