

MONTEREY COUNTY



1.1 OUTREACH STRATEGIC PLAN

3.0

**APPROVED BY THE
CALIFORNIA GOVERNOR'S COMPLETE COUNT COMMITTEE
AUGUST 1, 2019**

COUNTY ADMINISTRATIVE OFFICE
COMPLETE COUNT COMMITTEE



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1.0 Introduction

Why it matters

The United States Constitution (Article 1, Section 2) requires that everyone living in our nation is counted, this being an opportunity to count our population that only comes once every 10 years. There are two critical reasons for which we must ensure a complete count. First, the census count determines the number of seats each state will have in the U.S. House of representatives and voting district lines. This being fundamental to our democracy. Second, data collected from the decennial census is used to determine the distribution billions of dollars in federal funding to local communities across America, particularly the most vulnerable people among us. In the 2020 Census there is more than \$675 billion in annual federal funding at risk. In California, we rely on more than \$76 billion in federal funding each year to provide critical safety net services such as Head Start, Foster Care, Medicare, SNAP, Section 8 Housing, Highway planning and construction, and Veterans Services, to name a few. The George Washington University, Institute of Public Policy estimates approximately \$2,000 in federal funding will be lost each year over the next ten years, for every person who is not counted.

An accurate count in the 2020 Census is also essential for business. The census provides social and economic data that the business community uses to inform a variety of strategic decisions. Census data is used to forecast consumer demand, factor-in strategic long-term planning to develop products relevant to regional demographics and economic conditions, identify new locations based on the local workforce's capability to meet a company's demand, and to provide equal employment opportunities that foster compliance with Federal Law. The provision of vital safety net services go hand in hand with the determinants for success of businesses. If families and children are well supported and basic needs are met, the stronger and more efficient the workforce will be. The community's ability to develop a highly-skilled future workforce to compete in the global marketplace requires an investment in high-quality children's programs that help the next generation achieve academic, career and life success. The impact of an undercount in Monterey County will negatively impact historically underserved and disenfranchised communities, perpetuating the vicious cycle of poverty inducing circumstances hindering opportunities for self-sufficiency.

Challenges

We are facing unprecedented challenges for a complete count in 2020. The inclusion of a citizenship question has incited fear and skepticism among communities of color, most especially immigrants and refugees. While legal challenges to the citizenship question continue before the Supreme Court, communities throughout Monterey County have already expressed reluctance in participating in the Census.

This is the first digital census, and while it could potentially be the most efficient, inclusive and cost effective approach, it is also the most vulnerable and even inaccessible. The potential for encrypted data to be compromised is enough cause for apprehension of participation in the Census. Additionally, not all communities in Monterey County have the broadband for digital access. The U.S. Census Bureau usually receives budget increases in the years leading up to each decennial count, between 2014 and 2017

however, funding was essentially flat. This has forced the U.S. Census Bureau to cut funding to several programs in preparation for the 2020 Census, including research on its paid advertising program to help inform the public about why participation is important and offers reassurance on about the security of census data. Additionally, budget restraints forced the cancellation of a series of planned field tests in 2017, reducing the scope of its full census testing in 2018 which was supposed to happen in a few key geographic areas. The testing would have helped identify digital accessibility issues in remote and rural locations, as well as bandwidth capacity to prevent a crash for high traffic response to the census website.

Based on data from the 2010 Census and the U.S. Census Bureaus' American Community Survey, Monterey County's predicted nonresponse rate is at 27.7%. Compared to larger Counties such as Los Angeles (33.4% and Santa Clara County (7.5%), risk of an undercount is severe. Nearly 30% of Monterey County's population are immigrants, a community that is already wary of government entities and whose fear and insecurity has been heightened by the addition of the citizenship question. The populations identified as Hard-to-Count (HTC) based on the 2010 Census data are Latino, African-American, Asian and Native American of which make up 60.2% of Monterey County's population.

Housing instability is a crisis throughout California and in Monterey County that is no exception. The Public Policy Institute of California has further narrowed down predictability of nonresponse based on housing instabilities which may contribute to an inaccurate census count. The highest possible score for a County in California to be ranked as a Housing HTC area is 5 and Monterey County's score is: 5. In Monterey County, 50.3% are renter occupied units and 19.6% of rental units are overcrowded.

Data about a few of the Hard-to-Count populations in Monterey County (2010 Census data):

- 7.3% are ages under 5 years old
- Home to 17,947 Veterans of which 27.21% are living with disabilities and 7.76% in poverty
- 54.1% speak a language other than English at home
- 14.67% of our population is living in poverty (2017 American Community Survey data)
- 5.6% have a disability

The Goals of the Monterey County Complete Count effort are:

- To achieve a Self-Responses Rate of at least 70% (2010 Self Response Rate – US Census Bureau);
- Coordinate effective outreach and communication efforts with the U.S. Census Bureau, State of California, the Regional Administrative Community Based Organization (ACBO), Regional Affinity Groups focused on specific Hard-to-Count Populations, all Cities in Monterey County and special districts;
- Increase participation of Hard-to-Count populations by mobilizing trusted messengers and community members

Monterey County recognizes the significance of the 2020 Census and is fully committed to ensuring a complete count.

1.1 Outreach Plan

The Outreach Plan includes strategies that will apply a grassroots approach to reach the least likely to complete the 2020 Census questionnaire. The intent of the strategies is to meet community members where they are, ensuring culturally relevant and linguistically appropriate communication methods.

The Monterey County Local Complete Count Committee (LCCC) consists of cross-sector community partners and community resident leaders who are considered Trusted Messengers and have strong relationships with communities identified as Hard-to-Count (HTC) populations. The LCCC focused on a regional approach to determine effective outreach and media strategies that meet the unique community needs throughout Monterey County. The regional approach included taking a closer look at the HTC populations in South Monterey County, Salinas, the Monterey Peninsula and North Monterey County.

Strategies are categorized into two sections: *Community Outreach* and *Media Outreach*. Each section focuses on HTC's with relevance to language, culture and age.

Media Outreach Strategies:

- 1. Broad Messaging:**
 - a. to increase awareness and education on the importance of the Census
 - b. to motivate individuals and groups to participate in the Census
 - c. to activate follow through and complete participation
- 2. Social Media Campaign:**
 - a. Utilize the most commonly used online forums
 - b. Memes, images and videos that drive the messages
 - c. Create a sense of movement within HTC communities
- 3. Local Branding:**
 - a. Bring community ownership to the local effort
 - b. Continuous and consistent visibility through traditional and non-traditional media outlets

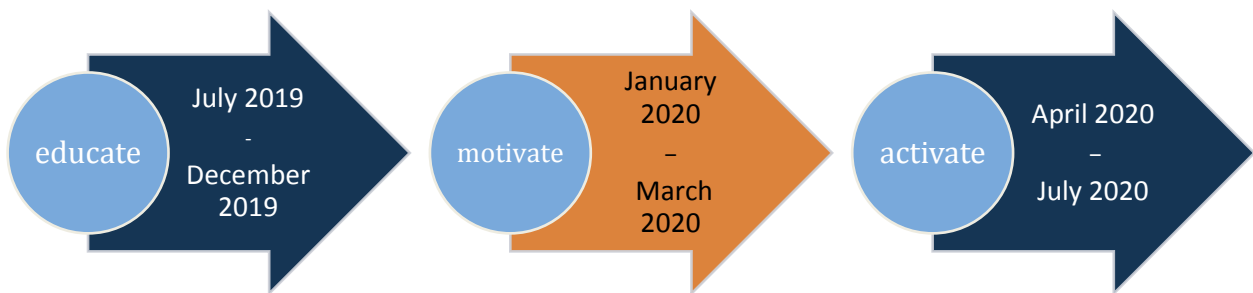
Community Outreach Strategies:

- 1. Census Ambassador Centers:** questionnaire assistance centers will be set up in locations identified as trusted spaces that are within the census tracts and blocks with the highest rates of HTC populations.
- 2. Volunteer Program:** to increase a community driven engagement and mobilization effort, volunteers will be recruited and trained to disseminate information and motivate HTC populations.

3. **Community Resource Fairs:** host Census centered kick off events in each Supervisorial District of the County in locations identified as trusted spaces and of the highest rate of HTC populations living in that district. Participate in community events throughout the year to increase awareness and education on the Census.
4. **Theater & Arts:** develop community theater traveling troupe to perform at community outreach events, and use the arts as a communication tool to drive home lively and resonating messages.
5. **Educational Institutions:** partnerships with the Monterey County Office of Education

Timeline:

The Outreach Plan will operate in three phases: Educate, Motivate and Activate. The Media and Outreach efforts are developed and tested in the first two months of the Educate phase of the Educate phase, and will be partially implemented by region and HTC's in the last four months of the phase. Full implementation to all regions and HTC populations will occur in the Motivate and Activate phases.



1.2 Approach

Monterey County has utilized a series of data sources to assist in the process of identifying the HTC populations and where they are in our communities. In addition to the Census Bureau’s Planning Dataset and the State of California Interactive HTC Database, we have added to census tracts and blocks, layers of local data such as homeless encampments, public health clinics, schools, churches and community based organizations.

With this approach, we have further identified the following populations as least likely to respond:

- Youth ages 0-5
- Youth ages 18-24
- Immigrant communities
- Non-English Speakers
- Latino, African-American, Asian/Pacific Islander, Native American
- People with Disabilities
- LGBTQ
- Veterans
- Older Adults
- Homeless population
- Farmworker and H2A worker populations
- Hospitality and Tourist Industry Workers
- Rural populations
- Poverty populations

The research methodology used to identify HTC/least likely to respond populations, barriers, challenges and opportunities for outreach has been to review and analyze local data from community services providers, historical census data, and perhaps the most valuable method: convene focus groups and one-on-one dialogue forums with leaders of trusted community based organizations, the educational institutions and the faith community. These are outcomes to date from those focus groups and dialogue forums, more will continue to be held throughout the Summer 2019 to ensure community leaders of all HTC populations are consulted.

HTC/Group	Key points for most impactful communication
Homeless and Housing Unstable	<ul style="list-style-type: none"> • Mainstream TV media outlets are not the most viewed • Use radio and social media outreach • Place educational material in trusted spaces; <ul style="list-style-type: none"> - 1st Methodist Church (Salinas) - Dorothy’s (Salinas) - I-HELP (Marina and Countywide) - Safe Place (Peninsula) - Schools and family resource centers

Migrant and H2A Farmworkers, Latino, Immigrant, Indigenous Oaxacan Spanish Mixteco, Triqui, Zapoteco	<ul style="list-style-type: none"> • Workplaces during breaks, lunches or employer hosted events • Radio and TV (Radio Bilingüe, La Preciosa, Radio Lazer, Telemundo, Univision) • Community resource fairs and free community concerts • Fotonovela; a comic book storyline about Census featuring local trusted messengers
Parents of students Zero to Five	<ul style="list-style-type: none"> • School districts mass communication to disseminate Census materials • Connect through parent associations; coffee clatches, booster clubs, etc • Have a presence at Back to School nights • Share educational materials with Daycare and Head Start programs • Collaborate with WIC offices and Health Centers to disseminate educational programs

1.3 Partnership Coordination

Monterey County’s plan to coordinate with Census partners intentionally sets out to include all Cities, private districts, community members, resident leaders, community based organizations, volunteer groups, advocacy and affinity organizations, educational institutions, business and private sector.

The following are components of the Coordination Plan:

1. **Roles and Responsibilities Guide:** will outline the specific roles of Census partners and the responsibilities they each will own as part of the implementation of strategies that directly connect to the HTC population they are most closely connected to.
2. **Communications:**
 - a. Monthly meetings of the Local Complete Count Committee (advanced scheduling)
 - b. LCCC Chair holds Regularly Scheduled Check-In meetings with U.S. Census Bureau Partnership Specialists, State Program Manager and Regional Administrative Community-Based Organization (ACBO), Action Team Chairs, representatives of census partner organizations
 - c. Use of shared online platforms/drives to share resources as a communication network
3. **Report Outs:**
 - a. Each Action Team provides monthly updates to all LCCC members on the progress of their respective strategies as well newly identified challengers or barriers

1.4 Resources and Infrastructure

Monterey County has designated Jackson Dy, a Departmental Information Services Manager and Jackie Estrada, a GIS Analyst, as the GIS team to interface with SwORD mapping portal. Both Jackson and Jackie have extensive experience as GIS Analysts with Monterey County and are knowledgeable with ESRI, ArcOnline and Portal. The City of Salinas, a census partner has designated Eric Sandoval as a GIS Administrator who will work closely with Jackson and Jackie to fully support all jurisdictions in Monterey County.

Census Ambassador Centers or as otherwise known as Questionnaire Assistance Centers (QACs) will be integral to ensuring a complete census count. The potential sites for QACs will be selected throughout Monterey County based on the following information:

- Existing capacity of the trusted location to provide staffing or volunteers that will be trained to interact and assist residents in completing their forms.
- Proximity to blocks and tracts with the highest rates of HTCs
- Level of visibility and high public foot traffic or interaction with HTC populations




The total number of Census Ambassador Centers will depend on the available resources and partnerships with the State, Census Bureau, ACBO and local philanthropic organizations. The County has identified the following potential trusted spaces as Census Ambassador Centers:

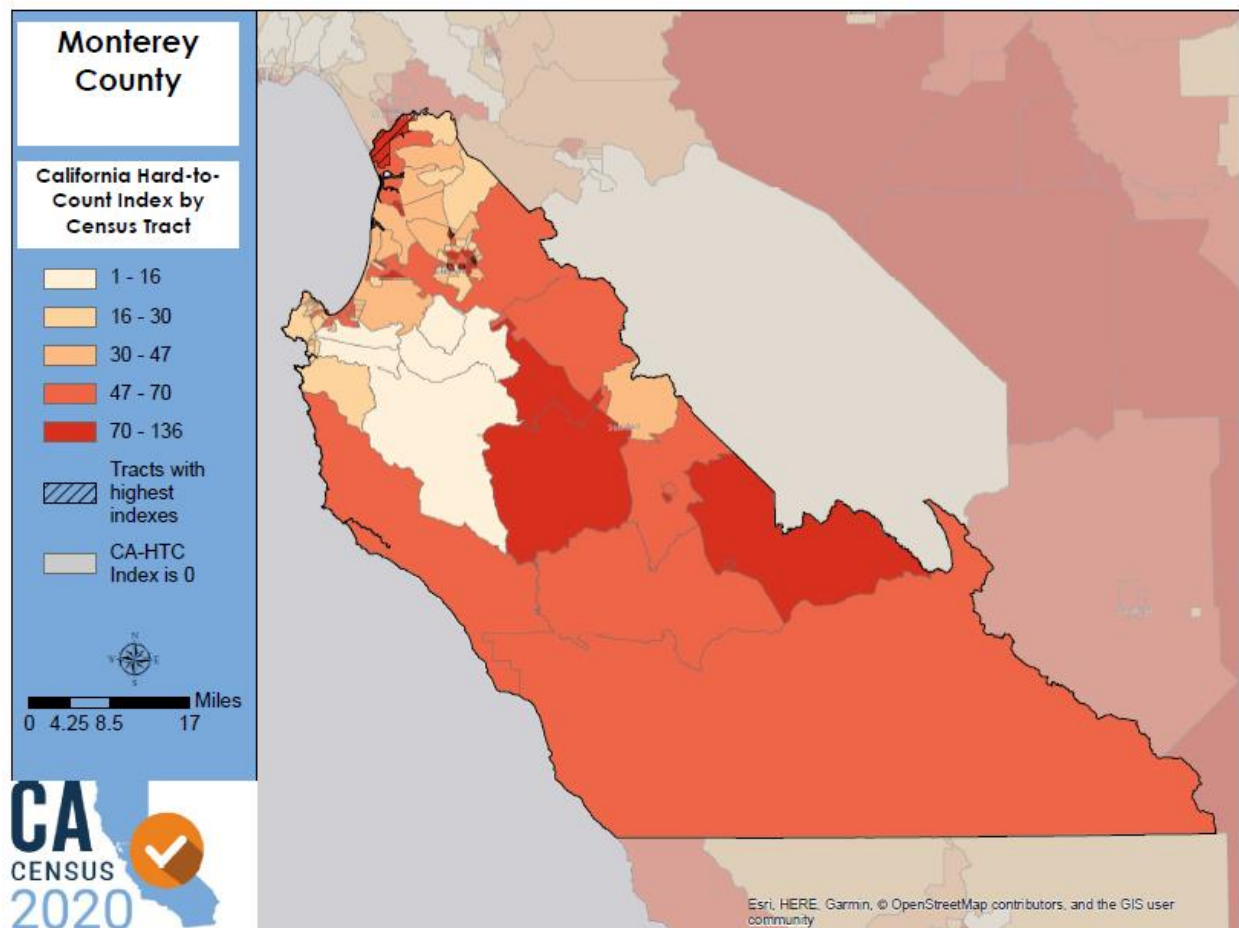
Trusted Spaces	Location	HTC Population of Focus
Public Libraries	<p>Monterey County Free Libraries: Parkfield, San Lucas, King City, Greenfield, Soledad, Gonzales, Castroville, Pajaro, Prunedale, Marina, Seaside, Big Sur</p> <p>Salinas City Libraries: Cesar Chavez Library, El Gabilan Library (Northridge)</p> <p>Monterey City Library CSUMB Library Hartnell College Library Monterey Peninsula College Library</p>	<p>Rural area Migrant farmworker Parents of Zero to Five Latino African American Asian American/Pacific Islander Immigrant College Student Veterans People with Disabilities LGBTQ</p>

Public Health Centers	Alisal Health Center, Laurel Pediatric Clinic, Laurel Internal Medicine, Bienestar Marina	Latino African American Asian American/Pacific Islander Immigrant Migrant Farmworker Parents of Zero to Five Older Adults People with Disabilities LGBTQ
School-based Family Resource Centers	Alisal Union School District: Family Resource Center Pajaro Valley Unified School District: Family Resource Center North Monterey County Unified School District: Castro Plaza Family Resource Center Salinas City Elementary School District: Sherwood School Family Resource Center	Latino African American Asian American/Pacific Islander Immigrant Migrant Farmworker Parents of Zero to Five
Community Based Organizations	Center for Community Advocacy The Village Project Building Healthy Communities Epicenter Alliance on Aging Dorothy's Place Community Human Services – Safe Place Community Homeless Solutions Central Coast Center for Independent Living Veterans Transition Center	Latino African American Foster Care Youth Homeless People with Disabilities Veterans
Faith Based Sites	First United Methodist Church	Homeless
Mobile programs	Clinica de Salud Monterey County Free Library	Rural area Migrant farmworker Parents of Zero to Five Latino African American Asian American/Pacific Islander Immigrant College Student Veterans People with Disabilities LGBTQ Homeless

1.5 Geospatial Data and Mapping

Monterey County will dedicate resources and focus outreach efforts according to the California Hard-to-Count index as identified by Census Tract. The map below will provide a geographical guide to Census Tracts and further assist with identifying where HTC populations are located. The higher a Tract ranks on the CA-HTC index is an indicator that the region is considered a hard to reach region. The ranked Census Tracts will assist partners in better directing outreach efforts with the needed level of intensity: primary, secondary and tertiary. The category below demonstrates the connection between the efforts and the Census Tracts.

	Extremely High HTC Index: demonstrates an area is at an extremely high risk of an undercount requiring primary and detailed concerted outreach efforts
	Very High HTC Index: demonstrates an area is at a very high risk of an undercount requiring secondary and detailed concerted outreach efforts
	Medium High HTC Index: demonstrates an area that is at high risk of an undercount, requiring tertiary concerted outreach efforts



While the Complete Count Committee’s strategies are encompassing of all Census blocks and tracts with high rates of non-response predictions in each of the four Regions of Monterey County (South County, Salinas, North County and Peninsula), the highest concentrated and high-touch outreach efforts will center on the top 5 HTC Census Tracts in Monterey County:

Census Tract 13: Salinas - Downtown		
Total population:	HTC Characteristics	CA-HTC Index
2,815	Renter-occupied units Non-high school graduates Below 150 percent of poverty level	113.0
Census Tract 101.01: North Monterey County - Pajaro		
Total population:	HTC Characteristics	CA-HTC Index
4,914	Crowded units Non-high school graduates Unemployed	111.0
Census Tract 105.06: Salinas - North		
Total population:	HTC Characteristics	CA-HTC Index
5,205	Non-high school graduates Limited English-speaking households Children under 5	98.0
Census Tract 5.01: Salinas - East		
Total populations:	HTC Characteristics	CA-HTC Index
4,376	Foreign-born population Non-high school graduates Below 150 percent of poverty level	93.0
Census Tract 7.02: Salinas - East		
Total population:	HTC Characteristics	CA-HTC Index
6,111	Renter-occupied units Crowded units Foreign-born population	92.0

Census Tract 112.03: South County – Greenfield	
Total population:	HTC Characteristics
7,165	30.5% - No home internet or dial-up connection Latino (94% of population) Foreign-born Spanish speaking Below 150 percent of poverty level Renter-occupied crowded
Census Tract 111.01: South County – Soledad	
Total population:	HTC Characteristics
5,719	44.7% - No home internet or dial-up connection Latino (87% of population) Foreign-born Spanish speaking Below 150 percent of poverty level Renter-occupied crowded
Census Tract 113.02: South County – King City	
Total population:	HTC Characteristics
5,667	46.1% - No home internet or dial-up connection Latino Foreign-born Spanish speaking Below 150 percent of poverty level Renter-occupied
Census Tract 108.04: South County – Gonzales	
Total population:	HTC Characteristics
5,719	41.9% - No home internet or dial-up connection Latino (96% of population) Foreign-born Spanish speaking Below 150 percent of poverty level Renter-occupied crowded

Census Tract 114: South County - Rural	
Total population:	HTC Characteristics
4,700	34.8% - No home internet or dial-up connection Latino Below 150 percent of poverty level

Census Tract 115.02: Peninsula - Rural	
Total population:	HTC Characteristics
1,728	Latino Below 150 percent of poverty level Renter-occupied
Census Tract 105.04: North County – Rural (Prunedale)	
Total population:	HTC Characteristics
5,033	Latino Asian Renter-occupied Below 150 percent of poverty level
Census Tract 104: North County – Rural (Castroville)	
Total population:	HTC Characteristics
5,033	Latino (87%) Renter-occupied Below 150 percent of poverty level



1.6 Language Access Plan

The California Complete Count Committee has designated threshold languages for Monterey County as Spanish and English. However, the Local Complete Count Committee recognizes additional languages spoken by Hard-to-Count Populations as follows: Triqui, Zapotec, Mixteco, Japanese, Tagalog/Filipino. Monterey County will develop broad messaging and implement outreach strategies in the languages listed. To ensure language access across the County, the LCCC will partner with community based organizations to develop and disseminate information. Interpretation in the HTC languages, including American Sign Language, will be provided at Census focused events hosted by the County Complete Count Committee.

The Media Action Team is taking the lead on developing messaging that will resonate most both culturally and linguistically with all Hard-to-Count populations. This includes ensuring accessibility for people with disabilities. Focus groups with community members from the represented Hard-to-Count populations will be held to test messaging and gain input on the development of all forms of media messaging the LCCC will implement.

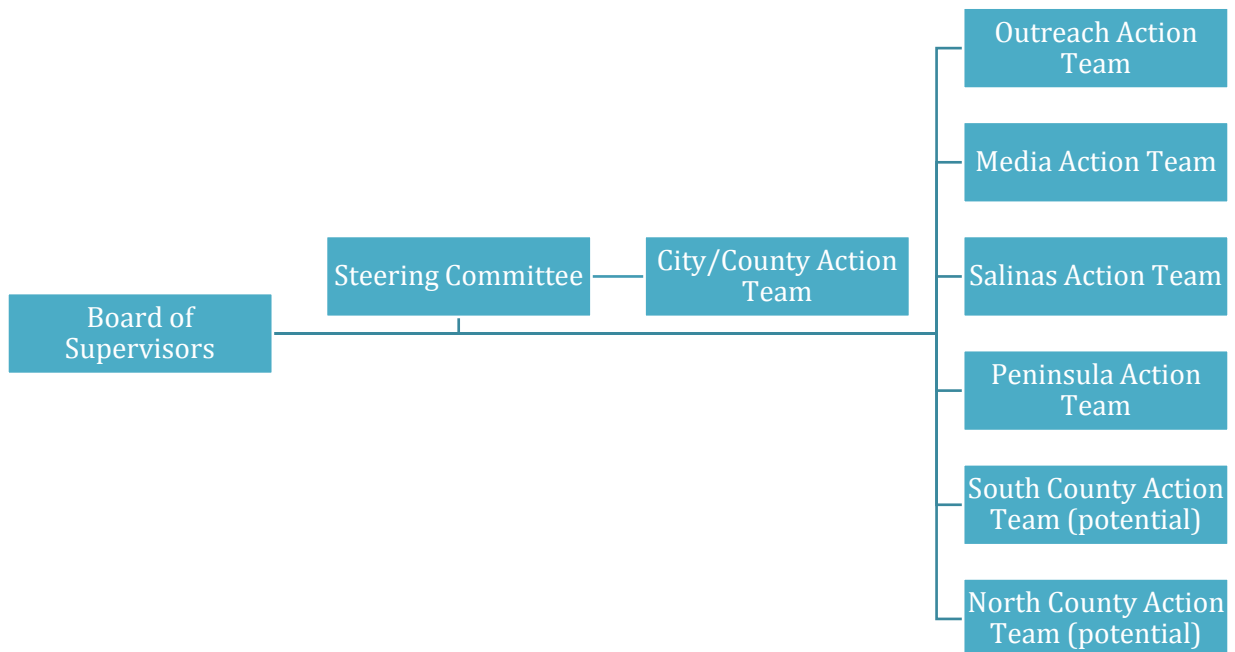


Left to Right: Supervisor Luis Alejo and Supervisor Chris Lopez flanked by international flags representing diversity of Monterey County's population. The April 1, 2019 launch and Countdown to 2020 Census event in Castroville, Ca.

1.7 Local Complete Count Committee

The Monterey County Complete Count Committee is Chaired by Rosemary Soto, a Management Analyst of the County Administrative Office. The structure of the Committee includes Action Teams focused on the two major components of the LCCC Outreach Plan: Outreach and Media Strategies, the Regions of Salinas, Peninsula and potentially South and North Monterey County. A Steering Committee that consists of each Action Team Chair and potentially County Supervisorial Appointments, will provide guidance and oversight for the implementation of the strategies.

Complete Count Committee Structure



Complete Count Committee members include City representatives, community based organizations, community resident leaders, business community, homeless services providers, education representatives, advocacy organizations, faith community.

Complete Count Committee and Action Team Members:

Organization	HTC Population of Focus	Action Team
Community Based Organizations		
Alliance on Aging	Older Adult	Outreach Action Team
Building Healthy Communities	Latino Immigrant Farmworker Youth Zero to Five	Outreach Action Team Media Action Team Salinas Action Team
Catholic Charities Diocese of Monterey	Latino Immigrant Farmworker	Outreach Action Team
Center for Community Advocacy	Latino Immigrant Farmworker	Outreach Action Team Media Action Team Salinas Action Team
Central Coast Center for Independent Living	People with Disabilities	Outreach Action Team Media Action Team
Central Labor Council	Labor unions	Outreach Action Team
CHISPA	Latino Immigrant Farmworker	Partner in support of strategies
COPA	Latino Immigrant Farmworker	Partner in support of strategies
California Rural Legal Assistance	Latino Immigrant Farmworker LGBTQ	Partner in support of strategies
Deaf & Hard of Hearing Service Center	People with Disabilities	Partner in support of strategies
Dorothy's Place	Homeless	Partner in support of strategies
Epicenter	Foster Care Youth LGBTQ	Partner in support of strategies
First 5 Monterey County	Zero to Five	Outreach Action Team Media Action Team
GRID Alternatives	Latino Immigrant	Outreach Action Team
Health Projects Center	Older adults	Partner in support of strategies
LULAC Chapters: North Monterey County, Monterey, Salinas #2055, Seaside	Latino Immigrant Farmworker	Outreach Action Team Media Action Team
Monterey Salinas Transit	Asian Pacific Islander African American Latino Immigrant	Outreach Action Team

	Farmworker Zero to Five Youth	
NAACP	African American Older Adults Zero to Five	Outreach Action Team
Radio Bilingue	Latino Immigrant Farmworker Oaxacan Indigenous language	Media Action Team Salinas Action Team
Salinas Homeless Union	Homeless	Media Action Team
The Village Project	African American Zero to Five	Outreach Action Team
UFW Foundation	Latino Immigrant Farmworker	Outreach Action Team Media Action Team
Veterans Transition Center	Veterans	Peninsula Action Team
<i>Business Community</i>		
Salinas Valley Chamber of Commerce	ALL	Media Action Team
Pajaro Valley Chamber of Commerce	ALL	Partner in support of strategies
Soledad Mission Chamber of Commerce	ALL	Partner in support of strategies
King City Chamber of Commerce		
Growers Shippers Association	Migrant Farmworker	Partner in support of strategies
<i>Education</i>		
Monterey County Office of Education	ALL	Outreach Action Team
MCOE Migrant Education	Latino Immigrant Farmworker Zero to Five Youth	Partner in support of strategies
Alisal Family Resource Center	Latino Immigrant Zero to Five	Outreach Action Team
Alisal Unified School District	Latino Immigrant Zero to Five	Outreach Action Team Media Action Team
Hartnell College/Hartnell Foundation	Latino African American Asian Pacific Islander Veterans LGBTQ	Partner in support of strategies

Monterey Peninsula College	Latino African American Asian Pacific Islander Veterans LGBTQ	Partner in support of strategies
CSUMB	Latino African American Asian Pacific Islander Veterans LGBTQ	Outreach Action Team Salinas Action Team
Local Government		
City of Seaside *Lead	ALL	Peninsula Action Team City/County Action Team Outreach Action Team Media Action Team
City of Carmel	ALL	Peninsula Action Team City/County Action Team
City of Del Rey Oaks	ALL	Peninsula Action Team City/County Action Team
City of Marina	ALL	Peninsula Action Team City/County Action Team
City of Monterey	ALL	Peninsula Action Team City/County Action Team
City of Pacific Grove	ALL	Peninsula Action Team City/County Action Team
City of Salinas *Lead	ALL	Salinas Action Team City/County Action Team Outreach Action Team Media Action Team
City of Gonzales	ALL	City/County Action Team
City of Soledad	ALL	City/County Action Team
City of Greenfield	ALL	City/County Action Team
City of King	ALL	City/County Action Team

Action Teams:

The Complete Count Committee includes Action Teams that focus on specific outreach efforts with further emphasis on Hard-to-Count populations. This laser point focus ensures that strategies are culturally relevant and meaningful.

The Salinas Action Team is led by the City of Salinas Community Development Department and focuses on Census blocks and tracts within the City of Salinas. See Appendix A for details on the outreach efforts specific to Salinas.

The Peninsula Action Team is led by the City of Seaside City Clerk's Office and convenes the Peninsula Cities of Carmel, Pacific Grove, Monterey, Marina and Sand City. The Peninsula Action Team focuses on outreach strategies primarily on the HTC's in census blocks and tracts throughout the peninsula region.

The Countywide Outreach Action Team focuses on the development and implementation of outreach strategies and coordinates with all other Action Teams to ensure strategies are in alignment and maximizes impact on HTC populations throughout the entire Monterey County.

The Media Action Team focuses on the development and implementation of media strategies and content development for all HTC populations throughout the entire Monterey County.

1.8 Workforce Development

The County has launched a webpage for the Census 2020 Complete Count Committee as well as a social media page to share links to the U.S. Census recruitment page. The County's Human Resources and Workforce Development Board will post job opportunities in job centers and inform staff and clients of the opportunities to be shared widely within our networks. The LCCC will directly inform local career and technical education programs of Census jobs. Community outreach efforts by LCCC partners will also promote Census job opportunities to the public.

1.9 Budget

Total Proposed Budget					
Region [MONTEREY COUNTY] Budget		FY19-20			
Outreach Budget		State Allocation		Unmet	Actual Cost
1	Subcontractors	\$ 80,000.00		\$ 60,000.00	\$ 140,000.00
	8 CAC (1 Peninsula: Seaside Library, 3 Salinas: Cesar Chavez Library, Homeless Trusted Space, North Salinas Library, 2 North County; Castroville Library, Pajaro Trusted Space, 2 South County; King City Library, Soledad Library)		6 additional CAC located in CBO/Trusted Spaces in HTC census tracts and blocks		
2	Program Management	\$ 70,000.00		\$ 125,000.00	\$ 195,000.00
	78 hours per month x \$75 for 12mos; assist with strategy development and implementation		168 hours per month x \$75 for 12mos; assist with strategy development and implementation		
			Outreach Volunteer Stipends (\$40 per 4 hour, 80 community events including District Launches, 160 volunteers)	\$ 256,000.00	\$ 256,000.00
3	Data Management (SwORD)	\$ 10,000.00			\$ 10,000.00
4	Language Translations/Interpretations	\$ 10,000.00			\$ 10,000.00
5	Launch and Regional Events (Venue, Food, etc.)	\$ 40,096.00		\$ 9,904.00	\$ 50,000.00
6	Media	\$ 150,000.00		\$ 190,000.00	\$ 340,000.00
	2 radio 1 Spanish TV, 1 English TV (\$120,000)		additional: 6 radio, 4 print, 2 Spanish TV, 2 English TV (\$140,000)		
	Outreach Swag/promotions (\$30,000)		additional Outreach Swag/Promotions (\$50,000)		
7	Digital Tools Community Connect Labs*			\$ 50,000.00	\$ 50,000.00
Total Outreach Budget		\$ 360,096.00		\$ 690,904.00	\$ 1,051,000.00
Administrative Budget		Allocation			
1	Human resources, budgeting, accounting, contracting, legal, information technology equipment and support, etc.	\$ 41,900.00			
Total Administrative Budget		\$ 41,900.00			
Total Costs		\$ 401,996.00			\$ 1,051,000.00

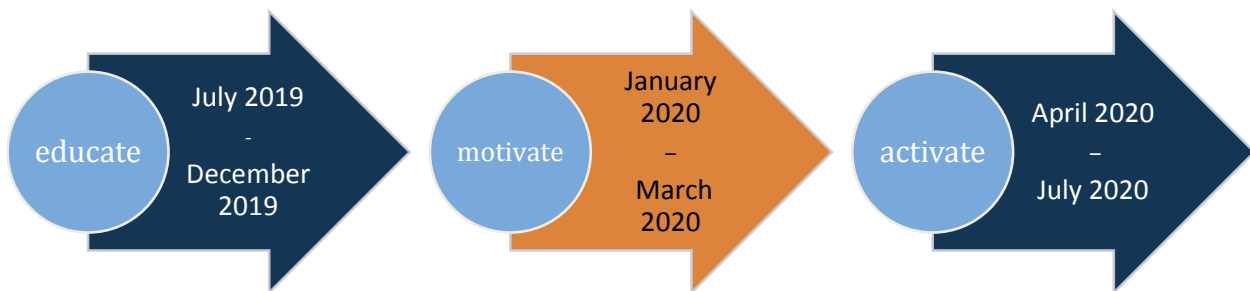
*Administrative Costs not to exceed 10% of total budget

Narrative:

1. Subcontractors: The Census Ambassador Centers will be in trusted spaces throughout Monterey County. This budget includes the cost for confirmed CAC locations and will expand to include other trusted spaces with additional local funding sources and/or Region 5 Administrative Community Based Organization allocations as applied for by local Community Based Organizations. The initial 8 locations are: City of Salinas Cesar Chavez Library and El Gabilan Library (Northridge Mall satellite); a trusted spaces focused for the Homeless HTC population in Salinas potentially Dorothy's Place or 1st Methodist Church, Castroville Library and in Pajaro potentially in the Family Resource Center or other trusted space; Seaside Library, King City Library and Soledad Library.
2. Program Management: Role includes assistance with further development and implementation of outreach strategies, media content development, project management assistance and coordinating efforts between CBO's, Cities, Faith Based organizations, and community groups.
3. Data Management (SwORD): GIS analyst assistance to County and Cities for updating and tracking.
4. Language Translations/Interpretations: contract with language interpreters and translators for communication.
5. Launch and Regional Events: a minimum of 5 large scale Census launch events will be hosted between March-April in each of the Supervisorial Districts. The events will be held in high HTC rated Census tracts as a call to action and mobile access for questionnaire completion will be made available.
6. Media: in Monterey County radio, print and television are main sources of communication. 2 major radio stations will cover the threshold languages, 1 English TV media effort is necessary to ensure the following HTC populations are reached: Veterans, parents of zero to five, immigrant, Latino, Asian, Native American and African American. 1 Spanish TV media for monolingual Spanish speaking populations. Print in major print outlets in Spanish and in English; El Sol, El Tianguis, The Californian, Monterey Weekly and Farm Labor Information Bulletin. Print in public transit buses and bus stops. Outreach promotional and swag materials are necessary to create a visual movement and branding.
7. Digital Tools: the item will be pending until we know more from the State contracting agreements and its impact to Monterey County.

1.10 Timeline of Activities

August 2018	The Monterey County Complete Count Committee began its formation and strategy prioritization process
October 2018	Official launch the Complete Count Committee
April 2019	Complete Count Committee held a public and official launch of the Countdown to 2020 Census
January – July 2019	The planning and development phase within the terms of this contract
July – December 2019	Message testing and outreach strategy implementation with targeted HTC in highest HTC rate locations
January – March 2020	Greater implementation of strategies throughout all HTC locations and to all HTC populations
April – July 2020	Full implementation of strategies throughout all HTC locations and to all HTC populations



1.11 Accountability and Evaluation

Accountability measures will continue to be developed and will be specifically connected to each strategy, such as:

Complete Count Committee and Action Teams

- Meeting agendas
- Outcome and progress reports

HTC specific messaging

- Results from focus group message testing sessions

- Number of participants
- HTC populations identified

Census Ambassador Centers

- List of potential locations and partner agreements
- List of identified HTC populations and languages
- Number of people served at each location

Community Outreach

- Master Events Calendar with assigned census partner
- Number of people reached
- List of HTC populations reached
- Number of materials and toolkits distributed

Media

- Data and analytics of social media traction
- Track press releases, earned media and events public service announcements

The self-response rates for HTC populations will ultimately demonstrate the effectiveness of Monterey County's Complete Count Committee strategies for Outreach and Media efforts.

APPENDIX A: Salinas Action Team

City of Salinas Sub-Committee (Monterey County Complete Count Committee)

1.1: Outreach Plan

The City's outreach plan for the 2020 Census includes a multi-pronged approach of working with community-based organizations (CBO's), school districts, media providers, private businesses, the Monterey County Administrative Office, the California State Census Office, and the U.S. Census Bureau, to ensure hard to count areas have sufficient targeted outreach. Regular coordination with the Monterey County Complete Count Committee, the parent committee, will be done to ensure that efforts aren't duplicated and to share useful strategies.

Salinas' Hard to Count (HTC) Populations:

- Youth 0-5
- Youth 6-17
- LGBTQ Population
 - Homeless LGBTQ
- Homeless Population
 - Street bound homeless persons
 - Car or couch bound homeless persons and families
- Persons with disabilities
- Migrant families
 - Farmworkers
 - Seasonal farmworkers
- Speakers of these languages:
 - Spanish (93,700 speak at home)
 - Mixtec (unknown)
 - Zapotec (unknown)
 - Triqui / Copala (unknown)
 - Asian languages (5,058 speak at home)
 - Hindi (500 in Salinas)
 - Vietnamese (500 in Salinas)
 - Filipino (6,200 in Salinas)
 - Chinese (600 in Salinas)
- Overcrowded households
- Affordable Unit households
- Elderly persons
 - Elderly with disabilities
 - Elderly in Group homes

Possible Partners:

- Healthy Projects Center (Elderly and disabled population)
- Radio Bilingue (information and messaging)
- First Five of Monterey County (youth and infants)
- Monterey Bay Labor Council (various groups)
- Salinas Valley Chamber of Commerce (business outreach)
- League of United Latin American Citizens (LULAC) (farmworkers and seasonal workers)
- Central Coast Center for Independent Living (persons with disabilities)
- Alisal Union School District (overcrowded households, farmworkers, youth and infants)
- Salinas Union Elementary and High School District (overcrowded households, farmworkers, youth and infants)
- Santa Rita Union School District
- Housing Authority of Monterey County
- Natividad Hospital (translators for languages mentioned in above section)
- California Teachers Association (youth and infants, teacher message)
- United Farmworkers Union (seasonal and year-round farmworkers, speakers of Triqui, Mixtec and Zapotec)
- Growers-Shippers Association (seasonal and year-round farmworkers)
- Housing Authority of Monterey County
- Dorothy's Place (homeless populations)
- Building Healthy Communities – East Salinas (overcrowded households, youth and infants, farmworkers)
- Salinas Californian / El Sol (information and messaging)
- Univisión TV (information and messaging)
- Telemundo TV (information and messaging)
- Local Soccer stars (information and messaging)
- Women, Infants, and Children (WIC) (families)
- Communities Organized for Power in Action (COPA)
- Center for Community Advocacy (CCA) (farmworkers)
- Local religious organizations (churches of different denominations)
- Asian Cultural Experience (Asian communities)
- Grocery Stores
- Local Employment Offices
- Local health clinics

Salinas' Hard to Count Geographies (Neighborhoods, Census Tracts, Census Block Groups):

- East Salinas
 - Acosta Plaza
 - Del Monte Ave/Garner corridor Apartments
 - Closter Park/Mojar area
 - Roosevelt/Pearl area
- South Salinas
 - Downtown area – Soledad Street and California Street area
 - Neighborhood between Central Park and Market Street

- Alisal Marketplace – Griffin Street area
- Chinatown and area around Filipino Community Center
- North Salinas
 - Area behind North Salinas High School with duplexes – Linwood Drive
 - Area south of the mall around Northgate Park with duplexes
 - 1960s era neighborhood between El Dorado and Natividad
 - Creekbridge (possibly monolingual Spanish and Asian speaking households)
 - Santa Rita – apartments along Hwy 101

Neighborhood	Census Tract	Census Block Group	CBG Response Rates
Alisal/East Salinas	5.01	060530005012	68.9%
		060530005011	66.7%
	6.00	060530006003	64.8%
		060530006004	67.3%
		060530006001	65.8%
		060530006002	72.3%
	800	060530008003	70.2%
		060530008002	69.1%
	900	060530009002	72.0%
		7.01	060530007012
		060530007013	66.3%
		106.07	060530106072
	7.02	060530007023	71.7%
		060530007022	66.3%
North Salinas	105.04	060530105041	68.0%
		060530105042	69.6%
	103	060530001032	70.8%
	200	060530002001	62.8%
	105.06	060530105061	67.5%
	400	060530004003	66.2%
	102	060530001021	72.7%
	106.03	060530106031	70.5%
Central Salinas/City Core	13	060530013001	72.0%
	18.02	060530018022	66.8%
	145	060530145001	57.2%
South Salinas	14	060530014001	70.8%
	17	060530017001	67.8%
		060530017002	72.8%

1.2: Approach

The City of Salinas Sub-committee of the Monterey County Complete Count Committee will meet on a monthly basis and possibly a bi-monthly basis as needed as Census 2020 approaches. Sub-committee members will discuss outreach strategies in coordination with the Census Bureau, also taking into account local knowledge of hard to count areas.

The most crucial census block groups that the sub-committee will focus its outreach on had response rates below 67.5% percent in the 2010 census. The census defines designates a response rate of below 73% in census tracts to be hard to count; however, the areas in Salinas with below 67.5% response rates tend to have locally specific hard-to-count populations such as homeless persons, seasonal farmworkers, and persons living in overcrowded housing. There are two of these census block groups in Central Salinas, two in North Salinas, and seven in East Salinas.

It is also presumed that there will be hard-to-count pockets in census tracts and block groups that are not designated as hard-to-count. Further data will be collected on indicators of hard-to-count areas in Salinas, so the sub-committee can identify where to focus its resources.

1.3: Partnership Coordination

The sub-committee will act like a Steering Committee, and will drive the outreach process for the hard-to-count areas and the entirety of Salinas. To avoid duplicative efforts, this group will coordinate regularly with the County level Complete Count Committee.

1.4: Resources and Infrastructure

Our designated representative for geospatial mapping resources is Eric Sandoval, the GIS Administrator for the City of Salinas.

1.5: Contractor shall provide geospatial data or mapping of the following

The County and Census Bureau Coordination Team will ensure that efforts are not duplicated and resources are being allocated appropriately to hard-to-count areas.

1.6: Language Access Plan

Strategies to reach foreign language speakers will include working with appropriate community and religious organizations, printing out informational materials, ensuring paper census forms are available in the appropriate language (if available), and door to door outreach if needed. According to the 2010 U.S. Census, Spanish is the second most spoken language at home. Hindi, Chinese, Korean, and Vietnamese are “third-tier” languages spoken in Salinas, according to the 2010 U.S. Census, while smaller amounts of persons in Salinas are Burmese, Hmong, Cambodian and Thai, and may speak those languages. Further research needs to be done to learn about Asian languages spoken at home in Salinas.

Although not tracked by the Census, local community groups report significant numbers of Mixtec, Zapotec, and Triqui speakers in Salinas.

Targeted outreach to community leaders and individuals, as well as organizations related to the aforementioned groups will be a priority for the Outreach Action Team group.

1.7: Monterey County Complete Count Committee

The Monterey County Complete Count Committees will consist of a Steering Committee, Media Action Team, Outreach Action Team, and a City/County Action Team. There will also be groups of regional focus including North Monterey County, South County, West County, and the City of Salinas Sub-committee. Depending on the needs of other municipalities and organizations, other groups may be formed later.

The City Sub-committee will suggest to the County level committee that the City/County Action Team act as a liaison to the City of Salinas Sub-Committee’s County and Census Bureau Coordination Team.

1.8: Workforce Development

The City of Salinas Sub-committee is willing to help recruit Census enumerators through its local academic institutions, advertisements at local retailers, and advertisements at local employment centers and government offices, such as the Employment Development Department and Department of Motor Vehicles, and the Department of Social Services.

1.9: Budget

Monterey County’s budget allocation for the 2020 Census Outreach program is \$401,996. County unincorporated areas account for 15.7% of the hard-to-count populations in the County, while incorporated areas account for 84.3%.

Below are calculations based on hard-to-count Census Block Groups that identify city and unincorporated county share:

Jurisdiction	Hard-to-count Pop (by Census Tract)	Share of funding	Amount of funding
Monterey County	35,628	23%	\$92,459
Salinas	59,392	38.5%	\$154,768
Greenfield	11,333	7%	\$28,140
Seaside	10,578	7%	\$28,140
Marina	10,307	6.5%	\$26,130
Monterey	9,740	6%	\$24,119
Soledad	7,946	5%	\$20,100
Gonzales	4,282	3%	\$12,060
King City	7,646	3%	\$12,060
Carmel-by-the-Sea	Unknown +/- 1000	0.5%	\$2,010
Pacific Grove	1,024	0.5%	\$2,010
Totals	154,400	100%	\$401,996

* This table does not include Census Block Group 060530109001, which consists of prison inmates. This block group is incorporated into the City of Soledad and has 9,130 people.

The City share identified in the above table is \$154,768. Please note that this table is not completely accurate as both census block groups and census tracts are not contiguous with city/county jurisdictional boundaries.