



CENSUS 2020: TEHAMA COUNTY FINAL REPORT

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FINAL REPORT | NARRATIVE OUTLINE



- ▶ List your goal(s) and objectives as it appears in your strategic and implementation plan.

Campaign Overview:

The Tehama County 2020 Census outreach plan began as a grassroots collaboration between local county government, community-based organizations, advocacy groups, businesses, and various area leaders. Meaningful community engagement was critical to the success of the Tehama County Local Complete Count Committee's outreach and engagement efforts. Diverse partners from all areas of the community were brought in to build a team that could be successful and meet the needs of all of Tehama County. The TCLCCC included organizations with proven track records of serving the most vulnerable and hard-to-count members of our community (HTC). These groups also showed the capacity to develop, implement, coordinate, and maximize resources, conduct outreach activities, and leverage existing relationships to ensure a complete count.

The Tehama County self-response participation rates for the 2000 and 2010 census were 75% and 73% respectively. The Tehama County Local Complete Count Committee was committed to working in collaboration with the State of California and California Complete Count – Census 2020 to count every member of Tehama County to ensure fair representation and federal funding allocation. The Tehama County 2020 Census outreach plan statewide marketing efforts undertook the heavy lifting for mass media general awareness. Our Local Complete Count Committee focused on hyper-local messaging tactics, grassroots outreach, and collaborative communication.



Outreach Materials & Existing Events:

Our campaign's crux hinged on developing relatable outreach materials and tapping into existing events. Before launch, the TCLCCC worked to identify multiple events within Tehama County that are usually heavily attended by the community. These events were targeted to provide an opportunity to reach many people in a short period of time. Some typically reach a wide demographic, such as the Red Bluff Round-Up and the Tehama District Fair. In contrast, others had the distinct advantage of targeting specific HTC demographics in the county. Examples of these include the Cinco de Mayo event in Corning, the Special Olympics event in Red Bluff, and the Senior Health Fair in Red Bluff. Also, the TCLCC identified multiple locations frequented by the HTC population (outside of specific events). Examples include the post office in remote areas, libraries, and schools. The TCLCCC also explored providing outreach materials at our

events to engage the community, raise awareness, and increase the Census profile. Examples of these materials included water bottles, pens, drink koozies, and t-shirts. The TCLCCC finalized a selection of appropriate outreach materials with our marketing team to establish our message.



Marketing & Messaging:

The TCLCCC explored various approaches and methods to best reach the target HTC community. This included social media, radio, and mailers. The first objective was to formalize a relatable message for our community and create a marketing package that was concise, attractive, and relevant to Tehama County. To accomplish this, the County sub-contracted with a local marketing firm that understands the local community and would actively participate in Census outreach planning efforts. The marketing plan, tactically detailed, embraced the following main points:

✓ **Educate:**

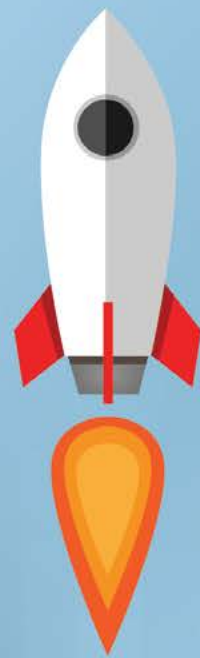
Create a highly-localized awareness campaign focusing on the “why” while spotlighting the Census counting process's local impact.

✓ **Motivate:**

Support community-based organizations (CBOs) through strong messaging and material development to further the awareness and importance of the Census counting effort.

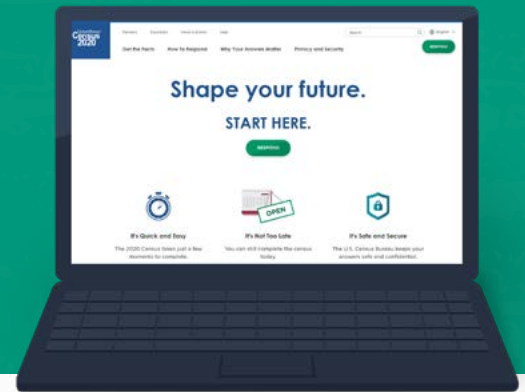
✓ **Activate:**

Activate teams and efforts in the HTC tract areas for individual, culturally appropriate, and micro-focused messaging to authentically meet the “Hard to Count” where they are.



Technology Tools:

The 2020 Census relied heavily on the Internet as the primary tool for completing the survey. While this presents a challenge for Tehama County (our area is severely disadvantaged in broadband access), the TCLCCC identified multiple avenues to assist our community. Such shifts included a mobile hotspot vehicle and kiosks with WiFi capability.



➤ What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Tehama County is a rural and geographically diverse area. Our most proven and effective outreach strategies included event exposure and face-to-face connections. Therefore, our plan relied heavily on CBO Census-related outreach at already planned events -- over 35 total! Non-response follow-up included direct community engagement methods through creative tactics like "Census Saturdays" and hosting movies in the rural/remote parks with pop up Census kiosks. Within these objectives, Census outreach kits were the cornerstone of our planned efforts -- providing printed, digital, and other materials to CBO's.





Just as all outreach kits were assembled, the shelter in place order was enacted, and our outreach efforts came to a screeching halt. The team quickly shifted, and the following communication was deployed:

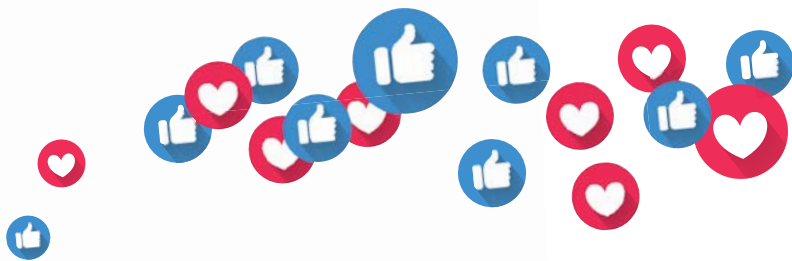
THE STATE OF THE 2020 CENSUS

Our master plan has obviously changed drastically in the past few weeks. Although we are still waiting patiently to see how this plays out during the next few months, we are also adjusting our tactics and overall approach to determine the "best practices" to use within the current climate. Here's what we can report on right now.

The U.S. Census Bureau has been adjusting timelines with caution. In other words, they are making minor modifications at this time. The initial group quarters count (i.e., senior housing facilities, transitional shelters, and homes for disabled individuals) was scheduled to occur on April 1st. However, these have been postponed to early May (at the earliest). Enumerators hired by the Federal Government to go door to door have been put on hold. As of now, the Census completion due date has been extended from July 31st to August 14th. However, we expect these timelines to change again as things progress. As we press into April and beyond, we will continue to push out new details as they become available.

On a personal note, I cannot thank our partners enough. At a time when months of planning and thoughtful work are being impacted by something beyond our control, I can't help but feel gratitude - gratitude for having the opportunity to work so closely with a group of people who are deeply passionate about our community. Our powerful messages will still go out as we find new ways to reconnect and continue to share . . . TOGETHER.

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Tehama County Census
Published by Kelley Dolling [?] · August 14 · 🌐

Let us be the ones to make that change, for our children, community and better future, let's educate our family and friends. Let us unite, support and lead together.

👉 Answering just nine simple questions determines how many dollars go into the important local programs you and your neighbors use every day through the next ten years.
#makeitcount #TehamaCountyCensus... See More
See Translation

Tehama County Census
Community

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,090 People Reached 643 Engagements [Boost Post](#)

Tehama County Census...
The CENSUS. It may seem like an insignificant thing right now, but this ONE LITTLE SURVEY means MORE THAN EVER to our COMMUNITY this year. Why? For EACH PERSON counted in your household, TEHAMA COUNTY earns \$10K to fund critical...

0:39 · Uploaded on 03/20/2020 · Owned · Appears Once · View Permalink Ⓞ · Copy Video ID 📄

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s V
Tehama County Census The CENSUS. It may seem like an...	03/20/2020 3:53 PM	7.1K	4.2K 100%	1.3K 100%

Tehama County Census
Published by Kelley Dolling [?] · June 23 · 🌐

Check out the latest LOCAL CENSUS outreach efforts that transpired last Friday! 🙌🙌🙌 #makeitCOUNT #tehamacountycensus

The Community Action Agency of Tehama County hosted a successful Drive-Through Tailgate Food Giveaway and incorporated Census outreach materials in multiple ways. As cars were greeted and waited in line, volunteers handed out Census pamphlets. In addition, branded items and other Census educational materials were placed into food boxes.

Despite a terribly hot ... See More

Tehama County Census
Community

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,207 People Reached 216 Engagements [Boost Post](#)

Following our announcement, our efforts pivoted to online support. As we moved into our Census marketing push, we knew one thing for sure -- online campaign support would be more critical than ever. On a positive note, social media traffic was the highest we had ever seen. Hoping to capitalize on this, we rethought our social media strategy by posting thoughtful, engaging, and highly-localized Census content multiple times each week.

Working hand in hand with our CBO partners, we strategically positioned these organizations as influencers within our campaign. The goal was simple - to align ourselves positively with various CBO communities. Groups were invited to interact with our Tehama County Census Facebook page as much as possible. We offered specific instructions and “asks,” such as reacting to our posts (like, love, or wow), occasionally commenting on content, and periodically sharing posts that would resonate with their particular “communities.” Knowing that personal connections were the lifeblood of our Census outreach plans, we shifted to build relationships with those in our area at a safe (online) distance. In addition to supporting this online presence, phone calls, mailings, and emails also helped spread our message and move us toward completion goals. Our Local Complete Count Committee swiftly transitioned from outreach and/or event support to an online team.



- 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 time frame you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations:

What worked well operationally?

Based on our pre-COVID-19 Census Outreach Plan, April through June would have been the “season” in which our CBO partners would have been hard at work in the field and at community events.

Given the cancellation of both fieldwork and gatherings, our Census team adjusted and adapted plans to focus on the following:

- ✓ Heightened focus on social media.
- ✓ Development and production of Census coloring books for children.
- ✓ Deployed outreach materials to align with school food distribution sites.
- ✓ Created phone scripts for agencies making “phone-in house calls.”
- ✓ Rack card distribution via the Little Free Library network.
- ✓ Conversations initiated about tote bag.





In April, during the height of our education time frame, we reflected on the latest Census efforts unfolding in our county. It was safe to say that the local outreach had taken a creative turn. We couldn't be more proud of the work done to increase awareness and create a Census "buzz" in our community. As we ventured into May, our plan continued to adapt to the climate dictated by the pandemic status. Despite the potential for continued restrictions, we knew one thing for sure - our enthusiastic Tehama Complete Count Team continued to find innovative ways to ensure that we collected as accurate count as possible. Read about one such inventive idea below.

Art Speaks

The opening to Art Alley in downtown Red Bluff just received its latest addition. This extraordinary Census mural is the brainchild of Jennifer Moniz, Outreach Manager at Empower Tehama. Working at the Empower Antelope office, she is just steps away from this magical alley.

"I walk by Art Alley daily, and it just draws you in," shared Moniz. "I also look forward to seeing the new art on the side of Wink - it always catches my eye."

These ingredients prompted the idea of creating a branded Census mural downtown. Thanks to the generous wall donation by Copy Center owner, Joe Vine, the rest is history. This bright community-minded painting is the epitome of "moving your feet" successfully during a pandemic.

What hindered the operations?

Time was the sole hindrance to our operations. As the campaign became extended on multiple occasions, the Census became old news. Although we found new ways to revive the campaign as things began to plateau, the bulk of our online success was achieved April-July. September and October campaign victories were centered around re-imagined community outreach.



Contracted partner's outreach: What outreach tactics worked well?

Tehama County continued to inspire our collaborative efforts. In a season of shelter-in-place, our passionate community partners managed to find ways to continue local Census education/awareness efforts. From personal phone and Zoom calls to social media videos and creative distribution of outreach materials, our CBOs truly wowed us at every turn.

One of our favorite partner outreach efforts centered around a group committed to local literacy and their willingness to incorporate Census education into the fold.



Reading Into The Census

With events and mass gatherings still on hold, the Tehama Complete Count Team found new ways to help get Census information out and about.

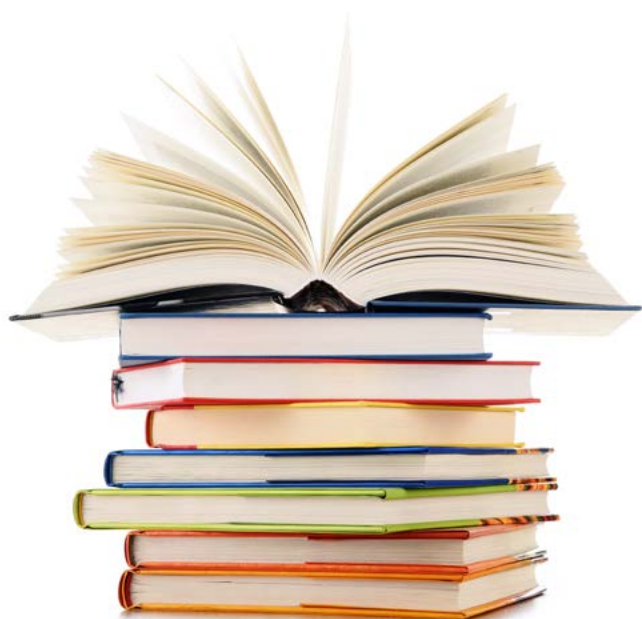
If you're not familiar with this charming literacy movement, let us back up and provide a bit of the backstory. The idea to place Little FREE Libraries in Tehama County came from former Tehama County Superintendent of Schools, Larry Champion. He joined forces with a motivated group of Red Bluff Rotarians to build some of the original "houses" around town. Many of these are genuinely detailed works of art. These initial efforts spurred the interest of other community members to build additional Little Libraries.

The goal of these delightful structures has stayed consistent over the years -- keep the "houses" stocked with a variety of FREE reading materials that appeal to all ages and interest levels. Residents are invited to select a book to read to themselves or others and (hopefully) replace that title with a new or gently pre-loved book.



Although maintained by the actual property owner or affiliated neighborhood sponsor, the Tehama County Reading Council (Tehama Reads) helps promote the libraries. They are currently working on developing a virtual Google map to provide easy access to their locations. This detailed list will soon be available on the Tehama County Department of Education's website.

With all Tehama County Library branches closed due to COVID-19, these little boxes of literacy have been getting quite the traffic lately. Phone calls were placed to the right administrators at the Tehama County Department of Education, and the Tehama County Complete Count Team was granted permission to add Census outreach materials into the mix. It may seem like a small campaign, but even if just a handful of people complete the Census due to information they found hiding among these FREE reads, it was indeed worth the effort.



What hindered the outreach?

The obvious answer is the pandemic. However, the greatest hindrance was trying to be creative without having the opportunity to utilize powerful face-to-face outreach. As we made our way into the summer, we became more optimistic about future Census strategies and our local participation. Our community partners started to safely pound the pavement to support Tehama County's self-response numbers. This was a critical component as we moved forward. Local Census promotion was initially slated to end in late July. However, with the national extensions adding three additional months to the campaign (10/31/20), we realized that the "same old" tactics would soon begin to stall.

New marketing angles and highly-personalized survey support from CBOs, were deployed to keep the Census education/information push fresh and compelling. We realized a greater depth to our collaborative partnership as we all passionately continued to deliver messages to the HTC populations. Our work with First 5 Tehama and The Community Action Agency proved this point perfectly.



Crafting Connections

There's an old saying floating around that reads, "Food is the ingredient that binds us together." If we take a closer look at the latest Census outreach efforts throughout Tehama County, CBOs are crafting meaningful connections over food. Multiple events in June masterfully combined lunch and grocery giveaways with Census education materials. Keep reading to catch up on the heartfelt work of three organizations.

The Tehama County Library started hosting Grab and Go Free Lunch for Kids from 11 am - 12:30 pm every Wednesday. Families with children ages 0-18 were encouraged to drop by the Red Bluff branch for healthy to-go lunches and safe activities. Census educational materials were dispersed as well as promo items during the weekly event.

First 5 Tehama also stepped up to ease the meal burden and the limited access to learning materials during these trying times. In partnership with the Tehama County Library, this drive-through style event (Libros and Lunch) provides resources to families with young children. Book bags and giveaway materials were designed to engage and inspire playful learning at home. If you look closely at these fabulous "book bags" in the pictures below, you'll notice a familiar logo. In addition to our Census canvas totes, First 5 Tehama staff and project volunteers also included printed materials and other branded survey swag with their sensational learning-based offerings. Two more Libros and Lunch events took place in July (7/1/20 and 7/22/20).



"Our goal was to get Talk Read Sing materials in the hands of children," said First 5 Tehama Executive Director Heidi Mendenhall. "It just made sense to provide the adults in the family with materials at the same time. Thankfully, we had the child-focused Census books that families could read to their children."

The most recent local Census outreach efforts paralleling a food offering took place on Friday, June 19th, at the Red Bluff Community Center. The Community Action Agency of Tehama County hosted a successful Drive-Through Tailgate Food Giveaway and incorporated Census outreach materials in multiple ways. As cars were greeted, volunteers would provide Census pamphlets as tailgate attendees waited in line. In addition, branded items and other Census educational materials were placed into each box of food.

Despite a terribly hot day, volunteers and staff members helped disperse supplies to 211 families, which impacted 522 individuals. Not only did this support locals in need, but it also helped increase Census awareness among a targeted population.

"The event allowed us to talk and hand out materials to many low-income families in the community and showcase why it was important to complete the Census," shared David Madrigal, Program Manager of Community Action Agency. "We also had brief conversations surrounding the impact the Census has on long-term funding for schools."



Tehama County Census
Published by Kelley Doring · 7/1 ·

Thanks to First 5 Tehama (Tehama County Children & Families Commission) and the Tehama County Library (Tehama County Friends of the Library), CENSUS OUTREACH will be a part of the second installment of Libros & Lunch at The Library. Not only are these two community partners working to get engaging learning materials and food in little hands, but they are also including important Census educational materials for families. ❤️ #thankyoupartners #makeitCOUNT #TehamaCountyCensus

LIBROS & LUNCH AT THE LIBRARY // TODAY (7/1)
11 am to 12:30 pm // Tehama County Library

More info here:

<https://www.facebook.com/events/2806998599429592/>



- 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. 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.

Despite navigating the uncharted waters of a pandemic year, our 2020 **self-response** outcome surpassed that of 2010. We attribute this win to two significant influencers. First, the collaborative efforts with our community-based partners were invaluable throughout this process. Aligning positively with various groups within the area allowed us to garner trust within their served populations. Also, consistent, relatable, and hyper-local messaging supported our forward progress.

Please note:

Our local complete count efforts focused on community self response as this is the outreach managed locally. Total Census count will be higher once federal enumeration is accounted for.



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

Below you will find a list of our key partners as well as a quick outline showcasing their critical Tehama County Census contributions.

Tehama County Complete Count Committee:

This group was the driving factor behind local Census efforts. Joining forces more than one year before the survey launch, this mighty crew poured endless amounts of passion and dedication into the action. From initial brainstorming sessions and countless check-in meetings to active participation in Census outreach activities and education, this team was focused on achieving the best results for our community.

Power Partners:

Multiple community-based organizations stepped in to serve as powerful influencers throughout the process. Local powerhouses such as *Empower Tehama*, *NCCDI*, *Latino Outreach of Tehama County*, and *First 5 Tehama* continued to think “outside the box” to continue forward Census progress during the pandemic.

Collaborators:

- ✔ *Kate & Co.*, a motivated community-minded group that leverages the power of marketing and collaboration, understood the substantial impact a complete count had on the area. The team quickly came together to draft a comprehensive and all-encompassing strategy that positioned the Census as a community movement.
- ✔ *The Job Training Center of Tehama County* also partnered to support our local Census efforts. Both *Kathy Garcia* and *Kathy Schmitz* were instrumental in the planning stages as well as the rollout.



- 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?

Tehama County offered all of the printed outreach materials in both English and Spanish. Dual language social media posts were offered periodically, and CBO outreach was accessible to all populations. Through coordination of Statewide media efforts (for example, Sabias Que publication), PR outreach targeted our Hispanic community.

Furthermore, the Tehama County Complete Count Committee worked with local trusted messengers to meet HTC populations within their networks and in their communities.

In partnership with EDD and the migrant farm working education program, Census outreach and kiosks provided direct support. The team member responsible for migrant farmworker education was a trusted influencer and proved to be a power partner throughout our Census outreach activities.

Our alignment with a local Mexican radio DJ, an effort to add stickers and outreach materials to to-go food and market items, and other grassroots outreach tactics became a solid strategy for making inroads with the Hispanic population.

The collage features several key outreach materials:

- Facebook Post 1 (English):** Published by Kelley Dolling on May 5. Text: "In less than five minutes, you can earn your community \$10,000. How? Simply complete your confidential 2020 Census Survey. Tehama County only gets one chance every ten years to count its current population. Your participation ensures that our community receives its fair share of the more than \$76 billion dollars that is earmarked for California. #makeitcount #TehamaCountyCensus".
- Facebook Post 2 (Spanish):** Published by Kelley Dolling on July 10. Text: "En menos de cinco minutos, puede ganar a su comunidad \$10,000. ¿Cómo? Simplemente complete su encuesta confidencial del Censo 2020. El Condado de Tehama solo tiene una oportunidad cada diez años para contar su población actual. Su participación asegura que nuestra comunidad reciba su parte justa de los más de \$76 mil millones de dólares destinados para California. See Translation".
- Large Spanish Poster:** Titled "DINERO PARA SU COMUNIDAD". It features a photo of children and the text: "Su encuesta del censo le gana al Condado de Tehama \$1,000 cada año hasta el año 2030. En menos de cinco minutos, puede ganarle a su comunidad \$10,000. ¿Cómo? Simplemente complete su encuesta confidencial del Censo 2020. El Condado de Tehama solo tiene una oportunidad cada diez años para contar su población actual. Su participación asegura que nuestra comunidad reciba su parte justa de los más de \$76 mil millones de dólares destinados para California." It also includes the "HAZLO CONTAR. Toma La Encuesta!" logo and contact information: "SITIO WEB: my2020census.gov | Teléfono: (800) 992-3530" and "EN PERSONA: Visite cualquiera de las bibliotecas en Red Bluff, Corning, o Los Molinos."
- Video Frame:** Shows a man speaking with the text "recibir representación en el gobierno." (receive representation in government).

Additionally, our local domestic violence partner, Empower Tehama, used Census education as an opportunity to set up booths and outreach within hard to count apartment complexes and other sites. These Census activities also provided Empower Tehama with the chance to talk about its services and make new connections. The story below highlights one of many examples of this heartfelt work.

Turning Lemons Into Lemonade

Times are quite arduous in our little community these days. COVID-19 is still putting a damper on just about everything. Businesses are struggling. Families are struggling. Life as we know it is struggling. It's easy to get wrapped up in the negative if you let "it" in. However, countless local organizations and individuals are finding new ways to step up to support whenever and wherever possible.

One such organization is Empower Tehama. This hard-working group continues to think outside the box in an effort to make important community

connections. Not only are they finding ways to share their work to end domestic violence, sexual assault, and human trafficking in Tehama County, but they also are lending a hand to boost other county projects.



Lauren Lowry, Empower Tehama Outreach Advocate, developed a feel-good idea to help support the Census count in Tehama County. She took a hard look at the needs and wants in our area and created the Census Lemonade Stand. She set up this sweet and unique stand on July 1, 2020, at the Cabernet Apartments in Red Bluff.

"I wanted to reach out to the population in the middle and give them something to smile about," shared Lowry. "Giving away free lemonade and household items while educating people on the importance of the Census seemed to go hand in hand to me."

You probably guessed that this safe event was a wonderful success. The Empower Tehama crew interacted with 40 residents during a three-hour window. Lemonade was served in the branded Census stadium cups, and free household items donated by Wal-Mart were packed into the canvas Census totes. Also hiding inside these bags were leaflets providing helpful information about Empower Tehama and their work as well as additional Census pamphlets.

Lowry and her savvy team established some critical connections in support of capturing an accurate local Census count. Although planned outreach efforts are still somewhat stifled by the ever-changing COVID chaos, it's heartwarming grassroots ideas like these that keep Tehama County moving in a positive direction. And . . . closer to capturing that COMPLETE COUNT.



- ▶ 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.

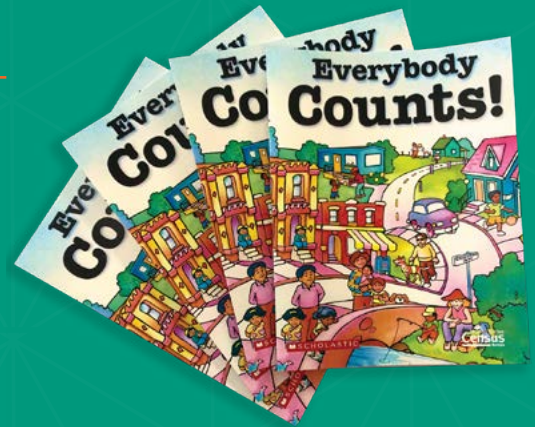
Explore a few story spotlights written throughout our campaign that emphasize our work's impact in the Community and on our Census outcome.

Re-Imagined Outreach Effort

The Latino Outreach Health and Wellness Car Hop was an outstanding success and even managed to loop in some much-needed Census outreach in the process. Hosted at the Department of Social Services on Saturday, September 19th, dozens of Tehama County residents drove-through a great set-up to receive health and wellness information from nearly 20 different vendors. The hop was developed as a nod to the Annual Health and Wellness Fair that typically happens this time of year. Organizers came together to “re-imagine” this beloved community event

to create a new and safe way for residents to participate during the pandemic.

In addition to countless helpful resources, the kind folks at Empower Tehama volunteered to incorporate Census education materials into their giveaway. A sincere thank you to all those organizations that made this event possible.





Latino Outreach Champion

We must pause for a moment to send a heartfelt thank you to one very powerful influencer who has been supporting our Tehama Complete Count Team throughout our campaign. From day one, Araceli Gutierrez Renteria has been a champion for our local Census efforts, particularly within the Latino community.

One of our largest concerns as we began our Census awareness and education planning back in March of 2019 was targeting those “hard to count” populations. We wanted to ensure that our efforts were not only as inclusive as possible but also provided a sense of security within all cultures and populations represented in our county. Araceli stepped up to help us overcome both of these hurdles. She helped us break down language barriers by translating campaign content into Spanish and by hosting multiple live interviews on her popular radio show, *The Sophisticates Show* (stereosalvaje.com). In addition, Araceli volunteered time to co-brand and coordinate with businesses, organizations, and other influencers who helped position the Census as a trusted and essential task.



“I worked with local leaders, influential friends, and powerful families to help educate the public as to why it is so important to complete the survey as well as to trust that the information is protected,” shared Araceli. “I worked to break the stigma of fear and show that this is the time, no matter what your status may be when everyone has a voice.”

From her endless efforts, it is clear that Araceli understands just what is at stake when it comes to the Census. Her leadership and passion for creating positive change within our community are truly appreciated.

Funding Granted

As many of you know, the Census outcome dictates funding well beyond what is allocated by the government as a result of the count. For the next decade, competitive grant applications that bring much-needed funding into our community are relying on accurate Census information. We had the opportunity to sit down with two local grant writers to take a closer look at how their work is supported or hindered by Census outcomes in our area.

Whether it be education, public safety, fire and emergency response, parks, or economic development, most grant proposals depend on demographic and community data to portray the current condition, need, or support to justify receiving funding.



"At the most basic level, population counts from Census data let us describe our community in grant applications," shared Andrea Curry, Data and Outcomes Manager at Empower Tehama. "However, it's often using these counts in conjunction with other Census data that truly shines a light on what life is like for real people in our community."

Birthdays, addresses, and ethnicity are also often critical components when ensuring a particular portion of the population is being represented and served properly (i.e., youth and seniors, county vs. city, and programs supporting various ethnic communities). It all counts. These are all statistics collected via the nine-question Census survey.

Curry provided the following scenario. Say there is a government program that

makes sure seniors have access to healthy food. The data collected through the Census shows how many people fall into this particular age group. This information is then utilized to determine how much funding is allocated to the program.

"If the Census count is off, our community might have to stretch the money further than it should," explained Curry.



GRANTS

It's easy to see that data is only as good as the information received. Grant writers rely on accurate data to not only justify a need but also to document the scope of the problem.

"Grant writing tells a story that identifies the need and how many people are impacted and/or could benefit from external funding," offered Amy Schutter, Director of Grant Development for Shasta College and owner of North State Grant Solutions. "Census data is also used by funders on a grant allocation basis – where the amount funded depends solely on the data. Sometimes this data can mean the difference between thousands or even millions of dollars."

As we look at grants on a local level, numerous Tehama County causes have been funded from work drafted by these two sources --- all of which relied on Census data. Curry is part of a grant writing team lead by Empower Tehama Executive Director, Jeanne Spurr. Their group continues to secure grant funding to serve Tehama County families impacted by domestic violence, victims of

sexual assault, and human trafficking, as well as child victims of crime. Empower Tehama is also involved in coordinating the Continuum of Care, a collaborative group of organizations that provides services to families and individuals experiencing homelessness. Through their grant writing efforts, this hard-working team has been able to help Tehama County providers gain access to additional funding streams.

In addition, Census data has provided millions of dollars to further educational and economic development initiatives in the area. The Shasta College STEP-UP program has received more than \$2 million during the past five years in national, state, local, and private grant funding to educate and retrain formerly incarcerated individuals. Survey results have also helped Schutter earn grant support to fund the increased need for trucking and logging programs/training in the North State. Finally, Census data has been used in securing grants to revitalize the Red Bluff River Park and support The Big Splash Splashground movement.

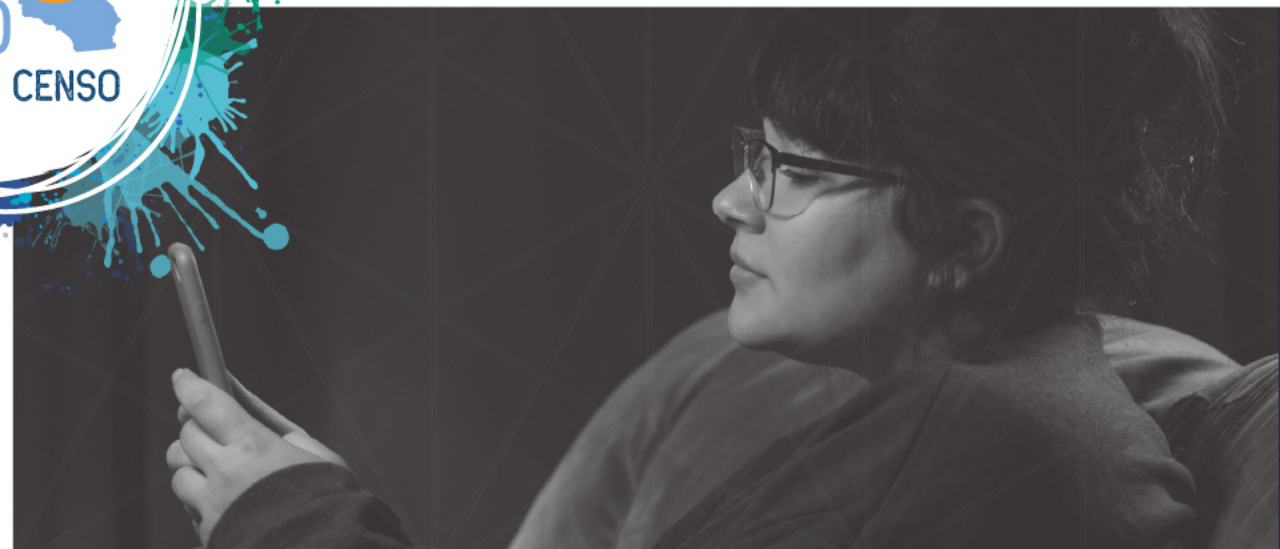
Clearly, so much more than meets the eye is banking on an accurate and complete count. Whether this translates to faster emergency response times, more educational and career technical education programs, healthy food for seniors, homelessness support, and more, your response truly matters . . . on so many levels.

Facebook Campaign

As face to face interaction was put on hold, we had to find a way to get familiar and trustworthy “faces” in front of Tehama County residents. Relying heavily on social media during this time, a special Facebook campaign that promoted unity and awareness was developed. In early April, we hosted a week-long Facebook profile frame movement. A branded Facebook frame in both English and Spanish was created and promoted throughout the run. The response was definitely noteworthy, and we truly loved seeing our feeds dotted with profile pictures supporting the cause. This was an easy and highly effective way to advertise the Census without tapping into additional funding.

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

Looking ahead to 2030, we’re eager to fully implement our comprehensive and robust outreach plan without having to maneuver within such a chaotic and restrictive climate.



2020 CENSUS FINAL REPORT

PRESENTED BY
Kate Grissom & Tara Loucks-Shepherd

About Our Effort

The Tehama County 2020 Census outreach plan began as a grassroots collaboration between local county government, community-based organizations, advocacy groups, businesses, and various area leaders.

Organizations with proven track records of serving the most vulnerable and hard-to-count members of our community (HTC).

Groups with capacity to develop, implement, coordinate, and maximize resources, conduct outreach activities, and leverage existing relationships to ensure a complete count.



Local Goals

The Tehama County self-response participation rates for the 2000 and 2010 census were 75% and 73% respectively.

The Tehama County Local Complete Count Committee was committed to working in collaboration with the State of California and California Complete Count – Census 2020 to count every member of Tehama County to ensure fair representation and federal funding allocation.



Our local goal was to meet or exceed 2010 counts.

2010 SSR:

65%

Tehama County

66.4%

CA SSR

68.9%

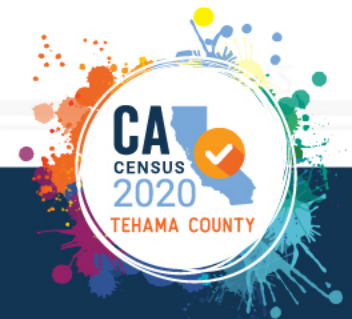
Approach

Our campaign's crux hinged on developing relatable outreach materials and tapping into existing events. The team finalized a selection of appropriate outreach materials with our marketing team to establish our message.

Before launch, the TCLCCC worked to identify multiple events within Tehama County that are usually heavily attended by the community.

These events were targeted to provide an opportunity to reach many people in a short period of time.

Some gatherings typically reach a wide demographic, such as the Red Bluff Round-Up and the Tehama District Fair. In contrast, others had the distinct advantage of targeting specific HTC demographics in the county.



County's Role - Educate. Motivate. Activate!

The TCLCCC explored various approaches and methods to best reach the target HTC community. This included social media, radio, and mailers. The first objective was to formalize a relatable message for our community and create a marketing package that was concise, attractive, and relevant to Tehama County.

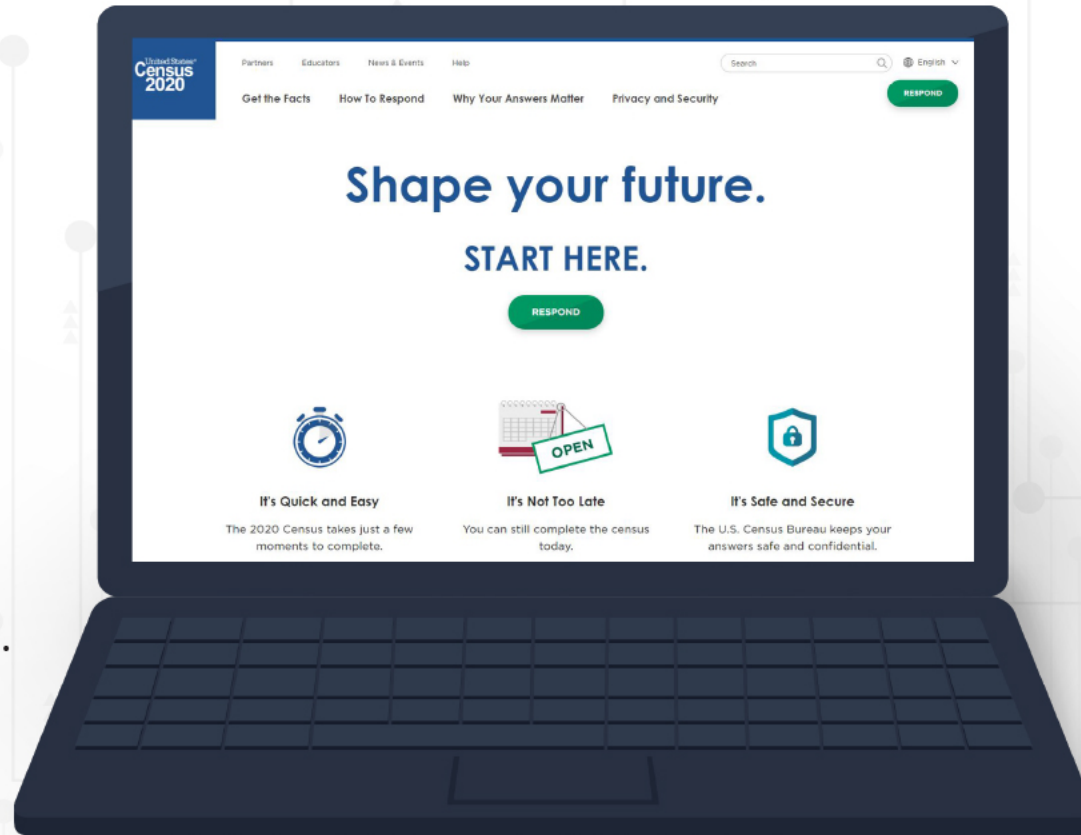
- ✓ **Educate:** While spotlighting the local impact of the Census counting process.
- ✓ **Motivate:** Support community-based organizations (CBOs) through strong messaging and material development to further the awareness and importance of the Census counting effort.
- ✓ **Activate:** Activate teams and efforts in the HTC tract areas for individual, culturally appropriate, and micro-focused messaging to authentically meet the “Hard to Count” where they are.



Technology Tools

The 2020 Census relied heavily on the Internet as the primary tool for completing the survey.

While this presents a challenge for Tehama County (our area is severely disadvantaged in broadband access), the TCLCCC identified multiple avenues to assist our community.



Such shifts included a mobile hotspot vehicle and kiosks with WiFi capability.



Revised Objectives Due To Covid-19

Tehama County is a rural and geographically diverse area. Our most proven and effective outreach strategies included event exposure and face-to-face connections. Our plan relied heavily on CBO Census-related outreach at already planned events -- over 35 total!

Non-response follow-up included direct community engagement methods through creative tactics like “Census Saturdays” and hosting movies in the rural/remote parks with pop up Census kiosks.

Census outreach kits were the cornerstone of our planned efforts -- providing printed, digital, and outreach materials to CBO's.



Pivot On Our Plan

Just as all outreach kits were assembled, the shelter in place order was enacted, and our outreach efforts came to a screeching halt. The team quickly shifted, and the following communication was deployed.

After our announcement, our efforts pivoted to online support. Social media traffic was at the highest we had ever seen.

To capitalize on this, we rethought our social media strategy by posting thoughtful, engaging, and highly-localized Census content multiple times each week.



Deepening Our Partnership

Working hand in hand with our CBO partners, we strategically positioned these organizations as influencers within our campaign. The goal was simple - to align ourselves positively with various CBO communities.

- Groups were invited to interact with our Tehama County Census Facebook page.
- Specific instructions and “asks,” such as reacting to our posts (like, love, or wow) were offered.
- Personal connections were the lifeblood of our Census outreach plans. We shifted to build relationships with those in our area at a safe (online) distance. In addition to supporting this online presence, phone calls, mailings, and emails also helped spread our message and move us toward completion goals.
- Our Local Complete Count Committee swiftly transitioned from outreach and/or event support to an online team.

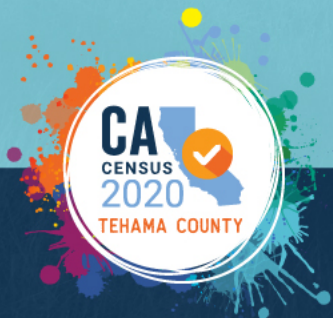


What Worked

Tehama County continued to inspire our collaborative efforts. In a season of shelter-in-place, our passionate community partners managed to find ways to continue local Census education/awareness efforts. From personal phone and Zoom calls to social media videos and creative distribution of outreach materials, our CBOs truly wowed us at every turn. One of our favorite partner outreach efforts centered around a group committed to local literacy and their willingness to incorporate Census education into the fold.



- ✓ Heightened focus on social media.
- ✓ Development and production of Census coloring books for children.
- ✓ Deployed outreach materials to align with school food distribution sites.
- ✓ Created phone scripts for agencies making "phone-in house calls."
- ✓ Rack card distribution via the Little Free Library network.
- ✓ Conversations initiated about tote bag distribution at Dollar General Stores.
- ✓ Engaged local artists to create Census Mural.



What Hindered Efforts

- ✓ The obvious answer is the pandemic. However, the greatest hindrance was trying to be creative without having the opportunity to utilize powerful face-to-face outreach. Time was also proved to be quite an obstacle. The Census campaign was extended on multiple occasions and became old news.
- ✓ We found new ways to revive the campaign as things began to plateau. The bulk of our online success was achieved April-July.
- ✓ September and October campaign victories were centered around re-imagined community outreach.



Partners

The *Tehama County Local Complete Count*, led by *Tara Loucks-Shepherd*, was the driving factor behind local Census efforts. Joining forces more than one year before the survey launch, this mighty crew poured endless amounts of passion and dedication into the action.

From initial brainstorming sessions and countless check-in meetings to active participation in Census outreach activities and education, this team was focused on achieving the best results for our community.



Power Partners:

Multiple community-based organizations stepped in to serve as powerful influencers throughout the process. Local powerhouses such as *Empower Tehama*, *NCCDI*, *Latino Outreach of Tehama County*, and *First 5 Tehama* continued to think “outside the box” to continue forward Census progress during the pandemic.

Collaborators:

Kate & Co., a motivated community-minded group that leverages the power of marketing and collaboration, understood the substantial impact a complete count had on the area. The team quickly came together to draft and implement a comprehensive and all-encompassing strategy that positioned the Census as a community movement.

The Job Training Center of Tehama County also partnered to support our local Census efforts. Both *Kathy Garcia* and *Kathy Schmitz* were instrumental in the planning stages as well as the rollout.



Summary

Despite navigating the uncharted waters of a pandemic year, our 2020 self-response outcome surpassed that of 2010.

We attribute this win to two significant influencers. First, the collaborative efforts with our community-based partners were invaluable throughout this process. Aligning positively with various groups within the area allowed us to garner trust within their served populations. Also, consistent, relatable, and hyper-local messaging supported our forward progress.

Looking ahead to 2030, we're eager to fully implement our comprehensive and robust outreach plan without having to maneuver within such a chaotic and restrictive climate.



Thank You!



EMPOWER

Your Life.
Your Choice.

Tehama



#YOCUENTO



#WECOUNT



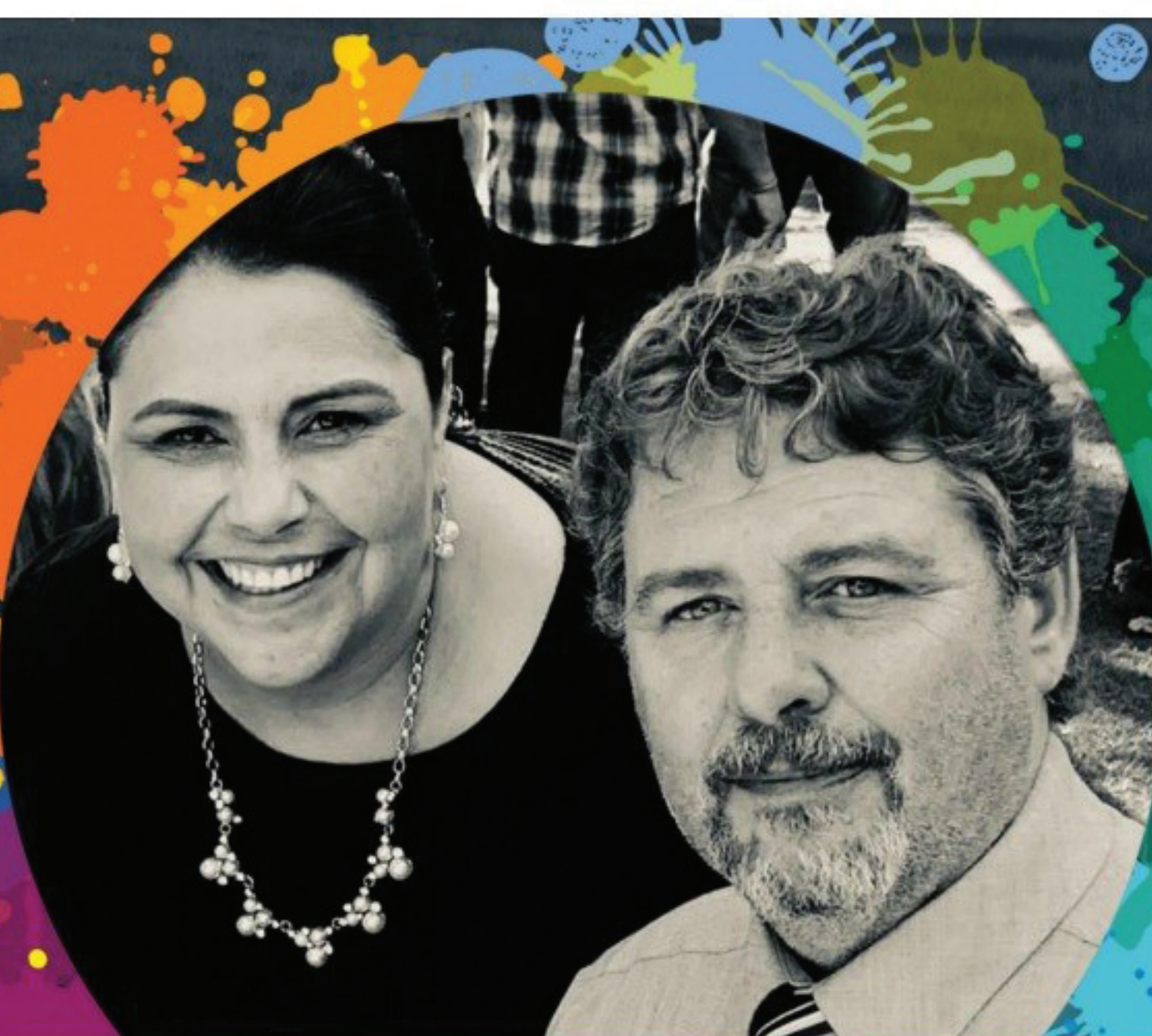
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MAKE IT COUNT.
VISIT [CENSUS.CA.GOV](https://census.ca.gov)



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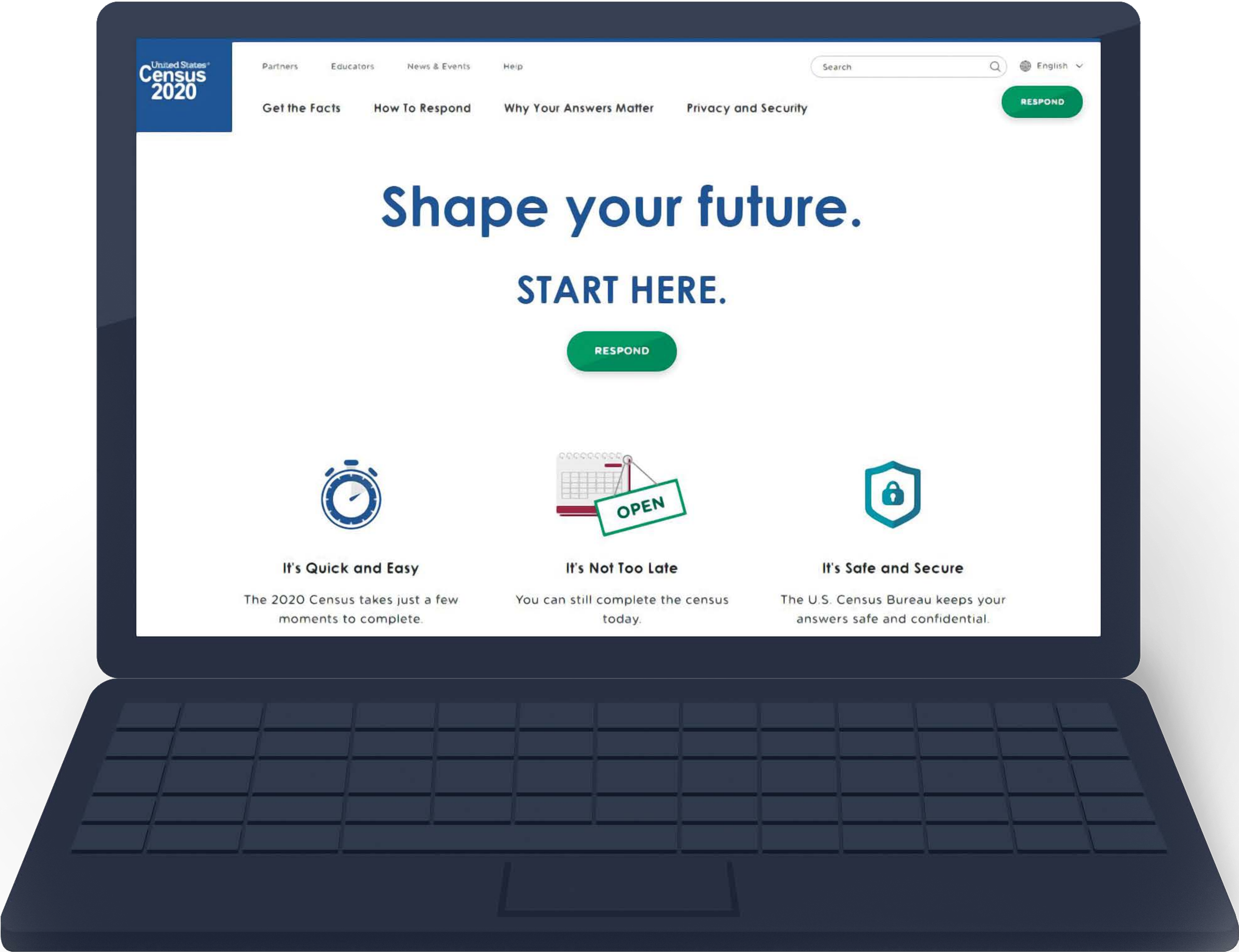
The logo is a circular emblem with a thick, hand-drawn border. Inside the circle, the letters 'CA' are prominently displayed in a bold, sans-serif font. To the right of 'CA' is a dark blue silhouette of the state of California. Overlaid on the right side of the California map is a dark blue circle containing a white checkmark. Below 'CA' and the map, the year '2020' is written in a large, bold, sans-serif font. At the bottom of the circle, the words 'CENSUS | CENSO' are written in a smaller, bold, sans-serif font. The entire circular logo is surrounded by a dynamic splash of dark blue and black ink, with various sized dots and streaks radiating outwards.



TEHAMA COUNTY LIBRARY









United States
Census
2020

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RESPOND

Shape your future.

START HERE.

RESPOND



It's Quick and Easy

The 2020 Census takes just a few moments to complete.



It's Not Too Late

You can still complete the census today.



It's Safe and Secure

The U.S. Census Bureau keeps your answers safe and confidential.

THE STATE OF THE 2020 CENSUS

Our master plan has obviously changed drastically in the past few weeks. Although we are still waiting patiently to see how this plays out during the next few months, we are also adjusting our tactics and overall approach to determine the "best practices" to use within the current climate. Here's what we can report on right now.

The U.S. Census Bureau has been adjusting timelines with caution. In other words, they are making minor modifications at this time. The initial group quarters count (i.e., senior housing facilities, transitional shelters, and homes for disabled individuals) was scheduled to occur on April 1st. However, these have been postponed to early May (at the earliest). Enumerators hired by the Federal Government to go door to door have been put on hold. As of now, the Census completion due date has been extended from July 31st to August 14th. However, we expect these timelines to change again as things progress. As we press into April and beyond, we will continue to push out new details as they become available.

On a personal note, I cannot thank our partners enough. At a time when months of planning and thoughtful work are being impacted by something beyond our control, I can't help but feel gratitude - gratitude for having the opportunity to work so closely with a group of people who are deeply passionate about our community. Our powerful messages will still go out as we find new ways to reconnect and continue to share . . . TOGETHER.

=====

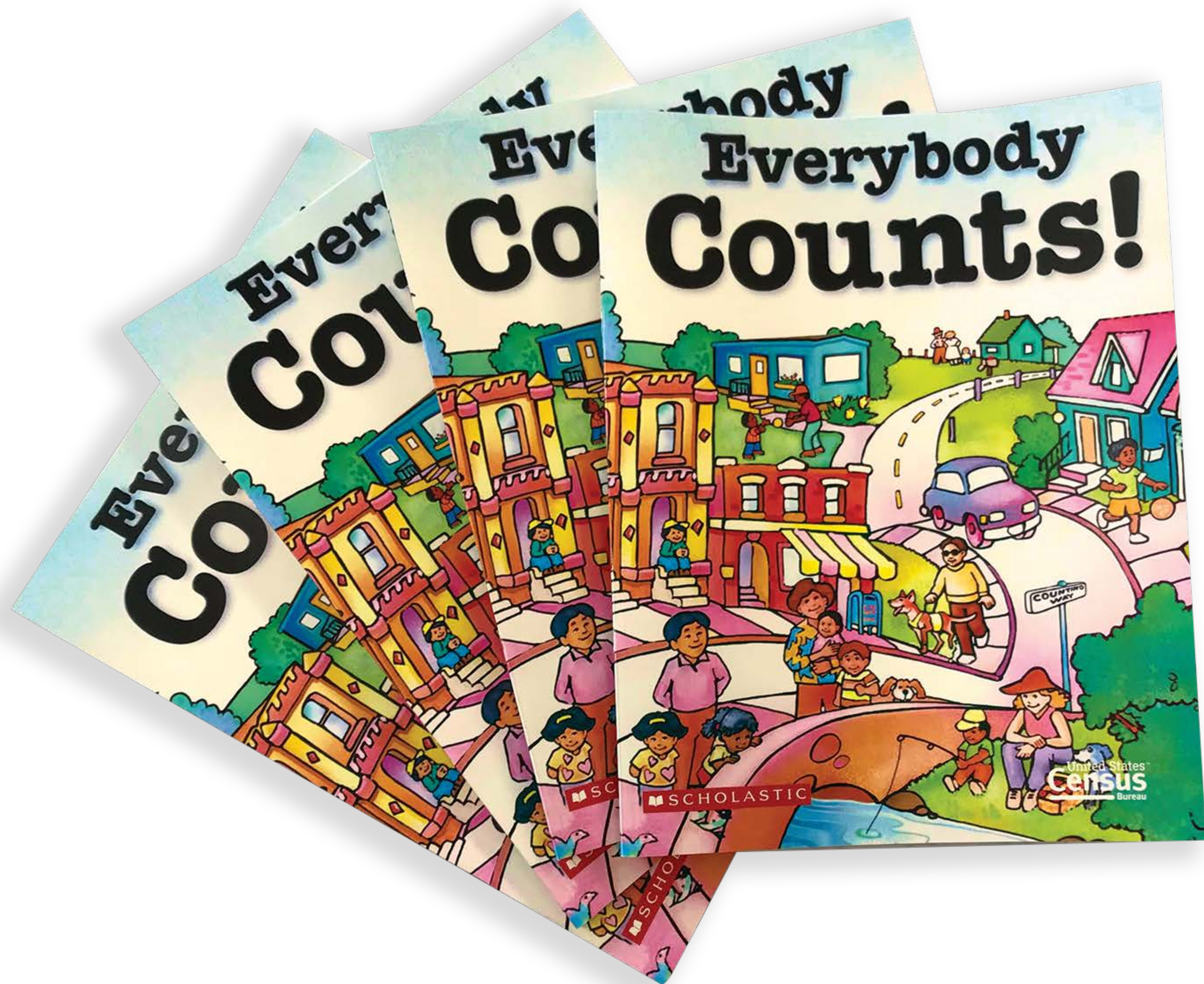
CA
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WE GET ONE SHOT!



CENSUS 2020: TEHAMA COUNTY FINAL REPORT



EMPOWER
Tehama



TEHAMA COUNTY
CONDADO DE TEH
WWW.CENSUS.CA





Tehama County Census...

TEHAMA COUNTY is one of a kind. ❤️👉 Thank you for the outpouring of local CENSUS support this past week. Seeing our Facebook feeds filled with familiar faces sporting our temporary profile frame proved that we truly are in this TOGETHER. #makeitCOUNT...



FUNDING GRANTED

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Tehama
Your life.
Your choice.

www.empowertehama.org

TODOS CUENTAN

¡TU puedes ayudar al
Condado de Tehama
en cuestión de minutos!

- ✓ Apoyar a los niños
- ✓ Arreglar las carreteras
- ✓ Financiar necesidades importantes de la comunidad



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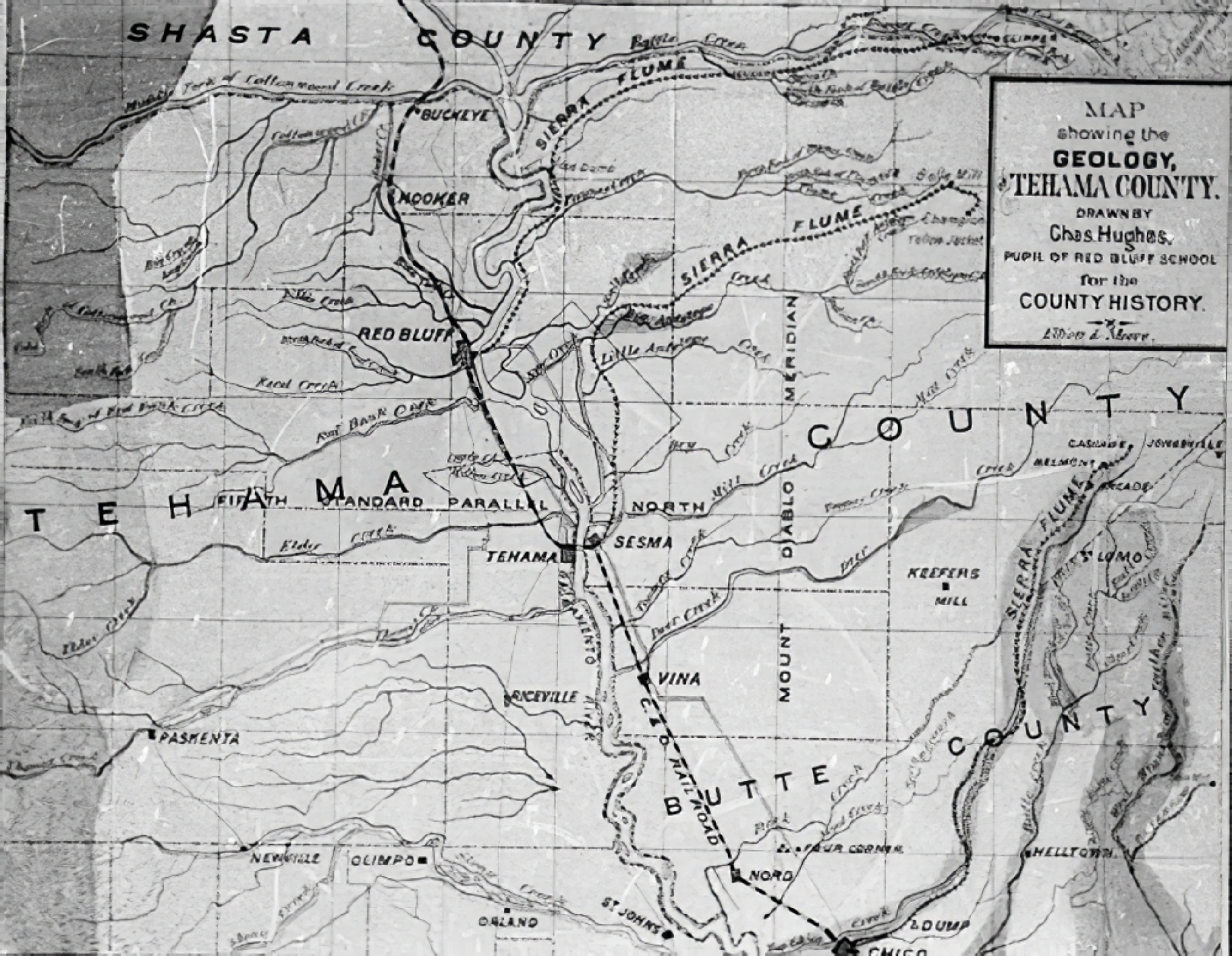
Videos

TIME IS RUNNING SHORT. Won't you help us ensure ...



No Rating Yet





MAP
showing the
GEOLOGY,
TEHAMA COUNTY.
DRAWN BY
Chas. Hughes,
PUPIL OF RED BLUFF SCHOOL
for the
COUNTY HISTORY.
1900 & 1901.

12:48



[Redacted Name]
[Redacted Bio]

EXTENSION!
October 31, 2020!

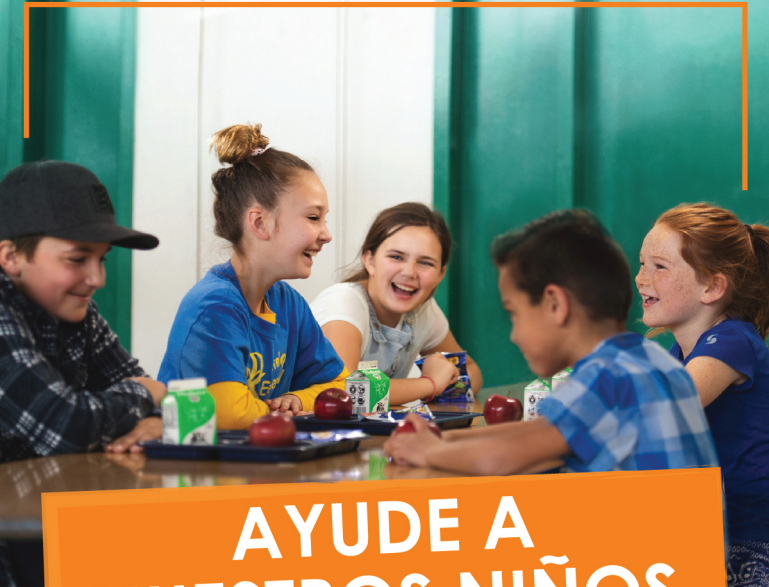


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AYUDE A NUESTROS NIÑOS

Los dólares del Censo financian nuestras escuelas.

En menos de cinco minutos, puede ganar el Condado de Tehama \$10,000 que será usado para ayudar a financiar las necesidades de la comunidad a lo largo de los próximos diez años. Una gran parte de nuestros dólares del Censo se utilizan para planear nuevos campus, hacer mejoras y alimentar a nuestros niños. Sus datos confidenciales afectaran directamente los resultados de nuestras escuelas locales.



HAZLO CONTAR. Toma La Encuesta!

SITIO WEB: my2020census.gov | **Teléfono:** (800) 992-3530
EN PERSONA: Visite cualquiera de las bibliotecas en Red Bluff, Corning, o Los Molinos.



Tehama County Census

Published by Kelley Dolling [?] · June 23 ·

Check out the latest LOCAL CENSUS outreach efforts that transpired last Friday. 🙌🙌🙌 #makeitCOUNT #tehamacountycensus

The Community Action Agency of Tehama County hosted a successful Drive-Through Tailgate Food Giveaway and incorporated Census outreach materials in multiple ways. As cars were greeted and waited in line, volunteers handed out Census pamphlets. In addition, branded items and other Census educational materials were placed into food boxes.

Despite a terribly hot ... [See More](#)



Tehama County Census

Community



Send Message



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

1,207

People Reached

216

Engagements

Boost Post



Tehama County Census

Published by [Kelley Dolling](#) [?] · August 14 ·

Let us be the ones to make that change, for our children, community and better future, let's educate our family and friends. Let us unite, support and lead together.

👉 Answering just nine simple questions determines how many dollars go into the important local programs you and your neighbors use every day through the next ten years.

[#makeitcount](#) [#TehamaCountyCensus...](#) [See More](#)

[See Translation](#)



Tehama County Census

Community



Send Message

🌱 **Get More Likes, Comments and Shares**

When you boost this post, you'll show it to more people.

2,090

People Reached

643

Engagements

Boost Post



DINERO PARA SU COMUNIDAD

Su encuesta del censo le gana al Condado de Tehama \$1,000 cada año hasta el año 2030.

En menos de cinco minutos, puede ganarle a su comunidad \$10,000. ¿Como?

Simplemente complete su encuesta confidencial del Censo 2020. El Condado de Tehama solo tiene una oportunidad cada diez años para contar su población actual. Su participación asegura que nuestra comunidad reciba su parte justa de los más de \$76 mil millones de dólares destinados para California.



HAZLO CONTAR.

Toma La Encuesta!

SITIO WEB: my2020census.gov | **Teléfono:** (800) 992-3530

EN PERSONA: Visite cualquiera de las bibliotecas en Red Bluff, Corning, o Los Molinos.



Tehama County Census

Published by Kelley Dolling [?] · July 10 · 🌐

What is the census and why is it so important? Harness's America Ferrera and Wilmer Valderrama join forces with artists and activists to explain why it's necessary to say 🍌❤️ #QueNosCuenten

👉 <https://my2020census.gov/>

⚙️ · See original · Rate this translation



*recibir representación
en el gobierno.*





Tehama County Census

Published by Kelley Dolling [?] · May 5 ·

In less than five minutes, you can earn your community \$10,000. How? Simply complete your confidential 2020 Census Survey. Tehama County only gets one chance every ten years to count its current population. Your participation ensures that our community receives its fair share of the more than \$76 billion dollars that is earmarked for California. 🏠 🍌 #makeitcount #TehamaCountyCensus

En menos de cinco minutos, puede ganarle a su comunidad \$10,000. ¿Como? Simplemente complete su encuesta confidencial del Censo 2020. El Condado de Tehama solo tiene una oportunidad cada diez años para contar su población actual. Su participación asegura que nuestra comunidad reciba su parte justa de los más de \$76 mil millones de dólares destinados para California.

[See Translation](#)



MONEY FOR YOUR COMMUNITY!

Imagine A World Where
WHERE WE ALL COUNT



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