



State of California – Government Operations Agency
California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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FINAL REPORT TEMPLATE

General Information

Date of report	November 5, 2020
Organization / Entity	Yolo County
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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?

Goals

1. Increase awareness and knowledge about the Census through transparency and linguistically appropriate messages.

This goal stayed much the same as we continued to translate items into different languages and shared with residents the importance of the Census. If anything, we shared more detailed information about how Census and COVID were tied to each other – resources, funding, emergency operations, etc.

2. Support and include, when necessary, the California Complete Count and U.S. Census Bureau.

We continued our contact with the California Complete Count and U.S. Census Bureau however contact lessened quite a bit on our end because our staff were concentrating on COVID-19 and wildfire response and so communication bandwidth with the Census dropped off drastically. In our medium sized county, the staff who were working with the

Due Date: November 16, 2020

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Census were also the same staff working on COVID and wildfires and no additional staff were added to support Census outreach.

3. Connect with HTC populations in the County, especially those who have been politically, economically or socially marginalized.

This stayed much the same as the populations that were considered hard to count were also those that were most vulnerable or least educated about COVID-19 impacts.

4. Deliver a comprehensive and focused message that utilizes a multi-pronged approach to reach as many age groups, demographics, and communities as possible.

For this goal, we had to adapt our strategy to have less in person tactics and more email, social media, phone and online tactics since COVID prevented us from interacting face to face with many residents in the first 3/4 of the year.

5. Build relationships with residents, agencies, communities, and county/city stakeholders.

The pre-work that the County did in the beginning, with cities, stakeholders, organizations and communities was instrumental in our response rate and continued Census work. The relationships we built continued through COVID and were even strengthened because we all had to adapt together and share the same messaging.

Objectives

1. Education: Inform the public about the process, importance, timeline, purpose, and confidentiality of the Census.

This stayed the same, the biggest difference was sharing the extended timeline of the Census due to COVID but the rest, the reason and importance were shared early and often and so the County did not need to do too much additional work to push those objectives.

2. Motivation: Increase Census participation rates in Yolo County, including HTC populations, by building trust, addressing barriers and meeting people 'where they are.'

Again, this stayed the same except for extending the deadline.

3. Activation: Involve and coordinate outreach among community organizations, media channels, and local agencies and stakeholders.

This also stayed the same as our partners and organizations before COVID were the ones that were most utilized for COVID response, such as our Food Bank, community foundations, and other resource/needs groups. They continued sharing the message

about the Census as best they could through social distancing and the services/resources they provided to residents.

Overall

I believe that if the County did not perform the amount of pre-work that we did, that we would have needed to revise much more - including our objectives, strategies and tactics. However, because we built relationships, started sharing the message about the Census early, it allowed us to continue our momentum through COVID and the wildfire season.

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?

These bullets mostly happened in the education period.

- Having representatives from each city, college, and major organization in the county on the local Complete Count Committee; communicating regularly through meetings, phone, email.
- Creating 'phone tree' lists of who knew who, what groups of influence they knew, etc.
- Creating a Google drive of documents, infographics, videos, etc. that everyone could share, upload and use.
- Creating our own in-house graphics and images that were relevant, local, and authentic.
- Starting early and creating relationships.
- Setting expectations for all partners; setting a flow for decision making

What hindered the operations?

These bullets were during education and NRFU.

- Having one point person at the County (Jenny) – she created graphics, was the main person making contact and relationships on behalf of the County, approving invoices, ordering supplies, working on proposals with vendors, etc. Then during COVID Jenny was extremely busy and had less time for Census work.
- Getting information or funding from the state in piecemeal sections, I.E. little by little)

Contracted partner's outreach

What outreach tactics worked well?

These bullets mostly happened in the education period.

- Meeting with organizations one on one AND EARLY to educate and share Census information. After meeting with organizations and giving them their own space and time to learn, ask questions, and get funding, they were more likely to help and could then be a new 'tentacle' to the County's 'octopus', working independently without much interference from the County. Yolo County met with more than 50 different organizations who in turn were able to share their information and knowledge with others and so forth.
- Doing presentations specifically in HTC communities; going directly to these communities to talk with community leaders who could support Census messaging.
- Always responding to emails and phone calls from residents and partners the same day.
- Geotargeting outreach, such as our Entravision and Univision ads geotargeting Latinos in Woodland, Knights Landing, etc. or our Slavic Chamber of Commerce campaign to geotarget Russians in West Sacramento.
- Designing our own ads/graphics that were specific, unique and relevant.
- Working with local grass roots organizations who knew their communities the best – sometimes it doesn't do much for the government to come into a community that doesn't trust the government or know what we do. In some ways, it would be counter-productive or more of a hindrance to have 'government' come in and easier to work with local organizations who are already trusted messengers in those communities.
- Providing outreach materials for partners and organization so that they would not need to 'eat' or cover the cost themselves.

What hindered the outreach?

- Having one person be the main outreach and relationship builder with organizations and vendors (Jenny).
- Getting funding from the state in piecemeal sections.

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.

There weren't any big changes within the organization. The largest challenge was external – the COVID-19 pandemic and the wildfires. These two emergency situations meant that there was less time and energy to focus on the Census. Many of the partners we were working with, including the County staff assigned to the Census, were front line workers in terms of handling the COVID-19 pandemic for their agency. In the beginning of COVID, there wasn't

much time to concentrate on the Census, especially as most residents were sheltering in place. After July, it was easier to work on and push Census information. There was a lot of communication with partners through email and zoom calls and strategic re-working in various outreach plans – more outreach online, by radio, by mail and by phone call since in-person was pretty much cancelled due to COVID. I do think the Census outreach suffered from COVID and our self response numbers would have been much higher.

One other external challenge was that when I talked with state community based organizations (CBOs) that were local to my region or were given funding for my region, they often told me that there was no more funding left to do outreach in Yolo County even though their funding was for the entire region and they had not reached out to Yolo County to initially see what our needs were. This was extremely frustrating as they were given funding to provide outreach in multiple counties, including Yolo County. I felt that these organizations were putting most of their efforts into the more popular and populous cities, like Sacramento. As a result, the County relied more on local connections and funding, versus the state CBOs.

- 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.

Yolo County's 2010 self response rate was 71.5% and our 2020 self response rate was 74.2%. I strongly believe that our county was able to surpass our 2010 self response rate because of the preliminary work that the local Complete Count Committee (CCC) did. Staff presented to over 100 various groups in the County, including nonprofits, seniors, schools, and so many more. In addition, vendors and contracts were set up ahead of time which saved time.

By creating the relationships early, it was easier to sustain them through the early uproar from COVID and also to adapt or modify outreach plans as needed. Also, partners already knew what they needed to do and did not need to check in often and could get to work right away or adapt as needed. Additionally, the pre-work with residents led to an early start in self-response rates before and around the time COVID took off. Also, as residents were asked to shelter in place, the Census was something they could do at home.

- 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.

Our local partners and local CCC knew that the hard-to-count (HTC) populations were going to be the focus of many outreach efforts, especially those led by our local CBO, Yolo Community Foundation. The process first started by identifying the HTC populations and which partners had ties or weight in those communities. Then it was a matter of reaching out to these communities and providing education and funding to them – education on why the

Census was important and why their population mattered and funding on how we could give them the tools and money needed to not only help us in our outreach but also push their own mission forward. From there, usually contracts were set up or they would send to the County what materials they needed. After that, the partners did their outreach and once COVID hit, they adapted their outreach tactics. The County stayed in contact with the partners to work through any issues or concerns and also see if they needed different or new materials.

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

Yolo Community Foundation – Provided funding to local nonprofits to help with HTC populations and provided invaluable assistance during COVID, including acting as lead while the County was busy with COVID response.

UC Davis – Provided free services and access to student platforms, was a key member of the local CCC and did multiple social media campaigns to help educate students on the Census.

City of Davis – Was a member of the local CCC and provided discounted services, such as placing Census flyers in utility bill inserts, and free marketing on their website and e-newsletters.

City of West Sacramento – Was a member of the local CCC and provided discounted services, such as placing Census flyers in multiple utility bills. They also placed road signs on key intersections of HTC communities and helped spread the word to Russian community leaders.

City of Woodland – Was a member of the local CCC and provided discounted services, such as placing Census flyers in multiple utility bills. They also provided us free Census advertising on the billboard they manage in Woodland off I-5 for 6 months.

City of Winters – Was a member of the local CCC and provided free services, such as placing Census information and flyers in their monthly e-newsletter.

Yolo Food Bank – Was a member of the local CCC and handed out more than 1,000 census flyers each month for 9 months to their many distribution sites in English, Russian and Spanish. Also provided access and free tabling at their distribution sites.

Yolo County Children's Alliance – Was a member of the local CCC and allowed us to present during an all staff meeting and later became a key partner – sharing hundreds of flyers with families, tabling on behalf of the County on Census information, and posting information on their website free of charge.

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RISE Inc. – Was a member of the local CCC and later became a vendor, sharing information with their residents, farm workers and ag community and even putting up signs on the road about the Census and hosting free food events to get the word out.

First 5 Yolo – Was a member of the local CCC and was always happy to help in any way, including order books and supplies with their own money to help partners in their outreach. They ordered more than 1,000 books and thousands of bookmarks to give out through the Library and childcare facilities.

Yolo County Farm Bureau – Provided free advertising for 9 straight months in their newsletter to farm owners and farm workers; provided key connections to the ag industry.

Yolo County Housing – Was a member of the local CCC and allowed us to present during an all staff meeting and later became a key partner – sharing hundreds of flyers with families and residents living in their housing facilities, putting up doorhangers and posters in multiple languages and provided us connections and contacts to other HTC populations.

Winters Hispanic Advisory Committee – Allowed County staff to present at their meeting and also provided connections to key local influencers and community members in the City of Winters. They helped put up posters and flyers all over their city and even did free food and census survey events.

Yolo Healthy Aging Alliance – Was a member of the local CCC and provided key connections to multiple groups all over the County, including the senior centers, senior care facilities, and immobile senior residents.

Yolobus - Yolobus started as a vendor that the County contracted with to have exterior ads about the Census as well as interior bulkhead posters from January – March 2020. However, once COVID hit, the vendor ended up allowing our ads to stay on their buses for another six months for free and even gave us additional buses to put the exterior ads on for almost a 90% discount. Yolobus did us and the Census a great service through their partnership and support.

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?

We ensured that materials were translated into multiple languages ahead of time (English, Spanish, Russian and some Chinese). Materials included bookmarks, door hangers, posters, flyers, how to take the Census infographics, etc. We also ensured that outreach activities in certain communities we knew had multi-lingual residents were manned by multilingual staff, fluent in the local language. We also did advertising in multiple languages, including: geotargeted radio ads through Entravision to our Latino community, ads strategically placed in D'Primera Mano magazines, commercials and advertising on Univision platforms,

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informational segments and interviews on Russian radio stations, advertising in Russian magazines/newspapers, and more.

For those with disabilities, the County worked with Resources For Independent Living to help get information to those with disabilities about the Census. Also worked with the VA's office in Yolo County to help notify veterans about the Census.

For the homeless, we put together multiple packs of supplies (including first aid, blankets, lights, food, and clothing) and Census information and flyers to give to the homeless clients. Staff working with the homeless also spoke to them about the Census and in some cases, helped them take the survey.

- 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.

I've done many outreach events (before COVID) to educate and inform residents about the Census and its importance. One such event was on August 21, 2019 when I tabled at the Woodland Community College's Student Welcome event. I was only there for an hour but I spoke with more than 50 students and handed out more than 100 items, including pins, census cards, water bottles and other items. Many of the students that I spoke with were Latino and they did not know what the Census was or that it was happening. Out of the 50 people, only 3 or 4 knew about the Census. Quite a few people were quite surprised after they learned that the Census funds so many local programs that directly impact them or their families, including their financial aid. A few were shocked at the federal money that was at stake and what their community could gain or lose from it. Later once the Census had started, I had received an email from a student who was at this event I attended and they told me that they took the Census for their family and it was because of the conversation we had that day at the college. I felt humbled by their comment but also rejuvenated that something I had done had gotten a resident to take the survey, when they might not have.

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The photo below is from that event, which I attended with Tatyana Kravchuk who was working for the Census Bureau at the time.



Here is a photo from an event on 8/24/19 at a car show in the small town of Yolo.



This photo is from the Woodland Holiday Parade on 12/24/19 with some members of the local CCC. Our car was all about the Census!

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

- Start earlier. Funding was an issue during this Census, it was given too late (in my opinion) and in too many piecemeal sections that often hindered when I could order

or have contracts done with vendors. Some process take a long time at the local level, so to have the funding early and completely would help local jurisdictions a lot.

- Get all the partners (state CBOs) aligned early and have them meet all the leads for the counties. There were some state CBOs I have never met or I emailed them one with no contact back. CBOs should be required to meet and outreach to every county that is within their jurisdiction.
- Provide each county or CBO with the branding or marketing kit early. This process was done too late. This includes hiring the state's marketing vendor (who wasn't chosen until late 2019 when they should have been selected in 2018). The marketing, branding, and toolkits were done too late and I ended up designing my own graphics and logo. This creates confusion with the public on whether the Census efforts are separate, in concert and who's doing what. The more we speak with one voice (and one look) the more consistent and comprehensive the outreach can be. This needs to be done early, including making and providing copies so every county or CBO can start their outreach early and already prepared. It would have been nice to have t-shirts, stickers, logos, flyers, etc. already done and in multiple languages.

10)

- Select the statewide marketing or communications vendor 3 years before 2030 Census. The vendor started too late and even did repetitive work that other organizations already did (like message mapping or community surveys). By the time they got going and actually sent out graphics, many counties had already designed their own.

Attachments

11) 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. All activities will be updated by November 10th.**
- b) Updated list of subcontractors **Yes. See attachment.**
- c) Evaluations or analytical reports, if any. **No.**
- d) Sample products*. **Yes. See attachment and email links.**

* 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

Yolo County

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.









Yolo County Subcontractors

1	Davis Chamber/Commerce
2	Yolobus
3	Entravision
4	Univision
5	D'Primero Mano
6	Slavic Chamber of Commerce
7	City of Davis
8	City of West Sac
9	City of Woodland
10	City of Davis
11	City of Woodland
12	UC Davis - Center for Regional Change
13	Spafford & Lincoln, Inc.
14	211 - Community Link
15	Yolo Community Foundation
16	RISE, Inc.
17	First 5 Yolo

2020 人口普查 您的重要性

2020 YOLO COUNTY 人口普查 人口普查的重要性: 预算

人口普查的数据资料用于分配超过\$6750亿给各州 其中加州收到超过 \$760亿。18-19年Yolo County 会分配到的预算是\$6700万。

-  \$500万: 建设
-  \$500万: 支持有孩子的家庭 (CalWORKs)
-  \$700万: 公共支持系统
-  \$500万: 招工训练, 教育和服务
-  \$130万: 女性, 儿童, 以及孩子营养补充支持 (WIC)
-  \$412,000: 药物滥用和精神健康服务
-  \$800,000: 老人的必须服务
-  另外几百万: 其他计划和服务

2020 YOLO COUNTY 人口普查 人口普查的重要性: 众议院

每十年人口普查的结果用于分配美国众议院的435个席位。目前加州的53席位当中Yolo County有2个席位。

众议院由人民选举选出

并帮助创建影响人民的法律

有更多的席位 就等于给加州和您的社区代表更多的影响力及发言权



2020 YOLO COUNTY 人口普查 人口普查的重要性: 增长

准确统计将有助于为不断增长的美国人口 (> 3.28亿人) 预测服务和计划。Yolo County 的目前人口是 219,000人。

- 漏报人口有可能影响:
-  家人和孩子支持服务
 -  公共交通计划
 -  农村地区基础设施设置
 -  医院和道路建设财资金
 -  住宅需求预测
 -  预备紧急救援服务
 -  城市和地区生意发展

2020 YOLO COUNTY 人口普查 您的重要性: 公民的义务

人口调查是从1970年开始美国的历史和基础的部分。在2010 Yolo County 内有百分之七十七的居民参与。

公民义务是每个在美国社会生活中的人(每个美国社会居民)都必须要做的行为或是责任。



法律遵守



参与人口普查



在陪审团任职



纳税



2020 YOLO COUNTY 人口普查 您的重要性: 知识

人口普查可能会引起许多人的焦虑和恐惧; 分享我们彼此熟悉的知识可以帮助平息恐惧。Yolo County 委员会可以帮助回答人口普查相关问题。



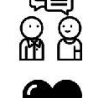
得到正确可信的本地的讯息 我们可以:



了解人口普查



能跟朋友和家人分享



与他人进行公开对话



能平息恐惧和误会

2020 YOLO COUNTY 人口普查 您的重要性: 代表

我们都属于一个或多个群体和社区的一部分, 应得在人口普查中有个代表。



2020 YOLO COUNTY 人口普查 我们为什么要参与?: 保密

通过人口调查收集的信息只是为了统计目的, 而不是用来辨识个别人。依据法律规定 人口普查的回覆必须全部保密。

您的回覆是安全, 保密 且受法律保护 (国家法律13条会安全的保护)。人口普查局在联邦政府内部具有高保密性的保障。



您的回复绝不会给予任何第三方, FBI或ICE。

人口普查局员工同意终身承诺保护您所有相关信息。违反此承诺会罚 250,000美元或五年监禁



2020 YOLO COUNTY 人口普查 我们为什么要参与?: 地区社会

人口普查是确保我们社区获得所需预算资金一种方式。Yolo County 的社区内有多种文化及总族且都重要。

人口普查可帮助社区获得所需资金。人口普查数据能影响我们每天的生活, 且可以提供帮助:



给居民交接社区计划



给当地学校计划新学校和医院



给商业性上的新工厂以及商店来创造就业机会



给房地产开发商以及城市规划部门来制新房并改善社区

2020 YOLO COUNTY 人口普查 我们为什么要参与?: 我们都重要

每人的意见都值得倾听 我们的社区值得有必须给的资金。我们都有关系性 我们都被包含。每个人都有被包含的权利。



如果我们不答覆人口普查问卷 政府就无法了解我们的需求 而会把该调配给我们社区的资金支配于他方。



让我们一起参加人口普查。



COMPLETE COUNT COMMITTEE

欲知详情, 敬请访问:
www.YoloCounty.org/2020Census

2020 Перепись:

В чем твоя значимость



Перепись 2020 Йоло Округа

Почему это важно: Деньги

Данные переписи используются для распределения более 675 миллиардов долларов между штатами, из которых Калифорния получает более 76 миллиардов долларов!

- 5 миллионов долларов на
- 5 миллионов долларов на помощь семьям с детьми на дому (CalWORKs)
- 7 миллионов долларов на государственные программы помощи
- 5 миллионов долларов США на обучение по трудоустройству, образование и услуги
- 1,3 миллиона долларов на дополнительное питание для женщин, младенцев и детей (WIC)
- 412 000 долл. США на борьбу с психотропными веществами и психиатрическую помощь
- 800 000 долларов США на услуги для пожилых людей в критических ситуациях
- А также миллионы долларов на другие программы и услуги

Перепись 2020 Йоло Округа

Почему это важно: Палата представителей

Каждые 10 лет результаты переписи используются для переназначения 435 мест в Палате представителей США. В настоящее время округ Йоло имеет 2 из 53 мест в Калифорнии.

Палата представителей избирается народом ...

и помогает создавать законы, которые влияют на всех.

Больше мест = больше власти и влияния голосов в том, что происходит в Калифорнии в вашем сообществе

Перепись 2020 Йоло Округа

Почему это важно: Рост

Точный подсчет поможет прогнозировать услуги и программы для растущего населения США (328 миллионов человек). В настоящее время в округе Йоло проживает более 219,000 человек.

Недосчет нашего населения может повлиять на:

- Услуги для семей и детей
- Планирование общественного транспорта
- Развитие сельской инфраструктуры
- Финансирование больниц и дорог
- Прогноз в необходимости
- Подготовка к чрезвычайным ситуациям
- Рост бизнеса в городах и поселках

Перепись 2020 Йоло Округа

В чем твоя значимость: Гражданский долг

Перепись населения - это часть нашей истории с 1790 года и является основой страны. В 2010 году 77% жителей округа Йоло приняли участие в переписи.

Гражданский долг - это ответственность и обязательство, которое необходимо выполнять каждому, проживающему в США. Ниже приведены примеры гражданских обязанностей.

Подчиняться закону

Принимать участие в переписи населения

Участвовать в жюри присяжных

Платить Налоги

Перепись 2020 Йоло Округа

В чем твоя значимость: Знания

Перепись может вызвать беспокойство и страх у многих людей; делясь информацией друг с другом можно избежать волнений в обществе. Комитет округа Йоло может помочь ответить на ваши вопросы о переписи.

Получая точную информацию из надежных источников на местах, мы можем:

- Узнать больше о переписи...
- Поделиться с семьей и друзьями ...
- Открыто разговаривать с людьми ...
- И успокоить страхи и непонимание.

Перепись 2020 Йоло Округа

В чем твоя значимость: Представление

Мы все принадлежим или являемся частью нескольких групп и сообществ, которые заслуживают голоса в ходе переписи. Мы представляем больше, чем просто себя.

Мою семью

Мой Пол

Мой возраст

Мою культуру

Я представляю...

Мое вероисповедание

Мое сообщество

Моя этническая принадлежность

Перепись 2020 Йоло Округа

Почему мы участвуем: Конфиденциальность

Информация, собранная в ходе переписи, может использоваться только в статистических целях и не используется для идентификации лиц. По закону вся информация переписи является конфиденциальной.

Ваши ответы защищены законом (Раздел 13 Кодекса США). Бюро переписи признано одним из сильных гарантов конфиденциальности в федеральном правительстве.

Бюро переписи не передает ваши ответы никому, даже ФБР или ICE.

Все сотрудники переписи принимают пожизненную клятву защищать ваши данные. Нарушения - штраф 250 000 долларов и / или до 5 лет тюрьмы.

Перепись 2020 Йоло Округа

Почему мы участвуем: Сообщества

Перепись - это один из способов, с помощью которого мы можем принести деньги, программы и услуги, столь необходимые нашему сообществу. Все общины округа Йоло разнообразны и важны.

Перепись помогает общинам получить необходимое финансирование. Данные переписи влияют на нашу Жизнь каждый день, и могут помочь:

- Поддержка жителей общинные инициативы
- Планирование местными властями новых школ и больниц.
- Предприятия строят заводы и магазины, которые создают новые рабочие места.
- Застройщики и планировщики недвижимости планируют новые дома и улучшают районы.

Перепись 2020 Йоло Округа

Почему мы участвуем: МЫ ВСЕ ВАЖНЫ

Наши голоса заслуживают того, чтобы их услышали, а наши сообщества заслуживают того, чтобы иметь необходимое финансирование. Мы все важны. Каждый на счету.

Каждый человек заслуживает права быть подсчитанным.

Если мы не примем участия в переписи, правительство не будет знать, что мы существуем, и отдаст деньги, которые должны пойти в наше сообщество, в другие общины, которые провели перепись.

Давайте завершим перепись вместе.



COMPLETE COUNT
COMMITTEE

Для получения дополнительной информации посетите:
www.YoloCounty.org/2020Census.

2020 CENSO: POR QUÉ TU IMPORTAS

Censo 2020 CONDADO DE YOLO

Por Qué Es Importante: EL DINERO

¡Los datos del Censo se utilizan para distribuir más de \$675 mil millones a los estados, de los cuales California recibe más de \$76 mil millones! En 18-19, el condado de Yolo recibirá \$67 millones en dinero federal:

- \$5 millones para construcción
- \$5 millones para ayudar familias con niños en el hogar (CalWORKS)
- \$7 millones para programas de asistencia pública
- \$5 millones para capacitación laboral, educación y servicios
- \$1.3 millones para la nutrición suplementaria de Mujeres Bebés y Niños (WIC)
- \$412,000 para servicios de abuso de sustancias y salud mental
- \$800,000 para servicios críticos para personas de la tercera edad
- Y millones más a otros programas y servicios

Censo 2020 CONDADO DE YOLO

Por Qué Es Importante: LA CÁMARA

Cada 10 años, los resultados del Censo se utilizan para reasignar los 435 asientos en la Cámara de Representantes de EE.UU. Actualmente, el condado de Yolo tiene 2 de los 53 asientos de California.

La Cámara de Representantes son elegidos por la gente...

y ayudan a crear leyes que impactan a todos.

Más asientos = Más potencia y voz sobre lo que pasa en California y en su comunidad

Esos somos nosotros!

Censo 2020 CONDADO DE YOLO

Por Qué Es Importante: EL CRECIMIENTO

Un recuento preciso ayudara a pronosticar servicios y programas para una población estadounidense en crecimiento (>328 millones de personas).

Actualmente, más de 219,000 personas viven en el condado de Yolo.

Un conteo bajo de nuestra población podría afectar :

- Servicios a familias y niños
- Planificación del transporte publico
- Desarrollo de infraestructura rural
- Financiamiento para hospitales y carreteras
- Previsión de necesidades de vivienda
- Preparación para servicios de emergencia
- Crecimiento empresarial en ciudades y pueblos

Censo 2020 CONDADO DE YOLO

Por Qué Tu Importas: DEBER CÍVICO

El Censo ha sido parte de nuestra historia desde 1790 y es parte de nuestra fundación como país. En 2010, el 77% de los residentes del condado de Yolo participaron.

Un **deber cívico** es un acción o responsabilidad que cada persona en la sociedad es requerida hacer, como parte de vivir en los EE.UU. A continuación hay ejemplos de deberes cívicos.

Obedeciendo la Ley

Participando en el Censo

Servicio en un jurado

Pagando impuestos

Censo 2020 CONDADO DE YOLO

Por Qué Tu Importas: CONOCIMIENTO

El Censo puede causar ansiedad y miedo para muchas personas; compartir lo que sabemos entre nosotros puede ayudar a calmar los temores. El comité del condado de Yolo puede ayudar a responder preguntas del Censo.

Al obtener información precisa de fuentes locales confiables, podemos:

- Aprender sobre el Censo...
- Compartir con amigos y familiares...
- Tener conversaciones abiertas con otros...
- Y podemos calmar los temores y malentendidos.

Censo 2020 CONDADO DE YOLO

Por Qué Tu Importas: REPRESENTACIÓN

Todos pertenecemos o somos parte de múltiples grupos y comunidades que merecen una voz en el Censo.

Representamos más que solo a nosotros mismos.

Mi familia Mi genero Mi edad

Mi cultura Yo represento... Mi fe

Mi comunidad Mi etnia

Censo 2020 CONDADO DE YOLO

Por Qué Participamos: CONFIDENCIALIDAD

La información recopilada por el Censo solo se puede utilizar con fines estadísticos y no se utiliza para identificar individuos.

Por ley, todas las respuestas al Censo se mantienen confidenciales.

Sus respuestas son seguras y protegidas por la ley (Título 13 del Código de los EE.UU.). La Oficina del Censo tiene una de las garantías de confidencialidad más sólidas del gobierno federal.

La Oficina del Censo no comparte sus respuestas con nadie, ni siquiera el FBI o ICE.

Todo el personal de la Oficina del Censo presta un juramento para proteger su información personal de por vida. Las infracciones tienen una multa de \$250,000 y/o hasta 5 años de prisión.

Censo 2020 CONDADO DE YOLO

Por Qué Participamos: COMUNIDAD

El Censo es una forma en la que podemos aportar dinero a los programas y servicios muy necesarios de nuestra comunidad. Todas las comunidades del condado de Yolo son diversas e importantes.

El Censo ayuda a las comunidades a obtener los fondos que necesitan. Los datos del Censo impactan nuestras vidas todos los días y pueden ayudar:

Residentes a apoyar iniciativas comunitarias

Gobiernos locales planificar nuevas escuelas y hospitales

Empresas a construir fabricas y tiendas que crean nuevos empleos

Empresas inmobiliarias y planificadores urbanos a mapear nuevas viviendas y mejorar vecindarios.

Censo 2020 CONDADO DE YOLO

Por Qué Participamos: TODOS CONTAMOS

Nuestras voces merecen ser escuchadas y nuestras comunidades merecen tener la financiación que necesitan.

Todos importamos. Todos contamos.

Toda persona merece el derecho a ser contada.

Si no participamos en el Censo, el gobierno no sabrá que existimos y dará dinero que supuestamente iría a nuestra comunidad, a otras comunidades que sí participaron en el Censo.

Completemos el Censo juntos.

2020 CENSUS WHY YOU MATTER



Census 2020 YOLO COUNTY Why It's Important: THE MONEY

Census data is used to distribute more than \$675 billion to states, of which California receives more than \$76 billion!

In 18-19, Yolo County will receive **\$67 million** in federal money:

- \$5 million for construction
- \$5 million to help families with children at home (CalWORKs)
- \$7 million for public assistance programs
- \$5 million for employment training, education and services
- \$1.3 million for supplemental nutrition of Women, Infants, and Children (WIC)
- \$412,000 for substance abuse and mental health services
- \$800,000 for critical services for older adults
- And millions more to other programs and services

Census 2020 YOLO COUNTY Why It's Important: THE HOUSE

Every 10 years, the results of the Census are used to reassign the 435 seats in the U.S. House of Representatives.

Currently, Yolo County has 2 of California's 53 seats.

The House of Representatives are elected by the people...

and help create laws that impact everyone.

More seats = More power and voice on what happens in California and in your community

Census 2020 YOLO COUNTY Why It's Important: THE GROWTH

An accurate count will help forecast services and programs for a growing U.S. population (>328 million people)

Currently, more than 219,000 people live in Yolo County.

An undercount of our population could affect:

- Services to families and children
- Planning for public transportation
- Development of rural infrastructure
- Funding for hospitals and roads
- Forecast of housing needs
- Preparation for emergency services
- Business growth in cities and towns

Census 2020 YOLO COUNTY Why You Matter: CIVIC DUTY

The Census has been a part of our history since 1790 and is a part of our foundation as a country.

In 2010, 77% of Yolo County residents participated.

A **civic duty** is an action or responsibility that every person in society is required to do, as part of living in the U.S. Below are examples of civic duties.

Obeying the law	Taking the Census
Serving on a jury	Paying taxes

Census 2020 YOLO COUNTY Why You Matter: KNOWLEDGE

The Census can cause anxiety and fear for many people; sharing what we know with each other can help calm fears.

Yolo County's committee can help answer Census questions.

By getting accurate information from trusted, local sources, we can:

- Learn about the Census...
- Share with friends and family...
- Have open conversations with others...
- And calm fears and misunderstanding.

Census 2020 YOLO COUNTY Why You Matter: REPRESENTATION

We all belong to or are a part of multiple groups and communities that deserve a voice in the Census.

We represent more than just ourselves.

My family My gender My age 123 4Q

My culture I represent... My faith

My community My ethnicity

Census 2020 YOLO COUNTY Why We Participate: CONFIDENTIALITY

Information collected by the Census can only be used for statistical purposes and is not used to identify individuals.

By law, all responses to the Census are kept confidential.

Your responses are safe, secure and protected by the law (Title 13 of the U.S. Code). The Census Bureau has one of the strongest confidentiality guarantees in the federal government.

The Census does not share your answers with anyone, not even the FBI or ICE.

All census staff take a lifetime oath to protect your data. Violations have a fine of \$250,000 and/or up to 5 years in jail.

Census 2020 YOLO COUNTY Why We Participate: COMMUNITY

The Census is one way in which we can bring money to our community's much needed programs and services.

Yolo County's communities are all diverse and important.

The Census helps communities get funding they need. Census data impacts our lives everyday and can help:

- Residents support community initiatives
- Local governments plan new schools and hospitals
- Businesses build factories and stores that create new jobs
- Real estate developers and city planners map new homes and improve neighborhoods

Census 2020 YOLO COUNTY Why We Participate: WE ALL COUNT

Our voices deserve to be heard and our communities deserve to have the funding they need.

We all matter. We all count.

Every person deserves the right to be counted.

If we don't take the Census, the government won't know we exist and will give money, that was supposed to go to our community, to other communities who did take the Census.

Let's complete the Census together.

Census 2020

YOLO COUNTY

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Preparation for emergency services



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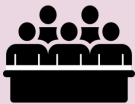
Obeying
the law



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Census



Serving
on a jury



Paying
taxes



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**My
family**



**My
gender**

**My
age**

**123
4** 🔍



**My
culture**

I represent...



**My
faith**



My community



My ethnicity



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Let's complete the Census together.



For more information, visit: www.YoloCounty.org/2020Census

Who Gets Counted In The Census?

The Census counts every living person in the United States, including:



Children



Homeless



College
students



People in
care facilities



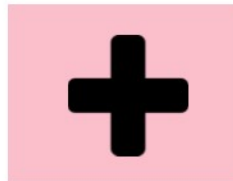
Seniors



Immigrants



Prisoners



And everyone
else

Even if you are living here for a short time, you still get counted here when the Census survey comes. You will help track our growing population and be a placeholder for the next person that comes after you.

For example, if you are a student going to college, you are counted in the community where you currently live. When you leave, another student will take your place and the Census survey helps account for this cycle.



**COMPLETE COUNT
COMMITTEE**

More info:

www.yolocounty.org/2020Census

**Take the
2020
Census**

YOLO COUNTY

TAKE THE 2020 CENSUS

We all count. Todos contamos.



Money
Dinero



Power
Potencia



Info
Informacion



Health
Salud



Community
Comunidad



Education
Educación

<http://census.yolocounty.org>

YOLO COUNTY