



Native People Count California Close Out Report

The following report was prepared as the implementation and proof of performance mechanism for Agreement #CCC-19-10001 (originally executed on October 2, 2019) Deliverables.

When the contract was signed the NUNA strategy was established and presented to the rolling onboarding team from October through December 2019 as prepared for the roll-out of a first of its kind campaign – the Native People Count California (NPCCA). Which included a robust on-the-ground campaign, with photo shoots, community events, and engagement directly with community.

Officially launched in January 2020, NPCCA held the first and **only in-person large campaign kick-off with over 200 attendees with tribes from Northern California**, a coordinated national press event with leading Native American news outlet *Indian Country Today*, hosted the an inaugural state-wide, three-day 2020 Census Native Youth Gathering with **over 50 Native youth in attendance**, and served as the **lead coordinator of the historic 2020 California Census Indigenous Week of Action** bringing together **California's Native Hawaiian and Pacific Islanders and Mixteco Indigenous Farmworkers** to get out the count with the impending deadline.

The phrase “Native People Count” and/or “Native People Count California” in the state of California were mentioned **767 times in public online media alone**, a **98% increase** from October 2019 through January 2020.

The **NPCCA website has had nearly 10,500 pageviews** since its launch in January 2020 **equaling to over 1,000 pageviews per month of repeat users returning to our website for access to resources**.

The NPCCA campaign increased visibility across the state and within California tribes and Native communities as well with the American Indian and Alaska Native community nation-wide as NPCCA became the go-to resource for

Native-specific materials in addition to formal partnerships with thought leaders from across the state including fellow Native American state contractors California Indian Manpower Consortium, Inc. and California Native Vote Project, and close partnerships with the Tribal Partnership Specialists at the U.S. Census Bureau.

Formal national partnerships included those with the National Indian Education Association and Center for Native American Youth at the Aspen Institute who also joined fellow national Native organization partners to reuse, repurpose, and shared our original content and branding including the National Congress of American Indians and National Council on Urban Indian Health.

Out of the top 10 National American Indian/Alaska Native non-profit organizations, 40% used NPCCA campaign materials directly in their Census outreach efforts.

Directly following our only two in-person events, the world changed forever as a state of emergency was declared by Governor Newsom the week of March 13, 2020 in response to the global pandemic caused by COVID-19.

While one of the most challenging times in history, our Native communities in California pulled together to find solutions in a time of great uncertainty. Taking challenges and turning them into opportunities with Kayla Hilario at the helm in helping us organize, NPCCA followed the lead of tribal leadership and the experience and voices from community through the California Indian Manpower Consortium (CIMC) and California Native Vote Project (CNVP). Our California tribal governments, CIMC, and CNVP are the true champions of the success of our collective effort.

Key Successes of NPCCA Campaign –

- The connections made between partners and organizations opened channels and broke down barriers that established trusted workflows that are still active even in 2021 and will last for years to come.
- NPCCA increased the visibility and impact of Native people in online media by 98%.
- NPCCA reached its goal of being the leading resource for Native-specific information in California and exceeded its goal by supporting National and regional partners with Native-specific materials.
- NPCCA held first of its kind Census Native Youth Gathering over three days with 50 Native Youth in attendance with little to no attrition.
- NPCCA awarded 13 Outreach Scholarships to help support tribal communities get out the count from Northern to Southern California.
- NPCCA heard the call from Indigenous communities in California and worked to support a historic partnership of California's Native Hawaiian

and Pacific Islanders and Mixteco Indigenous Farmworkers to get out the count with the impending uncertainty of the changing Census deadline.

Provided below are the deliverable narratives for activities completed by NUNA, our partners, and vendors. Full access to documents, creative, and additional final materials are available for direct download here. Three external hard drives and printed versions of this report will be mailed to the CCCO office at the address designated by Martha Dominguez for final record keeping.

1. Research

a. Research & Discovery (R&D) Report – The purpose of the R&D Report is to provide a benchmark and reference point for all metrics moving forward throughout the Native People Count California campaign, and assist in the development of key messages based on a number of data sets to provide a well-rounded perspective on the current Census 2020 Media Landscape in California and Census 2020 Media Landscape in California Tribal Communities. This report was completed and presented to CCCO, GO, and partners on January 22, 2020. [Access report here.](#)

b. Campaign Schedules & Timeline Report – prior to the pandemic outbreak NUNA submitted multiple schedules and timeline reports to the CCCO. Following the pandemic, strategies and timelines were flexible and reported on with Kayla Hilario weekly and disseminated to the CCCO directly as needed. [Access formal reports here.](#)

c. Key Messaging for Digital Monitoring Report – there were several iterations in messaging, in fact the messaging changed so quickly toolkits updated were outdated within hours or minutes. NUNA developed nearly 12 toolkit updates that were never published due to constant messaging changes due to the political climate, changing Census deadline dates, and pandemic-related issues. [Access available documents.](#)

d. Digital Monitoring Platform (Brandwatch) – this platform was purchased and began officially monitoring all NPCCA social media platforms including Facebook, Instagram, and Twitter along with Boolean Queries to monitor online media. [See queries here.](#)

e. E-Mail Marketing Platform (Constant Contact) Purchased – Constant Contact was purchased, however, outreach via the listservs on Constant Contact were ineffective post-COVID and we received several requests by tribal leaders to stop sending emails. NUNA and our partners pivoted to community-based contact methods and CIMC and CNVP took on the

mass communications directly to tribes and AI/AN communities in urban areas. Logins to the platform are available here:

Username: info@nativepeoplecountca.org
Password: NativePCCA!

2. Strategy

a. Tribal Outreach Workgroup Meeting Schedule – When Kayla Hilario was onboarded in January, NUNA leadership worked alongside her office to host weekly workgroup meetings with CIMC, CNVP, and NPCCA teams that included between 30-50 meetings from November 2019 to November 2020.

b. Tribal Outreach Workgroup Mapping Report – Hosted by the CCCO Deputy Director of Statewide Initiatives, Governor's Office, and CCCO leadership, this report was developed as part of a large in-person meeting in Sacramento which was completed by the CCCO and partners collaboratively.

The funds related to this line items **a. & b.** were reallocated by request from the GO to invest in COVID-19 response messaging.

NUNA contracted with leading Native health care provider and non-profit organization California Consortium for Urban Indian Health (CCUIH) to conduct Census related outreach in public health sphere.

CCUIH stood up an independent webpage available [here](#), created new illustrations/graphics and social media images.

Census and Covid-19 Webpage Statistics

March 17-October 15, 2020

www.ccuuh.org/census/

Total Visits: **1,381**

Total Hits: **1,978**

Total Materials Downloads: **1,223**

www.ccuuh.org/covid19/

Total Hits: **2,998**

Total Visits: **2,889**

Total Materials Downloads: **Not Applicable**

CCUIH Social Media Impressions:

CCUIH Twitter:	CCUIH Instagram:	CCUIH Facebook:
Total Tweets: 20	Total Posts: 21	Total Posts: 32
Total Likes: 153	Total Likes: 120	Total Reactions: 60
Total ReTweets: 153		Total Shares: 68
Total Replies: 2		

c. Tribal Advisory Board (TAB) – The Tribal Advisory Board proved to be a burden on the time of tribal leaders and organizations. We were able to utilize this budget line item and invest it toward the new Distance Learning Curriculum for educators turning to online learning modules due to the pandemic.

Educators explained to the NUNA NPCCA team that they were spending their days teaching online and spending all night rewriting lesson plans for distance learning. To help lift the burden, NPCCA partners at the National Indian Education Association re-wrote our in-classroom curriculum for distance learning. [Access Distance Learning Curriculum lesson plan here.](#) Full in-class curriculum is available here.

Direct metrics on downloads are not available, however, CIMC and partners shared the content directly with Title V. schools and on-reservation schools as well.

d. Campaign Launch Implementation Plan – The campaign implementation plan was presented and delivered to CCCO in December 2019, however, it was change drastically to accommodate for community needs on a week-to-week working alongside partners CIMC and CNVP.

[See original report here.](#)

e. File Management System Standard Operating Procedure Report & Webinar Training (SharePoint) – This solution proved to be cumbersome to our coordinated documents. We transitioned most of the content to the NPCCA Google Drive when needed.

Username: nativepeoplecountca@gmail.com

Password: cacensus2020!

f. Monthly & Quarterly Metrics / Progress Reports – Metrics reports for the duration of the contract can be [found here](#) with adjusted dates due to the changing Census deadlines.

g. Campaign Close Out Report – This document shall serve as the official close out report.

h. Digital Files & Collateral Archive Transfer – Digital files are available for [download here](#). Three external hard drives and printed versions of this report will be mailed to the CCCO office at the address designated by Martha Dominguez for final record keeping.

3. Creative

a. Call for Artists Outreach Campaign Launch – NUNA rolled this call for artists into the Youth Engagement project after the Youth Gathering event was moved from in-person scheduled for March 23 to a virtual gathering in July 2020. We were able to recruit practicing Native artists from diverse mediums and backgrounds. See the Native Youth Engagement section in 6d.

Instead NUNA lead graphic artist Shon Quannie (Acoma/Hopi) conducted in-depth research on California's Indigenous communities and their art and patterns, then developed the new logo and branding for the NPCCA campaign.

b. Brand Matrix – the brand matrix was published February 6, 2020 and was developed by Native graphic design house [4x studio](#), the NPCCA campaign worked to be inclusive of the diverse tribal communities in the State of California. The logo and branding of NPCCA was inspired by the diverse cultures and traditions by California's tribal nations. NPCCA looked to the revitalization of weaving tradition in California's tribal nations to help tell the story of the interconnected nature of native people and the importance of that connection in the decennial census.

[Access Brand Matrix here.](#)

c. CA Complete Count Tribal Outreach Brand Matrix – design files for brand matrix and logos are [available here](#).

d. Print & Digital Creative Collateral Established & Design Proofs – Access design files for toolkits, documents, and interactive creative content [here](#).

e. Electronic Newsletter Template – there were several email templates created for specific messages once tribal leaders felt stability had been reached during the pandemic. [Access templates and metrics reports here](#) or login to Constant Contact below.

www.constantcontact.com

Username: info@nativepeoplecountca.org

Password: NativePCCA!

4. Production

a. Promotional Materials – NPCCA purchased the following promotional materials:

- 1,200 Bandanas
- 100 Water bottles
- 12,596 Post cards
- 500 Fliers & Toolkits (print)
- 100 Balloons
- 2,248 T-shirts
- 1,680 Crayon Packs
- 120 Polaroid Film Sheets
- 200 Pens
- 50 Sunglasses
- 50 Notebooks
- 3,000 Buttons
- 4,550 Stickers

b. Tribally Focused CA Complete Count Toolkits –

- There were **19 final toolkits & materials published** on NativePeopleCountCA.org
- Total visits to the Resources & Toolkits page from January 2020-January 2021 = **1,435 visits**
- Resources & Toolkits is the second highest visited page on the website garnering over **13% of total website visits** by **753 total visitors**.
- In addition, to assist in streamlining messages, **NPCCA created 13 daily one-pager documents and briefing emails leading up to the Census October 15 Deadline** to ensure all partners had access to the correct information.
- [Access toolkits & documents here](#)

c. Campaign Official Photography Shoots – NUNA prioritized the photography budget for the kick-off event in Eureka, CA. [See on-site photo archive here.](#)

d. Social Media Plan & Outreach – NPCCA established three independent social media channels on Facebook, Instagram, and Twitter. Below are the topline metrics from January 2020 – January 2021. To learn more, visit section 2f folder.

NPCCA Facebook Page	NPCCA Twitter	NPCCA Instagram
Total Posts: 109	Total NPCCA Tweets: 172	Total Posts: 101
Total Comments: 9	Total NPCCA RTs: 99	Total Followers: 529
Audience Posts: 6	Total Replies: 16	Total Likes: 29,166
Audience Comments: 126	Audience RTs: 294	Total Comments: 941
New Content Likes: 1,539	Audience Mentions: 120	
Net Page Likes: 860	Total Impressions: 1,418,187	
Total Page Likes: 863	Net Followers: 164	
	Total Followers: 164	

[See the official Social Media Toolkit here.](#)

5. Media Placement – After the pandemic hit, the media buys were reprioritized to provide additional direct community impact in swag purchases and shipping that went to youth programs for Northern California Tribes which were disproportionately impacted by the COVID-19 pandemic as well as Census delivery bags that were delivered by security guards on the Rincon Reservation.

a. Creative Media Buys – Ethnic Media Services took our branding and purchased ads in news outlets based on their own budgets. Creative Media Buys were reallocated to community-based needs as noted above.

b. Social Media Advertising Buy – Social media buys were a challenge as social platforms like Facebook and Instagram started to shut down “political advertising” and deemed Census information as part of the potential political advertising misinformation campaign linked to the presidential elections.

We were successfully able to spend \$525.92 in Facebook ads and \$33.89 on Instagram. The remainder of the budget was reallocated as noted above.

c. Community Event Sponsorships – There were 15 communities that received Event/Outreach Scholarships in which we also shipped

additional print materials and swag during the campaign. See full applications here.

1. Rincon Band of Luiseño Indians
2. Northern California Indian Development Council
3. Yurok Tribe
4. Southern California American Indian Resource Center, Inc.
5. Dry Creek Rancheria Band of Pomo Indians
6. Fresno American Indian Health Project
7. Cahto Tribe of Laytonville Rancheria
8. American Indian Chamber of Commerce of California
9. Susanville Indian Rancheria
10. Tolowa Dee-in' Nation
11. California Indian Manpower Consortium, Inc.
12. Social Distancing Pow Wow – Tiny Tots Dance Special
13. San Diego American Indian Health Center
14. California Native Vote Project
15. Indian Country Today
16. Northern California Intertribal Census Workgroup

6. Public Relations

a. Media/Press Kit Published – The PSA Kit for Tribal Leaders, Native Spokespeople, and Native Youth was published in February 2020 with the NPCCA Press Kit for Media published in March 2020. [Access both documents here.](#)

b. Talking Points & Messaging Toolkit – The talking points and messaging toolkits took form in our master toolkits on Native Fact Sheets, full NPCCA toolkits, briefing documents and emails for CCCO staff, legislators, and tribal leadership. [Access toolkits here.](#)

c. Active Media Pitching & Press Outreach – NPCCA actively pitched content and spokespersons starting in February 2020 starting with the in-person event in Eureka, CA. However, the appetite for tribal-specific stories regarding Census waned in comparison to the news of the impact of the virus on tribal communities. We didn't receive renewed interest in stories until June/July 2020 with the news surrounding our youth event which included a radio interview with [Bishop Radio](#) and the NPCCA animated video PSA was broadcasted on FNX Television.

Below are the links to the news stories available online:

Press Releases:

[Native American and Tribal Media Outreach](#)

by [nativepeoplecountca](#) | Nov 27, 2019 | [Uncategorized](#)

[Governor Newsom Announces Appointment of Tribal Affairs Specialist
Kayla Olvera Hilario](#)

by [nativepeoplecountca](#) | Dec 10, 2019 | [Uncategorized](#)

[COVID-19 Update from California Complete Count Office](#)

by [Native People Count California](#) | Mar 4, 2020 | [COVID19](#)

[California Public Health Experts: Mass Gatherings Should be Postponed or
Canceled Statewide to Slow the Spread of COVID-19](#)

by [Native People Count California](#) | Mar 11, 2020 | [COVID19](#)

[Governor Newsom Issues New Executive Order Further Enhancing State
and Local Government's Ability to Respond to COVID-19 Pandemic](#)

by [Native People Count California](#) | Mar 12, 2020 | [COVID19](#)

[Governor Newsom Issues Executive Order to Protect Renters and
Homeowners During COVID-19 Pandemic](#)

by [Native People Count California](#) | Mar 17, 2020 | [COVID19](#)

[Native People Count California Announces 2020 Census Native Youth
Engagement Initiative Virtual Conference](#)

by [Native People Count California](#) | Jun 11, 2020 | [News](#)

[Native People Count California announces partnership with the Center for
Native American Youth on upcoming statewide virtual youth 2020 Census
gathering](#)

by [Native People Count California](#) | Jul 15, 2020 | [COVID19](#), [News](#)

[Native People Count California Announces Partnership with Empowering
Pacific Islander Communities in California 2020 Census Outreach](#)

by [Native People Count California](#) | Aug 21, 2020 | [News](#)

[2020 Census Outreach brings Mixteco/Indígena Community Organizing
Project in Statewide Indigenous Coalition Partnership with Native People
Count California](#)

by [Native People Count California](#) | Aug 31, 2020 | [News](#)

[Making Sense of the 2020 Census Through the Voices of Native Veterans in
California](#)

by [Native People Count California](#) | Sep 1, 2020 | [COVID19](#), [News](#)

[Statewide Indigenous Coalition Kicks Off 2020 Census Week of Action in California September 7 – 12](#)

by [Native People Count California](#) | Sep 2, 2020 | [News](#)

Community Stories Blogs:

[Native People Pivot During COVID-19 to Canvass for 2020 Census in Southern California](#)

by [Native People Count California](#) | Jun 25, 2020 | [COVID19](#), [News](#)

[Karuk Tribe Drives Engagement in the 2020 Census During the COVID-19 Pandemic for a Native Complete Count in California](#)

by [Native People Count California](#) | Jul 16, 2020 | [COVID19](#), [News](#)

[California Native Youth Get Artistic During 2020 Census Virtual Gathering](#)

by [Native People Count California](#) | Jul 24, 2020 | [COVID19](#), [News](#)

[Assemblymember James Ramos Joins California Native American Youth During First Statewide 2020 Census Virtual Youth Gathering](#)

by [Native People Count California](#) | Jul 25, 2020 | [COVID19](#), [News](#)

[That's a Wrap! California Native American Youth Close Final Day of Statewide 2020 Census Virtual Gathering](#)

by [Native People Count California](#) | Jul 26, 2020 | [COVID19](#), [News](#)

[Kayla Hilario: Let's not forget Tribal history as we complete the Census](#)

by [Native People Count California](#) | Aug 19, 2020 | [News](#)

[The Historical Importance of Being Counted: Census Count Heroes](#)

by [Native People Count California](#) | Sep 12, 2020 | [Uncategorized](#)

Articles Published:

[Census Roundtable by Indian Country Today \(Facebook Live\)](#) (5,900 video views / 84 reactions / 9 comments)

[The power of California's Native American youth in the 2020 Census](#)
(OpEd / Indian Country Today / June 19, 2020)

[Native People Count California announces partnership with the Center for Native American Youth on upcoming statewide virtual youth 2020 Census gathering](#) (Press Pool / Indian Country Today / July 16, 2020)

[Native People Count California announces partnership with Empowering Pacific Islander Communities in California 2020 Census outreach](#) (Press Pool / Indian Country Today / August 24, 2020)

[Statewide Indigenous coalition kicks off 2020 Census Week of Action in California September 7-12](#) (Press Pool / Indian Country Today / September 4, 2020)

Videos & PSAs:

[How Does Census Impact Tribes & Native Communities](#) (Animated Video/145 views on NPCCA YouTube channel)

[NPCCA Native Youth PSA](#) (Full Length / 201 views on NPCCA YouTube)

[NPCCA Native Youth PSA](#) (30-sec / 43 views on NPCCA YouTube)

[NPCCA Native Youth PSA](#) (15-sec / 74 views on NPCCA YouTube)

[MQA at San Diego American Indian Health Center Blessing](#)

[Census Chat #3 with California Native Vote Project with Jesse Fraire, Ricki McCarroll, and Lindsay McCovey](#) (190 views / 25 comments)

d. Native Youth Engagement Project – One of the most effective outreach tactics we deployed during the NPCCA campaign was engaging with our Native Youth who were beginning to feel displaced along with our artists who were also being heavily impacted by the pandemic.

Bringing youth together prior to the pandemic, we were able to film PSAs with urban Native Youth as listed above in section c. The apex of our program was the three-day Native Youth Virtual Gathering that was complete with art boxes that were sent to our 45 youth participants with 27 tribal affiliations ahead of the event along with hotspots for those who were in low broadband areas from July 24-26, 2020.

Key Speakers included:

- Mykel Johnson, Nez Perce - Center for Native American Youth Ambassador
- Dante Martinez, Coast Miwok - Federated Indians of Graton Rancheria
- Assemblymember James C. Ramos
- Christina Snider, Tribal Advisor, Office of the Governor

- Ditas Kitague, Director, Census 2020 CA Complete Count Committee
- Kayla Olvera-Hilario, Lone Miwok, Tribal Affairs Specialist, CCCO

The goal of the NPCCA Virtual Youth Gathering was to gather California Native American youth to educate and empower them to engage in the 2020 Census.

We achieved this through the use of the virtual platform, Zoom. Collaborating with 10 California Native American Artists, NUNA consultant JBTC created and facilitated a 3-day virtual gathering which focused on the education of the 2020 Census. Youth participants were inspired by guest speakers, artists, and each other to participate in and encourage others to participate in the 2020 Census. Using customized kits each participant worked with an artist to learn a unique art form as well as develop strategies and messaging to empower and encourage others to complete the Census. The gathering concluded with a reveal of the youth and artists projects and a prayer and song to remind youth how important their identity and voice is.

Artists:

Lucia Gonzalez Ippolito, Mayan, Chicana
Rose Hammock, Pomo, Wailaki
Sage Romero, Big Pine Paiute, Taos Pueblo
Jessa Calderon, Chumash, Tongva
Joe Salinas, Kashia Band of Pomo Indians
Nikila Badua, Hawaiian, Ojibwe
Tiffany Adams, Chemehuevi, Koyoomk'awi, Nisenan
Cierra Budge, Mono
Ras K'dee, Pomo
Kenny Ramos, Kumeyaay

[View the public portion of the event here.](#) All additional videos will be available via the three external hard drives mailed to the CCCO.

e. Census Questionnaire Mail Day Press Conference/Event & f. Census Day Tweet Chat – These tactics were changed drastically as we adjusted to the pandemic. In place of a in-person event for Census Day, April 1, 2020 NPCCA and our partners arranged for a Facebook LIVE event. Our event was “Zoom bombed” with some inappropriate content and we were forced to schedule the event for the following week.

NPCCA issued a public apology by NUNA Founder + CEO on NPCCA channels and announcing the reschedule. [See apology video here.](#)

Organized by NPCCA and partners CNVP and CIMC, we reconvened the event via Facebook LIVE which was viewed over 1,200 times with 50 reactions to the 22:26 minute broadcast. [View event video here.](#)

As mentioned in the document upfront, NPCCA also ran point on another important moment of partnership with Empowering Pacific Islander Communities (EPIC) and Mixteco/Indigena Community Organizing Project (MICOP) with the 2020 Census Indigenous Week of Action which culminated in the 2020 CA Census Indigenous People's Day of Action. Full agenda below and [video available here.](#)

2020 CA Census Indigenous People's Day of Action

Opening event with tribal leaders, community leaders, and elected officials to uplift the strength in our unity and to call for a complete, fair, and accurate count of the Native, Native Hawaiian, and Pacific Islander, and Indigenous communities in California, as the 2020 Census comes to an end this month.

Hosted by Native People Count California, Empowering Pacific Islander Communities, and Mixteco/Indigena Community Organizing Project

Emcee: Jesse Fraire, Statewide Census Manager; SoCal Regional Outreach Manager, California Native Vote Project

Speakers to give remarks:

- Christina E. Snider, Tribal Advisor, Office of Governor Gavin Newsom
- Chairman Robert H. Smith, Pala Band of Mission Indians
- Jessica Imotichey, Partnership Coordinator, Los Angeles Region, U.S. Census Bureau
- Tavae Samuelu, EPIC Executive Director
- Victor Espinosa, MICOP Farmworker Census Outreach Director
- Congressman Raul Ruiz, MD (CA-36)

[Toolkits and materials available here.](#)

g. Digital & Social Media Outreach – NPCCA established three independent social media channels on Facebook, Instagram, and Twitter. Below are the topline metrics from January 2020 – January 2021. To learn more, see 4d.