



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

### General Information

Date of report	11/16/2020
Organization / Entity	County of Shasta
Responsible Person / Title	
Contact Person / Title	Community Development Coordinator
Address	1450 Court St #108, Redding, CA 96001
Email / Phone	<a href="mailto:wtaylor@co.shasta.ca.us">wtaylor@co.shasta.ca.us</a> / 530-245-6433

### 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?

#### Goal #1 - Effective Public Education and Outreach

- Objective #1- Identify and successfully develop affective approaches for informing and engaging the general public about the importance of the 2020 Census to the communities and residences of Shasta County.

#### Goal #2 – Mobilization and call to action

- Objective #2 – Motivate and inspire all residents to be counted and to participate fully in the Census 2020 Complete Count effort and encouraging their family members, friends, and neighbors to do the same.

#### Goal #3 – Open access to full and inclusive participation

- Objective #3 - Identify barriers to participation for historically undercounted communities in Shasta County. Develop effective solutions and outreach strategies tailored to those issues and needs that allow for full and inclusive participation.

#### Goal #4 – Efficiency and Efficacy

Objective #4 – Ensure that the County's outreach efforts are effective and efficient by: Identifying County and cities and community assets and fully involving existing formal and informal networks; and

Due Date: November 16, 2020

## County of Shasta

Leveraging outreach efforts and materials by the US Census Bureau and supplementing existing materials and outreach with locally focused communications and tailored messages.

The Covid- 19 pandemic of March 2020 caused several challenges to Shasta County's Census 2020 efforts. The pandemic affected all Shasta County's stated goals and objectives for the Census 2020. We had to completely revise our strategies for all planned in person events and activities. We were unable to hold Complete Count Committee in person meetings, unable to make presentations to community groups and advocates, and were unable to offer in person help through our planned Questionnaire Assistance Centers and Kiosks. Shasta County was forced to rely more on social media, advertising, and direct mailings for our outreach activities. The pandemic forced the county to be more creative in all our outreach activities. Another significant challenge was the US Census Bureau's continued adjustment of the response period deadline. The moving deadline made it almost impossible to continue outreach and marketing activities at the end of the campaign.

- 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?

Shasta County did not have any contracted partners. Operationally, what worked well for us was the team/ grassroots approach we used at the beginning of the Census campaign. Having the community contacts available that were part of the Shasta Complete Count Committee was a great help in organizing and strategizing the best approaches to reach hard to count population in our communities. They also served as Census ambassadors talking about the importance of the Census to coworkers, friends and family.

What hindered the operations?

When the Coronavirus Pandemic hit in March 2020, the State of California and Shasta County were ordered to shelter at home. Shasta County Census operations were greatly hindered. The Shasta complete Count Committee meetings were suspended. Shasta county staff were ordered to work remotely. It became difficult to rely on the team/grassroots planning activities that has worked well previously. As schools, businesses, retail stores, and religious centers closed, it became clear we needed another approach to reach the community with the Census message.

### Contracted partner's outreach

What outreach tactics worked well?

## County of Shasta

The Covid-19 Pandemic presented several challenges to the county's Census efforts; however, it also provided opportunities. Shasta County changed tactics and participated in the new opportunities provided by the drive through food bank pickup programs, the drive through Summer free lunch programs offered by County Office of Education, and the Shasta County Library book pick up/drop off programs. Shasta County also focused more resources on local print, radio, and television advertising to reach the community members who were stuck at home.

### What hindered the outreach?

Shasta County's planned in person activities and outreach were hindered by the pandemic. The Questionnaire Assistance Centers and Kiosks plans were canceled. The in person planned outreach targeted to our ethnic communities was disrupted.

- 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.

In addition to the challenges surrounding the Coronavirus pandemic, the County faced other challenges such as staffing turnover, rural area nonresponse and mistrust in the process. The main contact in the County for the Census 2020 campaign left in May 2020. Other staff was assigned to the project and was able to complete the campaign.

The rural areas of Shasta County have traditionally been viewed as more mistrusting of government than most county communities. In order to combat that mistrust and unwillingness to participate in the process, the County decided to focus on those areas during the NRFU period. By using local print media, radio spots, and local television ads featuring local civic leaders, these rural census tracts were targeted enabling the Census message to be heard.

- 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.

Shasta County 2010 Self response rate 65.8%

Shasta County 2020 Self response rate 67.1%

The response rate in Shasta County was improved from the 2010 numbers by 1.3%. We feel that the local involvement, community-based support, and increased marketing and outreach efforts were responsible for this outcome. We strongly feel if it were not for the challenges presented by the pandemic the 2020 response would have been even better.

- 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.

Shasta County formed Census 2020 partners almost immediately by organizing the Shasta Complete Count Committee (CCC). The CCC included leadership and staff from local nonprofits, organizations, county governmental departments and other cities within Shasta County. In doing so, we were able to use the members as local ambassadors for the Census 2020, enabling us to reach a variety of population segments including the hard to count populations. These members/ambassadors were from agencies such as the City of Redding, United Way, League of Women Voters, Office of Education and the Sikh Center. The CCC roster included a wide cross-section of community leaders and organizations.

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

City of Redding – enabled county to distribute Census inserts into 48,000 City's utility bills.

Shasta County Office of Education – coordinated to distribute Census 2020 flyers to all the Summer free meal program recipients in Shasta County

Shasta County Health & Human Services – coordinated with dept to distribute Census 2020 printed backpacks w/ Census flyers to targeted homeless population participants of project Roomkey.

Shasta County Libraries – coordinated main library to distribute Census flyers and posters to all library patrons during the curbside pickup Summer campaign including the 3 satellite locations of Cottonwood, Anderson, and Burney.

Shasta County Clerk/Elections Office - Working with this county department, we were able to have a Census message printed in the March 2020 voter guide. This was mailed to 125,000 registered voters in Shasta County. We had scheduled another message to be printed in the voter guide for the November 2020 election, but had to cancel when the response deadline was shortened to September 30, 2020.

Local Healthcare providers – posted Census 2020 flyers and distributed Census face masks to their clients.

- 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?



## County of Shasta

Shasta County utilized the marketing materials provided by the state in addition to the outreach materials printed locally. The state materials were made available in several languages. These were distributed to target populations and at events and when needed. For example, staff made a presentation at the local Sikh Center in Anderson, CA. Flyers and handouts were printed and distributed in the Punjabi language. All the advertising, flyers, posters all included text in Spanish as well as English.

- 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.

One of the biggest impacts of the Shasta County Census 2020 effort has been the renewed working relationships between community partners. Local governmental agencies, departments and nonprofits work to serve the local community every day. It is easy for staff to get tunnel vision, or too focused on individual tasks and programs to remember we are not alone in our commitment to those we serve. Working together on the Census 2020 campaign forced us to come together for a common purpose, often meeting people face to face, that had before just been a name on an email. Meeting others who face the same workplace challenges, was great way to network, share ideas and exchange contact information for possible future collaboration.

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

My suggestions for the 2023 Census are:

To start early in planning.

Request the community partners and counties, have the necessary staff available to dedicate to the Census.

Timelines should to be constant.

## 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
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products\*

\* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles;

County of Shasta

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](mailto:outreach@census.ca.gov) with a copy to the RPM/contract manager. Please include your organization name in the subject line.



# Shasta County

---

## DEPARTMENT OF HOUSING AND COMMUNITY ACTION PROGRAMS

Shasta County Administration Center  
1450 Court Street, Suite 108  
Redding, CA 96001-1661  
(530) 225-5160 FAX: (530) 225-5178

Housing Authority  
Community Action Agency

August 5, 2020

Dear Shasta County Board of Supervisors,

As you know, the Shasta County Housing and Community Action Agency, in partnership with the State of California, is conducting outreach activities to support a complete count of Shasta County residents in the 2020 Census. Approximately \$675 billion in federal funding is distributed to communities each year. \$11 billion of this federal funding goes directly to county programs throughout the state. These funds are used for services such as transportation, criminal justice, economic development, and senior programs. An undercount of the census can severely impact these programs and the ability of the county to serve our community.

Our mission is to mobilize and educate the public to ensure an accurate, fair and inclusive count of the Shasta County population during this decennial count. However, we need your help. As a community leader, you are a trusted voice who can motivate and educate our community on the importance of a complete count in 2020.

Accompanying this letter is an outreach packet for your use. Please use the contents of this packet to assist you in engaging the community for the purpose of motivating all residents to be counted.

If you would like to learn more about the 2020 Census or if you would like additional material to support you in your efforts, please let us know.



For more information or to request additional educational materials, please contact:

Wendy Taylor, Community Development Coordinator

[wtaylor@co.shasta.ca.us](mailto:wtaylor@co.shasta.ca.us)

(530) 245-6433

Sincerely,

Ayla Tucker  
Program Manager

---

This content is being provided for free as a public service to our readers during the coronavirus outbreak. **Please support local journalism by subscribing to the Record Searchlight/Redding.com.** ([https://subscribe.redding.com/specialoffer?](https://subscribe.redding.com/specialoffer?gps-source=CPDOT&utm_source=DOT&utm_medium=onsite&utm_campaign=Coronavirus&utm_term=DOTcta&utm_content=embed)

gps-

[source=CPDOT&utm\\_source=DOT&utm\\_medium=onsite&utm\\_campaign=Coronavirus&utm\\_term=DOTcta&utm\\_content=embed](https://subscribe.redding.com/specialoffer?gps-source=CPDOT&utm_source=DOT&utm_medium=onsite&utm_campaign=Coronavirus&utm_term=DOTcta&utm_content=embed))

---

The Census count takes place every 10 years. Federal money for projects that benefit the community — from road repairs to political representation in Congress — are based on those population numbers. ([/story/news/2019/12/30/census-2020-shasta-county-california/4300998002/](https://story/news/2019/12/30/census-2020-shasta-county-california/4300998002/)).

Starting Saturday, Census work resumes in California North State Region One, which includes 17 counties: Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, and Yuba.

At last count, 59.6% of households in Shasta County had responded to the Census, slightly less than the average statewide response rate of 61.9%, said Tucker.

The average response rate so far in the 17-county region is 65.7%, she said.

[Buy Photo](#)



Census recruitment sign posted in a home's yard in Redding in February. Census forms will be mailed to residents on March 12. (Photo: Michele Chandler)

Census data is used to determine \$675 billion nationally in federal funding, spending on infrastructure programs and services, Housing and Community Action Programs Community Organizer Denise Keokhamdy told the Redding City Council during a meeting last summer.

“Communities will start to see and hear federal workers getting the word out about the Census again,” said Linda Cutler, CEO of the Sacramento Regional Community Foundation, during a press briefing held Wednesday about the Census restart.

That includes hiring door-to-door Census takers, Cutler said.

Last summer, Shasta County officials said the Census wanted to hire between 300 and 500 people who go door-to-door collecting household and demographic information from people who have not submitted answers to mailed questionnaires.

1 free article left.

**As the story unfolds, start here.**  
**99¢ per month. Save 90%.**

**ter in your inbox.**

WS

[Subscribe Now](#)

[Record](#)



**Peace march:** 'Black folks ... have been in a pandemic for 400 years': Redding protests racial injustice (/story/news/local/2020/06/07/redding-protests-george-floyd-racism-police-brutality/3163477001/)

During the previous Census, in 2010, about 400 jobs were created in Shasta County. Information about jobs can be found at [www.mycensus2020.gov](http://www.mycensus2020.gov).

The foundation is the lead organization for the Census effort in Region 1, which stretches from Sacramento to the Oregon border.

After Gov. Gavin Newsom gave a statewide stay-at-home order in mid-March amid the pandemic, community organizations and nonprofits that partnered with the Census to conduct the count had to “rethink and reorganize,” said Cutler.

That meant scuttling planned Census-promoting operations that had been scheduled to take place at local schools and libraries, which remain closed under Shasta County health rules.



Daziah Joshua, 10, participates in math activities at the Liberty Bowl. Statistics in Schools, an educational program within the United States Census Bureau, launched in 2020 national programming in Memphis. (Photo: Laura Testino)

County officials have since shifted “to a more media-based, online approach, as well as things like flyers” that will be tucked in library books that borrowers now can pick up curbside, Tucker explained.

Efforts are also underway with K-12 schools in Shasta County to include Census information with school breakfasts and lunches that are being delivered to students while schools remain closed to in-person instruction.

Making arrangements to send Census information to people who only have post office box addresses is also being worked out.

“We’re really looking at creative ways where we can still make sure that Census activities are very much alive and well so that we can get fairly counted within our community because we definitely need those resources that the Census brings,” said Tucker.

1 free article left.

**As the story unfolds, start here.**  
**99¢ per month. Save 90%.**

Subscribe Now

Record

# Census 2020: Work restarts around North State as COVID-19 restrictions loosen

Michele Chandler, Redding Record Searchlight

Published 6:00 a.m. PT June 11, 2020 | Updated 12:15 p.m. PT June 11, 2020

*Corrections & Clarifications: This story was updated on June 11, 2020, to correct that the Census will not begin its door-to-door canvassing at homes until Aug. 11.*

After the coronavirus pandemic sparked massive shutdowns across the country in March, efforts to conduct the 2020 Census stalled.

Now, with Shasta, Siskiyou and many other California counties reopening their economies, the U.S. Census Bureau has announced that it's about to restart its once-a-decade population count.

In mid-August, Census takers will begin door-to-door canvassing at the homes of people who haven't already answered Census questions online, by telephone or by mail.

From Aug. 11 through Oct. 31, staff from the Census will begin a "non-response follow up," where federal workers focus on reaching the final households that have not responded. Due to the pandemic, that's extended from the original deadline at the end of July.

**'Trusted messengers':** [Why Shasta County schools hold key to 2020 Census participation, more tax dollars \(/story/news/2019/12/30/census-2020-shasta-county-california/4300998002/\).](#)

The 2020 Census will be the first to be conducted online, possibly making it harder for those with limited access to the internet or people who aren't tech-savvy.

"We have 1 free article left.

Complete your subscription now.  
As the story unfolds, start here.  
99¢ per month. Save 90%.

Subscribe Now

dy is fully counted," said Ayla Tucker, program manager of Shasta County Housing & Community Development. "Census takers will be making house-to-house visits, with their numbers ramped down for a period. Now, we're getting to that point where we can

ment, including among populations that are traditionally hard to reach, such as renters, the homeless.

Record





- [Coronavirus live updates: What we know Friday about COVID-19 in the North State](https://www.redding.com/story/news/2020/05/29/coronavirus-live-updates-what-we-know-friday-covid-19-north-state/5279938002/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001)  
([https://www.redding.com/story/news/2020/05/29/coronavirus-live-updates-what-we-know-friday-covid-19-north-state/5279938002/?utm\\_source=oembed&utm\\_medium=onsite&utm\\_campaign=storylines&utm\\_content=news&utm\\_term=2947896001](https://www.redding.com/story/news/2020/05/29/coronavirus-live-updates-what-we-know-friday-covid-19-north-state/5279938002/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001))
- 📷 [Drive-through, bus stop school meal distribution: June 1-5](https://www.redding.com/picture-gallery/news/2020/05/29/drive-through-bus-stop-school-meal-distribution-june-1-5/5286263002/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001) ([https://www.redding.com/picture-gallery/news/2020/05/29/drive-through-bus-stop-school-meal-distribution-june-1-5/5286263002/?utm\\_source=oembed&utm\\_medium=onsite&utm\\_campaign=storylines&utm\\_content=news&utm\\_term=2947896001](https://www.redding.com/picture-gallery/news/2020/05/29/drive-through-bus-stop-school-meal-distribution-june-1-5/5286263002/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001))
- [‘Space for people to spread out’: Could North State wilderness be oasis for those eager to escape home?](https://www.redding.com/story/news/2020/05/28/north-state-tourism-bounce-back-californiak-travel-coronavirus/5226697002/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001)  
([https://www.redding.com/story/news/2020/05/28/north-state-tourism-bounce-back-californiak-travel-coronavirus/5226697002/?utm\\_source=oembed&utm\\_medium=onsite&utm\\_campaign=storylines&utm\\_content=news&utm\\_term=2947896001](https://www.redding.com/story/news/2020/05/28/north-state-tourism-bounce-back-californiak-travel-coronavirus/5226697002/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001))
- [‘The goal is really to survive.’ Where Shasta County’s restaurants stand after COVID-19](https://www.redding.com/story/news/2020/05/28/shasta-county-restaurants-reopening-phases-covid-19/3119231001/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001)  
([https://www.redding.com/story/news/2020/05/28/shasta-county-restaurants-reopening-phases-covid-19/3119231001/?utm\\_source=oembed&utm\\_medium=onsite&utm\\_campaign=storylines&utm\\_content=news&utm\\_term=2947896001](https://www.redding.com/story/news/2020/05/28/shasta-county-restaurants-reopening-phases-covid-19/3119231001/?utm_source=oembed&utm_medium=onsite&utm_campaign=storylines&utm_content=news&utm_term=2947896001))

During the last Census, youngsters from birth to 5 years old were the most missed age groups across the state.

Children living in “complex households” where more than one family lives under the same roof also tend to be overlooked, said Bill O’Hare, president of O’Hare Data and Demographic Services, LLC in Maryland. Those individuals often include young children living with their grandparents or with others who aren’t their parents, said O’Hare.

#### MORE:

**More:** [Coach’s fight for survival strengthened by support from Redding sports community](https://www.redding.com/story/sports/2020/06/10/redding-sports-community-rallies-injured-basketball-coach-ravien-lawson/5240690002/) ([/story/sports/2020/06/10/redding-sports-community-rallies-injured-basketball-coach-ravien-lawson/5240690002/](https://www.redding.com/story/sports/2020/06/10/redding-sports-community-rallies-injured-basketball-coach-ravien-lawson/5240690002/))

**More:** [Meat shortages hit restaurants amid pandemic](https://www.redding.com/story/news/2020/06/09/meat-shortages-high-prices-hit-restaurants-amid-pandemic/5238690002/) ([/story/news/2020/06/09/meat-shortages-high-prices-hit-restaurants-amid-pandemic/5238690002/](https://www.redding.com/story/news/2020/06/09/meat-shortages-high-prices-hit-restaurants-amid-pandemic/5238690002/))

**More:** [As the story unfolds, start here. COVID-19](https://www.redding.com/story/money/columnists/david-benda/2020/06/06/california-coronavirus-99c-per-month-save-90%/) ([/story/money/columnists/david-benda/2020/06/06/california-coronavirus-99c-per-month-save-90%](https://www.redding.com/story/money/columnists/david-benda/2020/06/06/california-coronavirus-99c-per-month-save-90%/))

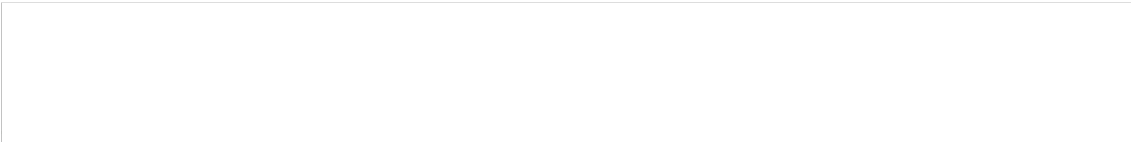
Subscribe Now

Record



Michele Chandler covers city government and housing issues (<https://www.redding.com/search/michele%20chandler/>) for the Redding Record Searchlight (<https://www.redding.com/>)/USA Today Network. Follow her on Twitter at @MChandler\_RS ([https://twitter.com/MChandler\\_RS](https://twitter.com/MChandler_RS)), call her at 530-225-8344 or email her at [michele.chandler@redding.com](mailto:michele.chandler@redding.com). Please support our entire newsroom's commitment to public service journalism by subscribing today. ([https://offers.redding.com/specialoffer?gps-source=CPNEWS&utm\\_medium=onsite&utm\\_source=news&utm\\_campaign=NEWSROOM&utm\\_content=michelechandler](https://offers.redding.com/specialoffer?gps-source=CPNEWS&utm_medium=onsite&utm_source=news&utm_campaign=NEWSROOM&utm_content=michelechandler)).

Read or Share this story: <https://www.redding.com/story/news/2020/06/11/coronavirus-california-covid-19-census-2020/5334687002/>



1 free article left.

As the story unfolds, start here.  
99¢ per month. Save 90%.

Subscribe Now

Record .



## Three Ways to Complete the Census

**ONLINE:** The Census is available in 13 languages at [www.2020census.gov](http://www.2020census.gov).

**PHONE:** Complete the Census by phone at 1-844-330-2020.

**MAIL:** Complete the mailed questionnaire.

Your 2020 Census data is safe, protected and confidential. California is committed to ensuring a complete and accurate count of all Californians on April 1, 2020.

CaliforniaCensus.org  
@CACensus  
NorCalCensus.org  
[ShastaCensus2020.com](http://ShastaCensus2020.com)



## Three Ways to Complete the Census

**ONLINE:** The Census is available in 13 languages at [www.2020census.gov](http://www.2020census.gov).

**PHONE:** Complete the Census by phone at 1-844-330-2020.

**MAIL:** Complete the mailed questionnaire.

Your 2020 Census data is safe, protected and confidential. California is committed to ensuring a complete and accurate count of all Californians on April 1, 2020.

CaliforniaCensus.org  
@CACensus  
NorCalCensus.org  
[ShastaCensus2020.com](http://ShastaCensus2020.com)



## Three Ways to Complete the Census

**ONLINE:** The Census is available in 13 languages at [www.2020census.gov](http://www.2020census.gov).

**PHONE:** Complete the Census by phone at 1-844-330-2020.

**MAIL:** Complete the mailed questionnaire.

Your 2020 Census data is safe, protected and confidential. California is committed to ensuring a complete and accurate count of all Californians on April 1, 2020.

CaliforniaCensus.org  
@CACensus  
NorCalCensus.org  
[ShastaCensus2020.com](http://ShastaCensus2020.com)





**\* P.O. boxes will NOT receive census questionnaires.**

**Do Not Wait: Complete the 2020 Census Today!**



TELEPHONE

**Phone**

**English: 1-844-330-2020**

**Espanol: 1-844-468-2020**



INTERNET

**Online**

[www.my2020census.gov](http://www.my2020census.gov)

\*\*\*\*\*ECRWSS EDDM\*\*\*\*

PO Box Holder

PRSRT STD  
U.S. POSTAGE  
**PAID**  
REDDING CA  
PERMIT #9

**[www.ShastaCensus2020.com](http://www.ShastaCensus2020.com)**





# Count Us In!



**THE CENSUS IS A SIMPLE AND CONFIDENTIAL 9 QUESTION SURVEY**

COMMUNITIES COUNT  
FAMILIES COUNT  
**EVERYONE COUNTS**

**PARTICIPATE IN THE  
CENSUS TODAY**  
PARTICIPE HOY EN EL CENSO

**IT'S NOT  
TOO LATE**



[ShastaCensus2020.com](https://ShastaCensus2020.com)



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



# enjoy<sup>®</sup>

1475 Placer St. Suite C  
Redding, CA 96001



***There is still time to***

**STAND UP  
AND BE  
COUNTED**

**THE CENSUS IS A SIMPLE AND  
CONFIDENTIAL 9 QUESTION SURVEY**

**COMMUNITES COUNT  
FAMILIES COUNT  
EVERYONE COUNTS**

**PARTICIPATE  
IN THE CENSUS  
TODAY  
PARTICIPE HOY EN  
EL CENSO**



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



[ShastaCensus2020.com](https://ShastaCensus2020.com)





## Hair Today, Gone Tomorrow

By LEE PITTS

I inherited two things from my father... his Case pocket knife and his balding pattern. I had to wait 64 years to get his knife but I received his baldness from the day I was born. So as to prevent shock, my mother kept my entire head covered as a baby but the two photos that exist of me as a child show that I was balder than a watermelon. If you're still having trouble getting a mental picture, I'm a spitting image of FDR on a dime. Only with less hair than the coin has.

Your average human scalp has 100,000 hairs whereas mine has 12, give or take a dozen. I didn't need my first haircut until I was six years old and even today I only require three haircuts a year. Even then the barber charges me the full tariff. I complained about this once and he said he wasn't charging so much for cutting my hair as he was for finding it. An old barber joke, ha, ha. He said I don't even have enough hair for a combover unless he used the hair growing out of my ears. I told my barber that just once I'd love to know the feeling of the wind blowing my hair in my eyes but my comedian barber said they'd have to be nose hairs.

I know, I know, I need to find a barber with better jokes.

I know it's hard to believe but 50 years ago hats weren't as popular as they are today. I started the rage because I wore one all the time. Usually a baseball cap. Now days you'll probably see me wearing a Carhartt® beanie because my noggin is always frostier than the Queen of England on a Scottish morning in January. I still wear a ball cap, cowboy hat or beanie at all times, even at night, and this is the reason I don't go to church, funerals or weddings, because you're supposed to remove your headwear on such occasions. I wore one once to a Catholic funeral and the priest sought me out afterwards to tell me that he thought he saw an apparition or the second coming of Christ when I removed my hat, but it was just the glow from my chrome dome.

Sadly, I have yet to find any baldness support groups or follicular telethons so I must suffer in silence. I just wish the bullying would stop. For instance, the last time we were preg checking cows the bullying had reached fever pitch when ReRide mentioned he'd read that hair whorls on a bull's face were an indicator of fertility. Facial hair was also found to be linked with temperament and scrotal development. Naturally, it was pointed out that I was both bald and childless.

Fred chimed in that down through the ages various homemade cures have been tried to solve the puzzle of cranial deforestation and hair depletion syndrome. He said some Indians believed that skunk oil or a poultice of cow manure would make hair grow where only a follicle desert existed previously. Before I knew it, two ruffian cowboys had removed my new straw cowboy hat that was made in the style preferred by PRCA cowboys now days, with lots of crosshatching and air holes. I was aghast when I saw one bully holding my hat under the cow's rear end while the other pumped the cow's tail up and down like it was a pump handle. The next thing I knew they were attempting to put my hat back on my head that was half full of manure. The hat was, not me.

Because it was a new hat, and because I'm a tightwad, I hated throwing it away so I used a high pressure sprayer and seven kinds of industrial cleaner to remove any trace of manure. Evidently it wasn't enough because in two weeks I was sprouting little microscopic hairs that were growing in the same stylish weave as my straw hat. I was growing hair faster than green grass grows after three inches of rain!

So be watching for an all new product that beats hair plugs, Rogaine® or anything else for growing hair. I call it Lee's Magic Hat. But just as with the Impossible Burger®, sausage and Chicken McNuggets®, don't tell anyone what it's made of.

California cattleman Lee Pitts provides his Riding Herd column here each week. An author of several books, visit his website for more at [LeePittsbooks.com](http://LeePittsbooks.com)

**Big Valley Health Center**  
554-850 Medical Center Drive  
Bieber 96009  
(530) 999-9010

**Burney Health Center**  
37491 Enterprise Drive  
Burney 96013  
(530) 999-9030

**Fall River Valley Health Center**  
PO Box 490 • 43658 Hwy 299  
Fall River Mills 96028  
(530) 999-9020

# COMMUNITIES COUNT FAMILIES COUNT EVERYONE COUNTS

## COMUNIDADES CUENTAN - LAS FAMILIAS CUENTAN TODOS CUENTAN

### Why the Census Is Important for Rural America

Many federal programs are aimed at helping people in rural areas, and funding for those programs is often determined by census statistics.

There are several programs specifically geared toward rural growth, according to the Census Bureau working paper, "Uses of Census Bureau Data in Federal Funds." There are also many general programs that focus on rural subsets, such as Rural Education and the Department of Justice's Rural Domestic Violence Assistance programs. Other important programs informed by census statistics include Water and Waste Disposal Systems for Rural Communities, Rural Business Development Grants, and Rural Housing Preservation Grants.

## And your responses are safe.

## It's the law.

Your responses to the 2020 Census will never be shared with other government agencies. It's the law. It's also an oath every Census Bureau employee must swear to uphold.

Sus datos del Censo 2020 son seguros, protegidos y confidenciales.

### THREE WAYS TO COMPLETE THE CENSUS Tres formas de completar el censo

**Online:** The Census is available in 13 languages at [www.2020census.gov](http://www.2020census.gov)  
**En linea:** El censo esta disponible en 13 idiomas en [www.2020census.gov](http://www.2020census.gov)

**Phone:** Complete the Census by phone at **1-844-330-2020**  
**Telefono:** Complete el censo por telefono en **1-844-468-2020**

**Mail:** Complete the mailed questionnaire.  
**Correo:** Complete el cuestionario enviado por correo.

## It's not too late. Shape your future.

### Participate in the Census Today Participe en el censo hoy

# ShastaCensus2020.com





# COMMUNITIES COUNT FAMILIES COUNT EVERYONE COUNTS



**Participate in the Census Today**

**IT'S NOT TOO LATE! THE DEADLINE IS SEPT. 30TH**  
**La fecha límite para completar el censo**  
**es el 30 de Septiembre!**

## Three Ways to Complete the Census



**Online:** The Census is available in 13 languages at [www.census.gov](http://www.census.gov)



**Phone:** Complete the Census by phone at  
**English:** 1-844-330-2020    **Español:** 1-844-468-2020  
**TTY/TDD:** 1-844-467-2020



**Mail:** Complete the mailed questionnaire.

Your 2020 Census data is safe, **protected and confidential.**  
California is committed to ensuring a complete and accurate count of all Californians.

CaliforniaCensus.org • @CACensus • NorCalCensus.org  
**ShastaCensus2020.com**