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California Complete Count-Census 2020
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FINAL REPORT – California Labor Federation, AFL-CIO

General Information

Date of report	07 October 2020
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Narrative Report

California Labor Federation Census 2020 – Final Report Narrative



Due Date: November 16, 2020

We were proud to be partners with the State of California's 2020 Census Complete Count Project. We feel our work contributed to getting more "hard to count" Californians to participate, especially union members, their friends and neighbors. We also appreciated our work with and learning from all of the Census staff, including planning and support from the Census team.

Given the importance of responses we stepped up with the challenge of outreach in the environment of the COVID-19 pandemic. The shelter in place orders went into effect a few days before our labor councils planned to begin door to door member outreach. At the same time, we had to respond to massive layoffs of many of our members and incredible risk for those who remained working. The staff of the Ca. Labor Federation, our California labor councils and unions began to address the safety of essential workers, issues and rights of members being laid off due to the pandemic and at the same time be creative about including Census work in all communications with our members, on every level.

Our labor councils pivoted their canvassing efforts to phone banking outreach. As response data became available, we continued phone banking to our members with a focus on the tracts in each county with the lowest response rate.

Our initial plans did not include a mail messaging program. However, in response to the shelter in place order, we developed a mailer with a labor specific Census message that was sent to our members in low performing Census tracts.

Also, our labor councils distributed materials with a Census message at all of the mutual aid and membership assistance events we had. We attached "Labor Counts" Census stickers to the boxes and bags of food we distributed at food bank events in San Diego, Orange, San Mateo, Los Angeles and Kern Counties. The Orange County labor council provided in-person assistance with EDD and UI claims and added Census messaging and assistance to those meetings.

Some labor councils also printed Census 2020 graphics onto face masks and distributed them to members at worksites, BLM marches and worker actions.

On a case by case and region by region basis, Labor Councils did some literature drops in targeted communities. The literature drops would be focused on leaving materials at the houses of our members and/or rural tracts with low response rates.

California Labor Federation's Central Labor Council Partners in the Complete Count Census Project.

- Alameda Labor Council: Liz Ortega-Toro
- Central Coast Labor Council: Jeremy Goldberg
- Contra Costa Labor Council: Joe Summers
- Inland Empire Labor Council: Celene Perez
- Kern, Inyo, Mono Labor Council: Pedro Ramirez
- Monterey Bay Labor Council: Cesar Lara
- North Valley Labor Federation (NVLF): Tim Robertson
- Orange County Labor Federation: Jennifer Araujo

- Sacramento Labor Council: Volma Volcy
- San Diego & Imperial Counties Labor Council: Satomi Zeigler

With the following questions, sent by the Complete Count project, we have summarized responses from our Labor Council partners above. If there are any questions, please let us know and we can refer you to a specific Labor Council.

Note: Gray highlighted sections are possible quotes that you requested depending on what you need.

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?

California Labor Federation

- We focused on digital outreach, social media, email reminders, adding a message in all of our general emails as well as including a Census reminder in our email signatures.
- Our Communications team develop social media tools and graphics for our Labor Councils and Unions to use
- We added a pitch for the Census to all our meetings, events, convention and trainings, most all via zoom, rather than the in-person meetings we had scheduled.
- There was a major shift to focus on phone banking, texting, zoom/digital meetings, and social media posting. Labor Councils added Census message to food pantry distributions.

Alameda Labor Council:

- In place of in person meetings, we relied on our emails, texting, and zoom meetings to get the word out.
- We Used our social media and mailers to over 100,000 members in Alameda County.

Central Coast Labor Council:

Our goals did not change significantly, more so the tactics used. I would say the biggest change in objective is that without direct, in-person outreach at meetings/homes/etc, we were not able to give people the opportunity to fill out the Census while we were on-site.

Contra Costa Labor Council:

As COVID-19 began to affect in-person meeting, we had to put a stop to our union meeting roadshow, but we switched to zooms to continue our work.

Inland Empire Labor Council:

Our goal was to canvass 4,000 union households in Moreno Valley. We were able to canvass 2,186, but as a result of COVID-19, we switched to phone banking in the San Bernardino County High Desert and Riverside County Coachella Valley to meet and

surpass our goal of 4000. We also shifted our events from union meetings to our food drives.

Kern/Inyo/Mono Labor Council:

Our program was tailored to do as much remote outreach and limited in-person contact. Some changes include the target goals and removing door-to-door outreach.

Monterey Bay Labor Council:

Our work at the MBCLC was impacted by COVID-19 and we had to adjust our outreach work. Our initial plan was to reach workers at worksites with information, swag, and pledge cards to ask members to fill out the Census – we had to revise that plan in these ways:

- We gave stipends to some union members to reach coworkers who were working in hard-to-reach memberships.
- Our staff had to help from outside the workplace since we were not able to have MBCLC staff join our stipend members at worksites because employers did not allow our staff to visit worksites.
- We worked with our stipended members and union leadership to give us reports.

North Valley Labor Federation:

We had to cancel our plans to work with partner organizations to door-knock in underserved communities and worked, instead, to include Census reminders in all of our work, communications and helping our unions include in their communications.

Orange County Labor Federation:

COVID-19 had an impact on our field plans and we had to adjust our plans since we would not be able to communicate in person anymore. We had to rely on social media, newsletters, and a texting platform for outreach.

Sacramento Labor Council:

Our outreach goals completely shifted from being on the ground on the doors at events to social media.

San Diego Labor Council:

- Social Media- had to ramp up due to severely reduced ability to do in person outreach and In-person events-
- We planned digital events, co-sponsorship opportunities, and outreach through our food banks and community work related to worker's needs created by the pandemic

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?

California Labor Federation:

- The Census project was widely supported with all of the Ca. Labor Federation affiliates, leaders, and staff.
- Our leaders and members knew the importance of the Census to services and representation, so we were able to build Census support into all of our work.
- Working with Marcy Kaplan as our Census Sector Manager point person was tremendously helpful. Marcy supported us and guided it through the entire process, from planning for work, applying for grant, implementing grant, sharing materials and contents, connecting us to other organizations. We could always reach out to Marcy to check-in and trouble shoot any challenges we had, and/or to strategize ideas. Having a dedicated Census staff point person assigned to us made a huge difference, and highly recommend this is used again for 2030 Census.
- Coordination and Support:
 - We did regular communications and statewide coordination with many of the labor councils, which included both labor councils that received and did not receive sub granted funds for us. These calls helped keep labor councils informed of latest updates and sharing best practices.
 - Each Labor Councils had creative freedom to develop their outreach strategies and share them with other unions and labor councils.
- Education: During the education period we developed good education materials for our unions and labor councils.
 - We also developed social media content as part of education that could easily be posted by unions and labor councils.
 - Our work to educating labor councils and unions with initial importance of Census and timeline was key.
- Sub-granting: Providing funds to labor councils was key for labor councils to do additional Census work. Without the funds outreach would have been much less, especially for labor councils with very limited resources. Funds made activities like phone banking and canvassing available in certain areas that otherwise might not happened, especially because of the COVID health and economic crisis which challenged us all to meet the needs of members and the communities severely impacted, especially since many of these were also in the "hard to count" communities.
- Materials: The CLF staff was also key in supporting labor councils to apply for regional and public funding opportunities for Census work.
 - We helped make connections where possible and help strategize the key parts of their outreach strategies to pitch for local funding.
 - We also helped make local and regional connections with other Census partners to collaborate.
- Communications: We created a lot of digital content and some limited number of printed materials. Printing limited number of materials was good decisions as it saved funds that we invested into subcontracting and outreach.
 - We also created materials in different languages.

- The Buttons and stickers were helpful and would have been included in outreach materials, but covid-19 limited this.

Alameda Labor Council:

- We phone banked, walked to union households, sent mailers, attended meetings
- We invited Census workers to speak Distributed Census Multilingual information Our operations went from November -March of 2020.

Central Coast Labor Council

Post-COVID, we felt like we did the best we could in transitioning to calling into targeted Census tracks. While the initial confusion of what to do next was a big challenge in March-April, once we got going, we probably ended up contacting more households over the phones than we would've at meeting and going to doors.

Contra Costa Labor Council:

In the education period, our union meeting roadshow went very well. We were getting unions to open their doors to learn more about the Census. We would have the participants sign pledge cards, would give the unions materials to make available for member, and committed to share our info. We identified individuals that had difficulties being counted and put them in contact with organizations that would be able to assist them.

Inland Empire Labor Council:

- For events, what worked well was incorporating the Census message and flyer distribution in our food drives when we were signing folks in. This gave us an opportunity to talk to union and community members.
- Phone banking also allowed us to speak to more African American and Asian/Pacific Islander union members.

Kern/Inyo/Mono Labor Council:

- Our program focused on remote outreach using text messaging and limited in-person contact through food drives and PPE Drives. Since it was a small and focused program targeting Kern, Inyo, Mono Counties we had the ability to target residents.
- Our Food and PPE Drives focused more on Kern County targeting union members in various zip codes and Census tracts.
- All of this outreach occurred during the Nonresponse Follow-up period. Our grant period was May 27th until September 10th.

Monterey Bay Labor Council:

What worked well was targeting our funding to stipend rank and file union members to reach out to worksites. We enlisted rank and file union members from Teamsters 890, UFCW Local 5 and UNITE/HERE 483. We targeted these unions because these unions have so many members that live in Hard to Count Census tracks.

North Valley Labor Federation:

- Our focus was speaking and signing folks up at union and other membership meetings, that we transitioned to zooms for safety reasons.
- We also presented at NVLF and CLC meetings.

Orange County Labor Federation:

- Before the pandemic and shutdowns, we were visiting our locals and having Census presentations followed by Q&A sessions for members. We found it helpful because members were able to get to know who they could contact if they had any further questions or needed assistance.
- Amidst the pandemic, we found newsletters and texting platforms to be effective with Census outreach.

Sacramento Labor Council:

- Our program ran smooth between January and early March. Our subcommittee had the opportunity to do presentation to our local unions, attended events and partnered up with United Way to distribute Census information every weekend to reach out to our key demographic.
- Because of the pandemic we had to shift to virtual contacts and using social media and union communications more broadly.

San Diego Labor Council:

- We ramped up our digital efforts and having the resources to do so helped significantly.
- We had one person dedicated to our social media campaign and we partnered with community and constituency groups to initiate a labor to neighbor type program.
- We also incorporated Census in our everyday work that helped significantly (i.e., adding Census labor stickers or flyers to our food pantry bags)

What hindered the operations?

California Labor Federation:

- Because of "shelter in place" and COVID safety issues we had to convert all our in- person meetings, worker contacts and canvassing to digital and virtual contacts. Everything became harder but we worked also intensified our efforts to make the best of social media and digital outreach, especially.
- We also faced, without trusted messengers face-to-face, the fear of immigrant workers to respond to the Census and worked with our unions on outreach to their immigrant workforces
- When we got our funding for the project and became a partner it was late spring/middle of 2019 – others were thinking and planning for the Census at least two years before.
- For example, we learned how the Black Census Hub had planned much earlier and had a clear sense of how much funding was needed to outreach to California's black communities.

- This was the first time the CLF undertook a more robust Census educational and outreach effort and there was a learning curve in relation to the magnitude of a complete Census count campaign.
- One specific operational learning curve for us was how the state Census grant fund was administered and processed. Unlike other grants we have received like a federal workforce grant or foundation grants, the CA State Census grant has its own process, something new we learned.
- Though there were challenges, operationally and organizationally this was a good experience to create model/framework to use as guide for next Census. Like many other organizations, we learned as we went.

Alameda Labor Council:

COVID 19 and SIP hindered our operations. From March-October we were forced to switch operations to work from a SIP environment. Our designated worksite visits and meetings were all moved online.

Central Coast Labor Council:

While our output after COVID shutdowns began was likely higher, the quality of the outreach certainly suffered. The settings we were operating in before mid-March were medium-large groups with lots of opportunity for education and some peer pressure to pledge or complete your Census. After COVID, most interactions were brief, faceless phone calls with little opportunity to educate.

Contra Costa CLC

COVID-19. By the first week of March and knowing what was coming down the pipeline, the Labor Council had fully closed our office and had nearly eliminated in-person contact. In the education period, the inability to meet with our membership resulted in the cancellation of many membership meetings that we had planned to undertake. We were also prevented from continuing our door-to-door communications that we were planning to educate our membership on the Census. Our inability to recruit volunteer was also a problem. We did our best through Zoom and all our virtual gatherings.

Inland Empire Labor Council:

Education Period: What hindered our operations was figuring out how to adjust due to COVID-19 and the stay-at-home orders.

Kern/Inyo/Mono Labor Council:

Our original program laid out a strategy to do worksite visits, in-person union meeting presentations and targeted door-to-door outreach. Due to COVID, we had to revise our outreach goals and strategy to remote and limited in-person outreach. The sudden changes caused some delay in implementing the new outreach methods as well as the ever-changing regulations on what was allowed to be performed by the state. All of this was during the Update Leave and NRFU period.

Monterey Bay Labor Council:

The biggest hindering of our work was COVID-19. COVID-19 did not allow us to have the impact we planned at the beginning of 2020.

North Valley Labor Federation:

Our organization was tasked with a robust response to the COVID-19 crisis, which occupied nearly all our resources until the election season.

Orange County Labor Federation:

The Coronavirus Pandemic challenged us, limiting our ability to contact people face-to-face, which is a lot more effective compared to other approaches. Especially when it comes to educating/spreading awareness in HTC communities, since a lot of them are not tech savvy. Nonetheless, the uncertainty of how long restrictions would be in place and, in general, how long it would take to control the pandemic made it difficult to even to adjust our plans for the same reasons.

Sacramento Labor Council:

COVID-19 was the main factor. After the primary election in March, we planned to knock on doors, phone bank, and also use the partnership with United Way to distribute flyers/information to our targeted area. Direct contact was never possible and shifting focus to casualties of COVID-19 was also big. We could no longer rely on our subcommittee to do all the work we intended.

San Diego Labor Council:

COVID-19 and the limited ability to do in person assistance shortened the time frame to do more. We could have used more resources.

Contracted partner's outreach

What outreach tactics worked well?

California Labor Federation:

- Social Media, targeted phone banking.
- Union communication.
- In person outreach

Before physical distancing measures pre-covid, we started to integrate Census messaging and materials at our large conferences, convenings and meetings. We start doing presentations and take the Census pledge. We started raising awareness and several labor unions and labor councils working groups started. Some of these groups started before the CLF began rolling out Census work and communications. Many of the labor councils canvassed with a Census message.
- Non-in person outreach

Zoom/digital outreach became essential as physical distancing limitations forced us to shift our education to online presentations. We also had a Census webinar that we recorded and sent out to all of our unions and labor councils.
- Phones

Many labor councils had in their plans, pre-covid, to phone bank members. Post-

covid however phoning increased once we knew in person outreach was highly limited. Phoning post-COVID-19 also forced many labor councils to shift to remote phone banking for paid folks as well as volunteers. This actually created opportunity to develop remote phoning capacity.

- Texting
We used the Census campaign as opportunity to build on our texting blasting program. Many labor councils were also successful if having individual unions text blast directly to their members.
- Social Media
The Ca. Labor Federation not only posted and re-posted Census messages from the state but we also shared content from Census partners as well as our own labor content. We also created content that our labor councils and unions could as is or to make it their own.
- COVID-19 limited in person Outreach
Labor councils used the opportunity to provide food assistance to out of work members and community member to do safe psychically distant Census education. Several of our labor councils also used unemployment insurance assistance and help with other assistance programs for Census education.

Alameda Labor Council:

Door Knocking by a trusted union member, Texting, Phone banking

Central Coast Labor Council:

Admittedly, post-COVID-19 we were pretty limited in tactics, but we definitely felt like the transition to phones helped us reach more individual households.

Contra Costa Labor Council:

- Education during membership meetings went very well.
- Door to door canvassing, when possible, went very well and we had great conversations with members. When we connected the info on the Census to how it affects their lives, the membership became engaged.

Inland Empire Labor Council:

Education Period: What worked really well was conducting outreach during our food drives. Phone banking at an earlier time, during the stay-at-home orders, also proved to be successful.

Kern/Inyo/Mono Labor Council:

Peer to Peer text messaging was very effective especially targeting the remote counties of Inyo and Mono. In kern County, our PPE Drives with our affiliated unions provide a good avenue to inform members of the Census. All occurred during Update Leave and NRFU period.

Monterey Bay Labor Council:

- We found that having stipends for union members worked well. Trust is a major concern and having worksite leaders trained to address co-worker's concerns worked greatly.

- Targeting unions that have members that live in hard to count Census tracks was also very useful and allowed us to have an impact in our CLC community.

North Valley Labor Federation:

- Sharing Census information and outreach at union and community meetings, even via zoom, was helpful.
- Soliciting signed pledge cards worked where unions had ability to do this

Orange County Labor Federation:

- We reached out to labor leaders and had conversations around creating a Census outreach plans for each of their respective locals.
- We also created committees with our delegates on the Census. There, they would share the knowledge and training they received to bring back to their locals. We also made sure Census materials were in every newsletter and used different text platforms to reach out to members about Census.

Sacramento Labor Council:

- We did good work early in the education phase of outreach, going door to door, tabling at events, folding Census education in all the work that were being conducted, involving different local to participate.
- Once COVID-19 became the focus, we moved to a social media strategy that allowed us to continue our Census outreach work.

San Diego Labor Council:

Social Media, microlessons, digital events, regrants, talking about the Census during our regular events (like how the code of conduct is read at every event), Census Sponsorships work important in our work

What hindered the outreach?

California Labor Federation:

- We were Challenged reaching essential workers with safety issues and laid off members who we would have reached at their worksites because of the COVID crisis.
- We were not able to fully track all of the outreach work done by union affiliates.
- Through our work at the State Federation and labor councils' education and outreach, our Census messages and materials were shared far and wide which is great.
- It was hard to fully track because unions and labor councils were very overwhelmed with all the issues workers were facing because of COVID. As a result, our reporting might not actually cover the full scope and magnitude of our Census work.
- COVID-19 related problems made it hard for all organizations, not just in outreach, particularly limiting in person outreach, but also the impact of so many workers being laid off, facing lay-offs and the support, time, and resources it took to support them.

- It was also “essential” to protect those workers on the front-line who continued working despite not having proper PPE and health and safety protocols as work. We tried as best possible wherever we could to integrate a Census educational component where possible, including in our Rapid Response work to pending lay-offs and lay-off aversion.

Alameda Labor Council:

COVID 19 health and safety concerns of talking with workers was our biggest obstacle.

Central Coast Labor Council:

Obviously, the big hindrance was COVID-19 which nullified our ability to do any in-person outreach.

Contra Costa Labor Council:

COVID-19. The vast majority of our contact with membership is face to face. We are still figuring out how to organize in a post-COVID world. I also noticed a drop off in communication from our Census partners. Information was harder to get and advice in how to move forward was not easily discernable.

Inland Empire Labor Council:

Education Period: COVID-19, the stay-at-home orders

Kern/Inyo/Mono Labor Council:

Getting quality data and limited in-person contact played a significant role in hindering outreach.

COVID - Given our shift to remote outreach and limited in-person contact, outreach was severely impacted during the Update Leave and NRFU period.

Monterey Bay Labor Council:

The biggest hindering of our work was COVID-19, COVID-19 did not allow us to have the impact we planned at the beginning of 2020.

North Valley Labor Federation:

Limited staff resources due to COVID-19 and the elections. Limited tactics available due to COVID-19.

Orange County Labor Federation:

Jennifer: We did not have any difficulties after we adjusted.

Sacramento Labor Council:

Covid-19

San Diego Labor Council:

The effectiveness of the phonebanks are yet to be determined

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.

Ca. Labor Federation:

- We worked very hard through the summer and had a plan that took us through August when our political campaign season starts.
- Because of the pandemic and extended deadlines, we were not able to extend our deadlines because of other organizational priorities with the Nov. 3rd General Elections and our work in every community, statewide and helping national battleground states for the President and US Senate seats.
- COVID put a complete stop on the game plans that were laid out throughout the state with Unions and Labor Councils.
- Our internal priorities were a challenge, but we quickly moved to develop an outreach plan using our existing campaign structures to work as best we can.
- We value our work with Labor Councils and this effort helped us develop some new strategies to reach workers during this pandemic.

Alameda Labor Council:

COVID 19 and SIP hindered our operations. From March-October we were forced to switch operations to work from a SIP environment. Our designated worksite visits and meetings were all moved online.

Central Coast Labor Council:

Organizationally, this was a great opportunity to bring on outreach staff and have regular and consistent outreach directly to our members in a way that they are not particularly used to. It was a huge plus.

Contra Costa Labor Council:

Having initially planned to communicate our message through face-to-face meetings, we had to switch to non-contact communications like emails, social media, and socially distanced contact. Not having local meetings, we prioritized our partnered community events like the BLM protects and PPE drive.

Inland Empire Labor Council:

- Our goal was to canvass 4,000 union households in Moreno Valley. We were able to canvass 2,186, but as a result of COVID-19, we switched to phone banking in the San Bernardino County High Desert and Riverside County Coachella Valley to meet and surpass our goal of 4000.
- We also shifted our events from union meetings to our food drives to hit our goals regarding events and canvassing.
- Due to COVID19, we had to take the time to implement safety protocols to phone banking. We implemented social distancing, gloves, masks, assigned phones & tablets, hand sanitizer, and disinfectant wipes to wipe down tables, chairs, and the equipment at the beginning and end of phone banking shifts.

- We also had to figure out the messaging when phone banking since, for some people, their priority was the pandemic not the Census. We had to also deal with the fact that while phone banking, some union members we were trying to reach had passed away due to COVID-19.
- What also became a challenge for our affiliates was talking to individuals at the worksites.

Kern/Inyo/Mono Labor Council:

- The Kern Inyo Mono Labor Council received the funds for the Census program around May. Given the late start and the major impact COVID played in our outreach strategy we had to push back the start of our outreach. COVID severely limited our outreach capacity so we had adjusted our outreach operations.
- We focused on text messaging, Food Drives, PPE Drives, and Social Media. Cesar: The largest challenge was the effects that COVID-19 had in all of our work. Our biggest challenge was that we were not able to set up computers at worksites to allow union members to fill out the Census on site and were not able to refer members to community sites that members can go to and receive one-on-one support and assistance to fill out the Census.

North Valley Labor Federation:

- Limited resources and balancing COVID-19 and electoral efforts through the time period.
- Limited tactics available due to COVID-19. We focused on virtual meetings that were already occurring, like union and CLC meetings.

Orange County Labor Federation

- The biggest changes around COVID-19 was the limitation on large gatherings. Therefore, we had to adjust our outreach and through this epidemic and find other outlets to reach out to members.
- Furthermore, maintaining engagement around the Census was difficult when our members, workers in general, were primarily concerned about the status and future of their jobs.

Sacramento Labor Council:

The main challenges we faced was COVID. The members of subcommittee had to shift focus, the Sac CLC staffers had to carry the program. Our Labor subcommittee could no longer carry the work.

San Diego Labor Council:

- We found most successful working directly with staff and rank and file members
- We had limited staff resources with a lot of competing priorities - focused resources on collaboration opportunities and volunteer recruitment
- Outside - Trump and his administration constantly trying to manipulate the Census and the time pressure along with the in-person outreach restraints due to COVID-19

4. For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

We used targeted lists of union members for telephone calls, mailings and in-person contacts.

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.

California Labor Federation:

- The Census staff are GREAT, responsive, supportive, and continued to encourage and remind us all along the way. Marcy Kaplan was outstanding in her work and follow-up.
- Community partnerships and the relationships some of our unions had with them helped with under counted communities in term of the relationships that were already there and the trust level.
- Work with NALEO, Black Census Hub, First 5 educational fund to take a lot of their materials and content and modify with a labor message. For several content pieces we did not have to do much in terms of modifying because it was a targeted message to Latinx and Black communities.
- Local and regional connections/partnerships
As mentioned above as the CLF we worked to foster and help local connections with our labor councils, unions, and community partners to best collaborate. The local and regional partnerships were key. The partnerships varied region by region based on local dynamics.

Alameda Labor Council:

Meetings at Labor Council: Update union delegates about Census and request assistance in distributing Census material to union worksites and union members.

Central Coast Labor Council:

- For an organization like ours, our members are used to getting phone/door outreach from us. However, this was about a unique topic. One that piques interest and folds in with other messaging that they are getting in other ways from community partners. Once COVID hit, we were able to use it as part of the discussion and education.
- Resources that come to our community are often determined by the results of the Census. Never has that need been more apparent than during this pandemic where government response and strategy has been so erratic.

Contra Costa Labor Council:

We worked with our union leadership to create a plan in contacting their membership.

Inland Empire Labor Council:

- We had a sub-contract with local ACBO organizations to do partnership coordination and education. Part of it entailed train-the-trainer trainings and educating our affiliates to then conduct presentations in their membership meetings and worksite visits.
- What was useful was showing them how much funding our region loses due to undercounting and what the Census data is used for to fund which directly impacts several of the industries that we have union members in.
- We also gave updates of our region's numbers during the self-response period that motivated our affiliates to reach out to their members in the areas with low self-response numbers.

Kern/Inyo/Mono Labor Council:

- Part of our outreach strategy was to work with other groups such as the Dolores Huerta Foundation and utilize our network of union members across Kern, Inyo, and Mono Counties.
- Our focus was first on remote outreach to Inyo and Mono Counties as they had the lowest response rates. Our partnership with the DHF gave us the ability to coordinate certain areas to target.

Monterey Bay Labor Council:

- MBCLC was able to work with a number of working groups in the community to focus on increasing our numbers around the Census.
- We worked with the complete count committee in the City of Salinas (the largest city in our two counties), along with complete count committees in Monterey and Santa Cruz counties, along with a community-based working group of non-profits in the tri-county area of Monterey, Santa Cruz, and San Benito counties.
- MBCLC was able to offer supports and offered outreach to all of our member unions around the Census and also got thousands of pieces of swag that helped all unions know and fill out the Census.

North Valley Labor Federation

Many budding community partnerships around Census work failed to fully materialize as ours, and other organizations' resources were diverted away from Census work due to COVID-19.

Orange County Labor Federation:

By training and helping leaders and community members understand the needs of our members and explain to them how Census affects everyone.

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

California Labor Federation:

- California Central Labor Councils, Unions, and the partners they enlisted.
- Each CLC has a list of their local regional partners – we worked at a state level with
 - First 5 - materials content
 - Black Census Hub - materials content, strategizing, sharing best practices, creating local connections,
 - Naleo Educational fund - materials and content. One of the most simple and easy to understand. They also updated constantly their material based on news and circumstances.

Alameda Labor Council:

Various Unions participated in getting the word out.

Central Coast Labor Council:

- SEIU Local 721, SEIU Local 2015, Building trades unions, United Domestic Workers, Ventura County Complete County Committee. We had great internal participation from our unions inviting us to come to their meetings and classes and then helping us to find the right people to staff up our phone calls when COVID it.
- From the community side, it was so important to hear the other work going on. As with most things, our piece of the outreach was limited to our universe, but it is critical to know that we are not the only ones doing the work. Everyone else is out there diving into their universes as well.

Contra Costa Labor Council:

- Our affiliates: Iron Workers 378, BM 549, AFSCME 2700, UA 159, IFPTE 21, CCBCTC, IBEW 1245, IBEW 302, CTA-MDEA. UFCW 5, CARA. USW 5, AFSCME 2428, AFSCME 512. AFSCME 142 .IATSE 107. CSEA 43. ATU 192. OPEIU 29. SEIU 1021, CTA-AEA. CTA-UTR. CTA-PEA. ATU 1555.
- Each union made the effort to include us in their membership meetings (mostly zoom) and helped spread information to their membership.
- Many of these unions took our materials in their mailings, specifically IBEW 1245 took our materials and did a massive to 25,000 members.
- The Coalition of Black Trade Unionists made the effort to call union membership and educate them on the Census.

Inland Empire Labor Council:

- We had a sub-contract with local ACBO organizations to do partnership coordination and education. Part of it entailed train-the-trainer trainings and educating our affiliates to then conduct presentations in their membership meetings and worksite visits.
- What was useful was showing them how much funding our region loses due to undercounting and what the Census data is used for to fund which directly impacts several of the industries that we have union members in.
- We also gave updates of our region's numbers during the self-response period that motivated our affiliates to reach out to their members in the areas with low self-response numbers.
- Key affiliates were: UFCW 1167, UDW Local 3930, IUOE Local 12, USW 8599, USW 7600, Ironworkers Local 416

Kern/Inyo/Mono Labor Council:

- California Labor Federation- Provided Guides, Materials, Funding, and Strategy Support
- Dolores Huerta Foundation- Coordinated Kern Outreach Efforts, held joint in-person events and drives where they provide volunteers and staff support to assist our members.
- Union Affiliates Below- The union affiliates below helped educate their members and distributed handouts and PPE with our Census branding.
 - United Domestic Workers
 - IBEW 428
 - SEIU 521
 - BTC
 - Teamsters 87
 - CA Nurses

Monterey Bay Labor Council

- We valued our partnership with the Center for Community Advocacy (CCA) and with the City of Salinas and they had the biggest impact on our work. CCA was a key partner that offered Census training to our leaders, unions members, and staff that gave them the training in both English and Spanish to prepare them to get others to fill out the Census.
- The city of Salinas gave us tools and swag to reach our members to make our work Successful.

Orange County Labor Federation

Union Locals in our committee that did outreach to their members:

- * UFCW324
- * TEAMSTER 396
- * UDW
- * IBEW 441
- * AFSCME 2076
- * CWA 14904
- * CWA 9510
- * LA/OC Building & Construction Trades Co.
- * UA Plumbers 582
- * SEIU-USWW
- * NUHW
- * IAM

San Diego Labor Council:

- We worked with United Taxi Workers Association who worked in tandem with East African Community organizations in City Heights to educate and motivate about the Census.
- We teamed up with community agents that were a part of the Count me 2020 coalition and targeted outreach to HTC
- We worked with Labor Council Constituency groups-- enabled us to have direct community access to HTC

- Universidad Popular - Outreach to Latinx communities in North County Employee Rights Center

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?

California Labor Federation:

- Our work and our key materials were translated and made available to our unions and Labor Councils for their use.
- We also conducted presentations in Spanish.
- We translated materials for labor councils and unions based on specific needs and to their industries.

Alameda Labor Council:

Bilingual Phone bankers and volunteer union walkers were available throughout the grant period work.

Central Coast Labor Council:

This was super challenging given the limited methods of outreach, but most of our callers were bilingual and able to handle the vast majority of non or limited English speakers that we encountered.

Contra Costa Labor Council:

We prioritized sharing info in both English and Spanish. Our pledge cards and Census materials had English on the front and Spanish on the back. These were also shared electronically. Our in-person contact was done in English, but we always made an effort to accommodate those with a language barrier.

Inland Empire Labor Council:

We had bilingual folks for phone banking, canvassing, and in-person events. We also have our flyers in English and Spanish.

Kern/Inyo/Mono Labor Council:

Most of our target HTC population are Spanish speakers we provide materials in English and Spanish as well as bilingual text messages to targeted areas.

Monterey Bay Labor Council:

Our outreach and training were done in English and Spanish. Language is a major factor in our work and all of our outreach and training was created to ensure that our members, staff, and leaders had the skills and training to reach out to people in a language that made them comfortable to fill out the Census.

North Valley Labor Federation:

Multiple presentations at UDW meeting were offered with live translation. Early in-person meetings included distribution of multilingual materials.

Orange County Labor Federation:

We always made sure we had material in every language and our offices stayed open during the epidemic for anyone who needed extra help. Our office also has bilingual individuals that knew reached out to the Spanish, Tagalog, and Vietnamese.

Sacramento Labor Council:

Thanks to our partnership with the Sacramento County Census Committee we were able to translate materials to ensure equal and meaningful access to limited English speakers

San Diego Labor Council:

- We were able to work with community-based organizations, labor organizations and union members who were also community activists in the communities that have traditionally been hard to count.
- We provided information on the Census in multiple languages and made access the folks in HTC possible because of the personal relationships our partners have with many of the community hubs.
- We believe that because of our efforts many English as a second language community members would have never found out about the Census and thereby would not made any effort to complete the survey. Also, by digitizing our outreach efforts we were able to reach a broad amount of people (i.e., phonebank increased our ability to outreach to disabled elderly folks).

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.

Ca. Labor Federation:

- The Census continues to empower our communities and young people. In larger gatherings before the Pandemic the staff and volunteers from the Census were so energetic and inspiring all they talked with to be counted and that everyone does count and is valued.
- Union households are more willing to fill out their Census because we are a trusted source

Alameda Labor Council:

As the national conversation about who should participate in the Census, we were able to educate and ensure that our most vulnerable communities received trusted and accurate information.

Central Coast Labor Council:

When our outreach ended, several of our paid Census outreach staff went on to work directly for the 2020 Census. It was really exciting and encouraging to see the young people, that are doing outreach to our membership, be so committed to the work that they sought and did continue working it!

Contra Costa Labor Council

- Our work with our younger membership was very effective. Many have only lived in apartments or with family had never had the opportunity to be counted in the past. I felt our education was well received.
- I was also able to connect with a few of my houseless members (this was something that they had not previously let into the open). I was able to get their information from the pledge cards and ensure that they were counted and connected with the resources they needed.

Inland Empire Labor Council

A business rep for Ironworkers Local 416 wanted to be trained to do a presentation to his members in the Inland Empire, LA, and Nevada, but wanted to make sure that we focused on just a few key points since members would lose interest.

- The business representative conducted his presentation, and the members were shocked to know how much funding is lost in the different regions and how that means less money for infrastructure and the work that they do.
- The rep told us that he followed up with his members and they were fired up to fill out the Census and get their friends, family, and neighbors to do it as well.

Kern/Inyo/Mono Labor Council:

- One of our favorite stories was our Food and PPE drive we held in September. We served over 200 families in Kern, mostly Bakersfield, in which we provide information on the Census.
- We partnered with the Dolores Huerta Foundation to educate residents.
- Not only did we do a good deed by helping struggling families we had an opportunity to inform them of the Census.

Monterey Bay Labor Council:

- April 1st was Census day and at that point, The shelter in place order was in full effect. We adjusted our work because of the "COVID" rules, and we had to adjust our outreach.
- One of our unions was UFCW Local 5, that represents Grocery workers. They released a union leader from that union, since she could visit worksites as planned, she recruited union members and used union staff to call every single member (4,500 members) in both of our counties (Monterey and Santa Cruz Counties) to see check in on them, address concerns around COVID-19 and remind them to fill out the Census. They spent around 5 minutes with most members and with the funding, that allowed the union to build strong ties with members and allowed the called union members to have direct communications with their labor union and know that the union wanted to hear firsthand from the membership.

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

Ca. Labor Federation:

- ***Make sure we elect a good president in 2028 so we can effectively do the best count possible.***
- Visibility, and clear ways how the Census affects communities, why it is so important
- It would be helpful if 2030 Census effort included clear, concise, and specific financial reporting and accounting standards with the Grant applications. This is a common practice for other state agencies that issue grants. Having this information at the beginning of the process will assist grantees and their partners in planning their work procedures and help them estimate the work and time involved, administering the grants.
- Start engaging Labor unions as a partner much earlier for the Census efforts. This will help to start raising Census awareness much earlier and hopefully get unions and labor councils, federations thinking of how they will incorporate Census outreach and materials sooner. As a result, we can start to provide more bite sized but regular education and messaging to our membership. This can also result in more participation and engagement around volunteer for Census work. More organizations partnerships in person (assuming we can due to COVID-19) meetings to foster deeper relationships for collaboration helps. Having more of these collaborative convenings earlier will also help, as it gives more time for joint strategizing to develop.
- Make reporting simpler and do educational work, idea sharing more efficiently. Most of us, with our other work, have to integrate the Census work into what we already do. How can this be easier but still effective with any time saving strategies.

Central Coast Labor Council:

As evidenced this year, anything can happen! The sooner we start Census outreach, the better off we all are.

Contra Costa Labor Council:

More engagement with your grantees and check-ins would be appreciated.

Kern/Inyo/Mono Labor Council:

- Start even earlier
- More streamlined process to distribute materials
- Provide funding faster and large amounts for successful staffing
- Allow more outreach methods and programs
- Utilize new technology to target certain populations

Monterey Bay Labor Council:

Do not have a major pandemic and make sure that you have tools in place to help employers work with unions around the Census.

North Valley Labor Federation:

Had we developed our text banking program earlier in the year, we could have used it for broad outreach.

San Diego Labor Council:

Start earlier to get the word and out and to allow for pandemics and/or natural (or not so natural) disasters

Link to Census Materials developed by the California Labor Federation for Labor Councils, Unions and Community partners: <https://calaborfed.org/calaborcounts/>



Attachments

10. Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

a) SwORD uploads of completed activities - **Yes**

b) Updated list of subcontractors - **Yes**

c) Evaluations or analytical reports, if any - **Yes**

d) Sample products* - **Yes**

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

Submission


Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

UN MENSAJE DE LA FEDERACIÓN LABORAL DE CALIFORNIA



TÚ! CUENTAS EN 2020

¡Fortalece nuestro poder como trabajadores y construye una mejor California!



TU VOTO

VOTA POR CORREO O EL MARTES 3 DE MARZO, 2020

Ultimo día para registrarse para votar: 18 DE FEBRERO

Para ver que ha respaldado los sindicatos y para ver las actividades de campaña cerca de ti, visita CaliforniaLabor.org o comunícate con tu Concilio Laboral local



TU VOZ

COMPLETA EL CENSO 2020

Un censo completo del censo da forma a nuestra comunidad y nuestro futuro a través de financiación para los servicios en los que confiamos. El censo es una herramienta crítica y CA no puede permitir un censo incompleto.

MARZO: Todos los hogares recibirán postales sobre cómo completar la encuesta por internet.

ABRIL 1: DÍA DEL CENSO

MAYO: Comienza el seguimiento en persona para hogares que no han completado la encuesta.


Información adicional
CENSO DE LOS EE.UU.: 2020census.gov
CENSO DE CA: CaliforniaCensus.org
FEDERACIÓN LABORAL DE CA: CaliforniaLabor.org

#calaborcounts

California LABOR Federation


ig/tng5952/cwa/aff-cio

A MESSAGE FROM CALIFORNIA LABOR



YOU COUNT IN 2020

Strengthen our worker power and build a better California!




YOUR VOTE

VOTE BY MAIL OR ON TUESDAY MARCH 3, 2020

Voter registration deadline: FEBRUARY 18

For Labor's endorsements and GOTV activities near you visit CaliforniaLabor.org or contact your local Labor Council



YOUR VOICE

COMPLETE THE 2020 CENSUS

A complete census count shapes our community and our future through funding services we rely on. The census is a critical tool and CA cannot afford an undercount.

MARCH: All households will receive postcards on how to complete the survey online

APRIL 1: CENSUS DAY

MAY: Follow up begins in person to households that haven't completed the survey

Additional information:
US CENSUS: 2020census.gov
CA CENSUS: CaliforniaCensus.org
CA LABOR FEDERATION: CaliforniaLabor.org

#calaborcounts

California LABOR Federation

ig/tng5952/cwa/aff-cio

California Labor Federation Census 2020 – Final Report Narrative

The COVID-19 pandemic upended the plans we had for Census outreach work. The shelter in place orders went into effect mere days before our labor councils planned to begin door to door member outreach. At the same time, we had to respond to massive layoffs of many of our members and incredible risk for those who remained working. The resources and staff time of CLF, our labor councils and our unions were immediately shifted to address the impact of the pandemic on our membership.

Eventually, we were able to rededicate ourselves to fulfilling the census work and come up with plans to continue outreach. Most of our labor councils decided to pivot their canvassing efforts to phone banking outreach. As response data became available, we continued phone banking to our members with a focus on the tracts in each county with the lowest response rate.

Our initial plans did not include a mail messaging program. However, in response to the shelter in place order, we developed a mailer with a labor specific census message that was sent to our members in low performing census tracts.

Also, our labor councils distributed materials with a census message at all of the mutual aid and membership assistance events we had. We attached “Labor Counts” census stickers to the boxes and bags of food we have distributed at food bank events in San Diego, Orange, San Mateo, Los Angeles and Kern Counties. Orange County labor council provided in-person assistance with EDD and UI claims and added census messaging and assistance to those meetings.

Some labor councils also printed Census 2020 graphics onto face masks and distributed them to members at worksites, BLM marches and worker actions.

Even if shelter in place is lifted during NRFU, it is unlikely that any of our regions will resume canvassing. On a case by case and region by region basis, we may experiment with literature drops. We will do these if the risk to volunteers and community is deemed low enough. The literature drops would be focused on leaving materials at the houses of our members who have P.O boxes and/or rural tracts with low response rates.

I COUNT

#CALaborCounts

YO CUENTO

#CALaborCounts

I COUNT

#CALaborCounts



californialabor • Following



californialabor Why complete the #2020Census? Because..

- ✓ #Union jobs depend on it
- ✓ Bridges & roads depend on it
- ✓ Health & human services depend on it
- ✓ School programs depend on it
- ✓ Housing & food assistance depend on it

The stakes are too high! Make sure you count

#CALaborCounts #1...



21 likes

A MESSAGE FROM YOUR UNION AND CALIFORNIA LABOR

YOU COUNT IN 2020

A complete **2020 CENSUS COUNT**
will fund the emergency health services
in our communities needed to fight
the **#COVID19** pandemic
and other future crises.

*Complete the 2020 Census by answering
9 simple and confidential questions.*

COMPLETE THE CENSUS: <https://my2020census.gov/>

LEARN MORE: californiacensus.org

CENSUS INVITES HAVE BEEN MAILED

The invitation includes information on how to fill out the Census form and will include a unique Census ID linked to a physical address.

All Californians will be able to respond online or by phone, with limited households initially receiving the paper form.

A Census ID is not required for households to respond online or by phone.



California
LABOR
Federation



PROTECT OUR COMMUNITIES BY MAKING
SURE YOU COUNT TODAY:

✓ **Funding for our Communities**

School lunches. Hospitals. Housing. Infrastructure. Support for families in need. Federal funding shapes our communities everyday needs.

✓ **A Voice for California Workers**

Residents can use the census to support community initiatives involving legislation, quality-of-life and worker-focused advocacy.

✓ **Funding for Union Jobs**

The federal funds based on the Census results support hundreds of thousands of jobs in the public and private sector, most of which are union.

✓ **No Citizenship Question**

The Supreme Court ruled that the citizenship question cannot be added to the 2020 Census.

✓ **Safe and Confidential**

The government will not release personally identifiable information about an individual to any other individual or agency until 72 years after the census is taken.

✓ **Super Accessible:** Fill out the census ONLINE! or phone or mail

CENSUS INFORMATION:

US CENSUS: my2020census.gov

CALIFORNIA CENSUS: CaliforniaCensus.org

CA LABOR FEDERATION: CaliforniaLabor.org

FOR MORE RESOURCES, EMAIL: Census@calaborfed.org

#calaborcounts



#CALaborCounts CENSUS Q&A

What is the Census?

Every 10 years, every resident in the United States is counted, providing valuable statistics and information about the status of our communities, and our country. The census counts our population and households, distributing more than \$700 billion in federal funds annually to support states, counties and communities' vital programs.

Why does it matter for unions and workers?

The funds the federal government allocates based on the Census results provide critical services to our communities and support thousands of good union jobs. For example, based on population, California will get a share of the federal government dollars for infrastructure projects. That means better roads for commuters, safer bridges for drivers and upgrades to our electrical grid to help prevent wildfires and blackouts.

How does it affect our union?

The federal funds based on the Census results support hundreds of thousands of jobs in the public and private sector. Because those jobs are mostly union, it has a huge effect on our union's membership. If California is undercounted in the Census, that could mean the loss of funding that support's many of our members' jobs. California is a large and diverse state. We need those funds to effectively provide services in our communities and to support good union jobs that build our middle class.

What happens if we lose congressional seats because we're undercounted?

Congressional seats are allocated based on population. Currently California has 53 congressional seats. That gives us strong representation in Washington, DC. If we lose congressional seats because we're undercounted, we lose political power. That means states with anti-worker congressional delegations will have more power to pass laws that hurt working people. Laws like Right-to-Work, health care takeaways and other measures that hurt our union. It also means pro-worker measures like increasing the minimum wage, strengthening prevailing wage, expanding health care access and reforming labor law so that it's easier to join a union will be more difficult to pass.

CONTINUED

How do we make sure immigrants are counted?

There's been a lot of fear-mongering by the Trump Administration that makes it more difficult for immigrants to participate in the Census. Families are scared they'll be targeted if they provide information to the government. While this isn't an unfounded fear, we've made sure that there are multiple layers of protection to keep sensitive information out of the hands of those who would target immigrants. If immigrant families fill out the Census online, they're less likely to have Census enumerators show up at the door. Participating also gives immigrants a voice to ensure they are counted as members of the communities in which they live and work. In California, it's absolutely critical to have the participation of immigrant families. Our union is working with immigrant rights' groups to ensure that the process is easy and safe, leading to more opportunities for immigrant families.

What can our union do to help?

Get the word out! The Census is a huge opportunity for our union to talk to members about the importance of making our voice heard and having a seat at the table. Between now and March, we're going to be educating members on the importance of participating in the Census and how that participation is vital to our community services, our safety and our jobs.





#CALaborCounts

#TrabajadoresDeCACuentan

CENSO P&R

¿Qué es el Censo?

Cada 10 años, los residentes de los Estados Unidos son contados por medio del censo, lo cual proporciona valiosa información y estadísticas sobre el estado de nuestras comunidades y nuestro país. El censo cuenta nuestra población y hogares, distribuyendo anualmente más de \$700 billones en fondos federales para apoyar programas vitales en nuestros estados, condados y comunidades.

¿Por qué es importante para los sindicatos y trabajadores?

Los fondos que el gobierno federal asigna en base a los resultados del Censo proveen servicios esenciales a nuestras comunidades y apoyan miles de buenos trabajos sindicalizados. Por ejemplo, en base a la población, California obtendrá dólares del gobierno federal para proyectos de infraestructura. Esto significa mejores carreteras para los viajeros, puentes más seguros para los conductores y mejoras en nuestra red eléctrica para ayudar a prevenir incendios y apagones.

¿Cómo afecta esto a nuestro sindicato?

Los fondos federales basados en los resultados del Censo apoyan cientos de miles de empleos en el sector público y privado. Cambios a estos fondos pueden impactar negativamente a nuestra membresía ya que la mayoría de estos trabajos son representados por sindicatos. Si California no es contada en el Censo, esto podría significar la pérdida de fondos que apoyan muchos de los trabajos de nuestros miembros. California es un estado grande y diverso. Necesitamos esos fondos para proveer servicios efectivos en nuestras comunidades y para apoyar a buenos trabajos sindicalizados que construyen a nuestra clase media.

¿Qué pasa si perdemos lugares en el Congreso porque no estamos censados?

El número de representantes en el Congreso es determinado en base a la población. California tiene actualmente 53 representantes en el Congreso. Eso nos da una fuerte representación en Washington, DC. Si perdemos representación en el Congreso porque no fuimos contados completamente, entonces también perderemos poder político. Es posible que nuestro estado pierda poder político al no hacernos contar porque esto causaría una reducción en el número de representantes que tenemos en el Congreso. Eso significa que los estados con delegaciones parlamentarias anti-trabajadores tendrán más poder para aprobar leyes que perjudiquen a la gente trabajadora. Leyes como el Derecho al Trabajo, recortes a la asistencia médica y otras medidas que perjudican a nuestro sindicato. También significa que las medidas a favor de los trabajadores como el aumento del salario mínimo, el fortalecimiento del salario prevaleciente, la expansión del acceso al cuidado de la salud y la reforma de la ley laboral para que sea más fácil unirse a un sindicato serán más difíciles de aprobar.

CENSO P&R

¿Cómo nos aseguramos de que los inmigrantes sean censados?

La Administración de Trump a infundido mucho terror en nuestras comunidades lo que hace más difícil que los inmigrantes quieran participar en el Censo. Las familias tienen miedo de entrar en la mira de las autoridades si proporcionan información al gobierno. Aunque no es un temor infundado, nos hemos asegurado de que haiga múltiples capas de protección para mantener toda información confidencial fuera de las manos de aquellos que persiguen a los inmigrantes. Si es posible, se les recomienda a las familias inmigrantes que llenen el censo por el internet lo mas pronto posible para evitar que encuestadores del Censo vayan a sus puertas. Participar también les da a los inmigrantes una voz para asegurarse de que sean contados como miembros de las comunidades en las que viven y trabajan. En California, es absolutamente crítico contar con la participación de las familias inmigrantes. Nuestro sindicato está trabajando con grupos de derechos de los inmigrantes para asegurar que el proceso sea fácil y seguro para así poder obtener más oportunidades para las familias inmigrantes.

¿Qué puede hacer nuestro sindicato para ayudar?

¡Corra la voz! El Censo es una gran oportunidad para que nuestro sindicato hable con nuestros miembros sobre la importancia de hacer que nuestra voz sea escuchada y de tener un lugar en la mesa. Entre ahora y Marzo, vamos a educar a los miembros sobre la importancia de participar en el Censo y cómo su participación es vital para nuestros servicios comunitarios, nuestra seguridad y nuestros empleos.



CENSUS 2020

**FIGHT
PROP 22**

**No on Prop 22
The Uber/Lyft
Power Grab**

**California
Labor**

Central Labor Council submitting this questionnaire

Alameda Labor Council

California Labor Federation, AFL-CIO Staff

California Labor Federation, AFL-CIO Staff

California Labor Federation, AFL-CIO Staff

California Labor Federation, AFL-CIO Staff

Central Coast Labor Council

Contra Costa Labor Council

Inland Empire Labor Council

Kern, Inyo, Mono Labor Council

Monterey Bay CLC

North Valley Labor Federation

Orange County Labor Federation

Sacramento CLC

San Diego-Imperial CLC

Name and Title of individual submitting this request on behalf of the CLC

Liz Ortega-Toro

Susan Sachen, Campaign Director

Rosi Romo, Office Manager

Tom Iacobucci, Finance Director

Hector Saldivar - CA Labor Federation

Jeremy Goldberg, Executive Director

Joe Summers, Political Director

Celene Perez, Political Director

Pedro Ramirez, Field Organizer

Cesar Lara, Executive Director

Tim Robertson - Executive Director

Jennifer Araujo - Project Coordinator

Volma Volcy

Satomi Rash-Zeigler

What goals and objectives did you revise due to COVID 19 and the US Census Bureau's operational adjustments?

- 1, In place of in person meetings, we relied on our emails, texting, and zoom meetings to get the word out.
2. Used our social media and mailers to over 100,000 members in Alameda County.

Focused on digital outreach, social media, email reminders and adding a pitch for the Census to all our meetings and events, most all via zoom, rather than the in-person meetings we had scheduled.

No member to member outreach, ie: door knocking, outdoor events, press events

N/A to my involvement

My knowledge to all the questions is limited to the point I before I transitioned out of doing census work. There was a major shift to focus on phonebanking, texting, zoom/digital meetings and social media posting. The only in person census outreach that occurred to my knowledge was where labor councils added census message to food pantry distributions.

Our goals didn't change significantly, more so the tactics used. I would say the biggest change in objective is that without direct, in-person outreach at meetings/homes/etc, we weren't able to give people the opportunity to fill out the census while we were on-site.

As COVID-19 began to affect in-person meeting, we had to put a stop to our union meeting roadshow. A majority of our volunteer activities were also hampered

Our goal was to canvass 4,000 union households in Moreno Valley. We were able to canvass 2,186, but as a result of COVID-19, we switched to phone banking in the San Bernardino County High Desert and Riverside County Coachella Valley to meet and surpass our goal of 4000. We also shifted our events from union meetings to our food drives.

We received funding late into the program. and a small amount Our program was tailored to do as much remote outreach and limited in-person contact. Some changes include the target goals and removing door-to-door outreach.

Our work at the MBCLC was impacted by COVID-19 and we had to adjust our outreach work. Our goal was to reach workers at worksites with information, swag, and pledge cards to ask members to fill out the census. We were successful in reaching members, we stipend union members to reach coworkers in hard to reach members. Overall we didn't adjust too much, but our impact a reach was limited since we were not able to have MBCLC staff join our stipend members at worksites. Employers did not allow our staff to visit worksites

We canceled our plans to work with partner organizations to door-knock in underserved communities. Further, census outreach plans requiring significant organizing time (phone banks, lit drops, etc.) were cancelled due to reprioritization around COVID and the elections.

COVID-19 had an impact on our field plans and we had to adjust our plans since we would not be able to communicate in person anymore. We had to rely on social media, newsletters, and a texting platform for outreach.

Our outreach goals completely shifted from being on the ground on the doors at events to social media.

Social Media- had to ramp up due to severely reduced ability to do in person outreach, In-person events-- reduced, increased planned digital events, cosponsorship opportunities, and regrant opportunities

What worked well operationally?

We phone banked, walked to union households.

Sent mailers.

Attended Meetings

Invited Census workers to speak

Distributed Census Multilingual information

The Census project was widely supported with all of the Ca. Labor Federation affiliates, leaders and staff. Our leaders and members know the important of the census to services and representation so we were able to build census support into all of our work.

Communication with a direct Census staff person. Thank you Marcy

N/A to my involvement

Working with Marcy Kaplan as our Census Sector Manager point person was tremendously helpful. Marcy supported us and guided it through the entire process, from planning for work, applying for grant, implementing grant, sharing materials and contents, connecting us to other organizations. We could always reach out to Marcy to check-in and trouble shoot any challenges we had, and/or to strategize ideas. Having a dedicated census staff point person assigned to us made a huge difference, and highly recommend this is used again for 2030 census.

Post-COVID, we felt like we did the best we could in transitioning to calling into targeted census tracks. While the initial confusion of what to do next was a big challenge in March-April, once we got going, we probably ended up contacting more households over the phones than we would've at meeting and going to doors.

In the education period, our union meeting roadshow went very well. We were getting unions to open their doors to learn more about the census. We would have the participants sign pledge cards, would give the unions materials to make available for member, and committed to share our info. We identified individuals that had difficulties being counted and put them in contact with organizations that would be able to assist them

Education Period: For events, what worked well was incorporating the census message and flyer distribution in our food drives when we were signing folks in. This gave us an opportunity to talk to union and community members. Phone banking also allowed us to speak to more African-American and Asian/Pacific Islander union members.

Our program focused on remote outreach using text messaging and limited in-person contact through food drives and PPE Drives. Since it was a small and focused program targeting Kern, Inyo, Mono Counties we had the ability to target residents who had active cellphones.

Our Food and PPE Drives focused more on Kern County targeting union members in various zip codes and census

What worked well was targeting our funding to stipend rank and file union members to reach out to worksites. We were able to stipend rank and file union members from Teamsters 890, UFCW Local 5 and UNITE/HERE 483, we targetted these unions because these unions have so many members that live in Hard to Count census tracks.

Speaking and signing folks up at union and other membership meetings. We also presented several times and NVLF and CLC meetings.

Before the pandemic and shut-downs, we were visiting our locals and having Census presentations followed by Q&A sessions for members. We found it helpful because members were able to get to know who they could contact if they had any further questions or needed assistance. Amidst the pandemic, we found newsletters and texting platforms to be effective with Census outreach.

The program ran smooth between January and early march. Our subcommittee had the opportunity to do presentation to our local unions, attended events and partnered up with United Way to distribute Census information every weekend to reach out to our key demographic

We ramped up our digital efforts and having the resources to do so helped significantly. We had one person dedicated to our social media campaign, we partnered with community and constituency groups to initiate a labor to neighbor type program. Also incorporating Census in our everyday work helped significantly (i.e. add census labor stickers or flyers to our food pantry bags)

What hindered the operations?

COVID 19 and SIP hindered our operations. From March-October we were forced to switch operations to work from a SIP environment. Our designated worksite visits and meetings were all moved online.

Because of "shelter in place" and COVID safety issues we had to convert all our in person meetings, worker contacts and canvassing to digital and virtual contacts. Everything became harder but we worked also intensified our efforts to make the best of social media and digital outreach, especially.

COVID and the fear of immigration

N/A to my involvement

The CLF was behind from a timeline standpoint on setting up our plan. This was probably the most important key area that could have helped much more. We didn't start thinking/planning for census work, until about late late spring/middle of 2019. From talking to the census partners, they were thinking and planning for it at least 2 to years ago. For example hearing how the Black Census Hub had planned much earlier in advance and had a clear sense of how much funding was needed to outreach to California's black communities. A part of Similar to above, while our output after COVID shutdowns began was likely higher, the quality of the outreach certainly suffered. The settings we were operating in before mid-march were medium-large groups with lots of opportunity for education and some peer pressure to pledge or complete your census. After COVID, most interactions were brief, faceless phone calls with virtually no opportunity to educate.

COVID-19. By the first week of March and knowing what was coming down the pipeline, the Labor Council had fully closed our office and had nearly eliminated in-person contact. In the education period, the inability to meet with our membership resulted in the cancellation of many membership meetings that we had planned to undertake. We were also prevented from continuing our door to door communications that we were planning to educate our membership on the census. (Our inability to recruit volunteer was also a problem.)

Education Period: What hindered our operations was figuring out how to adjust due to COVID-19 and the stay at home orders.

Our original program laid out a strategy to do worksite visits, in-person union meeting presentations and targeted door-to-door outreach. Due to COVID, we had to revise our outreach goals and strategy to remote and limited in-person outreach. The sudden change caused some delay in implementing the new outreach methods as well as the ever-changing regulations on what was allowed to be performed by the state. All of this was during the Update Leave and NRFU period.

The biggest hindering of our work was COVID-19, COVID-19 did not allow us to have the impact we planned at the beginning of 2020.

Our organization was tasked with a robust response to the COVID-19 crisis, which occupied nearly all our resources until the election season. During election season, campaign work and ongoing COVID left little time to do census outreach that required significant organizing time.

The Coronavirus Pandemic challenged us due the fact that it limited our ability to make contact with people face-to-face, which is a lot more effective compared to other approaches. Especially when it comes to educating/spreading awareness in HTC communities since a lot of them are not tech savvy. Nonetheless, the uncertainty of how long restrictions would be in place and, in general, how long it would take to control the pandemic made it difficult to even to make adjustments to our plans for the same reasons.

COVID-19 was the main factor. After the primary election in March, we planned to knock on doors, phone bank, and also use the partnership with United Way to distribute flyers/information to our targeted area. Direct contact was never possible and shifting focus to casualties of COVID-19 was also big. We could no longer rely on our subcommittee to do the work we all intended.

COVID-19 and the limited ability to do in person assistance, shortened time frame, needed more investment from affiliate unions (and tbh State Fed). More could have been done to make this a priority.

What outreach tactics worked well?

Door Knocking by a trusted union member
Texting
Phonebanking

Social Media, targeted phone banking.

union communication.

N/A to my involvement

In person outreach

Before physical distancing measures pre-covid, we started to integrate census messaging and materials at our large conferences, convenings and meetings. We start doing presentations and take the census pledge. We started started raising awareness and several labor unions and labor councils working groups started. Some of these groups started before the CLF began rolling out census work and communications.

Admittedly, post-Covid we were pretty limited in tactics but we definitely felt like the transition to phones helped us reach more individual households.

Education during membership meetings went very well. The door to door canvassing went very well and we had great conversations with members. When we connected the info on the census to how it affects their lives, the membership became engaged.

Education Period: What worked really well was conducting outreach during our food drives. Phone banking at an earlier time during the stay at home orders also proved to be successful.

Peer to Peer text messaging was very effective especially targeting the remote counties of Inyo and Mono. In kern County, our PPE Drives with our affiliated unions provide a good avenue to inform members of the census. All occurred during Update Leave and NRFU period.

We found that having union members stipend worked well. Trust is a major concern and having worksite leaders trained to address co-worker's concerns worked greatly. Targetting unions that have members that live in hard to count census tracks was also very useful and allowed us to have an impact in our CLC community.

Sharing census information and outreach and union and community meetings. Soliciting signed pledge cards.

We reached out to labor leaders and had conversations around creating a Census outreach plans for each of their respective locals. We also created committees with our delegates on the Census. There, they would share the knowledge and training they received to bring back to their locals. We also made sure Census materials were in every newsletter and used different text platforms to reach out to members about Census.

Early in the education phase of outreach, going door to door, tabling at events, folding census education in all the work that were being conducted, involving different local to participate. Once COVID-19 became the focus, we moved to a social media strategy that allowed us to continue our census outreach work.

Social Media, microlessons, digital events, regrants, talking about the census during our regular events (like how the code of conduct is read at every event), Census Sponsorships

What hindered the outreach?

Covid 19

Challenge of reaching essential workers with safety issues and layed off members who we would have reached at their worksites.

COVID

N/A to my involvement

Not being able to fully track all of the outreach work done by union affiliates was a challenge. Through CLF's and labor councils education and outreach our census messages and materials were shared far and wide which is great. However not being able to track alot of this great work was a challenge. As a result our reporting might not actually cover the full scope and magnitude of our census work.

Obviously, the big hindrance was Covid which nullified our ability to do any in-person outreach.

COVID-19. The vast majority of our contact with membership is face to face. We are still figuring out how to organize in a post-COVID world. I also noticed a drop off in communication from our census partners. Information was harder to get and advice in how to move forward was not easily discernable.

Education Period: COVID-19, the stay-at-home orders

Getting quality data and limited in-person contact played a significant role in hindering outreach. COVID. Given our shift to remote outreach and limited in-person contact, outreach was severely impacted during the Update Leave and NRFU period.

The biggest hindering of our work was COVID-19, COVID-19 did not allow us to have the impact we planned at the beginning of 2020.

Limited staff resources due to COVID-19 and the elections. Limited tactics available due to COVID-19.

We didn't have any difficulties after we adjusted.

COVID-19

the effectiveness of the phonebanks are yet to be determined

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...

COVID 19 and SIP hindered our operations. From March-October we were forced to switch operations to work from a SIP environment. Our designated worksite visits and meetings were all moved online.

We worked very hard through the summer and had a plan that took us through August when our political campaign season starts. Because of the pandemic and extended deadlines we weren't able to extend our deadlines because of other organizational priorities.

COVID put a complete stop on the game plans that were laid out throughout the state with Unions and Labor Councils.

N/A to my involvement

Described earlier was the internal transition of staffing as a challenge but we quickly moved to develop an outreach plan using our existing campaign structures to work as best we can.

Please see "Covid" response for question 7.

Organizationally, this was a great opportunity to bring on outreach staff and have regular and consistent outreach directly to our members in a way that they aren't particularly used to. It was a huge plus.

Having initially planned to communicate our message through face to face meetings, we had to switch to non-contact communications like emails, social media, and socially distanced contact. Not having local meetings, we prioritized our partnered community events like the BLM protects and PPE drive.

Our goal was to canvass 4,000 union households in Moreno Valley. We were able to canvass 2,186, but as a result of COVID-19, we switched to phone banking in the San Bernardino County High Desert and Riverside County Coachella Valley to meet and surpass our goal of 4000. We also shifted our events from union meetings to our food drives to hit our goals regarding events and canvassing.

Due to COVID19, we had to take the time to implement safety protocols to being phone banking. We The Kern Inyo Mono Labor Council received the funds pretty late into the census program around May. Given the late start and the major impact COVID played in our outreach strategy we had to push back the start of our outreach. COVID severely limited our outreach capacity so we had adjusted our outreach operations.

We focused on text messaging, Food Drives, PPE Drives, and Social Media.

The largest challenge was the effects that COVID-19 had in all of our work. Our biggest challenge was that we were not able to set up computers at worksites to allow union members to fill out the census on site and were not able to refer members to community sites that members can go to and receive one-on-one support and assistance to fill out the census.

Limited resources balancing COVID-19 and electoral efforts through the time period. Limited tactics available due to COVID-19. Focused on virtual meetings that were already occurring, like union and CLC meetings.

The biggest changes around COVID-19 was the limitation on large gatherings. Therefore, had to adjust our outreach and through this epidemic we had to find other outlets to reach out to members. Furthermore, maintaining engagement around the Census was difficult when our members, workers in general, were primarily concerned about the status and future of their jobs.

The main challenges faced was COVID. The members of subcommittee had to shift focus, the Sac CLC staffers had to carry the program. Our Labor subcommittee could not longer carry the work.

inside org - lack of investment from union leadership -- to resolve we worked directly with staff and rank and file members, limited staff resources with a lot of competing priorities - focused resources on collaboration opportunities and volunteer recruitment

Outside - Trump and his administration constantly trying to manipulate the Census and the time pressure along

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.

Meetings at Labor Council: Update union delegates about census and request assistance in distributing census material to union worksites and union members.

The Census staff are GREAT, responsive, supportive and continued to encourage and remind us all along the way.

Community partnerships and the relationships some of our unions had with them helped with under counted communities in term of the relationships that were already there and the trust level.

N/A to my involvement

Worked with NALEO, Black Census Hub, First 5 educational fund to take alot of their materials and content and modify with a labor message. For several content pieces we didn't have to do much in terms of modifying because it was a targeted message to Latinx and Black communities.

Local and regional connections/partnerships

For an organization like ours, our members are used to getting phone/door outreach from us. However, this was about a unique topic. One that piques interest and folds in with other messaging that they're getting in other ways from community partners. Once COVID hit, we were able to use it as part of the discussion and education. Resources that come to our community are often determined by the results of the census. Never has that need been more apparent than during this pandemic where government response and strategy has

We worked with our union leadership to create a plan in contacting their membership.

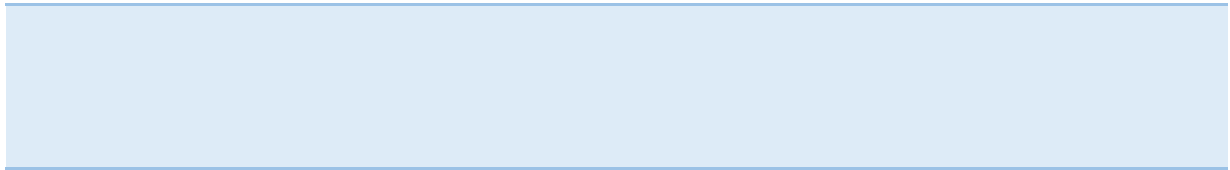
We had a sub-contract with local ACBO organizations to do partnership coordination and education. Part of it entailed train-the-trainer trainings and educating our affiliates to then conduct presentations in their membership meetings and worksite visits. What was useful was showing them how much funding our region loses due to undercounting and what the census data is used for to fund which directly impacts several of the industries that we have union members in. We also gave updates of our region's numbers during the self-Part of our outreach strategy was to work with other groups such as the Dolores Huerta Foundation and utilize our network of union members across Kern, Inyo, and Mono Counties.

Our focus was first on remote outreach to Inyo and Mono Counties as they had the lowest response rates. Our partnership with the DHF gave us the ability to coordinate certain areas to target.

MBCLC was able to work with a number of working groups in the community to focus on increasing our numbers around the census. We worked with the complete count committee in the City of Salinas (the largest city in our two counties), along with complete count committees in Monterey and Santa Cruz counties, along with a community-based working group of non-profits in the tri-county area of Monterey, Santa Cruz, and San Benito counties. MBCLC was able to offer supports and offered outreach to all of our member unions around

Many budding community partnerships around census work failed to fully materialize as ours, and other organizations' resources were diverted away from census work due to COVID-19.

By training and helping leaders and community members understand the needs of our members and explain to them how Census affects everyone.



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

Various Unions participated in getting the word out.

California Central Labor Councils and the partners they enlisted.

N/A to my involvement

These were key partners at a state level. Each CLC will have a list of the their local regional partners.

First 5 - materials content

Black Census Hub - materials content, strategizing, sharing best practices, creating local connections, Naleo Educational fund - materials and content. One of the most simple and easy to understand. They also updated constantly their material based on news and circumstances.

SEIU Local 721, SEIU Local 2015, Building trades unions, United Domestic Workers, Ventura County Complete County Committee. We had great internal participation from our unions inviting us to come to their meetings and classes and then helping us to find the right people to staff up our phone calls when COVID it. From the community side, it was so important to hear the other work going on. As with most things, our piece of the outreach was limited to our universe. but it's critical to know that we're not the only ones doing the work. Our affiliates: Iron Workers 378, BM 549, AFSCME 2700, UA 159, IFPTE 21, CCBCTC, IBEW 1245, IBEW 302, CTA-MDEA. UFCW 5, CARA. USW 5, AFSCME 2428, AFSCME 512. AFSCME 142 .IATSE 107. CSEA 43. ATU 192. OPEIU 29. SEIU 1021, CTA-AEA. CTA-UTR. CTA-PEA. ATU 1555. Each union made the effort to include us in there membership meeting and helped spread information to their membership. Many of the these unions took our materials in their mailings. specifically IBEW 1245 took our materials and did a massive to 25,000 members. The We had a sub-contract with local ACBO organizations to do partnership coordination and education. Part of it entailed train-the-trainer trainings and educating our affiliates to then conduct presentations in their membership meetings and worksite visits. What was useful was showing them how much funding our region loses due to undercounting and what the census data is used for to fund which directly impacts several of the industries that we have union members in. We also gave updates of our region's numbers during the self-California Labor Federation- Provide Guides, Materials, Funding, and Strategy Support

Dolores Huerta Foundation- Coordinated Kern Outreach Efforts, held joint in-person events and drives were they provide volunteers and staff support to assist our members.

Union Affiliates Below- The union affiliates below helped educate there members and distributed handouts

We valued our partnership with the Center for Community Advocacy (CCA) and with the City of Salinas and they had the biggest impact on our work. CCA was a key partner that offered census training to our leaders, unions members, and staff that gave them the training in both English and Spanish to prepare them to get others to fill out the census. And the city of Salinas gave us tools and swag to reach our members to make our work Successful.

Locals in out committee that help

- * UFCW324
 - * TEAMSTER 396
 - * UDW
 - * IBEW 441
-

Worked with United Taxi Workers Association who worked in tandem with East African Community organizations in City Heights to educate and motivate about the Census.

Teamed up with community agents that were a part of the Count me 2020 coalition and targeted outreach to HTC

Worked with Labor Council Constituency groups-- enabled us to have direct community access to HTC

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 dis...

Bilingual Phonebankers and volunteer union walkers were available through ou the grant,

Our work and materials were translated and made available to our unions and Labor Councils.

Translation was huge for materials getting sent out

N/A to my involvement

We provided all of our materials in different languages. We also conducted presentations in Spanish.

We translated materials for labor councils and unions based on specific needs and to their industries.

This was super challenging given the limited methods of outreach, but most of our callers were bilingual and able to handle the vast majority of non or limited english speakers that we encountered.

We prioritized sharing info in both english and spanish. Our pledge cards and census materials had english on the front and spanish on the back. These were also shared electronically. Our in person contact were done in english, but we always made an effort to accommodate those with a language barrier.

We had bilingual folks for phone banking, canvassing, and in-person events. We also have our flyers in English and Spanish.

Most of our target HTC population are Spanish speakers we provide materials in English and Spanish as well as bilingual text messages to targeted areas.

Our outreach and training were done in English and Spanish. Language is a major factor in our work and all of our outreach and training was created to ensure that our members, staff, and leaders had the skills and training to reach out to people in a language that made them comfortable to fill out the census.

Multiple presentations at UDW meeting were offered with live translation. Early in-person meetings included distribution of multilingual materials.

We always made sure we had material in every language and our offices stayed open during the epidemic for anyone who needed extra help. Our office also has bilingual individuals that knew reached out to the Spanish, Tagalog and Vietnamese.

Thanks to our partnership with the Sacramento County Census Committee we were able to translate materials to ensure equal and meaningful access to limited English speakers

We were able to work with community based organizations, labor organizations and union members who were also community activists in the communities that have traditionally been hard to count. We provided information on the census in multiple languages and made access the folks in HTC possible because of the personal relationships our partners have with many of the community hubs. We believe that because of our efforts many English as a second language community members would have never found out about the Census

Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community.

As the national conversation about who should participate in the census, we were able to educate and ensure that our most vulnerable communities received trusted and accurate information.

The Census continues to empower our communities and young people. In larger gatherings before the Pandemic the staff and volunteers from the Census were so energetic and inspiring all they talked with to be counted and that everyone does count and is valued.

union households I feel are more willing to fill out their census because we are a trusted source

N/A to my involvement

n/a

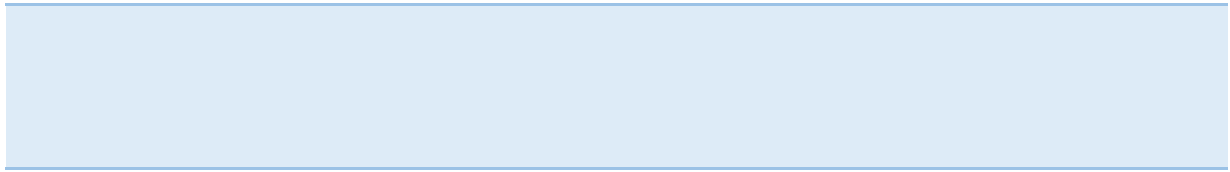
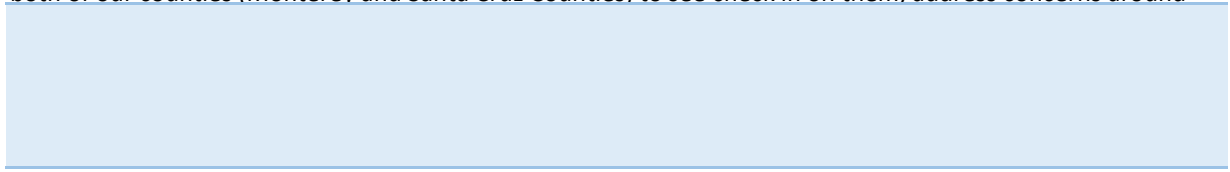
When our outreach ended, several of our paid census outreach staff went on to work directly for the 2020 Census. It was really exciting and encouraging to see the young people that we doing outreach to our membership be so committed to the work that they sought and did continue working it!

Our work with our younger membership was very effective. Many having only lived in apts or with family had never had the opportunity to be counted in the past. I felt our education was well received. I was also able to connect with a few of my houseless members (this was something that they had not previously let into the open). I was able to get their information from the pledge cards and ensure that they were counted and connected with the resources they needed.

A business rep for Ironworkers Local 416 wanted to be trained to do a presentation to his members in the Inland Empire, LA, and Nevada, but wanted to make sure that we focused on just a few key points since members would lose interest. The business rep conducted his presentation and the members were shocked to know how much funding is loss in the different regions and how that means less money for infrastructure and the work that they do. The rep told us that he followed up with his members and they were fired up to fill out One of our favorite stories was our Food and PPE drive we held in September. We severed over 200 families in Kern, mostly Bakersfield, in which we provide information on the census. We partnered with the Dolores Huerta Foundation to educate residents.

Not only did we do a good deed by helping struggling families we had an opportunity to inform them of the

April 1st was census day and at that point, The shelter in place order was in full effect. We adjusted our work because of the "COVID" rules and we had to adjust our outreach. One of our unions was UFCW Local 5, that represents Grocery workers, they released a union leader from that union, since she could not visit worksites as planned, she recruited union members and used union staff to call every single member (4,500 members) in both of our counties (Monterey and Santa Cruz Counties) to see check in on them, address concerns around



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

Make sure we elect a good president in 2028 so we can effectively do the best count possible.

Visibility, and clear ways how the census affects communities, why its so important

IT would be helpful if 2030 Census effort included clear, concise and specific financial reporting and accounting standards with the Grant applications. This is a common practice for other state agencies that issue grants. Having this information at the beginning of the process will assist grantees and their partners in planning their work procedures and help them estimate the work and time involved, administering the grants.

Start engaging Labor unions as a partner much earlier for the census efforts. This will help to start raising census awareness much earlier and hopefully get unions and labor councils, federations thinking of how they will incorporate census outreach and materials sooner. As a result we can start to provide more bite sized but regular education and messaging to our membership. This can also result in more participation and engagement around volunteer for census work.

As evidenced this year, anything can happen! The sooner we start census outreach, the better off we all are.

More engagement with your grantees and check-ins would be appreciated.

Some suggestions are below:

- Start even earlier
- More streamlined process to distribute materials
- Provide funding fasters and large amounts for successful staffing

Don't have a major pandemic and make sure that you have tools in place to help employers work with unions around the census.

Had we developed our text banking program earlier in the year, we could have used it for broad outreach.

Start earlier to get the word and out and to allow for pandemics and/or natural (or not so natural) disasters

Please confirm that you have submitted the following:

a) SwORD uploads of completed activities;b) Updated list of subcontractors ;c) Evaluations or analytical reports, if any;

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Please provide any additional information you feel is relevant to this request.

Thank you so much for all your work. We are proud to be participating!!!!

Will be working with my staff to ensure that we get the other information requested in question 14.

1. We are holding phonebanks through October
2. Still working on uploading all of our completed activities



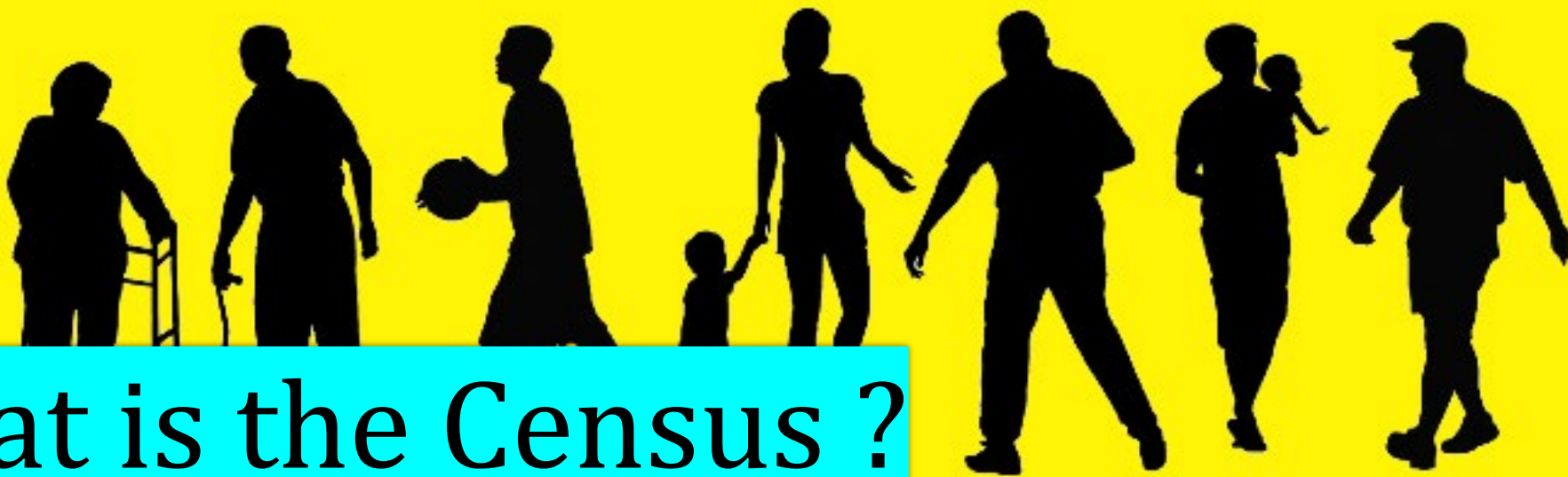
#CALaborCounts

Prioritizing the 2020 Census

California Labor Federation



CENSUS 101



United States
Census
2020

What is the Census ?

- Every 10 years, every resident in the United States is counted, providing **valuable statistics and information about the status of our communities, and our country.** The census counts our population and households, **distributing more than \$675 billion in federal funds annually** to support states, counties and communities' vital programs.



Why does it Matter?

- Census data shape the future of our community and future generations. **Census data determine our political power, representation in congress, and funding for education, transportation, healthcare, and so much more.**

2010

Legend:

- Gained
- Lost
- No Change

Seats Gained (Dark Blue): WA (10), NV (4), AZ (9), TX (36), AL (14), FL (27).

Seats Lost (Orange): MI (14), IN (16), OH (18), PA (18), NY (27), CT (5), RI (2), MA (9), NH (2), VT (1), ME (2), NJ (12), DE (1), MD (8), LA (6), AR (4), MS (4), TN (7), KY (4), WV (4), VA (13), NC (7), SC (14).

Seats No Change (Gray): OR (5), ID (2), MT (1), WY (1), NE (1), KS (3), MN (8), WI (8), IL (18), MO (8), IA (4), OK (5), CO (7), UT (3), NM (3), AZ (9), NV (4), WA (10), CA (53), HI (2).

**CA:
53 SEATS**

- Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

The stakes for the 2020 Census are **HIGH**

According to the *Sacramento Bee*, California's population is growing slower, making it increasingly likely it will lose at least one congressional seat in 2020 — and maybe more if not every person is counted.

**! If we don't track our population correctly,
California could lose vital political representation in
the upcoming elections!**



➤ The redrawing of district boundaries occurs every 10 years. The boundaries are designed to ensure that **Congress** and state legislatures are representative of the communities they serve.



It Benefits Working People

- **FUNDING IN OUR COMMUNITY.** Federal funding supports programs that are crucial to the well-being of all families, including health, transportation, education, senior centers, public safety and housing
- **PEOPLE POWER.** Residents can use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



The Census Helps Fund Critical Programs

Key federal programs rely on data and allocations derived from the census, including:

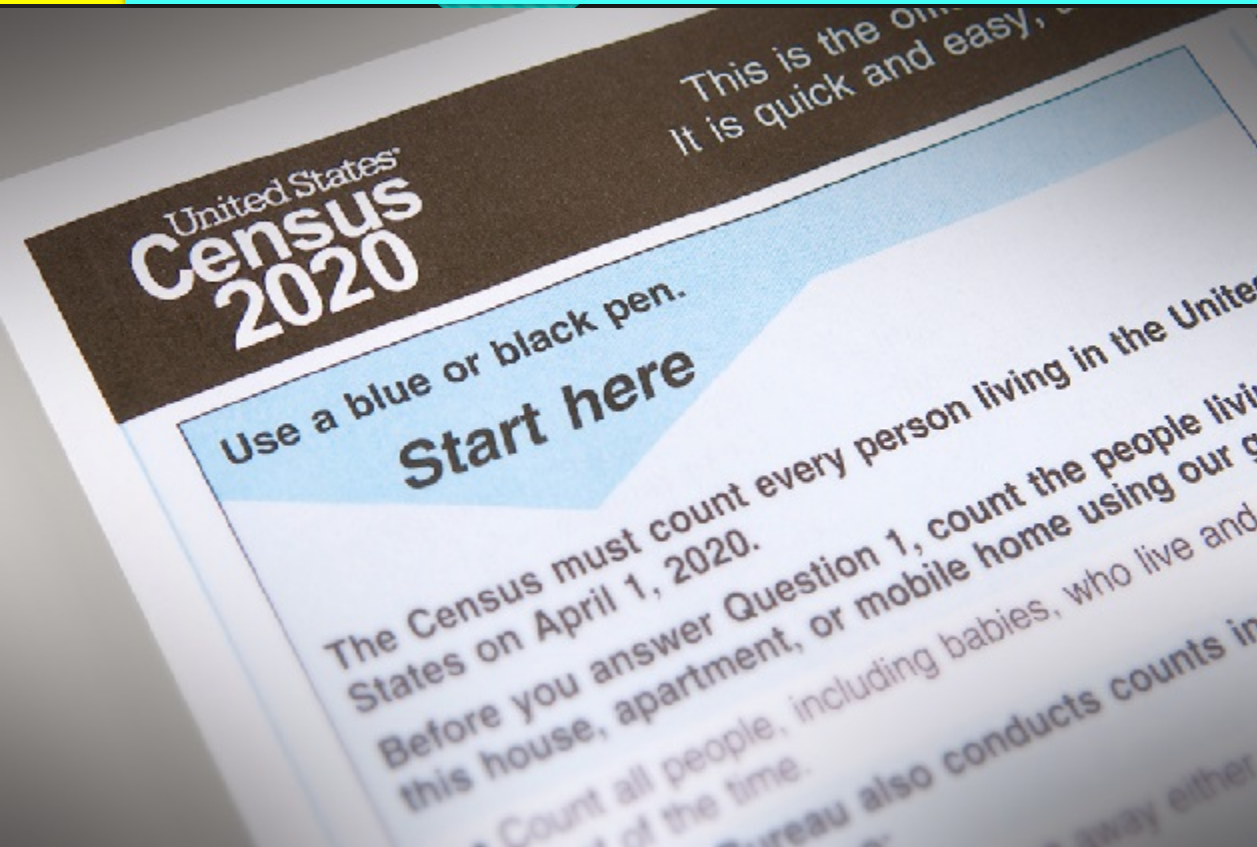
- Medicaid
- Supplemental Nutrition Assistance Program (SNAP)
- Medicare Part B
- Highway Planning and Construction
- Section 8
- Title I Grants
- Special Education Grants (IDEA)
- State Children's Health



Overview

- **Representational and Political POWER** -> Congressional representation
- Reapportionment & redistricting
- **Money** -> \$675 billion distributed annually
- Funding distributed based on population
- **California** -> Over \$76 billion annually to the State of California
- **GOAL** -> Count everyone once, only once, and in the right place.

WHY do you need to fill out the Census form?



1. Responding to the census is required by federal law.
2. Your response generates funds and services for your community



Why Labor needs to help spread the word:

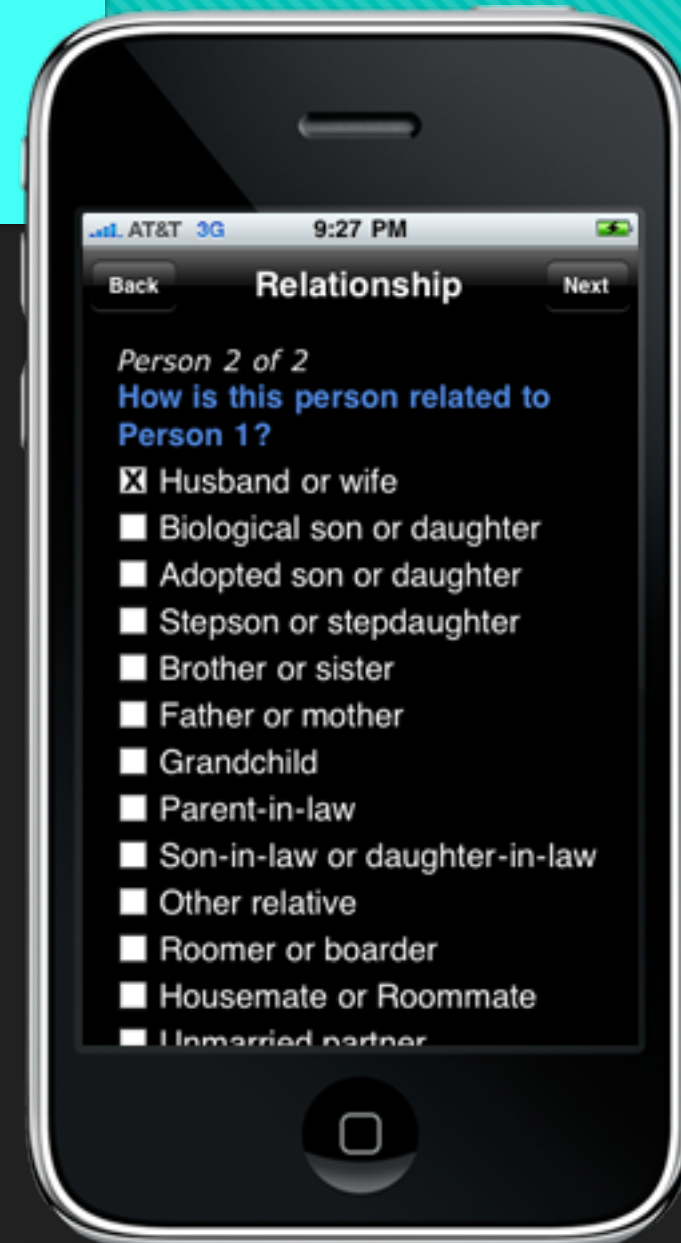
- Unions/ coworkers are trusted sources of information
- Workplaces are where most people spend their days
- Use the Hashtag #CALaborCounts to get members and affiliates online active in signing up for the Census!

2020 Census Accessible through Technology

For the first time, people will have multiple ways to self-respond

- Internet*
- Phone *
- Paper Form

*(In 13 languages, Plus English)



How the 2020 Census will invite everyone to respond





Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

How the 2020 Census will invite everyone to respond

What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

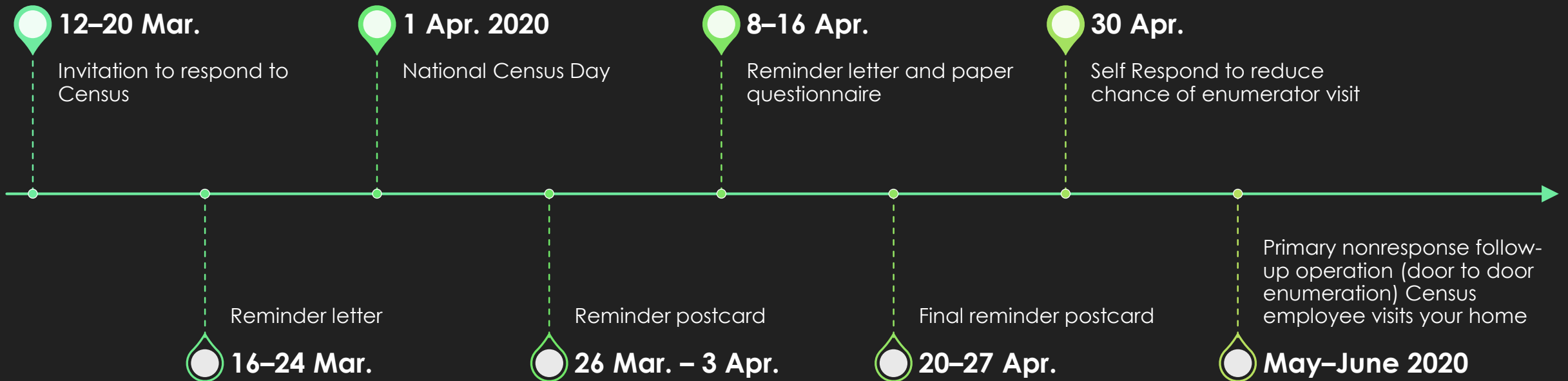
Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

Important Census Facts to Remember:

- Never lie on a federal form
- Include everyone living in your household, including children ages 0-5
- Under the law, Census data can only be used for statistical purposes. Title 13 of the U.S. Code requires respondent's information to be kept confidential, and guarantees personal information will not be used against respondents in court or by a government agency.

Census Timeline



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For additional information
email:
census@calaborfed.org



A MESSAGE FROM YOUR UNION AND CALIFORNIA LABOR

YOU COUNT IN 2020

A complete **2020 CENSUS COUNT**
will fund the emergency health services
in our communities needed to fight
the **#COVID19** pandemic
and other future crises.

*Complete the 2020 Census by answering
9 simple and confidential questions.*

COMPLETE THE CENSUS: <https://my2020census.gov/>

LEARN MORE: californiacensus.org

CENSUS INVITES HAVE BEEN MAILED

The invitation includes information on how to fill out the Census form and will include a unique Census ID linked to a physical address.

All Californians will be able to respond online or by phone, with limited households initially receiving the paper form.

A Census ID is not required for households to respond online or by phone.



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PROTECT OUR COMMUNITIES BY MAKING
SURE YOU COUNT TODAY:

✓ **Funding for our Communities**

School lunches. Hospitals. Housing. Infrastructure. Support for families in need. Federal funding shapes our communities everyday needs.

✓ **A Voice for California Workers**

Residents can use the census to support community initiatives involving legislation, quality-of-life and worker-focused advocacy.

✓ **Funding for Union Jobs**

The federal funds based on the Census results support hundreds of thousands of jobs in the public and private sector, most of which are union.

✓ **No Citizenship Question**

The Supreme Court ruled that the citizenship question cannot be added to the 2020 Census.

✓ **Safe and Confidential**

The government will not release personally identifiable information about an individual to any other individual or agency until 72 years after the census is taken.

✓ **Super Accessible:** Fill out the census ONLINE! or phone or mail

CENSUS INFORMATION:

US CENSUS: my2020census.gov

CALIFORNIA CENSUS: CaliforniaCensus.org

CA LABOR FEDERATION: CaliforniaLabor.org

FOR MORE RESOURCES, EMAIL: Census@calaborfed.org

ig/tng39521/cwa/afl-cio

#calaborcounts



YOU COUNT IN 2020 **Census** **Fact Sheet**

Strengthen our worker power and build a better California!



CENSUS 101: Why you need to fill out the 2020 census

Funding for our Communities

- » School lunches. Hospitals. Housing. Infrastructure. Support for families in need. Federal funding shapes our communities' everyday needs.

A Voice for California Workers

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Additional information:

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CALIFORNIA CENSUS: CaliforniaCensus.org

CA LABOR FEDERATION: CaliforniaLabor.org

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CENSUS TIMELINE

MARCH 12-20

Invitations to complete the 2020 census questionnaire online will be mailed

MARCH 26- APRIL 3

Reminder postcard mailed.

**DON'T DELAY, BE
SURE TO FILL OUT
YOUR CENSUS FORM
BEFORE APRIL 30**

APRIL 1 CENSUS DAY

APRIL 8-16

Reminder and hard copy questionnaire will be mailed

APRIL 20-27

Final postcards mailed before an in-person follow-up



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2020需要您的加入 人口普查資料表

增強我們工人的力量，建設一個更好的加州！



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IKAW AY MAHALAGA SA 2020

Census Fact Sheet

**Palakasín ang ating puwersa bilang manggagawa at magtatag
ng mas mahusay na California!**



CENSUS 101: Bakit kailangang sagutin mo ang 2020 census

Pagpondo sa ating mga Komunidad

» Handaang Pananghalian sa mga Paaralan. Mga Ospital. Pagpapabahay. Imprastraktura Mga suporta para sa mga pamilyang nangangailangan. Ang pederal na pondo ay humuhubog sa mga araw-araw na pangangailangan ng ating komunidad.

Isang Boses para sa mga Manggagawa sa California

» Ang mga naninirahan ay maaaring gumamit sa census para suportahan ang mga inisyatibo ng komunidad ukol sa legislasyon, kalidad-ng-buhay at adbokasiya na nakatuon sa kapakanan ng trabahador.

Pagpondo sa mga Trabaho sa Unyon

» Ang pederal na pondo base sa mga resulta ng Census ay sumusuporta sa daan-daang libong trabaho sa publiko at pribadong sektor, karamihan doon ay unyon.

Walang Katanungan Ukol sa Citizenship

» Pinagpasyahan ng Korte Suprema na ang katanungan ukol sa citizenship ay hindi maaaring idagdag sa 2020 Census.

Ligtas at Kumpidensyal

» Hindi illalabas ng gubyerno ang mga impormasyon na personal na magpapakilala sa indibidwal to ibang indibidwal o ahensya hanggang 72 taon pagkaraan ng pagsagot sa census.

Napakadaling Makuha

» Sagutin ang census sa ONLINE! Sa telepono o sa Mail.

Karagdagang Impormasyon:

US CENSUS: 2020census.gov

CALIFORNIA CENSUS CaliforniaCensus.org

PEDERASYON NG CA LABOR CaliforniaLabor.org

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TIMELINE NG CENSUS

MARSO 12-20

Ipapadala ang mga imbitasyon para kumpletohin ang 2020 census questionnaire sa online

MARSO 26-ABRIL 3

Ipinadala ang paalalang postcard.

HUWAG IPAGPALIBAN, TIYAKING SAGUTIN ANG INYONG CENSUS FORM BAGO SA ABRIL 30

ABRIL 1

Araw NG CENSUS

ABRIL 8-16

Ang paalala at hard copy questionnaire ay ipapadala sa koreo

APRIL 20-27

Ang panghuling postcard ay ipinadala sa koreo bago ang personal na pag-follow up



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TÚ CUENTAS EN 2020

Hoja Informativa sobre el Censo

**¡Fortalece nuestro poder como trabajadores y construye
una mejor California!**



INFORMACIÓN BÁSICA DEL CENSO: ¿Por qué necesitas completar el censo 2020?

Fondos para nuestras comunidades

- » Almuerzos escolares. Hospitales. Vivienda. Infraestructura. Apoyo a familias necesitadas. Los fondos federales dan forma a las necesidades cotidianas de nuestras comunidades

Una voz para los trabajadores de California

- » Los residentes pueden usar el censo para apoyar iniciativas comunitarias que involucren legislación, calidad de vida y defensa enfocada en los trabajadores.

Fondos para trabajos sindicales

- » Los fondos federales basados en los resultados del Censo apoyan cientos de miles de empleos en el sector público y privado, la mayoría de los cuales son sindicalizados.

Sin pregunta de ciudadanía

- » La Corte Suprema dictaminó que la pregunta de ciudadanía no se puede agregar al Censo 2020.

Seguro y confidencial

- » El gobierno no divulgará información de identificación personal sobre un individuo a ningún otro individuo o agencia hasta 72 años después de que se realice el censo.

Super Accesible

- » ¡Completa el censo por internet! Por teléfono o por correo

Información adicional:

CENSO DE LOS EE.UU.: 2020census.gov

CENSO DE CALIFORNIA: CaliforniaCensus.org

CA LABOR FEDERATION: CaliforniaLabor.org

[#calaborcounts](https://calaborcounts)

FECHAS IMPORTANTES DEL CENSO

MARZO 12-20

Las invitaciones para completar el cuestionario del censo 2020 por internet se enviarán por correo.

MARZO 26- ABRIL 3

Recordatorio postal enviado por correo.
NO LO RETRASES, ASEGÚRATE DE LLENAR TU FORMULARIO DE CENSO ANTES DEL 30 DE ABRIL

ABRIL 1 DÍA DEL CENSO

ABRIL 8-16
Recordatorio y cuestionario impreso serán enviados por correo.

ABRIL 20-27
Postales finales serán enviadas por correo antes de un seguimiento en persona



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YOU COUNT IN 2020

Strengthen our worker power and build a better California!



YOUR VOTE

**VOTE BY MAIL OR
ON TUESDAY
MARCH 3, 2020**

**Voter registration
deadline: FEBRUARY 18**

**For Labor's
endorsements
and GOTV activities
near you visit
CaliforniaLabor.org
or contact your
local Labor Council**

#calaborcounts



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YOUR VOICE

COMPLETE THE 2020 CENSUS

A complete census count shapes our community and our future through funding services we rely on. The census is a critical tool and CA cannot afford an undercount.

MARCH: All households will receive postcards on how to complete the survey online

APRIL 1: CENSUS DAY

MAY: Follow up begins in person to households that haven't completed the survey

Additional information:

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CaliforniaLabor.org





TÚ! CUENTAS EN 2020

¡Fortalece nuestro poder como trabajadores y construye una mejor California!



TU VOTO

**VOTA POR CORREO
O EL MARTES
3 DE MARZO, 2020**

**Ultimo día para registrarse
para votar: 18 DE FEBRERO**

**Para ver que ha respaldado
los sindicatos y para ver las
actividades de campaña
cerca de ti, visita
CaliforniaLabor.org o
comúnicate con tu
Concilio Laboral local**

#calaborcounts



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TU VOZ

COMPLETA EL CENSO 2020

Un conteo completo del censo da forma a nuestra comunidad y nuestro futuro a través de financiación para los servicios en los que confiamos. El censo es una herramienta crítica y CA no puede permitir un conteo incompleto.

MARZO: Todos los hogares recibirán postales sobre cómo completar la encuesta por internet.

ABRIL 1: DÍA DEL CENSO

MAYO: Comienza el seguimiento en persona para hogares que no han completado la encuesta.

Información adicional

CENSO DE LOS EE.UU.: 2020census.gov

CENSO DE CA: CaliforniaCensus.org

FEDERACIÓN LABORAL DE CA:

CaliforniaLabor.org



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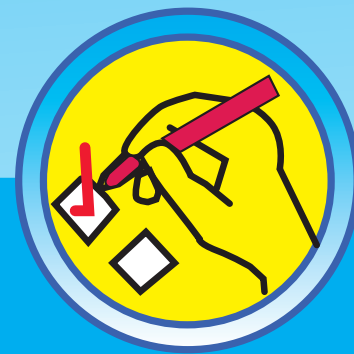
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