



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 23, 2020
Organization / Entity	County of Monterey/CAO Census Complete Count Committee
Responsible Person / Title	Rosemary Soto/Management Analyst III
Contact Person / Title	Rosemary Soto/ Management Analyst III
Address	168 West Alisal Street, Third Floor, Salinas, CA 93901
Email / Phone	Sotory1@co.monterey.ca.uc/408-821-2777

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

The Goals of the Monterey County Complete Count effort were:

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

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

A. Media Outreach Strategies:

1. Broad Messaging:

- a. to increase awareness and education on the importance of the Census
- b. to motivate individuals and groups to participate in the Census

Due Date: November 16, 2020

- c. to activate follow through and complete participation

2. Social Media Campaign:

- a. Utilize the most commonly used online forums
- b. Memes, images and videos that drive the messages
- c. Create a sense of movement within HTC communities

3. Local Branding:

- a. Bring community ownership to the local effort
- b. Continuous and consistent visibility through traditional and non-traditional media outlets

B. Community Outreach Strategies:

- 1. Census Ambassador Centers (QAK/QACs):** questionnaire assistance centers will be set up in locations identified as trusted spaces that are within the census tracts and blocks with the highest rates of HTC populations.
- 2. Volunteer Program:** to increase a community driven engagement and mobilization effort, volunteers will be recruited and trained to disseminate information and motivate HTC populations.
- 3. Community Resource Fairs:** host Census centered kick off events in each Supervisorial District of the County in locations identified as trusted spaces and of the highest rate of HTC populations living in that district. Participate in community events throughout the year to increase awareness and education on the Census.
- 4. Theater & Arts:** develop community theater traveling troupe to perform at community outreach events, and use the arts as a communication tool to drive home lively and resonating messages.
- 5. Educational Institutions:** partnerships with the Monterey County Office of Education

- 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 Census Complete Count Committee was established in October 2018 and worked strategically to build partnerships with organizations and community leaders who would be integral in the planning and implementation of our outreach and engagement strategies. This coalition building at

an early stage on proved to be key in addressing the issues, challenges and barriers that arose throughout the two plus years of the committee's collaboration period. In fact, the partnership-focused approach was effective in building cohesion between independently organized coalitions focused on the Census, leveraging resources and building greater capacity. Additionally, the community-driven framework increased ownership, empowering partners to take leadership roles in workgroups that focused on implementing outreach strategies in different regions of the County and focused on the Hard-to-Count populations (HTC).

What hindered the operations?

Citizenship Question: Trump's actions to propose the Citizenship Question be added to the Census questionnaire the series of litigious events that occurred early on, caused significant damage to an already frail environment of mistrust and fear in the Immigrant Community. Once the Supreme Court ruled and it was settled that the question would not be added, the media buzz moved on without the same level of intensity of informing the public of the outcome as there was when the question was still in its probable stage. This meant that many people, immigrant or not, were not aware of the results and still believed the question was added. We had to ensure that our media strategies raised awareness in the most sensitive strategy possible so as to not "open a can of worms" by leading with the information but yet be as forthright about delivering accurate information as possible.

Assembly Bill 5: The passage of AB5 created challenges for compensating temporary outreach workers, consultants for specific supports such as media and the ability to reasonably stipend volunteers who contributed an extended amount of time. The impact we experienced was that the initial capacity we had planned for and were prepared to launch implementation with was capsized and we struggled to meet the level of outreach needed in our County due to the unexpected capacity limits.

COVID-19 Pandemic: The strategy projected with the greatest impact was the Census Ambassador Centers or Questionnaire Assistance Kiosks and Questionnaire Assistance Centers that had been planned and setup for operation in more than 95 different sites situated in census tracts with the highest HTC indexes. Additionally, more than 50 community events coordinated by community organizations of the Complete Count Committee (CCC) and supported by the County. COVID-19 global pandemic restrictions set by Center for Disease Control (CDC), State of California and Monterey County immediately halted all planned outreach activities and closed down all QAK/QACs that had been opened for operation. Despite the fact that the Shelter-in-Place Orders became a challenge in our ability to reach the community on a personal basis with direct contact, it quickly became evident that our need to re-strategize and shift our approach to an all-digital strategy with greater focus on augmenting and enhancing our initial media strategies. Aside from not being able to reach families on a face to face basis which is CCA's traditional way of organizing and reaching people, family's priorities switched tremendously. In the first several days and weeks of the SIP restrictions, we began to see the impact of the pandemic in our most vulnerable communities, particularly Communities of Color and those identified as HTC populations. The impact completely changed the community's priorities to focus on remaining healthy, surviving the impact of lost jobs and wages, access to rental assistance, children's education with distance learning and the lack of digital access, and the shortage of food and essential home items. Many of our community partners and members of the CCC, whose missions included service to communities with relief and support, needed to attend to providing rapid response services and were forced to delay or forego their focus on Census. For partners of the CCC who did have capacity to continue to focus on implementing new strategies had limited capacity and soon encountered the limited supplies of

proper protective equipment (PPE) such as face masks, face shields, gloves and hand sanitizers. No doubt, the family's needs were above completing a Census form or participate in volunteer initiatives to increase the response rate in areas with low response. The first approach to addressing these challenges were to focus on increasing partnerships with organizations such as the Food Bank, schools and other community partners whose main focus was to host and manage food and PPE distribution sites and determine the best and safest ways to disseminate information about the Census as well as set up QAK/QACs at those sites.

Remove Undocumented Immigrants from Census Data: Trump's efforts to exclude undocumented immigrants from the 2020 Census with the intent of impacting the number of apportionment of seats in the U.S. House of Congress was an egregious act with severe consequences. Our messaging and education strategies continuously touted the protections of Title 13 of the U.S. Code, binding their personal information to confidentiality, and importance of being counted in the Census regardless of legal status. The exclusion represented manipulation of protected data but more importantly, took our country back in history to a time where people were not counted because they were not considered a 'whole person', simply because of the color of their skin. To a community who for many reasons goes to great lengths to live in the shadows, ever so careful as to not be noticed by a government who has historically marginalized their own, this action was enough to convince them the Census was not for them.

Census Operations Delayed and Deadline Uncertainty: The initial extension due to the pandemic to October 31, 2020 provided relief and some peace of mind that while the pandemic brought new and more serious concerns, we could still have the time needed to ensure a complete count. The Census Bureau operations having significant delays created much angst and concern about counting populations in group quarters, service based enumeration, homeless and non-response follow up operations. The set back of a new deadline of September 30th and then the reinstatement of the October 31st extension, was extremely challenging to keep the community correctly informed with our outreach strategies and our get out the count efforts effective. The final deadline cut back to October 16th presented the greatest challenge of bringing as many of our planned activities to fruition during 2 days versus the final two weeks we had. We certainly did the best we could and kept publicly counting people up to 2:59am.

Contracted partner's outreach

What outreach tactics worked well?

The CCC partners shifted strategies including; phone banking, census caravans and the provision of essential items along with census outreach information. Partners included census flyers and reminders in school lunch sacks or homework packets, in bundles of face masks and hand sanitizers for the homeless and farmworker communities, this became a very appropriate and welcomed approach to increasing community awareness in the midst of crisis, Virtual live events on various social media platforms became highly effective and a great channel for engaging the community online.

We sought partnerships with entities who were highly respected and trusted in HTC communities. For example, a community which is rarely mentioned as an HTC population is the Latinx/Chicano classic car or lowrider community. In Salinas and the greater Salinas Valley, this particular community is historically rich and bares a significant footprint. As with many other HTC communities, there is a immense amount of mistrust in government and the preference of remaining under the radar. The reluctance to even engage in a conversation about the Census

would be typically dismissed, let alone would we have gained their will to participate in the Census. We partnered with Deadend Magazine who has a worldwide following. Deadend produced a video PSA about the Census, making a connection directly to the classic car community and hosted a classic car cruise from King City to Salinas, culminating with a QAK/QAC in Salinas and in King City. This cruise brought car owners together for the ride and we saw an increase of response rates ranging between 0.5-1.5 in King City, Greenfield, Soledad, Gonzales and Salinas.

Another example, our partnership with the Growers Shippers Association, Center for Community Advocacy, Radio Lazer was instrumental in granting us access to agricultural businesses such as growers and contractors. The access was critical because we were able to set up weekly QAK/QACs in H2A housing sites, paycheck cashing businesses, workplaces including the rural agricultural fields. We often provided lunches for farmworkers and assisted them in completing their questionnaires during breaks and lunch hours or during time the ag companies allotted as contributions to the cause. We implemented such outreach strategies as early as the spring of 2019 during the Educate and Motivate Phases of our overall outreach plan. Strategies and partnerships of this sort were a big part of our success when reaching diverse HTC populations.

What hindered the outreach?

All the challenges and obstacles described above as hindrances to the operations also hindered the outreach. The COVID-19 pandemic hindered outreach with shelter-in-place orders requiring community partners to operate entirely remotely. While several were eventually able to operate with safety measures and personal protective equipment, others were never able to implement in-person outreach strategies.

- 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.

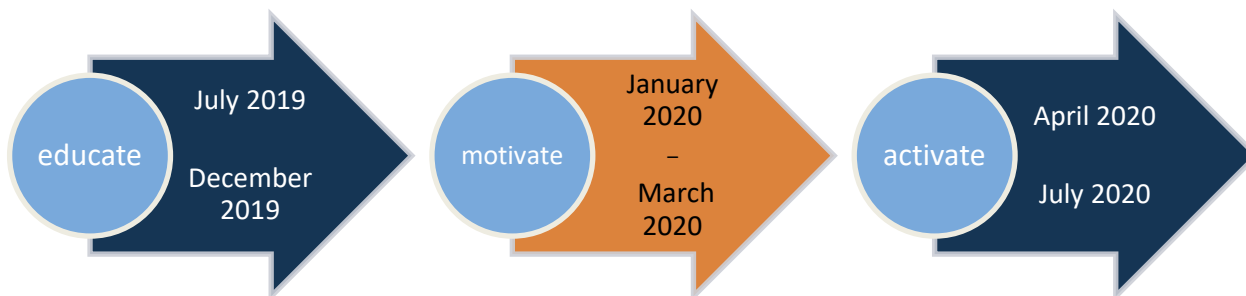
The deadline extension uncertainty was a challenge met with the re-strategizing of our efforts. We approached the uncertainty with an ever so nimble approach to rescheduling events and activities to hold them within a 24 to 48-hour period. This was only possible through the strong relationships established with vendors, businesses, staff and community partners. The uncertainty also created challenges with budgeting, knowing how much could be spent within an indefinite period made stretching the dollar very difficult.

- 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 2010 self-response rate for Monterey County was 64% and the 2020 SRR is at 65.6%. The commitment to integrating Census messaging and QAK/QACs into pandemic relief and response efforts was a great contribution to reaching and surpassing the 2010 SRR.

- 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 infrastructure of the Complete Count Committee was comprised of a Steering Committee and Action Teams that focused on the regions of the County, hard-to-count populations and outreach strategies. The Action Teams were; Media, Outreach, North Monterey County, Salinas, Peninsula and South Monterey County. There were several strategies that overlapped between the Action Teams and constant communication helped to ensure bandwidth and resources of our partners were always taken into consideration so to not strain capacity nor duplicate efforts needlessly. The partnership coordination included several processes that focused on three phases of our work as outlined in our Outreach Plan: *Educate, Motivate and Activate*. *The Media and Outreach efforts were developed and tested in the first two months of the Educate phase of the Educate phase, and were partially implemented by region and HTC's in the last four months of the phase. Full implementation to all regions and HTC populations occurred in the Motivate and Activate phases.*



The processes included; content and creative development; community engagement in focus groups of HTC populations for input, feedback and recommendations; community engagement with CCC partners to identify needs in terms of support and resources; community engagement with various sectors including the private and health sectors for developing partnerships and establishing spaces where outreach activities could be most impactful for implementation. The Action Teams met biweekly and the CCC met monthly. As the pandemic hit our communities and partners were forced to divert attention to rapid response, our strategies entered the Activate phase, our CCC met monthly and we collapsed Action Teams wherever possible and we instituted a monthly open forum known as a “Charla”. The continuous communication was important as it helped inform the needs of the CCC partners and the need to revisit and shift strategies based on current events and local pandemic impacts.

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

PARTNERS:

Community Foundation for Monterey County (CFMCO): Assisted with Project Coordination and grantmaking. Monterey County invested funding for the cost of hiring consultants to assist with coordination in media, higher education, action teams support and project evaluation.

CFMCO was the ACBO for Monterey County in Region 5 and distributed grants to CCC partners with State ACBO and community philanthropic funding.

United Way Monterey County: Assisted with leveraging resources and local funding for media buys and content creation.

Monterey County Office of Education: Led and facilitated the participation of K-12 schools for strategies both in the classroom, integrating Census into curriculums as well the deep engagement of school administrators, Public Information Officers and students in the outreach and QAK/QAC strategies.

Alisal Union School District, Greenfield Unified School District, Salinas City School District, Monterey Peninsula Unified School District: Assisted with the coordination of QAK/QACs at food distribution sites located in low SRR census tracts and facilitate the dissemination of census information/collateral to parents and students throughout the Self-response and NRFU periods.

Cal State University Monterey Bay: Assisted with the coordination of campus based outreach and student participation in outreach strategies both on campus focused on college students as well as community focused on HTC populations.

Hartnell College and Monterey Peninsula College: Assisted with coordinating on campus student outreach and engagement, particularly engagement of HTC population focused student programs such as Veterans, DACamented, MECHA, Chicano Studies, People with Disabilities, Mental Health Student Assistance clubs, as well as signage placement and digital media outreach.

First 5 Monterey County: Led and facilitated the participation of Zero to Five service organizations, including pre-K, head start and childcare programs. Participated in HTC population media messaging and leveraged resources in media buys, printing and collateral distribution coordination.

North Monterey County Unified School District, LULAC North Monterey County and Castroville Coalition: Assisted in the coordination of the North Monterey County Action Team, provided leadership support to youth members in their respective lead roles in the implementation of outreach strategies. Engaged in the development of media content and HTC focused messaging development.

Building Healthy Communities/Padres Unidos: Coordinated trusted messengers to participate in creative messaging and information dissemination, assisted in training for outreach workers focused cultural sensitivity and effective in-person outreach methods, staffing QAK/QACs.

Center for Community Advocacy: Coordinated trusted messengers to participate in creative messaging and information dissemination, assisted in training for outreach workers focused cultural sensitivity and effective in-person outreach methods, staffing QAK/QACs.

California Rural Legal Assistance (CRLA): Coordinated trusted messengers to participate in creative messaging and information dissemination, staffing QAK/QACs.

Lideres Campesinas: Coordinated trusted messengers to participate in creative messaging and information dissemination, staffing QAK/QACs.

Monterey County Health Department - Community Health Workers: Coordinated trusted messengers to participate in creative messaging and information dissemination, staffing QAK/QACs.

Monterey County Libraries: Assisted in the coordination of QAK/QACs at all County operated libraries and helped with the dissemination of Census collateral and information.

Monterey County Department of Social Services: Assisted in the outreach and dissemination of Census collateral information to HTC populations and clients of general assistance benefits programs, foster care and respite care families. Assisted in coordinating homeless service based organizations participation in the Census Bureau's Service Based Enumeration operations.

Monterey County Health Department – Clinics and WIC program: Assisted in the dissemination of Census information and outreach for HTC populations' access to QAK/QACs.

United Farm Workers Foundation: Assisted in the outreach and coordination of QAK/QACs at food distribution sites in Salinas, North and South Monterey County.

LULAC #2055: Assisted in the leadership and coordination of the Outreach Action Team, provided support and leveraging of resources in the outreach activities including QAK/QACs at food distribution sites throughout Monterey County.

City of Salinas: Assisted in the leadership and coordination of the Salinas Action Team, providing support with staff and leveraging funding for media buys, as well as conducting outreach activities and distribution of collateral with City parks and recreation, library services. Assisted with QAK/QAC operations in low self-response census tracts.

City of Seaside: Assisted in the leadership and coordination of the Peninsula Action Team, providing support with staff and leveraging funding for media buys, as well as conducting outreach activities and distribution of collateral with City parks and recreation, library services. Assisted with QAK/QAC operations in low self-response census tracts.

City of Marina: Assisted providing support with staff and leveraging relationships with local businesses, as well as conducting outreach activities and distribution of collateral with City parks and recreation, library services. Assisted with QAK/QAC operations in low self-response census tracts.

City of Gonzales: Assisted providing support with staff and leveraging relationships with local businesses, as well as conducting outreach activities and distribution of collateral with City parks and recreation, library, fire and police services. Assisted with QAK/QAC operations in low self-response census tracts.

City of Soledad: Assisted providing support with staff and leveraging relationships with local businesses, as well as conducting outreach activities and distribution of collateral with City parks and recreation, library, fire and police services. Assisted with QAK/QAC operations in low self-response census tracts.

City of Greenfield: Assisted providing support with staff and leveraging relationships with local businesses, as well as conducting outreach activities and distribution of collateral with City parks and recreation, library, fire and police services. Assisted with QAK/QAC operations in low self-response census tracts.

City of King: Assisted providing support with staff and leveraging relationships with local businesses, as well as conducting outreach activities and distribution of collateral with City parks and recreation, library, fire and police services. Assisted with QAK/QAC operations in low self-response census tracts.

CHISPA, INC.: with more than 1,300 low income and senior housing units in Salinas, South and North Monterey County, CHISPA established QAK/QACs at all housing sites, led a youth-based volunteer program to conduct door hanging outreach and phone banking.

Community Association of Big Sur: led and facilitated the outreach and participation of Big Sur leaders and Tribal Elders of the Esselen Nation as well as hospitality business community of Big Sur and the Big Sur Coastal Communities.

Baktun12: led the creation, production and direction of community theater, fotonovela (magazine) and Public Service Announcements (PSA's), Provided support in training and supporting local community leaders to be featured in Census Teatro (theater) acts and PSA's.

Coalition of Homeless Services Providers: assisted in the connections to the homeless and housing unstable communities, participated in the planning and strategizing of effective methods for reaching and adequately incentivizing/supporting the community as they participate in the Census. Supported the Census service-based enumeration operations.

Community Builders Monterey County: assisted in the development of volunteer and Census 101 training, supported the coordination of media and outreach strategies, designated support staff for social media content development and management.

Census Complete Count Committee members who remained involved and engaged throughout the census operations period in various capacities, including in the implementation of social media, phone banking, hosting virtual Zoom QAK/QACs, email and newsletter distributions:

City of Monterey, City of Pacific Grove, City of Del Rey Oaks, City of Carmel, Salinas Union High School District, Salinas Valley Chamber of Commerce, Central Coast Center for Independent Living, Alliance on Aging, Monterey-Salinas Transit, Veterans Transition Center, NALEO, Diocese of Monterey, Catholic Charities, Monterey Bay Central Labor Council, Sun Street Centers, Dorothy's Place, Loaves Fishes & Computers, Non Profit Alliance of Monterey County, Grower Shipper Association, The Village Project, Pajaro Valley Prevention Student Assistance, Middlebury Institute of International Studies, Housing Resource Center of Monterey County, Housing Authority of Monterey County, The Epicenter, SEIU, Teamsters Union, Monterey County CISNE.

- 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?

Most the outreach workers hired were either bilingual in Spanish/English, Spanish/Indigenous Oaxacan Languages or trilingual in Spanish/English/Indigenous Oaxacan Languages. Language access was provided by in-person interpretation made available at all QAK/QACs or by request at specific QAK/QACs. Language access was also made available by phone for direct contact to the 13 language lines with the U.S. Census Bureau. Collateral, print and media creatives were developed in the threshold languages of Monterey County.

- 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.

The CCC partners have continuously expressed appreciation for the collaborative effort to ensure a complete count, given the many challenges we faced and overcame together, a spirit of unity was cultivated and continues to exist in the many new partnerships that were forged and continue to work together on initiatives that have since been established. In the final Census Celebration, a drive-in socially distant event, many partners had the opportunity to publicly acknowledge each other for their outstanding and tireless efforts. The comraderie was deeply rooted in love for community and the mutual respect for the expertise and connection each partner has with the many communities throughout Monterey County.

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

While the California Census Office did everything possible to provide support and assistance to Counties and ACBO's, I think there was a lot of delay in establishing spaces of shared learning. We now know that planning for the decennial Census will take 2-3 years of planning and preparation, at minimum. More support and connections with other State offices would have also supported the effort at the local level. State departments such as the DMV, EDD, Consumer

Affairs, could have been catalysts in connecting CCC's to local offices to promote or help serve as QAK/QACs, connect to local businesses and enterprises to help establish new and enhance existing partnerships.

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

See attached

b) Updated list of subcontractors

See attached

c) Evaluations or analytical reports, if any

Monterey County will have an analytical report completed on January 26 and will send it on at that time.

d) Sample products*

Veterans:

<https://drive.google.com/file/d/1lrQi9U1ez5XQLKQMn2lpW6cADlOttabe/view?usp=sharing>

Native American: <https://drive.google.com/file/d/1W614Rwne79uOoeysarvnhIS0r4-SOoKG/view?usp=sharing>

Greenfield Teatro with Baktun12:

https://drive.google.com/file/d/1XPHXwU_9UbmYOeCKBJv8JjolR0wtSWYW/view?usp=sharing

Monterey County Supervisor Jane Parker, District 4:

<https://www.facebook.com/2020CensusMC/videos/668681887404376/>

Monterey County Supervisor Chris Lopez, District 3:

<https://www.facebook.com/1012300488970739/videos/1666175393538195>

Monterey County Supervisor Luis Alejo, District 1:

<https://www.facebook.com/1012300488970739/videos/344660906695118>

Mayor Ian Oglesby, City of Seaside:

<https://www.facebook.com/1012300488970739/videos/256977885697857>

Trustee Wendy Askew, Monterey Peninsula Unified School District Board Trustees:

<https://www.facebook.com/1012300488970739/videos/1134341366925550>

Gonzales School District:

<https://www.facebook.com/1012300488970739/videos/840033073166195>

Vice Mayor Gloria De La Rosa, City of Salinas:

County of Monterey/CAO Census Complete Count Committee

<https://www.facebook.com/1012300488970739/videos/586415565631002>

Deadend Magazine (Lowrider Community):

<https://www.facebook.com/1012300488970739/videos/337549967329784>

Baktun12: North Monterey County:

<https://www.facebook.com/1012300488970739/videos/816163165854443>

Baktun12: Salinas:

<https://www.facebook.com/1012300488970739/videos/1211961232502942>

Baktun12: Carmel, Carmel Valley and Big Sur:

<https://www.facebook.com/1012300488970739/videos/366281744777761>





Census
Monterey County 2020
Count me in ✓ Cuenta conmigo

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IT'S CONFIDENTIAL!
COMPLETE IT TODAY

¡ES CONFIDENCIAL!
¡LLENALO AHORA

County of Monterey/CAO Census Complete Count Committee

The 2020 Census is a national count of everyone living in the United States. A fair and accurate count is important for us in Monterey County because it means equal representation and adequate federal funding for our communities. Census data determines funding for roads and transportation, hospitals, early childhood programs and Head Start, federal Pell grants for students, workforce development and small business loans.

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 **ENGLISH:** 844-330-2020
SPANISH: 844-468-2020 **TDD:** 844-467-2020

Census 2020
Monterey County
Count me in. Cuenta conmigo.

¡ES CONFIDENCIAL! LLENELO AHORA

El Censo 2020 es un conteo nacional de todas las personas que viven en los Estados Unidos. Una cuenta justa y precisa es importante para nosotros en el Condado de Monterey porque significa que tendremos representación igualitaria y fondos federales para nuestras comunidades. Los datos del censo se utilizan para financiar las carreteras y el transportes, hospitales, programas para la primera infancia, Head Start, becas Pell para estudiantes universitarios, programas para el desarrollo de la fuerza laboral y préstamos para pequeñas empresas.



*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.

March - June After June 202

Contracted Partner Name	Subcontractor Name	Region	Address	Expected Outcome	Amount	Amount	Amount
Monterey	Alliance on Aging		247 Main Street, Salinas, CA 93901	Outreach and education materials, print and swag	\$2,000		
Monterey	Center for Community Advocacy		22 West Gabilan Street, Salinas, CA 93901	Outreach and education materials, print and swag, kickoff	\$11,000	\$ 1,000.00	\$ 3,000.00
Monterey	City of King/South Monterey County Action Team		212 S. Vanderhurst Ave, King City CA 93930	Outreach and education materials, print and swag, Kickoff event, Mobile QACs	\$8,000	\$ 18,754.00	\$ 41,754.00
Monterey	City of Salinas/Salinas Action Team		65 West Alisal Street, Salinas CA	Outreach and education materials, print and swag, media	\$16,000	\$ 5,295.00	\$ 21,295.00
Monterey	City of Seaside/Peninsula Action Team		440 Harcourt Ave, Seaside, CA 93955	Outreach and education materials, print and swag	\$9,000		
Monterey	Community Foundation for Monterey County		2354 Garden Rd, Monterey CA 93940		\$70,000		
Monterey	Lideres Campesinas		231 Burgundy, Greenfield CA 93927	Outreach and education materials, print and swag	\$4,000		\$ 2,000.00
Monterey	Loaves, Fishes and Computers		938 S. Main Street, Salinas CA 93901	Outreach and education materials, print and swag	\$4,000		
Monterey	LULAC North County, Castroville Coalition			Outreach and education materials, print and swag, Kickoff event	\$4,000	\$ 5,800.00	\$ 1,000.00
Monterey	Pajaro Valley Prevention and Student Assistance, Inc		335 E. Lake Ave, Watsonville, CA 95076	Outreach and education	\$6,000		
Monterey	Radio Bilingue		161 Main Street, Salinas, CA	Outreach and education materials, print and swag	\$3,000		
Monterey	Greenfield Unified School District		493 El Camino Real, Greenfield, CA	outreach and education swag		\$ 4,898.00	\$ 2,800.00
Monterey	Health Department Census Outreach Team/Promotores		1270 Natividad Road, Salinas, CA	Outreach and education, print materials		\$ 5,746.00	\$ 1,000.00
Monterey	Carmel Unified School District		418 Garden Ave, Monterey, CA	Outreach and education materials		\$ 3,250.00	\$ 500.00
Monterey	Monterey Peninsula College		980 Fremont St., Monterey, CA	Outreach and education, print materials		\$ 7,921.00	
Monterey	Hartnell Community College		411 Central Ave, Salinas, CA	Outreach and education, print materials		\$ 9,984.00	
Monterey	City of Gonzales		147 Fourth Street, Gonzales, CA	Outreach and education, print materials, swag		\$ 8,654.00	\$ 2,500.00
Monterey	Padres Unidos		1251 Moreno Dr, Salinas CA	Outreach and education, print materials, swag		\$ 2,000.00	\$ 1,000.00
Monterey	Community Builders Monterey County		PO Box 1122, Monterey, CA	Outreach and education, print materials, swag		\$ 3,000.00	
					\$137,000	\$ 76,302.00	\$ 76,849.00

Monterey	Baktun 12		PO Box 2800 Salinas, CA 93902	PSAs and Teatro			\$ 15,000.00
Monterey	City of Greenfield		PO Box 127 Greenfield, CA 93937	Mobile QAC, Car Cruise			\$ 2,000.00
Monterey	City of Soledad		248 Main St. Soledad, CA	6 Mobile QAC			\$ 1,000.00
	Deadend Magazine		60 Malarin Salinas, CA 93901	PSA and Car Cruise			\$ 2,600.00
Monterey	PDI Census Phone Banking			Phone Banking Technical Assistance			\$ 3,000.00

Census *Salinas* 2020



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