



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 TEMPLATE

General Information

Date of report	11/14/2020
Organization / Entity	Latino Community Foundation
Responsible Person / Title	Christian Arana
Contact Person / Title	Policy Director
Address	235 Montgomery Street, Suite 1160, San Francisco, CA 94104
Email / Phone	carana@latinocf.org / 415-236-5145

Narrative Report

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

The goal of the Latino Community Foundation's (LCF) 2020 Census work was to ensure a fair and accurate count of Latinos in this important decennial survey. A sub-goal of the campaign was to ensure that Latino youth, who are yearning to make a difference in the community, had the resources, knowledge, and will necessary to lead this outreach.

With respect to objectives, LCF had an objective to reach 10 million Latinos in California across traditional media, social media and our networks. Because of LCF's strong relationships with the media, large social media presence and robust network of Latino philanthropists and Latino-led nonprofits, we surpassed this goal three-fold during our 2020 Census campaign.

We employed a variety of mechanisms to accomplish this objective. Alongside our partners at 50+1 Strategies, we set-up bilingual billboards in the Central Valley, Central Coast, and Imperial Valley. We also doubled down on our social media platforms by producing original content that 1) explained why the 2020 Census mattered to Latinos in specific counties across the state and 2) explained how to fill it out. In addition, we worked alongside our partners from the California Hispanic Chambers of Commerce, Ready Nation and the California Primary Care Association to produce PSAs on why the 2020 Census mattered for Latino small-business owners

and Latino health. Finally, our partnerships with local Spanish-language radio stations were also essential to disseminate important messages about the 2020 Census. All in all, LCF used every single opportunity, earned, paid and social media, to ensure Latinos across the state saw or heard why the 2020 Census mattered to their community.

With respect to our in-person convenings, LCF had an objective to gather 2,000 Latinos in the Inland Empire for a Census Day event. In addition, we also expected to reach over 1,000 Latino youth at UC Merced for a census event as well. We also planned to host two press conferences and sponsor three community festivals across the state to leverage our networks to volunteer and serve as census ambassadors. A final objective was to host 3 breakfast sessions with Latino small-business owners through our partnership with the California Hispanic Chambers of Commerce.

A few of these objectives were not accomplished because of COVID-19. Census Day occurred around the same time that state and local governments were establishing guidelines to shut down all non-essential travel. Because of that, we decided to cancel that event and host it virtually. The same reason affected our ability to sponsor local community festivals and press conferences. Finally, it also affected our last breakfast with Latino small-business owners in Bakersfield, but we were able to pivot virtually to conduct that session.

And while COVID-19 greatly impacted our ability to gather in person, LCF was prepared to continue with our outreach because of our strong voice in the digital sphere. As previously mentioned, several of our activities were easily hosted online – whether they were Instagram lives to play Censotería, our census game that we created with our community partner La Luz Center in Sonoma, CA, or via Zoom to continue speaking with our partners to discuss key census developments.

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?

- Virtual canvassing and form-filling assistance:

Prior to the pandemic, our contracted partners had plans to canvass and set up Questionnaire Assistance Centers/Kiosks (QAC/QAK) in their communities to provide households with form-filling assistance.

Rather than conduct in-person canvassing efforts, our partners found creative ways to provide households with census education. For example, instead of in-person canvassing, youth-serving organizations like Youth Alliance and Monument Impact hosted virtual events to provide youth and families with up-to-date information about the census and its impact on Latinos. Although these events were targeted at their

local communities in San Benito and Contra Costa, respectively, the fact that these virtual events were organized online broadened the scope of audience beyond these counties.

Our partners also transitioned from operating in-person QAC/QAK's to hosting virtual ones instead. Groups set up "office hours," during which community members could call for assistance to fill out the census. These virtual "office hours" were promoted via e mail, social media, and by phone.

- For example, the Binational Center for the Development of Indigenous Communities (CBDIO for its acronym in Spanish), hosted virtual office hours, and also proactively texted and phone banked over 3,000 individuals, many of which belong to indigenous, rural and farmworker communities. Form-filling assistance was conducted in Mixtec, Triqui, and Zapotec languages.

Direct service provider groups also incorporated census education and form-filling assistance in their patient intake processes, in lieu of on-site QAC/QAK. For example, La Clínica de la Raza in the San Francisco Bay Area reached 10,832 impressions, most of which was providing patients with questionnaire form-filling assistance throughout the pandemic by phone, during the education and NRFU period.

Clínica Tepati in Sacramento conducted similar outreach. Since adopting a telehealth model to continue monitoring and caring for patients, they were able to continue providing census education and form filling assistance to their patients, many of which rely on Tepati's services to treat chronic conditions that make them vulnerable to the life-threatening consequences of the coronavirus.

What hindered the operations?

Statewide shelter-in-place order:

On March 19, just days after households began receiving mail inviting them to fill out the census, Governor Newsom issued an executive and public health order directing all Californians to stay home except to go to an essential job or to shop for essential needs.

As soon as the shelter-in-place policy went into effect, our subcontractors had to quickly adapt to operating their organizations remotely and for an undetermined amount of time.

- Some groups were able to make this transition quickly and smoothly; others faced serious gaps as they worked to ensure that all staff had the proper technology and equipment to work effectively from home.
- This transition forced groups to focus on re-orienting their own missions to the virtual realm and took away from their census education and outreach for at least 3-4 weeks.
- By mid-April, LCF conducted webinars for our contracted partners to help them adjust their original in-person activities to virtual ones. To support our partners, we also developed bilingual resources to conduct virtual education and outreach about the census.

Shelter-in-place also meant the immediate cancellation of all in-person events, including our April 1st "Latino Census Fest" for Coachella Valley residents, organized in partnership with the TODEC Legal Center.

In the beginning of March, LCF provided each of our contracted partners two laptop computers to help host their QAC/QAK outreach.

- As a result of the statewide shelter-in-place policy, only a handful of our partners were able to briefly set up QAC/QAK stations before being forced to close again.
- These operations came to an end in April in an effort to reduce the spread of the coronavirus, which saw a significant spike statewide at the end of June and through August.
- As a result, much of the outreach that would have been conducted via the QAC/QAK was done virtually.

Responding to COVID-19:

LCF's subcontractors have acted as anchor organizations within their communities throughout the pandemic. Since March, many of these organizations have played an important role in providing disaster relief assistance for underserved California communities, including Latinos, immigrants, farmworkers, rural populations, and indigenous groups.

Initially, groups were operating in rapid response mode, ensuring that the communities they served had access to food, cash assistance, and necessities. Over time, they were able to incorporate Census outreach within the scope of their direct service work.

For example, the Community Center for Arts and Technology (CCAT), was one of the first LCF contractors to incorporate census outreach in their relief assistance work. In addition to providing families with healthy food delivery, medical supplies, and regular check ins with older adults, CCAT staff and volunteers also provided households with questionnaire assistance.

During the NRFU period, as CCAT continued to provide families with disaster relief assistance to remote, rural communities in Fresno county, they also provided households with form-filling assistance (staff and volunteers had access to PPE gear to conduct this outreach).

Concerns about privacy:

Even though the Trump administration's efforts to include a question about citizenship on the questionnaire failed, our subcontractors had to work diligently throughout their outreach efforts to ease public concerns about the confidentiality of personal data.

Privacy concerns were prevalent throughout the census and NRFU period, particularly among Latino immigrants, who expected a citizenship question on the census form.

The Trump administration's July 17 announcement about its plan to exclude undocumented immigrants from the final census count further caused confusion. LCF provided its subcontracted partners with communications/messaging guidance to use

in their outreach.

Confusion surrounding the timeline:

The timeline for the end of the self-response and the NRFU period changed several times throughout the campaign. This created confusion and uncertainty among our contracted partners about how to communicate with their respective communities.

Reporting via SWoRD:

Many of our contracted partners were not able to be consistent in maintaining a detailed record of their activities via the SWoRD spreadsheet activity tracker. This was despite LCF 's efforts to work with its partners to make the process as simple as possible.

In addition to providing families with information about COVID-19, our subcontractors were focused on supporting families with a number of issues that emerged as a result of the pandemic, including but not limited to evictions, food insecurity, and lack of healthcare.

- For example, the North Bay Organizing Project (NBOP) was one of the first organizations in the region to organize with and on behalf of tenants facing eviction.
- Our partners also had trouble translating their virtual outreach within the parameters offered by the SWoRD spreadsheet.

Capacity:

When LCF originally selected its contracted partners, the plan was that they would conclude outreach activities by the original self-response end date, June 30. Instead, the timeline was extended by more than three months to October 15. By September, several organizations were beginning to transition their civic engagement work to focus on voter outreach for the November General Election.

Contracted partner's outreach

What outreach tactics worked well?

Virtual outreach and public education:

Despite our inability to conduct large, in-person events, contracted partners were able to generate at least 300,000 impressions via their virtual census outreach. This included phone banking and text campaigns to provide form-filling assistance before and during the NRFU period, as well as virtual events to provide census education and updates surrounding the timeline.

Ethnic language media

In lieu of conducting large in-person events, LCF leveraged its Spanish-language radio partners to host its subcontractors for radio interviews. These interviews were conducted in English, Spanish, and Mixteco, and were critical to reaching communities with low self-response rates, including the Central Valley and Northern Bay counties, during the education and NRFU period.

- Mixteco Indígena Community Organizing Project (MICOP) and CBDIO each produced Public Service announcements in various languages, including Mixtec, Zapotec, and Triqui, that aired on the radio and were shared via social media.
- On these radio spots and interviews, critical up-to-date information was shared about the census.
- Some of our contracted partners, including TODEC Legal Center and CCAT, also spoke to local television networks to discuss the importance of filling out the census and to counter false narratives surrounding the citizenship question.

Outreach within the Latino small business community:

LCF leveraged its relationship with the California Hispanic Chambers of Commerce to conduct a series of in-person and virtual events to educate and mobilize Latino small business owners in the Central Valley to act as census ambassadors in their community. We also invited our subcontractors to speak at the events to discuss their local and regional outreach efforts. These events targeted Latinos in hard to count areas, including Fresno, Bakersfield, and Stockton, but also had statewide reach.

What hindered the outreach?

Cancellation of large public events:

LCF and its contracted partners had planned to organize and co-sponsor a number of community festivals to conduct census outreach over the spring and summer. The surge in cases statewide prevented us from organizing such events and kept us in the throes of our advocacy around COVID-19, especially since Latino, rural, and farmworker communities were continuing to bear the brunt of the pandemic over the course of education and NRFU period.

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.

Responding to COVID-19:

It's no secret that COVID-19 has had a disproportionate impact on California's Latino community. Our biggest challenge was to continue providing support to our contracted partners to carry out their mission of enumerating some of the hardest-to count Californians, while responding to the emerging health and economic needs of the communities we serve.

As the sole statewide community foundation focused on funding Latino-led organizations, LCF quickly jumped into action to fundraise for and issue rapid response grants to nonprofits providing critical direct relief assistance to the most vulnerable Californians.

LCF also shifted a great deal its advocacy work to ensuring that the most vulnerable Californians, including low-income, undocumented, and rural communities could access the state's safety net programs throughout the pandemic. Latinos make up half of the state's uninsured population and are also over-represented in essential industries

that continued to operate at the height of the pandemic. Still, however, we re-oriented our census outreach to meet the moment, while guiding our contracted partners to do the same.

Operating remotely:

Since March when the governor first declared the statewide shelter-in-place order in effect, LCF staff has worked from home.

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.

N/A

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.

Latino Small Business Outreach

The Latino Community Foundation's (LCF) partnership with the California Hispanic Chambers of Commerce (CHCC) and Ready Nation California (RNC) was instrumental to reaching hard-to-count communities in the Central Valley, particularly in Stockton, Bakersfield, and Fresno. In the early months of outreach, we were able to successfully plan and coordinate events by-phone and via e-mail, and conduct events in-person. The coordination included: selecting event dates and venues; designing internal and external run-of-show; drafting and translating content for event outreach; promoting events via e-mail and social media; the purchase and supplying of collateral for attendees; and printing education materials. As a result of this partnership, we were able to speak directly to over 125 small business leaders in the Central Valley in the early stages of the self-response period.

When shelter-in-place went into effect, we transitioned from hosting in-person events to virtual ones. We were still able to successfully plan and coordinate virtual events by phone and via-mail. The most notable difference in conducting virtual events was that it allowed for us to reach small business owners statewide, beyond the Central Valley counties—anyone affiliated with the CHCC could join us via Zoom to learn about the Census from anywhere in the state.

These in-person and virtual events were not only effective in educating small business owners on the importance of Census participation for small business development; they also served as sites to encourage small business owners to act as ambassadors for Census. We provided attendees with 25 recommendations for how to include Census education in their operations and interaction with clients and members of the community. We were also able to provide them with collateral to encourage Census participation in their respective communities.

Latino-led Nonprofit partners

LCF contracted nineteen nonprofit organizations across the state to conduct Census outreach. These organizations have expertise in reaching a wide variety of California's hardest-to-count populations, including non-English speakers, farmworker and rural communities, indigenous groups, immigrants, and youth. LCF's coordination with groups included: training nonprofit partners to host Questionnaire Assistance Kiosks/Centers (QAK/QAC) during the self-response period; providing each nonprofit partner with laptop computers and other materials for their QAK/QAC; providing regular Census operations updates via e-mail; providing partners with guidance and support throughout the self-response period and the NRFU period; collecting regular SWoRD updates. When California's shelter-in-place policy went into effect, LCF's coordination with groups focused on supporting them in adapting their activities to virtual ones. Overall, coordination between LCF and its subcontractors was successful, given the challenging circumstances posed by the pandemic. Our partners were able to generate more than 300,000 impressions in the hardest-to-count communities in the state. This is very notable, considering the fact that the statewide shelter-in-place policy put a halt to almost all in-person outreach that had originally been planned throughout the self-response and NRFU periods.

Ethnic Media Partners

LCF's partnership with its ethnic media partners proved to be indispensable during Census outreach. We coordinated with our Spanish-language radio partners to host our nonprofit partners for interviews about the importance of getting counted—especially during critical phases in the Census operations timeline (launch of the online Census, start of the NRFU period, announcement of new end dates in the self-response period, etc.).

These radio interviews lasted between 20-30 minutes and helped to clarify confusion about the changes that emerged in the Census timeline, especially for historically hard-to-count communities, including non-English speakers, immigrants, indigenous, and rural communities. These interviews were also key to dispelling common community concerns about data confidentiality. Coordination included identifying key spokespersons to speak about the Census and connecting them to one of our ethnic media partners for scheduling. Our media partners for these interviews included Radio Bilingue, Radio Indigena, and KBBF.

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

67 Suenos	1730 Franklin St., Suite 201 Oakland, CA 94612	To engage and inform young Latinos and Latino families in HTC Communities in Alameda County (Census Tract 4029/HTC Index 78). 67 Suenos was instrumental to outreaching to Latino students and their
-----------	---	--

Latino Community Foundation

		families via the Oakland Unified School District System.
Alianza Coachella	P.O Box #38 Coachella, CA 92236	To engage and inform young Latinos and Latino families in HTC Communities in Riverside County (Census Tract 457.06/HTC Index 86).
California Hispanic Chambers of Commerce	1510 J St #110 Sacramento, CA 95814	To gather Latino small business across the Central Valley to educate them on how they can provide census outreach in their respective businesses. Events were held in Stockton, Fresno and Bakersfield. We also held additional census sessions virtually with other Latino small business owners across the state.
California Primary Care Association	1231 I St STE 400, Sacramento, CA 95814	To produce census PSAs that connected the census to Latino health.
CCAT	1611 E St Fresno, CA 93706	To engage and inform young Latinos and Latino families in HTC Communities in Fresno County (Census Tract 2/HTC Index 88).
CHIRLA	2533 W 3rd St Los Angeles 90057	To engage and inform young Latinos and Latino families in HTC Communities in LA County (Census Tract 2088.02/HTC Index 113).
Clínica Tepati	4610 X Street, Suite 3104 Sacramento, CA 95817	To engage and inform Latino families in HTC communities in the Sacramento region (Census Tract 11.01).
Comite Civico del Valle	235 Main St, Brawley CA 92227	To engage and inform young Latinos and Latino families in HTC Communities in Imperial County (Census Tract 105/HTC Index 106).
Fresno Barrios Unidos	4403 E. Tulare Ave Fresno, CA 93702	To engage and inform young Latinos and Latino families in HTC Communities in Fresno County (Census Tract 26.01/HTC Index 93).

Latino Community Foundation

Future Leaders of America	PO Box 51637 Oxnard, CA 93031	To engage and inform young Latinos and Latino families in HTC Communities in Ventura County (Census Tract 30.11/HTC Index 79).
Inner City Struggle	3467 Whittier Blvd Los Angeles, CA 90023	To engage and inform young Latinos and Latino families in HTC Communities in LA County (Census Tract 2048.10/HTC Index 79).
KBBF	1700 Corby Avenue, Suite B Santa Rosa, CA 95407	To provide census airwave outreach to Latino and Indigenous communities in Wine Country (Napa and Sonoma County).
La Clínica de la Raza	1450 Fruitvale Ave 3rd Floor Oakland, CA 94601	To outreach, educate, and assist the Latino community in filling out the 2020 Census across their health sites in Alameda, Contra Costa, and Solano County.
Loud 4 Tomorrow	1012 Jefferson Street Delano, CA 93215	To engage and inform young Latinos and Latino families in HTC Communities in Kern County (Census Tract 50.04/HTC Index 107).
Mi Familia Vota!	5228 E. Pine Ave. Fresno, CA 93727	To engage and inform young Latinos and Latino families in HTC communities in Fresno, San Joaquin and Stanislaus County (Census Tract 30.01/HTC Index 78).
MICOP	520 W 5th St Oxnard, CA 93030	To engage and inform Latino HTC communities in Oxnard, CA.
Monument Impact	1760 Clayton Rd Concord, CA 94520	To engage and inform young Latinos in HTC communities in Contra Costa County (Census Tract 3361.01/HTC Index 91).
Movimiento Cultural de la Union Indigena	PO BOX 13 Vineburg, CA 95487	To engage and inform young Latinos and Latino families in HTC communities in Sonoma County (Census Tract 1501/HTC Index 47).
North Bay Organizing Project	PO Box 503 Graton, CA 95444	To engage and inform Latino families in HTC communities in

Latino Community Foundation

		Sonoma County. (Census Tract 1536).
Radio Bilingue	5005 E. Belmont Avenue Fresno, CA 93727	To provide census airwave outreach to Latino and Indigenous communities in the Central Coast, Central Valley, Inland Empire and Imperial County.
Radio Indígena 94.1FM	520 W. 5th St Oxnard, CA 93030	To provide census airwave outreach to Latino and Indigenous communities in Oxnard, CA.
Ready Nation	Sacramento, CA	To gather Latino small-business owners for events which will educate them on how they can provide census outreach in their respective businesses. Events will be held in Stockton, Fresno and Bakersfield.
Resilience OC	1415 E 17th St Suite 100B Santa Ana, CA 92705	To engage and inform young Latinos and Latino families in HTC Communities in Orange County (Census Tract 750.02/HTC Index 107).
South Kern Sol	10605 Harpenden Ave. Bakersfield CA 93311	To engage and inform young Latinos and Latino families in HTC communities in Kern County (Census Tract 28.06/HTC Index 64).
Youth Alliance	310 4th St #101 Hollister, CA 95023	To engage and inform young Latinos and Latino families in HTC Communities in San Benito County (Census Tract 4/HTC Index 64).
Centro Binacional para el Desarrollo Indígena Oaxaqueño	2911 Tulare Street Fresno, CA 93721	To engage and inform young Latinos and Latino families in HTC Communities in Fresno County.
TODEC	P.O. Box 1733 Perris, Ca 92570	To engage and inform young Latinos and Latino families in HTC Communities in the Inland Empire.
50+1 Strategies	1 Kaiser Plaza, Suite 650, Oakland, CA 94612	To engage and inform young Latinos and Latino families in HTC Communities across the Central Valley, Imperial and

		Monterey County using digital and outdoor platforms.
--	--	--

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?

At in-person events, LCF contracted Spanish translators for those who needed those services. In addition to that, we also ensured that ASL interpreters were present in case there was a need. To make it known that those type of services were available, we took the initiative through our registration pages to write that these types of services were going to be available. As COVID-19 began to adjust our 2020 Census outreach, we augmented our social media postings in Spanish and website materials to ensure we were continuing to get the word out in Spanish. During a few of our virtual events, we switched between English and Spanish so that our audiences could understand the information we were presenting on the census.

A great challenge to us was how to perform simultaneous translations at our digital events in non-English languages and for those with disabilities. As many of us began to learn the world of Zoom and other platforms, we were also learning as well and would appreciate further guidance on how to conduct this type of outreach in the future.

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

One of the most important events that LCF hosted was a Civic Day of Action on the campus at UC Merced in September 2019. What made that event successful for census outreach was a variety of factors. First, we had institutional support from campus leadership to host this event. From parking to speakers to marketing and outreach, the leadership at UC Merced was instrumental to us achieving our objective of reaching over 1,000 Latino college students at this predominantly Latino university. They willingly provided us all the resources we needed to make this event successful. Why? Because they understood what an accurate census count meant for their university, their student body, and the neighborhoods in which they are situated in.

Second, the support from the Secretary of State's office was also very important. Given Secretary Padilla's stature, his presence attracted attention on campus and in the media, brought out students to learn more about the census, and inspired them to take action to pledge to fill out the census and convince their families to do so as well.

Third, culturally rooted outreach was key to talk to students about the census on their way to class. Several of LCF staff and volunteers are under the age of 35. Our

proximity in age to the student body was important to come off as authentic and genuine. Throughout the day, we single handedly spoke to over 1,000 students, primarily Latino, by discussing what the census was and why it was important for us to be on campus to talk to them about it. In addition, we also had several snacks and swag available to pass out in order to attract attention from students.

Overall, the day was filled with inspiring speeches, music and plenty of food. All key factors that are necessary when conducting census outreach. Merced County, in the end, was able to surpass its 2010 participation rate. For LCF, it was important to do this outreach early because we knew what it would have meant for participation as soon as the census became live.

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

There are four concrete recommendations we have with respect to 2030 Census efforts. First, public investment into the census efforts are critical. Between Governor Jerry Brown and Governor Gavin Newsom, the state poured nearly \$200 million to ensure a fair and accurate count of all Californians in the 2020 Census. California was able to surpass its 2010 participation rate, despite the numerous obstacles we all faced, and much of that is credit to the high levels of public investment we saw to complete this task.

Second, it is vital that we loosen state contracting requirements to ensure we are moving state dollars to where it is needed the most. Public dollars into these efforts would be even better utilized if those closest to the ground had a direct path to the resources. LCF was happy to play the intermediary role but given the long list of requirements needed to compete for the state census funds, it was virtually impossible for smaller grassroots organizations to tap into these funds who know the community better to contact for census. Perhaps a tiered system, in which the state can still work with intermediaries to dole out funds and also allocate a percentage of the funds to smaller groups in priority census tracts, could serve as an alternative.

Third, the state's census complete count committee could do a better job of ensuring age representation on the committee. The grand majority of committee members were over the age of 40, and it was imperative that given this census (the first census to be done online), that we included a youth perspective to help guide the state's planning on this important issue. Requiring, or even mandating, that the Governor appoint a youth committee member would add great value to the 2030 Census efforts, as who knows where we will be with respect to technology then.

Finally, additional planning and funds should be allocated for LUCA. We did not comprehend the importance of LUCA until it was too late to get involved. We believe there should be a bigger educational awareness push around the LUCA process for organizations, elected officials and philanthropy. Given that COVID-19 has reshaped where and how people live, it is vital that we capture this type of information in the next LUCA process in preparation for the 2030 Census.

Attachments

Latino Community Foundation

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
YES

b) Updated list of subcontractors
YES

c) Evaluations or analytical reports, if any
N/A

d) Sample products*

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