

Santa Cruz County

Strategic Plan: 2020 Census

Agreement #CCC-18-20035

Peter Detlefs, Economic Development Coordinator

peter.detlefs@santacruzcounty.us

(831) 454-3407

July 31, 2019



Santa Cruz County Strategic Plan: 2020 Census

TABLE OF CONTENTS

Executive Summary03
1.1 Outreach Plan.04
1.2 Approach06
1.3 Partnership Coordination09
1.4 Resources and Infrastructure13
1.5 Geospatial Data.19
1.6 Language Access Plan28
1.7 Local Complete Count Committee (LCCC) Structure30
1.8 Workforce Development36
1.9 Budget37
1.10 Timeline of Activities38
1.11 Accountability Measures and Evaluation Methods43
1.12 Acknowledgements46
Appendix A47
Appendix B52
Appendix C54

EXECUTIVE SUMMARY

The Santa Cruz County Strategic Plan: 2020 Census (Strategic Plan) provides a detailed and comprehensive overview of the goals and objectives that the County of Santa Cruz (County) will take in partnership with stakeholders across all sectors in the region to include all residents in the 2020 Census, with outreach strategies focused on the most vulnerable and hardest to count residents in the county. **The Strategic Plan's objective is to engage in a complete, accurate and inclusive count of Santa Cruz County, including the most vulnerable and Hard-to-Count (HTC) populations.** The Strategic Plan will begin in 2019 and will continue until the end of 2020. The plan builds on prior work from the 2010 Census and leverages a broad and comprehensive base of community partners for a detailed, particular and extensive outreach effort to connect with all Santa Cruz County residents.

This Strategic Plan outlines a multi-sector collaboration with innovative outreach strategies to reach, educate and motivate Hard-to-Count residents to participate in the 2020 Census to achieve a complete and accurate count. HTC populations are traditionally defined by the U.S. Census Bureau as populations that are regularly undercounted at

higher rates than the general population. Persons who identify with multiple HTC population groups are at greater risk of being uncounted and unrepresented. Groups in the HTC category within Santa Cruz County include, but are not limited to:

- Children ages 0-5;
- Homeless/housing unstable individuals and families;
- Individuals and families with overcrowded housing units;
- Low-income populations who are impacted by poverty;
- Rural (including farmworkers and areas with low broadband subscription rates and limited or no access);
- Racial/ethnic minorities;
- People with disabilities;
- Seniors/older adults;
- Veterans;
- LGBTQ+;
- Native Americans and tribal communities, immigrants and refugees, households with limited English proficiency (LEP); and
- Communities with low educational attainment, and other demographic populations as identified.

Strategic Plan Goals

- **GOAL 1: Draw from U.S. Census Bureau best practices to count all residents**
- **GOAL 2: Implement new and innovative outreach strategies to educate and motivate HTC and vulnerable populations to participate in the 2020 Census**
- **GOAL 3: Strengthen countywide and multi-sector collaboration**

The County contracted with the Community Action Board of Santa Cruz County, Inc. (CAB) to facilitate 2020 Census efforts. CAB resides at the nexus of housing, health, public and business sectors, community-based organizations (CBOs), faith-based organizations and grassroots efforts. CAB's unique position in the county renders them well equipped to lead the 2020 Census efforts across the County.

The Strategic Plan's guiding vision is a comprehensive, cohesive grassroots approach that leverages local expertise and engages community resources in culturally sustaining ways in order to:

Educate!	<ul style="list-style-type: none"> • Generate grassroots-guided educational material for the 2020 Census • Conduct educational outreach with guidance of local partners and stakeholders to reach all HTC communities
Motivate!	<ul style="list-style-type: none"> • Leverage community-based resources to motivate local residents to participate in 2020 Census
Activate!	<ul style="list-style-type: none"> • Partner with trusted, culturally and linguistically competent trusted messengers or "promotoras" to engage the target population in comfortable, safe environments.

1.1 OUTREACH PLAN

Local Grassroots Approach

The County is committed to a grassroots, community-centered 2020 Census outreach effort in recognition that a complete count is dependent upon comprehensive, collaborative and meaningful community engagement. In February 2019, the County kicked off its Local Complete Count Committee (LCCC) meetings to convene long-standing and trusted community stakeholders and organizations to build a united countywide effort to successfully reach all of Santa Cruz County's diverse residents.

To best reach HTC populations, Santa Cruz County draws on the expertise of community leaders, CBOs, local businesses, faith-based groups and grassroots partners to establish a robust network of trusted messengers. These trusted messengers are key to effectively engage HTC communities and vulnerable populations to participate and self-respond in the 2020 Census. The County has partnered with a local CBO, the Community Action Board of Santa Cruz County, Inc. (CAB), to help coordinate and guide 2020 Census efforts.

CAB is in a unique position to inspire a full, accurate and complete Census count. Established during the War on Poverty more than 50 years ago, CAB continues to be at the forefront of a community response to poverty, leading the work on equity and justice for the most vulnerable in our society. CAB's mission is to partner with the community to eliminate poverty and create social change through advocacy and essential services. As a countywide organization, CAB is responsible for developing a Community Action Plan, or Poverty Plan, every two years to inform its work. CAB's current mobilization efforts on immigration, homelessness and affordable housing, and economic security has expanded to include Census outreach to the Least Likely to Respond (LLTR) and HTC populations. CAB provides a decade-old infrastructure of community outreach and engagement to easily incorporate outreach for Census activities. Given the years of service CAB has in the community and the strength of Santa Cruz County in civic engagement, the County has the capacity to ensure a higher self-response rate than in previous years.

Strategies, Tactics and Timeline(s)

In the 2010 Census, the County had an overall 72% self-response rate. The main goal for the 2020 Census is to achieve the same or higher self-response rate for Santa Cruz County, as well as the same or higher response rates for each city in the county. The County has adopted the California Complete

Count – Census 2020 Office (California Census Office) outreach strategy that includes three steps: **(1) Educate, (2) Motivate and (3) Activate.** Through these three phases, Santa Cruz County will achieve all three Strategic Plan goals.

Educate!	<ul style="list-style-type: none"> • Generate grassroots-guided educational material for the 2020 Census • Conduct educational outreach with guidance of local partners and stakeholders to reach all HTC communities
Motivate!	<ul style="list-style-type: none"> • Leverage community-based resources to motivate local residents to participate in 2020 Census
Activate!	<ul style="list-style-type: none"> • Partner with trusted, culturally and linguistically competent trusted messengers or “promotoras” to engage the target population in comfortable, safe environments.

Specific Collaborations and Partnerships

The LCCC is comprised of trusted messenger organizations with established relationships with vulnerable residents and proven to effectively serve HTC populations. Under the leadership of the County and CAB, the LCCC will help coordinate and maximize existing resources and relationships to successfully implement the Strategic Plan. The LCCC began monthly meetings in February 2019 and created HTC-specific subcommittees to brainstorm outreach and messaging strategies for these subsections of the population. These subcommittees have been outreaching and recruiting partners from representatives of the HTC communities; County departments and city governments; CBOs including those that serve mentally ill people, seniors, transitional age foster care youth, formerly incarcerated/re-entry, and homeless people; schools; United Way; business groups such as chambers of commerce and business associations; service clubs such as Rotary; community colleges and four-year universities; and faith-based groups. These committees will work to coordinate messaging and outreach efforts in order to maximize scarce resources and avoid duplication.

In addition, CAB developed a strategic action survey that was sent to key community partners and stakeholders to gather information about messaging, outreach and best practices to reach the HTC populations they serve (see Appendix A). Through these conversations, the County is drawing on lo-

cal expertise and resources most relevant to specific demographics to ensure their participation. The information produced and gathered from these meetings has been central to developing the outreach design for the Strategic Plan. The recommendations gathered from the survey serve to ensure a streamlined, horizontal and democratic grassroots approach to education and implementation of the 2020 Census.

One of the County's key partners has been the City of Watsonville. Located in south Santa Cruz County, the City of Watsonville has the highest percentage of HTC populations in the County. In September 2018, the City of Watsonville convened a group of south county-based non-profit agencies to brainstorm ideas and respond to the California Census Office request for information for 2020 Census efforts. The City of Watsonville recognizes that the challenges ahead are significant and as a result has taken lead in organizing Census meetings, outreach material and public service announcements (PSAs). The City of Watsonville led the first Census kick-off meeting on December 4, 2018 with the goal of establishing a Complete Count Committee (CCC) in south county. Over 25 agencies participated in the City of Watsonville CCC kick-off meeting. The City of Watsonville has a long-standing relationship with many south county organizations and trusted leaders and will be a key partner in countywide Census efforts.

Leveraging Resources

Partners and stakeholders include local government, business, CBOs, libraries, parks, schools (0-5, K-12, community colleges and the University of California), health centers, utilities, transit, faith-based groups, elected officials, and more. The County and the City of Watsonville will leverage multiple established social media platforms to share Census information. Both the County and the City of Watsonville have distributed community partner surveys to help identify resources from partners that can be used to engage HTC communities to participate in the 2020 Census (see Appendix B). In addition, the

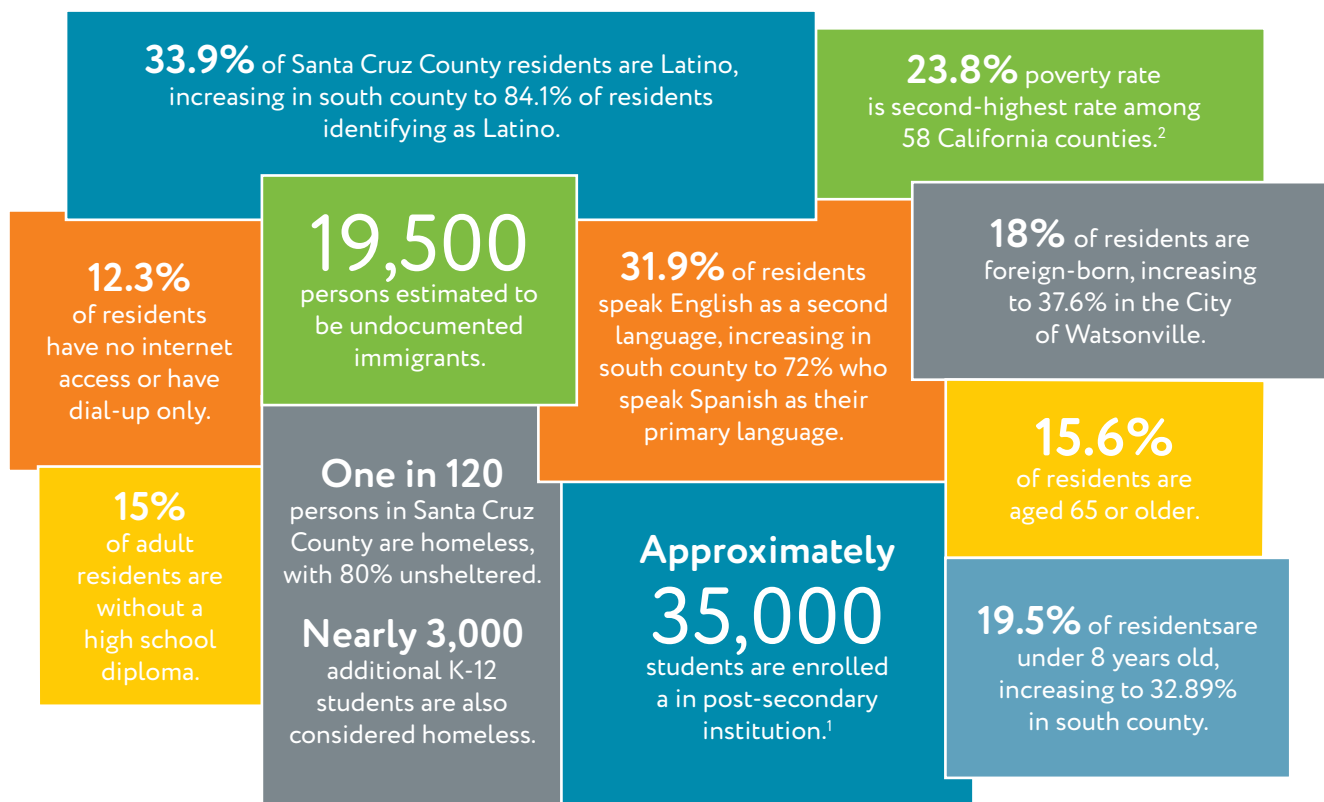
County has leveraged financial support from other local cities and the Community Foundation of Santa Cruz County for 2020 Census outreach efforts.

The LCCC will build on work being completed by the Santa Cruz County Office of Education and County Elections staff in the upcoming Primary and General Elections. There are other opportunities that are being explored that will be included in the Implementation Plan.

1.2 APPROACH

Hard-to-Count Areas and Populations

Identification of HTC areas will be done through the Statewide Outreach and Rapid Deployment (SwORD) mapping and in collaboration with the designee/GIS lead appointed by the County. HTC demographics and data will be inputted to best identify Census tract hotspots that require more deliberate strategies for outreach such as areas without internet access, areas associated with unhoused or low-income groups, immigrant communities and more. Below are some statistics based on U.S. Census Bureau data and the Public Policy Institute of California that provides us with an overview of what the HTC population in Santa Cruz County looks like:



HTC areas have been identified as the University of California, Santa Cruz campus and environments, Santa Cruz Beach Flats area, Northwest Seabright neighborhood, Twin Lakes-area neighborhoods, and the majority of the City of Watsonville.

¹All statistics have been gathered from U.S. Census Bureau data and the Public Policy Institute of California





²Public Policy Institute of California and Stanford University California Poverty Measure

Research Methodology

The County's methodologies to identify HTC communities will be based on current information provided by the U.S. Census Bureau, the SwORD mapping portal, and research relating to HTC communities. Data from CAB's community needs assessment and engagement process will also be used to identify HTC populations, barriers, challenges and opportunities for outreach. CAB's data includes surveys and focus groups with HTC populations and stakeholder interviews with partners who serve HTC groups.

Challenges to Outreach in Santa Cruz County

Barriers to outreach include a deep distrust of government and suspicion that any personal census data will be used to deport or otherwise harm immigrant, minority, and poor families. This is exacerbated by a rumor mill typical in isolated immigrant communities that inflames fears that the proposed citizenship question will be used to deport undocumented individuals. There are concerns that considerable damage to trust has already been done from the initial threat to a citizenship question. In addition to the expected barriers to outreach to the HTC population, Santa Cruz County has particular challenges:

-  **Diverse indigenous languages.** A large farmworker population that includes people who are native speakers of indigenous languages with no fluency in Spanish. While the County has limited capacity to conduct outreach in those languages, partnerships will be established with other local agencies that have the ability to work with them. For example, Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO) and with Mixteco Indígena Community Organizing Project (MICOP) will assist with outreach to members of the indigenous communities.
-  **Unconventional housing.** Unconventional housing exists in all neighborhoods, such as auxiliary dwelling units, as well as makeshift farmworker housing on large ranches in isolated areas. Because these units are often hidden from street view and sometimes do not use conventional postal services to even receive the initial questionnaire, there is the risk of not counting the inhabitants of these dwellings. However, LCCC members are intimately familiar with Santa Cruz County neighborhoods. Grassroots volunteers will work in these communities for identification and outreach to these areas.
-  **Lack of fixed addresses for potential respondents.** The transitory nature of farmworkers, college students, and the homeless sometimes confuses where and whether they should fill out census forms. Annually, there is a large influx of farmworkers to our area in April; some reside in multiple counties in the year as they follow crops. There also is a large exodus of college students in June as they return home at the completion of the academic year. Furthermore, because of their relative isolation, farmworkers (in camps that are in rural areas) and university students (in the cocoon of the college campus) might feel more indifference to the need to complete the Census than those who are in the more densely populated areas. Established relationships will be capitalized on with partners in those communities and micro target our outreach and advertising to these populations.
-  **Lack of access to digital tools.** For the online questionnaire, we will rely on national Census outreach efforts to assist populations that have limited access to computers, tablets, other digital tools, or familiarity with how to use these tools, such as the elderly population. Efforts will use the tried and true models of farmworker/community organizing of one-to-one conversations that build trusting relationships, with respondents assisted in answering the questionnaire by outreach workers equipped with mobile devices.

Outreach Opportunities

This Census outreach provides us the following opportunities:

- **Build deeper trust and connection** among HTC populations receiving services through a trusted established service delivery model.
- **Build stronger connections** among CBOs and develop even greater coordinated approaches to our services within Santa Cruz County.
- **Develop new allies and natural constituencies** who might not have previously been engaged with County efforts.
- **Spark civic engagement** and greater connection to the larger community among the HTC population as they learn more about local evidence of community funding and how they can personally benefit from participation.
- **Strengthen resources/network to communicate Census messages.** Through CAB's recent mobilizations around immigration and Earned Income Tax Credit, a strong street teams and other mechanisms to communicate Census messages has been developed. CAB's decades-long experience collaborating on local, regional, state, and national levels has yielded strong partnerships with public and private entities and faith-based organizations. There are reliable contacts with local media and communications staffs of local government and public service providers, and firmly established relationships with local TV, radio stations, and newspapers, including those that target English-speaking mainstream and Spanish-speaking communities. With speakers of Mixteco and other indigenous languages, communications networks will be identified that target particularly HTC populations. These networks, which include faith-based and medical clinic-based partnerships, are typically based on grassroots personal outreach efforts working in concert with identified leadership of their community. Ethnic radio broadcast media, particularly those that target the indigenous community will also be included.
- **Online outreach.** In addition to working on community messaging through social media, collaborative relationships with respective local partners will broaden efforts through online and other communication mechanisms. These mechanisms include newsletters and emails blasts to their expansive constituencies and the general public.

1.3 PARTNERSHIP COORDINATION

General Facilitation Processes, Meeting Schedules, and Records Keeping

Under direction from the County, CAB will help coordinate efforts for the 2020 Census and various stakeholder groups with the support and guidance of the U.S. Census Bureau and the California Census Office. A system to organize strategy and workflow has been established with U.S. Census Bureau, the County and the LCCC. This includes:

- CAB will submit weekly reports to the County to provide an overview of work done during the week and to establish work plans for the following week. This report will be shared with U.S. Census Bureau Partnership Specialists as needed.
- CAB and the County will have monthly check-ins with the State Regional Program Manager (RPM).
- CAB will work with the City of Watsonville CCC to support specific outreach efforts in south county. These efforts will complement and enhance participation from trusted messengers that serve the City of Watsonville HTC population.
- The LCCC will meet monthly to discuss updates, plans, strategies, and recommendations. All information from these events will be recorded and filed for future use. Representatives from subcommittees will meet with city mayors and other representatives to form a LCCC Steering Committee to best guide efforts moving forward.
- CAB will utilize the County 2020 Census webpage, the City of Watsonville 2020 Census webpage, Facebook, Twitter, and regular newsletters to provide pertinent information and resources for all organizations and community members.
- All 2020 Census-related events will be logged and displayed on the community calendar located on the County 2020 Census webpage: <http://www.santacruzcountycounts.us/>. Members of the community are also able to propose activities to be listed on the Census calendar so that instances of outreach can be logged and integrated into the SwORD platform.
- All groups will work together with the SwORD designee to implement the platform throughout this initiative to ensure there is no duplication of efforts by real-time tracking of progress. CAB and the County will draw primarily from materials provided by the U.S. Census Bureau regarding public education and outreach and complement other materials as necessary to avoid duplication. Guidance regarding best practices and strategies to address challenges will be implemented by CAB and the County through regular engagement with the California Census Office and other statewide or regional meetings.
- The County will be the coordinating body for the cities providing regular updates to city officials along with messaging and materials for dissemination.
- A centralized location where information can be collated and shared regarding meetings, minutes, webinars, conferences, timelines, resources, data, reports, presentations, information from other County census efforts, and other materials will be located on the County 2020 Census webpage: <http://www.santacruzcountycounts.us/>.
- An executive contact sheet will be utilized to distribute information in the form of periodical newsletters, community event calendars, census timelines, electronic invitations, and updates regarding 2020 Census efforts. A webpage will also be established to help facilitate these processes in a way that helps prevent duplications of efforts.

Partners Represented on LCCC

The LCCC is comprised of trusted messenger organizations with established relationships with vulnerable residents and proven to effectively serve HTC populations. Under the leadership of the County and CAB, the LCCC will support an integrated and coordinated approach to working with the U.S. Census Bureau, the CCC Office, cities, schools, CBOs, and other organizations to complete the 2020 Census Strategic Plan.

Representatives will compile information from subcommittee meetings/strategic Census workshops to provide recommendations to the LCCC, and the LCCC will also delegate tasks to these groups. The LCCC will serve as a space to address gaps or issues regarding efforts. Regular meetings between the LCCC, CAB, the U.S. Census Bureau, and the County will also serve as space to address any discrepancies.

Our subcommittee structure involves different members of our community. To begin this process, CBOs have been grouped into subcommittees relating to categories that cater HTC populations and the needs of the Census. This includes, but is not limited to:

Immigrant/Farm Workers/ Language Access	K-12 Education, Higher Education, 0-5 Early Childhood Education
Health	Recruitment/Employment
Seniors/Disabilities	LGBTQ+
Faith-Based Organizations	Unhoused/Housing Instability
Libraries/Tech Access, Business	CBOs general or other specific groups

These categories may be grouped together and more may be added as needed. While these subcommittees will create more specific plans and goals, these are some of the general objectives and expectations of subcommittee groups:

- Provide strategic and tailored information to populations served;
- Provide space for Census information and for people to complete their Census response within their organization;
- Provide multi-lingual, multi-platform messaging outreach plans for service populations in coordination with 2020 Census timelines;
- Form partnerships with other local organizations; and
- Host and attend community events to provide outreach and education regarding the Census;
- Create community incentives to fill out the Census response (discounts at stores or local businesses or organizations).
- Post flyers in offices, information on webpages, links to Census jobs and volunteer information, newsletters, and email blasts;

CBOs and trusted community leaders will be invited to these specific subcommittees and can add organizations or people to their subcommittee as needed. Lead contacts for each CBO will be established allowing for alternates or substitute representatives as needed. Subcommittees will be encouraged to invite members of their service populations to attend, participate, and contribute to discussions.

From the initial meetings, CBOs will elect lead representatives of their specific subcommittee groups to serve on the on the LCCC Steering Committee chaired by the Chair of the Board of Supervisors, Ryan Coonerty. These representatives will report on behalf of their subcommittee and provide recommendations to the County and work in collaboration with the LCCC.

Strategic Objectives of LCCC

Educate!

The LCCC will enlist community partners to expand our micro-targeted messaging campaign, using a variety of methods to inform the community about the purpose, process, and timeline of the Census, and assistance locations. The campaign will include, but is not limited to:

- Announcements and activities in schools and libraries.
- Outreach and education at local events, such as health fairs, farmworker resource fairs, Food Bank distribution sites, local farmers markets, discount malls and flea markets, homeless shelters, community clinics, senior centers, family resource centers, youth drop-in centers, arcades, afterschool programs, school district and County Office of Education (such as English Learners Advisory Councils, Parent Teacher Organizations), Head Start and Migrant and Seasonal Head Start parent meetings, and church events.
- Leafleting around the community in areas frequented by LLTR/HTC communities.
- Using micro-targeted Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs) and Pop-Up Outreach Stations designed for rapid deployment and easy relocation.
- Culturally congruent announcements/articles in a variety of media, including social media.
- Alignment with Census 2020 branding and campaign, locally and statewide.
- Maximizing local CBO collaboratives as trusted messengers and disseminators of information, including involving leadership teams, board of directors and board chairs.
- Enlisting our business partners, especially the agriculture and service industries, to disseminate FAQ sheets with weekly paychecks.
- Enlisting city partners as disseminators of information, (e.g. through utility bills inserts). Outreach in the course of regular community partner's business. These messages will focus on communicating to the LLTR/HTC the importance of completing the Census, confidentiality of the responses, and the results: local funding, congressional representation, and how respondents personally benefit from the census.

Motivate!

Public outreach activities will use incentives, such as food and refreshments, raffles and prizes, and games and competition among student groups. The U.S. Census Bureau's toolkit will be augmented, building on CAB's Thriving Immigrants Initiative, designed to ensure immigrants and their families have accurate information, are treated with respect and dignity, and feel safe. The LCCC will seek to eliminate fear and instill trust that any census data will not be used in a negative way. The LCCC will use trusted messengers in respective communities to deliver the information and to establish comfortable settings designed to reduce stress for the target population. Tools will be regularly assessed for effectiveness.

Activate!

Trusted, culturally and linguistically competent trusted messengers or "promotoras" will be used to engage the target population in comfortable, safe environments. Additionally, stakeholders across sectors will collaborate to plan, conduct, and participate in community gatherings and other targeted forums to rally the public to get people to fill out the questionnaire. The promotora model will be used particularly in immigrant and monolingual Spanish- and indigenous-speaking communities. These volunteer trusted messengers will be from the HTC communities, have appropriate linguistic abilities, and understand the culture of the particular community they are serving. They will be known in their community with a history of interaction and participation in community events. Cultural competence is not only limited to language and ethnicity, but also to life experience.

Universities will have outreach workers from the university community. A recent U.S. Census Bureau study revealed HTC populations prefer text messaging and cell phone notifications over other methods of follow-up contact. Given that many in the target population typically do not have access to technology such as computers and digital tablets and rely mostly on their phones, the LCCC anticipates employing a "mass texting" phone app that will send announcements and other reminders to activate cell phone users. In Santa Cruz County, a study revealed that 85% of youth, ages 14 to 24 years old, prefer to communicate via text (ASR, 2018). This will be especially helpful in reaching transitional age foster youth.

1.4 RESOURCES AND INFRASTRUCTURE

To best log and track efforts relating to outreach in the 2020 Census and to not duplicate efforts, the County has designated two individuals to interface with the Statewide Outreach and Rapid Deployment (SwORD) mapping portal. This portal will log all outreach related events and activities from the past and in real time, the establishment of Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs), and the locations of collateral materials. The designees are listed below:

➤ Primary Designee with GIS knowledge who will interface with the (SwORD) mapping portal.

Matt Price
GIS Manager
County of Santa Cruz
701 Ocean St., Room 315
Santa Cruz, CA 95060
(831) 454-3101
matt.price@santacruzcounty.us

➤ Secondary Designee who will interface with the (SwORD) mapping portal.

Joseph J. Watkins
Assistant Project Director – 2020 Census Project
Community Action Board of Santa Cruz County
406 Main St., Suite 214
Watsonville, CA 95076
(831) 291-5750
JosephW@Cabinc.site

Strategy for Determining Location of QACs

The County and members of the LCCC have identified some critical locations where Census questionnaire assistance centers and kiosks (QACs and QAKs) should be located. These locations are targeting neighborhoods and communities where partner agencies know from their vast experience where the highest number of HTC populations live or where they come for services and daily business. Additional locations are being discussed with more details to be included in the Implementation Plan.

Examples of QAC and QAK locations:

- Faith-based organizations: churches, temples, mosques
- Public sites: hospitals, County offices, schools, libraries, community centers, senior citizen centers, adult education centers
- Community-based organizations: refugee centers, neighborhood health clinics with extra space available, youth centers, etc.

Minimum QAC and QAK requirements:

- Must have at least one computer(s) with internet access available to the public for the purpose of engaging HTC populations, especially those with limited or no internet access at home;
- Maintain regular office hours;
- Available for activation period between March 2020 to July 2020; and
- Have available staff and/or volunteers on-site that are trained by CAB, the County or community partners to:
 - Direct people to the Census questionnaire
 - Answer resource and information-based questions
 - Have display materials in English and Spanish
 - Provide language assistance in English and Spanish (if possible)
 - Provide digital-literacy assistance

Locations that do not have staff will work with CAB, the County or community partners to identify and recruit volunteers.

Areas Designated and Planned for QACs and QAKs

The objective is to have one kiosk in every Census Tract that ranks 40 or higher on the CA-HTC Index, for a total of 14 kiosks.³ As per responses and commitments provided by our partners in our community surveys, QACs and/or QAKs will be established in the following areas⁴:

<p>County of Santa Cruz Human Services Department 18 W Beach Street Watsonville, CA 95076 Census Tract 1103</p>	<p>➤ Populations served: immigrant, farmworkers, foreign born, individuals with limited English language proficiency, homeless individuals and families, children 0-5, disabilities, seniors, low-income</p>
<p>County Government Center 701 Ocean Street Santa Cruz, CA 95060</p>	<p>➤ Populations served: All HTC populations</p>
<p>County of Santa Cruz Health Services Agency 1060 Emeline Avenue Santa Cruz, CA 95061 Census Tract 1002 Block Groups 5, 7</p>	<p>➤ Populations served: homeless individuals and families, individuals with limited English language proficiency, LGBTQ+, children ages 0-5, seniors, disabilities, non-family households, low-income</p>
<p>County of Santa Cruz Probation Department Administrative Office 303 Water Street Santa Cruz, CA 95060 Census Tract 1002 Block Groups 6, 7 Census Tract 1008 Block Group 3</p>	<p>➤ Populations served: youth, families and adults under the jurisdiction of the Juvenile Delinquency and Adult Criminal Courts, adults under Pretrial Supervision</p>
<p>City of Santa Cruz Planning Department 809 Center Street, Room 206 Santa Cruz, CA 95060 Census Tract 1007 Block Group 2</p>	<p>➤ Populations Served: all through multiple mediums of communication throughout the County—urban, non-family households, multi-unit structures, recent movers, seniors, immigrants/refugees, people of color, children, homeless, disabled, students, distrustful communities, overcrowded groups, non-native English speakers, LGBTQ+</p>

³Note that some QACs and QAKs may satisfy more than one Census Tract given their close proximity to other Census Tracts and will take into consideration the reach of the CBO that is hosting the center.

⁴Areas with multiple addresses have multiple service locations and offices to establish kiosk centers. Furthermore, Census Tracts extremely close to and likely served by the location of these QACs or QAKs have been included in the descriptions below.

<p>Scotts Valley Chamber of Commerce 216B Mt Hermon Road Scotts Valley, CA 95066 Census Tract 1208 Block Group 1</p>	<p>➤ Populations Served: non-family households, unemployed, multi-unit structures, a large amount of interactions with local businesses and at community events</p>
<p>University of California Santa Cruz 1156 High Street Santa Cruz, CA 95064 Census Tract 1004</p>	<p>➤ Populations Served: students, renters, limited English proficiency, LGBTQ+, immigrants, people of color, people with disabilities, homeless youth, unemployed, households without broadband access</p>
<p>Cabrillo College 6500 Soquel Drive Aptos, CA 95003 Census Tracts 1220.01, 1220.03</p>	<p>➤ Populations Served: children 0-5, renters, those in multi-unit structures, students, people of color, homeless, immigrants, people with disabilities, individuals without broadband access, people with limited English proficiency, low-income, unemployed</p>
<p>Watsonville Public Library 275 Main Street, #100 Watsonville, CA 95076 Census Tracts 1103, 1104</p>	<p>➤ Populations Served: immigrants, foreign born populations, farmworkers, low-income, homeless, individuals without broadband access, people with limited English proficiency, unemployed, seniors, students, people of color, non-high school graduates, children 0-5</p>
<p>Santa Cruz Public Libraries 224 Church Street Santa Cruz, CA 95060 Census Tract 1007</p>	<p>➤ Populations Served: low-income, homeless, individuals without broadband access, people with limited English proficiency, unemployed, seniors, students, people of color</p>
<p>County Office of Education 400 Encinal Street Santa Cruz, CA 95060 Census Tract 1003⁵</p>	<p>➤ Populations Served: low-income, students, children 0-5, people with limited English proficiency, people of color, immigrants, foreign born, individuals without broadband access</p>
<p>The Diversity Center 1117 Soquel Avenue Santa Cruz, CA 95062 Census Tract 1008</p>	<p>➤ Populations Served: LGBTQ+, low-income, students, people with limited English proficiency, people of color, renters, recent movers</p>

⁵Efforts will be made to establish QAC and QAK centers at individual schools within each district.

<p>Monarch Services 1509 Seabright Avenue, C-1 Santa Cruz, CA 95062 Census Tracts 1008, 1009</p>	<p> Populations Served: LGBTQ+, low-income, students, people with limited English proficiency, people of color, renters, recent movers</p>
<p>Santa Cruz Community Health Centers 250 Locust Street Santa Cruz, CA 95060 21507 East Cliff Drive Santa Cruz, CA 125 Water Street, A2 Santa Cruz, CA 95060 Census Tracts 1007, 1215</p>	<p> Populations Served: urban, non-family households, multi-unit structures, recent movers, seniors, immigrants/refugees, people of color, seniors, children 0-5, homeless, disabled, students, distrustful communities, overcrowded groups, non-native English speakers, LGBTQ+, unemployed</p>
<p>Encompass Community Services 585 Auto Center Drive Watsonville, CA 95076 Census Tracts 1105.1, 1103, 1104</p>	<p> Populations Served: immigrants, people of color, LGBTQ+, children ages 0-5, frequent movers, people without high school degrees, people with disabilities, people who do not have English language proficiency, large or overcrowded households, homeless individuals and families, people with general literacy barriers, households without computer or internet access, people who distrust the government and data</p>
<p>Community Bridges 519 Main Street, Suite A Watsonville, CA 95076 Census Tract 1103</p>	<p> Populations Served: immigrants, people of color, LGBTQ+, children ages 0-5, frequent movers, people without high school degrees, people with disabilities, people who do not have English language proficiency, seniors, large or overcrowded households, homeless individuals and families, people with general literacy barriers, households without computer or internet access, people who distrust the government and data</p>
<p>Santa Cruz METRO 920 Pacific Avenue Santa Cruz, CA 95060 2880 Research Park Drive Suite 160 Soquel, CA 95073 475 Rodriguez Street Watsonville, CA 95076 Census Tracts 1010, 1220.03, 1104</p>	<p> Populations Served: students, immigrants, people of color, people with disabilities, homeless individuals and families, people with general literacy barriers, children ages 0-5, LGBTQ+</p>

<p>Davenport Resource Center 150 Church Street Davenport, CA 95017 Census Tract 1202</p>	<p>➤ Populations Served: immigrants, limited English proficiency, low-income, lack of broadband access, people below 150 percent of the poverty level</p>
<p>Community Action Board of Santa Cruz County 406 Main Street Watsonville, CA 95076 Census Tract 1103</p>	<p>➤ Populations Served: low-income, foreign-born, immigrants, limited English proficiency, people below 150 percent of the poverty level</p>

Planned Centers to Serve HTC Populations

<p>Community Action Board of Santa Cruz County 406 Main Street, Watsonville, CA 95076 Census Tract 1103</p>	<p>➤ Populations Served: low-income, foreign-born, immigrants, limited English proficiency, people below 150 percent of the poverty level</p>
<p>Dientes Dental Clinics 1430 Freedom Blvd C, Watsonville, CA 95076 1830 Commercial Way, Santa Cruz, CA 95065 302 Riverside Ave, Santa Cruz, CA 95060 Census Tracts 1105.02, 1102, 1010, 1213</p>	<p>➤ Populations Served: low-income, foreign-born, limited English proficiency, people below 150 percent of the poverty level, children 0-5, non-family households</p>
<p>Kaiser Offices 1931 Main Street, Watsonville, CA 95076 115 Locust Street, Santa Cruz, CA 95060 Census Tracts 1104, 1105.1, 1106, 1107</p>	<p>➤ Populations Served: low-income, foreign-born, immigrants, limited English proficiency, people below 150 percent of the poverty level, children 0-5, non-family households</p>
<p>Watsonville Community Hospital and Offices 75 Nielson Street Watsonville, CA 95076 Census Tracts 1106, 1107</p>	<p>➤ Populations Served: low-income, foreign-born, limited English proficiency, people below 150 percent of the poverty level, children 0-5, non-family households</p>
<p>Dignity Health Dominican Hospital 1555 Soquel Drive, Santa Cruz, CA 95065 Census Tracts 1213, 1214.01</p>	<p>➤ Populations Served: low-income, foreign-born, limited English proficiency, people below 150 percent of the poverty level, children 0-5, non-family households</p>
<p>Salud Para La Gente 204 E Beach St, Watsonville, CA 95076 Census Tract 1103</p>	<p>➤ Populations Served: low-income, foreign-born, limited English proficiency, people below 150 percent of the poverty level, children 0-5, non-family households</p>

Other Proposed Locations:

- Most individual schools within every district
- Ceiba College Preparatory Academy (1104)
- Santa Cruz Community Counseling Center (1104)
- Garfield Park Branch Library (1011)
- Santa Cruz Community Counseling Center (1012)
- Pacific Collegiate Charter School (1012)
- Mintie White Elementary/Health Center (1102)
- Santa Cruz Community Counseling (1102)
- Alianza Charter (1233)
- Pajaro Valley FS (1233)
- Watsonville Fairgrounds (1225)
- St. Francis Prep (1225)
- Watsonville Adult Ed (1225)

To announce the creation of QACs and QAKs, a **press release** will be issued to share with local media outlets. Information will also be provided on official websites, social media platforms, and in countywide e-newsletters. All the locations of QACs and QAKs will be uploaded into the SwORD Map Creator Platform as established.

The County and CAB are developing **training and outreach materials** that will be used to train partners and volunteers. We will practice a “train the trainer” approach and use the following methods to train partners, community leaders, outreach workers and volunteers:

- In-person meetings with facilitated, interactive discussion.
- Virtual training tools and a list of FAQs housed on local Census websites. There will also be a mechanism for regularly updated posts for people to follow up on. Community partners will be enlisted to post links to these tools on their respective websites as well.
- Regular e-communication to share success, highlights, barriers, and solutions within the network.

Subcontractors, community partners, outreach staff and community volunteers will be trained in the following topics:

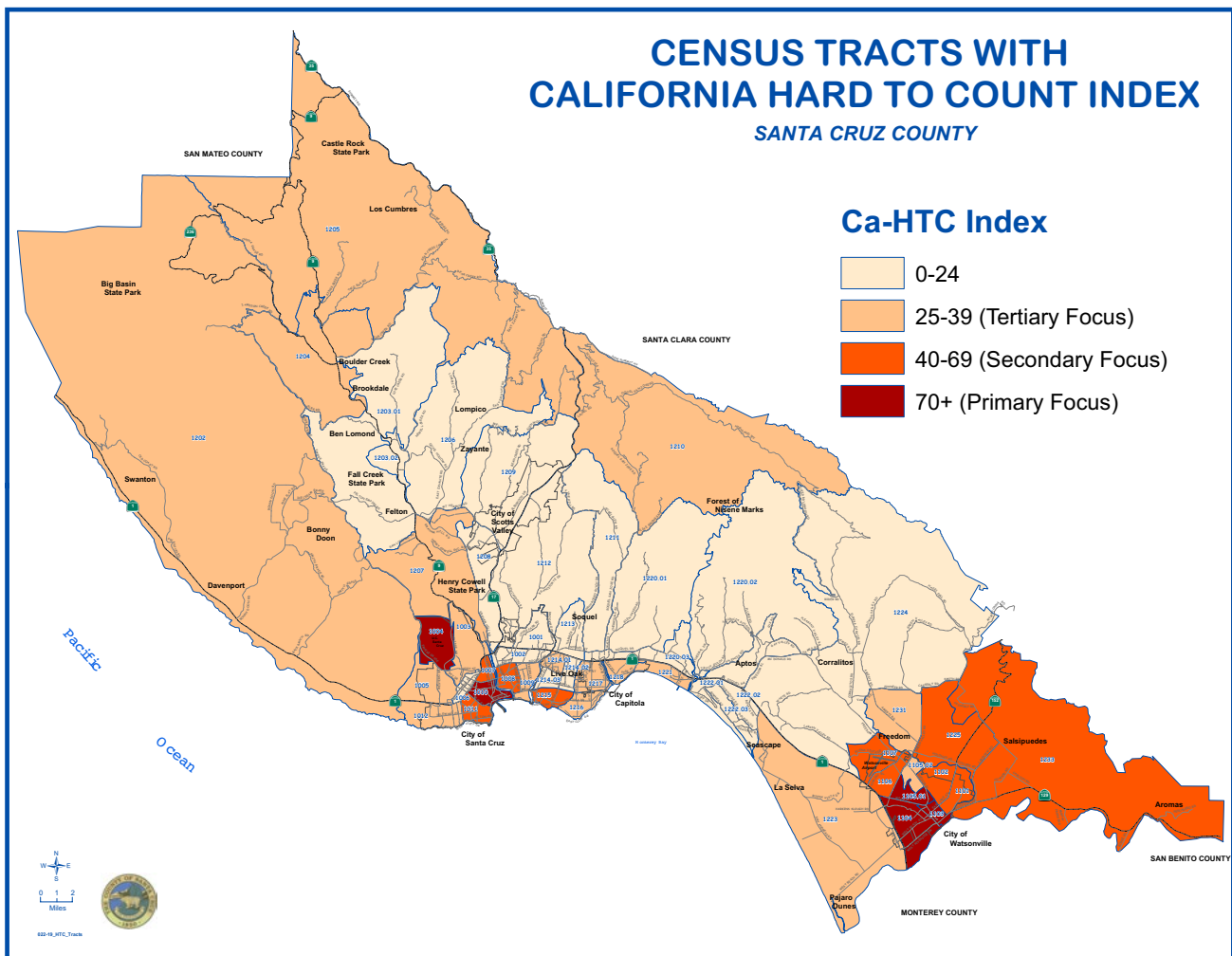
- Confidentiality of Census information.
- How to recruit more trusted messengers.
- How to supervise community volunteers.
- How to outreach in a culturally congruent way.
- How to set up/take down a center/kiosk.
- How to attract people to the center/kiosk and engage them.
- Best practices in working with limited English speakers/non-literate people.
- How to use online tools to answer the questionnaire.
- Determining eligibility/who gets counted (especially important in areas with transient populations, such as college students, farmworkers, and homeless).
- How to effectively communicate the personal benefits of Census participation and local evidence of funding.

1.5 GEOSPATIAL DATA

The County will utilize the SwORD index map system to identify HTC populations. In addition, County GIS staff can prepare additional maps to be added to SwORD to help us identify and further understand these areas. The County and CAB will use SwORD to log all outreach events and activities using the outreach form in the system.

Ready-made maps through the SwORD mapping portal will be created for north and south county regions. These maps will be linked on the County 2020 Census webpage, as well as distributed to key partners and stakeholders. Such maps indicate areas relating to: CA-HTC Indexes, young children, limited-English residents, community anchor institutions, lack of broadband subscriptions, renter-occupied housing, hard-to-count index and language, foreign-born residents, predominant non-white ethnic groups, tapestry segmentation, housing types, and California schools.

The most important of these maps is located below. This map provides a geographical guide to Census Tracts as well as information about where HTC communities are located. The higher an area ranks on the Ca-HTC index indicates that the region is considered harder to count. See Appendix C for more information about the demographic, housing and socio-economic variables that comprise the CA HTC index.



Census Tracts have been ranked to help partners understand regions that require primary, secondary and tertiary focus for outreach efforts. The tables below provide Census Tracts in association with neighborhood areas and where they fall on the CA-HTC Index. These tables are then followed with the top HTC characteristics associated with that neighborhood that will serve to structure messaging and outreach efforts.

- 70+*** = Dark red with three asterisks demonstrates an area that is at an extremely high risk of an undercount and requires concerted as well as detailed outreach efforts.
- 40-69** = Bright red with two asterisks demonstrates an area that is at a very high risk of an undercount also requiring detailed and concerted outreach efforts.
- 25-39* = Dark orange demonstrates an area that is at high risk of an undercount requiring more concerted efforts than regions that are not color coded.

SOUTH SANTA CRUZ COUNTY

- Extremely High HTC Index Tracts: 1103, 1104, 1005.1***
- Very High HTC Index Tracts: 1101, 1102, 1106, 1107, 1225, 1233**
- Medium High HTC Index Tracts: 1105.2 1223, 1231*

NORTH SANTA CRUZ COUNTY

- Extremely High HTC Index Tracts: 1004, 1010***
- Very High HTC Index Tracts: 1007, 1008, 1011, 1215**
- Medium High HTC Index Tracts: 1005, 1012, 1202, 1204, 1205, 1207, 1210, 1214.01, 1216, 1217, 1218, 1221*

South Santa Cruz County Census Tracts and HTC Index

Rank	Neighborhood	Census Tract	CA-HTC Index
●	Ann Soldo Elementary/Bridge Street Neighborhoods	1101	54**
●	Mintie White Elementary/E.A Hall Middle/TS MacQuiddy Elementary/All Saints/Elks	1102	55**
●	CAB/Plaza/Watsonville High	1103	103***
●	West Beach Area/Industrial Area/2nd Harvest	1104	71***
●	Nob Hill/Cesar Chavez Middle School/Coach Town	1105.1	70***
●	DMV/Hyde Elementary/Cesar Chavez Middle	1105.2	37*
●	Watsonville Hospital/Monterey Vista/Freedom Elementary/Home Depot/Rolling Hills Middle School Area	1106	50**
●	Watsonville Airport	1107	40**
●	Pajaro Dunes to Seascape	1223	38*
●	Corralitos	1224	19
●	PVUSD/Holohan and Green Valley Block	1225	50**
●	Amesti Road/Pinto Lake	1231	34*
●	Salsipuedes, Aromas	1233	50**

South County HTC Characteristics

Rank	Neighborhood	Tract	Population	HTC Challenges		
				1	2	3
●	Ann Soldo Elementary/ Bridge Street Neighborhoods	1101	7,897	Crowded Units	Limited English- speaking households	Non-high school graduates
●	Mintie White Elementary/E.A Hall Middle/TS MacQuiddy Elementary/All Saints/ Elks	1102	8,391	Children under 5	Non-high school graduates	Unemployed
●	CAB/Plaza/Watsonville High	1103	7,306	Crowded units	Non-high school graduates	Limited English- speaking households
●	West Beach Area/ Industrial Area/2nd Harvest	1104	7,610	Limited English- speaking households	Children under 5	Crowded units
●	Nob Hill/Cesar Chavez Middle School/Coach Town	1105.1	8,091	Children under 5	Crowded units	Limited English- speaking households
●	DMV/Hyde Elementary/Cesar Chavez Middle	1105.2	6,124	Non-high school graduates	Crowded units	Foreign-born population
●	Watsonville Hospital/ Monterey Vista/ Freedom Elementary/ Home Depot/Rolling Hills Middle School Area	1106	7,480	Non-high school graduates	Households without broadband	Limited English- speaking households
●	Watsonville Airport	1107	3,287	Households receiving public assistance	Non-high school graduates	Below 150 percent of the poverty level
●	Pajaro Dunes to Seascape	1223	3,943	Vacant housing units	Recent mover	Households receiving public assistance

Rank	Neighborhood	Tract	Population	HTC Challenges		
				1	2	3
●	PVUSD/Holohan and Green Valley Block	1225	6,253	Crowded units	Non-high school graduates	Children under 5
●	Amesti Road/Pinto Lake	1231	2,880	Crowded units	Non-high school graduates	Households receiving public assistance
●	Salsipuedes, Aromas	1233	1,826	Households without broadband	Households receiving public assistance	Limited English-speaking households

North Santa Cruz County Census Tracts and HTC Index

Rank	Neighborhood	Census Tract	CA-HTC Index
●	Delaveaga Park Course	1001	14
●	Midtown	1002	13
●	Pogonip	1003	26
●	UC Santa Cruz	1004	70***
●	Arroyo Seco/Moore Creek	1005	35*
●	Santa Cruz/Levee	1006	19
●	Tannery	1007	50**
●	Lower Ocean/Seabright	1008	54**
●	West Seabright	1009	25
●	Boardwalk/Beach Flats	1010	77***
●	Steamer Lane	1011	40**
●	Natural Bridges	1012	35*
●	Davenport/Bonny Doon/Swanton	1202	27*
●	Ben Lomond/Fall Creek/Felton/Boulder Creek	1203.01	19
●	Brackney/Glen Arbor	1203.2	10
●	Boulder Creek West to Empire Grade	1204	33*
●	Los Cumbres/Castle Rock	1205	31*
●	Lompico	1206	16
●	North UCSC/Henry Cowell/South Felton	1207	37*
●	Pasatiempo	1208	12
●	Scotts Valley/Zayante	1209	17
●	Soquel San Jose Rd/Highland Way	1210	25*
●	Soquel High	1211	9
●	Upper Branciforte/Granite Creek/Mystery Spot	1212	15

Rank	Neighborhood	Census Tract	CA-HTC Index
●	Dominican/SC Gardens	1213	17
●	Green Acres Elementary	1214.01	25*
●	Chanticleer	1214.02	19
●	Jose Avenue County Park Area	1214.03	22
●	Twin Lakes	1215	51**
●	Pleasure Point/Opal Cliffs	1216	34*
●	North/NW 41st Ave to Wharf Road	1217	27*
●	Park/Bay Ave Capitola	1218	33*
●	Main St. Elementary, Camphill Communities,	1220.01	5
●	Nisene Marks	1220.02	10
●	Cabrillo College Area	1220.03	9
●	New Brighton State Beach	1221	26*
●	Aptos Village/Rio Del Mar/Seascape Resort	1222.01	24
●	Rio Del Mar Elementary/Aptos Community Methodist	1222.02	18
●	Seascape Golf Club	1222.03	22

North County HTC Characteristics

Rank	Neighborhood	Tract	Population	HTC Challenges		
				1	2	3
●	Midtown	1002	6,187	Non-family households	Recent mover/ Large Renter Pop.	Children Under 5
●	Pogonip	1003	3,329	Recent mover	Non-Family Households	Below 150 percent of poverty level
●	Arroyo Seco/Moore Creek Area	1005	6,798	Non-family households	Below 150 percent poverty level	Recent Mover, Large Renter Pop
●	SC/Levee Area	1006	3,654	Non-family households	Recent mover/ Renter Pop	Vacant housing units
●	Tannery	1007	1,983	Non-family households	Unemployed	Multi-unit structures
●	Lower Ocean/ Seabright	1008	7,126	Non-family households	Renter-occupied	Crowded units
●	West Seabright	1009	4,410	Vacant housing units	Non-family households	Multi-unit structures
●	Boardwalk/Beach Flats	1010	8,315	Non-family households	Recent Mover, Large Renter Pop	Below 150 percent poverty level
●	Steamer Lane	1011	5,868	Recent mover	Vacant housing units	Non-family households
●	Natural Bridges	1012	3,109	Vacant housing units	Non-family households	Crowded units
●	Davenport/Bonny Doon/Swanton	1202	4,407	Vacant housing units	Households without broadband	Non-family households
●	Ben Lomond/ Fall Creek/Felton/ Boulder Creek	1203.01	5,289	Vacant housing units	Recent mover	Vacant housing units
●	Brackney/Glen Arbor	1203.2	3,026	Non-family households	Vacant housing units	Recent mover
●	Boulder Creek West to Empire Grade	1204	5,160	Vacant housing units	Recent mover	Non-family households

Rank	Neighborhood	Tract	Population	HTC Challenges		
				1	2	3
●	Los Cumbres/Castle Rock	1205	5,558	Households without broadband	Vacant housing units	Recent mover
●	North UCSC/Henry Cowell/South Felton	1207	3,998	Vacant housing units	Recent mover	Crowded units
●	Pasatiempo	1208	5,574	Non-family households	Recent mover	Vacant housing units
●	Scotts Valley/Zayante	1209	8,796	Recent mover	Crowded units	Non-family households
●	Soquel San Jose Rd/Highland Way	1210	3,546	Vacant housing units	Recent mover	Households without broadband
●	Soquel High	1211	3,475	Vacant housing units	Below 150 percent poverty level	Households without broadband
●	Upper Branciforte/Granite Creek/Mystery Spot	1212	6,656	Crowded units	Recent mover	Non-family households
●	Dominican/SC Gardens	1213	4,158	Non-family households	Recent mover	Multi-unit Structures
●	Green Acres Elementary	1214.01	2,881	Households receiving public assistance	Crowded units	Non-family households
●	Chanticleer	1214.02	4,375	Non-family households	Limited English-speaking households	Renter-occupied units
●	Jose Avenue County Park Area	1214.03	3,493	Non-family households	Households receiving public assistance	Recent mover
●	Twin Lakes	1215	5,570	Non-family households	Vacant housing units	Renter-occupied units
●	Pleasure Point/Opal Cliffs	1216	6,831	Vacant housing units	Crowded units	Non-family households
●	North/NW 41st Ave to Wharf Road	1217	7,595	Vacant housing units	Non-family households	Recent mover

Rank	Neighborhood	Tract	Population	HTC Challenges		
				1	2	3
●	Main St. Elementary, Camphill Communities,	1220.01	5,390	Vacant housing units	Non-family households	Households without broadband subscription
●	Nisene Marks	1220.02	3,368	Vacant housing units	Households without broadband subscription	Multi-unit structures
●	Cabrillo College Area	1220.03	7,063	Crowded units	Non-family households	Vacant housing units
●	New Brighton State Beach	1221	3,231	Vacant housing units	Non-family households	Recent mover
●	Downtown Aptos/ Rio Del Mar/ Seascape Resort	1222.01	6,821	Vacant housing units	Recent mover	Non-family households
●	Rio Del Mar Elementary/ Aptos Community Methodist	1222.02	2,346	Recent mover	Unemployed	Vacant housing units
●	Seascape Golf Club	1222.03	3,763	Vacant housing units	Recent mover	Non-family households

1.6 LANGUAGE ACCESS PLAN

According to 2013-2017 statistics from the U.S. Census Bureau, 31.9% of the population in Santa Cruz County speaks a language other than English at home. In south county, 72% of residents speak Spanish and of those 88.2% have limited English proficiency. The primary languages spoken in Santa Cruz County are English and Spanish; however, there is a sizable population of indigenous Latin American communities that speak in native languages including: Mixteco, Zapoteco, and Triqui. To improve communication efforts with our multilingual residents, the LCCC will partner with social service agencies that have staff readily available to offer translation services in the various dialects of our community. A very important lesson learned from 2010 Census efforts is the need to address the specific needs of the indigenous native populations early in the Census planning process.

The table on the following page (26) provides an overview of the languages spoken in Santa Cruz County with population estimates that speak these languages, percent of these populations with limited English proficiency (LEP), and whether they require specific support in the 2020 Census.

Strategies and methods of outreach to Limited English Proficiency (LEP) populations include recruiting individuals who are linguistically and culturally fluent in the pertinent languages to serve as “promotoras.” Our decades of work to confront and alleviate the effects of poverty in our communities have yielded strong collaborative bonds with others - faith communities, local school districts, parent groups, local community colleges and universities, DREAM clubs and parent groups - who help us reach the LLTR/HTC populations.

Furthermore, the County and CAB will work directly with the “benefits collaborative” in Santa Cruz County. The benefits collaborative includes department heads of County departments; it has articulated a “Language Plan,” which identifies services and strategies to address the LEP populations. Additionally, the County and CAB are working with the County Office of Education and school districts to help identify LEP languages and populations, and where they are most concentrated. Finally, the County and CAB have strong collaborative bonds with grassroots organizations such as faith-based community organizations, and community and student leaders from the LLTR/HTC communities who know the communities intimately. Other physical places that will provide in-language assistance are libraries, schools, community centers, church/parish centers and Head Start/Migrant and Seasonal Head Start centers.

In partnership with our local U.S. Census Bureau Partnership Specialists, the County and CAB are working to develop informational material, presentations, and outreach packets in Spanish. The language access plan is building on the work developed by City of Watsonville and NALEO Educational Fund and will expand on ideas generated at the LCCC and subcommittee meetings.

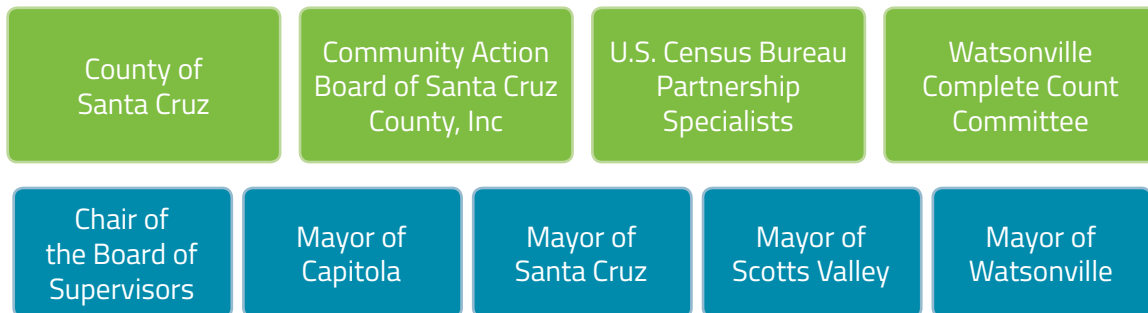
Languages Spoken in Santa Cruz County

Language	Population Estimate	Percent of LEP	Support Required
Spanish	30,559	88.2	Yes
Chinese	807	2.3	no
Mandarin	397	1.1	no
Japanese	316	0.9	no
Tagalog	275	0.8	no
Portuguese	210	0.6	no
Cantonese	202	0.6	no
Other Central and South American languages	190	0.5	no
Arabic	171	0.5	no
Korean	147	0.4	no
Vietnamese	145	0.4	no
German	131	0.4	no
Farsi	121	0.3	no
Dutch	119	0.3	no
French	93	0.3	no
Italian	81	0.2	no
Thai	78	0.2	no
Russian	64	0.2	no
Uto-Aztecan languages	60	0.2	no
Hindi	53	0.2	no
Iloca	51	0.1	no
Hmong	48	0.1	no
Filipi	48	0.1	no
Turkish	46	0.1	no
Punjabi	43	0.1	no
Greek	34	0.1	no
Amharic	23	0.1	no
Burmese	22	0.1	no
Tibetan	21	0.1	no
Min Nan Chinese	19	0.1	no

1.7 LOCAL COMPLETE COUNT COMMITTEE (LCCC) STRUCTURE

The LCCC is comprised of trusted messenger organizations with established relationships with vulnerable residents and proven to effectively serve HTC populations. Representatives will compile information from subcommittee meetings/strategic Census workshops to provide recommendations to the LCCC, and the LCCC will also delegate tasks to these groups.

LCCC Steering Committee Board



Tentative Representative Appointments:

- **Unhoused:** County of Santa Cruz Homeless Services Coordination, Homeless Services Center, Downtown Streets Team
- **Immigrant/Farmworker/Indigenous/Language Access:** Indivisible South County, Center for Farmworker Families
- **K-12/Youth/0-5:** County Office of Education, First 5 Santa Cruz County, Pajaro Valley Unified School District
- **Government:** County of Santa Cruz and City of Watsonville
- **Higher Education:** University of California, Santa Cruz, Cabrillo College, Center for Employment Training
- **Health/Seniors/Disabilities:** County of Santa Cruz Health Services Agency
- **Libraries/Tech Access:** Santa Cruz Public Libraries and Digital Nest
- **LGBTQ+:** Diversity Center
- **Faith-Based:** COPA
- **Business:** Local chambers of commerce and business associations
- **Utilities:** Scotts Valley Water District
- **Transportation:** Santa Cruz METRO
- **CBO General:** United Way of Santa Cruz County, Community Foundation of Santa Cruz County

Unhoused

<i>Appointed LCCC Representatives (Tentative): County of Santa Cruz Homeless Services Coordination, Homeless Services Center, Downtown Streets Team</i>	
North County	<ul style="list-style-type: none"> • Downtown Streets Team • Front St. Inc • Homeless Garden Project • Homeless Persons Health Project (HPPH) • Homeless Services Center • Housing Authority of Santa Cruz County • Salvation Army • Santa Cruz Housing Advocacy Network • The Warming Center • Walnut Avenue Women’s Center
South County	<ul style="list-style-type: none"> • California Rural Legal Assistance • Community Action Board of Santa Cruz County, Inc. • Families in Transition • Loaves and Fishes • Monarch Services • Pajaro Rescue Mission • Pajaro Valley Shelter Services • Salvation Army

Immigrant/Farmworkers/Indigenous/Language Access

<i>Appointed LCCC Representatives (Tentative): Indivisible South County, Center for Farmworker Families</i>	
North County	<ul style="list-style-type: none"> • Barrios Unidos • Community Bridges • Davenport Resource Center • Day Workers Center • Immigration Law Office • Indivisible • Santa Cruz County Immigration Project
South County	<ul style="list-style-type: none"> • Alcance • California Rural Legal Assistance • Catholic Charities • Center for Farmworker Families • Community Bridges • Immigrant Legal Services • Indivisible South County • Regeneracion • Santa Cruz County Immigration Project • St. Patrick’s Church • Watsonville Law Center

K-12/Youth/0-5

Appointed LCCC Representatives: County Office of Education, First 5 Santa Cruz County, Pajaro Valley Unified School District

North County	<ul style="list-style-type: none"> • Big Brothers Big Sisters • Boys and Girls Club of Santa Cruz County • Childcare Planning Council • Court Appointed Special Advocates • Digital Nest 	<ul style="list-style-type: none"> • First 5 Santa Cruz County/Head Start • Food What! • K-12 School Districts • Live Oak Cradle to Career • Walnut Avenue Family and Women's Center
South County	<ul style="list-style-type: none"> • K-12 School Districts • Pajaro Valley Prevention and Student Assistance • Pajaro Valley Unified School District 	<ul style="list-style-type: none"> • YMCA • Youth Now

Government

Appointed LCCC Representatives: County of Santa Cruz and City of Watsonville

Countywide	<ul style="list-style-type: none"> • All City Councils • City of Santa Cruz Planning Department • County of Santa Cruz County Administrative Office • County of Santa Cruz County Clerk/Elections • County of Santa Cruz Health Services Agency • County of Santa Cruz Human Services Department • County of Santa Cruz Parks Department 	<ul style="list-style-type: none"> • County of Santa Cruz Probation Department • County of Santa Cruz Workforce Development Board • Office of Assemblymember Mark Stone • Office of Assemblymember Robert Rivas • Santa Cruz Port District
------------	---	---

Higher Education

<i>Appointed LCCC Representatives: Cabrillo College, University of California, Santa Cruz, Center for Employment Training</i>		
Countywide	<ul style="list-style-type: none"> • Alpha Gamma Sigma Honor Society and other student clubs • Associated Student Senate of Cabrillo College • Cabrillo College • Center for Employment Training 	<ul style="list-style-type: none"> • Santa Cruz County Adult School • Sueños • University of California, Santa Cruz Student Union Assembly • University of California, Santa Cruz

Health/Seniors/Disabilities

<i>Appointed LCCC Representative (Tentative): County of Santa Cruz Health Services Agency</i>		
North County	<ul style="list-style-type: none"> • Central California Alliance for Health • Development Learning Solutions • Dientes Community Dental Care • Dignity Health Dominican Hospital • Live Oak Senior Center 	<ul style="list-style-type: none"> • Palo Alto Medical Foundation • Santa Cruz Community Health Centers • Senior Network Center • Seniors Council of Santa Cruz and San Benito Counties
South County	<ul style="list-style-type: none"> • Kaiser Permanente • Meals on Wheels • Pajaro Valley Community Health Trust 	<ul style="list-style-type: none"> • Palo Alto Medical Foundation • Salud Para La Gente • Watsonville Community Hospital

Libraries/Tech Access

<i>Appointed LCCC Representatives (Tentative): Santa Cruz Public Libraries and Digital Nest</i>		
North County	<ul style="list-style-type: none"> • Cabrillo College Library • K-12 School District Libraries • Santa Cruz Public Libraries 	<ul style="list-style-type: none"> • University of California, Santa Cruz Library
South County	<ul style="list-style-type: none"> • Digital Nest • K-12 School District Libraries 	<ul style="list-style-type: none"> • Watsonville Public Library

LGBTQ+

Appointed LCCC Representative (Tentative): Diversity Center

North County	<ul style="list-style-type: none"> Diversity Center LGBTQ+ Clubs Cabrillo College 	<ul style="list-style-type: none"> LGBTQ+ Clubs University of California, Santa Cruz
South County	<ul style="list-style-type: none"> Pajaro Valley Pride Revolunas 	<ul style="list-style-type: none"> Somos Watsonville Pride

Faith-Based

Appointed LCCC Representative (Tentative): COPA

North County	<ul style="list-style-type: none"> Association of Faith Communities COPA Holy Cross Inner Light Ministries Islamic Centers of Santa Cruz 	<ul style="list-style-type: none"> Our Lady Star Resurrection Church Shrine St. Joseph St. Stephens Lutheran Temple Bethel Twin Lakes Church
South County	<ul style="list-style-type: none"> Catholic Charities First United Methodist Lutheran Community Church 	<ul style="list-style-type: none"> St. Patrick's Church United Presbyterian Watsonville Islamic Center

Business

Appointed LCCC Representatives: Local business representatives

North County	<ul style="list-style-type: none"> Aptos Chamber of Commerce Boulder Creek Business Association Downtown Santa Cruz Association Felton Business Association Home Depot San Lorenzo Valley Chamber 	<ul style="list-style-type: none"> Santa Cruz Chamber of Commerce Santa Cruz Community Ventures Santa Cruz County Business Council Scotts Valley Chamber of Commerce Seacliff Business Association Visit Santa Cruz
South County	<ul style="list-style-type: none"> El Pajaro California Development Corporation 	<ul style="list-style-type: none"> Home Depot Pajaro Valley Chamber of Commerce

Utilities

<i>Appointed LCCC Representative: Scotts Valley Water District</i>	
North County	<ul style="list-style-type: none"> • Central Water District • PG&E • San Lorenzo Water District • Scotts Valley Water District • Soquel Creek Water District
South County	<ul style="list-style-type: none"> • Central Water District • Pajaro Valley Water Management • PG&E • Soquel Creek Water District

Transportation

<i>Appointed LCCC Representative (Tentative): Santa Cruz METRO</i>	
North County	<ul style="list-style-type: none"> • Santa Cruz METRO
South County	<ul style="list-style-type: none"> • Santa Cruz METRO

CBO General

<i>Appointed LCCC Representatives (Tentative): United Way of Santa Cruz County, Community Foundation of Santa Cruz County</i>	
North County	<ul style="list-style-type: none"> • Community Foundation of Santa Cruz County • Davenport Resource Service Center • Encompass Community Services • Goodwill Central Coast • Santa Cruz Volunteer Center • United Way of Santa Cruz County • Walnut Avenue Family and Women’s Center
South County	<ul style="list-style-type: none"> • Alcance • Applied Survey Research • Community Action Board of Santa Cruz County, Inc. • Families in Transition • Goodwill Central Coast • Hope Services • Monarch Services • Santa Cruz County Community Coalition to Overcome Racism

1.8 WORKFORCE DEVELOPMENT

The U.S. Census Bureau has ensured that there are listings everywhere for Census jobs. Santa Cruz County has already gathered commitments from partners in the community to assist the U.S. Census Bureau and to ensure that information about Census employment opportunities will be disseminated widely. Furthermore, the County gained valuable information from the previous 2010 Census in Watsonville. While a majority of the south county region ranks high on the HTC Index, the City of Watsonville led self-response rates for the entire county in 2010. Census efforts in south county, including Watsonville, were extremely successful due to the hiring of city workers and of local community members.

Local Commitments to 2020 Census

The groups and organizations listed below have already provided word of mouth agreements as well as written commitments to share information about Census job opportunities. Some have already begun to display information within their organizations and provide guidance to the populations they serve on how to fill out applications. Outreach materials to recruit community members for Census jobs will also be developed with Santa Cruz County 2020 Census branding to display flyers, videos, and other media with a centralized messaging campaign. Recruitment opportunities for the hiring of census enumerators and other personnel will continue to be advertised through the following groups via email, onsite information, organization events, or employment referrals:

- Workforce Development Board
- Career Centers in Watsonville and Capitola
- Center for Employment Training
- Employment Development Department
- Employment Offices
- County Offices and Departments
- City Halls
- County Office of Education
- First 5 Santa Cruz County
- Indivisible South County
- Downtown Streets Team
- United Way of Santa Cruz County
- Monarch Services
- Encompass Services
- Community Bridges
- All CAB programs
- Watsonville NETworX
- Center for Farmworker Families
- University of California, Santa Cruz
- Cabrillo College
- Watsonville Public Library and Santa Cruz Public Libraries
- The Diversity Center
- Santa Cruz Community Health Centers
- Santa Cruz METRO
- The Veteran's Association
- Chambers of Commerce
- Job Fairs and Business Expos
- Rotary Clubs
- Eckerd
- Arts and Cultural Centers
- Senior Centers

Further information regarding employment opportunities will continue to be conveyed within partner organizations to staff and through partner organizations to the communities they serve.

1.9 BUDGET

The tables on pages 37-38 provide a summary of the proposed budget for the implementation of the Strategic Plan by revenue source. The revenue sources include funding from the State of California to the County of Santa Cruz, the Administrative Community-based Organization (ACBO) to the Community Foundation of Santa Cruz County as well as donations, and local sources. Revenue from the State to the County are programed for LCCC meetings, materials and translation, IT equipment and support, events and outreach activities. Expenditures are generally programmed to the following identified areas.

- **Equipment and Support:** Costs related to the purchase of shared iPads, IT support, evaluation, data, and tech support for pop-up kiosks.
- **Events:** Costs associated with Census events including countywide kick-off events in HTC areas and general outreach, raffle prizes, food, incentives, childcare, transportation and training.
- **Materials:** Costs associated with supplies and other marketing merchandise.
- **Media:** Costs for media, social media platforms, and other outlets.
- **Meetings:** Support and management of the LCCC including the LCCC Steering Committee and subcommittees. This includes preparing LCCC meeting agendas, developing meeting materials, facilitating meetings, and conducting other outreach.
- **Outreach:** Targeted support for HTC populations in extremely high and very high Census tracts and additional support targeting cities and CBOs in those areas. Outreach also includes costs related to the Strategic Plan, Implementation Plan, Quarterly Written Reports, Non-Response Follow-up Plan, Final Report, Regional Program Manager (RPM) meetings, communications strategy and support, and ongoing administration of SwORD. Developing and finalizing these plans and reports will require gathering data from partners, meeting and consulting with CBOs, supporting the implementation of best practices, and coordinating efforts to be carried out between CBOs, cities and the County. These expenditures are funded entirely by local sources. Staff time from the County and local cities has not been included in the budget.

Proposed Budget of State Funding to County of Santa Cruz

Source	Equipment & Support	Events	Materials	Media	Meetings	Outreach	Total
REVENUES							
State of California – County Allocation	\$20,000	\$23,500	\$22,500	\$10,586	\$30,000	\$5,000	\$111,586
Total Revenues	\$20,000	\$23,500	\$22,500	\$10,586	\$30,000	\$5,000	\$111,586
EXPENDITURES							
Collateral Outreach Materials	\$-	\$-	\$10,000	\$-	\$-	\$-	\$10,000
Communications Strategy and Support	-	-	7,500	-	-	-	7,500
Complete Count Committee Meeting Support	-	-	-	-	30,000	-	30,000
IT Equipment & Support	20,000	-	-	-	-	-	20,000
Language Access/Translation Services	-	-	5,000	-	-	5,000	10,000
Media & Social Media	-	-	-	10,586	-	-	10,586
Outreach for Countywide Events	-	20,000	-	-	-	-	20,000
Training & Volunteer Events	-	3,500	-	-	-	-	3,500
Total Expenditures	\$20,000	\$23,500	\$22,500	\$10,586	\$30,000	\$5,000	\$111,586

Proposed Budget of ACBO Funding & Donations to Community Foundation of Santa Cruz County

Source	Equipment & Support	Events	Materials	Media	Meetings	Outreach	Total
REVENUES							
State of California – ACBO Allocation	\$-	\$-	\$-	\$-	\$-	\$100,383	100,383
Donations	-	-	-	-	-	100,000	100,000
Total Revenues	\$-	\$-	\$-	\$-	\$-	\$200,383	\$200,383
EXPENDITURES							
CBO Partners Focused on Strategic Plan Priorities	\$-	\$-	\$-	\$-	\$-	\$100,383	\$100,383
Extremely High and Very High HTC Areas	-	-	-	-	-	100,000	100,000
Total Expenditures	\$-	\$-	\$-	\$-	\$-	\$200,383	\$200,383

Proposed Budget of Local Funding from the County & Cities

Source	Equipment & Support	Events	Materials	Media	Meetings	Outreach	Total
REVENUES							
County of Santa Cruz	\$-	\$-	\$-	\$-	\$26,525	\$77,475	\$104,000
City of Capitola	-	-	-	-	-	5,000	5,000
City of Santa Cruz	15,000	5,000	-	7,414	-	12,586	40,000
City of Scotts Valley	-	-	-	-	-	5,000	5,000
Unidentified Funding	-	-	-	-	-	26,214	26,214
Total Revenues	\$15,000	\$5,000	\$-	\$7,414	\$26,525	\$126,275	\$180,214
EXPENDITURES							
Communications Strategy and Support	\$-	\$-	\$-	\$-	\$-	\$7,500	\$7,500
Complete Count Committee Meeting Support	-	-	-	-	6,325	-	6,325
Complete Count Subcommittee Support	-	-	-	-	11,000	-	11,000
IT Equipment and Support	15,000	-	-	-	-	-	15,000
Language Access/Translation Services	-	-	-	5,000	-	-	5,000
Media and Social Media	-	-	-	2,414	-	-	2,414
State of California Contract Administration							
Strategic Plan	-	-	-	-	-	34,860	34,860
Implementation Plan	-	-	-	-	-	20,000	20,000
Quarterly Reports	-	-	-	-	-	28,500	28,500
Non-Response Follow-up Plan	-	-	-	-	-	5,000	5,000
Final Report	-	-	-	-	-	20,000	20,000
RPM Meetings	-	-	-	-	9,200	-	9,200
SwORD Administration	-	-	-	-	-	10,415	10,415
Training and Volunteer Events	-	5,000	-	-	-	-	5,000
Total Expenditures	\$15,000	\$5,000	\$-	\$7,414	\$26,525	\$126,275	\$180,214

1.10 TIMELINE OF ACTIVITIES

The Census calendars on both the County and City of Watsonville 2020 Census webpages will log all Census-related outreach and serve as a community information portal for local Census events. Community partners are providing strategic calendars as well as timelines of events for Census outreach. An internal outreach calendar for lead partners is already in place to ensure that volunteers and materials are available for as many community events as possible.

<i>Timeline of Activities</i>	
February 2019	<ul style="list-style-type: none"> • First LCCC Census Kickoff Meeting. Established contact list, began contacting and connecting with community partners and community leaders, began drafts of the Strategic Plan.
Spring 2019	<ul style="list-style-type: none"> • Second and Third LCCC meetings. General community education and motivation phase or continuation of “Community Buy-In” phase. <ul style="list-style-type: none"> • What is the Census and why is it important? Census presentations throughout the community and organizations. • Resolutions drafted and adopted, public comments during city council meetings/board meetings etc. • Subcommittees established and schedules set, information gathering continue to report back to LCCC Steering committee. • Informational Centers and Kiosks planned throughout the community during this phase. • Identify all gaps of representation, formalize partnerships, and have partners codify and outline their commitments to census related efforts. • Establish subcommittee groups specific to HTC subcategories by assigning/reaching out to CBOs and community leaders known to that demographic/service population. <ul style="list-style-type: none"> • Create plans for Census Strategy Workshops. • Establish subcommittee guides, goals, objectives and tools for measuring success. • Subcommittees meet and establish and appoint representatives to LCCC Steering Committee. • Establish mock resolutions to promote CBOs, organizational, governmental, and community involvement. • Research, campaign development and localized messaging. • Create a County 2020 Census webpage with resources, materials and information. Work on establishing social media outreach. • Develop community-specific messaging plans designed for targeting HTC populations. • Strategize intern/volunteer workgroup structure at CAB. • Develop Census activity calendar, ask organizations to sponsor Census activities and promote Census awareness. • Check community calendars for organizational events to pass out information or hand out fliers. • Hiring of address canvassers by the U.S. Census Bureau.

May 2019	<ul style="list-style-type: none"> Finalize Draft Strategic Plan. Finalize Volunteer Census Ambassador Program. Draft internship positions. Training, outreach, collateral, and other Census materials to be finalized for the Santa Cruz County 2020 Census branding campaign.
May 15 2019	<ul style="list-style-type: none"> Fourth LCCC Meeting: establishment of LCCC Steering Committee and lead subcommittee representatives. Discussions of implementation plans and calls for partnerships wherever there are gaps in representation.
June 2019	<ul style="list-style-type: none"> Census Day/Night street festivals where creative games and activities/information can be incorporated. Both in north and south county strategic areas. Form community action teams/Census volunteer ambassador program.
Summer 2019	<ul style="list-style-type: none"> Launch media and community outreach. Begin to hire Census enumerators. Call for enumerator recruitment, establishment of centers in libraries/computer labs, community centers for Census taking, informational centers and kiosks to be established/scheduled throughout the community. Establish tools, resources and training materials for outreach plans. Promotion of Census jobs in subcommittee areas and communities with point workers for each to relay efficacy of programs. Specific emphasis on low-income areas and those without access to broadband internet.
July 4 2019	<ul style="list-style-type: none"> 4th of July Parades.
July 21 2019	<ul style="list-style-type: none"> Parishioners Event.
August 3 2019	<ul style="list-style-type: none"> Strawberry Festival.
August 6 2019	<ul style="list-style-type: none"> National Night Out.
August 19 2019	<ul style="list-style-type: none"> In-field address canvassing begins.

<p>January–March 2020</p>	<ul style="list-style-type: none"> • Catholic Churches: 2020 Census announcements following mass. • Census postcards sent to most addresses. • Reminders of Census approaching. <ul style="list-style-type: none"> • Rallies to get community excited, motivated to respond. • Follow through with local organizations and network on work still to complete. • Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences. • Distribute/post on social media fliers announcing the invitation to respond to the census in busy community locations. • Public statements to be made throughout the community regarding the Census.
<p>March 12–20 2020 Mailing #1</p>	<ul style="list-style-type: none"> • Letter with information to take survey online (the majority of people will get this) or letter with paper survey (20–25% of people based on demographic characteristics and internet connectivity of a geographic area will receive this).
<p>March 16–24 2020 Mailing #2</p>	<ul style="list-style-type: none"> • Send reminder letter to non-respondents.
<p>March 26–April 3, 2020 Mailing #3</p>	<ul style="list-style-type: none"> • Send postcard to non-respondents.
<p>April 2020 Mailing #4</p>	<ul style="list-style-type: none"> • Send letter plus questionnaire to non-respondents.
<p>April 2020 Mailing #5</p>	<ul style="list-style-type: none"> • Send “It’s not too late” postcard to non-respondents.
<p>April 1, 2020: Census Day</p>	<ul style="list-style-type: none"> • Encourage households to complete the questionnaire online by phone or mail. • Plan Census Day event. • Check Census response rates to target areas of low response. • Encourage cooperation with census workers that visit homes and inform community of visits. • Plan Census Day event.
<p>March–August 2020</p>	<ul style="list-style-type: none"> • Conduct self-response.

March–July 2020	<ul style="list-style-type: none"> Conduct internet self-response, including non-ID processing.
March–July 2020	<ul style="list-style-type: none"> Conduct Census questionnaire assistance.
March– August 2020	<ul style="list-style-type: none"> Conduct paper data capture.
April–May 2020	<ul style="list-style-type: none"> Conduct update leave.
May–July 2020	<ul style="list-style-type: none"> Conduct non-response follow-up: Census enumerators visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door.
May–July 2020	<ul style="list-style-type: none"> Conduct non-response follow-up re-interview.
May 2020	<ul style="list-style-type: none"> Begin evaluation of Census-related efforts reflecting upon what worked and did not work. Briefly report this information to census contacts and thank all of those that were involved.
June–July 2020	<ul style="list-style-type: none"> Conduct group quarters advance contact.
July 2020	<ul style="list-style-type: none"> Conduct group quarters service-based enumeration.
July–August 2020	<ul style="list-style-type: none"> Conduct group quarters enumeration.
December 31 2020	<ul style="list-style-type: none"> The Census Director delivers apportionment counts to the President.
March 2021	<ul style="list-style-type: none"> The U.S. Census Bureau completes delivery of redistricting counts to the states.

1.11 ACCOUNTABILITY MEASURES AND EVALUATION METHODS

The need for evaluation: The 2020 Census presents an array of challenges that make the risk of an under-count highly likely. Given the broad scope of work that requires the coordination of stakeholders across all sectors in the community, it is then very important to have a system in place that can track as well as guide all efforts moving forward. Most of the efforts relating to the 2010 Census in Santa Cruz County were not codified or recorded. This lack of records has made the process of tracking and evaluating efforts for the 2020 Census to be somewhat difficult without a baseline of comparison. It is important for the 2020 Census Project to log all forms of contacts, engagements, publications, events, partnerships, agreements and initiatives relating to outreach to inform future Census efforts.

The use for results of evaluation: The implementation of an evaluation structure will ensure that there are consistent status measurements throughout the initiative. This will serve to ensure that activities are accomplished throughout the duration of the initiative and will help provide a framework for all activities. A strong structure of evaluation will also help capture impactful data that will inform decisions in the community for years to come. Furthermore, data relating to methods of outreach that worked and did not work will provide important information for stakeholders to develop better models of community outreach for their service populations in the future.

What will be reported: First and foremost, qualitative feedback surveys will be given to stakeholders and community members to rate their satisfaction in relation to the quality of deliverables throughout the 2020 Census Project. An initial qualitative partnership feedback survey has already been designed in line with the Motivate, Educate and Activate objectives outlined in the Statement of Work and Strategic Plan. This survey was distributed to partners and stakeholders at the fourth LCCC meeting on May 15, 2019 to collect feedback and information about stakeholder satisfaction relating to our efforts. Similar surveys will be designed, distributed, and collected at multiple points throughout the year.

Secondly, all meetings and reports as well as media will be collected to quantitatively measure levels of workload and engagements completed throughout the course of the initiative. This includes the logging of website as well as social media engagement to understand the range of populations reached throughout the year. In addition, written commitments relating to census efforts will be collected as a mechanism to measure sector partnerships and representation. This data can additionally be used for future efforts and for other community outreach activities.

Methods of evaluation: Under the 2020 Partnership Plan provided by the U.S. Census Bureau regarding performance measurements,⁶ the following metrics of evaluation will be followed:

QACs/QAKs

- List of potential locations.
- List of language needs.
- List of final QAC/QAK locations, languages provided, number of people served
- Lists of advertisements for jobs through partners.
- Self-response rates will be logged and compared to the objectives set forth in this report to achieve the same or higher self-response rate for the county and in individual cities.
- Weekly reports to partners will serve as a place to address gaps in representation, guide plans moving forward, and to voice any concerns that will guide future weekly work plans.
- Focus group surveys will be designed for LCCC and Subcommittee meetings to structure conversations as well as log responses that will guide outreach activities and recommendations.
- Qualitative surveys will be distributed at LCCC and Steering Committee meetings to rate the effectiveness of 2020 Census Education Campaign efforts as well as to solicit community recommendations to improve services.
- Qualitative surveys will be distributed to the public to rate the effectiveness of 2020 Census Education Campaign efforts as well as to solicit community recommendations to improve services.
- Minutes for community forums relating to discussions on confidentiality of the census will be logged as will other engagements where confidentiality is discussed.
- A Community Census Calendar exists on both the Santa Cruz County 2020 Census webpage and Watsonville City 2020 Census webpage. These calendars will display all 2020 Census-related activities and proposals for activities by partners in the community. The calendars require for partners proposing activities to log the number of attendees, demographics served, locations of events, language of events, and more. These calendars will serve to measure where and when the public is being informed about census processes.
- All internal weekly and monthly reports, pictures, news articles, press releases, media, flyers, presentations, PowerPoints, event agendas, outreach and volunteer materials, will be logged for future use in other Census efforts.
- All partnership events and activities scheduled in areas with concentrations of low response will be logged in the SwORD platform.
- Data and statistics relating to social media and webpages are being collected as well as conveyed in the form of weekly reports to the County showing large increases in community engagement already. Data will continue to be collected throughout the life of this initiative.
- Efforts will continue to track all LCCC meetings, minutes, and number of attendees. RSVPs and sign in sheets will be used to track attendees at events. Also tracking all Steering Committee and Subcommittee Meetings.
- Strategic partnership surveys and agreements were sent to a variety of partners throughout all sectors with a large response rate. All partnership agreements are being logged and will continue to be logged throughout the duration of the 2020 Census Project. These surveys will serve to track outreach efforts and campaigns by CBO's and their effectiveness in engaging the community
 - Number of organizations with agreements (signed and verbal)
 - Amount of space provided by CBOs (e.g., advertising, training space, kiosks, etc.).
 - Number of CBO Census activities recorded

⁶<https://www2.census.gov/programs-surveys/decennial/2020/partners/2020-partnership-plan.pdf>

Post 2020 Census Project Evaluation Plan

A post-project evaluation will be provided recapping all information collected. The evaluation will serve as a summary of all efforts and engagements throughout the life of the project to provide useful information as well as measurements of performance. Furthermore, the evaluation will provide information necessary for the final report. Below is the post-2020 Census Project evaluation plan template that will be utilized to evaluate the success of efforts and opportunities for growth throughout the 2020 Census Project. Evaluation of the aforementioned data will serve as a basis to write this report. This post-2020 Census Project evaluation will then help to create formalized, standardized, best practices that can be applied to future initiatives.

➤ Overall Strategic Plan Assessment

- Did the 2020 Census Project meet all the goals and objectives laid out on the Strategic Plan?
- Was the feedback from stakeholders regarding the Strategic Plan deliverables positive?
- Was the 2020 Census Project completed on time and on budget?

➤ Scope Management

- Did the 2020 Census Project deliver all items that were agreed upon in the original scope?
- Were all Strategic Plan change requests documented and approved?

➤ Quality of Deliverables

- Overall, were stakeholders satisfied with the quality of the 2020 Census Project deliverables?
- Were there any deliverables that were met, but not completed very well?

➤ Key Accomplishments

- Particular project strengths such as teamwork, effective use of tools, or any other items that stood out as positive accomplishments.

➤ Lessons Learned

- Problematic areas that could be done better next time.
- Identifying areas of success.
- Determination of actions that could have been implemented to prevent future problems.

➤ Future Considerations

- Work that can and will be done in the future regarding the 2020 Census Project.

➤ Best Practices

- Identification of processes and best practices that were established during the 2020 Census Project and how these practices can be formalized.

1.12 ACKNOWLEDGEMENTS

The Local Complete Count Committee would like to thank the numerous partners from community-based organizations, local cities and schools, and County departments who contributed to the development of this plan and are committed to a complete count in Santa Cruz County.

➤ **County of Santa Cruz**

Carlos J. Palacios, County Administrative Officer
Nicole Coburn, Assistant County Administrative Officer
Peter Detlefs, Economic Development Coordinator
Jason Hoppin, Communications Manager
Matt Price, Geographic Information Services Manager

➤ **Community Action Board of Santa Cruz County, Inc.**

MariaElena De La Garza, Executive Director
Paulina Moreno, Project Director, 2020 Census Project & Thriving Immigrants Initiative
Joseph J. Watkins, Assistant Project Director, 2020 Census Project

➤ **City of Watsonville**

Matt Huffaker, City Manager
Tamara Vides, Deputy City Manager
Elizabeth Padilla, Senior Administrative Analyst

➤ **Miller Maxfield, Inc.**

Bill Maxfield
Jennifer Murray
Leslie Ruble
Eva Zeno

Trusted Messenger Strategic Action Survey

Issue Date: 4/19/2019

Due Date: 4/30/2019

Purpose: We need your localized knowledge and expertise – without it we will not be able to count everyone in Santa Cruz County in the 2020 Census. This report is to gather your input as trusted messengers in our community as to what are best practices for the populations you serve. The Community Action Board of Santa Cruz County, Inc (CAB) is preparing the final draft of a strategic plan for the 2020 Census Initiative, outlining a roadmap for ensuring a complete and accurate count of our county’s population. This plan, informed by your input, includes action plans for reaching hard-to-count individuals, and ways to engage volunteers in 2020 Census outreach activities in the County of Santa Cruz. This is a “living document” to be updated as needs and challenges arise.

This report also provides organizations the opportunity to better identify barriers that your service populations face in relation to the census, and to design strategies to overcome them. Please assist us with this effort by completing this report. The strategic plan, developed by CAB, must be submitted to the State of California by May 2019. Therefore, your prompt attention to this request for feedback is greatly appreciated.

Please submit your document to: Lisa Martin at lisam@cabinc.org by COB Tuesday, April 30th.

Please Write in Subject Line: “Trusted Messenger Survey”

An electronic copy of this report template can be found on our website at <https://cabinc.org/home/census-2020/>

GLOSSARY OF TERMS:

Hard-to-Count Groups (HTC): Many Californian residents live in areas that, based on demographic, socioeconomic and housing characteristics, may be hard to count in the 2020 Census. Below is an example list of populations that might not be accurately counted:

Immigrants and Refugees, Farm-workers, People of Color, LGBTQ, Children Ages 0-5, Frequent Movers, People without high school degrees, People with disabilities, People who speak English or do not have English language proficiency, Indigenous speaking groups, Large or Overcrowded Households, Homeless Individuals and Families, People with general literacy barriers, Seniors, Households without computer or internet access, People who distrust the government and data.

North/South County Subcommittees: Subcommittees are focus groups formed by multiple organizations that serve specific HTC populations:

Immigrants/Farmworkers/Indigenous, 0-5, K-12/Youth, Libraries/Tech Access, Seniors/Disabilities/Health, LGBTQ, Business, Utilities/Transportation, Government Agencies, Faith-Based organizations, Unhoused/Housing Instability, Higher-Ed, CBO’s General.

DIRECTIONS:

The following questions can be answered directly into this document. We ask you answer each question with as much specific information as possible. You may or may not choose to include the examples we have provided in your answers.

Name:

Title:

Organization:

Telephone:

Email:

Populations Served:

1. What key values best exemplify your organization’s approach to the population(s) you serve? (*cultural competency, privacy and consent, non-judgmental service, etc.*)

Trusted Messenger Strategic Action Survey

Issue Date: 4/19/2019

Due Date: 4/30/2019

2. How do you engage with the populations you serve? Where do you meet? What activities do you undertake? Please provide examples, when possible. How does your organization interact/work with the population you serve?

See examples below to guide your answers.

- a. **Where?** For example: On site, festivals, libraries, YMCA, schools, etc.
- b. **How Often?** For example: *Daily meetings, weekly programs/events, monthly trainings/chapter meetings, weekdays/weekends.* Please be as specific in your response as possible.
- c. **In What Context?** For example: *Direct service programs, at homes, support groups, etc.*
- d. **How Many Interactions take place?** Number of daily, monthly and/or yearly interactions

3. Why might the communities you serve find it difficult to complete the Census?

Please check all that apply:

Feel as if Census is Unimportant	
Lack of knowledge about the Census	
Language Barriers	
Fear	
Privacy Concerns	
Technological Literacy	
Binary Gender Options Issue	
General Literacy Issues	
ESL or Indigenous Speaking	
Lack of Access to?.....	
Other:	

Please expand on the choices you selected:

4. What are your organization's most effective outreach strategies?

5. How can your organization encourage people to apply for census jobs both within and outside of your organization?

Trusted Messenger Strategic Action Survey

Issue Date: 4/19/2019

Due Date: 4/30/2019

6. **What information, materials, or tools are most effective in facilitating outreach to populations you serve?** See examples.

a. Language access For example: *multilingual materials, Mixteco & Spanish speaking staff that develop messages and do outreach.*

b. Strategic Spaces for Information Sharing For Example: *Collaboratives, parent events, outreach and census stations where people are waiting, markets.*

c. Communication Tools:

Please check all the boxes which apply and feel free to add more options as needed. You are welcome to extrapolate on these outreach strategies, the more information provided the better.

FAQ's	
Posters	
Social Media	
Census One Pagers or Bullet Point Talking Sheets	
Videos	
PowerPoints	
Photos of Identifiable Community Members or Leaders Advertising Why They Think the Census is Important	
Buzzwords/Simple Language	
Other:	

Please expand on the choices you selected above

d. Messaging Recommendations: Would you participate in a conference call to share your input on census messaging to the communities you serve? You can also provide examples here if you have ideas. Provide Spanish messaging examples if possible.

e. Incentives: *What incentives would increase census participation in the communities you service?* Ideas might include Raffles, Gift cards, Food, childcare at workshops, public recognition by community/civic leaders, extra credit or community service opportunities.

f. Resources: Does your agency or organization or program have resources that might be designated to support census outreach efforts?

Trusted Messenger Strategic Action Survey

Issue Date: 4/19/2019

Due Date: 4/30/2019

7. Are there opportunities for multi-purpose outreach (e.g. combining with existing outreach efforts, programs, and advocacy campaigns). See examples below.

*“Piggyback” on existing efforts through existing trusted sources / community based organizations.
Playgroups, clinics, making time for clients to fill out surveys, conferences, current training programs to include census info, introduction of census material into education curriculum, etc.*

8. What are the best ways to address misinformation about the census in the communities you serve?? See examples below.

*Thoroughly train staff to be knowledgeable about the census and can educate the public they work with
Actively monitor social media for inaccurate census information.
Compare information you have already distributed to social media posts on the census
Think of ways to develop and to use verbal or text support
Using trusted messengers as bridges
Post advertisements of recognizable community faces engaging in or supporting the census*

9. Can your organization provide a calendar of upcoming events from now until June 30th, 2020 that would be appropriate for 2020 Census outreach? Please provide contact information for event planners to facilitate follow-up. Include dates, times, locations, and demographics of audience if possible.

Trusted Messenger Strategic Action Survey

Issue Date: 4/19/2019

Due Date: 4/30/2019

Next Steps and Commitments

10. Organizational Commitments and Action Steps (Please be sure to answer and confirm each subsection):

a. What will my individual group or organization commit to do?

- Send information relating Census Jobs to staff, partners, and community members
- Review Trusted Messenger Volunteer program with my staff. Discuss where volunteers or interns may be found to help support the Census Team with outreach.
- Create space in my organization to have a Census Informational Kiosk
- Help table at events for the Census
- Other: *Please include other commitments here:*

b. Will your organization attend and participate in the May 15, 2019 Complete Count Committee Meeting?

- YES
- NO

NEXT MEETING: Wednesday May 15th 2019, Aptos Village Park Center Clubhouse, 10:00 – 11:30am.

Please reach out to Census Team if you would like us to meet with your organization. We can give presentations, provide general census and outreach training materials, help you brainstorm outreach strategies and more! Details for these contacts are all listed below. **We're here to help!**

Community Action Board of Santa Cruz County, Inc.
406 Main Street, Suite 203, Watsonville, CA 95076

Joseph Watkins, *Assistant Project Director*
2020 Census Project
Office: 831.291.5750 | Fax: 831.724.3447
Email: JosephW@Cabinc.org

Paulina Moreno, *Project Director*
Thriving Immigrants Initiative, 2020 Census Project
Office: 831.274.3159 | Fax: 831.724.3447
Email: Paulina@Cabinc.org

United States Census Bureau Partnership Specialists for Santa Cruz County:

South County Christina A. Granados (Bilingual): christina.a.granados@2020census.gov
North County Tory S Del Favero: tory.s.del.favero@2020census.gov

If your organization or group would like to propose an activity, we encourage you to submit a census activity event proposal through the county census page. We are trying to establish a calendar for the entire year, and to track all events/outreach. Data will be input into a GIS platform to map as well as log census related outreach. This will help us better understand which areas and demographics we may be missing, including Hard-to-Count areas that may require more attention.



2020 CENSUS COMPLETE COUNT COMMUNITY PARTNERS SURVEY



Agency:	
Address:	
City, State Zip:	
County:	
Contact Person:	
Contact Person's Title:	
Phone Number:	
Fax Number:	

We would like to be part of the Watsonville Complete Count Committee (WCCC) Yes No

Whether you answered yes or no to the question above, please let us know how your organization can help increase awareness about the 2020 Census in our community (check all that apply):

- Our organization will adopt a proclamation/resolution supporting Census 2020
- Our organization will designate a member to be a Census liaison to the city's efforts
- Our organization can print information, articles about Census 2020 in our newsletter or website
- Our organization can help pay for promotional items for Census 2020
- Our organization can donate advertising space or airtime to the Census 2020
- Our organization can present at one of our meetings about the Census 2020
- Our organization can help put up posters or pass out flyers about Census 2020
- Our organization can help table events or informational booths
- Talk to clients about the Census effort reach
- Other – please describe:



**2020 CENSUS SANTA CRUZ COUNTY
COMPLETE COUNT
COMMUNITY PARTNERS SURVEY**



Please Complete and email to Paulina Moreno at Paulina@CABinc.org by COB Monday, March 4th, 2019

Agency:	
Address:	
City, State Zip:	
County:	
Contact Person:	
Contact Person's Title:	
Contact Person's E-mail:	
Phone Number:	
Fax Number:	

We would like to be part of the Santa Cruz County Complete Count Committee (SCCCCC) Yes No

Whether you answered yes or no to the question above, please let us know how your organization can help increase awareness about the 2020 Census in our community (check all that apply):

- Our organization will adopt a proclamation/resolution supporting Census 2020
- Our organization will designate a member to be a Census liaison to the County's efforts
- Our organization can print information, articles about Census 2020 in our newsletter or website
- Our organization can help pay for promotional items for Census 2020
- Our organization can donate advertising space or airtime to the Census 2020
- Our organization can present at one of our meetings about the Census 2020
- Our organization can help put up posters or pass out flyers about Census 2020
- Our organization can help table events or informational booths
- Talk to clients about the Census effort reach
- Other – please describe:

The CA-HTC Index

The CA-HTC Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher CA-HTC indexes are likely to be places that will pose significant challenges to enumerate in 2020, while tracts with lower indexes should be easier to count.

Below are descriptions of the 14 variables that comprise the CA-HTC Index (with data source).

- **Percent of households without broadband subscriptions** (California Public Utilities Commission): More than 10 million California households will be asked to complete the census online. Some outreach efforts will be online, as well. A household without a broadband subscription is less likely to know about the census and more likely to fail to self-respond.
- **Percent of households that are non-family** (Table B11001, U.S. Census Bureau 2013-2017 American Community Survey [ACS]): Nonfamily households generally involve multiple roommates. The household member completing the census form might forget to include some of these people.
- **Percent of occupied housing units that are renter-occupied** (Table B25003, ACS): The percentage of renter households in a tract or block group is among the strongest hard-to-count indicators. Renters move more often and have a greater chance of being missed during the census-taking process.
- **Percent of total housing units that are vacant** (Table B25002, ACS): Vacant housing units change status quickly. Housing units considered vacant by census takers in reality could be occupied April 1, 2020.
- **Percent crowded** (the percent of occupied housing units with more than 1.5 persons per room. Table B25014, ACS): As with nonfamily households, occupants in crowded households are more likely to be left off census forms. Also, the person completing the form may omit occupants if the household exceeds landlord or government limits.
- **Percent of population that is foreign-born** (Table B05001, ACS): People who are born in other countries are less likely to be familiar with the census. Some also are not citizens and may fear the consequences of revealing their presence and legal status to the government.
- **Percent of adults (25 or older) who are not high-school graduates** (Table S1501, ACS): Non-high school graduates are less likely to be engaged in civic affairs and more likely to be working multiple low-wage jobs that leave little spare time for completing census forms.
- **Percent of population with income below 150 percent of poverty level** (Table C17002, ACS): Multiple issues increase the odds of an undercount among the poor. They tend to be renters. Administrative records to supplement the census, such as tax returns, may be incomplete for this group. They also are less likely to have internet access.
- **Percent of households receiving public assistance income** (Table B19057, ACS): People may be reluctant to share their true household size because the information may contradict government assistance records. They are likely living near or below the poverty line.
- **Percent of persons (ages 16 or older) unemployed** (Table B23025, ACS): Unemployed people spend much of their time looking for a job. They also might be homeless and living an unsettled lifestyle.

- **Percent limited-English households** (the percent of households in which no person age 14 years or older speaks English very well. Table S1602, ACS): People who don't speak English well will have trouble understanding census materials, including the rationale for the census.
- **Percent of population under 5** (Table S0101, ACS): More children are living in complex family situations, such as shared parental custody or with a grandparent, increasing the chances they will be left off the census form. Some new parents mistakenly believe the census incorporates birth records.
- **Percent of persons who moved from outside county in past year** (Table B07003, ACS): Recent arrivals likely have little connection to local civic affairs. Proxy information and administrative records about this population will be more difficult to come by.
- **Percent of total housing units with 3 or more units in a multi-unit structure** (Table B25024, ACS): There could be a fence or gate around these types of housing units, hampering census workers' non-response follow-up. Individual units may not have addresses, skewing non-response data.

To calculate CA-HTC indexes for California's 8,057 census tracts, each of the above variables was sorted from high to low (e.g. sort tracts from the highest percent unemployed to the lowest.)

Each variable was recoded 0-11: The highest values were recoded as 11, down to the lowest values, which were recoded as 0 (e.g. values of 11 are given to tracts with the highest unemployment rates and values of 0 are given to tracts below the California unemployment tract median.) The sum of the 14 values represents a tract's CA-HTC Index.

The allocation of state census outreach money reflects an area's respective share of the total population in census tracts with the highest CA-HTC indexes. Some counties' allotments also reflect population-based minimums.

Source: California, State of. "California-HTC – CA Census." CA Census, State of California, 2019 census.ca.gov/california-htc

