2020 Census Complete Count Stakeholder Working Group
Wednesday, October 21, 2020
9:30 a.m. to 11:30 a.m.
**Teleconference Meeting**

MEETING ANNOUNCEMENT AMIDST COVID-19 PANDEMIC:
The 2020 Census Complete Count Stakeholder Working Group meeting scheduled for Wednesday, October 21, 2020, will be conducted virtually in accordance with Governor Newsom’s State of Emergency declaration regarding the COVID-19 outbreak, Executive Order N-29-20, and the Guidance for Gatherings issued by the California Department of Public Health. Working Group Members will primarily participate in the meeting virtually, while practicing social distancing, from individual remote locations. There are a few options for public participation:

- At the time of the meeting, listen to the audio stream through sandag.org
- Observe the meeting via Zoom: zoom.us/j/98849867733
- Submit comments via email to clerk@sandag.org
- To participate via Telephone, dial a number based on your current location
  US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or
  +1 312 626 6799 or +1 929 205 6099. Webinar ID: 988 4986 7733.
  - International numbers available: zoom.us/u/ay4RHQ2XT

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Public Comments: Persons who wish to address the members on an item to be considered at this meeting, or on non-agendized issues, may email comments to the Clerk at clerk@sandag.org (please use “October 21 Census Working Group Meeting” as your subject line and identify the item number[s] to which your comments pertain). Comments received by 4 p.m. on Tuesday, October 20, will be provided to members prior to the meeting.

If you desire to provide a live verbal comment during the meeting, please join the Zoom meeting either by computer or phone. At the time for public comments, members of the public will be advised to “Raise Hand” if they wish to provide comments. The “Raise Hand” feature can be found on the Zoom toolbar for those who are joining via computer or by entering *9 for those who joining via telephone only. The Chair will call on members of the public by name for those joining via a computer and by the last three digits of your telephone number for those joining via telephone. All comments received prior to the close of the meeting will be made part of the meeting record.
Welcome to SANDAG. Members of the public may speak to the Working Group on any item at the time the Working Group is considering the item. Public speakers are limited to three minutes or less per person. The Working Group may only take action on any item appearing on the agenda.

In order to keep the public informed in an efficient manner and facilitate public participation, SANDAG also provides access to all agenda and meeting materials online at sandag.org/meetings. Additionally, interested persons can sign up for email notifications at sandag.org/subscribe.

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Mission Statement
The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus; makes strategic plans; obtains and allocates resources; plans, engineers, and builds public transit; and provides information on a broad range of topics pertinent to the region’s quality of life.

San Diego Association of Governments · 401 B Street, Suite 800, San Diego, CA 92101-4231
(619) 699-1900 · Fax (619) 699-1905 · sandag.org
2020 Census Complete Count Stakeholder Working Group
Wednesday, October 21, 2020

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Action</th>
<th>Description</th>
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<tbody>
<tr>
<td>+1.</td>
<td>APPROVE</td>
<td>The 2020 Census Complete Count Stakeholder Working Group is asked to review and approve the minutes from its September 16, 2020, meeting.</td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td><strong>Public Comments/Communications/Member Comments</strong> Members of the public shall have the opportunity to address the Working Group on any issue within the jurisdiction of the Working Group that is not on this agenda.</td>
</tr>
<tr>
<td>3.</td>
<td>INFORMATION</td>
<td><strong>Director’s Report</strong> Hasan Ihkrata, SANDAG</td>
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<tr>
<td></td>
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<td>An update on agency actions in support of the Working Group will be provided.</td>
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<tr>
<td>+4.</td>
<td>RECOMMEND</td>
<td><strong>2020 California Census Final Report Summary</strong> Darlanne Hoctor Mulmat, SANDAG</td>
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<td>The 2020 Complete Count Census Working Group is asked to recommend that the Board of Directors approve the 2020 California Census Final Report for submission to the California Complete Count – 2020 Census Office.</td>
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<tr>
<td>5.</td>
<td>INFORMATION</td>
<td><strong>California Complete Count – 2020 Census Office Reflections</strong> Connie Hernandez, California Complete Count – 2020 Census Office</td>
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<td></td>
<td></td>
<td>The California Complete Count - 2020 Census Office will recap outreach efforts in the San Diego region including successes, challenges, and lessons learned from the State perspective.</td>
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<tr>
<td>6.</td>
<td>INFORMATION</td>
<td><strong>Count Me 2020 Recap and Reflections</strong> Michele Silverthorn, Count Me 2020 Coalition</td>
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<td>Count Me 2020 was formed to support the hard to count communities of San Diego and Imperial Counties with trusted messenger organizations. This presentation will recap outreach efforts by the coalition.</td>
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<td>7.</td>
<td>DISCUSSION</td>
<td><strong>Regional Representative Reflections</strong></td>
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<td>Regional representatives will share reflections about the impact of outreach activities for East County, North County – Coastal, North County – Inland, South County, the City of San Diego, and the County of San Diego.</td>
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</table>
8. Advisory Member Reflections

Advisory members of the 2020 Census Complete Count Stakeholder Working Group and other stakeholders are asked to share their reflections on 2020 Census Complete Count activities.

9. Adjournment

+ next to an item indicates an attachment
2020 Census Complete Count Stakeholder Working Group

September 16, 2020, Meeting Minutes

Audio for all 2020 Census Complete Count Stakeholder Working Group meetings can be found on the Working Group homepage.

Chair Angelica Davis (South County) called the meeting of the 2020 Census Complete Count Stakeholder Working Group to order at 9:37 a.m.

1. Approval of Meeting Minutes (Approve)

Action: Upon a motion by Kerry Jezisek (North County Coastal) and a second by Lyn Dedmon (East County), the Working Group approved the minutes from its August 19, 2020, meeting. Yes: Chair Davis, Matt Yagyagan (City of San Diego), Denise Becerra (County of San Diego), Lyn Dedmon, and Kerry Jezisek. No: None. Abstain: None. Absent: None.

2. Public Comments/Communications/Member Comments

3. Director’s Report (Information)

Director of Research and Program Management Cindy Burke provided an update on agency actions in support of the Working Group.

JoAnn Fields (Asian & Pacific Islander Initiative and Paving Great Futures) asked for clarification on the deadline for Census participation.

Action: Information only.

Reports

4. Census Bureau Update (Information)

Roberto Garcia (U.S. Census Bureau) provided an update on Census Bureau operations and outreach efforts.

JoAnn Fields thanked the U.S. Census Bureau for partnering with local organizations and asked about reasons for enumerators contacting residences that have already completed their census forms.

Michele Silverthorn (Count Me 2020 Coalition) asked about enumeration completion rates.

Action: Information only.

5. California Complete Count - 2020 Census Office Update (Information)

Connie Hernandez (California Complete Count – 2020 Census Office) gave the Working Group an overview of available resources, announcements, and events, particularly as related to non-response follow-up.

Michele Silverthorn recognized Connie Hernandez for her leadership and collaboration.

Action: Information only.

6. Asian & Pacific Islander Initiative Update (Information)

JoAnn Fields informed the Working Group of 2020 Census outreach activities, including strategies for dealing with challenges related to the pandemic, and collaborations.

Action: Information only.

7. Paving Great Futures (Information)

JoAnn Fields provided an update on 2020 Census outreach activities and collaborations.
Connie Hernandez thanked JoAnn Fields for her efforts throughout the 2020 Census outreach process and asked for event information.

**Action:** Information only.

**8. Outreach Summary (Discussion)**

Regional Census Data Center Manager Darlanne Hoctor Mulmat expressed thanks for the Working Group’s efforts, and summarized outreach activities and impressions reported to date for review and discussion.

JoAnn Fields asked for clarity about the report submittal process.

**Action:** Discussion.

**9. Count Me 2020 Coalition Update (Information)**

Michele Silverthorn updated the Working Group on implementation efforts, as well as communications, media, events, and outreach.

**Action:** Information only.

**10. Regional Representative Updates (Information)**

Each of the regional representatives on the Working Group provided an update on the outreach activities for their subregion.

**Action:** Information only.

**11. Complete Count Outreach Reports (Discussion)**

Advisory members and other stakeholders provided updates on their recent or upcoming efforts to support 2020 Census Complete Count activities, with emphasis on activities that would benefit from coordination.

**Action:** Discussion.

**12. Upcoming Meetings**

The next Working Group meeting is scheduled for Wednesday, October 21, 2020, at 9:30 a.m.

**13. Adjournment**

Chair Davis adjourned the meeting at 11:20 a.m.
## Confirmed Attendance at SANDAG 2020 Census Complete Count Stakeholder Working Group Meeting

September 16, 2020

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Name</th>
<th>Attended Virtually</th>
<th>Comments</th>
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<tbody>
<tr>
<td>South County</td>
<td>Angelica Davis, Chair</td>
<td>Yes</td>
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<td></td>
<td>Reyna Ayala, Alternate</td>
<td>No</td>
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<tr>
<td>North County Coastal</td>
<td>Kerry Jezisek</td>
<td>Yes</td>
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<td>North County Inland</td>
<td>Cecilia Barandiaran, Alternate</td>
<td>No</td>
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<td></td>
<td>Esther Sanchez, Alternate</td>
<td>No</td>
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<td>North County Inland</td>
<td>Dulce Salazar</td>
<td>Yes</td>
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<td></td>
<td>Sylvia Solis Daniels, Alternate</td>
<td>No</td>
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<tr>
<td>East County</td>
<td>Lyn Dedmon</td>
<td>Yes</td>
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<td>TBD</td>
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<tr>
<td>City of San Diego</td>
<td>Matt Yagyagan</td>
<td>Yes</td>
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<td></td>
<td>Tiffany Harrison, Alternate</td>
<td>Yes</td>
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<td></td>
<td>Ally Berenter, Alternate</td>
<td>No</td>
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<tr>
<td>County of San Diego</td>
<td>Denise Becerra</td>
<td>Yes</td>
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<td>TBD</td>
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### Advisory Members

<p>| Count Me 2020 Coalition     | Michele Silverthorn                | Yes                |          |
|                             | Alan Kaplan, Alternate             | No                 |          |
| Elected Officials           | Chevelle Tate                      | No                 |          |
|                             | Lee Hernandez, Alternate           | No                 |          |
|                             | Diamond Wallace, Alternate         | No                 |          |
| K-12 Education              | Andrew Sharp                       | No                 |          |
|                             | Music Watson, Alternate            | No                 |          |
| Higher Education            | Hemlata Jhaveri                    | No                 |          |
|                             | Ben Mendoza, Alternate             | Yes                |          |
| Native Americans/Tribal Governments | Chris Nejo                  | No                 |          |
|                             | Marcus Orozco, Alternate           | No                 |          |
| Philanthropy                | Megan Thomas                       | No                 |          |
|                             | Melissa Leon, Alternate            | No                 |          |
| Business Community          | Yen Tu                              | Yes                |          |
|                             | TBD, Alternate                      | N/A                |          |
| Taxpayers                   | Haney Hong                          | No                 |          |
|                             | Kelly Batten, Alternate             | No                 |          |
| Workforce Development       | Elana Metz                          | No                 |          |
|                             | TBD, Alternate                      | N/A                |          |</p>
<table>
<thead>
<tr>
<th>Category</th>
<th>Name</th>
<th>Alternate</th>
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<tbody>
<tr>
<td>Transit Agencies</td>
<td>Kimy Wall</td>
<td>TBD, Alternate</td>
<td>No</td>
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<tr>
<td>Libraries</td>
<td>Liz Vagani</td>
<td>Missy Solis, Alternate</td>
<td>No</td>
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<tr>
<td>California Census Complete Count Office</td>
<td>Connie Hernandez</td>
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<td>Yes</td>
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<tr>
<td>U.S. Census Bureau</td>
<td>Roberto Garcia</td>
<td>Andrew Amorao, Alternate</td>
<td>Yes</td>
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<td>Alex Aguilar, Alternate</td>
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<td>No</td>
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<tr>
<td>Elected Officials - Mexico</td>
<td>Mario Enrique Figueroa Matuz</td>
<td>Natalia Figueroa, Alternate</td>
<td>No</td>
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<tr>
<td></td>
<td>Alejandro Sanchez, Alternate</td>
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<tr>
<td><strong>SANDAG Staff</strong></td>
<td><strong>Darlanne Hoctor Mulmat, Regional Census Data Manager</strong></td>
<td><strong>Cindy Burke, Director of Research and Program Management</strong></td>
<td><strong>Rachel Cortes, Senior Researcher and Modeler</strong></td>
</tr>
</tbody>
</table>
GENERAL INFORMATION

Date of report: October 2020
Organization / Entity: San Diego Association of Governments
Responsible Person / Title: Darlanne Hoctor Mulmat, Regional Census Data Center Manager
Contact Person / Title: Darlanne Hoctor Mulmat, Regional Census Data Center Manager
Address: San Diego Association of Governments
401 B Street, Suite 800
San Diego, California 92101
Email / Phone: darlanne.mulmat@sandag.org
619-699-7326

NARRATIVE REPORT

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

Goals and Objectives

The goal of the strategic and implementation plans was to conduct outreach, particularly in the communities least likely to respond, in order to achieve a complete 2020 Census count throughout the San Diego region. The following objectives were designed to achieve this goal.

- Increase awareness that the 2020 Census is happening and convey the importance of participating by amplifying census messaging through signage, presentations by elected officials, notices in newsletters and other communications, and personal outreach at community centers and during special events.
- Increase access to online census submission by establishing questionnaire assistance centers/kiosks (QAC/QAKs) in trusted spaces (e.g., libraries, resource centers).

Due Date: November 16, 2020
• Increase response rates through real time monitoring followed by direct outreach in areas with low rates.

These objectives were established to help count the hard-to-count (HTC) population in the San Diego region by increasing the quantity of 2020 Census messages in HTC communities and the number of places that the census could be completed. Further, direct outreach in areas with low response rates put scarce resources in the locations most in need.

Operational Adjustments

Despite restrictions related to the pandemic, the original goals and objectives remained. Operationally, there was a slight pause in March while awaiting guidelines and transitioning from original work plans. Depending on the originally scheduled activity, it was either able to move forward (e.g., digital strategy), postponed/canceled, or moved to an online platform for virtual engagement.

Strategies from the original plan that continued and were enhanced included the following.

• Expanding the scope of digital communications through texting/phone banking, eblasts, and social media campaigns (e.g., Twitter, Facebook, and Instagram).

• Leveraging regular communications (e.g., agency newsletters, mailers such as sample ballots, integrating census messaging into COVID-19 briefings and press conferences, agency website and subsites).

• Distributing fliers and posting signage/banners (e.g., schools, city halls, community and senior centers, grocery stores, health centers, mobile home parks), particularly in high traffic areas and hard-to-count neighborhoods.

• Adapting outreach in reaction to self-response rates as reported by the Census Bureau (e.g., targeted mailers to areas with low response rates, as well as areas with a high preponderance of vacation properties).

In addition, the following innovative tactics were developed.

• Holding virtual experiences through Facebook Live and Zoom-styled meetings (e.g., virtual town halls, happy hours).
• Organizing car caravans through hard-to-count neighborhoods with low response rates.

• Creating and promoting videos (e.g., Storytime Shorts library series, which included census messaging) and clips of community members sharing the importance of completing the census.

• Leveraging distribution sites (e.g., for food, library books, diapers) and COVID-19 testing locations as venues for messaging (e.g., signage, fliers, food packaged in census tote bags), provision of census branded materials (e.g., shopping bags, t-shirts, pens, activity kits for children), and drive through options for completing the census questionnaire. Many of these sites were in hard-to-count communities.

• Utilizing locations that remained operational to the public for outreach. For example, Community Resource Centers in Oceanside, strategically based in ethnically diverse communities and aligned with the identified hard to reach communities, continued operations throughout the pandemic. Staff were provided census materials and trained to educate people regarding the census. The Wi-Fi availability and connectivity were increased at these sites to allow them to operate as kiosks.

• Locating e-trailers in high traffic areas (e.g., shopping centers) within low responding census tracts, moving them based on changes in response rates, and customizing the language according to the community (e.g., Spanish, Tagalog/Filipino) as it is moved.

• Providing swag bags with census branded materials to students in virtual summer camps and reading programs.

• Partnering with schools that have a high hard-to-count population for census branded book giveaways.
Developing individual toolkits with plug and play content to make it easy for multiple parties (i.e., elected officials, military and veteran’s organizations, community organizations, and colleges/universities) to share with key target audiences in the hard-to-count communities that included blog posts, social media copy with recommended visuals, Count Me 2020 logos, posters, links to additional census resources, and (for elected officials) town hall and meeting script.

Utilizing word of mouth tactics

Launching a census themed library online Summer Learning Challenge.

With the closure of libraries and community centers, which had been targeted for QAC/QAKs, alternatives such as the following were identified and implemented:

Utilize public service desks that remained open
- Provide on-site support for completing the census at Carlsbad Head Start preschool programs (within public health guidelines and social distancing protocols)
- Locate mobile questionnaire assistance outdoors (e.g., in front of rural libraries, grocery stores, other trusted locations in the community)
- Program all library WiFi sessions to automatically open to the census website and maintain WiFi access, though the doors were closed to the public, allowing access from outside the building

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

Partnerships were key throughout all phases of outreach (i.e., education, motivation, activation, and non-response follow-up). Collaboration was planned from the outset and became even more important when the pandemic shut down in person outreach. As Figure 1 shows, SANDAG and the Count Me 2020 Coalition worked closely together (signified by the arrow linking the two groups that administered State funding) to ensure alignment in work and share updates between jurisdictions, elected officials, community-based organizations (CBOs), philanthropy, and unfunded groups dedicated to promoting census participation.
Additionally, sub-regional collaborative groups formed to share ideas and work together through monthly meetings. These groups pooled ideas and resources to eliminate overlap and fill any identified gaps, as well as enjoyed a bit of friendly competition regarding response rates.

- East County: El Cajon, La Mesa, Lemon Grove, and Santee
- North County: Carlsbad, Encinitas, Escondido, Oceanside, San Marcos, and Vista
- South County: Chula Vista, Imperial Beach, and National City

What hindered the operations?

Bureaucratic constraints produced the following challenges that impacted all phases of outreach.

- Delayed designation of SANDAG as the administrator of the San Diego County funding allocation, resulting in a restricted timeline for planning and conducting the outreach.
- Restricted membership of the CCC due to SANDAG’s policies for forming committees and working groups, concentrating decision making in six members representing SANDAG sub-regional areas with advisory membership for sectors (e.g., Count Me 2020 Coalition, K-12, education, tribal governments), and no other options for a seat at the table for interested and engaged members of the community. All interested individuals were members of the Count Me 2020 Coalition mitigating this constraint, but sections of meetings were duplicative.
• Constrained conversation during CCC meetings because the CCC was established as a working group subject to the Brown Act because funding allocation decisions were part of the group’s responsibilities. That is, public comments were restricted to three minutes at the most with no give and take toward resolution of issues raised on the spot, which would have been helpful given the tight timeline for accomplishing the work.

The timing of the release of branding from the State was relatively late in the process. As a result, some agencies created their own individual campaigns with diverse messaging. Cost could have been reduced and a more cohesive campaign with unified messaging resulted if branding would have been provided earlier in a format that could be adapted to individual agencies.

The public health crisis brought on by COVID-19 produced staffing constraints. Personnel were required to focus on issues related to the pandemic (e.g., implementing new safety guidelines for services, finding food, assisting with unemployment, facilitating access to health services or COVID testing, and in some cases connecting to housing). One agency used Census funding to obtain an experienced consultant to handle census outreach, while agency staff focused on the pandemic response. Other agencies experienced furloughs for part-time employees shifting workload to remaining staff, who conducted outreach during personal time to ensure that the work got done. The capacity to fulfill administrative functions (e.g., reporting details of outreach completed) was severely constrained.

Closures of public facilities, senior centers, and other community centers limited the ability to assist individuals lacking broadband computer access for completing the census questionnaire.

Changing timelines from the federal government created uncertainty, making it difficult to manage budgets so that outreach could continue through the end of the Census period, as well as requiring extra work to correct dates on printed materials.

Some jurisdictions experienced challenges working with U.S. Census Bureau staff. Communication was not always clear, with Census Bureau staff coordinating directly with community partners without including city staff, which led to confusion and duplication of meetings or communication. Interaction across the Census Bureau hierarchy was not always clear. For example, for the homeless count, jurisdictions were required to provide homeless encampment site information to multiple groups of Census Bureau employees, none of whom were familiar with the other. This duplication of effort occurred throughout the outreach process (i.e., education, activation, motivation, and non-response follow-up).

Further, not all Census Bureau employees were bilingual in Spanish, which is a necessity in many portions of the San Diego region’s hard-to-count communities. Some Census Bureau staff lacked proficiency in public speaking and comfort in conducting outreach, which impacted the success of outreach events in which Census Bureau staff participated. Further, some jurisdictions found it challenging to
schedule services from Census Bureau staff because they were occupied with activities in nearby cities.

**Contracted partner’s outreach**

What outreach tactics worked well?

The education and motivation phases provided a strong foundation when the pandemic hit because census messages had been widely broadcast (e.g., social media, door-to-door canvassing, direct mail, presentations to community groups (e.g., parenting programs for Spanish speaking families), and in person events such as street fairs, Tamale Festival, Noche Mexicana, Senior Expo, Pride at the Beach, Coffee with a Cop, Oktoberfest, Multicultural Festival Día de los Muertos, Heritage Park Chili Cook-Off, South Bay Harbor Fest, other festivals, Christmas tree lighting, La Posada, Christmas parades, Toys for Tots, other holiday events, job fairs, Martin Luther King service project, LGBTQ town hall, and farmers markets).

Further, previously planned mailings continued without disruption and were perhaps more effective as people sheltered at home.

Internally, within some agencies, there was support across departments, as well as from elected officials (e.g., city councilmembers and mayor wearing census t-shirts and/or face coverings).

The availability of personal protective equipment (i.e., masks, shields, and floor markers) allowed community resource centers to continue operation with staff.
available to remind residents about the importance of the census and provide access to completing the questionnaire online or by phone.

The ability to redirect funding toward different opportunities that were more suitable during a global pandemic was helpful. SANDAG and the United Way (the ACBO/Count Me 2020 lead) were responsive to questions and connected partners to numerous opportunities and trainings, based on guidance from the California Complete Count – 2020 Census Office Regional Program Manager.

The following tactics were effective alternatives to previously planned in-person events.

- Contracts with local CBOs to distribute door hangers in affordable housing complexes and other hard-to-count neighborhoods, since traditional canvassing was not appropriate
- Census caravans that paraded through hard-to-count communities with prominently displayed census messaging
- Mobile questionnaire assistance (e.g., at swap meet, in rural communities)
- Bilingual outreach videos by elected officials that played on local channels and agency’s website
San Diego Association of Governments

- Media communications, such as bus shelter ads, newspaper advertisements, and social media
- Collaboration with food distribution sites (e.g., food banks, schools, senior food program, emergency food assistance program, Food 4 Kids Backpack Program) for information dissemination in English, Spanish, Mandarin, Arabic, Tagalog and Vietnamese

**Food distribution**

- Distributing census branded giveaways/swag (e.g., tote bags, t-shirts, hand sanitizer, facemasks) attracted residents to events. Facemasks and hand sanitizer were particularly effective since they are items that hard-to-count communities desperately needed. Facemasks and t-shirts became walking advertisements after events.

In addition, the week of action campaign (July 6-10) that included a comprehensive digital campaign with the San Diego Union Tribune was effective. The campaign involved homepage takeovers on both English and Spanish websites, targeted programmatic display ads, and dedicated eblasts to encourage local residents to complete their census questionnaires. ZIP codes with the lowest responding census tracts and highest hard-to-count indexes were targeted. The campaign generated more than 1.3 million impressions and more than 6,800 clicks to the 2020Census.gov and 2020Census.gov/es websites.
What hindered the outreach?

The inability to connect with people in person due to COVID-19 restrictions was a big roadblock to implementing the plan as designed with all planned events being canceled/postponed starting in mid-March and the possibility of opening census kiosks eliminated (i.e., due to library branch, county and city facility, and community center closures, as well as in person events with mobile kiosks). Many members of the hard to count population prefer face-to-face interaction, which required innovations to fill the gap (e.g., car caravans, drive through events).

The Statewide Outreach and Rapid Deployment (SwORD) tool and the associated Region 10 dashboard were valuable resources. If all organizations had access without a login from the beginning, information would have been available in a timelier manner rather than having to wait for the monthly CCC or Count Me 2020 meetings.

The late release of State branding, messaging, and toolkits resulted in duplication of effort, where similar materials were created locally with messaging/branding that did not match/align. It has been said by marketing experts that a message needs to be received seven times to make an impact. If the materials were consistent, the desired impact likely could have been realized sooner.

There was a need to have a regionwide system to document events planned and activities completed. SwORD could have played this role if it was less cumbersome to use and all has access without a login.

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.

Beyond the previously mentioned challenges and changes related to the pandemic, the San Diego region also was impacted by the civil unrest related to the social justice issues. There was extensive damage to the La Mesa city hall, police station, and other buildings, which temporarily impacted the ability of city staff to perform outreach-related tasks temporarily.

Further, the cities of El Cajon and San Diego delegated authority to the United Way to apply for their funding allocation available through SANDAG. This process provided an efficient method for leveraging CBOs already working in these cities through the Count Me 2020 Coalition, funded through the United Way (the ACBO). Data highlighting hard-to-count communities based on the index developed by the California Complete Count – 2020 Office was reviewed. This information was overlaid with the CBOs working in these areas at risk of being undercounted (i.e., areas with a hard-to-count index of 70 or above) to ensure adequate coverage, resulting in funding for 24 CBOs working in these hard-to-count neighborhoods.
However, there was no unified effort for each city. Since the focus was on hard-to-count communities, not city boundaries, it could be argued that a cohesive citywide approach was not necessary. However, the City of San Diego seemed less satisfied with City staff doing unfunded outreach. The City of El Cajon, on the other hand, was unable to provide a liaison once the pandemic began due to multiple staffing changes. The Count Me 2020 Coalition was free to direct funding and outreach based on the needs of the community.

In the end, the response rates in both cities surpassed their 2010 numbers. As of October 2, 2020, 73.8% self-responded in the City of San Diego (compared to 69.3% in 2010) and in El Cajon the rate was 73.3% (compared 66.0%), indicating a successful result.

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.

The 2020 self-response rate for the San Diego region surpassed the rate in 2010 (68.0% reached on July 22, 2020). Every incorporated city in the region reached or exceeded the 2010 rate except for Del Mar, which may be due to owners of vacation homes not realizing that they need to respond indicating that the residence was not occupied on April 1, 2020. As of October 6, the 2020 response rate was 73.7.

Updates on response rates were regularly provided to all stakeholders through eblasts, as well as presentations during the 2020 CCC Stakeholder Working Group meetings and Count Me 2020 Virtual Town Halls. These presentations included data summaries and maps showing outreach activity locations overlaid on response rates to identify gaps and shift outreach to areas with low response.

For example, self-response rates in rural areas were among the lowest in the San Diego region. Library closures due to the pandemic may have left residents with only phone or print options to complete the census questionnaire and with less overall exposure to census messaging. The San Diego County Library and senior serving organizations worked with rural school districts and CBOs to increase awareness in those areas.

In addition, the ability to complete the census from your phone or computer was probably another contributor to the achievement of this self-response rate.
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.**

Partnerships with CBOs was particularly advantageous due to their established relationships and existing communication channels with the community. They had the trust of residents, particularly among the hard-to-count population.

U.S. Census Bureau Partnership Specialists were key collaborators from the beginning. During the education phase, they made presentations throughout the community (e.g., event booths, libraries, affordable housing complexes, senior centers, Head Start preschools, city committees, city councils, and other community groups). Even during the pandemic, they were able to provide one-on-one Mobile Questionnaire Assistance at drive through meal and book programs, as well as other outdoor locations.

Some jurisdictions (e.g., City of Carlsbad) partnered with maintenance crews in affordable housing complexes to deliver doorhangers and census magnets to each residence. Given that these individuals were members of the community, they were probably trusted more than strangers performing the same function, resulting in an educated and motivated hard-to-count population.

San Diego County Library staff drew from established community contacts within school districts and CBOs, as well as other County departments, such as Aging & Independence Services (AIS) and the County of San Diego Registrar of Voters. As previously mentioned, census branded summer learning kits were provided to food distribution sites in school and community spaces, and to seniors enrolled in meal delivery programs throughout the County. Kits and activity books were made available in a variety of languages spoken throughout the region, including Tagalog, Farsi, Arabic, Spanish, and Vietnamese. The activity kits and giveaway books also were provided to the Count Me 2020 Coalition and affiliated CBOs.

Finally, outreach to the homeless in preparation for the Census Bureau’s Service Based Enumeration and Targeted Non-Sheltered Outdoor Location operations would not have been possible without the support of service agencies.
6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count Me 2020 Coalition</td>
<td>Census collateral and promotional items (e.g., retractable banners, barcode stickers linking directly to census website, tote bags, t-shirts, pens, and personal protective equipment (PPE)), trusted messengers, printing customized fliers</td>
</tr>
<tr>
<td>National Association of Latino Elected Officials (NALEO)</td>
<td>Bilingual volunteers, census collaterals (e.g., baby onesies used in activity kits for children 0-5)</td>
</tr>
<tr>
<td>Census Bureau staff</td>
<td>Education, one-on-one assistance with questionnaire completion via mobile devices, census materials (e.g., informational fliers, tote bags, backpacks, water bottles, lanyards, church fans, pens, and face coverings)</td>
</tr>
<tr>
<td>Offices of elected officials</td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td>Affordable housing complex managers</td>
<td>Building trust with residents and distribution of materials</td>
</tr>
<tr>
<td>Community Resource Centers</td>
<td>Distribution of materials, education, computer or phone access to complete the census questionnaire</td>
</tr>
<tr>
<td>School districts</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>Libraries</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>Father Raymond Moore Hall, Showers of Blessings</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>Church of the Advent</td>
<td>Distribution of materials and high internet access for census questionnaire completion</td>
</tr>
<tr>
<td>Police Homeless Outreach Team</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>MAAC* Project Head Start Preschools</td>
<td>Distribution of materials, education</td>
</tr>
<tr>
<td>Oceanside Housing &amp; Neighborhood Services</td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td>MainStreet Oceanside</td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td>Oceanside Library</td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td>Oceanside NAACP</td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td>National Latino Research Center</td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td>Interfaith Community Services</td>
<td>Distribution of materials, education</td>
</tr>
<tr>
<td>Partner</td>
<td>Contributions</td>
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<td>----------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Lemon Grove Heal Zone</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>Alliance San Diego</td>
<td>Phone banking and car caravans (the first in San Diego) by trusted messengers in several languages, including ASL</td>
</tr>
<tr>
<td>Bayside Community Center</td>
<td>Verifying census participation and provision of Count Me 2020 collateral at food distribution centers, hosting direct call in lines for census support in Spanish and Vietnamese (a partnership with the Census Bureau), publicizing call in lines during food distributions (e.g., K-12, seniors, on site), and educating/informing institutions with the Linda Vista Collaborative</td>
</tr>
<tr>
<td>Karen Organization of San Diego</td>
<td>Creating and distributing videos in Karen language targeting refugees from Burma regarding importance of census participation, what to expect in the mail, and census 2020 timeline.</td>
</tr>
<tr>
<td>Majdal Community Center</td>
<td>Eblasts reminding local Iraqi, Syrian, Kurdish, Afghan, Chaldean, and Latino communities to complete the census with follow-up text messages</td>
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<tr>
<td>Paving Great Futures</td>
<td>Outreach to Latinos, African Americans, Asian Americans/Pacific Islanders, Native American and Tribal communities, and Middle and Eastern/Northern Africans, including immigrants and refugees, former offenders, senior citizens, and other economically disadvantaged populations during the Martin Luther King Day celebrations</td>
</tr>
<tr>
<td>The San Diego LGBT Community Center (The Center)</td>
<td>Leveraging social media (Facebook and Instagram) accounts in English and Spanish with targeted census messaging to different viewership through posts and Instagram stories, maintaining contact through weekly e-newsletter, conducting high volume phone banking, and targeting specific hard-to-count geographic areas through texting.</td>
</tr>
<tr>
<td>Think Dignity</td>
<td>Delivery of census messaging to the homeless community through distribution of Dignity and Menstrual Kids, hygiene bags at Shower Services, and masks.</td>
</tr>
<tr>
<td>Partner</td>
<td>Contributions</td>
</tr>
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<td>----------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Union of Pan Asian Communities (UPAC)</strong></td>
<td>Outreach through Vietnamese and Chinese community leaders, VietNewsTV, Chaldean Radio, phone banking to Filipino, Latino, and Chaldean seniors, food bank distributions, social media, and translations.</td>
</tr>
<tr>
<td><strong>Chula Vista Community Collaborative</strong></td>
<td>Outreach events and educational activities, census booths with promotoras, presentations at community centers and English Learner Advisory Committee (ELAC)/Parent-Teacher Association (PTA) meetings, “Cafecitos” at Family Resource Centers (FRCs), census social media posts, train “Census Ambassadors”, post banners and messaging at FRCs, give out fliers and giveaways, answer questions and phone calls regarding census.</td>
</tr>
<tr>
<td><strong>Imperial Beach Neighborhood Center</strong></td>
<td>Distribution of materials</td>
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<tr>
<td><strong>SunCoast Coop</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>St. James Plaza</strong></td>
<td>Outreach to seniors</td>
</tr>
<tr>
<td><strong>Vista Community Clinic</strong></td>
<td>Lead outreach effort</td>
</tr>
<tr>
<td><strong>Poder Popular Community leaders</strong></td>
<td>Community volunteers to communicate census messages to residents</td>
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<tr>
<td><strong>Churches</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>Grocery stores</strong></td>
<td>Signage, distribution of materials, location for mobile questionnaire assistance</td>
</tr>
<tr>
<td><strong>Laundromats</strong></td>
<td>Signage, distribution of materials</td>
</tr>
<tr>
<td><strong>Various vendors</strong></td>
<td>Mailings, collateral (e.g., masks, t-shirts)</td>
</tr>
<tr>
<td><strong>Loma Media</strong></td>
<td>Develop marketing materials (i.e., stickers, t-shirts, window signs, and door hangers)</td>
</tr>
</tbody>
</table>

*Metropolitan Area Advisory Committee on Anti-Poverty*
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?**

Census information was provided in English and Spanish throughout the region. Bilingual staff were present at events and coordinated with Spanish language media. Signs, fliers, banners, and promotional materials (e.g., coloring books, swag) included Spanish and English. In addition to the above, collateral and paid media was translated into 12 required languages.

The 24 CBOs working in the cities of El Cajon and San Diego provided services in Arabic, Chaldean, Chinese (Mandarin), Farsi, Japanese, Russian, Tagalog (Filipino), Vietnamese, ASL, Arakan, Acholi, Amharic, Bangla, Bembe, Burmese, Cantonese, Chin, Creole, Dari, Dinka, Ethiopian, French, Hindi, Hmong, Ilocano, Kachin, Karama, Kazigwa, Karen, Karenni, Kinyarwanda, Kirundi, Kurdish, Lingala, Laotian, Luganda, Luo, Madi, May-May, Native Hawaiian, Nepali, Nuer, Nyanja, Oromo, Pashto, Persian, Punjabi, Rohingya, Samoan, Shan, Somali, Swahili, Tigrinya, Thai, Urdu, Zande, and Zigula (as well as English and Spanish).

One of the greatest success to reach individuals in their native language was the Refugee Census Hub led by Partnership for the Advancement of New Americans (PANA). The Refugee Census Hub was compromised of 15 organizations serving 31 different language communities. PANA supported in-language phone banking to reach more than 40,000 identified MASA/MENA contacts across San Diego County.

Mailings included multiple languages based on the areas targeted (e.g., English, Spanish, Tagalog, Arabic, Mandarin).
Activity kits and giveaway books were provided in multiple languages (e.g., English, Tagalog, Farsi, Arabic, Spanish, and Vietnamese. San Diego County Library online videos and the Summer Learning Challenge were made available in Spanish and English. Summer learning activity books were created in English, Spanish, Farsi, and Arabic.

The Census Bureau translated materials and their phone line was relied upon when lacking access to translators proficient in a needed language (based on cue card specification).

With respect to outreach to people with disabilities, some locations remaining open during the pandemic were ADA accessible and provided assistance with questions regarding the census or even guided them through the questionnaire (e.g., Chula Vista Community Collaborative).

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.

Overall
The collaboration between the Count Me 2020 Coalition and SANDAG produced great synergy among the CBOs and jurisdictions where efforts were built upon rather than working in isolation, particularly with respect to data analysis and review, as well as leveraging communications strategies and teams.

The following stories were provided by the agencies receiving State funding administered through SANDAG.

City of Carlsbad
It is estimated that almost five percent of Carlsbad’s population lives at or below the poverty line; and children are often hardest hit in this scenario. As such, outreach targeted two Head Starts to ensure that this precious group of residents was identified and counted. Federal funding for preschool programs like Head Start is based on the census count. Head Start encourages school readiness for children in low-income families by offering educational, nutritional, health, social, and other services. It provides a critical service to low-income families in our community. Funding is based on the census count.
**City of Escondido**
Relying on trusted messengers produced positive results. We had people tell us that they felt safe completing the census because they knew us.

**City of Oceanside**
The City of Oceanside has experienced the negative impact of a complete count since the 2010 census. Prior to 2010, Oceanside received close to $2 million in federal funding. Since the 2010 census, funding decreased to $1.1 to $1.2 million. As the population has increased, the disconnect between funding and population has widened. We understand the importance of being counted and the impact on the community over the long term: less assistance and resources to our residents desperately in need.

**City of Imperial Beach**
When COVID-19 began there was a shortage of masks for the general public. The City used census funds to purchase 1,000 masks with the “Imperial Beach Counts, Census 2020” logo/message and distributed these through food distributions and churches. With these masks, the City was able to continue promoting the census while assisting community members who needed masks to stay safe during the pandemic.
San Diego County Library

- **Census 2020 Website Automatically Loads on all County Library Public Computers:** San Diego County Library’s IT department configured all library public PCs to auto launch the online census form on 2020census.gov for the entire self response period.

- **March Count Me 2020 Celebrations:** While over 30 events were planned, the few that were held prior to the COVID-19 shutdown were well attended.

- **Census Kiosks Go Live at 33 Library Locations:** In early March, 33 San Diego County Library branches and 2 bookmobiles were outfitted with materials for self-response census kiosks. These kiosks were available through the March 17, 2020 closure of the library branches due to the pandemic. In September 2020, kiosks remained available when the library opened for limited in-person services.

- **Census Kiosk Kickoff Hosted by Supervisor Cox at Bonita Library:** San Diego County Library collaborated with the Office of Supervisor Greg Cox to host a Census Kiosk Kickoff Press Conference at the Bonita-Sunnyside Library ([media coverage](#)). Speakers included: Supervisor Greg Cox, State Attorney General Xavier Becerra, County Library Director Migell Acosta, Chula Vista Collaborative CEO Margarita Holguin, and Angelica Davis of the City of Chula Vista and chair of the 2020 CCC Stakeholder Working Group. Partners from SANDAG and the Count Me 2020 coalition also participated in this event.

- **Census Branded Activity Kits:** San Diego County Library received reports that the census activity kits for youth were much appreciated because they included age-appropriate books, materials in many languages, and bold messaging about the census.

- **Quotes:**
  
  “I talked to an adult customer about the impact of the census, and she was shocked to learn about the value of the count and how it affects our region. She told me she would “tell her friends” and make sure they are all counted!” – Laura Mendez, Lemon Grove Library

  “There was a lot of interest in census jobs. Our outreach tabler has often had a line of people waiting for her before she arrives and is frequently having to dash
back and forth from her table to the computer lab to help people with their applications." – Jake Sexton, La Mesa Library

“I presented at a business breakfast for Supervisor Greg Cox. Approximately 80 business leaders and community leaders in the South Bay learned about County census efforts and how they can engage their local partners to promote census participation." – Liz Vagani, Santee Library

“We have 8 future dates booked in our community room for census training.” -Angie Snyder, Ramona Library

“Very positive response and experience for census presenters at the First Wednesday concert, so much so that it will be repeated in March and was to be so in April until they cancelled." – Gabriel Aguirre, Cardiff-by-the-Sea Library

“The City of Imperial Beach is happy to be partnering with us.” -June Frost, Imperial Beach Library

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

**Staffing**
- For the County of San Diego, hire/designate a specific staff member to coordinate census outreach efforts across the agency, manage state grant funds, and facilitate cross-departmental and community collaboration.
- Mobile questionnaire assistance with paid Census Bureau staff is an optimal way to use library spaces.

**Funding**
- Provide state funding again to local governments to enable a robust messaging and outreach campaign. The self-response rates achieved in 2020 (higher than 2000 and 2010) are evidence that this investment makes a difference.
- Allow and support regional pre-planning efforts for lead agencies to meet, plan, and strategize.
- Financially incentivize census completion for residents.

**Timelines**
- Allocate and award funding so that partners have the money in hand at least two years out.
- If a timeline is extended, stick to it.
Reporting
• Provide reporting templates and timelines prior to launch of project to allow partners to understand scope of work and what/who will be needed to implement the project work.

Implementation Planning Workshops
• Hold workshops well in advance of the census but on a timeline that works with the region or county and is planned with the region or county and with ample time to ensure it is an effective event.

Communications/Media
• Provide communication strategy, roll out, and access to materials, prior to regional and county funding allocation that is accessible without a login.
• Distribute social media campaigns at the beginning of outreach efforts so they can be scheduled to post months in advance.
• Create social media posts that are editable so they can be customized to the local community.
• Coordinate bus ads regionwide to assist with cost negotiations for the advertising space for the entire outreach period (education, motivation, activation, and non-response follow-up).

Collateral
• Pre-select one vendor for promotional materials to save time and money.

Regional /County Partnerships
• Designate a single lead agency for each region in order to decrease duplication of meetings and align reporting efforts.
• Provide overarching guidelines to structure each region with flexibility in funding to meet regional needs.

Tools
• Build on strengths of SwORD, especially the dashboards.
• Develop a form system that is easy for all levels of technical savvy, especially beginners (e.g., does not rely on Excel worksheets) to edit, upload/download, and effectively view and analyze coverage of activities in target census tracts.
• Create an ongoing list of activities and responses by audience (e.g., attendance, impressions) from all outreach partners statewide. Using this information, activities with high levels of success (e.g., large attendance) could be promoted and disappointments discouraged across the state.
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

The bulk uploader spreadsheet was used by all partners and submitted to SANDAG on a monthly basis, upon which the data were uploaded to SwORD.

b) Updated list of subcontractors (NOTE: All of the following are related to the outreach in the cities of El Cajon and San Diego.)

- ACCE Institute
- Alliance San Diego
- API Initiative
- Bayside Community Center
- Casa Familiar
- Connecting Hope CDC
- Engage San Diego a project of The San Diego LGBT Community Center
- Environmental Health Coalition
- International Rescue Committee
- Karen Organization of San Diego
- Lao Community Cultural Center
- Majdal Community Center a project of Islah Reparations Project
- Mid-City CAN a project of Mission Edge San Diego
- Nile Sisters Development Initiative
- Partnership for the Advancement of New Americans (PANA)
- Paving Great Futures
- San Diego Organizing Project (SDOP)
- San Diego Urban Warriors Inc.
- Somali Family Service of San Diego
- The Chicano Federation
- The San Diego LGBT Community Center (The Center)
- Think Dignity
- Union of Pan Asian Communities (UPAC)
- YMCA of San Diego County, Childcare Resource Service
c) Evaluations or analytical reports: See Appendix A

d) Sample products: See Appendix B

**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.