



State of California – Government Operations Agency
California Complete Count-Census 2020
400 R Street, Suite 359
Sacramento, CA 95811
www.census.ca.gov
(916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	November 16, 2020
Organization / Entity	County of Merced
Responsible Person / Title	Alexandra Pierce, Deputy County Executive Officer Amber Phillips, Management Analyst III
Contact Person / Title	Alexandra Pierce, Deputy County Executive Officer Amber Phillips, Management Analyst III
Address	2222 M Street Merced CA 95348
Email / Phone	Alexandra.Pierce@countyofmerced.com , 209-385-7637 Amber.Phillips@countyofmerced.com , 209-385-7637

Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Below are listed the strategies contained within the Strategic Plan as well as the goal and objectives stated by the Implementation Plan. The information contained in both plans have the similar overall goal of identifying and reaching the hard to count individuals and families in our County, thereby improving our overall response rate.

Outreach Plan:

- Strategy 1 - Identify Target Populations by location throughout Merced County
- Strategy 2 - Identify interested stakeholders and available resources throughout the County and our communities
- Strategy 3 - Target and coordinate outreach through existing events, identified populations, and locations
- Strategy 4 - Identify Partnerships with organizations in key areas for Trusted Messengers

Implementation Plan:

- Goal: Ensure that HTC individuals are counted in the 2020 Census
- Objectives:
 - 1) Identify HTC areas and provide coordinated outreach through print materials and trusted messengers in existing community events.

Due Date: November 16, 2020

- (2). Educate HTC populations about the importance of responding to the Census through events scheduled in HTC areas specifically tailored to provide Census information in a culturally sensitive manner.
- (3). Coordinate partnerships among interested organizations to ensure broad outreach coverage of HTC communities.
- (4). Utilize contract with United Way as the primary coordinator of outreach activities in HTC areas.

The strategies, goal and the objectives listed above remained the same in concept, however the manner in which these concepts were implemented had to be changed. The County continued identifying HTC communities, coordinating outreach, educating populations and fostering partnerships among stakeholders; however the overall implementation of activities for those objectives were adapted to social distancing rules due to COVID-19.

One of the largest efforts the County had planned on implementing was a comprehensive network of QAC's that were to be located at each branch library in each community throughout the County. Those facilities are well known and highly utilized locations and would have had a wide reach within HTC neighborhoods. Due to COVID, those plans had to be changed. The County adjusted to a no-contact strategy, developing an informational website, a phone-banking operation, and later a no-contact literature drop instead of the in-person QACs. Other implementation strategies used to implement the goal and objectives were able to remain the same, including the media campaigns, social media outreach, and mailers.

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

The County's operations were guided primarily through internal staff members overseeing the County contract, and a Complete County Committee formed through County Departments, local government agencies, and community based organizations. A primary subcontract through United Way of Merced County provided a main Outreach Coordinator for activities. This structure was very successful in providing ideas and opportunities for outreach and messaging, and support for activities.

The Merced County Complete Count Committee was formed early on in the project – during the Spring of 2019, and provided wide-ranging and varied participation throughout the life of the project. Early in the Committee's operation, time was spent identifying the services provided by partner agencies as well as upcoming community events these agencies were aware of and participate in. This resource inventory was one of the first activities of the Committee and provided a plan for Census messaging

though booths and tables at identified events, which continued through the timeline of the Census 2020 project. Implementation of these activities began even as the County was still developing the Strategic Plan for the State. Participation throughout the project varied widely, however there was a core group of agencies and individuals who remained very involved and active throughout the life of the project.

Overall, the Merced County CCC has been an effective sounding board to test ideas, identify and participate with continually evolving messaging opportunities, and seek staff support for activity. The coordination among County staff, agencies within the CCC and the Outreach Coordinator and team within the United Way was essential in the County's ability to react quickly to the changes necessitated by the COVID-19 crisis. Almost all primary outreach plans had to change to adjust for shelter-in place and no in-person contact rules. Support garnered from participating agencies allowed Census outreach and messaging to continue to find its way to the communities, despite the limitations faced with through COVID. As the United Way and partner agencies were providing information and resources about COVID, they were able to continuously include Census 2020 information with their messaging. That in itself became an outreach strategy, as the partners continued to identify current activities and volunteer for the provision of resources.

The agency partnerships and staff contacts fostered by the Merced County CCC have been extremely beneficial and are anticipated to be an ongoing source of strength and support for community education and outreach needs.

What hindered the operations?

COVID – 19 was the primary hindrance to operations in the County. Merced County has one of the hardest to county populations in the State, which presents its own challenges to outreach under even the best of circumstances. Many of our communities have limited broadband service, and so may not receive internet or social media information, which had to be heavily relied upon in an environment which limited personal contact. These same populations often have language barriers, are migrants, low income, and often look to key individuals within their communities for important information. A major strategy for Census 2020 outreach was to be the use of Trusted Messengers in these communities to parlay important information regarding the Census and why it is necessary. Because of the cessation of in-person activities, agencies normally providing events and resources through contacts with key people was very limited, and reliance on phone, internet, radio, TV and hard copy mailings and literature was a necessary substitute. Without feedback from person to person outreach, it can be difficult to gauge the effectiveness of the message.

In addition, the COVID-19 crisis increased the workload and in many cases changed the work duties of County staff as well as partner agency staff, which at times decreased participation in meetings. Meetings were changed to conference calls, and as time went on and shelter in place was replaced by social distancing, in person attendance was made optional. We did see an overall decrease in participation among various agencies, as COVID had to take a priority in some cases. There did

however remain a very strong core group of agencies and staff that continued to participate despite the difficulties. This core group was vital in continuing the work and adapting the message of Census to the COVID environment.

Contracted partner's outreach

What outreach tactics worked well?

Before the COVID crisis, in person events identified through the Merced County CCC worked very well to reach specific communities. Partner agencies identified and staffed tables at booths at events such as community health fairs and festivals, making personal contact and handing out Census 2020 informational flyers to community members enjoying the overall event. Another tactic that had worked very well were the Census and Supper events specifically tailored to demographic groups and were designed for Census 2020 education. These were educational events that presented information on the importance of the Census as well as provided food and materials in the primary languages of the targeted demographic groups. During the event, County residents would first eat and socialize to build community. After that, the United Way's Outreach Coordinator alongside federal Census staff would lead the presentation with an interaction activity to follow. The United Way of Merced County conducted these events in conjunction with several other local organization such as Migrant Education, Cultiva La Salud and Gateway Adult Education to name a few. These partner organizations were the local host in some of the events and assisted with staff support and materials. Opportunities for feedback during the Census and Supper events were provided, and one of the highlights was when participants wanted to have a follow up event after surveys had gone out, so that they would be able to ask follow up questions in person and have further dialogue. These in person events were scheduled and implemented, with additional events in planning just before COVID-19 hit. In all there were 6 Census and Supper that took place with 3 scheduled and cancelled (due to COVID-19) and more in planning. Feedback received by United Way through questions asked of participants was positive, with participants appreciating the food, and information presented in their language utilizing key messengers from their community.

Other tactics that were part of the original strategies and were able to be carried on through the COVID-19 pandemic was the development of a Merced County Census 2020 website (youcountmerced.com) and the creation of original Census 2020 flyers in the 5 required languages which included English, Spanish, Punjabi, Hmong and Portuguese. These flyers were handed out early on through trusted messengers at in-person community events, and later were made available on the website and circulated through social media posts. The Merced County Human Services Agency was a key partner in the Merced County CCC, and provided assistance in the development, translation and printing of the flyers. Translation of the languages was a group effort through teams in the County, Human Services Agency and the United Way of Merced County.

As outreach continued through the end of 2019 and into early 2020, in person community events that included Census 2020 outreach and Census and Supper

events were continuing to be scheduled. As COVID hit in the Spring of 2020, the County had to re-evaluate its tactics in order to appropriately respond to the pandemic, protect public safety, and continue to get the Census 2020 message into the community.

A key part of The County's outreach plan was in-person QACs located at branch libraries throughout hard-to-count communities. The County had contracted with ResCare, and the County Department of Workforce Investment for the staffing of QACs anticipating that in-person QACs would open in late Spring of 2020. This contract remained in place even though the scope had to be adjusted due to shelter in place orders. In keeping with what we saw happening throughout the State at this time, the County changed course and utilized the contract to develop a phone-banking operation. The County utilized equipment already purchased for QAC use and used the State- provided PDI application for access to phone lists and activity tracking. The availability of the PDI app was critical in the quick implementation of this new strategy, and worked well overall in helping to keep track of staff progress and This activity began and was completed during the summer of 2020. United Way aided in this task by coordinating phone-bank operations, Training, App Support and data tracking. Along with this they also added two phone bankers) to supplement their QAC. Although in person QACs were cancelled at Branch Libraries, United Way was able to utilize their phone bankers and other existing staff to answer phone calls coming in on the phone line listed on youcountmerced.com for Census 2020 questions. During the phone banking operation, both ResCare and United Way staff highlighted the positive reception callers received from folks that enjoyed the reminder to take part in the census. As a compliment to this work, Data related to the phone banking operation is listed in Attachment C.

Also during the Spring of 2020 as COVID began to change operations, the County implemented its media campaign, which included contracts with local radio and TV outlets to expand reach to targeted groups. Merced County contracted with Merced Radio to run radio ads and an interview about the Census on its major radio stations which included all their highest rated stations as well as their Spanish speaking station LOBO. The campaign scope and schedule with Merced Radio is included in Attachment C. The County also contracted with Univision as part part of their comprehensive media campaign for Census 2020. Activities for Univision are included in Attachment C. The County also worked with Punjabi Radio to develop radio advertisements in the Punjabi language to run on their radio station for a total of two months.

Throughout the life of the project the County was able to circulate Census 2020 messaging and materials in the required languages through its social media platforms. Flyers with Census information in all five of the required languages as well as updates regarding timeframes were routinely circulated on the County's Facebook page, as well as United Way's Instagram and the youcountmerced.com website.

In June of 2020, Merced County agreed to sponsor a segment of the Juneteenth Celebration, which was produced by ONME Network/African-American Historical

and Cultural Museum. This event was a four hour live online broadcast. During the virtual event, County-approved Census 2020 messaging with digital ads rotating according to the approved schedule during virtual events. The approved scope of the sponsored segment is included in Attachment D.

Throughout the summer of 2020, United Way of Merced County continued through their phone banking operation, and then began a no contact literature drop in late August at homes in hard-to count communities. For 26 days a team of 5 canvassers left information on doors in HTC communities focusing on houses that were not reached by phone. The United Way utilized the PDI app to track homes and communities in need of information. To make the most of this opportunity, United way concentrated on highly dense communities throughout the county.

What hindered the outreach?

The COVID Pandemic presented some real challenges to the overall operations and implementation of the County's outreach plans and activities. Early central strategies included participation at local in-person community events and celebration, as well as Census and Supper events geared toward specific hard to count populations. These strategies had been very well received and successful, and so caused some difficulty in determining new methods of reaching people who may have other barriers (such as broadband) to receiving important information. When changing to a more virtual environment for information sharing – the concern over internet access becomes critical. In order to be sure to reach hard to count communities, the County understood that we would need implement a variety of tactics that included more than just online or virtual strategies. We utilized phone-banking, to attempt to reach people individually by phone, through mailers, through information included in resource and food boxes handed out in response to the pandemic, and through a no-contact literature drop campaign.

- 3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

All of the unanticipated challenges experiences originated from the limitations imposed from COVID-19. Though the number of HTC households in Merced County is a challenge in and of itself, the shelter in place orders and social distancing limited in-person activities and caused the County to have to abandon its central strategy of hiring staff and operating 13 QACs at branch libraries throughout the County. This impacts our HTC communities as many households rely on key individuals or familiar trusted groups to receive information.

In changing these strategies, the County moved to more virtual platforms, and other no-contact strategies. Through phone banking overall was successful, there were challenges in creating and implementing the overall strategy. Contracts for staffing had to be changed reflect the change in activity, and staff on hand had adjust from what they had already been trained to a new format. Equipment was originally purchased for in-person contact and had to be adjusted for the PDI application.

Though this worked well in the end, these changes created delays in the deployment of Census outreach, and the inability of the staffing contract to realize its full expenditure expectation.

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The final 2020 Self Response Rate for Merced County was 66.8. The final 2010 response rate for the County was 63.8. We are pleased to see that the rate was exceeded by a full 3%. The overall partner coordination and assistance definitively contributed to the successful increase in response rates in Merced County. Even throughout the challenges of COVID-19, staff was able to quickly adapt to the changing standards and appropriately adjust activities utilizing the existing skill sets and resources made available through partners in the CCC. The strong cooperation and participation among the partner agencies allowed the County to continually get the message out, despite challenges and delays resulting from COVID. Merced County is almost entirely Hard to Count, and so we anticipate that almost the full amount of that increase is within those HTC households (though that data is not released by the Census Bureau).

- 5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The primary process of our partnership coordination was a combination of input and efforts through the Merced County Complete Count Committee as well as through contracted partners, including the United Way and the Merced County Department of Workforce Investment/ResCare, and various multi-media platforms.

Establishing a diverse local Complete Count Committee which reflected our community was an important element to the success of our strategic planning and ultimately effective outreach throughout Merced County, with a focus on our hard-to-count populations. Our local Merced County Complete Count Committee (MCCCC) had representation from over 30 different organizations, including from the federal, state, and local jurisdictions. Our local MCCCC included representation from throughout our County, including the various cities and unincorporated communities, County departments, non-profits/community organizations, early, primary, and higher education, healthcare, behavioral health, agriculture, and housing. In addition, committee representation included advocates and providers serving children, families, older adults, migrant farmworkers, individuals with disabilities, and individuals whose primary language is not English.

The MCCCC served as the primary vehicle to gather input on the strategic and implementation plans. In addition, meetings served as an avenue to share information about Census, including updates from the state and federal level and on

the current status of local outreach activities, upcoming events, and resources, as well as opportunity to gather feedback on what is working well and where modifications or adjustments needed to be made. An email listserv for the group was also created to communicate with committee members between meetings.

Merced County contracted with the United Way of Merced County to coordinate and provide outreach to the hard-to-count populations. The United Way hired an Outreach Coordinator who served as their lead staff member to conduct education and outreach and coordinate with Merced County staff assigned to this project. Outreach activities included presentations, attending local events and hosting informational booths, distribution of educational materials, multi-media advertisements, coordinating a phone banking operations, hosting a Questionnaire Assistance Center, hosting a local Census information phone line, participating in Census caravans, and contactless canvassing. The United Way staff were an instrumental part of the MCCCC and were involved in all aspects of Merced County Census outreach activities. Additional United Way staff were hired to conduct phone banking and contactless canvassing. Due to COVID-19 safety mandates and stay at home orders in effect during the project period, the United Way's original outreach plans had to be modified to virtual, telephonic and contactless activities to meet safety requirements. The United Way's expertise in various contactless modalities including multi-media marketing, phone banking, canvassing, and partnering with other efforts within the community, successfully facilitated advancing outreach activities to educate and motivate our hard-to-count populations to complete the Census amid a global pandemic.

As most of Merced County was considered hard-to-count, our outreach strategies offered a wide range of opportunities to share information to our diverse community. Strategies included a broad partnership base of trusted messengers providing a consistent and universal message in our 5 accessible languages (English, Spanish, Hmong, Punjabi, and Portuguese) in person, over the phone, on-line, on television and radio, and through social media. Our outreach focused on meeting people where they were at, in forums they were most comfortable with, and with materials they could relate to and understand.

Our partnership coordination and outreach resulted in an overall increase in self-response rates within Merced County than the previous Census in 2010. Even amid a pandemic, uncertainty around the completion timeline, and apprehension from some of our hard-to-count populations due to distrust of government, Merced County saw a 3% increase in self-response rates for the 2020 Census.

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

Merced County Complete County Committee

Merced County Board of Supervisors (Represented by Supervisor Lee Lor):
Provided leadership; participated in Census outreach videos for social media;
distributed educational materials and information

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Merced County Executive Office (Project leads)

United Way of Merced County (Contracted partner; Outreach Coordination): As noted above, provided a wide range of in-person, virtual, telephonic, and contactless outreach and leadership; hosted QAC site; coordinated phone banking operation; contactless canvassing; multi-media advertisements; provided language support; hosted Census enumeration recruitment event in partnership with UCSB; hosted TINSL site for unsheltered homeless enumeration for the UCSB

Merced County Library: Provided staffing for phone banking and informational hotline; pre-COVID-19 scheduled to host various Questionnaire Assistance Centers; distributed educational materials; posted lawn signs; hosted virtual Census Storytime

Aspiranet

Cities: Atwater, Merced, Los Banos: shared educational materials

Merced County Human Services Agency: conducted various in-person outreach through educational booths at community events; hosted Census enumeration recruitment events in partnership with UCSB; shared educational materials; distributed lawn signs; sent mass mailing; filmed/produced Census outreach videos in 5 languages; shared social media posts; translation/interpreting/bilingual staffing support; flyer/outreach document development

Merced County Area Agency on Aging

Merced County Veterans Services Office: Shared educational materials; social media messaging

Merced County Behavioral Health and Recovery Services: conducted in-person outreach through educational booths at community events

Merced County Public Health: conducted various in-person outreach through educational booths at community events

Merced County First Five: shared educational materials

Project Race

Center of Vision Enhancement (COVE): distributed information; trained staff to address questions; pre-COVID-19 designated QAC

Merced County Community Action Agency: hosted Census enumeration recruitment event in partnership with UCSB; shared educational materials

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Merced County Department of Workforce Investment/ResCare: Provided administrative support to phone banking operation; hosted Census enumeration recruitment event in partnership with UCSB; shared educational materials; developed and administered local Census informational/resource website in 5 languages; translation/interpreting/bilingual staffing support

Golden Valley Health Centers: Shared educational materials; included information in various outreach events/activities

Merced County Association of Governments: Shared information on public transportation digital displays

Merced County Office of Education: Through a contract, provided training curriculum and training for our QAC staff and partners.

Gateway Adult Education Network: Shared educational materials; included Census information in widely distributed program of classes; participated in television interviews, coordinated Census caravan, distributed lawn signs

Migrant Education: hosted/participated in various Census and Supper outreach events, shared educational materials

Merced College: shared educational materials, hosted various events offering Census information

UC Merced: hosted various events offering educational/informational booths

The Housing Authority of Merced County

Social Security Administration

California Complete Count Census 2020 Office: Provided updates and shared information, provided technical assistance, connected MCCCC with local, regional, and statewide partners

United States Census Bureau (USCB): Provided federal updates and shared information, provided presentations, coordinated Census caravans, distributed educational materials and SWAG

California State Senator Anna Caballero: Shared information, distributed lawn signs, social media outreach

Contracted Partners:

United Way of Merced County (see above)

Merced County Office of Education: Created a curriculum and provided in person and virtual training to perspective QAC staff and partners.

Department of Workforce Investment/ResCare (MOU) (see above): provided administration and staffing for phone banking operation; pre-COVID-19 was to provide administration and staffing for QACs

Radio Merced: English and Spanish outreach on various local radio stations and digital platforms

Univision: Spanish outreach on various local television, radio, and digital platforms
Punjabi Radio: Punjabi outreach on local radio station
ONME Network/African-American Historical & Cultural Museum of the San Joaquin Valley: Outreach to African American community through virtual event

Coordinated with Regional ACBO partners, Faith in the Valley and CNC Education Fund, to share information, outreach focus, and activities.

- 7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

Merced County provided accessible and in-language outreach activities in various ways, including through representation on the MCCCC. The United Way of Merced County provided language support through bilingual staffing as well as interpreter and translation services as requested. The Merced County Human Services Agency and the Merced County Department of Workforce Investment also provided language support through bilingual staffing, as well as interpreter and translation services. Through the support of these partners, our outreach efforts included multi-lingual capacity, including language support for Census and Suppers, informational booths, the phone banking operation and informational phone line. In addition, we developed outreach fliers in English, Spanish, Punjabi, Portuguese, and Hmong. We also developed a Census video in all five of our accessibility languages and developed a local Census resource website with language support for each of these languages. Each one of these mediums provided necessary information about the purpose of the Census, how to complete the Census, confidentiality around the Census, and other available resources.

In addition, Merced County focused sub-contracting efforts on broadening our ability to reach non-English speaking and limit English speaking individuals in our community. Merced County contracted with Radio Merced to provide outreach over the radio and online in English and Spanish. We also contracted with Univision to provide outreach in Spanish through television, radio, and digital markets. We also contracted with Punjabi Radio to provide radio outreach in Punjabi. As noted above, the United Way utilized Census and Supper events to provide accessible and in-language outreach activities. One of the first Census and Suppers, conducted in December 2019, was provided to various leaders in the Hmong/South East Asian community within Merced County. This event was provided in Hmong, and the United Way received positive feedback from participants who asked for another event to occur during the self-response period to include a wider audience within their community.

Through our MCCCC, Merced County engaged the Center for Vision Enhancement (COVE), Resources for Independence Central Valley, Merced County Human Services Agency, Social Security Administration, and Gateway Adult Education Network to assist with providing assessible outreach to community members with disabilities. Through the MCCCC, we were able to distribute information, educational materials, resources, and outreach opportunities. Prior to the COVID-19 pandemic,

we partnered with COVE as a designated QAC site. We provided information, resources, and training to COVE staff to assist with these efforts. Through staffing and available technology at the COVE office, individuals with blindness or visual impairment would receive assistance. Due to COVID-19 and stay-at-home orders, our outreach plan changed from in-person QACs to phone, virtual, and contactless offerings.

In order to ensure the greatest level of accessibility, we provided outreach in various platforms including in-person, online, over the phone, on the radio, on television, and through social media, print materials, and mailings.

- 8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Prior to the COVID-19 pandemic, a key outreach activity by the United Way was hosting various Census and Supper events. These events provided an educational presentation, time for discussion and questions, and meal for participants. The focus of these events was on hard-to-count populations delivered by trusted messengers within the community's location of choice. In January and February 2020, the United Way was able to conduct several Census and Supper events with the Migrant Education Program, which focused on providing outreach and education to the staff from this program. The thought behind the approach was that in training the staff and addressing their concerns and those that they had heard in the community, they would be better equipped to conduct outreach efforts through their daily work, thus amplifying the reach. These events were very well received, and the impact was immediate. Participants appreciated the smaller settings and the ability to hear the information and ask questions. Participants shared that they felt more comfortable with sharing the information and felt knowledgeable to answer questions that community members may have.

- 9) Please add any suggestions for the 2030 Census efforts, including timelines.

Based on our experience, for 2030 Census efforts, we suggest the following:

- Pre-established timelines, policies and procedures, guidance, materials, and expectations from the State. Through this process, the scope of work within our contract with the State did not provide much detail. Rather, the process, guidelines, and expectations developed over time, and often behind our process at the County level. As an example, we had already contracted with the United Way which included Census and Supper events, and several months later, the State issued guidance on food purchases. This also occurred with our SWAG purchases.

- Shared/coordinated timelines with other State partners. Early established and structured coordination of communication among partners in the same County/region/etc.

- Host workshops/partnership forums earlier in process.
- Start outreach period at least 2 years before start of next Census.
- Provide universal outreach toolkit from the beginning of contract period.
- Better accessibility/increase user friendliness/ability to search on Partner Portal.
- More streamlined communication from State. There seemed to be various listservs but communication was not consistent to the point of contacts for County. Some information would come to both contacts, some would only come to one of us, and some neither contact received at all.
- Keep Regional Coordinator positions. Both of the Regional Coordinators assigned to Merced County were knowledgeable, accessible, and excellent to work with.
- Streamline the number of partner phone calls. At one point, there were multiple a week, with statewide, regional and media partners. The information sharing was great, but was overwhelming in the number of calls scheduled.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities – Yes, Attachment A
- b) Updated list of subcontractors – Yes, Attachment B
- c) Evaluations or analytical reports, if any. Yes, Attachment C
 - 2020 Census Outreach Data Summary
 - Phone Banking PDI Report
 - Literature Drop Canvassing PDI Report
 - Radio Merced Schedule
 - April 2020 Radio Merced digital report
 - Census 2020 Univision
 - Univision Final Report Recap
 - HSA Mailer Report
- d) Sample products* Yes, Attachment D
 - Census Information Phone Line Sample Scripts
 - Census 2020 Flyer English
 - Census 2020 Flyer English
 - Census 2020 flyer Punjabi
 - Census 2020 poster English 11x17
 - Census 2020 poster Hmong White 11x17
 - Census 2020 flyer Portuguese

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- Census 2020 flyer Portuguese
- Census 2020 poster Hmong White 17x11
- Census 2020 poster 11x17 Portuguese
- Census 2020 flyer Punjabi
- Census 2020 flyer Spanish
- Census 2020 flyer Spanish
- Census 2020 poster Portuguese 17x11
- Census 2020 flyer Punjabi
- Census 2020 flyer Spanish
- Lawn Sign Proofs: English, Spanish, Portuguese, Punjabi, Hmong White
- Merced County Office of Education (MCOE) QAC Training Plan and Schedule
- MCOE YouTube Training Video (pathway)
- Merced County Video Script
- QAC Daily Visitor Interaction Log
- Census PDI App Guide (for phone bankers)
- Social Media Digital Ad
- Univision Website – Census 2020 Advertising
- ONME Juneteenth Event – African American Historical and Cultural Museum Segment Sponsorship
- 2020 Jazz and Blues Itinerary for Juneteenth Event
- 2020 Census Resources information: phone lines, language and video guides, Helpful Information
- Merced County Video Spot Script
- Merced County Executive Office and Department of Workforce Investment MOU Scope of Services
- Census Lawn Sign photo
- YouCountMerced.com (English, Hmong, Portuguese, Punjabi, Spanish)

**Videos and Audio files are attached separately.

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County United Way	MSSLP Conference	UC Merced 5200 Lake Rd	Merced	95343	4	060470025002, 060470018011, 060470019011, 060470010021	11/16/2019	11/16/2019	One time	LAT, LB,	N/A	English, Spanish	n/a	47	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Newsletter/Utility inserts/other print	Merced County United Way	Turkey Dinner Distribution	Merced County various	various	various	4	various	11/21/2019	11/21/2019	One time	LAT, AA, API, CH, LEP, LB	N/A	English, Spanish	Hmong, Portuguese, Punjabi	200	\$0	\$	-	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Presentation/Speaking Engagement	Merced County United Way	PIQE General Meeting	9167 Stanford Ave	Planada	95365	4	060470019012, 06047001914, 060470019011, 060470019013	1/28/2020	1/28/2020	One time	LAT, LB, FW, IR	N/A	English, Spanish	n/a	13	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Other	Merced County United Way	Cultivators of Change Dinner	900 Martin Luther King Jr. Way	Merced	95341	4	060470016012, 060470016011, 060470016021, 060470016022, 060470015032, 060470015022, 060470016013, 060470017003, 060470013023, 060470014012	1/30/2020	1/30/2020	One time	LAT, LB, FW, IR, AA, LEP, API	N/A	English, Spanish	Hmong, Portuguese, Punjabi	350	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Presentation/Speaking Engagement	Merced County United Way	Migrant Ed Leadership Meeting	632 W. 13th St	Merced	95341	4	060470015021, 060470015031, 06047000015022, 060470015033, 060470015032, 060470016012, 060470016013, 060470016022, 060470016021, 060470016011, 060470015031	2/3/2020	2/3/2020	One time	LAT, LB, FW, IR	N/A	English, Spanish	n/a	21	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County United Way	Volunteer Income Tax Assistance	531 W Main Street	Merced	95340	4	060470015021, 060470015031, 06047000015022, 060470015033, 060470015032, 060470016012, 060470016013, 060470016022, 060470016021, 060470016011, 060470015031	2/15/2020	2/15/2020	One time	LAT, LB, FW, IR, AA, LEP, API	N/A	English, Spanish	Hmong, Portuguese, Punjabi	27	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Presentation/Speaking Engagement	Merced County United Way	Atwater Cultiva La Salud	1800 N Buhach Rd	Atwater	95301	4	060470009023, 060470007022, 060470009021, 060470007023, 060470009013, 06047000305, 06047000601, 06047000702	2/27/2020	2/27/2020	One time	LAT, LB, FW, IR	N/A	English, Spanish	n/a	16	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Presentation/Speaking Engagement	Merced County United Way	Santa Nella Community Group	13500 Luis Ave	Gustine	95322	4	60470021003	3/3/2020	3/3/2020	One time	LAT, LB, FW, IR	N/A	English, Spanish	n/a	21	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings;
Presentation/Speaking Engagement	Merced County United Way	Deplerta Valle Central	601 W. Univision Plaza	Fresno	93704	4	various	3/5/2020	3/5/2020	One time	LAT, LB, FW, IR	N/A	English, Spanish	n/a	TBD	\$	-	\$	-	This is part of the overall United Way contract with Merced County; United Way participates in a variety of presentations and existing meetings; United Way staff will be assisting/participating in Merced County's media contracts; This was a panel interview for Univision morning show
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County United Way	Picnic at the Park	1055 W. I Street	Los Banos	93635	4	060470022013, 060470022014, 060470022015, 060470022012, 060470022011, 060470022024, 060470022023, 060470022022, 060470023022, 060470023024, 060470023011, 060470023012	3/14/2020	3/14/2020	One time	LAT, LB, FW, IR, AA, LEP, API, CH	N/A	English, Spanish	Hmong, Portuguese, Punjabi	TBD	\$	-	\$	-	Participation in event hosted by the City of Los Banos. This event was CANCELED due to COVID 19
Presentation/Speaking Engagement	Merced County CCC	Dos Palos Career and College Fair	1701 E. Blossom Ave	Dos Palos	93620	4	060470024011, 060470024021, 060470024023, 060470024024, 060470024022, 06047002401	3/6/2020	3/6/2020	One time	LAT, LB, FW, IR, AA, API	N/A	English, Spanish	n/a	700 youth	\$	-	\$	-	This is an existing event members of our CCC participate in. Census information in English and Spanish will be distributed.
Presentation/Speaking Engagement	United Way of Merced County	Diversability Hiring Event (Conference)		Merced County		4	various	3/10/2020	3/10/2020	One time	LAT, DIS, AA, OTH	N/A	English, Spanish							
Other	United Way of Merced County	Home-Bound Grocery Bags	various	Merced County		4	various	March	April	Other	LAT, AA, LB, API, CH, FW, HIF, LEP, IR, LGBTQ, OTH, Low income	N/A	English, Spanish, Hmong, Portuguese, Punjabi		700				This activity represented a change from the original scope. Due to COVID 19, we were no longer able to provide or participate in in person events. The United Way utilized funding earmarked for Census and Supper to provide flyers and Census information materials with grocery bags delivered to people and family in need in their homes.	
Phone banking	Merced County/ResCare/United Way	Phone Banking	various	various	various	4	various	5/28/2020	7/1/2020	Daily	Targeted HTC low income, low response rate areas	N/A	English, Spanish						*Final cost through Rescare was \$32,116.16	
Canvassing	United Way of Merced County	No Contact Literature Drop	various	various	various	4	various	8/31/2020	10/15/2020	Daily	Targeted HTC low income, low response rate areas	N/A	English, Spanish							

Advertising (TV, Radio, Newspaper, etc.)	Merced County	Census Videos	2222 M Street	merced	95340	4	various				Targeted HTC low income, low response rate areas	N/A	English, Spanish				This was for Digital, Social Media circulation	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	National Night Out community event/flyers	5th and J Street	Los Banos	93635	4	060470022013, 060470022014, 060470022015, 060470022012, 060470022011, 060470022024, 060470022023, 060470022022	8/6/2019	8/6/2019	One time	LAT, AA, LB	N/A	English, Spanish		In-Kind	#VALUE!		
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC/United Way	Kids Day Event	2100 O St	Merced	95340	4	060470013012, 060470013013, 060470013022, 06047003011,	8/9/2019	8/9/2019	One time	LAT, API, AA, CH, LEP, LB	Education K-12	English, Spanish	Portuguese, Punjabi, Hmong	957	\$	-	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Welcome Week Merced College community event/flyers	3600 M St Merced	Merced	95348	4	0604700010024, 06047000, 10041, 0604700011011, 060470010023	8/12/2019	8/14/2019	Daily	LAT, API	Higher Education	English, Spanish		In-Kind	#VALUE!		
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC/United Way	Employee Health and Safety Fair at Foster Farms	1000 Davis St	Livingston	95334	4	60470003011	8/14/2019	8/14/2019	One time	LEP, LAT	N/A	English, Spanish	Punjabi	391	\$	-	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC, United Way	Walk Audit - Community Event/ Flyers	9167 Stanford Ave	Planada	95635	4	060470019011, 060470019014, 060470019013, 060470019012	8/20/2019	8/20/2019	One time	LAT, LEP, LB, IR	N/A	English, Spanish		18	In-Kind	#VALUE!	
Presentation/Speaking Engagement	Merced County United Way	Cultiva La Salud - Mujeres Ponderosas	645 7th Street	Los Banos	93635	4	060470022011, 060470022012, 060470022013	8/22/2019	8/22/2019	One time	LAT, LEP	N/A	English, Spanish		21	\$	-	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Lives Well Lived Film Screening	Main Street	Merced	95340	4	060470013012, 060470013021, 060470013022, 060470013013, 060470013023, 060470015021, 060470015022, 060470015031, 060470016012, 060470015033, 060470016011, 060470014011, 060470016022	8/23/2019	8/23/2019	One time	LAT, API, LB, LEP, IR, SEN	Entertainment	English, Spanish,		160	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Merced College Transfer Day/College Night	3600 M Street	Merced	95348	4	0604700010024, 06047000, 10041, 0604700011011, 060470010023	8/29/2019	8/29/2019	One time	LAT, API	Higher Education	English, Spanish		285	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Our Lady of Miracles Celebration Community Event/flyers	Cedar Avenue	Gustine	95322	4	6047002000	9/7/2019	9/8/2019	One time	LAT, LB	N/A	English, Spanish	Portuguese, Punjabi		In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Sacred Heart Health Fair	519 W 12th St	Merced	95340	4	060470016013, 060470015022, 060470016012, 060470013023, 060470013013	9/8/2019	9/8/2019	One time	LAT, LEP, AA	Health	English, Spanish		64	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Delhi School Health Fair Community Event/flyers	116881 Schendel Ave	Delhi	95315	4	060470002011, 060470002034, 060470002032, 060470002033, 060470002031, 060470002035,	9/8/2019	9/8/2019	One time	FW, LAT, LB	Health	English, Spanish	Portuguese, Punjabi	50	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC/United Way	Sober Fest	21st Street and N Street	Merced	95340	4	060470015033, 060470016012, 060470015022, 060470015032, 060470015021, 060470015031, 060470016013, 060470013013, 060470013023	9/10/2019	9/10/2019	One time	LAT, AA, LB, API, CH	N/A	English, Spanish	Portuguese, Punjabi, Hmong		#DIV/0!		
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Merced Family Fun Fair	1045 W 25th St	Merced	95340	4	060470013011,	9/14/2019	9/14/2019	One time	LAT, AA, LB, API, CH	Education K-12	English, Spanish	Portuguese, Punjabi, Hmong	108	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Cotton Festival Community Event/flyers	Center Ave & Lorraine Street	Dos Palos	93620	4	06047002402, 06047002401, 06047002100	9/12/2019	9/15/2019	One time	LAT, FW, CH, LEP, LB	N/A	English, Spanish		150	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC/U.S. Census Bureau	Mexican Independence Day	Main Street	Merced	95340	4	various	9/15/2019	9/15/2019	One time	LAT, LB, LEP, CH	N/A	English, Spanish		100	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Sweet Potato Festival Community Event/flyers	2600 Walnut Ave	Livingston	95334	4	06047000304, 06047000301	9/20/2019	9/22/2019	Daily	LAT, API, LEP, LB	N/A	English, Spanish	Portuguese, Punjabi	150	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Salute To Seniors - Community Event/flyers	645 7th Street	Los Banos	93635	4	060470022013, 060470022014, 060470022015, 060470022012, 060470022011, 060470022024, 060470022023, 060470022022,	9/27/2019	9/27/2019	One time	LAT, AA, LB	N/A	English, Spanish	Portuguese, Punjabi		In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Veterans Stand-Down and Resource Fair	1900 Airldrome Entry - Castle	Atwater	95301	4	060470005031, 060470006034, 060470006035, 060470006033, 060470008011	10/4/2019	10/4/2019	One time	LAT, API, AA, CH, VET, LB	N/A	English, Spanish	Portuguese, Punjabi	14	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Tomato Festival Community Event/flyers	403 F Street	Los Banos	93635	4	060470022013, 060470022014, 060470022015, 060470022012, 060470022011, 060470022024, 060470022023, 060470022022,	10/12/2019	10/12/2019	One time	LAT, AA, LB	N/A	English, Spanish	Portuguese, Punjabi	50	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County United Way	NAACP Annual Dinner	755 W. 15th Street	Merced	95340	4	060470013013, 060470013023, 060470016013, 060470015022	10/12/2019	10/12/2019	One time	AA	N/A	English, Spanish		150	\$	-	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Merced County Employee Health Fair	301 E 13th Street	Merced	95340	4	060470016011, 060470016013, 060470016012, 060470013023,	10/16/2019	10/16/2019	One time	LAT, AA, API	Health	English, Spanish	Portuguese, Punjabi, Hmong		In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC/United Way	Think Pink Health Fair	3303 M Street	Merced	95348	4	060470010041, 060470010024, 060470010043, 060470010042, 060470011012	10/19/2019	10/19/2019	One time	LAT, API, AA, CH	Health	English, Spanish	Portuguese, Punjabi, Hmong		#DIV/0!		
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Merced College Diversity Festival	3600 M St Merced	Merced	95348	4	0604700010024, 06047000, 10041, 0604700011011, 060470010023	10/22/2019	10/22/2019	One time	LAT, API	Higher Education	English, Spanish	Portuguese, Punjabi, Hmong		In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Lights On After School	Main Street	Merced	95340	4	various	10/24/2019	10/24/2019	One time	LAT, AA, LB, API, CH	Education K-12	English, Spanish,	Portuguese, Punjabi, Hmong	136	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Red Ribbon Week	1045 W 25th St	Merced	95340	4	060470013011, 06047001301	10/26/2019	10/26/2019	One time	LAT, AA, LB, API, CH	Education K-12	English, Spanish	Portuguese, Punjabi, Hmong	77	In-Kind	#VALUE!	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC	Veterans Day Parade/flyers	6th and J Street	Los Banos	93635	4	060470022015, 060470022013	11/2/2019	11/2/2019	One time	LAT, AA, LB, API, CH	N/A	English, Spanish	Portuguese, Punjabi, Hmong	TBD	In-Kind	#VALUE!	

Converning/Workshop/Training	Merced County United Way	Supper & Census outreach event	531 W Main Street	Merced	95340	4	060470013012, 060470013021, 060470013022, 060470013013, 060470013023, 060470015021, 060470015022, 060470015031, 060470016012, 060470015033, 060470016011, 060470014011, 060470016022	11/7/2019	11/7/2019	One time	API, LB, LEP, IR, SEN	N/A	English, Spanish	Hmong	50	\$400.00	\$8.00	
Event booth/table (job/resource fairs, festivals, farmers markets, etc.)	Merced County CCC/ United Way	Veterans Day Parade/flyers	Main Street	Merced	95340	4	60470013013	11/11/2019	11/11/2019	One time	LAT, AA, CH, API, LB, LEP, IR, SEN	N/A	English, Spanish	Portuguese, Punjabi, Hmong	TBD	In-Kind	#VALUE!	

Contracted Partner Name	Subcontractor Name	Region	Address
Merced County	United Way of Merced County	4	531 W Main St, Merced CA 95340
Merced County	Merced County Department of Workforce Investment/Rescare	4	1205 W 18th St, Merced CA 95340
Merced County	Merced County Office of Education	4	632 W 13th St, Merced CA 95341
Merced County	Univision	4	601 West Univision Plaza, Fresno CA 93704
Merced County	Radio Merced / SMG Media Group		514 W 19th St, Merced CA 95340
Merced County	Punjabi Radio	4	3750 McKee Rd, San Jose CA 95127
Merced County	ONME Network/African American Historical and Cultural Museum of the San Joaquin Valley	4	1857 Fulton St, Fresno CA 93721

Expected Outcome	Amount
Outreach Coordination, throughout Census outreach project period, in-person events, tabling, Census and Supper events, presentations, interviews, coordinate and lead phone banking and literature drop canvassing efforts. (In-person events were pre-COVID 19).	\$150,000
Development and maintenance of youcountmerced.com website; hiring, coordination and supervision of phone bankers. (Originally intended to be QAC staffers before COVID 19)	\$85,000
Training sessions (in-person and 1 zoom) for QAC staffers (now phone bankers). Included development of materials	\$7,960
Census Outreach advertisement for Merced County on TV, Radio and Digital platforms. In person and recorded interviews for the morning show, RoadBlock Wednesdays for Merced County Census outreach digital and on-air mentions, social media	\$19,998
Census Outreach advertisement for Merced County. Local Radio stations advertisements and recorded interview. Digital advertisement and social media	\$24,720
Census Outreach advertisement for Merced County. Punjabi Radio station advertisement in Punjabi language.	\$4,800
Sponsorship Agreement for a segment of the Juneteenth virtual/live online broadcast celebration. Digital ads with Census information during segment and the African American Graduate Salute segment	\$400

2020 Census Outreach Data Summary

United Way of Merced County

Census and Supper					
Date	Event	Location	# of attendees	People in HH	Lang.
11/7/2019	Census and Supper	United Way of Merced County 531 W	24	N/A	Hmong
1/23/2020	Census and Supper Los Banos	Los Banos Community Center 645 7th	22	N/A	Span/ Eng
1/31/2020	Census and Lunch	MCOE 632 W. 13th Street Merced, CA	51	N/A	Span/ Eng
2/12/2020	M.A.S Census and Supper	Merced Adult School 50 E 20th Street	82	298	Span/ Eng
2/18/2020	Migrant Ed Census and Supper LB	Mercy Springs Elem. 1900 Mercey Sp	31	79	Spanish
2/31/2020	Census and Breakfast South Merced	United Way of Merced County 531 W	28	115	Spanish
		Total	238	492	

C&S Cancelled due to COVID

3/12/2020	Migrant Ed Census and Supper Planada	Planada Elementary 9525 Brodrick Ave	N/A	N/A	Spanish
3/18/2020	Migrant Ed Census and Supper City of	632 W. 13th Street Merced, CA 9534	N/A	N/A	Spanish
4/9/2020	Migrant Ed C&S Gustine	501 North Ave, Gustine, CA 95322	N/A	N/A	Spanish

Presentation/Tabling/ Print/Sponsor					
Date	Event	Location	People reached	Medium	Notes
11/6/2019	Healthy Food Resource Meeting	United Way of Merced County 531 W	21	Presentation	
11/14/2019	Cultiva La Salud General Meeting	Los Banos Community Center 645 7th	17	Presentation	
11/16/2019	MSSLP Conference	UC Merced	47	Tabling	
11/21/2019	Turkey Dinner distribution	Merced County	200	Info Lit.	Homes
1/28/2020	PIQE General Meeting	Planada Community Center 9167 Sta	13	Presentation	
1/30/2020	Cultivators of Change Dinner	Merced County Fairgrounds	350	Mix/Sponsor	
2/3/2020	Migrant Ed Leadership Meeting	MCOE 632 W. 13th Street Merced, CA	21	Presentation	
2/15/2020	Volunteer Income Tax Assistance	United Way of Merced County 531 W	27	Tabling	
2/27/2020	Atwater Cultiva La Salud	Buchach Colony 1800 N Buhach Rd, A	16	Presentation	
3/2/2020	Santa Nella Community Group	Romero Elementary 13500 Luis Ave,	21	Presentation	
3/5/2020	Depiarta Valle Central	Univision Fresno		Panel	
3/10/2020	Diversability Hiring Event	Merced County Fairgrounds	62	Tabling	
4/26/2020	PIQE/Cultiva General Meeting	Zoom	21	Presentation	
5/1/2020	Livingston Utility Bills	Livingston, California	3,500	Info Lit.	Homes

5/30/2020	South Merced Caravan	Merced, California	45	Info/ Swag	
7/22/2020	Livingston Caravan	Livingston, California	70	Info/ Swag	
8/8/2020	Le Grand/ El Nido Caravan	Le Grand, CA	32	Info/ Swag	
8/15/2020	Delhi/ Ballico-Cresey Caravan	Delhi, CA	50	Info/ Swag	
8/29/2020	Santa Nella/ Gustine Caravan	Santa Nella, CA	60	Info/ Swag	
9/5/2020	Dos Palos Caravan	Dos Palos, CA	50	Info/ Swag	
December	Merced Chamber C Newsletter	Merced County	4000	Print (Info)	
April-May	COVID-19 Food Boxes	Merced County	700	Info/ Swag	
Total			9323		

Phone Bank Campaign					
DATE	HOUSES	PEOPLE	BAD NUMBERS	STRONG YES	LEAN YES
5/18-6/30/20	39515	40130	8839	4884	837
		UNDECIDED	LEAN NO	STRONG NO	READY COMP
Total Days: 39		908	146	2142	1328

Literature Drop Campaign					
DATE	HOUSES	PEOPLE	NOT HOME	INACCESSIBLE	VACANT
8/31-10/15/20	21815	21819	29	655	21135
Total Days: 26					

Media Outreach						
Date	Event	Location	Units	Clicks	Notes	Agent
4/1-5/9/20	Radio PSA	Merced County	600	N/A	Airings	Radio Merced
4/1-5/9/20	Facebook PSA	Merced County	80,000	N/A	Impressions	Radio Merced
8/15-9/30/20	Radio PSA	Merced County	421	N/A	Airings	Radio Merced
8/15-9/30/20	Facebook PSA	Merced County	160,640	3,336	0.72% CTR	Radio Merced
8/15-9/30/20	Native Web Ads	Merced County	404,951	2,181	0.56% CTR	Radio Merced
8/15-9/30/20	Spotify	Merced County	317,696	314	Airings	Phoenix CC
8/15-9/30/20	Pandora	Merced County	222,451	183	Airings	Phoenix CC

Social Media						
Date	Summary post	Impressions:	Facebook	Twitter	Instagram	Total
11/5/2019	Community Member Quote		97	0	322	419

11/20/2019	Census 101: Confidential		127	0	286	413
11/27/2019	Census helps advocate Resources		94	0	278	372
12/3/2019	Census impacts health article		71	801	0	71
12/10/2019	Human Rights Day		83	484	211	778
12/13/2019	Friday 13 stay home complete census		78	427	241	746
12/18/2019	How the Census affect me?		87	313	236	636
1/1/2020	Happy New Years!		106	0	0	106
1/3/2020	Take Census Online		93	0	243	336
1/15/2020	Undocumented Moms		74	1239	218	1531
1/15/2020	Los Banos C&S Promo		168	0	312	480
1/21/2020	Census affects all children		90	0	205	295
1/27/2020	Take Census Online part 2		76	0	N/A	76
1/30/2020	Communities win with the Census		82	0	N/A	82
1/31/2020	Supports Healthy living		0	0	239	239
1/31/2020	Impacts Next ten Years		0	0	251	251
2/4/2020	Funds over 300 programs		0	0	255	255
2/6/2020	Heads of House Hold		75	162	0	237
2/7/2020	We Have your back			0	254	254
2/7/2020	World Cancer Day		81	0	0	81
2/11/2020	50 days until Census		156	178	207	541
2/13/2020	Funds Community Colleges		0	0	249	249
2/20/2020	More than a head Count		0	0	227	227
2/22/2020	\$2,000 per person per yr		0	0	259	259
2/22/2020	Representation in office		0	0	261	261
2/23/2020	Funds Our Parks		0	0	234	234
2/24/2020	M.A.S C&S Update		94		0	94
2/26/2020	Children 0-5		204		0	204
2/26/2020	Deserve a fair Count		0	0	232	232
2/28/2020	First Digital Census		0	0	246	246
2/29/2020	50 Reasons Why		0	0	210	210
3/1/2020	Funds Community Colleges		76	0	0	76
3/3/2020	California Counts		81	575	232	888
3/10/2020	Census Broadband access		271	302	0	573
3/15/2020	Census is Live!		208	211	0	419

3/19/2020	Census is texting		97	616	0	713
3/24/2020	Census is online		65	405	0	470
3/25/2020	More than a head Count		78	0	0	78
4/1/2020	Census Day!		214	0	334	548
4/6/2020	Census: Be Kind		120	263	395	778
4/13/2020	Census en Espanol		61	0	306	367
4/18/2020	Medical Benefits of Census		82	0	0	82
4/21/2020	Fill out Cnesus		60	0	0	60
4/21/2020	Everyone's health matter		0	114	328	442
4/21/2020	I Count		1,100	135	0	1,235
4/23/2020	COVID Census		85	113	225	423
4/27/2020	9 questions long		66	109	88	263
5/5/2020	Si se puede con el Censo		89	0	0	89
5/8/2020	Multi family homes		74	227	117	418
5/14/2020	Information is confidential		63	677	0	740
5/28/2020	Do something great!		77	474	0	551
6/11/2020	Stay Home, Do the Census		96	280	134	510
6/16/2020	Census 2020, no census question		118	214	124	456
6/24/2020	Census 2020: Pets not included		99	259	97	455
6/30/2020	#BeCounted video		62	0	0	62
6/30/2020	#BeCounted video spanish		0	118	0	118
7/8/2020	QAC Promotion (english)		92	144	760	996
7/8/2020	QAC Promotion (Spanish)		94	146		240
7/22/2020	Mas que un Conteo!		108	151	284	543
7/30/2020	Ocupas ayuda Completar el Censo?		171	216	447	834
8/5/2020	Help your Community		140		248	388
8/8/2020	Census Builds America		150	124	242	516
8/12/2020	Todos Contamos		130	147	195	472
8/19/2020	Stay Home, Do the Census		129	150	193	472
8/21/2020	Represent your Community		612		208	820
8/31/2020	Count yourself today!		642	175		817
			7546	9949	10633	27,327

Phone Bank

—	HOUSES	PEOPLE	NOT HOMI	INACCESSI	VACANT	DO NOT C	DECEASED	BAD NUMI	LEFT MESS
Daily Resul	39515	40130	143	0	0	0	8	6611	18768
5/18/2020	25	25	0	0	0	0	0	6	16
5/19/2020	259	259	0	0	0	0	0	105	92
5/20/2020	105	105	0	0	0	0	0	28	62
5/21/2020	141	141	0	0	0	0	0	39	53
5/26/2020	588	645	2	0	0	0	0	132	194
5/27/2020	548	570	60	0	0	0	0	89	147
5/28/2020	152	162	6	0	0	0	2	10	42
5/29/2020	867	892	4	0	0	0	2	202	255
5/30/2020	163	163	16	0	0	0	0	9	92
6/1/2020	1226	1240	15	0	0	0	0	216	525
6/2/2020	1192	1213	25	0	0	0	0	244	432
6/3/2020	1824	1852	10	0	0	0	1	333	682
6/4/2020	1662	1690	0	0	0	0	0	269	622
6/5/2020	2365	2408	0	0	0	0	0	425	1098
6/6/2020	741	747	0	0	0	0	0	104	364
6/7/2020	203	203	0	0	0	0	1	22	98
6/8/2020	2041	2070	0	0	0	0	0	318	891
6/9/2020	2273	2317	0	0	0	0	0	421	955
6/10/2020	1895	1917	0	0	0	0	0	365	905
6/11/2020	1567	1594	0	0	0	0	1	201	795
6/12/2020	2019	2061	2	0	0	0	0	367	993
6/13/2020	217	217	0	0	0	0	0	16	125
6/14/2020	59	59	0	0	0	0	0	0	34
6/15/2020	1788	1811	1	0	0	0	0	475	810
6/16/2020	1855	1912	2	0	0	0	0	402	805
6/17/2020	2060	2095	0	0	0	0	1	335	1011
6/18/2020	1308	1308	0	0	0	0	0	327	608
6/19/2020	1221	1224	0	0	0	0	0	261	580
6/20/2020	477	477	0	0	0	0	0	41	320
6/21/2020	26	26	0	0	0	0	0	0	16
6/22/2020	1320	1343	0	0	0	0	0	216	715
6/23/2020	1673	1679	0	0	0	0	0	293	865
6/24/2020	1527	1550	0	0	0	0	0	88	915
6/25/2020	1268	1280	0	0	0	0	0	98	818
6/26/2020	934	942	0	0	0	0	0	52	580
6/27/2020	340	340	0	0	0	0	0	20	212
6/28/2020	471	473	0	0	0	0	0	14	370
6/29/2020	803	808	0	0	0	0	0	50	541
6/30/2020	312	312	0	0	0	0	0	18	130

BAD NUMI STRONG Y I LEAN YES UNDECIDE LEAN NO STRONG N ALREADY COMPLETED THE CENSUS

2228	4884	837	908	146	2142	1328
0	3	0	0	0	0	0
0	44	4	1	12	1	0
0	14	0	0	0	1	0
0	16	11	18	3	0	0
49	96	42	49	1	10	0
50	107	43	44	2	16	0
2	34	9	0	0	9	0
95	172	20	16	1	39	0
16	20	1	0	0	5	0
121	147	25	38	10	51	0
122	129	42	34	9	32	0
60	254	18	92	13	177	0
117	244	15	67	15	143	0
106	360	27	44	22	155	0
83	84	14	3	6	32	0
54	13	1	1	0	6	0
161	349	46	59	2	140	0
106	460	101	49	4	161	0
83	345	17	44	2	85	0
88	254	12	41	3	103	0
106	341	9	36	5	101	0
20	34	8	0	0	7	0
16	0	0	0	0	0	0
69	271	15	42	5	79	0
154	281	37	51	2	87	0
198	228	17	61	4	87	91
70	75	4	11	2	57	116
32	71	13	18	0	73	139
10	17	3	2	3	21	53
0	1	0	0	0	1	8
24	58	33	26	4	76	126
42	69	77	24	8	91	167
39	97	93	12	5	91	152
48	58	6	9	0	76	101
29	47	3	14	0	62	125
10	9	1	0	1	16	64
18	8	2	0	0	9	39
12	45	3	2	0	39	100
18	29	65	0	2	3	47

Lit Drop

—	HOUSES	PEOPLE	NOT HOMI	INACCESSI	VACANT
Daily Resul	21815	21819	29	655	21135
8/31/2020	867	867	4	3	860
9/1/2020	1203	1204	6	16	1182
9/2/2020	911	911	2	12	897
9/3/2020	1165	1168	2	18	1148
9/8/2020	922	922	1	4	917
9/9/2020	124	124	0	3	121
9/10/2020	891	891	0	14	877
9/14/2020	949	949	0	49	900
9/15/2020	1201	1201	0	63	1138
9/16/2020	1219	1219	3	19	1197
9/17/2020	753	753	0	25	728
9/18/2020	548	548	0	7	541
9/21/2020	1110	1110	0	41	1069
9/22/2020	1247	1247	1	55	1191
9/23/2020	1066	1066	1	23	1042
9/24/2020	1304	1304	2	39	1263
9/28/2020	277	277	0	4	273
9/29/2020	850	850	3	45	802
9/30/2020	553	553	1	17	535
10/1/2020	520	520	0	44	476
10/2/2020	596	596	0	6	590
10/6/2020	723	723	0	2	721
10/7/2020	892	892	0	19	873
10/8/2020	368	368	1	14	353
10/13/202	769	769	1	23	745
10/14/202	787	787	1	90	696

EXHIBIT A



MERCED COUNTY CENSUS OUTREACH

The following information outlines a marketing proposal for MERCED COUNTY CENSUS OUTREACH (MCCO), utilizing RADIO MERCED stations:

KABX **K97.5** FM, KBRE **THE BEAR** 105.7 FM / 1660 AM,
KHTN **HOT** 104.7 FM, KLOQ RADIO **LOBO** 98.7 FM, and
KYOS NEWS/TALK 1480 AM / 107.3 FM

Contractor will provide the following radio commercial/spots:

The commercials/spots will be run as a :30 sec spot....which will include 10 seconds of intro and outro, and 20 seconds being the County informational/educational portion (see/hear sample script/spot).

Campaign details:

- 180 (one-hundred-eighty) :30 sec "Feature Messages" (5a - 8p) **K97.5**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (5a - 8p) **THE BEAR**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (5a - 8p) **HOT**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (5a - 8p) **LOBO**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (5a - 8p) **KYOS**

--ADDED VALUE (No Charge):

- 180 (one-hundred-eighty) :30 sec "Feature Messages" (12m–12m) **K97.5**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (12m–12m) **THE BEAR**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (12m–12m) **HOT 104.7**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (12m–12m) **LOBO**
- 180 (one-hundred-eighty) :30 sec "Feature Messages" (12m–12m) on **KYOS**

- Exposure of this campaign (banner/logo and/or audio of the messages) on the stations'

Social Media / Facebook

--MORE ADDED VALUE (No Charge):

- **Guest Appearance on K97.5:**
 - Includes 1 minute interviews to promote and educate listeners about the MCCO program/message.
- **Guest Appearance on THE BEAR:**
 - Includes 1 minute interviews to promote and educate listeners about the MCCO program/message.
- **Guest Appearance on LOBO:**
 - Includes 1 minute interviews to promote and educate listeners about the MCCO program/message. (Spanish speaker needed)
- **Guest Appearance on KUBB Country:**
 - Includes 1 minute interviews to promote and educate listeners about the MCCO program/message.
- **Guest Appearance on KYOS:**
 - Includes 1 minute interviews to promote and educate listeners about the MCCO program/message.
- **Guest Appearance on "Community Conversations":**
 - 7 to 8 minute interview to discuss, share, and educate listeners about the MCCO program/message.



Total INVESTMENT of Radio Campaign: \$14,220 Total (March - May 2020)

Contractor will also provide digital marketing services on various platforms utilizing keyword targeting, behavioral targeting, and AI targeting with native display ads. Total impressions over three (3) months will be approximately 1,050,000.

Total INVESTMENT of Digital Marketing Campaign: \$10,500 Total (to run March - May 2020)



Digital Marketing Report for
Merced County Census

465,214

IMPRESSIONS

1,688

CLICKS

0.36%

CTR

5.18

X THE NATIONAL AVG (.07%)

0.36%

TOTAL ENGAGEMENT RATE



Impressions: How many ads were served

Clicks: How many people are clicking on my ad

CTR: 'Click-Through Rate' which is $(\text{Clicks}/\text{Impressions}) \times 100$

X THE NATIONAL AVG: # of times greater than the .07% national average CTR

TOTAL ENGAGEMENT RATE: $(\text{Clicks} + \text{view-throughs})/\text{Impressions} \times 100^*$

(A view-through is how many people see my ad DON'T click but then come to my website)

**Note: Total Engagement Rate does not include Facebook or Mobile Conquesting view-throughs. If total engagement rate equals your CTR, there were no view-throughs reported.*

Line Item Performance

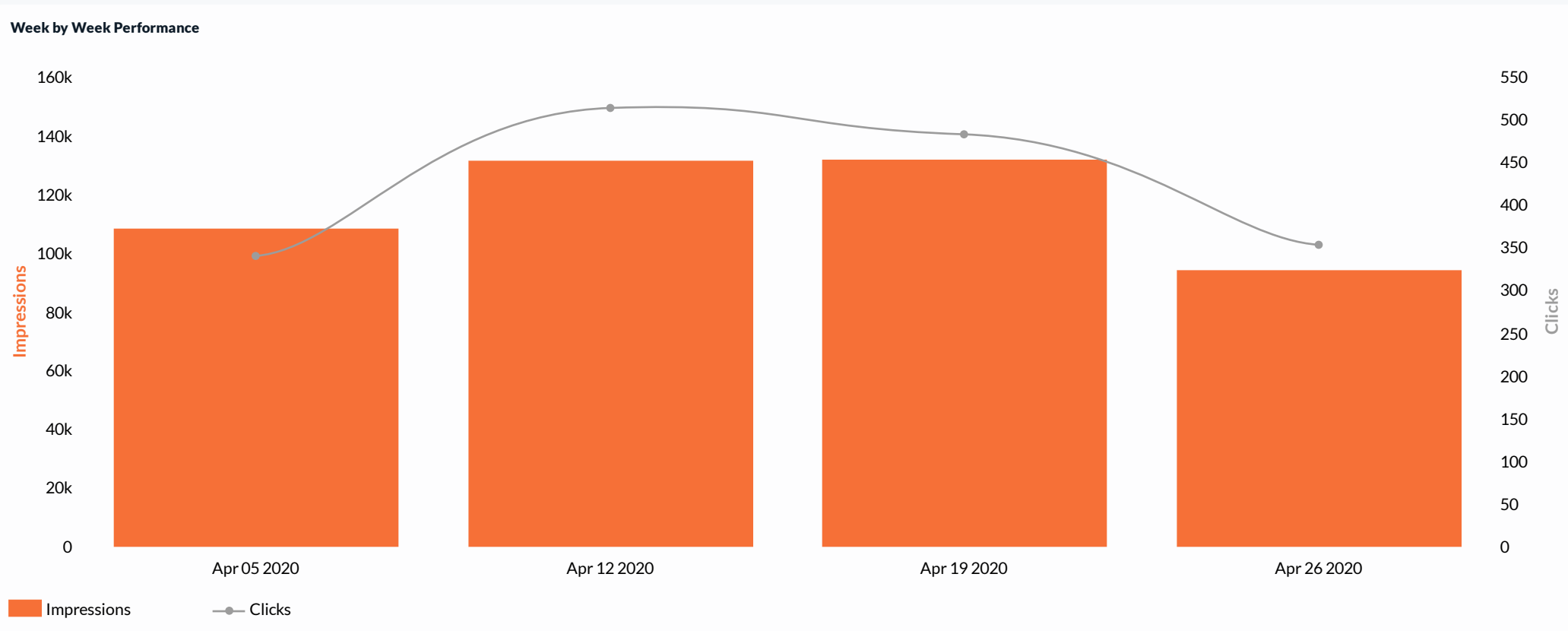
Line Item Name	Impressions	Clicks	CTR
Merced County Census - AI Native	186,625	934	0.50%
Merced County Census - Keyword Native	155,709	416	0.27%
Merced County Census - Hispanics/Low Income/Unemployment Native	122,880	338	0.28%
Total ⓘ	465,214	1,688	0.36%

All Available Products in Our Toolbox:





Balancing Clicks and Impressions Per Week



Impressions: How many ads were served

Clicks: How many people are clicking on my ad

From Apr 01, 2020 to Apr 30, 2020

Created On May 05, 2020

Top 5 Native Creatives

Creative	Impressions	Clicks	CTR
Merced County Census_Merced_Census_1.jpg	465,214	1,688	0.36%

Desktop Device Performance



Mobile Device Performance



Tablet Device Performance



Any impressions and clicks below your totals are classified as **Unknown Devices**. Unknown Devices are Devices that cannot be classified as a specific device type by the exchanges.

***Note: Matching/Lookalike Native campaigns are not included in the above data.**

Top Display, Native, Video, and Online Audio Site & App Performance

Site Name	Impressions	Clicks	CTR
msn.com	38,127	17	0.04%
mocospace.com	32,090	581	1.81%
trivia.com	22,022	50	0.23%
ktvu.com	14,571	53	0.36%
play.google.com	14,124	73	0.52%
wordpress.com	11,931	42	0.35%
nickiswift.com	11,080	60	0.54%
theguardian.com	8,536	14	0.16%
mundohispanico.com	8,297	57	0.69%
yourtango.com	6,817	17	0.25%
wayfair.com	6,546	3	0.05%
yahoo.com	5,403	1	0.02%
inquisitr.com	4,533	20	0.44%
outlook.live.com	4,228	24	0.57%
gamehunters.club	3,595	25	0.70%
insider.gg	3,464	16	0.46%
historydaily.org	3,232	7	0.22%
mail.yahoo.com	2,901	2	0.07%
cnn.com	2,863	0	0.00%
parade.com	2,778	35	1.26%
igotmyrefund.com	2,710	14	0.52%
corvetteforum.com	2,635	7	0.27%
yeahmotor.com	2,531	19	0.75%
247mirror.com	2,407	4	0.17%
realtor.com	2,407	0	0.00%

CENSUS 2020

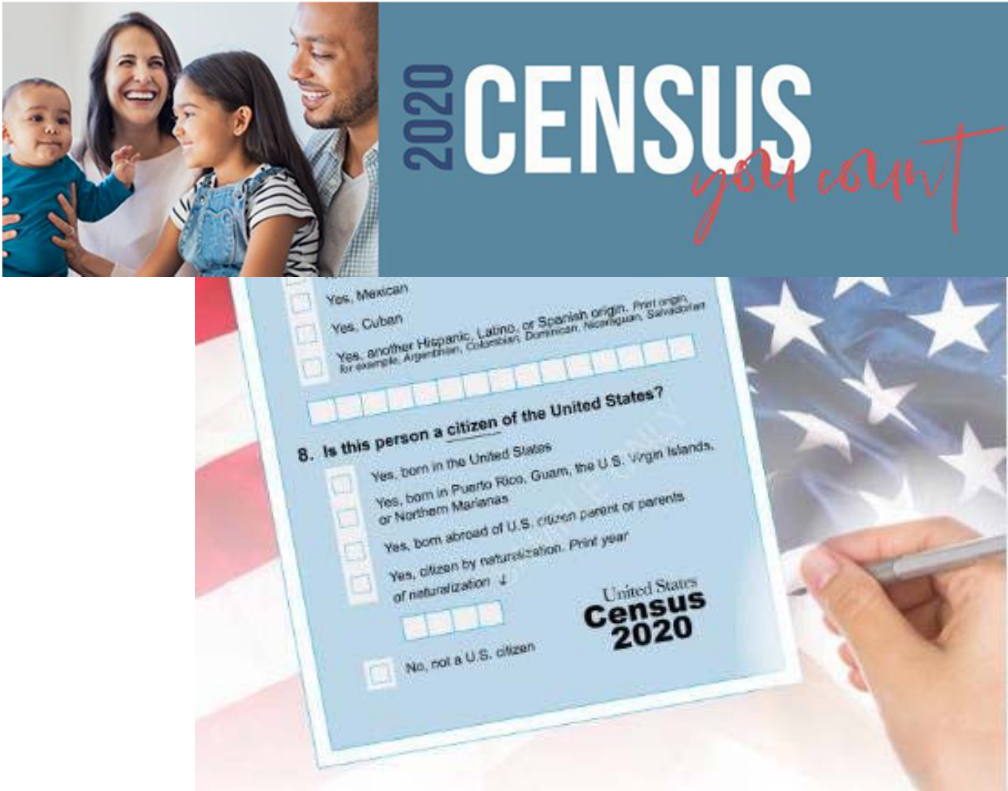
UNIVISION-THE MOST TRUSTED PARTNER YOU NEED TO REACH
CALIFORNIA'S HISPANIC POPULATION



Carina Gonzalez Email: cgonzalez@univision.net Cell: 559-859-3505

CENSUS 2020 “ROAD-BLOCK” WEDNESDAYS

All-Day Census Awareness
March 2020 – May 2020



Univision in partnership with the **Merced County Complete Count Committee** will execute an all-day “Road Block” Census awareness reminders on one (x1) Wednesday of each month, utilizing TV, Radio and Digital components. The “Road-Block” will begin with TV interviews (2:00) and promo mentions (:20) in Despierta Valle Central, followed by TV vignettes (:30) and TV/Radio billboards (:05) airing in multiple dayparts for maximize reach. The “Road-Block” reminders will lead up to a sponsored Census-cover story featured in the 6PM and 11PM Newscast. The Digital component will include a one-day home-page takeover featured on the Univision platform to further promote Census awareness. Production of TV/Radio elements are included at no additional charge.

“ ROAD BLOCK ” W E D N E S D A Y E L E M E N T S

- ✓Total of Two (2) 2:00 interviews with promo mentions to air in 5-7AM on KFTV 21 **(2 total)**
- ✓Total of Fifteen (15) :30 vignettes to air 5AM-12M on KFTV 21 & KTFF 61 **(30 total)**
- ✓Total of Three (3) :05 News Billboards to air 12N-4PM on KFTV 21 & KTFF 61 **(6 total)**
- ✓Total of One (1) :05 News Billboards to air in 6PM & 11PM News on KFTV 21 **(2 total)**
- ✓Total of Five (10) :15 Billboards to air 6AM-7PM on KRDA, KLLC **(20 total)**
- ✓Digital One-Day Home Page Takeover (package info on page 7)

Monthly TV/Radio Vignettes:

Monthly Digital Home-Page Takeover:

1

Monthly Investment:
Total Investment:

\$6,666
\$19,998



CENSUS 2020 “ROAD-BLOCK” WEDNESDAYS ONE DAY HOME-PAGE TAKEOVER

All-Day Census Awareness

March 2020 – May 2020

Univision’s provides a brand safe environment for Census outreach. For the first time, the Internet will be the primary response option. **Digital will be crucial for targeting specific Hard-To-Count neighborhoods** and reach individuals through their mobile, desktop, and tablet devices.

Once a month as part of “**Road Block**” Wednesdays, Univision will feature the local Census 2020 link on the Univision Digital Platform for 24 hours. The one-day Home-Page Takeover will rotate media runs across Univision News, Sports, and Entertainment content.

Desktop Elements:

Custom Skin (1440X90), 728x90, 300x250

Mobile Elements:

320x50, 300x250

Monthly Impressions: 8,000 min. views

*Included in “Road Block” Wednesday package



HPTO Example



CENSUS 2020 DESPIERTA VALLE CENTRAL

KFTV 21 | Morning Segment | Monday – Friday 5-7AM

Monthly Interview Segments

March 2020 – May 2020

Univision's **Despierta Valle Central (M-F 5-7AM)** hosted by Lupita Lomeli and co-host Sayra Vasquez will feature **Merced County Complete Count Committee** partners to provide Census 2020 awareness. This exclusive segment will be produced utilizing a Census representative in a two-minute interview segment.

Despierta Valle Central is a trusted community partner seen as an information center for residents in and around the Central Valley. Lupita is widely known within the Central Valley where she has been able to continue to empower and serve the Hispanic community for the past 27 years.

Sayra anchored Fresno's Emmy Award-winning Noticias 21 for more than 12 years and has transitioned her extensive experience and knowledge of the community to DVC by co-hosting for the past 7 years.

Segments are pre-produced in studio and appear as part of the show.

SEGMENT OUTLINE

- ✓ Total of Two (2) interview segments per month
- ✓ 2:00 in-studio or on-location interview
- ✓ Merced County to provide Spanish Speaking Spokesperson

Monthly Added Value: \$1,600

*interview segments are included as part of monthly package



CENSUS 2020 UNIVISION PARTNERSHIP WITH MERCED COUNTY COMPLETE COUNT COMMITTEE

March 2020 – May 2020 (3 Month Campaign)

Monthly Paid Campaign Elements

✓ “Road Block” Wednesdays: \$6,666

Total Monthly Investment: \$6,666

Total Added Value Elements

✓ Despierta Valle Central Interviews (3): \$3,000

✓ TV/Radio Vignette Production (2): \$2,250

Total Added Value: \$5,250

Total Campaign Value: \$25,248

Total Campaign Investment: \$19,998



¡GRACIAS!

THANK YOU!



Carina Gonzalez Email: cgonzalez@univision.net Cell: 559-859-3505



Merced County – Census 2020

Univision Recap

March 2020

- Univision KFTV
 - UniMas KTFF
 - Zona Mx KTFF
 - Amor KRDA
- La Jefa KOND
- Univision Digital

UNIVISION KFTV

:20 DVC mentions aired = 5x 6-7am = 40,000

M-F 5-7a, 4x = 32,000

M-F 7-11a, 5x = 75,000

M-F 11a-4p, 5x = 105,000

M-F 4-6p, 1x = 35,000

M-F 6-7p, 1x = 53,000

M-F 7-11p, 1x = 50,000

Total Viewers = 390,000

UNIMAS KTFF

:M-F 9a-4p, 13x = 13,000 viewers

M-F 4p-7p, 5x = 15,000 viewers

M-F 7p-11p, 5x = 70,000 viewers

Total Viewers = 98,00

ZONA MX/KTFF 107.9

M-F 6a-7p 10x = 9,000

M-F 6a-7p 5x = 5,200

M-F 6a-7p 5x = 5,200

M-F 6a-7p 1x = 1,200

M-F 3P-6P 2x = 2,000 (mention)

Total Listeners = 16,300

Amor/KRDA 92.1

M-F 6a-7p 10x = 16,700

M-F 6a-7p 5x = 10,400

M-F 6a-7p 5x = 10,400

M-F 12p-2p 2x = 5,800

Total Listeners = 51,200

LA JEFA/KOND 105.9

M-F 5p-7p 2x = 3,600

Total Listeners = 3,600

Summary:

Flight Dates: 3/25/2020

Goal: 8,000

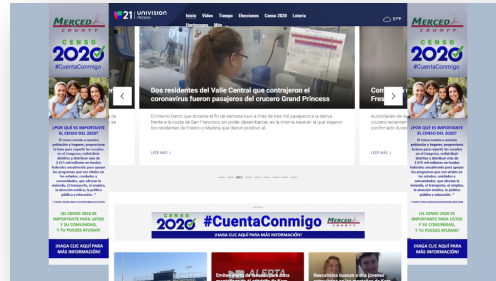
Total Impressions: 19,900

Clicks: 26

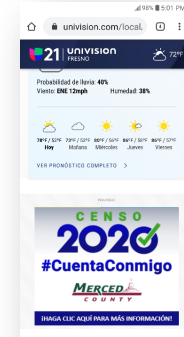
Click Through Rate (CTR): 0.13% – Those who clicked on the banner. CTR shows an increase from 0.13% in March Home Page Takeover campaign .

Online Fixed Media Placements (Impression Source: DFP)	Start Date	End Date	Total Delivery in Reporting Period		
			Impressions	Clicks	CTR%
Roadblock - KFTV	3/25/20	3/25/20	19,900	26	0.13%
TOTAL			55,847	66	0.12%

DESKTOP



MOBILE



April 2020

- Univision KFTV
 - UniMas KTFF
 - Zona Mx KTFF
 - Amor KRDA
- Univision Digital

UNIVISION KFTV

2min DVC aired = 1x 6-7am

:20 DVC mentions aired = 1x, 6-7am

M-F 5-7a, 5x = 45,000

M-F 7-11a, 5x = 105,000

M-F 11a-4p, 8x = 208,000

M-F 4-6p, 1x = 34,000

M-F 6-7p, 2x = 116,000

M-F 7-11p, 1x = 49,000

Total Viewers = 575,000

UNIMAS KTFF

M-F 9a-4p, 12x = 24,000 viewers

M-F 4p-7p, 5x = 15,000 viewers

M-F 7p-11p, 5x = 30,000 viewers

Total Viewers = 69,000

ZONA MX/KTFF 107.9

M-F 6a-7p 10x = 9,000

M-F 6a-7p 5x = 5,200

M-F 6a-7p 5x = 5,200

M-F 6a-7p 1x = 1,200

Total Listeners = 14,300

Amor/KRDA 92.1

M-F 6a-7p 10x = 16,700

M-F 6a-7p 5x = 10,400

M-F 6a-7p 5x = 10,400

Total Listeners = 45,400

Summary:

Flight Dates: 4/15/2020

Goal: 8,000

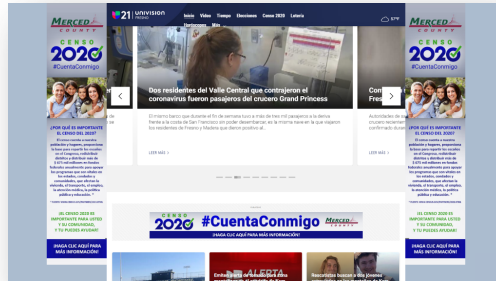
Total Impressions: 17,232

Clicks: 24

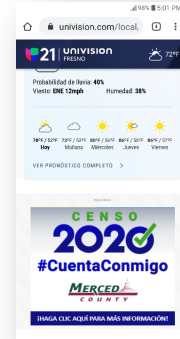
Click Through Rate (CTR): 0.14% – Those who clicked on the banner. CTR shows an increase from 0.14% in April Home Page Takeover campaign .

Online Fixed Media Placements (Impression Source: DFP)	Start Date	End Date	Total Delivery in Reporting Period		
			Impressions	Clicks	CTR%
Roadblock - KFTV	4/15/20	4/15/20	17,232	24	0.14%
TOTAL			35,947	40	0.11%

DESKTOP



MOBILE



May 2020

- Univision KFTV
 - UniMas KTFF
 - Zona Mx KTFF
 - Amor KRDA
- Univision Digital

UNIVISION KFTV

2min DVC aired = 1x, 6-7am

:20 DVC mentions aired = 2x, 6-7am

M-F 5-7a, 4x = 36,000

M-F 7-11a, 5x = 105,000

M-F 11a-4p, 5x = 105,000

M-F 4-6p, 1x = 34,000

M-F 6-7p, 3x = 174,000

M-F 7-11p, 1x = 49,000

Total Viewers = 530,000

UNIMAS KTFF

M-F 9a-4p, 11x = 22,000 viewers

M-F 4p-7p, 5x = 15,000 viewers

M-F 7p-11p, 5x = 30,000 viewers

Total Viewers = 67,000

ZONA MX/KTFF 107.9

M-F 6a-7p 10x = 9,000

M-F 6a-7p 5x = 5,200

M-F 6a-7p 5x = 5,200

M-F 6a-7p 1x = 1,200

Total Listeners = 14,300

Amor/KRDA 92.1

M-F 6a-7p 10x = 16,700

M-F 6a-7p 5x = 10,400

M-F 6a-7p 5x = 10,400

Total Listeners = 45,400

Summary:

Flight Dates: 5/20/2020

Goal: 8,000

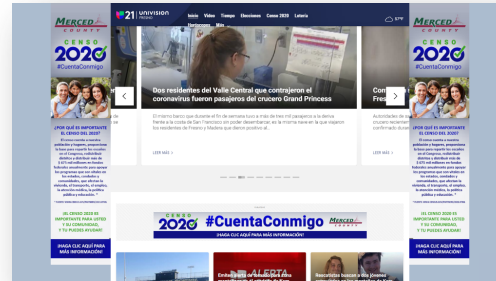
Total Impressions: 18,715

Clicks: 16

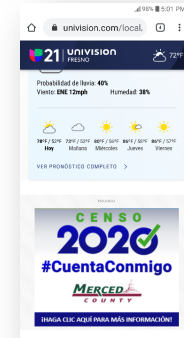
Click Through Rate (CTR): 0.09% – Those who clicked on the banner. CTR shows an increase from 0.09% in May Home Page Takeover campaign .

Online Fixed Media Placements (Impression Source: DFP)	Start Date	End Date	Total Delivery in Reporting Period		
			Impressions	Clicks	CTR%
Roadblock - KFTV	5/20/20	5/20/20	18,715	16	0.09%
TOTAL			18,715	16	0.09%

DESKTOP



MOBILE



June 2020

- Univision KFTV
- Zona Mx KTFF
- Amor KRDA
- Univision Digital

UNIVISION KFTV

2min DVC aired = 4x, 6/1-6/4, 6-7am

Total Viewers = 36,000

HSA Mailer Report

Received 10/1/2020

Zip Code breakdown

9348	1
93610	3
93620	923
93622	3
93635	3455
93661	3
93665	83
95045	1
95301	2910
95303	29
95312	24
95315	738
95316	1
95317	25
95322	611
95324	304
95333	176
95334	945
95340	4300
95341	4012
95343	2
95344	90
95348	3432
95360	3

Zip Code Breakdown (Continued)

95365	372
95369	54
95374	124
95380	29
95388	1189

City Breakdown

ATWATER	2908
BALLICO	29
CHOWCHILLA	3
CRESSEY	24
DELHI	738
DENAIR	1
DOS PALOS	924
EL NIDO	25
FIREBAUGH	3
GUSTINE	467
HILMAR	304
LE GRAND	175
LEGRAND	1
LIVINGSTON	945
LOS BANOS	3453
LOS BANOS C	1
LOS BNAOS	1
MERCED	11838

City Breakdown (Continued)

NEWMAN	3
PLANADA	372
S DOS PALOS	8
SAN JUAN BAUTISTA	1
SANTA NELLA	144
SANTA RITA PARK	2
SANTA RITA PK	1
SNELLING	54
SOUTH DOS PALOS	74
STEVENSON	1
STEVINSON	124
TURLOCK	29
WINTON	1189

Language Breakdown

Language	Count
American Sign Language	17
Arabic	10
Assyrian	1
Cambodian	5
Cantonese (Chinese)	5
English	18587
Farsi	4
Hindi	2
Hmong	447

Korean	1
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Language Breakdown (Continued)

Lao	47
Mandarin (Chinese)	2
Mien	69
Other Non-English	5
Persian	2
Portuguese	17
Punjabi	58
Spanish	4154
Tagalog, Filipino	10
Thai	1
Urdu	4
Vietnamese	3
Grand Total	23451

Race Breakdown

Race	Hispanic No	Hispanic Yes	Grand Total
American Indian or Alaskan Native	241	182	423
Asian Indian	164	4	168
Black or African American	1973	119	2092
Cambodian	17	4	21
Chinese	36	6	42
Cuban		16	16
Filipino	167	52	219
Guamanian	19	5	24
Guatemalan		40	40

Hmong	463	1	464
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Race Breakdown (Continued)

Japanese	19	6	25
Korean	14	1	15
Laotian	150	3	153
Mexican		10942	10942
Native Hawaiian	25	10	35
Other	156	137	293
Other Asian	477	12	489
Other Hispanic		758	758
Other Islander	15	10	25
Puerto Rican		128	128
Salvadoran		66	66
Samoan	28	9	37
Vietnamese	35	1	36
White	6117	4349	10466
Grand Total	10116	16861	26977

Census Information Phone Line

209-385-7423

Sample Scripts

Answering the phone:

Thank you for calling the Merced County 2020 Census Information Line. This is (enter name here), how many I assist you?

Voicemail Message:

Thank you for calling the Merced County 2020 Census Information Line. Your call is important to us and our community. We are either on the other line assisting other Merced County residents, or you have reached us after hours. Our information line is open Monday through Friday, 8:30am to 4:30pm. Please leave a brief message, including your name and contact phone number, and we will return your call as soon as possible. If you have not already done so, you can complete the 2020 Census on-line at 2020census.gov, or by calling 844-330-2020. For additional information, visit youcountmerced.com. Thank you.

“Good Morning/Afternoon/Evening. This is (Name) calling from Worknet Merced/United Way. The 2020 Census is happening now. Visit 2020census.gov or call 844-330-2020. For more information and resources, visit youcountmerced.com or call 209-385-7423.”
Thanks.”

Also, here is a sample voicemail message should you want to have a standard message on the cell phones in case people call the number back that they received a phone banking call from:

“Thank you for calling (Name) with the Merced County 2020 Census Outreach team. Your call is important to us and our community. I am either on the other line assisting other Merced County residents, or away from my desk. Please leave a brief message, including your name and telephone number, and I will return your call as soon as possible. If you have not already done so, you can complete the 2020 Census on-line at 2020census.gov, or by calling 844-330-2020. For additional information, visit youcountmerced.com. Thank you.”

- Good Morning/Afternoon/Evening. This is (Name) calling from Worknet, an organization working with Merced County to help ensure a Complete Count for California's Census. I would like to ask you a few questions about the Census.

- May I ask if you are planning to complete the 2020 Census?

(Select Applicable Response from PDI Survey).

- If "Strong Yes" or "Lean Yes": Thank you so much for your participation. Your Census response helps ensure essential funding for our community for things like healthcare, education, housing, and infrastructure for the next 10 years.
- If "Undecided, Lean No, or Strong No": May I ask what your hesitation is in completing the Census?
 - If response is no time to complete: The Census is a simple, confidential 9 question survey, that just takes a few moments to complete. You can respond online or by phone. (*Provide website address or phone numbers if needed.)
 - If response is concern over confidentiality: Your responses are completely confidential and protected by law. They cannot be shared with, or used by, any other government agencies, other than the US Census Bureau. Answers cannot be used for law enforcement purposes, to determine eligibility for government benefits, or immigration enforcement.
 - If response is a concern over citizenship status: The Census will never ask about your citizenship status, or for sensitive information like your social security number, bank accounts, political party, or requests for payments or donations.
- You can complete the Census now by visiting 2020census.gov or by calling 844-330-2020 (Note: This is the English language line. Refer to the other language lines as needed.). For more information and resources, visit youcountmerced.com or call 209-385-7423.
- Thank you so much. Have a great day.

2020 U.S. Census - Happening Now

What You Need to Know and Why Everyone Must Be Counted

Everyone Counts

The Census counts every person living in the U.S. once, only once, and in the right place.

It means \$675 billion

Census data determines how more than \$675 billion are spent supporting your state, county and community's vital programs.

Your data is safe and secure

The 2020 Census will not include a question about an individual's citizenship status. Federal law protects your Census responses, including your personal information. Your answers are confidential and can only be used to produce statistics. By law, your information cannot be shared with immigration enforcement agencies or law enforcement agencies. It is also protected from being used to determine eligibility for government benefits.



Easy to respond

The 2020 Census will be easier than ever to respond. You can respond:
-Online,
-By Phone,
-By Mail.

BE COUNTED, CALIFORNIA!
California Complete Count
Census 2020

Be Counted Now!

The 2020 Census is happening now. Visit: <https://2020census.gov> or call 1-844-330-2020. For more information and resources, visit youcountmerced.com or call (209) 385-7423.



2020 U.S. Census - Closer Than You Think
What You Need to Know and Why Everyone Must Be Counted

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Easy to respond

The 2020 Census will be easier than ever to respond. You can respond:
-Online,
-By Phone,
-By Mail.

California Complete Count – Census 2020

Coming Soon

The 2020 Census will be available starting Spring of 2020. For more information on the 2020 Census, visit: <https://census.ca.gov> or <https://www.census.gov>, or call (209) 383-4242. For information on local events and activities, visit: <http://www.co.merced.ca.us/>.



2020 U.S. ਜਨਗਣਨਾ – ਤੁਹਾਡੀ ਸੇਚ ਤੋਂ ਵੀ ਨੇੜੇ
ਤੁਹਾਨੂੰ ਕੀ ਜਾਣਨ ਦੀ ਲੋੜ ਹੈ ਅਤੇ ਹਰੇਕ ਨੂੰ ਮਹੱਤਵ ਦਿੱਤਾ ਜਾਣਾ ਕਿਉਂ ਜ਼ਰੂਰੀ ਹੈ

ਹਰੇਕ ਦੀ ਗਿਣਤੀ ਕੀਤੀ ਜਾਵੇਗੀ

ਜਨਗਣਨਾ ਵਿੱਚ U.S. ਵਿੱਚ ਰਹਿ ਰਹੇ ਹਰ ਵਿਅਕਤੀ ਦੀ, ਕੇਵਲ ਇੱਕ ਵਾਰ ਅਤੇ ਸਹੀ ਸਥਾਨ 'ਤੇ ਗਿਣਤੀ ਹੁੰਦੀ ਹੈ।

ਇਸਦਾ ਅਰਥ ਹੈ \$675 ਬੀਲੀਅਨ

ਜਨਗਣਨਾ ਡਾਟਾ ਨਿਰਧਾਰਿਤ ਕਰਦਾ ਹੈ ਕਿ ਕਿਵੇਂ \$675 ਬੀਲੀਅਨ ਤੋਂ ਵੱਧ ਦੀ ਰਾਸ਼ੀ ਤੁਹਾਡੇ ਰਾਜ, ਕਾਉਂਟੀ ਅਤੇ ਕਮਿਊਨਿਟੀ ਦੇ ਅਹਿਮ ਪ੍ਰੋਗਰਾਮਾਂ ਦਾ ਸਮਰਥਨ ਕਰਨ ਲਈ ਖਰਚੀ ਜਾਂਦੀ ਹੈ।

**ਤੁਹਾਡਾ ਡਾਟਾ
ਮਹਿਫੂਜ਼ ਅਤੇ
ਸੁਰੱਖਿਅਤ ਹੈ**

2020 ਦੀ ਜਨਗਣਨਾ ਵਿੱਚ ਇੱਕ ਵਿਅਕਤੀ ਦੀ ਨਾਗਰਿਕਤਾ ਸਥਿਤੀ ਬਾਰੇ ਸਵਾਲ ਸ਼ਾਮਲ ਨਹੀਂ ਕੀਤਾ ਜਾਵੇਗਾ। ਫੈਡਰਲ ਕਾਨੂੰਨ ਤੁਹਾਡੀ ਨਿੱਜੀ ਜਾਣਕਾਰੀ ਸਹਿਤ ਤੁਹਾਡੀ ਜਨਗਣਨਾ ਸਬੰਧੀ ਪ੍ਰਤੀਕਿਰਿਆਵਾਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਦਾ ਹੈ। ਤੁਹਾਡੇ ਜਵਾਬ ਗੁਪਤ ਹਨ ਅਤੇ ਇਹ ਕੇਵਲ ਅੰਕੜੇ ਤਿਆਰ ਕਰਨ ਲਈ ਵਰਤੇ ਜਾ ਸਕਦੇ ਹਨ। ਕਾਨੂੰਨ ਦੇ ਅਨੁਸਾਰ, ਤੁਹਾਡੀ ਜਾਣਕਾਰੀ ਨੂੰ ਇਮੀਗ੍ਰੇਸ਼ਨ ਪਾਲਣ ਏਜੰਸੀਆਂ ਜਾਂ ਕਾਨੂੰਨ ਪਾਲਣ ਏਜੰਸੀਆਂ ਨਾਲ ਸਾਂਝਾ ਨਹੀਂ ਕੀਤਾ ਜਾ ਸਕਦਾ। ਇਹ ਸਰਕਾਰੀ ਫਾਇਦਿਆਂ ਲਈ ਯੋਗਤਾ ਨਿਰਧਾਰਿਤ ਕਰਨ ਲਈ ਵਰਤੇ ਜਾਣ ਤੋਂ ਵੀ ਸੁਰੱਖਿਅਤ ਹੈ।



**ਪ੍ਰਤੀਕਿਰਿਆ
ਕਰਨਾ ਆਸਾਨ**

2020 ਦੀ ਜਨਗਣਨਾ 'ਤੇ ਪ੍ਰਤੀਕਿਰਿਆ ਕਰਨਾ ਪਹਿਲਾਂ ਨਾਲੋਂ ਜ਼ਿਆਦਾ ਆਸਾਨ ਹੋਵੇਗਾ। ਤੁਸੀਂ ਪ੍ਰਤੀਕਿਰਿਆ ਕਰ ਸਕਦੇ ਹੋ:
- ਆਨਲਾਈਨ,
- ਫੋਨ ਰਾਹੀਂ,
- ਮੇਲ ਰਾਹੀਂ।

ਗਿਣਤੀ ਹੋਵੇਗੀ, ਕੈਲੀਫੋਰਨੀਆ!

ਕੈਲੀਫੋਰਨੀਆ ਦੀ ਪੂਰੀ ਗਿਣਤੀ – ਜਨਗਣਨਾ 2020

ਜਲਦ ਹੀ ਆ ਰਿਹਾ ਹੈ

2020 ਦੀ ਜਨਗਣਨਾ 2020 ਦੀ ਬਸੰਤ ਦੀ ਸ਼ੁਰੂਆਤ 'ਤੇ ਉਪਲਬਧ ਹੋਵੇਗੀ। 2020 ਦੀ ਜਨਗਣਨਾ ਬਾਰੇ ਜ਼ਿਆਦਾ ਜਾਣਕਾਰੀ ਲਈ, ਦੇਖੋ: <https://census.ca.gov> ਜਾਂ <https://www.census.gov>, 'ਤੇ, ਜਾਂ (209) 383-4242 'ਤੇ ਕਾਲ ਕਰੋ। ਸਥਾਨਕ ਈਵੈਂਟਸ ਅਤੇ ਗਤੀਵਿਧੀਆਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਲਈ, ਦੇਖੋ: <https://www.co.merced.ca.us/>.



Xyoo 2020 Taab tom yog taam sim nuav

***Twb yuav txog sai sai no lawm. Koj tsim nyog paub thiab nws tseem ceeb
heev rau txhua txhua tus pej xeeb***

Suav Txhua Txhua Leej Kom Tag Nrho

Tsis hais cov pej xeeb hom twg tsuav yog nyob rau hauv Meskas teb no yuav tsum tau suav, koj nyob muaj chaw thiab peb suav ib zaug xwb.

Koj yuav tau tso siab rau koj cov lus teb

Kev suav pej xeeb xyoo 2020 yuav tsis muaj kev cuam tshuam txog koj qhov ua citizenship.

Tsoom Fwv twb ua cai los tiv thaiv koj cov lus teb lawv txhua yam lawm. Lawb ces tsuas yog xav tau cov naj npawb pej xeeb xwb. Tsoj cai thaiv koj yog lawv yuav tsis kam qhia thiab muab koj tej ntaub ntawv rau tub ceev xwm thiab chaw immigration. Tias koj tsis muaj ntaub ntawb nyob teb chaw no thiab txawm koj tau txais tsoom fwv tej kev pab cuam los lawb yuav tiv thaiv tib si.

Vim Yog Muaj \$675 Billion

Thaum paub qhov tseeb tias cov pej xeeb no muaj coob npaum li cas nyob rau qhov twg, luag thiab yuav muab pob nyiaj \$675 billion no tuaj faib pab txhim kho rau lub State, lub County, thiab tsim cov programs los pab rau pej xeeb.



Cov Lus Rau Koj Teb Yooj Yim Xwb

Kev suav Pej xeeb xyoo 2020 nws yooj yim heev.

- Koj teb hauv Online,
- Koj teb hauv xov tooj,
- Koj teb hauv ntawv.

**Yuav tsum suav tag nrho txhua txhua tus tib
neeg nyob hauv California xyoo 2020 no nawb!**

Kuas koj muaj npe tes yog taam sim nuav

Kev Suav Neeg 2020 yog tshwm sim tam sim no. Mus saib ntawm <https://2020census.gov> los sis hu rau 1-844-330-2020. Yog xav paub ntshiv, mus saib ntawm youcountmerced.com los sis hu rau 209-385-7423.



2020 U.S. Census - Happening Now

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- By Mail.

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Visit: <https://2020census.gov>

or call 1-844-330-2020.

For more information and resources,

visit youcountmerced.com

or call (209) 385-7423



Xyoo 2020 no yog xyoo suav pej xeeem tag nrho nyob Meskas teb.

Twb yuav txog sai sai no lawm. Koj tsim nyog paub thiab nws tseem ceeb heev rau txhua txhua tus pej xeeem

Suav Txhua Txhua Leej Kom Tag Nrho

Tsis hais cov pej xeeem hom twg tsuav yog nyob rau hauv Meskas teb no yuav tsum tau suav, koj nyob muaj chaw thiab peb suav ib zaug xwb.

Vim Yog Muaj \$675 Billion

Thaum paub qhov tseeb tias cov pej xeeem no muaj coob npaum li cas nyob rau qhov twg, luag thiaj yuav muab pob nyiaj \$675 billion no tuaj faib pab txhim kho rau lub State, lub County, thiab tsim cov programs los pab rau pej xeeem.

Koj yuav tau tso siab rau koj cov lus teb

Kev suav pej xeeem xyoo 2020 yuav tsis muaj kev cuam tshuam txog koj qhov ua citizenship.

Tsoom Fwv twb ua cai los tiv thaiv koj cov lus teb lawv txhua yam lawm.

Lawb ces tsuas yog xav tau cov naj npawb pej xeeem xwb. **Txoj**

cai thaiv koj yog

lawv yuav tsis kam

qhia thiab muab koj tej ntaub
ntawv rau tub ceev xwm thiab
chaw immigration. Tias koj tsis muaj ntaub ntawb nyob teb chaw no thiab txawm koj tau txais tsoom fwv tej kev pab cuam los lawb yuav tiv thaiv tib si.



Cov Lus Rau Koj Teb Yooj Yim Xwb

Kev suav Pej xeeem xyoo 2020 nws yooj yim heev.

-Koj teb hauv Online,

-Koj teb hauv xov tooj,

-Koj teb hauv ntawv.

**Yuav tsum suav tag nrho txhua txhua tus tib
neeg nyob hauv California xyoo 2020 no nawb!**

Twb Yuav Txog Sai Sai

Kev suav pej xeeem xyoo 2020 yuav pib rau thaum ntuj qhib tshiaj xyoo 2020. Xav paub ntau ntiv, mus saib hauv: <https://census.ca.gov> los sis hu <https://www.census.gov>, lo sis hu (209) 383-4242.

Xav paub txog tej koom txoos thiab kev leg hauj lwm nyob haus zos mus qhib ntawm: <http://www.co.merced.ca.us/>.



Censo de 2020 - Acontecendo agora!

O Que Você Precisa Saber e Por Que Todos Precisam Participar

Todos Devem Participar

O Censo conta todas as pessoas que moram nos EUA uma vez, apenas uma vez e no lugar certo.

Seus dados estão seguros e protegidos

O Censo de 2020 não incluirá nenhuma pergunta sobre a sua situação de cidadania de um indivíduo. A legislação federal protege as suas respostas incluindo-se as suas informações pessoais. Suas respostas são confidenciais e somente serão utilizadas para os fins de análise estatística.

Conforme a legislação, as suas informações não podem ser compartilhadas com as agências de imigração ou departamentos de polícia.

Também fica vetado o uso para determinação de elegibilidade para recebimentos de benefícios governamentais.



675 bilhões

Os dados do Censo determinarão como mais de 675 bilhões de dólares serão gastos patrocinando os programas vitais do **seu estado, município e comunidade.**

Fáceis de Responder

O Censo de 2020 será mais fácil do que nunca para responder. Você pode responder:

- Online,
- Por Telefone,
- Pelo Correio.

VAMOS PARTICIPAR, CALIFÓRNIA!

**Contagem Completa na Califórnia
Census 2020**

Participe na contagem!

Os Censos 2020 estão a decorrer agora. Visite <https://2020census.gov> ou telefone para o número 1-844-474-2020.

Para mais informações e recursos, visite youcountmerced.com ou telefone para o número 209-385-7423.



**Censo de 2020 - Mais Perto Do Que Você Pensa
O Que Você Precisa Saber e Por Que Todos Precisam Participar**

Todos Devem Participar

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estão seguros
e protegidos**

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VAMOS PARTICIPAR, CALIFÓRNIA!

Contagem Completa na Califórnia – Census 2020

Em Breve

O Censo de 2020 estará disponível a partir da primavera de 2020. Para obter mais informações sobre o Censo de 2020 visite: <https://census.ca.gov> ou <https://www.census.gov>, ou ligue para (209) 383-4242. Para obter mais informações sobre eventos e atividades locais visite: <http://www.co.merced.ca.us/>.



***Xyoo 2020 Taab tom yog taam sim nuav.
Twb yuav txog sai sai no lawm. Koj tsim nyog paub thiab nws tseem ceeb
heev rau txhua txhua tus pej xeeem***

**Suav Txhua Txhua
Leej Kom Tag Nrho**

Tsis hais cov pej xeeem hom twg tsuav yog nyob rau hauv Meskas teb no yuav tsum tau suav, koj nyob muaj chaw thiab peb suav ib zaug xwb.

Koj yuav tau tso siab rau koj cov lus teb

Kev suav pej xeeem xyoo 2020 yuav tsis muaj kev cuam tshuam txog koj qhov ua citizenship. Tsoom Fwv twb ua cai los tiv thaiv koj cov lus teb lawv txhua yam lawm. Lawb ces tsuas yog xav tau cov naj npawb pej xeeem xwb. **Txoj cai thaiv koj yog lawv yuav tsis kam qhia thiab muab koj tej ntaub ntawv rau tub ceev xwm thiab chaw immigration.** Tias koj tsis muaj ntaub ntawb nyob teb chaw no thiab txawm koj tau txais tsoom fwv tej kev pab cuam los lawb yuav tiv thaiv tib si.



Yuav tsum suav tag nrho txhua txhua tus tib neeg nyob hauv California xyoo 2020 no nawb!

Vim Yog Muaj \$675 Billion

Thaum paub qhov tseeb tias cov pej xeeem no muaj coob npaum li cas nyob rau qhov twg, luag thiab yuav muab pob nyiaj \$675 billion no tuaj faib pab txhim kho rau lub State, lub County, thiab tsim cov programs los pab rau pej xeeem.

**Cov Lus Rau Koj Teb
Yooj Yim Xwb**

Kev suav Pej xeeem xyoo 2020 nws yooj yim heev.
-Koj teb hauv Online,
-Koj teb hauv xov tooj,
-Koj teb hauv ntawv.

Kuas koj muaj npe tes yog taam sim nuav

Kev Suav Neeg 2020 yog tshwm sim tam sim no. Mus saib ntawm <https://2020census.gov> los sis hu rau 1-844-330-2020.

Yog xav paub ntxiv, mus saib ntawm youcountmerced.com los sis hu rau 209-385-7423.



Censo de 2020 - Mais Perto Do Que Você Pensa O Que Você Precisa Saber e Por Que Todos Precisam Participar

Todos Devem Participar

O Censo conta todas as pessoas que moram nos EUA uma vez, apenas uma vez e no lugar certo.

675 bilhões

Os dados do Censo determinarão como mais de 675 bilhões de dólares serão gastos patrocinando os programas vitais do **seu estado, município e comunidade.**

Seus dados estão seguros e protegidos

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Conforme a legislação, as suas informações não podem ser compartilhadas com as agências de imigração ou departamentos de polícia. Também fica vetado o uso para determinação de elegibilidade para recebimentos de benefícios governamentais.



Fáceis de Responder

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-Online,
-Por Telefone,
-Pelo Correio.

VAMOS PARTICIPAR, CALIFÓRNIA!

Contagem Completa na Califórnia – Census 2020

Em Breve

O Censo de 2020 estará disponível a partir da primavera de 2020. Para obter mais informações sobre o Censo de 2020 visite: <https://census.ca.gov> ou <https://www.census.gov>, ou ligue para (209) 383-4242. Para obter mais informações sobre eventos e atividades locais visite: <http://www.co.merced.ca.us/>.



2020 U.S. ਜਨਗਣਨਾ – ਹੁਣ ਹੋ ਰਿਹਾ ਹੈ

ਤੁਹਾਨੂੰ ਕੀ ਜਾਣਨ ਦੀ ਲੋੜ ਹੈ ਅਤੇ ਹਰੇਕ ਨੂੰ ਮਹੱਤਵ ਦਿੱਤਾ ਜਾਣਾ ਕਿਉਂ ਜ਼ਰੂਰੀ ਹੈ

ਹਰੇਕ ਦੀ ਗਿਣਤੀ ਕੀਤੀ ਜਾਵੇਗੀ

ਇਸਦਾ ਅਰਥ ਹੈ \$675 ਬੀਲੀਅਨ

ਜਨਗਣਨਾ ਵਿੱਚ U.S. ਵਿੱਚ ਰਹਿ ਰਹੇ ਹਰ ਵਿਅਕਤੀ ਦੀ, ਕੇਵਲ ਇੱਕ ਵਾਰ ਅਤੇ ਸਹੀ ਸਥਾਨ 'ਤੇ ਗਿਣਤੀ ਹੁੰਦੀ ਹੈ।

ਜਨਗਣਨਾ ਡਾਟਾ ਨਿਰਧਾਰਿਤ ਕਰਦਾ ਹੈ ਕਿ ਕਿਵੇਂ \$675 ਬੀਲੀਅਨ ਤੋਂ ਵੱਧ ਦੀ ਰਾਸ਼ੀ ਤੁਹਾਡੇ ਰਾਜ, ਕਾਉਂਟੀ ਅਤੇ ਕਮਿਊਨਿਟੀ ਦੇ ਅਹਿਮ ਪ੍ਰੋਗਰਾਮਾਂ ਦਾ ਸਮਰਥਨ ਕਰਨ ਲਈ ਖਰਚੀ ਜਾਂਦੀ ਹੈ।

ਤੁਹਾਡਾ ਡਾਟਾ
ਮਹਿਫੂਜ਼ ਅਤੇ
ਸੁਰੱਖਿਅਤ ਹੈ

2020 ਦੀ ਜਨਗਣਨਾ ਵਿੱਚ ਇੱਕ ਵਿਅਕਤੀ ਦੀ ਨਾਗਰਿਕਤਾ ਸਥਿਤੀ ਬਾਰੇ ਸਵਾਲ ਸ਼ਾਮਲ ਨਹੀਂ ਕੀਤਾ ਜਾਵੇਗਾ। ਫੈਡਰਲ ਕਾਨੂੰਨ ਤੁਹਾਡੀ ਨਿੱਜੀ ਜਾਣਕਾਰੀ ਸਹਿਤ ਤੁਹਾਡੀ ਜਨਗਣਨਾ ਸਬੰਧੀ ਪ੍ਰਤੀਕਿਰਿਆਵਾਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਦਾ ਹੈ। ਤੁਹਾਡੇ ਜਵਾਬ ਗੁਪਤ ਹਨ ਅਤੇ ਇਹ ਕੇਵਲ ਅੰਕੜੇ ਤਿਆਰ ਕਰਨ ਲਈ ਵਰਤੇ ਜਾ ਸਕਦੇ ਹਨ। ਕਾਨੂੰਨ ਦੇ ਅਨੁਸਾਰ, ਤੁਹਾਡੀ ਜਾਣਕਾਰੀ ਨੂੰ ਇਮੀਗ੍ਰੇਸ਼ਨ ਪਾਲਣ ਏਜੰਸੀਆਂ ਜਾਂ ਕਾਨੂੰਨ ਪਾਲਣ ਏਜੰਸੀਆਂ ਨਾਲ ਸਾਂਝਾ ਨਹੀਂ ਕੀਤਾ ਜਾ ਸਕਦਾ। ਇਹ ਸਰਕਾਰੀ ਫਾਇਦਿਆਂ ਲਈ ਯੋਗਤਾ ਨਿਰਧਾਰਿਤ ਕਰਨ ਲਈ ਵਰਤੇ ਜਾਣ ਤੋਂ ਵੀ ਸੁਰੱਖਿਅਤ ਹੈ।



ਗਿਣਤੀ ਹੋਵੇਗੀ, ਕੈਲੀਫੋਰਨੀਆ
ਕੈਲੀਫੋਰਨੀਆ ਦੀ ਪੂਰੀ ਗਿਣਤੀ – ਜਨਗਣਨਾ 2020

ਪ੍ਰਤੀਕਿਰਿਆ
ਕਰਨਾ ਆਸਾਨ

2020 ਦੀ ਜਨਗਣਨਾ 'ਤੇ ਪ੍ਰਤੀਕਿਰਿਆ ਕਰਨਾ ਪਹਿਲਾਂ ਨਾਲੋਂ ਜ਼ਿਆਦਾ ਆਸਾਨ ਹੋਵੇਗਾ।
ਤੁਸੀਂ ਪ੍ਰਤੀਕਿਰਿਆ ਕਰ ਸਕਦੇ ਹੋ:
- ਆਨਲਾਈਨ,
- ਫੋਨ ਰਾਹੀਂ,
- ਮੇਲ ਰਾਹੀਂ।

ਹੁਣ ਗਿਣਿਆ ਜਾ ਰਿਹਾ ਹੈ

2020 ਦੀ ਜਨਗਣਨਾ ਇਸ ਸਮੇਂ ਹੋ ਰਹੀ ਹੈ। <https://2020census.gov>; 844-330-2020.
ਇਸ ਵੈਬਸਾਈਟ ਤੇ ਜਾਓ ਜਾਂ ਸਾਨੂੰ ਕਾਲ ਕਰੋ youcountmerced.com; 209-385-7423.



Censo E.U. 2020 - Lo que esta sucediendo hoy dia Lo Que Necesita Saber y Porque Todos Necesitan Ser Contados

Todos Cuentan

El Censo cuenta a cada persona viviendo en los E.U. una vez, y solo una, y en el lugar correcto.

Sus datos estan seguros

El Censo 2020 no incluirá alguna pregunta sobre el estatus de ciudadanía de algún individuo. La ley Federal protege sus respuestas del Censo, incluyendo su información personal. Sus respuestas son confidencial y solo pueden ser utilizadas para producir estadísticas. **Por ley, su información no puede ser compartida con agencias de ejecución de inmigración o agencias de la ejecución de las leyes.** También es protegida de ser utilizada para determinar elegibilidad para beneficios del gobierno.

Significa \$675 billones

Datos del Censo determinan como más de \$675 billones se gastan apoyando los programas vitales de su **estado, condado, y comunidad.**



Facil de responder

El Censo 2020 será más facil que nunca para responder. Usted puede responder:
-En Linea,
-Por Telefono,
-Por Correo.

SEA CONTADO, CALIFORNIA! California Complete Count Census 2020

Sea Contado Ahora

El Censo 2020 está ocurriendo ahora. Visite <https://2020census.gov> o llame al 1-844-468-2020. Para obtener más información y recursos, visite youcountmerced.com o llame al 209-385-7423.



**Censo E.U. 2020 - Más Cerca De Lo Que Piensa
Lo Que Necesita Saber y Porque Todos Necesitan Ser Contados**

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SEA CONTADO, CALIFORNIA!

California Complete Count – Census 2020

**Facil de
responder**

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-Por Telefono,
-Por Correo.

Pronto Vendra

El Censo 2020 estará disponible comenzando en la Primavera de 2020. Para más información sobre el Censo 2020, visite: <https://census.ca.gov> or <https://www.census.gov>, o llame (209) 383-4242. Para información sobre eventos locales y actividades, visite: <http://www.co.merced.ca.us/>.



Censo de 2020 - Acontecendo agora!

O Que Você Precisa Saber e Por Que Todos Precisam Participar

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675 bilhões

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Fáceis de Responder

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- Online,
- Por Telefone,
- Pelo Correio.

VAMOS PARTICIPAR, CALIFÓRNIA!
Contagem Completa na Califórnia – Census 2020

Participe na contagem!

Os Censos 2020 estão a decorrer agora. Visite <https://2020census.gov> ou telefone para o número 1-844-474-2020. Para mais informações e recursos, visite youcountmerced.com ou telefone para o número 209-385-7423.



2020 U.S. ਜਨਗਣਨਾ – ਹੁਣ ਹੋ ਰਿਹਾ ਹੈ
ਤੁਹਾਨੂੰ ਕੀ ਜਾਣਨ ਦੀ ਲੋੜ ਹੈ ਅਤੇ ਹਰੇਕ ਨੂੰ ਮਹੱਤਵ ਦਿੱਤਾ ਜਾਣਾ ਕਿਉਂ ਜ਼ਰੂਰੀ ਹੈ

ਹਰੇਕ ਦੀ ਗਿਣਤੀ ਕੀਤੀ ਜਾਵੇਗੀ

ਜਨਗਣਨਾ ਵਿੱਚ U.S. ਵਿੱਚ ਰਹਿ ਰਹੇ ਹਰ ਵਿਅਕਤੀ ਦੀ, ਕੇਵਲ ਇੱਕ ਵਾਰ ਅਤੇ ਸਹੀ ਸਥਾਨ 'ਤੇ ਗਿਣਤੀ ਹੁੰਦੀ ਹੈ।

ਤੁਹਾਡਾ ਡਾਟਾ ਮਹਿਫੂਜ਼ ਅਤੇ ਸੁਰੱਖਿਅਤ ਹੈ

2020 ਦੀ ਜਨਗਣਨਾ ਵਿੱਚ ਇੱਕ ਵਿਅਕਤੀ ਦੀ ਨਾਗਰਿਕਤਾ ਸਥਿਤੀ ਬਾਰੇ ਸਵਾਲ ਸ਼ਾਮਲ ਨਹੀਂ ਕੀਤਾ ਜਾਵੇਗਾ। ਫੈਡਰਲ ਕਾਨੂੰਨ ਤੁਹਾਡੀ ਨਿੱਜੀ ਜਾਣਕਾਰੀ ਸਹਿਤ ਤੁਹਾਡੀ ਜਨਗਣਨਾ ਸਬੰਧੀ ਪ੍ਰਤੀਕਿਰਿਆਵਾਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਦਾ ਹੈ। ਤੁਹਾਡੇ ਜਵਾਬ ਗੁਪਤ ਹਨ ਅਤੇ ਇਹ ਕੇਵਲ ਅੰਕੜੇ ਤਿਆਰ ਕਰਨ ਲਈ ਵਰਤੇ ਜਾ ਸਕਦੇ ਹਨ। ਕਾਨੂੰਨ ਦੇ ਅਨੁਸਾਰ, ਤੁਹਾਡੀ ਜਾਣਕਾਰੀ ਨੂੰ ਇਮੀਗ੍ਰੇਸ਼ਨ ਪਾਲਣ ਏਜੰਸੀਆਂ ਜਾਂ ਕਾਨੂੰਨ ਪਾਲਣ ਏਜੰਸੀਆਂ ਨਾਲ ਸਾਂਝਾ ਨਹੀਂ ਕੀਤਾ ਜਾ ਸਕਦਾ। ਇਹ ਸਰਕਾਰੀ ਫਾਇਦਿਆਂ ਲਈ ਯੋਗਤਾ ਨਿਰਧਾਰਿਤ ਕਰਨ ਲਈ ਵਰਤੇ ਜਾਣ ਤੋਂ ਵੀ ਸੁਰੱਖਿਅਤ ਹੈ।



ਗਿਣਤੀ ਹੋਵੇਗੀ, ਕੈਲੀਫੋਰਨੀਆ!
ਕੈਲੀਫੋਰਨੀਆ ਦੀ ਪੂਰੀ ਗਿਣਤੀ – ਜਨਗਣਨਾ 2020

ਇਸਦਾ ਅਰਥ ਹੈ \$675 ਬੀਲੀਅਨ

ਜਨਗਣਨਾ ਡਾਟਾ ਨਿਰਧਾਰਿਤ ਕਰਦਾ ਹੈ ਕਿ ਕਿਵੇਂ \$675 ਬੀਲੀਅਨ ਤੋਂ ਵੱਧ ਦੀ ਰਾਸ਼ੀ ਤੁਹਾਡੇ ਰਾਜ, ਕਾਉਂਟੀ ਅਤੇ ਕਮਿਊਨਿਟੀ ਦੇ ਅਹਿਮ ਪ੍ਰੋਗਰਾਮਾਂ ਦਾ ਸਮਰਥਨ ਕਰਨ ਲਈ ਖਰਚੀ ਜਾਂਦੀ ਹੈ।

ਪ੍ਰਤੀਕਿਰਿਆ ਕਰਨਾ ਆਸਾਨ

2020 ਦੀ ਜਨਗਣਨਾ 'ਤੇ ਪ੍ਰਤੀਕਿਰਿਆ ਕਰਨਾ ਪਹਿਲਾਂ ਨਾਲੋਂ ਜ਼ਿਆਦਾ ਆਸਾਨ ਹੋਵੇਗਾ।
ਤੁਸੀਂ ਪ੍ਰਤੀਕਿਰਿਆ ਕਰ ਸਕਦੇ ਹੋ:
- ਆੱਨਲਾਇਨ,
- ਫੋਨ ਰਾਹੀਂ,
- ਮੇਲ ਰਾਹੀਂ।

ਹੁਣ ਗਿਣਿਆ ਜਾ ਰਿਹਾ ਹੈ

2020 ਦੀ ਜਨਗਣਨਾ ਇਸ ਸਮੇਂ ਹੋ ਰਹੀ ਹੈ। <https://2020census.gov>; 844-330-2020.
ਇਸ ਵੈਬਸਾਈਟ ਤੇ ਜਾਓ ਜਾਂ ਸਾਨੂੰ ਕਾਲ ਕਰੋ youcountmerced.com; 209-385-7423.



Censo E.U. 2020 - Lo que está sucediendo hoy día

Lo Que Necesita Saber y Porque Todos Necesitan Ser Contados

Todos Cuentan

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SEA CONTADO, CALIFORNIA!
California Complete Count – Census 2020

Significa \$675 billones

Datos del Censo determinan como más de \$675 billones se gastan apoyando los programas vitales de su **estado, condado y comunidad.**

Facil de Responder

El Censo 2020 será más facil que nunca para responder. Usted puede responder:
-En Linea,
-Por Telefono,
-Por Correo.

Sea Contado Ahora

El Censo 2020 está ocurriendo ahora. Visite <https://2020census.gov> o llame al 1-844-468-2020.

Para obtener más información y recursos, visite youcountmerced.com o llame al 209-385-7423.



Be Counted Now!



2020census.gov
844-330-2020

Sea Contado Ahora



2020census.gov
844-468-2020

Participe Na Contagem



2020census.gov
844-474-2020

ਹੁਣ ਗਿਣਿਆ ਜਾ ਰਿਹਾ ਹੈ



2020census.gov
844-330-2020

Kuas Koj Muaj Npe Tes Yog Taam Sim Nuav



2020census.gov
844-330-2020

**Merced County Office of Education
QAC Training
Exhibit A
Work Plan**

Contractor's services will include, but not be limited to, the following:

- Contractor will develop a plan for training and will train participants based on the approved plan.
- Contractor will provide a three (3) hour training for Community Outreach staff members (four (4) choices of dates and times will be available).
- Contractor will provide shirts, badges and all printing for Community Outreach staff members.
- Contractor will create a training video to be used for future training of Community Outreach staff members.

Participants: Merced County Community Outreach staff members to staff the 2020 Census Questionnaire Assistance Centers (QAC) within Merced County up to forty-five (45) participants.

Contractor will train Participants on the following:

- Develop familiarity and understanding about the importance and impact of a complete count for California in the 2020 Census.
- Complete Questionnaire Assistance Center (QAC) staff training.
- Review and understand the QAC guide and Frequently Asked Questions.
- Understand and be able to share resources to provide assistance to community members.

Training schedule:

2019-2020 Professional Development			
Dates			Objective
3/6/20	1:30p -4:30pm	TBD	3 hour training or preparation
3/9/20	8:30am – 11:30am	TBD	3 hour training or preparation
3/11/20	8:30am – 11:30am	TBD	3 hour training or preparation
3/12/20	1:30pm – 4:30pm	TBD	3 hour training or preparation

From: Audry Garza <AuGarza@mcoe.org>
Sent: Tuesday, April 21, 2020 10:28 PM
To: Pierce, Alexandra <Alexandra.Pierce@countyofmerced.com>; Phillips, Amber <Amber.Phillips@countyofmerced.com>
Subject: Re: training video

Here is youtube link to the training video. Whichever version works best for you and the others:

https://urldefense.proofpoint.com/v2/url?u=https-3A_youtu.be_gdmdx1dxoDY&d=DwIF-g&c=1EMf6n2d8rd6Paap1LAvpYRePxdONAgjQoSce2fqJ5s&r=HgF-R462jm7ueLcKld2TbOUARBVkYPOqI2ND9VZ0nxZ7dfx4eLPACGRDKRYpyWTK&m=IuyqIRgsmo2gSFF7wVckqLGIX-GjPwfeZotaYzUJ_Lo&s=asreglr0HCPYuAYwYW2UqR6SGAyelig0OD7R5MaZ1aM&e=

[https://urldefense.proofpoint.com/v2/url?u=http-3A__img.youtube.com_vi_gdmdx1dxoDY_0.jpg&d=DwIF-g&c=1EMf6n2d8rd6Paap1LAvpYRePxdONAgjQoSce2fqJ5s&r=HgF-R462jm7ueLcKld2TbOUARBVkYPOqI2ND9VZ0nxZ7dfx4eLPACGRDKRYpyWTK&m=IuyqIRgsmo2gSFF7wVckqLGIX-GjPwfeZotaYzUJ_Lo&s=fZ8KsVF4PCGU9MUIUq1dDwBqw0W1E2BxnlZcJaY9YP4&e=]
<https://urldefense.proofpoint.com/v2/url?u=https-3A_youtu.be_gdmdx1dxoDY&d=DwIF-g&c=1EMf6n2d8rd6Paap1LAvpYRePxdONAgjQoSce2fqJ5s&r=HgF-R462jm7ueLcKld2TbOUARBVkYPOqI2ND9VZ0nxZ7dfx4eLPACGRDKRYpyWTK&m=IuyqIRgsmo2gSFF7wVckqLGIX-GjPwfeZotaYzUJ_Lo&s=asreglr0HCPYuAYwYW2UqR6SGAyelig0OD7R5MaZ1aM&e=>

California Complete Count Census 2020 -
YouTube<https://urldefense.proofpoint.com/v2/url?u=https-3A_youtu.be_gdmdx1dxoDY&d=DwIF-g&c=1EMf6n2d8rd6Paap1LAvpYRePxdONAgjQoSce2fqJ5s&r=HgF-R462jm7ueLcKld2TbOUARBVkYPOqI2ND9VZ0nxZ7dfx4eLPACGRDKRYpyWTK&m=IuyqIRgsmo2gSFF7wVckqLGIX-GjPwfeZotaYzUJ_Lo&s=asreglr0HCPYuAYwYW2UqR6SGAyelig0OD7R5MaZ1aM&e=> youtu.be California Complete Count Census 2020

Audry M. Garza, Ed. D.
Coordinator of ELA & HSS, Educational Services Merced County Office of Education
Telephone: (209)381-5991

MERCED COUNTY – 2020 Census Outreach Video Script

Stay Home, Save Lives, and Be Counted.

Did you know there is something that you can do right now to help your community for the next 10 years? That's right. In addition to staying home and saving lives during this coronavirus outbreak, you can also complete your 2020 Census questionnaire.

The 2020 Census is here, and it is so important for you to be counted! Why is the Census so important? Census data determines how more than 675 Billion dollars are spent supporting our state, our county, and our communities' vital programs including resources for schools, transportation, rental assistance, public programming, and—perhaps more important now than ever—healthcare in Merced County.

It is important for everyone to participate. The Census counts every person living in the United States, once, only once, and in the right place. The good news is, it's easier than ever to respond on your own, whether online, over the phone or by mail—all without having to meet a census taker.

You can respond online or by phone in English, Spanish, or 11 other languages. There are also 59 non-English language guides and videos (plus American Sign Language) available on 2020census.gov.

Your data and answers are safe, secure, protected, and only used to produce important statistics. The 2020 Census will not ask you about your citizenship status, and any information you supply cannot by law, be shared with immigration or law enforcement agencies.

It's quick and easy to respond. Make sure your community gets what it needs for the next ten years. To get counted now, visit: 2020census.gov, or for more information and resources visit youcountmerced.com.

And Remember, Stay Home, Save Lives, and Be Counted.

Partner QAC Daily Visitor Interaction Log

QAC Location: _____

Date: _____

QAC Visitor #	Language	Provided Printed Info or Responded to Questions	Visitor Completed Questionnaire via tablet/computer	Visitor Completed Questionnaire via telephone	Visitor contacted USCB via phone and requested an in-person enumerator	Name of QAC Staff Who assisted
1						
2						
3						
4						
5						
6						

Use the space below to record QAC strategies or support processes that: 1) helped to engage community members, 2) need enhancement to better reach targeted hardest-to-count community members, and 3) provide general observations regarding the QACs location, support services, and the effectiveness in serving community members.

Notes:

DAILY TRACKER NAME: _____

DATE:

Time in:

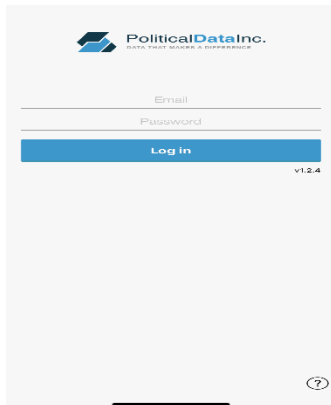
Time out:

LM		TOTAL:
SY		TOTAL:
LY		TOTAL:
U		TOTAL:
LN		TOTAL:
SN		TOTAL:
DC		TOTAL:

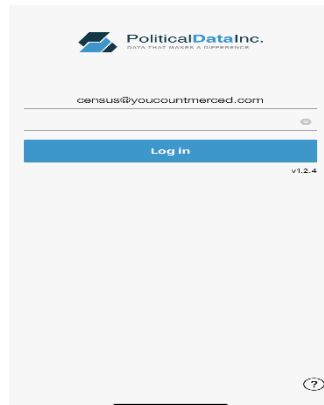
Phone Banking Daily Tracker

Census PDI App Guide

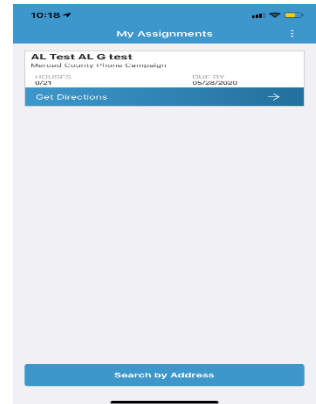
1 Open app CENSUS PDI



2 Enter Username (email) and Password



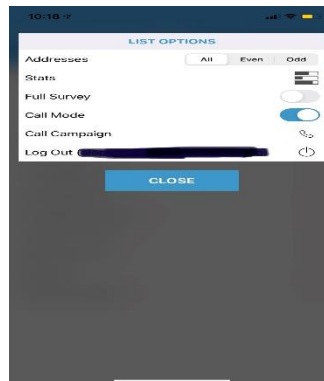
3 Select your Assignment



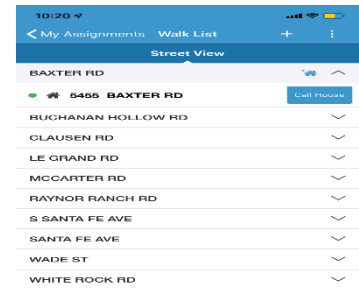
4 Select the 3 dot icon



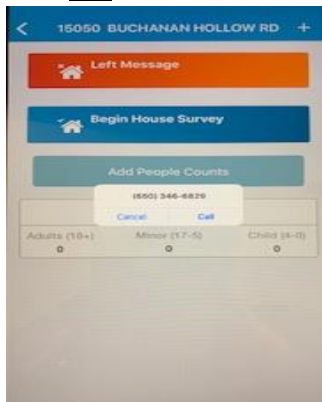
5 Activate CALL MODE



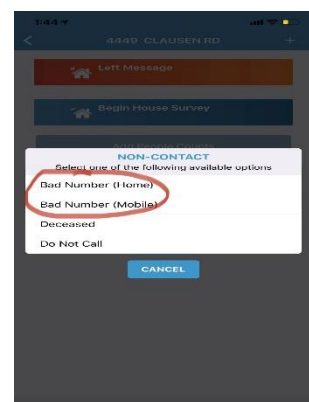
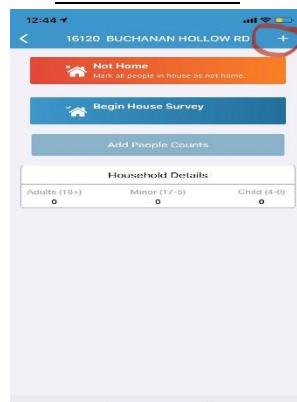
6 Select Address to Call



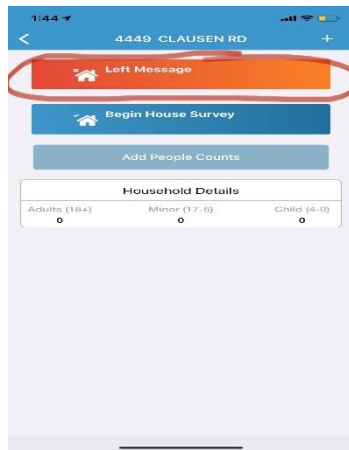
7 Call



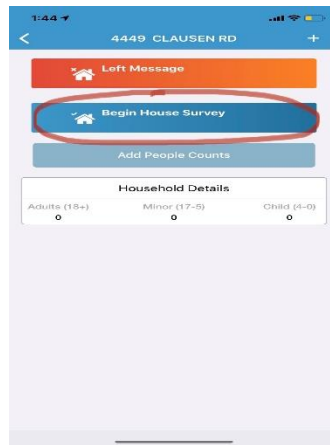
8 If Disconnected



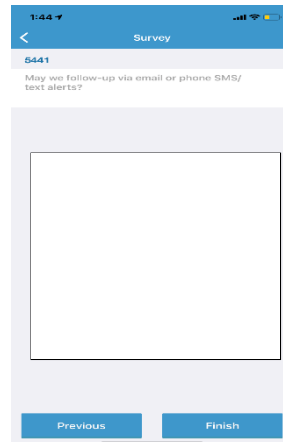
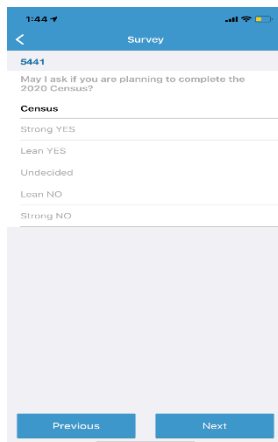
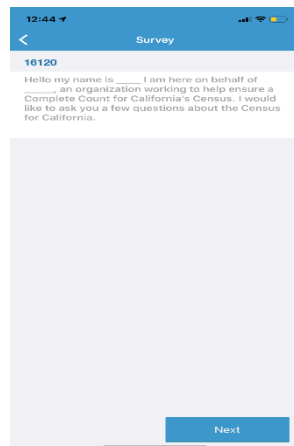
9 No Answer: Leave Message



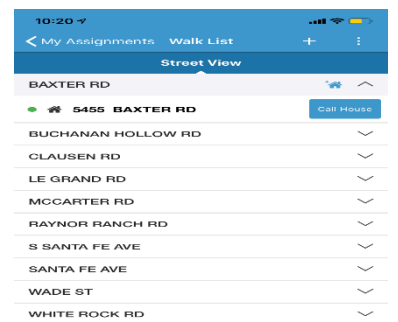
10 Call Connected: Begin Survey!



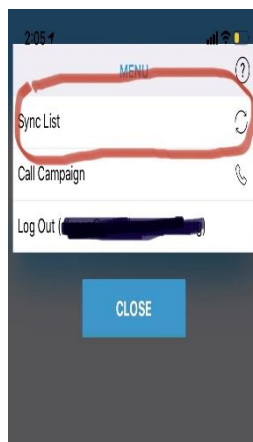
11 Follow Survey



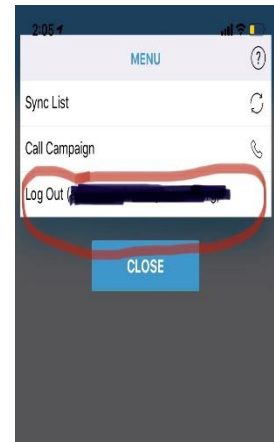
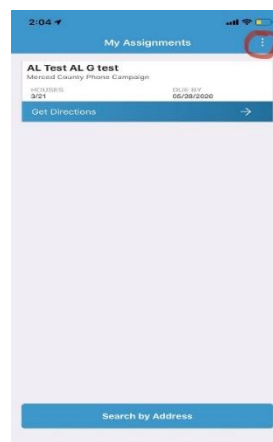
12 Complete Rest of Addresses



13 End of Shift: Sync Data



14 End of shift: Log Out





California Census 2020 is happening now. Your answers to the Census questions help determine how more than \$675 billion are spent, including resources for schools, healthcare, and public programming in Merced County. Your personal information is safe and secure Click below to be counted!

<https://2020census.gov>

CLICK HERE

[Mira aquí el pronóstico del tiempo](#) ×

CORONAVIRUS EN FRESNO

"Los mayores de 65 años deben aislarse en casa" pide el gobernador de California



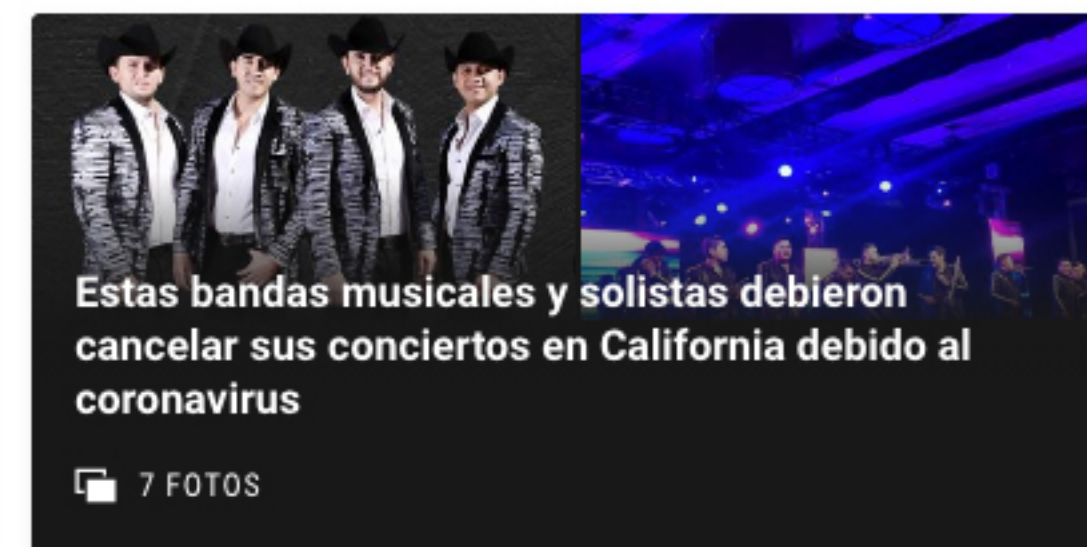
Cierran temporalmente casino Table Mountain para evitar propagación de coronavirus

[LEER MÁS >](#)

Más distritos escolares se sumaron a la cancelación de clases en el Valle Central

[LEER MÁS >](#)

Hospital de Visalia instala carpas adicionales para poder enfrentar emergencia de coronavirus

[LEER MÁS >](#)

Estas bandas musicales y solistas debieron cancelar sus conciertos en California debido al coronavirus

7 FOTOS



Confirman un segundo caso de coronavirus en el condado de Tulare

[LEER MÁS >](#)

PUBLICIDAD

CENSO
2020

#CuentaConmigo

MERCED
COUNTY

¡HAGA CLIC AQUÍ PARA MÁS INFORMACIÓN!

EL TIEMPO

Fresno

LUNES 10:59 AM



55°F

Nublado

↑ 57°F ↓ 43°F

Probabilidad de lluvia: 80%

Viento: ESE 14mph

Humedad: 69%

MERCED
COUNTYCENSO
2020
#CuentaConmigo

¿POR QUÉ ES IMPORTANTE EL CENSO DEL 2020?

El censo cuenta a nuestra población y hogares, proporciona la base para repartir los escaños en el Congreso, redistribuir distritos y distribuir más de \$ 675 mil millones en fondos federales anualmente para apoyar los programas que son vitales en los estados, condados y comunidades, que afectan la vivienda, el transporte, el empleo, la atención médica, la política pública y educación. *

* FUENTE: WWW.CENSUS.GOV/PARTNERS/2020.HTML

¡EL CENSO 2020 ES
IMPORTANTE PARA USTED
Y SU COMUNIDAD,
Y TU PUEDES AYUDAR!¡HAGA CLIC AQUÍ PARA
MÁS INFORMACIÓN!MERCED
COUNTYCENSO
2020
#CuentaConmigo

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* FUENTE: WWW.CENSUS.GOV/PARTNERS/2020.HTML

¡EL CENSO 2020 ES
IMPORTANTE PARA USTED
Y SU COMUNIDAD,
Y TU PUEDES AYUDAR!¡HAGA CLIC AQUÍ PARA
MÁS INFORMACIÓN!

EXHIBIT 1 – Juneteenth Event - African American Historical And Cultural Museum 2020 SEGMENT SPONSOR

Contractor will supply the following sponsorship items to County:

1. Provide a sponsor segment within four (4) hour, live, online broadcast, “This segment has been brought to you by...” (i.e. local history segment, Juneteenth history, etc.) followed by matte-in of the 1280 x 720 static digital ad (10 sec. impression). Include County approved messaging and logo and during the County sponsorship of Gwen Amey-Hollins musical segment of the program and in reference to Census 2020.
2. Provide 1280 x 720 static digital as rotating during the African-American Graduate Salute up to six (6) times. Ads rotate on the side of the digital graduation photos for up to nine (9) seconds per impression. The graduation messages take place of commercials and play during the live event broadcast. County to approve the digital messaging during the African-American Digital Salute.
3. Provide a four (4) hour online TV special feature on The ONME Network and CMAC Channels Comcast Channel 93 and AT&T U-Verse Channel 99.
4. County logo event branding screens throughout the four (4) hour event.

2020 Jazz and Blues Itinerary

2019 Encore Performance (6 min.)

INTRO: 56 min. [2 min. leeway]

1. (5 min.) Announcer (Julia) introduce host and Museum Census Representative
2. (5 min.) Welcome from Ken McCoy, review of the day's event, recognize key sponsors: San Joaquin Valley Health Fund and Sierra Health Foundation-2020 Census
3. (5 min.) Talk with Gregory Melancon about the passing of Dr. Marius, Floyd White and Jesse Perry.
4. (5 min.) Talk with Gregory Melancon about the Museum's Juneteenth Jazz and Blues event history
5. (6 min.) Watch quick history of Juneteenth and Jazz month (video)
6. (5 min.) Talk with Gregory Melancon briefly about the two honorees 2020 and last' years 2019
7. (5 min.) Interview Sacramento Representative Rick Warren – discuss week long Juneteenth 19-26
8. (10 min.) Recognize any food vendor video messages from throughout the Central Valley
9. (5 min.) Interview with Christopher about his census podcast for millennials
10. (5 min.) Play excerpt from census podcast for millennials

The Event

11. (6 min.) **Black graduates presentation BREAK– music and PowerPoint + Census commercial**
12. (6 min.) Interview **Bishop Larry Dodson** – community activists – Tulare County
13. (9 min.) Chris Finley Tulare County history video podcast on Allensworth
14. (10 min.) Introduce Remote Musical Guest: **Joyce King-Brewer**
15. (6 min.) **Black graduates presentation BREAK – music and PowerPoint+ Census commercial**
16. (3 min.) [Play excerpt from census podcast for millennials](#)
17. (5 min.) **Ken and Gregory talk about census OR Interview Cindy here**
18. (6 min.) Interview **Gloria Ann Brown** – NAACP President – Madera County
19. (9 min.) Chris Finley history video podcast on _____
20. (6 min.) Interview **Nick Hill** – CEO and President of Kern County Black Chamber of Commerce– Kern County
21. (10 min.) Introduce Remote Musical Guest: **Gwen Amey Hollins**
22. (6 min.) **Black graduates presentation BREAK – music and PowerPoint+ Census commercial**
23. (3 min.) [Play excerpt from census podcast for millennials](#)
24. (5 min.) **Ken and Gregory talk about census OR Interview Cindy here**
25. (6 min.) Interview **Fannie Hayes** – community activists – Fresno County
26. (9 min.) Chris Finley Fresno County history video podcast on Fresno
27. (6 min.) **Black graduates presentation BREAK – music and PowerPoint+ Census commercial**
28. (3 min.) [Play excerpt from census podcast for millennials](#)
29. (10 min.) **Two 2020 honorees presentation(read bios)**
30. (5 min.) **Special message from Chaka Khan**

- 31. **(10 min.) Special video messages from family or elected officials**
(5 min.) Ed Burke video excerpts
- 32. (9 min.) Chris Finley history video podcast on _____
- 33. (5-8 min.) Ken McCoy and Gregory Melancon Juneteenth history reminder
- 34. (5 min.) Closing remarks Gregory Melancon
- 35. (5 min.) Closing remarks Ken McCoy + reminder of Sac Juneteenth (Thank CMAC + ONME for simulcast and rebroadcast)
- 36. **Play 2019 Full Jazz Encore Performance [here](#)**

Technical Rehearsal Monday, June 8 7:00 PM – 8:00 PM

2020 Census Resources

US Census Bureau Website:

<https://2020census.gov>

US Census Bureau Language Lines:

<u>LANGUAGE LINE</u>	<u>TOLL-FREE NUMBER</u>
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
Telephone Display Device (TDD)	844-467-2020

US Census Bureau Fact Sheets:

<https://www.census.gov/library/fact-sheets.html>

California Census for All 2020 Website:

<https://californiacensus.org/>

California Complete Count 2020 Website:

<https://census.ca.gov/>

Merced County Census Information and Resources:

<http://youcountmerced.com/>

Merced County Census Information Phone Line:

209-385-7423

US Census Bureau Language and Video Guides:

English:

- Language Guide:
<https://www2.census.gov/programssurveys/decennial/2020/resources/language-materials/guides/English-Guide.pdf?#>
- Video:
<https://www.census.gov/library/video/2020/english-video-guide-complete-2020-census-online.html>

Spanish:

- Language Guide:
<https://www2.census.gov/programs-surveys/decennial/2020/resources/language-materials/guides/Spanish-Guide.pdf?#>
- Video:
<https://www.census.gov/content/census/en/library/video/2020/espanol-guia-en-video-para-completar-el-censo-del-2020-por-internet.html>

Hmong:

- Language Guide:
<https://www2.census.gov/programs-surveys/decennial/2020/resources/language-materials/guides/Hmong-Guide.pdf?#>
- Video:
<https://www.census.gov/content/census/en/library/video/2020/hmong-2020-census-video-guide.html>

Portuguese:

- Language Guide:
<https://www2.census.gov/programs-surveys/decennial/2020/resources/language-materials/guides/Portuguese-Guide.pdf?#>
- Video:
<https://www.census.gov/content/census/en/library/video/2020/portuguese-2020-census-video-guide.html>

Punjabi:

- Language Guide:
<https://www2.census.gov/programs-surveys/decennial/2020/resources/language-materials/guides/Punjabi-Guide.pdf?#>
- Video:
<https://www.census.gov/content/census/en/library/video/2020/punjabi-2020-census-video-guide.html>

Link to all language guides: <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>

Helpful 2020 Census Information

What Californians Need to Know About the 2020 Census:

- The Census is a simple, confidential 9 question survey
- Questions include name, address, sex, race, ethnicity, age, and whether you own or rent the home
- Californians should self-identify in regard to race, ethnicity and gender
- Make sure you count everyone in your home, including any friends or family members who are living and sleeping there most of the time
- The Census Bureau will never ask about your citizenship status, or for sensitive information like your social security number, bank accounts, or payments/donations
- The Census Bureau will never reach out to you on behalf of a political party
- Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies. Answers cannot be used for law enforcement purposes, to determine eligibility for government benefits or immigration enforcement
- For more information and answers to frequently asked questions, please visit californiacensus.org.

Why California's Participation Counts

Ensuring every California household participates in the Census is critically important. Mandated by the U.S. Constitution, the Census determines how billions of dollars of federal funding are distributed to each state every year for education resources, affordable housing programs, nutrition and health care services, and more. Estimates show that for every person uncounted, California could lose \$1,000 a year for 10 years. That's as much as \$10,000 per person in funds lost over the next decade.

The Census also determines the state's political representation through the number of representatives in the U.S. Congress and the California State Legislature. Participating in the Census can help ensure Californians' voices are heard in Sacramento and Washington, D.C.

MERCED COUNTY – CA Census Outreach – Video Spot

Comm Copy :60 3/20

THE CENSUS 20-20 IS HERE! BE COUNTED CALIFORNIA! WHY IS THE CENSUS SO IMPORTANT? CENSUS DATA DETERMINES HOW MORE THAN 675 BILLION DOLLARS ARE SPENT SUPPORTING YOUR STATE, YOUR COUNTY, AND YOUR COMMUNITY'S VITAL PROGRAMS, INCLUDING RESOURCES FOR SCHOOLS, HEALTHCARE, AND PUBLIC PROGRAMMING IN MERCED COUNTY. BUT YOU, AND EVERYONE MUST PARTICIPATE! THE CENSUS COUNTS EVERY PERSON LIVING IN THE U.S., ONCE, ONLY ONCE, AND IN THE RIGHT PLACE. THE GOOD NEWS IS, IT'S EASIER THAN EVER TO PARTICIPATE!...ON-LINE, BY PHONE, OR BY MAIL. YOUR DATA AND ANSWERS ARE SAFE, SECURE, PROTECTED, AND ONLY USED TO PRODUCE IMPORTANT STATISTICS. THE 2020 CENSUS WILL NOT ASK YOU ABOUT YOUR CITIZENSHIP STATUS...AND ANY INFORMATION YOU SUPPLY CANNOT, BY LAW, BE SHARED WITH IMMIGRATION OR LAW ENFORCEMENT AGENCIES. THE 2020 CENSUS IS HAPPENING NOW!...BE COUNTED NOW, TO MAKE SURE YOUR COMMUNITY IS GETTING WHAT IT NEEDS. **FOR MORE INFO VISIT *YOU COUNT MERCED DOT COM*...THAT'S *YOU COUNT MERCED DOT COM*. OR CALL 209-383 – 42-42....209-383 – 42-42.** THE CENSUS 20-20 IS HERE! BE COUNTED CALIFORNIA!

REPEATING OF WEBSITE AND PHONE NUMBER IS AS TIME ALLOWS

Merced County Executive Office and Department of Workforce Investment Memorandum of Understanding

EXHIBIT A

SCOPE OF SERVICES

Section 1: Outreach and Communications

- Website creation for youcountmerced.com and management of website to include language accessibility in English, Spanish, Portuguese, Hmong, and Punjabi;
- Posting of materials and links to other Census related resources on website within 72 hours of receiving information;
- Data collection of viewership and utilization of website;
- Monthly reports of website data;
- Collaboration on advertising and messaging
- Assist County Executive Office in coordination of a one-day hiring event in support of U.S. Census Bureau local employment opportunities for Census 2020 positions;
- Collaboration and development of materials for the one-day hiring event;

Section 2: Questionnaire Assistance Center Staffing

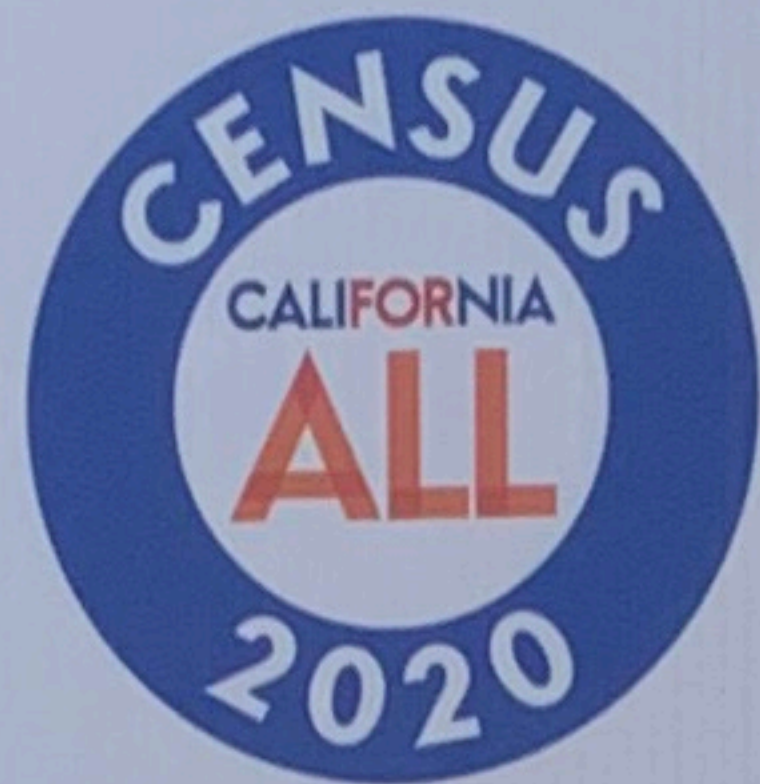
- Provision of staffing for Questionnaire Assistance Centers (QACs) located at each County library branch, including the bookmobile locations;
- Management of QAC staffing of those QAC sites, with QAC staff to perform the following duties:
 - Direct community members to the Census questionnaire and US Census Bureau resources. Resources will be provided.
 - Answer questions about completing the Census questionnaire.
 - Assist those with specific language access needs with in-person language support or connect them with online or telephone resources.
 - Assist with online access provided at the assigned site to those who do not have access or have limited broadband access.
 - Assist with access to phone support at the assigned site for those who prefer to complete the questionnaire over the phone
 - Assist community members in need of language access and/or reasonable accommodations to the available resources. Resources will be provided.
 - Complete Visitor Interaction Log for each community member assisted. Use log to complete Visitor Interaction Form at the end of each day.
 - Comply with all training materials and guidance provided for all public interaction related to Census 2020 and Questionnaire Assistance Centers.
 - Comply with guidance regarding confidentiality and privacy related to all interactions with community members on their Census response.

- Attend training and be familiar with all resources available in order to provide assistance needed, as allowed.
 - Other related duties, as assigned.
- Coordination for training of QAC staff;
- Coordination and collaboration of data collection for each QAC site;

Outcomes

- Fulfill staffing levels for all shifts at each QAC site
- Provision of working website for Census resources and local Census activities
- Coordination and completion of one-day Census hiring event
- Creation of materials for one-day Census hiring event.

Be Counted Now!



**2020census.gov
844-330-2020**

[Resources](#) ▾[COVID-19](#)[Register](#)[Business](#) ▾[Job Seekers](#) ▾[Youth](#) ▾[About](#) ▾

Welcome to YouCountMerced.com!

Here you will find information on how to apply for jobs with the census, census activities and events, and how to fill out your census card and be counted!

If you're looking to earn a few extra dollars while also helping your community, join us on March 12th at one of the locations below to apply to work for the Census through the United States Census Bureau, or click on the link below to apply now!

Make \$18 an hour with a flexible schedule that you set while building your resume, and help bring government funding and services to your community!

[Get Hired!](#)

Happening Now, Be Counted Now

The 2020 Census is happening now. Visit <https://2020census.gov> or call 844-330-2020.

Need census assistance?

Language Assistance

LANGUAGE	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020

Language Guide Videos

[English](#)[American Sign Language](#)

Resources

[US Census Bureau 2020](#)[US Census Bureau Fact Sheets](#)[California Census 2020](#)[California Complete Count](#)

Yog koj xav ua mi tsis hauj lwm kom tau ob peb duas las thiab xav pab koj lub zej zog, tuaj tsib peb rau tim 27th lub peb hlis ntuj ntawm peb ib qhov chaw hauv qab no. Tuaj fias ntawv ua hauj lwm nrog lub koos haum Census nrog teb chaws United States Census Bureau. Nyem kab ntawb tom qab no fias tam sim no!

Txoj hauj lwm yog \$18 ib xooj moos, nrog sib hawm thaum twg los tau tas, thiab koj yuav tau xaiv koj cos xooj moos, thiab pab nom tswv nrhiav nyiaj txiag thiab kev pab rau koj lub zej zog!

Ua Hauj Lwm No

Taab tom yog taam sim nuav, Kuas koj muaj npe tes yog taam sim nuav

Kev Suav Neeg 2020 yog tshwm sim tam sim no. Mus saib ntawm <https://2020census.gov> los sis hu rau 844-330-2020.

Xav tau kev pab suav pej xeem?

Lus Pab	
LUS	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020

Lus qhia thiab video

[Hmong](#)

[American Sign Language](#)

Cov peev txheej

[US Census Bureau 2020](#)

[US Census Bureau Fact Sheets](#)

[California Census 2020](#)

[California Complete Count](#)

[Resources](#) ▾[COVID-19](#)[Register](#)[Business](#) ▾[Job Seekers](#) ▾[Youth](#) ▾[About](#) ▾

Bem-vindo ao YouCountMerced.com!

Aqui você pode encontrar informação de como pode concorrer para um emprego com os censos, atividade censorial e eventos, e como preencher o seu cartão de censos e fazer parte da contagem!

Se procura ganhar uns dólares extra enquanto ajuda a comunidade, junte-se a nós no dia 12 de Março num dos locais abaixo mencionados para os Censos através do United States Census Bureau, ou clique nos links abaixo para fazer a sua inscrição já!

Ganhe \$18.00 por hora com um horário flexível enquanto constrói o seu curriculum, e ajuda a trazer fundos governamentais e serviços para a sua comunidade!

[Aplique aqui](#)

Acontecendo agora! Participe na contagem!

Os Censos 2020 está o a decorrer agora. Visite <https://2020census.gov> ou telefone para o número 844-474-2020.

Necessita de Assistência com os Censos?

Assistência Linguística

LINGUISTICA	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020

Guia de linguagem e vídeos

[Portuguese](#)[American Sign Language](#)

Recursos

[US Census Bureau 2020](#)[US Census Bureau Fact Sheets](#)[California Census 2020](#)[California Complete Count](#)

English ▾

[Resources](#) ▾[COVID-19](#)[Register](#)[Business](#) ▾[Job Seekers](#) ▾[Youth](#) ▾[About](#) ▾

YouCountMerced.com ਵਲੋਂ ਜੀ ਆਇਆਂ

ਇਥੇ ਆਪ ਨੂੰ ਸਿਨਸੱਸ ਦੇ ਕੰਮ ਵਾਸਤੇ ਅਤੇ ਆਪਨਾ ਸਿਨਸੱਸ ਕਾਰਡ ਬਨਾਉਣ ਲਈ ਹਰ ਪਰਕਾਰ ਦੀ ਜਾਣਕਾਰੀ ਮਿਲ ਸਕਦੀ ਹੈ ।

ਜੇਕਰ ਤੁਸੀਂ ਹੋਰ ਵੱਧ ਪੈਸੇ ਬਨਾਉਣੇ ਚਾਹੁੰਦੇ ਹੋ ਅਤੇ ਆਪਣੇ ਭਾਈਚਾਰੇ ਦੀ ਮੱਦਦ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹੋ ।

ਤੁਸੀਂ ਸਾਨੂੰ ਕਿਸੇ ਭੀ ਹੇਠ ਲਿਖੀ ਜਗਾ ਤੇ 3/12/2020 ਨੂੰ ਆ ਕੇ ਮਿਲੋ ਅਤੇ ਯੂ ਐਸ ਸਿਨਸੱਸ ਬਿਓਰੋ ਲਈ ਕੰਮ ਕਰਨ ਵਾਸਤੇ ਆਪਨੀ ਐਪਲੀਕੇਸ਼ਨ ਭਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਲਿੰਕ ਤੇ ਕਲਿਕ ਕਰੋ ।

\$18.00 ਇਕ ਘੰਟੇ ਦੇ ਅਤੇ ਆਪਣਾ ਸਕੈਡੂਲ ਆਪ ਬਨਾਓ ।

[ਕੰਮ ਲਈ](#)

ਹੁਣ ਹੋ ਰਿਹਾ ਹੈ ਹੁਣ ਗਿਣਿਆ ਜਾ ਰਿਹਾ ਹੈ

2020 ਦੀ ਜਨਗਣਨਾ ਇਸ ਸਮੇਂ ਹੋ ਰਹੀ ਹੈ| <https://2020census.gov>; 844-330-2020.

ਮਰਦਮਸ਼ੁਮਾਰੀ ਸਹਾਇਤਾ ਦੀ ਲੋੜ ਹੈ?

ਭਾਸ਼ਾ ਸਹਾਇਤਾ

ਭਾਸ਼ਾ	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020

ਭਾਸ਼ਾ ਗਾਈਡ ਅਤੇ ਵੀਡੀਓ

[Punjabi](#)[American Sign Language](#)

ਸਰੋਤ

[US Census Bureau 2020](#)[US Census Bureau Fact Sheets](#)[California Census 2020](#)[California Complete Count](#)

[Resources](#) ▾[COVID-19](#)[Register](#)[Business](#) ▾[Job Seekers](#) ▾[Youth](#) ▾[About](#) ▾

Bienvenido a YouCountMerced.com!

Aquí encontrará información sobre cómo solicitar trabajos con el censo, las actividades del censo y los eventos, y cómo llenar su tarjeta del censo y ser contado!

Si usted está buscando para ganar un dinero extra y al mismo tiempo también ayudar a su comunidad, únase a nosotros el 12 de marzo en uno de los lugares a continuación para solicitar el trabajo para el Censo a través de la Oficina del Censo de los Estados Unidos, o haga clic en el enlace de abajo para aplicar ahorita!

¡Gana \$18 la hora con un horario flexible que Usted mismo establece mientras amplía su currículum, y ayude a llevar fondos y servicios del gobierno a su comunidad!

[Aplicar aquí](#)

Lo que está sucediendo hoy día, sea contado ahora

El Censo 2020 está ocurriendo ahora. Visite <https://2020census.gov> o llame al 844-468-2020.

¿Necesita asistencia censal?

Asistencia de Idiomas

IDIOMA	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020

Guías de idiomas y videos

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Recursos

[US Census Bureau 2020](#)[US Census Bureau Fact Sheets](#)[California Census 2020](#)[California Complete Count](#)[English](#) ▾









