



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

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT

Revision 02

General Information

Date of report	December 18, 2020
Organization / Entity	California Indian Manpower Consortium, Inc. (CIMC)
Responsible Person / Title	Lorenda T. Sanchez / Executive Director
Contact Person / Title	Teresa Marie Willson, CCC Project Facilitator
Address	738 North Market Boulevard, Sacramento, California 95834
Email / Phone	(916) 920-0285

Narrative Report

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

The political sovereignty of California tribes is based on the historical recognition of its distinct communities by the US Constitution. Over the centuries, American Indian and Alaska Native (AIAN) peoples have overcome normalized oppressive policies and practices, even sanctioned extermination campaigns, through the strength gained from their cultural core values and interrelated sense of solidarity. Today's tribes continue to develop and maintain these exceptional networks of resilience, including tribal agencies, Native organizations, and local government entities (state, county, city), as they address their communities' challenges and expectations in the 21st century.

California Indian Manpower Consortium, Inc. (CIMC) recognizes that every ten years: (1) census-derived data determines funding levels for many programs that impact urban and rural AIAN communities - Title I grants to Local Education Agencies, Head Start Program, Native American Employment and Training, Indian Health Service, Medicaid, Urban Indian Health Program, Supplemental Nutrition Assistance Program, Special Programs for the Aging Title VI Part A, Indian Housing Block Grant, Indian Community Development Block Grants, Section 8 Housing Choice Vouchers Program, Tribal Transportation Program, (2) AIAN households have been historically undercounted and associated with "hard-to-count (HTC) characteristics" (i.e., internalized stereotypical assumptions aka implicit biases) – poverty, isolated and rural locations, use of post office boxes, educational attainment, housing insecurity, young age, limited or no broadband

accessibility, and (3) it takes persistent good intentions, competence, and time for AIAN communities to recognize and accept an individual, or an organization, as a “trusted messenger” – CIMC Executive Director of 42 years conducts quarterly Geographical Service Area (GSA) meetings where she reports to CIMC membership of nearly 100 tribes and Native organizations on all its programs, grants, and activities, including vital information about the Census.

CIMC exists in many social systems, is subject to important and powerful cultural influences, and operates simultaneously within horizontal and vertical regional and tribal inter-organizational networks. As such, for the Census 2020 Project, CIMC along with its Subcontractors conducted productive Census outreach via the distribution of recruitment information for enumerators, print materials (flyers, posters, brochures, newsletters), social media and tribal websites (PSA postings, livestreams), radio and television messaging, and tablings at Pow Wows, Big Times, community events, tribal meetings and trainings, area clinics, and field offices. These steps to educate, motivate, and activate AIAN community members strengthen the understanding that a complete Census count helps determine more accurate federal funding levels for programs that impact urban and rural AIAN peoples. #NativePeopleCount #CACompleteCount #CACensus2020

“Objectives

The Contractor will collaborate and work with other subcontracted community-based-organizations (CBOs), local government agencies like counties, cities, and schools, as well as State media contractor(s) to inform the general public of the importance of completing the 2020 census questionnaire. The goal is to avoid duplication, identify outreach gaps and fill them accordingly. Contractor will implement outreach to encourage full participation and avoid an undercount as stated in Executive Order B-49-18.”

The US Census Bureau’s unprecedented operational adjustments and the looming dangers of the global COVID-19 pandemic brought about drastic pivoting of in-person community Census outreach plans to transform into a more virtual messaging platform via tribal websites along with social media postings and livestreams. CIMC was intent on maintaining its original objectives, thus, collaborated and worked with another statewide tribal community based organization, California Native Vote Project) and five subcontracted Native organizations (Northern California Indian Development Council, United Indian Nations, California Consortium for Urban Indian Health, Owens Valley Career Development Center, and Southern California American Indian Resource Center), each with its established professional tribal networks, regional tribal collaborations, and ongoing presence at Native community events and meetings. Additional Census outreach partners included local government agencies (Colusa County Department Health & Human Services), community foundations (Sierra Health Foundation) as well as State media contractors (NUNA Consulting Group) to inform the AIAN about the importance of completing the 2020 Census questionnaire. CIMC also partnered with a number of California tribes as they exercised their sovereign rights and responsibilities to maintain their tribal lands and citizens’ wellbeing via a complete Census count. We worked with all of our partners to avoid duplication, and to identify gaps and fill them accordingly (targeting/ increaseing outreach to tribes with low response rates). We implemented Census outreach that encouraged full participation and optimized our resources and networks to avoid an undercount of Natives in California.

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

Contracted partner's operations

What worked well operationally?

Our extensive Native network, and that of our subcontractors and tribal government partners, worked well operationally. California Indian Manpower Consortium, Inc. (CIMC) has seven field offices with their ~~own~~ respective multi-county service areas throughout the state. Organizational and Board membership covers additional tribes and areas. Our subcontractors included Southern California American Indian Resource Center, Inc. (SCAIR); Owens Valley Career Development Center (OVCDC); Northern California Indian Development Council, Inc. (NCIDC); United Indian Nations (UIN); California Consortium for Urban Indian Health (CCUIH). Each subcontractor is established in the Native community and has their own respective network. These vast connections allowed for information to be distributed quickly and efficiently among the Native communities in California (Refer to Attachment A and Attachment B).

Timeframe: Entire Census period.

What hindered the operations?

The global COVID-19 pandemic, hindered operations. Tribal offices, lands, and casinos were closed. Community events (Pow Wows, Big Times, and community gatherings) were cancelled. This made direct in-person contact with the community impossible. Outreach efforts had to be changed and shifted to relying heavily on virtual promotion or publicizing of the Census.

Timeframe: Self-response, Update Leave, Non-Response Follow-Up.

Contracted partner's outreach

What outreach tactics worked well?

Pre-COVID: Attending AIAN events including California Native American Day at the State Capitol, Pow Wows, Big Times, Elders gatherings, and meetings.

Timeframe: Education, Early Self-response.

During COVID: Virtual events like livestreams and webinars; mailers and other collateral; fostering strong relationships with partners and tribal specialists.

It is significant that for Native communities, besides following Roberts Rules of Order to conduct meetings and make group decisions, a “meeting” is an intimate space to take the time to be accountable to others and honor them by meeting face-to-face. Far from a romanticized representation, Native meeting interactions reinforce a sense of generational solidarity and fortitude, which is intent on the decolonization of past historical narratives. For example, for over four decades CIMC’s relationship with its consortium membership has been reinforced by its quarterly Geographical Service Area meetings that ensure open communications in regard to communities’ actual needs and challenges.

Distributing collateral, materials, and resources like computers, educational tablets, food, and PPE were an enormous component of CIMC's outreach campaign (especially following COVID mandates). The process of making contact with tribes, identifying the correct person to work with, gathering information like correct addresses, availability, and number of households was particularly difficult because of the fact that tribal offices, lands, casinos, etc., were closed. Multiple calls were made, several emails were sent, and a number of letters were mailed to each tribe we were trying to contact. We reached out to CIMC field office staff, delegates, and board members in order to try and make connections with tribes that we had not been successful in contacting. Several months were spent attempting to make the proper connections to get outreach items out to tribal members, whether via shipment or personal delivery. We had to wait for overloaded tribal staff to return our emails, our voice mails, and our letters. Sometimes we would get a response but, the person would have to connect us with someone else which would then take even longer. We were fortunate enough to have a CIMC volunteer ready and available to make deliveries of items while following all health and safety directives. Our volunteer traveled to the most rural areas of the state to share outreach materials with tribes. There were some instances when trips were made unsuccessfully because our contacts were not reachable. Understandably, tribes were preoccupied with COVID-related issues and could not prioritize the Census, whether it be because of being short staffed or because of other reasons.

With the help of partners, state-provided desktop computer units with monitors were distributed by CIMC. The computers were permanently transferred to numerous tribes and Native organizations for their membership to use to complete the census. Following the delivery of computers, a number of tribes saw an increase in their tribe's self-response rate. Big Sandy Rancheria went from 25.5% to 33.3%; Campo Band of Mission Indians went from 23.4% to 31%; Habematolel Pomo of Upper Lake went from 30.2% to 32.6%; Manchester Rancheria went from 41.3% to 44%; Mesa Grande Reservation went from 0% to 20.8%; Mooretown Rancheria went from 54.1% to 57.4%; Rincon Reservation went from 17% to 19.6%; Robinson Rancheria went from 36.1% to 47.5%; Timbisha Reservation (Death Valley) went from 9.1% to 18.2%; Torres Martinez Reservation went from 11.5% to 13.8%; Tuolumne Rancheria went from 37.5% to 43.1%; and, Yocha Dehe Wintun Nation went from 18.8% to 25%.

Timeframe: Self-Response, Update Leave, Non-Response Follow-Up

What hindered the outreach?

The COVID-19 pandemic immensely hindered outreach. In person, direct community contact was no longer an option. Tribal lands and offices were closed, and events were cancelled.

Timeframe: Self-response, Update Leave, Non-Response Follow-Up.

As discussed above, the COVID-19 pandemic led to the closure of tribal lands, offices, casinos, etc. This greatly hindered outreach because the simple act of contacting a tribe became a huge obstacle. Phone call after phone call was made to administrative tribal offices, other departments, and even casinos in an attempt to identify a point person for the distribution of Census material. Emails were sent and resent, letters were mailed. Any phone numbers we could find on tribal websites were called, any email we could track down was sent a message. We tapped into our CIMC tribal delegates, field office staff, and board members with connections to tribes when we were unsuccessful at making contact.

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 and changes occurring outside our organization that had an impact on the outreach work included: COVID-19, changes in messaging, changes in timeline, enumerator issues (improper training, lack of cultural sensitivity, pressure to identify as another race in addition to American Indian and Alaska Native (AIAN), malfunctioning technology, etc.), and a lack of support from the federal government to ensure a complete count.

We responded to COVID-19 by shifting outreach to mostly virtual avenues (social media posts, livestreams, and webinars). We also shipped and delivered information and collateral (e.g., Census t-shirts, mugs, water bottles, etc.) to tribes, organizations, and events. Changes in US Census Bureau messaging and timelines was met with quick updates to website information and flyers in order to ensure that the changes in information were circulated in Indian Country. Enumerator issues were more difficult to address. We consistently met virtually with partners to discuss the many problems that arose and ways in which to handle them. An example includes instances where enumerators were pressuring people who identify as AIAN only to mark a race in addition to AIAN. The enumerators were taking it upon themselves to try to push how they identified the individuals that identify as AIAN only. Efforts were made to spread awareness about the fact that enumerators cannot choose your identity for you and should not be pressuring you to change your census questionnaire answers.

The biggest challenge among all the obstacles is the great mistrust of the federal government by the Native community. This wariness stems from historic and systemic oppression of the AIAN population by the US Government. Tribal members are circumspect of government officials and prefer not to provide them with personal information. This is the reason “trusted messengers” (including CIMC) were used to conduct outreach among communities of color. We addressed this barrier by being as consistent as possible. We highlighted messages that focused on the benefits of the Census to tribes and their members, and stayed away from general statements like the fact that completing your census is your civic duty. We educated tribes on the way in which funding allocations based on Census numbers reached tribal programs directly, and that an undercount translates to a continued lack of resources in their communities.

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.

California Indian Manpower Consortium, Inc. (CIMC) referred to US Census Bureau (USCB) tribal response rates, which showed the response rates of individual tribes in California. The rates did not meet the 2010 response rates and some of the challenges for that include: the global pandemic which led to the closure of tribal offices, the changes in messaging and timelines by the USCB, lack of access to internet by the Native community, the lack of accountability by the current federal administration to count every Native community and a failure to provide the appropriate tools for

obtaining a complete count of the country's AIAN population (including proper training of enumerators, properly working technology, USCB staff linking AIAN questionnaire responses to the correct geographical location without the need of having to use a Census unique identification code, resolution of Local Update of Census Addresses Operation or LUCA issues – Refer to Q#9, etc.). Tribes that participated in the LUCA process, anticipated a complete count of their community. However, USCB did not recognize the validity of LUCA and were not able to link households with actual locations/addresses.

The data was used to target outreach to tribes with low response rates. Based on the numbers, additional Census information packets and other collateral were provided to tribes, to increase participation in the Census.

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 partner, California Native Vote Project (CNVP), targeted Urban Indians. California Indian Manpower Consortium, Inc. (CIMC) focused on reservations/specific tribes, tribal partners focused on their respective tribal communities, and CIMC's subcontractors targeted their specific service area. Constant communication and regular meetings allowed for the sharing of best practices, strategies, and identifying issues. Events like webinars, livestreams, and Census games were shared among all partner's large networks. CIMC worked with partners to facilitate the permanent transfer of state-provided desktop computer units with monitors to numerous tribes and Native organizations for the purpose of having their members complete the census. Messaging to the AIAN community was Native-specific and thoughtful. Consistent messaging accompanied with history, statistics, reasons why the Census is relevant to Natives, and the use of Native voices and images, educated and motivated Natives to complete the 2020 Census because they were able to see themselves and their culture reflected in the posts, flyers, PSAs, etc.

CIMC has nurtured its professional and personal relationships with California tribes, along with their respective tribe-related networks, for more than 40 years via its statewide coverage of Native communities through its Workforce Development Program, Community Service Block Grant Program, Elders Program, and Child Care and Development Block Grant Program. In addition, the Executive Director of CIMC has supported the broad interests of tribal governments and communities nationwide in collaboration with the National Congress of American Indians, promoted multiple Census efforts in Indian Country together with Norm DeWeaver by decolonizing data, and championed advocacy efforts for all tribes as the former Advisory Council Chair for the Native American Employment and Training Council (US Secretary of Labor).

For Census 2020, CIMC was the co-statewide recipient of Census outreach funding, which targeted the AIAN community, from the California Complete Count Office (CCCO). CIMC participated in informational convenings and collaborative efforts, which came about with the CCCO Tribal Affairs Specialist and Regional Program Managers, and the US Census Bureau Tribal Partnership Coordinator and Tribal Partnership Specialists. Besides its own networks, CIMC also optimized the Census outreach message by utilizing the local tribe-related networks of five Native organizational subcontractors.

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

California Native Vote Project – They provided numerous platforms for California Indian Manpower Consortium, Inc. (CIMC) to promote the Census message, for example, they organized webinars where our Executive Director was invited to make presentations. They inspired our two Census Facebook livestreams, and our prize giveaway at the end of the livestreams. CNVP organized important meetings with partners and led the effort to stop the current federal administration from ending the Census before the October 31st deadline.

Northern California Indian Development Council: They organized an Intertribal Work Group for Census strategizing, problem solving, and the sharing of outreach ideas and practices. They developed a number of beautiful Native-specific Public Service Announcements that we reposted on social media. They were vocal about issues with the Update Leave process and tried working with California Complete Count Office and US Census Bureau staff to rectify issues, however few solutions were identified.

Southern California American Indian Resource Center, Inc.: They were able to open their Questionnaire Assistance Center/Kiosk in August which allowed scheduled access to two computers in order for the Native community to complete the census. They consistently posted to Facebook and Instagram and remained available to the San Diego AIAN community, to answer questions about the Census.

Owens Valley Career Development Center: They conducted a Census phone banking project, facilitated two Mobile Questionnaire Assistance events, and organized a drive through event. Northern California Indian Development Council, Inc.

United Indian Nations: They organized two successful community caravans, a creative outreach idea that provided the opportunity to safely educate the Oakland Fruitvale community about the Census. They offered Census information via their website, included Census messaging with food distribution services, and participated in television interviews pushing the Census message.

California Consortium for Urban Indian Health: They facilitated ten QAC/QAKs to provide Census information and access to the Native community at Native health centers. They incorporated Census messaging into their separate COVID-19 campaign and the Executive Director held weekly Facebook Live events that regularly included Census topics. CCUIH, CNVP, and CIMC joined together to conduct a webinar aimed at holding the USCB accountable to their original deadline of October 31st.

Besides collaborating with CNVP and the subcontracted Native organizations mentioned above, CIMC formally invited, and followed-up with, 80 California tribes to choose one out of three options of a Census outreach campaign:

- Option 1: The Tribe agrees to conduct its own outreach and receive an allocation of funds. This process involves the tribe identifying a Tribal Liaison and submitting an Outreach Plan to CIMC for approval.
- Option 2: The Tribe chooses to have CIMC conduct outreach utilizing allocated funds on behalf of the Tribe. The tribe also identifies a Tribal Liaison.
- Option 3: The Tribe declines Census 2020 outreach activities and funding allocation.

For those tribes that chose Option 3, CIMC still attempted to engage them by establishing a tribal contact person and sending Census Information packets for distribution.

Nineteen (19) California tribes agreed to Option 1.

Seven (7) California tribes agreed to Option 2.

Fifty-four (54) California tribes were identified as Option 3.

CIMC directly partnered with tribes to promote the Census message among their members. These tribes organized numerous creative ways to inform their community about the importance of the census and how to complete it. Tribes sent direct mail to their members that included flyers of census information; they distributed census materials and data during meetings, published articles in newsletters and newspapers, shared websites, census videos and posts on their social media platforms; they answered general census questions from tribal members and provided resources with more detailed information; they participated in census webinars and PSAs with USCB and other tribes, as well as conducted their own presentations; census informational packets created by CIMC were provided to tribal office staff and members; census collateral was distributed, for example, census coloring books; tribal website pages were updated to include census information; promotional giveaways, art contests, phone banking, and some canvassing was conducted; virtual census gatherings, telethons, booths, community drive-through and drive-in events were held; and tribes tapped into their various programs, committees, clinics and departments in order to spread the census message as widely as possible. Some tribes were even able to maintain QAC/K's, albeit, with limited capacity (adhering to social distancing and other safety precautions). CIMC was able to transfer computers (provided by the State) to a number of these and other tribes and organizations for this purpose. These tribes put in an incredible amount of work while up against COVID-19 issues, wild fires, and polluted air.

OPTION 1 Tribes:

- Cloverdale Rancheria of Pomo Indians of California – The tribe mailed flyers and shared videos online, designed and distributed informational census handouts, led a census discussion at a general council meeting and answered census related questions. Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE, t-shirts, pens, #NPC bookmarks, door hangers.
- Coyote Valley Band of Pomo Indians – The tribe promoted the census via flyers, banners, tabling, canvassing, and phone banking. They distributed prizes, offered census information in customized bags in the walk-in lobby area of the administration office, organized a census raffle drawing, conducted a Census T-shirt Day event and a Snow Cone Give Away event. They held a text campaign, offered one on one assistance for completing the census questionnaire, advertised the census on the tribe's Facebook page, placed census banners at the reservation gas station/convenient store and off of streetlights on a residential street of the reservation, hosted a QAC in the lobby of the tribal administrative office, and census informational materials were made available at the tribe's casino, café, and gas station/convenient store. Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE, t-shirts.
- Dry Creek Rancheria Band of Pomo Indians – The tribe included census informational flyers with food and PPE distribution, conducted census outreach via social media platforms, created email

banners and hashtags related to the census, published census articles in DCR monthly newsletters, contacted tribal elders by phone to encourage their participation in the census, promoted census at town hall events and tribal council meetings, and conducted a tribal census survey and raffle using Survey Monkey. Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE, t-shirts, pens, #NPC bookmarks, door hangers.

- Ewiiapaayp Band of Kumeyaay Indians – The tribal enumerator canvassed all community households, the tribe organized census informational gatherings at tribal office and via conference call using census iPads, and promoted a census training app for community members. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE.
- Hopland Band of Pomo Indians – The tribe organized a Community Fun Night and a Drive-Through Census Party, posted flyers on their tribal website and Facebook page, canvassed community households with census messaging, and distributed census information with Elders meals. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE, t-shirts, pens, #NPC bookmarks, door hangers.
- Lipay Nation of Santa Ysabel – The tribe distributed census information to their members via flyers, newsletters, their tribal office bulletin and tribal food bank handout, posters, Facebook, phone calls, text messages and emails. Census collateral was provided at their food distribution event, youth event, and tribal meetings. Tribal Chairwoman was actively involved in promoting a complete count. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE.
- La Posta Band of Mission Indians – The tribe operated a QAC. They provided a computer and internet access at their tribal office, and promoted the Census via emails to their members. Tribal Chairman worked with USCB to complete the tribe's count by proxy. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE.
- Mechoopda Indian Tribe of Chico Rancheria – The tribe's initial plans included a number of in-person outreach activities, tribal newsletter articles, flyers, and a coloring contest for tribal youth. A final report was not been received. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE, pens, door hangers, bookmarks.
- Mesa Grande Band of Mission Indians – The tribe contacted and followed up with tribal members regarding census participation, posted census information online, encouraged completion of census questionnaire, mailed flyers and announcements to tribal members. Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE.
- Pauma Band of Mission Indians – The tribe distributed census promotional shirts to tribal members, discussed and promoted census participation at virtual general council meetings, and targeted nonresponsive households at commodities distribution event in order to promote their participation in the census with the help of enumerators. All tribal council members promoted the census at their respective community engagements. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE.
- Picayune Rancheria of the Chukchansi Indians – The tribe created, mailed and posted on social media, census informational flyers. They contacted via canvassing and phone, tribal residents (including Elders) to explain the importance of a complete count, and held census promotional

events where they provided a number of collateral items. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE, small totes.

- Rincon Band of Luiseno Indians – The tribe published census articles in Rincon Voice Newsletter, Roadrunner Newspaper, Southern California Tribal Chairmen’s Association Newsletter, and Indian Health Clinic Newsletter. They also delivered census materials/flyers via canvassing (door to door) on their reservation and relayed the census message online, by phone and through mail. They shared census information at their Senior Thanksgiving Luncheon and their Elders Christmas Party. They also had a COVID-19 Drive-Through Testing event where census information was provided. They created a census presentation and provided census information at tribal meetings. They tabled at various events, and had QACs setup at tribal meetings. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE.
- Round Valley Indian Tribes – The tribe’s initial plans were to host monthly community meetings with handouts and a speaker. They also planned outreach during the Tribal Council Bi-Annual meeting and at Elders luncheons. A final report was not received. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE, t-shirts, door hangers, pens, #NPC bookmarks.
- San Pasqual Band of Mission Indians – The tribe held a biweekly community resource fair and promoted Census information via flyers and sign-ups for text blasts. Census messages were also conveyed via mailers to the community, Facebook postings, and tribal newsletter ads. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE.
- Scotts Valley Band of Pomo Indians – The tribe canvassed member households (large geographical area because tribe has no land in trust), provided table prizes as part of a raffle and distributed collateral items at organized census events, held four webinar events and virtual meetings for tribal members, posted census messages on the tribe’s Facebook page, and promoted participation in the census via a phone banking campaign. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE, t-shirts.
- Tachi Yokut Tribe/Santa Rosa Rancheria – The tribe posted census flyers in tribal office and residential area, as well as virtually on Facebook, provided census information and assistance to tribal members via canvassing, promoted early self-response with t-shirt prize on Facebook Livestream, distributed census mailers, conducted a census webinar with tribal chairman and tribal census liaison. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE, small totes.
- Tule River Indian Reservation – The tribe began promoting the census in 2019. They advertised the census via a marque, on the Eagle Mountain Casino digital screen, on the tribal office digital screen, in the tribal newspaper and tribal newsletter, and on labels in promotional giveaways. They canvassed the reservation with the census message, provided census collateral, hosted an information booth at the tribe’s pow wow, Halloween event, tribal elections/activities (Health Fair, Walk-a-Thon), and Thanksgiving event. They had a phone banking campaign, designed census flyers that were posted to their social media platforms, shared census material from other sources, and census information was available at the Elder’s Center and the Elder’s social media page. Delivered to tribe: A state-provided desktop computer unit/monitor, PPE.

- Wilton Rancheria – The tribe made census information available at tribal office, provided census informational packets to all employees and tribal members, sent census reminders to member households, and posted census messages and reminders on Tribal Department of Education page and Tribal Department of Health page. Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE, pens, bookmarks.
- Wiyot Tribe – The tribe distributed census information door to door, through a phone tree, lunch programs, and children’s programs, organized a virtual art contest and coloring contest, put together census social media posts, participated in the Northwest Intertribal Census Work Group, and held a mobile questionnaire assistance event. Delivered to tribe: PPE.

OPTION 2 Tribes:

- Bishop Paiute Tribe – Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE, pens, mugs, buttons, t-shirts, stickers, bookmarks, CCUIH posters, child backpacks, adult backpacks, big totes.
- Colorado River Indian Tribes – Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE, CCUIH posters, stickers, pens, bookmarks, t-shirts, adult backpacks, child backpacks, mugs, big totes.
- Guidiville Indian Rancheria – Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, PPE, pens, buttons, CCUIH posters, t-shirts, child backpacks, mugs, big totes, stickers, bookmarks.
- Middletown Rancheria of Pomo Indians – Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, adult backpacks, child backpacks, mugs, CCUIH posters, t-shirts, big totes.
- Redding Rancheria – The CIMC team presented Census information at the tribal General Membership Meeting in March 2020. Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, mugs, pens, child backpacks, CCUIH posters.
- Robinson Rancheria of Pomo Indians – Delivered to tribe: Census information packets, a state-provided desktop computer unit/monitor, adult backpacks, child backpacks, mugs, CCUIH posters, t-shirts, big totes.
- Timbisha Shoshone Tribe – Delivered to tribe: Census information packets, PPE, pens, t-shirts, bookmarks, CCUIH posters, buttons, stickers, mugs, big totes, adult backpacks, child backpacks.

OPTION 3 Tribes:

- Agua Caliente Band of Cahuilla Indians – Delivered to tribe: Census information packets.
- Alturas Indian Rancheria – Delivered to tribe: Census information packets.
- Augustine Band of Cahuilla Indians – Delivered to tribe: Census information packets.
- Barona Band of Mission Indians – Delivered to tribe: Census information packets.
- Bear River Band of Rohnerville Rancheria – Outreach to this tribe was conducted by our Subcontractor Northern California Indian Development Council, Inc. through PSAs broadcast on local

Spectrum cable channels, flyers published in local newspaper (North Coast Journal), and extensive social media posting.

- Big Lagoon Rancheria – Outreach to this tribe was conducted by our Subcontractor Northern California Indian Development Council, Inc. through PSAs broadcast on local Spectrum cable channels, flyers published in local newspaper (North Coast Journal), and extensive social media posting.
- Big Valley Rancheria – No response from tribe.
- Bridgeport Indian Colony – Delivered to tribe: Census information packets.
- Buena Vista Rancheria of Me-Wuk Indians – Delivered to tribe: Census information packets.
- Cabazon Band of Mission Indians – Delivered to tribe: Census information packets, PPE
- Cahuilla Band of Indians – Delivered to tribe: A state-provided desktop computer unit/monitor, Census information packets, t-shirts, other collateral items.
- California Valley Miwok Tribe – Delivered to tribe: Census information packets. *Note: Enrolled tribal members identify as two distinct communities.
- Cedarville Rancheria – Delivered to tribe: Census information packets.
- Chemehuevi Indian Tribe – Delivered to tribe: Census information packets, other collateral items.
- Cold Springs Rancheria of Mono Indians – Delivered to tribe: A state-provided desktop computer unit/monitor, Census information packets, other collateral items.
- Cortina Indian Rancheria – Delivered to tribe: Census information packets, other collateral items.
- Elem Indian Colony – No response from tribe.
- Estom Wumeka Maidu Tribe/Enterprise – No response from tribe.
- Fort Bidwell Indian Community – Delivered to tribe: Census information packets, other collateral items.
- Fort Independence Indian Tribe – Delivered to tribe: Census information packets.
- Fort Mojave Indian Tribe – Delivered to tribe: Census information packets, other collateral items.
- Greenville Rancheria – Delivered to tribe: Census information packets.
- Grindstone Indian Rancheria – Delivered to tribe: Census information packets, t-shirts, other collateral items.
- Habematolel Pomo of Upper Lake – Delivered to tribe: Census information packets, t-shirts.
- Inaja Cosmit Band of Indians – No response from tribe.
- Lone Band of Miwok Indians – Delivered to tribe: Census information packets.
- Jackson Rancheria Band of Miwuk Indians – No response from tribe.

- Jamul Indian Village – No response from tribe.
- Koi Nation of Northern CA/Lower Lake – No response from tribe.
- La Jolla Band of Luiseno Indians – Delivered to tribe: a state-provided desktop computer unit/monitor, Census information packets.
- Lone Pine Paiute-Shoshone Tribe – Delivered to tribe: Census information packets.
- Los Coyotes Band of Indians – Delivered to tribe: Census information packets.
- Lytton Band of Pomo Indians – No response from tribe.
- Manchester Point Arena Band of Pomo Indians – Shared Census information with tribe which was shared with members.
- North Fork Rancheria of Mono Indians – No response from tribe.
- Paskenta Band of Nomelaki Indians – Delivered to tribe: Census information packets.
- Pechanga Band of Luiseno Mission Indians – Delivered to tribe: Census information packets.
- Pinoleville Pomo Nation – No response from tribe.
- Pit River Tribe – Delivered to tribe: A state-provided desktop computer unit/monitor, Census information packets.
- Potter Valley Tribe – Delivered to tribe: Census information packets, t-shirts, other collateral items.
- Ramona Band of Cahuilla – Delivered to tribe: Census information packets.
- San Manuel Band of Mission Indians – No response from tribe.
- Santa Ynez Band of Mission Indians – Delivered to tribe: Census information packets.
- Soboba Band of Luiseno Indians – Delivered to tribe: Census information packets, PPE, other collateral items.
- Sycuan Band of the Kumeyaay Nation – Delivered to tribe: Census information packets.
- Table Mountain Rancheria – Delivered to tribe: Census information packets.
- Tejon Indian Tribe – Delivered to tribe: Census information packets.
- Torres Martinez Desert Cahuilla Indians – Delivered to tribe: Census information packets, PPE, other collateral items.
- Tuolumne Band of Me-Wuk Indians – Delivered to tribe: Census information packets.
- Twenty-Nine Palms Band of Mission Indians – Delivered to tribe: Census information packets.
- Tyme Maidu Tribe/Berry Creek Rancheria – Delivered to tribe: Census information packets.
- United Auburn Indian Community – No response from tribe.
- Yocha Dehe Wintun Nation – Delivered to tribe: Census information packets, other collateral items.

Located in the remote northeastern corner of California, Fort Bidwell Indian Community (FBIC) has been a member of the California Indian Manpower Consortium, Inc. (CIMC) for many years. Just as many tribes closed their borders in response to the COVID-19 pandemic, FBIC tribal offices and agencies also shut down. As a long-time ally, CIMC staff and volunteers were granted permission by the tribe to proceed with the successful coordination of the purchase, packing, and delivery of pre-ordered groceries in the amount of \$50.00 per household from a nearby vendor along with PPE (hand sanitizers and masks) and Census collateral items. This collaborative activity with the Sierra Health Foundation - COVID-19 Response Grant provided much needed food relief, pandemic support, and vital Census information to the entire population.

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?

Our outreach was targeted specifically to the American Indian and Alaska Native (AIAN) population. We did not have instances of or issues with limited English proficient individuals; however, we were prepared to provide information about the US Census Bureau (USCB) phone number to call for language help. In coordination with Colusa County libraries, we developed bookmarks with Census information in both English and Spanish languages.

All of our outreach events and planned Questionnaire Assistance Centers/Questionnaire Assistance Kiosks (QAC/QAKs) were compliant with the Americans with Disabilities Act (ADA) , or were confirmed ADA compliant prior to the beginning of or being hindered by the COVID-19 pandemic.

Other examples of accessibility included the fact that all of our outreach events were free to the public and included our contact information.

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.

California Indian Manpower Consortium, Inc. (CIMC) is an organization that provides direct services to the most undercounted demographic in the state, the American Indian and Alaska Native (AIAN) population. COVID-19 ravaged Native communities. Our organization received COVID-19 grants to address related health issues on tribal lands. CIMC organized the distribution of food boxes and Personal Protective Equipment (PPE) for tribes. With these boxes and supplies, we included Census messaging and collateral. CIMC staff that distributed the resources were trained to provide Census information, and answer general questions. All of the materials were well received.

During food and PPE distribution at Grindstone Rancheria, CIMC Census team members operated a Mobile Questionnaire Assistance (MQA) station for tribal members to complete their census questionnaires. A young man arrived prior to the event while set-up was still going on. He asked how long the event would be and agreed to return after work. Immediately prior to the completion of the MQA, the man came back and filled out his Census questionnaire. He said “I’ve been trying to do this for a while now but didn’t have a chance to do it.” He was grateful for the PPE, the groceries, and especially for the opportunity to get himself and his family counted.

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

We suggest the creation of a permanent year-round California Complete Count Census Office, with a Tribal Liaison/Representative on staff, to address the serious barriers to obtaining a complete count of California's American Indian and Alaska Native (AIAN) population and to normalize a successful Census process in Indian Country.

Examples of obstacles include: lack of internet access and computer hardware, isolated locations with no clear addresses, general mistrust of the federal government, uncertainty in regard to the maintenance of confidentiality, lack of proper enumerator training, lack of cultural sensitivity training, failure to hire local tribal members, no response from US Census Bureau decision-makers, tribes being considered too small to matter/not worth exerting extra effort to count, confusion in regard to how to be counted as AIAN only, Local Update of Census Addresses Operation (LUCA) issues.

In particular, LUCA refers to The Census Address List Improvement Act of 1994 (Public Law 103-430), which changed the Census Bureau's decennial census address list development procedures by expanding the methods the Census Bureau could use to exchange information with tribal, state, and local government in order to support its overall residential address list development and improvement efforts. The Act was designed primarily to improve the accuracy of address lists for the census conducted every ten years. Provisions include rules governing tribal, state, and local governments' access to census address information for the purpose of verifying accuracy of the information for census purposes.

The Act is important for tribes because many tribal members do not have physical addresses on file. The LUCA process allows a tribe to check the Census Bureau's address list for accuracy and to update addresses that the Bureau does not have. During the 2020 Census, tribes that had gone through the LUCA process and believed their address updates were complete, were advised that in fact the addresses they provided were not updated in the system.

In 2010, the AIAN population was the most undercounted demographic in the country. The undercount was so low, that to this day, the U.S. Department of Labor uses 2000 Census Statistics when allocating funding to tribal programs. The 2020 Census was set to address the 2010 undercount in Indian Country, however, an unprecedented global pandemic hit during an election year under an administration that has little regard for communities of color. The damage caused to, not only the most undercounted community, but also the most underfunded/under-resourced community, is immeasurable. The allocation of federal funding using 2000 Census numbers is unacceptable.

The AIAN community has grown in the last twenty years. A real effort must be made to address all of the hurdles to achieve a complete count of California Natives. The only way to do this is to start to address the issues right now. A permanent year-round Census Office staffed with a Tribal Liaison must be implemented in order to achieve anything near an acceptable count of the American Indian and Alaska Native population in the State of California.

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

I confirm that CIMC has submitted SwORD uploads of completed activities.

b) Updated list of subcontractors

I confirm that CIMC has submitted an updated list of subcontractors.

c) Evaluations or analytical reports, if any

Not applicable.

d) Sample products*

I confirm that CIMC has submitted sample products, including but not limited to, two Facebook CIMC Livestream scripts, CIMC Survey-For-Gift postcard, CIMC Census Informational Postcard (half-sheet), and CIMC Informational Flyer (full page).

Google Drive Link:

<https://drive.google.com/drive/folders/1IG2LH9m35E2Ap2Trui0vzct2WZVPWrrb?usp=sharing>

* 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)

California Indian Manpower Consortium, Inc.
CALIFORNIA MEMBERS

Member	Location	Member	Location
Berry Creek Rancheria	Oroville	Morongo Band of Mission Indians	Banning
Big Pine Paiute Tribe of the Owens Valley	Big Pine	Mooretown Rancheria of Maidu Indians	Oroville
Big Sandy Rancheria	Auberry	Native American Environmental Protection Coalition	Murrieta
Bishop Paiute Tribe	Bishop	Nor Rel Muk Wintu Nation	Weaverville
Buena Vista Rancheria of Me-Wuk Indians	Sacramento	North Fork Rancheria of Mono Indians of CA	North Fork
Cahto Tribe of Laytonville Rancheria	Laytonville	Northern Circle Indian Housing Authority	Ukiah
Cahuilla Band of Indians	Anza	Owens Valley Board of Trustees / Owens Valley Career Development Center	Bishop
Campo Band of Mission Indians	Campo	Pala Band of Mission Indians	Pala
Central Valley Indian Health, Inc.	Clovis	Pala Cupa Cultural Center	Pala
Chemehuevi Indian Tribe	Havas Lake	Pala Fire Department	Pala
Cold Springs Rancheria	Tollhouse	Pala Youth Center	Pala
Cortina Indian Rancheria	Williams	Pauma Band of Mission Indians	Pauma Valley
Costanoan Rumsen Carmel Tribe	La Quinta	Pit River Tribe	Burney
Coyote Valley Band of Pomo Indians	Redwood Valley	Potter Valley Tribe	Ukiah
D-Q University	Sacramento	Redwood Valley Little River Band of Pomo Indians	Redwood Valley Valley Center
Dry Creek Rancheria Band of Pomo Indians	Geyserville	Rincon Band of Luiseno Indians	
Dunlap Band of Mono Indians	Dunlap	Riverside-San Bernardino County Indian Health, Inc.	Banning
Elem Indian Colony	Santa Rosa	Robinson Rancheria of Pomo Indians	Nice
Elk Valley Rancheria, California	Crescent City	Roundhouse Council, Inc.	Davis
Enterprise Rancheria	Oroville	San Pasqual Band of Mission Indians	Valley Center
Enterprise Rancheria Indian Housing Authority	Oroville	San Pasqual Housing & Community Development	Valley Center
Feather River Tribal Health, Inc.	Oroville	Santa Rosa Band of Cahuilla Indians	Anza
Fort Bidwell Indian Community Council	Fort Bidwell	Scotts Valley Band of Pomo Indians	Lakeport
Fort Independence Indian Reservation	Independence	Sherwood Valley Band of Pomo Indians	Willits
Fort Mojave Indian Tribe	Needles	Sierra Mono Museum	North Fork
Foundation for the Kern Valley Indian Community	Lake Isabella	Sierra Tribal Consortium	Fresno
Fresno American Indian Health Project	Fresno	Soboba Band of Luiseno Indians	San Jacinto
Grindstone Indian Rancheria	Elk Creek	Southern California Tribal Chairmen's Association	Pala
Guidiville Indian Rancheria	Talmage	Southern Indian Health Council, Inc.	Alpine
Hopland Band of Pomo Indians	Hopland	Southern Sierra Miwuk Nation	Mariposa
Iipay Nation of Santa Ysabel	Santa Ysabel	Susanville Indian Rancheria	Susanville
Inaja Cosmit Band of Indians	Escondido	Susanville Indian Rancheria Housing Authority	Susanville
Indian Health Council, Inc.	Valley Center	Tejon Indian Tribe	Bakersfield
Inter Tribal Sports, Inc.	Temecula	The Mono Nation	North Fork
InterTribal Sinkyone Wilderness Council	Redwood Valley	Timbisha Shoshone Tribe	Bishop
Ione Band of Miwok Indians	Plymouth	Toiyabe Indian Health Project, Inc.	Bishop
Jamul Indian Village of California	Jamul	Torres Martinez Desert Cahuilla Indians	Thermal
La Jolla Band of Luiseno Indians	Pauma Valley	Tuolumne Band of Me-Wuk Indians	Tuolumne
La Posta Band of Mission Indians	Boulevard	Tuolumne Me-Wuk Housing Authority	Tuolumne
Lassen Indian Health Center	Susanville	United Native Housing Development Corporation	Willits
Local Indians for Education, Inc.	Shasta Lake	Wintu Tribe of Northern California & Toyon-Wintu Center	Anderson
Lone Pine Paiute-Shoshone Reservation	Lone Pine		
Maidu Cultural and Development Group	Greenville		
Maidu Summit Consortium	Greenville		
Mechoopda Indian Tribe of Chico Rancheria, California	Chico		
Mesa Grande Band of Mission Indians	Santa Ysabel		
Modoc Lassen Indian Housing Authority	Fort Jones		

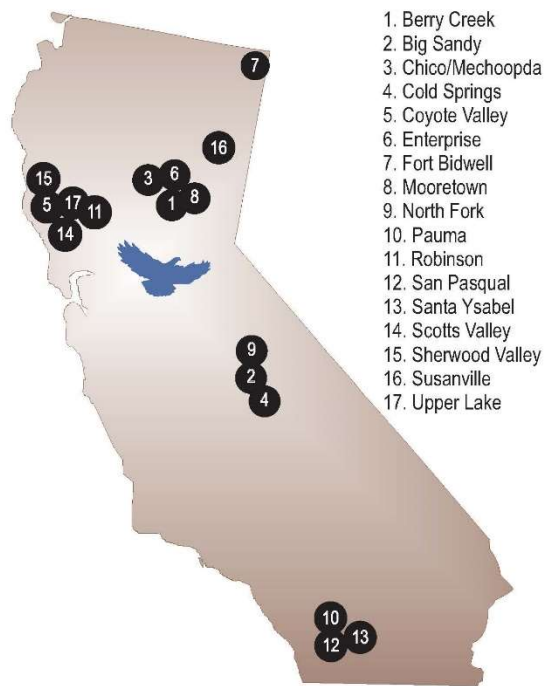


California Indian Manpower Consortium, Inc.

Workforce Development Program
California Service Area



Elders Program Sites



Community Services Block Grant Program
Service Area (off-reservation only)

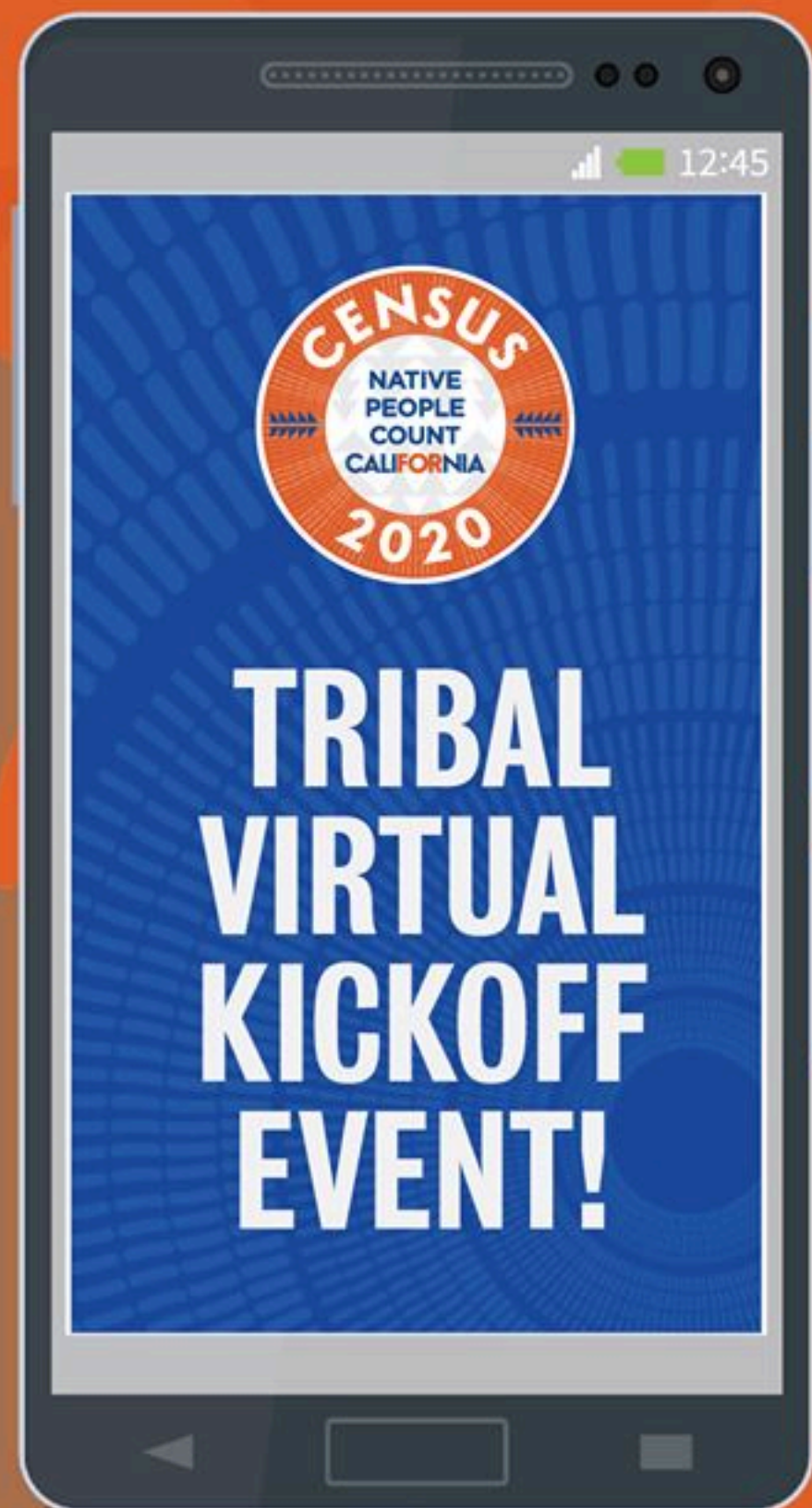


Child Care and Development Block Grant
Program Participating Tribes





WELCOME
NATIVE PEOPLE
COUNT CALIFORNIA



JOIN US!



LIVE

APRIL 8, 2020 @ 3:00–3:30 pm

Join the our California Tribal Outreach Partners in a fun virtual event complete with key information, Q&A's, AND prizes!

HOSTED BY:



HOW TO JOIN

Facebook LIVE:

Watch live on the Native People Count CA Facebook page and participate in the Q&A section by posting comments.

Phone:

Dial-in information to come.

VIRTUAL NATIVE YOUTH GATHERING ARTISTS



ROSE HAMMOCK

Rose Hammock is Pomo and Wailacki from the Round Valley Indian Reservation and Pomo from the Big Valley Rancheria Band of Pomo Indians. Her mother is from Mazatlan, Mexico, and Managua and Acoyapa, Nicaragua. She is a community educator, activist, and lecturer.



JOE SALINAS

Joe Salinas was born and raised in Santa Rosa, California. He and his family are Kashia Band of Pomo Indians, from Stewarts Point Rancheria in Northern California. His Pomo name is White Eagle. Through lifestyle coaching, counseling, and support, Joe works with Native youth.



#NativePeopleCountCA

VIRTUAL NATIVE YOUTH GATHERING ARTISTS



RULAN TANGEN

Rulan Tangen works in professional dance, film, television, opera, circus, and powwow, and is the creator of Dancing Earth, an Indigenous contemporary dance theater group. She is a recipient of the 2018-19 Kennedy Center Citizen Artist Fellowship.



CIERA BUDGE

Ciera Budge is a teaching and movement artist. She joined the Dancing Earth family in February 2017 and has toured as a company member to Arizona, New Mexico, California, and Guåhan (Guam).



#NativePeopleCountCA

VIRTUAL NATIVE YOUTH GATHERING ARTISTS



LUCIA GONZALEZ IPPOLITO

Lucia Gonzalez Ippolito is a Chicana artist, teacher, and activist from the San Francisco Mission District. As a mixed-heritage child in a neighborhood that has been impacted by gentrification, Lucia has focused on cultural/political themes in her artwork as a muralist.



SAGE ANDREW ROMERO

Sage Andrew Romero is Tovowahamatu Numu (Big Pine Paiute)/Tuah-Tahi (Taos Pueblo) based in Tovowahamatu. Utilizing multimedia, his company AkaMya focuses on Indigenous dance, song, culture, and identity through film, photography, and sound.



#NativePeopleCountCA

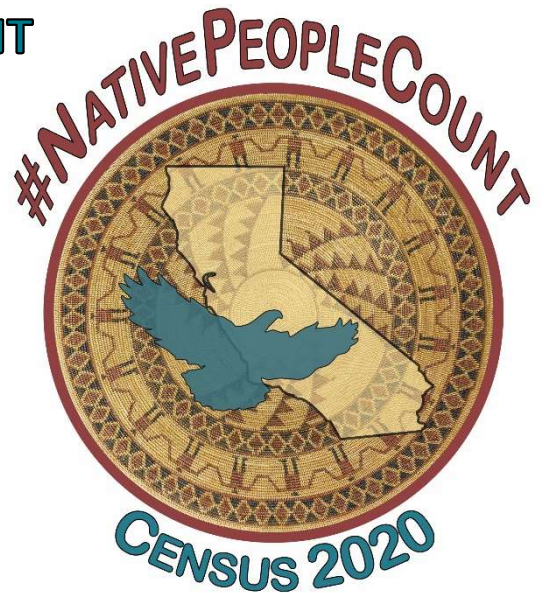


#NativePeopleCountCA

CIMC CALIFORNIA COMPLETE COUNT CENSUS 2020 PROJECT



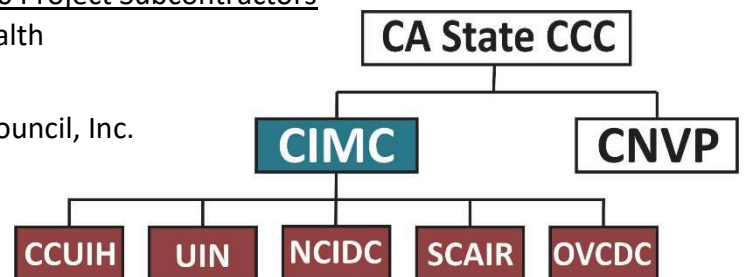
In an effort to dedicate targeted funding and resources toward statewide outreach to hard-to-count Native American and tribal communities in California, the California Complete Count Census 2020 Office awarded funding to two Native American community-based organization: **California Indian Manpower Consortium, Inc. (CIMC)** and **California Native Vote Project (CNVP)**.



Through a partnership with its subcontractors, and collaboration with a number of California tribes, CIMC will achieve the key objectives to **Educate**, **Motivate** and **Activate** Native Americans in California to respond to the decennial 2020 census. Each subcontract partner has an established statewide Native American network and an ongoing presence at Native community events and meetings. Each of the collaborating tribes exercises its sovereign rights and responsibilities to maintain their tribal lands and citizens' wellbeing. Together we are committed to effectively promote the message of a complete count via internet self-response, telephone assistance, or paper questionnaire.

CIMC California Complete Count – Census 2020 Project Subcontractors

- California Consortium for Urban Indian Health
- United Indian Nations, Inc.
- Northern California Indian Development Council, Inc.
- Southern California American Indian Resource Center, Inc.
- Owens Valley Career Development Center



California Indian Manpower Consortium, Inc.
738 North Market Boulevard
Sacramento, California 95834
(916) 920-0285 | www.cimcinc.org

Census Day: April 1, 2020



California Indian Manpower Consortium, Inc.
 738 North Market Boulevard, Sacramento, California 95834
 (916) 920-0285 | www.cimcinc.org

Census Day: April 1, 2020

CIMC Census Livestream 1

Date: Wednesday, August 19th, 2020

Time: 2:30pm

Facilitator: Jasmin Aleman, California Complete Count Census 2020 Project (**Red** text)

Interviewees: To introduce themselves by name, CIMC position, and tribe

Alyssa Jimenez (Pomo) (**Blue** text)

Katrina S. Deacon (MHA) (**Purple** text)

Rachel VanKoughnet (Chumash) (**Green** text)

CIMC Census Swag Give-Away: End of livestream, after last interview

Length: 10 minutes (flexible)

Location: CIMC Headquarters 1st floor

1. Savannah's Office
2. In front of hallway bathrooms/door that leads to conference room
3. Lobby in front of NPC backdrop

Outline:

Open with JA wearing then taking off facemask.

All interviewees will do the same when first on camera and will put facemask back on at the end of their interview.

"Hi, thank you for joining us today as we launch California Indian Manpower Consortium's first ever Census Livestream! My name is Jasmin Aleman and I am on the California Complete Count Census 2020 Project Team here at CIMC. Today, we'll be speaking with staff from other departments, and providing important information about the Census. We will also have a Swag Giveaway at the end of our broadcast, where I'll ask a few questions based on the information I will be providing. The first person to answer correctly in the chat will receive CIMC Census gifts. Stay tuned for that!"

"Our first guest is Alyssa. Fun fact, she's my good friend. Please tell us a little about yourself Alyssa."

"Hi, my name is Alyssa, I work in the Fiscal Department, and I am Pomo Indian from Big Valley."

"Thanks for being with us! Have you participated in the Census before?"

"I didn't know anything about the Census before this year, and I didn't participate in 2010. But, I recently learned that Census numbers impact funding for Head Start, schools, and lunch programs for the next ten years. I have my own family now, and I need to think about the future of my three children and their access to educational resources. I have completed the Census for my family and made sure to count everyone in my household. I hope all Native parents understand the importance of participating in the Census to secure a better tomorrow for our children."

Glad to hear that you did your part to support your community. We appreciate you Alyssa! For everyone watching at home, take the Census NOW.

As JA walks to next location, she shares:

"The Census team here at CIMC has been conducting statewide outreach efforts promoting a complete count of every Native person in CA. Some important things to remember when completing your questionnaire:

Person 1 should be "AI/AN only"; -

Unique Census Code;

Tribal Affiliation.

Our second guest is Katrina. Please introduce yourself Katrina."

"Hello, my name is Katrina, I am an Accounting Clerk and belong to the MHA tribe."

"Great to have you Katrina! Can you share with us a little bit about why the Census is important?"

"Census information determines the distribution of federal funds to our communities over the next ten years. For example, it provides funding for infrastructure projects. In Indian Country specifically, it funds housing projects, road maintenance, and employment and training program services. Census numbers also fund the Indian Health Service, the Urban Indian Health Program and special programs for Native Elders. It is very important that all Natives participate in the Census."

"Thank you so much Katrina! Remember everyone, it's time to complete your Census NOW."

The Census happens every ten years and our responses affect the next ten years. It's confidential. Your personal information cannot be shared with any other agency or entity. This Census is critical. The undercount of American Indians and Alaskan Natives was so great in 2010, that Census data from the 2000 Census is still being used to determine federal funding levels for Native programs. A complete Census count helps everyone in our families and communities.

Good Afternoon Rachel! Can you please introduce yourself to our audience?"

Hi everyone, my name is Rachel. I am the CIMC Administrative Assistant and I am Chumash.

Thank you Rachel. Can you please share with us, what it means to be counted?

Our communities need to be taken more seriously. Native people always have to prove who they are, so why don't we take advantage of the fact that we can prove that we are still here on a higher scale. Numbers speak volumes. If we increase our numbers, we may have more opportunities and access to resources for our youth, and organizations like CIMC can continue to provide services to Natives of all ages. We exist and we are still here, so let's complete the 2020 Census because we do count!

Yes! Thank you, you are absolutely right! I cannot stress this enough, take the Census NOW.

It's time for our CIMC Census Swag Giveaway. Please answer the following question in the chat. The first correct answer wins.

Name two out of the three important things to remember when filling out your Census Questionnaire.

Answ: Person 1 should be marked Native only, use unique Census code to complete questionnaire, confirm correct spelling of tribe with tribal admin if necessary.

Our winner is _____! Congratulations!

The second question is: When should you complete the Census?

Answ: NOW.

The winner is _____!

Thank you for joining CIMC for our Census informational Livestream, and remember – Native People Count so, get COUNTED NOW!

- Mail: paper questionnaire
- Phone: 844-330-2020
- Internet: my2020census.gov

Hold up poster board with Census website and phone number info.

(Ligaya zooms in to see us out...)

Notes:

Set up 2nd backdrop in lobby

Move magazine rack and chair in lobby

Cover bathroom signs with Census posters

Census info board for Finale

CIMC Census Livestream 2

Date: Wednesday, September 9th, 2020

Time: 2:30pm

Facilitator: Jasmin Aleman, California Complete Count Census 2020 Project (Red text)

Interviewees: To introduce themselves by name, CIMC position, and tribe

Anthony Mota (Robinson Rancheria of Pomo Indians of California) (Blue text)

Armon Isaiah Batiste (Mooretown Rancheria of Maidu Indians) (Purple text)

Jaylene Marrufo (Kashia Band of Pomo Indians of the Stewarts Point Rancheria) (Green text)

CIMC Census Swag Give-Away: End of livestream, after last interview

Length: 10 minutes (flexible)

Location: CIMC Headquarters 1st floor (to begin outside and end inside)

1. ?
2. ?
3. ?

Outline:

Open with JA wearing then taking off facemask.

All interviewees will do the same when first on camera and will put facemask back on at the end of their interview.

"Hello! Welcome to California Indian Manpower Consortium's 2nd Census Livestream. Thank you for being here. I'm your host, Jasmin Aleman. I'm on the Census Team here at CIMC and am excited to have you meet some more of our organization's

My name is Jasmin Aleman and I am on the California Complete Count Census 2020 Project Team here at CIMC. Today, we'll be speaking with staff from other departments, and providing important information about the Census. We will also have a Swag Giveaway at the end of our broadcast, where I'll ask a few questions based on the information I will be providing. The first person to answer correctly in the chat will receive CIMC Census gifts. Stay tuned for that!

Our first guest is Alyssa. Fun fact, she's my good friend. Please tell us a little about yourself Alyssa."

"Hi, my name is Alyssa, I work in the Fiscal Department, and I am Pomo Indian from Big Valley."

"Thanks for being with us! Have you participated in the Census before?"

"I didn't know anything about the Census before this year, and I didn't participate in 2010. But, I recently learned that Census numbers impact funding for Head Start, schools, and lunch programs for the next ten years. I have my own family now, and I need to think about the future of my three children and their access to educational resources. I have completed the Census for my family and made sure to count everyone in my household. I hope all Native parents understand the importance of participating in the Census to secure a better tomorrow for our children."

Glad to hear that you did your part to support your community. We appreciate you Alyssa! For everyone watching at home, take the Census NOW.

As JA walks to next location, she shares:

"The Census team here at CIMC has been conducting statewide outreach efforts promoting a complete count of every Native person in CA. Some important things to remember when completing your questionnaire:

Person 1 should be "AI/AN only"; -

Unique Census Code;

Tribal Affiliation.

Our second guest is Katrina. Please introduce yourself Katrina."

"Hello, my name is Katrina, I am an Accounting Clerk and belong to the MHA tribe."

"Great to have you Katrina! Can you share with us a little bit about why the Census is important?"

"Census information determines the distribution of federal funds to our communities over the next ten years. For example, it provides funding for infrastructure projects. In Indian Country

specifically, it funds housing projects, road maintenance, and employment and training program services. Census numbers also fund the Indian Health Service, the Urban Indian Health Program and special programs for Native Elders. It is very important that all Natives participate in the Census.”

“Thank you so much Katrina! Remember everyone, it’s time to complete your Census NOW.

The Census happens every ten years and our responses affect the next ten years. It’s confidential. Your personal information cannot be shared with any other agency or entity. This Census is critical. The undercount of American Indians and Alaskan Natives was so great in 2010, that Census data from the 2000 Census is still being used to determine federal funding levels for Native programs. A complete Census count helps everyone in our families and communities.

Good Afternoon Rachel! Can you please introduce yourself to our audience?”

Hi everyone, my name is Rachel. I am the CIMC Administrative Assistant and I am Chumash.

Thank you Rachel. Can you please share with us, what it means to be counted?

Our communities need to be taken more seriously. Native people always have to prove who they are, so why don’t we take advantage of the fact that we can prove that we are still here on a higher scale. Numbers speak volumes. If we increase our numbers, we may have more opportunities and access to resources for our youth, and organizations like CIMC can continue to provide services to Natives of all ages. We exist and we are still here, so let’s complete the 2020 Census because we do count!

Yes! Thank you, you are absolutely right! I cannot stress this enough, take the Census NOW.

It’s time for our CIMC Census Swag Giveaway. Please answer the following question in the chat. The first correct answer wins.

Name two out of the three important things to remember when filling out your Census Questionnaire.

Ans: Person 1 should be marked Native only, use unique Census code to complete questionnaire, confirm correct spelling of tribe with tribal admin if necessary.

Our winner is ____! Congratulations!

The second question is: When should you complete the Census?

Answ: **NOW.**

The winner is ____!

Thank you for joining CIMC for our Census informational Livestream, and remember – Native People Count so, get COUNTED NOW!

- Mail: paper questionnaire
- Phone: 844-330-2020
- Internet: my2020census.gov

Hold up poster board with Census website and phone number info.

(Ligaya zooms in to see us out...)

Notes:

Census info board for Intro & Finale



Counting Young Children in the 2020 Census

Counting
An estimate
2010 Census
age group
We need your
research to help

Go to
www.census.gov

The 2020 Census and Confidentiality

Your response is
protected by law.
By law, your
information is
and business

Respond to
Responding to
need and he
the economic
ant decision
community
representation
federal funding
based on



Your
The Census
Bureau for
or to

By
By the
Census

202
Am

What
Every
tribes
Amer

Wh
The
future
can
an
the

Your family counts!



It's up
to YOU!



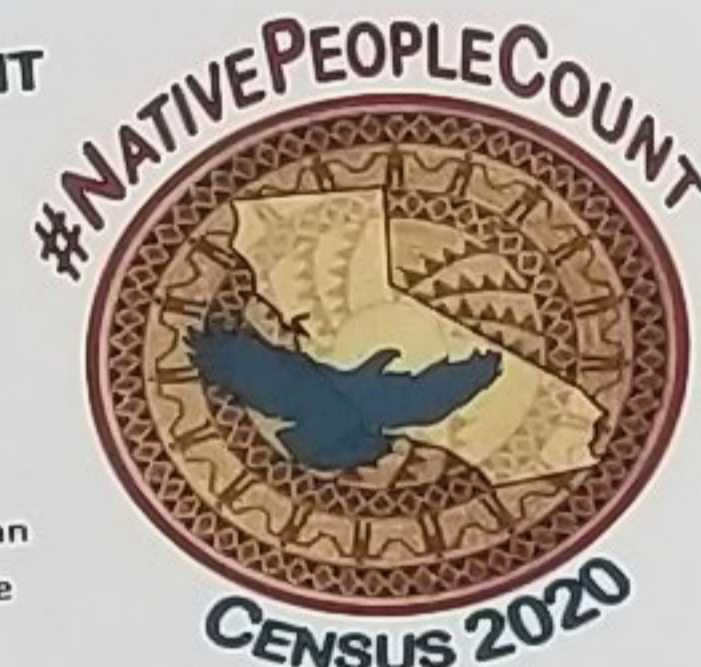
ROBINSON RANCHERIA OF POMO INDIANS

Write the name
of your tribe.

CIMC CALIFORNIA COMPLETE COUNT CENSUS 2020 PROJECT



In an effort to dedicate targeted funding and resources toward statewide outreach and to hard-to-count Native American and tribal communities in California, the California Complete Count Census 2020 Office awarded funding to two Native American community-based organizations: California Indian Manpower Consortium, Inc. (CIMC) and California Native



How you fill out the U.S. Census questionnaire really matters to you and your tribe!

- Indian tribes are projected to lose \$3,000 in federal funding for every member who doesn't get counted.
- In 2020, the census missed 18%-25% of all American Indian people (depending upon area).
- If that happens again, tribes could lose substantial funding for needed services!

3 simple steps

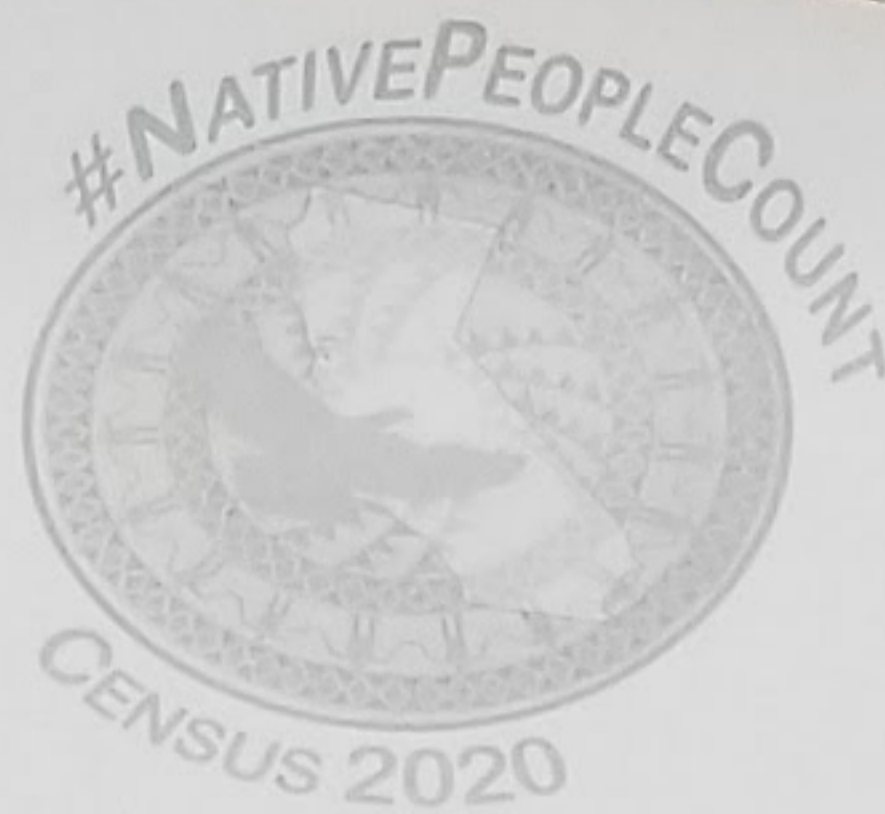
to make sure your American Indian family is properly counted.

Question 5:
"What is Person 1's name?"

Pick a tribal member to be Person 1.
This can be any member of your family - even a child.

Question 9:
"What is Person 1's race?"

Check ONLY this box:
☒ American Indian or Alaska Native



Census 2020

NATIVE PEOPLE COUNT CALIFORNIA

What is Census?

WHEN The United States Constitution mandates that everyone in the country be counted every 10 years. Starting in 1790, the very first census was implemented and has continued every 10 years. Census Day is every 10 years.

WHY Why is for Ca and N? Census 2020 is better for everyone. It helps share information about the state and the nation. It helps to make decisions about the future of the state and the nation. It helps to make decisions about the future of the state and the nation.

HOW For the first time in history, the Census 2020 Questionnaire can be completed using one of the following three methods:

- ONLINE Internet Self-Response
- Did You Know? Census data is the basis for over \$1 billion dollars that annually flows into Indian Country to build tribal housing and make improvements, maintain and construct roads, and provide employment and training programs. American Indians and Alaska Natives historically have experienced some of the highest Census undercount rates of any population in the U.S. American Indians were generally not counted up until 1890 and then substantially undercounted until about 1980 when all U.S. residents were allowed to indicate their own race rather than having it determined by a census enumerator. Census answers are private and confidential: by law, the Census Bureau cannot share an individual's or a household's answers with any person or agency, e.g. not the IRS, not law enforcement entities, nor tribal housing authorities.

CENSUS DAY: APRIL 1, 2020

California Indian Manpower Consortium, Inc.
CALIFORNIA COMPLETE COUNT
CENSUS 2020 PROJECT
Teresa Marie Willson
teresaw@cimcinc.com
M. Ligaya Hattari, Ph.D.
ligayah@cimcinc.com
Jasmin Aleman, Esq.
jasmina@cimcinc.com

CENSUS 2020

Live with

NATIVE PEOPLE COUNT CALIFORNIA

APRIL 8th 2020

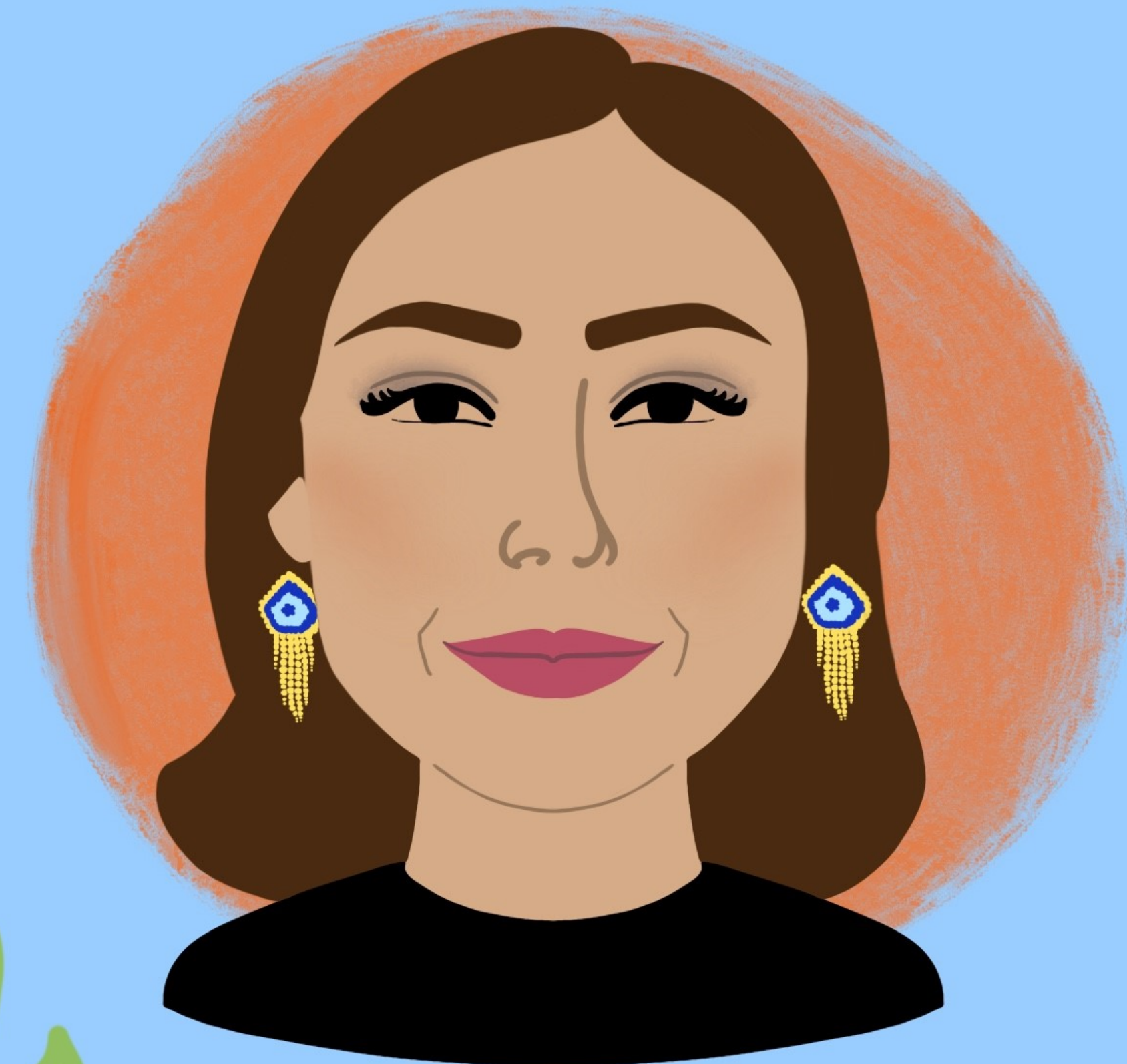
@CANativeVote

CANativeVote.org



NATIVE AMERICAN
HOUSEHOLDS ARE
AT RISK OF BEING
UNDERCOUNTED

RESOURCES AT
NATIVEPEOPLECOUNTCA.ORG
REMEMBER TO SAVE YOUR
CONFIRMATION NUMBER!



KAYLA HILARIO
IONE BAND OF MIWOKS

@lizar-tistry

"We are doing this
for our native
communities and
future
generations."

4 WAYS TO COMPLETE

BY MAIL:

PAPER QUESTIONNAIRE

BY PHONE:

844-330-2020

ONLINE:

MY2020CENSUS.GOV

IN PERSON:

ENUMERATOR
AKA CENSUS TAKER



LORENDA SANCHEZ
NORTHERN PAIUTE

\$10 BILLION
OVER
10 YEARS
FOR
PUBLIC SERVICES
& INFRASTRUCTURE

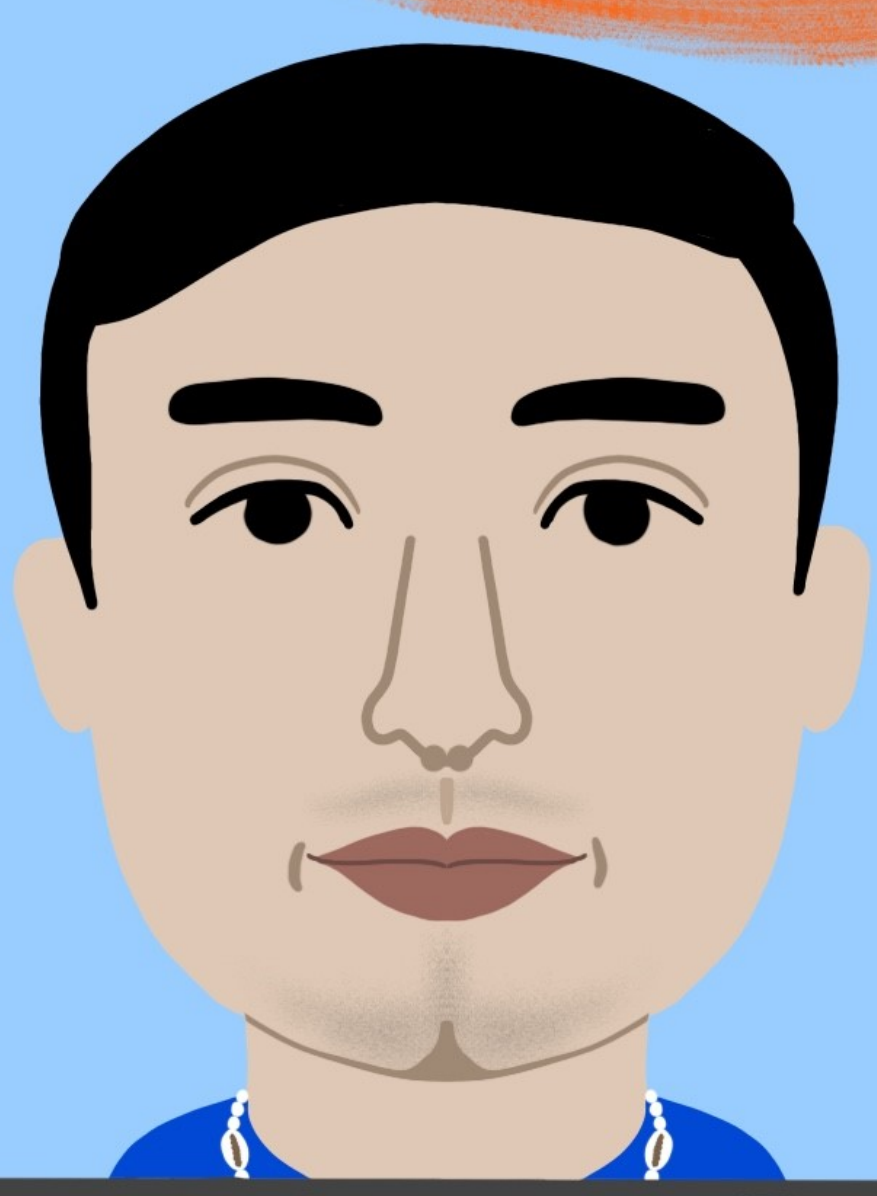
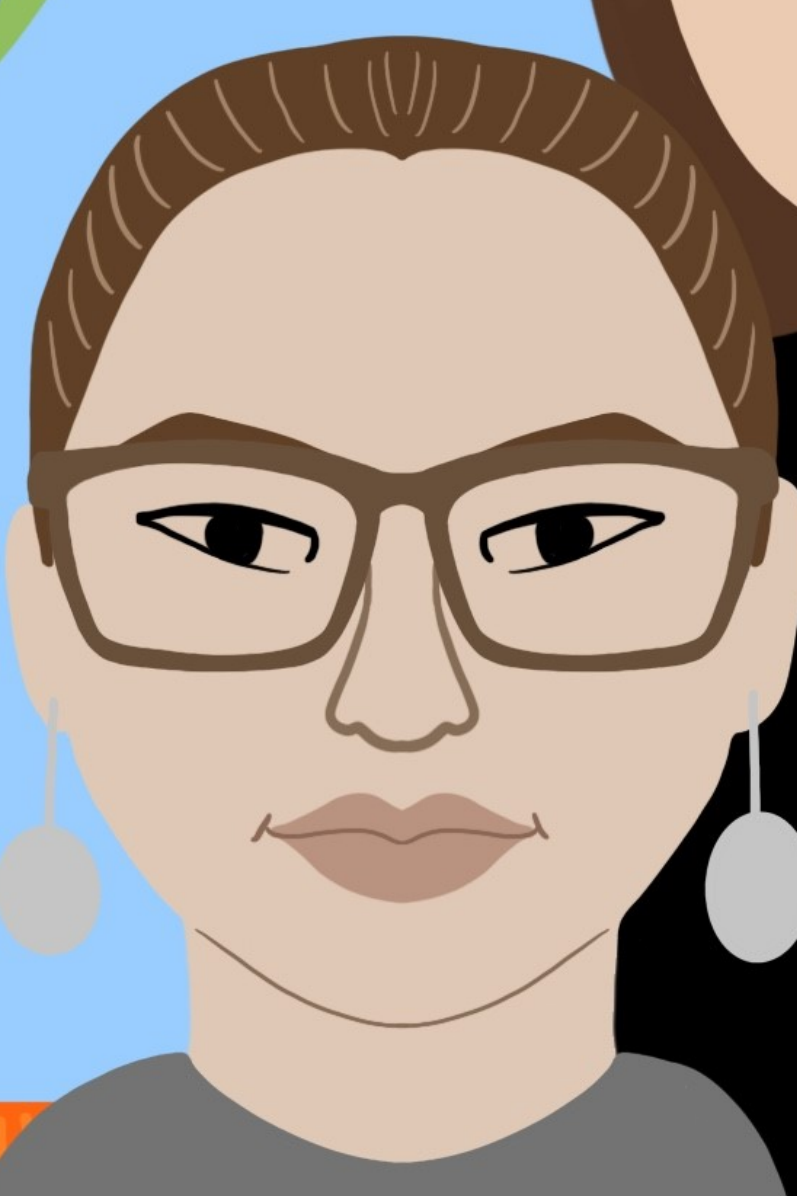
TREATIES,
POLICIES, &
CONGRESSIONAL SEATS

RESPONSIBILITY OF
U.S. GOVERNMENT TO
HONOR THE
RELATIONSHIP WITH
AMERICAN-INDIAN NATIONS

LINDSAY
MCCOVEY
HUPA/YUROK/
CHIMARIKO



RICKI
MCCARROLL



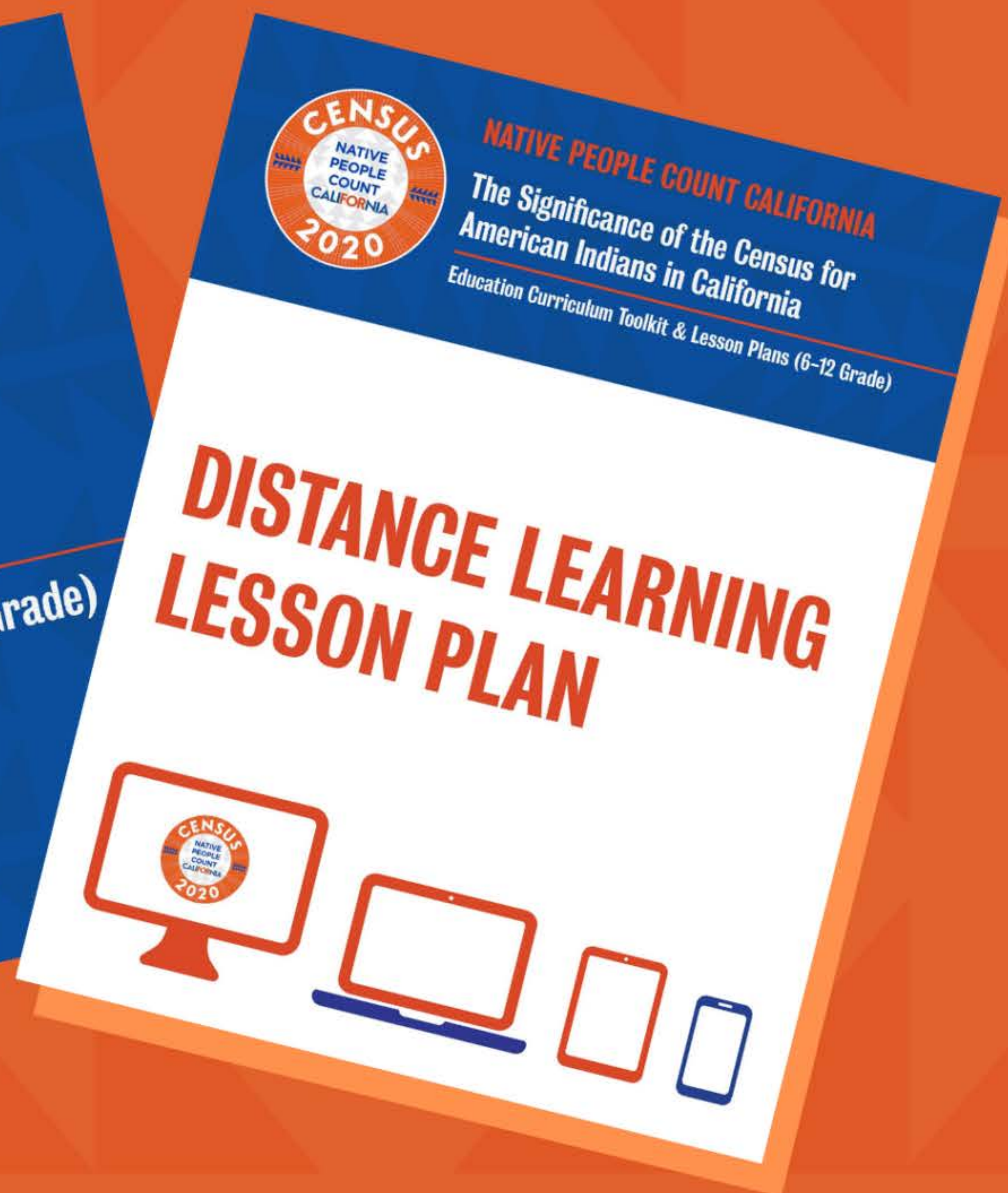
JESSE
FRAIRE
TOHONO O'ODHAM/
CHICANO



CENSUS COUNT
CLOSES

OCT
31ST





**CURRICULUM IS LIVE! + BONUS
DISTANCE LEARNING MODULE**



#NativePeopleCountCA



CIMC Census 2020 Livestream
August 19, 2020 - 2:30 pm (PDT)



Updated MAY 20, 2020 Census During COVID-19 Pandemic NATIVE FACT SHEET

CENSUS SELF-RESPONSE DEADLINE | October 31, 2020

Key Messages | May 20, 2020

- The 2020 Census is still happening now.
- The new self-response time deadline is October 31.
- We understand that our rural tribal communities are heavily impacted by COVID-19 and have different needs from community-to-community.
- The California Complete Count Office has the following recommendations to ensure a Native Complete Count in the 2020 Census, while also respecting the inherent sovereign rights of tribes to make the best decisions for your communities.

U.S. Census Bureau Recommendations for Native communities regarding Census self-response during COVID-19

Please wait to respond until you receive your Census materials.*

In your tribal area, the best way to respond is with the unique Census ID we provide. When you receive your materials, you can choose to:

- Complete and mail back the enclosed paper questionnaire.
- Call to respond using your Census ID.
- Respond online using your Census ID.

General information & Troubleshooting Guidelines

Head of Household Response Issue in Online Form

If filling out the form online, make sure that when you select Head of Household as a American Indian/Alaska Native household that it does not switch the head of household when you respond to the question "Who is responsible for paying the rent/mortgage?"

Tribal Government Self-Enumeration Clarification

The independent tribal government self-enumeration option presented in April is specific to a tribal government comparative numbers and DOES NOT get included in the 2020 Census report or coded numbers.

Data Security Update on Census Forms Completed Online without Unique ID

The data from those who have completed the Census online without the unique user ID still remains in the Census data base and will be counted as demographic data. The U.S. Census Bureau is working to match those completed questionnaires with the correct addresses. But a Census enumerator might still visit once Update Leave commences later this year.

* Please check with your tribe and/or local Complete Count Committee for specific tribal or local recommendations.



NATIVE PEOPLE COUNT CALIFORNIA

Census During COVID-19 NATIVE FACT SHEET

What is Census?

Every 10 years, the United States counts everyone living in the country on April 1. Our tribes do not share enrollment numbers with the government, so it is important for all California Tribal Nations and Native communities to participate in Census 2020.

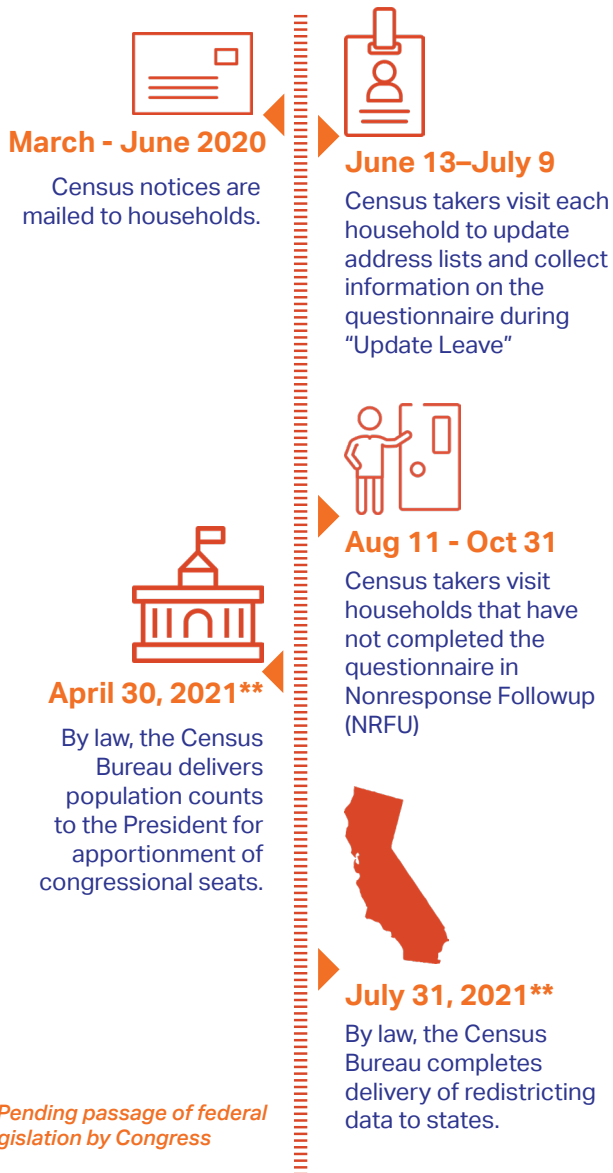
Why is Census important for California Tribal Nations and Native Communities?

Census 2020 is an opportunity to **provide a better future for our communities and future generations**. Your responses to Census 2020 can help **shape how billions of dollars in federal funds are distributed** each year for programs and grants in Native communities.

An accurate count for California Tribal Nations and Native communities means **fair access to resources** and fair representation in local, state, and federal elected offices. **The Native Vote has increasingly become a "swing vote" in several states, and answering the Census 2020 ensures that your vote may make a difference.**

There are **more than 70 programs that benefit the State of California** that use Census numbers to allocate funding including education, health, and human services **that directly impact California's Tribal Nations and Native communities.**

UPDATED TIMELINE



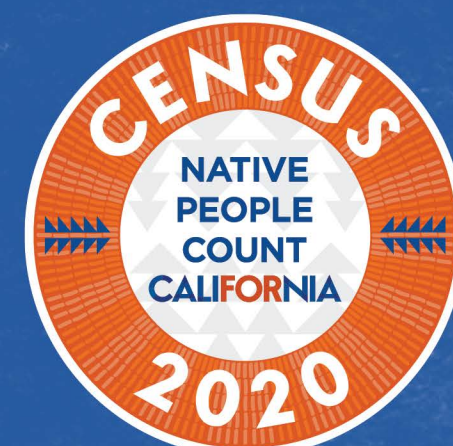
What is Update Leave?

As many of our Tribal Nations and Native communities live in rural areas without traditional addresses. The U.S. Census Bureau (USCB) employs Census takers who visit our communities to "Update" addresses and "Leave" a Census packet. During COVID-19, the USCB is prioritizing the health and safety of their employees and our communities. Update Leave is scheduled to commence under the guidelines of each state and Tribal Nation's guidance. In addition, USCB employees will be outfitted with personal protective equipment, and will not be actively engaging in-person, but will be leaving Census packets for completion instead at front doors.

OCT 15

CENSUS DEADLINE

On Oct. 13, the Supreme Court suspended a lower court's ruling that extended the 2020 Census count until Oct. 31, meaning that the Trump Administration can stop Census enumerations efforts early. The Census Bureau announced shortly after the decision that enumeration efforts would end on Oct. 15.



OCT 15

CENSUS DEADLINE



On Oct. 13, the Supreme Court suspended a lower court's ruling that extended the 2020 Census count until Oct. 31, meaning that the Trump Administration can stop Census enumerations efforts early. The Census Bureau announced shortly after the decision that enumeration efforts would end on Oct. 15.

FINAL WEEK SOCIAL MEDIA TOOLKIT



DEBUNKING RUMORS NOTE 10/05: NPCCA is continue to follow the current Census court case rulings closely regarding deadlines. In response to Judge Koh's clarified order requiring the Census Bureau to continue enumeration through October 31, the Bureau sent the following statement to Census workers: "As a result of court orders, the October 5, 2020 target date is not operative, and data collection operations will continue through October 31, 2020. Employees should continue to work diligently and enumerate as many people possible. Contact your supervisor with any questions."

The 9th U.S. Circuit Court of Appeals scheduled a hearing for the Trump administration's request to suspend Judge Koh's ruling that the 2020 Census continue counting through October 31 for 9 a.m. PT today, October 5. The Trump administration says it "intends" to ask the Supreme Court to suspend Judge Koh's order "if necessary."

Meanwhile, in response to NPR's report on the Trump administration's latest political appointee to the Census Bureau, the President-elect of the American Statistical Association says the appointment "generates grave concerns," and urges the Bureau to "explain the rationale."

As of 11:00 am, today, Monday, October 05, 2020, NPCCA is operating under the assumption that the 2020 Census enumerations are ending on October 31 due to the official changes on the Census website. However, we will not be putting out deadline messaging until the final rulings come in from the 9th U.S. Circuit Court of Appeals hopefully sometime today. Updates will be made daily to this toolkit as new actions emerge.

INSTAGRAM & FACEBOOK

FINAL WEEK SOCIAL MEDIA TOOLKIT



TWITTER

CAPTIONS

The only way to ensure that you are included in all the Census counts as #AIAN is to check just that ONE box on the form. Bonus feature! Fill in your tribal affiliation too! #NativePeopleCountCA #2020Census

Are you American Indian / Alaska Native living in an urban area? Make sure you count! Take the #2020Census at my2020census.gov OR call Cali local number 858-285-7539.

If you completed the #2020Census online with your Unique ID provided on the card you received in the mail, you still might receive a knock at the door to ensure your information is correct.

Don't wait until it's too late. Complete the #2020Census today!
Visit my2020census.gov OR call Cali local number 858-285-7539.

Check the #AIAN box and write/fill in your tribal affiliation. To be counted as an AI/AN household check the AI/AN box only.

FINAL WEEK SOCIAL MEDIA TOOLKIT



DEBUNKING RUMORS NOTE 9/29: NPCCA is continuing to follow the current Census court case rulings closely regarding deadlines. Yesterday, Monday, September 28, 2020 the U.S. Census Bureau released the following statement:

"Sept. 28, 2020 — The Secretary of Commerce has announced a target date of October 5, 2020 to conclude 2020 Census self-response and field data collection operations." (Link to Statement Here: <https://www.census.gov/newsroom/press-releases/2020/2020-census-update.html>)

As of 11:00 am today, Tuesday, September 29, 2020, NPCCA is operating under the assumption that the 2020 Census enumerations are ending on October 5, 2020. However, we will not be putting out deadline messaging until the final rulings come in from Judge Koh's court. Updates will be made daily to this toolkit as new actions emerge.

INSTAGRAM & FACEBOOK

FINAL WEEK SOCIAL MEDIA TOOLKIT



TWITTER

CAPTIONS

The only way to ensure that you are included in all the Census counts as #AIAN is to check just that ONE box on the form. Bonus feature! Fill in your tribal affiliation too! #NativePeopleCountCA #2020Census

Are you American Indian / Alaska Native living in an urban area? Make sure you count! Take the #2020Census at my2020census.gov OR call Cali local number 858-285-7539.

If you completed the #2020Census online with your Unique ID provided on the card you received in the mail, you still might receive a knock at the door to ensure your information is correct.

Don't wait until it's too late. Complete the #2020Census today!
Visit my2020census.gov OR call Cali local number 858-285-7539.

Check the #AIAN box and write/fill in your tribal affiliation. To be counted as an AI/AN household check the AI/AN box only.

HAPPY CENSUS DAY!





KARUK TRIBE BRINGING THE CENSUS TO THE MOVIES



Tribes are exploring imaginative ways to bring their communities together during the COVID-19 pandemic! Karuk Tribe have hosted community drive-in movie events with #2020Census PSAs as trailers paired with entertaining movies and speakers, continuing community connection through physical distancing in a fun and positive way.



#NativePeopleCountCA



**I AM
NATIVE
AND I
COUNT.**

2020 CENSUS HIGHLIGHTS

LIVE ON FB @CANATIVEVOTE

**OCTOBER 15, 2020
1-2PM**

**HEAR HIGHLIGHTS FROM THE 2020
CENSUS OUTREACH CAMPAIGN.**

**FREE SWAG!
FREE SWAG!
FREE SWAG!**





“...THE REAL IMPORTANCE OF THE CENSUS TO INDIAN COUNTRY AND OUR URBAN NATIVE AMERICANS IS THAT BEYOND FEDERAL PROGRAM FUNDING AND REPRESENTATION IN CONGRESS, FILLING OUT THE CENSUS IS HOW WE REMAIN VISIBLE.”

— Lorenda Sanchez, Executive Director CIMC
Yerington Paiute Tribe



#2020Census #NativePeopleCountCA #UnitedWeCount #IndigenousWOACA

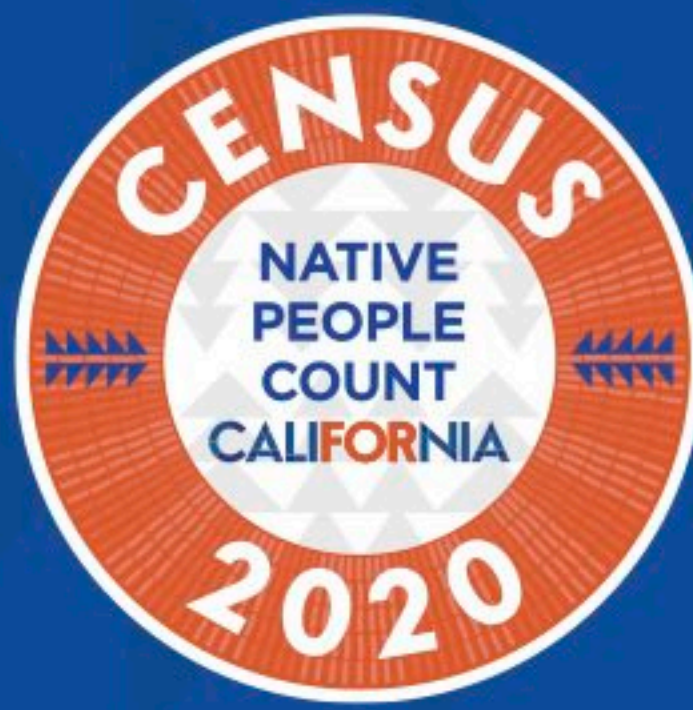


“...THE REAL IMPORTANCE OF THE CENSUS TO INDIAN COUNTRY AND OUR URBAN NATIVE AMERICANS IS THAT BEYOND FEDERAL PROGRAM FUNDING AND REPRESENTATION IN CONGRESS, FILLING OUT THE CENSUS IS HOW WE REMAIN VISIBLE.”

— Lorenda Sanchez, Executive Director CIMC
Yerington Paiute Tribe



#2020Census #NativePeopleCountCA #UnitedWeCount #IndigenousWOACA



July 24-26, 2020

Hosted via Zoom Video Communications

Learn about the 2020 Census and why it's important to Indian Country
Study with CA artist focused in Photography, Film, Painting, Spoken Word
Acquire new skills with other CA Native Youth

To register, or for more information please email: youth@nativepeoplecountca.org

WWW.NATIVEPEOPLECOUNTCA.ORG



Virtual Youth Gathering



Native People Count California - Youth Engagement Virtual Youth Gathering Date: July 24-26, 2020 Agenda

FRIDAY

- 1:00 Opening Prayer & Song** Joe Salinas, *Kashia Band of Pomo Indians*
Welcome Ricki McCarroll, Native People Count California
- 1:20 Keynote Address** MyKel Johnson, *Nez Perce Tribe*, Center for Native American Youth
- 1:40 Youth Activity**
- 1:45 What is the Census?** Jeri Brunoe, *Ione Miwok*, *Confederated Tribes of Warm Springs*
- 2:00 Break** Get Your Kit Ready!
- 2:05 Re Group - Artist Break Out Sessions**
- 3:10 Youth Census Poll #CANativeYouthCount**
- 3:20 Wrap Up** Artist/Youth Daily Sharing
Closing Prayer Dante Martinez, *Federated Indians of Graton Rancheria*
Song - Ras K'dee, *Pomo Tribe*
- 4:00 Dismissed**

SATURDAY

- 1:00 Opening Prayer** Sygourney Williams, *Navajo*, *Assiniboine*, *Gros Ventre*
Song Rose Hammock, *Pomo*, *Wailacki*
Welcome Assemblymember, James C. Ramos, *San Manuel*
- 1:20 Keynote Address** Dante Martinez, *Federated Indians of Graton Rancheria*
- 1:40 Youth Activity**
- 1:45 Census! Make it Count!** Jeri Brunoe
- 2:00 Break** Get Your Kit Ready!
- 2:05 Re Group Artist Break Out Sessions**
- 3:10 Youth Poll, C-Scavenger Hunt**
- 3:20 Wrap Up** Artist/Youth Daily Sharing
Closing Prayer Leticia Gonzales, *Bishop Paiute*
Song Jessa Calderon, *Chumash*, *Tongva*
- 4:00 Dismissed**

SUNDAY

- 1:00 Opening Prayer** Nikko Nunez, *Federated Indians of Graton Rancheria*
Song Sage Romero, *Big Pine Paiute*, *Taos Pueblo*
Welcome Jeri Brunoe
- 1:20 California Native Youth Count!** Jeri Brunoe
- 1:40 Youth Activity**
- 1:45 Break** Get Your Kit Ready!
- 2:05 Artist Break Out Sessions**
- 3:10 Youth Project Sharing with Artist**
- 3:50 Closing Prayer** Jeri Brunoe
- 4:00 Dismissed**



Native People Count California - Youth Engagement Virtual Youth Gathering Date: July 24-26, 2020

CLASS DESCRIPTION

Storytelling & Culture: Joe Salinas, *Kashia Band of Pomo Indians* & Rose Hammock, *Pomo, Wailacki*

A look into traditional storytelling through elements of Pomo basketry, Pomo creation stories, and Gathering of Native American (G.O.N.A) 'groups' curriculum. Youth will have the opportunity to learn about Pomo basketry, language, traditional dance, and creation stories that highlights how traditional storytelling is still utilized to this day. Youth will have the opportunity to work in groups on creating their own stories to share with their own communities and families. Youth will also have the opportunity to brainstorm and collaborate in groups by creating art, songs, and much more.

Let's Move!/Dancing Earth: Ciera Budge, *Mono*

We'll bring together fitness, culture, and creativity for the camera to invent and learn new moves for an awesome dance that reflects who we are as the next generation of Native people with a vision for the future! Let's get strong and healthy - with our bodies, minds, hearts, attitudes, and imaginations! Let's find our SUPERHERO powers and put them into action!

Medicine Bag Workshop: Tiffany Adams, *Chemehuevi, Koyoomk'awi, Nisenan*

Participants will create their own one-of-a-kind Medicine Bags. These bags are used around the world: for body adornment/fashion, to contain medicines and herbs and hold significant items. In this workshop, all materials needed will be provided to assemble one bag; participants will sew and then decorate their bags, creating something unique and meaningful. I have shared this workshop around the US and overseas. It is a great practice to share with family and friends. Each participant will acquire the skills needed to develop their own workshop, which they can share with others. The process has the capacity to create future instructors and provide opportunities to create community cohesion and engagement.

We Are Still Here: Nikila Badua aka MamaWisdom1, *Pacific Islander, Ojibwe*

In this virtual cultural community arts workshop students will explore cultural identity and roots, while learning street art techniques to create large self-portraits from mixed-media, print, and homemade stencils. Promoting the message "We Are still Here", the final pieces will be installed into a collaborative mural in a California location (TBA). A digital version of the mural will be shared across social media platforms. The purpose of this workshop is to inspire students to harness values of self-determination, community pride, and the importance of perpetuating Indigenous culture and knowledge.

Native Hip Hop: Ras K'dee, *Native California Pomo/African*

Native Hip Hop Workshop will create a collective song in 3 days. We will look at rhyme structure, through examples of spoken word, songs, live guitar, raps, and films, and learn how to infuse impactful messages into our rhymes. We will create a collective song and perform it live for the whole group.



Native People Count California - Youth Engagement Virtual Youth Gathering Date: July 24-26, 2020

CLASS DESCRIPTION

Let's Play!: Kenny Ramos, *Kumeyaay*

We'll use theatre games and exercises to explore how we connect with our voices and bodies to tell a story. We'll focus on acting fundamentals, or look at some Native theatre scripts and read scenes together, or maybe even create a new performance based on our own stories. Theatre is extremely collaborative and we can decide together as a group which aspects of theatre we want to learn about and focus on as the weekend progresses.

Comic Book Sketching: Lucia Gonzalez Ippolito, *Mayan, Chicana*

The class I will be teaching will be a lesson on comic book making and cartoon drawing. I plan to give a brief history of Black/Brown cartoon/comic book artists. We will begin with warm up exercises for drawing and expressing feelings. I will show how to create storyboards and zines. We will look at graphic guides to the California Census and art of Native American representation. The students will learn different formulas for storytelling and depicting cartoons. And we will discuss and create what it means to be a superhero together. By the end of the workshop, students will leave with an understanding how to create their own graphic novel, a tangible result of the work they put into class, as well as knowledge of political cartoons made by Black and Brown peoples.

Photography: Sage Romero, *Tovowahamatu Numu (Big Pine Paiute)/Tuah-Tahi (Taos Pueblo)*

Sage Romero of the AkaMya Culture Group will discuss the use of photography and graphics as an effective communication tool. Youth will utilize their Smartphones or photography equipment (if they own equipment) and create media which will be utilized to spread the message of the Census. On the first day we will discuss techniques and concepts. The second day shall be used for media creation and uploading. The third day, photography and media shall be presented to the whole group. Photos will be in high resolution for possible print out to be placed at the State Capitol.

Spoken Word: Jessa Calderon, *Chumash, Tongva*

You will have the opportunity to work with an emcee, poet and author that is able to share her culture and truth in a way that keeps the crowds intrigued. In this session, participants will learn and understand the bases of poetry and how storytelling can be redirected in today's society.

KEYNOTE SPEAKERS



MyKel Johnson, Inwas'yoipikt'inmi, Nez Perce Tribe, and a direct descendant of Old Chief Joseph of the Wallowa Band is a graduate of Washington State University. As an activist, she works to build awareness about the Dakota Access Pipeline, cultural appropriation, and Missing and Murdered Indigenous Women and Girls.



Dante Martinez, Coast Miwok from the Federated Indians of Graton Rancheria, attends Santa Rosa Junior College. He is a passionate national youth facilitator having directly benefited from the leadership and team-building skills he learned while attending youth conferences around the country. Dante hopes to create opportunities for his peers and Native Youth through community engagement.

ARTISTS



Lucia Gonzalez Ippolito is a Chicanx artist, writer, and activist from the San Francisco Mission District. As a mixed-heritage child in a neighborhood that has been impacted by gentrification, Lucia explores social and political themes in her artwork as a muralist.



Sage Andrew Romero is Tovowahamatu Numu (Big Pine Paiute)/Tuah-Tahi (Taos Pueblo) based in Tovowahamatu. Utilizing multimedia, his company AkaMya focuses on Indigenous dance, song, culture, and identity through film, photography, and sound.

ARTISTS



Rose Hammock is Pomo and Wailacki from the Round Valley Indian Reservation and Pomo from the Big Valley Rancheria Band of Pomo Indians. Her mother is from Mazatlan, Mexico, and Managua and Acoyapa, Nicaragua. She is a community educator, activist, and lecturer.



Joe Salinas was born and raised in Santa Rosa, California. He and his family are Kashia Band of Pomo Indians, from Stewarts Point Rancheria in Northern California. His Pomo name is White Eagle. Through lifestyle coaching, counseling, and support, Joe works with Native youth.



Jessa Calderon, Chumash and Tongva Nations, is a singer, songwriter, emcee (rapper), poet, and author. In 2019 Jessa joined the Dream Warriors, sharing music, culture, stories, poetry, seminars, workshops, and webinars which equates to healing as a community.



Rulan Tangen works in professional dance, film, television, opera, circus, and powwow, and is the creator of Dancing Earth, an Indigenous contemporary dance theater group. She is a recipient of the 2018-19 Kennedy Center Citizen Artist Fellowship.

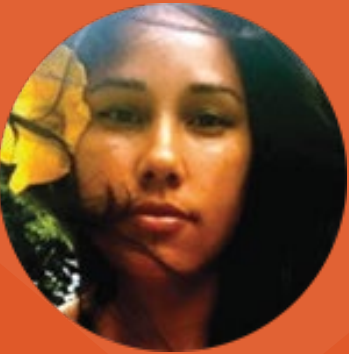
ARTISTS



Ciera Budge is a teaching and movement artist. She joined the Dancing Earth family in February 2017 and has toured as a company member to Arizona, New Mexico, California, and Guåhan (Guam).



Ras K'dee, Pomo Tribe of California, is a musician, community educator, and renowned lyricist, producer, and lead vocalist/keyboardist for the Bay Area-based live world hip-hop ensemble, Audiopharmacy. His musical inspiration is rooted in his experience as a cultural artist.



Nikila Badua, Hawaiian, and Ojibwe is a self-taught multimedia artist, designer, and performer. A mother and community organizer, she advocates for youth, Indigenous, and environmental rights and is inspired by earth-based wisdom of Roots and Culture.



Kenny Ramos is a Kumeyaay theatre artist from the Barona Band of Mission Indians. Kenny is passionate about theatre that centers Native perspectives and believes the stories we tell have the power to heal our society.

ARTISTS



Tiffany Adams, Chemehuevi/Koyoomk'awi/Nisenan, is a multidisciplinary artist who specializes in place-based aesthetics and materials, rooted in Indigenous epitome. Tiffany received a Bachelor of Fine Arts degree from the Institute of American Indian Arts.

**NATIVE
PEOPLE
COUNT
CA**



PRESS KIT

FOR MEDIA



Photo Credit: California Native American Day 2019

CONTENTS



CENSUS 2020 KEY DATES.....4

Native People Count California

WHAT IS CENSUS?.....5

About Census 2020

ABOUT.....6

Native People Count California

STATE OF CALIFORNIA.....7

Investing in Tribal Communities for Census 2020

NATIVE FACT SHEET.....8

Native People Count California Census 2020

CENSUS TRIBAL IMPACT.....10

Infographic

CONTACTS.....11

Native People Count California Media Contacts

Native People Count California Partner Contacts



CENSUS 2020 KEY DATES

January 21, 2020

First Census enumeration takes place in Toksook Bay, Alaska.



January 24, 2020

Native People Count California Campaign Launches



March 2020

Census notices are mailed or delivered to households.



March - May 2020

Census takers visit each household to update address lists and collect information on the questionnaire.



April 1, 2020

CENSUS DAY!



May - July 2020

Census takers visit households that have not completed the questionnaire.



December 31, 2020

By law, the Census Bureau delivers population counts to the President for apportionment of congressional seats.



March 2021

By law, the Census Bureau completes delivery of redistricting data to states.





What is Census?

WHEN The United States Constitution mandates that everyone in the country be counted every 10 years. Starting in 1790, the very first census was implemented and has continued over the last 230 years. Census Day 2020 is April 1, 2020.

WHO The Census counts every person in every household living in the United States once, and only once in the right place or location.

IMPACT Every 10 years, the results of the census are used to determine representation of seats in Congress. After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

In total, there is about **\$675 billion** in federal funds distribution, grants and support to states, counties, and communities that is based on census data. That money is spent on schools, hospitals, roads, public works and other vital programs. Local governments use the census for public safety and emergency preparedness and businesses use census data to decide where to build factories, offices and stores that create jobs.

HOW For the first time in history, the Census 2020 Questionnaire can be completed using one of the following three methods:



ONLINE Internet Self-Response.



PHONE Telephone Census questionnaire assistance.



PAPER Paper Census questionnaire option that is sent by mail.

13 Languages will be supported on (Internet & Phone). *Note: American Indian / Native Alaskan Languages are not included in the 13 languages.*

SECURITY Your information is secure. By law (Title 13, U.S. Code), the U.S. Census Bureau cannot share an individual's answers with anyone or allow it to be used to determine their eligibility for government benefits.

Sources: [U.S. Census Bureau Census 101: What You Need To Know](#) [California Indian Manpower Consortium, Inc. Native People Count Campaign](#)



ABOUT

Launched in January 2020 – Native People Count California (Native People Count CA) is the official California Complete Count – Census 2020 Tribal Media Outreach campaign.

The campaign is a collaboration between five Tribal Media Outreach Campaign Partners:



Native People Count CA was created with the belief that 2020 Census is an integral piece to upholding the fiduciary responsibility by the United States federal government to Tribes and its delegated authority to state and local governments. Critical to infrastructure, health care, legal and social justice, law enforcement, emergency services, nutrition, and education, the U.S. Census provides the baseline for appropriated funds over the next ten years for tribal governments across the country and right here in the State of California.

The campaign is scheduled to run from January 2020 until June 2020 and includes several elements including the Native People Count Tribal Advisory Board, a Native Youth Initiative, a social media outreach, downloadable resources and toolkits, and event scholarships for Native communities wanting to participate.

Native People Count CA takes its responsibility seriously in its efforts to provide the best and most culturally relevant, tribal-specific materials, resources, and assistance to ensure a Complete Count for California Tribes and the American Indian and Alaska Native people. To learn about this collaborative effort visit the website at www.nativepeoplecountca.org.

For media inquiries contact the Native People Count CA campaign via email at info@nativepeoplecountca.org.



INVESTING IN TRIBAL COMMUNITIES FOR CENSUS 2020



California's Tribal communities are among the least likely to respond to the decennial Census. To address this concern, the California Complete Count - Census 2020 Office (Census Office) has woven outreach to Native American and Tribal populations throughout each of its funding efforts including:

Hiring an Dedicated Tribal Affairs Specialist

Kayla Olvera Hilario (*Ione Band of Miwok Indians*) was confirmed by the California State Senate in January 2020 for the role of Tribal Affairs Specialist at the California Complete Count - Census 2020 (Census Office).

Holistic Outreach

Outreach is woven throughout the California Complete Count - Census 2020 Office (Census Office) funding efforts for Native American and Tribal populations.

Native American Respondents

California is home to the largest percentage of Census respondents who identify as American Indian or Alaska Native.

Complete Count Collaboration

Native American Tribes and Tribal-serving organizations and agencies have participated in multiple past Census outreach and engagement efforts.

TRIBAL FUNDING *Census 2020 marks the largest State of California commitment to-date toward the goal of increasing Tribal participation in the Census.* An initial **\$316,500** was allocated to Tribes based on a minimum of 25 Housing Units per reservation, **\$400,000** each to Statewide contractors, the California Indian Manpower Consortium and the California Native Vote Project, and an **additional \$2 million** from the State's General Fund.

CONTACT

Kayla Olvera Hilario (*Ione Band of Miwok Indians*)
Tribal Affairs Specialist
California Complete Count - Census 2020

6367 Alvarado Court, Suite 201
San Diego, CA 92120

Phone: (916) 365-5790
Email: kayla.hilario@census.ca.gov





NATIVE PEOPLE COUNT CALIFORNIA CENSUS 2020 NATIVE FACT SHEET

CENSUS DAY | April 1, 2020

What is Census?

Every 10 years, the United States counts everyone living in the country on April 1. Our tribes do not share enrollment numbers with the government, so it is important for all California Tribal Nations and Native communities to participate in Census 2020.

Why is Census important for California Tribal Nations and Native Communities?

Census 2020 is an opportunity to **provide a better future for our communities and future generations**. Your responses to Census 2020 can help **shape how billions of dollars in federal funds are distributed** each year for programs and grants in Native communities.

An accurate count for California Tribal Nations and Native communities means **fair access to resources** and fair representation in local, state, and federal elected offices. **The Native Vote has increasingly become a "swing vote" in several states, and answering the Census 2020 ensures that your vote may make a difference.**

There are **more than 70 programs that benefit the State of California** that use Census numbers to allocate funding including education, health, and human services **that directly impact California's Tribal Nations and Native communities.**

DID YOU KNOW?

\$1 BILLION

Census data is the basis for over \$1 billion ANNUALLY that flows through Indian Country. That is \$10 billion dollars of federal funding for American Indians / Alaska Natives until the NEXT decennial Census.

4.9% UNDERCOUNTED

The U.S. Census Bureau estimates that American Indians / Alaska Natives living on reservations or in Native villages were undercounted by nearly five percent. Which is more than double the undercount rate of the next closest population group.

NOT COUNTED UNTIL 1890

American Indians / Alaska Natives were generally not counted until 1890 and substantially undercounted until 1980 when U.S. residents were allowed to indicate their own race.

PRIVATE & CONFIDENTIAL

Census data is private and confidential. Under Title 13 of the U.S. Code the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

10 MINUTES

The Census questionnaire is nine questions and should only take about 10 minutes to complete.



NATIVE PEOPLE COUNT CALIFORNIA

CENSUS 2020 NATIVE FACT SHEET | Pg 2

Census Data Directly Impacts Tribal Nations and Native Communities Federally Funded Programs including:

- Medicaid / Medicare / Medi-Cal
- Federal Direct Student Loans
- Supplemental Nutrition Assistance Program (SNAP)
- Highway Planning and Construction
- Federal Pell Grant Program
- Section 8 Housing Vouchers
- Title 1 Grants to Local Education Agencies
- Head Start Program
- Native American Employment and Training
- Indian Health Service (IHS)
- Urban Indian Health Program
- Special Programs for the Aging Title VI, Part A
- Indian Housing Block Grants
- Indian Reservation Roads Program
- Tribal Transportation Program
- Veterans Affairs, and more.

HOW DO I GET COUNTED AS AMERICAN INDIAN / ALASKA NATIVE IN CENSUS 2020?

Saying that you're American Indian or Alaska Native on the Census 2020 form is a matter of self-identification.

No proof is required.

No one will ask you to show a tribal enrollment card or a Certificate of Degree of Indian Blood (CDIB).

SPECIAL NOTE: *The only way to ensure that you are included in all the Census counts as AI/AN is to check just that ONE box on the form.*

CENSUS 2020 KEY DATES

January 21, 2020

First Census enumeration takes place in Toksook Bay, Alaska.



January 24, 2020

Native People Count California Campaign Launches



March 2020

Census notices are mailed or delivered to households.



March - May 2020

Census takers visit each household to update address lists and collect information on the questionnaire.



April 1, 2020

CENSUS DAY!



May - July 2020

Census takers visit households that have not completed the questionnaire.



December 31, 2020

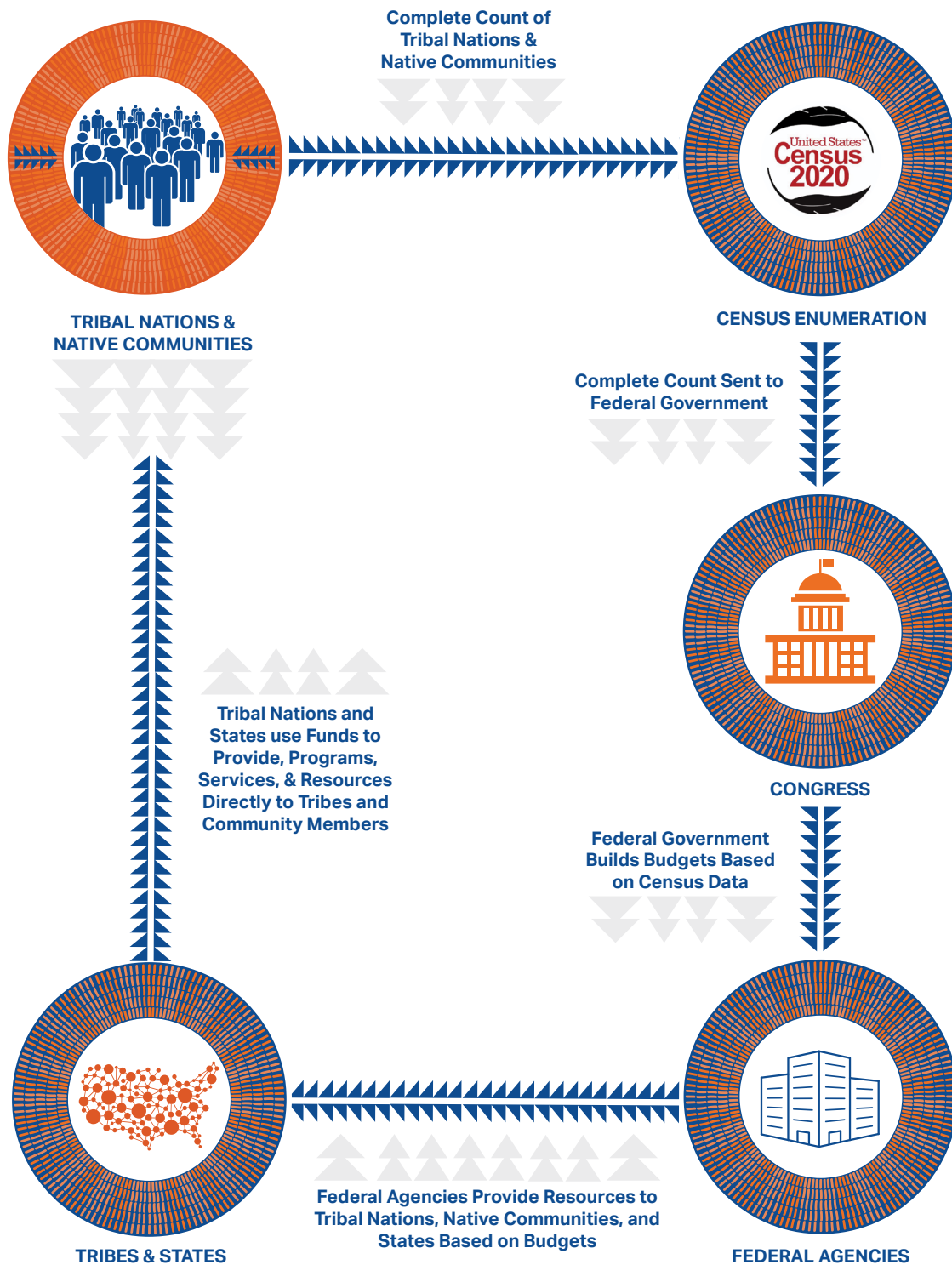
By law, the Census Bureau delivers population counts to the President for apportionment of congressional seats.



March 2021

By law, the Census Bureau completes delivery of redistricting data to states.

HOW DOES THE CENSUS IMPACT NATIVE COMMUNITIES? INFOGRAPHIC



NATIVE PEOPLE COUNT CALIFORNIA CONTACTS



For General Information questions, contact
info@nativepeoplecountca.org

For Tribal Advisory Board questions, contact
tribaladvisoryboard@nativepeoplecountca.org

For Youth Engagement Initiative questions, contact
youth@nativepeoplecountca.org

For Event Scholarship questions, contact
scholarships@nativepeoplecountca.org

NATIVE PEOPLE COUNT CALIFORNIA PARTNER CONTACTS



**Native People
Count California**
Ricki McCarroll
Tribal Media Outreach Lead
ricki@nunaconsultgroup.com
Phone: 310-365-5272

nativepeoplecountca.org



California Complete Count – Census 2020
Kayla Olvera Hilario, Tribal Affairs Specialist
Phone: (916) 365-5790
kayla.hilario@census.ca.gov

census.ca.gov



California Indian Manpower Consortium, Inc.
Lorenda T. Sanchez, Executive Director
lorendas@cimcinc.com

Teresa Marie Willson, Census Information Center Liaison
teresaw@cimcinc.com

M. Ligaya Hattari, Complete Count Coordinator
ligayah@cimcinc.com

www.cimcinc.org/pro_ccc.html



California Native Vote Project (CNVP)
Jesse Fraire, Statewide Census Coordinator
jfraire@canativevote.org

Lindsay McCovey
Northern California Regional Outreach Manager
California Native Vote Project
lmccovey@canativevote.org

Robin Thundershield, Outreach Coordinator
rthundershield@canativevote.org

Phone: 323-688-6838



**NATIVE PEOPLE COUNT CALIFORNIA
PRESS KIT**

INFO@NATIVEPEOPLECOUNTCA.ORG

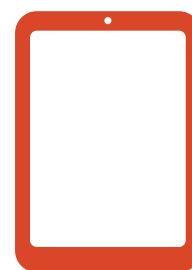


NATIVE PEOPLE COUNT CALIFORNIA

The Significance of the Census for American Indians in California

Education Curriculum Toolkit & Lesson Plans (6–12 Grade)

DISTANCE LEARNING LESSON PLAN



About NPCCA Distance Learning Lesson Plan



As Native People Count CA was preparing to launch the “The Significance of the Census for American Indians in California” curriculum, the pandemic shifted the way our entire world functioned each day.

As we watched our communities come together to help those in need, it became even more important to ensure that ALL Californians are counted in the US Census to ensure that future funding and resources are more readily available. We celebrate the educators who conquered a great challenge of teaching remotely and ensuring that students had as much support as possible during quarantine.

Native People Count CA in partnership with the National Indian Education Association recognize the immediate need for resources and digital curriculum. This guide demonstrates how to modify the “curriculum” designed for classroom use into valuable online learning opportunities.

Table of Contents

About NPCCA Distance Learning Lesson Plan.....2

Distance Learning Lesson Plan.....5

Resource Links.....6

About Full Curriculum & Access.....7

Distance Learning Lesson Plan

Activity	<i>The Impact of the US Census on American Indian Tribes in California</i>
Aligned Standards	RI.6-8.7- Utilizing and evaluating types of media RI.6-8.9- Synthesizing Ideas or information across texts
Essential Question	How does the US Census impact American Indian tribes in California?
Materials	<i>Digital: 2020 Census: What is the Census?</i> (YouTube video by the US Census Bureau) Or Print: <i>What is Census?</i> flyer from NativePeopleCountCA.org
	<i>Census Tribal Impact Infographic Video</i> (Infographic PDF & YouTube Video/NativePeopleCountCA.org)
	<i>Census 2020 Native Fact Sheet</i> NativePeopleCountCA.org
	(Optional) <i>"We are Still Here": Native Americans Fight to be Counted in US Census The Guardian article adapted by Newsela.org</i> *Teachers will need to create a free account on Newsela to either download or digitally assign this article. The reading level can be adapted across multiple grade levels. There is also a reading quiz attached.
Activity Guide	<p>Teachers: Using a digital learning platform, email, or other communication pathways, share the following process with students. Each of these sources can be provided in print or digital format:</p> <p>Students: Because of the global pandemic, the US Census self-response deadline has been extended to October 31, 2020. This means that we have more time to help our family and community members be counted. However, the state of California is home to groups of people, such as American Indian tribes, who are typically misrepresented in the census.</p> <p>The goal of this activity is to answer the essential question: "How does the US Census impact American Indian tribes in California?" During this activity, you will engage with multiple sources and media types to be able to answer that question. (Teachers: List the selected sources here).</p> <p>To demonstrate your learning, you will choose one of the tasks listed below to submit. Remember to search for the meaning of words you are not familiar with and record your notes and questions as you learn.</p>

Activity	<i>The Impact of the US Census on American Indian Tribes in California</i>
Task	<p>After engaging with all the sources, answer the question “How does the US Census impact American Indian tribes in California?” using one of the following formats. Be sure to use specific evidence from at least two sources and name the source each time you use the evidence. Submit one of the following:</p> <ol style="list-style-type: none"> 1. A 30-45 second video broadcast (such as a newscast, public service announcement, or presentation) 2. A 30-45 second audio recording (such as a podcast or audio text message) 3. A 1-2 paragraph letter to the editor explaining why communities need to ensure tribes are counted (typed or handwritten) 4. A presentation of 7-10 slides (Such as PowerPoint or Google Slides)
Remote Learning Tips	<p>Many schools have digital communication apps learning platforms that offer avenues for students to submit work. Here are a few recommendations for assigning this activity remotely:</p> <ul style="list-style-type: none"> • Provide specific directions for how students can submit their assignment. Some students may not have easy access to digital platforms or even WiFi. Provide opportunities for students to receive or submit their assignment through text, phone call, or even mail delivery. Due to the increased pressure on families during this time, you may also want to provide flexible deadlines and grading. • For students with limited technology, this activity can be sent in smaller segments such as sharing the video or fliers through email or text messaging asking more source-specific questions. Students or families can also submit their work through text, email, or phone calls as well. • Ensure that student work is submitted through secured methods to ensure the safety of student identity. Also, consider acquiring parent permission before requiring students to use any communication or learning portals. <i>(Remind is a popular and user-friendly app for school-to-home communication. Documents and images can also be shared. Most features are free, but parents will need to download the app and use a code provided by the teacher or school to connect.)</i> • If you or your school district utilize web conferencing platforms such as Zoom or Google Hangouts, host an optional discussion after students have engaged with sources or completed the activity to further their conversation on the impact of the census and how to support communities and tribes on completing the census.
Additional Resources	<p>Teachers: For more resources, visit the sites below:</p> <ul style="list-style-type: none"> • For Resources and ToolKits for the California Census visit NativePeopleCountCA.org • For K-12 lesson plans and resources on the national census, visit 2020 Census in the Classroom website from Census.gov • For additional lessons, resources, and digital learning recommendations, visit Digital Resources for Learning at Home by the National Indian Education Association (niea.org)

Resource Links



What is the Census? from Census.gov: <https://www.youtube.com/watch?v=Eq-FMB4epyw>

What is Census? Flyer: https://secureservercdn.net/198.71.233.47/2z0.8ec.myftpupload.com/wp-content/uploads/2020/02/What-is-Census_Native-People-Count-CA-Flyer.pdf

Census 2020 Native Fact Sheet: https://secureservercdn.net/198.71.233.47/2z0.8ec.myftpupload.com/wp-content/uploads/2020/02/Native-Fact-Sheet_Native-People-Count-CA.pdf

Census Tribal Impact Infographic (PDF): https://secureservercdn.net/198.71.233.47/2z0.8ec.myftpupload.com/wp-content/uploads/2020/02/Census-Tribal-Impact_Native-People-Count-CA.pdf

Census Tribal Impact Infographic (Video):
<https://www.youtube.com/watch?v=mDZfOaYGTVs>

"We are Still Here" Newsela article <https://newsela.com/read/native-americans-census/id/2001004535/>

Remind app information: <https://www.remind.com/>

Native People Count CA Resources & Toolkits: <https://nativepeoplecountca.org/resources-downloads/>

2020 Census in the Classroom by Census.gov: <https://www.census.gov/library/stories/2019/09/2020-census-in-the-classroom.html>

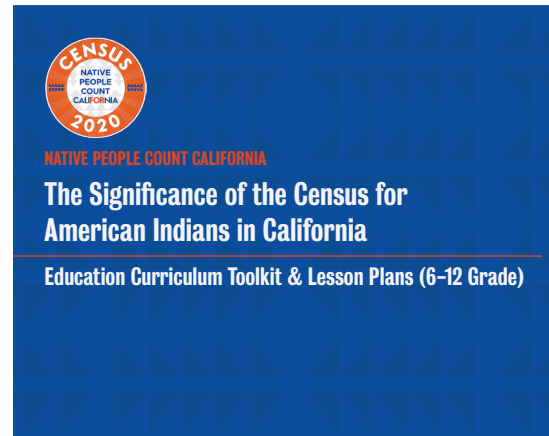
National Indian Education Digital Resource for Learning at Home: <https://www.niea.org/learning-at-home-resources>

About Full Curriculum

The Native People Count California Campaign partnered with the National Indian Education Association (NIEA) to develop curriculum mini-unit "The Significance of the Census for American Indians in California." The curriculum was designed to answer the question "Why is the 2020 Census significant to American Indians in California?"

Through three days of lessons, students engage in digital and text-based resources to understand the purpose of the Census, the impact a count or miscount has on American Indians in California, and how the Native Complete Count is directly related to the representation in public office. The launch of this series is critical as 2020 brings two significant national events: the census and a presidential election. At the conceptualization of this project, this lesson series was intended to be used in face-to-face learning in the classroom. However, because of the unprecedented pandemic of COVID-19, this series becomes even more significant as it contains digital access to resources and ready-made materials for teachers and students to enhance remote learning.

With most schools currently utilizing online learning, these lessons will be immediately useful for all California educators and students. We encourage our educational stakeholders to use and adapt these materials to spread awareness of the importance of completing the census and ensuring our local American Indian communities are accurately counted and recognized.



**Access Full Curriculum at
NativePeopleCountCA.org.**

About the Curriculum Framework

This lesson series follows an adaptation of the Inquiry Design Model (IDM), which uses the C3 Inquiry Arc and the C3 Framework Dimension Standards. This model takes a student-centered and inquiry-based approach to teaching and learning. Following instructional front runners like Native Knowledge 360 who also utilize this learning model, NIEA values teacher knowledge and uses this framework to ignite curiosity and problem solving through access to recommend sources and questions without over guiding pedagogy. Teachers are welcome to utilize this blueprint while also incorporating questions, tasks, and additional sources based on their student and community needs.



NativePeopleCountCA.ORG

NATIVE PEOPLE COUNT CALIFORNIA

The Significance of the Census for American Indians in California

Education Curriculum Toolkit & Lesson Plans (6-12 Grade)

In partnership with:



**National Indian
Education Association**



CALIFORNIA HAS THE HIGHEST POPULATION OF AMERICAN INDIAN & ALASKA NATIVE PEOPLE IN THE U.S.

Let's get a Native Complete Count!
Take the 2020 Census.



#NativePeopleCountCA





NON-RESPONSE FOLLOW-UP + MOBILE QUESTIONNAIRE ASSISTANCE (MQA)

New Census Deadline: September 30, 2020

WHAT IS NRFU?

Beginning August 11, 2020, the U.S. Census Bureau began following up with households that have not yet responded to the 2020 Census. Census takers will go door-to-door to assist people in responding to the 2020 Census. Census takers are trained on social distancing, COVID-19 health, and safety protocols, and will follow local public health guidelines and wear a mask when conducting follow-up visits.

AVOID THE KNOCK, TAKE THE CENSUS.

GENERAL INFORMATION

- The 2020 Census is still happening.
- The new deadline is September 30th.
- The U.S. Census Bureau has begun its non-response follow-up operation (NRFU).
- We understand that our rural tribal communities are heavily impacted by COVID-19 and have different needs from community-to-community.
- During the non-response follow-up operation, California Native Americans can still fill out their Census questionnaire via mail, online (my2020census.gov) or via phone (858) 285-7539.

WHAT IS MQA?

The Census Bureau soft-launched the Mobile Questionnaire Assistance program aimed to focus on low-response areas by bringing assistance directly to those communities. The Census Bureau launched the program the week of July 6 with the full operation beginning in mid-July. The original MQA program was amended due to the COVID-19 pandemic with the modified MQA program now in full swing.

As California Tribes and Native communities find new ways to get a Native Complete Count in California, they are organizing MQAs directly on the reservations and tribal lands as well as in urban communities.

QUICK MQA FACTS:

- MQAs are run and staffed by Census Bureau employees called - Census Response Representatives (CRRs) to ensure the proper security and privacy laws are adhered to.
- The Census Bureau is taking the necessary precautions to protect the health of the CRRs and the public including providing the proper PPE and CDC and California sanitation standards.

REQUEST A MOBILE QUESTIONNAIRE ASSISTANCE EVENT!

CALL: (858) 285-7539

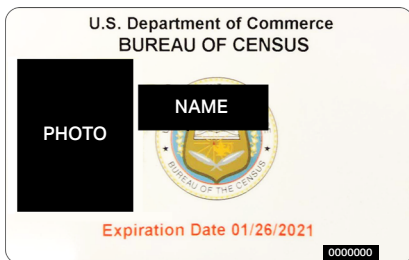
** Please check with your tribe and/or local Complete Count Committee for specific tribal or local recommendations.*

NATIVE PEOPLE COUNT CALIFORNIA

NON-RESPONSE FOLLOW-UP + MQA | NATIVE FACT SHEET

HOW TO IDENTIFY A CENSUS TAKER

Census takers have a valid government badge with their photograph, a U.S. Department of Commerce watermark, and expiration on the badge. To confirm a Census taker's identity, you may contact your regional Census center at **(213) 314-6500**.



SOCIAL MEDIA POSTS

#2020Census NRFU (Non-response Follow-up) began on August 11 and will continue through September 30. Avoid the knock, take the Census by calling (858) 285-7539 or online <https://my2020census.gov>. #NativePeopleCountCA

What is the #2020Census NRFU operation? Census takers will visit households who did not respond to their previously mailed Census questionnaire. Census takers will go door-to-door to assist nonrespondents in filling out their questionnaire. #NativePeopleCountCA

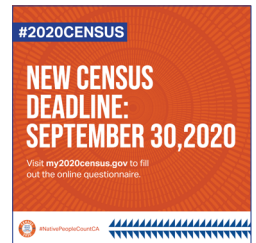
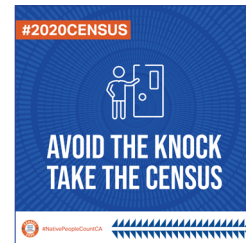
During the #2020Census Non-response Follow-up operation, California Native Americans can still fill out their Census questionnaire via mail, online (<https://my2020census.gov>) or via phone (858) 285-7539 #NativePeopleCountCA

Avoid the knock during the #2020Census Nonresponse Followup process. Take the #2020Census by calling (858) 285-7539 or visit <https://my2020census.gov>. #NativePeopleCountCA

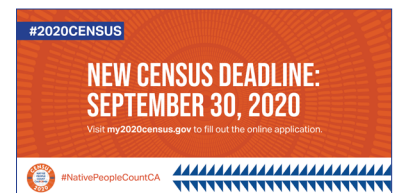
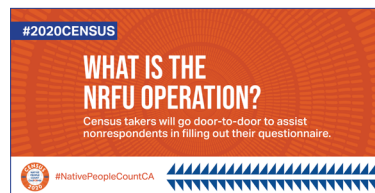
Stay safe, wear a mask, and practice physical distancing when interacting with #2020Census takers during the Nonresponse Followup process. #NativePeopleCountCA

SOCIAL MEDIA GRAPHICS

INSTAGRAM & FACEBOOK



TWITTER





California Complete Count - Census 2020



- **Why Is It Important for Tribal Community Members to Respond to the 2020 Census?**
- **What is the State Doing to Support a Complete and Accurate Count in 2020?**
- **How is Personal Information Protected?**

Why Is It Important for Tribal Community Members to Respond to the 2020 Census?

The information collected by the Census is an important tool for federal and tribal decision-making.

The U.S. Constitution requires a Census every 10 years to determine how many seats each state will have in the U.S. House of Representatives. The next enumeration will be April 1, 2020, and will be the first to rely heavily on online responses.

A primary and perpetual problem facing the U.S. Census Bureau is the undercount of certain population groups. Historically, Native Americans are one of the most undercounted groups of any population in the U.S. Census, and California is home to the largest percentage of Census respondents who identify as American Indian or Alaska Native. Other undercounted communities include foreign-born residents, undocumented residents, non-white residents, renters, and children under five years old, especially those younger than one year old.

Census data also help guide how billions of dollars in federal, state, and tribal funding are distributed. Accurate census data leads to fairer allocations of funds that support tribal programs in meeting community member needs. Census data help tribal leaders understand what their communities need. Many tribal communities use census information to attract new business and plan for growth. However, if some segments of the Tribal population do not respond to the census, the California's Native American population could be underrepresented. An accurate count of Native Americans in California means fair access to resources and fair representation.

Fact: Federal funding for Native American schools and education programs, workforce programs, health programs, housing programs, water and sewage projects, roads and economic development are based on data collected by the Census Bureau every ten years.

What is the State Doing to Support a Complete and Accurate Count in 2020?

A complete and accurate count of California's population, including its diverse Native American communities, is essential to the State. More than 70 federal programs that benefit California, including education, health, and human services, use Census numbers as part of their funding formulas.



Governor Brown issued an Executive Order (B-49-18) describing California's Census 2020 initiative. The State's initial outreach strategy in 2018 includes three regional Tribal consultations to share information and hear from California Native American Tribes about how the State can collaborate with Tribes in its Census outreach, education, and resource-deployment strategies to best serve Tribal communities.

Additionally, in support of the overall census outreach strategy, the Governor created an advisory committee, the California Complete Count Committee. The California Complete Count Committee is a panel of community leaders from across the state working to implement strategies that will increase the count of all Californians, especially those that are hard to count.



How is Personal Information Protected?

The Census Bureau respects the privacy of people who answer the census and is bound by strict confidentiality requirements. The Census Bureau cannot share the answers it receives with anyone, including welfare agencies, U.S. Citizen and Immigration Services (formerly known as the U.S. Immigration and Naturalization Service), the Internal Revenue Service, the Bureau of Indian Affairs, tribal officials, tribal courts, tribal police, or the military. Census employees take an oath of

nondisclosure and are sworn for life to protect all information that could identify individuals. Anyone who breaks this law can receive up to five years in prison, a \$250,000 fine, or both.

The Census Bureau also uses technology to protect your information through many security measures, including electronic barriers and encryption devices. Data from an individual are combined with other data to produce the statistical summaries that are published. The Census Bureau does not produce data that can identify any individual.

Mission: Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020



Contact Us!

Adriana Martinez, Tribal Liaison
Census 2020 – California Complete Count
California Government Operations Agency
(916) 852-2020
Email: Adriana.Martinez@census.ca.gov
Visit our website: census.ca.gov



UPDATED MARCH 2020

NATIVE PEOPLE COUNT CALIFORNIA SOCIAL MEDIA TOOLKIT





SOCIAL MEDIA TOOLKIT INTRO

Native People Count California (Native People Count CA) is the official California Complete Count – Census 2020 Tribal Media Outreach campaign.

Launched in January 2020 – the Native People Count CA campaign is a collaboration between Governor’s Office of the Tribal Advisor, the California Complete Count - Census 2020 office, and Tribal Media Outreach Partners NUNA Consulting Group, LLC, California Indian Manpower Consortium, Inc. (CIMC), and the California Native Vote Project (CANVP).

Native People Count CA takes its responsibility seriously in its efforts to provide the best and most culturally relevant, tribal-specific materials, resources, and assistance to ensure a Complete Count for California Tribes and the American Indian and Alaska Native people.



HOW TO USE THIS TOOLKIT

The following toolkit was developed to allow users to copy paste and download Tribal Nation and Native community-specific content for the 2020 Census to post on social media channels including images and text for Facebook, Instagram, and Twitter.

Want to create your own Native People Count CA posts? We have you covered! Follow the directions at the end of the toolkit to create a FREE Canva.com account and utilize one of the templates linked in the Canva section! Remember to tag us!



NATIVE CENSUS POSTS

TWITTER/FACEBOOK/INSTAGRAM

HASHTAGS: #NativePeopleCountCA #NativePeopleCountCalifornia #Census2020 #2020Census #NativePeopleCount #ICount

California has the second largest number of federally recognized tribes and highest population of #AmericanIndian & #AlaskaNative people in the country. Make sure Native People Count this #2020Census in California! Take the Census! #NativePeopleCountCA

Every 10 years, the United States counts everyone living in the country on April 1. Check the #AmericanIndian and #AlaskaNative box on your #2020Census questionnaire to get counted! #AIAN #NativePeopleCountCA

Our tribes do not share enrollment numbers with the government, so it is important for all California Tribal Nations and Native communities to participate in Census 2020.

There are 70 programs State of California that use #Census data to allocate funding including education, health, and human services that directly impact California's #tribes, #AIAN, & #Native communities. Take the #2020Census! #NativePeopleCountCA

Census data is the basis for over \$1 billion ANNUALLY that flows through #IndianCountry. That is \$10 billion dollars of federal funding for #AIAN until 2030. #NativePeopleCountCA #2020Census

The only way to ensure that you are included in all the Census counts as #AIAN is to check just that ONE box on the form. Bonus feature! Fill in your tribal affiliation too! #NativePeopleCountCA #2020Census

#IndianCountry history. #Native people were generally not counted until 1890 and then substantially undercounted until 1980 when U.S. residents were allowed to indicate their own race. #AIAN #2020Census #NativePeopleCountCA

#DYK: The #2020Census questionnaire is only 9 questions and should only take about 10 minutes to complete and is completely secure by law.

The U.S. Census Bureau estimates that #Native people living on reservations or #Native villages were undercounted by nearly 5% in 2010. Which is more than double than the next highest undercounted population. #NativePeopleCountCA

#2020Census is available THREE ways this year! Take the Census online, via phone, or paper form. #NativePeopleCountCA #AIAN #Native #IndianCountry #ICount





IMAGE DOWNLOADS TWITTER/FACEBOOK

CLICK ON IMAGES TO DOWNLOAD

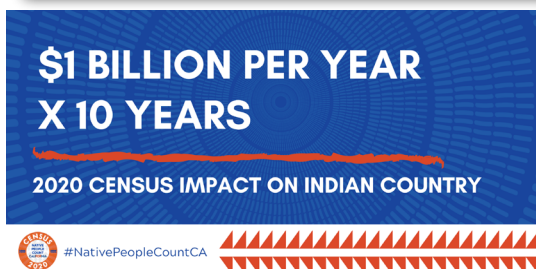
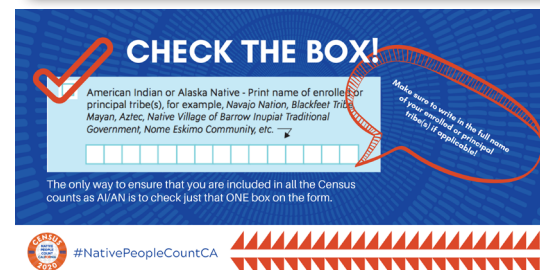
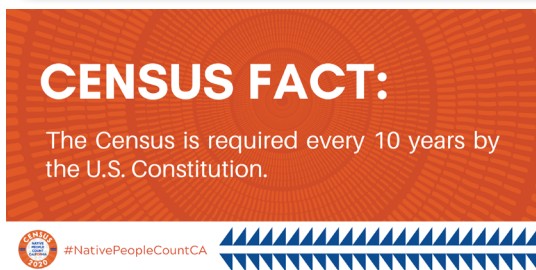
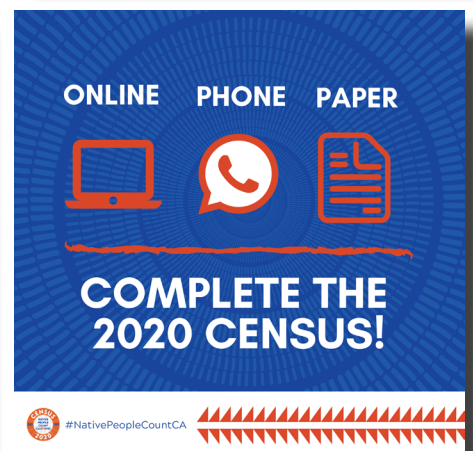
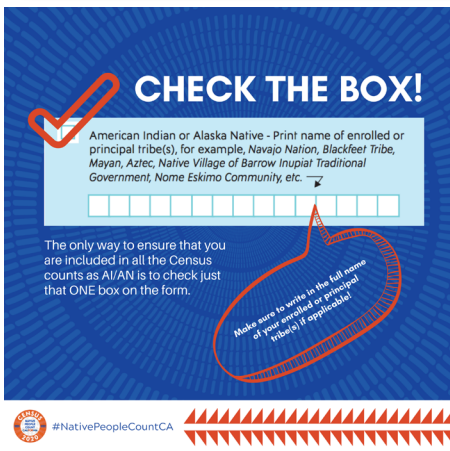
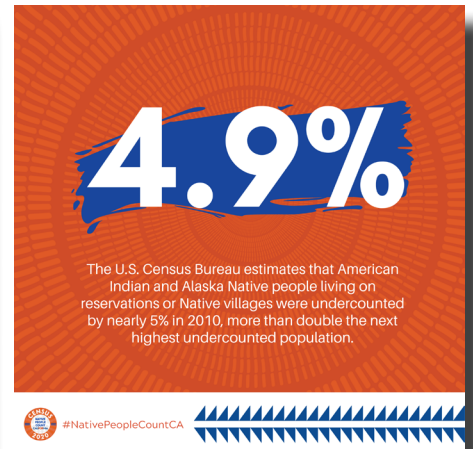
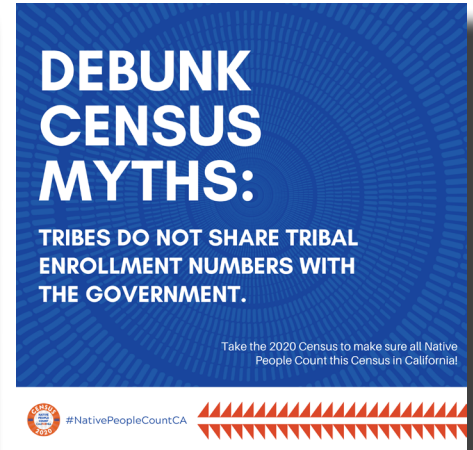
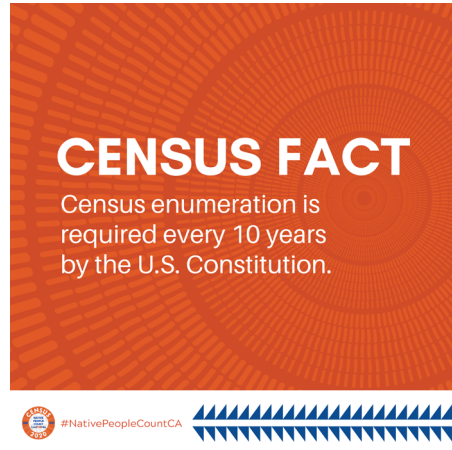


IMAGE DOWNLOADS INSTAGRAM

CLICK ON IMAGES TO DOWNLOAD





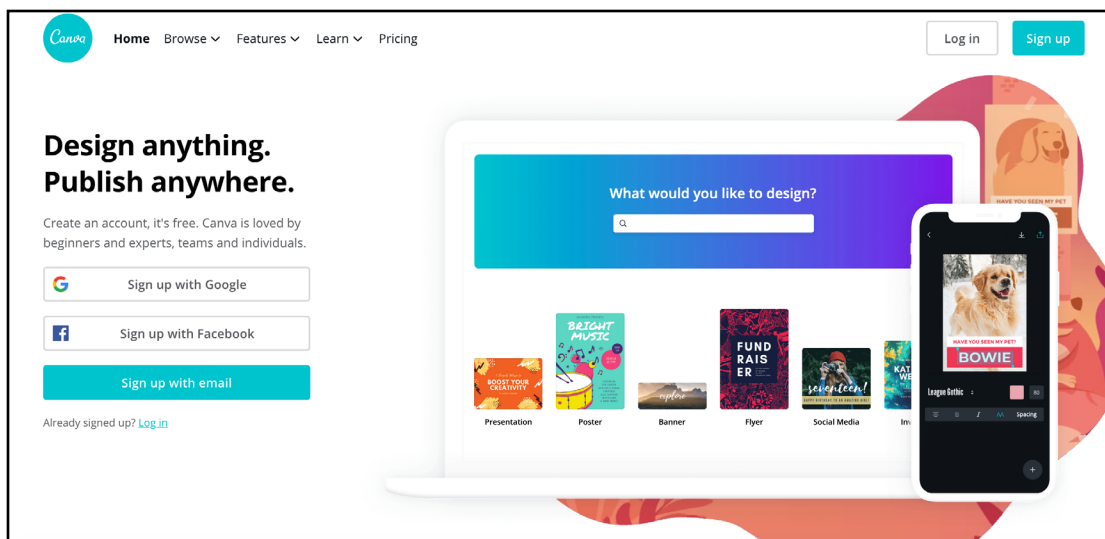
CREATE YOUR OWN

Free online programs for easy drag, drop, download, and share custom social media graphics and images.



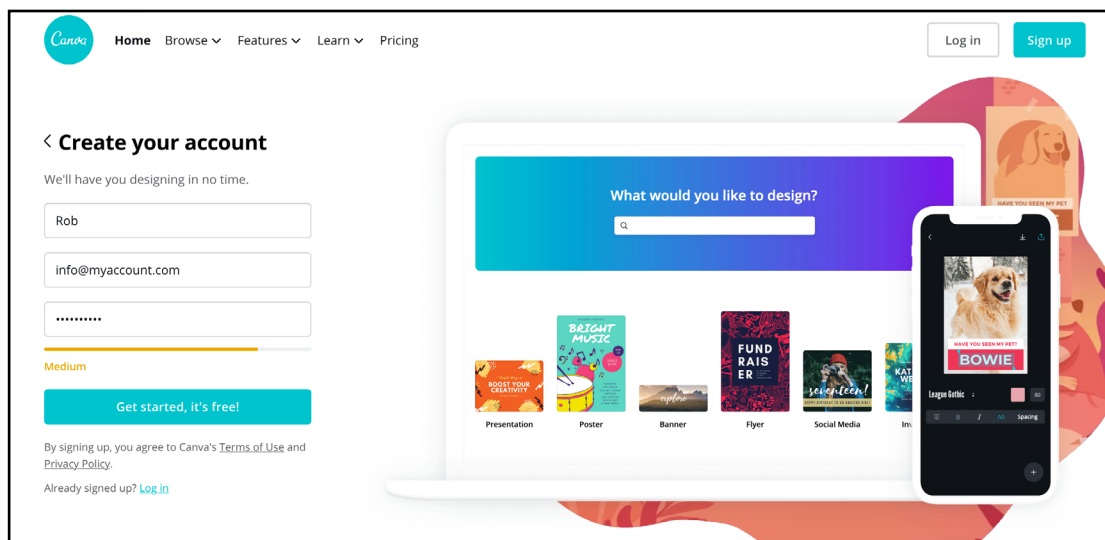
Canva is a handy online drag and drop design editor to create and export high quality graphics for social media post. You can sign-up for free and create your own graphic assets to help promote Census messaging and events you plan to host in your Tribal Communities. You can easily edit our templates, or design your own.

Creating a Canva account!



- Choose your sign-up method





- Enter your registration information

CUSTOMIZE YOUR OWN NATIVE PEOPLE COUNT CALIFORNIA POSTS!

After you set up your FREE Canva account and login - click the images below for the branded template designs for your use!

Instagram Templates



Facebook/Twitter Templates



NativePeopleCountCA.org



NATIVE PEOPLE COUNT CALIFORNIA
SOCIAL MEDIA
TOOLKIT

TINY TOTS

Dance Special

AGES 0 - 5



#NativePeopleCountCA

FRIDAY, JUNE 26, 2020

Bring awareness to get our
Tiny Tots counted **THIS 2020**
Census on Friday from
10:00 AM - 3:00 PM PST.

1st Place - \$100
2nd Place - \$75
3rd Place - \$50

Sponsored by Native People Count CA