



State of California – Government Operations Agency
California Complete Count-Census 2020
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FINAL REPORT

General Information

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

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

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

- Achieve a Self-Response Rate of at least 62% (2010 Self Response Rate according to the US Census Bureau);
- Increase participation in hard-to-count communities;
- Collaborate with the U.S. Census Bureau, State, the cities of Marysville and Wheatland, special districts, and community organizations to avoid duplication and effectively communicate the purpose and importance of participation.
- Host QAC/QAK's at local community centers including libraries, County service locations, schools, Churches, Synagogues, Mosques, Temples, and other Faith Based locations.

Revisions to Outreach Efforts

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

Due Date: November 16, 2020

[Insert contract partner name]

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

On November 10, 2020, Yuba County had a Self-Response Rate of 63.7 percent, which exceeded the Self-Response Rate in reported 2010.

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

The Yuba County Complete Count effort was a collaboration of many partners and trusted messengers. We presented to over 3,000 community members over a three-month period, to educate the importance of participating in the Census. We created and distributed several outreach materials in English, Spanish, Punjabi and Hmong including flyers, posters, post cards and brochures. On our website, a direct link to 2020census.gov for easy access to complete the Census questionnaire online and the US Census Bureau multi-language call lines available on the front page.

What hindered the operations?

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

Contracted partner's outreach

What outreach tactics worked well?

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

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

What hindered the outreach?

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

- 3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

[Insert contract partner name]

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

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

As of November 10, 2020, Yuba County had a Self-Response Rate of 63.7 percent, which exceeded the Self-Response Rate in reported 2010 of 62 percent. With the support of local community-based organizations, community leaders, trusted messengers and partners, we were able to exceed the 2010 response rate.

Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

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

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

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

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

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

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

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

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

Camptonville Community Partnership – Counting communities in Yuba County Foothills.

[Insert contract partner name]

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

- 6) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

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

- 7) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

In February 2020, we hosted a Census education booth at the 140th Annual Bok-Kai Parade in downtown Marysville. We distributed over 4,000 educational materials to Yuba and Sutter County residents on the importance of participating in the Census. Translators were available at the booth to provide messaging in Hmong, Spanish, Punjabi and English. We found, in the households who speak a language other than English, knew about the Census, but few understood the benefit of participation and the impact it has on our community. Once they had a clear understanding of what it means to be counted, they left the booth not only willing to participate, but excited.

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

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

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

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

Attachments

- 9) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
- a) SwORD uploads of completed activities
 - b) Updated list of subcontractors

[Insert contract partner name]

- c) Evaluations or analytical reports, if any
- d) Sample products*

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

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

Yuba County

— Fact Sheet —



What is the Census?

- ▶ The U.S. Constitution requires an accurate count of every person living in the United States every 10 years. The next census is in 2020 and asks questions that provide a snapshot of the nation and will determine how more than \$675 billion in federal funding is distributed to states and communities each year. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.
- ▶ The following communities are the hardest-to-count (HTC) by the census:
 - Latinos, African Americans, Native Americans and Tribal Communities, Asian American and Pacific Islanders (AAPI), Middle-Eastern North Africans (MENA), immigrants and refugees, farm-workers, people with disabilities, LGBTQ, senior/older adults, homeless individuals and families, children under 5 years, veterans, areas with low broadband subscription rates and limited or no access, households with limited English proficiency.¹

Why is my community undercounted?

- ▶ Yuba County has a high share of very hard-to-count areas (21%). These areas include African American, Latino, noncitizen and young children populations.²
- ▶ Noncitizens may be less likely to respond in 2020 due to the planned addition of a citizenship question. Approximately 6.4% of Yuba County residents are noncitizens, and are especially vulnerable to being undercounted.³
 - Immigrant communities are often wary of the government and fear that census information could be used against them, thus discouraging participation.

¹ <https://census.ca.gov/wp-content/uploads/sites/4/2019/01/K-HTC-Demographic-Populations.pdf>

² <https://www.ppic.org/blog/2020-census-counting-the-sacramento-area/>

³ <https://datausa.io/profile/geo/yuba-county-ca#demographics>



- ▶ Housing conditions such as rentals, multiple family homes, and mobile homes—which are all prevalent in parts of Yuba County—make it difficult to get an accurate count.
- ▶ Language access can contribute to an undercount. According to data from the U.S. Census Bureau, 24.1% of the population in Yuba County speaks a language other than English at home.⁴
- ▶ Internet connectivity is yet another barrier:
 - While the 2020 Census will be the first in history to be completed largely online, Yuba County communities and residents still face barriers to connectivity. Particularly, the 20% of Yuba County residents with no broadband internet subscription.⁵ This can pose a challenge to rural areas with low internet connectivity and people with lower incomes who are less likely to have a smart phone or internet service at home.

What does an undercount mean for my community?

- ▶ When you fill out the census, you help:
 - Determine how many seats your state gets in Congress.
Guide how federal funding is distributed to states and communities each year.
 - Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.
- ▶ Yuba County receives federal funding for community services, including veteran services, education for at-risk students, and flood preparation.⁶
 - This funding could be reduced with an incomplete count.

⁴ <https://www.census.gov/quickfacts/fact/table/yubacountycalifornia,ca/POP815217#POP815217>

⁵ <https://www.census.gov/quickfacts/fact/table/yubacountycalifornia,ca/POP815217#POP815217>

⁶ <https://www.yuba.org/Yuba%20County/County%20Administrator/Budgets/2018-2019/FinalBudget2018-19.pdf>



- ▶ In 2018, the regional housing authority of Sutter and Nevada (which also covers Yuba County) received \$11.9 million of federal funding for Section 8 Housing Choice Vouchers, which assists residents in seeking affordable housing in their communities.⁷
- The Section 8 Housing Choice Voucher Program uses census data to determine who the program serves, where they live, how federal funds are disbursed to California, and how the state distributes funds amongst its counties.⁸
- ▶ Yuba County receives census related federal funding for medical services, including clinics and children's health insurance.
- ▶ In the 2017-2018 school year, Yuba County received \$4.9 million from the \$15.4 billion dollar federal budget for Title I Every Child Succeeds Act, which provides financial assistance to local educational agencies (LEAs) and schools with high numbers or high percentages of children from low-income families.⁹
- If your community is undercounted, low-income areas would lose federal funding for textbooks, school supplies and food for students, which aid children in meeting academic standards.

How Can I Help?

- ▶ There are 3 easy ways you can help make sure your community completes the census and receives funding for important services.
 - (1) Fill out the census form online or on paper.
 - (2) Ensure your family, friends, and coworkers fill out the census.
 - (3) Educate your community about the census and why it is important to complete the census.

⁷ <https://www.cbpp.org/research/housing/national-and-state-housing-fact-sheets-data>

⁸ <https://www2.census.gov/programs-surveys/decennial/2020/program-management/working-papers/Uses-of-Census-Bureau-Data-in-Federal-Funds-Distribution.pdf>

⁹ <http://www.ed-data.org/county/Yuba>