



State of California – Government Operations Agency

GAVIN NEWSOM, Governor

California Complete Count-Census 2020

DITAS KATAGUE, Director

400 R Street, Suite 359

Sacramento, CA 95811

www.census.ca.gov

(916) 852-2020

FINAL REPORT TEMPLATE

Immigrants & Refugees Outreach

Grant ID: #CCC-18-40007

General Information

Date of report	November 16, 2020
Organization / Entity	Coalition for Humane Immigrant Rights (CHIRLA)
Responsible Person / Title	Diana Colin, Political Director Esperanza Guevara, Census Campaign Manager
Contact Person / Title	Angelica Salas, Executive Director
Address	2533 W. 3rd St., Suite #101 Los Angeles, CA 90057
Email / Phone	eguevara@chirla.org , (323) 647-3941

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 U.S. Census Bureau's operational adjustments?**

CHIRLA's "Contamos Contigo" (We're Counting On You) 2020 Census Campaign reached **1,163,395** immigrants and refugees to participate in the 2020 census. On April 22, 2019 CHIRLA officially launched its 2020 Census Campaign by hosting a press conference that included members of the U.S. Congress and the California Complete Count Deputy Director. CHIRLA's press conference also provided a platform for community members to share their own testimonies about why it's important to participate and to be counted in the 2020 Census. In this way, CHIRLA's Contamos Contigo Census Campaign press conference was successful at delivering a trusted and relatable message to the immigrant and refugee community by elected officials and members of our community to educate and motivate our community to get counted.

Due Date: November 16, 2020

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CHIRLA's 2020 Census Campaign outreach strategies included one-on-one outreach strategies (pre-COVID19), as well as phone banking and targeted media and social media strategies. Due to COVID-19, CHIRLA's one-on-one canvassing activities in all regions and satellite offices transitioned to a "Deep Phone Bank Program" in which canvassers called community members to inform, explain and motivate immigrants and refugees to complete the census. In addition, in-person assistance to help community members complete the census transitioned to phone banking activities to assist community members complete the census. Overall, during the contract period CHIRLA reached targeted individuals 3-4 times through a field program that focused in 9 organizing regions, and calling 5 counties across the state of California.

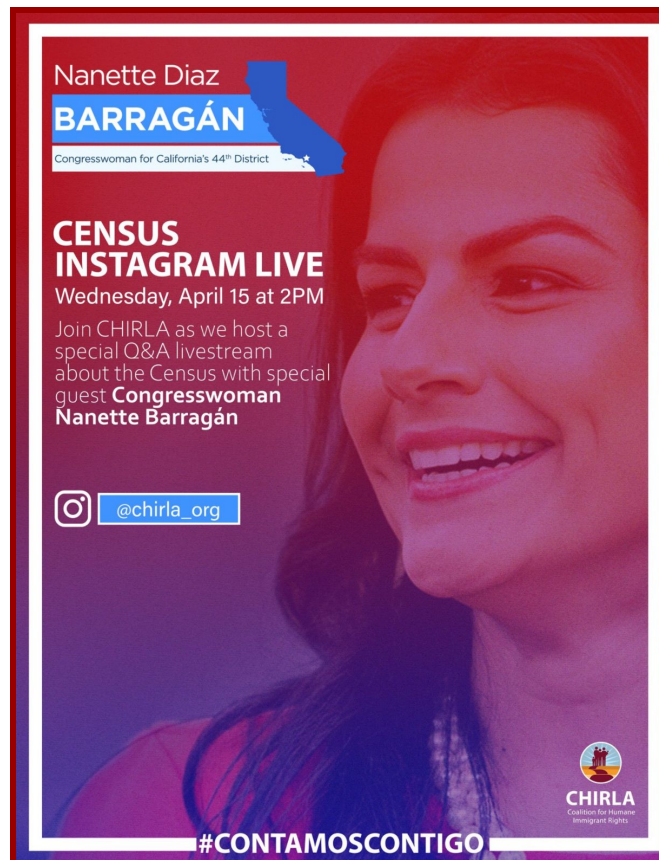
CHIRLA's Target Regions. Los Angeles County (Los Angeles, South Los Angeles, San Gabriel Valley, Pomona, Downtown, Pico Union, East LA, Boyle Heights, El Sereno, Cudahy, Huntington Park, Pacoima, Van Nuys, Canoga Park, Sylmar, Tarzana, Northridge, San Fernando, Canyon Country, Palmdale, Lancaster, Simi Valley); Orange County: Fullerton, Irvine; San Bernardino County: Fontana, Hesperia, San Bernardino, Victorville; Sacramento/Yolo County: Sacramento, Davis Stanislaus; Kern County: Bakersfield; Tulare County: Visalia, Porterville, Delano.

CHIRLA's Contract Goals and Objectives

Subtask 1.1: Outreach Approach

Goal: CHIRLA's Media outreach using various media strategies: print, radio, TV, digital outreach will reach 2.5 million immigrants and refugees.

- **Report Subtask 1.1** CHIRLA's Communications Department reached **34,866,627** contacts through media platforms. On Census Day April 1, 2020, CHIRLA launched a series of social media posts to motivate and promote the 2020 Census. For example, CHIRLA's Executive Director participated in a "Instagram Live" stream with U.S. Congresswoman Nanette Barragan to help guide anybody who connected on CHIRLA's Instagram page to fill out the 2020 Census. In addition, during CHIRLA's Census Week of Action (April 15-22, 2020), CHIRLA conducted daily virtual and social media activities to inform, promote and encourage the immigrant community to complete the census. CHIRLA also announced the adjusted deadlines to the 2020 census due to the COVID-19 pandemic.



Online flyer announcement for the Instagram Live stream with Congresswoman Nanette Barragan.

Census Cuidate y Cuentate Concert. On Saturday, May 23, 2020 CHIRLA broadcasted live its "Cuidate y Cuentate" (Take Care and Get Counted) virtual concert to motivate the Spanish speaking immigrant community to complete the 2020 Census and to send a message of hope and solidarity during the pandemic. This virtual show was broadcasted nationwide via LATV Network (flagship KVMD, Channel 31.1 in Los Angeles) with a simulcast on YouTube, Facebook and IGTV. CHIRLA's Cuidate y Cuentate concert received **4 million viewers** on social media and more than **60 million viewers** on TV nationwide. The show brought together a wide variety of well-known Latino musicians as well as personalities from film, radio and television. California Secretary of State, (and newly appointed State Senator), Alex Padilla and U.S. Representative Jimmy Gomez also pre-recorded a video message to motivate the immigrant community to complete the Census. Their message served to raise awareness about how Latinos count, contribute, and come together for civic actions such as volunteering, caring for the sick, and providing essential services during a global pandemic. Artists and actors who performed were among the most famous personalities in the Latino community including: Lupillo Rivera, Ninel Conde, Angélica María, and Horóscopos de Durango, El Piolín, Kate del Castillo and Edward James

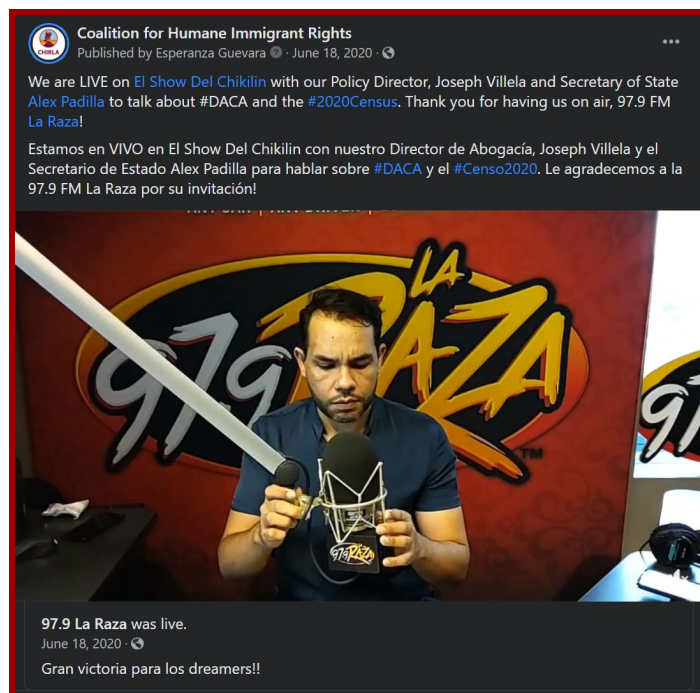
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Olmos. In addition, CHIRLA produced **14** staff testimonies to promote the event and to encourage the community to complete the 2020 Census. Hashtags used to promote the Cuidate y Cuentate concert included: **#ContamosContigo** and **#Census2020**. Overall, the Cuidate y Cuentate virtual concert served to uplift the spirits of the immigrant community while in quarantine and encouraged them to complete the 2020 Census.



Announcement in the Los Angeles Times for CHIRLA's "Cuidate y Cuentate" Concert.

Local Radio Engagement. On June 18, 2020, CHIRLA provided information about the 2020 Census during a radio interview with the Spanish radio station 97.9 "La Raza". During the interview, CHIRLA's Director of Communications provided important information about the DACA decision taken by the Supreme Court of the United States, and highlighted the importance of completing the 2020 Census to ensure our communities understood the relevance of getting counted and represented. This radio interview received more than **10,000** views on Facebook.



CHIRLA's interview with the Spanish radio station 97.9 "La Raza".

Subtask 1.2: Partnership Coordination

Goal: Collaborators will include LA County Census Action Kiosk Subcommittee, NALEO Latino Round Table and LA Regional Census Table, LA County Outreach Complete Count Committee, Census Policy Advocacy Network (CPAN), U.S. Census Bureau, Advancement Project, the City of Los Angeles and the County of Los Angeles, Million Voters Project (MVP).

- **Report Subtask 1.2** CHIRLA engaged community partners in the 2020 Census through our California Table for Immigration Reform statewide coalition, L.A. Action Table, and the We Are All America campaign, which organizes and advocates for refugee and asylum seekers rights. These coalitions include community-based organizations representing faith, labor, and the immigrant rights sectors to coordinate and develop statewide and national strategies to advance the rights of immigrants, refugees and their families. To engage our partners in CHIRLA's Census campaign, CHIRLA's Political Director provided partners with Census technical support, strategies, toolkits, and "Train the Trainer" trainings to strengthen coalition partners' ability to rally their communities to complete the 2020 Census.

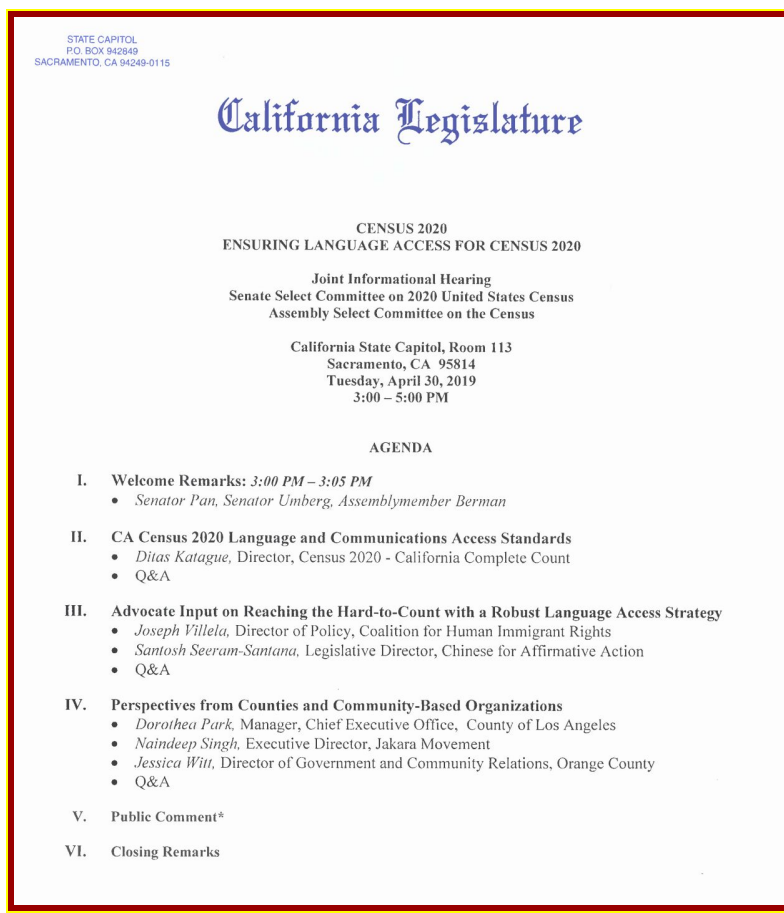
Census Policy Advocacy Network (CPAN). During the grant period, CHIRLA's Director of Policy & Advocacy served as point person in the CPAN steering committee planning and activities. CHIRLA's Policy Director testified in **4** Census 2020 Complete Count

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Committee hearings, and at the Budget Committee hearings in the State Capitol. CHIRLA's participation at these hearings served to communicate the fear and uncertainties that many immigrants and their families faced with the volatile political climate, and how hard-to-count populations could be impacted if it's not counted accurately at the Census 2020. Furthermore, CHIRLA participated in meetings in Sacramento with elected officials and the California Government Operations, which manages the 2020 Census, to convey the challenges of immigrants and refugees in the upcoming 2020 Census. In addition, CHIRLA was present and actively participated in monthly meetings coordinated by the CPAN network. CHIRLA's Policy Director also served as editor and signatory of a CPAN coalition letter in support of increasing funds from the State budget to fund community based nonprofit organizations (CBOs) work to conduct community education and outreach. CHIRLA signed another letter of support from the CPAN network to the Census 2020 Select Committee for the same purpose of increasing funds for CBO's work. Over **90** social justice organizations from across California signed this letter.

CHIRLA's Policy Director also helped to create coalition materials including fact sheets, talking points, and provided assistance as needed, including specific quotes from CHIRLA's Executive Director in support of the CPAN network. In addition, CHIRLA's Director supported leveraging relationships with California elected officials including Speaker Anthony Rendon and former Senate Pro Tem Kevin De Leon. The CPAN Census 2020 advocacy work was also included in CHIRLA's annual Day of Action at the State Capitol, which took place prior to COVID-19 stay-at-home regulations. During this Day of Action, CHIRLA's **80** members visited elected officials to educate them about policies that most impact their lives, including the need to fund education and outreach activities for the Census 2020. CHIRLA presented the Census 2020 as a critical issue that needed an increase of funding. The majority of the elected officials who received our message made a commitment to increase the funds allocated for the Census 2020 work. As a result of the CPAN and CHIRLA's advocacy work, state funds to conduct Census community education and outreach activities increased from \$10-\$20 million originally proposed by Governor Newsom, to **\$27 million**.

Lastly, as part of the CPAN's Language Access Subcommittee, CHIRLA also participated in monthly calls with partners to discuss and implement advocacy strategy, contributed to coalition letters to the State Legislature highlighting the need for funding to reach non-English language speakers and providing testimony on language access strategy during a Legislature hearing in April 2019.



Participation in the LA County Outreach Complete Count Committee. As a participant in the LA County Outreach Complete Count Committee, CHIRLA partnered with the Los Angeles Mayor's Office and National Association of Latino Elected and Appointed Officials (NALEO) to host **2** roundtables to convene community partners. One of the roundtables hosted in June 2019 was made specifically to engage community leaders from the Central American community to discuss plans and preparations for activating our communities to participate in the census.

Million Voters Project (MVP). CHIRLA collaborated with MVP network throughout the Census campaign at different census activities. For example, in September 2019, CHIRLA conducted a Census workshop to approximately **30** statewide community-based organizations during the MVP's annual summit. During the workshop, CHIRLA provided an overview of the census, as well as an overview of potential timelines for community engagement and activation around the census. As a result of our Census presentation, partners walked away with possible action plans to incorporate a community census engagement plan to their respective organizations and work.

Subtask 1.3: Resources and Infrastructure

Goal: Questionnaire assistance activities will include: Reminders to fill out Census forms in offices; videos for in-office waiting; Facebook instructional video posts; and step-by-step instructions posted on CHIRLA's website that receive nearly 7 million hits per year.

- **Report Subtask 1.3** During all outreach, phone banking, and one-on-one activities, CHIRLA's team asked all community members to commit to being counted by filling out a CHIRLA census pledge card. These postcards included CHIRLA's hotline number, which respondents were able to call if they had any additional questions about the census, as well as CHIRLA's website site that included additional information about the census. The postcard allowed respondents to sign up for text notifications and email census reminders. Postcards were mailed back to respondents to remind them of their pledge to complete the census form. In March 2020, CHIRLA's Census Liaisons, Call Center Operators, and **160 volunteers** followed up with community members who filled out a pledge card to remind them to complete the census and to provide assistance as needed. Overall, CHIRLA's census campaign received **10,792** print and digital postcard pledges statewide including from the following regions: Porterville, Bakersfield, Palmdale, Lancaster, Pacoima, Van Nuys, Canoga Park, Los Angeles, Santa Ana, San Bernardino, Victorville, Hesperia.



CHIRLA launched a dedicated [website](#) for the "Contamos Contigo" 2020 Census Campaign. The website was available in [Spanish](#) and [English](#).

Subtask 1.4: Training Methods

Goal: CHIRLA will provide a 2-4 hour organization-wide training to all staff that will include a powerpoint presentation and discussion on how to conduct outreach, share information about the Census: What is the Census? Why is the Census important to California? Will it affect immigration status? Information will also include how to complete the Census questionnaire and how to use SwORD effectively once the system has been introduced to contractors. CHIRLA will utilize Google forms to track training completion.

- **Report Subtask 1.4** In March 2019 CHIRLA's Campaign Manager provided a 2-4 hour organization-wide Census training to all staff that included a PowerPoint Presentation and discussion on how to share information about the Census. Topics of this presentation included: What is the Census? Why is the Census important to California? Will the form be available in my language? Information also included how to complete the Census questionnaire online. In addition, in December 2019, CHIRLA provided a day-long Census training to our Organizing department, including phone banking staff. CHIRLA's Census Campaign Manager used Google forms to track training completion. In addition, CHIRLA organizing and outreach staff conducted quarterly trainings to approximately **10** Organizing Steering Committee leaders as well as to **30** student leaders from the Wise Up! high school and California Dream Network (CDN) college group. These student leaders joined our Census campaign as volunteers conducting one-on-one activities in the community prior to COVID-19 stay-at-home regulations.

Subtask 1.5: Data Management

Goal: CHIRLA will manage data regarding Census outreach efforts and activities by collecting information from regional offices and outreach efforts in various regions across California and reporting to their respective program directors. Program directors will then report to the Census Campaign Manager who will collect and analyze data and prepare it to be sent to the CCC office in the proper format. Staff will provide daily reporting, weekly check-ins, and weekly report forms on shared Google spreadsheets.

- **Report Subtask 1.5** CHIRLA's Census Campaign Manager was successful at working with CHIRLA's regional officers to collect and analyze data of all Census activities during the contract period. Staff also provided reporting, and participated in weekly check-ins. All reports and corresponding data were captured in Google spreadsheets. This activity was not impacted by COVID-19 as CHIRLA collected data and information via online platforms throughout the census campaign.

Subtask 1.6: Language and Communication Access Standards (LACAS)

Goal: TV & Print Media (Includes Ethnic media): Four earned media press events: 1 per quarter; 2 opinion editorials per year, 1 English, 1 Spanish; Participate as guest in two Spanish language morning news programs. 2 per year. Participate in 24 interviews on the importance of the Census.

- **Report Subtask 1.6**

Print Media. On July 21, 2020 CHIRLA's Census work was included in an op-ed on the Los Angeles Times titled: "La táctica de excluir a los indocumentados del Censo, será contraproducente" (The strategy to exclude undocumented immigrants from the Census will be counterproductive). CHIRLA's Census Campaign Manager, Esperanza Guevara, wrote this op-ed piece documenting the various ways in which the administration has attempted to "intimidate" undocumented immigrants from participating in the 2020 Census.



Links to earned media coverage:

- **Los Angeles Times:**
<https://www.latimes.com/local/lanow/la-me-la-county-census-hard-to-count-20190429-htmlstory.html>
- **Univision:**
<https://www.univision.com/local/los-angeles-kmex/contamos-contigo-la-campa-na-que-busca-informar-a-la-comunidad-hispana-sobre-el-censo-2020-video>
- **LA Daily News:**

<https://www.dailynews.com/2019/04/28/l-a-based-immigrant-group-chirla-gears-up-for-2020-census-citizenship-question/>

- **National Public Radio - NPR:**

<https://www.npr.org/2019/07/29/746158231/why-the-2020-census-citizenship-question-hasn-t-gone-away>

- **Fox 11 Los Angeles**

<https://www.foxla.com/news/trumps-order-to-exclude-non-citizens-from-census-data-criticized>

Strategy - Online & Digital Media. To support CHIRLA's Contamos Contigo 2020 Census Campaign, CHIRLA's Communications team produced short educational videos featuring community members sharing their stories and why it is important to take part of the 2020 Census. To watch these videos, please follow these links:

- **Sandra Contamos Contigo:** <https://vimeo.com/348212007>
- **Stephanie Contamos Contigo:** <https://vimeo.com/348212615>

These two videos reached **96,609** through Facebook and in total received **11,701** views. In addition, CHIRLA has also developed digital pledge cards that accompany all social media, media advisories, and ethnic media outlets such as Telemundo, Univision, and others. Overall, CHIRLA's census campaign received **10,792** print and digital postcard pledges statewide including from the following regions: Porterville, Bakersfield, Palmdale, Lancaster, Pacoima, Van Nuys, Canoga Park, Los Angeles, Santa Ana, San Bernardino, Victorville, Hesperia. To access CHIRLA's digital pledge card in Spanish and English, please follow these links to CHIRLA's dedicated 2020 Census campaign website:

- Count Me!: <https://chirla.typeform.com/to/jizs8n>
- Yo Me Comprometo: <https://chirla.typeform.com/to/z8Hv85>

On July 21, 2020, CHIRLA's Census Campaign Manager conducted a Facebook Live stream educating the public about the most recent threats by the administration to include a citizenship question on the Census. Together, these efforts helped to motivate the immigrant community to complete the 2020 Census and to educate elected officials about the obstacles the immigrant community faced to complete the census.

CHIRLA TV. CHIRLA also educated and encouraged the immigrant and refugee community to complete the 2020 Census via CHIRLA TV, a weekly community affairs program broadcasted in Los Angeles County that caters to immigrant Latinx millennials. Overall, CHIRLA dedicated **3** half-hour episodes to the 2020 Census (see links below). These CHIRLA TV episodes featured special guest appearances by U.S. Congresswoman Judy Chu, the California Complete Count Office, Deputy Director of Outreach Adriana Martinez, and partner SALEF (Salvadoran American Leadership and Educational Fund). Our guest speakers shared information about the importance of participating at the

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2020 Census and the impact the Census had in our communities, city and state. Collectively, these episodes have received **679** views through YouTube. Please follow this link to access these CHIRLA TV episodes:

- [CHIRLA TV Episode 8](#)
- [CHIRLA TV Episode 20](#)
- [CHIRLA TV Episode 33](#)

Due to the Coronavirus (COVID-19) pandemic, starting the last week of August 2020 all new episodes of CHIRLA TV were broadcasted via Zoom. During our first CHIRLA TV episode post stay-at-home orders, CHIRLA's Executive Director, Angelica Salas provided an overview of CHIRLA's work, including our Contamos Contigo 2020 Census Campaign.

Subtask 1.7: Workforce Development

Goal: CHIRLA will hire from our base of immigrant college students in CHIRLA's California Dream Network (CDN). Approximately 1,200 or 50% of CDN members are children of immigrants - U.S. citizens who would be eligible for a job with the Census Bureau. These students have participated in years of leadership development activities, and have worked as temporary staff for CHIRLA's past electoral campaigns. These are organizers and individuals who actively reach out to undocumented students, parents, neighbors, friends and others; they relate what it means to be from "mixed status" families to elected officials and media in order to inform the public about issues facing their immigrant community.

- **Report Subtask 1.7**

Call Center. CHIRLA's Call Center ran a program focused mainly on outreach to voters in Orange County and the Central valley. The call center had a total of **17** phone operators making calls for a total of **4** hours each day from Monday through Thursday, and Saturdays and Sundays. The census campaign ran from March 10 to March 22nd from CHIRLA's main office in Los Angeles. Due to COVID-19 the Call Center had to switch to working from home. All 17 phone operators worked from home from March 23rd to April 30th. CHIRLA's call center included community members from different backgrounds including DACA recipients, immigrants, and new registered voters all committed to getting out the vote.

During the Call Center Census Program, the contact rate was **25%** and ID rate was **97%**. The high ID rate was a result of the stay-at-home orders, which meant that more community members were at home and could complete the census online. A total of **45,868** voters were contacted and **44,446** committed to completing the census. Although 2020 was the first year that people would have the opportunity to fill out the

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census online, **52%** of the community members we reached chose to fill it out on paper, **42%** chose to fill it out online, and only **4%** chose to do it over the phone despite there being in-language assistance phone lines.

Contacts for Census Program were based on three different questions:

1. Can we count on you to fill out the census?
2. How do you plan on filling out the Census?
3. Will you need assistance filling out the Census form?

COVID-19 - Call Center. Due to the pandemic, the Call Center updated the script to include messaging that acknowledged the pandemic and reminded voters of their right to access health services and public resources. CHIRLA's Call Center also surveyed Latino voters in Orange County with a purpose to collect data on the effects of the pandemic and to determine what the needs of the community were. This data was then used to help advocate for economic relief for communities of color specifically undocumented and immigrant communities.

As CHIRLA transitioned operations to virtual platforms, CHIRLA's Call Center operators set up phone systems to conduct calls from home. However, some phone operators did not have access to a working computer that was compatible with the CallEvo system, which was used to conduct the calls. In addition, others did not have the internet bandwidth to run several applications at a time. To respond to these challenges, CHIRLA created one pagers for troubleshooting to help all the phone operators resolve any technical issues they experienced.

Deep Phone Bank Program. The Deep Phone bank program was created as a campaign pivot from canvassing due to the COVID-19 pandemic and the stay-at-home regulations implemented by Governor Newsom. The canvassers used the Online Phone Bank PDI tool to make deep phone calls. Unlike the Call Center operators, canvassers were manually dialing the numbers to call community members who had committed to filling CHIRLA's census pledge card and those who were reached by census canvassers pre-COVID19. The deep phone bank script addressed the COVID-19 crisis and tied the message of the importance to fill the census due to the need for more resources in the community. The questions asked through the deep phone bank script were:

- Did you receive your invitation to fill the 2020 census?
- Can we assist you to pre-fill the census? (which would go over all 10 census questions and answers)
- Can you fill the census right now? If yes, online, through a patch- thru call, over the phone with a census operator or on their paper form.

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During CHIRLA's census Deep Phone Bank Program canvassers would join a Zoom meeting or hangout video call during their work hours. The organizers for each region would be on video supervising the staff and available to answer any questions from the community members reached.

Doors Program Pre-COVID 19. CHIRLA's Door Program for the 2020 census campaign began on March 22, 2020 and had a team of **52 paid canvassers** targeting **36 regions** including: Los Angeles, Bakersfield, Porterville, High Desert, San Bernardino, San Fernando Valley, Antelope Valley and Orange County and Northern California. Due to COVID-19, all of CHIRLA's canvassers conducting door-to-door outreach field activities transitioned to working from home between March 23rd to April 30th. The doors program team conducted calls through CHIRLA's "Deep Phone Bank Program", which targeted the following regions: Los Angeles, Bakersfield, Porterville, High Desert, San Bernardino, San Fernando Valley, Antelope Valley and Orange County and Northern California.

Subtask 1.9: Timeline and Calendar.


- **Report Subtask 1.9** Throughout CHIRLA's Census Campaign, the Census Campaign Manager ensured that all staff were aware of the Census timeline and updated on U.S. Census Bureau updates and operation adjustments. In addition, CHIRLA's Census Campaign Manager also solicited regular feedback from staff on commentary in the community regarding the census and outreach efforts. Due to COVID-19, CHIRLA's campaign transitioned all activities to virtual platforms, and our team successfully adjusted to the census end date extension of October 15, 2020.

Subtask 1.10: Volunteers Plan

Goal: CHIRLA will utilize its membership base of nearly 14,000 active members, led by CHIRLA staff organizers who provide assignments, and direct appropriate resources for their outreach efforts, including leaflets, informational flyers, and the like.

- **Report Subtask 1.10** CHIRLA's CHIRLA's "Contamos Contigo" 2020 Census Campaign included staff and volunteers from different backgrounds including DACA recipients, mixed-status immigrants, and new registered voters all committed to educating the immigrant community on how to participate in the 2020 Census. E-blasts sent out in January through March and in May of 2020 contained several calls to action for our volunteers and members, including tuning into our census-focused social media livestreams and signing our digital pledge cards. In addition, volunteers were prompted to phonebank with CHIRLA and to attend in-person actions (pre COVID-19), including our "Posadas del Censo."

POSADAS DEL CENSO SEEK TO COUNT ALL IMMIGRANTS



CHIRLA will present a traditional Posada with a census theme

On Dec. 18, put your walking shoes on and light your candles for an old-fashioned *posada* to celebrate the season and to mark the importance of the **census**. The **Posadas del Censo** are a production of **CHIRLA**, Clinica Monseñor Oscar A. Romero, and the Salvadoran American Leadership and Educational Fund (SALEF).

The posada will begin at 5 p.m. and will culminate with *chamurrado*, *pan dulce*, music and fellowship at a gathering in partnership with Catholic Charities. **CHIRLA** youth will fan out from the posada to canvass the neighborhood to encourage people to sign **CHIRLA's Contamos Contigo census** pledge cards.

"Posada is a Christmas tradition in Latin America," said **Esperanza Guevara**, manager of **CHIRLA's Contamos Contigo** campaign. "We remember Mary and Joseph's journey to Bethlehem to be counted in the **census**, and their desperate search for shelter on the night before Jesus' birth."

Dec. 18 is **International Migrants Day**, so the event stresses both the importance of immigrants in our society as well as of their participation in the **census**. People should fill out the **census** regardless of their legal status -- this is not a time to stay in the shadows. An accurate count helps communities better meet the needs of all their residents.

Want to fill out the **census** pledge card? [Click here](#). Lo quiere en español? [Haga clic](#).

Online flyer promoting CHIRLA's "Posadas del Censo"

Subtask 1.11: Social Media and Non-Traditional Communications Methods

Goal: Using targeted digital advertising, CHIRLA is able to segment followers by age, ethnicity, family makeup, gender, socio-economic status, political affiliation and community involvement. CHIRLA has created successful campaigns for civic engagement, rapid response and crisis communications, and other social justice issues.

- **Report Subtask 1.11** On August 27, 2020, U.S. State Assemblymember Miguel Santiago and U.S. Representative Jimmy Gomez joined CHIRLA at a virtual phone banking event to encourage the immigrant and refugee community to complete the Census 2020. In April 2020, four of CHIRLA's Wise Up! core members created a Tik Tok Video that CHIRLA then posted on Instagram to promote the importance of the census.

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In addition, in May 2020 Wise Up! high school members created a Census Youth Art Challenge online to promote and advertise the census. The idea behind the challenge was for youth to submit an art piece that answers the question "what does the census mean to you?"

Everybody Counts Short Video. To support our census non-traditional communications outreach efforts, CHIRLA produced a **4:45 minute** short-video titled "Everybody Counts", which explained the 2020 Census in detail by using animated puppets that catered to young audiences and to their parents. This video was a result of CHIRLA's partnership with [Citizen Me](#), a series of fun and educational content that seeks to fill a curriculum void in children's programming: civics & how the American government works. The short video is available both in [English](#) and in [Spanish](#), and so far have reached **10,572** individuals since posted on February 12, 2020. This short-video included information such as what questions are covered in the census, how many languages are available to answer the census, data privacy information, the importance of completing the census, and how the census impacts resources for local communities. In this way, CHIRLA's census media campaign encouraged immigrant families to complete the 2020 census as well as promoted the benefits of completing the census.

Subtask 1.12: Ethnic/Hyper- Local Media Plan (Non-Mandatory Requirement)

Goal: Using targeted digital advertising, CHIRLA is able to segment followers by age, ethnicity, family makeup, gender, socio-economic status, political affiliation and community involvement. CHIRLA has created successful campaigns for civic engagement, rapid response and crisis communications, and other social justice issues.

- **Report Subtask 1.12** On December 18, 2019, CHIRLA coordinated a "Posada del Censo", to celebrate the season and to mark the importance of the census. CHIRLA invited **5 media outlets** to cover this event including English/Spanish media that reported the event. CHIRLA members and staff walked and lit candles for an old-fashioned posada in partnership with Clínica Monseñor Oscar A. Romero, and the Salvadoran American Leadership and Educational Fund (SALEF). The posada started at 5 p.m. and ended with champurrado, pan dulce, music and fellowship at a gathering in partnership with Catholic Charities. CHIRLA's youth members who had been canvassing for the census joined the posada to show their support and to encourage the community to sign CHIRLA's Contamos Contigo census pledge cards. International Migrants Day was also on December 18, 2019 and CHIRLA's "Posada del Censo" event also served to stresses both the importance of immigrants in our society as well as of their participation in the 2020 Census. Through this activity, CHIRLA promoted a compelling message to the immigrant community: this is not a time to stay in the

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shadows, the community should fill out the census regardless of their legal status. Below are some of the outlets that covered this event:



Telemundo reporting CHIRLA's Posadas del Censo.

- **Spectrum News 1**
<https://spectrumnews1.com/ca/la-west/holidays/2019/12/19/latino-tradition-used-to-promote-the-2020-census#>
- **ABC 7**
<https://abc7.com/society/immigrant-rights-group-to-hold-christmas-posada-procession/5766922/>
- **LA Times en Espanol**
<https://www.latimes.com/espanol/california/articulo/2019-12-17/como-en-los-tiempos-de-jesus-utilizan-la-tradicional-posada-para-estimular-la-participacion-en-el-censo>
- **Telemundo 52**
<https://www.telemundo52.com/fotosyvideos/chirla-junta-tradiciones-del-censo-y-posadas/2033344/>
- **EFE News Service**
<https://impactolatino.com/migrantes-piden-posada-en-los-angeles-para-preparar-la-navidad-y-promover-el-censo/>

COVID-19 & U.S. Census Bureau's Operational Adjustments Revisions

On March 19, 2020, Governor Gavin Newsom implemented a "stay-at-home" order for all Californians, making previously planned community outreach tactics no longer feasible. This change in landscape resulted in several immediate pivots, including converting field canvassing operations to remote phone-banking and making a heavier push on social media outreach. As a result, CHIRLA's "Contamos Contigo" campaign had to reassess its strategies and tactics in light of several factors: self-response data analysis, uncertain funding for outreach, and competing organizational priorities (such as distribution of relief funding) that stretched staff capacity. Using data showing where precisely self-response rates were low, we pivoted our outreach to focus on census tracts with response rates of less than 50%.

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

Contracted partner's operations

What worked well operationally?

Pre COVID-19: CHIRLA's Census Campaign was an organizational-wide goal in which all departments and staff were engaged in and invested. CHIRLA was also able to tap into our membership base of more than 17,000 registered supporters to volunteer throughout the census campaign. In addition, CHIRLA's Communications Department was able to implement successful virtual events through traditional and social media to reach millions of community members.

- Timeframe: March 2019 - March 2020.

Post COVID-19: Zoom was a huge help to our operations during COVID-19, allowing staff and volunteers to meet virtually. This tool was particularly important when we started implementing volunteer phone banks, as we provided training to volunteers and kept the channel on throughout the phonebank to check in and debrief afterward.

- Timeframe: April 2020 - October 2020.

What hindered the operations?

Pre-COVID-19: Due to CHIRLA's Census Campaign being underfunded, while the Census is an organizational priority, without significantly more funding CHIRLA had to tap into general operating funding to support our census activities. Funding was a

major challenge because to infuse Census outreach into every area of our work requires training, supervision, follow up, and reporting.

- Timeframe: March 2019 - March 2020.

COVID-19: CHIRLA's offices remained mostly closed to staff since COVID-19 stay-at-home orders were initially issued in March 2020. CHIRLA also decided as an organization to stop all in-person civic engagement outreach activities, such as door-to-door canvassing. In addition to making it challenging to access office supplies or distribute materials to staff, these two factors prevented us from being able to meet with community members in-person to fill out their census to the extent we would have liked. For example, sometimes community members who needed help filling out their census form, particularly seniors, struggled to read or write on their own. Helping people who are illiterate or hard of seeing/hearing is best done in person, but we had no choice but to do our best to help them over the phone.

- Timeframe: April 2020 - October 2020.

Contracted Partner's Outreach

What outreach tactics worked well?

Pre-COVID19: Our partnerships with trusted local community-based organizations helped CHIRLA reach the target populations. For example, it helped to conduct census outreach activities at Latino consulates, such as the Mexican Consulate in Los Angeles, which receives a high pedestrian traffic from the public. There, CHIRLA was able to help people complete their census forms while they were waiting for consular services.

- Timeframe: March 2019 - March 2020.

Post-COVID19: For CHIRLA's volunteer phonebanks, it was most effective to push to provide census assistance over the phone and to have scripts that summarized census bureau hotline numbers, deadlines, website, and frequently asked questions about the census. This strategy allowed us to guarantee that target communities completed their census form.

- Timeframe: April 2020 - October 2020.

What hindered the outreach?

Pre-COVID19. The uncertainty and changes surrounding the Census deadline were huge hindrances toward the end of the campaign, in addition to no longer being able to deliver door-to-door canvassing and community events to distribute information in person. One area where the changes in deadline created challenges was determining how to use and allocate resources--such as whether to hold on to or distribute printed flyers for events and needing to make changes to information

on the flyers. For example, some of the flyers we had in stock at one point had a deadline that was no longer valid, and to use them we would have needed to spend staff time correcting the date. Another area that was affected was with temporary staff, because it was challenging to know how long we would be able to hold on to staff to assist with outreach and overseeing phonebanks. Nevertheless, we were able to retain a team of coordinators throughout a majority of the duration of the campaign.

- Timeframe: March 2019 - March 2020

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.

Challenges that CHIRLA experienced were the constant changes to the census deadline and the threat to include a citizenship question in the 2020 census form. In the wake of COVID-19, the Census Bureau announced operational changes and prospective new deadlines for upcoming census actions, including a requested extension of enumeration efforts until October 31, 2020. To respond, CHIRLA encouraged everyone who stayed at home to complete the Census online through the 2020 Census link. Our census outreach messaging also adapted to include COVID-19 community resources and services. In addition, due to the constant threats to exclude undocumented immigrants from completing the Census, CHIRLA filed a lawsuit to challenge the memorandum to end the 2020 Census count a month earlier than the Census Bureau had planned. CHIRLA's lawsuit also challenged the use of existing data to determine U.S. citizenship in the Census. On September 10, 2020 a federal court ruled that all residents must be counted in the Census regardless of their legal status.

In addition, at the time of the campaign launch, the U.S. Supreme Court, which ultimately ruled against the Administration's attempt to add a citizenship question to the 2020 Census, was in the process of deciding the case. Intense media coverage of the issue at the time created lasting confusion and fear in the immigrant community around participating in the census, which our direct outreach and communications messaging worked to undo. In addition, COVID-19, the resulting stay-at-home orders in March 2020, and a 3-month census deadline extension forced a critical pivot in our campaign operations and strategy.

To respond to these challenges, CHIRLA continued its efforts to maintain constant communication with our target community through mailing as we found data that show that census tracts that received mailings with reminders from the U.S. Census Bureau saw increases in their response rates. Data also shows that response rates

increase the most among individuals of Hispanic origin in census tracts that received a letter with an invitation to respond by internet. To this end, CHIRLA's strategy including pairing texting and phone-banking efforts with a mail program. CHIRLA initiated phone-banking to households that received mailings, timing calls so that recipients are contacted when we expected mail pieces to arrive at their homes. During calls, individuals were informed that they would be receiving a mail piece from CHIRLA. Lastly, CHIRLA's team followed up with recipients the day after mail pieces were delivered by texting them the link to complete the census form online and hotline, as well as a video showing them how to do so.

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.

We used the response rate data from SWORD and cross referenced as need with analyses by the Center for Urban Research, CUNY Graduate Center available through their Census HTC website. California surpassed its 2010 self-response rate. A 69.6% of Californian's responded either online, by mail, or by phone. An additional 30.3% of the estimated population were enumerated through other means, such as census takers visiting door-to-door, during the non-response-follow-up period.

In Los Angeles County, where we focused a lot of our direct outreach toward the final months of the campaign, the self response rate increased by 5.4% after August, although it was 3.9% less than the 2010 final response rate.

In an effort to triage and boost response in regions with the lowest self-response rates, outreach will focus first on census tracts with response rates of 50% or lower and generally in areas that were over 70% Latino.

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.

Partnership coordination became critical toward the end of our campaign, when we had to come up with different ways to conduct outreach knowing that our organization's resources were limited. In August 2020, we began a partnership with the State Legislature and under the leadership of Speaker Anthony Rendon's office, we established relationships with various assembly, as well as senate district offices to conduct volunteer phonebanks. We were able to successfully onboard over **200**

volunteer staff and members from this partnership, using Census PDI to host phonebanks and provide contact lists to these volunteers. We also partnered with the local community based organizations when our focus shifted to Los Angeles, which were critical in building out volunteer training for our phone banking and texting program.

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

Several offices from the State Legislature mobilized staff and other volunteers to make calls for the census.

- Office of Speaker Anthony Rendon
- Office of Senator Maria Elena Durazo
- Office of the Mayor of Los Angeles
- Office of Assemblymember Cristina Garcia
- Office of Assemblymember Wendy Carrillo
- Office of Assemblymember
- Office of Senator Holly Mitchell
- Office of Senator Lena Gonzalez

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?

Throughout the campaign, the majority of our work has been provided in English and in Spanish, such as Livestreams, flyers, social media posts, meetings with translations, and by maintaining bilingual staff to conduct outreach. In addition, we did multiple interviews for ethnic media outlets such as Telemundo and Univision, including after the Administration announced that they would try to exclude immigrants from being counted in the census.

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.

CHIRLA started this campaign in 2019 and it has been quite a long journey, with many challenges and successes along the way. Perhaps one of the most critical moments in our journey came when we struggled to find a path forward after the pandemic had struck. We decided to change our strategy and lean into new partnerships with the Mayor's Office of Los Angeles and the State Legislature to run a volunteer phone banking program. This partnership allowed volunteers to help boost outreach efforts to an extent that we did not have the capacity as an organization to implement on our own, and also that our partners did not have capacity to implement on their own.

[CHIRLA]

Below is a screenshot from one of our phonebanks, as well as our training slide, this program was truly a group endeavor.

Field Program Report

Northern California

This was the first campaign Eva was working and it was also the first time she would be out in the community canvassing. Eva's goals were to learn as much as possible and to integrate civic engagement participation in three different areas, with new volunteers and previous members. To Eva this campaign was an opportunity to introduce CDN and CHIRLA to others who had never heard of this. When reflecting on the campaign her team was grateful of how thankful voters were for the information they provided, this was impactful for them.



City of Merced and Bakersfield

This was the first campaign Gloria was working on for CHIRLA, however she has previous experience canvassing and volunteering. Gloria's goal was to build a base of members to canvass in Kern County, she knows the importance of voters going out to vote in the region. The biggest victory of working in the Primary and Census campaign for Gloria was reaching her field numbers. Moving forward Gloria would like more opportunities for responsibility and learning such as cutting turf and soft reporting, she loved the field program and wants to bring that energy to future campaigns.



City of Porterville

The campaign in Porterville was originally led by Donna. For her the victory from the campaign was seeing older members canvass and engage with the younger members. This campaign also helped her engage new members. While the team struggled to engage a large number of voters at the doors, the Porterville volunteers and members were the region with the highest number of census pledge cards collected.



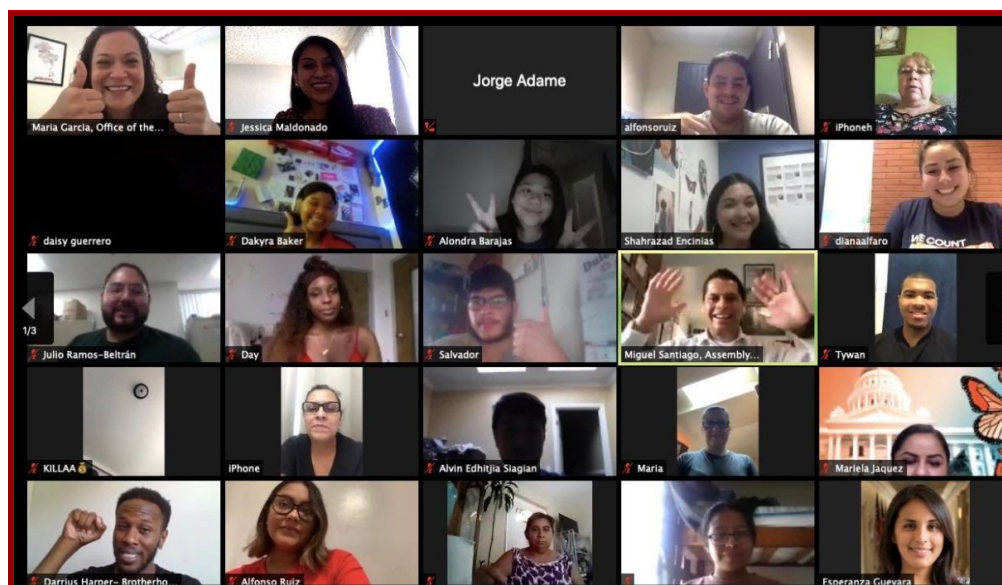
Antelope Valley

For Patricia the personal goals she set for her region at retreat were to create deeper connections with her members and voters in the community. What went well for the Antelope valley team was the transition to working from home for the census program, there were a lot of changes but she is proud of how her team was able to adapt and receive new learning opportunities. However, Patricia feels that oftentimes it felt like the technology was not on their side, initially with teaching members to use PDI Mobile Connect for the first time and in the second part of the campaign learning to use zoom and login to PDI on the computer or table to make calls.

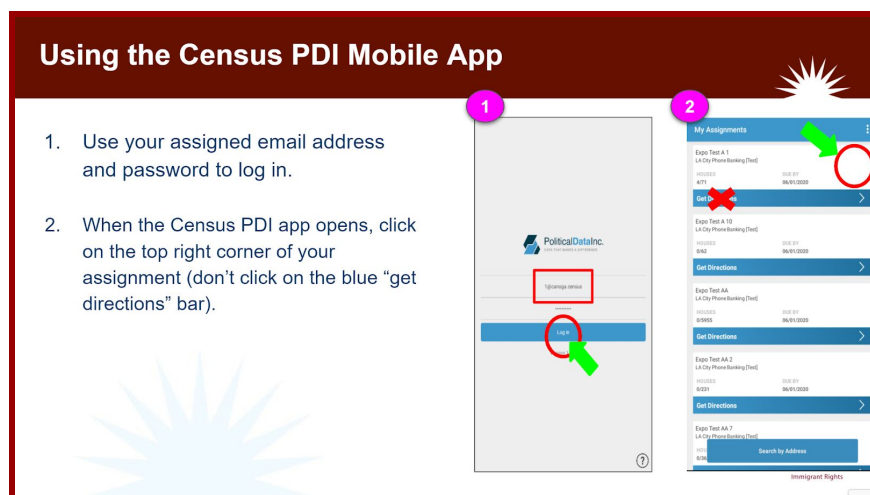


City of San Bernardino

Under the supervision of Mireya Suarez, the San Bernardino Organizer, the region was able to educate and lead many voters and community members to educate families and neighbors about the census. The most rewarding experience for Mireya is seeing members talk with voters in another language and making sure the information is given, and how they feel confident in themselves through civic engagement work. Additionally, she gets a lot of work by teaching the canvassers about the goals and telling them progress they made. Another victory for Mireya was being able to connect with other organizations, churches, schools through the civic engagement work that are now asking CHIRLA to do presentations.



The picture above is of one of our volunteer phonebanks with Assemblymember Miguel Santiago and CHIRLA members, as well as community organizations that partnered with us to help provide the volunteer training.



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

We would recommend consolidating and streamlining systems for reporting at least a year prior to the census deadline. Ideally this would happen soon after the first government contracts are issued to outreach partners so that organizations can integrate reporting timelines and tools with planned census outreach and engagement activities and timelines.

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.
 - a. Submitted. CHIRLA's Census Campaign Manager uploaded the SwORD activities for both of our contracts, the Immigrant and Refugees and Households with Limited English Proficiency, using the same SwORD account.
- b) Updated list of subcontractors
 - a. N/A
- c) Evaluations or analytical reports, if any
 - a. N/A
- d) Sample products
 - a. N/A

[CHIRLA]

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)





3. Census 2020 Census PDI Training



Census PDI Survey Script

The screenshot displays two screens from a mobile application. The 'Intro' screen (ID 2420) contains the text: 'Hello my name is _____. I am here on behalf of _____, an organization working to help ensure a complete Census 2020 count in California.' The '1' screen (ID 2411) asks 'May I ask if you are planning to complete the 2020 Census?' and lists response options: Strong Support, Lean Support, Undecided, Lean Oppose, Strong Oppose, and Already Completed the Census. To the right, the 'EDUCATE/ACTIVATE SCRIPT' is provided, including a greeting and a question about completing the 2020 Census. Logos for 'CONTAMOS CONTIGO' and 'CHIRLA' are visible in the bottom right corner of the app interface.

Intro

2420

Survey

Hello my name is _____. I am here on behalf of _____, an organization working to help ensure a complete Census 2020 count in California.

1

2411

Survey

May I ask if you are planning to complete the 2020 Census?

Census

Strong Support

Lean Support

Undecided

Lean Oppose

Strong Oppose

Already Completed the Census

EDUCATE/ACTIVATE SCRIPT

Hello my name is _____. I am calling you on behalf of the **Coalition for Humane Immigrant Rights (CHIRLA)** and **[YOUR OFFICE/OTHER AFFILIATION IF APPLICABLE]**. We are working with several organizations to help ensure a complete Census 2020 count in California.

1) Are you planning to complete the 2020 Census?

OPTIONS: STRONG YES, LEAN YES, UNDECIDED, LEAN NO, STRONG NO, ALREADY COMPLETED THE CENSUS

CONTAMOS CONTIGO
#CENSUS2020 • CHIRLA.ORG

CHIRLA
Coalition for Humane Immigrant Rights

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.



YOKUTS
PARK









CONTAGIO
CONTAGIO
#CENSUS 2020





CENSUS CALIFORNIA ALL 2020

Participate in the Census

Let's ensure all Californians are counted so we can put those resources to good use here at home.

- BUILD BETTER ROADS AND SCHOOLS**
- FIND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES**
- CREATE JOBS**
- IMPROVE HOUSING**

Starting in mid-March 2020, each household will get a letter in the mail. If we haven't heard from you yet, we can reach out to you in 13 languages or call to let you know. Be sure you include every person living in your household, family or not.

Key Dates

Date	Event
March 12-20	Household to household census
March 16-24	Reminders, notices
March 24-April 3	Reminders, notices
April 1	Census Day
April 8-11	Final reminder
April 20-27	Final reminder

Three Ways To Complete the Census

ONLINE: For the first time, the Census form will be available to complete online at census.gov or by downloading the Census app.

PHONE: The Census can be completed by phone in 13 languages.

MAIL: Limited addresses will receive paper forms.

CaliforniaCensus.org
Your 2020 Census data is safe, protected and confidential.
© 2020 Census Bureau
Updated English: January 2020



JTV- Marzo 2020 Preguntas frecuentes

tema	tema 18	tema 25	tema 26
Último día para registrarse para votar	Último día para solicitar una boleta de votación por correo	De la boleta	7 de mayo

¿Qué es el voto por correo? El voto por correo es el voto que se realiza a través de una boleta de votación por correo. Este tipo de voto es el más seguro y confiable, ya que el votante puede votar en privado y sin necesidad de estar presente en una estación de votación.

¿Cómo solicitar una boleta de votación por correo? Para solicitar una boleta de votación por correo, el votante debe completar un formulario de solicitud y enviarlo a la oficina de registro de votantes. El formulario de solicitud puede obtenerse en la oficina de registro de votantes o en línea.

¿Cuándo se entregará la boleta de votación por correo? La boleta de votación por correo se entregará al votante entre el 15 de marzo y el 15 de abril. El votante debe devolver la boleta de votación por correo antes del 15 de abril.

¿Qué sucede si no puedo votar por correo? Si no puedo votar por correo, puedo votar en persona en una estación de votación. Para votar en persona, debo ir a una estación de votación entre el 15 de marzo y el 15 de abril.

¿Qué sucede si no puedo votar en persona? Si no puedo votar en persona, puedo solicitar una boleta de votación por correo. Para solicitar una boleta de votación por correo, debo completar un formulario de solicitud y enviarlo a la oficina de registro de votantes.









