

# EXHIBIT A

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## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

COUNTIES					
County	Amended Amount,	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
<b>Alameda</b>	\$283,294 \$198,153	\$843,249	\$1,284,380.55	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional funding</li> <li>• NRFU</li> <li>• NRFU-Self Response</li> </ul>
<b>Calaveras</b>	\$53,700	\$50,000	\$101,200.00	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional funding</li> <li>• NRFU</li> </ul>

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<b>Colusa</b>	\$27,100	\$25,000	\$50,850.00	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>
<b>Contra Costa</b>	\$63,400	\$362,605	\$407,874.75	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>

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<b>Del Norte</b>	\$52,600	\$50,000	\$100,100	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>
<b>Fresno</b>	\$157,350 \$100,000	\$1,088,443	\$1,291,370.85	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> <li>• NRFU-Self Response</li> </ul>

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Humboldt	\$104,750	\$100,000	\$199,750.00	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>
Imperial	\$110,807 \$50,375	\$284,435	\$431,395.25	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> <li>• NRFU-Self Response</li> </ul>

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Inyo	\$4,950	\$25,000	\$28,700.00	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>
Kern	\$42,650 \$60,000	\$852,723	\$912,736.85	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

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<b>Kings</b>	\$75,800 \$58,416	\$121,055	\$249,218.25	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>
<b>Lake</b>	\$13,000	\$75,000	\$84,250.00	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Los Angeles	\$1,756,053	\$9,393,090	\$10,679,488.50	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>
Madera	\$107,900	\$133,610	\$234,829.50	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Marin	\$0	\$100,000	\$95,000.00	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Mariposa	\$0	\$25,000	\$23,750	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Mendocino	\$74,750	\$75,000	\$71,250.00	48%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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<b>Merced</b>	\$0	\$289,390	\$274,920.50	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>Modoc</b>	\$27,100	\$25,000	\$50,850.00	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Monterey	\$39,450 \$90,517	\$401,996	\$511,863.20	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>
Napa	\$108,000	\$100,000	\$195,800.00	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Nevada	\$78,150	\$75,000	\$71,250.00	47%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Orange	\$725,082 \$50,298	\$1,555,519	\$1,999,257.05	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

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Placer	\$107,900	\$100,000	\$202,900.00	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>
Riverside	\$418,450 \$184,785.50	\$1,210,891	\$1,753,531.84	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

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<b>Sacramento</b>	\$0	\$862,308	\$819,191.88	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>San Benito</b>	\$0	\$75,000	\$71,250.00	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>San Bernardino</b>	\$383,495	\$1,482,128	\$1,791,516.60	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> <li>• NRFU</li> </ul>

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<b>San Diego</b> (SANDAG)	\$0	\$1,565,350	\$1,487,082.50	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>San Francisco</b>	\$259,232 \$368,819	\$546,212	\$1,146,952.40	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

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San Luis Obispo	\$8,400	\$100,000	\$103,400.00	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
San Mateo	\$0	\$228,835	\$217,393.25	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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<b>Santa Barbara</b>	\$139,695	\$354,319	\$476,298.05	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>Santa Clara</b>	\$423,888	\$963,854	\$1,339,049.30	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Santa Cruz	\$110,000	\$111,586	\$216,006.70	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Shasta	\$54,750	\$100,000	\$149,750.00	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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<b>Solano</b>	\$30,550	\$145,572	\$168,843.40	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>Sonoma</b>	\$99,750	\$100,000	\$194,750	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Stanislaus	\$0	\$318,521	\$302,594.95	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Stockton	\$ 98,461	\$323,857	\$406,125.16	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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<b>Sutter</b>	\$56,950	\$86,138	\$138,781.10	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding Withhold Release</li> <li>• NRFU</li> </ul>
<b>Trinity</b> <i>(California Center for Rural Policy)</i>	\$32,100	\$25,000	\$54,600	96%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• Additional Funding</li> </ul>

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<b>Tehama</b>	\$63,150	\$75,000	\$134,400.00	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding Withhold Release</li> <li>• NRFU</li> </ul>
<b>Tulare</b>	\$0	\$582,714	\$553,578.30	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Tuolumne	\$79,750	\$75,000	\$151,000.00	98%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Ventura	\$0	\$288,754	\$274,316.30	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>ND</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Yolo	\$0	\$127,079	\$120,725.05	95%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

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Yuba	\$83,985	\$100,000	\$178,985	97%	<ul style="list-style-type: none"> <li>• Board Resolution</li> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>ND</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

**Note:** \$684,269 is associated with the allocation amount from the counties that choose not to participate/opt-out. These counties are Alpine, Amador, Mono, Butte, El Dorado, Glenn, Lassen, Plumas, San Joaquin, Sierra, and Siskiyou. This funding was redirected to county Alternate Fiscal Agents.

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

REGIONAL ADMINISTRATIVE COMMUNITY BASED ORGANIZATIONS (ACBOS)					
Regional ACBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
<b>Sacramento Region Community Foundation</b>	\$973,961 \$209,807	\$1,730,633	\$2,847,869.35	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>
<b>United Way of the Wine County</b>	\$99,650	\$266,220	\$352,559.00	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

REGIONAL ADMINISTRATIVE COMMUNITY BASED ORGANIZATIONS (ACBOS)					
Regional ACBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
<b>United Way of the Bay Area</b>	\$712,800 \$151,159	\$2,813,670	\$3,556,945.50	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>
<b>Faith in Action Network</b>	\$587,423 \$295,688	\$1,370,271	\$ 2,194,868.45	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

REGIONAL ADMINISTRATIVE COMMUNITY BASED ORGANIZATIONS (ACBOS)					
Regional ACBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
Ventura County Community Foundation	\$533,157 \$95,600	\$1,115,370	\$ 1,708,358.50	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>
Sierra Health Foundation: Center of Health Program Management	\$909,487 \$694,314	\$2,382,210	\$ 3,886,900.50	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

REGIONAL ADMINISTRATIVE COMMUNITY BASED ORGANIZATIONS (ACBOS)					
Regional ACBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
<b>The Community Foundation</b>	\$384,840 \$437,964.50	\$2,425,815	\$3,167,328.75	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>
<b>California Community Foundation</b>	\$2,653,600 \$6,062,339	\$8,461,665	\$ 16,779,520.75	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

\*As of September 30, 2020





## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

REGIONAL ADMINISTRATIVE COMMUNITY BASED ORGANIZATIONS (ACBOS)					
Regional ACBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved*
<b>Charitable Ventures of Orange County</b>	\$432,966 \$50,298	\$1,402,245	\$ 1,835,396.75	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>
<b>United Way of San Diego County</b>	\$734,372 \$191,515	\$1,666,170	\$ 2,508,748.50	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>ND</sup> Quarterly Report**</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> <li>• NRFU Self Response</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
<b>NALEO Educational Fund</b>	\$0	\$400,000	\$380,000	95%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>Latino Community Foundation</b>	\$171,000	\$400,000	\$551,000	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>California Calls</b>	\$422,600	\$400,000	\$802,600	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>ND</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
California Indian Manpower Consortium	\$21,000	\$1,127,855	\$1,128,855.21	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Community Partners	\$21,000	\$478,000	\$479,000	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
Asian Americans Advancing Justice	\$443,100	\$400,000	\$823,100	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>ND</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
<b>Coalition for Humane Immigrant Rights</b>	\$142,000	\$100,000	\$237,000	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>Coalition for Humane Immigrant Rights</b>	\$100,000	\$100,000	\$195,000	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>California Rural Legal Assistance, Inc.</b>	\$290,450	\$250,000	\$527,950	98%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>ST</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
<b>Mixteco/Indigena Community Organization Project</b>	\$271,00	\$250,000	\$496,000	95%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> </ul>
<b>Equality California Institute</b>	\$271,000	\$400,000	\$651,000	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>United Ways of California</b>	\$48,950	\$400,000	\$428,950	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>Disability Rights Education and Defense Fund</b>	\$100,000	\$600,000	\$670,000	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

STATEWIDE COMMUNITY BASED ORGANIZATIONS					
Statewide CBO	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
California Children and Families Foundation, Inc.	\$100,000	\$600,000	\$670,000	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> </ul>
MENA with Council on American-Islamic Relations	\$250,000	\$400,000	\$630,000	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> </ul>
Center for Common Concerns, dba Homebase	\$21,000	\$200,000	\$211,000	95%	<ul style="list-style-type: none"> <li>• Strategic and Implementation Plan</li> <li>• Additional Funding</li> <li>• Mid Term Report</li> </ul>
San Diego Veterans Coalition	\$0	\$27,000	\$24,650	91%	<ul style="list-style-type: none"> <li>• Strategic and Implementation Plan</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

SECTORS					
Sector	Amended Amount	Contract Amount	Year to Date Payments	% Year to Date Paid	Deliverables Invoice Received and Approved
<b>Faith in Action Network/PICO</b>	\$164,400	\$250,000	\$401,900	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>California Primary Care Association</b>	\$176,050	\$250,000	\$413,550	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• 2<sup>nd</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>California Labor Federation</b>	\$160,200	\$250,000	\$397,700	97%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• 1<sup>st</sup> Quarterly Report</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> <li>• Withhold Release</li> <li>• NRFU</li> </ul>
<b>Council for Strong America</b>	\$96,000	\$300,000.00	\$381,000	96%	<ul style="list-style-type: none"> <li>• Strategic Plan</li> <li>• Implementation Plan</li> <li>• Additional Funding</li> </ul>

\*As of September 30, 2020



## California Complete Count – Census 2020 Contractor Deliverables and Payment Approvals

<b>Regents of UC Agricultural &amp; Natural Resources (4H)</b>	\$0	\$171,000	\$165,450	95%	<ul style="list-style-type: none"><li>• Strategic and Implementation Plan</li><li>• Mid Term Report</li></ul>
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\*As of September 30, 2020



# EXHIBIT B

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# CA Complete Count – Census 2020 Funding Allocation by Region

Region 1 - Superior California				
Categories	Original Funding	Additional Funding	NRFU Funding	Total Funding
ACBO	\$ 1,296,675	\$ 1,407,919	\$ 209,807.00	\$ 2,914,401
County	\$ 2,009,481	\$ 65,127		\$ 2,074,608
County of Education	\$ 387,121	\$ 375,160		\$ 762,282
<b>Total Census Office Investment in Region 1</b>	<b>\$ 3,693,277</b>	<b>\$ 1,848,206</b>	<b>\$ 209,807</b>	<b>\$ 5,751,291</b>

Region 5 - Central Coast				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 1,115,370	\$ 533,157	\$ 95,600	\$ 1,744,127
County	\$ 1,331,655	\$ 297,545	\$ 90,517	\$ 1,719,717
County of Education	\$ 86,298	\$ 121,214	\$ -	\$ 207,513
<b>Total Census Office Investment in Region 5</b>	<b>\$ 2,533,323</b>	<b>\$ 951,916</b>	<b>\$ 186,117</b>	<b>\$ 3,671,357</b>

Region 2 - North Coast				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 266,220	\$ 99,650	\$ -	\$ 365,870
County	\$ 525,000	\$ 477,750	\$ -	\$ 1,002,750
County of Education	\$ 51,903	\$ 73,172	\$ -	\$ 125,075
<b>Total Census Office Investment in Region 2</b>	<b>\$ 843,123</b>	<b>\$ 650,572</b>	<b>\$ -</b>	<b>\$ 1,493,695</b>

Region 6 - Southern San Joaquin Valley				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 2,382,210	\$ 909,487	\$ 694,314.00	\$ 3,986,011
County	\$ 2,669,935	\$ 280,750	\$ 218,416	\$ 3,169,101
County of Education	\$ 169,638	\$ 245,079	\$ -	\$ 414,717
<b>Total Census Office Investment in Region 6</b>	<b>\$ 5,221,783</b>	<b>\$ 1,435,316</b>	<b>\$ 912,730</b>	<b>\$ 7,569,829</b>

Region 3 - San Francisco Bay Area				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 2,813,670	\$ 712,800	\$ 151,159.00	\$ 3,677,629
County	\$ 3,190,327	\$ 1,059,864	\$ 198,153	\$ 4,448,344
County of Education	\$ 230,353	\$ 338,679	\$ -	\$ 569,032
<b>Total Census Office Investment in Region 3</b>	<b>\$ 6,234,350</b>	<b>\$ 2,111,343</b>	<b>\$ 349,312</b>	<b>\$ 8,695,005</b>

Region 7 - Inland Empire				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 2,425,815	\$ 404,840	\$ 437,964.50	\$ 3,268,620
County	\$ 2,693,019	\$ 801,945	\$ 184,736	\$ 3,679,700
County of Education	\$ 223,107	\$ 336,761	\$ -	\$ 559,868
<b>Total Census Office Investment in Region 7</b>	<b>\$ 5,341,941</b>	<b>\$ 1,543,546</b>	<b>\$ 622,700</b>	<b>\$ 7,508,187</b>

Region 4 - Northern San Joaquin				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 1,119,960	\$ 837,734	\$ 295,688	\$ 2,253,382
County	\$ 1,465,689	\$ 89,500	\$ 368,819	\$ 1,924,008
County of Education	\$ 97,942	\$ 148,239	\$ -	\$ 246,181
<b>Total Census Office Investment in Region 4</b>	<b>\$ 2,683,591</b>	<b>\$ 1,075,473</b>	<b>\$ 664,507</b>	<b>\$ 4,423,571</b>

Region 8 - Los Angeles				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 8,461,665	\$ 2,653,600	\$ 6,062,339.00	\$ 17,177,604
County	\$ 9,393,090	\$ 1,756,053	\$ -	\$ 11,149,143
County of Education	\$ 421,577	\$ 1,926,000	\$ -	\$ 2,347,577
<b>Total Census Office Investment in Region 8</b>	<b>\$ 18,276,332</b>	<b>\$ 6,335,653</b>	<b>\$ 6,062,339</b>	<b>\$ 30,674,324</b>

- 1/ Allocations reflect funding allocated on a regional basis including counties, administrative community-based organizations, and county offices of education. It does not include Tribal Government funding agreements, statewide community-based organizations, sectors, grades K-12 curriculum, higher education, or public relations/media contracts.
- 2/ Does not reflect the \$8 million Nonresponse Followup additional allocation.

## CA Complete Count – Census 2020 Funding Allocation by Region

Region 9 - Orange County				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 1,402,245	\$ 432,966	\$ 50,298.00	\$ 1,885,509
County	\$ 1,555,519	\$ 471,216	\$ 50,298	\$ 2,077,033
County of Education	\$ 119,684	\$ 181,087	\$ -	\$ 300,770
<b>Total Census Office Investment in Region 9</b>	<b>\$ 3,077,448</b>	<b>\$ 1,085,269</b>	<b>\$ 100,596</b>	<b>\$ 4,263,312</b>

Region 10 - San Diego and Imperial				
Categories	Original Funding	Additional Funding	NRFU Funding	Amount
ACBO	\$ 1,666,170	\$ 761,372	\$ 191,515.00	\$ 2,619,057
County	\$ 1,849,785	\$ 110,807	\$ 50,375	\$ 2,010,967
County of Education	\$ 152,097	\$ 160,421	\$ -	\$ 312,518
<b>Total Census Office Investment in Region 10</b>	<b>\$ 3,668,052</b>	<b>\$ 1,032,600</b>	<b>\$ 241,890</b>	<b>\$ 4,942,542</b>

ACBO – Administrative Community-Based Organization

- 1/ Allocations reflect funding allocated on a regional basis including counties, administrative community-based organizations, and county offices of education. It does not include Tribal Government funding agreements, statewide community-based organizations, sectors, grades K-12 curriculum, higher education, or public relations/media contracts.
- 2/ Does not reflect the \$8 million Nonresponse Followup additional allocation.

# EXHIBIT C

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### Self-Response Rates - As of 10/16/20

67.0  
National

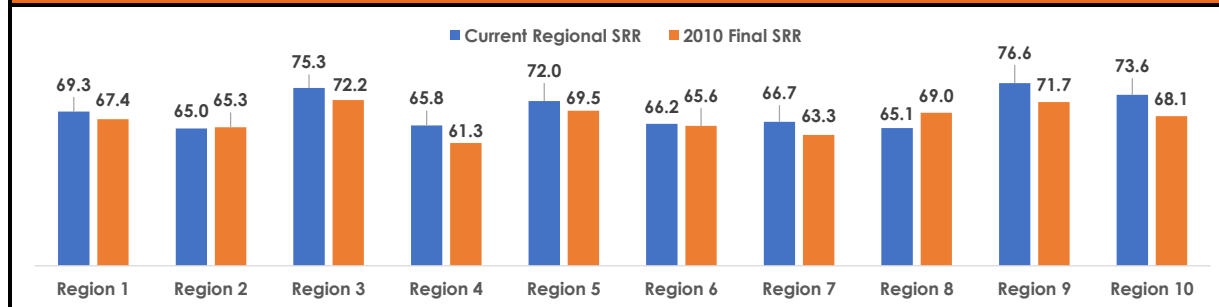
69.6  
California

### Regional Info At-A-Glance - As of 10/16/20

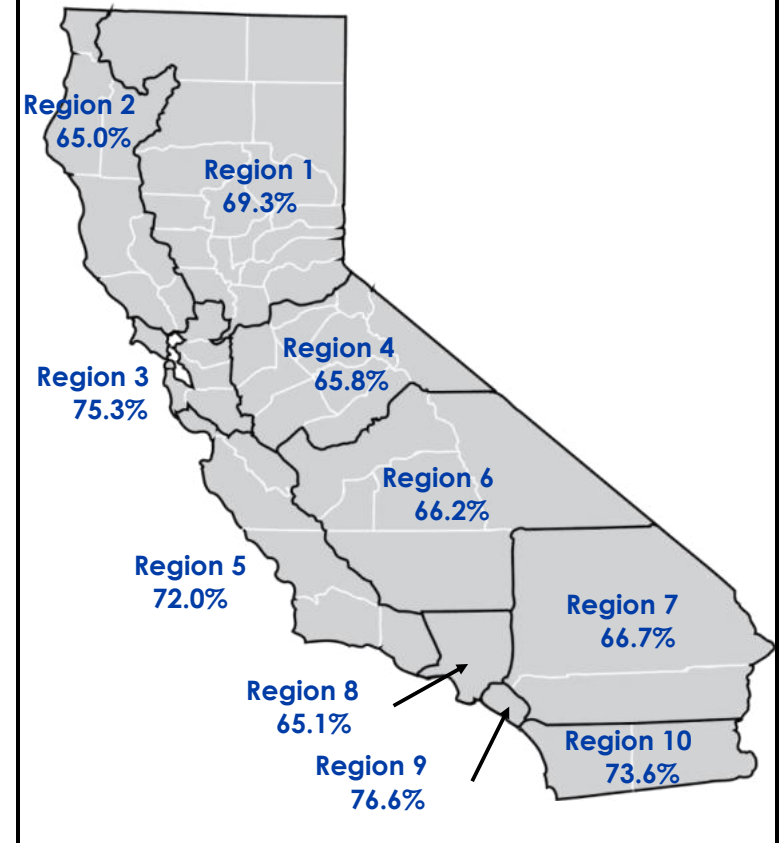
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	69.3	67.4	1.9	Colusa, El Dorado, Lassen, Nevada, Placer, Plumas, Sacramento, Shasta, Siskiyou, Sutter, Tehama, Yolo, Yuba
Region 2	65.0	65.3	-0.3	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	75.3	72.2	3.1	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	65.8	61.3	4.5	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	72.0	69.5	2.5	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	66.2	65.6	0.5	Fresno, Kings, Tulare
Region 7	66.7	63.3	3.4	Riverside, San Bernardino
Region 8	65.1	69.0	-3.9	
Region 9	76.6	71.7	4.9	Orange
Region 10	73.6	68.1	5.5	Imperial, San Diego

Note: Regional Response Rates are calculated by California Complete Count Office.

### Regional Self-Response Rates as of 10/16/20



### Regional Map Response Rates - As of 10/16/20



[Self-Response Rate and  
HTC Fact Sheets](#)

[CaliforniaCensus.org Website](https://www.CaliforniaCensus.org)

### For Reference

- Self-Response Rate (SRR):** The SRR reflects the percentage of all known housing units (addresses in the Master Address File, not including group quarters) in a particular area, such as a census tract, that have responded to the census via the Internet, with a paper questionnaire, or by telephone.
- Census PDI:** The app used by many partners to conduct phone banking and door-to-door canvassing and track associated data. Census PDI, a product of Political Data, Inc., is provided free-of-charge to contracted partners; some partners have opted to use the regular PDI app and then import the data into their Census PDI account.

County Self-Response Rates - As of 10/16/20

County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceeded 2010 Final SRR
<b>Region 1</b>					
Butte County*	55.2	65.6	-10.4	53,808	Biggs
Colusa County	58.4	58.2	0.2	3,426	Williams
El Dorado County	62.9	58.8	4.1	34,613	Placerville
Glenn County	65.4	67.6	-2.2	3,911	
Lassen County	52.2	51.4	0.8	6,407	
Modoc County	50.9	53.3	-2.4	2,531	Alturas
Nevada County	61.7	61.6	0.1	21,477	Nevada City, Grass Valley
Placer County	72.7	67.5	5.2	47,276	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	39.8	33.0	6.8	9,786	Portola
Sacramento County*	75.0	70.1	4.9	148,055	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	67.1	65.8	1.3	27,487	Anderson, Redding
Sierra County	43.7	44.1	-0.4	1,304	
Siskiyou County	57.9	56.5	1.4	10,604	Dunsmuir, Etna, Fort Jones, Montague, Mount Shasta
Sutter County	71.7	69.1	2.6	10,034	Live Oak, Yuba City
Tehama County	64.2	61.4	2.8	10,278	Red Bluff, Tehama
Yolo County	74.2	71.5	2.7	20,662	Davis, West Sacramento, Winters, Woodland
Yuba County	63.7	62.0	1.7	10,052	Wheatland
<b>Region 2</b>					
Del Norte County	61.6	59.6	2.0	4,453	
Humboldt County	62.5	62.6	-0.1	24,316	Arcata, Eureka, Ferndale
Lake County	49.1	42.6	6.5	18,812	Clearlake, Lakeport
Mendocino County	56	53.6	2.4	19,548	Fort Bragg, Point Arena
Napa County	70.4	68.1	2.3	17,343	American Canyon, Napa
Sonoma County	70.4	68.6	1.8	63,181	Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	30.5	47.4	-16.9	6,122	
<b>Region 3</b>					
Alameda County*	75.8	70.2	5.6	152,353	Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	77.4	72.1	5.3	96,289	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	76.3	72.1	4.2	27,293	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Tiburon
San Francisco County*	66.9	68.5	-1.6	147,674	
San Mateo County	78.6	73.2	5.4	61,478	Belmont, Brisbane, Burlingame, Colma, Daly City, East Palo Alto, Foster City, Half Moon Bay, Hillsborough, Menlo Park, Millbrae, Pacifica, Portola Valley, Redwood City, San Bruno, San Carlos, San Mateo, South San Francisco
Santa Clara County*	77.7	74.0	3.7	156,104	Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, Sunnyvale
Solano County	74.1	67.9	6.2	42,482	Benicia, Dixon, Fairfield, Suisun City, Vacaville, Vallejo
<b>Region 4</b>					
Alpine County	26.9	20.2	6.7	1,295	
Amador County	62.6	50.2	12.4	7,133	Amador City, Ione, Jackson, Plymouth, Sutter Creek
Calaveras County	50.6	45.2	5.4	14,277	
Madera County	62.5	67.8	-5.3	19,560	Chowchilla
Mariposa County	49.9	56.7	-6.8	5,447	

County Self-Response Rates - As of 10/16/20

County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceeded 2010 Final SRR
<b>Region 4 (continued)</b>					
Merced County*	66.8	63.8	3.0	29,725	Atwater, Dos Palos, Los Banos, Merced
Mono County	22.4	25.2	-2.8	11,982	
San Joaquin County*	69.1	66.5	2.6	78,621	Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	71.1	66.7	4.4	54,236	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	55.7	48.2	7.5	14,460	Sonora
<b>Region 5</b>					
Monterey County*	65.5	64.4	1.1	51,062	Del Rey Oaks, Gonzales, Greenfield, Marina, Monterey, Pacific Grove, Sand City, Seaside, Soledad
San Benito County	70.7	67.5	3.2	5,925	Hollister, San Juan Bautista
San Luis Obispo County	68.5	66.3	2.2	40,987	Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, San Luis Obispo
Santa Barbara County*	71.8	68.5	3.3	45,004	Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Solvang
Santa Cruz County	71.7	67.8	3.9	30,965	Capitola, Santa Cruz, Scotts Valley
Ventura County	76.7	72.5	4.2	68,268	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
<b>Region 6</b>					
Fresno County*	68.4	66.8	1.6	109,399	Clovis, Coalinga, Fowler, Fresno, Kerman, Kingsburg, Sanger
Inyo County	55.0	70.3	-15.3	4,624	
Kern County*	64.3	65.2	-0.9	109,038	Bakersfield, California City, Ridgecrest, Taft, Tehachapi
Kings County*	67.1	64.1	3.0	14,661	Hanford, Lemoore
Tulare County*	65.4	65.0	0.4	53,781	Exeter, Tulare, Visalia
<b>Region 7</b>					
Riverside County*	67.2	63.5	3.7	285,078	Banning, Beaumont, Canyon Lake, Corona, Desert Hot Springs, Eastvale, Hemet, Jurupa Valley, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Palm Desert, Palm Springs, Perris, Riverside, San Jacinto, Temecula, Wildomar
San Bernardino County*	66.3	65.4	0.9	250,044	Adelanto, Apple Valley, Barstow, Big Bear Lake, Chino, Chino Hills, Colton, Fontana, Grand Terrace, Hesperia, Highland, Loma Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, San Bernardino, Twentynine Palms, Upland, Victorville, Yucaipa, Yucca Valley
<b>Region 8</b>					
Los Angeles County*	65.1	69.0	-3.9	1,397,893	Agoura Hills, Alhambra, Artesia, Bellflower, Burbank, Calabasas, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, Gardena, Glendora, Hawthorne, La Canada Flintridge, La Verne, Lakewood, Lancaster, Lawndale, Lomita, Long Beach, Monrovia, Rancho Palos Verdes, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Torrance, Walnut, West Covina, Westlake Village, Whittier
<b>Region 9</b>					
Orange County*	76.6	71.7	4.9	263,787	Aliso Viejo, Anaheim, Brea, Buena Park, Costa Mesa, Cypress, Dana Point, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, La Habra, La Palma, Laguna Hills, Laguna Niguel, Laguna Woods, Lake Forest, Los Alamitos, Mission Viejo, Orange, Placentia, Rancho Santa Margarita, San Clemente, San Juan Capistrano, Santa Ana, Seal Beach, Stanton, Tustin, Villa Park, Westminster, Yorba Linda
<b>Region 10</b>					
Imperial County*	62.5	58.5	4.0	21,821	Brawley, Calexico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	73.9	68.0	5.9	314,740	Carlsbad, Chula Vista, Coronado, El Cajon, Encinitas, Escondido, Imperial Beach, La Mesa, Lemon Grove, National City, Oceanside, Poway, San Diego, San Marcos, Santee, Solana Beach, Vista

\*As of June 4, 2020, census tracts with the highest estimated number of households and greatest self-response needs were identified in 21 counties for additional focus.

\*\*The U.S. Census Bureau (USCB) releases Census 2020 percentage self-response rates by census tract. This information does not include the actual number of households that have self-responded or remain. The California Complete Count – Census 2020 Office uses the aggregated number of addresses in the USCB's Master Address File following the 2018 Local Update of Census Addresses (LUCA) to calculate those estimates. Estimated Remaining Household Units are the approximate number of households that have not self-responded. Some of those households may have been enumerated, either in-person or by proxy, as part of the USCB's Nonresponse Followup operation. Any household enumerated by proxy could still self-respond by October 15, 2020.

Campaign Partners		
155	46	County Partners
	40	County Offices of Education
	33	Tribal Government Partners
	16	Statewide Partners
	10	ACBO Partners
	5	Sector Partners
	3	Higher Education Partners
Total Contracted Partners		2
		City/Special Jurisdiction Partners

Note: This table depicts all contracted partners, regardless of contract end date.

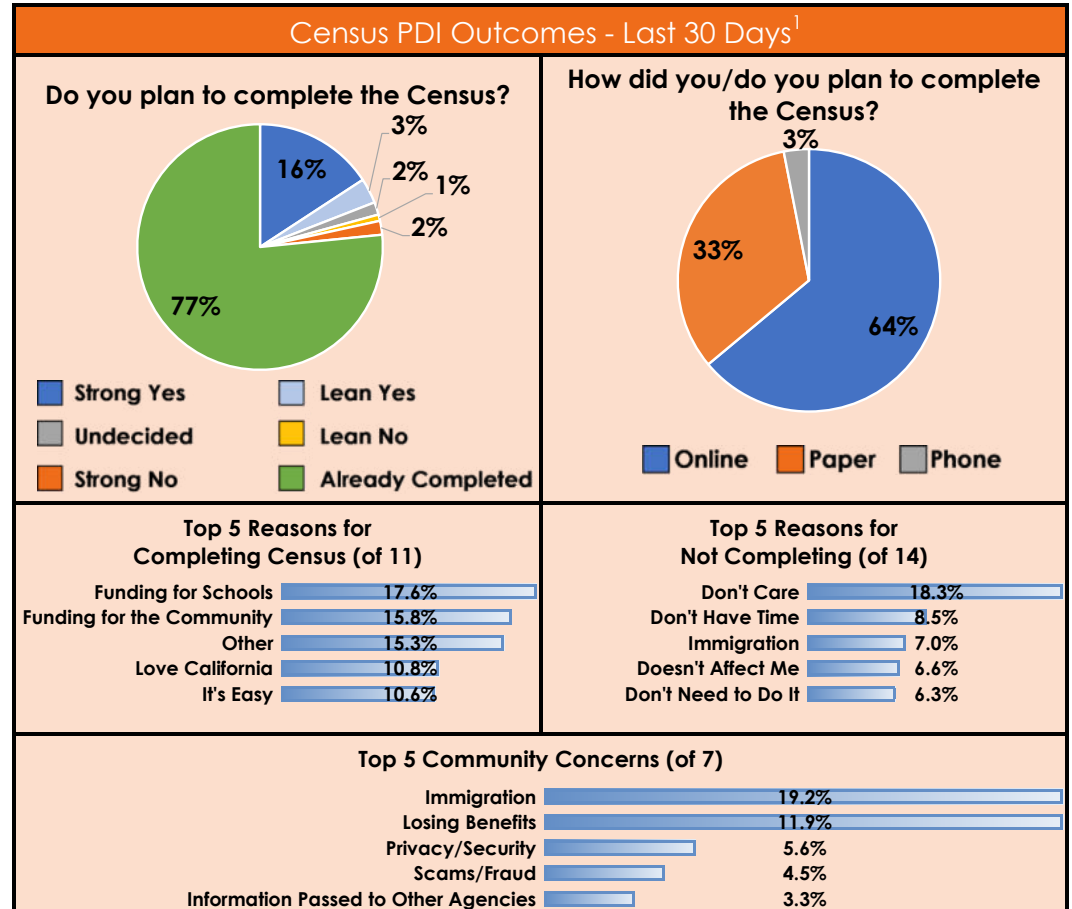
Outreach Activities - Top 10 Activity Types - Last 30 Days <sup>1</sup>			
Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Phone Banking	271,405	314,150	1,863
Canvassing	44,715	88,893	431
Nudge / Alert	128	51,748	43
Other	108	24,304	347
Social Media	73	63,211	248
Advertising	40	387,670	118
Collateral	29	8,271	5
Speaking Engagement	28	2,983	9
Event	28	35,411	9
Form Filling Assistance	21	689	2

Note: Canvassing and Phonebanking include Census PDI metrics and partner reported metrics to SwORD.

Reported Activities by Region - Last 30 Days <sup>1</sup>			
Region	# of activities	Impressions	# of Tracts Reached
Region 1	13,674	16,235	88
Region 2	7,347	32,327	19
Region 3	27,732	49,433	240
Region 4	7,849	49,148	86
Region 5	7,070	15,983	70
Region 6	30,001	69,585	220
Region 7	12,774	53,938	180
Region 8	194,052	337,117	900
Region 9	9,029	237,023	115
Region 10	7,099	106,269	153
Statewide	37	42,491	N/A
Total	316,664	1,009,549	2,071

Note: Outreach activities reflect results from the State-led Patch Through Phone and Texting Program and those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported. Reported activities and impressions subject to change following final review and reconciliation process.

Census PDI - Last 30 Days <sup>1</sup>	
145,540	44,393
Households Reached Through Phone Banking	Households Reached Through Canvassing

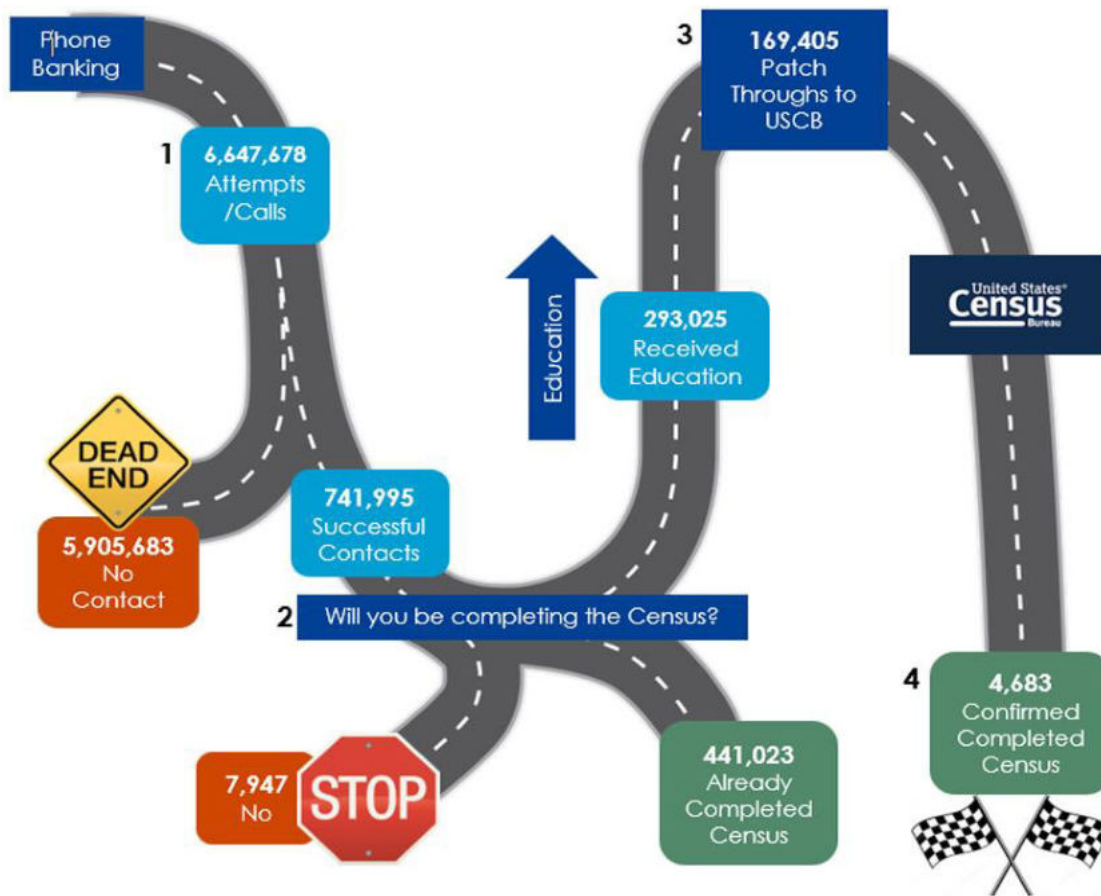


Notes: Outreach Partners focus outbound calls to hardest-to-count areas with low-response rates. Individuals are screened to determine if they have already responded to the Census. Responses of "Other" have been excluded from the top 5 response reasons and concerns. Some completed Census PDI surveys lack responses to some of the above questions. Results do not include State-led Patch Through Phone and Texting Program, which is detailed on the following page.



## State-led Patch Through Phone Program - Results from August 20 - October 13, 2020

During the Non-Response Follow-Up period the Census Office deployed a Phone and Text Message Program connecting households directly to the USCB to complete their questionnaire



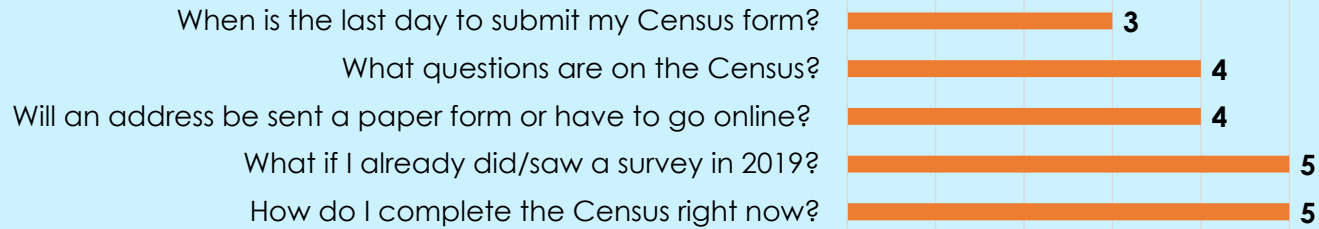
### Patch Through Phone Banking Final Program Results

1. A total of 6,647,678 attempts/calls were made, of which:
  - 5,905,683 had no contact
  - 741,995 successful contacts made
2. Of the total successful contacts, households are asked if they plan to complete the Census:
  - 441,023 indicated they have already completed
  - 7,947 do not intend to complete
3. 293,025 households are educated on the importance of the Census and offered to be patched through directly to the USCB to complete the Census questionnaire, of which:
  - 169,405 households patched through to the USCB
4. Follow up phone calls and text messages are conducted to the households who were patched through, of which:
  - 4,683 households confirmed they have since completed the Census

### Texting Campaign Final Program Results

- A total of 3,535,784 texts were made, of which:
- 3,297,100 successful deliveries made
- Of the total successful deliveries, households are asked if they plan to complete the Census:
- 304,879 responses received
  - 262,532 indicated they have already completed
  - 29,804 will complete the Census (campaign then texts a reply with link to USCB questionnaire to encourage response)
  - 4,061 are undecided or do not intend to complete

## CACensus.org Chat Bot Top 5 Questions - Last 30 Days<sup>1</sup>



## Media and Communications

### Sampling of Recent Messages



# EXHIBIT D

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California Complete Count  
July 2020 Week of Action

Report Produced August 17, 2020





## **California Census Census Week of Action Outreach**

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The California Complete Count Census Office (Census Office) and our Partners focused their collective efforts to motivate Californians during the July-August 2020 Census Week of Action (WOA), a two-week blitz from July 27 through August 10, 2020. During this timeframe, there were several other designated days to further engage the community and activate Census completion, including "Census Virtual Day of Action" (August 3) and "Get Out the Count Day" (GOTC, August 6). This report includes the ramp-up week from July 20 to July 26, to further highlight the level of effort and momentum leading up to the Census WOA kick off on July 27.

The Census Office provided Partners with advanced notice of the Census WOA dates and shared a Census WOA toolkit, giving Partners plenty of time to plan and be creative. The Census Office informed and promoted the Census WOA with Partners through the weekly statewide partner and regional calls. As a result, Partners responded with a robust schedule of events, social media virtual events and posts, and other activities.

During the Census WOA, there was significant coordination and cross collaboration among contracted Partners, their subcontractors and network, and Census Office Outreach and Communications teams. There was an increase in activities organized by community-based groups, which in turn was amplified by the contracted Partners. As well, the legislative offices supported the Census WOA with participation in virtual (live) and in-person events.

The Partner Census WOA social media content was motivating and interactive. With the advance notice, education and promotion, Partners were able to develop more creative content, including live events, GIFs, videos and unique storytelling, with key messaging aligned with the Census WOA toolkit. County Partners also leveraged the specialized tools shared by Statewide Partners to reach hard-to-count populations they might not otherwise reach.

Our Partners are mission aligned and know how important getting a complete count is for their community. Each partner approached outreach in their own unique way with creative tactics, graphics and messaging, along with proven strategies based on their knowledge of the hard to count population. The following pages provide a sample of activities conducted during the Census WOA, by region during this timeframe. It is important to note, many of these activities take significant advanced planning, coordination and resource allocation to deliver effectively. Moreover, Partners are simultaneously performing outreach and communications outside of these designated WOA days or weeks as a part of their longstanding commitment to their communities. We thank our Partners for their tireless efforts, creativity, adaptability and continuing tenacity to help California reach its goal.



A handful of examples are listed below to demonstrate the breadth of partner activities.

Orange County continued their 'on-the-spot' Census completion form strategy and engaged local food trucks in hardest-to-count census tracts in Santa Ana. They negotiated a taco voucher program in exchange for a completed Census form. Residents of Santa Ana showed proof of Census completion to the taco truck and in return received three free tacos. On site, the county had enthusiastic volunteers with language and cultural proficiency to help residents complete their Census form online using a mobile device.



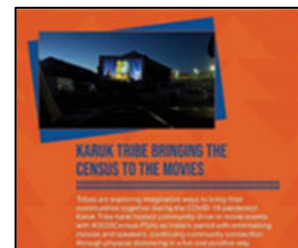
Napa County held a Car Caravan throughout many Napa County communities on July 26, generating enthusiasm about the 2020 Census, supported by community partners including [Rianda House Senior Activity Center](#) and [Girls on the Run Napa & Solano](#). Other areas promoted the Census with a car or bicycle caravan including the city of Stockton, San Diego, Santa Cruz, Guadalupe (Santa Barbara), Simi Valley and Watsonville.

Communities for a New California (CNC) partnered with Univision for two Phone-A-Thon events, televised on July 25 and August 10 which offered viewers from around the San Joaquin Valley an opportunity to call in with questions and to be transferred directly to the U.S. Census Bureau hotline to complete the 2020 Census.



Alameda County engaged their youth in a creative way to promote the 2020 Census, with a [2020 Census Rap Video](#) made by students.

During the Census WOA and throughout the reservation closures, the Karuk Tribe hosted Census drive-in movies. These imaginative events drew tribal communities to safe-distancing events where Census education and outreach was possible.





The National Association of Latino Elected and Appointed Officials (NALEO) launched The “Pets for People Our Humans Count!” campaign on the [first day of the Week of Action](#), which encourages engagement from animal lovers. The campaign invites followers to post a picture of their pet for consideration as an “animal ambassador” for the [#HagaseContar](#) campaign.

For more information, please contact [outreach@census.ca.gov](mailto:outreach@census.ca.gov).

## Region 1

### Colusa County

“Diversity Counts” was the message for Colusa County’s Virtual Day of Action. Social media has been an important way to reach the community during this pandemic. Leaders like Colusa County Census team were a part of California’s collective effort to raise awareness about the 2020 Census.

During this time of 2020 Census and COVID-19, communities like Colusa County and others across the State shared the urgent message to complete the 2020 Census and be healthy!



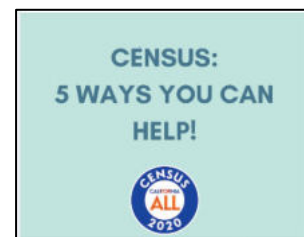
### Modoc and Lassen Counties (ACBO/Living in Wellness Center partner)

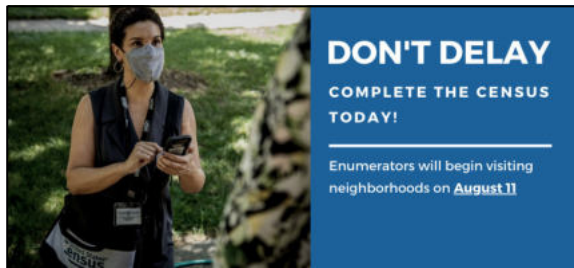
The [Living in Wellness Center](#) shared several social media posts confirming the value of being counted and assured the community that Census data is confidential.



### Nevada County

The Nevada County Office of Emergency Services shared a video and tied their messaging to completing the Census to vital services, such as wildfire mitigation. The county also shared the same video and reinforced the need to be counted to secure federal funding and essential services. Nevada County Library supported Census WOA with a post that provided their community with a timeline of events.





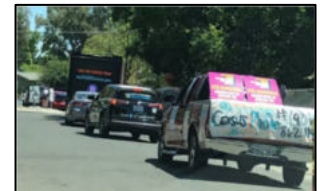
## Sacramento County

### "Don't Delay, Complete the Census Today"

Complete the Census Today" was the message from Sacramento County, using the Census WOA to make one last push to get the community counted.



The Black and Latinx Committees and the California Complete Count Committee came together to reach the community for the Census WOA with a car caravan.



## Shasta County

Shasta County shared the 3 ways flyer to complete the Census to boost responses.

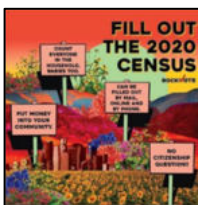
## Sacramento Regional Community Foundation

A big "Thank You" to Region 1 Partners. Through the challenges and opportunities, you remained committed to reaching the community especially during the Census WOA!



## Tehama County

Thank you to Tehama County for sharing the Census message with the community. Yes, indeed you did your part in turning lemons into lemonade during this unique time in Census history!



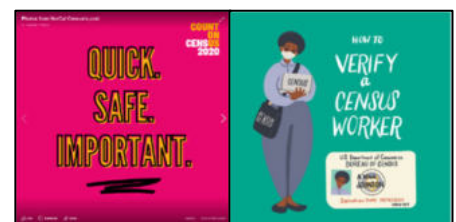
## Yolo County

The 2020 Census puts money in the community, involves everyone—citizens and non-citizens—and it's easy to complete!

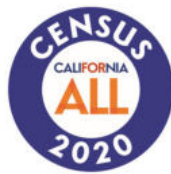
## NorCal Census



Nohely Diaz is proud of her indigenous roots. She is one of the many indigenous voices supporting the 2020 Census. "Todas, las manos pa'riba..." means "All hands up." The NorCal Census team's social media outreach was prolific with over 20 social media posts during the Census WOA. Reaching diverse communities with the Census message was the goal.







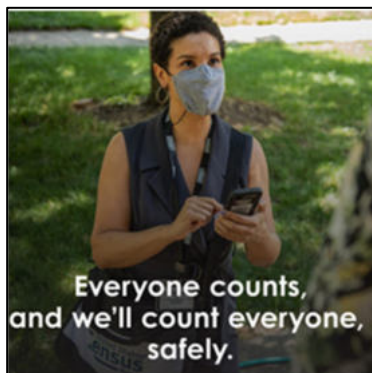
NorCal Census took the Census message to the street via a car caravan, getting Sacramento County counted! Reaching the Spanish-speaking population in California is important! NorCal Census was intentional about reaching Latinos during the Census WOA.



## Region 2

### Humboldt County Library

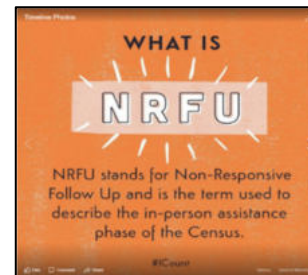
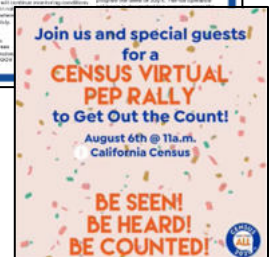
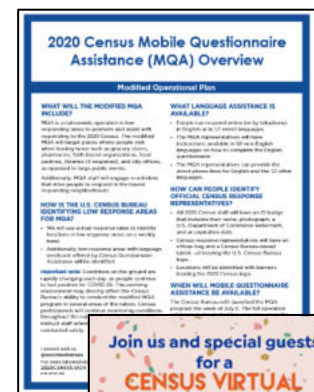
The library helped share important information about [Mobile Questionnaire Assistance \(MQA\)](#). Information such as what MQAs are, their various locations, time, and dates of availability. Now their community will know where to go for assistance if they need help filling out their Census form.



### Lake County

Lake County is committed to counting everyone in their community and promoted both the Virtual Pep Rally and the deployment of Census enumerators. "Be Counted" and safety were urgent messages throughout California during the Census WOA.

The Census WOA was an opportunity to inform the community about the three simple ways to complete the 2020 Census—by phone, online, or by mail. Lake County used this post to inform the community about the 2020 Census Nonresponse Followup (NRFU) phase that started on August 12.



### Napa County



Napa County held a Car Caravan throughout many Napa County communities on July 26, generating enthusiasm about the 2020 Census, supported by community partners including [Rianda House Senior Activity Center](#) and [Girls on the Run Napa & Solano](#).

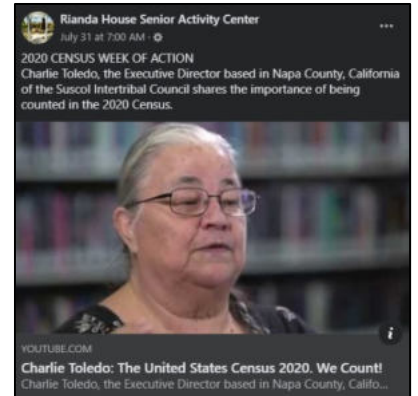




Rianda House also shared an [important video message](#) to their Napa County tribal community members from Charlie Toledo, Executive Director of Suscol Intertribal Council.



Additionally, the [City of Napa](#) and [Napa County](#) reached its diverse community by promoting the Census in Tagalog, English and in Spanish via its social media pages.



## Sonoma County

Sonoma County promoted the Census WOA with colorful posts in both English and Spanish. They invited the community to encourage and help others to complete the Census form and also asked folks to join their caravan on August 1.



car

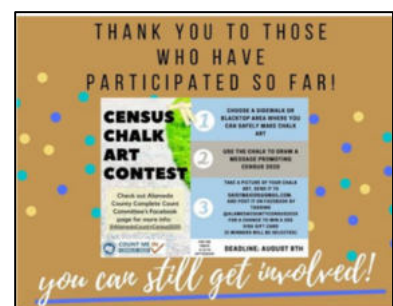
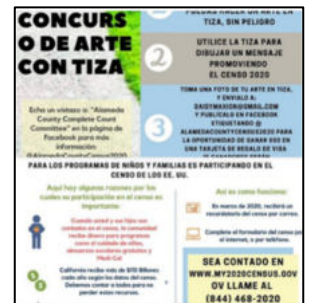
## Region 3

### Alameda County



Census activity in [Alameda County](#) was extensive for the Census WOA. A Census Chalk Art Contest was an innovative community strategy, reaching the community wherever they lived.

Getting Livermore Counted! There was a weekend of giveaways, car caravans, and completing the 2020 Census!





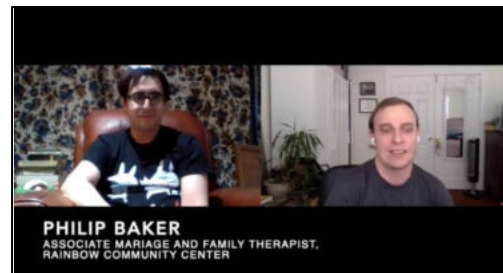


Our young people in Alameda County are leading the way to promote the 2020 Census, with a [2020 Census Rap](#)

[Video](#) made by students.

### Contra Costa County

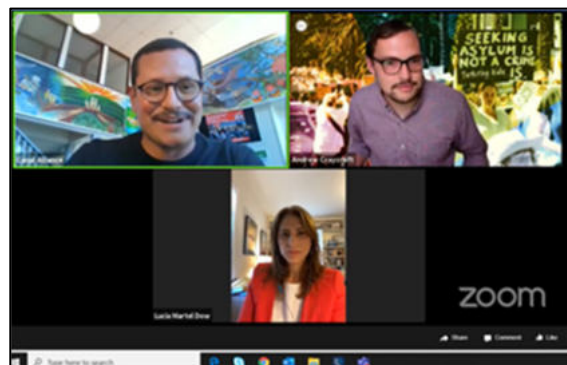
[Contra Costa County](#) reached out to its hardest-to-count communities, including LGBTQ+ and African Americans. An interview with the Rainbow Community Center discussed ways the Census impacts their community. Protection of Census data was prominent message shared to reassure the community their information is secure.



Salvin Chahal is a poet and actor and a California Census Ambassador. As an influential figure, he and others have committed to leveraging their voices and platforms to support the Census campaign in California. Salvin worked to help reach, educate, and empower the hardest-to-count Californians to participate in the 2020 Census. [Here](#) was one of his videos.

### Marin County

On July 28, immigration, COVID-19, and the 2020 Census were the topics for this [Facebook Live event](#), in Spanish. Canal Alliance hosted this event for the community of San Rafael and beyond. The community was part of the discussion, shared questions, and showed their support for the Census!

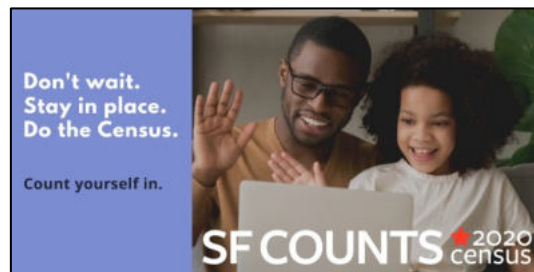




## San Francisco County

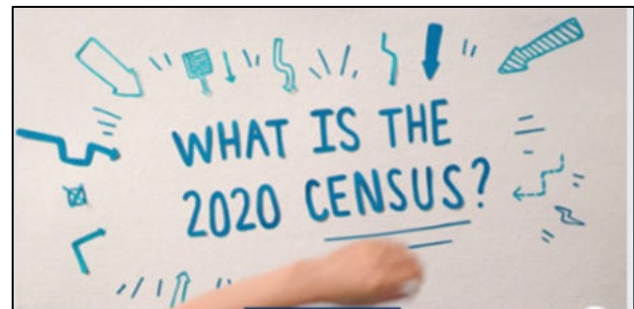


[San Francisco County Office of Civic Engagement & Immigrant Affairs](#) encouraged completion of the Census and communicated the tie to resources and making a difference. Action and power were recurring themes for the 2020 Census. Put the power back in our hands! Get counted for Census 2020!



## United Way Bay Area

Helping the community overcome barriers to being counted and sharing information about the 2020 Census has been the priority for the [United Way Bay Area](#).



## Santa Clara County



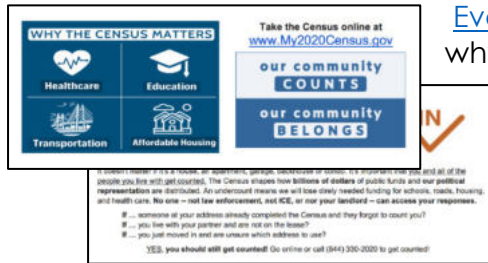
The [County of Santa Clara](#), one of the most visible advocates for the 2020 Census, was California's very own, Dolores Huerta. She traveled up and down the state to get communities counted!

A live press conference was held on July 29 in response to the Presidential Memorandum. The news announcement added to an already vibrant Census WOA.



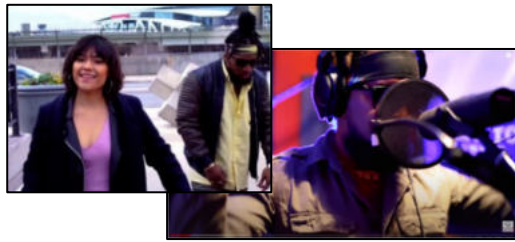


## Solano County



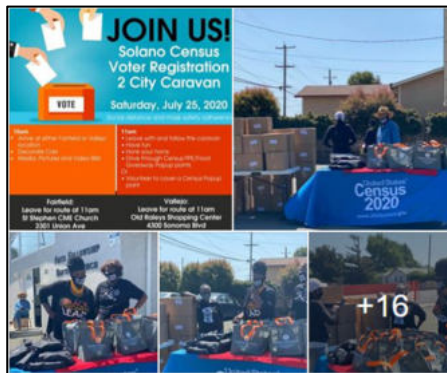
[EveryoneCountsSolano](#), from Solano County, shared why the Census matters to healthcare, education, transportation, affordable housing and messaged the Renter community directly with detailed information to proactively address any questions or concerns.

A video contest brought out talent and creativity in Solano County and garnered attention for the Census! The [“Did you know”](#) video was created by Californian Auslyn Malynn, who won the student award.



Latino creativity, rhythm, and the 2020 Census turned out to be a trifecta combination. Solano County posted a music video in Spanish, check out [“Me Toca a Mi”](#) and get ready to be inspired!

[The Census Week of Action](#) was in full swing, as local organizations rallied to get as many Solano County households as possible to complete the 2020 Census. This weekend event was hosted in Vallejo California, with giveaways and Census information.



Solano County maximized its outreach efforts by combining food distribution, voter registration, and helping community members complete the 2020 Census. Everyone Counts in Solano County!



My Black Counts was an important message during the 2020 Census. Regardless of your nationality or background, we are all united by the Black experience in America. When we unite with action, we gain access to what we need to thrive.







## Region 4



### Amador County

Local community partners [NAMI Amador](#) and [Amador Tuolumne Community Action Agency](#) helped spread the word during the Census WOA in Amador County by raising awareness and encouraging participation in the 2020 Census on their social media platforms.

### Calaveras County

[Calaveras Counts Census 2020](#) bolstered awareness by sharing information and posts on the California Complete Counts Census 2020 Pep Rally via Facebook, along with other calls to action, including an [article from the local Calaveras Enterprise](#) publication and promotion of U.S. Census Bureau job opportunities.



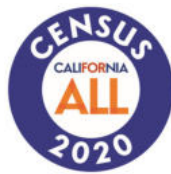
### City of Stockton / El Concilio

Community members received in-person Census information and assistance on August 1 in a safe and responsible way during local food distribution efforts. Outreach Partners have reported in-person outreach is the best and most effective way to encourage Census participation.

The City of Stockton community was treated to a "Census Mega Day" on Thursday, August 6 with a car caravan around downtown Stockton and other hardest-to-count neighborhoods. The effort was covered by local media outlet [The Record](#) which amplified efforts to encourage everyone to be counted.

A [special video featuring local trusted messengers](#) was published during the Census WOA and featured calls to action in English, Spanish, and Laotian.





Additionally, Census resources, videos, and calls to action were shared through 40+ individual social media messages across the [El Concilio](#) and [City of Stockton Census 2020](#) social media platforms, in both English and Spanish.

### CNC Education Fund / Faith in Action Network (ACBO)

The Region 4 ACBO, [CNC Education Fund](#), conducted several in-person and virtual events during the Census WOA.

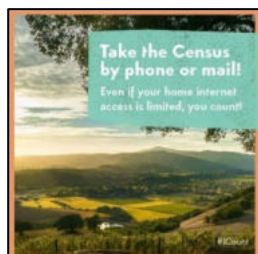
CNC partnered with Univision for two Phone-A-Thon events, televised on July 25 and August 10 which offered viewers from around the San Joaquin Valley an opportunity to call in with questions and to be transferred directly to the U.S. Census Bureau hotline to complete the 2020 Census.



A Car Caravan in Planada (Merced County) helped create awareness and a sense of excitement about responding to the Census. Additionally, CNC's Karina Martinez also participated in California Census's Facebook Live "BIPOC Diversity Counts" conversation on August 3, as part of GOTC Day.

To reinforce in-person efforts, over two dozen [social media posts](#) were made during the Census WOA, most contextualizing the importance of the Census by linking participation to affecting local issues such as

affordable housing, public health, infrastructure improvements and emergency services.



### Madera County

The [Madera County Facebook](#) page posted several messages encouraging participation in the 2020 Census, including direct links to the U.S. Census Bureau site and hotline numbers.



### Mariposa County

The [Mariposa County Chamber of Commerce and Visitor Center](#) Facebook page promoted an upcoming MQA event urging community members to stop by to complete the Census, staffed with U.S. Census Bureau representatives.

### Merced County

Merced County published a special video from District 4 Supervisor Lloyd Pareira. The video urged community members to respond to the Census and provided additional information on the importance of the Census to receiving community funds and details surrounding confidentiality.

This informational video was also made available in several other languages including Spanish, Hmong, Portuguese, and Punjabi. The videos directed viewers to the U.S. Census Bureau website as well as [Merced County's Census website](#) for additional information.

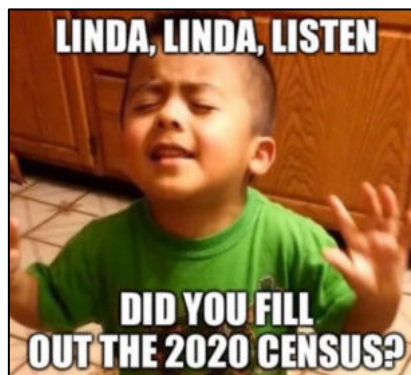


### Mono County

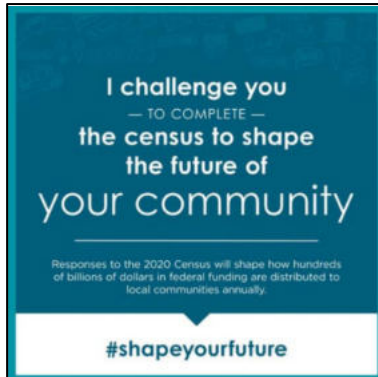


[Mono County](#) conducted an extensive awareness campaign on social media featuring 11 different posts during the Census WOA, including sharing California Census virtual events and a special video message from California's Senate President pro Tempore Toni G. Atkins.

Additionally, the Mono County Library System posted information on their official [Facebook Page](#) during the WOA on how to complete the census online or via phone, and also offered access to computers at local libraries to complete the questionnaire.





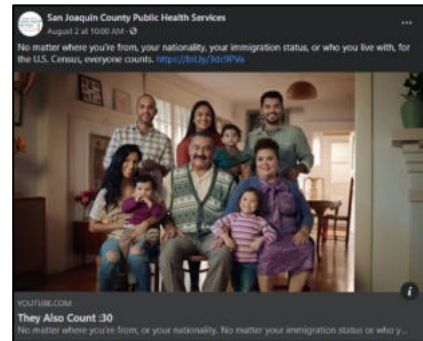


### San Joaquin County

San Joaquin County promoted the 2020 Census across multiple social media platforms, including the [San Joaquin County Complete Count Committee](#), [San Joaquin County Public Health Services](#), and [San Joaquin County Hispanic Chamber of Commerce](#) Facebook pages.

Posts challenged the community to complete the Census now, shared information via U.S. Census

Bureau official videos, and shared the Census Office Director, Ditas Katague's, and Governor Newsom's statements on the recent Trump Administration's Census Memorandum.

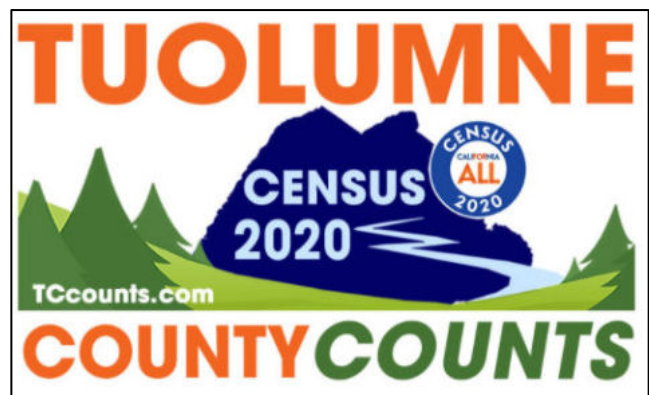


### Stanislaus County

Stanislaus County supported the U.S. Census Bureau recruitment efforts by promoting local job opportunities via the [Stanislaus County Jobs Facebook group](#).

### Tuolumne County

[Tuolumne County Counts](#) appealed to local members of the community and the issues most affecting them by reinforcing the importance of responding to the Census and how it impacts funding for critical services such as local firefighting efforts. They also promoted the Census Office's WOA virtual events, re-shared California Census messaging, and provided links to the U.S. Census Bureau website and hotline numbers.





## Region 5

### Monterey County

On August 6, Monterey County hosted an online Census Charla focused on the impact of the 2020 Census to the immigrant community. The Charla speakers included renowned poet Yosimar Reyes, the Census Office's Regional Program Manager, Patricia Vazquez-Topete, and Xago Juarez from East Salinas theater and media arts organization, Baktun12.



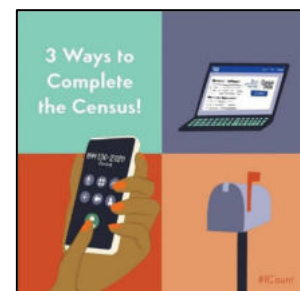
In-person outreach events were conducted at local outdoor markets and food distribution sites throughout the Census WOA, leveraging essential services and linking the importance of completing the Census to future community funding.

Additionally, Monterey County engaged communities through social media with more than 50 posts on the [2020 Census Monterey County Facebook](#) page.

Several other local community pages also shared Census messaging, which provided for micro-targeting into communities who need the most encouragement to participate.

### San Benito County

Youth Alliance in San Benito County promoted the different ways a household can respond to the Census on their [Facebook page](#), by providing a direct link to the U.S. Census Bureau website and the English and Spanish hotline information.



### San Luis Obispo County

[Community Action Partnership of San Luis Obispo County](#) shared a video from the U.S. Census Bureau and urged members of the community to respond to the Census before time runs out.



## Santa Cruz County

There was a higher than average number of bike riders on the road in Santa Cruz County during the Census WOA, thanks to the many [Santa Cruz County Counts](#) bike caravans.

Bike Santa Cruz County and the City of Watsonville held a “Bee” Counted Watsonville Census Bike Caravan on July 26 throughout the City of Watsonville. On July 31, cyclists again took to the streets in Beach Flats to spread enthusiasm about responding to the Census.



Furry friends also got in on the fun as part of Santa Cruz County’s [Pets for People – Our Humans Count! Photo Contest](#) which encouraged members of the community to submit photos of their pets to help promote awareness of the Census.



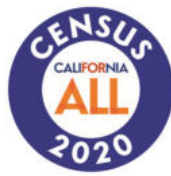
## Santa Barbara County

The [Santa Barbara County Census Facebook Page](#) shared information about a Census car caravan held in Guadalupe on July 25. The event hosted by the Little House in the Park and the Guadalupe Community Changers was attended by more than a dozen community organizations including the Guadalupe Fire Department, Catholic Charities, Dignity Health, Mechanics Banks and City Council member Liliana Cardenas.

Census caravan efforts continued in Santa Maria on August 8, in partnership with the U.S. Census Bureau, which also garnered [media attention](#).





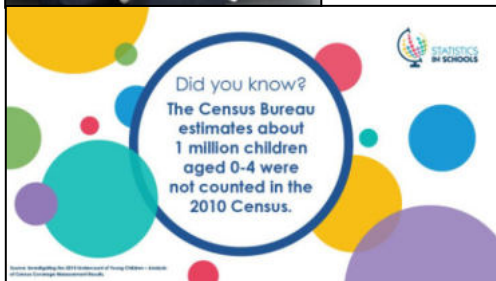


Additionally, Santa Barbara shared educational messages on their Facebook page, proactively addressing common questions from the community, such as what households should do if they did not receive any Census information in the mail.

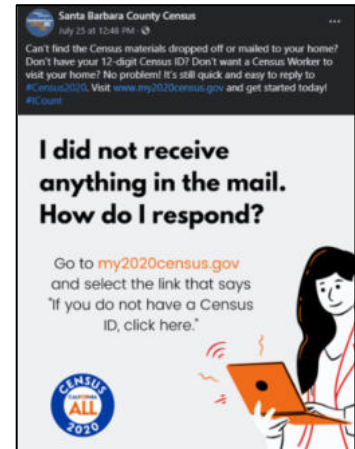
## Ventura County



Ventura County organizations spread the word about the Census through several online social media platforms, which included the [County of Ventura](#), [Ventura County Human Services Agency](#), and the [Ventura County Library](#). Posts including information on how to complete the Census and many posts were aimed at reaching families with young children.



Additionally the library system is providing [access to computers](#) at each of the 12 branches exclusively for members of the community to respond to the Census online, which was also [publicized by local media](#) outlets.



## Ventura County Community Foundation

The Region 5 ACBO highlighted Census WOA activities through its [Ventura Counts Facebook Page](#), sharing messages and videos from the Census Office, promoted Census Virtual Day of Action online events, and advertised a car caravan in Simi Valley on August 8.

To reach as many community members as possible, most Census educational posts were presented in both English and Spanish.

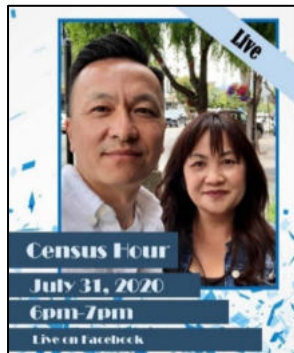




## Region 6

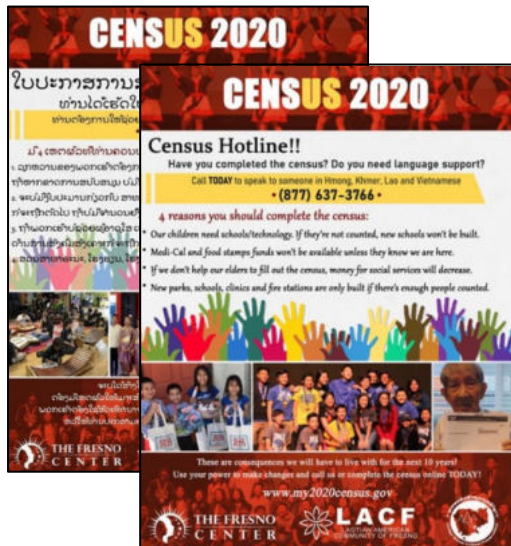
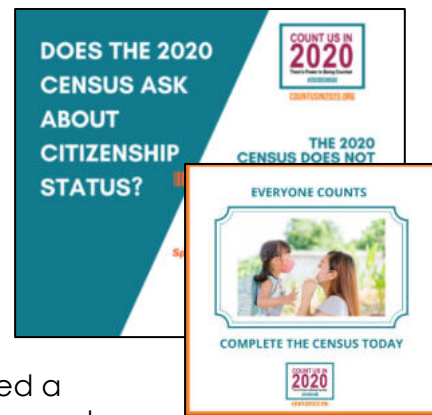
### Fresno County

Several Fresno County partner and affiliates spread the word about the Census on social media during the Census WOA to many of Fresno County's diverse hardest-to-count populations.



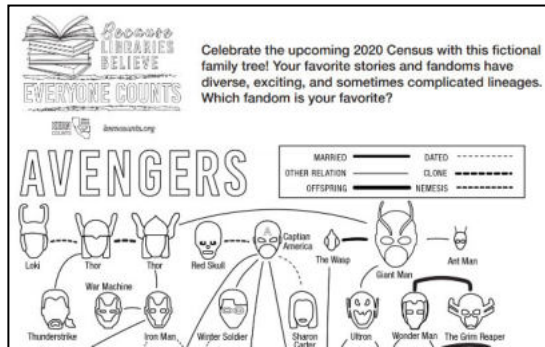
The [Fresno Center](#) hosted a [Facebook Live "Census Hour"](#) on July 31 with Instructional Superintendent Over School Leadership at Fresno United School District, Misty Her, and Director of Admissions and Recruitment at Fresno State, Phone Yang, to discuss the importance of the 2020 Census. The conversation was held both in English and Hmong.

[Fresno County Complete Count Committee](#) shared messages on their Facebook page reinforcing it is safe and confidential to respond to the Census and there is no citizenship question.



The [Lao Community Cultural Center of Fresno](#) promoted a special hotline for members of the community to get information about the Census. Support is offered in Hmong, Khmer, Lao, and Vietnamese!

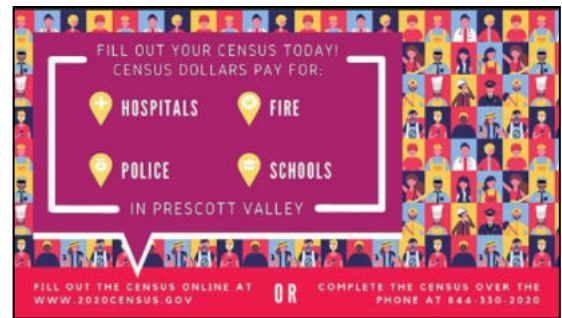
Additional Census information was shared extensively throughout other Fresno-based organizations such as from [Fresno Metro Black Chamber](#), [Fresno Economic Opportunities Commission](#), and [Reading and Beyond](#).



### Kern County

[Kern County Library](#) offered unique at-home opportunities for families to engage the Census in creative ways with printable family tree coloring pages and [other activities](#) specially designed to tie back to the 2020 Census.

Other Kern County affiliates promoted the Census on various social media pages, including [Kern County Public Works](#) and [Kern Community Foundation](#). Messages focused on preparing the community for in-person visits from the U.S. Census Bureau enumerators and encouraged households to not wait and respond now.



Throughout the entire Census WOA campaign, [East Kern Family Resource Center](#) shared various images of community members who have completed the Census, encouraging others to do the same. There were also several local media stories from [Bakersfield.com](#) and [ABC23 News](#).

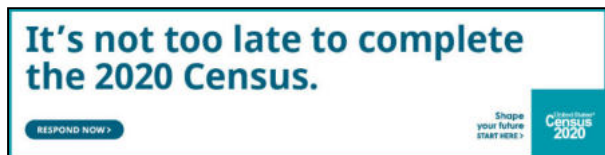
### Kings County

#### [Kings County Census Complete Count Committee's](#)

Facebook page included many social media posts encouraging participating in the Census. Additionally, the importance of completing the Census was incorporated into a live panel discussion for small businesses in Kings County during the Census WOA.

#### [Kings Community Action Organization](#)

made sure members of the community knew that there is still time to respond to the Census, offering a direct link to the U.S. Census Bureau website on their Facebook page.







### Tulare County

[County of Tulare](#) and [Tulare Public Library](#) helped spread the word about the importance of responding to the Census in English and Spanish and provided tips on how to avoid fraud and scams on their social media platforms.



### ACBO Sierra Health Foundation Center for Project Management

ACBO Partners spread the word through the south San Joaquin Valley in-person and online.



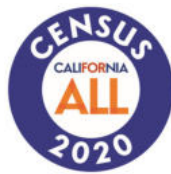
They appealed to several rural communities by leading a [car caravan](#) through hardest-to-count neighborhoods in Sanger and Del Rey during WOA.

Dolores Huerta was featured in a [short outreach video](#) alongside other celebrities Rosario Dawson, Kendrick Sampson, and Andra Day. The videos were produced by Region 6 Partners [Jakara Movement](#) and [CNC Education Fund](#), [Hmong Innovating Politics and Faith in the Valley](#).

These Partners also engaged their communities

through social media posts encouraging members of the community to respond to the Census.





## Region 7

### Riverside and San Bernardino Counties (ACBO – Inland Empire Community Foundation)

#### IE Counts Campaign

Regional Partners collaborated with the U.S. Census Bureau as a part of the region's IE Counts campaign to host weekly WebEx sessions every Wednesday from 3:00 to 4:00 p.m. The [Virtual Questionnaire Assistance Webinar for Self-Response](#) allowed community members to ask questions and get answers directly from a U.S. Census Bureau staff member to increase self-response rates in the Inland Empire. The WebEx portal will be available through September 30.



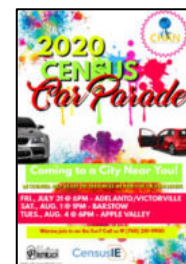
#### Community Health Action Network (CHAN)



On July 21, CHAN hosted its “2020 Drive Through Backpack Giveaway” drive-through event at the San Bernardino County Fairgrounds. The event distributed Census materials, fully stocked backpacks, farm-to-family food boxes, socks, face masks, books, a Message of Hope, etc. to families with children entering grades Pre-K through 12.

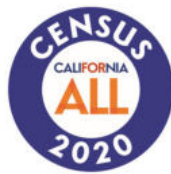
From July 22 through August 9, CHAN continued its Census outreach through its Question and Assistance Center that operates Tuesdays through Thursdays and Saturdays and Sundays via [Facebook Live](#) and in-person curbside near the Burning Bush Church located at 14849 7th Street, Victorville, CA 92395.

CHAN teamed up with Victory Outreach and CensusIE on August 1 and 4, to co-host two “[2020 Census Car Parade](#)” events to increase response rates amongst residents living in Barstow and Apple Valley.



CHAN Hosted a “[Free \\$50 Grocery Gift Card Giveaway](#)” event on August 6 in Victorville to distribute grocery gift cards and provide opportunities for residents to complete their 2020 Census and receive Census swag.



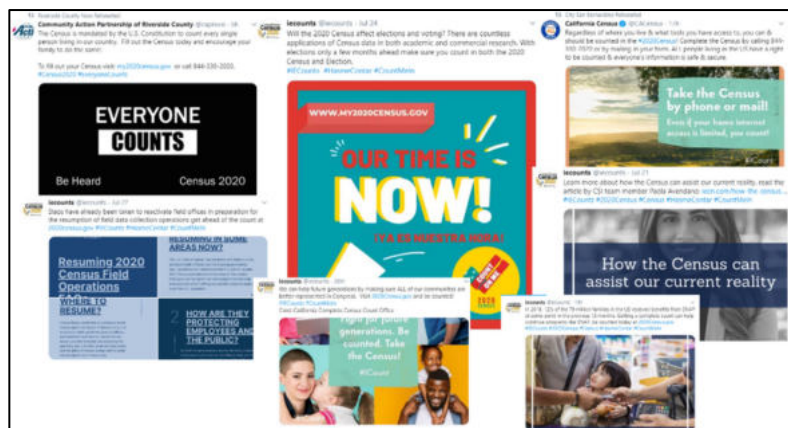


State Council for Developmental Disabilities | Autism Society Inland Empire | UC Riverside Search These Partners teamed up to host multiple events in Riverside, Apple Valley, Coachella, Redlands, and other low responding areas in the Inland Empire over the course of four days: July 21, 25, 27, and 31. Over 900 face masks, go bags and LISTOS Ready Guides, sanitizers, and Census outreach materials were distributed during these events.



### Inland Congregations United for Change | National Ecumenical Forum for Filipino Concerns – Inland Empire

Hosted a “We Count IE: Census 2020 Webinar / Mi Comunidad Cuenta Censo del 2020 Seminario web” on July 29 to share best practices with ministry leaders to help them encourage participation in the 2020 Census amongst their parishioners.



Region 7's county, city, and ACBO Partners increased their presence on digital and social media platforms from July 20 through August 10. A variety of bilingual (English and Spanish) Census messaging could be seen across the social media platforms for the region's Partners and the [IE Counts](#) campaign. Social media posts, tweets, GIFs, and

videos emphasized multiple talking points, such as: everyone counts, the importance of counting all family members (including children ages 0-5) so communities receive their fair share of federal funding, no citizenship question, and equating being counted in the 2020 Census as being seen and heard for yourself and your family and community.



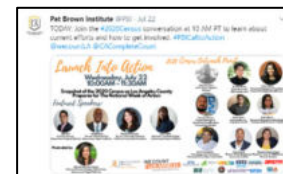
## Region 8

### Los Angeles County (ACBO / California Community Foundation)

#### California Community Foundation (CCF) | Advancement Project

From July 20 through August 3, 2020, CCF and its partners collectively held approximately 83 in-person events (with Personal Protection Equipment (PPE) and social distancing protocols) and 13 virtual meetings with about 9,000 attendees. The in-person events consisted of Census outreach activities such as pop-up mobile kiosks, in-person Census form assistance, and promoting the Census during distribution events for food, face masks, school supplies, etc. The events highlighted below reflect a sampling of CCF and its partner network activities.

On July 22, CCF hosted a “Launch into Action!” webinar focused on snapshots of Census 2020 efforts to help Los Angeles County plan effectively for Census WOA 2.0.



On July 28, Crystal Stairs, Inc. hosted a “[Census Chat featuring Nickelodeon](#)” Zoom/Facebook Live event focused on helping participants understand why supporting the Census is important to the Nickelodeon brand and families with children.

On July 28, the Pomona Economic Opportunity Center participated in a [Live broadcast](#) from Univision 34 LA with Evelyn Sicairos. The broadcast focused on helping Los Angeles residents learn about the importance of the Census.



On July 28, Community Development Technologies Center (CDTech) hosted a “[Census Car Caravan](#)” event to promote the importance of the Census to community members in South Los Angeles.

From July 28 through August 1, the Asian Youth Center (AYC) hosted six “[Community Food Distribution](#)” events for community members in the San Gabriel Valley. These events distributed Census materials and promotional items while providing emergency food to families who had previously called to register for the events.





Southern Christian Leadership Conference of Southern California hosted a “[Compton Census Car Caravan](#)” event on July 28 to promote the importance of the Census to community members in Compton.

The Latino Equality Alliance hosted several events during the week.

On July 30, held a “[Queer Canvassing](#)” event focused on reaching queer community members in Southeast Los Angeles and a “[Door-to-Door Outreach](#)” event focused on canvassing low responding Census tracts in Huntington Park. On July 31 and August 7, hosted “[Pride Pantry and Census Action Kiosk](#)” events for East Los Angeles residents to complete their 2020 Census and obtain free food.



On July 30, the Coalition for Humane Immigrant Rights – Los Angeles (CHIRLA) hosted a “[¿Todavía no ha llenado su Censo?](#)” event that featured a Census rap session and raffle drawing for attendees who completed their 2020 Census and submitted a verification voucher.

On July 30, Central City Neighborhood Partners partnered with CHIRLA to co-host a “[Census Volunteer Phone Banking](#)” event to increase response rates in low response, hard-to-count census tracts in Central Los Angeles.

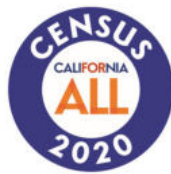


From July 27 through July 31, the Pomona Economic Opportunity Center held [themed daily events](#) that focused on distributing Census outreach materials and helping Pomona residents learn about the importance of the Census.

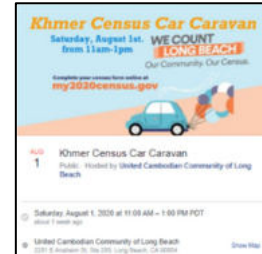
“In Motion Monday” featured canvassing and paletas at the Abbey/Kareh Apartments. “Taco ‘Bout It Tuesday” featured free tacos at Borreguitos. “We Count Wednesday” featured food distributions at Woodlawn Trailer Park. “Thrivin’ Community Thursday” featured Census tabling at the Mercado La Cachanilla market. “Fiesta Friday, 31 Flavors” featured a live art expo with DJ and prizes in downtown Pomona.

On July 31, Proyecto Pastoral hosted a “Boyle Heights Canvassing” event with Boyle Height leaders and health promoters to distribute door hangers and promote the importance of completing the 2020 Census in low response areas in East Los Angeles.





On July 31, several We Count LA partners, such as Pacoima Beautiful and Pueblo y Salud, Inc., participated in a "[West San Fernando Valley Car Caravan](#)" to promote the importance of completing the 2020 Census.



On August 1, United Cambodian Community, Inc. and the Cambodian Complete Count Committee hosted a "[Khmer Census Caravan](#)" event to promote the importance of the Census to Khmer community members in Long Beach.

The YMCA of Metropolitan Los Angeles hosted a "[Keeping Our Community Together](#)" event on August 10 to support the region's Census WOA efforts to increase response rates in low responding areas.

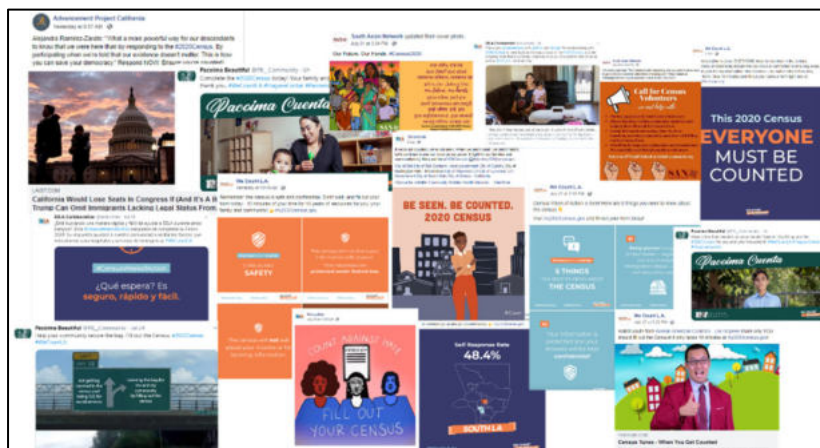
The SELA Collaborative hosted several events during the week to promote the



importance of completing the 2020 Census to residents in Southeast Los Angeles. Events consisted of: on July 31, a drive-thru "[Walnut Park Food Distribution](#)" at Walnut Park Elementary, on August 1, a "[Census Kiosk @Azalea Shopping Center](#)" featuring a Mariachi band and a "[Census Parade](#)" passing through low responding

cities in Los Angeles County, and on August 6, an online webinar and discussion titled "[Leaning into Faith](#)" focused on how faith and essential resources help communities during the COVID-19 pandemic.

On August 6, Antelope Valley Partners for Health (AVPH) hosted a "[Pop-Up Census Questionnaire Booth](#)" event at the local BLVD Farmers Market in Lancaster.



The collective efforts of CCF and its partners produced over 440,000 impressions on digital and social media platforms during the period July 20 through August 3. Many of CCF's partners continued their social media amplification through August 10. Census messaging reflected the linguistic and cultural needs for the various



neighborhoods and communities in the targeted hardest-to-count census tracts with low self-response rates. Social media posts, tweets, GIFs, and videos emphasized multiple talking points, such as: everyone counts, the importance of counting all family members (including children ages 0-5) so communities receive their fair share of federal funding, no citizenship question, and connecting the Census as means to advocate for social justice. One Facebook post that captured the grassroots essence of CCF and its partners efforts is a [video post by the SELA Collaborative](#) that features a spoken word artist who eloquently addressed all current talking points pertaining to why being counted in the 2020 Census is important.



## Los Angeles County



The County leveraged the networks of its internal departments to promote on digital and social media platforms the Census outreach events hosted by various regional partners and amplify its existing Census messaging efforts. Census messaging reflected the linguistic and cultural needs for the various neighborhoods and communities in the targeted hardest-to-count census

tracts with low self-response rates. Social media posts, tweets, GIFs, and videos emphasized multiple talking points, such as: everyone counts, the importance of counting all family members (including children ages 0-5), connecting taking the 2020 Census to helping your community receive its fair share of funding for the next 10 years, and celebrating the County's diverse communities.

## City of Los Angeles Mayor's Office | City of Los Angeles

On July 23-26 and July 30-31, the City collaborated with the Coalition for Humane Immigration Rights – Los Angeles to host seven “Contamos Contigo Phone Banking” events to increase response rates for hard-to-count communities and other priority census tracts in the City of Los Angeles.



The Los Angeles Public Libraries (LAPL) hosted two Facebook Live events and sponsored a virtual contest [Summer Reading Challenge: Get in the Game](#). The [Ask a Librarian Census Edition Live](#) event focused on helping Angelenos to learn about the importance of the #2020Census, what it means for LA, and how to get involved. The [Serie antirracismo: ¿Y tyesú, qué vas a marcar para el Censo 2020?](#) Live event was broadcast in Spanish and discussed the race question on the 2020 Census form.



The City collaborated with the Watts Labor Community Action Committee to co-host the “[Watts: Let's Get Counted](#)” event on July 24. The event consisted of drive-through and walk-up activities to amplify the importance of the Census to community members.



On August 1-2 and August 8-9, the City hosted four canvassing events to help promote the 2020 Census and increase self-response rates in Los Angeles. These events focused on low responding hardest-to-count census tracts in Boyle Heights, Pico Union/Westlake, Cypress Park, and [Wilmington](#).

The City also augmented its virtual and in-person events with social media posts, tweets, GIFs, and videos that emphasized multiple talking points, such as: everyone counts, the importance of counting all family members (including children ages 0-5), and connecting taking the 2020 Census to helping your community receive its fair share of funding.



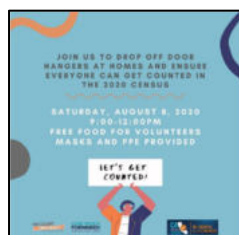
### Long Beach City | Long Beach Complete Count Committee

The City partnered with the Success in Challenges Foundation to host a “Youth Voting Registration and Census Outreach” event on July 25. The event featured an onsite Census completion session with employees from the U.S. Census Bureau staffing a MQA unit.

From July 27 through August 2, Long Beach Forward sponsored a “[We Count 2020 Census Art Contest](#)” focused on the importance of getting kids 0-5 years old counted in the #2020Census.

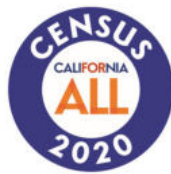


The City hosted a “Long Beach Forward Live Chat” event on July 30 that used a question and answer format to help community members learn more about the importance of the 2020 Census.

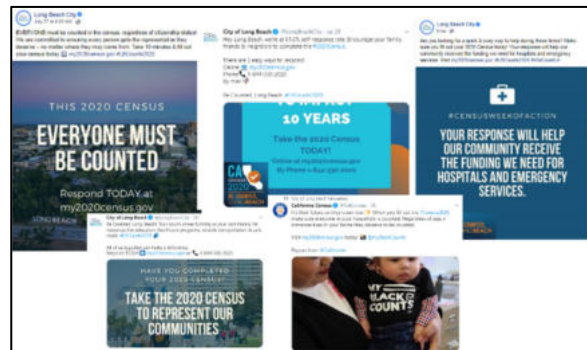


On August 8, the City hosted a “[Let's Get Counted](#)” canvassing event to increase response rates in low responding areas. Volunteers dropped off Census door hangers and talked about the importance of the 2020 Census.





The City also augmented its virtual and in-person events with social media posts, tweets, GIFs, and videos that emphasized multiple talking points using in-language and culturally-congruent messaging that focused on topics such as everyone counts, the importance of counting all family members (including children ages 0-5), the importance of the Census to help communities get their fair share of funding, and connecting taking the 2020 Census to helping your community especially during a crisis like the COVID-19 pandemic.



## Region 9

### County of Orange



From July 17 through July 31, 2020, the County of Orange hosted a mobile QAC at their hardest to count Census Tract in Santa Ana, in partnership with Willard Intermediate's School Food Distribution.



Leading into the Census WOA the Consulado de Mexico en Santa Ana ([Mexican Consulate in Santa Ana](#)) tweeted support for Census 2020, using the hashtags #CENSO2020 and #Sanadistancia

On July 24, there was a Census caravan in the Stanton-Garden Grove area in three different routes. Raffle prizes and gift cards were given out to those who completed their Census questionnaires.



Orange County continued their 'on-the-spot' Census completion



form strategy and engaged local food trucks in hardest to count census tracts in Santa Ana. They negotiated a taco voucher program in exchange for a completed Census form. Residents of Santa Ana would show proof of Census completion to the taco truck and receive three free tacos. On site, the county had enthusiastic volunteers with language and cultural proficiency to help residents complete their Census online using a mobile



device.

## Charitable Ventures



On July 27, 2020, Orange County Counts hosted a Virtual Census townhall [Virtual Census townhall](#) with local Orange County partners and a message from U.S. Representative Katie Porter (CA-45) and U.S. Representative Lou Correa (CA-46).



From July 27 through July 31, OC Census conducted a [massive phone banking](#) effort with 38 callers via Zoom. They partnered with crucial organizations such as The LGBTQ Center OC, AltaMed, CAIR-LA, the G.R.E.E.N. Foundation and the OC Coalition. NALEO Educational Fund, and Community Action Partnership of Orange County to reach the hardest to count population in the county. Even [Senator Tom Umberg](#) joined the fun and thanked the volunteers.

On July 30, OC Census coalition amplified the national ["Your Response is Crucial \(Census Diverse Mass\)"](#) video.



On July 31, MOMS Orange County proudly shared their clients and members wearing Census t-shirts and posted a collage on their [Facebook](#) page.

Community Action Partnership of Orange county hosted [Rock the Count](#) on July 31 with 2-time Grammy Award winners, Mariachi Divas and other entertainers to encourage and promote the Census count in Orange county.



The Cambodian Family hosted a "Doughnut forget to Complete the Census event" with donut giveaways in Garden Grove, on August 7.





## Region 10

### San Diego County | Count Me 2020 Coalition

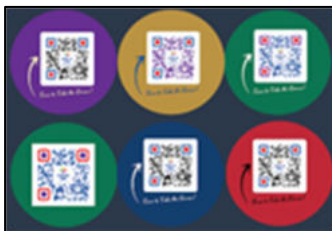


Count Me 2020 Census WOA occurred earlier in the month of July. It brought together community, and partners safely and built connection and solidarity. Their purpose was to mobilize community power to reflect political representation and community funding; to bring joy and hope as the energy needed to fuel lasting movements for liberation and democracy. They created space for education and invited folks to complete the Census during the parked “car rally” as well as in their invitation to all events.



The Count Me 2020 Coalition actively promoted Chef Andres founder of World Central Kitchen's [PSA](#) in English and Spanish to encourage immigrants and undocumented people to complete their Census. “Filling out the Census says I’m here and I count.”

On July 24, Asian Pacific Islander (API) Initiative hosted the Filipino Community Townhall featuring Filipino school officials and community leaders. Discussion topics included Census and back to school plans for San Diego communities.



During the Census WOA, Countme2020 released Census swag and stickers! These sticker sheets include 20 stickers with a QR code that takes you directly to [my2020census.gov](#) to complete the Census online.

Universidad Popular, a subgrantee conducted a caravan in critical low response areas in the city of Vista, CA on July 25.



On July 28, Viet Vote posted a bilingual English and Vietnamese Census poster on their [Facebook](#) page encouraging the Vietnamese community to complete their Census.



On August 1, Viet Vote canvassed two Census tracts in City Heights and then journaled a very special canvassing experience on [Facebook](#). “There is nothing [that] will replace the feelings of recognizing our Vietnamese people’s houses by the way they live, the fruit trees, the dragon fruits, the banana plants, the Vietnamese herbs like mints, basil & Tía Tô, the lemongrass in their yards, & the sandals outside their doors.” The post goes on to mention the happiness and generosity of the



Vietnamese elders they encountered with the bags of fruit they were given as gratitude for visiting them.

On August 8, the City of Oceanside held a caravan in Crown Heights, Eastside, and Libby Lake/Mesa Margarita neighborhoods within CT 186.18 which has a low self-response rate and 5.4% behind its 2010 benchmark. Volunteers gave away face masks, Census QR Code, candy and toys.



Similarly, the City of Escondido held a caravan in early July right before the Census WOA and held another one in August to target low response census tracts 202.07, 202.13 and 202.14.

On August 8, various community organizations led by Paving Great Futures, I am my Brothers Keepers Mosque #8, San Diego Hip Hop 5K, Bay Terrace Senior Association and API Initiative hosted their weekly drive-thru, contactless food distribution and Census education event at Paradise Hills/ Tooma Park. Joann Fields also hosts a Facebook Live event on site with Census messaging and fliers. The event largely targets outreach to seniors and low-income families.



On August 9, 2020, [API Initiative](#) conducted in-person outreach at Seafood City Supermarket in National City. The market is very popular to the Asian American community

[San Diego Unified School District](#) gave away Census materials at their food distribution sites located at Ibarra Elementary, Clark Middle, Porter Elementary, Audubon K-8 and Memorial

Middle. They were also gifted thermostats which they distributed alongside food and Census materials.



### Imperial County

On August 5, Joann Fields of [API Initiative](#) hosted a Census 2020 Power Hour with Imperial County's Lead Partnership Specialist, Diana Rosasto discuss new Census operations changes and new developments.



The County of Imperial and their partners, CCV Health, Campesino Unidos Planned Parenthood, Imperial Valley LGBT Center were joined by the U.S. Census Bureau at a 12-mile-long caravan throughout the city of Brawley, on August 7.



On August 9, the Filipino American Women's Association promoted Census at the City of Imperial Beach Patriot's and weekly relay prayer.



## Tribal and Native American Community



The COVID19 pandemic has been exceptionally difficult to conduct outreach in tribal reservations, specifically those reservations closed to the general public. During the Census WOA and throughout the reservation closures, the Karuk Tribe hosted Census drive-in movies. These imaginative events drew tribal communities to safe-distancing events where Census education and outreach was possible.



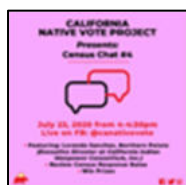
### Native People Count California

[Native People Count CA](#) hosted the Statewide Youth Virtual Gathering on July 24-26, 2020. This three-day community educational and healing event aimed to empower native youth centered around census. This event gathered some of the most prolific native influencers and native artists from professional dance, film television, opera, circus, indigenous contemporary dance and powwow. The event brought national attention throughout

indigenous communities. On July 25, Assemblymember James Ramos joined the CA Native Youth at the Virtual Youth Gathering.

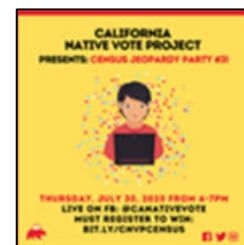


### California Native Vote Project (CNVP)



California Native Vote Project hosted Census Chat #4 on July 23, featuring Lorenda Sanchez, Northern Paiute and Executive Director at California Indian Manpower. The chat series helped raise awareness of the census and create space for trusted messengers to share census messaging. On August 6, CNVP hosted Census Chat #5 featuring Randall Murphy and

Mark Cervantes, Tribal Partnership Specialists at the U.S. Census Bureau.







On July 30, California Native Vote Project (CNVP) hosted their Census Jeopardy Party #3 on [Facebook](#) live, bringing fun and games to Census education.



On August 4, CNVP hosted the Indigenous Youth Organizing Academy, a 4-day event to teach native youth about civic engagement including Census.

During the Census WOA, CNVP produced and posted on their [Facebook](#) page a series of customized digital materials with some examples captured in this collage. The artwork featured

stunning tribal landscapes and Native American motifs. The unique blend of warm info-art was an effective outreach strategy to reach urban Native People.



### California Indian Manpower Consortium

California Indian Manpower Consortium participated actively during the Census WOA by encouraging native people to get counted on their [Facebook](#) account. Outreach continued to all the contracted tribes and reservations including the distribution of computers, postcards and wellness kits.



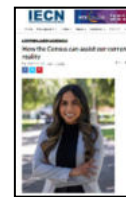
## Higher Education

### University of California (UC) System



On July 27, La Opinión published an [op-ed article](#) in Spanish that promoted the importance of completing the 2020 Census to help our children and their schools. The article featured Quintilia Ávila, The Census Office's Regional Program Manager for Region 7 and Southern California Lead, in a group photo with other Center for Social Innovation team members at UCR.

Inland Empire Community News (IECN) published an [op-ed article on July 27](#) featuring UCR Counts' External Affairs Associate Paola Avendano that focused on how the Census can assist our current reality.

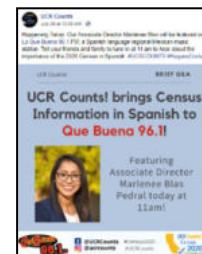


[ed](#)



On July 28, IECN published an [op-ed article](#) featuring UCR Counts' Associate Director Marlenee Blas and Paola Avendano were also featured in two op-ed articles that focused on ensuring children count in the 2020 Census.

UC Riverside through its UCR Counts campaign participated in a brief [Question and Answer segment](#) on La Que Buena 96.1FM on July 28. The segment focused on the importance of completing the 2020 Census now for our communities and schools.



While the primary Census outreach strategy for many UC



campuses focus on peer-to-peer Census messaging using Census student ambassadors, some campuses also promoted the importance of the 2020 Census to the general campus and local communities during the Census WOA 2.0 period. Social media posts emphasized a variety of Census talking points such as: connecting completing the 2020 Census to

fighting change together to help future generations, planting seeds for future generations, equating taking the Census to telling your and your family's story, and how the Census impacts funding determinations for education, healthcare and infrastructure spending.



### California State (CalState) University System

On July 30, CalState Los Angeles' Pat Brown Institute (PBI) participated in the Facebook Live event [Conoce más sobre el censo con Humberto Luna](#) hosted by Que Buena and La Ranchera 96.7FM featuring PBI Census Co-Lead Monserrat Ramirez talking about the importance of taking the 2020 Census now.



While the primary Census outreach strategy for many CalState campuses focus on peer-to-peer Census messaging using Census student ambassadors, some campuses like [CalState Los Angeles](#) and its [Pat Brown Institute](#), [Sacramento State](#),

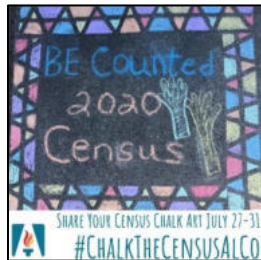


and [CalState Fullerton](#), also promoted the importance of the 2020 Census to the general campus and local communities during the Census WOA 2.0 period. Bilingual social media posts, tweets, videos, and GIFs emphasized a variety of Census talking points such as being counted in the 2020 Census benefits you and your family and community by helping to determine funding for

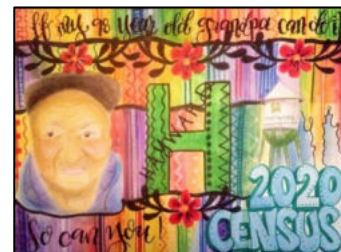
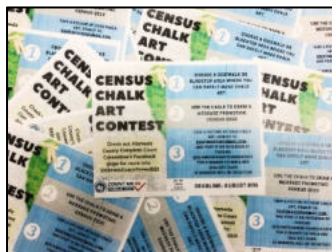
important community resources like higher education and childcare.

### K-12 Education

#### Alameda County Department of Education



Alameda County Office of Education promoted a [Census Chalk Art Contest](#). This artistic activity took place throughout various Alameda communities. In addition, Alameda County Office of Education posted a social media post on the assistance available in [Non-English Languages](#) that could help with the Census questionnaire. Information included webpages and guides in 59 non-English languages, American Sign Language, as well as guides in Braille and large print.



#### Kern County Office of Education

The Kern County Office of Education shared a [Be Counted!](#) video on their social media venues during the Census WOA, the video encouraged the community to act now and participate in the 2020 Census.





## Los Angeles County Office of Education



With the 2020 Census deadline quickly approaching and to get students and families involved, the Los Angeles County Department of Education (LACOE) promoted a countywide Census "[LACOE Chalkathon](#)". Participating students and community members who share their chalk artwork on social media will be entered to Weekly raffles with Census goodies and giveaways.

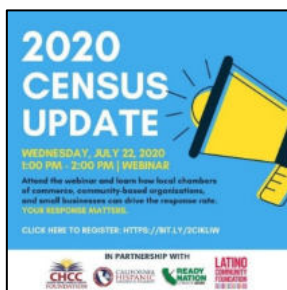
In addition, LACOE promoted other Census resources available through [We Count Los Angeles](#) and the LACOE [Communications Toolkit](#).



On July 28, they participated on a live webinar to discuss the [2020 Census: What's at Stake?](#) targeting LGBTQ+, immigrants and other vulnerable groups in schools.

## San Bernardino County Office of Education

San Bernardino County Superintendent of Schools collaborated with Families in Schools to launch the [#AllChildrenCount](#) video challenge. The challenge consisted of posting a video on the various social media platforms on why the 2020 Census matters to them, and why it is crucial to get counted.



Additionally, San Bernardino COE hosted a [2020 Census Update](#) webinar. The webinar focused on how local chambers of commerce, community-based organizations, and small businesses can drive the overall response rate.

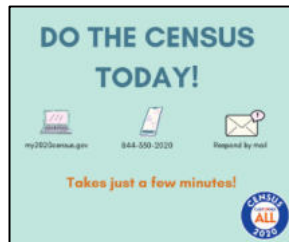




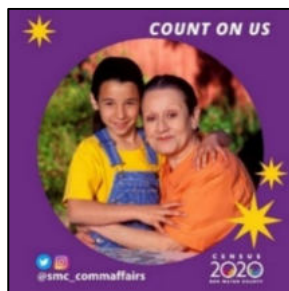
### San Joaquin County Office of Education

The San Joaquin County Office of Education shared several social media posts promoting the [Mega Census Day](#).

### San Mateo County Office of Education

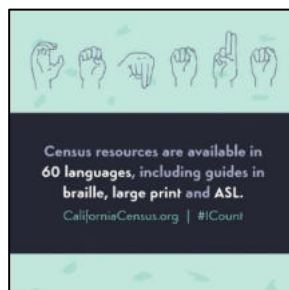


On August 3, San Mateo County Office of Education promoted their [Census Virtual Day of Action](#) to amplify the state's live programming. Three additional outreach posts were placed including an important [U.S. Census Bureau](#) tip informing the community to count children where they usually stay most often, [Five ways you can help!](#), along with a [Secure Healthcare Funding](#) post.



### Stanislaus County Office of Education

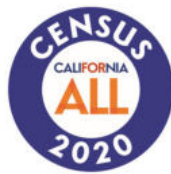
Stanislaus County Office of Education encouraged the community through social media posts to act now and [Do the Census today!](#)



### Tuolumne County Office of Education

Tuolumne County Office of Education shared a social media post message encouraging participation in the 2020 Census, while highlighting the [Census Resources](#) available to the community in 60 languages, including guides in Braille, large print, and American Sign Language.





## Statewide Organizations

### Asian American Advancing Justice Los Angeles (AAAJ)

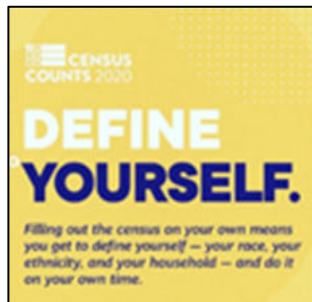
#### OCAPICA Orange County

On July 21, immediately following President Trump's memo, OCAPICA responded with a series of graphic images on [Instagram](#) encouraging undocumented migrants to get counted. The educational pieces aimed to counter any confusion caused by the President's memo.

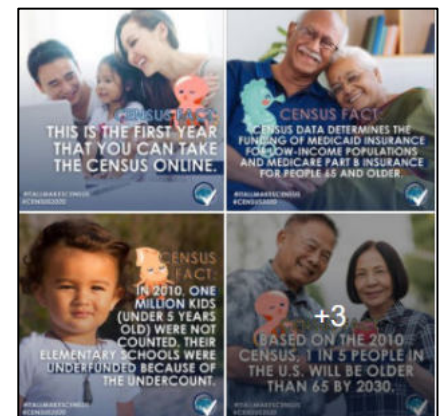


On July 27, OCAPICA's Executive Director, Mary Anne Foo helped kick off the Orange County WOA the OC Census Town Hall on [Facebook Live](#).

During the OC Census WOA, OCAPICA posted various important Census facts and images on [Facebook](#). They also produced a Census bingo card as a fun surprise at the end of their series of digital posts.



Empowering Pacific Islander Communities encouraged Native Hawaiians and Pacific Islanders (NHPI) to take the Census through a series of posts on [Instagram](#) during the Census WOA. The educational campaign focused on self-empowerment and Census facts.



With the assistance of Richard Heath and Associates, Empowering Pacific Islanders promoted a [PSA](#) with the Polynesian Queen, Brita Filter from Ru Paul's Drag Race Season 12. Brita Filter has since produced a [second PSA](#) in response to the new Census timeline.



## California Calls / The Black Redistricting Hub ("The Black Hub")

### Black Alliance for Just Immigration

On July 28, promoted a Zoom webinar/Facebook Live event [2020 Visions Panel Discussion](#). The webinar featured discussions on the significance of the Census as a tool to access resources as we continue building toward our liberation. Panelists were Megan Castillo, Lash Nolen, Mekleith Dix and Michael Anderson.



On August 4, shared the video of the Congressional Black Caucus' Zoom webinar/Facebook Live event [Black America Counts: An Emergency Town Hall](#) on the Census featuring Congresswoman Karen Bass. The event was a panel discussion emphasizing the importance of the Black community taking the 2020 Census for fair representation and its fair share of funding for community resources.



### Community Coalition

Shared a video from a participant in the Compton Census Caravan that promoted the importance of showing up for your community and being counted in the 2020 Census.



### Partnership for the Advancement of New Americans (PANA)



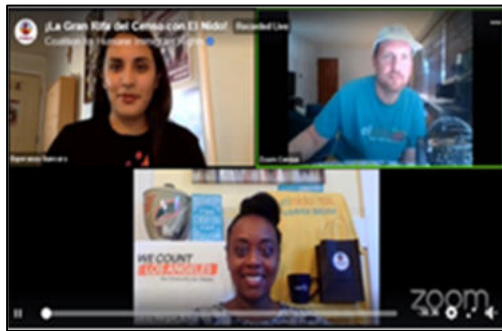
Shared the Refugee & Immigrant Census Hub [informational video](#) by the Hamadi Jumale-Somali Bantu Community of San Diego stressing the importance of taking the 2020 Census.

[The Black Hub](#) and its partner network shared tweets, posts, and GIFs that emphasized a variety of Census talking points, such as: the importance of Black communities completing the 2020 Census to help correct the United States long history of racial inequity, correlating how the Census impacts funding for vital community resources, the importance of counting everyone in the 2020 Census especially children ages 0-5, identifying the Census as a form of social advocacy, and connecting taking the 2020 Census to help people who are hurting in the Black community.





### Coalition for Humane Immigrant Rights



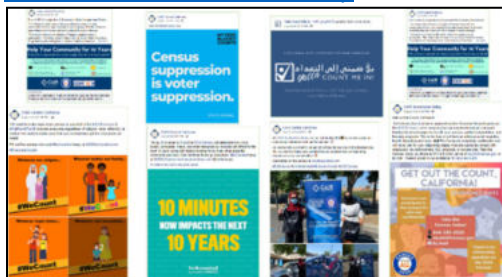
Coalition for Humane Immigrant Rights held a [live](#) "Grand Census Raffle" on video in partnership with El Nido Family Centers. Participation required submission of a voucher after filling out the online Census form and attending the live event to win gift cards in the amount of \$25, \$50 and \$100. During the 30-minute event, the announcement of raffle winners was interspersed with information from the raffle hosts about the Census.

### Council on American-Islamic Relations

CAIR California hosted a virtual Questionnaire Assistance Center to provide in-language (e.g., Arabic, Farsi, Dari, Pashto, Armenian, and Urdu) support to community members with questions about completing the 2020 Census questionnaire. Since early June through mid-August, CAIR's virtual QAC received 6,943 incoming calls.



[CAIR California](#) and its locations across the state such as [CAIR Central California](#) and [CAIR Sacramento Valley](#) used their social media platforms to share posts and tweets



emphasizing many Census talking points, such as the importance of counting everyone in the 2020 Census especially all immigrants and correlating the Census to social advocacy.

CAIR Sacramento Valley posted a [video of community leaders and Councilmember Eric Guerra](#) announcing a lawsuit against Trump Administration's exclusion of immigrants in the Census and urge every person to be counted.







## Disability Rights Education and Defense Fund (DREDF)

As [DREDF](#) and its partners celebrated the 30<sup>th</sup> anniversary of the passage of the American Disabilities Act (ADA), they also amplified messaging for DREDF's Disability Counts campaign to show the importance of everyone being counted in the 2020 Census to help themselves, their families and communities, and future generations access vital resources such as health care, human and social services, and education. Census messaging also highlighted the diversity of people with disabilities and connected the Census to social advocacy to protect everyone rights.



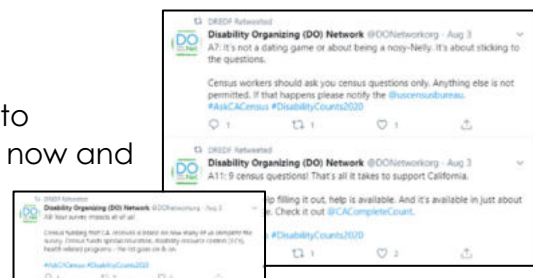
## California Foundation for Independent Living Centers (CFILC)



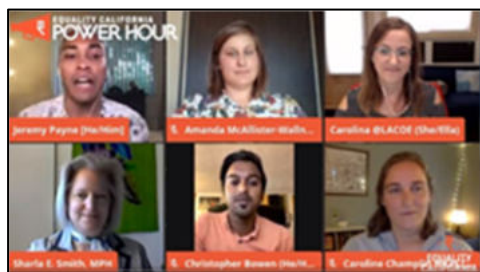
[CFILC](#) and its [partners](#) used Twitter to promote the importance of everyone participating in the 2020 Census and urging everyone to complete their 2020 Census now.

## Disability Organizing (DO) Network

[Tweets](#) sharing Census FAQs in a fun and easy way to promote the importance of taking the 2020 Census now and connecting the Census to ensuring that everyone and their health counts.



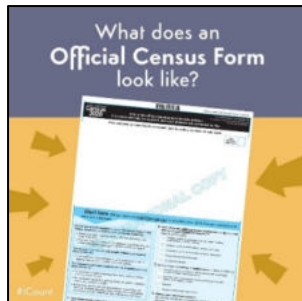
## Equality California



On July 28, Equality California hosted a virtual live stream discussion on their [Facebook page](#) titled "Census Power Hour- What's at stake for the LGBTQ+ community." The event highlighted specific sectors that work and/or intersect with the LGBTQ+ community (education sector, healthcare sector, housing sector, and more).



## First 5 Association | California WIC Association



First Five Association used the Census WOA to ensure the count of all children on Census forms. A [post](#) used an eye-catching graphic and reminded family to count all **children** in the household even “kids of any friend or relative if these kids live with you.”

**children** in the household even “kids of any friend or relative if these kids live with you.”

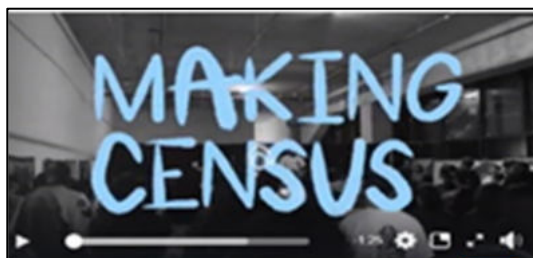


An educational approach was used by WIC to help followers avoid unofficial Census forms and fraud. A [post](#) showed what a legitimate Census form looks like and how to fill it out. The post included a photo of an actual form, as well as links to the Census website. The organization also informed their audience of the new Census deadline in a [post](#) that encouraged self-response online or by phone.

WIC called attention to the fact that the deadline for Census had been moved up in a [post](#), and used the announcement to further emphasize completing the Census as soon as possible. Information with direct links to self-respond were included.

## Homebase

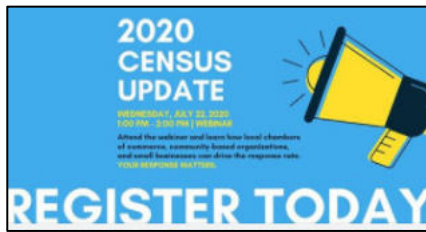
Homebase promoted the Census Counts Campaign and the Funders Census Initiative webinar scheduled for August 12, 2020: [How the 2020 Census Counts People Experiencing Homelessness](#)



The connection between funds for affordable housing, food assistance programs, shelters, other services, and the Census were emphasized in a [video](#) narrated by Census Ambassador, Salvin Chalal. His message drives home the importance of the Census as part of a community effort to “secure the future that generations before us have been fighting for.”



### Latino Community Foundation

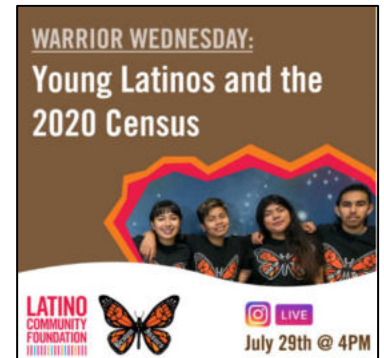


Latino Community Foundation promoted in a [post](#) and co-hosted a webinar “2020 Census Update”, on July 22 with the California Hispanic Chamber of Commerce and ReadyNation. The topic focused on how local community organizations, businesses and government can increase Census response rates.

Several young adults, with direct appeal to a millennial audience, starred in a [video](#) entitled “To Resist We Must Exist.” The video highlighted the importance of being counted as a way to empower and support the community.



A live [information session](#), “Young Latinos and the 2020 Census”, was held on July 29, as a part of the [@Brownissues](#) series on Instagram.



The Foundation also promoted a well cited article in the New York Times which highlighted the efforts of their Census partner, Todec Legal Center.

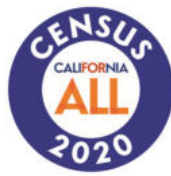
The post can be viewed [here](#) which links to the article: [In California, it Will Take More Than a Parade to Save an Imperiled Census](#)

### Mixteco/Indigena Community Organizing Project (MICOP)



Mixteco/Indigena Community Organizing Project created original content appealing to the farmworker and indigenous community in an effort to drive response rates. The content consisted of a [video](#) and short [PSA](#).



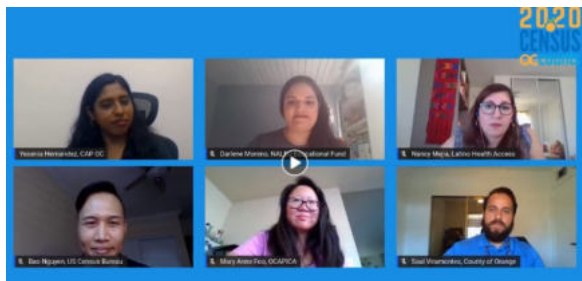


“Don’t wait until tomorrow” was the message used to encourage the farmworker and indigenous community to fill out their Census forms in a [post](#). The post also featured a direct appeal to the community to resist the efforts of the Trump administration to undermine the Census and noted “every PERSON, regardless of their legal status, should be counted.”



### NALEO Educational Fund

NALEO launched The “Pets for People Our Humans Count!” campaign on the [first day of the Week of Action](#), which encourages engagement from animal lovers. The campaign invites followers to post a picture of their pet for consideration as an “animal ambassador” for the [#HagaseContar](#) campaign. Lou the Rabbit and Toby the Pug are featured.



Darlene Moreno from NALEO moderated a live town hall, in partnership with Community Action Partnership of OC. Topics included: the importance of community response to the Census, details around the questionnaire itself and the impact of COVID-19 on operations. The [event promotion](#) featured multiple public figures and celebrities.

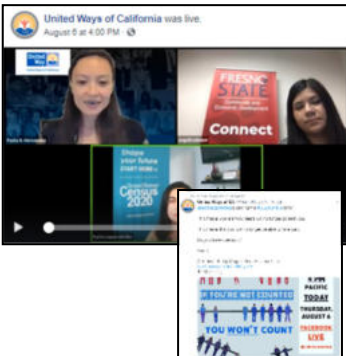
NALEO Educational Fund's addressed the current issues affecting Census operations. The appearance by NALEO's CEO, Arturo Vargas, on MSNBC's Morning Joe was featured in a [post](#). On the show Vargas spoke about the implication of ending the Census early for the Latino community.



A [post](#) advertised the fact that NALEO's own Census Deputy, Adan Chavez, was featured in the well cited New York Times Article [“In California, it Will Take More Than a Parade to Save an Imperiled Census”](#) published on August 9, 2020.



## United Ways of California



On August 6, the United Ways of California hosted a Zoom webinar/Facebook Live [event with panelists from Fresno State and the U.S. Census Bureau](#) for community members to ask the U.S. Census Bureau questions about the impacts of its early ending to field operations for enumeration. The event also emphasized the importance of completing the 2020 Census now to ensure adequate funding for you and your family and community.

Shared a tweet to promote the [United Way Merced's](#)

[Questionnaire Assistance Center \(QAC\)](#) at 531 W. Main Street, Merced, CA. Community members can get help in-person by visiting the QAC or over the phone by calling 209-385-7423.



United Ways of California and its locations across the state used their social media platforms to share posts and tweets emphasizing many Census talking points, such as everyone counts especially immigrants and children and the importance of being counted so that our families and communities receive their fair share of federal funding.





## Veterans

### California Department of Veteran Affairs (CalVet)



Tweet sharing video of Governor Newsom supporting GOTC day of action by urging Californians to complete the 2020 Census today to help our communities get adequate funding for schools, housing and much more. The post also emphasized that the Census is safe, confidential, and that there is no citizenship question.

### Los Angeles Military and Veterans Affairs (LAMVA)

Video post featuring the U.S. Census Bureau video showing how to complete the 2020 Census questionnaire.



Posts and tweets focused on: Census data helps determine



funding for vital community resources for the next 10 years, Census is accessible in more languages and available via online and phone, so it is easy to participate, and being counted in the 2020 Census helps you and your family receive the community service you need.

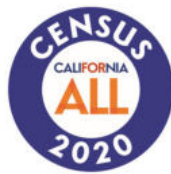
### Orange County Veterans and Military Families Collaborative (OCVMFC)

Video post featuring the California Complete Count Office's Veterans Count video.



Tweets and posts emphasizing everyone counts especially veterans and promoting the importance of completing the 2020 Census.





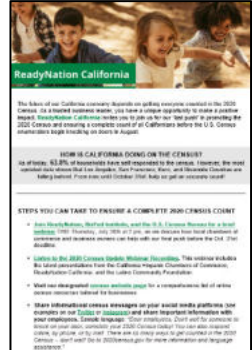
## Sector Organizations

### Business: ReadyNation

ReadyNation rallied their small business network by sharing information on the 2020 Census and tools and resources to be used to encourage Census participation from the community in several email blasts.



Local small businesses promoting response to the 2020 Census were recognized through weekly #BusinessCensusChampions campaign on [ReadyNation's Facebook Page](#).

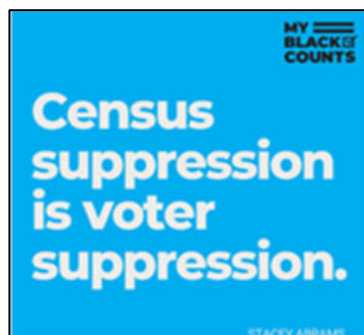


complete count.

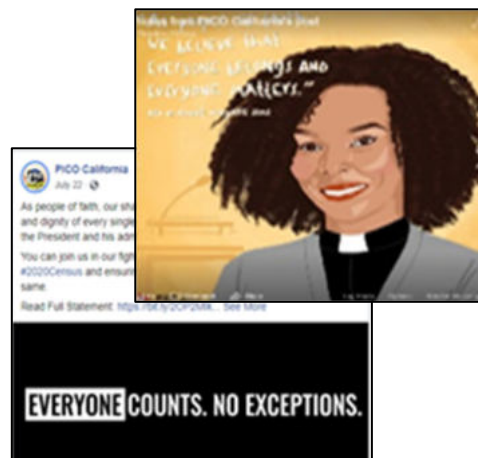
ReadyNation, in collaboration with the BizFed Institute and the U.S. Census Bureau, held a [webinar](#) on July 30 to discuss how local chambers of commerce and business owners can help encourage communities towards a

### Faith-Based Organizations: PICO California

PICO's efforts to engage members of the faith-based community included an emphasis on the tie between social and racial Justice issues and an accurate representation of all communities in the Census. Posts defined Census participation as an act of protest against racial injustice as well as a way to promote social justice. Clear and empowering messages such as "Everyone Counts. No Exceptions" were used to urge followers to view the Census as a moral, social and civic duty.



Aside from its' own original content, created to bring awareness to the racism behind efforts to suppress a Census count, PICO also highlighted the work of other prominent organizations working on this important issue. For example, a [post](#) featured the content from [My Black Counts](#), an educational and awareness campaign underscoring the importance of increasing black participation in the Census.





A direct appeal to the religious sentiments of the community were made in several posts. Videos of religious leaders in the Jewish, Christian, Muslim and Hindu communities made the connection between faith and the Census with messages like “No matter who you are, what you do, or how you worship—we all count!” The videos included calls for followers to use their “God-given voices to bring forth change for our families and future.” Among the videos posted (see below) one was created by PICO and included an in-depth perspective on how counting everyone is reflected in the Torah.

PICO's original [video](#) “Everyone Counts - People of Faith for the 2020 Census - Rabbi Helfand” on the connection of the Census to Torah Teachings.

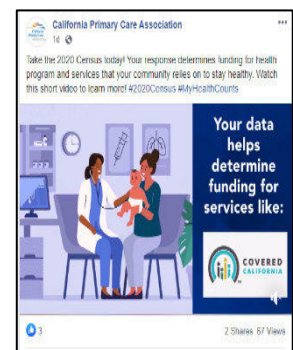
PICO posted a Spanish video, featuring faith-based leaders from the Hispanic Community on the importance of the Census. The original video can be viewed [here](#). They also posted a video, on the importance of everyone being counted. Several faiths were represented including the Islamic, African American, Hindu, and Christian community among others. The original video can be viewed [here](#).

## Health: California Primary Care Association



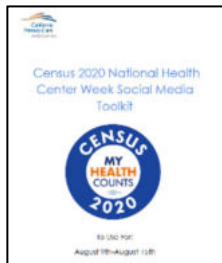
California Primary Care Organization, in partnership with the 2020 Census, promoted the upcoming Facebook Live event “Why Community Health Centers Count” on August 12, 2020 in several posts. The event featured an “amazing line-up community health center and California Census leaders” who discussed the significance of the Census for community health centers. Information for the event can be found [here](#).

A short [video](#) was used to clearly articulate the impact of the Census on funding for healthcare programs and services, such as WIC and children’s health insurance. The video invited viewers to “stand up for your health today” and complete the Census and provided important information on how to do so.





Several posts brought attention to the recent decision to move-up the Census date. Noted in the post was the significant financial impact in terms of lost dollars from an undercount and the fact that “the U.S. Census Bureau faces an impossible task to accurately count the nation's hardest-to-reach populations in just six weeks.” A call to count ALL communities in the nation was highlighted as critical for political representation and billions in federal funding.

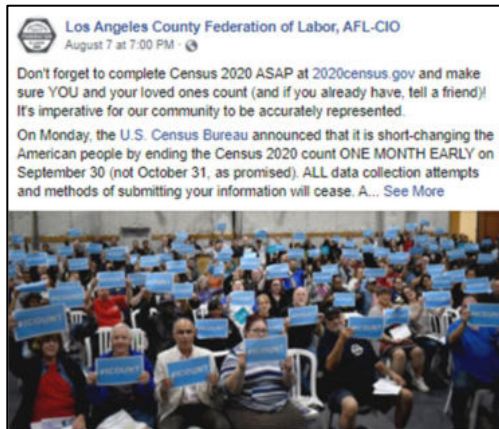


Census Partners like California Primary Care supported efforts statewide with toolkits like this one. This toolkit provides social media posts and graphics for each health focus day, videos, and online events to promote community health centers and the 2020 Census.



### Labor: California Labor Federation (CLF)

The Los Angeles County Federation of Labor, AFL-CIO emphasized the importance of the being counted in the 2020 Census with one post that shared a photo of union members holding “#ICount” signs. The post included several Census talking points, such



as: the U.S. Census Bureau is ceasing one month early on September 30, urging everyone to complete their 2020 Census ASAP at 2020census.gov and to count all household members, and encouraging union members to tell a friend of the importance of taking the Census, so our communities are represented.





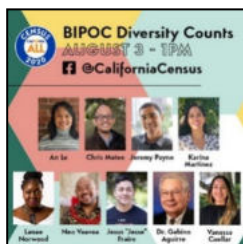
California Complete Count  
July 2020 Week of Action  
Communications Team



## COMMUNICATIONS REPORT

The Communications team actively supported Census outreach during the two weeks of action by hosting several live events, featuring a Tweet storm, an invigorating conversation with Black and Indigenous People of Color and an electrifying Pep-rally. Differentiating from the previous WOA was the Census Ambassador program with celebrity singers Meaghan Trainor, Becky G and others bringing their own flavor and over 70 million impressions!

### LIVE EVENTS



On August 3, three back to back live events were held starting with a Tweet chat at 11am, followed by a 1 pm Facebook live event, "BIPOC Diversity Counts" and ending the celebration with a live DJ party hosted by DJ James Dixon. It was an all-day fun-filled Census turn-up event.



Census Director Ditas Katague hosted a Virtual Census Pep rally on August 6, featuring Alex Padilla, [CA Secretary of State](#), Census ambassadors [Ms RebeccaBlack](#), [Salvin](#), and Kausar Mohammed, GovOps Agency Secretary Yolanda Richardson, [Senator Dr. Richard Pan](#), [Senator Tom Umberg](#), [Assemblymember Marc Berman](#) and our Sierra County Partners, [TC Counts](#), [Calaveras County Chamber of Commerce](#) and [Evangelista Community Relations](#).

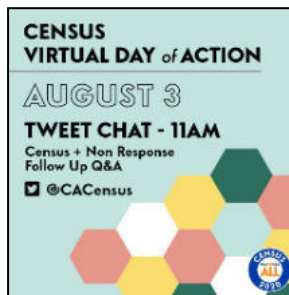
### SPECIAL MESSAGES/PSA

On August 6, the CA Complete Count Office released two new PSA videos from CA Governor Gavin Newsom and Lt Governor Elena Kounalakis to encourage the count.





## METRICS/ANALYTICS – LIVE EVENTS



### Tweet Chat Q&A: Census Efforts + Worker Visits – August 3



#### Results

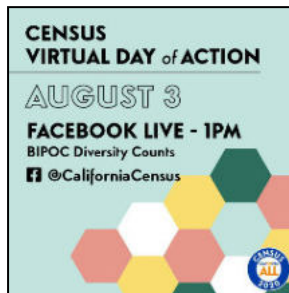
<b>Impressions</b>	<b>245,064</b>	<b>Reach</b>	<b>37,222</b>
<b>Event Responses</b>	44	<b>Engagements</b>	1,939
<b>Reactions</b>	98	<b>Comments</b>	3
<b>Shares</b>	26	<b>Clicks</b>	486
<b>Retweets</b>	158	<b>Likes</b>	311
<b>Replies</b>	68		

#### Notable Participants/Viewers

- CA Governor's Office
- CA Attorney General Xavier Becerra

#### Sample of Engagement Comments/Questions

- "My dad was sworn in on Friday, given a phone to start training, but his password doesn't work, and the phone is stuck in hub app. He's emailed and called every number he has. Can someone please help?"



### Facebook Live: BIPOC Diversity Counts – August 3

[Zoom Recording](#) | [Facebook Live](#)



#### Results

<b>Impressions</b>	<b>98,813</b>	<b>Reach</b>	<b>48,422</b>
<b>Event Responses</b>	97	<b>Engagements</b>	3,194
<b>Reactions</b>	653	<b>Comments</b>	300
<b>Shares</b>	258	<b>Clicks</b>	1,284
<b>Peak Live Views</b>	75	<b>Total Live Views</b>	659
<b>Views to Date</b>	1,400	<b>Video Views</b>	1,481

#### Notable Participants/Viewers

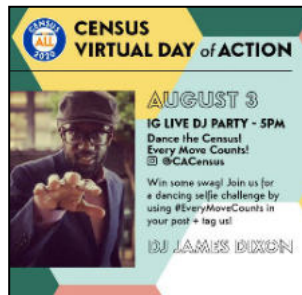
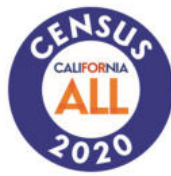
- CNC Sacramento
- Yo! Disabled and Proud

**Sample of Engagement Comments/Questions** With major budget cuts all around, will future Census funds be limited in the coming 10 years?

- When you belong more than one tribal group, can you identify both or do we have to choose only one under the Race question?
- I came across an article and want to know will the Census Bureau be cutting operations a month short, meaning September 30 instead of October 31?
- Can a completed Census be adjusted after it has been submitted?

California Census Week of Action – Partner Activities

[www.CaliforniaCensus.org](http://www.CaliforniaCensus.org)



## **Instagram Live: Dance the Census + Selfie Challenge! Every Move Counts! – August 3**

[IG Live Video](#)



### **Results**

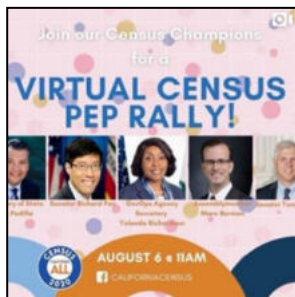
<b>Impressions</b>	<b>34,747</b>	<b>Reach</b>	<b>21,510</b>
<b>Event Responses</b>	<b>155</b>	<b>Engagements</b>	<b>402</b>
<b>Reactions</b>	<b>211</b>	<b>Comments</b>	<b>29</b>
<b>Shares</b>	<b>65</b>	<b>Clicks</b>	<b>611</b>
<b>Peak Views</b>	<b>61</b>		

**IGTV Results** – The IG Live has not been posted to IGTV because The Census Office just received the recording from the DJ on 8/12/20. These metrics are not applicable, yet.

### **Notable Participants/Viewers**

- Other Pacific Islanders

**Sample of Engagement Comments/Questions** N/A



## **Facebook Live: GOTC Pep Rally – August 6**

[Zoom Recording](#) | [Facebook Live](#)



### **Results**

<b>Impressions</b>	<b>124,489</b>	<b>Reach</b>	<b>120,468</b>
<b>Event Responses</b>	<b>156</b>	<b>Engagements</b>	<b>7,708</b>
<b>Reactions</b>	<b>689</b>	<b>Comments</b>	<b>214</b>
<b>Shares</b>	<b>205</b>	<b>Clicks</b>	<b>1,547</b>
<b>Peak Live Views</b>	<b>105</b>	<b>Total Live Views</b>	<b>1,200</b>
<b>Views to Date</b>	<b>3,400</b>	<b>Video Views</b>	<b>8,362</b>

### **Notable Participants/Viewers**

- Alex Padilla, CA Secretary of State
- Senator Tom Umberg
- GovOps Agency Secretary Yolanda Richardson
- Senator Dr. Richard Pan
- Assemblymember Marc Berman
- API's Rise
- First 5 Santa Clara County

**Sample of Engagement Comments/Questions** Can you still answer the Census online once enumeration starts?

- Why is it especially important for our AANHPI to be counted?



## Governor Gavin Newsom's GOTC Day Video [YouTube](#)

### Total Results

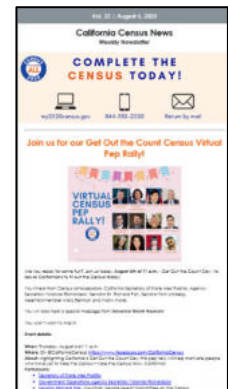
- Views: 355,278
- Likes: 8
- Watch Time (minutes): 4,732
- Impressions: 2,500
- Average View Duration (seconds): 0:47

## E-NEWSLETTER



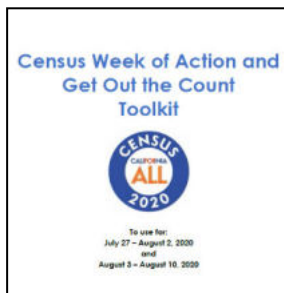
**E- Newsletter, Volume 31**, was released on July 29 highlighting all the Census WOA events, Messaging scripts in English and Spanish as well as U.S. Census Bureau updates.

**E-Newsletter, Volume 32**, was released on August 6 promoting the day's Pep Rally and the release of the Census Office statement on the U.S. Census Bureau's decision to shorten operations.



## GET OUT THE COUNT TOOLS

Outreach tools specific to GOTC were developed for partner use and distributed widely, including this sample letter for internal organizational circulation.



An 18-page Census WOA and Get Out the County Toolkit. was also developed, rich with vital GOTC outreach strategies such as a schedule of events, social media messaging, local partner activities, messaging for self-response, NRFU, COVID19, plus sample questions and answers. Download a PDF copy by [clicking here](#).

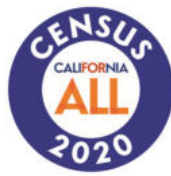


## OFFICIAL STATEMENTS

On August 4, the Census Office released a statement in response to the U.S. Census Bureau's operational timeline changes and the urgency of our task to motivate California's households to participate in the Census and get counted now.

California Census Week of Action – Partner Activities  
[www.CaliforniaCensus.org](http://www.CaliforniaCensus.org)





## CARAVANS

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### Digital Trucks

- July 29: Sacramento (see full presentation [HERE](#))
- August 1: Los Angeles – Boyle Heights (see full presentation [HERE](#))
- August 2: Los Angeles – Terrace Park (see full presentation [HERE](#))
- August 6: Concord – Monument Corridor (see full presentation [HERE](#))
- August 8: Los Angeles – Cypress Park (see full presentation [HERE](#))
- August 9: Antioch – Pittsburg/Bay Point (see full presentation coming soon)

*Additional metrics on truck routes and locations visited will be provided in future reporting.*



## PAID MEDIA

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### Ethnic Media

Mercury increased the number of Ethnic print outlets where they were running ads during the Census WOA, which resulted in:

- 1,725,000 additional impressions for AANHPI communities and
- 345,000 additional impressions for Middle Eastern and North African (MENA) communities.

Here are some links on some of the promotions executed:

1. [Entravision and digital executions with Piolin](#)
2. [Univision Live with Nitzia](#)
3. [Telemundo Segments](#)



## List of the Ethnic Print Outlets and Geographic Distribution:

### VMV

Outlet	Region/City
ONME News	6 / Fresno
Our Weekly	8 / Los Angeles
LA Sentinel	8 / Los Angeles
LA Focus	8 / Los Angeles
Post News Group	3 / Bay Area
Sac Cultural Hub	1 / Sacramento
Sac Observer	1 / Sacramento
SF Bayview	3 / Bay Area
SD Voice & Viewpoints	10 / San Diego
SD Monitor	10 / San Diego

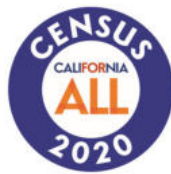
### EMS

Radio Station	Region	Audience	Language	Paid Spots July-Aug
<b>Sacramento</b>				
KIID Sacramento	1	South Asian	Punjabi	80
<b>San Francisco</b>				
For The Cultures	3	Pacific Islander	English	2 Paid Spots / 4x Social A Day
Radio Tonga	3 And 8	Pacific Islander	English	156
<b>Fresno</b>				
KBIF - Asian Radio	6	South Asian	Punjabi	30
KBIF - Asian Radio	6	Hmong	Hmong	16
KBIF - Asian Radio	6	Laotian	Lao	Added Value
Kobo Yuba City	1	South Asian	Punjabi	80
<b>Los Angeles</b>				
Radio Korea	7,8,9 And 10	Korean	Korean	40
Radio Seoul	7,8,9 And 10	Korean	Korean	50
Island Block Radio	3,8 And 9	Pacific Islander	English	40



TV Station	Region	Audience	Language	Paid Spots July-Aug
<b>Los Angeles</b>				
Khmer TV	<b>7, 8, 9 And 10</b>	Cambodian	Khmer	108
<b>Sacramento</b>				
Crossings TV	<b>1</b>	Hmong, South Asian, Chinese, Vietnamese, Filipino	Hmong, Punjabi, Chinese, Vietnamese, Tagalog	181

Publication	Region	Circulation	Audience	Language
<b>San Francisco</b>				
Korea Times SF	<b>1,3 And 5</b>	30,000	Korean	Korean
Hyunday News	<b>1 And 3</b>	10,000	Korean	Korean
<b>Los Angeles</b>				
Thai LA	<b>8</b>	12,000	Thai	Thai
Korea Daily LA	<b>5,7,8 And 9</b>	80,000	Korean	Korean
Kyocharo	<b>8 And 9</b>	40,000	Korean	Korean
Mayamar Gazette	<b>8</b>	10,000	Burmese	Burman
<b>San Diego</b>				
Filipino Press	<b>10</b>	26,000	Filipino	Tagalog
Indian Voices	<b>10</b>	7,000	Native American	English



## SOCIAL MEDIA AMBASSADORS

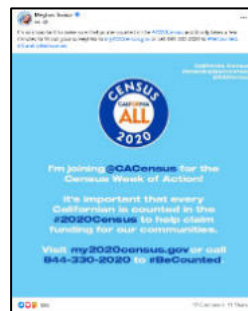
Our robust Social Media Ambassador team were all sharing content on their platforms throughout the Census WOA. Additionally, 2 Social Media Ambassadors participated in the August 6 pep rally: Salvin Chahal and Rebecca Black.

Five new Social Media Ambassadors joined the Census team to bring in Flight 4. With over 70 Million impressions delivered with their five combined posts across Instagram, Facebook and Twitter, the impact and reach are incredible. Here is the initial reporting:



SMA	FACEBOOK	INSTAGRAM	TWITTER
ARIK ARMSTED		356,000	
YOVANA		2,200,000	
EL GUZZII		710,000	
JIMMY WONG		238,000	
BECKY G		49,800,000	
MEGHAN TRAINOR	2,800,000	11,200,000	2,000,000
MARTIN SENSMEIER		63,800	
SEBASTIAN LLETGET		664,000	

### Meghan Trainor Posts



- [IG Story](#)
- [Twitter](#)
- [Facebook](#)

### Allison Janney Posts



California Census Week of Action – Partner Activities

[www.CaliforniaCensus.org](http://www.CaliforniaCensus.org)

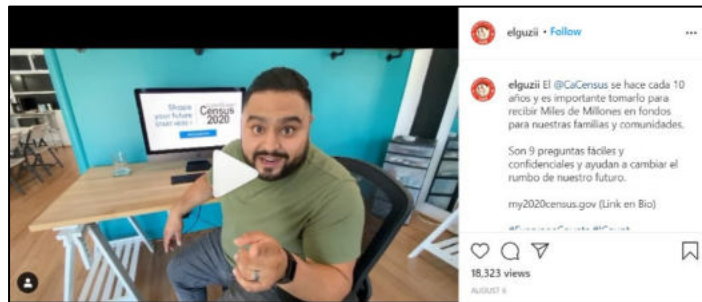


## Becky G Post



[Instagram](#)

## El Guzzii Post



[Instagram](#)

## EARNED MEDIA

### Satellite Media Tours and Radio Media Tours (SMT/RMT)



**INTERVIEWS**  
29 total



**AUDIENCE**  
>16.4 million total

- **14 TV interviews**
  - 9 interviews done in studio within the formal SMT schedule, 5 interviews done outside the studio (via phone, Zoom or Skype)
  - 2 live interviews, 12 taped interviews
  - 13 English interviews, 1 Spanish interview
  - Interviews covered 8 different California media markets (1 hit was national, for California Life):
    - Los Angeles
    - Santa Barbara
    - Palm Springs
    - Fresno
    - El Centro
    - Sacramento
    - Monterey-Salinas
    - Chico-Redding





- **13 radio interviews**
  - 5 Spanish interviews, 8 English interviews
  - 8 live interviews, 5 taped interviews
  - Interviews covered 3 different California media markets (2 hits were national: Main Street radio and Radio Bilingue)
    - Los Angeles
    - San Francisco
    - Santa Barbara
- **2 Internet interviews**
  - 1 national Spanish-language interview
  - 1 local English-language interview in the Los Angeles media market

*\*Audience reach is expected to increase over the next several weeks as taped interviews re-air across TV and radio stations. Mercury will have a final report on the total audience in September.*

**Op-eds\***

- Director Ditas Katague's op-ed was published by CalMatters on August 13, 2020.
- First 5 Fresno County Executive Director Fabiola González's op-ed was distributed through the Ethnic Media Services network.

*\*Any additional metrics on op-eds that run in subsequent weeks will be shared once available.*



## PRESS CLIPS

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July 27, 2020

**See a Broadcast/Radio Report [here](#).**

[La Opinion: Asegúrese que los niños cuenten en el censo 2020: ayudará a nuestras escuelas \(Make sure children count in the 2020 census: it will help our schools\) – July 27, 2020](#)

[NBC Angeles: LA County Residents Lag California in Responding to 2020 Census – July 27, 2020](#)

[Marin Independent Journal: Marin Voice: Facing pandemic recovery, San Rafael, Novato businesses stress 2020 census – July 27, 2020](#)

[The Hill: Trump order would cost Texas, Florida, California House seats: study – July 27, 2020](#)

[Roll Call: Trump's census memo puts some Republicans in Catch-22 – July 28, 2020](#)

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July 28, 2020

**See a Broadcast/Radio Report [here](#).**

[The New York Times: New Census Worry: An Expedited Count Could Mean an Inaccurate One – July 28, 2020](#)

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July 29, 2020

[Voice of OC: Census Week of Action to Urge Orange County Residents to Respond to the 2020 Census – July 29, 2020](#)

[La Opinion: El covid-19 y la posibilidad de un Censo 2020 incompleto afectan a las comunidades pobres \(Covid-19 and the possibility of an incomplete 2020 Census affect poor communities\) – July 29, 2020](#)

[Excelsior: Demandas buscan bloquear memorando de Trump sobre indocumentados y el censo \(Lawsuits seek to block Trump's memo on undocumented immigrants and census\) – July 29, 2020](#)

[Los Angeles Times: Former Census Bureau directors tell Congress extra time is vital for an accurate 2020 count – July 29, 2020](#)

[CNN: Census director says he wasn't involved in Trump citizenship order – July 29, 2020](#)

[Voice of America: US Census Bureau Chief Had No Advance Warning About Exclusion of Undocumented Immigrants – July 29, 2020](#)



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July 30, 2020

[San Francisco Gate: Santa Clara Co.: County Setting Up Census Kiosks At Covid-19 Testing Sites – July 30, 2020](#)

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July 31, 2020

[India Currents: 2020 Census: Making Every Voice Heard in the Bay Area – July 31, 2020](#)

[San Mateo Daily Journal: County leads state in census response – July 31 2020](#)

[Orange County Register: California has a lot riding on the Census – July 31, 2020](#)

[The Week: 'Massive undercount' feared as Census Bureau reportedly moves to end in-person count early – July 31, 2020](#)

[The Hill: Census to end counting efforts a month early – July 31, 2020](#)

[The Washington Post: Census Bureau could halt count a month earlier than planned, officials say – July 31, 2020](#)

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August 1, 2020

[La Opinion: Completar el censo es nuestro deber \(Completing the census is our duty\) – August 1, 2020](#)

[FOX KTVU: Santa Cruz caravan calls on community to fill out U.S. Census – August 1, 2020](#)

[ABC 7 News: San Jose Mayor Sam Liccardo joins plaintiffs in lawsuit over 2020 census count – August 1, 2020](#)

[Victor Valley News: Barstow residents urged to respond to the U.S. Census – August 1, 2020](#)

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August 2, 2020

[12 News Now: Beaumont NAACP hosts car parade aimed at increasing census participation – August 2, 2020](#)

[The Washington Post: Trump's push to spoil the census — and make Democrats disappear – August 2, 2020](#)



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August 3, 2020

**See a Broadcast/Radio Report [here](#).**

[Beaumont Enterprise: Organizers push for crucial census count with parade – August 3, 2020](#)

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August 4, 2020

[Telemundo San Diego: El Censo reduce un mes sus encuestas a domicilio y pone en riesgo el conteo en estados como California \(The Census reduces its home surveys by one month and puts the count at risk in states like California\) – August 4, 2020](#)

[ABC 7 News: California among most states across country with low response rates to 2020 Census – August 4, 2020](#)

[Orange County Breeze: California Census officials call on all Californians to take the census as California's efforts move to next phase – August 4, 2020](#)

[Half Moon Bay Review: County tops Census response – August 4, 2020](#)

[Santa Maria Times: Santa Maria to hold census car caravan Friday to ensure complete count in 2020 – August 4, 2020](#)

[Patch: County Of San Mateo Reinforces 2020 Census Inclusivity – August 4, 2020](#)

[Mercury News: Census worries grow with shortened scheduled – August 4, 2020](#)

[ABC News: 2020 Census to end data collection Sept. 30, raising concerns about undercounting – August 4, 2020](#)

[The New York Times: With Census Count Finishing Early, Fears of a Skewed Tally Rise – August 4, 2020](#)

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August 5, 2020

**See a Broadcast/Radio Report [here](#).**

[Sacramento Bee: For equity and social justice, Californians must participate in the 2020 Census – August 5, 2020](#)

[Hub LA: Cal State Los Angeles honors California Secretary of State – August 5, 2020](#)

[KSBW8: Salinas behind in 2020 census responses as deadline is shortened – August 5, 2020](#)

[Sacramento Observer: Census Crunch Time: Activists Say Every Black Californian Must Be Counted Before New September Deadline – August 5, 2020](#)



[Nepal 24 Hours: California Census Hits Benchmark For Hard-To-Count Populations – But Wealthy Communities Far Behind – August 5, 2020](#)

[La Opinion: El Censo 2020 avanza a todo vapor en el Área de la Bahía \(The 2020 Census advances at full steam in the Bay Area\) – August 5, 2020](#)

[Telemundo Los Angeles: Junta de supervisores desafiará planes de administración Trump en el Censo 2020 \(Board of supervisors will challenge Trump administration plans in Census 2020\) – August 5, 2020](#)

[KCBS Radio: The State Of California: Making Sense Of The U.S. Census – August 5, 2020](#)

[Marin Independent Journal: Marin census workers scramble to meet early deadline – August 5, 2020](#)

[Voice of America: Worries About US Census Accuracy Grow With Cut Schedule – August 5, 2020](#)

[Union-Bulletin: Census workers are trying to reach more poor Californians and people of color. But the coronavirus could make the wealthy harder to find – August 5, 2020](#)

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August 6, 2020

**See a Broadcast/Radio Report [here](#).**

[India Post: Census officials call on all Californians to take the Census – August 6, 2020](#)

[NPR: This Audio Portrait Of The 2020 Census Asks: Whose Voices Really Count? – August 6, 2020](#)

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August 7, 2020

[Vida en el Valle: Census faces another challenge; Trump wants to end tabulation a month early – August 7, 2020](#)

[KSBY: Santa Maria leaders hold Census Caravan as deadline to be counted approaches – August 7, 2020](#)

[Patch: 2020 Census Count To End Early: California Response Rate – August 7, 2020](#)

[Patch: Fill Out Your Census, Newport Beach! City's Response Rate Lagging – August 7, 2020](#)

[KHTS: Shortened 2020 United States Census Count Prompts Urgency Motion – August 7, 2020](#)





[Ventura County Star: Shortened 2020 census effort obstacle to achieving full count in Ventura County – August 7, 2020](#)

[Brookings Institution: Trump's new plan to hijack the census will imperil America's future – August 7, 2020](#)

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August 8, 2020

[Eurweb: Census Crunch Time: Activists Say Every Black Californian Must Be Counted Before New September Deadline – August 8, 2020](#)

[Victorville Daily Press: Census officials urge participation in High Desert cities where response rate is low – August 8, 2020](#)

[Associated Press: Census Bureau drop-outs complicate door-knocking efforts – August 8, 2020](#)

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August 9, 2020

[The Washington Post: Abrupt change to census deadline could result in an undercount of Latino and Black communities – August 9, 2020](#)

[The New York Times: In California, It Will Take More Than a Parade to Save an Imperiled Census – August 9, 2020](#)

[Telemundo Los Angeles: YMCA Los Ángeles lanza programa para motivar participación en el censo \(YMCA Los Angeles launches program to encourage participation in the census\) – August 9, 2020](#)

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August 10, 2020

**See a Broadcast/Radio Report [here](#).**

[Black Voice News: California Census Officials ask Californians to Respond This Week – August 10, 2020](#)

[Patch: Stand Up And Be Counted In Laguna Beach: Census Replies Sought – August 10, 2020](#)

# EXHIBIT E

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California Complete Count  
September 2020 Week of Action

Report Produced September 21, 2020



The California Complete Count Census Office (Census Office) and Partners focused their collective efforts to motivate Californians and increase the self-response rate (SRR) during the fourth Census Week of Action (WOA), from September 7 through September 12, 2020. The week kicked off with the Labor Day holiday and was shared with Hispanic Latino Heritage Month, World Suicide Prevention Day and 9/11 Remembrance events.

This WOA was unique as the 2020 Census was disrupted by the catastrophic fires in California. Many Partners shifted their focus from Census outreach and messaging and prioritized their focus, bandwidth, and communication to supporting their community with emergency and evacuation efforts in response to the fires throughout California. As of September 17, there were a total of 26 major fires (<https://www.fire.ca.gov/daily-wildfire-report/>).



Communities were also deeply affected by air quality and evacuation and relocation efforts. Partners continued to support Nonresponse Followup (NRFU) efforts by sharing evacuation centers locations with the U.S. Census Bureau to support enumeration. However, some scheduled Mobile Questionnaire Assistance (MQA) Sites and WOA activities were halted.

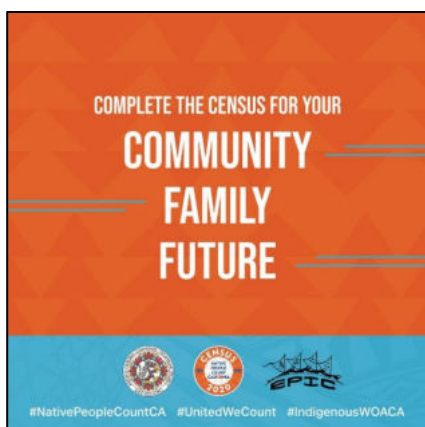
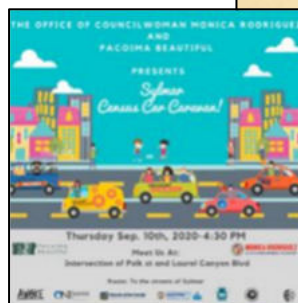
Despite these unprecedented challenges, Partners continued to do what they do best; adapt, collaborate and reach deep into their communities to share the Census 2020 messaging to the hardest-to-reach communities. Partners drew on their experience from previous WOA events, applied lessons learned and used the Census Office toolkit to plan their activities which included townhalls, canvassing, caravans, community events, questionnaire assistance centers (traditional, pop-up and MQA versions), live social media events and media events and virtual celebrations.

Partners conduct Census outreach in multiple languages each and every day, in creative, unique, and culturally congruent methods to reach their communities. WOA created opportunities for additional focus, attention, and collaboration to amplify Partner's collective efforts. The work of Partners is appreciated and acknowledged for continuing to deliver the Census message to their communities while also navigating the significant challenges California faces.

A few examples of WOA activities are provided below. Partners delivered to the hardest-to-reach communities in California to activate them to complete their questionnaire. After this summary, the full report follows, by region and Partner. For more information, please contact [outreach@census.ca.gov](mailto:outreach@census.ca.gov).



Bike and car caravans once again engaged the community in a unique way, while giving Partners the opportunity to go very directly into low responding census tracts with Census messaging. However, during the September WOA, the caravans evolved into “mini events.” Learning from earlier caravans, Partners combined additional activities or attractions to draw more attention and increase the overall impact. For example, car clubs participated in the caravan with the route ending at a car club event. Other partners incorporated a chalk-a-thon, food truck stops, live music, elected officials and digital trucks and earned media coordinated by the Census Office.



Forged by concerns over an undercount of Native Americans, Native Hawaiians and Pacific Islanders (NHPI), Mixtec, Zapotec, and other indigenous immigrant populations of California, three leading outreach campaigns ([Native People Count CA](#), [Empowering Pacific Islander Communities](#), [MICOP](#)) involving over fifty organizations merged resources and efforts to coordinate an unprecedented 2020 California Census Indigenous WOA from September 7-12. This historic effort included a national Native Hawaiian and Pacific Islander WOA, bringing NHPI recording artists, faith elders, and youth leaders to elevate the

importance of getting counted. Sunrise to sunset programming, plus digital outreach materials developed for Indigenous WOA incorporated visual art and motifs depicting deep reverence for culture, community, and faith obligations to be seen and be counted. Blessings and land acknowledgements were held across California from over ten cities and tribal reservations, while a global audience tuned in daily from Facebook to celebrate planned activities throughout the week.

Fresno County partners continued door-to-door canvassing throughout WOA to engage community members in-person to discuss the importance of participating in the Census and Valley Forward's Facebook page highlighted these efforts: “Hard to reach is our specialty. These communities are heavily locked and with dogs! So, we bust out the bullhorns, and we get through the barriers. This is how we get the #2020census done.”







San Benito County Arts Council, Youth Alliance, Community Foundation for San Benito and County of San Benito combined forces with local artist Bryan West to create unique posters in English and Spanish to bring awareness to the community about the Census and generate enthusiasm to participate. The posters were installed in the County's bus shelters and buses and were displayed at storefronts, local schools and businesses for the entire month of September.

CNC Education Fund (CNC) promoted the Census through the distribution of doorhangers and additional Census materials in the city of Ceres in Stanislaus County and throughout other Region 4 throughout hard-to-count neighborhoods, helping to spread the word about the Census.



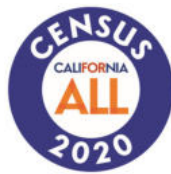
In-person Questionnaire Assistance Centers were held in some of Monterey county's lowest responding areas including Salinas, Carmel, and various low-income housing communities. These events were amplified by participation from local media and radio outlets.

[TODEC Legal Centers](#) held a [Movilizando el Censo & Registro Para Votar](#) event that helped over 300 community members complete the 2020 Census at its Coachella Valley office. The event featured an MQA unit, onsite U.S. Census Bureau workers, personal protective equipment giveaways, and Census swag.



Several Partners hosted "chalkathons" as a way to share the Census message in a unique way! Los Angeles County's Department of Children and Family Services launched its [Chalkathon/Festival de Gis](#) virtual contest featuring chalk art that included the words "Everybody Counts!

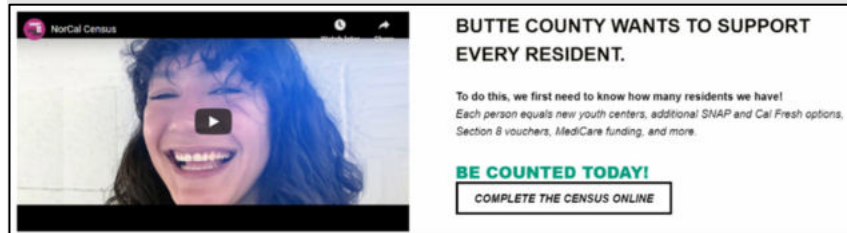
2020Census.gov". Los Angeles County of Education, the City of Long Beach, and the San Joaquin Office of Education hosted similar events.



## Region 1

### Butte County

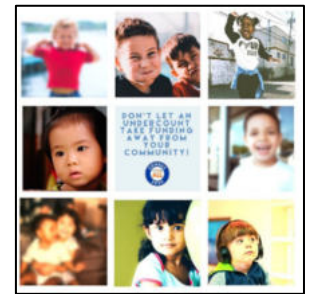
Events were postponed due to fires and evacuations. This digital ad on the NorCal website encouraged the community to go to [my2020census.gov](https://my2020census.gov) to fill the 2020 Census.



### Colusa County

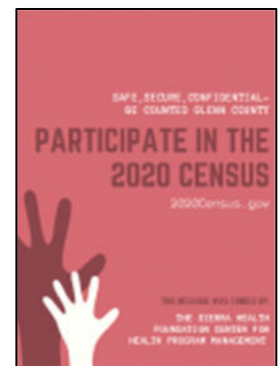
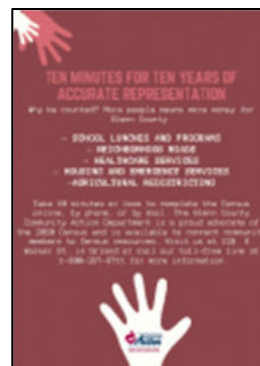
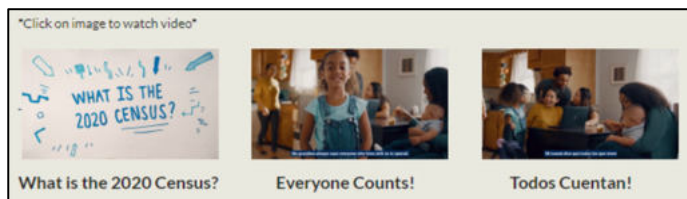


Colusa County tied Census messaging and thanked essential workers in their social media posts (in honor of Essential Worker Day). Colusa County's Facebook post explained that every 10 years, people across the country complete the Census to keep an accurate account of the population in the United States and a "Did You Know" post explaining more personal information is provided on social media than the 2020 Census.



### Glenn County

Glenn County's 2020 Census website was filled with resources for the community, including Census videos in English and Spanish.



### The Living in Wellness Center (Lassen and Modoc Counties)

Lassen County Census Community joined the WOA by sharing this Census [video](#) focused on how the Census directs billions of dollars of funding to our communities.

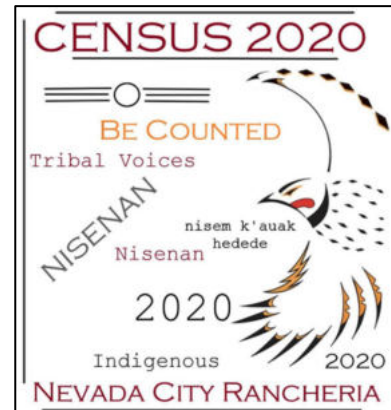


## NorCal Census

NorCal was proud to have partnered with the Nisenan Tribe to ensure all voices are counted in the [#2020Census](#)! They were grateful for Census partnerships!



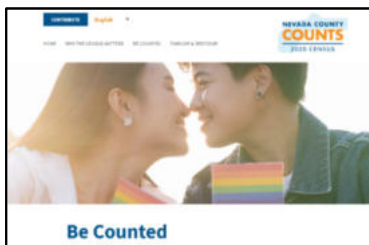
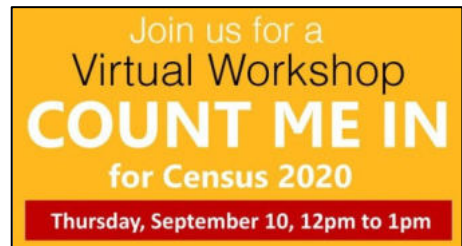
A Census Blog from the Mayor of Sacramento was another way of using influencers in our communities. The Mayor's Blog was part of the [#2020Census](#) takeover found on [www.engagesac.org](http://www.engagesac.org)!



These community members enjoyed some cool treats during Census 2020 outreach in Sacramento County. [This website](#) listed events during WOA, including another Kona Ice stop for those who completed their Census.

On September 10, the [Chinese American Council of Sacramento](#)

and AARP invited the community to join a Virtual Workshop: Count Me In for Census 2020". The Census 2020 information provided was timely. Topics included confidentiality and security of the data, Census Enumerators, and how to avoid census scams.



## Nevada County Counts

Nevada County promoted Census on an ongoing basis through this dedicated website for Nevada County Counts!

## Placer County

Placer County's website provided their community with valuable information and messages, for example:

- What's at Stake you ask? Hospitals. Fire departments. Schools. Even roads and highways.
- The Census will shape many different aspects of the community. Each year, the results help determine how more than \$675 billion in federal funding is distributed to states and communities.
- Getting counted is fast, confidential and easy!







- The community was invited to come out to events sponsored by Placer County and Nevada County to reach the community to complete the 2020 Census.

### Plumas County

Smaller counties like Plumas County did what they could to inform and promote the 2020 Census in their community. "Complete the 2020 Census Today!" was an article found on their website during the final WOA. The message included, "The time is now. Help shape your future, and your community's future, by responding to the 2020 Census."

### Shasta County

Shasta County featured this Census Made Simple Video, that recognized, for some people, it was easy to forget about filling out the Census questionnaire. This video message reinforced that completing the Census response was a breeze.

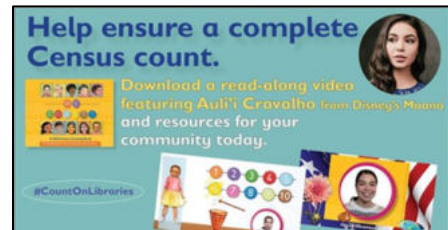


### Tehama County

During the WOA, Tehama County posted a heartfelt THANK YOU to one very powerful influencer who has been supporting the Tehama Complete Count Team throughout our campaign.



Actress Auli'i Cravalho, star of the animated film Moana, reminded families of the importance of completing the 2020 Census in a video.



Cravalho is featured in this read-along video of

"WE COUNT! A Census Counting Book for Kids, and the Grownups That Love Them" (Simply Put Media 2020).



### Yolo County

The Yolo County website was filled with Census encouraging messages and information that could be found during WOA. Social media was not the only web-based platform used to reach the community, websites like this one

contained valuable details for those needing more information about the Census.





## Region 2

### United Ways of Wine Country (ACBO)

During the time of COVID-19, providing clear, concise, accurate 2020 Census information was the priority for Census Partners like United Way of the Wine Country. This organization supported all the counties in Region 2. During the WOA websites like this, were designed to provide accurate information and resources to the community.



### Humboldt County

The Humboldt County web-based platforms provided important messaging during the WOA and as an ongoing method to communicate Census information.

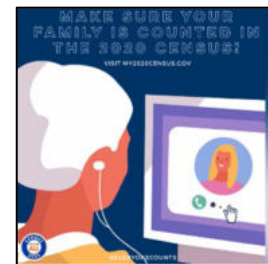


### Lake County

Lake County hosted a livestream event on September 9, while participants were waiting, they were invited to complete their 2020 Census.

Lake County's Census [video](#) encouraged the community to

make sure their family was counted in the 2020 Census. "Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education, and our health care." was a key message.

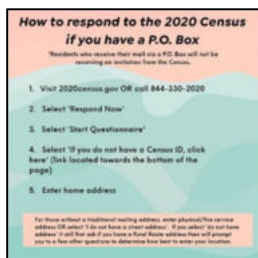


### Sonoma County Counts

The County of Sonoma website had an active countdown calendar for the community, in Spanish. This Partner also advertised Indigenous Census Week on [their website](#).







## Trinity County

In Trinity County, the county website provided information on how to complete the 2020 Census for residents who received their mail via a PO Box and would not be receiving a Census questionnaire through a traditional residential mailbox.

## Region 3

### United Way of the Bay Area (ACBO)

Bay Area Counts 2020 was a regional Census outreach initiative led by the United Way Bay Area (UWBA). Their vast network of nonprofit, business, and government partners had been working to ensure every person in Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, and Solano Counties is counted in the 2020 Census. UWBA included Census messaging on their [website](#) to promote the Census.

### Alameda County

In Alameda County, they kicked-off the WOA with "[On the Record with Governor Newsom: Census 2020](#)". His message was, "Get Counted by September 30." The Governor shared that many of us are thinking about the world we want to live in, and how we can make it better and safer for the next generation. The Census gives us an opportunity to lay the groundwork for securing the funding that communities need to thrive.



This [Census video](#) post shared that on September 9, 170 years ago, California became a state. "Our state has a rich history of diversity, and it's on all of us to make sure everyone's voices continue to be heard."

The WOA was the perfect time to get the community ready for events throughout the month of September. Alameda County was reaching the Spanish-speaking community with this Census post.





## Contra Costa County



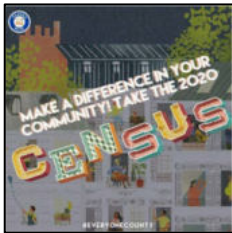
Partners like Contra Costa have worked tirelessly to reach the hardest-to-count in their community and promoted Census on the Contra Costa Census 2020 [website](#).

The WOA was a final push to compel the community to complete the 2020 Census. This Census post highlighted there were only 18 DAYS until the deadline of 2020 Census!

The WOA was a final push to compel the community to



## San Francisco County - Office of Civic Engagement and Affairs (OCEIA)

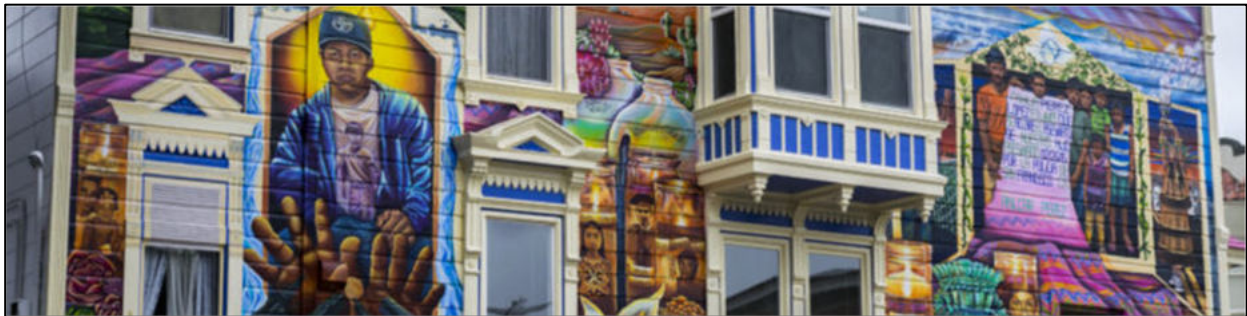


The San Francisco's OCEIA Facebook page shared this Census post that reminded the community that time is running out to take the 2020 Census.

The Census matters for our children's education, was a message shared during the WOA on social media posts.



San Francisco's OCEIA did a brilliant job linking art with Census 2020. Reaching the community in a unique meaningful way was the goal for San Francisco inFLUX which was a [Census podcast](#) for the Spanish-speaking community.





Census 2020 con Eduardo Garcia y Rodrigo Molina (OCEIA): Es este primer episodio de la segunda temporada de San Francisco influx, el podcast oficial de Mission Housing.

This is the first episode of the second season of San Francisco influx, the official podcast of Mission Housing focused on the 2020 Census.

[Make Yourself Count](#) was covered by the ABC affiliate news. They covered

Census volunteers with the Hispanic Federation who were available to answer the community's 2020 Census questions.

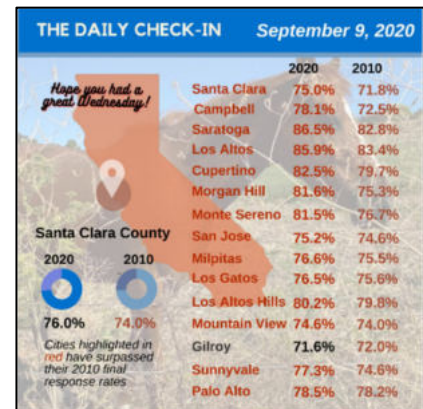


## Santa Clara County



During the final Census push, sharing important information about why it was essential to fill out the 2020 Census before the September 30th deadline was the constant message in Santa Clara County.

Santa Clara County kept the community updated on its progress. This was posted all through the WOA and after. This Daily Check-In post on Facebook tracked Santa Clara County's progress.



On September 10, Santa Clara County and Telemundo went live to answer the community's questions about the 2020 Census and to get the community counted!



## Solano County

Solano County shared Census information on their [website](#), for the community.





## Region 4

### CNC Education Fund / Faith in Action Network (ACBO)

CNC Education Fund (CNC) promoted the Census in-person and online during WOA. Doorhangers and additional Census materials were distributed throughout hard-to-count neighborhoods in Region 4, which helped spread the word about the Census directly to communities who may not have access to outreach messaging available online. Efforts in the city of Ceres of Stanislaus County were highlighted on the [CNC Education Fund Facebook page](#).



Online, CNC hosted a [Facebook Live](#) conversation in Spanish on September 8 with Merced County community members. The conversation focused on the importance of participating in the Census to encourage local community members to respond.

In addition to numerous Facebook posts about the importance of the Census, CNC shared a [new video](#) that appeals specifically to the Punjabi community.



### City of Stockton / El Concilio

[City of Stockton](#) and [El Concilio](#) promoted WOA heavily through their Census social media page with content from the Census Office WOA toolkit and U.S. Census Bureau informational videos.

Additionally, City of Stockton and El Concilio partner Family Resource and Referral Center hosted a Census drive-thru event at local Teen IMPACT Center. This event helped facilitate face-to-face



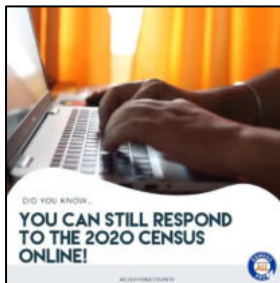
conversations about the Census in a socially-distanced manner – a key tactic to ensure a complete count. Event attendance was promoted with giveaways including free food baskets and COVID-19 kits.



### **Madera County**

The County of Madera hosted a MQA event on September 12 in Chowchilla and also promoted the importance of the Census and encouraged participation through posts on the [Madera County Facebook page](#)

[City of Madera](#) kicked off the #CensusCountdownCampaign contest to encourage community members to help spread the word. By sharing, liking, and commenting on Census messaging on social media, community members were entered into weekly drawings to win City of Madera and 2020 Census swag.



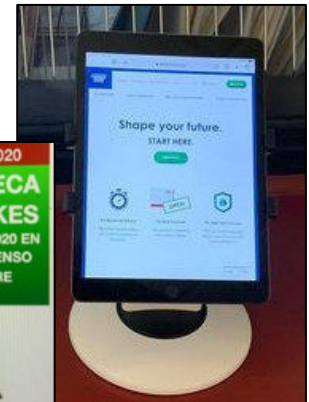
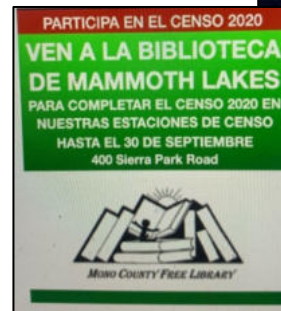
### **Merced County**

California Census messaging and content was shared on the Facebook page for [Merced County Association of Governments](#).

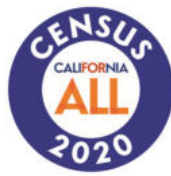
### **Mono County**

Each day of WOA with corresponding messaging and content was shared on the Mono County's [Facebook page](#).

[Mono County Libraries](#) promoted the different ways community members can respond to the Census – including in-person at the local library branch in Mammoth Lakes with dedicated tablets available for use. This opportunity to participate was also advertised in local Spanish-language publication El Sol de la Sierra and shared in-language through social media.







## Region 5

### Monterey County



Monterey County hosted a virtual town hall through their [Census Facebook page](#) with State Senator Anna Caballero, Assemblymember Robert Rivas, Supervisor Chris Lopez and several education and public safety partners to discuss the importance of the Census and encourage participation.



Throughout WOA, Monterey County promoted awareness and engagement by highlighting SRRs in different Monterey County cities.

In-person Questionnaire Assistance Centers were held in some of the county's lowest responding areas including Salinas, Carmel, and various low-income housing communities. These events were amplified by

participation from local media and radio outlets.



### San Benito County

San Benito County Arts Council, Youth Alliance, Community Foundation for San Benito and County of San Benito combined forces with local artist Bryan West to create unique posters in English and Spanish to bring awareness to the community about the Census and generate enthusiasm to participate. The posters were installed in the County's bus shelters and buses and were displayed at storefronts, local schools and businesses for the entire month of September.

Community Foundation for San Benito County continued the theme of leveraging arts with outreach by announcing a coloring contest: official entry pages to create a new logo for the community partner are found in the "Everybody Counts" Census coloring book and available at several local community organizations.





## Santa Barbara County

The Housing Authority of the City of Santa Barbara, partner of [Santa Barbara County](#), organized a “Census Promenade” car caravan on September 10, reaching hard to count neighborhoods in Santa Barbara to spread information and generate enthusiasm about participating in the Census. The California Complete Count office also supported this event with a digital billboard truck.



Santa Barbara County partner [Family Service Agency](#) hosted a bike caravan on September 12 throughout the hard to count community of Guadalupe.



## Santa Cruz County

Census Champions were recognized throughout WOA on the [Santa Cruz Census Facebook page](#), which celebrated the efforts of partner's throughout the county, including the [Santa Cruz Public Libraries](#) and [City of Watsonville](#).



City of Watsonville shared several social media messages to encourage participation in the Census and offered in-person questionnaire assistance. Additional opportunities to receive questionnaire assistance were made available by Santa Cruz County at several different food bank and distribution sites.



## Ventura County

On September 8 Ventura County partner [Diversity Collective](#) hosted a virtual Townhall for the LGBTQ+ community to encourage community members to respond to the Census, provide questionnaire assistance, and to answer questions. This also complemented in-person efforts on the same day at Diversity Collective's Census Drive In event, which included providing other important messaging to the LGBTQ+ community and safe sex kit giveaways.

Additionally, [Ventura County Counts](#) bolstered these efforts by sharing special LGBTQ+ messaging during WOA, focusing on how the Census impacts funding for services and programs particularly important to the LGBTQ+ community.







## Region 6

### Fresno County

Fresno County Partners [Central Valley Partnership](#) and [Valley Forward](#) together with [Central Labor Council](#) hosted a Labor Day car caravan in central Fresno, which included sharing information on the Census, COVID, and voter registration.

Valley Forward continued door-to-door canvassing throughout WOA to engage community members in-person to discuss the importance of participating in the Census, "Hard to reach is our specialty. These communities are heavily locked and with dogs! So, we bust out the bullhorns, and we get through the barriers. This is how we get the #2020census done."



### Kern County

Kern County Family Magazine shared a [California Census video](#) on their [Facebook page](#) to remind their readers that there is still time to respond.

### Kings County

Kings County found a

unique solution to two issues: building Census awareness and small business support during COVID. Through partnership with business sector outreach partner ReadyNation, they created "We're Open" signs for local businesses. These signs make it clear to the public which businesses are currently operating amid COVID-related closures and uncertainty and are coupled with Census messaging to help spread awareness. Signs were distributed free of charge to local businesses throughout the county.





### Tulare County

Tulare County helped spread the importance of the Census and encouraged participation by sharing messaging on [Tulare Chamber of Commerce](#) and [Tulare Public Library](#) social media.

Tulare Public Library appealed to children and families by holding a special [Census Story Time](#) online with a reading of the [We Count](#) children's book. Educating youth about the Census not only encourages 2020 participation, but also builds awareness for younger generations who will be more informed and ready to respond in future decennial censuses.



## Region 7



### ACBO – The Inland Empire Community Foundation (IECF)

On September 9, IECF and the U.S. Census Bureau hosted a WebEx from 3:00-4:00PM as a part of the region's IE Counts campaign. The [Virtual Questionnaire Assistance Webinar for Self-Response](#) allowed community members to ask questions and get answers directly from a U.S. Census Bureau staff member and focused on increasing SRRs in the Inland Empire. The WebEx sessions are held every Wednesday and the portal will be available through October 30.

On September 11, the [Autism Society Inland Empire](#) (ASIE) hosted a [Mask Up Hemet](#) event for families at THE Center. The event featured a face mask giveaway, Census swag, disaster ready guides, and drawstring bags for residents to use as emergency go bags.



[TODEC Legal Centers](#) held a [Movilizando el Censo & Registro Para Votar](#) event on September 11 for community members at its Coachella Valley office location. The event featured an MQA onsite U.S. Census Bureau workers, personal protective equipment giveaways, and Census swag and helped over 300 community members complete the 2020 Census.

Region 7's county, city, and ACBO Partners also increased their presence on digital and social media platforms. Examples include a bilingual [English](#) and [Spanish](#) tweet highlighting that responses on the 2020 Census are confidential from the [City of Lake Elsinore](#), a [post](#) stressing the importance of being counted in the 2020 Census to help our communities improve shared by ASIE, and a [post](#) connecting filling out the 2020 Census to being a form of protest and long-lasting change for Black communities that was shared by IECF for its [IE Counts](#) campaign.



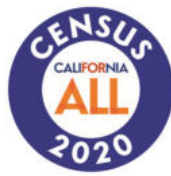
## Region 8

Region 8's county, city, and ACBO partners increased their earned media efforts and their presence on digital and social media platforms. Examples include posts sharing:

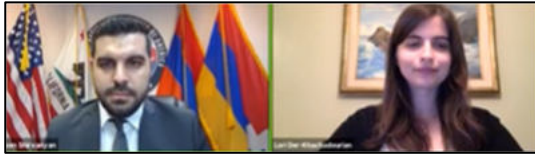
- [KTLA TV's news spotlight](#) with journalist Gayle Anderson highlighting the Los Angeles Public Libraries' (LAPL) efforts to help community members participate in the 2020 Census despite the deadline controversy and the COVID-19 pandemic,
- A [news video from NBC LA](#) with journalist Lolita Lopez that featured SELA Collaborative member Consejo de Federaciones Mexicanas (COFEM) and its ground efforts to get community residents counted in the 2020 Census, and
- A [news video from ABC7](#) with journalist Carlos Granda that featured AltaMed Health Services' ground efforts to help over 8,000 community residents take the 2020 Census.







## ACBO – California Community Foundation (CCF)



On September 8, the Armenian National Committee of America (ANCA) – Western Region hosted a [Facebook Live Zoom webinar](#) to talk about the 2020 Census and the November elections. The webinar provided updates and discussed Frequently Asked Questions (FAQs).

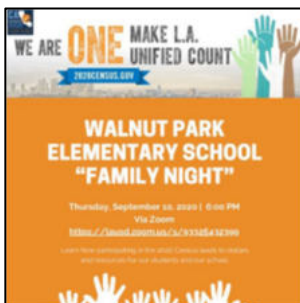
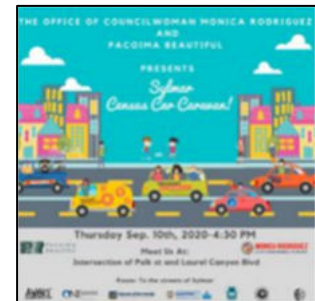
The [Chinatown Service Center](#) (CSC) hosted two in-person events on September 8 and September 9. As CSC staff provided in-person services to its clients, they also distributed Census promotional items and flyers and encouraged clients to complete the 2020 Census.

[Central City Neighborhood Partners](#) (CCNP) hosted several Census activities for community members: a [phone banking session](#) on September 9, a [food distribution event](#) on September 10, and a [Census Pet Wellness Clinic](#) on September 12.



During the week, [Pueblo y Salud Inc.](#) hosted several Census 2020 Pop Up events: September 9 at the Vallarta Supermarket in Canoga Park, September 10 in Sylmar, September 11 at a free COVID-19 test site in Van Nuys, and on September 12 at the San Fernando Swap Meet.

Pueblo y Salud also hosted a Census Car Caravan in Sylmar on September 10. Participants met at the intersection of Polk Street and Laurel Canyon Road to kick-off the caravan. All events were held in low response areas in the San Fernando Valley to increase the number of community members completing the 2020 Census.



On September 10, SELA Collaborative's Associate Director Cynthia Cortez participated in the [Walnut Park Elementary School Family Night/Noche Familia Zoom webinar](#) that highlighted in English and Spanish the importance of filling out the 2020 Census to parents and teachers.

On September 11, [Antelope Valley Partners for Health](#) (AVPH) hosted a [Pop-Up-Census Kiosk | Food Pantry](#) event in Lancaster, California.



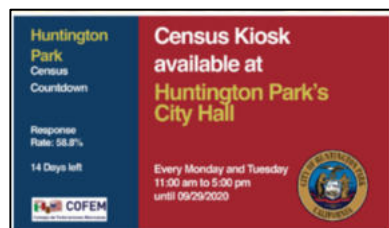
## Los Angeles County

On September 8, the Department of Children and Family Services (DCFS), SPIRIT Family Services launched its [Chalkathon/Festival de Gis](#) virtual contest featuring chalk art that included the words "Everybody Counts! 2020Census.gov." The contest ran through September 28 and entries were eligible for one of the gift card prize drawings.

The [City of Palmdale](#) hosted its [SALVA Food Distribution and Census 2020 Mobile Questionnaire](#)



[Assistance](#) event on September 12. The event featured food distribution and an MAQ to help community members complete the 2020 Census onsite.



The [City of Huntington Park](#) hosted Census Kiosk events at City Hall on September 7 and at the Farmers Market in Salt Lake Park on September 9. Both events focused on encouraging community members to complete the 2020 Census onsite. These kiosk events ran through September 30.

## City of Los Angeles

On September 9, the Mayor's Office hosted a [Facebook Live event](#) talking about the importance of participating in the 2020 Census. Panelists included Jaime Camil, Mayor Sam Liccardo, the Coalition for Humane Immigrant Rights Los Angeles, and CCNP.

On September 12, the City hosted its [North Hollywood: Let's Get Counted!](#) drive-through and questionnaire assistance event that provided an opportunity for community members to drop by to fill out their 2020 Census form and get in-language assistance. All attendees received a goody bag with a \$5 gift card. The event also featured COVID-19 testing.



## City of Long Beach

For the entire week, Long Beach City hosted [Countdown to a Count-up!](#) virtual activities to get out the count in low responding areas. Community members were asked to: 1) share a [Chalk-a-Thon video](#) or [photo](#), 2) share posts from the City's [September 2020 Digital Toolkit](#), and 3) share a photo from the many Census decals located throughout Central, West, North, and Downtown Long Beach.





## Region 9

### Charitable Ventures of Orange County (ACBO)



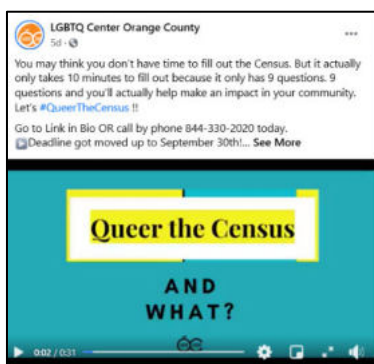
The regional ACBO, Charitable Ventures' partners focused largely on continuing outreach strategies that were working. These included personal wellness calls made by partners to at-risk families, (those who were more vulnerable to the pandemic and its effects). The wellness calls allowed the community partners to connect with people in a culturally and linguistically responsible way. The continued personal interactions along

with text-banks, phone banks and canvassing in key NRFU census tracts established and maintained trust within these hardest to reach and hard to count communities.

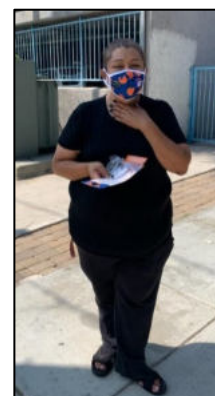
On the [Orange County 2020 Census Facebook page](#) the ACBO promoted a well-orchestrated [Garden Grove caravan](#) which was supported by the Census Office digital trucks. The post garnered several additional views of the local community's outreach effort and reinvigorated Garden Grove's outreach.



Leading up to WOA, the ACBO promoted a Census message from Senator Tom Umberg, who had been championing census participation in the region. On September 8, Senator Tom Umberg's office participated in WOA by posting the 'Community Motivations' colorful poster on their [Facebook page](#) and encouraged everyone to get counted before September 30.



On September 11, the LGBTQ Center OC created and promoted a [Queer the Census PSA video](#) on their [Facebook page](#). The PSA was well received and encouraged the LGBTQ community to take the 9-question form before September 30.



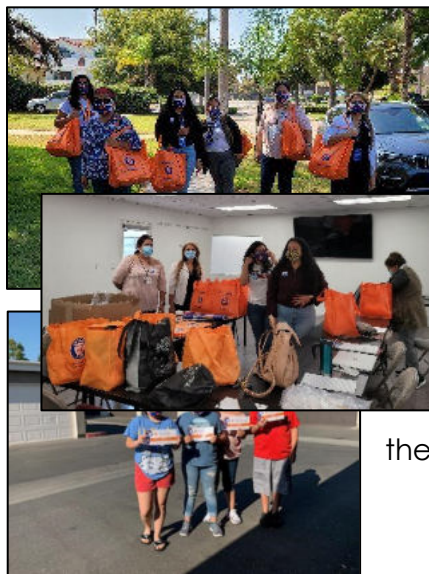




The Cambodian Family Community Center released a PSA video from their Executive Director Vattana Peong, encouraging the participation and complete count of the Cambodian community.



## Orange County



Orange County continued to focus on complementing a grassroots focused approach to reach their hardest-to-count areas such as census tracts in Santa Ana.

The county hosted two to three MQAs daily and collected approximately 60 surveys each day. Canvassers left door hangers in Spanish/English in the lowest responding 10 census tracts.

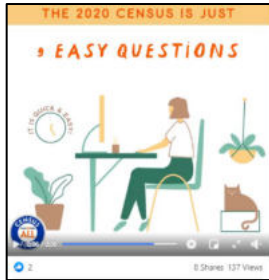
For WOA, they sent out a mailer to the lowest responding forty-two census tracts in six different languages and planned to kick off their "Countdown in the Sky Campaign."



## Region 10

### San Diego County

On September 8, 2020 the San Diego library posted a reminder about the Census deadline on September 30. The post received 137 views and 8 shares. Also, on this day, Count me 2020 coalition partners hosted a Meal Distribution and Census Outreach event at Mission Middle School in Escondido.



On September 9, 2020, Count Me 2020 Coalition hosted a Townhall for partners across Region 10 on [Facebook live](#).



Also, on September 9 the Black American Political Association of California (BAPAC) and Jacobs Center for Neighborhood Innovation held a Community Conversation: Why the Census is Important – a Facebook live event to round up the day.

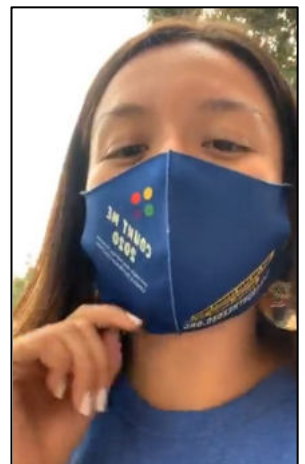


Lastly, on September 9, a Census 2020 [Press Conference](#) was conducted in San Diego, Countme2020 Coalition members spoke alongside Congressman Juan Vargas, the Chicano Federation, BAPACSD, Paving Great Futures, Asian Pacific Islander (API) Initiative, U.S. Census Bureau and other small businesses to raise awareness about the last few days of Census 2020 in San Diego. [Video](#) credit JoAnn Fields.

On September 10, 2020 there was a meal distribution Census outreach event at Mission Middle School in Escondido. In addition, Logan Heights Community Development Center



staff and volunteers held a Logan Heights Day of Action in English and Spanish and recorded it on [Facebook Live](#). This included walking the Greater Logan neighborhood reminding residents to take their census. On their [Facebook](#) page they posted the following message (also in Spanish) to the community:



“Thank you to everyone who helped us with canvassing and spreading the word out around the 2020 Census





today!! We checked in with over 300 residents in Greater Logan and helped 16 residents complete their census today!!! We passed around resource information and sanitizers while reminding folks to complete their census. There are only 20 days left to complete your census! Do your part and get engaged by getting counted!!!"



On September 11, the LGBT Resource Center held a caravan throughout San Diego and Imperial counties. UPAC invited the community to their office to conduct Census form completion on-site. These events are planned for Fridays and Saturdays throughout the month of September and are linguistically and culturally sensitive with UPAC translators and U.S. Census Bureau staff. IPADs are used to complete the Census along with strict COVID19 social distancing and safety protocols observed.



On September 11, 2020, Joann Fields [broadcasted live](#) on Facebook from Bay Terrace Park during a weekly food distribution event. The partnership with Bay Terrace Senior Association, I am my

Brother's Keeper Mosque #8, Paving Great Futures, and API Initiative provided weekly food distribution and Census outreach to seniors and families in attendance.

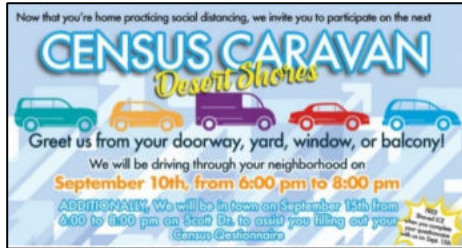


On September 12, 2020, the City of Chula Vista Census 2020 and other community partners such as Paving Great Futures, API Initiative, Samahan Health Center, and the Count me 2020 Coalition hosted a Chula Vista [Census 2020 Caravan](#). JoAnn Fields [broadcasted live on Facebook](#) from the event. The best decorated car won a \$50 gas card and the event had free tocino bowl giveaways for the completion of a Census. Live entertainment was provided by the Manny Cepeda Orchestra trio.



## Imperial County

On September 8 and 9, 2020 the San Diego county library held MQA events at three libraries: Calipatria, Heber, and Salton City.



On September 10, 2020, Comite Civico Del Valle, Inc hosted a Census caravan at Desert Shores and Salton Sea. They also promoted returning to the same area with free shave ice on September 15, 2020.

On September 11, 2020, the LGBT Resource Center extended their Census Caravan from San

Diego county to Imperial county.

On September 12, 2020, Comite Civico Del Valle hosted a Niland Census Caravan in Niland, CA and gave away free shave ice to all the families in attendance.





## Statewide Partners

### 4H

The University of California 4-H Youth Development Program club continues to promote Census participation on the main page of their [website](#).

### AAAJ-LA



On September 8, AAAJ-LA posted on their Facebook page a 3-week countdown asking their followers to take 10 minutes to complete the Census with a link to [www.2020census.gov](http://www.2020census.gov)

On September 9, June Lim, AAAJ-LA was featured on a television interview with Eyewitness News Channel 7. She spoke to Eyewitness News about the challenges of getting immigrant communities,

especially the undocumented, to participate in the Census count. The article on the ABC 7 webpage included a link to the Count Us In 2020 in-language resource page for Asian Americans, Native Hawaiians in-language resource page for Asian Americans, Native Hawaiians and Pacific Islanders.



On Sept 8, Jakara Movement posted an image of an in-language Census billboard on their Facebook page to remind the community to take the census. Jakara Movement's partnership with the San Joaquin Valley Fund produced billboards in Fresno, Bakersfield and Tulare.

On September 9, Jakara Movement posted images from their canvassing

efforts in Fresno and Kern Counties.

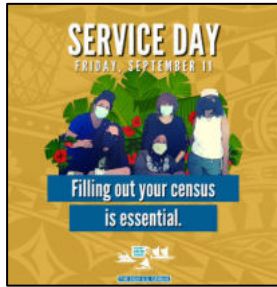
During WOA, the Asian Law Alliance actively promoted AANHPI events on their Facebook page, specifically the 19-day countdown and LGBTQ focused events.



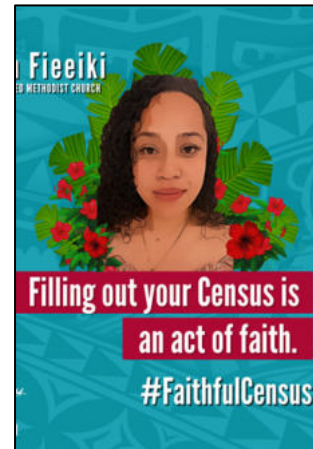
[Empowering Pacific Islander Communities](#) (EPIC) a subcontractor for AAAJ-LA hosted and coordinated the National NHPI Census WOA from September 7-12. They produced



various digital outreach materials which were well received by the NHPI community and were shared widely on social media channels.

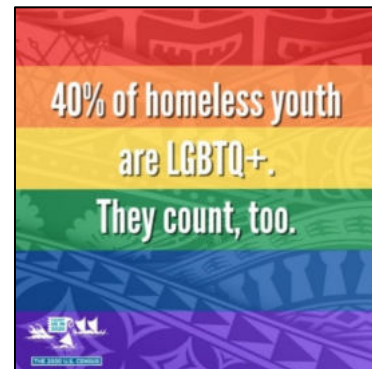


EPIC also partnered with [Native People Count CA](#) and MICOP for the 2020 California Indigenous Census WOA during the same week, September 7-12. There were several shared events and collaborations that occurred throughout the week such as daily opening and closing prayers and blessings among the indigenous groups.



On September 7, 2020 there was a virtual Census Concert presented by the Marshallese Community Organization of Hawai'i. September 8 was the #FaithfulCensus events uplifting the NHPI faith communities and traditions. Special messages and PSAs were produced and posted by the [Samoan Congregational Christian Church](#) network of [clergy](#) and Tongan Pastors also observing [Tongan Language Week](#).

On September 9, U.TO.P.I.A, a well-known (Fa'afafine/Trans) LGBTQ+ organization held their [#QTPItheCensus events](#) online celebrating the queer and trans Pacific Islander community.



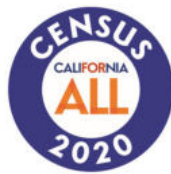
On September 10, as part of Indigenous WOA, EPIC partnered with Native People Count CA and MICOP for the 2020 Census Indigenous Day of Action on [Facebook live](#).

On September 11, the NHPI community honored essential workers on the frontlines servicing communities; and on September 12, EPIC hosted a Youthful Listening event where listening to the next generation was the prominent theme of the day. They wrapped up the week with a [Census DJ Dance party](#). A collection of commissioned art pieces created by Pacific Islander renowned artist Jason Pereira, and Angel Halafihi were incorporated in the outreach materials.

## CAIR

[CAIR California](#) shared a post showcasing its ["Are You Counted ?" video](#) featuring CAIR California team and community members sharing why they completed the 2020 Census. [CAIR Central California](#) shared a [post](#) featuring community members from the Partnership for the Advancement of New Americans (PANA) sharing why they're counted in the 2020 Census.





Both the video and social media posts provided an element that connected interpersonally with community members and encouraged them to take the 2020 Census.



## CHIRLA



Coalition for Humane Immigrant Rights participated in a [Zoom event](#) hosted by Los Angeles Mayor, Eric Garcetti on September 9 to promote the Census and "Get Out the Count." The organization's Director, Angelica Salas, joined a panel of other high-profile community members to lend her expertise to the discussion

A phone banking event was promoted on CHIRLA's Facebook page for the #ConatmosContigo campaign. The event is ongoing through the month and includes an [online form](#) where participants can sign up to phone bank for the Census at a date and time of their choice



## Disability Rights Education and Defense Fund (DREDF)



On Friday, September 11, [DREDF](#) and its partners the [California Foundation for Independent Living Centers](#) (CFILC) and [Disability Organizing \(DO\) Network](#) hosted a [Twitter Chat: Census Week of Action](#). The chat focused on the importance of the Census and why everyone's participation is critical and served as an open forum for the public to ask questions about the 2020 Census.

Additionally, on September 11, DREDF and CFILC collaborated with the Census Office to create e-blast templates to get out the count by leveraging the listservs for various State agencies such as Health and Human Services, Department of Developmental Services, Commission on Disabilities, and the Department of Aging. The e-blasts focused





on individuals with disabilities, older adults, and service providers and caretakers to increase participation in the 2020 Census.

The [Disability Services and Legal Center](#) shared tweets highlighting how the 2020 Census could impact funding for vital programs that people with disabilities rely on every day and how taking the Census helps shape our communities.

## Equality California Institute



Leading into WOA, Equality California conducted a series of online advocacy and Census outreach. They brought the LGBTQ community together at an online Power Hour on September 3 to discuss how the community was facing a global pandemic, hundreds of wildfires across California and the ever-present threat of earthquakes, floods and mudslides. Equality California was joined by Listos

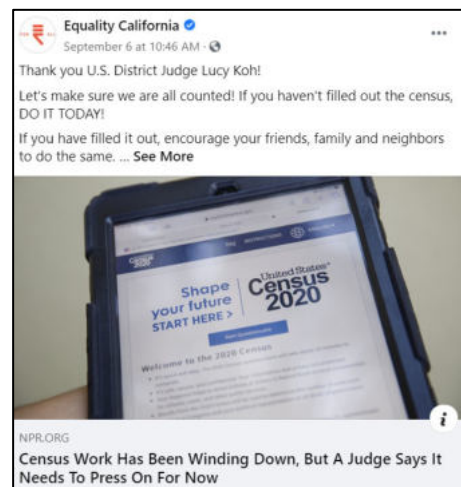
California, CAL FIRE and The American Red Cross Los Angeles Region for a special Power Hour on how to get ready and stay safe.

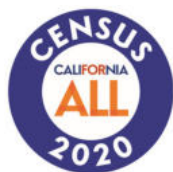


The next day, Equality CA posted an article on their [Facebook page](#) by USA Today about how the most marginalized communities – Black, Brown and LGBTQ+ are the most at risk for not being counted on the 2020 census.

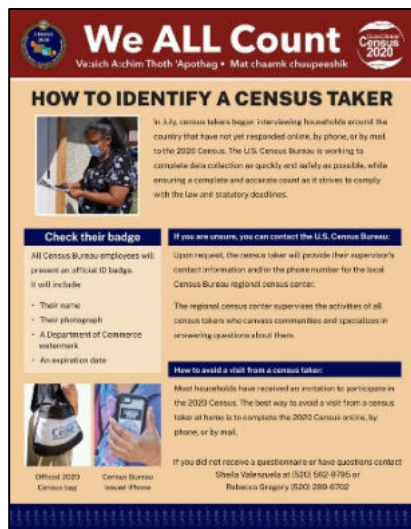
On September 5, they amplified another story from [NPR](#) where U.S. District Judge Lucy Koh ordered the Trump administration to stop winding down in-person counting efforts for the 2020 census and to continue until October 30 as initially stated.

Equality CA was effective during WOA by using their platform to raise awareness in the LGBTQ+ community of what's at risk if LGBTQ+ people were undercounted in the 2020 Census.





## First 5 / California WIC Association



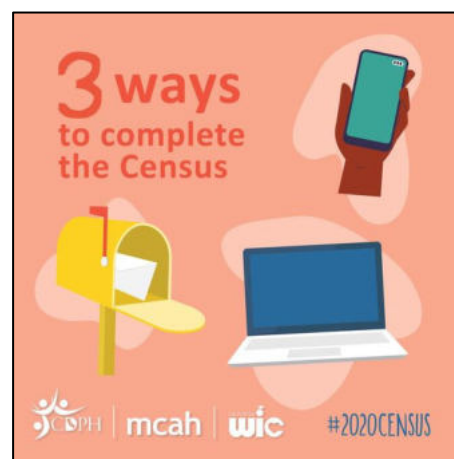
California WIC Association [posted](#) information about how to identify a Census taker in the Community and reiterated the important message of how the “U.S. Census Bureau is working to complete data collection as quickly and safely as possible.

The organization's twitter page featured a [post](#) from @CACompleteCount urging Census participation and emphasizing the importance of a complete count on funding for “Better schools, Safer roads and Healthier Neighborhoods.”

First 5 Orange County posted a [video](#) message from their CEO, Kim Goll,

encouraging households to count children on their census forms and educated viewers with the fact that children 0-5 are one of the most underreported groups.

First 5 El Dorado encouraged members to “Stand up for your community by filling out the 2020 Census today” and provided three different ways to respond in the [post](#).

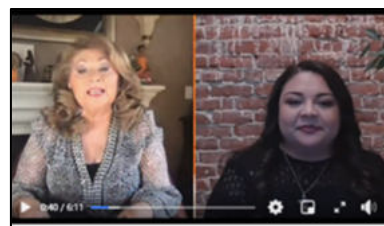


First 5 San Mateo [posted](#) a reminder to complete the Census as doing so “can secure the future of our communities in the most economically and socially powerful state.” The post included information in both Spanish and English.

Several First 5's across the page posted graphics of children or babies as a visual reminder to count them on the Census form. (see [First 5 San Bernardino](#), [First 5 Fresno](#) and [First 5 Monterey](#) for examples)

Fresno Show, [Despierta Valle Central](#) with Lupita Lomeli, to talk about the Census. A post was also included on their Facebook page to promote the appearance and provide information on how to access a Census form.

First 5 of Tulare County appeared in a Univision





## Homebase



Homebase [posted](#) a message reminding community members to check out their Census 2020 website. Links listed in the post and a summary of resources are available on the page. "You can find when, where, and how people will be counted at the various Service-Based

locations in our helpful table or recent webinar recording."

Tweets included relevant updates on the impact of wildfires on Census activities. The tweets included [valuable information](#) about the actions Census is taking to ensure people experiencing homelessness, people who are evacuated or are in shelters are counted. Additional information shared included information on [the "45,000 temporary Census workers getting ready to count people experiencing homelessness."](#)

## Latino Community Foundation (LCF)

Latino Community Foundation held a live Facebook event, [Latino Healthcare & the 2020 Census](#), on Friday, September 11 in partnership with La Clínica de la Raza. The event included a discussion on why the 2020 Census Count is critical for Latinos and their access to healthcare. A recording of the event can be found in the link above.



Latino Community Foundation's Policy Director, Christian Arana, [posted](#) a message on September 11 about the importance of being counted in the Census, "If we are not counted, that means LESS DOCTORS. LESS NURSES. LESS POLITICAL REPRESENTATION." The post included a link to an [ABC News report](#) about "What Californians stand to lose by not filling out the Census."

## MICOP



MICOP participated in the WOA by collaborating with Native People Count California and Empowering Pacific Islander Communities for an Indigenous Action Week. Events included a [live Zoom session](#) on September 10 in which the importance of the Census for indigenous communities was discussed.

MICOP created a video in which different people





from the indigenous communities spoke about the importance of the Census. The video can be viewed [here](#).

Three different events during the week provided unique opportunities for community members to learn about and participate in the Census:

On September 8 a contest, [#censolIndigena2020](#) Challenge" was held to encourage Census participation by offering a prize in return for completing a Census form and posting on social media. The event "challenged" participants to be one of the first 50 respondents eligible for the prize. The contest was promoted on [social media](#) and included links to fill out the Census form and instructions on how to tag the organization.



A food drive was held in Santa Rosa on September 11. Staff members from MICOP were present to help community members fill out their Census form. The post for the event can be found [here](#).

The beautiful community of Guadalupe, CA was a location for an MQA site at the Little House by the Park on September 12. The day was hosted by Guadalupe Community Changers and Family Service Agency and included a Census bicycle caravan.



## NALEO



The final stretch of the Census and the importance of "getting out the count" was highlighted with a live [Town Hall](#) event on September 8. The event was hosted by Assembly woman Cottie Petrie-Norris and included NALEO's Nancy Olivarez and a representative from the Children's Partnership. The topic focused on Census outreach efforts in Orange County.



A [social media post](#) underscored the impact of the Census count on funding for federal programs with the message that Census data will be used to distribute over \$ 1.5 trillion in federal programs annually. An image of school children and information on how to complete the Census accompanied the post.



## PICO



Pico [praised](#) youth leaders in Mecca, CA at [Inland Congregations for United Change](#) for preparing 400 boxes of food in partnership with the Census among others. The post included several photos of youth during the event as well as a message “Make sure EVERYONE in your household, from babies to elders, is counted today.”

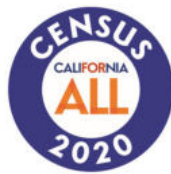
PICO highlighted the upcoming Census Deadline with a video of

two Pastors from the African American community in dialogue about Census participation. The video was part of the Count Us In Campaign and focused on a message to followers concerned with stopping police violence. Reverend Ben McBride captured the connection between this issue and the Census by stating, “We know the conversation about transforming policing is not just about policing but it’s also about making sure that the trillions of dollars get used for the lives and societies that we want to live and build.” The video can be viewed [here](#).



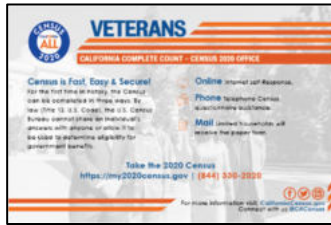
A Sound Cloud production: [K-LOVE Closer Look: Count Everyone! Everyone Counts!](#) was shared in a post. PICO thanked the Rev. Dr Marlyn Bussey for “making our communities count” by encouraging everyone to participate in the Census on the KLOVE show. The [post](#) included a link to the Census site and a message to “make sure your loved ones” are counted.





## Veterans

The Census Office's [Veterans Hub](#) printed and mailed 2,500 veteran-centric post cards and 500 face masks to support its outreach efforts to veterans in hardest-to-count communities during this WOA. Counties included Monterey, San Benito, Santa Cruz, Ventura, Santa Barbara, San Luis Obispo, and Trinity.



On September 8, the Veterans Hub sent an e-blast targeting contracted Partners, Veteran Services Organizations (VSOs), and veteran-focused/serving organizations asking them to help The Census Office get out the count to veterans in California. Several stakeholders such as CalVet, San Diego Veterans Coalition, Riverside County Department of Veterans Services, and Kings County Veteran's Service Office answered the call the action and shared the e-blast content throughout their networks.

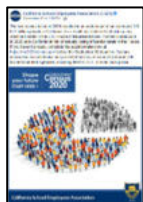
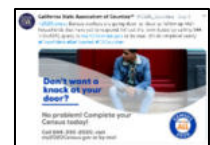


## California Labor Federation



[California Faculty Association](#) shared a [tweet](#) that included a direct link to the 2020 Census and asked Californians to honor the Scholars Strike by asking students, coworkers, friends, and family to complete the Census.

[California State Association of Counties](#) shared a [tweet](#) featuring one of the posts included in the California Complete Count Office's September social media toolkit. The post informed community members to complete their 2020 Census form online or by phone today if they do not want a knock at their door.



[California School Employees Association](#) shared a [post](#) emphasizing the impact of an undercount in the Census and encouraging Californians to complete their 2020 Census form online today. The post also highlighted that the Census is confidential and protected by law.



## California Primary Care Association



California Primary Care Association used the WOA to highlight the importance of staff members at community clinics who are encouraging their patients to fill out Census forms in a [post](#) at the beginning of the week. A quote from a staff member at Vista Community Clinic included in the [post](#) succinctly illustrates the significance of community clinic employees: "We tell

them, 'You count yourself this year, you're making sure you count for the next ten years. You don't count yourself this year, you basically are not receiving or don't exist for the next ten years. And guess what? We're going to lose \$2,000 each year for each person that doesn't count for the next ten years.'" - Aracely Ilescas, Vista Community Clinic

## County Offices of Education

**Alameda County Department of Education's** [post](#) included an important reminder about the upcoming September 30 deadline as well as a call to action for the community to ensure everyone completes their Census form.



The County also coordinated [free meal distributions](#) during the week at several locations in the district, (see [Pleasanton on 9/09](#) and [San Leandro on 9/08](#)). The meals helped support "vital access to meals for students" and promoted the Census by handing out food bags branded with the California Complete Count logo.

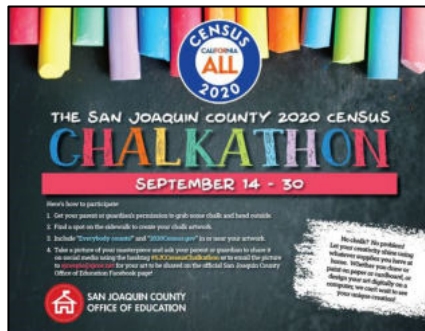
**San Mateo County Office of Education** held a Masks, Books and the #2020Census event on the last day of the WOA. The event enticed community members to come out for their free masks and books in return for completing their Census form with the assistance of a team member at the event.

In a post on September 7, San Mateo County Office of Education alerted the community to the remaining 23% of community members yet to respond to the Census and the financial consequences of an undercount. The post communicated, "If just 10% of our county is not counted in this census, that could mean up to \$76,000,000 a year we would not receive for the next 10 years."





## San Joaquin County Office of Education



SJCOE promoted their upcoming [2020 Census Chalkathon](#) on September 14 – 30. Community members were invited to create their own sidewalk chalk art with a Census branded message and post it to social media

A post during the start of the week reminded community members of the upcoming Census deadline and encouraged them to participate.

The Stockton Unified School District under the San Joaquin County Office of Education hosted a 2020 Census socially distanced drive through event on September 10 at their Teen IMPACT Center Parking Lot. This event was repeated on September 17, 2020.

**Stanislaus County Office of Education** used the week to [post](#) a new Census social media graphic every day.

**Santa Barbara County Office of Education** [shared](#) an event sponsored by the American Library Association featuring a digital story, ["WE COUNT! A Census Counting Book for Kids, \(and the Grownups That Love Them\)!"](#) read by Actress Auli'i Cravalho, star of the animated film Moana.



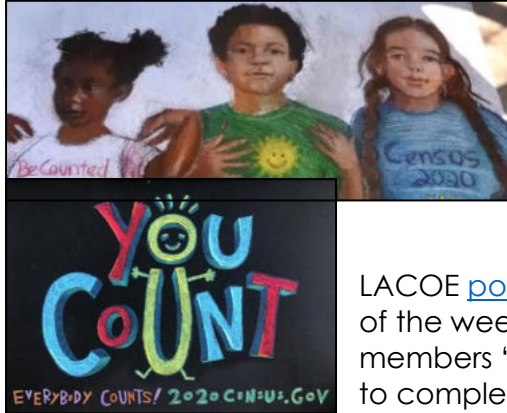
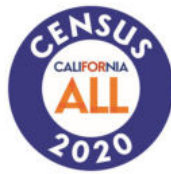
**San Bernardino County Office of Education** reminded community members the "Census is happening now!" and [shared](#) the American Library Association event featuring a digital story ["WE COUNT! A Census Counting Book for Kids, \(and the Grownups That Love Them\)!"](#) read by Actress Auli'i Cravalho, star of the animated film Moana.

**Los Angeles County Office of Education (LACOE)** partnered with Univision 34 Los Angeles and We Count Los Angeles on [Facebook Live](#). They hosted a special evening with families to fill out the 2020 Census step by step with host Evelyn Sicariros.



On September 6, local artist and muralist Rolando Dabrukas joined the LACOE sponsored Census Chalkathon and chalked up a wall at Franklin D. Roosevelt Park. A video of the chalk mural from start to finish can be found [here](#).

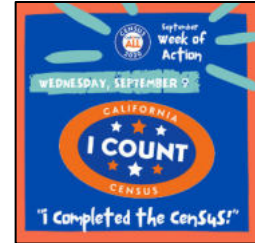




The [LA County Census Chalkathon](#), hosted by LACOE was extended for the duration of the month of September. LACOE reported in their newsletter that Graphic design students from the Los Angeles County High School for the Arts ([LACHSA](#)) let their creativity shine on walkways as part of the [LA County Census Chalkathon](#).

LACOE [posted](#) a message during the end of the week to remind community members "There are only 20 more days left to complete the #2020Census."

Completing the Census was also incentivized with the offer of a "free digital sticker" in return for completing a Census form ([post](#)).



## Higher Education

Many higher education partners were immersed in welcome and orientation activities for incoming new students and their families. The following partners promoted the importance of the Census through social media.

### Independent Colleges and Universities

Occidental College shared a tweet that noted about 4 in 10 homes are still uncounted and highlighted the importance of taking the 2020 Census for our communities, state, and country.



### California State University System

[Sacramento State](#) shared tweet with a link to a [President's Update](#) message from the Office the President that promoted the importance of university students and their families participating in the 2020 Census.

[CSU – Long Beach](#) shared a [post](#) that asked students to complete their 2020 Census today and highlighted three key things they need to know: 1) September 30 deadline to complete the Census, 2) every student living off-campus must self-respond to the 2020 Census using the off-campus address they would have lived on April 1, 2020 prior to the impacts of COVID-19, and 3) fill out the 2020 Census today online at [my2020census.gov](#).



**UNITED WE COUNT!**  
— 2020 CALIFORNIA CENSUS INDIGENOUS WEEK OF ACTION —

The EPIC logo features a stylized ship with three sails on a blue background.

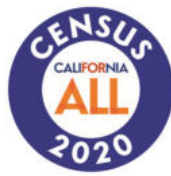
A circular logo with "CENSUS" at the top, "NATIVE PEOPLE COUNT CALIFORNIA" in the center, and "2020" at the bottom.

A circular logo with a colorful border and a central figure. The text "MIXTECO INDIGENOUS COMMUNITY ORGANIZING PROJECT" and "MIXTECO.ORG" is visible.

#NativePeopleCountCA  
Visit [My2020Census.gov](https://my2020census.gov) or call (858) 285-7539

## California Complete Count Indigenous Week of Action





## Tribal Outreach

### Native People Count California



Leading up to WOA, state Partners Native People Count CA (NPCCA), California Indian Manpower Consortium (CIMC); and CA Native Vote Project (CNVP), partnered with Empowering Pacific Islander Communities (EPIC) and Mixteco Indigena Community Organizing (MIXTECO) to create an unprecedented first of its kind collaboration to conduct a statewide CA Indigenous WOA from September 7-12, 2020.

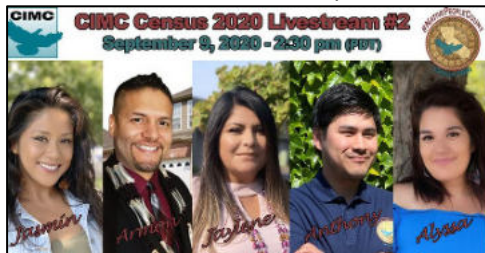
Indigenous WOA activities included daily blessings with opening blessings from Native American spiritual leaders and closing blessings from faith leaders in the NHPI community. Several activities from the week can be found on [Facebook using #indigenuswoaca](#). Blessings and land acknowledgements were held across the state by Partners in more than ten cities while participants joined the celebrations world-wide online.



On September 7, 2020, during the Labor Day holiday, Tribal/Native communities conducted blessings and songs, and recognized migrant workers.

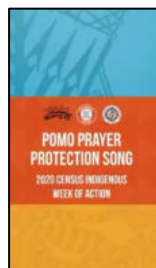
On September 8, 2020, the NHPI community conducted a #FaithfulCensus Teach-in for pastors and clergy. Tribal/Native communities conducted blessings/songs and a [live Facebook event](#) hosted by CNVP. The Mixteco community conducted an event called, "Hazte Contar" on Radio Indigena 94.1 FM and online.

The U.T.O.P.I.A. movement held a Queer Trans-Pacific Islander- "QTPI the Census" [Facebook live](#) event on September 9, 2020 promoting LGBTQ inclusion in Census. They also recognized 2020 as



the first Census same-sex couples can be included in a household. CIMC also conducted their second [Census Facebook Livestream event](#) and a Tribal Call-in day.





On [September 9, 2020](#), Day 3 of Indigenous WOA a morning prayer song to give strength and protection was conducted by Joe Salinas, tribal Member of the Kashia Band of Pomo Indians of the Stewarts Point Rancheria."

On September 10, 2020, the coalition honored 2020 California Census



Indigenous Peoples Day and celebrated with a [special online event](#) featuring Christina Snider, Tribal Affairs, Office of CA Governor Gavin Newsom; Chairman Robert H. Smith, Pala Band of Mission Indians; Jessica Imotichey, U.S. Census Bureau; Tavae Samuelu, Executive Director, EPIC; Victor Espinosa, MICOP Farmworker Census Outreach Director; and Congressman Raul Ruiz, MD, (CA-36). The speakers affirmed the pressing problems confronting Indigenous communities during the pandemic and threatening a complete count. There wasn't a dry eye in sight during this event and as CA Census Deputy Director Yumi Sera said, "bring your tissues" to [rewatch](#).



Following the event, Congressman Ruiz posted his gratitude to be a part of CA Indigenous WOA stating, "Great to be a part of Native People Count California's #IndigenousWOACA webinar today. Together, we can do our part to make sure that no one goes uncoun-  
ted. [#NativePeopleCountCA](#)" Congressman Ruiz tagged the following tribes in his post:

- [Torres Martinez Desert Cahuilla Indians](#)
- [Agua Caliente Band of Cahuilla Indians](#)
- [Morongo Band of Mission Indians](#)
- [Soboba Band of Luiseño Indians](#)
- [Cabazon Band of Mission Indians](#)
- [29 Palms Band of Mission Indians](#)
- [Santa Rosa Band of Cahuilla Indians](#)
- [Augustine Band of Cahuilla Indians](#)



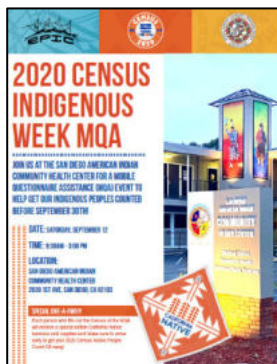
[September 11, 2020](#) started with a morning blessing. The Day 5 [#IndigenousWOACA](#) morning Rabbit Song blessing was conducted by Matt Franklin, Albert Titman, and Albert Titman Jr. of the Mewuk, Maidu, and Pit River tribes. The Rabbit Song is a social song to bring people together for social dances.



Throughout September 11, 2020, the Tribal Communities held a 9/11 Remembrance and the NHPI community honored service members, essential workers and organizations who have provided food distribution and Personal Protective Equipment (PPE).



On September 11, the Yurok Tribe held one of two 2020 Census Assistance Days at the Yurok Klamath Tribal office. This was a drive-thru assistance event to help Yurok members complete their census. The second event will be held on September 18, 2020 in front of the Weitchpec Tribal Office. There were \$25 PEC-TAH/PEM-MEY gift card give-aways to 100 people at each event.



On September 12, 2020 the San Diego American Indian Community Health Center hosted an MQA event to help get Indigenous people counted. There was a live Facebook streaming on site at this event and [videos of tribal dancers](#) and blessings.

Each person who filled out the Census at the MQA received a very special edition California Native bandana and other Native People Count CA swag. This event was part of the essential worker and Native

Census hero appreciation day of action. To close out the last day of Indigenous WOA, the NHPI community held a [#YouthfulCensus](#) event with NHPI young leaders and a dance party.







[CNVP](#) created advocacy materials and shared [videos](#) and messages throughout WoA calling on Congress to extend the Census to October 31 and calling on Native communities to fill in the census to ensure resources flow in to tribal communities.



MICOP created in-language fliers and digital materials as part of their outreach to farmworkers during Indigenous WOA.

Woven throughout the tribal outreach summary are examples of outreach artwork created for Indigenous WOA. Below, is art designed for this special week, incorporating Native American, Mixteco, and Native Hawaiian and Pacific Islander motifs.





California Complete Count  
September 2020 Week of Action  
Communications Report





## COMMUNICATIONS REPORT

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The Communications team kicked off Week of Action (WOA) with a media briefing on August 31 and proactively supported Census outreach by creating special themes of the day and uplifting partner activities throughout the week. A robust media tour with personalized Public Service Announcements from trusted messengers helped amplify the outreach on the ground. A myriad of creative assets, messaging and scripts designed to reach the hardest to count target populations was produced for WOA and released to Census Partners using a one-stop [Get out the Count website](#). In-language Census outreach materials in California's top 13 non-English languages were actively promoted on social media and distributed through various communication channels to Partners and the public.

*Please note, some sample documents may show the old deadline to complete the Census form of September 30, 2020.*

### WEEK OF ACTION THEMES

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Planning for WOA included unprecedented sky billboards in key regions with the lowest performing self response rates and higher Hard-to-Count index census tracts. However, this plan was curtailed due to wildfires raging across California creating limited sky visibility and poor air quality for Californians to be outdoors. The concept was for Californians to enjoy the skybillboards while safely staying at home during the COVID19 pandemic. Although unfortunately postponed, the sky billboard plans are noted below as part of the overall WOA efforts. Plans for the sky billboards continued after WOA as visibility permitted. Daily themed events for WOA included:

#### **Monday, September 7**

##### **Theme of the Day: Essential Workers and Laborers**

- LOOK UP!: Sky Billboard Flight takes off over Regions 7, 8, 9 from 10 a.m. – 4 p.m.
- Guerilla marketing tactics on the ground
- Ground Partner Activities

#### **Tuesday, September 8**

##### **Theme of the Day: Community Motivations**

- LOOK UP!: Sky Billboard Flight takes over Regions 10 from 10 a.m. – 4 p.m. Email
- Guerilla marketing tactics on the ground
- Ground Partner Activities

#### **Wednesday, September 9**

##### **Theme of the Day: "I Completed the Census!"**

- LOOK UP!: Sky Billboard Flight takes off over Region 3 from 10 a.m. – 4 p.m. Email
- Radio Media Tour
- Guerilla marketing tactics on the ground
- Ground Partner Activities

#### **Thursday, September 10**



### Theme of the Day: 20 Days Out from Census Deadline – What Can You Do?

- Satellite Media Tour
- Guerilla marketing tactics on the ground
- Ground Partner Activities

### Friday, September 11 and Saturday, September 12

#### Theme of the Day: Essential Workforce Matters in the Census

- Essential workers and store partnerships with 8-10 pop-up banners at their locations and on social media
- Guerilla marketing tactics on the ground
- Ground Partner Activities

Throughout the Week: Social media content-posts and videos across Facebook, Instagram, Twitter on CA Census accounts.

- Facebook: @CaliforniaCensus & @CACensus
- Twitter: @CACensus & @CACompleteCount
- Instagram: @CACensus & @CACompleteCount

The Native People Count California (NPCCA) campaign, [Empowering Pacific Islander Communities \(EPIC\)](#), and [Mixteco/Indígena Community Organizing Project \(MICOP\)](#) kicked off an unprecedented statewide Indigenous WOA for the 2020 Census in California from September 7-12. Learn more [here](#).

### EXTRA! EXTRA!



**Extra, Extra it's Government/Elected Census Community Outreach Day**

There are only **25 days left** to get your community counted in the 2020 Census! On Monday, September 7, the California Complete Count office is kicking off our September Week of Action ([click here for the advisory](#)) that will run from September 7 to September 12, 2020, with the following themes:

**Monday, September 7:** Essential workers and laborers  
**Tuesday, September 8:** Community Needs on the Ground / California Government/Elected Census Community Outreach Day  
**Wednesday, September 9:** "I Completed the Census!" Empowerment Day  
**Thursday, September 10:** Days from the Census Deadline - What Can We Do  
**Friday, September 11:** Essential Workforce Matters on this Census  
**Saturday, September 12:** Uplifting Essential Workers & First Responders

We encourage you to reach out to your Government/Elected officials to get engaged in our California Government/Elected Census Community Outreach Day, Tuesday, September 8!

**How Government/Elected Officials Can Get Involved:**

1. Release a recorded video/livestream PSA via social media. See sample script [here](#);
2. Send an email to your constituents about the 2020 Census deadline approaching and current response rates in your district (see resources below); and/or
3. Reshare, retweet, and engage with California Census social media channels.

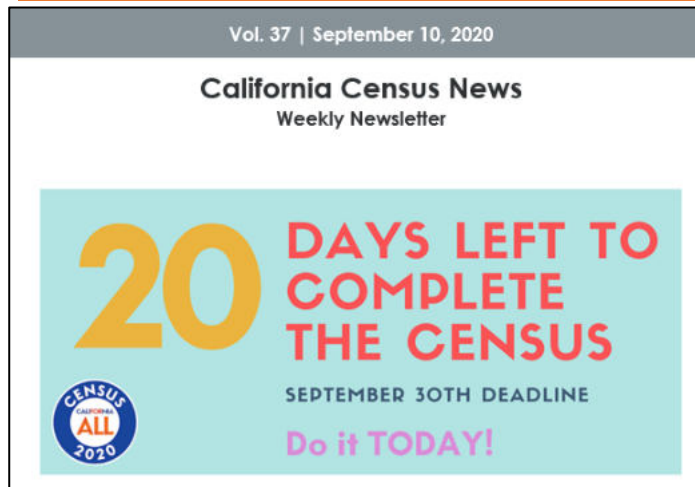
A special bulletin was released on September 6, announcing the Government/Elected Census Community Outreach Day. This email encouraged elected officials and government agencies to help promote WOA and provided toolkits and resources for their participation.



## GOVERNOR NEWSOM'S COLUMN

On September 8, Governor Gavin Newsom released his "On the Record Column" focusing on the 2020 Census! Governor Newsom highlighted the simplicity of completing the Census while also focusing on the benefits that come along with it. Governor Newsom emphasized the fact that everyone deserves to be counted saying, "The Census gives us the chance to say, "we're here, we matter, and we know what our kids and communities deserve." To read the full column, [click here](#).

## E-NEWSLETTER



On September 10, the Census Office released [Volume 37](#) of the California Census News Weekly Newsletter. The newsletter highlighted the 20-day countdown to complete the Census, Governor Newsom's new column, important events and activities during WOA, Get Out the Count (GOTC) toolkits and much more.

## CARAVANS AND DIGITAL TRUCKS

Throughout WOA, digital trucks were dispatched throughout Regions 1, 3, 5, 6 and 7 to supplement on the ground caravans targeting low response census tracts. The schedule is provided below:

DATE	REGION	City
9/3	6	Bakersfield
9/4	3	Contra Costa
9/5	1	McKinley Park Sacramento
9/9	5	Santa Barbara
9/10	1	Sacramento
9/11	7	Coachella

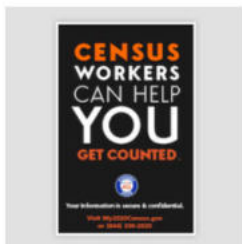


## CREATIVE ASSETS AND GET OUT THE COUNT TOOLS

A special [GOTC](#) web page was developed to house creative assets and outreach tools in one convenient location for Census Partners. New materials developed for the website included various in-language resources specifically for WOA. These items include:

- Census WOA Toolkit
- Educate, Motivate, and Activate Messaging
- Census Flyers in Multiple Languages
- Census Postcards
- Census Doorhangers
- Toolkits and Guidance
- Pre-Written Social Media Posts and Graphics
- Fact Sheets
- Ad Creative
- Video Ads
- [Get Out the Count Outreach Guidance + Actions for Elected Officials](#)

The following images are examples of creative materials available on the [GOTC web page](#).



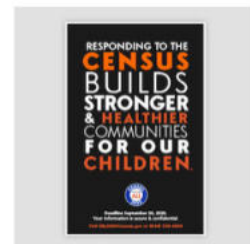
[Census Workers Creative](#)



[Children and Neighbors Creative](#)



[Everyone Counts Creative](#)



[For Our Children Creative](#)



[Los Trabajadores del Censo Creative](#)



[Para Nuestros Hijos Creative](#)



[Regardless of Background Creative](#)



[Todos Contamos Creative](#)





## OFFICIAL STATEMENTS



Census Family,

We applaud the unanimous decision issued by the U.S. District Court for the Southern District of New York this afternoon. The U.S. Census is constitutionally mandated to count every person living in the United States, regardless of their citizenship status. The Court's ruling not only upholds the law, it upholds the spirit and mission of the Census since its inception in 1790. Every person living here should be counted in our once-a-decade survey.

We continue to encourage all Californians, in particular our hardest-to-count communities, to stand up and be heard by completing their 2020 Census form today. There is still time left—please go online, call or complete your paper forms by September 30, 2020 so that your household is part of this important civic tradition.

Thank you for your steadfast commitment and partnership.

Sincerely,

Ditas Katague

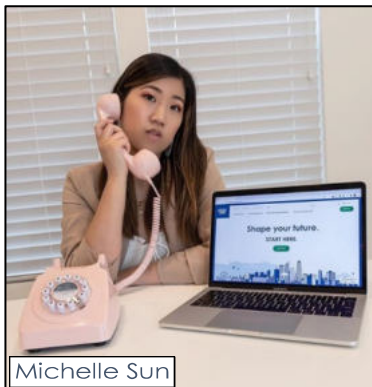
This statement was released on September 11 from CA Census Director Ditas Katague in response to the Court Ruling issued by the U.S. District Court for the Southern District of New York.

## SOCIAL MEDIA AMBASSADORS

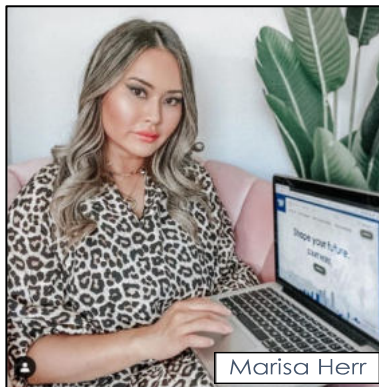
The Social Media Ambassador team shared content on their platforms throughout the WOA and were joined by new Social Media Ambassadors. Their posts delivered over 200,000 impressions across Instagram, Facebook and Twitter. Their posts and impressions are detailed below:

**TOTAL COMBINED IMPRESSIONS: 211,000**

SMA	INSTAGRAM
Michelle Sun	39,800
Marisa Herr	47,000
Jenny Ly	56,000
MaggieTravelFashion	68,200



Michelle Sun



Marisa Herr



MaggieTravel  
Fashion



## SOCIAL MEDIA

### @CACensus

#### Instagram Report:

- Posts: 20
- Impressions: 19,000
- Engagements: 1,700
- Likes: 1,700
- Comments: 22

#### Top Instagram Posts:

1. <https://www.instagram.com/p/CEpDFBBAMWN/>
2. <https://www.instagram.com/p/CEuqXjqAw2a/>
3. <https://www.instagram.com/p/CE2ZHgcgZkb/>

#### Overall Facebook Report:

- Posts: 34
- Impressions: 558,048
- Engagements: 961
- Reactions: 642
- Comments: 32

#### Top Facebook Posts:

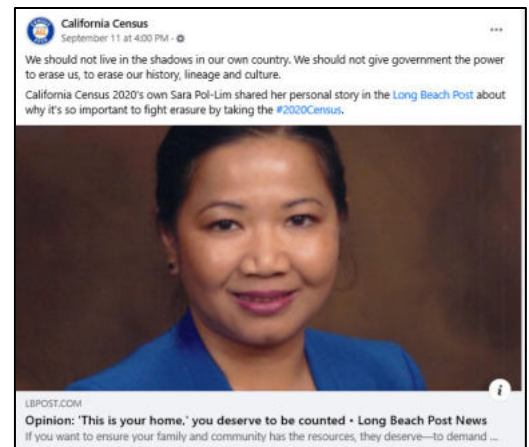
1. <https://www.facebook.com/112492646811151/posts/377899276937152/>
2. <https://www.facebook.com/112492646811151/posts/377717846955295/>
3. <https://www.facebook.com/112492646811151/posts/375514660508947/>

#### Overall Twitter Report:

- Tweets: 29
- Retweets: 454
- Impressions: 246,300
- Engagements: 1,042
- Replies: 21

#### Top Tweets:

1. <https://twitter.com/CACensus/status/1300867866091159552>
2. <https://twitter.com/CACensus/status/1304465027097919489>
3. <https://twitter.com/CACensus/status/1303488616488812544>





## @CACompleteCount

### Overall Instagram Report:

- Posts: 22
- Impressions: 9,300
- Engagements: 869
- Likes: 815
- Comments: 17

### Top Instagram Posts:

1. [https://www.instagram.com/p/CE9la\\_UgsBl/](https://www.instagram.com/p/CE9la_UgsBl/)
2. <https://www.instagram.com/p/CE65bW7gn01/>
3. <https://www.instagram.com/p/CEj6k8wgsQf/>

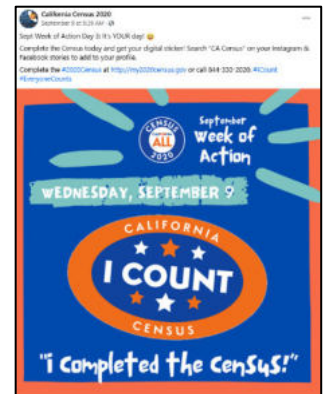


### Overall Facebook Report:

- Posts: 35
- Impressions: 41,467
- Engagements: 604
- Reactions: 439
- Comments: 1

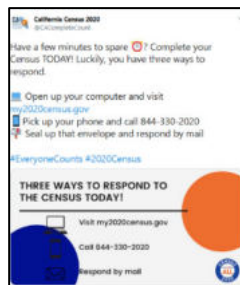
### Top Facebook Posts:

1. <https://www.facebook.com/370439500134688/posts/960752444436721/>
2. <https://www.facebook.com/370439500134688/posts/960129411165691/>
3. <https://www.facebook.com/370439500134688/posts/960227121155920/>



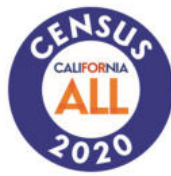
### Overall Twitter Report:

- Tweets: 22
- Retweets: 209
- Impressions: 145,500
- Engagements: 498
- Replies: 22



### Top Tweets:

1. <https://twitter.com/CACompleteCount/status/1300478456594014208>
2. <https://twitter.com/CACompleteCount/status/1303489905025191936>
3. <https://twitter.com/CACompleteCount/status/1303362459550580737>



## PAID MEDIA

### Paid Media Buys in 34 LEP Geographic Regions: TV

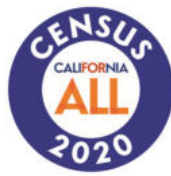
Our paid local TV media partner broadcasted thirty-second spots in Census Region 1 through Region 10, a reach of 3.6 million viewers in three of the largest markets, including the Central Valley, San Francisco, and Los Angeles with over 15 million impressions.

**TOTAL IMPRESSIONS 15,862,000**

**Television:** :30 Second Spots 9/7 - 9/30

Market	Language	Total Impressions	Market	Language	Total Impressions	Market	Language	Total Impressions			
San Francisco	Chinese	5,259,955	Central Valley	Chinese	502,573	Los Angeles	Chinese	2,080,901			
	Filipino	2,983,603		Filipino	786,111						
	Japanese	106,124		Hmong	965,605	Total		2,080,901			
	South Asian	992,238		Japanese	311,830						
	Vietnamese	1,187,003		Russian	99,223						
		South Asian	468,218								
Total		10,533,924	Total		3,247,106	Total			2,080,901		





**Expected paid reach directly to 459,000 users (about 82% of the target audience).**

Full ad buy campaign launched Monday, September 14 in these zip codes:

Zip	City	Zip	City
94109	San Francisco	93307	Bakersfield
92101	San Diego	92314	Big Bear City
92201	Indio	95112	San Jose
90250	Hawthorne	92109	San Diego
90731	San Pedro	92335	Fontana
93550	Palmdale	92234	Cathedral City
91331	Pacoima	94565	Pittsburg
90291	Venice	93257	Porterville
90802	Long Beach	94541	Hayward
93535	Lancaster	92503	Riverside
90805	Long Beach	95926	Chico
92253	La Quinta	92262	Palm Springs
95969	Paradise		

## GUERRILLA MARKETING

### On the Ground Guerrilla Marketing: Digital Billboards

Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results and is often ideal for grassroots organizations or small businesses that need to reach a large audience. This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination.

Schedule 1 of the On-The-Ground Guerrilla Marketing digital billboards with dates and locations is provided in the table below. Total impressions for Schedule 1 are estimated at 1,425,380.

Digital Billboard	Dates	Location
Fresno Digital Billboard #1	9/7 -9/13	Golden State Highway (Avg 95,000 daily views)
San Joaquin First Deployment Digital Billboard #1	9/7	Route 3 East, Airport Exterior (03E-STOCK-Airport Exterior Avg. 23,020 daily views) Lat 37.89712300 Lon -121.25129900
San Joaquin First Deployment Digital Billboard #2	9/7	Highway 205 (01W-TRACY-HWY 205 Avg. 146,000 daily views) Lat 37.76243500 Lon -121.43913900
San Joaquin First Deployment Digital Billboard #3	9/7	Route 2 West, Airport Way (02W-STOCK-Airport Way Avg. 23,020 daily views) Lat 37.90174500 Lon -121.25414300
San Joaquin First Deployment Digital	9/7	Route 1 Southeast, Charter Way (01SE-STOCK-Charter Way Avg. 66,900 daily views)



Digital Billboard	Dates	Location
Billboard #4		Lat 37.94135900 Lon -121.27002500
San Joaquin Second Deployment Digital Billboard #1	9/11	Route 3 East, Airport Exterior (03E-STOCK-Airport Exterior Avg. 23,020 daily views) Lat 37.89712300 Lon – 121.25129900
San Joaquin Second Deployment Digital Billboard #2	9/11	Highway 205 (01W-TRACY-HWY 205 Avg. 146,000 daily views) Lat 37.76243500 Lon – 121.43913900
San Joaquin Second Deployment Digital Billboard #3	9/11	Route 2 West, Airport Way (02W-STOCK-Airport Way Avg.23,020 daily views) Lat 37.94135900 Lon – 121.25414300
San Joaquin Second Deployment Digital Billboard #4	9/11	Route 1 Southeast, Charter Way (01SE-STOCK-Charter Way Avg.66,900 daily views) Lat 37.94135900 Lon – 121.27002500
Tulare County Billboard	9/7 – 9/13	Highway (HWY 99 N RHR Selma Avg. 56,250 daily views) Lat 36.55000000 Lon – 119.60000000

**Total Est. Impressions for Deployed Digital Billboards Schedule 1: 1,425,380**

Schedule 2 of the On-The-Ground Guerrilla Marketing digital billboards with dates and locations is provided in the table below. Total impressions for this schedule are estimated at 852,060.

Digital Billboards	Dates	Location
Los Angeles First Deployment Billboard #1	9/13; 9/26 – 9/30	Lynwood I105 (02W-LYNWO-I105) (Avg 91,914 daily views) Lat 33.92995500 Lon – 118.22164900
Los Angeles First Deployment Billboard #1 Spanish	9/16 – 9/18; 9/24 – 9/30	Lynwood I105 (02W-LYNWO-I105) (Avg 91,914 daily views) Lat 33.92995500 Lon – 118.22164900
Los Angeles First Deployment Billboard #2	9/13; 9/26 – 9/30	Baldwin Hills (02E-BALDW-I10 Avg. 77,647 daily views) Lat 34.06948900 Lon – 117.96472500
Los Angeles First Deployment Billboard #2 Spanish	9/16 – 9/18; 9/24 – 9/30	Baldwin Hills (02E-BALDW-I10 Avg. 77,647 daily views) Lat 34.06948900 Lon – 117.96472500
Los Angeles First Deployment Billboard #3	9/13; 9/26 – 9/30	Carson 91 FWY (01W-CARSO-HWY91 Avg. 72,991 daily views) Lat 33.87403300 Lon – 118.26114200
Los Angeles First Deployment Billboard #3 Spanish	9/16 - 9/18; 9/24 - 9/30	Carson 91 FWY (01W-CARSO-Hwy 91 Avg. 72,991 daily views) Lat 33.87403300 Lon - 118.26114200
Los Angeles First Deployment Billboard #4	9/13; 9/26 - 9/30	Hawthorne Blvd (01S-HAWTH-Crenshaw Blvd Avg. 7,935 daily views) Lat 33.91825300 Lon -118.32653600



Digital Billboards	Dates	Location
Los Angeles First Deployment Billboard #4 Spanish	9/16 - 9/18; 9/24 - 9/30	Hawthorne Blvd (01S-HAWTH-Crenshaw Blvd Avg. 7,935 daily views) Lat 33.91825300 Lon -118.32653600
San Diego First/Second Deployment Digital Billboard #1	9/13; 9/24 - 9/30	El Centro, North/South (01N(S)-ELCEN-Dogwood Rd Avg. 33,112 daily views) Lat 32.76350000 Lon -115.53500000

## Total Est. Impressions for Deployed Digital Billboards Schedule 2: 852,060

There were four additional On-The-Ground Guerilla Marketing tactics deployed during WOA. A summary is provided below:

### 1. Gas Stations/ C-Store/ Bodega Takeovers

- Installed at 339 locations in 21 HTC counties (As of June 4, 2020, census tracts with the highest estimated number of households and greatest self-response needs were identified in 21 counties for additional focus).

### 2. Electronic Reader Boards (Alameda)

- PSA graphic on an electronic reader board located on a busy corner, **getting more than 15,000+ vehicles passing by every day (240,000+ impressions by end of campaign)**. Flight Time: 9/09 - 9/30
- Printed vinyl banners displayed on the main gates of Alameda County Fairgrounds (Flight Time: 9/11 - 9/30):
  - Gate 5 and Gate 12, with optimal view from cars and pedestrians passing by.
  - Gate 12 has high traffic, access to golf course, COVID-19 test site, RV park residence and food pantry.



### 3. Wild Postings

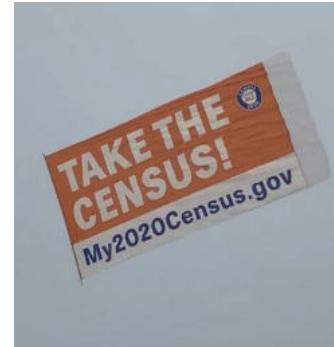
- Confirmed installments:
  - 42 locations** on Tuesday, September 8 in Los Angeles
  - 15 locations** on Friday, September 11 in Sacramento
  - 31 locations** on Friday, September 11 in San Diego
  - 22 locations** on Friday, September 11 in San Francisco/Oakland





#### 4. Skybillboards San Diego

- **Friday, September 11**  
Time: 12:00 p.m. - 5:00 p.m.  
Flight Route: Downtown San Diego, beaches, and harbor areas
- **Saturday, September 12**  
Time: 12:00 p.m. - 5:00 p.m.  
Flight Route: Downtown San Diego, Imperial, and La Quinta Areas
- **Sunday September 13\***  
Time: 12:00 p.m. - 4:30 p.m.  
Flight Route: Downtown San Diego, beaches, and harbor areas



#### DIGITAL/ OVER THE TOP/ GEOFENCING

The digital ad buys focused on a mix of geofenced exchange delivery based on demographic profiles and pay per click (PPC) advertising on search. All ads were in the field and geofenced based county/zip codes and further targeted by demographic. The focus was in the 21 Census Office-identified hard-to-count counties where tracts were furthest behind the 2010 rate.

Deployment: 9/15-9/30

**Total Estimated Impressions: 32,952,922**

Deployment: 9/15-9/30

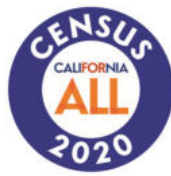
**Total Estimated Impressions: 32,656,590**

#### Paid Media: Added Value

Our radio media partner Radio Lazer and their DJs Compa Mike and La Muñeca hosted a [“Concerts In Your Car”](#) event on Sunday, September 13 from 7:30 pm to 10 pm at the Ventura Fairgrounds. An estimated **1,000 people** attended this live event. At this event, DJs Compa Mike and La Muñeca spoke to the audience to urge them to complete the 2020 Census at no additional cost to the campaign.







## EARNED MEDIA



**TOTAL AIRINGS**  
**30**



**CUMULATIVE AUDIENCE**  
**16,726,715**

August 31 Media Briefing: [California Deploys Over \\$10 Million Of Non-response Follow Up Funding To Double Down On 2,000 Census Tracts](#)

- Over 90 participants
- Exclusive: KIQI 1010 AM – Spanish-language station reach
- Over 14 Northern California counties with a reach of over 2 million Latino communities.
- KABC in Los Angeles - the most-watched television station in Southern California.

### Satellite Media Tours and Radio Media Tours (SMT/RMT)

The following table lists the total number of audiences by media type (television, radio, internet or online) and the total number of airings.

Media Type	Audience	Airings
Television Audience:	2,005,118	10
Radio Audience:	528,730	6
Internet/Online Audience:	14,192,867	14
Total:	16,726,715	30

The following Public Service Announcements were utilized for WOA:

- [Ditas Katague PSA](#)
- [Basim Elkarra PSA](#)
- Spanish
- Sen. Durazo PSA English



The table below provides detail on the interviews conducted for WOA:

TV Interviews:	Radio Interviews:	Online Interviews:	Pending air:
<ul style="list-style-type: none"> <li>• SPECTRUM LA – Sen. Durazo</li> <li>• KABC – Sec. Padilla / David Tucker</li> <li>• KXTV – Mayor Garcia</li> <li>• KSEE – Sec. Padilla</li> <li>• KGPE – Ditas Katague</li> <li>• KBFX – Rep. Bass</li> <li>• KTTV – Rep. Bass</li> <li>• KEYT – Sec. Padilla</li> </ul>	<ul style="list-style-type: none"> <li>• KGO-AM – Sec. Padilla</li> <li>• KIQI-AM – Mayor Garcia</li> <li>• KOGO-AM – Ditas Katague</li> </ul>	<ul style="list-style-type: none"> <li>• KABC – Rep. Padilla / David Tucker</li> <li>• KBFX – Rep. Bass</li> <li>• KEYT – Sec. Padilla</li> <li>• KGO-AM – Sec. Padilla</li> <li>• KOGO-AM – Ditas Katague</li> <li>• KTTV – Rep. Bass</li> <li>• TELEMUNDO.COM – Long Beach Mayor Garcia</li> </ul>	<ul style="list-style-type: none"> <li>• CA LIFE – Basim Elkarra</li> <li>• KATD-AM/KLIV-AM/KFSG – Mariana Yamamoto, NALEO</li> <li>• LA-STORY.COM – Mayor Garcia</li> <li>• KMRO-FM – Beatriz Valenzuela, EQCA</li> <li>• KNX-AM – Adan Chavez, NALEO</li> <li>• KCBS-AM – Ditas Katague</li> <li>• KSJV-FM – Sen Durazo</li> </ul>



## Op-Eds

### Long Beach Post News

[Opinion: 'This is your home,' you deserve to be counted](#)

By: Sara Pol-Lim  
August 31, 2020

### NonProfit Quarterly

[Take Up the 2020 Census Cause: What's at Stake for the Disability Community](#)

by: [Judith Heumann](#)  
September 1, 2020



## PRESS CLIPS

### August 31, 2020

1. [Ventura County Star: Moved-up Census — time for Californians to act August 31, 2020](#)
2. [Pasadena Now: Clock Ticking, City Urges Census Participation With Just 30 Days Remaining for the Count-August 31, 2020](#)
3. [San Diego Union-Tribune Algunos vecindarios de San Diego lideran las tasas de respuesta del censo, mientras que otros se quedan atrás \(Some San Diego neighborhoods lead census response rates, while others lag behind\)-August 31, 2020](#)

### September 1, 2020

1. [ABC 7 News: As deadline approaches, LA County reporting lower census response rate -September 1, 2020](#)
2. [Redheaded Blackbelt: Making Sense of the Census: The Last Month to be Counted-September 1, 2020](#)
3. [NBC 7 San Diego: San Diego County Coastal Cities Lag in Census Response-September 1, 2020](#)
4. [Orange County Breeze: California deploys over \\$10 million of non-response follow up funding to double down on 2,000 census tracts-September 1, 2020](#)

### September 2, 2020

1. [Asian Journal: CA begins final push for 2020 census responses -September 2, 2020](#)
2. [ABC 7 News: California risks losing congressional seats, federal funding with new census -September 2, 2020](#)
3. [San Francisco Chronicle: All immigrants must be counted in 2020 Census-September 2, 2020](#)
4. [LAist: An Already Shortened Census May End Some In-Person Counting Even Earlier- September 2, 2020](#)
5. [Pacific Sun: Census deadline nears - September 2, 2020](#)



6. [Mountain View Voice: Santa Clara County adds \\$1 million to census effort, launching door-to-door knocking campaign - September 2, 2020](#)

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#### September 3, 2020

1. [CapRadio: California Makes Final Push To Get Everyone In 2020 Census Count- September 3, 2020](#)
2. [ABC 7 News: With deadline weeks away, organizations urge LA County residents to participate - September 3, 2020](#)
3. [Cal Matters: California's Manhattan effect: The wealthy are skipping the census- September 3, 2020](#)

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#### September 4, 2020

1. [ABC 7 News: Los Angeles County has 'most at stake' with US census count- September 4, 2020](#)

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#### September 5, 2020

1. [San Francisco Examiner: Everyone counts as deadline for Census 2020 approaches- September 5, 2020](#)
2. [Times of San Diego: Census Missing Wealthy Californians Who Quarantine at Vacation Homes- September 5, 2020](#)

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#### September 7, 2020

1. [KPBS News: For Latinos Ineligible To Vote, US Census Offers Path To Political Power – September 7, 2020](#)
2. [ABC 7 News: Southern California counties lagging in 2020 US census count – September 7, 2020](#)

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#### September 8, 2020

**See a Broadcast/Radio Report [here](#).**

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#### September 9, 2020

1. [ABC 7 News: What Californians stand to lose by not filling out the census – September 9, 2020](#)
2. [ABC 7 News: How your community can lose money when you don't fill out the census – September 9, 2020](#)
3. [KCBS Radio: Only Two-Thirds Of Californians Have Responded To Census – September 9, 2020](#)
4. [Berkeleyside: With 3 weeks to go, Berkeley faces risk of census undercount – September 9, 2020](#)
5. [Voices of Monterey Bay: Santa Cruz County census team doubles down on outreach efforts as deadline approaches – September 9, 2020](#)
6. [ABC 7 News: Make Yourself Count in the 2020 Census – September 9, 2020](#)
7. [NBC Los Angeles: Fears of Census Undercount Could Have Lasting Impact – September 9, 2020](#)



8. [Sierra Sun Times: On the Record with California Governor Gavin Newsom: Census 2020: Get Counted by September 30 -September 9, 2020](#)
9. [San Francisco Chronicle: San Francisco has a lot riding on the 2020 census. So why is it struggling to count everyone? - September 9, 2020](#)
10. [ABC 7 News: US Census tries to spread awareness among young people on social media to boost count -September 9, 2020](#)

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September 10, 2020

See a Broadcast/Radio Report [here](#).

1. [Santa Barbara News-Press: Census truck drives through SB – September 10, 2020](#)
2. [ABC 7 News: Advocates reaching out to hard-to-count communities to ensure census participation – September 10, 2020](#)
3. [La Opinion: Última oportunidad de ser contados en el Censo 2020, y por qué es importante más que nunca \(Last chance to be counted in the 2020 Census, and why it matters more than ever\) – September 10, 2020](#)
4. [Bakersfield Now: Rep. Karen Bass on filling out the 2020 census, what it means for Kern County – September 10, 2020](#)
5. [Sacramento Observer: Completing Your Census Form Is Taking Action — Not Just Sharing Info – September 10, 2020](#)
6. [Patch: Santa Clara County Supports Pushback On Attempts To Cut The Census Short – September 10, 2020](#)
7. [San Francisco Chronicle: Court knocks down Trump attempt to exclude undocumented immigrants from census – September 10, 2020](#)
8. [The New York Times: Federal Court Rejects Trump's Order to Exclude Undocumented From Census – September 10, 2020](#)
9. [NPR: Court Blocks Trump's Attempt To Change Who Counts For Allocating House Seats – September 10, 2020](#)

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September 11, 2020

See a Broadcast/Radio Report [here](#).

1. [EIN Presswire: September 2020 Monthly Bulletin – September 11, 2020](#)
2. [LAist: Why Filling Out That Census Form Is So Important For Angelenos — And Outreach Is Critical – September 11, 2020](#)
3. [El Dorado News-Times: Census, voter registration drive scheduled for Sunday – September 11, 2020](#)

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September 12, 2020

1. [East County Today: Rep. McNerney Announces 2020 Voting and Census Virtual Town Hall – September 12, 2020](#)
2. [KEYT: Lompoc Census Caravan visits neighborhoods with low self-response rate – September 12, 2020](#)
3. [The New York Times: Why Does Trump Want an Inaccurate Census? – September 12, 2020](#)





## WEBSITE INSIGHTS

The following tables capture audience/visitor insights for the .gov and .org website as well as the Partner Portal during the September WOA.

### CaliforniaCensus.org Insights

<b>Sessions</b>	10,231
<b>Users</b>	9,007
<b>Pageviews</b>	11,768
<b>Pages per Session</b>	1.15
<b>Avg. Session Duration</b>	00:00:30
<b>Bounce Rate</b>	78.52%
<b>Traffic Sources</b>	<ul style="list-style-type: none"> <li>• Dmv.ca.gov/Referral</li> <li>• Google/Organic</li> <li>• Govdelivery/Email</li> <li>• Tbiefyvifel/Email</li> <li>• Intranet/Email</li> <li>• Excitant/Display</li> <li>• Calottery.com/Referral</li> <li>• Display Invite/Display</li> <li>• Census.ca.gov/Referral</li> </ul>
<b>Referral Path</b>	<ul style="list-style-type: none"> <li>• Dmv.ca.gov</li> <li>• Cdtfa.ca.gov</li> <li>• Parks.ca.gov</li> <li>• Connect.themediatrust.com</li> <li>• Calottery.com</li> <li>• Inmatelocator.cdcr.ca.gov</li> <li>• Census.ca.gov</li> <li>• Gov.ca.gov</li> <li>• Search.dca.ca.gov</li> </ul>
<b>Top 5 City Visits</b>	<ul style="list-style-type: none"> <li>• Cheyenne</li> <li>• Quincy</li> <li>• Los Angeles</li> <li>• Elk Grove</li> <li>• Sacramento</li> </ul>
<b>Website Events</b>	<ul style="list-style-type: none"> <li>• Take the Census – my2020census.gov</li> <li>• Facebook</li> <li>• Census Office – Census.ca.gov</li> <li>• View Map – census.ca.gov/HTC-map</li> <li>• COVID-19 – covid19.ca.gov</li> <li>• Twitter</li> <li>• Learn More – census.ca.gov/regions</li> <li>• Instagram</li> <li>• Census.ca.gov/gotc</li> </ul>
<b>Splash Page Events</b>	<ul style="list-style-type: none"> <li>• Take the Census: 823</li> <li>• View the Census Form: 232</li> <li>• Learn More: 213</li> <li>• View Census Invite: 128</li> <li>• Close Button: 13</li> </ul>



<b>Header Link Clicks</b>	<ul style="list-style-type: none"> <li>• Take the Census: 59</li> <li>• Census.ca.gov: 36</li> <li>• Census Assistance: 22</li> </ul>
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### Partner Portal Insights

<b>Sessions</b>	7
<b>Top 5 City Visits</b>	<ul style="list-style-type: none"> <li>• Fresno</li> <li>• Oakland</li> <li>• San Luis Obispo</li> <li>• San Francisco</li> <li>• Sacramento</li> </ul>
<b>Most Downloaded Materials</b>	<ul style="list-style-type: none"> <li>• September Social Media Toolkit (28)</li> <li>• September Census WOA Toolkit (23)</li> <li>• September WOA Social Media Toolkit (19)</li> <li>• 5 Things You Can Do NOW Social Media Graphics (6)</li> <li>• Responding to the Census Tip Sheet (5)</li> <li>• E-Newsletter Vol. 35 (4)</li> <li>• September "Para Nuestros Hijos" Creative (4)</li> <li>• September "Todos Contamos" Creative (4)</li> </ul>

### Census.ca.gov Insights

<b>Users</b>	8.7k (+20.7%)
<b>Sessions</b>	10k (+22.1%)
<b>Bounce Rate</b>	56.7% (+9.6%)
<b>Session Duration</b>	1m 13s (-12.7%)
<b>Traffic Channel</b>	<ul style="list-style-type: none"> <li>• Organic Search</li> <li>• Direct</li> <li>• Referral</li> <li>• Social</li> <li>• Other</li> </ul>
<b>Referrals</b>	<ul style="list-style-type: none"> <li>• Edd.ca.gov</li> <li>• Facebook.com</li> <li>• Lifeline</li> <li>• CaliforniaCensus.org</li> <li>• Cdph.ca.gov</li> <li>• Duckduckgo.com</li> <li>• Other</li> </ul>
<b>Most Visited Pages</b>	<ul style="list-style-type: none"> <li>• Homepage (6,653 pageviews)</li> <li>• /regions (999 pageviews)</li> <li>• /gotc (732 pageviews)</li> <li>• /resources (490 pageviews)</li> <li>• /census-101 (486 pageviews)</li> <li>• /contact-us (484 pageviews)</li> <li>• /HTC-map (393 pageviews)</li> <li>• /California-self-response-rate-map (330 pageviews)</li> <li>• /about (268 pageviews)</li> </ul>

# EXHIBIT F

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## Peer Learning Labs

Date	Content	Speakers
April 24, 2020	<b>Pivoting Our Outreach Strategy</b>  How the NALEO Educational Fund and Black Hub are responding and adjusting to the COVID-19 impacts.	1. Lizette Escobedo, Director of National Census Program, NALEO Educational Fund 2. Ely Flores, CA Director of Civic Engagement, NALEO Educational Fund 3. Ama Nyamekye, CA Black Hub Project Manager, California Calls 4. Yumi Sera, Facilitator, CA Complete Count Office
May 1, 2020	<b>Now what?</b>  When we come out of shelter-in-place, what do you see as the new landscape?	1. Moira Kenney, First 5 Association of California 2. Susan Henderson, Executive Director, Disability Rights Education & Defense Fund 3. David Tucker, Facilitator, CA Complete Count Office
May 8, 2020	<b>Engaging with Students in Higher Education</b>  How do we reach college students who have left the campus?	1. Noel Mora, Serna Center Coordinator, Sacramento State University 2. Mark Perry, Project Coordinator, California Chancellor's Office Community Colleges 3. Marlenee Blass, M.Ed., Associate Director of the Center for Innovation, UCR School of Public Policy 4. Mignonne Pollard, Facilitator, CA Complete Count Office
May 15, 2020	<b>Nurturing Community Knowledge</b>  How do trusted messengers and their organizations educate their community members about the census, while at the same time foster appreciation of traditional knowledge and identity?	1. Victor Espinosa, Farmworker Census Outreach Director, Mixteco/Indigena Community Organization Project 2. Arcela Nunez-Alvarez, PhD, Co-Founder / Co-Director, Universidad Popular, a member of the Count Me 2020 Coalition, San Diego 3. Connie Hernandez, Facilitator, CA Complete Count Office
May 20, 2020	<b>Integrating Immigrants and Refugees into Census Outreach</b>	1. Esperanza Guevara, Census Campaign Manager, Coalition for Humane Immigrant Rights (CHIRLA)



## Peer Learning Labs

	Learn about their concerns and challenges, good practices for culturally sensitive outreach approaches for the Census.	<ol style="list-style-type: none"> <li>2. Basim Elkarra, Executive Director, CAIR Sacramento Valley/ Central California</li> <li>3. Dr. Jesus Martinez, California Complete Count Committee Member and Executive Director, Central Valley Immigrant Integration Collaborative (CVIIC)</li> <li>4. Patricia Vazquez-Topete, Facilitator, CA Complete Count Committee</li> </ol>
May 22, 2020	<p><b>Community Engagement with Diverse API Groups</b></p> <p>Asians are now the fastest growing immigrant population in the US. Census data is used by the API communities to understand the diversity of the community across a range of social indicators.</p>	<ol style="list-style-type: none"> <li>1. June Lim, Demographic Research Project Director, Asian Americans Advancing Justice – Los Angeles</li> <li>2. Tavae Samuelu, Executive Director, Empowering Pacific Islander Communities (EPIC)</li> <li>3. Mai Thao, Lead Regional Program Manager, CA Complete Count Office</li> <li>4. Sara Pol-Lim, Facilitator, CA Complete Count Office</li> </ol>
June 12, 2020	<p><b>Native People Count California</b></p> <p>What are the historical and contemporary reasons for Native Americans being underrepresented? What have been the structural barriers for outreach and what are unique outreach approaches? How can other Census partners support the efforts? What are potential impacts of the Census outreach?</p>	<ol style="list-style-type: none"> <li>1. Jesus (Jesse) Fraire, California Native Vote Project</li> <li>2. Chrissie Castro, Founder / Senior Advisor, California Native Vote Project</li> <li>3. Elaina O'Rourke, Yurok Tribe</li> <li>4. Lorenda Sanchez, Executive Director, California Indian Manpower Consortium</li> <li>5. Kayla Olvera Hilario, Facilitator, Lone Band of Miwok Indians, Tribal Affairs Specialist, CA Complete Count Office</li> </ol>
June 26, 2020	<p><b>Including the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ+) Community in Census</b></p> <p>What does this level of economic disparity and intersectionality mean for LGBTQ+ Census outreach? What should we know about the LGBTQ+ experience when it comes to navigating the</p>	<ol style="list-style-type: none"> <li>1. Meghan Maury, Policy Director, National LGBTQ Task Force</li> <li>2. Jeremy Payne, Associate Program Director, Equality California Institute</li> <li>3. Eddie Martinez, Executive Director and Yesenia Mendoza, Development Coordinator, Latino Equality Alliance</li> <li>4. Mignonne Pollard, Facilitator, CA Complete Count Office</li> </ol>

## Peer Learning Labs

	2020 Census? What impact has the COVID-19 crisis had on LGBTQ+ outreach?	
July 10, 2020	<p><b>Moving Faith Communities to Action</b></p> <p>Who are the grassroots leaders who can inspire their peers, elders, and community members to create a broader network of Census activation? How is Census outreach incorporated in faith teachings and activities in different languages?</p>	<ol style="list-style-type: none"> <li>1. Andrew Lee, Faith Census Hub Manager, PICO California</li> <li>2. Naindeep Singh, Executive Director, Jakara Movement</li> <li>3. Ismahan Abdullahi, Muslim American Society – PACE</li> <li>4. Joy Johnson, PhD, Life Matters, Inc and Board of Directors President of Sacramento Act</li> <li>5. Marcy Kaplan, Facilitator, CA Complete Count Office</li> </ol>
July 17, 2020	<p><b>Get out the Count: Rural Communities</b></p> <p>What are the characteristics of the rural areas that make them unique? What are some of the tactics –specifically phone banking– that have been effective in reaching rural communities? How did you support language access and deploy culturally relevant strategies?</p>	<ol style="list-style-type: none"> <li>1. Ricki McCarroll, Native People Count Campaign</li> <li>2. Pablo Rodriguez, Executive Director, Communities for a New California Education Fund</li> <li>3. Daniela Fernández, Community Engagement Specialist, Connecting Point</li> <li>4. Camila Chavez, Co- Founder and Executive Director, Dolores Huerta Foundation</li> <li>5. Mai Thao, Facilitator, CA Complete Count Office</li> </ol>
August 7, 2020	<p><b>Final Call with California Calls: Reflection on Census Outreach to the African American Community</b></p> <p>The California Black Census and Redistricting Hub reflects on and answers questions on their grassroots operations, especially during COVID-19.</p>	<ol style="list-style-type: none"> <li>1. Ama Nyamekye, Project Manager Black Census and Redistricting Hub, California Calls</li> <li>2. Kevin Cosney – Associate IVE Director, California Calls</li> <li>3. Lanae Norwood – Strategic Communications Consultant – MYBLACKCOUNTS.org</li> <li>4. David Tucker, Facilitator, CA Complete Count Office</li> </ol>
August 21, 2020	<p><b>Get out the Count: Outreach to Latinx</b></p> <p>As the largest demographic group in the state, this lab explored tactics to encourage Latinx households to take the Census? Data driving strategy,</p>	<ol style="list-style-type: none"> <li>1. Quintilia Ávila, Regional Program Manager and Southern California Lead – California Complete Count – Census 2020 Office</li> <li>2. Councilmember Esmeralda Soria, City of Fresno</li> <li>3. Councilmember Maria Nuñez, City of San Marcos</li> </ol>

## Peer Learning Labs

	effective messages now, and elected officials' engagement.	<ol style="list-style-type: none"> <li>4. Dorian Caal, Director of Civic Engagement Research, NALEO</li> <li>5. Ely Flores, California Director of Civic Engagement, NALEO</li> <li>6. Rachel R. Rios, Executive Director, La Familia Counseling Center, Inc.</li> </ol>
August 28, 2020	<p><b>Get out the Count: Language &amp; Communication Access</b></p> <p>What strategies are you using to reach diverse populations, especially in less prevalent languages? What messages are you using to provide access and the last push to fill out the Census for community members to ensure they are counted?</p>	<ol style="list-style-type: none"> <li>1. Emma Gonzalez, San Mateo County Census 2020</li> <li>2. Manpreet Kaur, Jakara Movement</li> <li>3. Sukaina Hussain, Council on American-Islamic Relations</li> <li>4. Susan Henderson, Disability Rights Education and Development Fund</li> <li>5. Patricia Vazquez-Topete, CA Complete Count Office</li> <li>6. Tho Vinh Banh, Moderator, CA Complete Count Committee</li> </ol>
September 11	<p><b>Organizing with Purpose - Conversation Series with ACBOs</b></p> <p>A key strategy of California's Census outreach efforts is to work with community-based organizations who have the knowledge and experience of the very people we are trying to reach to complete the Census.</p>	<ol style="list-style-type: none"> <li>1. Stephanie Kim – United Way of the Bay Area (Region 3 ACBO)</li> <li>2. Cindy Quezada – Sierra Health Foundation Center for Healthy Project Management (Region 6 ACBO)</li> <li>3. Pablo Rodriguez – Faith in Action Network (Region 4 ACBO)</li> </ol>
September 18, 2020	<p>Partners discussed how the Administrative Community Based Organizations (ACBOs) included the concept of organizational and community capacity strengthening their vision and interactions with the groups they support.</p>	<ol style="list-style-type: none"> <li>1. Niva Flor – Sacramento Region Community Foundation (Region 1 ACBO)</li> <li>2. Sarah Middleton – Charitable Ventures of Orange County (Region 9 ACBO)</li> <li>3. Vanessa Bechtel – Ventura County Community Foundation (Region 5 ACBO)</li> </ol>
September 25, 2020		<ol style="list-style-type: none"> <li>1. Deborah Phares – Inland Empire Community Foundation (Region 7 ACBO)</li> <li>2. Michele Silverthorn – United Way of San Diego (Region 10 ACBO)</li> <li>3. Stephania Ramirez – California Community Foundation (Region 8 ACBO)</li> </ol>

# EXHIBIT G

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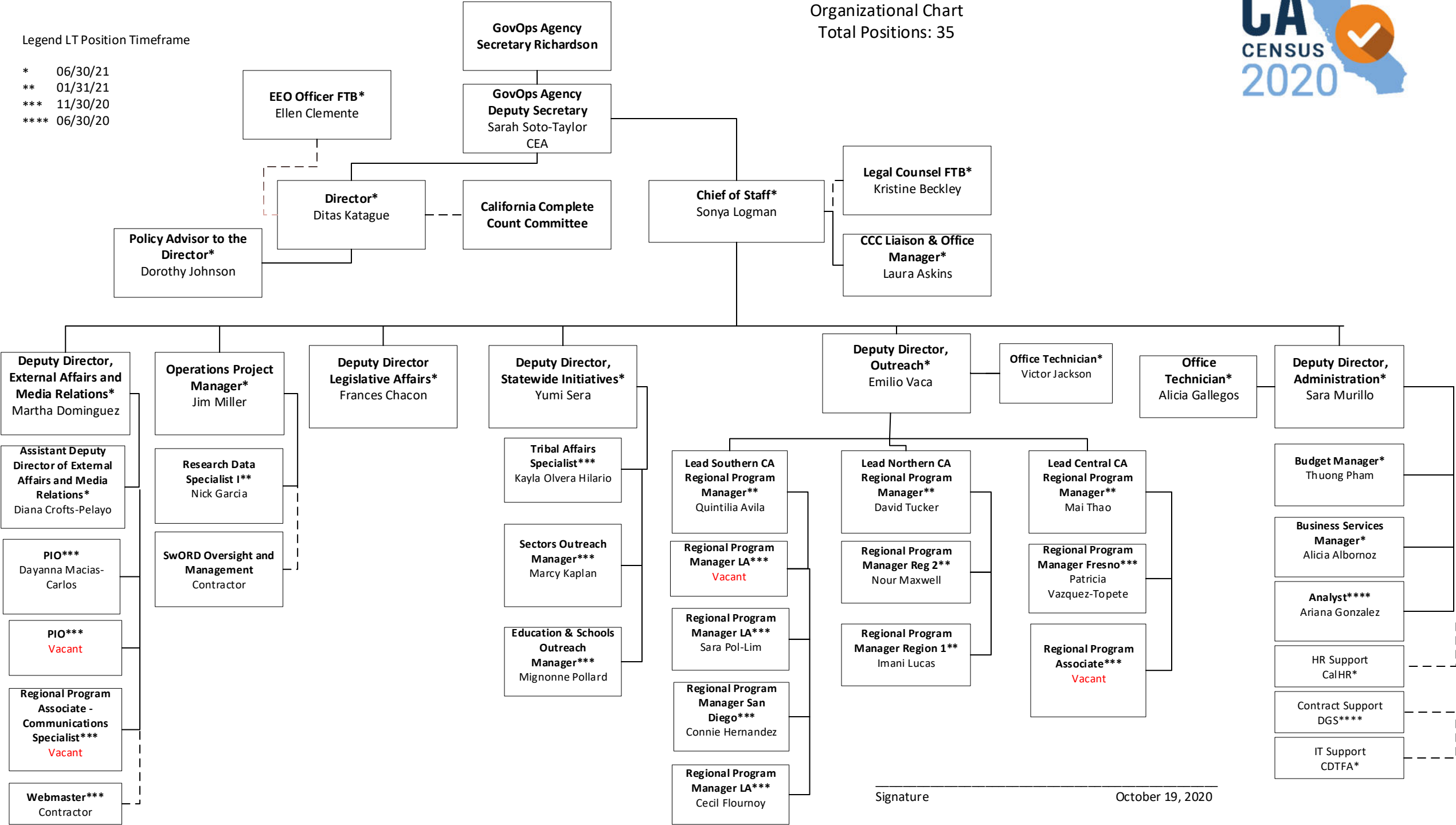
California Complete Count – Census 2020

Organizational Chart  
Total Positions: 35



Legend LT Position Timeframe

- \* 06/30/21
- \*\* 01/31/21
- \*\*\* 11/30/20
- \*\*\*\* 06/30/20



Signature

October 19, 2020