

United Way of the Columbia-Willamette

We Count Oregon Campaign/Oregon Census Equity Fund

Final Census Tribal Report

Thank you for partnering with The Oregon Census Equity Fund (OCEF) and We Count Oregon to reach Oregon's hard-to-count populations for the 2020 Census. Your final report is to be submitted by **December 31st, 2020**. Please reach out to Lauren Gottfredson at laureng@unitedway-pdx.org or 503.226.9303 if you have any questions.

Please answer the following questions for the full campaign/grant period.

1. What is the name of your Tribe?

- Coquille Indian Tribe

2. What was successful about working with the WCO campaign?

- Having a dedicated promotional effort and coordinator for tribes.
- Having a venue to share information and ideas and learn from other tribes.
- Kept current on response rates and government developments affecting tribes.
- Funding for incentives to promote response and to help cover outreach costs.

3. What lessons learned would you like to see implemented for a 2030 campaign?

- A communications plan template would have been helpful as a starting point for developing a tribal-specific strategy.
- More emphasis on direct, individual communications in support of broader media campaigns.

4. How did COVID-19 impact your ability to support a full census count?

- It reduced our capacity to conduct the level of outreach we would have liked due to cancelled events and limited staff availability.
- It cancelled plans to conduct door to door outreach on tribal lands.

5. What was your biggest success working on this project?

- The incentives made possible by this grant greatly encouraged response.

6. What were some unexpected learnings from working on this project? Did anything emerge that you did not expect (new opportunity, learning, experience)?

- It was astounding to learn the extent of the affect of the 2010 undercount on tribal programs.
- It was wonderful to make new connections with other tribes.

For the following questions, please respond over the course of the full grant period and include people/households for which you had direct interactions. Do not include general outreach numbers such as social media touches or flyer distributions in this section.

7. How many people (households) did you serve in regards to the census in total over the grant period (include completed the form, answered questions, engaged in discussion, etc.)?

- Direct contact was made with all 650 tribal households via mail, email, and/or phone.

8. If different from Q7, how many tribal citizens did you count?

- Contact was made with all but a few tribal members for whom no address was available. 40% of tribal households responded to the incentive promotions, indicating at least 440 tribal members were properly identified as Coquille tribal members. Anecdotal information suggests a much higher number responded correctly.
- Coquille's census area was 100% enumerated.

9. If applicable, how many people did you sign up for the text to pledge program?

- Sign ups for the text to pledge program were promoted at the tribe's Winter Gathering in January 2020, but it is unknown how many signed up.

10. What community events were you able to attend to engage people in the census? Please briefly describe the event activities you conducted.

- Census jobs and response were heavily promoted at the tribe's Winter Gathering general council meeting in January 2020. With the support of tribal staff, three federal census employees, including the regional tribal partnership lead, conducted outreach, recruited potential job applicants, and distributed informational and promotional items to tribal members. The census booth had primary placement at the event, which was well attended.
- The importance of response was also promoted in person and by virtual presence at Tribal Council workshops, Housing Board meetings, and Residents Association meetings.
- Outreach at other tribal and community events was cancelled due to COVID-19.

Communications/Outreach

11. What sorts of broader communications and outreach strategies did you use? Please list all that you used (e.g. Facebook, Tribal newspaper, etc.).

- Facebook, tribal newspaper, housing newsletter, weekly online briefings, text notices, and direct mailings.

12. What was most successful in reaching your community?

- [Direct mailing.](#)

13. How many people (households) do you think you reached through this work?

- [650 households.](#)

Final questions

14. Would you like to have a confidential conversation with a CEFCO Steering Committee member of your choosing?

- [No, but thank you for offering.](#)

15. Is there anything else that you think we should know?

- [Thank you so much for your support of the Coquille Tribe's census efforts. With your help we were able to reach a much greater number of tribal members than have been reached in previous efforts. We appreciated the opportunity to engage with the larger AIAN community in this effort as well.](#)

Contact Information

16. Please provide a contact name and email address should we have questions about this report.

Contact name: [Anne Cook](#)

Contact email: annecook@coquilleiha.org

Census Tribal Partners Final Financial Report

Please complete the following table with final financial information applicable to the duration of your grant. This financial report will include budget to actuals based on the budget outlined in your grant agreement. Amounts will automatically total at the bottom. You can add other items to the bottom of the table as needed. Copies of your originally submitted budget and executed grant agreement are available upon request. Please submit this report via email Lauren Gottfredson (laureng@unitedway-pdx.org) by 12/31/2020.

Tribe name:	Coquille
Counties Served:	Coos, Curry, Douglas, Jackson, Lane

Item	Notes	Budget Amount	Actual Amount
Staffing		\$ -	\$ 5,907.18
Operational Overhead		\$ -	
Incentives for community members	Visa and 8th generation gift cards	\$ 21,300.00	\$ 14,446.16
Travel		\$ -	
Community Events		\$ -	
Technology		\$ -	
Publications, printing, postage	Mailers	\$ 1,000.00	\$ 1,946.66
(other item)			
(other item)			
Project total		\$ 22,300.00	\$ 22,300.00