

State of California – Government Operations Agency

California Complete Count-Census 2020

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## Trinity County Final Report

### General Information

Date of report	11/15/20
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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?**

#### Goals

1. Increase awareness and knowledge about the Census through transparency, culturally sensitive and appropriate messages.
2. Support and include, when necessary, the California Complete Count and U.S. Census Bureau.
3. Connect with Hard-To-Count (HTC) populations in Trinity County, especially those

who have been politically, economically or socially marginalized.

4. Deliver a comprehensive and focused message that utilizes a multi-pronged approach to reach as many age groups, demographics, and communities as possible.
5. Build relationships with residents, agencies, communities, and county/community stakeholders.

## Objectives

1. Education: Inform the public about the Census process, relevance, timeline, purpose, and confidentiality.

What/How revised due to COVID:

What/How revised due to Operational Adjustments:

2. Motivation: Increase Census participation rates among all residents of Trinity County, including HTC populations, by building trust, addressing barriers and meeting people where they are at.
3. Activation: Involve as many community organizations, media channels, and local agencies and stakeholders as possible and coordinate outreach efforts.
4. Count: To achieve an as accurate count as possible to maximize opportunities for available funding, representation and effective disaster response.

In Trinity County, we have many lingering structural concerns regarding to U.S. Census Bureau (USCB) operations and enumeration methods that will be outlined in subsequent sections. When looking at shifting goals and objectives, some of the biggest revisions we had to make were around education efforts and Census questionnaire assistance. We originally planned to continue in-person outreach activities and presentations throughout our counties, we had to shift to primarily digital outreach methods at the start of COVID. Though online education seemed to have been successful in the more populated regions of the county like Weaverville, lack of broadband access is sparse throughout much of Trinity County which makes contact through digital means difficult for some. We tried to work around that by sending additional contacts via postcard mailers to all addresses and P.O. Boxes throughout the county 5 different times with the first mailer going out in March 2020 up until the final mailer going out in September 2020.

The USCB made multiple changes to operational timelines and enumeration methods during Update Leave (UL) and Non-Response Follow-Up (NRFU). This made it difficult to guarantee that those communities in our remote regions got the updated messages and made it difficult to plan accordingly for those changes. Additionally, these consistent changes impacted our organizations status as trusted messengers in our communities that we have worked hard to build over time. It also made it difficult for us to keep a competent and timely schedule related to the changes in operational adjustments when dates were shifting not only due to COVID, but also from the USCB and Trump administration itself. While our partner organizations understood this was out of our control considering COVID, they informed us that community members were having difficulty understanding when they should respond as the date on the flyers and/or updates they were receiving was changed multiple times. As far as the end date of the Census, that messaging became convoluted unnecessarily and made the Census work appear to be functionally incompetent at the close of our work.



We also had issues with our ability to provide mobile questionnaire assistance throughout outreach due to COVID-19. Due to the anticipated challenges with broadband access and accessing households for Update Leave (UL), we made plans for our community partners in the remote areas to host QAKs and QACs that would have allowed people the resources and current information to take the Census and do so with confidence. However, due to safety guidelines set forth by the County of Trinity, in addition to changes in staffing at many of our partner organizations, many of those QAK and QAC plans had to be cancelled. However, those partners did continue to educate through sharing information via media, putting posters up on community message boards and around their offices, and distributing flyers or swag during resource distribution or at healthcare visits (both in dental and medical settings). We also facilitated outreach through the Trinity County Food Bank at all drop off locations for the duration of Census outreach, which helped to combat some of these issues in select regions. Additionally, select community partners worked with the USCB to schedule MQAs during their own event times where applicable and safe to do so. Additional changes to operations are as follows:

- In-person outreach was scaled back and/or halted completely for some time. While digital media and messaging was increased during this period, many of the residents in our more remote locations do not have access to the internet and would not be targeted by any digital media. Postcards (5) were sent out to all P.O. Boxes and residences in the county that told people how to respond by mail, phone, or the internet so saturation outside of digital media was provided alternatively. (See Travel Restrictions below).
- Community Partners - Increase in participation in social service providers and food bank locations. To take advantage of essential county services at the onset of COVID, we made sure to have directed outreach to all family resource centers in the area. We also worked with local schools for continued methods of outreach.
- Travel Restrictions - Organizational travel restrictions limited opportunities to physically get out into the community. This made our connections with community partners that much more critical and the response we received was resounding for such a small county working with extremely limited resources. We utilized Family Resource Centers (FRC's) and social services such as food banks, DHHS, school lunch programs, and community partners to get items, materials, and information to our local residents.
- Meeting partners where they're at - Trinity County is a county that already works with limited resources. Pre-COVID, many local organizations and governmental agencies were already stretched thin as far as personnel and opportunities and these concerns were exacerbated due to COVID. Continual outreach was required to make sure our partners were functional and supported throughout the county with operations frequently changing on a weekly, if not daily basis.
- Targeted outreach - Outreach opportunities were limited due to COVID and a couple community events were cancelled. This caused us to retool and refocus our efforts mid-stream. Targeted outreach became vitally important to operations due to very few community events or activities taking place. We continued to host CCC meetings virtually throughout the process to ensure our outreach was targeted and we were

successful in reaching different pockets and HTC communities throughout the County. Targeted outreach also helped us build out and strategize with additional partnerships (such as connecting Trinity County Food Bank and asking them to host MQA's at food delivery locations throughout COVID and ensuring they were staffed with the USCB workers they needed in Trinity County).

- Timeline Shifts - Shift to Oct. 30 then to Sept. 30 then back to Oct. 30 via CA Courts and finally ended on Oct. 15 via U.S. Supreme Court. Made it difficult when trying to target a finish date and caused consistent confusion for our community partners.
- USCB Concerns (Federal/State discrepancies) - There were many people doing earnest and honest work throughout this 2020 Census process. However, throughout this process there were many times when our communities questioned the integrity of the federal government and in particular the current administration's efforts in regard to policy implementation and rollout throughout this 2020 Census count. The state (CA Census) was amazing and each and every partner felt intently engaged in outreach efforts but it felt like we got consistently siloed within the Trump Administrations "Anti-Census" efforts and those who were earnestly trying to do the Census work with the USCB. This was problematic and created politicized concerns regarding the Census for our local communities and especially our outreach partners.

**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 (TIMELINE – education/awareness, UL, NRFU, ALL).**

**What worked well operationally?**

Our outreach and contact with community partners in Trinity County was exceptional and the reciprocity exchanged amongst us led to exceptional collaborative action. For example, we held our first CCC meeting on July 26, 2019. At that meeting our community partners let it be known that the Trinity County Fair was the biggest events of the year in Trinity County. They also said we would have limited opportunities for outreach after the summer/holiday seasons pass as not much happens in the late winter/early spring in Trinity County, especially in the more remote parts of the county outside of the towns of Weaverville and Hayfork CA. The Trinity County Fair was held August 9-12 so we had less than two weeks to prepare for the event. We mobilized immediately, made poster signs for the fair and put a rush order on hand-fans to be able to distribute while doing outreach. It all came together at the last possible minute but without the insight and support from the CCC members, this event would not have been possible. Being able to attend and engage with locals was incredibly helpful as we were able to network with the general population, other important community partners and stakeholders throughout the 4-day event.

The majority of our outreach was conducted in conjunction with the Trinity County Census Complete Count Committee (CCC) that had representation from 16 agencies. We also garnered additional materials and support from our two additional counties that we represented in the

Census, Humboldt, and Del Norte. When possible, materials were branded with a Tri-county logo that shows Trinity, Humboldt, and Del Norte Counties and says “Everyone Counts. - Del Norte, Humboldt, Trinity. In addition to the CCC, we worked one-on-one with our partners throughout the entire Census count and we continued to hold regular meetings either on a monthly basis, or when an important operation was coming up. By holding regular meetings, our partners were able to stay informed on the Census operational updates and we were able to address any needs or concerns they had.

In addition to the informational meetings, we also provided community partners and anyone who asked with resources that allowed them to help share the word with their clients or audience. We started a [CCC Google Drive](#) that all Census outreach partners had access to and regularly updated. It included digital outreach resources (images, videos, social media posts, etc), talking points, and information on frequently asked questions. CCRP contributed to the Google Drive by sharing digital resources created by the amazing CA Census Bureau Communication Team, as well as some from the U.S. Census Bureau. Some of partners also created their own materials and added them to the Drive.

Another operational strategy that seemed to work well was presentations to entire organizations or departments about why the Census is important, the timeline, common questions/answers about the Census, and how they can help ensure the population they serve reached an accurate count. Each presentation session included a Q&A during which all staff or representatives had a chance to ask questions about how the Census count might apply to or impact the specific Hard-to-Count (HTC) population they work with. They also all received Census swag and flyers to share. Below is a list of community organizations or leadership that received a presentation along with a date of when it occurred:

- Trinity County Board of Supervisors- January 22, 2020
- Human Response Network – Trinity County Family Resource Center – January 23, 2020
- Trinity County Chamber of Commerce – February 18, 2020
- Trinity County Food Bank – March 3, 2020
- Trinity County Board of Supervisors- September 1, 2020 (via Zoom)

The statewide partner calls with Emilio Vaca and local regional calls were also very helpful to operations as we were able to gain frequent updates and hear from other partner’s experiences that helped us to navigate the Census. It was nice to share in the community and hear the efforts and passion of others in regard to what they were seeing in their areas from all across the state. On the regional calls, we were able to collaborate on initiatives and strategies that were much more localized, which was great for our rural counties and helped the outreach feel much more targeted to our communities. There were also some weeks when the up to date information provided on those calls was the only insight we had to operational concerns and timeline changes on the USCB’s side.

It is also important to note here the tremendous support we received from the CA Census Bureau throughout the entire operational process. The function of the CA Census group and their efforts operated exceptionally well and their unwavering support was continually felt. They are all exceptional team members and added to the operational flow substantially. Specifically, we’d

like to acknowledge the incredible efforts of our RPM's: Carlos Beltran, David Tucker, Nour Maxwell; Taylor Desmangles with the Communications team and Director of Special Initiatives Yumi Sera and so many more who were invaluable resources for our operations throughout the entire Census process.

### **What hindered the operations?**

The glaring hindrance of Census operations in Trinity County are related to the structural concerns of USCB outreach through UL and NRFU, especially in the remote parts of our communities. Despite our best efforts to maintain a continued Census presence and messaging throughout Trinity County and working with a variety of trusted key community partners, we were never able to gain serious traction in the way of substantial increases in self response rates throughout Update Leave and Non-Response Follow-Up. These issues date back to the 2000 and 2010 Census counts in Trinity County. One local member who worked for the Census in 2000 noticed that counts were coming back extremely low compared to what she was seeing on the ground. When working as an enumerator in 2010, she sought to correct this issue for her select Census tract. As the superintendent of the only school in her Census tract, she went above and beyond to make sure all local residents had completed the Census. When self-response counts came back the results were troublingly low. She found that the Census counts she collected had been reported as missed/rejected by the USCB. These missed and rejected counts cost the local school \$400,000 in funding between 2010 and 2020. We sought to correct this throughout our campaign through efforts at the local, state, and federal level. Unfortunately, looking at our count from 2020 many of these structural concerns linger currently and into the 2030 Census count. Throughout the count we continued to check in with community partners and get a feel for what was going on with the USCB's ground game and the answers and results we received were insufficient and troubling.

COVID-19 was a significant factor in our inability to get out into the community ourselves, but our community partners did a great job of picking up the outreach and doing the in-person work where we couldn't due. We were also hindered by our inability to provide in-person education and questionnaire assistance throughout the duration of the Census in some capacities. For example, in our low broadband communities, in-person outreach with access to technology/internet to complete the Census would have helped in some of the more remote parts of Trinity County. Our strategy for in-person outreach at small community stores in the enclaves of the county had to be reduced significantly. We worked with local fire departments to try to combat this and made sure we had signage and flyers posted on community message boards in these areas. There were also numerous issues with the process, timelines, and decisions set forth by the federal government and U.S. Census Bureau. As previously stated, the operational shifts and lack of clarity in timelines had a big impact on our work. Not only did it confuse many of our partners and community members, but also left us with a month less for outreach and getting counted.

Turnover of staff and lack of clarity of roles by the U.S. Census Bureau employees assigned to our Tri-County region of Humboldt, Del Norte, and Trinity Counties were also a hindrance. At the start of outreach in June of 2019, we were fortunate to have formed a great collaborative relationship with the USCB Partnership Specialist based right here in our local area. Not only was she familiar with the local communities, but also exceeded her expected duties by

participating in numerous outreach events, CCC meetings, and one-on-one brainstorming sessions with our staff at CCRP. We were able to work as a team by providing consistent messaging to our community partners, as well as keep them informed of local Census operations and organization USCB employees may be contacting. Unfortunately, she resigned from the position in February of 2020 so we were assigned a new Partnership Specialist by the USCB.

A lack of clarity around the need for a Census ID number when filling the Census Questionnaire online or by phone was an additional hindrance to operations. At the beginning of our outreach efforts, we were informed by the USCB staff that a Census ID would not be asked for. However, when the official questionnaire went live it was the first question listed. Though there were options to choose if a Census ID was not available, it was still confusing to much of the public since our continued messaging had been that it would not be needed. This was especially true for Trinity County residents in Update Leave areas, representing over 95% of the population. While we were first told that a Census ID number would not be needed and that they could fill out the Census form with a 'Rural route address' or another description of their home, we were later told by the USCB they were unsure if they could actually verify those counts and that residents should instead lookout for the one reminder left on their property (as opposed to the 5 the rest of the population got). This lack of clarity and limited opportunities for getting counted made it extremely difficult to count those rural regions of Trinity County, areas where the count is needed the most.

Additionally, many of those households under UL have limited to no broadband access or cell reception so in order to take the Census they would have had to go somewhere they have reception, or fill out the paper form and drive it to their local post office or mail box. Since the start of the pandemic, people have been less likely to leave their households in general, making it even harder to have submitted the forms. Though some tried to rely on phone lines instead, we heard from multiple sources that they people were unable to get through on multiple occasions. The phone line process was also described to us from locals as difficult and tedious and did not seem to be a sufficient form of response for those that we talked to.

Scheduling and confirming Mobile Questionnaire Assistance (MQAs) with the USCB enumerators proved challenging as well. Due to the USCB's scheduling system, they weren't able to confirm MQA enumerators until the Friday before each week of events. With such short notice, our partners weren't always able to share the information with their partners. Additionally, there were multiple instances when the enumerators cancelled last minute, leaving our partners with no one there to enumerate when folks showed up for the advertised event. This is precisely what happened with GQ/TNSOL in Trinity County, more on that below.

GQ/TNSOL count's never happened in Trinity County. On our statewide call we heard reports of GQ/TNSOL counts being missed in other counties. We were told by our partners at Homebase to check in on our GQ/TNSOL status. When we did so for Trinity County, we were informed that the USCB missed their scheduled appointment with our local family service provider to go to these locations and do the counts. When inquiring about what happened the USCB responded that they enumerated "the address listed below" – which was the place of business for our family service provider and no residency occurs at this location. Additionally, according to the organization, they were never even visited to be enumerated as described by the

USCB worker. This was troubling and with the abrupt close of the Census we never had time to coordinate GQ/TNSOL in Trinity County. While concerns around the USCB's worker explanation linger, GQ/TNSOL is an entire population that was not counted in 2020 and may have legitimate grievances as dictated by Article 1, Sections 2 of the United States Constitution. This is troubling for the fiber of our democracy and should be highlighted in the final report as we are aware that other counties shared similar experiences for their GQ/TNSOL counts.

We were also told that the USCB had switched to a digital method of collecting data and that the GPS systems provided to enumerators would be pre-loaded with addresses so connectivity wouldn't be an issue in the mountains and hills of Trinity County. This turned out to be a focus of our concern when we received an email from a CCC member in which she states the USCB worker was lost and having troubles navigating the hills of Trinity County among other things. This was brought up to the USCB early in the process of outreach and we were told by the USCB that a focus on hiring locals – people who know they layout and enclaves of the County- would be a way to get around this. However, this proved unfruitful as the initial push for local hires got “lost” in the USCB's system and many who applied to work for the Census were never followed up with. The first communication we received regarding USCB workers on the ground in Trinity County was troubling for both of these reasons as the worker was from Idaho and was reporting being lost and unable to complete his work at times. (Please see Appendix A)

Another factor which hindered operations is that in late March, when we realized Trinity County had one of the lowest self-response rates in the State, we made a great push for internet self-response in Trinity County via Non-ID registration. We got 15.1% of total respondents before Update Leave had begun with 13.7% of those responding via the internet (in an extremely low broadband community). For the rest of Update leave, (which lasted 45 days from 6/14 – 7/29) the self-response rate increased a total of 12.3% to 27.4% with 16.0% of those responding via the internet. Additionally from the close of Update Leave to the close of the Census, so the self-response rate for Trinity County only increased by 3.1% to close at 30.5%. When over half of those responses came before USCB workers were out in the field for UL and NRFU, we wonder how we got such low numbers for our response rate moving forth if all Trinity County residents were contacted during UL and NRFU. We tried to look into the status of the Update Leave Case Universe and sought reports from enumerators on the ground to see what their experiences were like and how we could help to improve operations if possible but never got a response to those inquiries. (Please see Appendix B which shows our initial email to the USCB which was never returned. This was concerning, especially when considering the issues/troubles stated in Appendix A, where a USCB worker reports being lost.)

Over the summer we also experienced wildfires in our local counties. The August Complex Fire was tearing through south eastern Trinity County, where our lowest responding tracks are located. Not only did this disrupt the Census operations in the area that were happening at the time, it also required the Trinity County Fire teams who were helping with outreach in those areas to scale back operations drastically. To the point that they reached out to Trinity County Office of Education to drop off additional swag they had at their offices as there was no opportunity for outreach as fire season progressed. They were extremely helpful and beneficial partners for our outreach regardless, as they are trusted, respected, and know their communities intimately.

Finally, we received a report from a local tribal representative and CA Census partner that a USCB worker visited a tribal elders' home while appearing to be under the influence while doing their job on a local reservation. The USCB worker dropped off a bunch of Update Leave information/packets for multiple households at the tribal elders' home and told her that it was difficult to find houses and asked for them to pass out the remaining UL forms and handed her a stack and took off. While this didn't hinder operations as much as it was concerning and unfortunate regarding the quality of operations on the USCB's side for our rural communities, we felt this should be mentioned in our final report.

### **Contracted partner's outreach**

#### **What outreach tactics worked well?**

Collaboration with community partners was exceptional. California Center for Rural Policy (CCRP) was able to connect with initial partners and snowball other partners through word of mouth and swift community saturation which was great. We felt welcomed to the community from the onset of our Census outreach and we made sure to not take that for granted by getting into the community and establishing a presence early in the Census process. This proved extremely beneficial because once we shut down for the pandemic, opportunities to get into the community and establish face-to-face partnerships was extremely limited/nonexistent. By being responsive to needs and taking initiative to continue to touch base about education and make subsequent reminders, we proved to be a reliable and trusted community partner in a small community where word of mouth travels fast. We feel this was critical to our work and CCRP is proud to have developed such close and lasting working relationships with valued community partners in Trinity County.

Each community partner in Trinity County contributed in a different way to the outreach, but our organizational outreach focus was to provide current Census information, swag, and reminders for them to share with their audiences either through digital outlets (social media, websites, newsletters, etc.) or in-person distribution. Prior to the start of COVID-19, many partners were able to distribute informational flyers and swag either directly from their organization, or during tabling at community fairs or events. With the onset of the pandemic, most organizations had to switch to a fully digital outreach strategy for the remaining duration of the 2020 count.

Those who continued to provide printed flyers and swag did so primarily through emergency food services and supply pickup or delivery. Based on feedback from our outreach partners, people were very pleased with the Census information but also very thankful for the Census logoed hygiene items we provided as many people could either not afford or find them during the early months of the pandemic. Hand sanitizer was by far the most requested item, which we tried our best to keep in stock for community partner needs. The following list includes all the Census swag we purchased over the course of our outreach. Each item included our personalized Tri-County (Humboldt, Del Norte, & Trinity) Census logo. The following photo displays some of the personalized swag items we purchased and have been distributing since as early as July of 2019 in all three of our outreach counties- Humboldt, Del Norte, Trinity Counties.



### Swag Distribution (Available in English & Spanish)

- Hand sanitizer (17,595 total ordered!)
- Tooth brushes
- Chapstick
- Tote bags
- Notebooks & pens
- Keychains
- Hand fans
- Pop up tents
- Table cloths
- Bracelets
- Buttons



In addition to the swag and materials we created, our CCC partners also created their own materials to share with the HTC populations they serve. It is also important to highlight the amazing outreach work by our local community partners including but not limited to: Trinity County Food Bank, Human Response Network, Trinity County Office of Education, Trinity County Board of Supervisors, Trinity County Chamber of Commerce and many others.

- In response to the low self-response rates, we worked in partnership with Yumi Sera, Susan Henderson and The Disability Rights Education and Defense Fund (DREDF), and Trinity County Office of Education on a special initiative for Trinity County in the form of a postcard. We found an excited community partner in Junction City Schools and created a special postcard together that was locally branded to increase saturation in Trinity County which received fanfare on our CCC and throughout Trinity County. (Please see Appendix C for copy of Trinity Postcard)
- BOS outreach - Small community government members understand the need and importance of the Census to local communities and funding opportunities. The Trinity County Board of Supervisors was instrumental in understanding needs for each Census tract that they represented. They worked hard to make sure that local businesses and



constituents were engaged in the Census process and understood the Census's value to the community in terms of monetary, social, and political capital. The Trinity BOS serve as gatekeepers and trusted sources of information for their communities so their participation was highly valued and helped with overall Census outreach.

- Political Representative Help – Jared Huffman, Mike McGuire, Tom Woods. Reaching out to our local political representatives and garnering support through these outlets worked well. They maximized their political clout and worked hard to get answers for their constituents that were needed, even if the response can be slow due to the bureaucratic nature of the USCB. We found that when we needed timely answers to structural issues of the Census, our local political representatives were able to get answers and voice concerns for us in a way that we may not have been able to gain access to otherwise.

### **What hindered the outreach?**

There were many hindrances to outreach efforts in the 2020 Census. While structural concerns of operations were constant for us and our community partners in Trinity County, COVID-19 was the largest hindrance for our Census outreach. Not only did it limit the type of interactions we could have with the public, but there were also significant shifts in staffing and focus of work. Due to the nature of public service work that many of community partners do, most had to shift to emergency response mode so their capacity to focus specifically on Census outreach was limited. Not only did workloads change, but there were changes in staffing at many of the organizations we had been relying on as some were furloughed and others moved to different departments. Though capacity for outreach did start to open back up towards the end of the count, operational shifts in the timeline made it hard to confirm events or outreach opportunities. There were additional concerns that hindered outreach as well, these are listed below:

- The citizenship question was a major concern from the beginning of outreach efforts. While it was not included in the final Census questionnaire, it was included in the test questionnaire as well as the American Community Survey that was being mailed out at random around the same time. Numerous partners expressed how this was one of the primary concerns they heard from their clients as they facilitated outreach efforts.
- Many of our remote communities participate in the cannabis market and produce cannabis on their properties, whether permitted or unpermitted to do so. There is significant concern surrounding participation in government at any level with those who are not a part of the legal market and apprehension still lingers for those that are legal. We received reports from local community members of the USCB driving in unidentified/unmarked rental vehicles through neighborhoods where cannabis cultivation activity was taking place and made neighbors quite suspicious. We contacted USCB and statewide partners to highlight these concerns as the schedule for UL and NRFU was moved back into peak cannabis harvest season (August-October) which presented additional concerns for USCB workers and our local cannabis community.

- The August Complex Fire in south eastern Trinity County, where our lowest responding tracks are located, caused considerable disruption to our outreach. Not only did this disrupt the Census operations in the area that were happening at the time, it also required the Trinity County Fire teams who were helping with outreach in those areas to scale back operations drastically. To the point that they reached out to Trinity County Office of Education to drop off additional Swag they had at their offices as there was no opportunity for outreach as fire season progressed and they were called to deal with fires in neighboring counties as well. They were extremely helpful and beneficial partners for our outreach regardless, as they are trusted, respected, and know their communities intimately.

**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.**

One major barrier we faced with the onset of the pandemic was our inability to travel throughout the county and interact with community partners as CCRP is under the California State University system so we are still required to work from home and limit contact with others as much as possible. This continued throughout the entire Census count so we instead utilized Zoom, and actively worked on forming new relationships with on the ground partners who had capacity to support outreach efforts.

- Rural communities' interaction/impact - In remote pockets, people just aren't out in the community, there is a dearth of opportunities for interaction in rural areas and this was all exacerbated during COVID. While we have some populated areas, which we saw significant self-response from such as Weaverville and some communities off of Highways 299 and 3, but for the most part the County is sparsely populated with limited opportunities for interaction and terrible internet connectivity. Unfortunately, many of those remote communities are also our most economically disadvantaged as well. So the people who need our help the most, are many times the hardest populations to reach unfortunately and they do little travel into and out of "town" for reasons other than absolute necessities. To combat this we worked with our local community service providers and schools to try to maximize message saturation in remote pockets of Trinity County. By working with DHHS, the Food Bank, and local schools we were able to take advantage of opportunities for community interaction during home visits, food distribution, and homework packets that may not have occurred otherwise.

**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.**

The 2010 response rate was 47.4%. The 2020 response rate was 30.5%, with 17.9% internet response. 58.7% of self-respondents were responding via the internet in a seriously impacted Low-Broadband Community. Reading through the lines, it says that engaged members of the community made sure to sign in via the internet and respond. However, it leaves us to

wonder about the saturation of Census worker contact and opportunities to respond with regard to Update Leave, Non-Response Follow-Up in the more remote parts of the county where we see lower response rates per tract. Insight was requested of the USCB in the form of reports from enumerators on the ground and insight into the Update Leave case universe on 6/11/2020 but was never returned.

In addition, getting an appropriate response to the structural issues we were seeing on the ground in Trinity County from the USCB was difficult. The CA Census Bureau did a great job of trying to address our concerns and working outside of the box to create special initiatives and outreach. Unfortunately, our efforts came up short in Trinity County as far as reaching/surpassing our 2010 response rate but we do not feel this was due to a lack of effort or passion on the local or state level. Concerns surrounding Update Leave, NRFU, and problems related to the function of electronic equipment in the remote parts of Trinity County should be addresses prior to the 2030 count.

**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 process of partnership coordination consisted of regular check in's with all community partners and continued monthly CCC meetings. We invited and collected partners along the way via snowball sampling, with many community partners being recruited by other community partners or individuals to join our CCC. Pre-COVID, we were able to get out in the community and network. We were able to drive to southern Trinity and the remote pockets of population such as Denny, CA. We also had great opportunities to network within our local city centers and townships. We went out to network with Fire Departments and local community stores and posted Census flyers and signage to their community message boards. Post-COVID, we transitioned to a more digital style of outreach and made sure to hold our CCC meetings via the internet/Zoom to ensure continued communication and opportunities for outreach (which were found to be limited). We also asked those who were engaged in the CCC to look for opportunities for COVID-safe outreach and let us know how we could support them if something came up where they had need.

We made specific targeted efforts to reach non-English speaking communities in Trinity County, to connect with the Hmong in Hayfork, met with veteran affairs officer of Trinity County, coordinated with Trinity DHHS for targeted outreach of distressed or disabled community members, worked with Trinity County Office of Education to distribute materials and get media for school newsletters, classrooms, as well as food services provided by the schools. We made sure materials were bilingual and ADA compliant to be as considerate and inviting as possible.

Additionally, local USCB recruiters stayed in close contact with us to share concerns and insight into what was going on in the field. USCB workers found that it was difficult to get people to talk about the Census in Trinity County in any capacity but over time they realized that if they offered some swag (especially hand sanitizer) the community was much more willing to talk about the Census and interest in the Census went up significantly. We made sure they had any and all materials requested for the important work they were doing.

We made sure to do targeted outreach for our HTC populations in Trinity County which consist of Low Broadband, Children, Veterans, Hmong communities, Spanish speaking communities, low income families, and those with disabilities. We continued to look for opportunities to develop community partnerships and outreach throughout the duration of the Census while continuing to focus outreach on these HTC populations.

### **Results of partnership coordination - How educated and motivated HTC's**

Results of the partnership coordination and outreach efforts were significant. Partners were highly educated and motivated in relation to Census efforts in Trinity County. We spread the message and awareness of the 2020 Census far and wide in Trinity County and we feel good about the amount of messaging and saturation into the community. Not only did we have many important community organizations and individuals working to get the word out, we also know that residents were sent a total of at least five different postcards to all addresses and P.O. Boxes in Trinity County. Three were created by United Way Wine Country, at least 1 from the USCB, and 1 special initiative postcard with locally branded "Trinity Counts" messaging and a picture of local students and schools.

While our outreach was successful, what was unsuccessful as far as we're concerned are related to the USCB addressing the structural concerns that pertain particularly to Trinity County. While we recognize there are other rural pockets of the country that deal with similar issues, it flabbergasts us that we are still dealing with issues of concern dating back to 2000 and 2010. (Please see Appendix D). We also feel that the investment to reduce costs and shift to a digital method of Census collection hurt rural communities and Trinity County specifically, as lack of connectivity hindered opportunities for access in the remote pockets of the county where no GPS or internet access is available. We were never able to get a quality response from the USCB when voicing our structural concerns. The CA Census worked diligently to compensate for the USCB's structural failures but these concerns must be addressed prior to 2030

There was honest and earnest work done at the individual level for the USCB, but when it came to organizational understanding and changes in relation to Trinity Counties Census concerns, change was slow and we're still waiting on some answers to important questions asked long ago and because of this we can only mention the structural failures instead of providing in depth detail into what happened and how alleviate these failures for rural communities. Trinity County as a community is aware of these concerns, as we shared them with open transparency throughout the Census process with all community partners and in this final report. We hope we've left behind enough breadcrumbs and considerations for the Census for Trinity County to be able to get the changes they need so they can be appropriately counted in 2030.

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

- Trinity County Office of Education - Distribution of materials, flyers, swag, etc. Voiced concerns about missed/rejected counts in 2000 and 2010 (See Appendix B) and detailed how they related directly to missed funding opportunities (\$400,000 over 10 years) for just one local school. Junction City Schools donated materials (photo, quote, permission to publish) so we could make a targeted postcard for Trinity County which went out in

September (Please see Appendix C for copy of Trinity Postcard). TCOE made an incredible difference in our outreach efforts, especially post-COVID when they distributed Census materials with their weekly hand-outs and continued to post to school newsletters throughout the 2020 count encouraging participation as well. An invaluable community partner.

- Trinity County Food Bank - Distribution of materials, flyers, swag, etc. Took polls on Facebook and provided a voice for the local community and their concerns. Made an incredible difference, a real trusted messenger for the community. Put Census materials in bags to start and transitioned to a permanent Census table at all distribution sites. Later operated as a MQA in conjunction with the USCB. An invaluable community partner.
- Human Response Network - Distribution of materials, flyers, swag, etc. Provided a location to host CCC meetings pre-COVID. Created own locally branded material for targeted outreach. Held location open as a MQA for local community members to fill out Census by appointment throughout COVID when possible. An invaluable community partner.
- Trinity Journal - Helped with media and the saturation and dissemination of messaging. Posted regular updates as to the status of the Census count in Trinity County and urged participation. This is the only news organization based in Trinity County (all other news is sourced from Redding CA).
- Trinity DHHS - Helped with distribution of flyers and continued to encourage participation when doing house visits for elderly and family care. Helped to reach disabled and displaced communities to help spread the message to get counted.
- Trinity County Library – Provided a place for our initial meetings to get the CCC started and helped with connecting with community partners. Distributed material and posted on community message boards in all 3 Trinity County Library locations.
- Down River Consulting - Cannabis consulting business who came to our CCC meetings and helped to try to assuage the message of participation to local cannabis community members (which proved quite difficult).
- Trinity Together - A local career pathway agency worked really hard to get youth engaged and on board for Census work and helping (5) 18 year olds who were still in HS and recent graduates apply for jobs with the Census. Unfortunately when we followed up, these Trinity County youth (5) were never contacted by recruiters from the USCB side. We asked them to resubmit their applications but other local agricultural work (vineyards) came available for them and we missed this great opportunity.
- Trinity County Board of Supervisors - Continual county support and a platform for local news at BOS meetings which are well attended/viewed by engaged community members. BOS also voiced concerns and shared insight into how to best serve their districts and the county as a whole. Responsive to requests and quite helpful in getting the message out in remote pockets but many concerns still loom with the local government.
- Trinity County Chamber of Commerce - helped to keep Trinity County businesses up to date and on board with our (ever changing) messaging. Distributed materials, flyers, and swag to local businesses.
- Trinity County Fire Departments - helped with spreading awareness in the more remote parts of the community. Fire department workers are trusted messengers in this community. While they were on board for a good duration of early outreach, in the latter part of Census outreach (about August or so) they became quite engaged with fire activity

and had to focus resources elsewhere. They understand the importance of Census count for the work they do and for funding at the federal level.

- Local USCB recruiters in Trinity County - These workers were localized and in charge of hiring for a large duration of the Census. It was nice to have local representatives for outreach on the USCB side as their care and concern for their local communities was apparent and made quite a difference. All were passionately engaged in the work and shared their concerns and successes with us along the way which helped us to understand issues on the ground and better target our outreach 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 made sure to produce and provide printed materials and swag in both Spanish and English throughout the campaign. We worked in collaboration with community partners who work specifically with language access needs in Trinity County and custom tailored our materials when requested. We also made sure that our materials were ADA compliant and in legible font sizes and spacing with language access available when/where appropriate. We also reached out to the USCB and Hmong Innovating Politics (HIP) out of Sacramento to try to establish a rapport with the local Hmong community in Trinity County. While outreach proved difficult for this select population, we were able to provide written materials in Hmong and Hmong specific coloring pages to local community providers where the Hmong population resides in Hayfork, CA.

**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.**

Honestly, Trinity County was an incredibly trying/difficult experience when compared to our other counties which we represented (Humboldt and Del Norte). It seemed like things functioned okay in these areas and they were able to reach their 2010 counts (if not, they came incredibly close). However, when it came to Trinity County, we couldn't get traction. We worked incredibly hard in outreach and raising awareness where we felt it was necessary but just couldn't manage to get our count up. We ran into many structural concerns and issues that were not addressed by the USCB. We worked with a local who worked for the Census in Trinity County in 2000 and 2010 but became disillusioned and frustrated by the process. We worked diligently to ensure that Trinity County was represented but a feeling of satisfaction in relation to an acceptable response rate for 2020 never came. We can live with that as we know we did the best we could but we would really like to try to get this right for 2030. This is a very important count for a very remote community which had issues back in 2000 and 2010 that unfortunately were never not corrected for 2020 as far as we're concerned (Please see Appendix D). As much as we'd like to put some positive words in this section, the structural failures of the USCB for Trinity County are concerning for this remote population in need of good data.

While select community partners now better understand the concerns from our end, we failed to reach our 2010 count during the 2020 Census. While that's not necessarily a barometer of success, it's definitely something we had set as an arbitrary goal. While that is disappointing, we're happy that we were able to at least establish lasting connections and partnerships in Trinity

County. We found the organizations and people there to be incredibly honest and hardworking. While there isn't much in the way of infrastructure in Trinity County, the threads of resiliency and compassion for your neighbors shines through the work of the community. There are some really good people doing some really great work out here, we're excited to continue to look for new opportunities to work with this community and see where our new partnerships take can take us as far as helping improve the quality of life for Trinity County residents.

We were fortunate to have placed a big order for Census swag and hand sanitizers in February so when COVID hit we prepared for the wave of requests for sanitizer. We were able to combine Census outreach with COVID safety. We were inundated with requests at that point but we had a few thousand to distribute. We were able to focus outreach in places of need (elderly care, schools, hospital workers, etc.) while still being able to ration small distributions out to others to ensure we could serve the community as widely as possible. We ordered more sanitizer as frequently as possible and as needed, to the total sum of 17,595. This was by far the most requested and most needed item in Trinity County. We were also able to distribute toothbrushes with the Census logo on them to over 1,000 school children in the local community which not only helped spread Census awareness during COVID when outreach was difficult but also helped keep the local kid's teeth clean.

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

- Establish formal relationships between local CA Census Bureau partners and USCB partners to better identify areas in which their efforts overlap, and how each organization can support each other's efforts. While updates are helpful from the USCB, participatory action would be helpful for our rural communities. Having someone who understands our concerns from a localized perspective and can actively seek actual change for us through the arduous bureaucracy of the USCB. Frankly, we need someone who is willing to fight for our frontier communities to get the changes we need implemented regardless of population density considerations on the USCB's part.
- One size does not fit all - In 2020 the USCB sought to reduce the cost of the Census by transferring to a more digital method of Census data collection. While this method of data collection was successful in our more populated regions of the county, it's important to remember that not all communities are the same. Even when talking about rural counties, we must consider frontier communities who live without many of today's digital comforts with reduced connectivity to modern day culture and technology. These communities may need additional outreach that is targeted to the communities they serve. Not to be "helicoptered" over for project management but to be able to assess community needs from a ground-up perspective and from those who live in the community itself. The CA Census did a great job of being adaptable and responsive to community needs and concerns but it seemed that when it came to the USCB, there wasn't nearly enough flexibility when it came to individual community needs, concerns or changes to operations of any magnitude.
- Improve methods for locating residencies where broadband access (GPS systems) is either unavailable or limited. We heard from multiple local enumerators that the equipment they were provided by the USCB did not work in the areas to which they were

assigned to conduct MQAs, UL, and NRFU operations. For those who were familiar with the area, they were successful in finding some residences by using their own knowledge of the area or from paper maps. However, those enumerators from out of the area had great difficulty navigating these regions and some houses were missed.

- Low-broadband community assessment (by tract) – When looking at the state map of response rate data and our local census tract data, we see that the more rural pockets of our communities have lower response rates. We also know that these rural pockets have difficulty accessing phone, internet, and gps signals. An overlay of maps looking at response rates from 2020 and low-broadband connectivity at a county level could provide insight to areas of physical mapping needs, and micro-adjustments to the USCB's plans for Update Leave and NRFU as needed. This could help to alleviate response rate concerns for some rural communities in 2030.
- Increase efforts to hire locally, especially for enumerators expected to count in the remote areas. Hiring should start earlier with improved communication for applicants. The hiring effort in 2020 was disappointing with many local community members reporting having never been called back nor contacted by the USCB after submitting applications. We were told by the USCB that their applications were “lost” and they should reapply, but by that time many had found other work or became disinterested. This should be done 6-12 months in advance of the start of the Census so localized outreach and UL/NRFU strategies can be tested appropriately in the region and the team of enumerators are ready to hit the ground running April 1, 2030. After we were told that the way to get around missed/rejected counts from 2000 and 2010 was to hire locals who know the layout and locations of houses in their community, we got an email (See appendix A) informing us that a USCB worker from Idaho was lost in one of the more populated areas of Trinity County when compared to the mountainous regions. This was frustrating and extremely concerning and should be addressed prior to 2030 Census for all rural/remote/frontier regions of the whole country as we're aware that we are not isolated with regard to these issues.
- Offer alternative methods for obtaining a paper form that does not require people to wait until the 5<sup>th</sup> Census reminder. If we could figure out a way to get paper forms out to all Update Leave locations and P.O. Boxes in the county, it would expand opportunities for completion in remote locations, even if the verification process for the USCB is tricky. This process should be reimagined with P.O. Box resident's receiving paper forms and having an opportunity to reply through those P.O. Box deliveries where applicable and necessary.
- Check-ins with enumerators on USCB side are vital. Having little to no insight into how Census Enumerators on the ground was frustrating and hindered opportunities to correct any needs they may have had which we sought to desperately support. The USCB was gave us generalized poster-board answers to complex and specific questions at many times throughout the Census process. This was frustrating for us and for community members who sought answers and just wanted to help their efforts to increase our count.



- Digital doesn't work for us (at this time). We were told that enumerators would be using GPS and that GPS systems would function in remote locations but found this to be incorrect as verified by our local USCB workers. If you are going to use digital methods of data collection, you need to test that equipment in the field in the communities which you will work to ensure proper function. This was dumbfounding for me as a researcher and significantly hurt our opportunities for an accurate count in 2020 in Trinity County as far as we're concerned.
- Youth outreach was hindered this year due to concerns around internet connectivity and the shift to online instruction via COVID but a youth centric campaign from this community as evidenced by the youth organizations doing outreach in Monterey and Los Angeles. (Schools in Trinity County participated and were an important/engaged resource but a youth coalition who meet and discuss their own outreach as they gain civic engagement experience, would be great and provide targeted messaging and additional buy-in from HS aged youth and community members and families). Additionally, funding for youth is critically needed in this community. Maybe bridge with HS work experience programs or seek to hire 18 year old seniors as USCB workers? Could gain additional community buy-in from those who might not be interested otherwise i.e. extended family, friends, other students, etc.
- Ice-Cream Trucks for the Summer month. Who doesn't want Ice Cream? Digital advertising trucks don't fit/work for our remote locations as it's hard for trucks to travel our remote roads and there's not much in the way of traffic (by foot or car) in a lot of these areas. However, if we could figure out a way to get an Ice Cream Van/Truck out to the hills and advertise a "free Ice Cream week" we think it could have real potential for saturation with Census Music/Messaging/Poetry playing from Speakers as it travels to schools, through mountain roads into small neighborhoods throughout county and maybe even out onto some remote dirt roads to increase outreach in places where people do not leave their locations frequently regardless of COVID. Ice Cream could bring them out of the house and start the conversation. With COVID in place and serious efforts being made to reduce community contact, this didn't prove viable in 2020 however but could be an excellent resource in 2030 for icebreakers and community feelings toward the Census/government (which seem to need additional support in Trinity County).

## 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 - In Progress – estimated submission 11/23
- b) Updated list of subcontractors - Submitted/Confirmed
- c) Evaluations or analytical reports, if any – A passionately invested Trinity County CCC partner provided a research report that her daughter completed in August 2020 for graduate studies in GIS at John Hopkins University titled "How Inaccuracies in Small

Area Income and Poverty Estimates (SAIPE) Data Result in Underfunded Schools: A Look at Title I Funding for Trinity County School Districts, California” which directly relates to the structural concerns and the ultimate outcomes of Census data for this select population. We have been given express permission by the author to include this in our final report. It is insightful and provides maps and understanding to the importance of accurate Census data collection relating to funding opportunities for Trinity County Schools. (Please see Appendix E - authored by Lily Camara to read the full report).

d) Sample products\*

- CCRP kept a Google Drive with our documents for Trinity, Humboldt and Del Norte’s communication collaterals which were shared amongst staff and community organizations/partners. Please visit the following link for access to these materials:  
[https://drive.google.com/drive/u/0/folders/1CTp8XVXp91IJuku8tsXJQB8\\_FXG0SDs](https://drive.google.com/drive/u/0/folders/1CTp8XVXp91IJuku8tsXJQB8_FXG0SDs)

Please contact Chris Coker at [clc756@humboldt.edu](mailto:clc756@humboldt.edu) if you have trouble with access.

### **Submission**

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.

# Appendix A

**From:** Chris Coker clc756@humboldt.edu  
**Subject:** Re: Census mess  
**Date:** November 13, 2020 at 3:28 PM  
**To:** Christine Camara ccamara@tcoek12.org

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On May 30, 2020, at 11:36 AM, Christine Camara <ccamara@tcoek12.org> wrote:

Hi Chris,

I just had a census taker at my house, a guy named Mark Wilson, from Idaho, in a fancy white rental SUV. He has not been received well by some of my neighbors because he looks like the feds scoping out their grows. He had my neighbor's house described in great detail from the last census, but it was attached to my address, and he had no address for my house. Has had nothing but issues, and he doesn't know where he is most of the time. Most of the addresses have been wrong with his existing data/maps, his technology won't work because he has no signal, and he hasn't been able to verify the correct addresses with most of the residents. He hasn't been able to reach a lot of the homes due to gates, so he hasn't been able to verify those addresses. Also, he is restricted to the maps he is given, even though he sees other properties adjacent to his maps. He went to a mobile home park, but it was split in half on his map so he could only do half of it. He's leaving the white bags with the census forms where he can, but it's pouring rain here and the forms are going to get soaked and ruined.


This really sucks.

:(

Christine

Sent from my iPhone

## Appendix B

**From:** Christopher Coker clc756@humboldt.edu   
**Subject:** Trinity County Census Update  
**Date:** April 3, 2020 at 2:37 PM



Hello everyone,

I hope you all are doing well considering all that's going on in the world right now. Please see my email response to our Federal Census Partnership Specialist (redacted name) below: After hearing from her that Trinity has the lowest response rate in the State of California, I wanted to try to highlight the issues and importance to the community regarding the Census count in 2020. (redacted name) our former (local) representative stopped working for the Census in January and it has been difficult for our Federal Census partners to understand the truly remote layout of our local communities unfortunately.

Hello (redacted name),

(I am including our Executive Director Connie Stewart and our state Census partners Yumi Sera and Carlos Beltran on this message as well to loop everyone in on the current status and concerns of Trinity County.)

I was quite surprised when I saw your email yesterday regarding response rates in Trinity County and so I had one of our Trinity County CCC members put up a poll on Facebook to try to figure out who has received an invitation to take the Census online in an effort to see what was going on. What I found out today is that of 36 people surveyed in Trinity County via Facebook, 28 said that they had not received an invitation nor been contacted from the Census and the 8 that said that they have, took the initiative to go online and self-register and complete the count themselves online for the 2020 Census. We have reached out post offices in Weaverville, Hayfork, Burnt Ranch, and Salyer today and found that none of them have received any invitations for the Census to be delivered to local residents, which makes sense, as Trinity County is designated TEA-6 and is covered via Update Leave - in person drop offs by Census workers in Trinity County.

I voiced my concern about using update leave as a system of census delivery in Trinity County back as far back as October 2019 to (name redacted) and (name redacted). My concerns being centered around the fact that a vast majority if not all of Trinity County residents receive their mail via P.O. Boxes. Additionally I had concerns about the remote/sparse layout of the county and the ability for Census Enumerators to locate residents when for example, they live on an unpaved single lane 5 mile road far from the nearest town center that has 1-2 families on it. My concerns also originated from a community member who has had experience with the Census in 2000 and 2010 in Trinity County and was frustrated by that process. The community member had concerns regarding the system of registration and missed counts from 2000 and 2010 Census's which affected her schools funding directly to the tune of missing \$400,000 over 10 years for school funding (see attachment for more information).

The point of all this being, this is a very important count for a very remote community. When looking at the importance of census enumeration as it relates to residents representation and funding opportunities in an isolated pocket of California, we need to get this count right to the best of our abilities. We are trying to do all that we can to do right by this population that is in need of good reliable data. However I am weary about the current status of our count and the methods currently implemented to try to capture a complete count in Trinity County.

According to the "2020 Census Operational Adjustments Due to COVID-19", Update Leave was scheduled to happen between **March 15-April 17** but was then **delayed to March 29-May 1**. My questions for you are, when looking at the Update Leave Case Universe for Trinity County, how much of the county has the Census covered by dropping off invitations to peoples front doors? What is the approximate percentage of update leave delivery that has done in Trinity County to date? I hope that this will clue us all in to what the issue is with our Census count in Trinity County as this is alarming and concerning when compared to our other local counties and the state as a whole.

In response to how we can get residents counted in Trinity County until Census Response Representatives are in the field, I would say that some public messaging via the Trinity Journal would be helpful and we have added them to our Region 2 media efforts which we submitted earlier this week as the media conglomerate that was paid by CA Census to do advertising left them off our original media list. Additional avenues for outreach are our prior to CRR's in the field are our CCC partners and community Facebook groups as well as community message boards posted at local businesses in remote areas.

This seems like more of a structural issue than a community issue at this point however but there are still concerns to be considered so I ask that you do all that you can to figure out what is going on on your end of things. We will need to start reporting our numbers back to the CA Census group during regional meetings next week and I would like to have an informative update for our current dismal count. We hope to see things pick up when Update Leave starts back up this Sunday, March 29 and will be monitoring the situation closely moving forth as it seems to necessitate an extra level of attention and an additional sounding of the alarm. We will continue to work diligently to do right by this community and hope that you will join us in making a special concerted effort during a very trying time for us all. I hope you can understand our concerns and I look forward to working with you in the future. Let me know if there's anything

for us all. I hope you can understand our concerns and look forward to working with you in the future. Let me know if there's anything we can do or anything you need from us in the meantime.

Thanks,  
Chris

My worst fears and nightmares regarding the Census for Trinity County became a nightmare last week. I just would like you all to know I'm doing all I can to make sure you get your fair share of representation and opportunity in regard to the Census. It has been a difficult process but I really feel like we're making some momentum and our voices are being heard. I'd like to give a special thank you to our State and Federal Census partners for their efforts, they are doing all they can as well.

#### **Things being done to increase the 2020 Census count in Trinity County:**

\* I talked to (name redacted) on Wednesday and she informed me that the Census has directed the Trinity County Recruiting Assistants (Richard, Colleen, and Harry) to start **phone banking and calling around to every household in Trinity County** to help the Census get the word out. If anyone has a **phone list available for local residents**, other than the phone book (which can have outdated information in it sometimes) it would be highly appreciated if we could forward that to our local Census workers (Richard, Colleen, and Harry are included on this email thread) to help with their phone lists.

**\*\* Field Operations and Update leave has been suspended until April 15** and much of this is subject to change as we are all dealing with unprecedented times. This is a blessing and a curse for residents in Trinity County. Extra time gives us the chance to get the word out to local residents about the Census. However, it remains to be seen if Census workers will be able to enter our communities and go door to door, as required for the Census's system of Update Leave in rural populations, which could end up being detrimental for those who don't have broadband and are expecting a paper form from the Census, which may never end up happening. We will have to wait and see.

We do know that Trinity County residents who have a PO Box will not receive a Census invitation with an official ID on it. I mentioned my concerns about this to (name redacted), that Christine Camara ran into issues of missed/rejected counts in 2010 due to Census address matching and verification of residents when checking Census data for non-I.D. participants. We hope that the counties updated mapping in 2018 will allow for proper identification but **this remains one of my main concerns currently**. (name redacted) said I would need to contact the Area Census Office Manager to voice my concerns as she is a Partnership Specialist and doesn't deal with that side of things I guess. I am waiting to receive that contact but will be sure to voice our concerns to the appropriate channels in a timely fashion to try to ensure a complete count for Trinity County.

When I talk to the Area Census Office Manager, I will look into what the update leave case universe looks like in Trinity County as I believe that will tell us how many expected Census form drop-offs are scheduled for Trinity County and how many have actually been delivered, to allow us to understand the rate of saturation and delivery throughout Trinity County. That will all be dependent on if and when Census enumerators are allowed to get out into the field though.

**\*\*\* United Way of Wine Country is sending out 3 different post cards to all PO Boxes in Trinity County.** The first of those should be arriving next week. Please let me know when they do! I do not know what they look like or the information that is shared on them but I do feel these will be a valuable resource for the community and help with Census saturation throughout Trinity County.

**\*\*\*\* We have created a special mailer exclusively for Trinity County!** I will forward the final draft to you all as soon as I get it with additional information about if/when it will be appropriate to start distributing the material via social media as well.

**\*\*\*\*\* For now the state has provided an infographic for describing the steps to take if you have. P.O. Box for social media and general release (Please see attachment ). PLEASE SEND THIS OUT VIA ALL AVAILABLE AVENUES!!!** We hope that this will help increase the count in our remote communities.

**NEEDS: "Alternative Agriculture" in Southern Trinity** - We would like to be able to reach out to the growers and help them to understand the predicament that is going on in Trinity County and the need for good reliable Census data. Hopefully **Downriver Consulting and the Trinity County Agriculture Alliance** can help us with some social media posts about filling out the Census. I'll reach out to them next week and would be glad to work on some select messaging, if needed.

**Hmong Community Representation** - I have been in contact with our State and Federal Census Partners about Hmong specific outreach in Trinity County and will be in contact with a community representative from Hayfork next week as well.

The count has gone from a 0.7% response rate to a 3.7% response rate in 7 days just by the work you all have done in spreading the word and while that might not seem like much, it is still an exponential increase in our initial numbers so **thank you to you all and keep up the good work!**

Expect an update later next week and as always, feel free to reach out with any questions, concerns, or anything you may need.

Thanks again and have a good day,  
Chris



We're counting on you to be counted.

# TRINITY COUNTS!



Take the Census online or by phone:  
**my2020census.gov | (844) 330-2020**

"Junction City School lost hundreds of thousands of dollars over the last 2 decades due to our residents and students not being counted. **Please help us get counted so we can get our fair share of federal funds.** Trinity County students deserve the same opportunities as kids in large, urban areas."

- Christine Camera, Superintendent



An accurate count is critical for our community to get our fair share of resources for schools, roads, health services, and senior centers. The Census is fast, easy, & secure.

**DRAFT**

## **Take the Census**

\*PO Boxes will not receive Census forms.  
For more info visit [CaliforniaCensus.org](https://CaliforniaCensus.org).



## Appendix D



September 19, 2019

To Whom It May Concern:

The residents of Junction City in Trinity County, California are not being counted by the U.S. Census, and children in the community are being denied vital educational resources as a result.

Junction City Elementary School first noticed a problem after the 2000 census was taken, when we lost all of our Federal Title I funding because the Census data claimed that we had no children of poverty in our community. We knew that was inaccurate because of the high number of students who qualified for free and reduced lunch based on their family's low income. That's when we started looking into how the Census data was collected and used.

We discovered that we had a couple of problems that were affecting our Census data, our physical addresses and our small population. When talking to our families of poverty about the Census, we learned that most of them had not received Census forms in the mail, and none of them got a visit by a Census collector. In Junction City, most people can only get their mail at the post office. The Census did not send forms to post office boxes. Also, most Junction City residents live off of dirt roads, and we learned that the person hired to collect Census data in Trinity County was not asked or required to go to residences that were down dirt roads off of the main paved roads. Therefore, the majority of Junction City residents were not counted in the 2000 Census.

Due to inaccurate Census data from 2000-2010, Junction City Elementary School lost approximately \$400,000 in Federal Title I funds intended for services and resources for disadvantaged youth.

When the 2010 Census was approaching, we knew we needed to be actively involved in collecting data so that our community would be counted. The stakes were high, as we had already lost our Federal Title I Funding from 2000-2010, and our families of poverty were not getting the resources they needed and deserved. Therefore, I personally signed up to be a Census collector for our community. I attended the training session, took the test, passed and qualified. I was allowed to have Census forms available to the community at our school, and I was encouraged to hand out the forms to our families. I personally made sure every family at our school filled out a Census form.

The results for the 2010 census came back, and our families were still not counted, even though they filled out the forms. Why? I learned that our community was not counted because their physical addresses were not recognized on the official U.S. Census maps, and therefore, their forms were discarded. Why weren't the addresses on the maps? The Census folks blamed Trinity County and Trinity County blamed the Federal Government, but everyone agreed that there was an issue with the addresses and the maps, and our community did not get counted again.

430 Red Hill Road Junction City, CA 96048 Phone (530) 623-6381 Fax (530) 623-5652





I also learned from the US Census Small Area Income and Poverty Estimates (SAIPE) folks that even if all of our families had filled out a census form, and their addresses were on an official Census map, they still wouldn't have been counted in the poverty data unless they were chosen to complete the American Community Survey, which would require a human census collector to give in person to verify that the family existed. Of course, if the census collector is not going to go up dirt roads, the families on those dirt roads won't have an opportunity to take the American Community Survey. Our families of poverty are the ones who live up those dirt roads.

To make things even worse, the SAIPE folks explained how a random sampling is taken each year from the American Community Surveys to "update" the census data annually, instead of relying on the original Census numbers. The problem is that if the amount of surveys from small, rural areas is already so few, due to the small population, coupled with the fact that they aren't being collected, taking a sample of them each year could not be an accurate reflection of the true demographics. Let's say there are 5 American Community Surveys that identified 10 children ages 5-18 as being of poverty in 2010, what kind of annual sample do they take from the 5 surveys? The numbers are too small to be an accurate reflection of the poverty in the community. The SAIPE folks have published their own articles about the issues of counting small, rural areas. They know we are not being counted accurately.

It is my understanding that Census data was intended to be used as a "snapshot" of America, and was never intended to be used to determine vital programs and services for children and their families. The inaccurate Census data in Junction City, California has caused Junction City Elementary School students to be deprived of hundreds of thousands of dollars in needed and deserved resources over the last two decades.

The U.S. Census knows that they have not been counting our community accurately. What will they do differently to ensure we will be counted in the 2020 Census?

Sincerely,

Christine Camara  
Superintendent

## Appendix E

How Inaccuracies in Small Area Income and Poverty Estimates (SAIPE) Data Result in Underfunded  
Schools: A Look at Title I Federal Funding for Trinity County School Districts, California

Story Map: <https://arcg.is/evXPO>

Lily Camara, B.A.

AS.430.617 Census Data Mining

August 5, 2020 – Summer 2020

Johns Hopkins University | Advanced Academic Programs

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## Background

This project analyzes the Trinity County School District system to demonstrate why U.S. Census Bureau data is insufficient for rural public-school Title I, Part A funding for students at the poverty level. Federal funding to schools relies on the data produced by the Small Area Income and Poverty Estimates (SAIPE) Program, data curated by the U.S. Census Bureau which is specially designed to fulfill Title I, Part A federal fund allocations to school districts (California Department of Education 2020). Title I, Part A for Local Educational Agencies (LEA) is a measure designed to support elementary and secondary school establishment and maintenance of programs for “low-income and disadvantaged students”, aimed at improving overall educational opportunities and success for children within the relevant population (California Department of Education 2020). This federal funding typically fuels a variety of resources paramount to student health and success, including programs like Targeted Assistance Schools (TAS) or Statewide Program Schools (SWP) which provide a variety of supplemental health and education resources (California Department of Education 2020). School districts throughout Trinity County suffer from insufficient funding due to incomplete decennial census counts that fuel inaccuracies in annual SAIPE estimates (Huang and Bell 2012). The data presented here aims to illustrate the current discrepancies in funding so Title I, Part A qualification procedures might be reevaluated. This project is of extreme importance because it has the potential to influence a more holistic approach to school funding practices and promote greater decennial census response rates in rural areas in the decades to come.

## Introduction

The SAIPE program “provides annual estimates of income and poverty statistics for all school districts, counties, and states” (U.S. Census Bureau 2020). In accordance with Title I, Part A of the Elementary and Secondary Education Act as amended, the SAIPE produces statistics on total population, number of children ages 5 to 17, and number of related children ages 5 to 17 in families in poverty (U.S. Census Bureau 2020). The SAIPE began using American Community Survey (ACS) data as of 2005, which employs monthly samples on areas formerly surveyed by the decennial census (U.S. Census

Bureau 2020). The use of ACS data for funding decisions is problematic for schools in rural areas because they have statistically lower census response rates that inherently affect the accuracy of the data collected by the ACS (America Counts Staff 2019; Martin 2018). Rural counties have a history of poor decennial census response rates, a trend Northern California is witnessing now as the 2020 Census rolls out. As of August 18, 2020, Trinity County had a 28.2% response rate according to the Response Rate tool on the U.S. Census website (U.S. Census Bureau 2020).

Sampling decennial census data for ACS estimates also presents problems with data accuracy since ACS data is continuously collected as the decade continues, resulting in a progressive distancing and data degradation between long-form census data and yearly ACS estimates (Huang and Bell 2012, p.3). Additionally, as stated by Huang and Bell (2012), “the 2010 Census did not include a long form sample... [to] provide an updated replacement for the Census 2000 estimates used in the SAIPE models”, which means that data estimates used for Title I funding is now 20 years old (3). As a result, schools, and more importantly, students that fall within the prescribed low-income category, are underfunded, affecting the quality of education the school can offer and the children receive.

## Data

This project utilized county and school district geographies curated by the U.S. Census Bureau to contextualize the study geographically and integrate a data standard. In order to ensure data consistency across U.S. Census Bureau and U.S. Department of Education reports, the indexing system created by the U.S. Census Bureau identifying school district and county by unique code was used to join data. Data definitions were maintained where manipulations ensued to ensure consistency in methods following U.S. Census Bureau practices, i.e., where school districts are “unified” and contain multiple schools, rates of poverty in populations 5-17 across membership schools were summed for a district percentage.

### Small Area Income and Poverty Estimates (SAIPE) Program

This project employed the use of Small Area Income and Poverty Estimates (SAIPE) Program data to illustrate why California Department of Education use for Title I, Part A funding is misguided and insufficient. SAIPE data uses information from the American Community Survey (ACS), Annual Social and Economic Supplement (ASEC) of the CPS, Decennial Census, Federal Income Tax Returns, SNAP Benefits Recipients data, Bureau of Economic Analysis (BEA) Personal Income Estimates, Supplemental Security Income Estimates, Population Estimates, and Denominators for Poverty Rates (U.S. Census Bureau 2020). SAIPE data was downloaded in CSV format from the SAIPE Interactive Tool available on the U.S. Census Bureau's website.

#### American Community Survey

SAIPE uses single-year ACS estimates from all counties across the United States regardless of population size (U.S. Census Bureau 2020). According to the U.S. Census Bureau (2020), "poverty status is determined by comparing the total income of the family to poverty thresholds for that family size, ... [which] account for annual changes in the Consumer Price Index."

#### Decennial Census

"The SAIPE focuses on income, poverty, and population estimates from the decennial census in order to investigate the relationships between administrative data, income, and poverty; to provide a potentially valuable predictor variable; to evaluate estimates from alternative models with decennial census estimates; and to compute critical components of variance that are needed in several phases of the SAIPE modeling process" (U.S. Census Bureau 2020).

### School Accountability Report Card (SARC)

School Accountability Report Cards are required annually from schools by California state law. SARC reports contain information about the enrollment, school conditions, student performance, and staff

## SAIPE & TITLE I FEDERAL FUNDING FOR TRINITY COUNTY SCHOOL DISTRICTS

qualifications at each school (California Department of Education 2020). SARC data was integrated into a CSV file mirroring the format of the SAIPE organized by the U.S. Census Bureau.

## Analysis Methods

ArcGIS Pro and Microsoft Excel were used to prepare all data collected from the U.S. Census Bureau and U.S. Department of Education. Trinity County was isolated from the polygons included in the TIGER/Line Geodatabases U.S. counties shapefile to be used as the main boundary representing the extent of this study. SAIPE data selected for Trinity County was downloaded from the SAIPE Interactive Tool on the U.S. Census Bureau website.

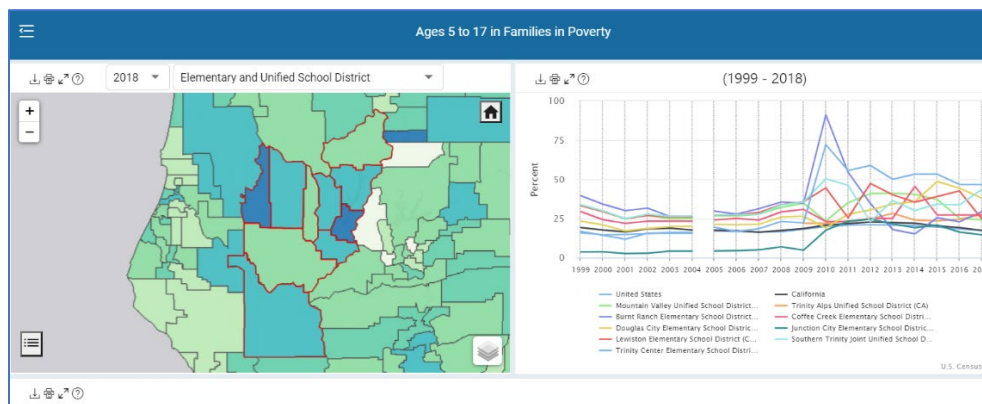


Figure 1 [SAIPE Interactive Tool](#)

The school district geography downloaded from the TIGER/Line Geodatabase was split into two separate shapefiles: one for single-school districts and another for unified districts. Each shapefile was selected by location, parameter relationship set to intersecting the Trinity County boundary so district boundaries extending out of the county would be included in the new selection with the exception of the Klamath-Trinity Unified School District, which is mostly contained within Humboldt County. Single-school and unified school districts were then merged using the GEOID district code.



## SAIPE & TITLE I FEDERAL FUNDING FOR TRINITY COUNTY SCHOOL DISTRICTS

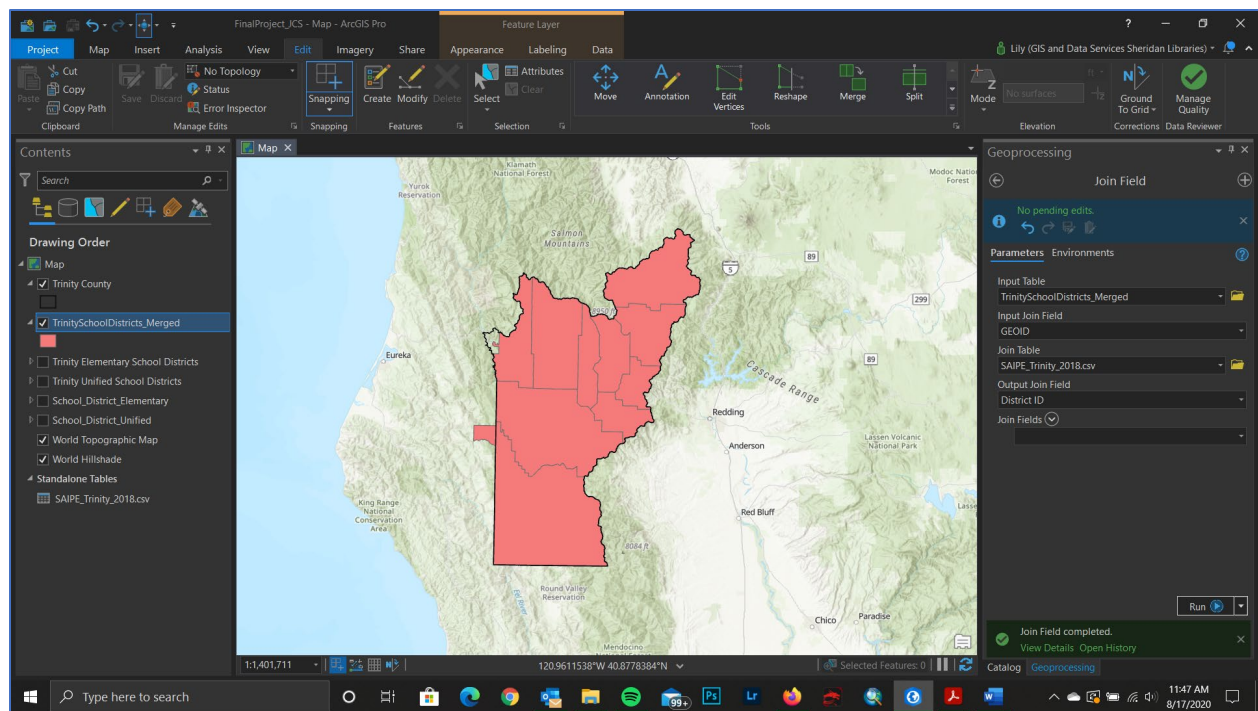


Figure 2 Trinity County School Districts

To compare the SAIPE data to live school district enrollment information, enrollment and socioeconomic status were derived from each school's School Accountability Report Card (SARC) for the 2018-2019 school year and written into a CSV spreadsheet. SAIPE and SARC tables were joined to separate Trinity County School District feature layers for comparison, and a point layer was created to visualize each school across districts so those within unified districts could be examined individually.



## SAIPE & TITLE I FEDERAL FUNDING FOR TRINITY COUNTY SCHOOL DISTRICTS

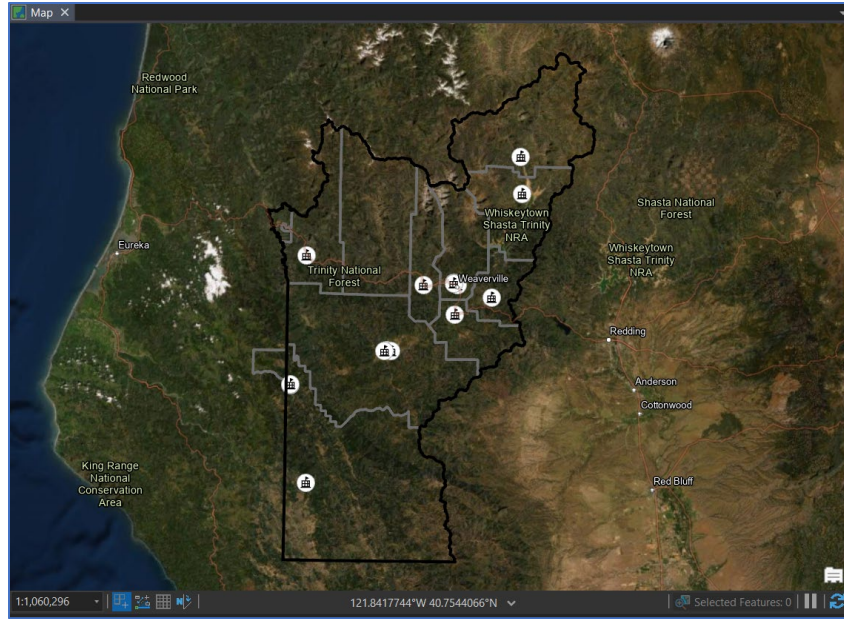


Figure 3 Elementary & Secondary Schools in Trinity County

Decennial census response rates for 2000, 2010, and 2020 in Trinity County were collected in three different ways. The rate for 2000 was found in a U.S. Census Bureau archive ([source here](#)), 2010 was collected using an API ([source here](#)), and 2020 was reviewed on August 16, 2020 using the Response Rate Viewer on the U.S. Census Bureau's website. Each rate was added into the attributes of a duplicate Trinity County boundary feature layer using the *Add Field* geoprocessing tool.

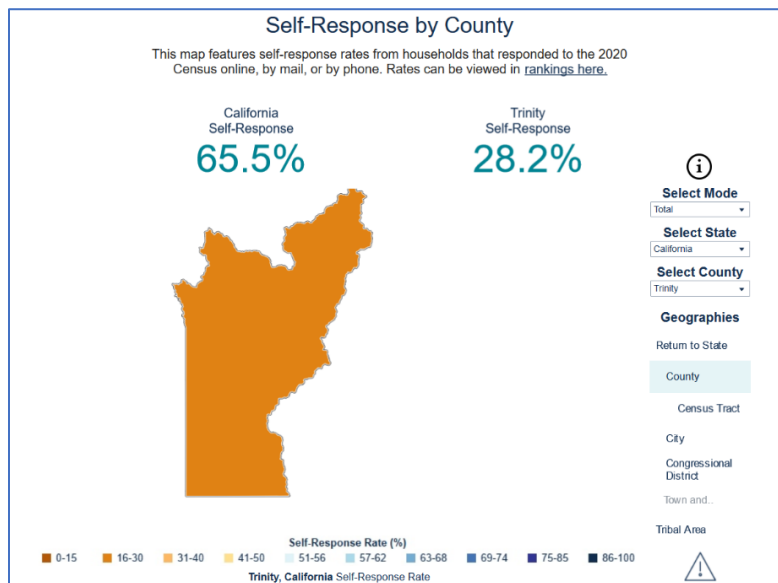


Figure 4 [2020 Census Response Rate Viewer](#)

## SAIPE & TITLE I FEDERAL FUNDING FOR TRINITY COUNTY SCHOOL DISTRICTS

All data layers created for this analysis were then exported to ArcGIS Online as a web layer. The Hosted Feature layer was added to a web map and shared into a Story Map Journal web application.

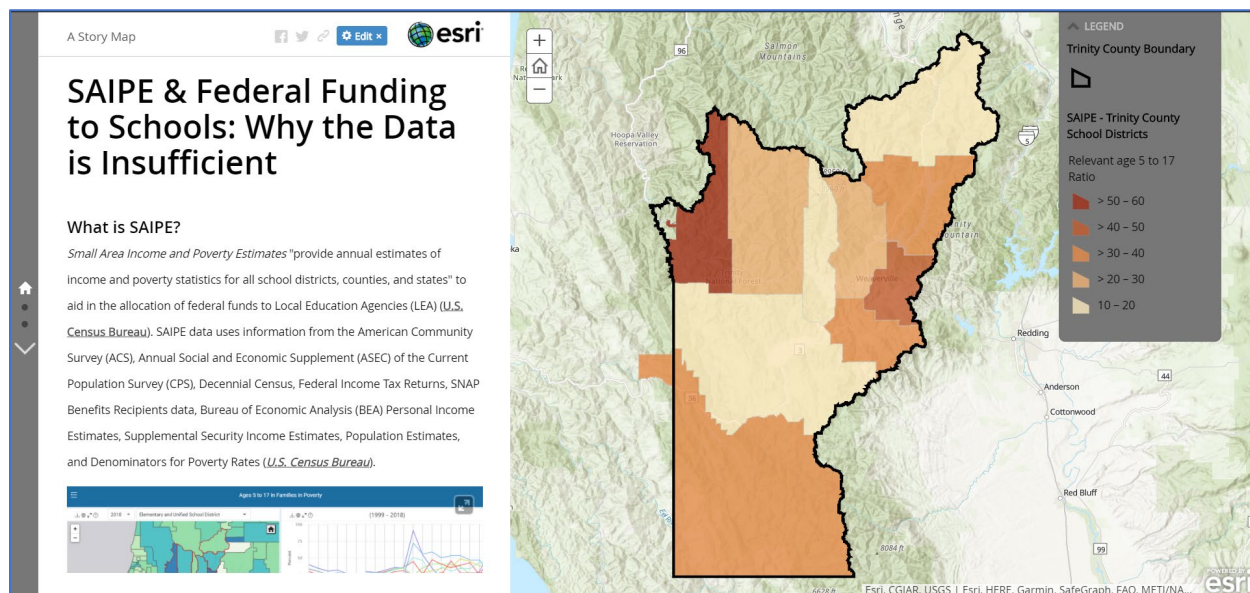


Figure 5 [SAIPE & Federal Funding Web App](#)

## Results

Qualifications for Title I, Part A fund allocation include, for individuals at low-income, a child count of 10 or more *and* more than 2 percent of the total school-age population within LEAs jurisdiction (California Department of Education 2020). When school districts are represented by 2018-2019 SAIPE data, 3 out of 9 districts do not qualify for Title I, Part A funding and those who do have extremely underestimated needs. When school districts are represented by 2018-2019 SARC data, 2 out of 9 districts do not qualify, but the percent and number of students ages 5-17 living at the poverty level is exact. Junction City Elementary School becomes eligible for these funds when SARC data is used, because 8 students within the 5-17 low-income population becomes 47. See Figure 6 to see all the SAIPE and SARC counts for populations ages 5-17 at the poverty level and Figures 7 and 8 for a geospatial, color-coded comparison.

# SAIPE & TITLE I FEDERAL FUNDING FOR TRINITY COUNTY SCHOOL DISTRICTS

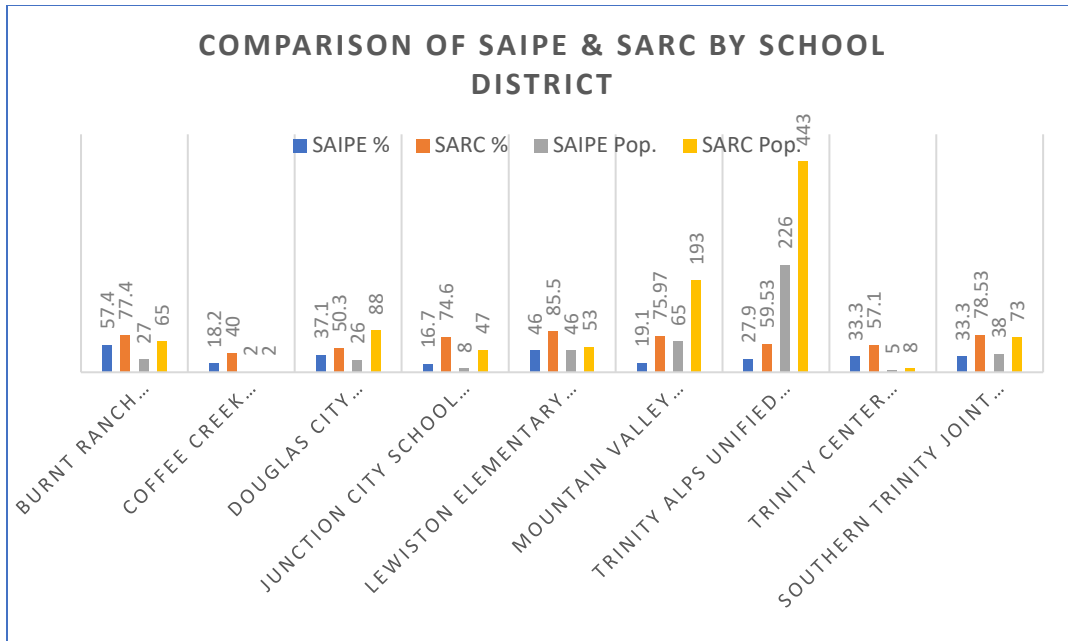


Figure 6 SAIPE vs. SARC Counts

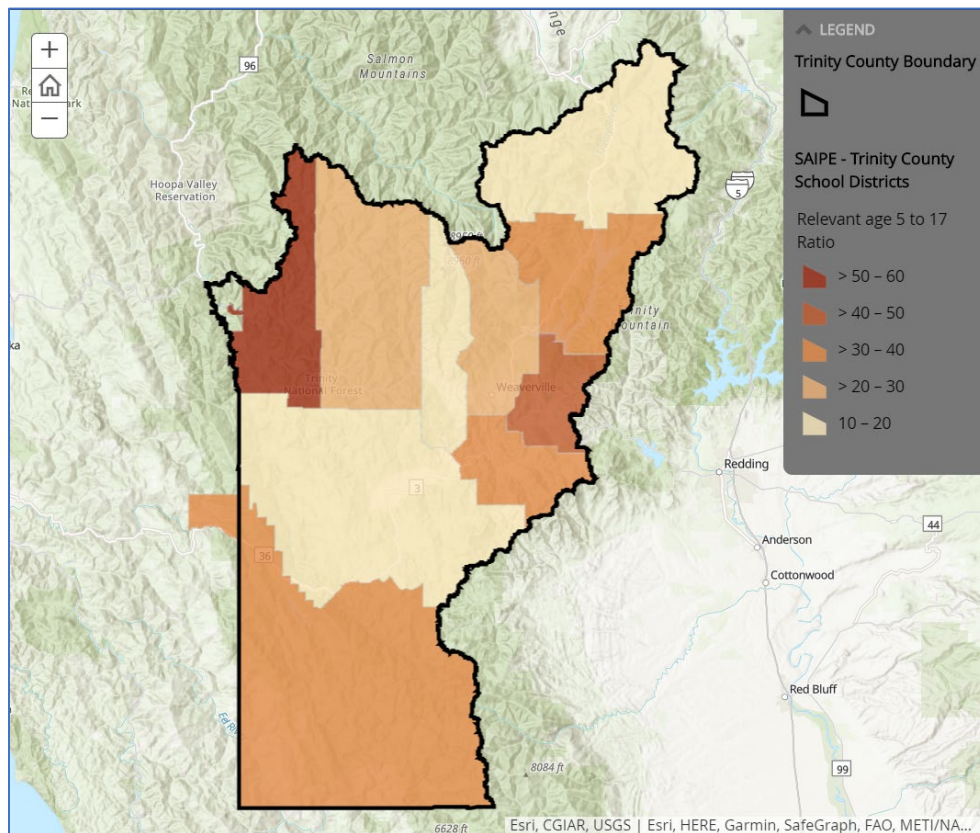


Figure 7 SAIPE Estimates from Web Application



## SAIPE & TITLE I FEDERAL FUNDING FOR TRINITY COUNTY SCHOOL DISTRICTS

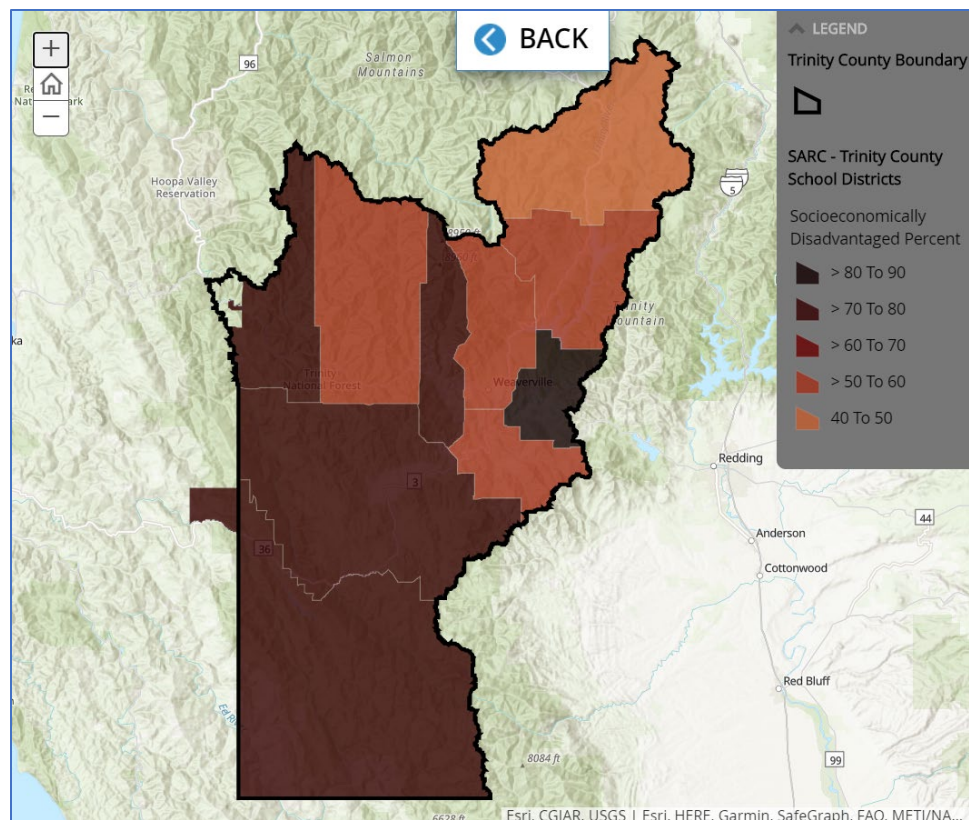


Figure 8 SARC Representation from Web Application

Based on Title I, Part A funding allocation records from the 2018-2019 school year, the average funds allocated per student across all districts was \$472 for the entire school year. Examining the funds allocated per district, the dollar amount allocated per student was nowhere near uniform. Coffee Creek Elementary, for example, was allocated \$0 and Junction City Elementary was allocated \$1,100 in total, which translates to \$0 and \$23 per student for one year, respectively. To see the total funds allocated for all Trinity County School Districts, refer to Figure 9.

For a geospatial visual illustrating the results of this study, please navigate to the Story Map: [SAIPE & Federal Funding to Schools: Why the Data is Insufficient](#).

## SAIPE & TITLE I FEDERAL FUNDING FOR TRINITY COUNTY SCHOOL DISTRICTS

Local Educational Agency	CARS Application for Funding	2018-19 FINAL Allocation	Total Paid
Trinity County Office of Education	Yes	\$0	\$0
Burnt Ranch Elementary	Yes	\$13,708	\$13,708
Coffee Creek Elementary	No	\$0	\$0
Douglas City Elementary	Yes	\$48,247	\$48,247
Junction City Elementary	Yes	\$1,100	\$1,100
Lewiston Elementary	Yes	\$64,831	\$64,831
Trinity Center Elementary	Yes	\$994	\$994
Southern Trinity Joint Unified	Yes	\$56,359	\$56,359
Mountain Valley Unified	Yes	\$159,112	\$159,112
Trinity Alps Unified	Yes	\$232,830	\$232,830
California Heritage Youthbuild Academy II	Yes	\$18,681	\$18,681
		<b>\$595,862</b>	<b>\$595,862</b>

Figure 9 Title I, Part A Federal Allocations (2018-2019)

## Conclusion

The use of Small Area Income and Poverty Estimates data is not sufficient for federal fund allocation decisions, especially for rurally located schools. While accurate population and income data has its limitations everywhere, perhaps School Accountability Report Cards should be used with a greater weight in the fund allocation process considering their submission to the California Department of Education is a state requirement. SARC reports contain exact numbers for a variety of student hardship factors, as well as information regarding facilities and salaries. In addition, other documents published by schools annually can be used as well in fund allocation planning. The Local Control and Accountability Plan (LCAP) for example provides a funding formula that summarizes how funds will be utilized at each school district and even information about where additional funding is needed (California Department of Education 2020). Until decennial census response rates improve, or other mechanisms of population and income measure are established, federal funding groups should modify their data collection procedures so allocation decisions better benefit the groups they are attempting to serve.

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[tools/demo/saipe/#/?map\\_geoSelector=sa\\_eusd&s\\_state=06&s\\_county=06105&s\\_measures=s\\_d&s\\_district=0609240,0639750,0601331,0619170,0606510,0600018,0621480,0611430,0637630&s\\_year=2018](https://www.census.gov/data-tools/demo/saipe/#/?map_geoSelector=sa_eusd&s_state=06&s_county=06105&s_measures=s_d&s_district=0609240,0639750,0601331,0619170,0606510,0600018,0621480,0611430,0637630&s_year=2018).

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# #BeCounted

## US CENSUS 2020

**YOU ARE THE EXPERT**  
**HELP BRING FEDERAL DOLLARS TO OUR COMMUNITIES!**

### **BENEFITS OF YOUR RESPONSES:**

- Federal funding opportunities
- Grant funding justifications
- Job creation
- Increase of housing
- Improvements to your community
- Increase of education services
- Improved governmental representation
- Better preparation for emergencies
- Increase to public safety
- Highway improvement projects
- Increase of health services
- Your expertise will be counted
- Be a part of fair representation
- Exercise your civic duty

**You matter. Your family matters. Your community matters.**

### **YUOK COMPLETE COUNT COMMITTEE**

We are committed to a complete and accurate count of all people living on the Yurok reservation, regardless of ethnicity.

Federal and state funding for our community is based on population. Current Census data is an inaccurate representation of the population on the Yurok Reservation. We are under counted!

Your participation in the 2020 Census will make a difference. You deserve to be counted. Be a part of the movement.



### **Timeline for the 2020 Census:**



March 12-20, 2020: Households will receive an invitation to respond online to the 2020 Census. Some will also receive paper questionnaires.



April 1, 2020- Census Day! Come to the Weitchpec or Klamath Tribal Offices to complete your questionnaire.



May-July 2020- Census workers will visit homes that did not complete a Census questionnaire and collect information at the door.



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[www.2020census.gov](http://www.2020census.gov)



**YOU ARE THE  
EXPERT-HELP  
BRING FEDERAL  
DOLLARS TO OUR  
COMMUNITIES!**

**#BeCounted**

US CENSUS 2020



**THE U.S. CENSUS BUREAU IS REQUIRED BY LAW TO PROTECT ANY PERSONAL INFORMATION IT COLLECTS AND KEEP IT CONFIDENTIAL. YOU ARE PROTECTED BY TITLE 13.**

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- Better preparation for emergencies
- Increase to public safety
- Highway improvement projects
- Increase of health services
- Your expertise will be counted
- Be a part of fair representation
- Exercise your civic duty
- Accurate counts = better governmental representation

-You matter.  
-Your family matters.  
-Your community matters.

**BE COUNTED**



# #BeCounted



Would you like to receive more information from the Yurok Complete Count Committee?



Do you have a question regarding the 2020 Census?



Do you need transportation on Census Day to fill out your survey?   Location:



Would you volunteer for 2020 Census activities?



What is your name & the best way to contact you?



# #BeCounted



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Do you need transportation on Census Day to fill out your survey?   Location:



Would you volunteer for 2020 Census activities?



What is your name & the best way to contact you?

Link to North Western Intertribal Census PSA #5:

<https://youtu.be/eTtMQGZ7DMs>

# Please Don't Forget To Count Me

*My Future Is In Your Hands*







We're counting on you to be counted.

# TRINITY COUNTS!



Take the Census online or by phone:  
**my2020census.gov | (844)330-2020**

"Junction City School lost hundreds of thousands of dollars over the last 2 decades due to our residents and students not being counted. **Please help us get counted so we can get our fair share of federal funds.** Trinity County students deserve the same opportunities as kids in large, urban areas."

- Christine Camera, Superintendent



An accurate count is critical for our community to get our fair share of resources for schools, roads, health services, and senior centers. The Census is fast, easy, & secure.

**DRAFT**

## **Take the Census**

\*PO Boxes will not receive Census forms.  
For more info visit [CaliforniaCensus.org](https://CaliforniaCensus.org).