



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

General Information

Date of report	November 16, 2020
Organization / Entity	Sutter County/Yuba-Sutter Economic Development Corporation
Responsible Person / Title	Brynda Stranix
Contact Person / Title	Brynda Stranix, President, Chief Operating Officer
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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?

The goal was to achieve the same or higher self-response rate as was achieved in 2010, despite the challenges faced by hard-to-count populations. Maintaining a high self-response rate is especially critical. The following are the goals of the Sutter County Complete Count effort.

- Achieve a Self-Response Rate of at least 69.1% (2010 Self Response Rate according to the US Census Bureau);
- Increase participation in hard-to-count communities;
- Collaborate with the U.S. Census Bureau, State, the cities of Yuba City and Live Oak, special districts, and community organizations to avoid duplication and effectively communicate the purpose and importance of participation.
- Host QAC/QAK's at local community centers including libraries, County service locations, schools, Churches, Synagogues, Mosques, Temples, and other Faith Based locations.

Revisions to Outreach Efforts

- Enhance social media campaigns in Spanish, Punjabi and Hmong to target the hard-to-count communities
- Increase printed ads in local newspapers
- Disseminate weekly newsletters to inform partners of US Census Bureau updates

Due Date: November 16, 2020

[Insert contract partner name]

- Enhance radio campaigns in Spanish, Punjabi and Hmong
- Provide Census messaging at school lunch and PPE distribution sites

On November 10, 2020, Sutter County had a Self-Response Rate of 71.7 percent, which exceeded the Self-Response Rate in reported 2010.

- 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 Sutter County Complete Count effort was a collaboration of many partners and trusted messengers. We presented to over 1,500 community members over a three-month period, to educate the importance of participating in the Census. We created and distributed several outreach materials in English, Spanish, Punjabi and Hmong including flyers, posters, post cards and brochures. On our website, a direct link to 2020census.gov for easy access to complete the Census questionnaire online and the US Census Bureau multi-language call lines available on the front page.

What hindered the operations?

Schools community centers closing, and community events cancelled due to COVID-19. In person outreach was limited and the community began to pivot operations digitally.

Contracted partner's outreach

What outreach tactics worked well?

Enhanced social media presence to primarily focus on Spanish, Punjabi and Hmong outreach. The social media campaign was featured on Facebook, YouTube, Instagram and Twitter and had over 400,000 impressions and 41,000 video links previewed.

At school lunch distribution sites, we were able to connect with families and follow-up often. We provided Census material and SWAG to students and families and were able to answer questions in person. At these sites, we were able to continue to raise awareness on the importance of participating in the Census.

What hindered the outreach?

The pandemic led to school closures, community centers closing, and large events cancelled, so we were unable to achieve the in-person outreach as much as we originally planned including hosting QAC/QAK's.

- 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.

[Insert contract partner name]

COVID-19 was a challenge for many organizations in Sutter County. Many trusted partners and messengers were focused on the health of our county and followed the State order to close non-essential businesses and county offices thus, most Census outreach pivoted to online operations. In addition to enhancing social media presence in multiple languages, we increased ads in the local paper, disseminated weekly newsletters, enhanced radio campaigns and processed direct mailers to P.O. Box holders.

- 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.

As of November 10, 2020, Sutter County had a Self-Response Rate of 71.7 percent, which exceeded the Self-Response Rate in reported 2010 of 69.1. With the support of local community-based organizations, community leaders, trusted messengers and partners, we were able to exceed the 2010 response rate.

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.

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

Sutter-Yuba Homeless Consortium – Assistance counting people experiencing homelessness.

Sutter County Health and Human Services – Targeted the HTC population including foreign born, English as a second language, people living at or below poverty level and the disabled population.

Sutter County One Stop – Spanish, Punjabi and Hmong translation, educating the community on the importance of participation and material distribution.

Sutter County First 5 – Counting children 0-5. SWAG and Census material school lunch distribution sites.

Western Farm Workers Association – Rural outreach to families who speak languages other than English.

City of Yuba City – Direct mailers to P.O. Boxes and Census inserts included in utility bills.

Multiple Faith Based Organizations – Trusted messengers to distribute material and assisted with counting people experiencing homelessness.

Jakara Movement – Canvassing, phone banking and direct outreach to the Sikh Community.

[Insert contract partner name]

Appeal Democrat, Bustos Media Holdings and MC2 Marketing – Direct outreach to HTC populations.

- 6) 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?

With the support of many community-based organizations and trusted partners, we had access to multiple language speaking translators. On our websites, we featured the USCB provided call list and language guides. Radio and social media campaigns were created to focus on the English as a second language population. We directed the Deaf and Hard of Hearing population to 2020census.gov for large print and Braille options.

- 7) 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.

Educating the younger generation on what the Census means for the future of their community, was especially rewarding. Most have never heard of the Census, or this was their families first time participating. Many families in the HTC Census tracts who have limited access to broadband or spoke a language other than English participated in free school lunch distribution, so we were able to provide printed material and had translators on site. Having trusted messengers at the sites made these populations feel valued and heard.

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

Expand the period to count residents experiencing homelessness. To ensure a complete count, these families should have been counted throughout the timeline especially during a pandemic.

P.O. Box holders should receive a questionnaire at the beginning of the Census, so they have time to complete and return. Most people with P.O. boxes live in remote areas with limited access to broadband.

Educating the younger generation on what the Census means for the future of their community. For many, they have never heard of the Census and the benefit of being counted.

Attachments

- 9) 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

[Insert contract partner name]

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.