

October 2021

# California Census 2020 Statewide Funders' Initiative Appendices



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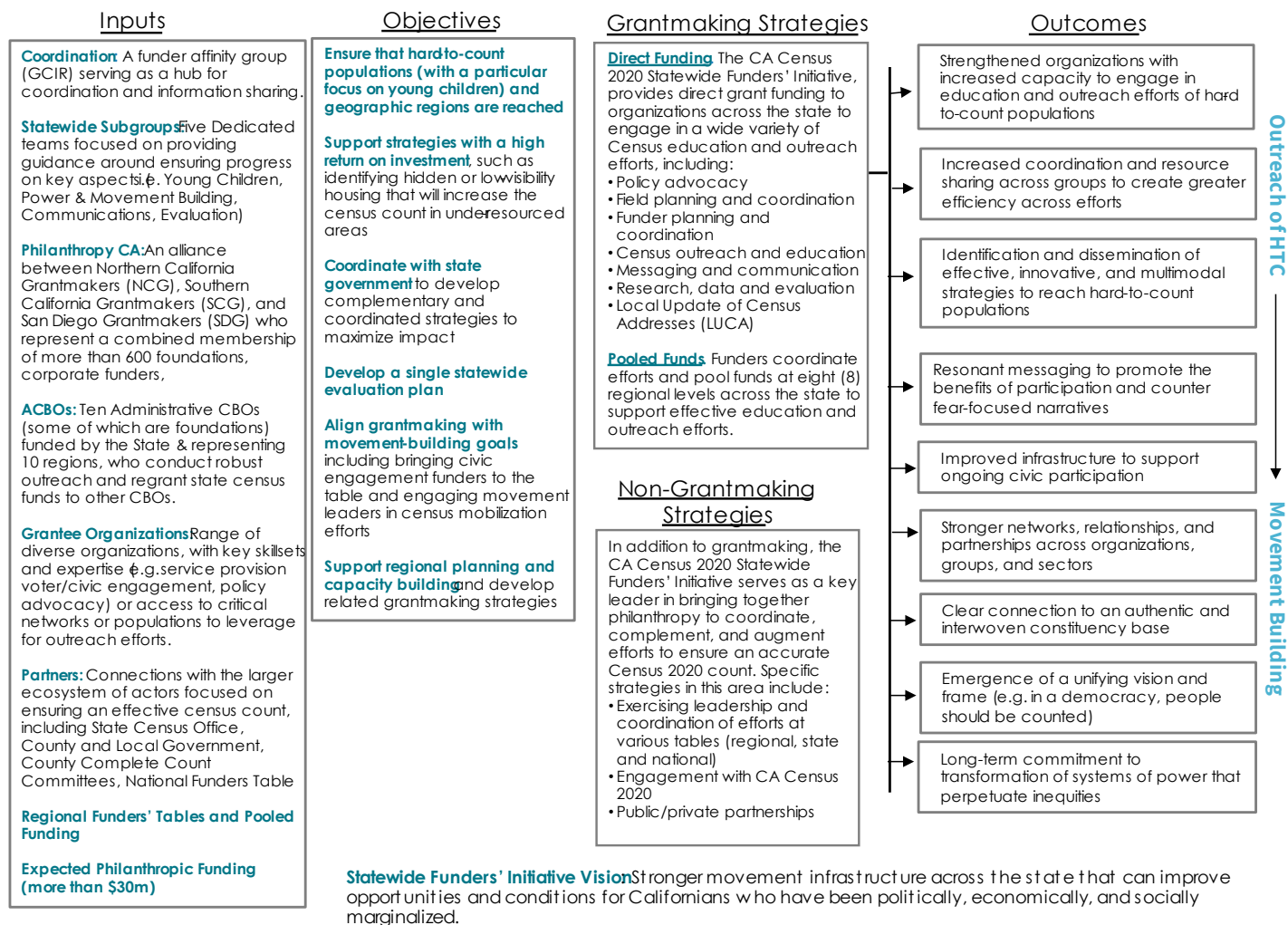
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# Appendix A | Statewide Funders' Initiative Evaluation Framework

## CA Census 2020 Statewide Funders' Initiative



## Appendix B | Interview Respondents

### Grantee Interview Respondents

- AAPI Subcommittee
- Advancement Project - CA
- Alliance of Californians for Community Empowerment (ACCE Institute)
- Asian Americans Advancing Justice-Asian Law Caucus
- California Capital Financial Development Corporation
- California Native Vote Project
- California Rural Legal Assistance (CRLA)
- Central California Environmental Justice Network (CCEJN)
- Central Valley Immigrant Integration Collaborative (CVIIC)
- Child Development Resources of Ventura County
- Coalition for Humane Immigrant Rights (CHIRLA)
- Community Action Partnership of Orange County (CAP OC)
- Congregations for Prophetic Engagement
- Council on American Islamic Relations, Sacramento Valley/Central California Office (CAIR-SV/CC)
- Families In Schools
- Filipino Advocates for Justice
- Imperial County Office of Education Foundation, Inc.
- Inland Empowerment
- Jakara Movement
- Líderes Campesinas Inc.
- Mid-City CAN
- Mixteco Indígena Community Organizing Project (MICOP)
- Motivation Action Leadership Opportunity (MALO)
- NALEO Educational Fund
- Orange County Human Relations
- Paving Great Futures
- Power California
- Radio Bilingüe
- San Diego Asian American for Equality (SDAAFE)
- South Kern Sol
- The Cambodian Family
- The Diversity Collective
- The San Diego LGBT Community Center
- Think Dignity
- TODEC Legal Center
- Up Valley Family Centers of Napa County

## Funder Interview Respondents

- Amy Fitzgerald, East Bay Community Foundation
- Anne Im, Silicon Valley Community Foundation
- Christian Arana, Latino Community Foundation
- Cindy Quezada, Sierra Health Foundation
- Crispin Delgado, Northern California Grantmakers
- Gabino Aguirre, Ventura County Community Foundation
- Glenda Monterroza, Blue Shield of California Foundation
- Holly Kreider, Heising-Simons Foundation
- Kaci Patterson, LA Partnership for Early Childhood Investment
- Kevin Douglas, GCIR
- Megan Thomas, San Diego Grantmakers
- Melina Sanchez, The James Irvine Foundation
- Richard Thomason, Blue Shield of California Foundation
- Sandra Martinez, The California Wellness Foundation
- Sarah Middleton, Mission Up/Orange County
- Stephania Ramirez, California Community Foundation
- Tara Westman, The California Endowment
- Tessa Callejo, San Francisco Foundation
- Vanessa Bechtel, Ventura County Community Foundation

## Other Stakeholder Respondents

- Jennifer Ito, USC Equity Research Institute
- Jocelyn Bissonnette, Funders' Committee for Civic Participation (FCCP)
- Karla López del Río, UC Riverside, Center for Social Innovation
- Karthick Ramakrishnan, UC Riverside, Center for Social Innovation
- Kathleen Kelly-Janus, Governor Newsom's Office
- Sheila Chung-Hagen, Chung Hagen Consulting
- Sonia Taddy-Sandino, Engage R+D

## Appendix C | Grantee Survey

### California Census 2020 Survey

#### INSTRUCTIONS

Thank you for all of your hard work in ensuring that all Californians are counted and represented in the Census! As the evaluation and learning partner for the California Census 2020 Statewide Funders' Initiative, [Social Policy Research Associates](#) (SPR) hopes to tell the story of the massive efforts undertaken by organizations like yours in ensuring that all people in California are counted, and that all voices count in our democracy. Moreover, the fact that these efforts took place in the midst of the COVID-19 pandemic and within a context of extreme political divisiveness and civil unrest makes the telling of this story even more important.

The survey is made up of the following sections: 1) contact information; 2) information about your organization; 3) Census 2020 efforts; 4) grantee capacities; and 5) aligned equity-focused efforts. Please note that we will not share individual survey responses. Data will only be shared in aggregate form and used to explore and identify patterns, trends, and needs across the state.

If you would like to pause and return to the survey at a later time, please advance to the next page from where you are, exit the survey, and return by clicking on the link included in the email message.

We are asking that you complete this survey no later than October 16; it should take not more than 20 minutes to complete. We are grateful to you for filling out this survey so that the story we tell can be informed by your voice and your insights.

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#### ABOUT YOU

1. **Your Name:** \*
2. **Your Organization:** \*
3. **Your Title/Role:** \*

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#### ABOUT YOUR ORGANIZATION

4. **Recognizing that your organization may engage in different activities, which of the following *best* characterizes the primary work of your organization? \* *Select one.***
  - ☐ Coalition/collaborative
  - ☐ Community and economic development
  - ☐ Community-based service delivery
  - ☐ Community organizing
  - ☐ Funder/regrantor
  - ☐ Intermediary/technical assistance
  - ☐ Media and communications
  - ☐ Policy advocacy

- ☐ Think tank/research organization  
☐ Other: \_\_\_\_\_

5. **Is your organization population-focused? \***

- ☐ Yes  
☐ No

**If yes, select your primary population(s) from the list below. \* Select all that apply.**

African American/Black
Asian American/Native Hawaiian/Pacific Islander
Latinx
Middle Eastern/North African (MENA)
Native American
Children and youth
Faith communities
Immigrant, refugee, or asylee populations
LBGTQIA+
Low-income families and individuals
Older adults
People with disabilities
Populations experiencing homelessness
Populations who are justice- or formerly justice-involved
Populations living in rural communities
Veterans
Women and girls
Other #1: _____
Other #2: _____
Other #3: _____

6. **How would you describe your organization's scope? \* Select one.**

- ☐ National/ Multi-state  
☐ Statewide  
☐ Multi-County  
☐ County  
☐ Local (city or neighborhood)  
☐ Tribal  
☐ Other: \_\_\_\_\_

7. **Approximately, when was your organization established? \* Select one.**

- ☐ After 2010  
☐ Between 2000 and 2010  
☐ Before 2000

8. **How many full-time equivalent (FTE) staff work at your organization? \* Select one.**

- ☐ 0-5 FTEs  
☐ 6 – 20 FTEs

- ( ) 21 – 50 FTEs
- ( ) 51 – 100 FTEs
- ( ) More than 101 FTEs

9. **What is your organization's approximate budget size?** \* *Select one.*

- ( ) \$50,000 or less
- ( ) \$50,001 – \$100,000
- ( ) \$100,001- \$500,000
- ( ) \$500,001- \$1 million
- ( ) \$1 million - \$5 million
- ( ) More than \$5 million

10. **What issues do you focus on in your work?** \* *Select all that apply.*

	Check all that Apply
Arts and Culture	<input type="checkbox"/>
Budget or Tax Reform	<input type="checkbox"/>
Civil Rights	<input type="checkbox"/>
Civic Engagement	<input type="checkbox"/>
Community Development	<input type="checkbox"/>
Criminal Justice	<input type="checkbox"/>
Economic Justice	<input type="checkbox"/>
Early Childhood	<input type="checkbox"/>
Education (K-12 and/or Post-Secondary) and/or Youth Development	<input type="checkbox"/>
Environmental Justice	<input type="checkbox"/>
Government Accountability	<input type="checkbox"/>
LGBTQIA+ Rights	<input type="checkbox"/>
Health Equity, Wellness, or Health Care	<input type="checkbox"/>
Housing or Homelessness	<input type="checkbox"/>
Immigration or Immigration Rights	<input type="checkbox"/>
Racial Justice	<input type="checkbox"/>
Reproductive Justice	<input type="checkbox"/>
Transportation	<input type="checkbox"/>
Voter Rights or Electoral Reform	<input type="checkbox"/>
Worker Rights	<input type="checkbox"/>
Other #1: _____	<input type="checkbox"/>
Other #2: _____	<input type="checkbox"/>
Other #3: _____	<input type="checkbox"/>
Other #4: _____	<input type="checkbox"/>
Other #5: _____	<input type="checkbox"/>

11. **Which of the following best describes your organization's experience with Census efforts?** \* *Select one.*

- ( ) My organization had no experience prior to Census 2020
- ( ) My organization participated in Census 2010 efforts

- ( ) My organization participated in both Census 2010 and 2000 efforts  
( ) Other: \_\_\_\_\_

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## CENSUS 2020 EFFORTS

12. Which of the following region(s)/county(ies) are you focusing your Census 2020 efforts? \* *Select all that apply.*

☐ All California

☐ Region 1: Superior California

Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, Yuba

☐ Region 2: North Coast

Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, Trinity

☐ Region 3: Bay Area

Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano

☐ Region 4: Northern San Joaquin Valley

Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne

☐ Region 5: Central Coast

Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura

☐ Region 6: Southern San Joaquin Valley

Fresno, Inyo, Kern, Kings, Tulare

☐ Region 7: Inland Empire

Riverside, San Bernardino

☐ Region 8: Los Angeles County

Los Angeles

☐ Region 9: Orange County

Orange

☐ Region 10: San Diego/Imperial

Imperial, San Diego

13. Which of the following populations, who are considered hard to count, did you focus on in your Census 2020 outreach efforts? \* *Select all that apply.*

- ( ) All hard-to-count populations  
( ) African American/Black

- ☐ Asian/Asian American
- ☐ Southeast Asian
- ☐ South Asian
- ☐ Native Hawaiian/Pacific Islander
- ☐ Latinx
- ☐ Native American
- ☐ Middle Eastern/North African (MENA)
- ☐ Children 0-9
- ☐ Faith communities
- ☐ Farmworkers
- ☐ Immigrants
- ☐ Refugees
- ☐ Asylum seekers
- ☐ LGBTQIA+
- ☐ Limited access to internet/ low-broadband
- ☐ Limited English proficiency
- ☐ Older adults
- ☐ People experiencing homelessness
- ☐ People with disabilities
- ☐ People who live in rural communities
- ☐ Populations who are justice- or formerly justice-involved
- ☐ Renters
- ☐ Veterans
- ☐ Other #1: \_\_\_\_\_
- ☐ Other #2: \_\_\_\_\_
- ☐ Other #3: \_\_\_\_\_

14. **Which language(s) did you utilize in your Census 2020 efforts?** \* *Select all that apply.*

- ☐ English
- ☐ Spanish
- ☐ American Sign Language (ASL)
- ☐ Arabic
- ☐ Armenian
- ☐ Cantonese
- ☐ Mandarin
- ☐ Farsi
- ☐ Hmong
- ☐ Japanese
- ☐ Khmer
- ☐ Korean
- ☐ Punjabi
- ☐ Russian

- ☐ Tagalog
- ☐ Vietnamese
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

15. Approximately, what is the level of total funding (both through philanthropic and government sources) that you have received to support your Census 2020 efforts? \*

- ☐ \$10,000 or less
- ☐ \$10,001-\$50,000
- ☐ \$50,001-\$100,000
- ☐ \$100,001-\$200,000
- ☐ \$200,001-\$300,000
- ☐ \$300,001- \$400,000
- ☐ \$400,001-\$500,000
- ☐ \$500,001-\$1 million
- ☐ more than \$1 million

16. How many funders does this represent? \* [Numeric text]

17. Are any of these Census funders new to funding your organization? \*

- ☐ Yes
- ☐ No

[If yes] Please name the funders that are new to you \_\_\_\_\_

18. In what ways did having philanthropic funding make a difference or help build your capacity (if at all) in your Census 2020 education and outreach efforts? *[Open-ended]*

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## CENSUS 2020 EFFORTS

*The questions in this section are intended to capture information about your organization's specific Census activities and strategies.*

19. Which of the following activities have you engaged in as part of your Census 2020 efforts? \* *Select all that apply.*

☐ Advocacy/Organizing

[skip logic, if they select the "bucket" above the rest of options below show up]

- ☐ Policy advocacy
- ☐ Legal advocacy
- ☐ Community organizing
- ☐ Leadership development
- ☐ Other: \_\_\_\_\_

What were your goals in this arena? Please be specific as possible. *[Open-ended]*

**What success did you achieve toward meeting your goals?** *[Open-ended]*

**( ) Training and Technical Assistance**

[skip logic, if they select the “bucket” above the rest of options below show up]

- ( ) Communications and messaging
- ( ) Research
- ( ) Data and Evaluation
- ( ) Train-the-trainer workshops
- ( ) Other: \_\_\_\_\_

**What were your goals in this arena? Please be specific as possible.** *[Open-ended]*

**What success did you achieve toward meeting your goals?** *[Open-ended]*

**( ) Census Resourcing and Implementation Support**

[skip logic, if they select the “bucket” above the rest of options below show up]

- ( ) Enumerator recruitment
- ( ) Funding/regranting
- ( ) Coordinating with U.S. Census Bureau/Complete Count Committees (CCC)
- ( ) Local Update of Census Addresses (LUCA)
- ( ) Other: \_\_\_\_\_

**What were your goals in this arena? Please be specific as possible.** *[Open-ended]*

**What success did you achieve toward meeting your goals?** *[Open-ended]*

**( ) Census Community Education and Engagement**

[skip logic, if they select the “bucket” above the rest of options below show up]

- ( ) Community education (e.g. presentations, skits, pamphlets)
- ( ) Community events (e.g. Census kick-off events, Facebook Live event with community leaders)
- ( ) Community outreach (flyering, text campaigns, phone calls, door-to-door)
- ( ) Serving as a Census 2020 Questionnaire Assistance Center (QAC)
- ( ) Providing technology (i.e. computer labs, tablets) to fill out the Census questionnaire
- ( ) Other: \_\_\_\_\_

**What were your goals in this arena? Please be specific as possible.** *[Open-ended]*

**What success did you achieve toward meeting your goals?** *[Open-ended]*

**( ) Media, Communications, and Messaging**

[skip logic, if they select the “bucket” above the rest of options below show up]

- ( ) Ethnic media outreach
- ( ) Digital and social media outreach
- ( ) Earned media outreach
- ( ) Paid media outreach
- ( ) Message development and/or testing
- ( ) Other: \_\_\_\_\_

**What were your goals in this arena? Please be specific as possible. [Open-ended]**

**What success did you achieve toward meeting your goals? [Open-ended]**

( ) Other #1: \_\_\_\_\_

[skip logic, if they select the “bucket” above the rest of options below show up]

**What were your goals in this arena? Please be specific as possible. [Open-ended]**

**What success did you achieve toward meeting your goals? [Open-ended]**

( ) Other #2: \_\_\_\_\_

[skip logic, if they select the “bucket” above the rest of options below show up]

**What were your goals in this arena? Please be specific as possible. [Open-ended]**

**What success did you achieve toward meeting your goals? [Open-ended]**

( ) Other #3: \_\_\_\_\_

[skip logic, if they select the “bucket” above the rest of options below show up]

**What were your goals in this arena? Please be specific as possible. [Open-ended]**

**What success did you achieve toward meeting your goals? [Open-ended]**

20. **How did you shift your strategies/activities to address particular challenges, including COVID-19/shelter-in-place, and racial uprisings?\*** [Open-ended]
21. **Were there any particularly innovative Census 2020 outreach and education strategies that you engaged in? Or efforts that you found were particularly effective with specific populations who may be considered to be hard-to-count? (Please describe the strategies and what made them particularly effective, as one of our goals is to lift up and share these learnings)** [Open-ended]
22. **As you think about your Census 2020 outreach and education efforts, particularly during the COVID crisis and within a context of such strong political and social unrest, what were some of the defining moments that you are most proud of? How did your organization rise to the occasion?** [Open-ended]

23. As you think about your Census 2020 outreach and education efforts, particularly during the COVID crisis and within a context of such strong political and social unrest, what would you have done differently? [Open-ended]
24. As the Census outreach and education period ends, do you have any lingering concerns? [Open-ended]

## GRANTEE CAPACITIES

*This section focuses on better understanding capacities that proved to be most important or useful for grantees in carrying out their Census efforts, particularly within the context of the extreme disruptions that characterized 2020. Given the wide array of work foci and expertise represented across the diverse range of grantees, we do not expect grantees to value all capacities in the same way. Rather, our goal in capturing grantee capacity is to identify the capacities that have proven most beneficial generally and for different types of organizations to lift up recommendations about future investments in capacity building support. As noted previously, data will only be reported in the aggregate; individual survey responses will not be shared so we encourage your candor.*

25. Please rate the capacities below in terms of how important they were for you in carrying out your Census outreach and education efforts. \*

	Very Important	Important	Somewhat Important	Not Important	n/a or Don't Know
Analyzing data, research, or information that helps you to effectively plan, implement, and/or adjust your Census-related efforts					
Adapting strategies in response to changing community needs and political environments					
Engaging in policy and systems change at local, state and national levels					
Building networks, relationships, and partnerships across organizations, groups, and sectors					
Earning media coverage with news outlets (print, broadcast, online)					
Earning media coverage with ethnic news outlets (print, broadcast, online)					
Communicating with your stakeholders through digital and social media					

	Very Important	Important	Somewhat Important	Not Important	n/a or Don't Know
Serving as or engaging trusted messengers with the hard to count populations you are targeting in your Census-related efforts.					
Developing messages that resonate with populations that may be considered hard-to-count					
Building an organized constituency base					
Developing constituent leadership to engage in social change efforts					
Maintaining a database of contacts for organizing and civic engagement purposes					
Mobilizing a constituency base to take action					
Navigating the nuances of how oppressive policies and political environments impact hard to count populations you are targeting					

26. In thinking about your responses above, are there specific tools or capacities you have gained or strengthened through your Census 2020 efforts that your organization will continue to leverage in service of its mission? *[Open-ended]*
27. Are there areas where you wish you had more capacity building support and/or other trainings/resources that could have strengthened your Census 2020 efforts? *[Open-ended]*
28. As your organization's work on Census 2020 wraps up, what efforts will you focus on next? \* Check all that apply.
- ☐ Civil Rights
  - ☐ Civic and community engagement
  - ☐ Community Development
  - ☐ Criminal Justice
  - ☐ Economic Justice
  - ☐ Education (including early childhood, K-12, higher education)
  - ☐ Environmental Justice
  - ☐ GOTV (Getting out the Vote), Voter Rights, or Electoral Reform
  - ☐ LGBTQIA+ Rights
  - ☐ Health Equity, Wellness, or Health Care
  - ☐ Housing or Homelessness
  - ☐ Immigration or Immigration Rights
  - ☐ Racial Justice
  - ☐ Redistricting
  - ☐ Reproductive Justice

- ☐ Transportation
- ☐ Worker Rights
- ☐ Other #1: \_\_\_\_\_
- ☐ Other #2: \_\_\_\_\_
- ☐ Other #3: \_\_\_\_\_
- ☐ Other #4: \_\_\_\_\_
- ☐ Other #5: \_\_\_\_\_

29. What did you learn from your Census 2020 outreach and education that you will apply to your organization's future efforts? \* *[Open-ended]*
30. Looking ahead to Census 2030, what recommendations would you offer philanthropic organizations to ensure a fair and accurate count for all Californians? \* *[Open-ended]*

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## THANK YOU!

Thank you for taking our survey! Your response to this survey will provide valuable information on California's Census 2020 outreach and education efforts, and will help us to tell an important story about the efforts to implement the Census during a time of massive disruption. We will reach out to all survey respondents in early 2021 to share back findings from the survey.

## Appendix D | Funder Survey

### California Census 2020 Statewide Funders' Initiative Survey

#### INSTRUCTIONS

Thank you for participating in this survey! As the evaluation and learning partner for the California Census 2020 Statewide Funders' Initiative, [Social Policy Research Associates](#) (SPR) is conducting this survey as part of our effort to understand the Statewide Funders' Initiative's impact, particularly as it relates to supporting efforts to reach populations who have been historically undercounted and to understand how Census 2020 efforts support movement building.

The survey is made up of the following sections: 1) contact information; 2) information about your organization/foundation; 3) Census 2020 grantmaking; 4) reflections on Census 2020; and 5) recommendations for future planning efforts. Please note that we will not share individual survey responses. Data will only be shared in aggregate form and used to explore and identify patterns, trends, and needs across the state.

If you would like to pause and return to the survey at a later time, please advance to the next page from where you are, exit the survey, and return by clicking on the link included in the email message.

We request that you complete this survey no later than May 21, 2021. It should take less than 20 minutes to complete. We deeply appreciate your time and thoughtful contributions to this effort.

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#### ABOUT YOU

- 31. Your Name: \*
- 32. Your Organization/Foundation Name: \*
- 33. Your Title/Role: \*

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#### ABOUT YOUR ORGANIZATION/FOUNDATION

- 1. Which of the following best describes your organization/foundation? *Select one.*
  - ☐ Private Foundation
  - ☐ Private, Family Foundation
  - ☐ Regional or Community Foundation
  - ☐ Funder Association
  - ☐ Other, please describe:
- 2. What are the key priority areas for your organization/foundation? *Select all that apply.*
  - ☐ Arts and Culture
  - ☐ Budget or Tax Reform

- ☐ Civil Rights
- ☐ Civic Engagement
- ☐ Community Development
- ☐ Criminal Justice Reform
- ☐ Economic Justice
- ☐ Early Childhood
- ☐ Education (K-12 and/or Post-Secondary) and/or Youth Development
- ☐ Environmental Justice
- ☐ LGBTQIA+ Rights
- ☐ Health Equity, Wellness, or Health Care
- ☐ Housing or Homelessness
- ☐ Immigration or Immigration Rights
- ☐ Racial Justice
- ☐ Reproductive Justice
- ☐ Transportation
- ☐ Voter Rights or Electoral Reform
- ☐ Worker Rights
- ☐ Other #1:
- ☐ Other #2:
- ☐ Other #3:
- ☐ Other #4:
- ☐ Other #5:

3. **What is your organization's/foundation's approximate annual grantmaking budget?** *Select one.*
- ☐ Does not apply
  - ☐ Less than \$100,000
  - ☐ \$100,001 - \$500,000
  - ☐ \$500,001- \$1 million
  - ☐ \$1 million - \$2 million
  - ☐ \$2 million - \$5 million
  - ☐ Over \$5 million
4. **How would you describe the geographic scope of your organization/foundation in general?** *Select one.*
- ☐ National/Multi-State
  - ☐ Statewide
  - ☐ Multi-County
  - ☐ County
  - ☐ Local (neighborhood or city)
  - ☐ Tribal
  - ☐ Other, please describe:

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## CENSUS 2020 GRANTMAKING

*In this next section, we are interested in learning about your organization's/foundation's Census 2020 priorities and funding efforts.*

34. Which of the following best describes your organization's/foundation's experience with Census efforts? *Select one.*
- ☐ My organization/foundation had no funding experience prior to Census 2020.
  - ☐ My organization/foundation participated in Census 2010 efforts.
  - ☐ My organization/foundation participated in both Census 2010 and 2000 efforts.
  - ☐ Other, please describe: \_\_\_\_\_
35. What was your organization's/foundation's motivation for participating in the CA Census 2020 Statewide Funder's Initiative? *[Open-ended]*
36. Did your organization/foundation contribute funding to support Census 2020 efforts? [Y/N]
37. Approximately, how much funding did your organization/foundation contribute to Census 2020 efforts? [numeric text]
38. What kind of funding did your foundation contribute to the following, if applicable? *Select all that apply.*
- ☐ Pooled funds to support regional Census 2020 efforts
  - ☐ Grants to local, community foundation and community-based organizations
  - ☐ Grants to other partners (e.g. intermediaries)
  - ☐ Other, please describe: \_\_\_\_\_
  - ☐ Other, please describe: \_\_\_\_\_
39. Which of the following region(s)/county(ies) did your organization/foundation target for support through your Census-focused efforts? *Select all that apply.*
- ☐ All California
  - ☐ Region 1: Superior California  
Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, Yuba
  - ☐ Region 2: North Coast  
Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, Trinity
  - ☐ Region 3: Bay Area  
Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano
  - ☐ Region 4: Northern San Joaquin Valley  
Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne
  - ☐ Region 5: Central Coast  
Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
  - ☐ Region 6: Southern San Joaquin Valley  
Fresno, Inyo, Kern, Kings, Tulare

☐ **Region 7: Inland Empire**

Riverside, San Bernardino

☐ **Region 8: Los Angeles County**

Los Angeles

☐ **Region 9: Orange County**

Orange

☐ **Region 10: San Diego/Imperial**

Imperial, San Diego

40. **Which of the following hard-to-count populations did your foundation/organization target through your Census-focused efforts?** *Select all that apply.*

- ☐ All hard-to-count populations
- ☐ African American/Black
- ☐ Asian/Asian American
- ☐ Southeast Asian
- ☐ South Asian
- ☐ Native Hawaiian/Pacific Islander
- ☐ Latinx
- ☐ Native American
- ☐ Middle Eastern/North African (MENA)
- ☐ Children 0-9
- ☐ Faith communities
- ☐ Farmworkers
- ☐ Immigrants
- ☐ Refugees
- ☐ Asylum seekers
- ☐ LGBTQIA+
- ☐ Limited access to internet/ low-broadband
- ☐ Limited English proficiency
- ☐ Older adults
- ☐ People experiencing homelessness
- ☐ People with disabilities
- ☐ People who live in rural communities
- ☐ Populations who are justice- or formerly justice-involved
- ☐ Renters
- ☐ Veterans
- ☐ Other #1: \_\_\_\_\_
- ☐ Other #2: \_\_\_\_\_
- ☐ Other #3: \_\_\_\_\_

41. *We are interested in understanding the specific criteria or parameters you used around for selecting and funding grantee organizations to support Census 2020 efforts. From the following, please select all that apply to selecting and funding organizations. Select all that apply.*

**To support Census 2020 efforts, we funded grantees that:**

- ☐ Our organization did not provide grants to support Census 2020 efforts.
- ☐ We have previously generally funded in the past.
- ☐ We have not funded in the past.
- ☐ Could align Census outreach and education with their existing work.
- ☐ Have an established presence in key geographic regions.
- ☐ Have demonstrated expertise in civic engagement and outreach efforts.
- ☐ Have demonstrated expertise with key populations that may be hard-to-count.
- ☐ Serve as trusted messengers in their communities.
- ☐ Have specific technical expertise to support Census efforts.
- ☐ Were less likely to be funded by local ACBO-funded efforts due to capacity constraints.
- ☐ Have expertise in movement and power building.
- ☐ Other, please describe: \_\_\_\_\_
- ☐ Other, please describe: \_\_\_\_\_
- ☐ Other, please describe: \_\_\_\_\_

**If you'd like to elaborate more about the specific criteria or parameters you used around selecting and funding grantee organizations, please expand below:** *[Open-ended]*

42. **How did participating in Census 2020 efforts as part of the Statewide Funders' Initiative impact your organization/foundation, if at all?** *Select all that apply.*
- ☐ Increased awareness of the importance of funder investment on Census 2020
  - ☐ Increased general knowledge about effective Census outreach efforts
  - ☐ Affirmed or solidified our organization's commitment to supporting future Census efforts
  - ☐ New or deepened relationships with other foundation partners
  - ☐ New or deepened relationships with community-based partners
  - ☐ Strengthened connection with state and national Census 2020 efforts
  - ☐ Clearer understanding of the connection between Census and movement-building
  - ☐ Affirmed or solidified grantmaking priorities and/or strategies
  - ☐ Shifted thinking about grantmaking priorities and/or strategies
  - ☐ Other, please describe: \_\_\_\_\_

**If you'd like to elaborate more about your selections above, please expand below:** *[Open-ended]*

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## CENSUS 2020 REFLECTIONS

*In the following set of questions, we are interested in hearing your perspectives about the role of philanthropy and the Statewide Funders' Initiative in the CA Census 2020 efforts.*

43. **From your perspective, what difference did it make to Census 2020 to have philanthropy and the Statewide Funders' Initiative as an active partner?** *[Open-ended]*

44. As you think about Census 2020 outreach and education efforts, particularly during the COVID crisis and within a context of such strong political and social unrest, what would you have done differently?  
[Open-ended]
45. Now that the Census enumeration period has ended, do you have any lingering concerns? And any recommendations around how philanthropy can help address those concerns? [Open-ended]
46. To what extent would you agree that organizations funded to conduct Census efforts accomplished the following through the California Census 2020 campaign?

	Strongly Disagree	Disagree	Agree	Strongly Agree	n/a or Don't know
Organizations were able to gain or strengthen capacities to engage in education and outreach efforts of hard-to-count populations.					
There was increased coordination and resource sharing across organizations to create greater efficiency across Census 2020 efforts.					
Organizations were able to identify and implement effective and innovative strategies to reach hard-to-count populations.					
Organizations were able to develop resonant messaging to promote the benefit of participation and counter fear-focused narratives.					
Organizations were able to effectively adapt strategies to changing community needs and political environments (e.g. COVID-19, shifting enumeration period timelines, racial justice uprisings.)					

47. To what extent would you agree that the Census 2020 campaign contributed to the following movement-building indicators?

	Strongly Disagree	Disagree	Agree	Strongly Agree	n/a or Don't know
Strengthened infrastructure to support ongoing civic participation of communities within California.					
Stronger networks, relationships, and partnerships across organizations, groups, and sectors.					
Established clear connections to an authentic and interwoven constituency base.					
Long-term commitment to transforming systems of power that perpetuate inequities.					

48. Please indicate the extent to which you agree with the following statements about the Statewide Funders' Initiative.

	Strongly Disagree	Disagree	Agree	Strongly Agree	n/a or Don't know
The Statewide Funders' Initiative supported coordination among funders across the state.					
The Statewide Funders' Initiative reduced duplication of efforts regionally and across the state.					
The Statewide Funders' Initiative was able to partner effectively with the CA Census 2020 office to complement funding and strategies to ensure an effective statewide Census 2020 campaign.					
The Statewide Funders' Initiative supported member funders in aligning grantmaking with movement-building goals.					

## LOOKING TO THE FUTURE: CENSUS 2030 PLANNING

49. As you reflect on the California Census 2020, what are some lessons that you can impart for a successful Census 2030? What might you have done differently in 2020? *[Open-ended]*

50. What recommendations would you offer the Statewide Funders' Initiative to strengthen or improve the funder collaborative? What should have been done differently? *[Open-ended]*

## THANK YOU!

Thank you for taking our survey! Your response to this survey is very important to us.

## Appendix E | Social Media Analysis

To conduct this analysis, SPR used R statistical software to connect to the Twitter Application Programming Interface (API) to download a historical record of tweets. Specifically, SPR used the R packages “twitterR”<sup>1</sup> and “rtweet”<sup>2</sup> to access the REST API, which allows users to gather point-in time collections of tweets and user information.

### Description of the Twitter Universe

The complete list of handles in the universe can be found in Appendix A-2. Overall, the universe contained 345 handles. These handles were determined as follows.

- (1) **Census Partners (59):** SPR created this list based on the organizations, news outlets, and Census-affiliated offices that were connected to the initiative.
- (2) **Statewide Funders (31):** This group was derived from the list of funders included in the following groups: 1) Statewide Funders' Initiative, 2) Regional Pooled Fund Holder; and/or 3) Community Foundations who also serve as an ACBO. In some cases, an organization's handle and a key individual's handle within the organization were both included in the list.
- (3) **Grantees (253):** This list represents the organizations funded by the initiative that met the following criteria: (1) had a Twitter handle; and (2) have 300 or more followers or tweet on average more than once per week.

### Twitter Data Analysis

To assess the movement at baseline, SPR pulled the list of followers for each handle in this universe on March 3, 2020. Additionally, SPR pulled the last 200 tweets from every handle in this universe on the following dates: (1) March 24, 2020; (2) June 3, 2020; (3) August 17, 2020; (4) October 6, 2020; and (5) April 21, 2021. Lastly, SPR pulled the list of followers for each handle in the universe on April 21, 2021.<sup>3</sup> These datasets were used to conduct the following analyses:

- (1) **The Twitter network at baseline:** The list of followers from the March 3, 2020 dataset allowed us to visualize and analyze Twitter connections within the universe of census handles to understand the Twitter network composition before the census launched.

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<sup>1</sup> Jeff Gentry (2015). twitterR: R Based Twitter Client. R package version 1.1.9. <https://CRAN.R-project.org/package=twitterR>

<sup>2</sup> Kearney MW (2019). “rtweet: Collecting and analyzing Twitter data.” *Journal of Open Source Software*, 4(42), 1829. doi: 10.21105/joss.01829, R package version 0.7.0, <https://joss.theoj.org/papers/10.21105/joss.01829>.

<sup>3</sup> In 2021, two of the 345 handles no longer existed on Twitter. Therefore, the Twitter network reflected a size of 343.

- (2) **Pre-Census retweet analysis:** Using the March 24, 2020 dataset, SPR analyzed who in the Census universe was retweeting one another, how much this retweeting occurred, and the content of those retweets.
- (3) **Census content analysis:** The three datasets pulled during the summer and fall were exported into an Excel spreadsheet for manual coding of content. Overlapping dates were removed from the dataset and tweets without census content were removed from the dataset. Each tweet was then coded as relating to one or more hard-to-count (HTC) populations, 2020 intersecting events (e.g., COVID-19 and Get Out the Vote), key strategies or events, and general census information. Furthermore, coders included notes on key themes arising from tweets' intersections with key 2020 events.
- (4) **Hashtag and campaign analysis:** The three datasets pulled during the summer and fall were merged and analyzed for frequency of key hashtags, census campaign success, and frequencies of favorites and retweets. It is important to note that these census campaigns extended beyond the Twitter universe used for this analysis. Therefore, the counts described in the main report do not capture all the tweets associated with the campaigns. However, our analysis points to the extent to which census campaigns were utilized as an outreach strategy among the handles in this Twitter universe.<sup>4</sup>
- (5) **The Twitter network post-census enumeration:** The list of followers from the April 21, 2021 dataset allowed us to visualize and analyze Twitter connections within the universe of census handles to understand the Twitter network composition post-census enumeration and compare this network with the baseline network.
- (6) **Post-census enumeration retweet analysis:** Using the April 21, 2021 dataset, SPR analyzed who in the Census universe was retweeting one another, how much this retweeting occurred, and the content of those retweets. The findings from the post-census enumeration analysis were compared with the pre-census retweet findings.

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<sup>4</sup> While this dataset originated from the same pulls as the content analysis dataset, there are a few discrepancies caused from changes when exporting and manipulating via Excel rather than R.

## Appendix E-2: List of Handles Included in Twitter Universe

The proceeding exhibits list the organization/individual and corresponding Twitter handle/regional categorization, categorized as either grantees, funders, or Census partners.

### Exhibit E2-I. List of Census Partners

Organization/Individual	Twitter Handle	Region
Arab American Institute Foundation	AAIUSA	National
American-Arab Anti-Discrimination Committee	adc	National
Asian Americans Advancing Justice (AAJC)	Adv_Justice	Los Angeles County
Annie E. Casey KIDS Count	aecfkidscount	National
CA Census 2020	CACensus	Statewide
CA Census 2020	CACompleteCount	Statewide
California Labor Federation	CaliforniaLabor	San Francisco Bay Area
Community Action Partnership	CAPartnership	National
Disability Rights Education & Defense Fund with the California Foundation for Independent Living Centers	CFILC	Sacramento County
California Indian Manpower Consortium	cimcsfo	Sacramento County
Contra Costa Census	cococensus	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Color of Change	ColorOfChange	National
County of El Dorado	CountyElDorado	Sacramento County
Butte County	CountyofButte	Sacramento County
County of Kern	CountyofKern	San Joaquin Valley
Los Angeles County	CountyofLA	Los Angeles County
Santa Barbara County	countyofsb	Ventura County
County SLO	CountyofSLO	Ventura County
County of Sutter	CountyofSutter	Sacramento County
Tulare County	CountyofTulare	San Joaquin Valley
Ventura County	CountyVentura	Ventura County
California Primary Care Association	CPCA	Sacramento County

Organization/Individual	Twitter Handle	Region
San Joaquin County	DiscoverSJC	San Joaquin Valley
Equality California Institute	eqca	Los Angeles County
Faith in Public Life	FaithPublicLife	National
Faith in Action	FIAnational	National
First 5 Association	First5Assoc	San Francisco Bay Area
First 5 California	First5CA	Statewide
Fresno County	FresnoCountyCA	San Joaquin Valley
NPR	hansilowang	National
County of Imperial	ImperialCntyCA	San Diego and Imperial Counties
Inyo County	InyoCounty	San Joaquin Valley
Lake County	LakeCountyInfo	Sacramento County
Merced County	MercedCounty	San Joaquin Valley
National Urban League	NatUrbanLeague	National
National Congress of American Indians	NCAI1944	National
County of Nevada	NevadaCountyCA	Sacramento County
Orange County Census	OCCensus2020	Orange County

Organization/Individual	Twitter Handle	Region
County of Orange	OCGovCA	Orange County
Placer County	PlacerCA	Sacramento County
Plumas County	PlumasCountyCA	Sacramento County
Fair Immigration and Reform Movement (FIRM)	Re4mImmigration	National
ReadyNation (project of Council for Strong America)	Ready_Nation	National
Sacramento County	SacCountyCA	Sacramento County
San Diego County	SanDiegoCounty	San Diego and Imperial Counties
County of Santa Cruz	sccounty	San Francisco Bay Area
Shepherding the Next Generation (project of Council for Strong America)	ShepherdingNext	National
State Voices	state_voices	Statewide
Council for a Strong America - California	strongnationUSA	San Francisco Bay Area
National LGBTQ Task Force	TheTaskForce	San Joaquin Valley
Tuolumne County	TuolumneCountyC	Sacramento County

Organization/Individual	Twitter Handle	Region
United Ways of CA	UnitedWaysCA	Los Angeles County
United Way of San Diego County	UnitedWaySD	San Diego and Imperial Counties
United Way of Wine Country	UnitedWayWineCo	San Francisco Bay Area
US Census Bureau	uscensusbureau	National

Organization/Individual	Twitter Handle	Region
United Way Bay Area	UWBayArea	San Francisco Bay Area
We Count LA	wecountLA	Los Angeles County
Yolo County	YoloCountyCA	Sacramento County
Yuba County	YubaCounty	Sacramento County

## Exhibit E2-II. List of Funders

Organization/Individual	Twitter Handle	Region
Asian Pacific Fund	AsianPacificFnd	San Francisco Bay Area
Blue Shield of California Foundation	BlueShieldFound	Orange County
The California Endowment	CalEndow	Statewide
CA Community Foundation	calfund	Los Angeles County
The California Wellness Foundation	calwellness	Statewide
Northern CA Grantmakers	ceciliaychen	San Francisco Bay Area
Charitable Ventures of Orange County	CharVentures	Orange County

Organization/Individual	Twitter Handle	Region
Latino Community Foundation	christianarana	San Francisco Bay Area
East Bay Community Foundation	eastbaycf	San Francisco Bay Area
GCIR	gcirtweets	Statewide
Hirsch & Associates	HAphilanthropy	San Francisco Bay Area
Heising-Simons Foundation	HSFdn	San Francisco Bay Area
James Irvine Foundation	IrvineFdn	Orange County
Latino Community Foundation	LatinoCommFdn	San Francisco Bay Area
James Irvine Foundation	MelinaLSanchez	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Northern CA Grantmakers	NorCalGrant	San Francisco Bay Area
Orange County Community Foundation	OCCCommunityFdn	Orange County
Orange County Grantmakers	OCGrantmakers	Orange County
The David and Lucile Packard Foundation	PackardFdn	San Francisco Bay Area
Sacramento Region Community Foundation	sacregcf	Sacramento County
San Diego Grantmakers	SDGrantmakers	San Diego and Imperial Counties
Sierra Health Foundation	SHFCalifornia	Sacramento / San Joaquin

Organization/Individual	Twitter Handle	Region
Silicon Valley Community Foundation	siliconvalleycf	San Francisco Bay Area
San Joaquin Valley Health Fund	SJVHF	San Joaquin Valley
Sobrato Family Foundation	Sobrato_org	San Francisco Bay Area
Southern CA Grantmakers	Socalgrantmaker	Los Angeles County
Libra Foundation	thelibrafound	San Francisco Bay Area
San Francisco Foundation	TSFF	San Francisco Bay Area
Ventura Community Foundation	VCCFoundation	Ventura County
Zellerbach Family Foundation	zfforg	San Francisco Bay Area

### Exhibit E2-III. List of Grantees

Organization/Individual	Twitter Handle	Region
Partnership for America's Children	4americaschild	National
Interfaith Movement For Human Integrity	4humanintegrity	San Francisco Bay Area
Asian Pacific Policy and Planning Council	A3PCON	Los Angeles County
Asian Law Caucus	aaaj_alc	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Asian Americans Advancing Justice - Asian Law Caucus	AAAJ_CA	San Francisco Bay Area
Access California Services	AccessCal	Orange County
Alameda County Community Food Bank	ACCFB	San Francisco Bay Area
Alameda Health Consortium	ACHealthCenters	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Community Partners fbo ActiveSGV	ActiveSGV	Los Angeles County
Asian Americans Advancing Justice- Los Angeles	AdvInjusticeLA	Los Angeles County
67 Sueos	afsc_org	San Francisco Bay Area
Santa Clara County Asian Law Alliance Inc	ALASantaClara	San Francisco Bay Area
Alianza Coachella Valley	alianzacv	Inland Empire
Alta Med Health Services	AltaMedHealthS	Los Angeles County
American Muslim Fund	AMuslimCF	San Francisco Bay Area
Armenian National Committee of America- Western Region	ANCA_WR	Los Angeles County
A New Way of Life Reentry Project (ANWOL)	ANewWayofLife1	Los Angeles County
Advancement Project California	AP_California	Los Angeles County
Asian Pacific Islanders for Civic Empowerment	APAPAHQ	Sacramento County
Arab Resource and Organizing Center	AROCBayArea	San Francisco Bay Area
Asian Health Services	AsianHealth818	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Autism Society of Ventura County	ASVenturaCounty	Ventura County
Asian Youth Center	AYC100	Los Angeles County
Black Alliance for Just Immigration	BAJItweet	San Francisco Bay Area
Black American Political Association of California - San Diego	BAPACSD	San Diego and Imperial Counties
Building Blocks for Kids	BBKRichmond	San Francisco Bay Area
Hively (Child Care Links)	BeHively	San Francisco Bay Area
Boys and Girls Club of Santa Clara Valley	BGClubSV	San Francisco Bay Area
Boys and Girls Clubs of Greater Oxnard and Port Hueneme	BGCOP	Ventura County
Los Angeles Black Worker Center (LABWC)	BlackWkrCenter	Los Angeles County
Building Skills Partnership	Building_Skills	San Francisco Bay Area
Black Women for Wellness	BW4WLA	Los Angeles County
Berkeley Youth Alternatives	BYAmedia	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Chinese for Affirmative Action	CAAsanfrancisco	San Francisco Bay Area
California Calls	CAcalls	Los Angeles County
California Hispanic Chambers of Commerce	CAHispanic	Sacramento County
California Human Development	CaHumanDev	Sacramento County
Council on American-Islamic Relations California	CAIRCalifornia	San Francisco Bay Area
Council on American Islamic Relations Greater Los Angeles	cairGLA	Los Angeles County
Council on American Islamic Relations, Sacramento Valley/Central California Office (CAIR-SV/CC)	CAIRSacramento	Sacramento County
ACCE Institute	CalOrganize	San Francisco Bay Area
California Partnership	CalPartnership	Inland Empire
Community Action Partnership of Kern	CAP_Kern	San Joaquin Valley
Community Action of Ventura County	CAP_Ventura	Ventura County
California for Pesticide Reform	CAPestReform	San Francisco Bay Area
Community Action Partnership of Orange County	CAPOrangeCounty	Orange County

Organization/Individual	Twitter Handle	Region
Community Action Partnership of San Bernardino County	CAPSanBernardin	Inland Empire
California Institute for Rural Studies	CARuralStudies	San Joaquin Valley
Catholic Charities Cyo Of The Archdiocese Of San Francisco	CatholicCSF	San Francisco Bay Area
Center for Asian Americans United for Self-Empowerment (CAUSE)	CAUSEusa	Los Angeles County
Center for Community Action and Environmental Justice	CCA EJ	Inland Empire
Community Clinic Association of Los Angeles County (CCALAC)	CCALAC	Los Angeles County
Central California Environmental Justice Network	CCEJN	San Joaquin Valley
Contra Costa Family Justice Alliance	CCFamilyJustice	San Francisco Bay Area
California Coverage and Health Initiatives	CCHI4families	Sacramento County
Child Care Resource Center Inc.	CCRC4KIDS	Ventura County
Comite Civico del Valle, Inc.	ccvhealth	San Diego and Imperial Counties

Organization/Individual	Twitter Handle	Region
Community Development Technologies Center (CDTech)	CDTech	Los Angeles County
Centro CHA Inc.	Centro_CHA	Los Angeles County
Centro la Familia	CentroLaFamilia	San Joaquin Valley
Community Foundation of Monterey County	cfmco	Ventura County
Community Foundation of Santa Cruz County	CFSantaCruzCo	Ventura County
The Chicano Federation of San Diego County	chicanofed	San Diego and Imperial Counties
Child 360	Child_360	Los Angeles County
Children's Institute, Inc.	ChildrensInstLA	Los Angeles County
Chinatown Community Development Center	chinatowncdc	San Francisco Bay Area
Coalition for Humane Immigrant Rights	CHIRLA	Los Angeles County
Community Health Partnership of Santa Clara County	CHPartnership	San Francisco Bay Area
City of Fillmore	CityFillmore	Ventura County

Organization/Individual	Twitter Handle	Region
City of Fontana	CityofFontanaCA	Inland Empire
City of Moorpark	CityofMoorpark	Ventura County
The Leadership Conference	civilrightsorg	National
Clinica Sierra Vista	Clinica_1971	San Joaquin Valley
Clinica Msr. Oscar A. Romero	ClinicaRomero	Los Angeles County
Clergy and Laity United for Economic Justice (CLUE)	ClueJustice	Los Angeles County
Community Action Marin	CmtyActionMarin	San Francisco Bay Area
Communities for a New California Education Fund	cncedfund	Statewide
Coalition of Orange County Community Clinics	CoalitionOC	Orange County
CocoKids	cocokids	San Francisco Bay Area
Community Coalition for Substance Abuse Prevention and Treatment	CoCoSouthLA	Los Angeles County
Consejo de Federaciones Mexicanas en Norte America	cofem	Los Angeles County
Community Clinic Consortium	CommunityClinic	San Francisco Bay Area
Chinese Progressive Association	CPASF	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
CA Rural Legal Assistance	CRLAinc	Statewide
Center for Race Poverty and the Environment	CRPE_EJ	San Joaquin Valley
Crystal Stairs, Inc.	CrystalStairsLA	Los Angeles County
Chinatown Service Center	cscla_info	Los Angeles County
Sisters of St Joseph Healthcare Foundation	csjorange	Orange County
California State University Channel Islands	csuci	Ventura County
Community Water Center	CWaterC	San Joaquin Valley
Disability Community Resource Center (formerly Westside Center for Independent Living)	DCRCByYourSide	Los Angeles County
Deaf and Hard of Hearing Service Center	DHHSCtweets	San Joaquin Valley
Disability Rights California	DisabilityCA	Los Angeles County
Dolores C. Huerta Foundation	DoloresHuertaFD	San Joaquin Valley
East Bay Agency for Children	EBACforkids	San Francisco Bay Area
East Bay Housing Organizations	EBHO_Housing	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Education and Leadership Foundation (CVIIC)	ELF_Fresno	San Joaquin Valley
Community Partners fbo El Monte Promise Foundation	ElMontePromise	Los Angeles County
El Nido Family Centers	ElNidoFamily	Los Angeles County
Empowering Pacific Islander Communities (EPIC)	EmpoweredPI	Los Angeles County
Faith in the Valley	FaithinValley	San Joaquin Valley
Families in Schools	FamsInSchools	Los Angeles County
Fenton Communications	fentonprogress	Los Angeles County
Faith In Action Bay Area	FIABayArea	San Francisco Bay Area
Filipino Advocates for Justice	Fils4Justice	San Francisco Bay Area
First 5 Contra Costa	First5CoCo	San Francisco Bay Area
First 5 LA	First5LA	Los Angeles County
First 5 Ventura County	First5Ventura	Ventura County
Food Bank of Contra Costa & Solano	foodbankccs	San Francisco Bay Area
FoodShare	FoodShareVC	Ventura County

Organization/Individual	Twitter Handle	Region
Fresno Barrios Unidos	FresnoBarrios	San Joaquin Valley
Fresno Economic Opportunities Commission	FresnoEOC	San Joaquin Valley
Fresno Metro Black Chamber of Commerce	fresnometrobcc	San Joaquin Valley
Family Service Association	fsaca	Inland Empire
Family Support Services	FSSBA	San Francisco Bay Area
Gardner Family Health Network, Inc.	Gardner4Health	San Francisco Bay Area
Gold Coast Veterans Foundation	GCVFvets	Ventura County
Gender Health Center /LGBT Center	GHC_TransHealth	Sacramento County
CommunityConnect Labs (GreatNonprofits)	GreatNonprofits	San Francisco Bay Area
Greater Sacramento Urban League	gsul1968	Sacramento County
HealthNet	HealthNet	Los Angeles County
Healthy & Active Before 5	HealthyBefore5	San Francisco Bay Area
Hmong Innovating Politics	HIPcalifornia	Sacramento County
Homies Unidos, Inc.	HomiesUnidos	Los Angeles County

Organization/Individual	Twitter Handle	Region
211 of Ventura County - Interface Children and Family Services	ICFSTweets	Ventura County
InnerCity Struggle	ICSEastLA	Los Angeles County
ICUC	ICUCPICO	Inland Empire
Inland Empire Immigrant Youth Collective	IE_IYC	Inland Empire
The International Institute Of The Bay Area	IIBA1918	San Francisco Bay Area
Independent Living Center of Kern County	ilc_kerncounty	San Joaquin Valley
Institute of Local Government	InstLocGov	Sacramento County
CCF Community Initiatives Fund (LA Partnership for Early Childhood Investment)	investinkidsla	Los Angeles County
Jakara Movement	JakaraMovement	San Francisco Bay Area
Asian Law Caucus	jonathanstein	San Francisco Bay Area
Children's Partnership	KidsPartnership	Los Angeles County
Korean Resource Center	krcla	Los Angeles County
Koreatown Youth & Community Center, Inc.	KYCCLA	Los Angeles County

Organization/Individual	Twitter Handle	Region
Korean Immigrant Workers Advocates of Southern California/ Koreatown Immigrant Worker Alliance (KIWA)	kiwa4justice	Los Angeles County
La Clinica de la Raza	La_Clinica_	San Francisco Bay Area
LA Voice	LA_Voice	Los Angeles County
CANGRESS (dba Los Angeles Community Action Network)	LACANetwork	Los Angeles County
Central City Neighborhood Partners	LACCNP	Los Angeles County
La Opinion	LaOpinionLA	Los Angeles County
Organizacion de Lideres Campesinas	LCampesinas	Ventura County
Leadership Counsel for Justice and Accountability	LCJandA	San Joaquin Valley
Community Partners fbo Latino Equality Alliance	LEA_CA	Los Angeles County
The San Diego LGBT Community Center	LGBTCenter	San Diego and Imperial Counties
LGBT Center Orange County	LGBTQCenterOC	Orange County
LifeMoves	LifeMovesOrg	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Lighthouse for the Blind and Visually Impaired	lighthouse_sf	San Francisco Bay Area
Little Manila Rising	littlemanila	San Joaquin Valley
LOUD For Tomorrow	loud4tmrw	San Joaquin Valley
Mexican American Opportunity Foundation	MAOF	Los Angeles County
Marin Interfaith Council, Inc.	MarinInterfaith	San Francisco Bay Area
Mar Vista Family Center	marvistafc	Los Angeles County
Maternal and Child Health Access	MCH_Access	Los Angeles County
Mission Economic Development Agency	medasf	San Francisco Bay Area
Meet Each Need with Dignity	mendpoverty	Los Angeles County
MICOP	MICOP805	Ventura County
Mid-City CAN	midcitycan	San Diego and Imperial Counties
Mi Familia Vota	MiFamiliaVota	National
Lancaster Museum & Public Art Foundation	MOAHLancaster	Inland Empire
Monument Crisis Center	MonumentCrisisC	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Monument Impact	MonumentImpact	San Francisco Bay Area
Long Beach Forward, A project of Community Partners	MoveLBForward	Los Angeles County
Mid-Peninsula Boys & Girls Club, Inc.	MPBGC	San Francisco Bay Area
NALEO	NALEO	Los Angeles County
National Coalition for Literacy	NCLAdvocacy	National
North East Medical Services	nemssf	San Francisco Bay Area
North Valley Community Foundation	NVCF	Sacramento County
Oakland Rising	OaklandRising	San Francisco Bay Area
Safe Passages	OAKSafePassages	San Francisco Bay Area
Orange County Asian and Pacific Islander Community Alliance	OCAPICA97	Orange County
Orange County County Congregation Community Organization	occcopico	Orange County
ONEgeneration	ONEgenCares	Los Angeles County
Operation Dignity Inc.	Op_Dignity	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Organize Sacramento	OrganizeSac	Sacramento County
Partnership for the Advancement of New Americans	PANASanDiego	San Diego and Imperial Counties
Para Los Niños	paralosninosorg	Los Angeles County
Pars Equality Center	ParsEquality	San Francisco Bay Area
Paving Great Futures	PavingGreat	San Diego and Imperial Counties
Pacoima Beautiful	PB__Community	Los Angeles County
University Auxiliary Services, Inc./Pat Brown Institute	PBI	Los Angeles County
Peninsula Family Service	PeninsulaFamily	San Francisco Bay Area
PICO CA	PICOcalifornia	Los Angeles County
Placer Community Foundation	placercf	Sacramento County
Power California	PowerCANow	Statewide
Planned Parenthood Pasadena and San Gabriel Valley Inc.	PPAdvocates	Los Angeles County
PPIC	PPICNotes	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Planned Parenthood Mar Monte, Inc.	PPMarMonte	San Francisco Bay Area
PLANNED PARENTHOOD OF THE PACIFIC SOUTHWEST	PPPSWHealth	San Diego and Imperial Counties
Project Access	Project_Access	Ventura County
Proyecto Pastoral	ProyectoNews	Los Angeles County
Puente De La Costa Sur	PuentePescadero	San Francisco Bay Area
Pilipino Workers Center of Southern California	pwcscorg	Los Angeles County
Radio Bilingue	radiobilingue	San Joaquin Valley
Representative Pete Aguilar, CA 31	RepPeteAguilar	Inland Empire
International Rescue Committee	RESCUEorg	San Francisco Bay Area
Resilience Orange County	resilienceoc	Orange County
Richmond Community Foundation	RichmondCF	San Francisco Bay Area
Richmond Main Street Initiative Inc.	RMSI	San Francisco Bay Area
Ruby's Place	rubysplaceinc	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Santa Ana Building Healthy Communities	SABHC1	Orange County
Healthy Community Forum for the Greater Sacramento Region	SacCovered	Sacramento County
La Familia Counseling Center	SacLFCC	Sacramento County
Sacramento Native American Health Center	SacNAHC	Sacramento County
Sacramento ACT	SacramentoACT	Sacramento County
Sacramento Steps Forward	SacStepsForward	Sacramento County
Strategic Actions for a Just Economy (SAJE)	SAJE_ShiftPower	Los Angeles County
South Asian Network (SAN)	SANSoCal	Los Angeles County
Arts Connection - The Arts Council of San Bernardino County	SBArtsCouncil	Inland Empire
Santa Barbara Foundation	sbfoundation	Ventura County
Strategic Concepts in Organizing and Policy Education (SCOPE)	SCOPE_LA	Los Angeles County
San Diego Organizing Project	SDOP_PICO	San Diego and Imperial Counties

Organization/Individual	Twitter Handle	Region
Shasta Regional Community Foundation	ShastaRCF	Sacramento County
Self Help Graphics	SHG1970	Los Angeles County
Sierra Club	SierraClub	National
Services, Immigrant Rights & Education Network (SIREN)	SIREN_BayArea	San Francisco Bay Area
African American Community Services Agency	SJAACSA	San Francisco Bay Area
Social Justice Learning Institute	SJLI_CA	Los Angeles County
Slavic American Chamber of Commerce Charitable Foundation	SlavAmerChamber	Sacramento County
Somos Mayfair Inc	SOMOSMayfair	San Francisco Bay Area
South Kern Sol	SouthKernSol	San Joaquin Valley
St. Mary Medical Center	StMaryAV	Inland Empire
Silicon Valley Council Of Nonprofits	SVCN	San Francisco Bay Area
District Council of Society of St. Vincent de Paul of Contra Costa County	SVdPCCC	San Francisco Bay Area
Tasardia Foundation	TarsadiaService	Orange County

Organization/Individual	Twitter Handle	Region
Tech Exchange	techXorg	San Francisco Bay Area
CommunityConnect Labs	textCCL	San Francisco Bay Area
Immigrant Legal Resource Center	the_ILRC	San Francisco Bay Area
Action Builder	TheActionNet	San Joaquin Valley
The LGBT Community Center of the Desert	thecenterps	San Francisco Bay Area
The Source LGBTQ	thesourceigbt	San Joaquin Valley
Think Dignity	ThinkDignity	San Diego and Imperial Counties
Thrive Alliance	ThriveAlliance	San Francisco Bay Area
Toberman Neighborhood Center Inc.	TobermanCenter	Los Angeles County
TODEC Legal Center	TODEC1	Inland Empire
Tri-City Health Center	tricityhealth	San Francisco Bay Area
TruEvolution Inc.	TruEvolutionInc	San Joaquin Valley
Orange County United Way	unitedwayoc	San Francisco Bay Area

Organization/Individual	Twitter Handle	Region
Union of Pan Asian Communities	UPAC_SD	San Diego and Imperial Counties
USC Annenberg	USCAnnenberg	Los Angeles County
United Way of the Desert	UWDesert	San Francisco Bay Area
Valley Forward	ValleyForward	San Joaquin Valley
Ventura County Office of Education	VenturaCOE	San Francisco Bay Area
Orange County Human Relations	WeAreOneOC	San Joaquin Valley

Organization/Individual	Twitter Handle	Region
Welcoming America	WelcomingUSA	National
The Way of the Cross Church	WOTCC	National
Working Partnerships	wpusanews	San Francisco Bay Area
Warehouse Workers Resource Center	wwunited	San Francisco Bay Area
Youth Leadership Institute	ylinstitute	Statewide
YMCA of Metropolitan Los Angeles	YMCALA	Los Angeles County
Yolo Community Foundation	yolo_cf	Sacramento County
Youth Alliance	youth4alliance	San Francisco Bay Area

## Appendix E-3: Coding Categories

The proceeding exhibits show the coding schemes used for categorizing tweets. In addition to the categories listed below, relevant tweets were coded as “other” if they did not directly refer to Census outreach efforts (e.g., included a Census hashtag without relevant text). Exhibit E3-I shows the coding categories for populations considered hard to count.

### Exhibit E3-I. Categories for Hard to Count Populations

Code	Description
HTC	Tweets that referred to “hard to count populations” without referring to a specific group
POC	Tweets that referred to people of color generally, without naming a specific group
College	Tweets that referred to college/university students
African American/Black	Tweets directed toward to persons identifying as African American/Black
AAPI	Tweets directed toward to the Asian American Pacific Islander group generally
Asian American	Tweets directed toward to persons identifying as Asian American
Southeast Asian	Tweets directed toward to persons identifying as Southeast Asian
Native Hawaiian/PI	Tweets directed toward to persons identifying as Native American Pacific Islander
Lantinx	Tweets directed toward to persons identifying as Latinx
Native American	Tweets directed toward to persons identifying as Native American
MENA	Tweets directed toward to persons identifying as Middle Eastern North African
Children 0-5 (ECE)	Tweets encouraging the count of children ages zero to five
Young children (6-9)	Tweets encouraging the count of young children, ages six to nine
Farmworkers	Tweets directed toward farmworkers
Immigrants	Tweets directed toward immigrants

Refugees	Tweets directed toward refugees
Asylum	Tweets directed toward asylees
LGBTQIA+	Tweets directed toward to persons identifying as LGBTQIA+
Limited Internet	Tweets raising awareness around counting folks with limited internet
Limited English	Tweets directed toward to persons with limited English proficiency
Low-Income	Tweets encouraging the count among low-income individuals and families
Older Adult	Tweets encouraging the count of older adults
Homelessness	Tweets encouraging the count of individuals experiencing homelessness
Disability	Tweets directed toward to persons with a disability
Rural	Tweets encouraging the count of rural populations
Formerly Justice-involved	Tweets encouraging the count of formerly justice involved individuals
Renters	Tweets directed toward renters
Veterans	Tweets encouraging the count of veterans

### Exhibit E3-II. Categories for Intersecting 2020 Events

Code	Description
COVID-19	Tweets that made reference to the Census and COVID-19 and/or shelter-in-place protocols
Racial Justice Uprising	Tweets that were related to the 2020 racial justice uprising and the Census
Get Out the Vote	Tweets that included both Get Out the Vote and Census messaging
Undocumented Immigrants	Tweets related to the Trump Administration's Executive Order to exclude undocumented immigrants from the Census
Census Timeline	Tweets related to the Trump Administration's attempts to shorten the Census timeline

Exhibit E3-III shows the coding categories for tweets that were directed toward a general audience, as opposed to targeting a specific population.

### Exhibit E3-III. Categories for General Tweets

Code	Description
Resource or informational event	Tweets that included a mention of a resource (e.g., article, toolkit) or informational event (e.g., webinar, Facebook live) about the census
Strategy	Tweets that included a mention of a specific strategy for getting out the count (e.g., census caravan, art competition, fliers)
Census timeline/logistics	Tweets that provided general information on the census timeline (independent of Trump's order to shorten the census) or logistics related to enumerators
Census accomplishments	Tweets that shared a milestone or accomplishment (e.g., increase in response rates) related to the census
Census guidance	Tweets that explained how or where to fill out the census
Census privacy/security	Tweets that discussed data privacy and confidentiality related to the census
Census facts	Tweets that included information about how the census is used, why the census is important, and/or data resulting from the census