



State of California – Government Operations Agency
California Complete Count-Census 2020
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FINAL REPORT

General Information

Date of report	October 2020
Organization / Entity	San Diego Association of Governments
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Narrative Report

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

Car caravans



- 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

Census branded kids activity kits



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

Counting on the Census X

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 **get counted! Complete 1 of 5 activities** to earn your Census badge.


Census History Trivia

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 my2020census.gov

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]

Counting California



CALIFORNIA REPUBLIC

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?

^

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

Mobile questionnaire assistance

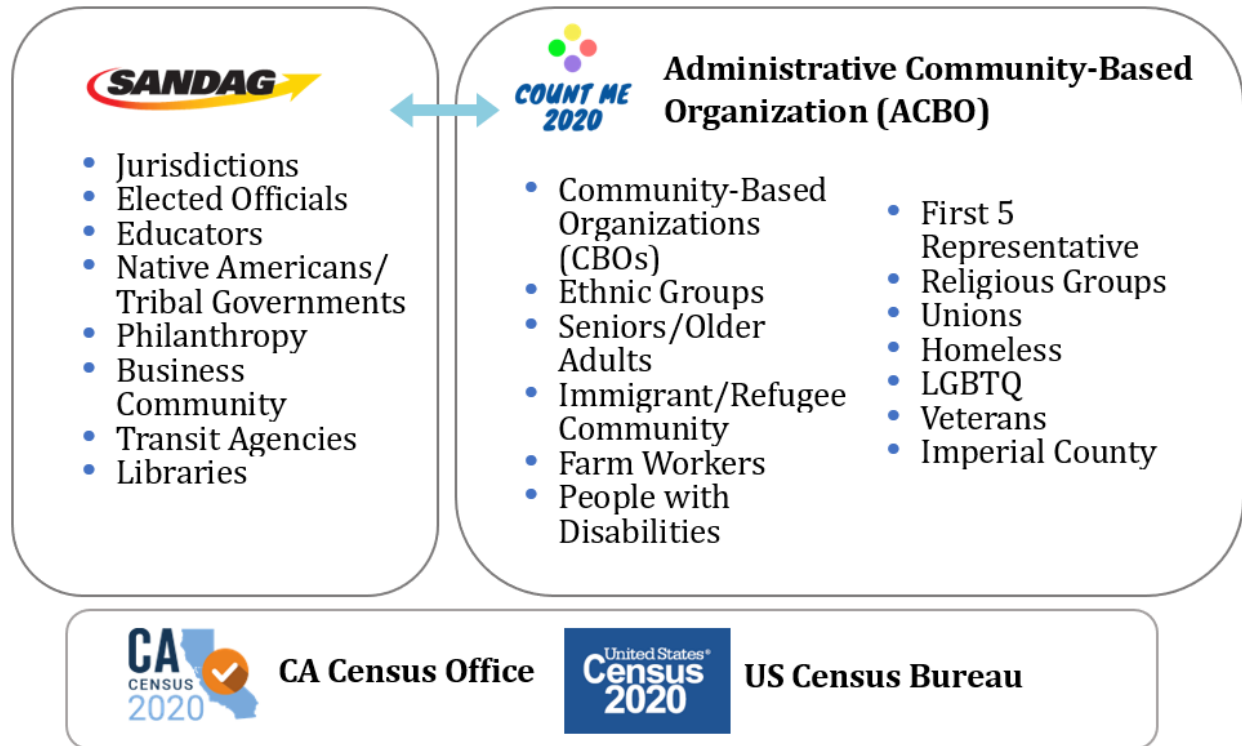


2) *Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).*

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.

Figure 1: 2020 Census Complete Count (CCC) Stakeholder Working Group Structure



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).

Tamale Festival



Multicultural Festival



Final Census Push



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)

Door Hanger Distribution



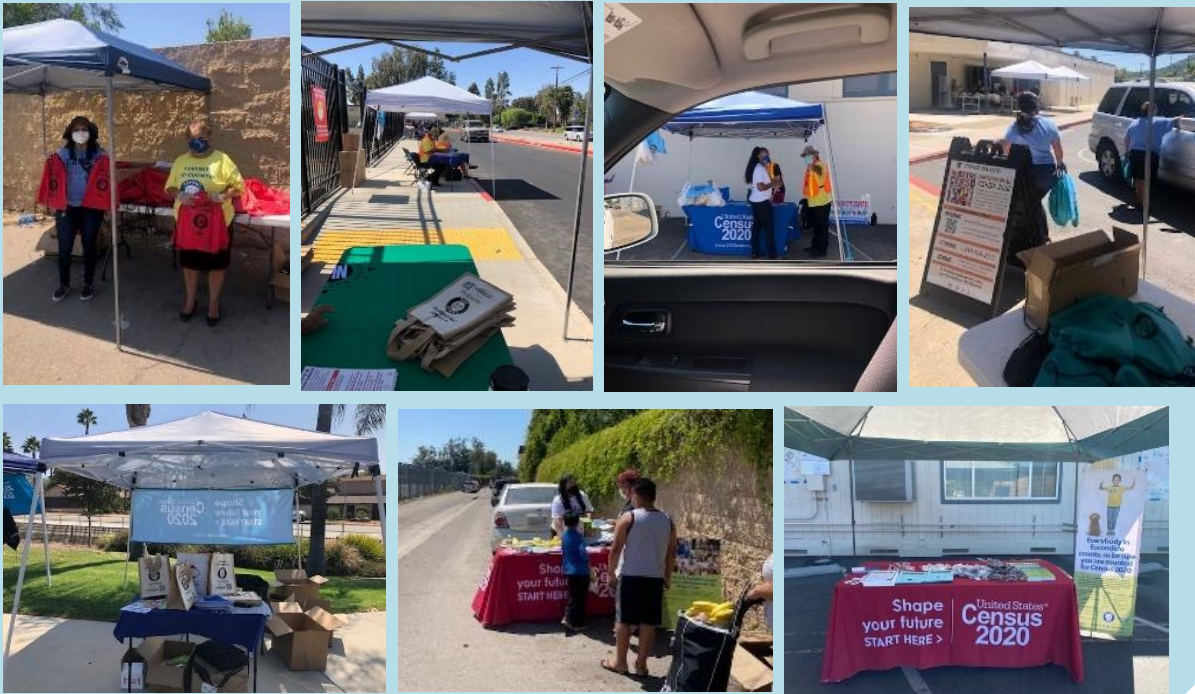
Swap Meet



- 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.

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

Partner	Contributions
Count Me 2020 Coalition	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
National Association of Latino Elected Officials (NALEO)	Bilingual volunteers, census collaterals (e.g., baby onesies used in activity kits for children 0-5)
Census Bureau staff	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)
Offices of elected officials	Broadcast census messaging, participate in events, delegate the United Way to receive funding allocation for outreach (cities of El Cajon and San Diego)
Affordable housing complex managers	Building trust with residents and distribution of materials
Community Resource Centers	Distribution of materials, education, computer or phone access to complete the census questionnaire
School districts	Distribution of materials
Libraries	Distribution of materials
Father Raymond Moore Hall, Showers of Blessings	Distribution of materials
Church of the Advent	Distribution of materials and high internet access for census questionnaire completion
Police Homeless Outreach Team	Distribution of materials
MAAC* Project Head Start Preschools	Distribution of materials, education
Oceanside Housing & Neighborhood Services	Broadcast census messaging, participate in events
MainStreet Oceanside	Broadcast census messaging, participate in events
Oceanside Library	Broadcast census messaging, participate in events
Oceanside NAACP	Broadcast census messaging, participate in events
National Latino Research Center	Broadcast census messaging, participate in events
Interfaith Community Services	Distribution of materials, education

Partner	Contributions
Lemon Grove Heal Zone	Distribution of materials
Alliance San Diego	Phone banking and car caravans (the first in San Diego) by trusted messengers in several languages, including ASL
Bayside Community Center	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
Karen Organization of San Diego	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.
Majdal Community Center	Eblasts reminding local Iraqi, Syrian, Kurdish, Afghan, Chaldean, and Latino communities to complete the census with follow-up text messages
Paving Great Futures	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
The San Diego LGBT Community Center (The Center)	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.
Think Dignity	Delivery of census messaging to the homeless community through distribution of Dignity and Menstrual Kids, hygiene bags at Shower Services, and masks.

Partner	Contributions
Union of Pan Asian Communities (UPAC)	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.
Chula Vista Community Collaborative	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
Imperial Beach Neighborhood Center	Distribution of materials
SunCoast Coop	Distribution of materials
St. James Plaza	Outreach to seniors
Vista Community Clinic	Lead outreach effort
Poder Popular Community leaders	Community volunteers to communicate census messages to residents
Churches	Distribution of materials
Grocery stores	Signage, distribution of materials, location for mobile questionnaire assistance
Laundromats	Signage, distribution of materials
Various vendors	Mailings, collateral (e.g., masks, t-shirts)
Loma Media	Develop marketing materials (i.e., stickers, t-shirts, window signs, and door hangers)

*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 comprised 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).

Grocery stores



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).

Census activity books



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

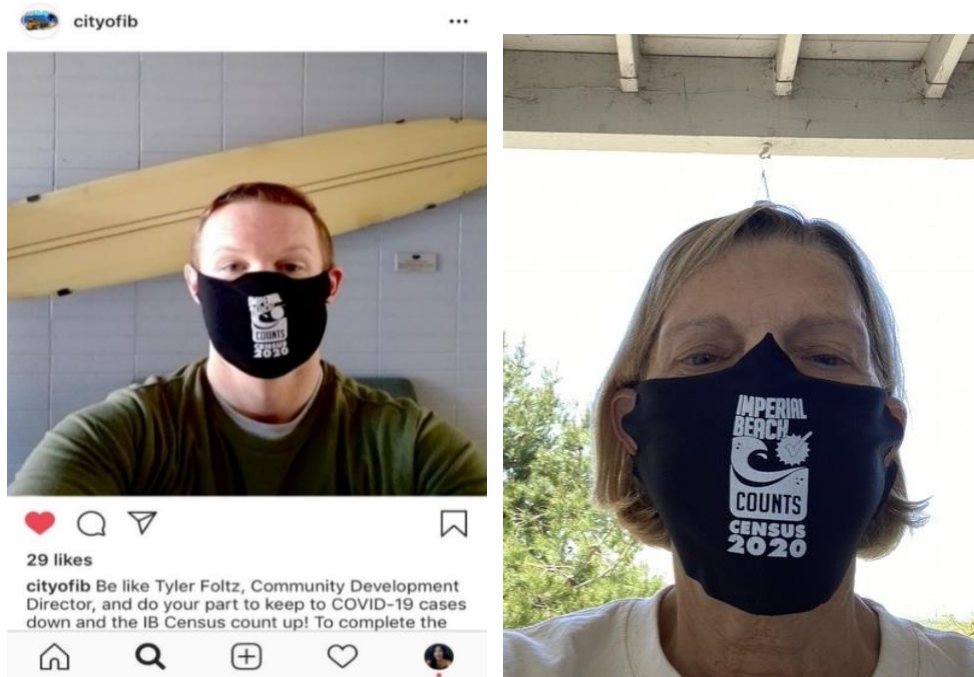
Relying on trusted messengers produced positive results. We had people tell us that they felt safe completing the census because they knew us.

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 Migell 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

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/upJx30ohAUV>

1,959
People Reached

23
Engagements

Boost Post

👍 Like

💬 Comment

➦ Share

🌐



City of Carlsbad - Official
June 26, 2019 · 🌐

**EVERY
PERSON MUST
BE COUNTED**

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

California Census 2020
June 24, 2019 · 🌐

👍 Like Page

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 Veidt, California Census 2020 and 3 others

City of Carlsbad - Official
July 10, 2019 · 🌐



**You are the expert -
your responses help
bring federal funds to
your community!**

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

California Census 2020
July 10, 2019 · 🌐

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


(Image description) You ar...
See More

1,799 People Reached 58 Engagements

👍 Like 🗨 Comment ➦ Share 🌐

👍🇺🇸 California Census 2020, Jenny Kim and 2 others

City of Carlsbad - Official
October 29, 2019 · 🌐



**United States®
Census
2020**

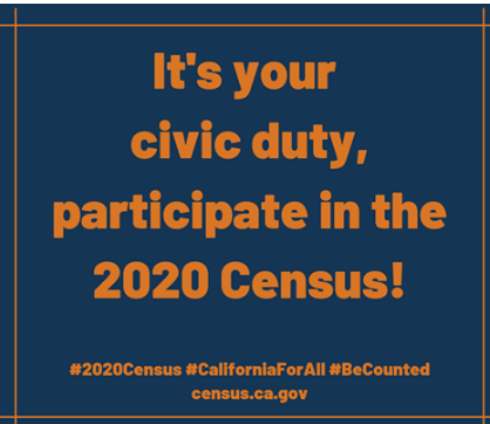
Carlsbad City Library
October 29, 2019 · 🌐

Be a part of the Census 2020. Join us for a free workshop today (Oct. 29) 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 48 Engagements

👍 Celia Aznar

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 #2020Census is your civic duty. You can make a difference in 2020.

(image description) It's your civic duty, participate in the 2020 Censu...
See More

2,678 People Reached 193 Engagements

👍 Dawn Luzzi, Jeff Allen and 18 others 6 Comments 1 Share

👍 🗨 ➦ 🌐

City of Carlsbad - Official
Published by Loomly [?] · January 25 at 1:22 PM · 🌐



**United States®
Census
2020**

Connect with us
@uscensusbureau

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

2,057 People Reached 32 Engagements

👍 3 1 Comment

👍 🗨 ➦ 🌐

Oldest ▾

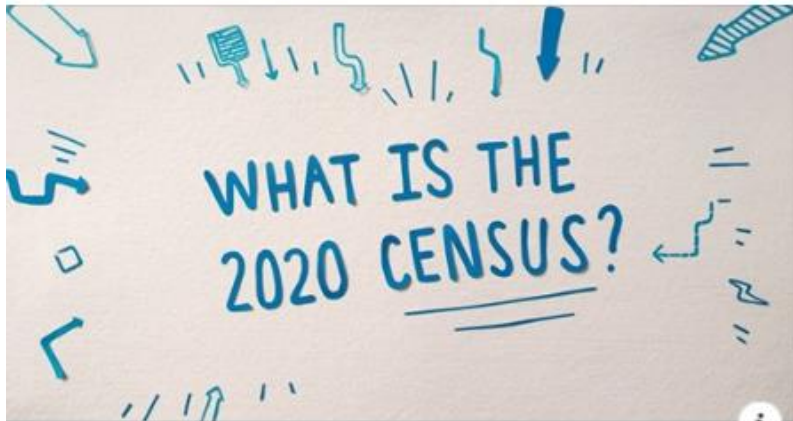
Quinn Cramer So glad to see our city being proactive in making sure ALL our residents are counted!
Like · Reply · Message · 2d



City of Carlsbad - Official

Published by YouTube [?] · January 15 at 5:43 PM ·

Want to know more about the upcoming the 2020 Census? Learn more here:
<https://www.carlsbadca.gov/services/depts/housing/census.asp>



YOUTUBE.COM

2020 Census PSA: Census Made Simple (2:20)

This video combines five PSAs into one easy-to-understand story about th...

1,353

People Reached

14

Engagements

Boost Post



4



City of Carlsbad - Official

January 29 at 11:29 AM ·

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



1,666

People Reached

20

Engagements

Boost Post

Kerry Phipps Jezisek, Darin Williamson and 3 others

1 Comment



Performance for Your Post

1,666 People Reached

6 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares


14 Post Clicks

1 Photo Views	3 Link Clicks	10 Other Clicks
---------------	---------------	-----------------


NEGATIVE FEEDBACK

3 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
February 8 at 11:54 AM



United States[®]
Census
2020

Connect with us
@uscensusbureau

1,704
People Reached

14
Engagements

Boost Post

Dave Veidt, Cynthia Michael and 2 others

Like
Comment
Share

Performance for Your Post

1,704

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

10

Post Clicks

4

Photo Views

2

Link Clicks

4

Other Clicks

NEGATIVE FEEDBACK

1

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
February 15 at 10:41 AM



Every family counts.

1,599
People Reached


10
Engagements

Boost Post

Gail Tullao, Christina DiLeva Chadwick and 3 others

Like
Comment
Share


Performance for Your Post		
1,599 People Reached		
5 Likes, Comments & Shares		
5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
5 Post Clicks		
1 Photo Views	2 Link Clicks	2 Other Clicks
NEGATIVE FEEDBACK		
3 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
Published by Lisa Cornwall · 191 · February 20 at 3:43 PM ·

The 2020 Census is more than a population count. It's an opportunity to shape the future of our community.

Census data helps
policymakers
make decisions.



9,346 Views

U.S. Census Bureau
February 20 at 1:00 PM ·

Like Page


The 2020 Census is your opportunity to shape your community's future. Learn more about the 2020 Census: 2020CENSUS.GOV/

943
People Reached

12
Engagements


Boost Unavailable

2



City of Carlsbad - Official
4 hrs ·

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 to participate. <https://loom.ly/ljcrkEg>



United States*
**Census
2020**

Connect with us
@uscensusbureau

506
People Reached

4
Engagements

Boost Post

Like


Comment

Share

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			
0 Photo Views	1 Link Clicks	3 Other Clicks ⓘ	
NEGATIVE FEEDBACK			
1 Hide Post	0 Hide All Posts		
0 Report as Spam	0 Unlike Page		
Reported stats may be delayed from what appears on posts			

(February 25)

28



City of Carlsbad - Official


March 31 · 🌐

Don't forget to complete your Census 2020 forms online, Carlsbad!

Count down to Census Day with us!

1

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 #2020Census, for your community, for healthcare, for schools, for what matters most to you. Complete the census at 2020CENSUS.GOV.

3,274

People Reached

146

Engagements

👍❤️

14

💬

3 Comments

🔗

5 Shares

👍 Like

💬 Comment

🔗 Share

🌐

Performance for Your Post

3,274 People Reached

22 Reactions, Comments & Shares 📊

13	13	0
👍 Like	On Post	On Shares
1	1	0
❤️ Love	On Post	On Shares
3	3	0
Comments	On Post	On Shares
5	5	0
Shares	On Post	On Shares

124 Post Clicks

16	33	75
Photo Views	Link Clicks	Other Clicks 📊

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

29

City of Carlsbad - Official
April 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/...](https://my2020census.gov/)



2,616 People Reached
42 Engagements

[Boost Post](#)

👍 Dave Veidt, Shawna Stephens Copeland and 2 others 1 Share

👍 Like 💬 Comment ➦ Share

Performance for Your Post

2,616 People Reached**6** Likes, Comments & Shares

5 Likes	4 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

36 Post Clicks

4 Photo Views	16 Link Clicks	16 Other Clicks
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NEGATIVE FEEDBACK

1 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
April 9 · 🌐

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/#Census2020>



California Census
April 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 ...

[See More](#)

5,545 People Reached
324 Engagements

👍❤️ 30 💬 2 Comments 7 Shares

5,545 People Reached**68** Reactions, Comments & Shares

29 Like	29 On Post	0 On Shares
30 Love	30 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares

285 Post Clicks

96 Photo Views	42 Link Clicks	147 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page

Reported stats may be delayed from what appears on posts



City of Carlsbad - Official
May 6 · 🌐

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




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

1,657

13

Boost Post



1,657

People Reached

5

Likes, Comments & Shares

5

Likes

5

On Post

0

On Shares

0

Comments

0

On Post

0

On Shares

0

Shares

0

On Post

0

On Shares

8

Post Clicks

0

Photo Views

4

Link Clicks

4

Other Clicks

NEGATIVE FEEDBACK

1

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
July 7 · 🌐

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! www.my2020census.gov



4,616

95

Boost Post



1 Comment 1 Share

Like

Comment

Share

🌐

Performance for Your Post

4,616

People Reached

18

Reactions, Comments & Shares ⓘ

<div>10</div> <div> Like</div>	<div>10</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>
<div>1</div> <div> Angry</div>	<div>1</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>
<div>6</div> <div>Comments</div>	<div>6</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>
<div>1</div> <div>Shares</div>	<div>1</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>

77

Post Clicks

<div>7</div> <div>Photo Views</div>	<div>7</div> <div>Link Clicks</div>	<div>63</div> <div>Other Clicks ⓘ</div>
-------------------------------------	-------------------------------------	---

NEGATIVE FEEDBACK

<div>6</div> <div>Hide Post</div>	<div>1</div> <div>Hide All Posts</div>
<div>0</div> <div>Report as Spam</div>	<div>0</div> <div>Unlike Page</div>

Reported stats may be delayed from what appears on posts



City of Carlsbad - Official

July 8 · 🌐

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. www.my2020census.gov #SanDiegoCounts



5,715
People Reached

62
Engagements

Boost Post

Linda Steccato, Dave Veidt and 10 others

3 Shares

Like

Comment

Share

Performance for Your Post

5,715 People Reached

26 Reactions, Comments & Shares ⓘ

19 Like	11 On Post	8 On Shares
1 Love	1 On Post	0 On Shares
3 Comments	0 On Post	3 On Shares
3 Shares	3 On Post	0 On Shares

36 Post Clicks

5 Photo Views	7 Link Clicks	24 Other Clicks ⓘ
------------------	------------------	----------------------

NEGATIVE FEEDBACK

4 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

July 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. www.2020census.gov #countme2020



3,893
People Reached

31
Engagements

Boost Post

Silvia Parra, Chrisanna Weech Johnson and 9 others

Like

Comment

Share

Performance for Your Post

3,893 People Reached

12 Likes, Comments & Shares ⓘ

12 Likes	12 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

19 Post Clicks

5 Photo Views	1 Link Clicks	13 Other Clicks ⓘ
------------------	------------------	----------------------

NEGATIVE FEEDBACK

4 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

Published about a month ago

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



6

Shares 0

Comments 0

Copy Post Link

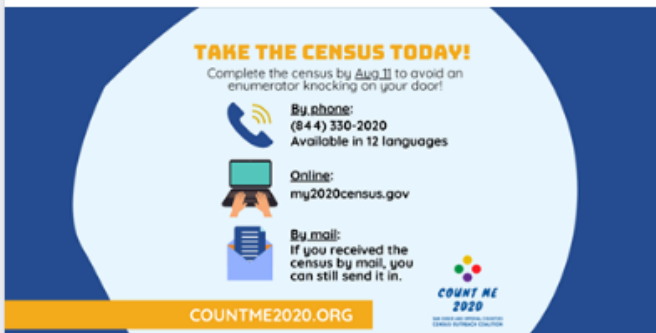
View Post



City of Carlsbad - Official

July 27 · 🌐

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. www.my2020census.gov #SanDiegoCounts



3,720

People Reached

35

Engagements

Boost Post

Magda León, Diana Aguirre and 3 others

1 Share



Performance for Your Post

3,720 People Reached

8 Reactions, Comments & Shares

6	6	0
Like	On Post	On Shares

1	1	0
Love	On Post	On Shares

0	0	0
Comments	On Post	On Shares

1	1	0
Shares	On Post	On Shares

27 Post Clicks

5	3	19
Photo Views	Link Clicks	Other Clicks

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



City of Carlsbad - Official
August 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.



Everyone counts.

Babies, roommates, grandparents, family friends, couch surfers.

If they're staying in your house, they should be on your census.

3,221
People Reached

64
Engagements

Boost Post



Dave Veidt, Celia Aznar and 8 others

3 Shares

 Like

 Comment

 Share



Performance for Your Post

3,221 People Reached

23 Reactions, Comments & Shares ⓘ

18 Like	9 On Post	9 On Shares
2 Love	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

8 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

Video

Post

See Metrics for All Videos

City of Carlsbad - Official...

0:05 · Shared on 08/05/2020 · View Permalink · Copy Video ID

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

City of Carlsbad - Official

August 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

3,255

People Reached

98

Engagements

Boost Post

Wendy Tweed, Alfredo Green and 7 others

3 Comments 4 Shares

Like

Comment

Share

Performance for Your Post

3,255 People Reached

24 Likes, Comments & Shares

16 Likes	10 On Post	6 On Shares
4 Comments	3 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

74 Post Clicks

13 Photo Views	5 Link Clicks	56 Other Clicks
----------------	---------------	-----------------

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

City of Carlsbad - Official
August 14 · 🌐

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://loom.ly/bp27Jsc>

DO THE CENSUS TODAY!

 my2020census.gov
 844-330-2020
 Respond by mail

Takes just a few minutes!



3,499 People Reached **49** Engagements [Boost Post](#)

👤 Alfredo Green, Gail Tullao and 6 others 3 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

3,499 People Reached

14 Likes, Comments & Shares ⓘ

11 Likes **10** On Post **1** On Shares

0 Comments **0** On Post **0** On Shares

3 Shares **3** On Post **0** On 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

Reported stats may be delayed from what appears on posts

City of Carlsbad - Official
August 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

2020 CENSUS EVERYONE COUNTS



3,690 People Reached **27** Engagements [Boost Post](#)

👤 William Concidine, Gail Tullao and 5 others 2 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

3,690 People Reached

12 Likes, Comments & Shares ⓘ

10 Likes **8** On Post **2** On Shares

0 Comments **0** On Post **0** On Shares

2 Shares **2** On Post **0** On Shares

15 Post Clicks

2 Photo Views **6** Link Clicks **7** Other Clicks ⓘ

NEGATIVE FEEDBACK

4 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
 September 1 · 🌐



Please take the 2020 census today.

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...


[See More](#)


3,094
 People Reached

22
 Engagements


 Michelle Saverino Eaton, Dave Veidt and 2 others

3 Shares

 Like

 Comment

 Share



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	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

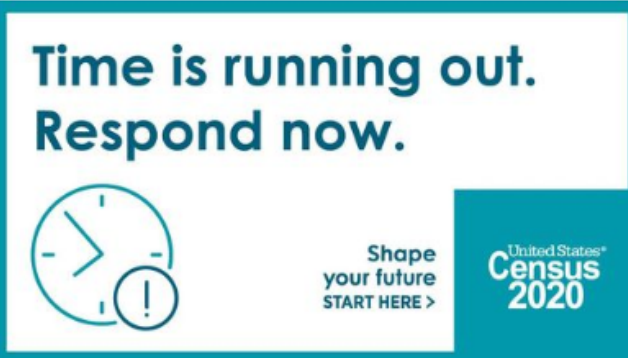
Reported stats may be delayed from what appears on posts 



City of Carlsbad - Official

September 10 · 🌐

Hey Carlsbad help us shape the future! We are 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 a final push to finish strong. It's easy, secure and only takes 10 minutes to complete. https://loom.ly/d39xq_w



3,274

People Reached

30

Engagements

Boost Post

 Cynthia Michael, Dave Veidt and 2 others

 Like

 Comment

 Share



Performance for Your Post

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


Reported stats may be delayed from what appears on posts




City of Carlsbad - Official
September 14 · 🌐

It's not too late! Please complete the Census now Carlsbad!


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...


[See More](#)

1,835


People Reached

26


Engagements



Suzanne Gerda

1 Comment 1 Share

 Like

 Comment

 Share



Performance for Your Post

1,835 People Reached

4 Likes, Comments & Shares ⓘ

1 Likes	1 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares


22 Post Clicks

3 Photo Views	2 Link Clicks	17 Other Clicks ⓘ
---------------	---------------	-------------------

NEGATIVE FEEDBACK

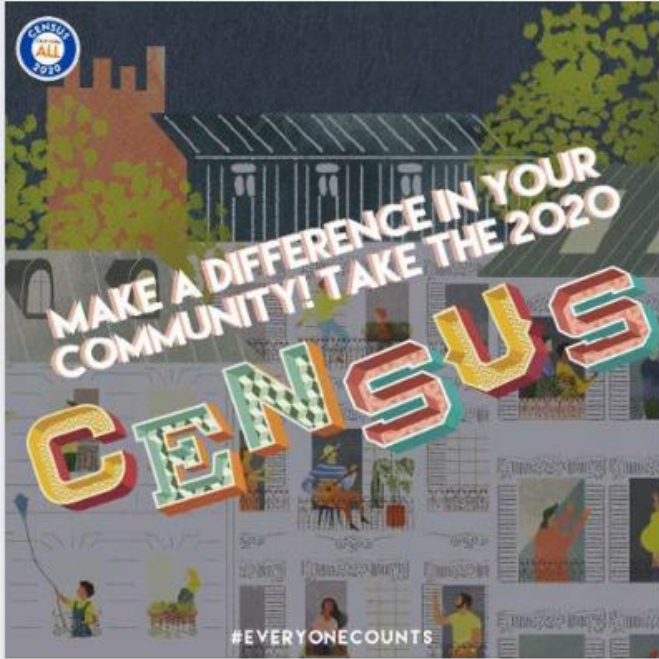
3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



City of Carlsbad - Official
September 21 · 🌐

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 844330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll #2020Census



3,023
People Reached

21
Engagements

Boost Post

Marsha Weeks, Dave Veidt and 5 others

Like

Comment

Share

🌐

Performance for Your Post

3,023 People Reached

7 Likes, Comments & Shares 📊

7 Likes	7 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

14 Post Clicks

4 Photo Views	4 Link Clicks	6 Other Clicks 📊
------------------	------------------	---------------------

NEGATIVE FEEDBACK

5 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Facebook Preview

Sep 24, 2020 - 9:22 AM PDT



City of Carlsbad - Official

September 24 at 9:22 AM

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.




City of Carlsbad - Official
5d · 🌐

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

17

Boost Post

People Reached

Engagements

Maureen Goerlitz, Pj Wiebe and 5 others

1 Comment

Like

Comment

Share

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


City of Carlsbad - Official
3d · 🌐

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! Complete your Census today. Visit my2020census.gov or call 844-330-2020. #ICount #BeCounted #2020Census



YOUR FAMILY COUNTS

COMPLETE YOUR CENSUS

ONLINE
my2020census.gov

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



2,984

40

Boost Post

People Reached

Engagements

Dave Veidt, Pj Wiebe and 3 others

1 Comment

Like

Comment

Share

Performance for Your Post

2,984 People Reached

6 Likes, Comments & Shares ⓘ

5 Likes	5 On Post	0 On Shares
---------	-----------	-------------

1 Comments	1 On Post	0 On Shares
------------	-----------	-------------

0 Shares	0 On Post	0 On Shares
----------	-----------	-------------

34 Post Clicks

5 Photo Views	1 Link Clicks	28 Other Clicks ⓘ
---------------	---------------	-------------------

NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Manage Page

Carlsbad City Library

Home

Inbox

Events

Resources & Tools

Manage Jobs

Notifications

Insights

Publishing Tools

Ad Center

Page Quality

Edit Page Info

Page Settings

Carlsbad City Library

Introduction to Folklorico - La Cucaracha

1.9K Views · 4 weeks ago

Upcoming Events

SAT, SEP 26 AT 2 PM

Book Bingo (East Coast/West Coast): A Virtual Adventure

Literature · 7 guests

Boost Unavailable

Page Transparency

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created · June 10, 2011

Page manager location: United States

Carlsbad City Library

August 10 at 8:30 AM ·

We're looking at you!

#EVERYONECOUNTS

CENSUS 2020

City of Carlsbad - Official

August 8 at 3:00 PM ·

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 com... See More

194 People Reached

7 Engagements

Boost Unavailable

5

1 Share

Like Comment Share

Webinar F x

City of Ca x

Heroes Li x

(1) Carlsb x

CityofCar x

(47) Com x

Inside Carlsb x

Email Del x

Using the x

facebook.com/carlsbadcitylibrary

Apps

Apps

City of Carlsbad - A...

City of Carlsbad - N...

Inside Carlsbad - H...

Carlsbad City Library

Home

Inbox

Events

Resources & Tools

Promote

Carlsbad City Library

September 1 at 9:21 AM ·

THREE WAYS TO RESPOND TO THE CENSUS TODAY!

Visit my2020census.gov

Call 844-330-2020

Respond by mail

44

Webinar P x City of Ca x Heroes Li x (1) Carlst x CityofCar x (47) Com x Inside Carlsb x Email Del x Using the x +

facebook.com/carlsbadcitylibrary

Apps Apps City of Carlsbad - A... City of Carlsbad - N... Inside Carlsbad - H...

Search Facebook

Manage Page

Carlsbad City Library

If you'd like, you can switch to the classic Facebook.com for 48 hours to manage your Page. [Switch Now](#)

Home

Inbox 2 new comments

Events

Resources & Tools

Promote

Carlsbad City Library

+ Add a Button

Promote

View as Visitor

Respond by mail

California Census 2020

August 31 at 9:56 AM ·

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... See More

167 People Reached 3 Engagements Boost Unavailable

Like Comment Share

Comment as Carlsbad City Library

Carlsbad City Library

Type here to search

5:10 PM 9/29/2020

Webinar P x City of Ca x Heroes Li x (1) Carlst x CityofCar x (47) Com x Inside Carlsb x Email Del x Using the x +

facebook.com/carlsbadcitylibrary

Apps Apps City of Carlsbad - A... City of Carlsbad - N... Inside Carlsbad - H...

Search Facebook

Manage Page

Carlsbad City Library

If you'd like, you can switch to the classic Facebook.com for 48 hours to manage your Page. [Switch Now](#)

Home

Inbox 2 new comments

Events

Resources & Tools

Promote

Carlsbad City Library

+ Add a Button

Promote

View as Visitor

Carlsbad City Library

September 12 at 8:47 AM ·

On Monday, Sept. 14, from 1:30-4 p.m., you can take the Census at the Library Learning Center (3368 Eureka Place, across from Holiday Park) with Census staff. It takes less than 10 minutes, and you'll help shape the future of the San Diego region. Please wear a mask; library staff will be on-site to help with social distancing. <https://youtu.be/8yfkUiSyLPM>

We Count!

Tuesday, September 29, 2020

5:07 PM 9/29/2020

Webinar x City of Car... Heroes Li x (1) Carls... CityofCar... (47) Com... Inside Carlsb... Email Del... Using the... x

facebook.com/carlsbadcitylibrary

Apps Apps City of Carlsbad - A... City of Carlsbad - N... Inside Carlsbad - H...

Search Facebook

Manage Page

Carlsbad City Library

If you'd like, you can switch to the classic Facebook.com for 48 hours to manage your Page. [Switch Now](#)

Home

Inbox 2 new comments

Events

Resources & Tools

Promote

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+ Add a Button

Promote

View as Visitor

Search

...

YOUTUBE.COM

WE COUNT! Virtual Storytime with Auli'i Cravalho

With the U.S. Census Bureau ending counting efforts on September...

258 People Reached 18 Engagements [Boost Post](#)

7 1 Share

Like Comment Share

Comment as Carlsbad City Library

Carlsbad City Library

September 10 at 8:27 AM

Type here to search

5:08 PM 9/29/2020

Instagram



September 24

carlsbadcagov

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.
#2020Census #CountMeIn #BeCounted #StandUpBeCounted #EveryoneCounts

1w

Liked by carlsbadvillage and 56 others


7 DAYS AGO

Add a comment...


Post

Twitter

You Retweeted

 **U.S. Census Bureau** @uscensusbureau · Dec 26, 2019

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](https://www.youtube.com)

12 129 111



City of Carlsbad, CA @carlsbadcagov · Jan 22

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.



2

9



City of Carlsbad, CA
@carlsbadcagov

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.



11:29 AM · Jan 29, 2020 · Loomly

View Tweet activity

4 Likes



City of Carlsbad, CA
@carlsbadcagov



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



United States[®]
**Census
2020**

Connect with us
@uscensusbureau

11:34 AM · Feb 4, 2020 · [Loomly](#)

[View Tweet activity](#)

1 Retweet 1 Like



City of Carlsbad, CA
@carlsbadcagov



Kids count! The most undercounted age group in 2010 Census was children 0-5 years old.

@uscensusbureau wants to make sure everyone is counted in the #2020Census! Find out more loom.ly/XV6agFQ



United States[®]
**Census
2020**

Connect with us
@uscensusbureau

11:54 AM · Feb 8, 2020 · [Loomly](#)

[View Tweet activity](#)

1 Retweet 2 Likes



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



1

4



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



1

2





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



Twitter Desktop Preview
Apr 01, 2020 - 10:38 AM PDT



Social Posts @carlsbadcagov • 1h

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/bfUSuN0> #CensusDay #EveryoneCounts



Twitter Advanced Analytics

Retweets 4

Likes 7

Twitter Desktop Preview
May 06, 2020 - 12:54 PM PDT



Social Posts @carlsbadcagov • 1h

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



Twitter Advanced Analytics

Retweets 1

Likes 3



City of #CarlsbadatHome @carlsbadcagov · Jul 7

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



2

7



City of #CarlsbadatHome @carlsbadcagov · Jul 8

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



4

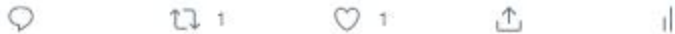
6





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



You Retweeted



California Census @CACensus · Jul 17

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 & fight for equity by filling out the #2020Census! This will ensure we have proper representation in our local and state governments ➡ my2020census.gov



42

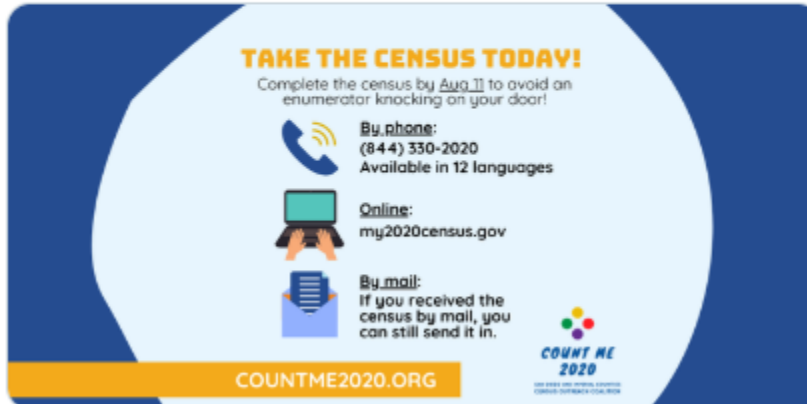
409

464



City of #CarlsbadatHome @carlsbadcagov · Jul 27

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



2

2





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 @kausarthe person, & @_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

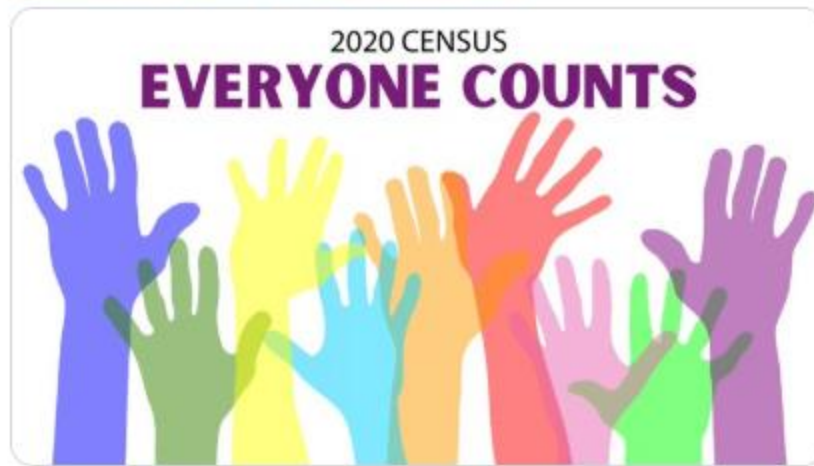
It is not too late to complete the #2020Census! Check out the ways you, your friends, and your family members can fill out the Census today. 9 easy questions! loom.ly/bp27Jsc #EveryoneCounts





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



1



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. loom.ly/d39xq_w #Census2020



1





City of #CarlsbadatHome @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 #CarlsbadatHome @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 #CarlsbadatHome @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](#)



City of #CarlsbadatHome @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](#)





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/xdK58> 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**



Thank

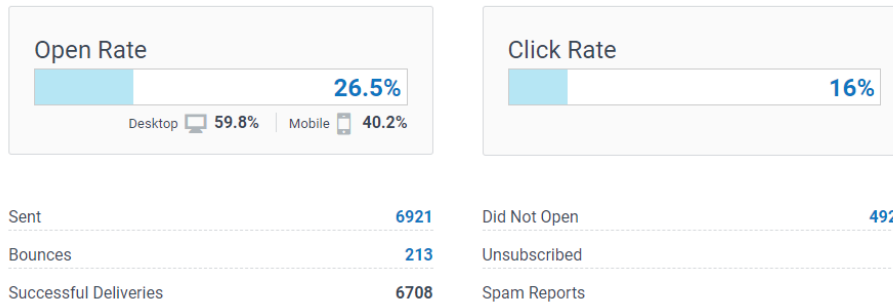


Comment

City Manager Updates and eNews

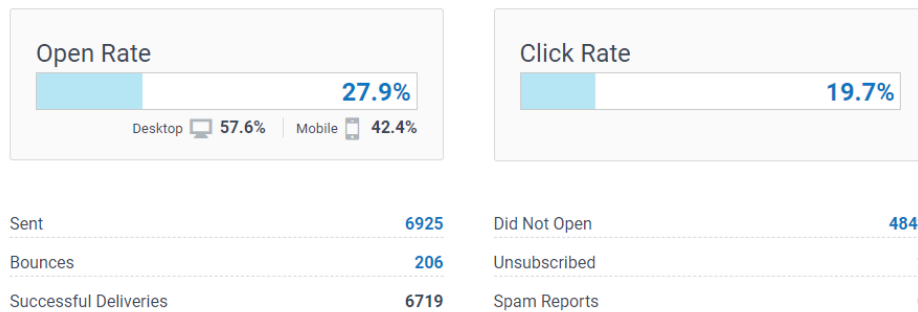
- eNews audience is 10.5K and sent 2 times a week
 - Open rate for Jan. 16 eNews

EMAIL STATS



- Open rate for Jan. 24 eNews:

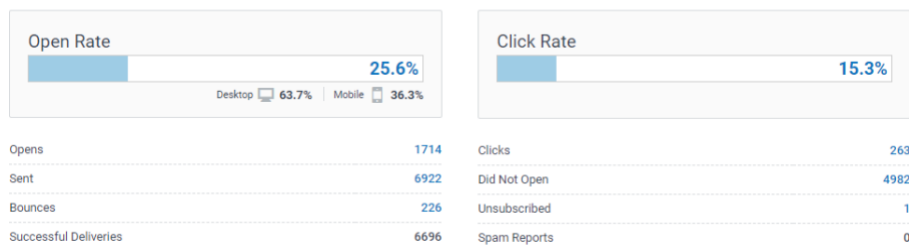
EMAIL STATS



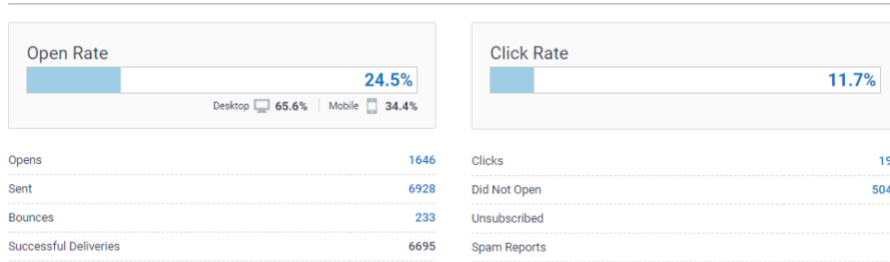
SOCIAL

- Open rate for Jan. 30 eNews:

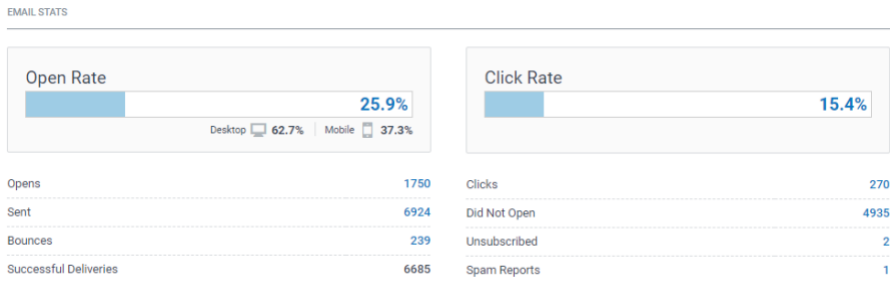
EMAIL STATS



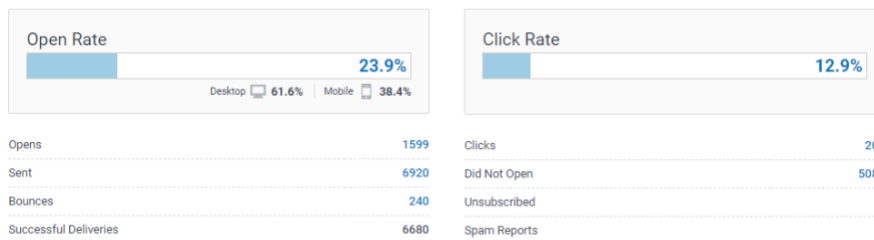
- Open rate for Feb. 6 eNews:



- 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>

National City Digital Metrics



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:

Campaign Dates: 6/15 - 6/21, resumed 6/24 - 6/30

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:

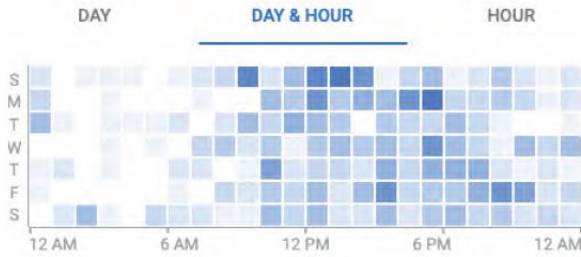
Campaign Dates: 7/20 - 7/26

Impressions: 10,200 (.5% TV screen, 27.8% desktop, 6.4% tablets, 65.4% mobile)

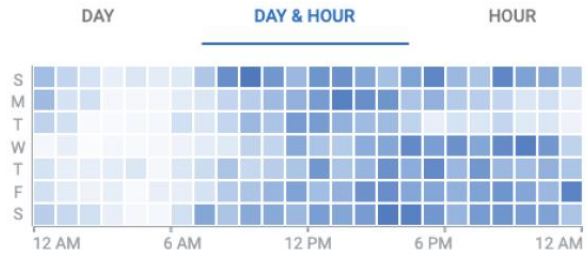
Clicks: 168 (17.3% desktop, 2.4% tablets, 80.4% mobile)

Overall Google Ad Campaign Impressions & Clicks

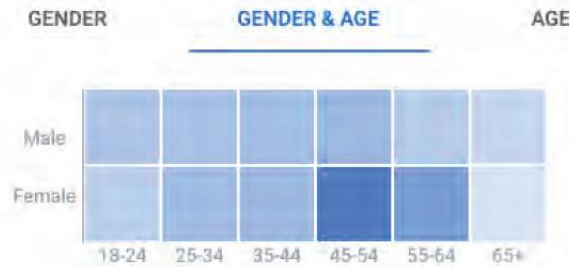
Clicks by Day & Hour



Impressions by Day & Hour



Clicks by Gender & Age



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

Impressions by Gender & 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

Launch Date	Initial Contacts	Initial Sent	Replies	Opt-Out
5.6.2020	11,653	11,263	739	390
6.17.2020	11,261	11,149	152	112
7.29.2020	11,195	11,149	123	46
TOTAL:	34,109	33,561	1014	548

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.

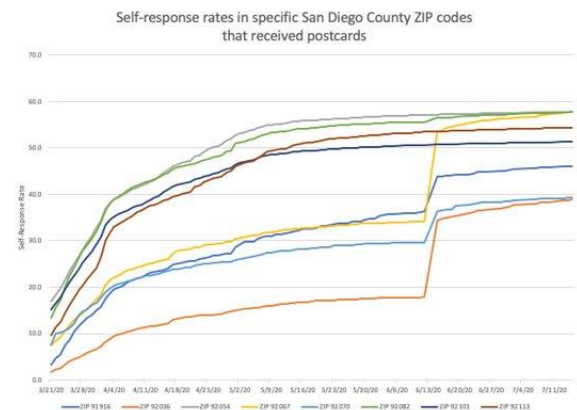
There were two separate mailings. The first round went to a total of 71,433 single and multifamily homes in ZIP codes 91916, 92036, 92054, 92067, 92070, 92082, 92101 and 92113. The second round targeted 33,000 single and multifamily homes in ZIP codes 92082, 92102, 92084, 91950 and 92113 were mailed 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: .06%

English Run of Site (2)

- Impressions: 345,122
- Clicks: 153
- Click Through Rate: .04%

Spanish Run of Channel Sponsorship

- Impressions: 214,198
- Clicks: 737
- Click Through Rate: .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

City of Carlsbad

Logo



Magnet



Postcard

Everybody Counts!

Include all infants, toddlers and children living at your address in the 2020 Census form.

What / Why	Who	When	How
<p>The U.S. Census is our nation's population count and happens once every 10 years.</p> <p>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.</p>	<p>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!</p> <p>By law, your answers are kept confidential, are used only for producing statistics, and cannot be used against you in any way. The census form will not ask about your immigration status, citizenship status, or your social security number.</p>	<p>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.</p> <p>April 2020: Households that haven't responded will receive a reminder postcard, and some may also receive a paper census form.</p> <p>May 2020: Census workers will visit households that have not responded to make sure everyone is counted.</p>	<p>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.</p> <p>The online form will be available in 13 languages, and there will be guides in 60 languages to help you complete the questions.</p>

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 vivan en su dirección en el formulario del Censo 2020.

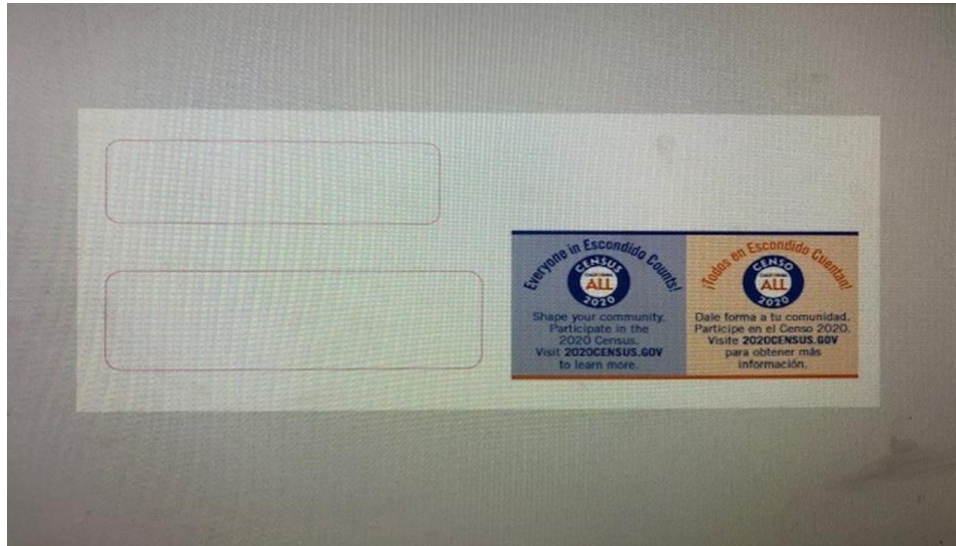
Qué / Por qué	Quién	Cuándo	Cómo
<p>El censo de los EE UU es el recuento de la población de nuestra nación y ocurre una vez cada 10 años.</p> <p>Cuando usted llena el formulario del censo, contribuye a un conteo preciso, el cual ayuda a determinar la cantidad de dinero que California recibirá para el 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.</p>	<p>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 inclúyalos en su formulario de censo!</p> <p>Por ley, sus respuestas se mantienen confidenciales, se utilizan sólo para producir estadísticas y no se pueden utilizar en su contra de ninguna manera. El formulario de censo no le preguntará sobre su estatus migratorio, estatus de ciudadanía o número de seguro social.</p>	<p>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 vivan en su domicilio, incluso si no son miembros de la familia.</p> <p>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.</p> <p>Mayo de 2020: Los trabajadores del censo visitarán los hogares que no han respondido para asegurarse de que todos sean contados.</p>	<p>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.</p> <p>El formulario en línea estará disponible en 13 idiomas, y también habrá guías en 60 idiomas para ayudarle a completar las preguntas.</p>

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

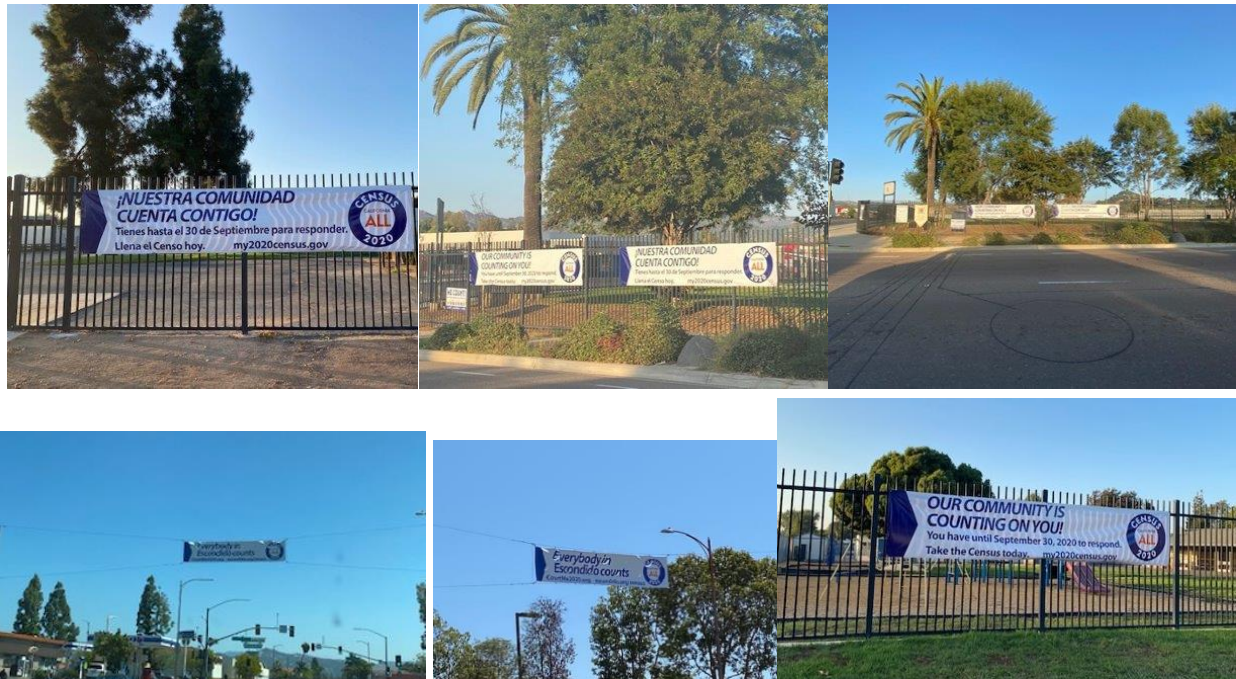
Utility Billing Envelope Messaging



Signs

YOUR COMMUNITY IS COUNTING ON YOU!	¡NUESTRA COMUNIDAD CUENTA CONTIGO!
YOU HAVE UNTIL SEPTEMBER 30 TO RESPOND	TIENES HASTA EL 30 DE SEPTIEMBRE PARA RESPONDER
Take the Census today my2020census.gov	¡Llena el Censo hoy! my2020census.gov
	
	
OUR COMMUNITY IS COUNTING ON YOU!	¡NUESTRA COMUNIDAD CUENTA CONTIGO!
YOU HAVE UNTIL SEPTEMBER 30 TO RESPOND	TIENES HASTA EL 30 DE SEPTIEMBRE PARA RESPONDER
Take the Census today my2020census.gov	Llena el Censo hoy en my2020census.gov

Banners



T-Shirts



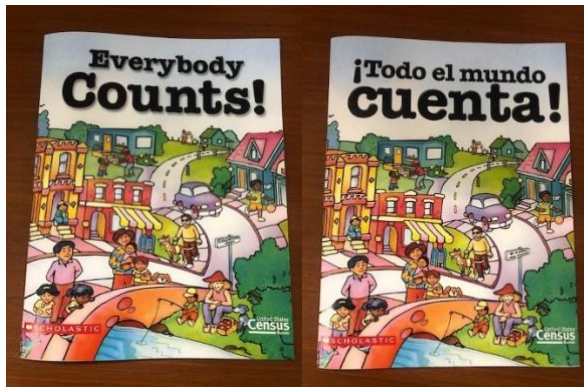
Swag



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 [2020 Census](#) 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.  **RESPOND >** Shape your future. START HERE > 

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 Hale Avenue and Tulip 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

The next Census is in Spring 2020. Let's ensure all Californians are counted so we can put those resources to good use here at home!

- BUILD BETTER ROADS AND SCHOOLS
- FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES
- CREATE JOBS
- IMPROVE HOUSING

Starting in mid-March 2020, each household will get a letter in the mail. It will explain the different ways you can fill out the Census. If you don't receive a letter, you can still go online or call to fill it out. Be sure you include any person living in your household, family or not.

Key Dates

- 3/12-3/20: Invitations to the 2020 Census mailed
- 3/16-3/24: Reminder letters mailed
- 3/26-4/3: Reminder postcard mailed
- April 1: CENSUS DAY!
- 4/8-4/16: Second reminder & hard copy Census mailed
- 4/20-4/27: 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.

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

CaliforniaCensus.org @CACensus

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think! Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.

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



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats 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 \$675 billion.

The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data. That money is spent on schools, hospitals, roads, public works and other vital programs.



It's about redistricting.

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



Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our 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 hard to count areas of the city. There are many variables that can attribute 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



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
- Reapportionment & 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

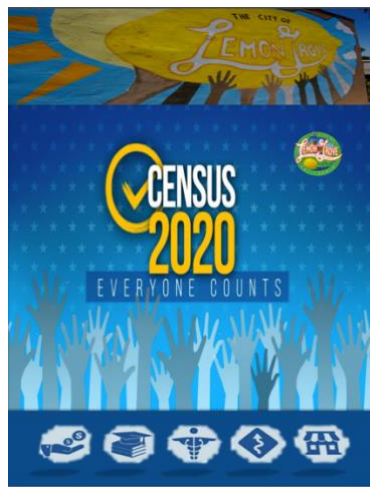
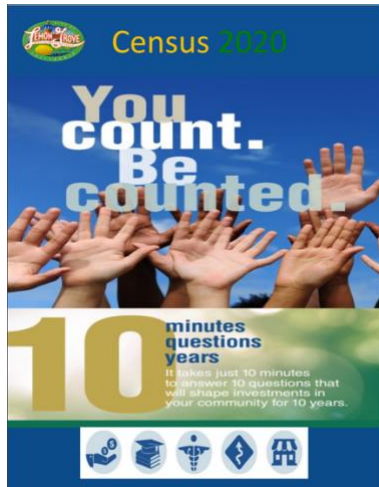





Together, we can build a brighter future for Lemon Grove!

#2020CENSUS



Instagram Posts



National City Collateral

Sticker



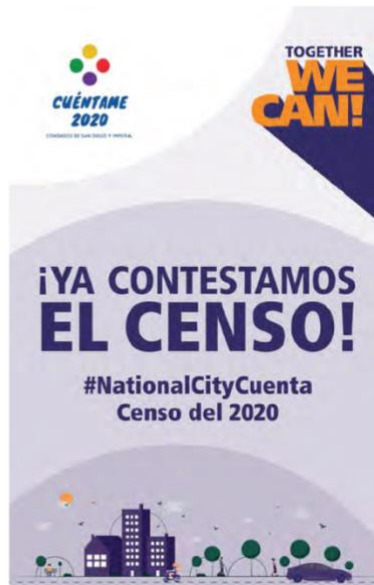
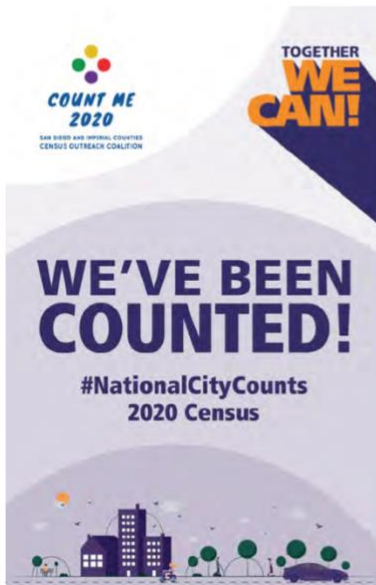
T-Shirt



Door Hangers



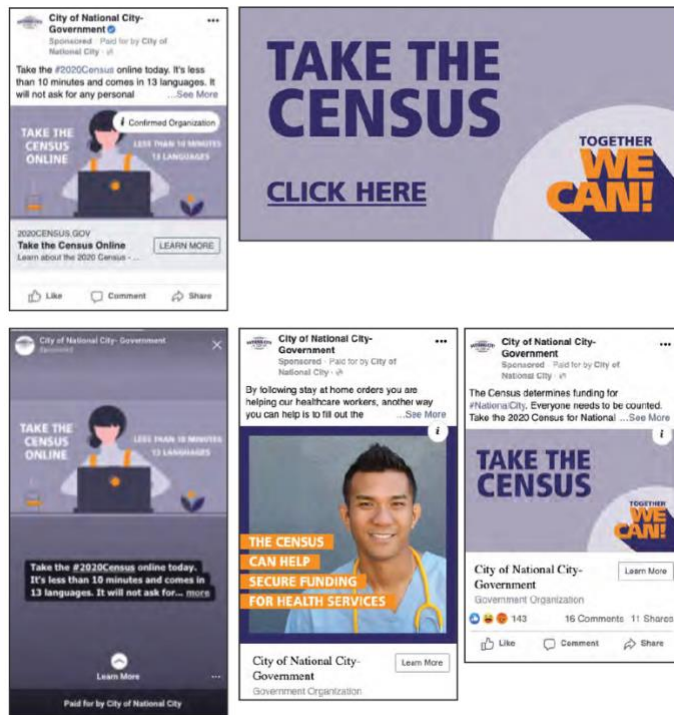
Window Signs



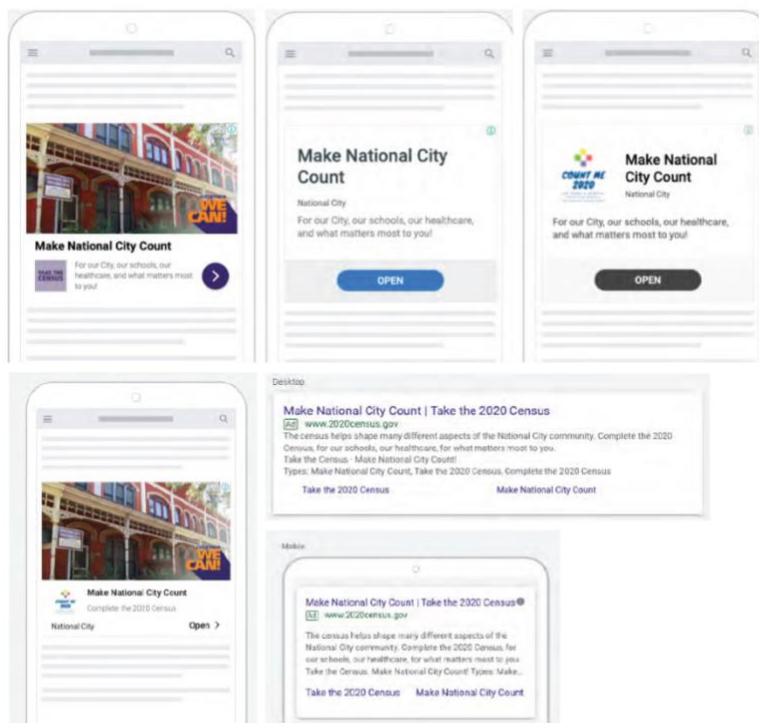
Digital Assets



Facebook/Instagram Examples

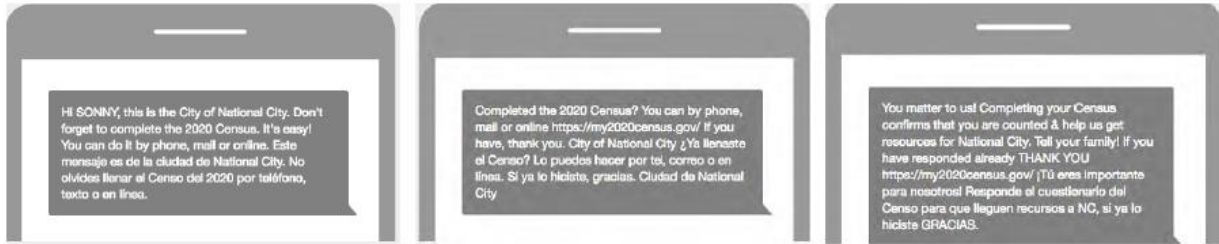


Google Ad Examples



Text Message Examples

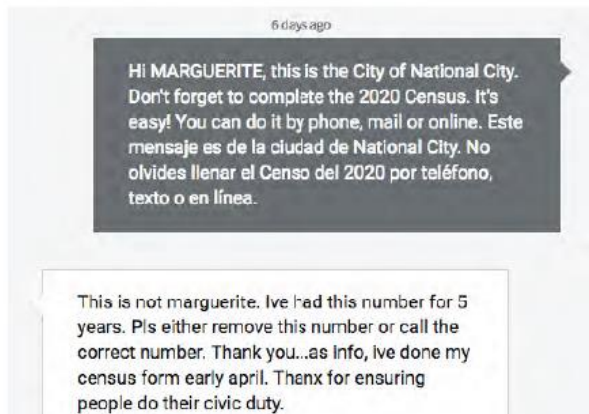
Sample Text Messages Sent Out:



Real Conversations:



Opt Out Option:



Conversations in Spanish:



City of San Diego

Census video



<https://youtu.be/JIZlhXqYL0Q>

City of San Marcos

Postcard

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/>
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 or www.census.ca.gov or www.countme2020.org



¡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 prefiere. 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>
2. **Correo:** La oficina del censo envió cuestionarios impresos a casas selectivos.
3. **Teléfono:** Por favor de llamar al (844) 468-2020 para completar el cuestionario por telefono en español.

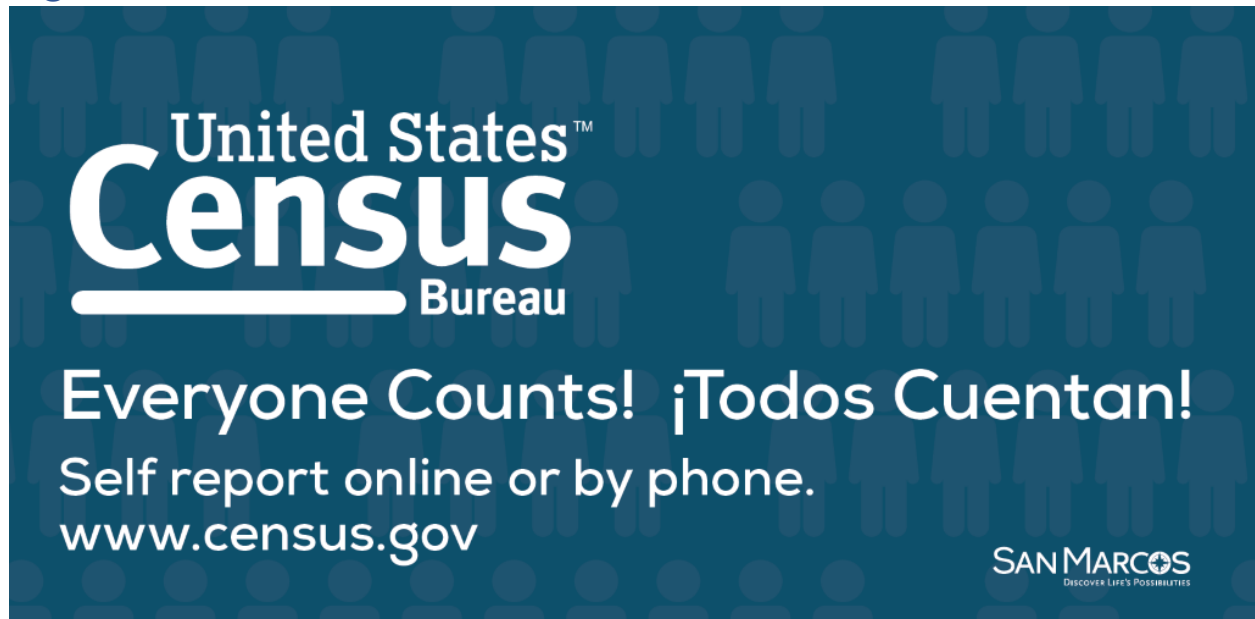
Ay que asegurar que logramos un cuento del país completo y exacto para recibir los fondos que nuestra comunidad merece. ¡Todos contamos!

SAN MARCOS

DISCOVER LIFE'S POSSIBILITIES

1 Civic Center Drive
San Marcos, CA 92069-2918

Signs



United States®
Census
2020

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 Arcela Nuñez-Alvarez at arcela@unipopular.org or 760.484.1398.

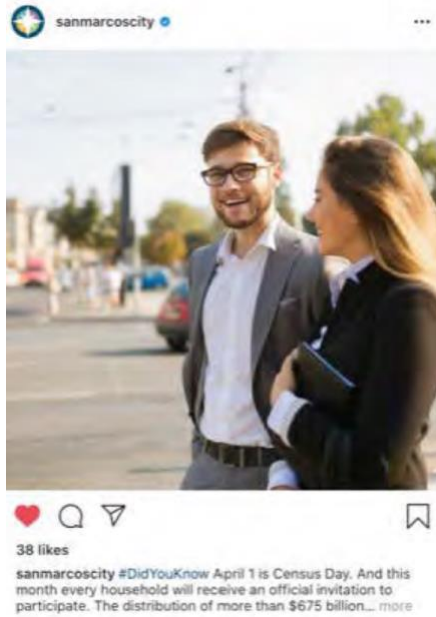
Universidad Popular
www.unipopular.org Tel. 760.659.0109

Tote bag



Social Media





FRIDAY, AUGUST 21

Census

Day of Action

VIRTUAL RALLY

@ 5:30PM

CAR CARAVAN

@ 6:00PM

EveryoneCounts

COUNT ME 2020

County of San Diego

News Release

NEWS RELEASE DRAFT

CONTACT

Melissa Solis

858-495-5007

Melissa.solis@sdcounty.ca.gov

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 US 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, 5 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.

County Library Director Migell 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."

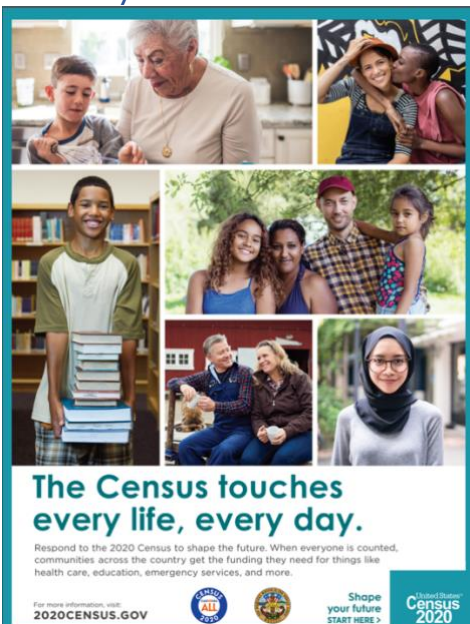
How County Libraries are Supporting Census 2020 Outreach:

- Starting March 12, 2020, all 33 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 SDCL.ORG/CENSUS2020 for a list of Count Me 2020 celebrations at San Diego County Library branches.

Library Poster



Staff Buttons



San Diego County Library Magazine Sample



Illustration: Kristen Schickel

Government 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 diffidence by the 52% 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 Vagani, 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.

Bulletin

www.Aging.SanDiegoCounty.gov
JUNE/JULY 2020

AGING & independence

COUNTY OF SAN DIEGO HEALTH AND HUMAN SERVICES AGENCY
AGING & INDEPENDENCE SERVICES

SERVING OUR COMMUNITY: IT'S ESSENTIAL!


By Kim Gallo
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 critical importance of the social services safety net. AIS 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 adapt to working from home. Some suddenly have found themselves surrounded by a new set of “coworkers”—children who haven't been able to go to school, spouses, and roommates all confined to the same space. Others, particularly those who live alone, have had to adjust to working from a completely “empty office” without the company and camaraderie of coworkers beside them. Despite these challenges, AIS staff have remained united in their passion and sense of purpose. They have demonstrated great flexibility and plenty of creativity to reimagine ways to serve.

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 scam prevention tips and ways to foster good mental health. With the need for social distancing, 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 avoiding scams related to COVID-19. The videos are posted at www.aging.sandiegocounty.gov in the “COVID-19 Community

(Continued on page two)



Staff from the Aging & Independence Services Community Unit created YouTube Videos while working from home to continue their mission of providing education and resources to older adults and persons with disabilities during COVID-19. Anaibel Kuykendall (upper left), Haat Quinones (upper right), and Matthew Parasio (lower left), all with the Outreach & Education team. Nancy Garcia (lower right), Community Unit Manager.

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.coronavirus-sd.com.



Marketing through SANDAG Consultant, Nuffer, Smith Tucker (NST)

Toolkits

Intro Letter Example



**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.

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Blog Post Example



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 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.

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Social media copy with recommended visuals example



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.

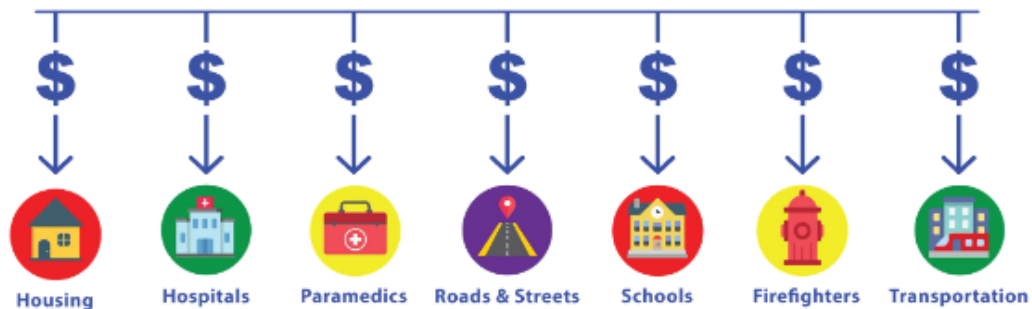
Facebook

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](https://www.countme2020.org) to learn more.

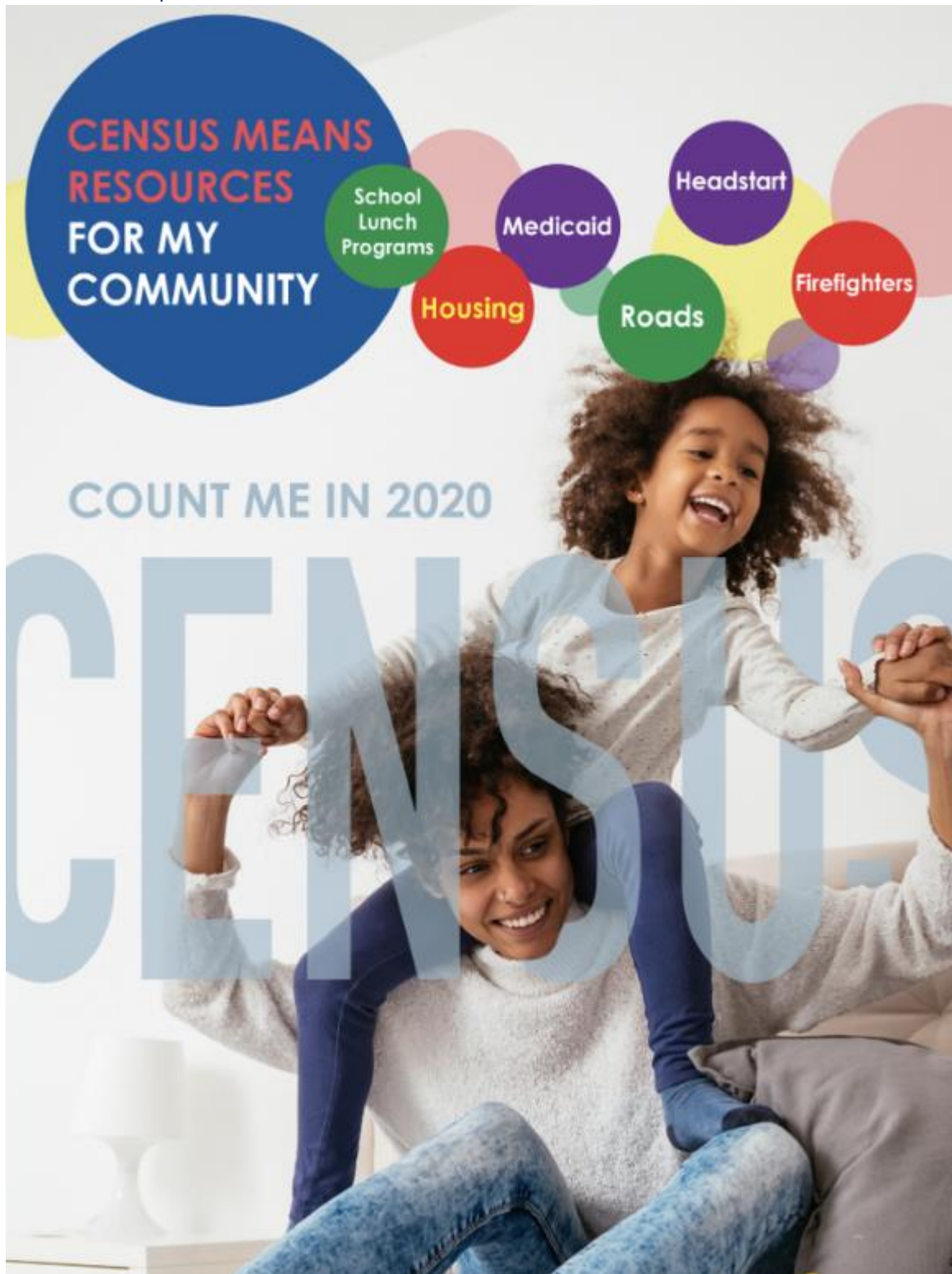
Link: <https://www.countme2020.org>

Suggested Visual:



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Poster Example



Websites and Public Service Announcement



Count Me 2020 Communications Websites and PSAs

Websites:

<https://www.countme2020.org/>
<https://www.census.gov/en.html>
<https://2020census.gov/en.html>
<https://www.sandag.org/2020CensusWG>

Census Videos:

<https://www.youtube.com/watch?v=mwkTSkwsRsE&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

<https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/census101.pdf>

Materials, Guides, Resources

<https://2020census.gov/en/partners/outreach-materials.html>

2020 Census Toolkit for State and Local officials

<https://www2.census.gov/programs-surveys/decennial/2020/resources/toolkits/toolkit-state-local-officials.pdf>

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Town hall and meeting script



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.dcountme2020.org to learn more and take the census."

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Direct Mail Postcards

Round 1

<p>EVERYONE COUNTS. EVERYONE BELONGS.</p> <p>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.</p> <p>YOUR PERSONAL INFORMATION IS 100% CONFIDENTIAL</p> <p>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!</p> 	<p>TODOS CONTAMOS. TODOS SOMOS PARTE DE LA COMUNIDAD.</p> <p>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.</p> <p>SU INFORMACIÓN PERSONAL ES 100% CONFIDENCIAL.</p> <p>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!</p> 	<p>人人参与。人人受益。</p> <p>政府需要使用人口普查数据来决定每年 1.5 万亿资金的用途, 从而为教育、交通、医疗健康、社会服务和住房提供资助。</p>  <p>您的个人信息将被完全保密。</p> <p>与您居住在同一地址的每个人都应计入同一份人口普查表而不受年龄或与您关系的限制。五岁以下儿童或居住配套住宅 (ADU) 的人员也包括在内!</p>
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<p>TAKE THE 2020 CENSUS TODAY FROM YOUR HOME! ONLINE: MY2020CENSUS.GOV PHONE: 844-330-2020</p>	
<p>¡RESPONDA AL CENSO 2020 HOY DESDE SU CASA! EN LÍNEA: MY2020CENSUS.GOV TELÉFONO: 844-468-2020</p>	
<p>在家参与 2020 人口普查! 网址: MY2020CENSUS.GOV 电话: 844-391-2020</p>	

Round 2

<p>EVERYONE COUNTS. EVERYONE BELONGS.</p>	<p>TODOS CONTAMOS. TODOS SOMOS PARTE DE LA COMUNIDAD.</p>	<p>人人参与。人人受益。</p>
<p>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.</p>	<p>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.</p>	<p>政府需要使用人口普查数据来决定每年 1.5 万亿资金的用途, 从而为教育、交通、医疗健康、社会服务和住房提供资助。</p>
<p>YOUR PERSONAL INFORMATION IS 100% CONFIDENTIAL</p>	<p>SU INFORMACIÓN PERSONAL ES 100% CONFIDENCIAL.</p>	
<p>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!</p>	<p>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!</p>	<p>您的个人信息将被完全保密。</p>
		<p>与您居住在同一地址的每个人均应计入同一份人口普查表而不受年龄或与您关系的限制。五岁以下儿童或居住配套住宅 (ADU) 的人员也包括在内!</p>

 <p>COUNT ME 2020 SAN DIEGO AND IMPERIAL COUNTIES CENSUS OUTREACH COALITION</p>			
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**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.





Scan to Take the Census!

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.

参加2020年人口普查。
844-391-2020
2020CENSUS.GOV/ZH-HANS

**马上参加人口普查！
现在还不算晚。**

从学校教育到交通运输乃至国会议员，您的参与将塑造圣地亚哥地区的未来10年。

**您的意见至关重要。
您的信息是安全的。**

根据法律规定，美国人口普查局不得与移民局或执法机构共享人口普查数据，也不允许其决定是否有权享受政府福利。




#2020Census #CaliforniaForAll #BeCounted



HÃY THAM GIA TRONG NĂM 2020.
844-461-2020
2020CENSUS.GOV/VI

**CHƯA QUÁ MUỘN ĐỂ THAM
GIA. HÃY THỰC HIỆN CUỘC
ĐIỀU TRA DÂN SỐ NGAY!**

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.

**BẠN ĐÓNG VAI TRÒ QUAN
TRỌNG. THÔNG TIN CỦA BẠN
ĐƯỢC BẢO VỆ AN TOÀN.**

Theo luật pháp, Cục Điều tra Dân số Hoa Kỳ không được phép chia sẻ dữ liệu với các cơ quan di trú hoặc hành pháp hay cho phép các cơ quan đó xác định tình trạng đủ điều kiện để nhận trợ cấp từ chính phủ.



MAPABILANG SA 2020.
844-478-2020
2020CENSUS.GOV/TL

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

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

**KABILANG KA. LIGTAS ANG
IMPORMASYON MO.**

Ayon sa batas, hindi maaaring ibahagi ng U.S. Census Bureau ang datos sa imigrasyon o mga ahensiyang nagpapatupad ng batas o pahintulutan ito na magpasya na maging karapat-dapat para sa mga benepisyo ng gobyerno.



شارك في تعداد 2020.
844-416-2020
2020CENSUS.GOV/AR

لم يفت الوقت بعد لتشارك في التعداد.
شارك في تعداد السكان الآن!

بمشاركتك في التعداد ستساهم في رسم ملامح مستقبل منطقة سان دييغو في العشر سنوات المقبلة بداية من المدارس ووسائل المواصلات وحتى التمثيل في الكونجرس.

لك دور مهم.
بياناتك في أمان.

بموجب القانون، لا يستطيع مكتب التعداد السكاني الأمريكي مشاركة البيانات مع وكالات الهجرة أو السلطات التنفيذية؛ أو السماح لهم باستخدام هذه البيانات في تحديد أهلية استحقاق الإعانات الحكومية.



Imperial County

File Home Share View

AutoSave On

Impe... - Last Modified: Septe... Hernandez, Connie@Census

File Home Insert Design Transitions Animations Slide Show Review View Help Search

11 QAC/QAK in a Box Materials Order Now!

12 Upcoming Caravans and Events

13 Partner Learning Opportunities

14 San Diego Veterans Magazine

Slide 12 of 17

41 items 1 item selected 11.7 MB Available on this device

Notes

35%

Upcoming Caravans and Events

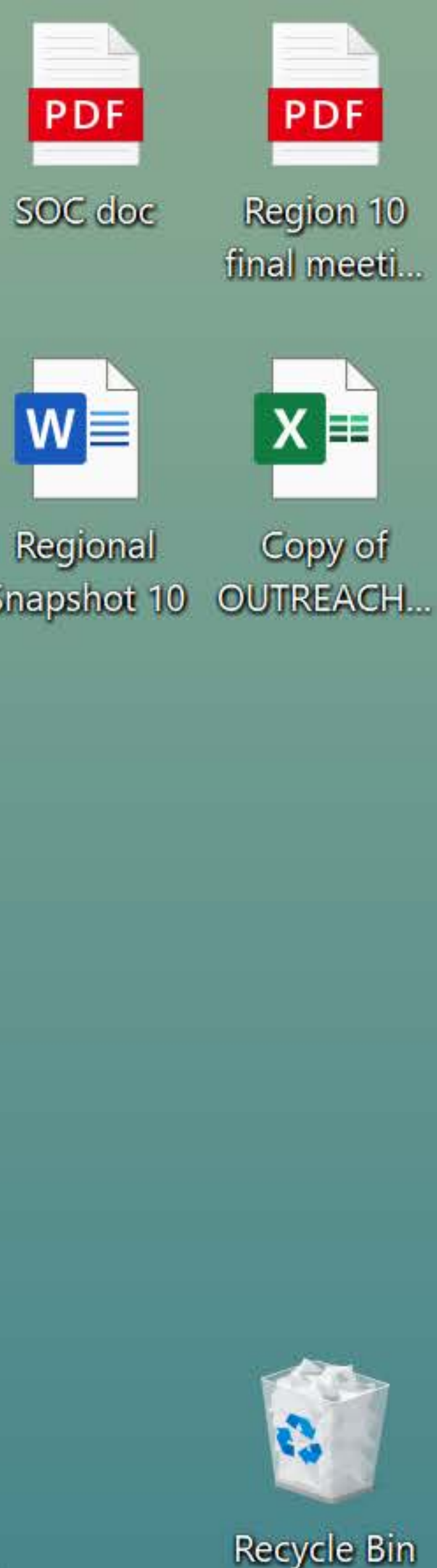


CALL FOR INFORMATION
(760) 970-9179

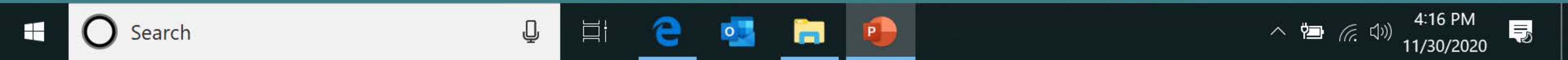


These are examples of upcoming events in the region

Sept 22 – Calexico



Activate Windows
Go to Settings to activate Windows.



5 Operational Plan & Support Overview

- Phase 1: Convene, Collaborate, Capacity Build (FY 2017-18)
- Phase 2: Educate, Advocate, Activate (FY 2018-19)
- Phase 3: Deploy, Count, Assess (FY 2019-2020)
- Non-Response Follow-up, Results, Report, Wrap Up (July-Dec 2020)

6 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 on-going today!

7 From our perspective, Region 10 did this:

- Acted with urgency to reach our communities
- Immediately pivoted to digital and online efforts
- Planned and implemented waves of Action Multiple times
- Visited through essential community needs (food, shelter, health, safety)
- Increased collaboration with media and other partners
- Spoke and social justice issues to align with their communities
- Increased our own capacity through organic organizing and networking
- Developed and support turned messages to amplify messaging
- Respectful and aligned to Census operational direction from the U.S. Census Bureau
- 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.

8 Planning for 2030

What could we do better? Best practices?

Then 2020 Happened

- Began with Citizenship Issue
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- USCB Update Leave Protocol changes
- Court filings against USCB timeline
- Court orders that remain on-going today!



Then 2020 happened, almost all at once and with a vengeance that was unprecedented

SOC doc PDF Region 10 final meeti...

Regional Snapshot 10 W Copy of OUTREACH... X

ImperialCol UWSD.Col

SANDAG Col

Recycle Bin

5 **Operational Plan & Support Overview**

Phase 1: Convene, Collaborate, Capacity Build (FY 2017-18)

Phase 2: Educate, Advocate, Activate Partners (FY 2018-19)

Phase 3: Deploy, Count, Assess (FY 2019-2020)

Non-Response Follow-up, Results, Report, Wrap Up July-Dec 2020

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• USCIS Timeline changes

• USCIS Update Leave Protocol changes

• Court filings against USCIS timeline

• Court orders that remain on-going today!

7 **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.

8 **Planning for 2030**

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- Sacrificed much to help the region exceed Self Response goals and achieve a complete and accurate count.



Photo credit: JoAnn Fields and Countme2020 Facebook pages

2020 happened to us all, but from the State's perspective, specifically my

SOC doc PDF

Region 10 final meeti...

Regional Snapshot 10 W

Copy of OUTREACH... X

ImperialCol

UWSD.Col

SANDAG Col

Recycle Bin

7

From our perspective,
Region 10 did this:

- Acted with urgency to reach our communities.
- Immediately pivoted to digital and online efforts.
- Planned and implemented a series of Action-multiple times.
- Reached through essential community needs (food, shelter, health, etc.).
- Increased collaboration with media and other partners.
- Rolled out social justice issues to align with their communities.
- Increased our own capacity through organic organizing and networking.
- Delegated and support trusted messengers to amplify messaging.
- Provided 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.



8

Planning for 2030
What could we do better? Best practices?

Operational

- Identification of key roles and corresponding hiring timelines, especially for leadership roles. Should be at more than 2 years out.
- Conversations with partners, specifically county participation in census to start much earlier to avoid operational delays. 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 early.
- Lapse in time from contracts to payment of partners can be improved. Partners were waiting on payments without clear process and communication to partners.
- Sufficient staffing for ACBO. Lead should have a support team of their own.

Communication

- What worked well was the timeliness, delivery and approach RPM used to communicate key information to partners.
- Best practice to keep: Weekly regional calls, weekly partner calls, partner webinars attended by RPM. (Key information and partner connection was repeated and reinforced through these various channels)
- Concerns for Media/Communications early on. Advance contract timelines for media contractors.

Data Support


- Simplify data retrieval on SwORD.
- Have much earlier training and adaptation of SwORD for users.
- Keep SwORD around for partners to use so by the time 2030 comes around, partners have more intimate knowledge and use of SwORD.



9


Region 10 Self Response Rates

Self Response Rates	Census 2010	Census 2020	Diff	Week of 9/25	Week of 10/10	Difference from 2010	Difference from 2020
National	67%	74%	66.8%	66.2%	-0.6%	-7.2%	-7.8%
California	70%	82.5%	67.4%	69%	-1.6%	-1.5%	-1.5%
San Diego	73%	82%	73.7%	72.4%	-1.3%	-2.7%	-2.7%
Imperial	40%	66.5%	62.9%	61.9%	-1.0%	-1.6%	-1.6%



10

THANK YOU



Planning for 2030

What could we do better? Best practices?

- Operational**
- Identification of key roles and corresponding hiring timelines, especially for leadership roles. Should be at more than 2 years out.
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 - Keep SwORD around for partners to use so by the time 2030 comes around, partners have more intimate knowledge and use of SwORD.

Photo credit: Countme2020 Facebook pages



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Region 10 Self Response Rates

Self Response Rates	Census 2000	Census 2010	Self 10/19	Week of 9/29	Difference from 2000	Difference from 2010
National	67%	74%	66.8%	66.2%	-0.2%	-7.2%
California	70%	69.1%	69.4%	69%	-0.4%	-1.0%
San Diego	73%	68%	73.7%	73.4%	+0.7%	+2.7%
Imperial	60%	66.3%	62.3%	61.7%	+2.3%	+3.4%

10

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THANK YOU! Mil Gracias!

Connie Hernandez
Regional Program Manager

Region 10
San Diego and Imperial Counties

CA CENSUS 2020
BY COUNTED, CALIFORNIA!

10

A very special thank you to each and every one of you. I know how difficult to outreach

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Partner Learning Opportunities

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New NRFU Creatives on the Partner Portal

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Personal Protective Equipment is being provided to all CCC partners

15

Census Weeks of Action

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Notes

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Personal Protective Equipment is being provided to all CCC partners



Items include:

- KN-95 Masks
- Disposable procedural masks
- Face Shields (headband with plastic sheet in front)
- Hand Sanitizer (8oz sizes and smaller)
- Latex Gloves (size large). Ordering is by individual glove, **not** in pairs (for example if 200 pairs are needed, order 400 gloves)



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

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Partner Learning Opportunities



Program Updates	Link/ Directions
Peer Learning hour – hear from other partners across the state.	Every Friday 1:30pm – 2:30pm Email Connie Hernandez for Zoom link Last Friday on 8/7/2020 Final Call with California Calls
SwORD Webinars – hands on live demonstrations of various SwORD features.	Every Friday 3pm -4pm – Submit a ticket to the SwORD team for the Webex invitation link https://cacensus.supportsystem.com/

13


New NRFU Creatives on the Partner Portal



<https://portal.cacensus.com/downloads/>

14

Personal Protective Equipment is being provided to all CCC partners



- Goggles/face shield
- Disposable gloves/coveralls
- Face shield (headband with plastic sheet in front)
- Hand sanitizer (alcohol and emollient)
- Latex gloves (size large). Ordering is by individual glove, not in pairs. For example 1500 pairs are needed, order 3000 gloves.

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Census Weeks of Action

- ✓ **Week of July 20**
 - Data review – earned media coordination
- ✓ **Week 1: July 27 – Aug 2**
 - Focus: quell partner activity and promoted the USCB designated week
- ✓ **Week 2: Aug 3 – Aug 10**
 - Focus: Get out the Count! – uplifting activities and drive Census completion
 - ✓ All week – enhanced paid media
 - ✓ Aug 3 – Virtual Day of Action
 - ✓ Aug 4 & 5 – 8AM/5PM and earned media pitching
 - ✓ Aug 8 – Get Out the Count Day

Peer Learning hour. Final Call with California Calls.

SwORD update: Contracted partners are asked

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Critical Success Factors for 2020

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
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
Language access
Rapid Deployment
Intersectoral collaborations and partnerships

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

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