

Partner Survey

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Outreach Team
California Complete Count Census 2020
April 28, 2020

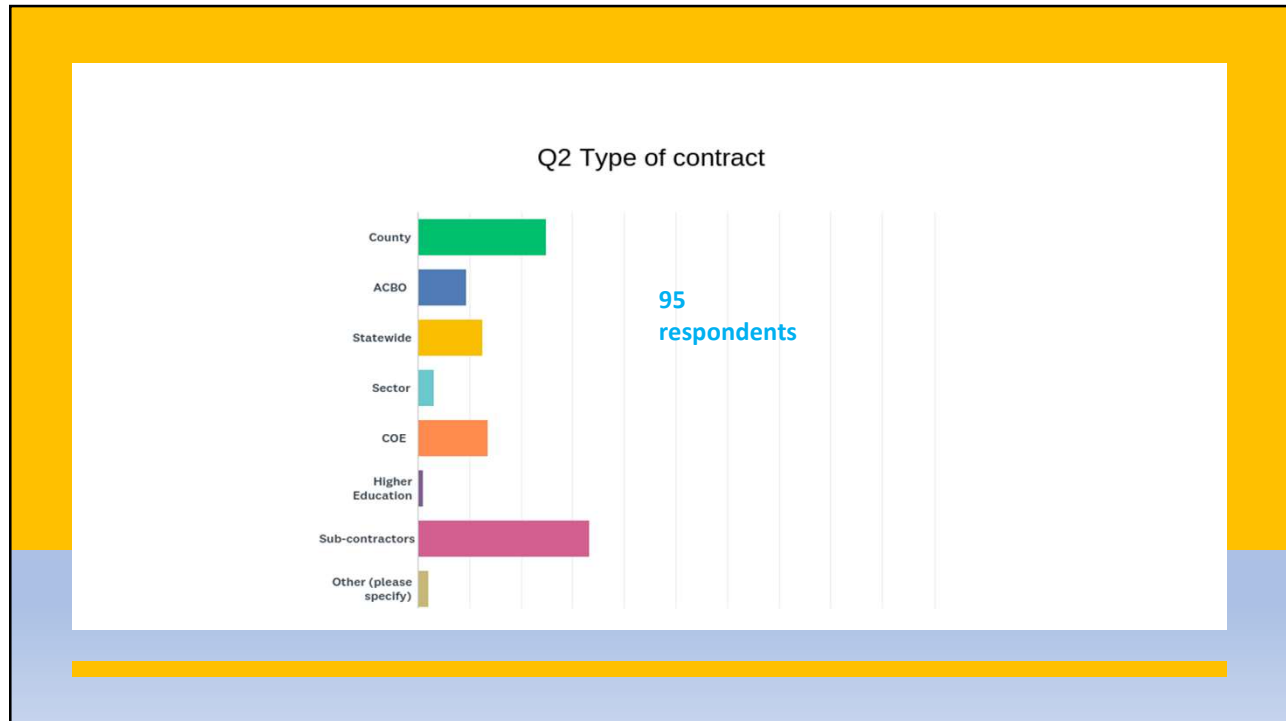
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Purpose of Survey

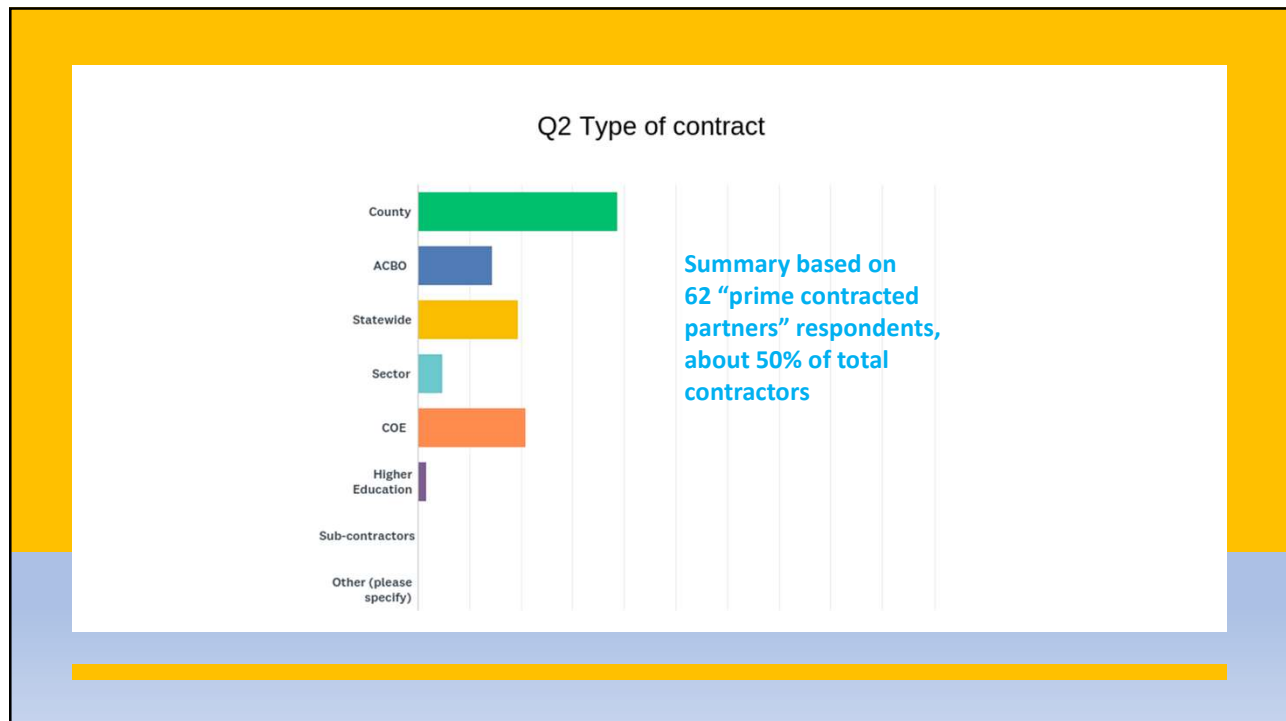
Given the change in the US Census Bureau's operational timeline, the California Census Office invited partners to respond to a quick survey to understand the potential impact and barriers to Census outreach activities. This presentation provides a summary of responses from half (62) of our prime contracted partners.

We are appreciative of the resilience and the continued commitment of our Census partners, in spite of all the obstacles and uncertainty that this moment has brought to us.

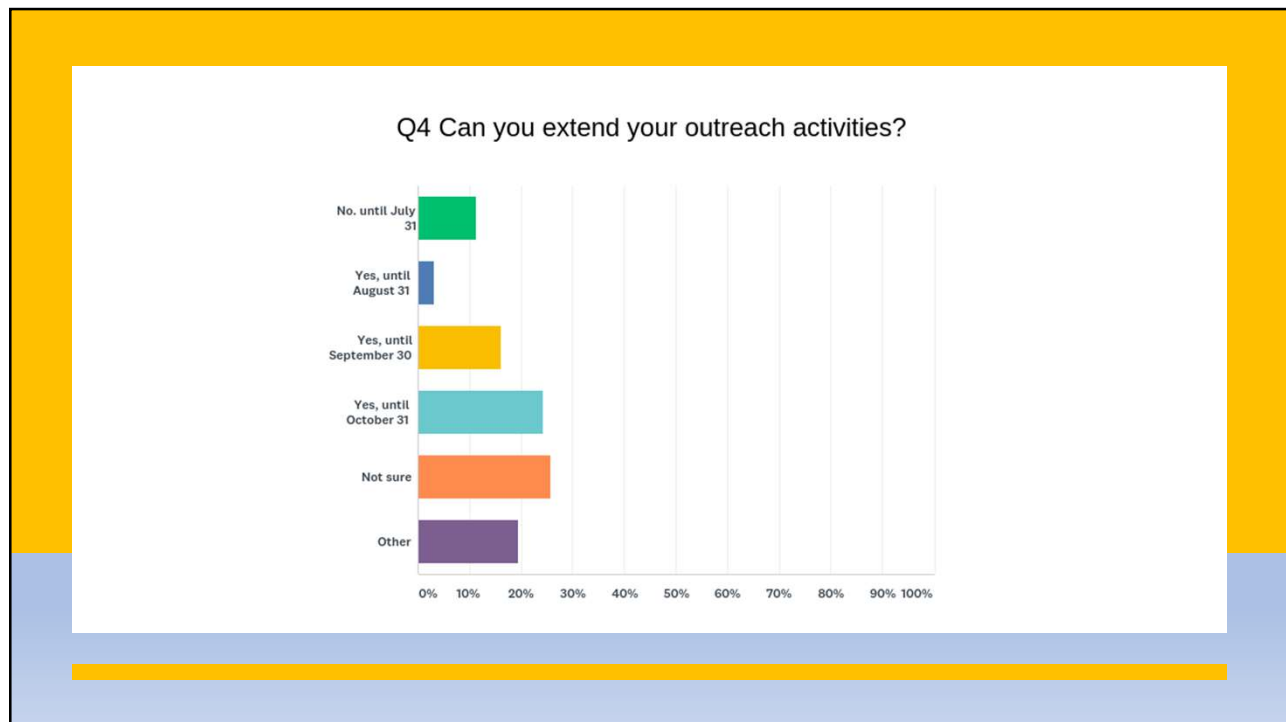
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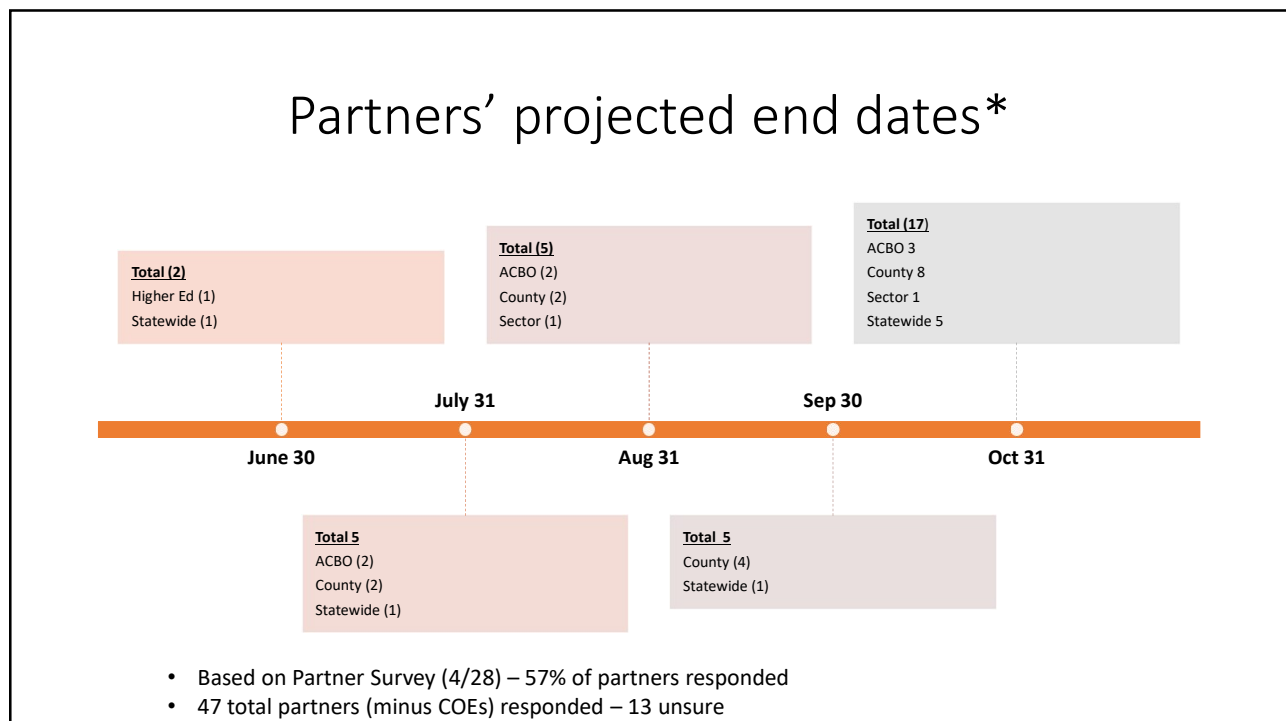
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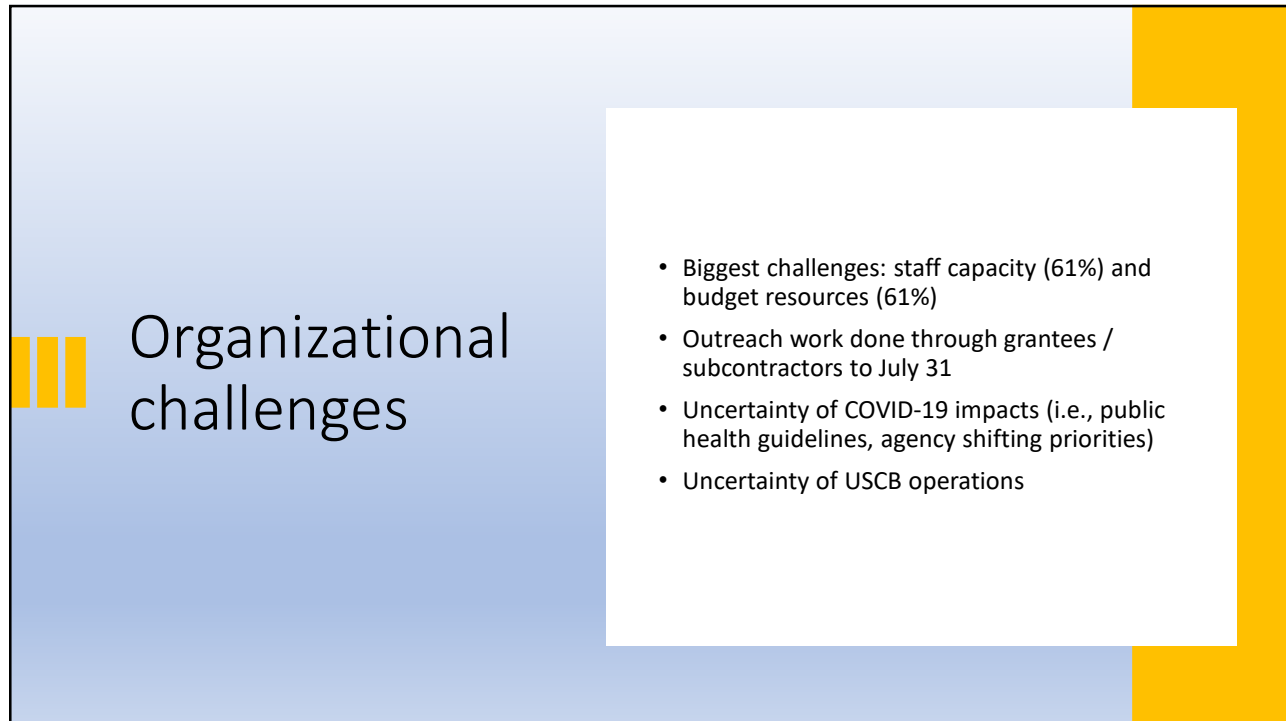
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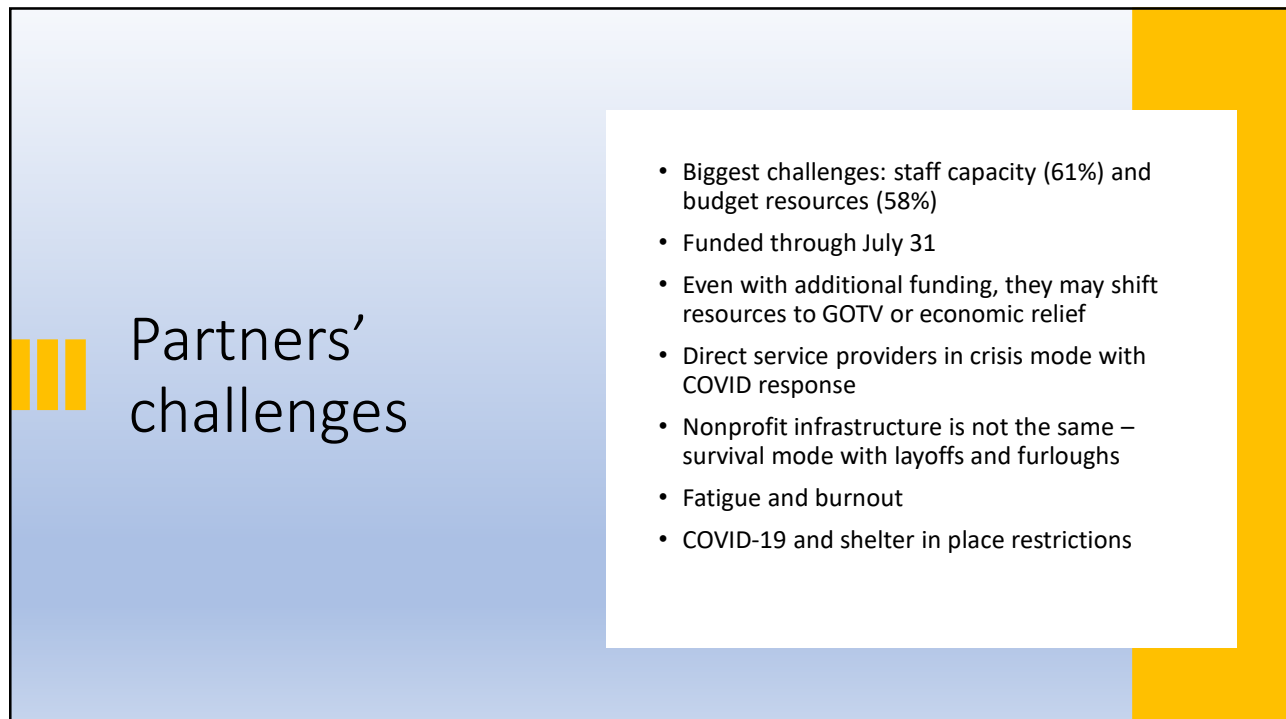


The slide features a light blue background with a yellow decorative element on the left consisting of three vertical bars. A white rectangular box on the right contains a bulleted list of organizational challenges.

Organizational challenges

- Biggest challenges: staff capacity (61%) and budget resources (61%)
- Outreach work done through grantees / subcontractors to July 31
- Uncertainty of COVID-19 impacts (i.e., public health guidelines, agency shifting priorities)
- Uncertainty of USCB operations

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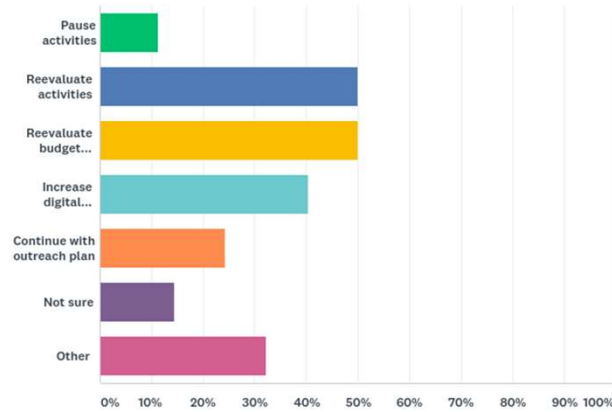
The slide features a light blue background with a yellow decorative element on the left consisting of three vertical bars. A white rectangular box on the right contains a bulleted list of partners' challenges.

Partners' challenges

- Biggest challenges: staff capacity (61%) and budget resources (58%)
- Funded through July 31
- Even with additional funding, they may shift resources to GOTV or economic relief
- Direct service providers in crisis mode with COVID response
- Nonprofit infrastructure is not the same – survival mode with layoffs and furloughs
- Fatigue and burnout
- COVID-19 and shelter in place restrictions

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Q7 What needs to be done now in order for you to extend outreach activities?



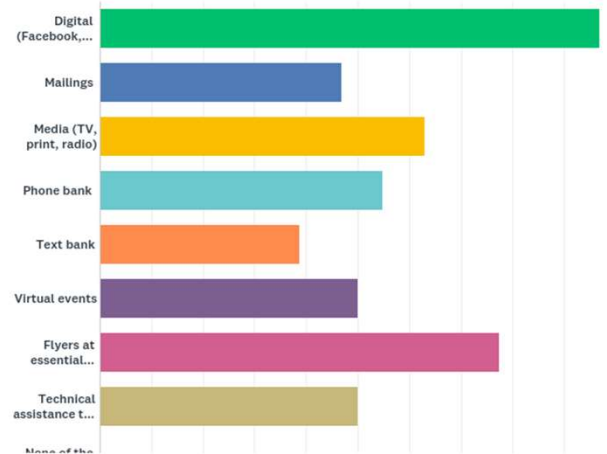
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What needs
to be done
now to extend
outreach
activities?

- Understand partner needs and capacity (i.e., lack of nonprofit infrastructure in low response census tracts)
- Funding
- Maximize peak activities to July 31, then continue with "Census Lite" campaign
- Utilize NRFU funding for extension to August 31
- Scale down to stretch budget and timeline
- Shift activities to digital and phone bank
- More hours in a day :)

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Q8 What outreach activities are you conducting during shelter in place?



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What outreach activities are you conducting during shelter in place?

"We are developing and providing extensive communications support and training to our grantees since many did not have tools, capacity and knowledge of how to pivot into this new way of working."

- **Flyers / swag:** laundromats, grab & go lunches, schools, food banks
- **Digital:** video challenge, paid digital ads
- **Virtual QACs:** Census assistance
- **Phone holds:** Census music, message
- **Phone bank:** calling customers, friends
- **Ads:** banners, grocery stores, PO boxes, buses, food trucks, light poles
- **Engage:** local elected officials, sports teams, ethnic media

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What support is needed from the State to extend past July?

"Recognition that after self-reponse ends July 31, our outreach could and should look different and that variation will also be seen between ACBOs, counties, and others."

- Continued flexibility / clarification with funding
- Streamlined, clear, flexible guidelines and reporting requirements to allow for local strategies, timelines, and responses
- Coordination with statewide partners, with counties as strategic partners
- Communication and coordination with the state, media partner
- Share best practices
- Creative and relevant collateral, messaging for COVID-19 response, responsive and timely graphics and media content
- Phone numbers (call lists), digital licenses and support
- Digital outreach capacity building and tools
- Funding for staffing, media, partners
- Information on media buys
- USCB guidance / clarity

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Creative digital practices & Phone banking (post shelter in place)

- Census challenge
- Census skits on video
- Census songs
- Virtual press conference
- FB / IG livestreams with community partners and members of congress to submit census questions
- Digital live concerts
- Email blasts, followed by phone banking
- Social media content to lift up businesses with COVID and Census messaging
- Increased social media presence
- Digital concerts
- Phone banking to clients in language
- Census elevator pitch to in-coming callers

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Creative Partnerships (post shelter in place)

- Host virtual town halls with Equality and CHIRLA in Spanish
- Partner with ethnic grocery stores
- Partner with school distribution
- Host food banks to support people in these difficult times, with census messaging in bags
- Plan back to school with Headstart
- Work with essential businesses to pass on census messaging
- Engage youth / students to create materials
- Create Mixteco and LGBT census promotional videos

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Creative Strategies (post shelter in place)

"Our partner organizations that were going to host a kiosk are now text and phone banking. We have collectively sent 138,000+ texts and made 3,000+ phone calls."

- Use response rate data to determine next steps and community specific messaging in language to promote census
- Canvass to deepen relational organizing
- Provide mobile QACs outside grocery stores and bookmobile
- Based on response rate data, coordinate direct mailings and targeted online advertising campaigns to reach low responding tracts with multi-level media efforts (mail and online)
- Create videos for indigenous languages for Census form walk through and one-on-one phone translation of census website
- Convene a special workgroup of elected officials, city administrators, school board members and community leaders in HTC communities to evaluate current practices, discuss challenges and identify areas to build outreach capacity to focus on 2.5 sq miles; will replicate in other HTC areas to increase response rates

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