



State of California – Government Operations Agency GAVIN NEWSOM, Governor

DITAS KATAGUE, Director

California Complete Count-Census 2020 400 R Street, Suite 359 Sacramento, CA 95811 www.census.ca.gov (916) 852-2020

#### FINAL REPORT TEMPLATE

#### General Information

Date of report	11/16/2020
Organization / Entity	Community Partners fbo California Native Vote Project
Responsible Person / Title	Jesse Fraire/Statewide Census Manager
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Email / Phone	jfraire@canativevote.org

#### **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?
  - Ensure that AI/ANs are accurately counted in the 2020 Census: we had to make major adjustments in this area, as all of our work became virtual. Our original idea was to have wifi-enabled tablets available at community events statewide to allow individuals to complete the form in-person at our booths. We had to pivot to a virtual information-sharing model, where we created and shared content regarding how individuals who identify as AI/AN should consider completing their Census questionnaire forms. We shared this information via social media, during webinars and live streams, phone/text banking, physical mailers, and video PSAs.

During the ongoing operational adjustments, we focused on ensuring that the information from the Census Bureau was being shared with organizational partners and members of the community through email, webinars, social media, and our website.

• Build and support Tribal Nations and Native nonprofit organizations to conduct effective Census 2020 outreach through webinars, trainings, peer learning, presentations, and other technical assistance. There were not many changes in this area, as these activities were mostly done virtually before the pandemic. The presentations we did in-person were mostly focused on providing direct outreach to members of organizations. We had planned two in-person Census

Questionnaire Assistance Kiosk/Center trainings with staff of Native organizations that ultimately had to be canceled as a result of the pandemic.

Strong communication during the ongoing operational adjustments was critical. We continued sharing information by hosting quarterly webinars and a Census Town Hall to hear directly from community leaders regarding the state of the Census and implications of ongoing operation adjustments for Tribal communities.

- Educate the at-large AIAN community on why an accurate Census count is critical to the resources, programs and infrastructure that AIAN communities rely upon. We developed messaging regarding the importance of the AIAN count as it relates to emergency resources that could help combat future pandemics. Our overall goal in the messaging was consistent, as it focused on making a connection between an accurate count and the need for adequate resources for Tribal communities. This was one of our main talking points throughout the campaign.
- Build an effective field canvassing and digital team that is deeply educated on the purpose and importance of the census on AIANs communities through training, coaching and leadership development. Unfortunately, due to the pandemic, we could not continue with our field canvassing efforts. In an outreach pivot, we took advantage of digital outreach and organizing tactics. We began posting Census content on our social media pages on a daily basis, which included general informational flyers, follower contests, live streams, and enumerator job announcements. We also received training and technical assistance from "Social Movement Technologies" and California Calls" on the topics of digital management tools, geofencing, phone/text banking, digital databases, and email campaigns, and applied those strategies to mobilizing the count. Lastly, our internal youth organizing department provided youth with leadership development opportunities by developing a curriculum that covers the intersection of community organizing and the Census; this led to the creation of youth Census videos and ongoing internal dialogue.
- Build deep relationships with the California Complete Count Office, the US Census Bureau, the California Indian Manpower Consortium, and NUNA Consulting, to coordinate resources and ensure effective state geographic coverage. The relationship-building and coordination continued during the pandemic and throughout the operational adjustment announcements. The Tribal Affairs Specialist facilitated weekly coordination meetings between the state and contracted partners. In response to operational adjustment announcements, the meetings would consist of reviewing Census response rates to strategize reaching areas with low response rates, as well as developing updated messaging to keep other partners and community members informed about operational adjustments. Similarly, the US Census Bureau's Tribal Partnership Specialists held weekly coordination meetings and invited partner organizations and Tribal government representatives to attend.

- Utilize GIS mapping to inform Non Response Follow Up Period outreach strategy and resources in HTC areas. We continued using the SWORD tool to help us understand what made specific geographic areas HTC tracts. During NRFU, our subcontractor, Advancement Project California, developed geofencing target recommendations by utilizing GIS data. They used the data to help us identify geographic areas that were considered to be HTC and had a significant number of AIAN residents. We also developed and sent a physical mailer to our internal membership base, which included AIAN families living in HTC tracts.
- Build ongoing expertise and infrastructure with regard to effective outreach, data collection and reporting, GIS mapping, etc., so that AIANs in California are already well positioned to ensure an accurate count in future Census cycles. During the 2020 Census outreach campaign, our team identified "Action Network" as our official internal membership database. The inclusion of this tool has facilitated the data collection process, while also serving as the primary platform for our Census email campaigns. Given that we could not continue with in-person outreach due to the pandemic, we utilized digital advertisements on Facebook as a base-building tactic and transferred the data into Action Network. Through this strategy, we grew our email list and reach from 3,500 at contract start to nearly 15,000 by contract close. An updated version of the geofencing strategy mentioned in the previous goal will be beneficial in 2030, especially as social media becomes more popular. Additionally, CNVP significantly built its internal team infrastructure to effectively outreach in future census cycles by investing in education and training of 10 core staff, 50 seasonal outreach workers, and dozens of volunteers.
- Educate the at-large non-Native nonprofit community, local government and philanthropy to understand and build relationships with local Tribes and Native nonprofit organizations, as well as serve as a connector and bridge between these entities for resource and information sharing.

Our team was heavily involved in several Census outreach tables statewide that were established by the non-Native nonprofits, local governments and philanthropy, such as the We Count LA Table Meetings, Inland Empowerment Table Meetings, and regional Complete Count Committee meetings. As a contracted partner with the state and a founding member of the Census Policy Advocacy Network, we were invited by multiple spaces to conduct AIANspecific Census outreach presentations. In the Southern Central Valley, we encouraged a local AIAN community based organization to participate in their local Complete Count Committee and share perspectives regarding Tribal outreach best practices. We also heavily circulated and promoted funding opportunities within Native-led nonprofits and Tribes to acquire outreach grants to bolster outreach throughout the state.

 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?

- Weekly internal Census meetings (Implementation through NRFU)
- Weekly Census meetings with Tribal Affairs Specialist and Contracted Partners (Implementation through NRFU)
- Integration of shared Census messaging across internal departments (Education through NRFU)
- The acquisition of our first standalone CNVP office (Education through NRFU)
- Hiring of Director of Operations and Program Manager (Implementation)

What hindered the operations?

 Internet access/reliability of staff and community members during COVID-19 (Implementation through NRFU)

#### Contracted partner's outreach

What outreach tactics worked well?

- Phone and text banking (Implementation through NRFU)
- Physical Mailers (NRFU)
- In-person outreach at community events (Education through Implementation)

What hindered the outreach?

- Physical distancing protocols (Implementation through NRFU)
- Census operational adjustments, including shifting timelines (NRFU)
- 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.

The largest challenges that impacted our outreach efforts were the COVID-19 pandemic and the US Census Bureau's operational adjustments. We had planned in-person "Get Out the Count" events throughout the state that had to be canceled after the stay-at-home orders from the governor were issued. Also, we were in the development stages of our internal digital organizing capacity. Due to the pandemic, we had to expedite this approach, as our work pivoted almost entirely to digital outreach. We planned and executed a series of consistent virtual events such as Census Jeopardy and Census Chats to connect directly with community members and provide Census information in a fun way.

The ongoing operational adjustments from the US Census Bureau complicated the creation of messaging and the timing of distribution. Our goal was to avoid potential confusion within our communities as a result of frequent end date revisions. The expertise and responsiveness of NUNA Consulting Group was key during this period, as they updated outreach toolkits in a timely manner and crafted simple messaging in an effort to avoid potential confusion.

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 2010 response rate data to identify geographic regions with low participation, especially within Reservations/Racherias. During NRFU, we publicly compared 2010 and 2020 self-response rates during Census Chat live streams with the goal of motivating Tribal communities to exceed 2010 rates and encourage friendly competition. We also used 2010 response rate data as one of the variables when determining potential areas to conduct geofencing.

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

Our partnership coordination strategy began by communicating with existing Tribal community based organizations and Tribal government partners. The addition of the California Indian Manpower Consortium as a contracted partner also facilitated the creation of a larger outreach network. As a tactic to communicate directly with our larger network, we hosted quarterly Census webinars. Our speakers typically included the Tribal Affairs Specialist, the US Census Bureau, and contracted AIAN outreach partners. A major goal of the webinars was to introduce partners with Census informational resources that could be passed on to their local community members.

During our in-person outreach at community events, members of our Canvassing team and our Outreach Coordinator would connect with event hosts to continue building relationships, which oftentimes led to CNVP being invited to attend future events and to conduct Census educational workshops.

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.
  - California Complete Count Office (CC Office): The creation of the Tribal Affairs Specialist position was key for AIAN outreach. Even before the position was formally created, the CC Office was supportive to our outreach efforts by designating one of their Regional Program Managers to focus on Tribal outreach. With her support, we held our first in-person strategy session with the California Indian Manpower Consortium and the US Census Bureau. Once the full-time position was created, the Tribal Affairs Specialist facilitated weekly outreach coordination meetings and advocated for Tribal visibility and resources. The Tribal Affairs Specialist also played a key role in working with the US Census Bureau and keeping contracted partners updated on Census response rates and operations during the period in which many Reservations/Rancherias closed their borders during the COVID-19 pandemic.

- Native People Count CA (NUNA Consulting Group): NUNA Consulting Group was the originator of the "Native People Count CA" campaign, which was the general campaign that all Tribal partners represented. NUNA was the critical piece in the development of messaging and materials for the campaign to use. They produced Census 101 and social media toolkits, physical mailers, a Census curriculum for schools, several youth events, and planned the Indigenous Census Week of Action. Their contribution was key for our outreach efforts, as they are experts in content creation and messaging. They had the internal capacity to develop and update high-quality content.
- California Indian Manpower Consortium (CIMC): CIMC was key in our outreach to Tribal communities statewide. They have served our Tribal communities since 1978 and have long lasting relationships with Tribal Governments statewide. By working together, we relied on each other's strengths, which were CNVP's inperson and digital game in urban areas, and CIMC's direct connections with Tribal leadership in rural areas. CIMC also brought a strong network of subcontractors that included powerful AIAN workforce development and health organizations. We coordinated outreach efforts on a weekly basis and we also worked with their subcontractors in regions throughout the state.
- First 5 Association of California: The First 5 Association of California attended one of our Canvasser trainings in southern California to conduct a training focusing on the importance of counting the 0-5 population. They also provided us with some of their outreach materials and collaborated with us to create AIAN-specific Census bookmarks and posters, which ended up being some of our most popular outreach items.
- Empowering Pacific Islander Communities (EPIC): EPIC and CNVP began working together through Census advocacy networks beginning in 2018. We oftentimes shared outreach best practices and collaborated in planning and executing the Indigenous Census Week of Action. They played a key role in assisting us in updating our outreach messaging to include connections to Indigenous Pacific Islander communities.
- 7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

We did not identify a need to conduct outreach in non-English languages. The outreach content we created was strategically designed to be easily accessible and easy to understand. The fonts we used were large, and the informational flyers were not very text heavy. Our content was usually in printer-friendly PDF format, and we continuously shared physical and digital outreach materials with partners statewide. We created multimedia outreach content that included video and audio on our social media channels. Before COVID-19, our Canvassing team would provide Census information to individuals in-person at community events. Our booths had accessible tables and chairs for individuals to receive information in multiple ways, including visuals in the form of flyers and promotional materials, and

verbal communication. Other accessible outreach tactics included phone and text banking, and physical mailers.

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.

One story that stands out is when we set up our outreach booth at the 2019 Rincon Fiesta, which was hosted by the Rincon Band of Luiseno Indians on the Rincon Reservation in San Diego County. CNVP was not the only booth sharing 2020 Census information, as the US Census Bureau and the Rincon Tribe each had booths. After we all met each other, we decided to set up our booths side by side so Tribal members and other community members could see us working together for a common goal. This was significant because there were a lot of Tribal members who did not want to hear about or participate in the Census, or speak with a US Census Bureau representative, but when they saw all three of us working together, it made our booths more approachable. We all provided Tribal members with educational materials and had great conversations about the 2020 Census. Lastly, we were able to create great relationships and obtain the trust of Tribal members.



#### Community Partners fbo California Native Vote Project









- 9) Please add any suggestions for the 2030 Census efforts, including timelines.
  - Establish the Complete Count Office as early as possible to begin with 2030 outreach preparation and execution

- Identify a full-time Tribal Affairs Specialist at the beginning of the reestablishment of the Complete Count Office, and not midway through the outreach cycle.
- Continue to contract with a Native American Media specialist once again.

#### 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: Submitted
- b) Updated list of subcontractors: Submitted
- c) Evaluations or analytical reports, if any: Submitted
- d) Sample products: Submitted

\* 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: <u>outreach@census.ca.gov</u> with a copy to the RPM/contract manager. Please include your organization name in the subject line.



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#### CALIFORNIA NATIVE VOTE PROJECT AND THE KARUK TRIBE

#### INVITES YOU TO GET OUT THE COUNT A 2020 CENSUS FAMILY FUN NIGHT

JOIN US MARCH 12, 2020 AT 5:30PM AT THE KARUK WELLNESS CENTER 537 JACOBS WAY, HAPPY CAMP, CA

LEARN ABOUT THE UPCOMING 2020 CENSUS AND HAVE FUN DOING IT. FREE DINNER, GAMES FOR EVERYONE!

FOR MORE INFO CONTACT: LINDSAY MCCOVEY @LMCCOVEY@CANATIVEVOTE.ORG OR FRANK SNIDER @FSNIDER@KARUK.US



#### URBAN NATIVE ERA & THE NATIVE AMERICAN HEALTH CENTER INDIGENOUS RED MARKET OAKLAND, CALIFORNIA

PERFORMANCES

### SUPAMAN LIV THE ARTIST CALPULLI COATLICUE IFH YOUTH DANCERS ALL NATIONS + SPECIAL GUEST

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### WHAT YOU NEED TO KNOW FOR THE 2020 CENSUS

### MAY THE 4TH BE WITH YOU! **CENSUS LIVESTREAM EVENT @ 12:30 PM ON CALIFORNIA NATIVE VOTE PROJECT'S FACEBOOK PAGE & TWITTER**

Get updates about the 2020 Census Count!



Listen and Win Prizes!! Prizes include earrings, Pendelton, & t-shirts!

Important messages from







### **UPCOMING MOBILE QUESTIONNAIRE ASSISTANCE DATES AND LOCATIONS**

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#### **THURSDAY AUGUST 13**

**TIME: 3–6 PM LOCATION: MCKINLEYVILLE** FARMERS MARKET- 2165 CENTRAL AVE. (PARKING LOT OF EUREKA NATURAL FOODS). MCKINLEYVILLE. CA

#### **FRIDAY AUGUST 14**

**TIME: 12–6 PM LOCATION: 20300** CA-35. CARLOTTA, CA

#### **SATURDAY AUGUST 15**

TIME: 10AM-2 PM LOCATION: GRESCENT CITY CULTURAL CENTER. **1001 FRONT ST** CRESCENT CITY. CA

#### WEDNESDAY AUGUST 19

TIME: 10AM-2PM **LOCATION:** HOWONQUET HALL IN SMITH RIVER, CA (ACROSS **HWY 101 FROM THE LUCKY** 7 CASINO



TWO -TIME WNBA ALL STAR, SHONI SCHIMMEL (CONFEDERATED TRIBES OF UMATILLA) IS THE NEW CALIFORNIA NATIVE VOTE PROJECT CENSUS AMBASSADOR!

> WEEKLY POSTS FROM SHONI SCHIMMEL EVERY THURSDAY 4:00PM PT











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### PUKULI PRESENTS

### FACEBOOK.COM/PUKUUCCS

#### WEDNESDAY, APRIL 22ND 12:00PM 'PRE SHOW AT 11:30 AM REGISTER TO PLAY!

#### www.bit.ly/pukuubingo - LIVE CENSUS Q AND A! - LIMITED SPACE!











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CALIFORNIA NATIVE VOTE PROJECT & THE YUROK TRIBE

## INVITES YOU TO A 2020 CENSUS FAMILY FUN NIGHT

JANUARY 24TH @ 5:30PM AT THE KLAMATH TRIBAL OFFICE

JANUARY 29TH @ 5:30PM AT THE WEITCHPEC TRIBAL OFFICE

LEARN ABOUT THE UPCOMING 2020 CENSU AND HAVE FUN DOING IT! DINNER, GAMES, FREE FOR EVERYONE

For more information contact: Lindsay McCovey at Imccovey @canativevote.org or Elaina O'Rourke at elly@yuroktribe.org

### CALIFORNIA NATIVE VOTE PROJECT PRESENTS CENSUS JEOPARDY PARTY #2!

### **FRDAY JUNE 26TH** 2:00 - 3:00 PM

VIA FACEBOOK LIVE • A (@CANativeVote)

# **GANATIVEVOTE.ORG**

### CALIFORNIA NATIVE VOTE PROJECT PRESENTS CENSUS JEOPARDY PARTY!

FRIDAY MAY 22 2-3 PM VIA FACEBOOK LIVE

CANATIVEVOTE CANATIVEVOTE.ORG







### CENSUS DAY

210

#### JINGLE DRESS HEALING DANCE ONLINE & AROUND INDIAN COUNTRY

LIVE STREAM APRIL 1ST, 2020 12 - 1PM FACEBOOK.COM/PUKUUCCS









SUBMIT YOUR JINGLE DANCE VIDEO AT BIT.LY/JINGLEDANCE

CENSUS 2020 NATIVE PEOPLE COUNT CALIFORNIA NATIVE PEOPLE COUNT CALIFORNIA

CANativeVote.org

RESOURCES AT NATIVE PEOPLECOUNTCA.ORG REMEMBER TO SAVE YOUR CONFIRMATION NUMBER!

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### CALIFORNIA NATIVE VOTE PROJECT

### **Presents:** Census Chat #2



### June 25, 2020 from 4-4:30pm Live on FB: @canativevote

 + Featuring: Kayla Hilario, Ione Band of Miwok Indians (Tribal Affairs Specialist at the California Complete Count Office)
+ Review Census Response Rates + Win Prizes





### CALIFORNIA NATIVE VOTE PROJECT

### Presents: Census Chat #4



### July 23, 2020 from 4-4:30pm Live on FB: @canativevote

 Featuring: Lorenda Sanchez, Northern Paiute (Executive Director at California Indian Manpower Consortium, Inc.)
Review Census Response Rates
Win Prizes





# Census Live Chat: Racial Equity July 10 at 5:30 p.m. PT | RSVP at bit.ly/0710censuslive

#### Kaya Herron

Statewide Census Manager and Fresno Metro Black Chamber of SoCal Outreach Manager with **Commerce Director of Community** California Native Vote Project Engagement and Advocacy



**Ossama Kamel** CAIR-SFBA Outreach Coordinator

Zohra Mir CAIR-SV Civil Rights Advocate

Omair Khan CAIR-SD Operations & **Development Manager** 

Featuring Special Guests

#### Jesus "Jesse" Fraire

#### And CAIR-CA Statewide Staff

Sukaina Hussain CAIR-CC **Outreach Director** 

Shaheen Nassar CAIR-LA Policy & Advocacy Coordinator



### CALIFORNIA NATIVE VOTE PROJECT

### Presents: Census Chat #3



#### July 9, 2020 from 4-4:30pm Live on FB: @canativevote

 + Featuring: Ricki McCarroll
(Founder & Principal Consultant at NUNA Consulting Group)
+ Review Census Response Rates
+ Win Prizes





### CALIFORNIA NATIVE VOTE PROJECT

### Presents: Census Chat #1



### June 18, 2020 from 4-4:30pm Live on FB: @canativevote

+ Review Census Response Rates
+ Hear from Community Members
+ Win Prizes





### CALIFORNIA NATIVE VOTE PROJECT **PRESENTS: CENSUS JEOPARDY PARTY #4!**



TUESDAY, SEPT 29, 2020 FROM 5:30-6:30PM LIVE ON FB: @CANATIVEVOTE **REGISTER TO WIN PRIZES: BIT.LY/CNVPCENSUS** 



### CALIFORNIA NATIVE VOTE PROJECT PRESENTS: LIVE CENSUS Q&A



#### WEDNESDAY, SEPT 30, 2020 FROM 3-5PM LIVE ON FB: @CANATIVEVOTE

DO YOU HAVE QUESTIONS ABOUT THE 2020 CENSUS? WE'RE HERE TO HELP! PLEASE JOIN US AND WE'LL ANSWER YOUR QUESTIONS LIVE!









## TRIBAL COMMUNITY GET OUT THE COUNT

### SATURDAY, JANUARY 25, 2020 | 12PM - 2PM

#### UAII Community Center | 1125 W 6th St. Los Angeles, CA 9001

Are you of American Indian or Alaskan Native heritage? The California Native Vote Project invites you to join us for for our inaugural Census 2020 Get Out the Count event. Learn how the Census count affects tribal communities and why it's important for you and your family to be counted. This event is free and open to the public of all ages. Lunch will be provided on a first come, first served basis.

For news and info, follow us on **f Y** © @canativevote | #NativePeopleCount For more information, please contact Jesse Fraire at (323) 688-6838 or jfraire@canativevote.org

