FINAL REPORT

General Information

<table>
<thead>
<tr>
<th>Date of report</th>
<th>October 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization / Entity</td>
<td>San Diego Association of Governments</td>
</tr>
<tr>
<td>Responsible Person / Title</td>
<td>Darlanne Hoctor Mulmat, Regional Census Data Center Manager</td>
</tr>
<tr>
<td>Contact Person / Title</td>
<td>Darlanne Hoctor Mulmat, Regional Census Data Center Manager</td>
</tr>
</tbody>
</table>
| Address | San Diego Association of Governments  
401 B Street, Suite 800  
San Diego, California 92101 |
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619-699-7326 |

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 U.S. Census Bureau’s operational adjustments?

Goals and Objectives

The goal of the strategic and implementation plans was to conduct outreach, particularly in the communities least likely to respond, in order to achieve a complete 2020 Census count throughout the San Diego region. The following objectives were designed to achieve this goal.

- Increase awareness that the 2020 Census is happening and convey the importance of participating by amplifying census messaging through signage, presentations by elected officials, notices in newsletters and other communications, and personal outreach at community centers and during special events.
- Increase access to online census submission by establishing questionnaire assistance centers/kiosks (QAC/QAKs) in trusted spaces (e.g., libraries, resource centers).
- Increase response rates through real time monitoring followed by direct outreach in areas with low rates.

Due Date: November 16, 2020
These objectives were established to help count the hard-to-count (HTC) population in the San Diego region by increasing the quantity of 2020 Census messages in HTC communities and the number of places that the census could be completed. Further, direct outreach in areas with low response rates put scarce resources in the locations most in need.

**Operational Adjustments**

Despite restrictions related to the pandemic, the original goals and objectives remained. Operationally, there was a slight pause in March while awaiting guidelines and transitioning from original work plans. Depending on the originally scheduled activity, it was either able to move forward (e.g., digital strategy), postponed/canceled, or moved to an online platform for virtual engagement.

Strategies from the original plan that continued and were enhanced included the following.

- Expanding the scope of digital communications through texting/phone banking, eblasts, and social media campaigns (e.g., Twitter, Facebook, and Instagram).
- Leveraging regular communications (e.g., agency newsletters, mailers such as sample ballots, integrating census messaging into COVID-19 briefings and press conferences, agency website and subsites).
- Distributing fliers and posting signage/banners (e.g., schools, city halls, community and senior centers, grocery stores, health centers, mobile home parks), particularly in high traffic areas and hard-to-count neighborhoods.
- Adapting outreach in reaction to self-response rates as reported by the Census Bureau (e.g., targeted mailers to areas with low response rates, as well as areas with a high preponderance of vacation properties).

In addition, the following innovative tactics were developed.

- Holding virtual experiences through Facebook Live and Zoom-styled meetings (e.g., virtual town halls, happy hours).
• Organizing car caravans through hard-to-count neighborhoods with low response rates.

• Creating and promoting videos (e.g., Storytime Shorts library series, which included census messaging) and clips of community members sharing the importance of completing the census.

• Leveraging distribution sites (e.g., for food, library books, diapers) and COVID-19 testing locations as venues for messaging (e.g., signage, fliers, food packaged in census tote bags), provision of census branded materials (e.g., shopping bags, t-shirts, pens, activity kits for children), and drive through options for completing the census questionnaire. Many of these sites were in hard-to-count communities.

• Utilizing locations that remained operational to the public for outreach. For example, Community Resource Centers in Oceanside, strategically based in ethnically diverse communities and aligned with the identified hard to reach communities, continued operations throughout the pandemic. Staff were provided census materials and trained to educate people regarding the census. The Wi-Fi availability and connectivity were increased at these sites to allow them to operate as kiosks.

• Locating e-trailers in high traffic areas (e.g., shopping centers) within low responding census tracts, moving them based on changes in response rates, and customizing the language according to the community (e.g., Spanish, Tagalog/Filipino) as it is moved.

• Providing swag bags with census branded materials to students in virtual summer camps and reading programs.

• Partnering with schools that have a high hard-to-count population for census branded book giveaways.

• Developing individual toolkits with plug and play content to make it easy for multiple parties (i.e., elected officials, military and veteran’s organizations, community organizations, and colleges/universities) to share with key target communities.
audiences in the hard-to-count communities that included blog posts, social media copy with recommended visuals, Count Me 2020 logos, posters, links to additional census resources, and (for elected officials) town hall and meeting script.

- Utilizing word of mouth tactics
- Launching a census themed library online Summer Learning Challenge.

**Census Themed Summer Learning Challenge**

<table>
<thead>
<tr>
<th>Counting on the Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are having a census this year! This happens every ten years and affects our lives in many ways. Take the census challenge to find out more about it. And don't forget to <strong>get counted!</strong> Complete 1 of 5 activities to earn your Census badge.</td>
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</table>

<table>
<thead>
<tr>
<th>Census History Trivia</th>
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<tbody>
<tr>
<td>The first U.S. census was tough. Census takers had to go door-to-door on foot or on horseback. In lots of places there weren't even any roads! These days we just have to log on to <a href="http://my2020census.gov">my2020census.gov</a></td>
</tr>
</tbody>
</table>

Learn about the **first U.S. census here**, and answer this question for a badge: What year was the first US census?

(Log in to record your progress)

<table>
<thead>
<tr>
<th>Counting California</th>
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<tbody>
<tr>
<td>Do you know how many people live in California? 39,557,045. How do we know that? The census counted them! Find out more interesting facts about California here. Then answer this question: What is the largest city in California?</td>
</tr>
</tbody>
</table>

With the closure of libraries and community centers, which had been targeted for QAC/QAKs, alternatives such as the following were identified and implemented:

- Utilize public service desks that remained open
• Provide on-site support for completing the census at Carlsbad Head Start preschool programs (within public health guidelines and social distancing protocols)

• Locate mobile questionnaire assistance outdoors (e.g., in front of rural libraries, grocery stores, other trusted locations in the community)

• Program all library WiFi sessions to automatically open to the census website and maintain WiFi access, though the doors were closed to the public, allowing access from outside the building

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

Partnerships were key throughout all phases of outreach (i.e., education, motivation, activation, and non-response follow-up). Collaboration was planned from the outset and became even more important when the pandemic shut down in-person outreach. As Figure 1 shows, SANDAG and the Count Me 2020 Coalition worked closely together (signified by the arrow linking the two groups that administered State funding) to ensure alignment in work and share updates between jurisdictions, elected officials, community-based organizations (CBOs), philanthropy, and unfunded groups dedicated to promoting census participation.
Additionally, sub-regional collaborative groups formed to share ideas and work together through monthly meetings. These groups pooled ideas and resources to eliminate overlap and fill any identified gaps, as well as enjoyed a bit of friendly competition regarding response rates.

- East County: El Cajon, La Mesa, Lemon Grove, and Santee
- North County: Carlsbad, Encinitas, Escondido, Oceanside, San Marcos, and Vista
- South County: Chula Vista, Imperial Beach, and National City

What hindered the operations?

Bureaucratic constraints produced the following challenges that impacted all phases of outreach.

- Delayed designation of SANDAG as the administrator of the San Diego County funding allocation, resulting in a restricted timeline for planning and conducting the outreach.
- Restricted membership of the CCC due to SANDAG's policies for forming committees and working groups, concentrating decision making in six members representing SANDAG sub-regional areas with advisory membership for sectors (e.g., Count Me 2020 Coalition, K-12, education, tribal governments), and no other options for a seat at the table for interested and engaged members of the community. All interested individuals were members of the Count Me 2020 Coalition mitigating this constraint, but sections of meetings were duplicative.
Constrained conversation during CCC meetings because the CCC was established as a working group subject to the Brown Act because funding allocation decisions were part of the group’s responsibilities. That is, public comments were restricted to three minutes at the most with no give and take toward resolution of issues raised on the spot, which would have been helpful given the tight timeline for accomplishing the work.

The timing of the release of branding from the State was relatively late in the process. As a result, some agencies created their own individual campaigns with diverse messaging. Cost could have been reduced and a more cohesive campaign with unified messaging resulted if branding would have been provided earlier in a format that could be adapted to individual agencies.

The public health crisis brought on by COVID-19 produced staffing constraints. Personnel were required to focus on issues related to the pandemic (e.g., implementing new safety guidelines for services, finding food, assisting with unemployment, facilitating access to health services or COVID testing, and in some cases connecting to housing). One agency used Census funding to obtain an experienced consultant to handle census outreach, while agency staff focused on the pandemic response. Other agencies experienced furloughs for part-time employees shifting workload to remaining staff, who conducted outreach during personal time to ensure that the work got done. The capacity to fulfill administrative functions (e.g., reporting details of outreach completed) was severely constrained.

Closures of public facilities, senior centers, and other community centers limited the ability to assist individuals lacking broadband computer access for completing the census questionnaire.

Changing timelines from the federal government created uncertainty, making it difficult to manage budgets so that outreach could continue through the end of the Census period, as well as requiring extra work to correct dates on printed materials.

Some jurisdictions experienced challenges working with U.S. Census Bureau staff. Communication was not always clear, with Census Bureau staff coordinating directly with community partners without including city staff, which led to confusion and duplication of meetings or communication. Interaction across the Census Bureau hierarchy was not always clear. For example, for the homeless count, jurisdictions were required to provide homeless encampment site information to multiple groups of Census Bureau employees, none of whom were familiar with the other. This duplication of effort occurred throughout the outreach process (i.e., education, activation, motivation, and non-response follow-up).

Further, not all Census Bureau employees were bilingual in Spanish, which is a necessity in many portions of the San Diego region’s hard-to-count communities. Some Census Bureau staff lacked proficiency in public speaking and comfort in conducting outreach, which impacted the success of outreach events in which Census Bureau staff participated. Further, some jurisdictions found it challenging to
schedule services from Census Bureau staff because they were occupied with activities in nearby cities.

**Contracted partner’s outreach**
What outreach tactics worked well?

The education and motivation phases provided a strong foundation when the pandemic hit because census messages had been widely broadcast (e.g., social media, door-to-door canvassing, direct mail, presentations to community groups (e.g., parenting programs for Spanish speaking families), and in person events such as street fairs, Tamale Festival, Noche Mexicana, Senior Expo, Pride at the Beach, Coffee with a Cop, Oktoberfest, Multicultural Festival Día de los Muertos, Heritage Park Chili Cook-Off, South Bay Harbor Fest, other festivals, Christmas tree lighting, La Posada, Christmas parades, Toys for Tots, other holiday events, job fairs, Martin Luther King service project, LGBTQ town hall, and farmers markets).

Further, previously planned mailings continued without disruption and were perhaps more effective as people sheltered at home.

Internally, within some agencies, there was support across departments, as well as from elected officials (e.g., city councilmembers and mayor wearing census t-shirts and/or face coverings).

The availability of personal protective equipment (i.e., masks, shields, and floor markers) allowed community resource centers to continue operation with staff
available to remind residents about the importance of the census and provide access to completing the questionnaire online or by phone.

The ability to redirect funding toward different opportunities that were more suitable during a global pandemic was helpful. SANDAG and the United Way (the ACBO/Count Me 2020 lead) were responsive to questions and connected partners to numerous opportunities and trainings, based on guidance from the California Complete Count – 2020 Census Office Regional Program Manager.

The following tactics were effective alternatives to previously planned in-person events.

- Contracts with local CBOs to distribute door hangers in affordable housing complexes and other hard-to-count neighborhoods, since traditional canvassing was not appropriate
- Census caravans that paraded through hard-to-count communities with prominently displayed census messaging
- Mobile questionnaire assistance (e.g., at swap meet, in rural communities)

- Bilingual outreach videos by elected officials that played on local channels and agency’s website
- Media communications, such as bus shelter ads, newspaper advertisements, and social media
- Collaboration with food distribution sites (e.g., food banks, schools, senior food program, emergency food assistance program, Food 4 Kids Backpack Program) for information dissemination in English, Spanish, Mandarin, Arabic, Tagalog and Vietnamese

**Food distribution**

- Distributing census branded giveaways/swag (e.g., tote bags, t-shirts, hand sanitizer, facemasks) attracted residents to events. Facemasks and hand sanitizer were particularly effective since they are items that hard-to-count communities desperately needed. Facemasks and t-shirts became walking advertisements after events.

In addition, the week of action campaign (July 6-10) that included a comprehensive digital campaign with the San Diego Union Tribune was effective. The campaign involved homepage takeovers on both English and Spanish websites, targeted programmatic display ads, and dedicated eblasts to encourage local residents to complete their census questionnaires. ZIP codes with the lowest responding census tracts and highest hard-to-count indexes were targeted. The campaign generated more than 1.3 million impressions and more than 6,800 clicks to the 2020Census.gov and 2020Census.gov/es websites.
What hindered the outreach?

The inability to connect with people in person due to COVID-19 restrictions was a big roadblock to implementing the plan as designed with all planned events being canceled/postponed starting in mid-March and the possibility of opening census kiosks eliminated (i.e., due to library branch, county and city facility, and community center closures, as well as in person events with mobile kiosks). Many members of the hard to count population prefer face-to-face interaction, which required innovations to fill the gap (e.g., car caravans, drive through events).

The Statewide Outreach and Rapid Deployment (SwORD) tool and the associated Region 10 dashboard were valuable resources. If all organizations had access without a login from the beginning, information would have been available in a timelier manner rather than having to wait for the monthly CCC or Count Me 2020 meetings.

The late release of State branding, messaging, and toolkits resulted in duplication of effort, where similar materials were created locally with messaging/branding that did not match/align. It has been said by marketing experts that a message needs to be received seven times to make an impact. If the materials were consistent, the desired impact likely could have been realized sooner.

There was a need to have a regionwide system to document events planned and activities completed. SwORD could have played this role if it was less cumbersome to use and all has access without a login.

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.

Beyond the previously mentioned challenges and changes related to the pandemic, the San Diego region also was impacted by the civil unrest related to the social justice issues. There was extensive damage to the La Mesa city hall, police station, and other buildings, which temporarily impacted the ability of city staff to perform outreach-related tasks temporarily.

Further, the cities of El Cajon and San Diego delegated authority to the United Way to apply for their funding allocation available through SANDAG. This process provided an efficient method for leveraging CBOs already working in these cities through the Count Me 2020 Coalition, funded through the United Way (the ACBO). Data highlighting hard-to-count communities based on the index developed by the California Complete Count – 2020 Office was reviewed. This information was overlaid with the CBOs working in these areas at risk of being undercounted (i.e., areas with a hard-to-count index of 70 or above) to ensure adequate coverage, resulting in funding for 24 CBOs working in these hard-to-count neighborhoods.

However, there was no unified effort for each city. Since the focus was on hard-to-count communities, not city boundaries, it could be argued that a cohesive
citywide approach was not necessary. Further, the City of El Cajon was unable to provide a liaison once the pandemic began due to multiple staffing changes. The Count Me 2020 Coalition was free to direct funding and outreach based on the needs of the community.

In the end, the response rates in both cities surpassed their 2010 numbers. As of October 2, 2020, 73.8% self-responded in the City of San Diego (compared to 69.3% in 2010) and in El Cajon the rate was 73.3% (compared 66.0%), indicating a successful result.

Also, the delegation to the United Way did not include appointing a City of San Diego staff member to work on making city connections related to requests from the U.S. Census Bureau (e.g., access to city buildings, presenting to the city council and committees, connecting with staff for events like the unsheltered count). Although City of San Diego representatives on the 2020 CCC Stakeholder Working Group often assisted with requests, there was no designated person for the Census Bureau. As a result, the Census Bureau relied heavily on previous professional relationships with departments and offices within the City of San Diego to get their work accomplished. This informal network of staff was able to assist and push the work forward, but the impact could have been greater and more efficient with a centralized contact.

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 2020 self-response rate for the San Diego region surpassed the rate in 2010 (68.0% reached on July 22, 2020). Every incorporated city in the region reached or exceeded the 2010 rate except for Del Mar, which may be due to owners of vacation homes not realizing that they need to respond indicating that the residence was not occupied on April 1, 2020. As of October 6, the 2020 response rate was 73.7.

Updates on response rates were regularly provided to all stakeholders through eblasts, as well as presentations during the 2020 CCC Stakeholder Working Group meetings and Count Me 2020 Virtual Town Halls. These presentations included data summaries and maps showing outreach activity locations overlaid on response rates to identify gaps and shift outreach to areas with low response.

For example, self-response rates in rural areas were among the lowest in the San Diego region. Library closures due to the pandemic may have left residents with only phone or print options to complete the census questionnaire and with less overall exposure to census messaging. The San Diego County Library and senior serving organizations worked with rural school districts and CBOs to increase awareness in those areas.
In addition, the ability to complete the census from your phone or computer was probably another contributor to the achievement of this self-response rate.

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.

Partnerships with CBOs was particularly advantageous due to their established relationships and existing communication channels with the community. They had the trust of residents, particularly among the hard-to-count population.

U.S. Census Bureau Partnership Specialists were key collaborators from the beginning. During the education phase, they made presentations throughout the community (e.g., event booths, libraries, affordable housing complexes, senior centers, Head Start preschools, city committees, city councils, and other community groups). Even during the pandemic, they were able to provide one-on-one Mobile Questionnaire Assistance at drive through meal and book programs, as well as other outdoor locations.

Some jurisdictions (e.g., City of Carlsbad) partnered with maintenance crews in affordable housing complexes to deliver doorhangers and census magnets to each residence. Given that these individuals were members of the community, they were probably trusted more than strangers performing the same function, resulting in an educated and motivated hard-to-count population.

San Diego County Library staff drew from established community contacts within school districts and CBOs, as well as other County departments, such as Aging & Independence Services (AIS) and the County of San Diego Registrar of Voters. As previously mentioned, census branded summer learning kits were provided to food distribution sites in school and community spaces, and to seniors enrolled in meal delivery programs throughout the County. Kits and activity books were made available in a variety of languages spoken throughout the region, including Tagalog, Farsi, Arabic, Spanish, and Vietnamese. The activity kits and giveaway books also were provided to the Count Me 2020 Coalition and affiliated CBOs.

Finally, outreach to the homeless in preparation for the Census Bureau's Service Based Enumeration and Targeted Non-Sheltered Outdoor Location operations would not have been possible without the support of service agencies.
Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Contributions</th>
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<tbody>
<tr>
<td><strong>Count Me 2020 Coalition</strong></td>
<td>Census collateral and promotional items (e.g., retractable banners, barcode stickers linking directly to census website, tote bags, t-shirts, pens, and personal protective equipment (PPE)), trusted messengers, printing customized fliers</td>
</tr>
<tr>
<td><strong>National Association of Latino Elected Officials (NALEO)</strong></td>
<td>Bilingual volunteers, census collaterals (e.g., baby onesies used in activity kits for children 0-5)</td>
</tr>
<tr>
<td><strong>Census Bureau staff</strong></td>
<td>Education, one-on-one assistance with questionnaire completion via mobile devices, census materials (e.g., informational fliers, tote bags, backpacks, water bottles, lanyards, church fans, pens, and face coverings)</td>
</tr>
<tr>
<td><strong>Offices of elected officials</strong></td>
<td>Broadcast census messaging, participate in events, delegate the United Way to receive funding allocation for outreach (cities of El Cajon and San Diego)</td>
</tr>
<tr>
<td><strong>Affordable housing complex managers</strong></td>
<td>Building trust with residents and distribution of materials</td>
</tr>
<tr>
<td><strong>Community Resource Centers</strong></td>
<td>Distribution of materials, education, computer or phone access to complete the census questionnaire</td>
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<tr>
<td><strong>School districts</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>Libraries</strong></td>
<td>Distribution of materials</td>
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<tr>
<td><strong>Father Raymond Moore Hall, Showers of Blessings</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>Church of the Advent</strong></td>
<td>Distribution of materials and high internet access for census questionnaire completion</td>
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<tr>
<td><strong>Police Homeless Outreach Team</strong></td>
<td>Distribution of materials</td>
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<tr>
<td><em><em>MAAC</em> Project Head Start Preschools</em>*</td>
<td>Distribution of materials, education</td>
</tr>
<tr>
<td><strong>Oceanside Housing &amp; Neighborhood Services</strong></td>
<td>Broadcast census messaging, participate in events</td>
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<tr>
<td><strong>MainStreet Oceanside</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>Oceanside Library</strong></td>
<td>Broadcast census messaging, participate in events</td>
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<tr>
<td><strong>Oceanside NAACP</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>National Latino Research Center</strong></td>
<td>Broadcast census messaging, participate in events</td>
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<tr>
<td><strong>Interfaith Community Services</strong></td>
<td>Distribution of materials, education</td>
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<tr>
<td>Partner</td>
<td>Contributions</td>
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<tr>
<td>Lemon Grove Heal Zone</td>
<td>Distribution of materials</td>
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<tr>
<td>Alliance San Diego</td>
<td>Phone banking and car caravans (the first in San Diego) by trusted messengers in several languages, including ASL</td>
</tr>
<tr>
<td>Bayside Community Center</td>
<td>Verifying census participation and provision of Count Me 2020 collateral at food distribution centers, hosting direct call in lines for census support in Spanish and Vietnamese (a partnership with the Census Bureau), publicizing call in lines during food distributions (e.g., K-12, seniors, on site), and educating/informing institutions with the Linda Vista Collaborative</td>
</tr>
<tr>
<td>Karen Organization of San Diego</td>
<td>Creating and distributing videos in Karen language targeting refugees from Burma regarding importance of census participation, what to expect in the mail, and census 2020 timeline.</td>
</tr>
<tr>
<td>Majdal Community Center</td>
<td>Eblasts reminding local Iraqi, Syrian, Kurdish, Afghan, Chaldean, and Latino communities to complete the census with follow-up text messages</td>
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<tr>
<td>Paving Great Futures</td>
<td>Outreach to Latinos, African Americans, Asian Americans/Pacific Islanders, Native American and Tribal communities, and Middle and Eastern/Northern Africans, including immigrants and refugees, former offenders, senior citizens, and other economically disadvantaged populations during the Martin Luther King Day celebrations</td>
</tr>
<tr>
<td>The San Diego LGBT Community Center (The Center)</td>
<td>Leveraging social media (Facebook and Instagram) accounts in English and Spanish with targeted census messaging to different viewership through posts and Instagram stories, maintaining contact through weekly e-newsletter, conducting high volume phone banking, and targeting specific hard-to-count geographic areas through texting.</td>
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<tr>
<td>Think Dignity</td>
<td>Delivery of census messaging to the homeless community through distribution of Dignity and Menstrual Kids, hygiene bags at Shower Services, and masks.</td>
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<tr>
<td>Partner</td>
<td>Contributions</td>
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<tr>
<td><strong>Union of Pan Asian Communities (UPAC)</strong></td>
<td>Outreach through Vietnamese and Chinese community leaders, VietNewsTV, Chaldean Radio, phone banking to Filipino, Latino, and Chaldean seniors, food bank distributions, social media, and translations.</td>
</tr>
<tr>
<td><strong>Chula Vista Community Collaborative</strong></td>
<td>Outreach events and educational activities, census booths with promotoras, presentations at community centers and English Learner Advisory Committee(ELAC)/Parent-Teacher Association (PTA) meetings, “Cafecitos” at Family Resource Centers (FRCs), census social media posts, train “Census Ambassadors”, post banners and messaging at FRCs, give out fliers and giveaways, answer questions and phone calls regarding census</td>
</tr>
<tr>
<td><strong>Imperial Beach Neighborhood Center</strong></td>
<td>Distribution of materials</td>
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<tr>
<td><strong>SunCoast Coop</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>St. James Plaza</strong></td>
<td>Outreach to seniors</td>
</tr>
<tr>
<td><strong>Vista Community Clinic</strong></td>
<td>Lead outreach effort</td>
</tr>
<tr>
<td><strong>Poder Popular Community leaders</strong></td>
<td>Community volunteers to communicate census messages to residents</td>
</tr>
<tr>
<td><strong>Churches</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>Grocery stores</strong></td>
<td>Signage, distribution of materials, location for mobile questionnaire assistance</td>
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<tr>
<td><strong>Laundromats</strong></td>
<td>Signage, distribution of materials</td>
</tr>
<tr>
<td><strong>Various vendors</strong></td>
<td>Mailings, collateral (e.g., masks, t-shirts)</td>
</tr>
<tr>
<td><strong>Loma Media</strong></td>
<td>Develop marketing materials (i.e., stickers, t-shirts, window signs, and door hangers)</td>
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</tbody>
</table>

*Metropolitan Area Advisory Committee on Anti-Poverty*
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?**

Census information was provided in English and Spanish throughout the region. Bilingual staff were present at events and coordinated with Spanish language media. Signs, fliers, banners, and promotional materials (e.g., coloring books, swag) included Spanish and English. In addition to the above, collateral and paid media was translated into 12 required languages.

The 24 CBOs working in the cities of El Cajon and San Diego provided services in Arabic, Chaldean, Chinese (Mandarin), Farsi, Japanese, Russian, Tagalog (Filipino), Vietnamese, ASL, Arakan, Acholi, Amharic, Bangla, Bembe, Burmese, Cantonese, Chin, Creole, Dari, Dinka, Ethiopian, French, Hindi, Hmong, Illocano, Kachin, Karama, Kazigwa, Karen, Karenni, Kinyarwanda, Kirundi, Kurdish, Lingala, Laotian, Luganda, Luo, Madi, May-May, Native Hawaiian, Nepali, Nuer, Nyanja, Oromo, Pashto, Persian, Punjabi, Rohingya, Samoan, Shan, Somali, Swahili, Tigrinya, Thai, Urdu, Zande, and Zigula (as well as English and Spanish).

One of the greatest success to reach individuals in their native language was the Refugee Census Hub led by Partnership for the Advancement of New Americans (PANA). The Refugee Census Hub was compromised of 15 organizations serving 31 different language communities. PANA supported in-language phone banking to reach more than 40,000 identified MASA/MENA contacts across San Diego County.

Mailings included multiple languages based on the areas targeted (e.g., English, Spanish, Tagalog, Arabic, Mandarin).
Activity kits and giveaway books were provided in multiple languages (e.g., English, Tagalog, Farsi, Arabic, Spanish, and Vietnamese. San Diego County Library online videos and the Summer Learning Challenge were made available in Spanish and English. Summer learning activity books were created in English, Spanish, Farsi, and Arabic.

The Census Bureau translated materials and their phone line was relied upon when lacking access to translators proficient in a needed language (based on cue card specification).

With respect to outreach to people with disabilities, some locations remaining open during the pandemic were ADA accessible and provided assistance with questions regarding the census or even guided them through the questionnaire (e.g., Chula Vista Community Collaborative).

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.

**Overall**
The collaboration between the Count Me 2020 Coalition and SANDAG produced great synergy among the CBOs and jurisdictions where efforts were built upon rather than working in isolation, particularly with respect to data analysis and review, as well as leveraging communications strategies and teams.

The following stories were provided by the agencies receiving State funding administered through SANDAG.

**City of Carlsbad**
It is estimated that almost five percent of Carlsbad’s population lives at or below the poverty line; and children are often hardest hit in this scenario. As such, outreach targeted two Head Starts to ensure that this precious group of residents was identified and counted. Federal funding for preschool programs like Head Start is based on the census count. Head Start encourages school readiness for children in low-income families by offering educational, nutritional, health, social, and other services. It provides a critical service to low-income families in our community. Funding is based on the census count.

**City of Escondido**
Relying on trusted messengers produced positive results. We had people tell us that they felt safe completing the census because they knew us.
City of Oceanside
The City of Oceanside has experienced the negative impact of a complete count since the 2010 census. Prior to 2010, Oceanside received close to $2 million in federal funding. Since the 2010 census, funding decreased to $1.1 to $1.2 million. As the population has increased, the disconnect between funding and population has widened. We understand the importance of being counted and the impact on the community over the long term: less assistance and resources to our residents desperately in need.

City of Imperial Beach
When COVID-19 began there was a shortage of masks for the general public. The City used census funds to purchase 1,000 masks with the "Imperial Beach Counts, Census 2020" logo/message and distributed these through food distributions and churches. With these masks, the City was able to continue promoting the census while assisting community members who needed masks to stay safe during the pandemic.

Hi Reyna,
Thank you and the City of Imperial Beach for the gift of 100 face masks. We have distributed almost all of the masks and are again very grateful for the care and concern that Imperial Beach has for its citizens. Thought you might enjoy my “lovely” picture wearing the mask.

Donna Kuonen
Imperial Beach Ward
Relief Society President
San Diego County Library

- **Census 2020 Website Automatically Loads on all County Library Public Computers:** San Diego County Library’s IT department configured all library public PCs to auto launch the online census form on 2020census.gov for the entire self response period.

- **March Count Me 2020 Celebrations:** While over 30 events were planned, the few that were held prior to the COVID-19 shutdown were well attended.

- **Census Kiosks Go Live at 33 Library Locations:** In early March, 33 San Diego County Library branches and 2 bookmobiles were outfitted with materials for self-response census kiosks. These kiosks were available through the March 17, 2020 closure of the library branches due to the pandemic. In September 2020, kiosks remained available when the library opened for limited in-person services.

- **Census Kiosk Kickoff Hosted by Supervisor Cox at Bonita Library:** San Diego County Library collaborated with the Office of Supervisor Greg Cox to host a Census Kiosk Kickoff Press Conference at the Bonita-Sunnyside Library (media coverage). Speakers included: Supervisor Greg Cox, State Attorney General Xavier Becerra, County Library Director Miguel Acosta, Chula Vista Collaborative CEO Margarita Holguin, and Angelica Davis of the City of Chula Vista and chair of the 2020 CCC Stakeholder Working Group. Partners from SANDAG and the Count Me 2020 coalition also participated in this event.

- **Census Branded Activity Kits:** San Diego County Library received reports that the census activity kits for youth were much appreciated because they included age-appropriate books, materials in many languages, and bold messaging about the census.

- **Quotes:**

  “I talked to an adult customer about the impact of the census, and she was shocked to learn about the value of the count and how it affects our region. She told me she would “tell her friends” and make sure they are all counted!” – Laura Mendez, Lemon Grove Library

  “There was a lot of interest in census jobs. Our outreach tabler has often had a line of people waiting for her before she arrives and is frequently having to dash back and forth from her table to the computer lab to help people with their applications.” – Jake Sexton, La Mesa Library

  “I presented at a business breakfast for Supervisor Greg Cox. Approximately 80 business leaders and community leaders in the South Bay learned about County census efforts and how they can engage their local partners to promote census participation.” – Liz Vagani, Santee Library

  “We have 8 future dates booked in our community room for census training.”
  -Angie Snyder, Ramona Library
“Very positive response and experience for census presenters at the First Wednesday concert, so much so that it will be repeated in March and was to be so in April until they cancelled.” – Gabriel Aguirre, Cardiff-by-the-Sea Library

“The City of Imperial Beach is happy to be partnering with us.” - June Frost, Imperial Beach Library

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

Staffing
- For the County of San Diego, hire/designate a specific staff member to coordinate census outreach efforts across the agency, manage state grant funds, and facilitate cross-departmental and community collaboration.
- Mobile questionnaire assistance with paid Census Bureau staff is an optimal way to use library spaces.

Funding
- Provide state funding again to local governments to enable a robust messaging and outreach campaign. The self-response rates achieved in 2020 (higher than 2000 and 2010) are evidence that this investment makes a difference.
- Allow and support regional pre-planning efforts for lead agencies to meet, plan, and strategize.
- Financially incentivize census completion for residents.
- Set aside more funding specifically for non-response follow-up.

Timelines
- Allocate and award funding so that partners have the money in hand at least two years out.
- If a timeline is extended, stick to it.

Reporting
- Provide reporting templates and timelines prior to launch of project to allow partners to understand scope of work and what/who will be needed to implement the project work.

Implementation Planning Workshops
- Hold workshops well in advance of the census but on a timeline that works with the region or county and is planned with the region or county and with ample time to ensure it is an effective event.

Communications/Media
• Provide communication strategy, roll out, and access to materials, prior to regional and county funding allocation that is accessible without a login.
• Distribute social media campaigns at the beginning of outreach efforts so they can be scheduled to post months in advance.
• Create social media posts that are editable so they can be customized to the local community.
• Coordinate bus ads regionwide to assist with cost negotiations for the advertising space for the entire outreach period (education, motivation, activation, and non-response follow-up).

Collateral
• Pre-select one vendor for promotional materials to save time and money.

Regional /County Partnerships
• Designate a single lead agency for each region in order to decrease duplication of meetings and align reporting efforts.
• Provide overarching guidelines to structure each region with flexibility in funding to meet regional needs.

Tools
• Build on strengths of SwORD, especially the dashboards.
• Develop a form system that is easy for all levels of technical savvy, especially beginners (e.g., does not rely on Excel worksheets) to edit, upload/download, and effectively view and analyze coverage of activities in target census tracts.
• Create an ongoing list of activities and responses by audience (e.g., attendance, impressions) from all outreach partners statewide. Using this information, activities with high levels of success (e.g., large attendance) could be promoted and disappointments discouraged across the state.

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

The bulk uploader spreadsheet was use by all partners and submitted to SANDAG on a monthly basis, upon which the data were uploaded to SwORD.

b) Updated list of subcontractors (NOTE: All of the following are related to the outreach in the cities of El Cajon and San Diego.)
• ACCE Institute
San Diego Association of Governments

- Alliance San Diego
- API Initiative
- Bayside Community Center
- Casa Familiar
- Connecting Hope CDC
- Engage San Diego a project of The San Diego LGBT Community Center
- Environmental Health Coalition
- International Rescue Committee
- Karen Organization of San Diego
- Lao Community Cultural Center
- Majdal Community Center a project of Islah Reparations Project
- Mid-City CAN a project of Mission Edge San Diego
- Nile Sisters Development Initiative
- Partnership for the Advancement of New Americans (PANA)
- Paving Great Futures
- San Diego Organizing Project (SDOP)
- San Diego Urban Warriors Inc.
- Somali Family Service of San Diego
- The Chicano Federation
- The San Diego LGBT Community Center (The Center)
- Think Dignity
- Union of Pan Asian Communities (UPAC)
- YMCA of San Diego County, Childcare Resource Service

c) Evaluations or analytical reports: See Appendix A

d) Sample products: See Appendix B
Appendix A: Evaluations or Analytical Reports

City of Carlsbad Digital Metrics

Facebook

City of Carlsbad - Official
April 1, 2019

As the 2020 federal census approaches, the California State Auditor’s Office is seeking applicants for the 2020 Citizens Redistricting Commission. The 14-member commission will redraw the boundaries of the congressional, state senate, state assembly and State Board of Equalization districts so they reflect the state’s population. The open application period begins June 10 and will run through Aug. 9.
http://ow.ly/upJx3ohAUV

1,959 People Reached 23 Engagements

City of Carlsbad - Official
June 26, 2019

EVERY PERSON MUST BE COUNTED

#2020Census #CaliforniaForAll #BeCounted census.ca.gov

California Census 2020
June 26, 2019

Please share: Every person must be counted in 2020. A complete Census count is critical for communities to receive their fair share of funding and Congressional representation.
Your voice matters in 2020!

515 People Reached 21 Engagements

😊 Dave Veliz, California Census 2020 and 3 others
You are the expert - your responses help bring federal funds to your community!

#2020Census #CaliforniaForAll #BeCounted census.ca.gov

California Census 2020
July 18, 2019
California is fighting to ensure a complete count of everyone for the 2020 Census. You're the expert and you can help your community.

1,799 People Reached
58 Engagements

California Census 2020, Jenny Kim and 2 others

City of Carlsbad - Official
July 15, 2019

It's your civic duty, participate in the 2020 Census!

#2020Census #CaliforniaForAll #BeCounted census.ca.gov

California Census 2020
July 15, 2019
Participating in the 2020 Census is your civic duty. You can make a difference in 2020.

2,087 People Reached
193 Engagements

California Census 2020
October 29, 2019
Be a part of the Census 2020. Join us for a free workshop today (Oct. 26) from 3 to 5 p.m. at the Library Learning Center. Drop in and learn why your response to the census matters and how you can make extra money while helping your community. Bilingual census workers are always needed. Learn more at www.2020census.gov/jobs.

1,765 People Reached
46 Engagements

Celia Azmir

City of Carlsbad - Official
Published by Lauren Y. on January 25 at 1:22 PM

We are excited to announce that we've partnered with the U.S. Census Bureau to support the 2020 Census! As a partner, we'll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020census.gov.

2,087 People Reached
32 Engagements

Quyen Cramer: So glad to see our city being proactive in making sure ALL our residents are counted!

Like · Reply · Message · 2d
Want to know more about the upcoming 2020 Census? Learn more here: https://www.carlsbadca.gov/services/depts/housing/census.asp
Kids count! The most undercounted age group in 2010 was children 0-5 years old. U.S. Census Bureau wants to make sure everyone is counted in the 2020 Census! This count affects the allocation of funding for our community’s public resources (e.g., roads, hospitals, schools) and how we plan for the future, and our voice in government. Find out more [here](https://census.gov/2020census).

Updated message:

City of Carlsbad - Official

February 15 at 10:41 AM

The next Census is just around the corner! Make sure your family is counted! An accurate snapshot means that communities, like ours, receive funding, services, and business support. And your responses are confidential. [Here](https://census.gov/2020census).
The Census is more than a population count. It's an opportunity to shape the future of our community.

Census data helps policymakers make decisions.

By April 1, all homes will receive an invitation to participate in the 2020 Census. The best way to avoid a follow-up visit from a census taker is to fill out the 2020 Census questionnaire online, by phone or by mail as soon as you receive your invitation to participate. https://2020.census.gov

Performance for Your Post
506 People Reached
0 Likes, Comments & Shares
0 Likes
0 On Post
0 On Shares
0 Comments
0 On Post
0 On Shares
0 Shares
0 On Post
0 On Shares
4 Post Clicks
9 Photo Views
1 Link Clicks
3 Other Clicks

Negative Feedback
1 Hide Post
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.
Count down to Census Day with us!

Tomorrow is Census Day!
Pledge to complete the 2020 Census.

#shapeyourfuture

U.S. Census Bureau
March 31

One day until Census Day!
Join us and pledge to complete the 2020 Census, for your community, for healthcare, for schools, for what matters most to you. Complete the census at 2020CENSUS.GOV.
1. Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted Carlsbad! https://my2020census.gov/

2. You still have time to complete the Census online or fill out one of the mailers you have gotten. Remember, the 2020 Census will determine congressional representation, inform hundreds of billions in federal funding every year, and provide data that will impact communities for the next decade. Locally, it could affect the boundaries of our City Council districts. Please make sure you are counted Carlsbad! https://2020census.gov/

California Census
April 10

The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

California Census
April 10

The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

3. The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

4. The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

5. The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

6. The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

7. The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

8. The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has

9. The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6.8 million households). California has
City of Carlsbad - Official
May 8th

Thanks Carlsbad for helping us be the top responder in North County San Diego for the #Census2020. If you haven’t yet had a chance you can respond online, by phone or mail and it only takes 10 minutes. Thanks Carlsbad! https://2020census.gov/

United States Census 2020

2020 Census | United States Census Bureau
Learn about the 2020 Census - how to respond, and why it matters. Shape...

1,857 People Reached
13 Engagements

Lorena Redondo, Rebecca Washington and 3 others

Performance for Your Post

4,616 People Reached

18 Reactions, Comments & Shares

10 Likes
10 On Post
0 On Shares

1 Angry
1 On Post
0 On Shares

6 Comments
0 On Post
0 On Shares

1 Shares
1 On Post
0 On Shares

77 Post Clicks

7 Photo Views
7 Link Clicks
63 Other Clicks

NEGATIVE FEEDBACK
6 Hide Post
1 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts
City of Carlsbad - Official

Posted a Video

Published about a month ago

Help Get Out the Count from the Safety of Your Home! Text your friends and neighbors. Call Famili ...

TAKE THE #CENSUS CHALLENGE!

TAKE THE CENSUS TODAY!

Complete the census by April 1 to avoid an enumerator knocking on your door!

Phone: (844) 320-2020
Available 12 languages

Email: my2020census.gov

If you received the census by mail, you can still send it in.

COUNTME2020.ORG

Performance for Your Post

3,720 People Reached

8 Reactions, Comments & Shares

6 Likes

1 Love

0 Comments

1 Shares

27 Post Clicks

5 Photo Views

3 Link Clicks

19 Other Clicks

Magda León, Diana Aguirre and 3 others

1 Share

Like

Comment

Share

Reported stats may be delayed from what appears on posts
Everyone in your household counts. The Census is an easy & question
survey that will help everyone for the years to come. Go online now at
2020Census.gov

Performance for Your Post

3,221 People Reached

23 Reactions, Comments & Shares

18 Likes
9 On Post
9 On Shares

2 Loves
1 On Post
1 On Shares

0 Comments
0 On Post
0 On Shares

3 Shares
3 On Post
0 On Shares

41 Post Clicks

5 Photo Views
10 Link Clicks
23 Other Clicks

NEGATIVE FEEDBACK
2 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts
City of Carlsbad - Official

Have you completed your Census yet? We're looking at you 😊
The Census is an easy 3 question survey that will help your family and our community for years to come. Your voice matters! Everyone counts! 2020census.gov

- **3,255** People Reached
- **95** Engagements

**Performance for Your Post**

- **3-Second Video Views**: 391
- **Estimated Reach**: 1,782
- **Unique Viewers**: 383
- **Post Engagement**: 14
- **Top Audience**: Women, 35-44
- **Top Location**: California

**3,255** People Reached

**24** Likes, Comments & Shares

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<td>0</td>
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**74** Post Clicks

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<tbody>
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<td>66</td>
</tr>
</tbody>
</table>

**Negative Feedback**

- 6 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.
It is not too late to complete the 2020 Census! Check out the ways you, your friends, and your family members can fill out the Census today. 9 easy questions! Everyone counts. https://foom.lybop27Jsc

Takes just a few minutes!

3600 People Reached
40 Engagements

Alfredo Green, Gail Tulliao and 6 others
3 Shares

City of Carlsbad - Official
August 14

It's not too late! You can still take the 2020 Census today. It's safe, secure, confidential and only takes 10 minutes to complete online. 2020census.gov

2020 CENSUS
EVERYONE COUNTS

3,690 People Reached
27 Engagements

William Considine, Gail Tulliao and 5 others
2 Shares

Performance for Your Post

3,499 People Reached

14 Likes, Comments & Shares

11 Likes
0 Comments
3 Shares

35 Post Clicks

13 Photo Views
7 Link Clicks
15 Other Clicks

NEGATIVE FEEDBACK
5 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Performance for Your Post

3,690 People Reached

12 Likes, Comments & Shares

10 Likes
0 Comments
2 Shares

15 Post Clicks

2 Photo Views
5 Link Clicks
7 Other Clicks

NEGATIVE FEEDBACK
4 Hide Post
1 Hide All Posts
0 Report as Spam
0 Unlike Page
THREE WAYS TO RESPOND TO THE CENSUS TODAY!

Visit my2020census.gov

Call 844-330-2020

Respond by mail

California Census 2020
August 31

Have a few minutes to spare? Complete your Census TODAY! Luckily, you have three ways to respond.

- Open up your computer and visit my2020census.gov
- Pick up...

 Reported stats may be delayed from what appears on posts

Performance for Your Post

3,094 People Reached

7 Likes, Comments & Shares

4 Likes 4 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

3 Shares 3 On Post 0 On Shares

15 Post Clicks

5 Photo Views 3 Link Clicks 7 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts
0 Report as Spam 0Unlike Page

© 2020 California Census
City of Carlsbad - Official

September 10 - ⏳

Hey Carlsbad, help us shape the future! We are doing all we can to connect with some of you to complete your Census. We've had a great turn out so far, but we still need a final push to finish strong. It's easy, secure and only takes 10 minutes to complete. [https://census.gov/census2020](https://census.gov/census2020)

Time is running out. Respond now.

United States Census 2020

Shape your future
START HERE

[Image of a clock with the message: Time is running out. Respond now.]

3,274 People Reached

4 Likes, Comments & Shares

4 Likes

4 On Post

0 On Shares

0 Comments

0 On Post

0 On Shares

0 Shares

0 On Post

0 On Shares

26 Post Clicks

9 Photo Views

7 Link Clicks

10 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Boost Post

[Images of the like, comment, and share buttons]

Reported stats may be delayed from what appears on posts.
THREE WAYS TO RESPOND TO THE CENSUS TODAY!

Visit my2020census.gov

Call 844-330-2020

Respond by mail

California Census 2020
August 31

Have a few minutes to spare? Complete your Census TODAY! Luckily, you have three ways to respond:

- Open up your computer and visit my2020census.gov
- Pick up...

Suzanne Gerda
1 Comment 1 Share

Like  Comment  Share
Time is running out to take the Census and make a difference in your community! Take a few minutes to complete the Census — it's safe, secure, and drives critical dollars into programs for our children, education and health care systems. Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll #2020Census
Complete your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to www.2020census.gov or call 844-330-2020.

YOUR FAMILY COUNTS
Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education and our health care. Your voice matters! Complete your Census today by visiting my2020census.gov or call 844-330-2020.

Your Family Counts

Make sure they get COUNTED
Online: my2020census.gov
or call
English: 844-330-2020
Spanish: 844-468-2020

2,659 People Reached
17 Engagements

Maureen Gocelit, PJ Wiebe and 5 others
1 Comment

Performance for Your Post

2,659 People Reached

8 Likes, Comments & Shares

7 Likes
7 On Post
0 On Shares

1 Comments
1 On Post
0 On Shares

0 Shares
0 On Post
0 On Shares

9 Post Clicks

1 Photo Views
2 Link Clicks
6 Other Clicks

NEGATIVE FEEDBACK
5 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.
Library Facebook
**Instagram**

Complia your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to www.2020census.gov or call 844-330-2020.

#2020Census #CountMeIn #BeCounted #StandUpBeCounted #EveryoneCounts

**Twitter**

Do you have questions about the #2020Census? Watch our latest PSA to learn more.

2020 Census PSA: What is the 2020 Census? (30)

This short video explains the importance and purpose of the 2020 Census. This questionnaire records every...

youtube.com
We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit 2020census.gov.
Kids count! The most undercounted age group in 2010 was children 0-5 years old. @uscensusbureau wants to make sure everyone is counted in the #2020Census! Find out more loom.ly/XV6agFQ.
City of Carlsbad, CA @carlsbadcagov · Feb 11
The next census is just around the corner. Make sure your family is counted! An accurate snapshot means that communities, like ours, receive funding, services and business support. And your responses are confidential.
loom.ly/XV6agFQ #2020Census

Every family counts.

City of Carlsbad, CA @carlsbadcagov · Feb 15
The next census is just around the corner. Make sure your family is counted! An accurate snapshot means that communities, like ours, receive funding, services and business support. And your responses are confidential.
loom.ly/XV6agFQ #2020Census

Every family counts.
City of Carlsbad, CA @carlsbadcagov · Feb 20
The 2020 Census is more than a population count. It's an opportunity to shape the future of our community.

U.S. Census Bureau @uscensusbureau · Feb 20
The #2020Census is your opportunity to shape your community's future. Learn more about the 2020 Census: go.usa.gov/xdNfc.

City of Carlsbad, CA @carlsbadcagov · Feb 25
By April 1, all homes will receive an invitation to participate in the #2020Census. The best way to avoid a follow-up visit from a census taker is to fill out the 2020 Census questionnaire online, by phone or by mail as soon as you receive your invitation. loom.ly/ijcrkEg
Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted #Carlsbad
https://loom.ly/bfUSaN3 #CensusDay #EveryoneCounts

---

Thanks Carlsbad for helping us be the top responder in North County San Diego for the #Census2020. If you haven't yet had a chance you can respond online, by phone or email and it only takes 10 minutes. Thanks #Carlsbad

---

2020 Census | United States Census Bureau
Learn about the 2020 Census - how to respond, and why it matters. Shape your future. START HERE

2020census.gov
Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted Carlsbad: my2020census.gov

Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. my2020census.gov #SanDiegoCounts #countme2020 #CaliforniaCounts #2020census
City of #CarlsbadAtHome @carlsbadcagov · Jul 9
The Census determines the next 10 years. Take the 2020 Census today to help build a better future for our families and for our communities.
2020census.gov #countme2020 #EveryoneCounts #CaliforniaCounts #2020census #CountMeIn

City of #CarlsbadAtHome @carlsbadcagov · Jul 10
Help Get Out the Count from the Safety of Your Home! Text your friends and neighbors. Call Family Members. Email your Team at Work. Take the Census Today! countme2020.org #countme2020 #SanDiegoCounts #everyonecounts #CaliforniaCounts #2020census #CountMeIn
If we’re not counted, we’re not seen. When we aren’t seen, we aren’t heard. Let’s continue to use our voice as our power & fight for equity by filling out the #2020Census! This will ensure we have proper representation in our local and state governments.

City of Carlsbad At Home

Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. my2020census.gov #SanDiegoCounts #countme2020 #CaliforniaCounts #2020census

Take the Census Today!

- By phone: (844) 330-2020
  Available in 12 languages
- Online: my2020census.gov
- By mail: if you received the census by mail, you can still send it in.
City of CarlsbadAtHome @carlsbadcagov - Aug 4

Everyone in your household counts. The Census is an easy 9 question survey that will help everyone for the years to come. Go online now at 2020census.gov.

City of CarlsbadAtHome @carlsbadcagov - Aug 5

Aug. 6 is Get Out the Count Day. Have you filled out your census form yet?
2020Census.gov

California Census @CACensus - Aug 5

Are you ready for some fun? 😊

Join us on August 6 – Get Out the Count Day – to ask all Californians to fill out the Census today! Hear from some very special guests, like @MsRebeccaBlack @kausartheperson, & @salvinc at 11am!

RSVP here: facebook.com/events/6000963...
City of #CarlsbadatHome @carlsbadcagov - Aug 8

Have you completed your Census yet? We’re looking at you 😜

The Census is an easy 9 question survey that will help your family and our community for years to come. Your voice matters! Everyone counts! 2020census.gov #Census2020 #becounted

City of #CarlsbadatHome @carlsbadcagov - Aug 14

It is not too late to complete the #2020Census! Check out the ways you, your friends, and your family members can fill out the Census today. 9 easy questions! loom.ly/bp27Jsc #EveryoneCounts

DO THE CENSUS TODAY!

my2020census.gov 844-350-2020 Respond by mail

Takes just a few minutes!
City of #CarlsbadatHome @carlsbadcagov · Aug 21
It's not too late! You can still take the 2020 Census today. It's safe, secure, confidential and only takes 10 minutes to complete online. 2020census.gov countme2020 #CaliforniaCounts #2020census

City of #CarlsbadatHome @carlsbadcagov · Sep 10
Hey #Carlsbad help us shape the future! We’re still looking to connect with some of you to complete your #Census. We’ve had a great turn out so far, but we still need to finish strong. It’s easy, secure and only takes 10 minutes to complete. Ioom.ly/d39xa_w #Census2020
City of Carlsbad @carlsbadcagov - Sep 21
Time is running out to take the Census and make a difference in your community! Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll #2020Census

City of Carlsbad @carlsbadcagov - Sep 24
Complete your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to 2020census.gov or call 844-330-2020.
City of Carlsbad at Home @carlsbadcagov • Sep 25
Make sure your family is counted in the #2020Census. Investing a few minutes in filling out survey helps determine future of programs for our kids, their education and our health care. Your voice matters! #EveryoneCounts #BeCounted

YOUR FAMILY COUNTS

Make sure they get COUNTED
Online: my2020census.gov
or call
English: 844-330-2020
Spanish: 844-468-2020

City of Carlsbad at Home @carlsbadcagov • Sep 27
Make sure your family is counted in the #2020Census. Investing just a few minutes to fill out the survey helps determine the future of programs for our kids, their education and our health care. Your voice matters! Visit my2020census.gov or call. #ICount #BeCounted

YOUR FAMILY COUNTS
COMPLETE YOUR CENSUS

ONLINE
my2020census.gov

PHONE
English: 844-330-2020
Spanish: 844-468-2020

City of Carlsbad
NextDoor

City of #CarlsbadatHome @carlsbadcagov · 22h
Complete your #2020Census today! Do it for your family, friends, community, and neighbors. Your answers will benefit your loved ones for next decade. Responding only takes a few minutes! Go to 2020census.gov or call 844-330-2020. #BeCounted #EveryoneCounts

NextDoor

City of Carlsbad
Kristina Ray • 2 min ago

It's not too late to respond to the 2020 Census! Hello.
In March, homes across the country received invitations to complete the 2020 Census. If you haven't done so already, we strongly encourage you to respond to the 2020 Census online using a desktop computer, laptop, smartphone or tablet today. It is quick and easy and only takes about 10 minutes. The U.S. Census Bureau keeps your answers safe and confidential.

Please be advised that beginning this month, Census takers will begin interviewing homes that haven't responded to the 2020 Census to help ensure everyone is counted. Census takers will incorporate the most current health guidance from federal, state and local officials.

To complete the Census, please copy and paste this link in a new tab: https://go.usa.gov/xdK56 and remember that your response will help shape public services like healthcare clinics, emergency response preparedness and education programs. For more information about the 2020 U.S. Census please visit www.2020census.gov.

Thanks for your help.

English
2020census.gov

Posted to Subscribers of City of Carlsbad

Post thumbnail for City of Carlsbad at Home · City of Carlsbad · Twitter
City Manager Updates and eNews

- eNews audience is 10.5K and sent 2 times a week
  - Open rate for Jan. 16 eNews:
    - Open Rate: 26.5%
    - Click Rate: 16%
    - Sent: 6921
    - Bounces: 213
    - Successful Deliveries: 6708
  - Open rate for Jan. 24 eNews:
    - Open Rate: 27.9%
    - Click Rate: 19.7%
    - Sent: 6925
    - Bounces: 206
    - Successful Deliveries: 6719
  - Open rate for Jan. 30 eNews:
    - Open Rate: 25.6%
    - Click Rate: 15.3%
    - Sent: 6922
    - Bounces: 224
    - Successful Deliveries: 6698
  - Open rate for Feb. 6 eNews:
- Open rate for Feb. 13 eNews

- Open rate for Feb. 20 eNews

- It was included in the CM update multiple times. For dates, go here and search census. [https://www.carlsbadca.gov/cityhall/manager/update.asp](https://www.carlsbadca.gov/cityhall/manager/update.asp)
During the scope of work we ran three (3) separate digital campaigns in April, June and July.

**Goals of the campaign:**

1. Remind National City residents to take the Census (Impressions / Reach)
2. Create awareness of the Census and the importance of filling it out (Impressions / Reach)
3. Provide additional information to help residents fill out their census (Clicks / Engagement)

**Target:**

National City Residents 18+

Specific Zip Codes: 91950, 91902, 92139
GOOGLE AD NETWORKS: DIGITAL CAMPAIGN

April Campaign:
Campaign Dates: 4/17 – 4/18, partial day 4/19, resumed 4/23 – 4/30
Impressions: 5,990 (20.6% desktop, 3.2% tablets, 76.1% mobile)
Clicks: 129 (12.4% desktop, 5.4% tablets, 82.2% mobile)

June Campaign:
Impressions: 12,300 (.5% TV screens, 21.1% desktop, 2.1% tablets, 76.3% mobile)
Clicks: 166 (14.1% desktop, 3.6% tablets, 81.9% mobile)

July Campaign:
Campaign Dates: 7/20 - 7/26
Impressions: 10,200 (.5% TV screen, 27.8% desktop, 6.4% tablets, 65.4% mobile)
Clicks: 168 (17.3% desktop, 2.4% tablets, 80.4% mobile)
Overall Google Ad Campaign Impressions & Clicks

Clicks by Day & Hour

Impressions by Day & Hour

Clicks by Gender & Age

Impressions by Gender & Age

Based on the 78% of your clicks with known gender and age.

Based on the 51% of your impressions with known gender and age.
APRIL FACEBOOK NETWORK AD & BOOSTED POST

April Ad Campaign

Campaign Dates: April 30 - May 8
Impressions: 71,201 (67% Female / 33% Male)
People Reached: 13,724 (65% Female / 35% Male)
Clicks: 644 (70% Female / 30% Male)

Additional Demographic Findings:

- Majority of engagement came from Females 18 - 24 (9% of all reach and 19% of all clicks) and 25 - 34 (16% of all reach and 18% of all clicks). Following closely behind was Females 65+ (12% of all reach and 14% of all clicks).
- 61% of Clicks on campaign came from Instagram Platform, whereas 59% of Impressions came from Facebook Platform making Impressions much more evenly split.
- Virtually all impressions and clicks came from a mobile device.

April Boosted Post

Campaign Dates: April 30 - May 8
Impressions: 3,785 (52% Female / 48% Male)
People Reached: 3,288 (53% Female / 47% Male)
Post Engagements: 1,219 (51% Female / 49% Male)

Additional Demographic Findings:

- Majority of engagement came from Females 18 - 24 (9% of all reach and 19% of all clicks) and 25 - 34 (16% of all reach and 18% of all clicks).
- Significant engagement came from Males 18 - 24 (16%) and Males 25 - 34 (16%).
- 89% of Engagement (1,094) came from Instagram platform, whereas Reach and Impressions were more evenly split between the two platforms. These were mostly viewed on a mobile device.
JUNE FACEBOOK NETWORK AD & BOOSTED POST

June Ad Campaign

Campaign Dates: June 15 - June 21

Impressions: 55,011 (47% Female / 53% Male)

People Reached: 23,904 (50% Female / 50% Male)

Clicks: 1,040 (53% Female / 47% Male)

Additional Demographic Findings:

• Majority of engagement came from males 25 - 34 (14% of all engagement), however, females in that same age range accounted for 11% of all engagement, with females 55 - 64 following closely behind at 10%.
• 81% of the reach came from the Facebook platform, and 86.5% of all clicks came from Facebook.
• Virtually all impressions and clicks came from a mobile device.

June Boosted Post

Campaign Dates: June 17 - June 26

Impressions: 16,077 (61% Female / 39% Male)

People Reached: 4,590 (61% Female / 39% Male)

Post Engagements: 183 (66% Female / 34% Male)

Additional Demographic Findings:

• Majority of engagement came from females 65+, that demographic accounted for 31% of all engagement.
• When comparing impressions to engagement, the Instagram platform proved to have higher engagement to impression ratio, although overall impressions and engagement was higher on Facebook. If a consumer saw the ad they were more likely to engage on Instagram than Facebook.
JULY FACEBOOK NETWORK AD & BOOSTED POST

July Ad Campaign

Campaign Dates: July 21 - July 28
Impressions: 81,226 (59% Female / 41% Male)
People Reached: 31,040 (50% Female / 50% Male)
Clicks: 1,040 (59% Female / 41% Male)

Additional Demographic Findings:

• 18% of all Impressions came from men 25 - 34, where Engagement was relatively evenly dispersed across the age and gender demographics.
• 83% of Engagement came from the Facebook Platform.

July Boosted Post

Campaign Dates: July 20 - 25 & July 28-31
Impressions: 11,300 (60% Female / 40% Male)
People Reached: 4,400 (58% Female / 42% Male)
Post Engagements: 137 (66% Female / 34% Male)

Additional Demographic Findings:

• Majority of engagement came from females 65+, that demographic accounted for 26% of all engagement.
• 68% of engagement came from the Facebook Platform.
## Text Messaging Campaign

<table>
<thead>
<tr>
<th>Launch Date</th>
<th>Initial Contacts</th>
<th>Initial Sent</th>
<th>Replies</th>
<th>Opt-Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.6.2020</td>
<td>11,653</td>
<td>11,263</td>
<td>739</td>
<td>390</td>
</tr>
<tr>
<td>6.17.2020</td>
<td>11,261</td>
<td>11,149</td>
<td>152</td>
<td>112</td>
</tr>
<tr>
<td>7.29.2020</td>
<td>11,195</td>
<td>11,149</td>
<td>123</td>
<td>46</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>34,109</strong></td>
<td><strong>33,561</strong></td>
<td><strong>1014</strong></td>
<td><strong>548</strong></td>
</tr>
</tbody>
</table>
Marketing through SANDAG Consultant Nuffer, Smith Tucker Toolkits

Nuffer, Smith Tucker (NST) developed a comprehensive toolkit with 2020 Census resources to aid in outreach efforts. The toolkit provided plug-and-play content to make it easy for multiple parties to share with key target audiences in hard to count communities (HTC). Materials were adapted for elected officials, military and veteran’s organizations, community organizations, and college and universities.

Each toolkit included an intro letter, blog post, social media copy with recommended visuals, Count Me 2020 logos, posters and links to additional 2020 Census resources. A town hall and meeting script was created exclusively for the elected official toolkit. Examples are provided in Appendix B.

- Number of elected officials reached: 115
- Number of military and veteran’s organizations reached: 18
- Number of community organizations reached: 110
- Number of colleges and universities reached: 20

Direct Mail Postcards

NST implemented a direct mail campaign that distributed postcards on behalf of SANDAG and Count Me 2020 to local HTC communities to encourage them to complete the 2020 Census. ZIP codes were selected based on census tracts with the lowest response rates and highest HTC indexes.

There were two separate mailings. The first round went to a total of 71,433 single and multifamily homes in ZIP codes 91916, 92036, 92054, 92067, 92070, 92082, 92101 and 92113. The second round targeted 33,000 single and multifamily homes in ZIP codes 92082, 92102, 92084, 91950 and 92113 were mailed out July 31 and began hitting mailboxes during the week of August 3.
For the first round, the collective self-response rate in the ZIP codes that received the postcards went from 50.9% as of Monday, June 8 to 52.7% as of Sunday, June 14, a 1.8 percentage point increase. By comparison, the ZIP codes that did not receive the postcards had a 0.4 percentage point bump during that time.

Self-response rates spiked specifically for ZIP codes 92036 (34.3 to 35.1); 92070 (36.4 to 36.6); 92067 (53.5 to 54.2); 91916 (36.1 to 43.9) all on June 15.

The impact of the second mailer is less clear, since the response rates were relatively the same for areas receiving the post cards compared to those that did not.

**Week of Action Campaign with the Union-Tribune**

To promote the Census Week of Action (a collective push organized by Count Me 2020 to ensure everyone in San Diego and Imperial Counties were counted July 6-10), NST recommended a comprehensive digital campaign with The San Diego Union-Tribune that included homepage takeovers on both the English and Spanish websites, targeted programmatic display ads and dedicated eblasts to encourage local residents to submit their census questionnaires online.

The campaign generated more than 1.3 million impressions, and more than 6,800 clicks to the 2020Census.gov and 2020Census.gov/es websites. Complete metrics are as follows.

**eblast**
- 200,000 targeted records
- 5,220 website clicks (Click Throughs) – 2.61% click rate
- 34,689 interactions (Opens, Forwards, etc.) – 17.34% interaction rate

**Digital Campaign**

**English Run of Channel Sponsorship**
- Impressions: 160,975
- Clicks: 146
- Click Through Rate: 0.06%

**English Run of Site (2)**
- Impressions: 345,122
- Clicks: 153
- Click Through Rate: 0.04%

**Spanish Run of Channel Sponsorship**
- Impressions: 214,198
- Clicks: 737
- Click Through Rate: 0.23%
Spanish Run of Channel
- Impressions: 105,110
- Clicks: 53
- Click Through Rate: .05%

Programmatic banner ads (Spanish and English)
- Impressions: 329,987
- Clicks: 555
- Click Through Rate: .17%

Total Campaign Results
- Impressions: 1,355,392
- Clicks: 6,864
- Click Through Rate: .51% (the average CTR with the U-T is .10%)
- CPM: $11.06
- Budget: $15,000
Flyer Distribution through San Diego Food Bank
NST distributed flyers on behalf of SANDAG and Count Me 2020 through the San Diego Food Bank. NST designed a new flyer based on existing coalition materials and messaging in English, Spanish, Mandarin, Arabic, Tagalog and Vietnamese. Flyers were distributed through the following Food Bank programs:

- Senior Food Program – 14,000 pieces distributed
- Emergency Food Assistance Program – 5,500 pieces were distributed in July bags. Bags are packed for approximately 5,000 low-income households per month.
- Food 4 Kids Backpack Program – 6,600 pieces to be distributed in August and September with the family pack that is sent at the end of the month. Serves 3,300 low-income households each week.

Total Touchpoints
In summary, NST’s outreach efforts resulted in the following touchpoints with elected officials, military and veteran’s organizations, community groups, and HTC populations:

- Elected officials: 115
- Military/veteran’s organizations: 18
- Community organizations: 110
- Colleges and universities: 20
- Postcard distribution No. 1: 71,433
- Postcard distribution No. 2: 33,000
- Week of Action Campaign with The San Diego Union Tribune: 1,355,392
- Flyer Distribution through San Diego Food Bank: 26,100
- Promoted tweet on Count Me 2020 Twitter: 32,174
- Total Touchpoints: 1,518,362
Appendix B: Sample Products

City of Carlsbad

Logo

Magnet
**Everybody Counts!** Include all infants, toddlers and children living at your address in the 2020 Census form.

<table>
<thead>
<tr>
<th>Who</th>
<th>Why</th>
<th>When</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our constitution requires everyone living in the U.S. to be counted in the census, regardless of age, race, sex and employment or citizenship status. This includes children ages 0-4, so please include them on your census form!</td>
<td>The U.S. Census is our nation’s population count and happens once every 10 years. When you complete the census form, you contribute to an accurate count, which helps determine the amount of money California will receive for early childhood education, schools, healthcare, housing, transportation and other vital programs. The population count also determines the number of seats California has in the House of Representatives.</td>
<td>March 2020: You will be mailed an invitation to complete the census form online, by phone or by mail. Please include everyone living at your address on the form, even if they are not family members.</td>
<td>Completing the census form is fast, simple and convenient. In about 10 minutes, you can complete the form online, by phone, on paper, or by visiting one of the Census Action Kiosks throughout the county. Dial 311 to find a kiosk near you. The online form will be available in 13 languages, and there will be guides in 60 languages to help you complete the questions.</td>
</tr>
</tbody>
</table>

For bilingual assistance (English and Spanish) with the 2020 Census, call NALEO Educational Fund’s toll-free hotline 877-EL-CENSO (877-352-3676).

---

**¡Todos cuentan!** Incluya a todos los infantes, bebés, y niños que viven en su dirección en el formulario del Censo 2020.

<table>
<thead>
<tr>
<th>Quién</th>
<th>Cuándo</th>
<th>Cómo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuestra constitución exige que todas las personas que viven en los Estados Unidos sean contadas en el censo, independientemente de su edad, raza, sexo y empleo o estado de ciudadanía. Esto incluye a los niños de 0 a 4 años, así que incluyamos en su formulario de censo!</td>
<td>Marzo de 2020: Se le enviará por correo una invitación para llenar el formulario del censo, en línea, por teléfono o por correo. Incluya en el formulario a todos los que viven en su domicilio, incluso si no son miembros de la familia.</td>
<td>Llenar el formulario de censo es rápido, sencillo y conveniente. En unos 10 minutos, puede llenar el formulario en línea, por teléfono, en papel o visitando uno de los quioscos de acción del censo en todo el condado. Marque el 311 para encontrar un quiosco cerca de usted. El formulario en línea estará disponible en 13 idiomas, y también habrá guías en 60 idiomas para ayudarle a completar las preguntas.</td>
</tr>
<tr>
<td>Cuando usted llena el formulario del censo, contribuye a un conteo preciso, el cual ayuda a determinar la cantidad de dinero que California recibirá para el aprendizaje temprano, escuelas, atención médica, vivienda, transporte y otros programas vitales. El recuento de población también determina el número de representantes que California tiene en la Cámara de Representantes del Gobierno federal.</td>
<td>Abril de 2020: Los hogares que no hayan respondido recibirán una postal de recordatorio, y algunos también pueden recibir un formulario de censo en papel.</td>
<td></td>
</tr>
<tr>
<td>El censo de los EE.UU es el recuento de la población de nuestra nación y ocurre una vez cada 10 años.</td>
<td>Mayo de 2020: Los trabajadores del censo visitarán los hogares que no han respondido para asegurarse de que todos sean contados.</td>
<td></td>
</tr>
</tbody>
</table>

Para ayuda bilingüe (inglés y español) con el Censo 2020, llame a la línea gratuita 877-EL-CENSO (877-352-3676) de NALEO Educational Fund.
City of Escondido

Utility Billing Envelope Messaging

Signs

Your Community is Counting on You!

You Have Until September 30 to Respond

Take the Census today my2020census.gov

¿Nuestra Comunidad Cuenta Contigo!

Tienes hasta el 30 de Septiembre para responder

¡Llena el Censo hoy! my2020census.gov
Banners

T-Shirts

Swag
Tote Bags

Books

Newsletter Sample

Weekly Activity Report

October 1, 2020

COVID-19 UPDATES

2020 Census Deadline
Time is running out! The last day to fill out the #2020Census is Monday, October 5. A complete Census count is crucial to ensure that Escondido receives adequate funding and representation for our community, schools, programs and more. Complete your Census online today at: my2020census.gov

Time is running out. Respond now.

Carvana Coming to Escondido
A new car dealership that resembles a vending machine is coming to Escondido. The project was approved by the City Council on September 23 and the new dealership will be located at the corner of Iris Avenue and Tule Street. Stay tuned for updates as this project begins to move forward. More information about Carvana can be found here.
City of Imperial Beach

Masks
City of La Mesa

Mass Mail Out Samples

The Census is Happening in 2020

Key Dates
3/12-3/20
3/16-3/24
3/28-4/3
April 1
4/6-4/16
4/20-4/27

Reminders mailed
Reminders mailed
Reminder postcard mailed
Census Day
Second reminder & hard copy Census mailed
Final postcards mailed before an in-person follow-up

Three Ways To Complete the Census
MAIL: Request a paper Census form in English or Spanish that can be mailed back to the U.S. Census Bureau.
PHONE: The Census can be completed by phone in 13 languages.
ONLINE: For the first time, the Census form will be available to complete online in 13 languages.

CENSUS 101: WHAT YOU NEED TO KNOW

Everyone counts.

It's about fair representation. Every 10 years, the result of the census are used to reauthorize congressional districts, Representatives, determined how many each state gets.

It's in the constitution.
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about redistricting.
After each decade's census, state officials redraw the boundaries of congressional districts in their states to account for population shifts.

It's about $675 billion.
The distribution of more than $675 billion in federal funds to states, localities, and communities is based on census data. That money is spent on schools, hospitals, infrastructure, highways, and other vital programs.

Taking part is your civic duty.
Completing the census is mandatory. It's a way to ensure your democracy and say "I COUNT!

Newsletter Sample

Article 3: 2020 Census

The 2020 Census is fast approaching! In April 2020, La Mesa residents will receive a notification in the mail to participate and be counted in the decennial Census. It is important to participate as this census determines how many congressional representatives California will have for the next decade and directly impacts certain funding La Mesa will receive in the future. The Census also provides the most reliable and complete data for research, decision-making, and planning. When you fill out a census form for your household, you help affect your voice in government by guiding how more than $675 billion in federal funding is distributed to states and communities each year. The 2020 Census is the first to incorporate online, phone, and mail responses, making it easier than ever to participate!

The City of La Mesa is partnering with SANDAG, the U.S. Census Bureau, and Count Me 2020 to help get the word out about the importance of participating. California is a diverse state and achieving an accurate count is challenging. For this reason, the state has provided $26 million to cities and counties to assist with messaging and outreach activities to emphasize the importance of participating. The City of La Mesa, along with other jurisdictions in San Diego County, is leveraging these funds to increase participation in La Mesa’s hardest count areas of the city. There are many variables that can contribute to an area being hard to count, such as the presence of multi-family buildings, families with children under the age of five, or a high number of military families in a particular area.

Be on the lookout in April for your 2020 Census notice in the mail and help shape California’s future by participating in the 2020 Census!
City of Lemon Grove

Banner

LEMON GROVE COUNTS!
BE COUNTED.

LEMON GROVE CUENTA!
SEA CONTADO.

Flyers

Lemon Grove Drive-Through 2020 Census Event
Friday, September 18, 2020 at 1-4 pm
Join Us @ The Lemon Grove Recreation Center
3131 School Lane, Lemon Grove, CA 91945

The City of Lemon Grove and U.S. Census Bureau will be present to help you complete the 2020 Census survey, answer any questions you have about the census, and will be giving away census swag to those that complete the survey.

Why It is Important
-Congressional Representation
-Redistricting
-$675 Billion Distributed Annually
-Schools, Healthcare, & Streets

Shape Lemon Grove’s Future

Now, more than ever, Lemon Grove needs you. Respond to the 2020 Census by internet or phone:
my2020census.gov
(858) 285-7539

Together, we can build a brighter future for Lemon Grove!
#2020CENSUS
Instagram Posts
National City Collateral

Sticker

T-Shirt
Door Hangers

Window Signs
Digital Assets
Facebook/Instagram Examples

Google Ad Examples
Text Message Examples

Sample Text Messages Sent Out:

1. **Hi SONIC, this is the City of National City.** Don’t forget to complete the 2020 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, texto o en línea.

2. **Completed the 2020 Census?** Yes, can by phone, mail or online https://my2020census.gov. If you have, thank you, City of National City. (Cita similar al punto 1 pero para el 2010 y en español)

3. **You matter to us!** Completing your Census confirms that you are counted & helps us get resources for National City. Tell your family if you have responded already! ¡THANK YOU https://my2020census.gov! ¡Es muy importante para nosotros! Respuesta al censo ayuda al Censo para que lleguen más recursos a NL, esa es la verdad!

Real Conversations:

1. **Hi JOSÉPH: this is the City of National City.** Don’t forget to complete the 2020 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, texto o en línea.

2. **Why would I do that?**

   **Message:**
   2020 Census results will help in directing billions of dollars in federal funds to counties, cities, schools, roads, and other public services.

   **Message:** The results of the 2020 Census will help determine how hundreds of billions of dollars in federal funding flow into communities every year for the next decade.

Opt Out Option:

1. **Hi MARQUERITE, this is the City of National City.** Don’t forget to complete the 2020 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, texto o en línea.

Conversations in Spanish:

1. **Hi DEE, this is the City of National City.** Don’t forget to complete the 2020 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, texto o en línea.

2. **What is number of the teléfono?**

   **Message:** Numero telefonico del Censo: 844-503-2020

This is not marguerite, I’ve had this number for 5 years. Please either remove this number or call the correct number. Thank you for info, I’ve done my census form early April. Thank for ensuring people do their civic duty.
City of San Diego

Census video

https://youtu.be/JlZlhXqYL0Q
THE 2020 CENSUS IS HERE!

Every person in the country is required to fill out the 2020 Census form. Please complete the form in the manner that you prefer. There are 3 ways to respond.

1. **Online:** For the first time in 230 years the census is available to conduct online. Type the following link into your computer or mobile phone to start the process: [https://2020census.gov/](https://2020census.gov/)
2. **Mail:** The United States Census Bureau mailed out printed census questionnaires to select households.
3. **Phone:** Please call (844) 330–2020 to complete your questionnaire over the phone in English.

Let’s make sure that we get a complete and accurate count of the country so that we receive the funding our communities deserve. We all count!

For more information: [www.census.gov](http://www.census.gov) or [www.census.ca.gov](http://www.census.ca.gov) or [www.countme2020.org](http://www.countme2020.org)

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¡YA LLEGO EL CENSO DEL 2020!

Todas las personas en el país están obligadas a llenar el formulario del Censo 2020. Por favor de completar el censo en la manera que prefiera. Hay 3 maneras de responder.

1. **En línea:** Por primera vez en 230 años el censo se puede completar en línea. Escribe el enlace siguiente en su computadora o teléfono móvil para iniciar el proceso: [https://2020census.gov/es.html](https://2020census.gov/es.html)
2. **Correo:** La oficina del censo envío cuestionarios impresos a casas selectivos.
3. **Teléfono:** Por favor de llamar al (844) 468–2020 para completar el cuestionario por teléfono en español.

Ay que asegurar que logramos un cuento del país completo y exacto para recibir los fondos que nuestra comunidad merece. ¡Todos contamos!
Everyone Counts! ¡Todos Cuentan!
Self report online or by phone.
www.census.gov

EVERYONE COUNTS!
¡TODOS CUENTAN!

SELF REPORT ONLINE OR BY PHONE

www.census.gov or www.census.ca.gov or www.countme2020.org
Universidad Popular

CENSUS 2020 & ELECTIONS

We are running out of time to complete the 2020 Census Questionnaire. Make yourself count TODAY.

Did you already complete your 2020 Census? Do you need help completing your 2020 Census?

CENSUS & TAMALES

We are going to be in person around the neighborhood of Autumn Drive, San Marcos in front of the laundromat. If you have not yet answered your census questionnaire, come fill it out with us and enjoy some of Doña Julia’s tamales.

Date: Friday, September 25, 2020
Time: 5:00 – 7:00 PM
Place: 365 Autumn Drive, San Marcos, CA 92069

You can complete your census questionnaire TODAY

Internet - www.my2020census.gov
Telephone - 844.468.2020

The last day to complete the 2020 Census questionnaire is September 30.

PRESIDENTIAL ELECTIONS - NOVEMBER 3, 2020

Presidential elections are coming up on Tuesday, November 3, 2020. You can vote early. This year, every registered voter will receive a mail ballot beginning on October 5. If you have questions regarding polling locations, candidates, propositions, etc., come see us.

To make a financial contribution to Universidad Popular or to volunteer with us, please contact la maestra Arcele Núñez-Alvarez at arcela@unipopular.org or 760.484.1398.

Universidad Popular
www.unipopular.org Tel. 760.659.0190
Tote bag

Social Media

93
sanmarcoscity #DidYouKnow April 1 is Census Day. And this month every household will receive an official invitation to participate. The distribution of more than $675 billion... more
March 31

sanmarcoscity Be counted, San Marcos! Tomorrow is Census Day. By now, your household’s 2020 Census invitation should have arrived in the mail, and you can respond in one of... more

sanmarcoscity Hey San Marcos residents! Have you filled out your 2020Census yet? You can mail your form, call 844-330-2020, or visit http://my2020census.gov online to be counted today. #EveryoneCounts

sanmarcoscity It’s Census Day! By now, your household’s 2020 Census invitation should have arrived in the mail, and you can respond in one of three ways: online, by phone or by mail. Learn more by visiting 2020CENSUS.GOV/2020Census #CensusDay pc. @uscensusbureau
April 1

sanmarcoscity Did you know the 2020 Census consists of 10 short questions and is used to count every person living in the United States? Response rates for the 2010 Census in San Marcos were 82% of households and 75% of households in the United States. Respond online now: www.2020census.gov #CensusFacts

FRIDAY, AUGUST 21
Census Day of Action
VIRTUAL RALLY @ 5:30PM
CAR CARAVAN @ 6:00PM

#EveryoneCounts
COUNTY OF SAN DIEGO NEWS RELEASE

SAN DIEGO COUNTY LIBRARY SUPPORTS CENSUS 2020 WITH SELF-RESPONSE KIOSKS AND COMMUNITY CELEBRATIONS

San Diego County Library is excited to partner with the U.S. Census Bureau and the Count Me 2020 Coalition to support the 2020 Census. The U.S. Census counts every person living in the United States every 10 years.

San Diego County Library serves 1 million residents across 4,000 square miles. County Library branches are found in suburban, urban, coastal, desert, and rural locations. During fiscal year 2018-2019, 9 million visits were recorded at San Diego County Library branches.

San Diego County Library is committed to supporting communities that have been historically undercounted in the Census—for example, children 0-5, people without broadband access, and people with limited English proficiency.

Count Me 2020 Coalition Director Miguel Acosta says, “Libraries are trusted community spaces. We’re ready to do our part to increase participation in Census 2020 and we are thrilled to support the work of the Count Me 2020 Coalition.”

How Counts Libraries are Supporting Census 2020 Outreach:

- Starting March 12, 2020, all 13 Library branches and 2 bookmobiles will provide Census information and outreach to the public. All free public access computers at County Library branches will link to the online Census questionnaire during the open period of the Census.
- During March-April 2020, each of our library branches will host Count Me 2020 Celebrations to educate the community about the importance of the 2020 Census.

The results of the Census are the basis for congressional representation and help determine how more than $675 billion in federal funds is distributed each year to support vital programs in states and communities across the country. These funds shape local health care, housing, education, transportation, employment, and public policy.

As the 2020 Census approaches, San Diego County Library will continue to share information about how to participate. Visit 2020CENSUS.GOV anytime to get the latest news and see SDCLORI/CENSUS2020 for a list of Count Me 2020 celebrations at San Diego County Library branches.

Library Poster

Staff Buttons

YOU COUNT. GET COUNTED.

ASK ME ABOUT CENSUS 2020

EVERYONE COUNTS.
Governments attempts to gather citizen data are often met with hostility—and this year’s census is no exception.

The flames of any mistrust that might have already surrounded this census have been fanned at least twice. First, by the new option to complete the form online, which may be met with difficulty by the 53% of American adults whom the Pew Research Center calls “relatively hesitant” about using digital tools, and which may also raise concerns around cybersecurity.

And second, by the Trump administration’s controversial and ultimately failed attempt to add a citizenship question. As Liz Vaughan, who manages the El Cajon branch of San Diego County (Calif.) Library (SDCL), says simply: “There’s a lot of fear [around] providing information to the government.” For example, a person married to an undocumented immigrant may worry that participating in the census will lead to the spouse’s deportation. By law, however, census data cannot be shared with the Department of Homeland Security, US Immigration and Customs Enforcement, or any other government agency or court.

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**AGING & INDEPENDENCE**

SERVING OUR COMMUNITY: IT’S ESSENTIAL!

By Ajie Callis
Director, Aging & Independence Services

Older adults and persons with disabilities are essential members of our community—and a large share of the more than four hundred employees of Aging & Independence Services are considered essential workers. In difficult times, such as during the COVID-19 pandemic, we are reminded of the importance of the services and programs we provide. Our staff are proud to be a part of that safety net and continue to work on behalf of the community.

For many, it hasn’t been easy. Most staff have had to alter their working from home. Some actually have found themselves surrounded by a new set of “squadrons” – children who have been able to return to school, spouses, and roommates reconnected to the same space. Others, particularly those working in the In-Home Care and In-Home Support programs, have found themselves attending “empty office” without the company and companionship of coworkers beside them. Despite these challenges, all staff have remained united in their passion and sense of purpose. They have demonstrated great flexibility, and plenty of creativity to bring in-house services.

Under normal circumstances, members of the Outreach & Education team provide in-person presentations to older adults and service providers on community programs and helpful information, such as finding prevention tips and recognizing signs of depression and social isolation. With social distancing in place, the team looked for new ways to share information and decided to create videos on topics such as how to remain socially engaged from home and where to find supportive resources and existing services related to COVID-19. The videos are posted at www.aging.sandiego.gov/eспеш/interesting/COVID-19-Community

(Continued on page 97)

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**CORONAVIRUS UPDATES**

COVID-19 tests are now available to all members of the community who would like to receive one. To learn more, or to view the up-to-date orders, guidelines, and recommendations from the County’s Public Health Officer, visit www.sandiego.gov/COVID-19.
2020 Census Communications
Intro Letter for Elected Officials
DRAFT – May 12, 2020

Subj: Ensure All San Diegans Are Counted In 2020 Census - Online Toolkit and Resources

The 2020 Census will determine how more than $675 billion in federal resources will be allocated to fund schools, hospitals, roads, public works, and other vital programs. The results will also be used to help plan for future improvements to schools, roads, and fire and police stations and to reapportion the House of Representatives, determining the number of Congressional seats allocated to California for the next 10 years.

The COVID-19 health pandemic is a resounding reminder that we have to ensure our communities have the federal, state, and local funding necessary to meet our region’s health needs and concerns.

As a key stakeholder in our region, we invite you to serve as a community liaison to ensure that everyone in our region is counted, especially the hard-to-count families and communities in San Diego County. It has never been safer or easier to participate in the census and the public is strongly encouraged to complete their questionnaire online, by phone, or by mail.

It’s more important than ever to share information about the census with the community in these uncertain times – and we could use your help.

We have developed sample toolkit materials, including a sample script for virtual Town Hall meetings, social media copy, a blog post template, and a variety of visuals and graphics. Please download the toolkit and consider sharing information about the census on your digital and social channels. We encourage you to take this content and make it your own, and to think outside of the box if you have other ideas to motivate people to complete the census.

Thank you for your willingness to assist us in informing our communities about this important issue. If you have any questions or need additional information, please don’t hesitate to contact us at census@sandag.org.

Additional information about the effort to ensure everyone in the San Diego region is counted can be found at CountMe2020.org.
Count Me 2020 Communications
Blog Post or e-Newsletter Copy for Elected Official Toolkit

Now is the Time to Be Counted in the U.S. Census
Local communities play an integral role in ensuring all San Diegans are counted

A complete and accurate count helps determine how much more than $675 billion in federal funding will be distributed to our communities. This funding is spent on schools, hospitals, roads, public works, and other vital programs. Census results are also used to help plan for future improvements to schools, roads, and fire and police stations and to reapportion the House of Representatives, determining how many seats each state gets.

California recently received the following funding based on census data:
- $62 billion for medical care
- $3.6 billion in Pell grants for college students
- $8.6 billion for student loans
- $7.2 billion for food and nutrition assistance programs for infants to the elderly

Everyone in our community plays an important role in ensuring we receive funding and representation in the future by committing to be counted in the 2020 Census – an opportunity that only comes once every 10 years.

The COVID-19 health pandemic is a resounding reminder that we have to ensure that our communities have the federal, state and local funding necessary to meet the health needs and concerns of our region.

While members of the community may have concerns about the spread of coronavirus, it has never been safer or easier to participate in the census. We strongly encourage all San Diegans to complete their questionnaire online using a desktop computer, laptop, smartphone or tablet. If you can’t complete the census online, you can also respond by calling the number provided in your invitation or via mail once you receive a paper form.

Respond online today by visiting 2020Census.gov and learn more about the 2020 Census campaign in San Diego at CountMe2020.org. With the flexibility and support of everyone in the San Diego region, we will achieve a complete and accurate count to help protect future generations.
Count Me 2020 Communications
Social Media Content for Elected Official Toolkit

Note the following posts are designed to be customized and shared on Facebook and Twitter, but can be adapted for other platforms, such as Instagram, LinkedIn, NextDoor, etc. Image files can be found in the "Social Media Visuals" folder of this toolkit.

Facebook

Post #1

Every 10 years we have the opportunity to participate in the census. When we are counted, we ensure our communities get the education, housing, infrastructure, health care and social services we need. Respond to the 2020 Census online using a desktop, laptop, tablet, or by phone or mail to make an impact on our community. Visit CountMe2020.org to learn more.

Link: https://www.countme2020.org

Suggested Visual:
Websites and Public Service Announcement

**Count Me 2020 Communications**
**Websites and PSAs**

**Websites:**
https://www.countme2020.org/
https://www.census.gov/en.html
https://www.sandag.org/2020CensusWG

**Census Videos:**
https://www.youtube.com/watch?v=mwkTSkgwRSs&feature=youtu.be
https://www.youtube.com/watch?v=fXg1_1HHKzA&feature=youtu.be

**U.S. Census Bureau Resources:**

Census 101; What you need to know

Materials, Guides, Resources

2020 Census Toolkit for State and Local officials
Count Me 2020 Communications
Town Hall and/or Meetings Script for Elected Official Toolkit

Note: if your office plans to host a virtual town hall or meeting to discuss COVID-19 concerns or another topic, please consider mentioning the importance of the 2020 Census. The script below can be used as a guide.

"You may have already received an invitation to take the 2020 Census. On behalf of the Count Me 2020 Coalition, a nonpartisan group of local community organizations dedicated to an accurate Census count in our region, we urge you to take the time now to complete the questionnaire and be counted. The COVID-19 health pandemic is a resounding reminder that we have to ensure, through participation in the 2020 Census, that our communities have the federal, state, and local funding needed to meet the health needs and concerns of our region. As funding for vital programs, including health care, education and transportation, is based on census data, it is critical to have a complete and accurate count of the number of people living in our area — an opportunity that only comes once every 10 years. It has never been easier to respond on your own, whether online, over the phone or by mail — all without having to meet a census taker. Visit www.dotcountme2020.org to learn more and take the census."
Round 2

EVERYONE COUNTS. EVERYONE BELONGS.
The government uses census data to decide how $1.5 trillion is distributed every year to fund education, transportation, health care, social services and housing.

YOUR PERSONAL INFORMATION IS 100% CONFIDENTIAL.
Every person living at your address should be counted on the same census form regardless of their age or relationship to you. Don’t forget children under five or the people living in accessory dwelling units!

TODOS CONTAMOS. TODOS SOMOS PARTE DE LA COMUNIDAD.
El gobierno utiliza los datos del censo para decidir cómo se distribuyen en el país $1.500 trillones de dólares cada año para financiar escuelas, transporte, atención médica, servicios sociales y vivienda.

SU INFORMACIÓN PERSONAL ES 100% CONFIDENCIAL.
Cada persona que viva en su domicilio debe incluirse en el mismo formulario de censo, independientemente de su edad o relación con usted. No se olvide de los bebés o las personas que viven en unidades separadas de la casa!

COUNT ME 2020
SAN BERNARDINO AND IMPERIAL COUNTIES CENSUS OUTREACH COALITION

TAKE THE 2020 CENSUS TODAY FROM YOUR HOME!
ONLINE: MY2020CENSUS.GOV
PHONE: 844-330-2020

¡RESPONDA AL CENSO 2020 HOY DESDE SU CASA!
EN LÍNEA: MY2020CENSUS.GOV
TELÉFONO: 844-468-2020

在家参与2020人口普查！
网址：MY2020CENSUS.GOV
电话：844-391-2020
Week of Action Campaign with the Union-Tribune
BE COUNTED IN 2020.
844-330-2020
2020CENSUS.GOV

IT’S NOT TOO LATE
TO BE COUNTED.
TAKE THE CENSUS NOW!

From schools, to transportation, to representation in Congress, your participation can shape the future of the San Diego region for the next 10 years.

YOU COUNT.
YOUR INFORMATION IS SAFE.

By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.

HÁGASE CONTAR EN 2020.
844-468-2020
2020CENSUS.GOV/ES

NO ES DEMASIADO TARDE PARA SER CONTADO.
¡COMPLETE EL CENSO AHORA!

Su participación puede ayudar a dar forma al futuro de la región de San Diego en áreas tales como educación, transporte y representación en el congreso para los próximos 10 años.

USTED CUENTA. SU INFORMACIÓN ESTÁ SEGURA.

Por ley, la Oficina de Censos de los EE. UU. no puede compartir la información con las agencias de inmigración o del orden público, ni permitirá que tal información se use para determinar la elegibilidad para beneficios del gobierno.

#2020Census #CaliforniaForAll #BeCounted
HÀNH THAMES GIA TRONG NĂM 2020.
844-461-2020
2020CENSUS.GOV/VI

CHÚA QUÁ MUÔN ĐỂ THAM GIA. HÁY THỰC HIỆN CUỘC ĐIỀU TRA ĐẢM SÓNG NGÀY!

Từ các trường học, phương tiện giao thông, đến đại biểu Quốc hội, việc bạn tham gia có thể giúp định hình tương lai của khu vực San Diego trong 10 năm tới.

MAPABLING SA 2020.
844-476-2020
2020CENSUS.GOV/TL

HINDI PA HULI PARA MAPABLING. GAWIN ANG SENSUS NA ITO NGAYON!

Mula sa mga paaralan, hanggang sa transportasyon, hanggang sa representasyon sa Kongreso, ang inyong pakikilahok ay hahubog sa kinabukasan ng rehiyon ng San Diego para sa susunod na 10 taon.

BÁN ĐỒNG VAI TRÒ QUAN TRỌNG. THÔNG TIN CỦA BÀN ĐƯỢC BÁO VỆ AN TOÀN.

Theo luật pháp, Cục Điều tra Dân số Hoa Kỳ không được phép chi sẻ dữ liệu với các cơ quan di trú hoặc hành pháp hay cho phép các cơ quan dưới cấp tỉnh trưởng giữ kiến để nhận trộn cấp từ chính phủ.

KABILANG KA. LIGTAS ANG IMPORMASYON MO.

Ayon sa batas, hindi maaaring ibahagi ng U.S. Census Bureau ang datos sa imigrasyon o mga ahensiyang napapapatupad ng batas o pahintulutan ito na magpasya na maging karapatan para sa mga benepisyo ng gobyerno.
Covid 19 Toolkit for Employers

These resources are from Cal Osha and the CA Dept of Food and Agriculture. They are specific to farmworkers and we ask that you please share these resources out to farmworkers and their families. We are all in this together. Farmworkers are essential to California’s food supply. Please share these resources to farmworkers and their families.

Citing:
- CDFA Main website: https://www.cdfa.co.gov/coronavirus/#WorkerSafety
- CDFA: COVID-19 Awareness for Agriculture flyer offers straightforward advice on how prevent educate and respond to COVID-19.
- Cal OSHA offers “Educating Farmworkers on COVID-19”, featuring advice on steps employers can take to protect farmworkers.
- COAGSA offers COVID-19 Infection Prevention for Agricultural Employers and Employees (Spanish) and a COVID-19 General Checklist for Agricultural Employees (Spanish).
- COAGSA also offers a video COVID-19 Infection Prevention Guidance for Agricultural Workers, also available in Spanish and English.
- https://www.dairi.co.gov/dairi/coronavirus/Health-Care-Commercial-industry22/
These are examples of upcoming events in the region

Sept 22 – Calexico
Please Submit Your Events!

ALL PARTNERS:

Please share and submit your Census WOA events with your RPM or tag us on social media!

We encourage you all to send us an email to communications@census.ca.gov so we can highlight and amplify your events.

Please send all Weekly of Action 2.0 July 27 – August 10, 2020 events directly to Connie.Hernandez@census.ca.gov

Go over these if Coms team does not cover. If they cover it, then just skip over these slides.
Then 2020 Happened

- Began with Citizenship Issue
- COVID19 pandemic
- Shelter in Place
- Closures and Cancellations
- Facing Social Unrest because of Racism & Injustices
- Wildfires
- USCB Timeline changes
- USCB Update Leave Protocol changes
- Court filings against USCB timeline
- Court orders that remain ongoing today!

Then 2020 happened, almost all at once and with a vengeance that was unprecedented.
From our perspective,
Region 10 did this:

- Acted with urgency to reach our communities
- Immediately pivoted to digital and online efforts
- Planned and implemented Weeks of Action multiple times
- Worked through essential community needs (food, shelter, health, safety)
- Increased collaboration with media and other partners
- Rallied around social justice issues to align with their communities
- Increased your own capacity through organic organizing and networking
- Developed and support trusted messengers to amplify messaging
- Proactive responsiveness to Census operational direction from the State of CA
- Generous of their time, resources and energy throughout the state campaign
- Sacrificed much to help the region exceed Self Response goals and achieve a complete and accurate count.

2020 happened to us all, but from the State’s perspective, specifically my...
Planning for 2030
What could we do better? Best practices?

Operational
- Identification of key roles and corresponding timelines, especially for leadership roles. Should be at least 2 years out.
- Conversations with partners, specifically about participation in census outreach efforts. More than 2 years out.
- Clear and reasonable assignment of duties for RPMs. Region 10 RPM held multiple roles early in the campaign creating oversight gaps in the region.
- Suggesting potential partnerships and outreach activities.
- Creating timelines for activities.
- Identifying gaps in the effort.

Communication
- A dedicated person for coordinating outreach efforts.
- Developing a clear message that can be communicated to partners.
- Establishing a clear communication plan with partners.
- Ensuring that all partners have access to the necessary resources.

Data Support
- Simplify data retrieval and analysis.
- Provide additional training and resources for data analysis.
- Ensure that data is up-to-date and accurate.

Follow-up:
- Follow up with partners on progress and outcomes.
- Collect feedback and recommendations from partners.

Photo credit: Count2020 Facebook page
A very special thank you to each and every one of you. I know how difficult to outreach...
On Friday 8/7 all our partners were given an opportunity to order PPE equipment provided by the CA Office of Emergency Services. These items include: (read list on slide). Due to the
Partner Learning Opportunities

Peer Learning hour. Final Call with California Calls.

SwORD update: Contracted partners are asked...
Best practices for 2020 (based on 2000 and 2010)

- Understanding the new and challenging environment
- Convener, collaborator, coordinator
- Coordination and integration of outreach efforts at the state, local, and federal levels
- Leverage existing outreach opportunities
- Inter-sectoral collaborations and partnerships
- Full commitment of all partners to bring the resources they have to ensure California has a complete count
- Accountability and performance measures for outreach and communications/media partners
- Rapid Deployment
- Language access