



**CALIFORNIA COMPLETE COUNT**  
400 "R" Street, Suite 350  
Sacramento, CA 95811  
(916) 852-2020

**Ditas Katague**  
Director

Please contact Dr. Mignonne Pollard, Education Outreach Manager  
([mignonne.pollard@census.ca.gov](mailto:mignonne.pollard@census.ca.gov)) if you have any questions.

Please send the completed final report by email [Mignonne.Pollard@census.ca.gov](mailto:Mignonne.Pollard@census.ca.gov)  
by **May 29, 2020**.

## 1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60013
Contract start date	7/1/2019
Contract end date	6/30/2020
Contractor name	MERCED COUNTY OFFICE OF EDUCATION
Contractor business address	632 W. 13 <sup>TH</sup> STREET. MERCED, CA. 95341
Contact name	AUDRY GARZA, ED. D.
Contact title	DESIGNEE
Contact phone	(209)381-5991
Contact email	AUGARZA@MCOE.ORG
Total amount of allocation	\$57,710.91
County	Merced
Region	4
Date of report	5-29-20

## 2. Demographic Overview

2a) Please provide a demographic overview of the county's educational system and student population that was reached through this agreement

	Please provide approximate numbers of those reached through the Census outreach activities
Number of school districts reached	9
Number of students reached	5,000
Percent of students reached who are English language learners	~25%

2b) Please indicate the school districts and census tracts that were served as a result of Census outreach activities

DISTRICT	SCHOOLS	CENSUS TRACTS
PLAINSBURG	PLAINSBURG ELEMENTARY	MERCED
EL NIDO	EL NIDO ELEMENTARY	EL NIDO
SNELLING-MERCED FALLS	SNELLING-MERCED FALLS ELEMENTARY	SNELLING
BALLICO-CRESSEY	BALLICO SCHOOL	BALLICO

## County Office of Education Final Report

DISTRICT	SCHOOLS	CENSUS TRACTS
BALICO-CRESSEY	CRESSEY ELEMENTARY	CRESSEY
MERCED RIVER	WASHINGTON SCHOOL	WINTON
DOS PALOS ORO LOMA	DOS PALOS ELEMENTARY	DOS PALOS
DOS PALOS ORO LOMA	MARKS ELEMENTARY	DOS PALOS
DOS PALOS ORO LOMA	BRYANT MIDDLE SCHOOL	DOS PALOS
DOS PALOS ORO LOMA	DOS PALOS HIGH SCHOOL	DOS PALOS
ST PAUL	ST PAUL LUTHERAN SCHOOL	MERCED
MARIPOSA	MARIPOSA COUNTY UNIFIED SCHOOL DISTRICT	MARIPOSA
LE GRAND	LE GRAND ELEMENTARY SCHOOL	LE GRAND
LE GRAND	LEGRAND HIGH SCHOOL	LE GRAND
PLANADA	PLANADA ELEMENTARY SCHOOL	PLANADA
PLANADA	CESAR CHAVEZ MIDDLE SCHOOL	PLANADA

### 3. Activities

Please note if you have completed the following deliverables. If these were not completed, please state the reason and any adjustments that were made.

3a) Required Activities	Completed / Utilized yes / no	Comments
How was the CA Schools-based Communications Outreach Toolkit used?	YES	FLYERS, IMAGES, GRAPHICS WERE USED AND ADAPTED FOR PROMOTIONAL ITEMS
What adjustments were made to Questionnaire Assistance Centers if these were planned?	N/A	Please state adjustments made
Have all activities been uploaded into SwORD?	NO	How many activities were entered into SwORD?
What activities replaced Census Week?	YES	CREATED AND DELIVERED MATERIALS TO INCLUDE IN GRAB AND GO LUNCHES; KEY RINGS, FLYERS, POSTCARDS, LUNCH BAG, BANNERS DISPLAYED AT PICK UP SITES
How was language access provided?	YES	MATERIALS PRINTED IN SPANISH AND ENGLISH, LISTS OF AVAILABLE LANGUAGES AND PHONE NUMBERS PROVIDED IN COMMUNICATION
Did you participate in monthly meetings?	YES	STATE, REGIONAL, COUNTY AND COE LEVELS

# County Office of Education

## Final Report

---

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	YES	TRAINED TEACHERS IN 5 DISTRICTS TO USE THE CURRICULUM, TAUGHT LESSONS TO 10 CLASSES, SHARED DIGITAL LESSONS WITH 450 TEACHERS
Did you participate in the train-the-trainer workshop for the curriculum?	NO	If yes, please state how many participants
Were any "poster or public service announcement contests" at the schools?	NO	WE INTENDED TO DO THIS BUT DID NOT GET IT DONE BEFORE COVID
Was an evaluation conducted?	NO	If yes, please provide any evaluation reports when completed

### 4. Narrative Report

4a) Please provide an analysis on the strategies, activities, and timelines used throughout the outreach campaign.

1. PROMOTED CENSUS ACTIVITIES TO DISTRICT ADMINISTRATION WHO ATTENDED COUNTY OFFICE OF EDUCATION MEETINGS.
2. PRESENTED PROPOSED CENSUS EFFORTS TO THE COUNTY OFFICE OF EDUCATION BOARD OF TRUSTEES
3. PRESENTED TO SUPERINTENDENT'S COUNCIL ABOUT THE PROPOSED CENSUS EFFORTS.
4. REPORTED PROGRESS AND ACTIVITIES TO REGIONAL TEAM WITH REPRESENTATIVES FROM FRESNO, TULARE, KINGS, MADERA AND MARIPOSA COUNTIES.
5. TRAINED TEACHERS TO USE COUNT ME IN! CURRICULUM
6. MODELED CURRICULUM LESSONS
7. TAUGHT A WEEK OF COUNT ME IN! CURRICULUM TO MIGRANT EDUCATION STUDENTS
8. TAUGHT INQUIRY LESSONS USING THE COUNT ME IN! CURRICULUM TO A CIVICS CLASS OF MIGRANT EDUCATION STUDENTS WHO WERE SELECTED TO GO TO WASHINGTON DC.
9. SHARE DIGITAL LESSONS WITH 450 TEACHERS/ADMINISTRATORS
10. DISEMINATED INFORMATION THROUGH SCHOOL GRAB AND GO LUNCHES TO EDUCATE, MOTIVATES AND ACTIVATE PARTICIPATION AMONG STUDENTS AND FAMILIES
11. EMAILED REMINDERS AND INFORMATION TO COE EMPLOYEES

4b) Please state what adjustments were made to conduct outreach during the shelter-in-place orders.

## County Office of Education

### Final Report

---

REPLACED CENSUS WEEK RALLIES AND POSTER CONTEST WITH DISTRIBUTION OF KEY RINGS, FLYERS, POSTCARDS, AND RE-USABLE GROCERY BAGS WITH CENSUS RELATED INFORMATION, HUNG BANNERS AT 35 LOCATIONS, POSTED REMINDERS VIA SOCIAL MEDIA AND COMMERCIALS ON LOCAL TV

4c) What activities, if any, do you have planned for June?

N/A

4d) What approach(s) worked well for outreach to students and their families that could inform subsequent Census outreach efforts in school districts? Why did it work well?

CLASSROOM LESSONS AND DISTRIBUTING MATERIALS THROUGH THE SCHOOLS CURRICULUM WAS WELL WRITTEN AND VERY USEFUL

4e) Did the activities reach other audiences? Do you have other insights to share about the approaches?

FAMILIES OF STUDENTS  
NEIGHBORS OF SCHOOLS WHERE BANNERS ARE HANGING  
COUNTY OFFICE OF EDUCATION STAFF MEMBERS AND SCHOOL STAFF MEMBERS (EVERY ADULT THAT I SPOKE TO ABOUT THE CENSUS LEARNED MORE THAN THEY KNEW BEFORE)

4f) Please list 3 to 5 recommendations for operations and processes for future Census outreach. Please state what could be improved and what worked well.

1. CONTINUE TO USE COUNTY OFFICES OF EDUCATION AS SCHOOLS AND DISTRICTS ARE DEFINITELY TRUSTED MESSENGERS
2. CONTINUE TO ALLOW PROVIDERS TO DEVELOP AN OUTREACH PLAN THAT FITS THE NEED OF THE COMMUNITY
3. CONTINUE TO PROVIDE FREQUENT UPDATES AND COMMUNICATION VIA MONTHLY/BIWEEKLY CALLS
4. PERHAPS DEVELOP A LISTSERVE OF PROVIDER MEMBERS SO THAT WE DO NOT RECEIVE EMAIL COMMUNICATION FROM THREE DIFFERENT SOURCES. I ALWAYS RECEIVED DUPLICATES OF MESSAGES AND IT WAS DIFFICULT TO MANAGE, AT TIMES (WITH OTHER WORK RESPONSIBILITIES OUTSIDE OF CENSUS). I FEARED I WOULD MISS A DEADLINE OR CRITICAL INFORMATION.

#### 5. Please provide additional comments below

THANK YOU FOR THIS OPPORTUNITY! IT REALLY HELPED ME TO LEARN MORE ABOUT MY COUNTY, STATE AND THE CENSUS. THIS EFFORT PROVIDED COLLABORATIVE OPPORTUNITIES WITH OTHER ORGANIZATIONS IN OUR COUNTY THAT HAD NOT BEEN FORGED PREVIOUSLY. THE FUNDING WAS ADEQUATE TO ACCOMPLISH OUR TASK AND SUPPORTED THESE EFFORTS. I HOPE MERCED COE WILL GET TO PARTICIPATE IN 2030!

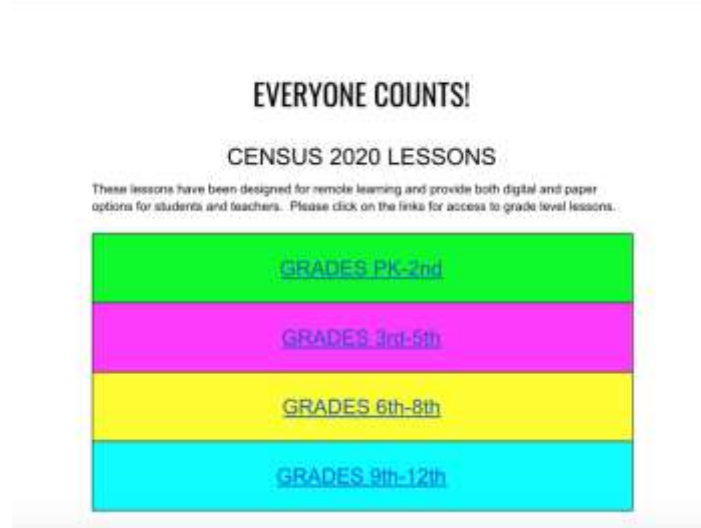
## County Office of Education Final Report

---

**DIGITAL LESSONS (sent to 450 educators):** Compliments of Carla Truttman, Siskiyou County Office of Education for adapting these lessons for your use!

**Available for grades TK-12:**

[https://docs.google.com/document/d/1S4Y\\_CRuDNdIW1\\_Kk9xTjiq4E-PzZVfEqDTnqTJGXKlw/edit?usp=sharing](https://docs.google.com/document/d/1S4Y_CRuDNdIW1_Kk9xTjiq4E-PzZVfEqDTnqTJGXKlw/edit?usp=sharing)



**CENSUS SWAG ADAPTED FOR MERCED COUNTY!**







## County Office of Education Final Report

---

SAMPLE TV VIDEO (1 of 4):

[https://drive.google.com/drive/folders/1b70v0cKL2HJtHRB5zSS3\\_gx0oRnumKJz?usp=sharing](https://drive.google.com/drive/folders/1b70v0cKL2HJtHRB5zSS3_gx0oRnumKJz?usp=sharing)



5,000 postcards:



# County Office of Education Final Report

---

## SOCIAL MEDIA POST IMAGES:



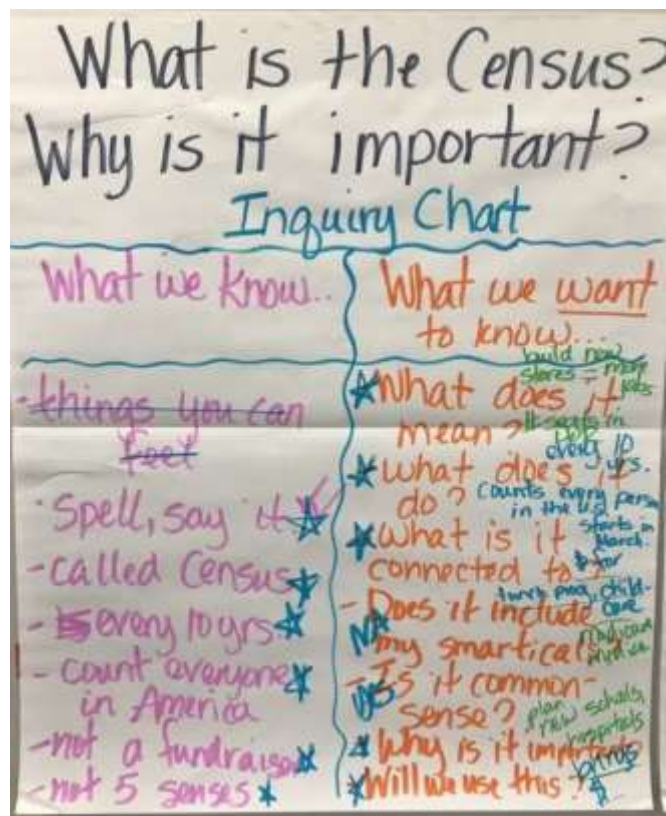


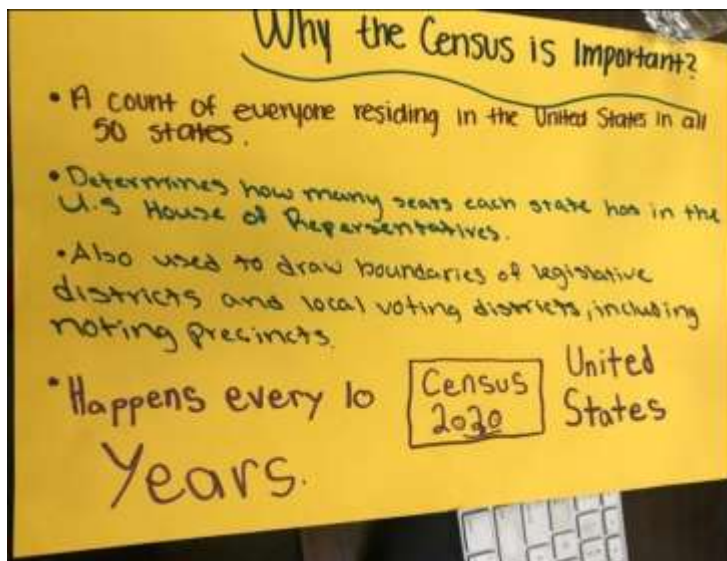
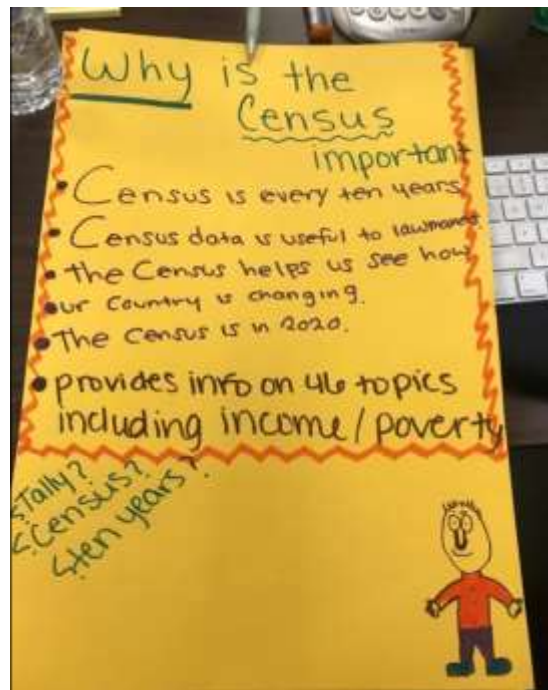
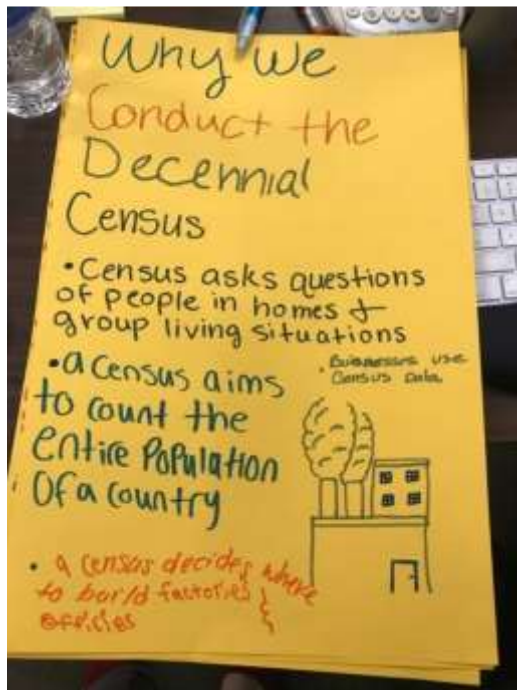
# County Office of Education Final Report

## CENSUS BANNERS 4'X8' HANGING AT VARIOUS SCHOOLS/DISTRICTS (35):



## PHOTOS FROM LESSONS:









Steve M. Tietjen, Ed.D | County Superintendent of Schools



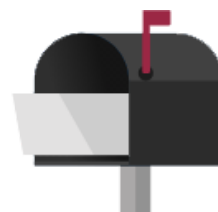
## Participate in the Census

Let's ensure all Californians are counted so we can put those resources to good use here at home!

- Build better roads and schools
- Fund community programs for seniors, children and families
- Create jobs
- Improve housing

Starting in mid-March 2020, each household will get a letter in the mail. It will explain the different ways you can fill out the Census. If you don't receive a letter, you can still go online or call to fill it out. Be sure you include any person living in your household, family or not.





## Three Ways to Complete the Census

**ONLINE:** For the first time, the Census form will be available to complete online in 13 languages.

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

**PHONE:** The Census can be completed by phone in 13 languages.

- English: 1-844-330-2020
- Spanish: 1-844-468-2020
- For more a full list of phone numbers, [click here](#).

**MAIL:** Limited addresses will receive paper forms.

- Homes that do not initially respond online or by phone will receive a paper questionnaire. When finished, return the questionnaire in the envelope we provided. If you have lost your return envelope, please mail your completed questionnaire to:

U.S. Census Bureau  
National Processing Center  
1201 E 10th Street  
Jeffersonville, IN 47132

- For more information on responding by mail, [click here](#).

## Overall Timeline

Counting every person living in the United States is a massive undertaking, and efforts begin years in advance. Here's a look at some of the key dates along the way, as they are currently scheduled for 2020:

- **January 21:** The Census Bureau started counting the population in remote Alaska. The count officially began in the rural Alaskan village of Toksook Bay.
- **March 12 - March 20:** Households received official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.
- **April 1:** This is Census Day, a key reference date for the 2020 Census—not a deadline. We use this day to determine who is counted and where in the 2020 Census. When you respond, you'll tell the Census Bureau where you live as of April 1, 2020 and include everyone who usually lives and sleeps in your home. You can respond before or after that date. We encourage you to respond as soon as you can.
- **April 16 – June 19:** Census takers will work with administrators at colleges, senior centers, prisons, and other facilities that house large groups of people to make sure everyone is counted.
- **May 27 – August 14:** Census takers will interview homes that haven't responded to the 2020 Census to help make sure everyone is counted.
- **December:** The Census Bureau will deliver apportionment counts to the President and Congress as required by law.



## 2021

- **March 31:** By this date, the Census Bureau will send redistricting counts to the states. This information is used to redraw legislative districts based on population changes.

Your 2020 Census data is safe, protected and confidential.

MERCED COUNTY OFFICE OF EDUCATION  
632 West 13th Street  
Merced, CA 95341  
(209) 381-6600

[Contact Us](#) [Directions](#) [Find People](#) [Accessibility](#) 

