



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

General Information

| | |
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| Date of report | November 12, 2020 |
| Organization / Entity | County of Mendocino |
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Narrative Report

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

Strategic Plan Goals:

Goal 1: Increase self-response rates for the 2020 Census to 75% or higher.

Goal 2: Coordinate with community partners to identify areas with low response rates and HTC populations and design strategies to ensure everyone is counted.

Goal 3: Establish and strengthen community relationships and collaboration to boost rates of response in the 2020 Census.

Implementation Goals & Objectives:

Goal 1: Increase response rates in HTC census tracts

Goal 2: Inform the public about how the 2020 Census is different - that you can go online or complete the form over the telephone.

Goal 3: Educate public on census confidentiality and importance of a complete count

Objective 1: Mail a notification to Post Office box holders who will not receive a postcard with an Identifying number or a paper form, reminding them to complete the census questionnaire, along with kiosk locations.

Objective 2: Educate people who receive their mail at a post office box that they can still go online and enter their physical address, or complete the form over the telephone.

Objective 3: During the months of February and March blanket the county with

Due Date: November 16, 2020

newspaper ads, radio ads, billboards, and other information and announcements about the census.

Objective 4: Presentations to specific HTC groups to explain why the census questionnaire is confidential and secure, and why it is important to them that we have a complete count.

During the early groundwork phase, the successful formation of the Mendocino County Complete Count Committee (MCCCC) was vital to the success of the Mendocino Counts! Census outreach campaign. Comprised of leaders and engaged individuals from different regions of the county and different sectors of the community, this group, as well as local in-County CCCs, worked tirelessly to communicate with, and outreach to, their networks in an effort to help achieve a complete count for Mendocino County. Informational meetings were held throughout the county explaining and promoting the upcoming census and engaging supporters. In partnership with the Mendocino County Community Foundation and the local chapter of the League of Women Voters, the MCCCC Chair and other members marched in parades, submitted articles and letters to the editors of local publications, tabled events and made presentations in high school and adult school classrooms across the county explaining how and why to get counted in the 2020 Census.

"Lemon Fresh Design" from the Anderson Valley in Mendocino County was contracted to develop the locally created, state-recognized website, www.mendocinocounts.org, social media imagery, posts and flyers. A bilingual social media toolkit was created and made available through the website, providing cohesive visuals and messages for partners to share throughout the county for the duration of the census.

In January of 2020, the County of Mendocino officially subcontracted with the Community Foundation of Mendocino County (Community Foundation) to assist with the Mendocino County complete count. This partnership with a local CBO was important because it enabled a larger network of community partners to be activated and to get involved, as well as the fact that the Community Foundation had fewer restrictions around budgeting, and was able to more nimbly pivot when challenges arose. The Community Foundation hired two, part-time Project Managers (one of whom was bilingual) and who were based inland and on the coast, as well as retaining the services of a social media consultant.

Educating the public about the 2020 Census took many forms, including ongoing, county-wide census outreach activities conducted by many different individuals, organizations and members of the MCCCC. These included targeted engagement to specific census tracts through a multi-pronged campaign, with a multicultural and bilingual, English/Spanish focus. Strategies included print, radio and digital outreach, media interviews and articles, presentations, banners, flyers, swag and individual outreach. The COVID-19 pandemic almost immediately placed limitations on gatherings, and with the closing of the public libraries and schools, it was a challenge for individuals who lacked broad-band to respond to the census on-line.

Yet, despite COVID-19, many of the objectives outlined in the implementation plan were successfully completed. Funding from the United Way of the Wine Country

supported the mailing of informational census postcards to all P.O. Box holders in the county, (representing close to a third of the population), reminding them to respond to the census. They did not contain information about kiosk locations, as the county-wide Shelter-in-Place order prevented those from getting established.

Although census activities remained consistent throughout the duration of the census response period, COVID-19 resulted in a major pivot from in-person outreach (events, presentations) to reliance on more virtual engagement, as well as the launch of an in-depth influencer campaign that relied on local champions to help Mendocino County achieve a complete count.

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

Contracted partner's operations
What worked well operationally?

Having dedicated county staff to secure funding, engage in census activities and maintain a connection to state and elected officials was critical.

The resources available through partnership with the Community Foundation were also vital to a successful, comprehensive effort. Additional funding and support from the Community Foundation meant many additional resources were contributed to the project, such as technology and staffing. The Project Managers were able to devote many hours to the project, seeing it to its completion in October 2020. Having a bilingual member of the team was imperative for reaching out and connecting to Spanish speaking populations. Additional partnerships with media specialists such as the website designer, social media and digital media consultants and the state's media team were invaluable in creating consistent and comprehensive census content that was meaningful to people locally and helped extend our reach.

Perhaps more importantly, county-wide census outreach activated a network of engaged individuals throughout the area who were dedicated to helping achieve a complete count. Collaboration with regional champions between and amongst hard-to-count areas was vital to touching the furthestmost areas of our extremely large, rural county and created a sense of collective community purpose.

Volunteers

What hindered the operations?

The County of Mendocino faced budget challenges that hindered its ability to fully participate in Census activities. There were not enough County staff to prepare for the census and organize its response. In addition, in 2017, the lack of GIS trained personnel affected the successful completion of the Local Update of Census Addresses (LUCA). An additional 1,000 addresses could have been added to LUCA if enough staff had

been available.

Another challenge was lack of adequate funding. The county subcontracted with the Community Foundation to assist in census outreach, but the funding was not sufficient to fully cover all of the operating costs incurred by the Community Foundation. Most organizations would not be in a position to cover these expenses and it is vital that future partnerships be fully funded.

Contracted partner's outreach
What outreach tactics worked well?

Following are key tactics successfully deployed during the 2020 Census and its various phases. Success was evidenced by the engagement of all areas of our county which resulted in the achievement of the overall increase of Mendocino County's self-response rate (SRR) from 2010 and the number of census tracts within Mendocino County that also exceeded their 2010 SRRs, as explained in a later section.

Ramp up to Census Day, January 2020 - Mid March 2020

Consistent social media was an effective and affordable way to keep the census forefront and connect with partners. Multiple posts were made per day throughout the duration of the census via the Mendocino Counts! Facebook, Instagram and Twitter pages, using the branded handle of MendoCounts2020. Social media images and messages were specifically curated to reflect the varied populations in Mendocino County and the issues residents most cared about, as well as provide information about the various census phases. Content was also shared by the MendoCounts2020 social media pages via the USCB, CA Census Office, members of the MCCCC and other partner organizations.

Efforts were made early on to connect with local groups and HTC populations because there were already many concerns about achieving a complete count due to the county's vast geographic area, rural nature, lack of broadband access in many areas, along with privacy concerns and distrust of government.

Informational content was developed to address known local concerns and educate the general public on the importance of the census and its impact in Mendocino County. Presentations were made by members of the MCCCC and the Project Managers to each of the four incorporated City Councils (Ukiah, Fort Bragg, Willits and Point Arena) and to organizations and community groups specifically identified to represent HTC populations, such as the Family Resource Center Network, Mendocino County Office of Education, Area Agency on Aging, Round Valley Municipal Advisory Council (MAC) and Alliance for Rural Community Health, and to the nine Federally recognized tribes in the county. A key achievement was when many individuals in the Round Valley area, home to one of the largest Native American reservations in the county, who had previously declared their opposition to the census, became some of the most engaged supporters after the MAC presentation. Senior centers received specially designed bilingual flyers and articles for inclusion in newsletters containing census messaging specific to seniors.

To further connect with residents individually and engage in dialogue and education around the census outreach activities, MCCCC members began tabling at farmer's markets and community wellness days. Six-foot banners were placed in multiple locations all around the county, where they remained for the duration of the census. A 25' banner was ordered and hung across a major street in downtown City of Ukiah for several weeks in March, as well as during Update Leave in July. These were important physical reminders about the census and how to respond.

Locally designed, bilingual census flyers were included with the City of Ukiah and City of Willits March utility bills. Census door hangers were created and distributed throughout the City of Point Arena. The City of Fort Bragg included a census reminder on their utility bills. These efforts meant that census information went directly into the hands of thousands of local residents, and spoke to the importance of the census in Mendocino County and contained ways to respond.

Local radio stations are one of the main ways people access news and other information in such a large, rural county, so partnerships with stations became a primary focus. Bilingual radio Public Service Announcements (PSAs) were recorded and broadcast about the importance of the census to Mendocino County. English and Spanish radio interviews were conducted with various MCCCC members on radio stations throughout the county.

Census Response Period, Mid-March 2020 - May 2020

To ensure census messaging was being delivered across a variety of channels for maximum exposure and impact, a series of newspaper ads were placed over four weeks leading up to, and immediately following, Census Day on April 1, 2020. Ads were placed in all of the local papers in the county, both print and online, including Spanish publications. Digital ads and banners were placed with the online editions.

Bilingual PSAs continued across multiple stations with trusted messengers from the MCCCC and locally elected officials recording census calls to action which then aired for several weeks leading up to Census Day. In partnership with public radio station KZYX, students from the Instilling Goodness and Developing Virtue School, translated and recorded the PSAs in multiple languages including Mandarin and Vietnamese, which also aired. The county Sheriff, in partnership with one of the Project Managers, recorded a bilingual video PSA that was shared via the Mendocino County Sheriff's Facebook page and garnered hundreds of views.

Once the COVID-19 pandemic hit, a shift in strategy was necessary to eliminate in-person contact. In an effort to maintain a consistent community presence, Facebook live and other video interviews were conducted with entities such as Leadership Mendocino, Mendocino Voice and the Northern Circle Indian Housing Authority, to discuss the importance of a complete census count for tribes.

Mendocino Counts! email signatures were created that included calls to action to complete the Census and linked directly to my2020census.gov. Utilized by several of the MCCCC partners, including the Community Foundation, North Coast Opportunities and

the City of Ukiah, these served as small, but constant reminders of the census, and were received daily by many members of the public.

A major effort during this time was the establishment of county-wide influencer campaign and the development of a bilingual influencer kit. This one-to-one outreach was specifically to leaders and connected individuals in the hardest-to-count regions of the county. In partnership with a local digital strategist, the tracts with the lowest Self-Response Rates in 2010 were identified, and individual influencers were identified in each of these communities. Information about the influencers included their social media followers, community connections, and contact information. Influencers included business owners, elected officials and engaged citizens, and were asked to share messages about the census. A bilingual influencer 'kit' was created, which included English/Spanish messaging for email, text and social media. These were sent to the influencers who agreed to use the toolkits to connect with their communities and encourage them to complete the census. Influencer responses included personal videos made and shared via social media, social media posts, in-person assistance, inclusion in newsletters and emails and text messages to friends and neighbors. In one example, a local winery actually helped their entire team of farm laborers complete the census onsite. Initial outreach to influencers began in May 2019, and continued throughout the duration of the census.

Additionally, to both assist with the massive food distribution efforts taking place throughout the county due to the pandemic, and to ensure people didn't lose sight of the importance of the census (particularly with regard to funding of school lunches and other such programs) Mendocino Counts! census tote bags were designed and distributed along with locally produced bilingual census flyers to food banks, other service-based organizations and school districts. This was a win-win in that organizations were extremely grateful for the bags in which to pack food (as they were often scrambling to find packaging, especially as the number of recipients began to rise) and census reminders went to families all over the region.

A bilingual helpline was also established using a free number through Google Voice, which was answered Monday-Friday, 8:00am-5:00pm. Text messages were encouraged. The purpose of the helpline was to establish a local resource for information and assistance and was used by many with questions and general concerns. There were even several calls from enumerators with questions about their assignments when they couldn't reach their supervisors, but those were the only questions unable to be answered!

Update Leave, June 2020 - July 2020

Another key strategy was the digital outreach partnership created with the State of California and their census media team, resulting in Mendocino Counts! branded messaging being included in the state's media campaign. A highlight of this partnership were the locally branded hand-sanitizing stations placed in stores throughout the county. English and Spanish digital ads were created which included a short live video accompanied by local imagery and a call to action. These Mendocino Counts! ads, promoted by the California Census Office as part of the media partnership, used both geo and language targeting, resulting in tens of thousands of views. This maximized

exposure of local census messaging as the state had a much larger media budget to spend on paid media.

Another small but effective reminder was Mendocino Counts! branded hand sanitizers that were provided to community health centers for distribution during drive thru COVID-19 testing events. These items were also given to other community partners to hand out during outreach with clients and people were extremely grateful to receive them.

Influencer outreach was extended to include the cities with low SRRs in an effort to bump up numbers in those areas. Individuals such as District Supervisors, business owners and social media influencers were identified and contacted. For Spanish speaking individuals and families, the Vice Mayor of Ukiah and leaders of Ukiah Vecinos en Accion (UVA) were contacted to assist with outreach to those communities.

Non Response Follow Up (NRFU) & Final Census Phase, August 2020

In partnership with the USCB, the newly established Mobile Questionnaire Assistance (MQAs) operations were promoted via the Mendocino Counts! social media pages to encourage attendance at those events while practicing social distancing and COVID safety.

To help maintain momentum with the now much extended response period, social media outreach continued across all channels and the Mendocino Counts! census video ads were promoted on Facebook. A Facebook live interview took place in Spanish with Periodico Al Punto, radio interviews continued to be conducted on MendoLatino, and major articles appeared in the Ukiah Daily Journal and Willits Weekly.

Additionally, in an effort to expand the chorus of voices discussing the importance of the census to Mendocino County, the state's media team helped write letters to the editor as part of their free technical assistance guidance. These letters were sent to individual influencers in each supervisorial district asking them to sign and send in to their local papers, which were published throughout the county.

September 2020

A final media push included another round of bilingual census PSAs airing during the entire month of September on multiple stations throughout the county. Messaging was specific to how the census impacted funding for fire safety and education resources, as the region was experiencing major fires and remote learning in the school system. A final round of Mendocino Counts! print ads were placed over three weeks in September in all of the local newspapers including Spanish publications. A video interview was conducted with members of the MCCCC by Fort Bragg TV.

A final round of bilingual census flyers were included in the City of Ukiah and City of Willits utility bills. Flyers and postcards continued to be distributed at community events and organizations throughout the county.

County of Mendocino

Social media posts continued to be made multiple times per day on all of the social media channels. One strategy deployed during this final phase was the creation and launch of two interactive quizzes on Facebook, in English and Spanish, *"What Matters Most to You This Year in Mendocino?"*, which was then tied into the next 10 years. The quiz was intended to reach individuals resisting participating in the census; it didn't mention the census up front and gift card incentives to participate were offered. Quiz takers received customized results based on their responses, demonstrating how the census impacted what they most cared about, whether firefighting, education, healthcare, or housing/road infrastructure.

In the final weeks of September, MCCCC members tabled alongside the MQAs at various events. Two Ukiah events were accompanied by the state's census digital truck, which was leveraged for additional, last minute publicity, resulting in a front page article for the Ukiah Daily Journal.

October 2020

A final, follow-up email was drafted in English and Spanish and sent to the quiz takers of *What Matters Most to You This Year in Mendocino?*, reminding them of the importance of the 2020 Census in Mendocino County and encouraging them to respond. Flyers continued to be distributed at community events.

The Community Foundation's CEO gave a final presentation on census activities and accomplishments to the County of Mendocino's Board of Supervisors.

What hindered the outreach?

In general, a major challenge to overcome was that much of Mendocino County was considered hard-to-count due to its geographic remoteness and demographics, such as being home to many residents who distrust the government and/or had privacy concerns either about the information provided or the security of completing the census on-line, making them reluctant to participate in the census.

Another major challenge was the threat of inclusion of the "Citizenship Question". Although this question did not end up on the census, federal immigration policy as well as the months-long controversy had a chilling effect, and deterred households with mixed documentation status, recent immigrants, and the undocumented from participating.

The USCB created its own complete count challenges by releasing conflicting or inconsistent information to partners and the public regarding ways to respond and response timelines. For example, initially it was declared that everyone could and should complete the census without an official census ID, however, later it was determined that responses without official IDs had to be verified and many seemed to have been missed. There were a number of reports of people filling out the census online multiple times only to be visited by an enumerator months later and told they had not yet been counted.

There was also a huge amount of confusion in the last two months over the end of the census and the subsequent multiple federal court lawsuits filed over the issue. Dates changed from October 31, to September 30, back to October 31, then to October 5. The census officially ended on October 15. This interrupted last minute efforts as it was difficult to keep up with the changing deadline.

The USCB's entire enumeration process also made the role of trusted messengers extremely challenging and hindered complete count efforts. Issues included not having enough enumerators, deploying untrained enumerators, and conflicting messages around the end of enumeration, which all contributed to a confusing process. Although many local residents signed up to become enumerators, USCB staff didn't leave voice messages when contacting applicants causing many individuals to 'miss the call' and not get hired. Because few enumerators were familiar with the local landscape, many had major challenges in understanding or locating rural addresses. One of the key messages conveyed by the USCB messengers early on was that if you completed the census online you would not be visited at home, which turned out to be false, and subsequent visits by enumerators angered many residents at a time of the year when many local farmers desired privacy.

Not only did Mendocino County face a rising tide of positive COVID-19 cases throughout the summer and fall of 2020, but the county had to grapple with the onset of fire season as well. Major fires in Willits and Round Valley, as well as fires in surrounding counties such as Napa, Lake and Sonoma, further added to residents' tension and stress which distracted from census efforts. Families who were displaced from their homes faced challenges in completing the census response.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

The primary challenge for Mendocino County going into the 2020 Census was the USCB's goal of 80% of responses being completed online, making most of our county extremely hard-to-count due to many areas having limited to no access to reliable internet or cell service. This is why efforts were so concentrated on the hardest-to-count areas and relied heavily on personalized messaging delivered across many channels and individual outreach. The MCCCC had intended to assist residents in the completion of the census online by establishing county-wide Questionnaire Assistance Kiosks (QAKs), and purchasing iPads and WIFI hotspots that could accompany volunteers to events and specific locations, however, these efforts were thwarted by the COVID-19 pandemic, the closing of public buildings and the safety issues surrounding the pandemic.

The USCB has had a long standing policy of not sending census forms to post office boxes to prevent a double count of households. However, postal cut-backs on rural route mailbox deliveries forced people to rent post office boxes. Close to one-third of Mendocino County residents receive their mail at a P.O. Box, a potential information gap for over 17,000 households in Mendocino County. As this was identified as a major issue early on, the MCCCC partnered with the United Way of the Wine Country to help

fund a series of census postcards to P.O. Box residents reminding them of the importance of the census, and informing them of the ways they could complete the response. Since future censuses will no doubt rely on electronic responses even more, there is no reason why the USCB could not send notifications to holders of post office boxes going forward.

By far, the major obstacle faced during the 2020 Census was the unprecedented global COVID-19 pandemic, resulting in both safety and economic challenges. The restrictions placed on Mendocino County, included an extensive Shelter-in-Place order, mandating a major change in strategies as little to no inter-personal contact was possible for many months. The 2020 Census took a back seat to other, more pressing priorities such as contact tracing, and providing the residents with information about how to keep themselves and their families safe. In addition, the ensuing civil unrest unleashed across the nation, with the Black Lives Matters protests and impending election, made it very challenging to keep the census at the forefront of people's minds and remind them why completing it was so critical. Regardless of these challenges, the many volunteers and MCCCC members worked tirelessly to continue to champion the 2020 Census, with repeated and consistent messaging and outreach on why a complete count was so critical for Mendocino County.

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 major achievement of the 2020 Census efforts was the successful increase of the Mendocino County Self Response Rate (SRR) by 2.5% over the 2010 rate, to 56.1%. This percentage increase places it among the top two-thirds of the 58 California counties. Among the Region 2 counties, Mendocino County outperformed Napa, Sonoma, Humboldt, Trinity, Del Norte and reflects the significant investments in Mendocino County's hardest to count communities.

Census outreach successfully reached many HTC populations, as evidenced by the census tracts that exceeded their 2010 rates, including City of Fort Bragg, Manchester, Point Arena, Gualala, the Brooktrails community north of Willits, Little River, Albion, Elk, the village of Mendocino, Comptche, Navarro, Philo, Boonville, Talmage and the unincorporated area east of Ukiah, Yorkville, and Hopland.

In addition to the numerous strategies described above, countywide collaboration was an essential component to the success of the MCCCC's outreach strategies. The MCCCC's willingness and ability to build relationships with individuals in more isolated communities, trusting them to share the key messages in a way that was meaningful to their friends and neighbors was critical, and created connections that will outlast the 2020 Census project and bring the communities of Mendocino County closer together for years to come.

County of Mendocino

| Region | | SELF RESPONSE Rate per USCB updated 10/19/2020 | | | | |
|----------------|---|--|--------------|-------------|------------------|---------------------------------------|
| Census Tract # | Cities/Towns | State Total | County Total | Tract Total | Tract 2010 Final | Difference Current Rate to Final Rate |
| 101 | Dos Rios, Covelo, Round Valley | 69.6 | 56 | 28.7 | 38.3 | 9.6 |
| 102 | Westport, Branscomb, Piercy, Leggett, Laytonville | | | 29.7 | 32.8 | 3.1 |
| 103 | Cleone, Unincorporated East Fort Bragg | | | 61.9 | 62.4 | 0.5 |
| 104 | Fort Bragg | | | 65.6 | 64.3 | -1.3 |
| 105 | Fort Bragg | | | 66.7 | 68.7 | 2.0 |
| 106.01 | Unincorporated SW Willits | | | 58.3 | 63.3 | 5.0 |
| 106.02 | Brooktrails, Northspur | | | 60.3 | 59.9 | -0.4 |
| 107 | Willits | | | 60.2 | 68.5 | 8.3 |
| 108.01 | Redwood Valley | | | 61.5 | 63.5 | 2 |
| 108.02 | Potter Valley | | | 50.6 | 53.6 | 3 |
| 109 | Greenfield Ranch, Calpella | | | 58.8 | 66.9 | 8.1 |
| 110.01 | Little River, Albion, Elk | | | 47.1 | 27.8 | -19.3 |
| 110.03 | Caspar, Unincorporated East Fort Bragg | | | 60 | 61.3 | 1.3 |
| 110.04 | Mendocino, Unincorporated Areas | | | 50.9 | 33.4 | -17.5 |
| 111.02 | Manchester, Point Arena, Gualala | | | 39.6 | 9.1 | -30.6 |
| 112 | Comptche, Navarro, Philo, Boonville | | | 43.2 | 28.3 | -14.9 |
| 113 | Unincorporated West Ukiah | | | 63.2 | 68.7 | 5.5 |
| 114 | Ukiah | | | 74.6 | 81.4 | 6.8 |
| 115.01 | Ukiah | | | 72 | 77.5 | 5.5 |
| 115.02 | Ukiah | | | 59 | 70.5 | 11.5 |
| 116 | Ukiah | | | 53.7 | 66.6 | 12.9 |
| 117 | Talmage, Unincorporated East Ukiah | | | 66.5 | 64.1 | -2.4 |
| 118 | Yorkville, Hopland | | | 44.7 | 39.3 | -5.4 |

The Project Managers created an extensive data tracking spreadsheet to monitor census self-response rates (SRR) in real time. The sheet included a breakdown of each census tract in Mendocino County and its corresponding city/town; the USCB reported 2020 SRR for the state, county, and for each tract, including the percentage of online respondents. Additional columns had the total rates for each tract, the 2010 final rates (for comparison), as well a column containing the percentage differential between current and 2010 rates.

The Project Managers established a weekly routine for monitoring SRR that remained in effect for the duration of the census and informed the planning and execution of activities. This routine included the following:

- Daily review of the census SRR;
- Daily updating of the data tracking sheet with the SRR, broken down by tract;
- Daily comparisons of the following: county-to-state, tract-to-state, tract-to-county, tract-to-2010 final rate;
- Weekly updating of outreach activities tracking sheet broken down by census tract.

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.

Countywide collaboration and grassroots organizing was an essential component to the success of the MCCCC's outreach strategies. The MCCCC's willingness and ability to build relationships with individuals in more isolated communities, trusting them to share the key messages in a way that was meaningful to their friends and neighbors, was vital and created connections that will outlast the 2020 Census project.

Ongoing, county-wide census outreach activities conducted by many different individuals, organizations and members of the MCCCC included targeted

engagement to specific census tracts through a multi-pronged outreach campaign, with a multicultural and bilingual, English/Spanish focus. Strategies included print, radio and digital outreach, media interviews and articles, presentations, flyers, swag and individual outreach. All messaging was Mendocino Counts! branded and locally oriented. Images and captions were specifically selected to address current issues and concerns.

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

The Mendocino County Complete Count Committee current members and partners:

The County of Mendocino, The Community Foundation of Mendocino County, The League of Women Voters of Mendocino County, Lemon Fresh Design, ImaginePod, Mulheren Marketing, Ukiah Vecinos en Accion (UVA), Alliance for Rural Community Health (ARCH), Family Resource Centers of Mendocino County, Laytonville Healthy Start, First 5 Mendocino, North Coast Opportunities (NCO), The Hopland Band of Pomo Indians, Mendocino Latinx Alliance, Anderson Valley Health Center, Round Valley Indian Health Center (RVIHC), The Sherwood Valley Band of Pomo Indians, City of Ukiah, City of Willits, City of Fort Bragg, City of Point Arena, Mendocino College, Mendocino County Office of Education (MCOE), California Human Development, Disability Services & Legal Center (DSLCL), United Way of the Wine Country, Sara O'Donnell, Gary Levenson-Palmer, Javier Chavez, Donna Pierson-Pugh, US Census Bureau, California State Census Office, State Assemblymember Jim Wood, State Senator Mike McGuire, and U.S. Congressman Jared Huffman.

All of these partners played a critical role in the Mendocino Counts! 2020 Census effort. In particular, the eight independently operated Family Resource Centers (FRCs) in Mendocino County used a variety of marketing strategies appropriate for their respective communities. The FRC shared social media posts from both the state and county's complete count committees as well as developed their own posts to encourage followers to participate in the 2020 Census. The FRCs also worked with a graphic designer to develop posters that would appear to rural communities such as Laytonville, Leggett and Covelo. FRCs sent information to their local radio stations, newspapers, school districts, libraries, tribal offices, homeless services, post offices, groceries stores and more. FRCs also presented information at community meetings, school boards, municipal advisory councils, etc. Laytonville Healthy Start, the Arbor Youth Resource Center, Action Network FRC, Round Valley FRC and Potter Valley FRC stuffed census flyers/outreach materials into food bags that went out to their respective communities during COVID-19. These FRCs either provided meals on wheels or emergency food bags to their clients.

FRCs provided census outreach to back to school events (prior to COVID-19) as well as utilized the tablets/laptops purchased to assist individuals with accessing the online census response form. One FRC, Potter Valley Youth & Community Center hosted a free weekly breakfast (pre COVID-19) for two months where people could respond to the census. They also hosted a free family meal for families who could take the census at their center. They had over 100 community members participate in these events.

County of Mendocino

Laytonville Healthy Start FRC held a weekly outreach table at the Farmer's Market and offered a tablet for use to complete the census in person at the market. Participants who completed the census received a raffle ticket to win gift cards.

Nuestra Alianza de Willits FRC offered free tax preparation and with each client they served through tax assistance, they made their tablets available to also complete the census.

Mendocino County Office of Education engaged schools and students through promotion of the Census Count Me In! Poster contest, as well as shared census-related grade-appropriate curriculum with teachers. North Coast Opportunities (NCO, a local NGO, engaged in a number of outreach activities with their clients, many of whom are Spanish-speaking, including social media posts and direct census outreach and completion assistance at various Head Start locations throughout the county.

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?

The Mendocino Counts! 2020 Census campaign was run entirely in both Spanish and English and demonstrated that providing linguistically appropriate materials and information was a strategy that proved not only responsive to, and reflective of, the needs of the communities living in Mendocino county, but one that was also easily achieved when made a priority. A key decision made early on was to hire two Project Managers, one of whom was bilingual, which meant that all locally produced outreach materials, including flyers, swag, banners, PSAs, social media messages, newspaper ads, interviews and the influencer kit were all produced or conducted in both languages. The Project Management team also established a local, bilingual helpline via Google Voice that residents could call Monday-Friday with any census-related questions or concerns. The MCCCC was made up of representatives from all communities and regions in our area, and specific outreach was done to engage the Spanish-speaking residents such as partnering with locally elected officials and LatinX service-based organizations.

Additionally, the MCCCC worked closely with both the Veteran's Bureau and organizations representing people with disabilities. The website offered audible assistance for the sight-impaired.

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.

Below is what was shared with us by an individual influencer in the Round Valley area. Please see attached Mendocino Counts! Influencer Deck for more pictures and quotes.

"I'm a local business owner, mother and caring community member here in Covelo. Most locals know and respect me. I'm like a community betterment cheerleader, hee

hee! I'm all about being part of the good momentum for our community, particularly for the kids. When I learned that the census count directly affects the amount of resources and money brought in to our community, I immediately created my first census outreach video. I contacted all of my close friends and family multiple times to be sure they completed it. I then connected with a local Native friend who was hired to help with tribal census work. I donated some apparel from my print company and we teamed up for a census booth collaboration and my second census video. I helped get A LOT of locals counted. What kept me engaged was my dream (& the dreams shared with me by others) for our community improvement, such as sidewalks, street lights, new businesses, youth activities and so much more.

Honestly, if the census team had hired me to do the kind of outreach I was volunteering in my extra time, I would have happily let go of some of my other work and certainly would have made a greater impact. I let two census employees know that I would love a job with the census if they would let me do it my creative (and effective) way. I reached a lot of people by phone, one on one, and during my public outings and farmer's market work. I took the time to walk people through it whenever I noticed someone wasn't counted and was willing to be. I worked around my other schedule and found time in the evenings when I was home with the kids."

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

As aforementioned, adequate funding for census outreach is imperative to incentivize local governments to engage internally and/or have the means to partner with community-based organizations. This funding should be made available for the initial work on the LUCA, which takes place three years prior to the decennial census.

The partnership with the State of California and the regional representatives was really important in keeping local communities connected and informed about activities happening both statewide and nationally. The ability to tap into state resources, such as media funding and technical assistance, helped leverage local dollars and contributed to an even bigger impact.

Attachments

10) *Please confirm that you have submitted the following which will help us better understand the full breadth of the census work and achievements.*

a) *SwORD uploads of completed activities*

b) *Updated list of subcontractors*

Community Foundation of Mendocino County; Lemon Fresh

c) *Evaluations or analytical reports, if any*

d) *Sample products**

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

#HagaContarMendo Influencer Content Kit

Content to send to influencers via email or text message

May 2020

Sections:

[Introductory Outreach to Influencers](#)

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[Phone](#)

[Phone Message](#)

[Influencer Content Kit](#)

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Introductory Outreach to Influencers

Email

Hola [Name]!

Como tu eres [some connection they have], me estoy comunicando para preguntar si puedes ayudar a motivar a las personas que conoces en tu área a completar el Censo en línea. Es particularmente importante este año ya que los ordenes de refugio en lugar han impedido enviar la versión en papel a los PO Box y ha retrasado a los trabajadores del Censo.

El recuento hasta ahora en _____ [tract area] todavía es bajo, lo que afecta los servicios críticos para nuestro condado. Estoy colaborando con la Community Foundation para aumentar el número, lo que beneficiará a las clínicas, las escuelas, las agencias de policía y más.

Sabemos que tienes una red amplia, y si estás dispuesto, me gustaría enviarte unas muestras de mensajes que podrías compartir a través de texto, email y / o redes sociales para animar a más personas a completar censo.

Me avisas si es algo con lo que puedas ayudar durante la próxima semana, y qué tipo de contenido (mensaje de texto, correo electrónico, Facebook, Instagram, Twitter) prefieres.

Gracias,
Adriana

Adriana Dakin
Digital Strategy Consultant
Community Foundation of Mendocino County
Mobile: 707-272-0066

Phone

Hola [Name], hablo Adriana Dakin. Estoy colaborando con la Community Foundation of Mendocino County para pedirle a personas influyentes de nuestro condado que ayuden a aumentar el conteo para el Censo.

Te queremos preguntar porque [say connection].

Es particularmente importante este año ya que los ordenes de refugio en lugar han impedido enviar la versión en papel a los PO Box y ha retrasado a los trabajadores del Censo.

El recuento hasta ahora en ____ [tract area] todavía es bajo, lo que afecta los servicios críticos para nuestro condado. El recuento afecta los fondos que benefician a clínicas, escuelas, las agencias de policía y más.

Tienes una red amplia, y si estás dispuesto, me gustaría enviarte unas muestras de mensajes que podrías compartir a través de texto, email y / o redes sociales para animar a más personas a completar censo.

Dime si es algo con lo que puedas ayudar durante la próxima semana, y qué tipo de contenido (mensaje de texto, correo electrónico, Facebook, Instagram, Twitter) prefieres.

Phone Message

Hola [Name], hablo Adriana Dakin. Estoy colaborando con la Community Foundation of Mendocino County para pedirle a personas influyentes de nuestro condado que ayuden a aumentar el conteo para el Censo. Te estoy hablando porque [say connection] y vives en [tract area], que tiene bajo el recuento. Por el pandémico estamos animando a las personas a responder al Censo por internet y telefono. Si me regresas la llamada, te puedo describir lo

que estamos haciendo y cómo nos puedes ayudar. Mi numero de telefono es 707-272-0066.
¡Gracias!

Text Message

Hola [Name], soy Adriana Dakin, de Ukiah. Te quiero preguntar si puedes ayudar en aumentar el recuento del Censo en tu área [tract area], que en este momento está bajo y afecta los fondos para servicios en nuestro condado. Estoy trabajando con la Community Foundation a contactar a personas influyentes en el condado que están dispuestos a comunicar con sus redes. ¿Te interesa? Te mando unas muestras de mensajes que puedes compartir a través de texto, email y / o redes sociales. través de texto, email y / o redes sociales

If yes:

¡Que bueno! Muchas gracias. [arrange details of sending which type of content]

If no:

¡Gracias por pensarlo y responderme! ¡Que tengas buen dia!

Influencer Content Kit

Text Message

Muestra de un mensaje de texto que puedes usar directamente o editar como quieras:

¡Hola! ¿Me pregunto si ya has completado el Censo? Estoy ayudando un equipo comunitario para animar a más personas a completar el Censo y hacer correr la voz sobre la importancia del Censo a traer fondos para nuestros servicios esenciales.

Si aún no lo has hecho, es realmente fácil, la información es segura, y lleva unos 10 minutos en my2020census.gov/ o por telefono 1-844-468-2020!

Házmelo saber cualquier pregunta y no dudes en compartir este mensaje con sus amigos.

Si prefieres escribir tu propio mensaje de texto, aquí hay dos puntos que son importantes de incluir:

1. Porque el Censo es importante para ti (fondos para los servicios esenciales)

2. Llamada a la accion: Completar el Censo en my2020census.gov/ o por telefono en 1-844-468-2020

Email Message

Muestra de mensaje de email que puedes usar directamente o editar como quieras:

Hola amigos,

Espero que esten bien. Estoy ayudando un equipo comunitario para animar a más personas a completar el Censo y hacer correr la voz sobre la importancia del Censo a traer fondos para nuestros servicios esenciales.

¿Ya han completado el Censo? Si aún no lo has hecho, es realmente fácil, la información es segura, y lleva unos 10 minutos en my2020census.gov/ o por telefono 1-844-468-2020!

Házmelo saber cualquier pregunta y si yo no las puedo contestar, Te conectaré con alguien que pueda. No dudes en compartir este mensaje con sus amigos.

Si prefieres escribir tu propio mensaje de email, aquí hay dos puntos que son importantes de incluir:

- Porque el Censo es importante para ti (fondos para los servicios esenciales)
- Llamada a la accion: Completar el Censo en my2020census.gov/ o por telefono en 1-844-468-2020

Social Posts: Facebook or Instagram

Opciones para fotos:

1. Puedes usar una de las fotos proporcionadas por nuestro equipo.
2. O elija una foto personal para acompañar tu publicación.

Opciones de subtítulos

¡Comparte lo que te hace un orgulloso residente de Mendocino! Aquí hay algunas preguntas que pueden resonar contigo: siéntate libre de tomar cualquiera de las publicaciones sugeridas y hacerlas tuyas:

1. ¿Te importa mucho adónde van tus dólares de impuestos federales? **Ideas para publicaciones a continuación:**

¡Completar el Censo 2020 ayuda a nuestro increíble condado! Regrese dólares de impuestos federales a nuestras comunidades para financiar educación, protección de la vida silvestre, atención médica, infraestructura y más. Entonces, si quieres ser parte de un mañana mejor, #HagaContarMendo y completar el Censo en my2020census.gov o por teléfono en 1-844-468-2020. @mendocounts2020

Estoy orgulloso de llamar hogar al condado de Mendocino. Administrar y preservar nuestras tierras y vida silvestre son actividades financiadas en parte con los impuestos federales devueltos a nuestras comunidades a través de los datos del censo. Hice mi parte y completé el censo y tú también puedes — #HagaContarMendo y completar el Censo en my2020census.gov o por teléfono en 1-844-468-2020. @mendocounts2020

Descubrí que convertir mis impuestos federales en beneficios de la vida real para nuestra comunidad es tan fácil solo responder al Censo 2020. ¡Ustedes pueden hacer lo mismo, amigos! En my2020census.gov o por teléfono 1-844-468-2020 and #HagaContarMendo. @mendocounts2020

2. ¿Tienes a un familiar o amigo un trabajador esencial que sirve a nuestra comunidad (atención médica, servicios de emergencia, agricultores, maestros, etc.)? **Idea para publicación a continuación:**

Uno de mis héroes personales es (Nombre), un trabajador esencial que actualmente brinda (insertar servicio) a nuestra comunidad. Completar el Censo 2020 fue lo menos que pude hacer para ayudar a dirigir recursos vitales a personas como el/ella que han dedicado sus carreras y medios de vida a nuestra salud y seguridad. ¡Gracias, trabajadores esenciales!

¡Ahora te toca a ti! Vaya a my2020census.gov o habla a 1-844-468-2020 and #HagaContarMendo. @mendocounts2020

3. ¿Tiene un lugar al aire libre favorito que le interesa conservar? **Idea para publicación a continuación:**

¡Algunos de mis recuerdos favoritos están en (insertar lugar) y me siento afortunado de llamar hogar a este hermoso condado! Si siente lo mismo, ayude a #HagaContarMendo completando el Censo 2020. Dirigirá recursos esenciales a nuestra comunidad, apoyando nuestros lugares favoritos para todos los recuerdos por venir. Vaya a my2020census.gov o habla a 1-844-468-2020 @mendocounts2020

4. ¿Has realizado un trabajo comunitario que demuestra la fortaleza y la resiliencia de Mendocino? **Idea para publicación a continuación:**

¡Mi trabajo con (insertar organización aquí) ha significado más para mí de lo que puedo decir! No puedo esperar regresar en persona con esta increíble organización, pero mientras tanto, los invito a unirse a mí para completar el Censo 2020. #HagaContarMendo! Vaya a my2020census.gov o habla a 1-844-468-2020 @mendocounts2020

Social Posts: Twitter

Post options

- A) You can use one of the photos provided by our team or, choose a personal photo to go along with your post
- B) If you choose to retweet instead of sharing an original post, you can simply retweet or use some of the suggest language below to accompany it

A) Share what makes you a proud Mendocino resident! Here are some questions that may resonate with you - feel free to take any of the suggested posts and make them your own:

1. Are you passionate about where you federal tax dollars go? **Post ideas below:**

Completing the Census 2020 returns federal tax dollars back to our awesome communities to fund education, wildlife protection, healthcare, infrastructure, and more. #MakeMendoCount here: my2020census.gov or call 1-844-330-2020. @mendocounts2020

I'm proud to call Mendocino home. Managing and preserving our lands & wildlife are partially funded with federal taxes returned to us through census data. Join me and take the 2020 Census to #MakeMendoCount: my2020census.gov or call 1-844-330-2020. @mendocounts2020

Found out turning my federal taxes into real life benefits for our community just got easier - respond to the 2020 Census and you can do the same friends! #MakeMendoCount: my2020census.gov or call 1-844-330-2020. @mendocounts2020

2. Is a family member or friend an essential worker serving our community (health care, emergency services, farmers, teachers, etc)? **Post idea below:**

One of my personal heroes is providing essential work for our community. Completing the 2020 Census was the least I could do to help direct vital resources to people like (him/her/them). You can do the same! Go to my2020census.gov and #MakeMendoCount @mendocounts2020

3. Do you have a favorite outdoors spot that you care about preserving? **Post idea below:**

Some of my favorite memories are at (insert place). If you also feel lucky to call this beautiful county home, help direct essential resources to our favorite places in our

community and #MakeMendoCount by completing the 2020 Census: my2020census.gov
@mendocounts2020

4. Have you done community work that demonstrates the strength and resiliency of Mendocino?

Post idea below:

My work with (insert organization name) has meant more to me than I can say! Can't wait to be back in person with this amazing group, but in the meantime, join me in completing the 2020 Census: my2020census.gov. Let's #MakeMendoCount!
@mendocounts2020

B) Retweets - Use "Retweet with comment" to retweet any of the following that resonate with why you completed the 2020 census, and add a comment of your own if you'd like, such as:

This is one of the reasons I completed the 2020 Census - join me and [@mendocounts2020](https://twitter.com/mendocounts2020) to ensure our community is represented, #MakeMendoCount and complete the Census at my2020census.gov or call 1-844-330-2020.

Posts to retweet:

- *Have you completed the 2020 census yet? Do it now and be counted! Did you know just by completing it you're helping the entire community? Listen to Sheriff Kendall to find out how. <https://twitter.com/MendoSheriff/status/1252649618388791301>*
- *Responses to the #2020Census shape decisions about how billions of dollars in federal funds flow into communities each year for the next 10 years for critical services. Respond online now at 2020Census.gov. <https://twitter.com/uscensusbureau/status/1253745529252610049>*
- *Completing the #2020Census is one way you can help your community today. Respond online now at my2020census.gov. <https://twitter.com/uscensusbureau/status/1253685176242241537>*
- *At a time when we're all keeping a little distance, we can still come together. Respond to the #2020Census online today at my2020census.gov. <https://twitter.com/uscensusbureau/status/1243900741372252160>*

#MakeMendoCount Influencer Content Kit

Content to send to influencers via email or text message

[Images Folder](#)

[Spanish version of influencer kit](#)

May 2020

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Introductory Outreach to Influencers

Email

Hello [Name]!

Since you are [some connection they have], I'm reaching out to ask if you can help encourage people you know in your area to complete the Census. It's particularly important this year since the pandemic shelter in place orders have impeded sending the paper version to PO boxes and has delayed enumerators.

The count so far in ____ [tract area] is still low, which impacts critical services for our county. I'm collaborating with the Community Foundation to increase numbers, which will benefit clinics, schools, law enforcement, and more.

We know you have a wide network, and if you are willing, I would like to send you sample content you could share via text, email, and/or social media to encourage more Census completions.

Let me know if this is something you can help with over the next week, and what type of content (text message, email, Facebook, Instagram, Twitter) you prefer!

Thank you,
Adriana

Adriana Dakin
Digital Strategy Consultant
Community Foundation of Mendocino County
Mobile: 707-272-0066

Phone

Hi [Name], this is Adriana Dakin. I'm collaborating with the Community Foundation of Mendocino County to ask influential people in our county to help raise the count for the Census.

We'd like to ask you because [say connection].

It's particularly important this year since the pandemic shelter in place orders have impeded sending the paper version to PO boxes and has delayed enumerators.

The Census count so far in ____ [tract area] is still low, which impacts critical services for our county. The count impacts funding that benefits clinics, schools, law enforcement, and more.

You have a wide network, and if you are willing, I would like to send you sample content you could share via text, email, and/or social media to encourage more Census completions.

Let me know if this is something you can help with over the next week, and what type of content (text, email, Facebook, Instagram, Twitter) you prefer!

Phone Message

Hi [Name], this is Adriana Dakin. I'm collaborating with the Community Foundation of Mendocino County to ask influential people in our county to help spread word and raise the count for the Census. I'm calling you because [say connection] and you live in [tract area], which has a low count right now. Because of the pandemic, we are encouraging responses via computer and

phone. Will you give me a call back so I can describe what we're doing and how you could be involved? I'm at 707-272-0066. Thank you!

Text Message

Hi [Name], this is Adriana Dakin, texting you from Ukiah. I'd like to ask if you can help increase the Census count in your [tract area], which is low right now. A low count affects funding for our county's services. I'm working with the Community Foundation to reach influential people in the county who might be willing to reach out to their networks. Would you be interested? I'd send you sample content to share via text, email, or social media. Let me know!

If yes:

Great! Thank you so much. [arrange details of sending which type of content]

If no:

Thanks for considering and replying! Have a good day!

Influencer Content Kit

Text Message

Example text that you can use directly or edit as you see fit:

Hey there! Wondering if you've filled out the Census yet? I'm helping a community team to bring in more completions and get the word out about why it's so important for funding our essential services.

If you haven't yet, it's really easy and takes about 10 minutes. Visit my2020census.gov/ or call 1-844-330-2020!

Let me know of any questions and please feel free to pass along this message to friends.

If you'd like to write your own text message, here are two points to make sure to include:

1. Why the Census is important to you (e.g. funds critical county services)
2. Call to action: Take the Census at my2020census.gov/ or call 1-844-330-2020

Email Message

Example email that you can use directly or edit as you see fit:

Hi friends,

I hope you're well. I'm helping a community team to bring in more Census completions and to get the word out about why it's so important for funding our county's essential services.

Have you filled out the Census yet? If not, it's really easy and takes about 10 minutes. Visit my2020census.gov/ or call 1-844-330-2020!

Let me know of any questions, and if I can't answer them, I'll be sure to connect you with someone who can! Please feel free to pass along this message to friends.

If you'd like to write your own email message, here are two points to make sure to include:

- Why the Census is important to you (e.g. funds critical county services)
- Call to action: Take the Census at my2020census.gov/ or call 1-844-330-2020

Social Posts: Facebook or Instagram

Photo options:

1. You can use one of the photos provided by our team
2. Or, choose a personal photo to go along with your post

Caption options

Share what makes you a proud Mendocino resident! Here are some questions that may resonate with you - feel free to take any of the suggested posts and make them your own:

1. Are you passionate about where your federal tax dollars go? **Post ideas below:**

Completing the 2020 Census gives right back to our awesome county! It returns federal tax dollars back to our communities to fund education, wildlife protection, healthcare, infrastructure, and more. So if you want to be part of a better tomorrow, #MakeMendoCount and complete it at my2020census.gov or by calling 1-844-330-2020. @mendocounts2020

Mendocino County is a place I'm proud to call home. Managing and preserving our lands and wildlife are activities funded in part with federal taxes returned to our communities through census data. I did my part and completed the Census and you can too — #MakeMendoCount and complete it to be part of a better tomorrow: my2020census.gov or call 1-844-330-2020. @mendocounts2020

Found out that turning my federal taxes into real life benefits for our community just got easier by responding to the 2020 Census. You can do the same, friends! Go to my2020census.gov or call 1-844-330-2020 and #MakeMendoCount. @mendocounts2020

2. Is a family member or friend an essential worker serving our community (health care, emergency services, farmers, teachers, etc)? **Post idea below:**

One of my personal heroes is (Name), an essential worker currently providing (insert service) to our community. Completing the 2020 Census was the least I could do to help direct vital resources to people like them who have dedicated their careers and livelihood to our health and safety. Thank you, essential workers!

Now it's your turn! Go to my2020census.gov or call 1-844-330-2020 and #MakeMendoCount. @mendocounts2020

3. Do you have a favorite outdoor spot that you care about preserving? **Post idea below:**

Some of my favorite memories are at (insert place) and I feel lucky to call this beautiful county home! If you feel the same, help #MakeMendoCount by completing the 2020 Census. It will direct essential resources to our community, supporting our favorite places for all the memories to come. Go to my2020census.gov or call 1-844-330-2020. @mendocounts2020

4. Have you done community work that demonstrates the strength and resiliency of Mendocino?
Post idea below:

My work with (insert organization here) has meant more to me than I can say! I can't wait to be back in person with this amazing organization, but in the meantime, I invite you to join me in completing the 2020 Census. Let's #MakeMendoCount! Go to <https://my2020census.gov> or call 1-844-330-2020 today. @mendocounts2020

Social Posts: Twitter

Post options

- A) You can use one of the photos provided by our team or, choose a personal photo to go along with your post
- B) If you choose to retweet instead of sharing an original post, you can simply retweet or use some of the suggest language below to accompany it

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Some of my favorite memories are at (insert place). If you also feel lucky to call this beautiful county home, help direct essential resources to our favorite places in our community and #MakeMendoCount by completing the 2020 Census: my2020census.gov @mendocounts2020

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My work with (insert organization name) has meant more to me than I can say! Can't wait to be back in person with this amazing group, but in the meantime, join me in completing the 2020 Census: my2020census.gov. Let's #MakeMendoCount!
@mendocounts2020

B) Retweets - Use "Retweet with comment" to retweet any of the following that resonate with why you completed the 2020 census, and add a comment of your own if you'd like, such as:

This is one of the reasons I completed the 2020 Census - join me and [@mendocounts2020](https://twitter.com/mendocounts2020) to ensure our community is represented, #MakeMendoCount and complete the Census at my2020census.gov or call 1-844-330-2020.

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- *Have you completed the 2020 census yet? Do it now and be counted! Did you know just by completing it you're helping the entire community? Listen to Sheriff Kendall to find out how. <https://twitter.com/MendoSheriff/status/1252649618388791301>*
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AL PUNTO

PUBLICACIÓN 100% EN ESPAÑOL

**GRATUITO**

Vol.10 Edición #10 Calendario de eventos, clasificados y mucho más del Condado de Mendocino, Lake y parte de Sonoma.

Última llamada para contestar el Censo 2020

Por Jackeline Orozco

Esta, es la última llamada para contestar el Censo 2020. El Census Bureau decidió que el 30 de septiembre será el último día para que las personas puedan contestar el Censo. Desafortunadamente, en el condado de Mendocino, apenas el 52% de la población solamente ha llenado el formulario del Censo.

El gobierno, cada diez años realiza un censo para contar todas las personas que viven en los Estados Unidos. Con los datos que se recaban en el censo se determina cuánto de nuestros impuestos federales van a ser devueltos al área en donde vivimos. Con este dinero que se devuelve, es el que se utiliza para las escuelas, comida para los niños en las escuelas, carreteras, parques, salud pública, transporte y otras cosas más. Además, el censo sirve para distribuir adecuadamente el poder político en la Cámara de Representantes de los Estados Unidos la cual se basa en el número de la población.

El Censo de 2020 ayudará a decidir cómo miles de millones de dólares llegarán a nuestras familias. Sus

respuestas ayudarán a financiar docenas de programas que brindan recursos esenciales a los habitantes de California. El Censo ayudará a financiar escuelas, programas de atención infantil, proyectos de mantenimiento de carreteras y programas de asistencia social.

Asimismo, asegurará la salud y el bienestar de nuestras familias y vecindarios. Al llenar el formulario, sus datos se usarán para decidir dónde se construirán nuevos hospitales, mejorar los programas de salud y aumentar las oportunidades de empleo.

La información recopilada durante el Censo 2020 no puede compartir ni usarse en su contra de ninguna manera. Su información solo se usa para generar estadísticas. No puede compartirse con agencias de inmigración o autoridades, ni usarse para determinar su elegibilidad para recibir beneficios del gobierno. El Censo protege su privacidad y tenemos el compromiso de que su información se mantenga segura.

El Censo de 2020 determinará el número de representantes que California

¡Es importante contestarlo pronto!

Ahora es más fácil responder el Censo:

- ▶ 1. Por Internet:
my2020census.gov
- ▶ 2. Por Teléfono:
1-844-468-2020
- ▶ 3. Por Correo:
próximamente



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** Propaganda de Mendocino Counts.*

va a tener en la Cámara de Representantes de los Estados Unidos y el número de votos que tendremos en el Colegio Electoral. Su información también se usará para redefinir los límites de la Asamblea del Estado y del Senado. Participar en el Censo 2020 garantiza que usted y su comunidad tengan una representación justa.

Para las personas que no han contestado el Censo, quizá puedan recibir la visita de un trabajador(a) del Censo. Debe portar su identificación oficial y nunca debe pedirle información acerca de su cuenta de banco o pedirle dinero a cambio.

¿Cómo puedo contestar el Censo?

Hay tres formas:

1. Por internet, entrando a la página de My2020census.org
2. Por teléfono, llamando al 1-844-468-2020
3. Un trabajador del Censo puede ir a su casa

No olvide incluir a todos los niños y personas que vivan en su casa. El Censo es seguro, y la información que se recaba es confidencial y no se comparte con agencias de inmigración.

¡Hágase contar!

Fuente de información:
CaliforniaCensus.org y mendocinocounts.org/toolkit ○

AL PUNTO

PUBLICACIÓN 100% EN ESPAÑOL

Al Punto es una publicación mensual 100% en español gratuita para la comunidad del Condado de Mendocino, Lake y parte de Sonoma.

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DISEÑO GRÁFICO

Heidi Bazán Beltrán

Hola estimados lectores de Al Punto,

Es un gusto saludarles en esta edición de septiembre de Periódico Al Punto en la cual les traemos información relevante y de utilidad para las personas que hablan español en los condados de Mendocino y Lake.

En esta edición tenemos nuestras acostumbradas secciones de inmigración, la importancia de la Salud, las Breves de Al Punto, Inmigración, entre otros. En esta edición, tenemos un artículo del Centro de Ayuda Legal del Tribunal Superior del Condado de Mendocino en el cual sigue ofreciendo servicios a la comunidad durante la pandemia. También, tenemos artículos sobre apoyo social y emocional para los niños, la celebración de los 100 años del voto de la mujer, los servicios de Proyecto Santuario e información muy valiosa sobre el traslado de restos o cenizas a México.

Para todos nosotros ha sido muy difícil adaptarnos a este nuevo estilo de vida debido a la pandemia de COVID-19. Estamos enfrentarnos a un alto incremento de nuevos casos de COVID-19. Para las personas que tengan la opción de quedarse en casa, es una de las mejores opciones que tenemos para protegernos a nosotros mismos, a nuestra familia y a la comunidad. Por favor, le pedimos que no haga ningún tipo de reunión o fiesta para evitar el riesgo de contagiarse.

Sigamos las recomendaciones, para tratar de evitar la propagación del COVID-19, como: lavarse las manos frecuentemente, limpiar continuamente las superficies que más se utilizan, si tose o estornuda cúbrase (no utilice las manos), si sale a comprar comida mantenga la sana distancia de dos metros, utilice su cubrebocas y no saludé de mano. Trate de cumplir con estas recomendaciones para que se proteja a usted, a su familia y a su comunidad.

Si usted tiene preguntas, dudas sobre el COVID-19 o tiene necesidad de reportar alguna situación, llame al centro de atención del condado de Mendocino al (707) 234-6052.

Periódico Al Punto tiene una nueva de internet www.periodicoalpunto.com para que no se pierda de ninguna de nuestras ediciones y actualizaciones.

Queremos reiterar nuestro agradecimiento a nuestros patrocinadores por el apoyo continuo que siguen dándole al Periódico Al Punto para poder publicarse para usted a pesar de esta situación que estamos viviendo. Por último, no olvide apoyar el comercio local, porque son parte de nuestra economía.

Muchas gracias a todos y ¡Quédese en casa!

Jackeline González de Orozco



Jackeline
González de Orozco



Sara Márquez

ALPUNTO es un periódico hispano que tiene alcance local. Hace énfasis fundamentalmente en los anuncios publicitarios, sin descuidar los artículos e información que sean relevantes principalmente para la comunidad hispana de la región. Por eso además de los anuncios, siempre dedica espacios a secciones de interés general como inmigración, salud, televisión, entretenimiento, cocina, curiosidades, conmemoraciones, deportes y otras. El objetivo es que los hispanos reciban en su idioma información actualizada e interesante que siempre va **AL PUNTO** y que puedan beneficiarse de las ofertas de productos y servicios que están en su comunidad o muy cerca de ellos.

AL PUNTO puede publicar tú clasificado, mandarnos tu foto para publicarla en nuestra fotogalería o sugerirnos las secciones de tu interés.

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Sara Márquez

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1. Online: my2020census.gov
2. By Phone: 1-844-330-2020
If responding for more than 10 people at your residence use the phone-in option.
3. By Mail: Paper forms are on the way to those who have not yet responded.

The 2020 Census will remain open until OCTOBER 31, 2020.

**Make our future better.
BE COUNTED!**

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¡Importa!

¡Responder al Censo le ayuda a usted y a su comunidad, y AHORA es un buen momento para HACERSE CONTAR!

1. Por Internet: my2020census.gov
2. Por Teléfono: 1-844-468-2020
Si hay más de 10 personas en su residencia, responda por teléfono
3. Por Correo: Los formularios en papel están en camino para aquellos que aún no han respondido

El Censo 2020 permanecerá abierto hasta el 31 de OCTUBRE de 2020.

**Ayuda a dar forma a nuestro futuro
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NEWS > LOCAL NEWS

Census 2020: It's time to make Mendocino County count

Local effort underway to reach everyone



2019 Labor Day Parade with the League of Women Voters (photos contributed)

By **KAREN RIFKIN** |

PUBLISHED: August 21, 2020 at 3:14 p.m. | UPDATED: August 21, 2020 at 6:53 p.m.

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Paloma Patterson, project manager for The Census 2020 Mendocino County Complete Count Committee, under the umbrella of the Community Foundation of Mendocino County, is working diligently with committee members to have as many people as possible fill out the census to bring much-needed federal dollars into the county. (Contributed photo)

Article 1, Section 1, of the United States Constitution establishes the legislative branch of the federal government—the U.S. Congress—a bicameral legislature consisting of the House of Representatives and the Senate.

Article 1, Section 2 deals specifically with the House of Representatives stating: “Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

Thus, the creation of the decennial census, a population count that steadily expanded throughout the 19th century and, since the first census in 1790, the need for useful information about the United States’ population and economy has become increasingly evident.



By the turn of the 19th century, the demographic, agricultural and economic segments of the census collected information on hundreds of topics. In 1902, Congress enacted legislation creating a permanent Census Office within the Department of the Interior and in 1903, the Census Office became part of the Department of Commerce and Labor until 1913 when Commerce and Labor split and the Census Office remained with the Department of Commerce.

Title 13 of the Constitution governs how the census is conducted and how data is handled, including confidentiality of all information; by law, no one—neither census takers nor any other Census Bureau employee—is permitted to reveal identifiable information about any person, household, or business; the information is sealed for 72 years.

Fast forward to 2018 when the Department of Commerce announced plans to include a citizenship question—potentially having a chilling effect among immigrants—on the 2020 census leading to a national controversy with multiple states suing the Trump administration, arguing that the question is unconstitutional and may intimidate illegal aliens and undocumented workers, resulting in inaccurate information on immigrant communities.

In June of 2019, the Supreme Court rejected the Trump administration's rationale for including the question and the 2020 census does not include a question on citizenship.

The Census 2020 Mendocino County Complete Count Committee, under the umbrella of the Community Foundation of Mendocino County, was created from a state sub-grant received from the federal government to manage the county's response to the census.

Paloma Patterson, hired in January as Project Manager, works in coordination with the coast's Project Manager, Miranda Ramos.

"It was clear early on that there was a myriad of reasons why the count was going to be especially challenging this year," says Patterson. "With our geography and diverse population, the state decided to fund locally, using trusted messengers to do the outreach."

California has some of the largest "hard to count populations"—hard to locate, hard to contact, hard to persuade and hard to interview that include: young children; highly mobile persons; racial and ethnic minorities; non-English speakers; low income persons; persons experiencing homelessness; undocumented immigrants; persons who distrust the government; LGBTQ persons; persons with mental or physical disabilities; and persons who do not live in traditional housing.



The Count Committee, individuals and those representing organizations, meets monthly, implementing a variety of strategies and tasking their networks to facilitate people in responding to the census.

The county was broken, by zip codes, into 23 tracts, and recent monitoring indicates the county's self-response rate to the census survey is 52.2 percent. Though that does not appear to be good news, five of the four tracts hardest to count have already exceeded their 2010 final self-response rates and 11 of 23 (not including the five that have already exceeded 2010 rate) tracts are within 10 points of meeting their final 2010 rate. (These numbers include only those who are self-responding, and the numbers could eventually be higher when the final counts are made public.)

The committee has done extensive media promotions—print and advertising in local papers, radio campaigns, public service announcements, social and digital outreach on Facebook and Instagram, connecting people digitally and virtually.

The census is critical; it funds all the federal programs needed for its population to live and thrive and includes: school lunches, mental health services, wildfire management, education, veteran care, wildlife restoration, business grants, highway construction, poverty abatement, water pollution control and housing for the elderly.

According to the Public Policy Institute of California, most of California's federal funding is tied to the census—an estimate in 2015 puts that number at about \$77 billion in census-related funding, more than 80 percent of total federal funds received that year.

More than half of the state's population-based federal funding goes to Medi-Cal, which provides health insurance to low-income residents, and also funding for nutrition programs, housing assistance, highways, education and other state priorities.

The census also determines state representation in the House of Representatives.

The count determines the amount of funding the county will receive over the next 10 years.

"There is no do-over; this is it; whatever happens now will stay the same no matter if our population changes," Patterson says.

It is estimated that for every non-counted person, the state will lose \$1,000 per year or \$10,000 per person over the next decade.



“With our population, there is a lot of pushback from people who for one reason or another don't want to be involved in the federal government. It's not about that but more about getting the important resources we need at the county level,” she says.

For the first year ever, the census has gone online and the only people who received a physical census form were those with city addresses. The majority received a postcard indicating to go online or call to fill in the form.

Because of COVID, since plans for in-person workshops had to be canceled, the committee brainstormed and launched an influencer campaign.

“We identified 10 people in each of the 23 tracts, individuals who we thought had important networks. We created bilingual influencer tool kits, used email and Facebook, made phone calls and asked those individuals to spread the word to their networks; they did and it was an amazing effort.”

Local influencer heroes include: Devon Jones, executive director of the Farm Bureau of Mendocino County; Jessi Alvarado of Full Circle Trading Post and MaryLou Mileck of True Value Hardware in Covelo; Sarah Bennett and Joslyn Thoresen of Penny Royal Farm in Boonville; Fabi Cornejo of Anderson Valley Health Center; Val Muchowski of the Mendocino Women's Political Coalition; Courtney Bailey of the Anderson Valley Food Bank and Giving Tree Farms; Traci Pellar, Laytonville Realtor; Joseph Feigon, Internet service provider in Covelo; Edenia Maldonado, a nursing assistant in Hopland; Julie Golden of the Golden Pig Restaurant and the Hopland Municipal Advisory; Javier Chavez of Redwood Coast Medical Services and board member of the South Coast Latino Coalition; Paula Cohen of the Community Foundation; and Cindy Plank of the League of Women Voters.

“This effort has also contributed to greater collaboration in the community, even while we are all isolated in our homes.

“We have a month-and-a-half and we're going to be using every final last minute we can, to push very hard to get as many people signed up as possible. It's not too late to fill out the census,” says Patterson.

Three easy ways to fill out the form:

1. Online at my2020census.gov
2. By phone at 844-330-2020 (844-468-2020 for Spanish)
3. By mail if you received a paper form



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Karen Rifkin



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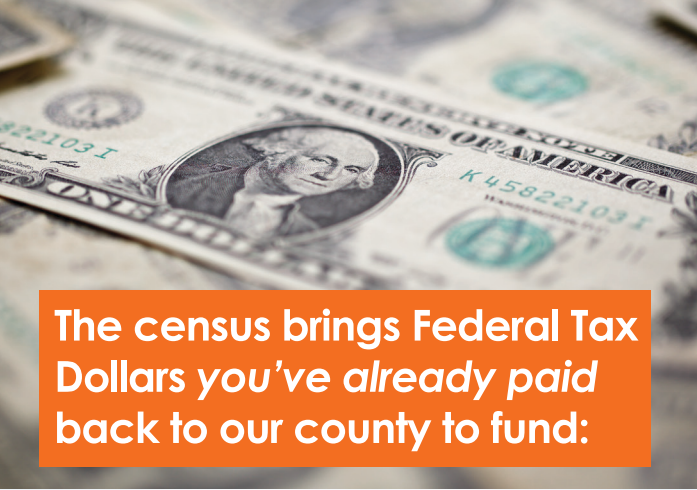


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#BeCountedMendo #MendoCounts2020



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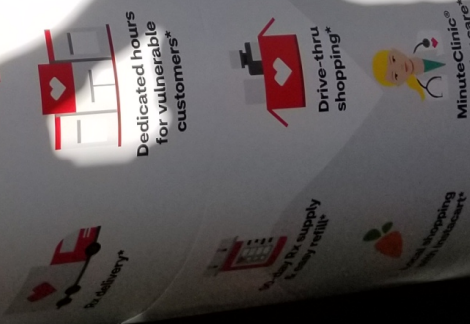
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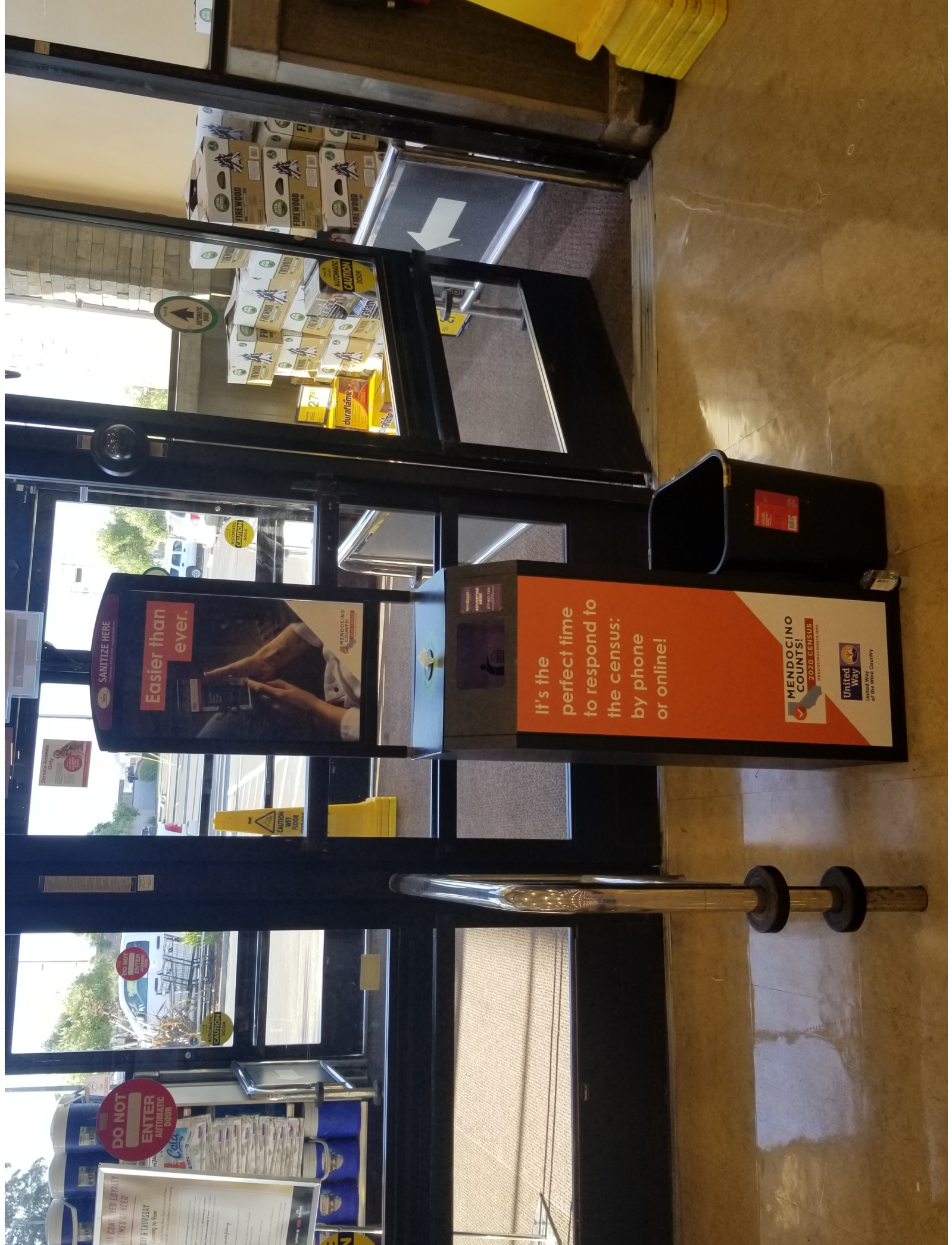
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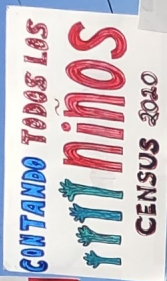
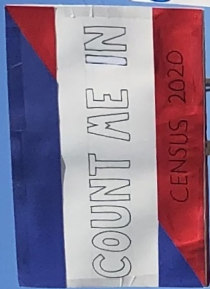
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The Census helps the government determine how and where to provide funding. Some examples of funded programs include: highway maintenance, college grant programs, mental health programs, fire management grants and rural education.

The Census bureau WILL NOT mail forms to PO Boxes. They only send them to residential addresses. Mendocino County has over 17,000 PO Boxes, which does not include private mailbox services.

If you do not receive your census notice and therefore don't respond, a census worker will come to your house.

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Visit www.my2020census.gov

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BY PHONE (844)-330-2020

LATEST HEADLINES

Make Mendocino County Count: Census 2020 deadline nears

Deadline to complete census information is Sept. 30



Holly Ugulano, Federal Census Bureau representative, (on the left) and Paloma Patterson, project manager for the Community Foundation of Mendocino County, at the Ukiah Farmers Market on Saturday morning getting the word out about the importance of the 2020 Census. (Photo by Karen Rifkin)

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2:00 p.m.

Mandated by the U.S. Constitution, the country's population has been counted every 10 years since 1790 and the results determine how many seats each state gets in the U.S. House of Representatives and help determine how billions of dollars in federal funding flow into states and communities each year.

"We have one opportunity for the next 10 years to get a count; whatever count we get now is what stays for the next 10 years," says Paloma Patterson, project manager of Census 2020 Mendocino County Complete Count Committee supported by the Community Foundation of Mendocino County.

The census is critical; beyond California representation it brings funding for schools, health care, senior services and wildfire protection.

"For every person who doesn't respond we are leaving \$10,000 on the table for the next 10 years; that's \$10,000 per person that could go to important services here in Mendocino County," says Patterson.

According to the most recent information provided by the U.S Census Bureau reflecting self-response rates, the country-wide response rate is 66 percent; California response rate is 68.5 percent; and Mendocino County response rate is 54.8 percent, up 1.2 percent from the final count in 2010.

Seven of the 23 county-wide tracts—five on the coast and two inland—exceeded the count from 2010; eight of the 23 tracts—four inland and four on the coast— are within 5 percent of reaching the 2010 count; five of the 23 tracts—all inland—are within 10 percent of reaching the 2010 count; and three of the 23 tracts—all inland—have more than 10 percent to go to reach the 2010 count. Source:

<https://2020census.gov/en/response-rates/self-response.html>.

"The good news countywide is that we have exceeded our 2010 response rate; the bad news is we still have about halfway to go," says Patterson.

Enumerators will continue to do their job until the deadline of Sept. 30, knocking on people's doors, in an effort to follow up with people who have not yet responded or verifying addresses of those who have responded.



The census form can be filled out by going online to www.my2020census.gov. English speakers can call 1-844-330-2020 and Spanish speakers can call 1-844-468-2020. There is a local number in Santa Rosa—707-757-6504—that is likely to be easier to reach with a local person answering to help you fill out the form.

Holly Ugulano, a Fort Bragg resident and Federal Census Bureau representative, sits with Patterson at the table at the Saturday morning Farmers Market in Ukiah. She has been working in the field since November, going where she is needed, making sure that people have another way to get the census filled out.

“If they tell me they haven’t done it yet, I can take their name and number and help them fill it out online over the phone. It takes 10 minutes,” she says.

With two small children, the census for her is personal.

“I want them to have the best opportunities they can; the money that comes to us from this count covers so many things—the schools they attend, the roads they are driven on, the doctors they see. It’s critical in making sure our children have the best future possible,” she says.

The census form does not question your citizenship; it simply asks where you live, your birthdate and your ethnic background (in order to help determine types of funding specific to certain ethnicities.)

“We don’t care about your citizenship and we’re not allowed to tell any other agency who you are or where you live,” says Ugulano.

With intense political controversy around this very issue, Patterson says that this census might be the last year when the citizenship question is not on the form.

“This might be the last year when everyone truly counts, regardless of citizenship status,” she says. “So, fill out the census and really Make Mendocino Count!”

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**Relax! It's never been easier
to respond to the census!**

Respond by phone or online today!



**MENDOCINO
COUNTS!**

2020 CENSUS

MENDOCINOCOUNTS.ORG

MENDOCINOCOUNTS.ORG

Things to do at home:

- Disinfect like crazy
- Call your friends
- Puzzles!
- Respond to the census by phone or online



RESPOND ONLINE NOW!

MENDOCINOCOUNTS.ORG

TIME IS RUNNING OUT TO MAKE MENDOCINO COUNT!



**Complete the Census
by September 30**

Call 1-844-330-2020 for help.

**Responde al Census
antes de 30 de septiembre**

Llame 1-844-468-2020 por ayuda.



MY2020CENSUS.GOV

Hágase contar

Los datos del Censo ayudan a nuestras comunidades a responder en momentos críticos como hoy.



Llenar el cuestionario es fácil y seguro. Incluye preguntas básicas y no pregunta sobre ciudadanía.

¡Hágase contar porque aquí vivimos y aquí debemos ser contados!

Ahora es más fácil responder el Censo:

- ▶ 1. Por Internet: my2020census.gov
- ▶ 2. Por Teléfono: 1-844-468-2020
- ▶ 3. Por Correo: próximamente



PARA SABER MÁS SOBRE EL
CENSO, VISITE
WWW.MENDOCINOCOUNTS.ORG

Overall Self-Response Rates as of 10/19/2020

| Region | | SELF RESPONSE Rate per USCB updated 10/19/2020 | | | | | | |
|----------------|---|--|--------------|-------------|----------------|------------------|--|---------------------------------------|
| Census Tract # | Cities/Towns | State Total | County Total | Tract Total | Tract Internet | Tract 2010 Final | | Difference Current Rate to Final Rate |
| 101 | Dos Rios, Covelo, Round Valley | 69.6 | 56 | 28.7 | 15.2 | 38.3 | | 9.6 |
| 102 | Westport, Branscomb, Piercy, Leggett, Laytonville | | | 29.7 | 17.7 | 32.8 | | 3.1 |
| 103 | Cleone, Unincorporated East Fort Bragg | | | 61.9 | 49.4 | 62.4 | | 0.5 |
| 104 | Fort Bragg | | | 65.6 | 51.4 | 64.3 | | -1.3 |
| 105 | Fort Bragg | | | 66.7 | 49.1 | 68.7 | | 2.0 |
| 106.01 | Unincorporated SW Willits | | | 58.3 | 23 | 63.3 | | 5.0 |
| 106.02 | Brooktrails, Northspur | | | 60.3 | 24.9 | 59.9 | | -0.4 |
| 107 | Willits | | | 68.2 | 51.5 | 68.5 | | 0.3 |
| 108.01 | Redwood Valley | | | 61.5 | 49.4 | 63.5 | | 2 |
| 108.02 | Potter Valley | | | 50.6 | 20.5 | 53.6 | | 3 |
| 109 | Greenfield Ranch, Calpella | | | 58.8 | 25.3 | 66.9 | | 8.1 |
| 110.01 | Little River, Albion, Elk | | | 47.1 | 32.8 | 27.8 | | -19.3 |
| 110.03 | Caspar, Unincorporated East Fort Bragg | | | 60 | 48.2 | 61.3 | | 1.3 |
| 110.04 | Mendocino, Unincorporated Areas | | | 50.9 | 40.4 | 33.4 | | -17.5 |
| 111.02 | Manchester, Point Arena, Gualala | | | 39.6 | 30.3 | 9.1 | | -30.5 |
| 112 | Comptche, Navarro, Philo, Boonville | | | 43.2 | 29.9 | 28.3 | | -14.9 |
| 113 | Unincorporated West Ukiah | | | 63.2 | 51.2 | 68.7 | | 5.5 |
| 114 | Ukiah | | | 74.6 | 63 | 81.4 | | 6.8 |
| 115.01 | Ukiah | | | 72 | 57.6 | 77.5 | | 5.5 |
| 115.02 | Ukiah | | | 59 | 44.2 | 70.5 | | 11.5 |
| 116 | Ukiah | | | 53.7 | 24.7 | 66.6 | | 12.9 |
| 117 | Talmage, Unincorporated East Ukiah | | | 66.5 | 54.5 | 64.1 | | -2.4 |
| 118 | Yorkville, Hopland | | | 44.7 | 23.5 | 39.3 | | -5.4 |

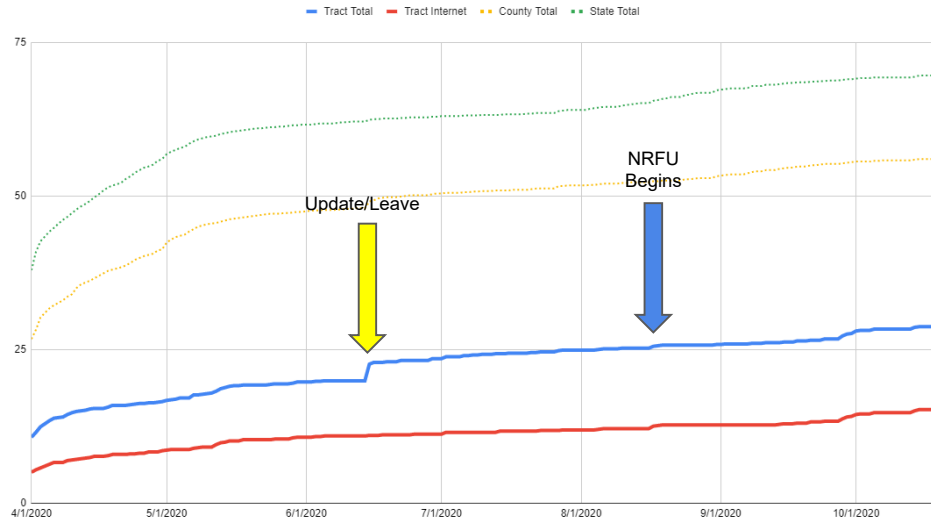
As of 10/19/2020

| | | | | | | | | |
|-----|---|--|--|------|------|------|--|-----|
| 101 | Dos Rios, Covelo, Round Valley | | | 28.7 | 15.2 | 38.3 | | 9.6 |
| 102 | Westport, Branscomb, Piercy, Leggett, Laytonville | | | 29.7 | 17.7 | 32.8 | | 3.1 |

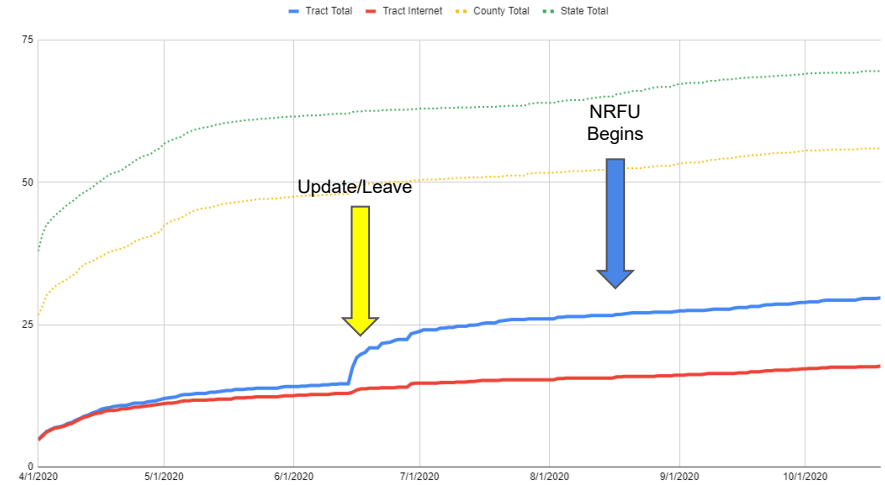
Last time we met - 9/15/2020

| | | | | | | | | |
|-----|---|--|--|------|------|------|--|------|
| 101 | Dos Rios, Covelo, Round Valley | | | 26.2 | 12.9 | 38.3 | | 12.1 |
| 102 | Westport, Branscomb, Piercy, Leggett, Laytonville | | | 28 | 16.5 | 32.8 | | 4.8 |

Tract 101 - Dos Rios, Covelo, Round Valley



Tract 102 - Branscomb, Piercy, Leggett, Laytonville, Westport



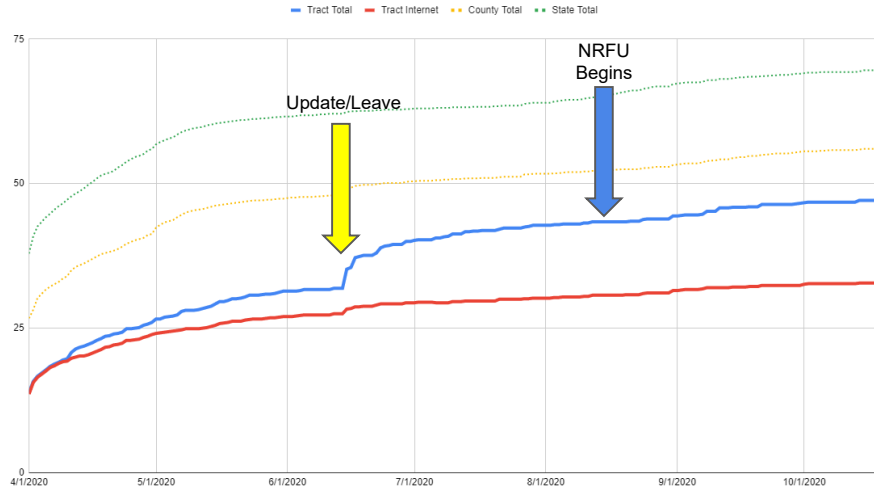
As of 10/19/2020

| | | | | | | | |
|--------|--|------|----|------|------|------|-------|
| 110.01 | Little River, Albion, Elk | 69.6 | 56 | 47.1 | 32.8 | 27.8 | -19.3 |
| 110.03 | Caspar, Unincorporated East Fort Bragg | | | 60 | 48.2 | 61.3 | 1.3 |
| 110.04 | Mendocino, Unincorporated Areas | | | 50.9 | 40.4 | 33.4 | -17.5 |
| 111.02 | Manchester, Point Arena, Gualala | | | 39.6 | 30.3 | 9.1 | -30.5 |
| 112 | Comptche, Navarro, Philo, Boonville | | | 43.2 | 29.9 | 28.3 | -14.9 |
| 118 | Yorkville, Hopland | | | 44.7 | 23.5 | 39.3 | -5.4 |

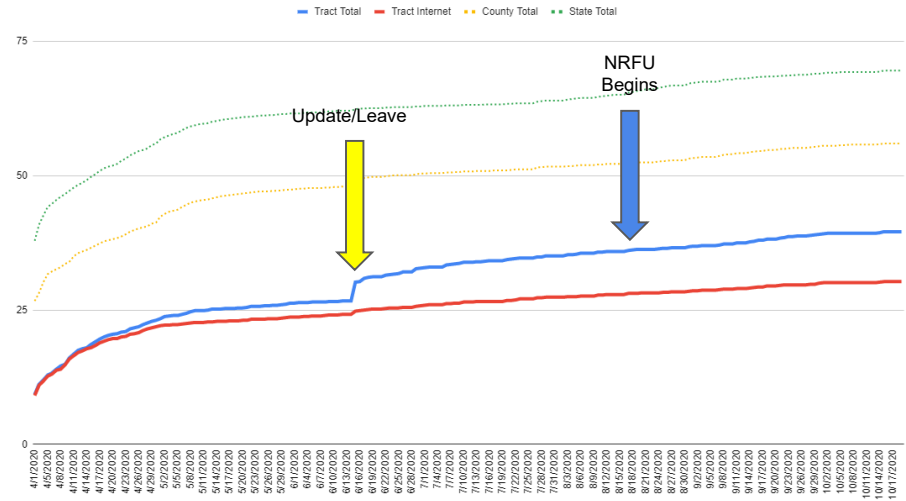
Last time we met - 9/15/2020

| | | | | | | | |
|--------|--|------|------|------|------|------|-------|
| 110.01 | Little River, Albion, Elk | 68.3 | 54.5 | 45.9 | 32.1 | 27.8 | -18.1 |
| 110.03 | Caspar, Unincorporated East Fort Bragg | | | 58.9 | 47.5 | 61.3 | 2.4 |
| 110.04 | Mendocino, Unincorporated Areas | | | 49.9 | 39.6 | 33.4 | -16.5 |
| 111.02 | Manchester, Point Arena, Gualala | | | 37.8 | 29.2 | 9.1 | -28.7 |
| 112 | Comptche, Navarro, Philo, Boonville | | | 42.5 | 29.4 | 28.3 | -14.2 |
| 118 | Yorkville, Hopland | | | 43.3 | 22.3 | 39.3 | -4 |

Tract 110.01 - Little River, Albion, Elk



Tract 111.02 - Manchester, Point Arena, Gualala



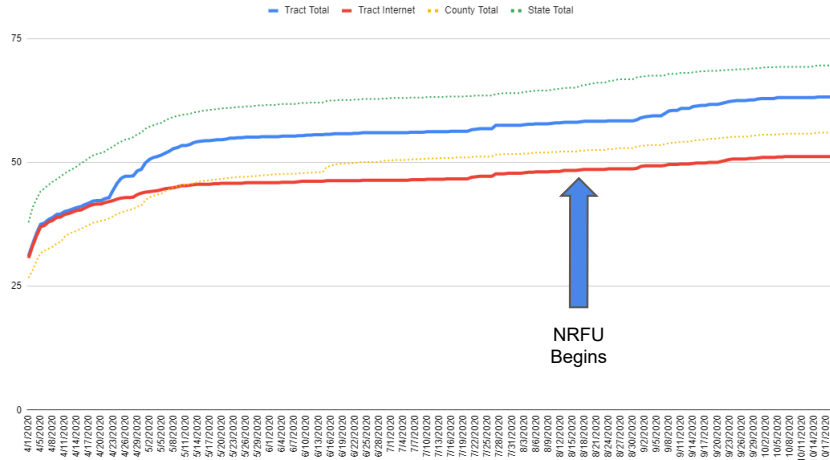
As of 10/19/2020

| | | | | | | | | |
|--------|------------------------------------|--|--|------|------|------|--|------|
| 113 | Unincorporated West Ukiah | | | 63.2 | 51.2 | 68.7 | | 5.5 |
| 114 | Ukiah | | | 74.6 | 63 | 81.4 | | 6.8 |
| 115.01 | Ukiah | | | 72 | 57.6 | 77.5 | | 5.5 |
| 115.02 | Ukiah | | | 59 | 44.2 | 70.5 | | 11.5 |
| 116 | Ukiah | | | 53.7 | 24.7 | 66.6 | | 12.9 |
| 117 | Talmage, Unincorporated East Ukiah | | | 66.5 | 54.5 | 64.1 | | -2.4 |

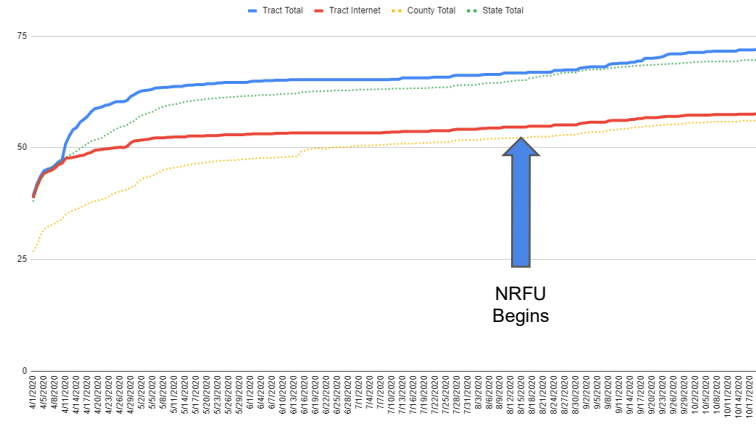
Last time we met - 9/15/2020

| | | | | | | | | |
|--------|------------------------------------|--|--|------|------|------|--|------|
| 113 | Unincorporated West Ukiah | | | 61.4 | 49.9 | 68.7 | | 7.3 |
| 114 | Ukiah | | | 73.3 | 61.7 | 81.4 | | 8.1 |
| 115.01 | Ukiah | | | 69.1 | 56.3 | 77.5 | | 8.4 |
| 115.02 | Ukiah | | | 57.2 | 43.2 | 70.5 | | 13.3 |
| 116 | Ukiah | | | 52.8 | 24 | 66.6 | | 13.8 |
| 117 | Talmage, Unincorporated East Ukiah | | | 64.6 | 53.2 | 64.1 | | -0.5 |

Tract 113 - Unincorporated West Ukiah



115.01 - Ukiah



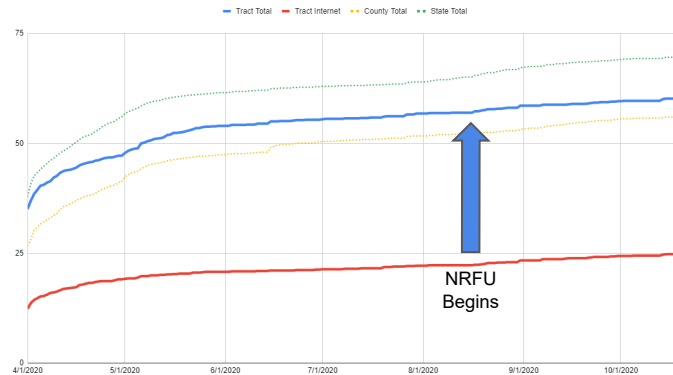
As of 10/19/2020

| | | | | | | | | |
|--------|--|--|--|------|------|------|--|------|
| 103 | Cleone, Unincorporated East Fort Bragg | | | 61.9 | 49.4 | 62.4 | | 0.5 |
| 104 | Fort Bragg | | | 65.6 | 51.4 | 64.3 | | -1.3 |
| 105 | Fort Bragg | | | 66.7 | 49.1 | 68.7 | | 2.0 |
| 106.01 | Unincorporated SW Willits | | | 58.3 | 23 | 63.3 | | 5.0 |
| 106.02 | Brooktrails, Northspur | | | 60.3 | 24.9 | 59.9 | | -0.4 |
| 107 | Willits | | | 68.2 | 51.5 | 68.5 | | 0.3 |
| 108.01 | Redwood Valley | | | 61.5 | 49.4 | 63.5 | | 2 |
| 108.02 | Potter Valley | | | 50.6 | 20.5 | 53.6 | | 3 |
| 109 | Greenfield Ranch, Calpella | | | 58.8 | 25.3 | 66.9 | | 8.1 |

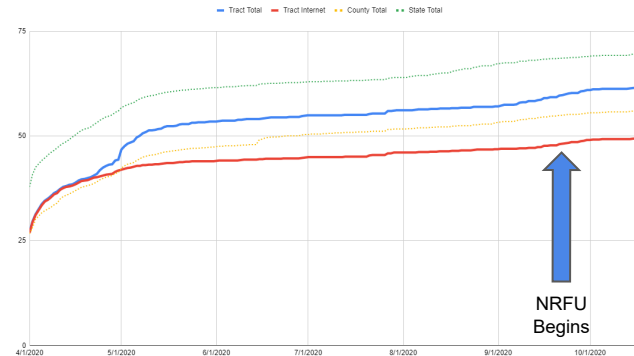
Last time we met - 9/15/2020

| | | | | | | | | |
|--------|--|--|--|------|------|------|--|------|
| 103 | Cleone, Unincorporated East Fort Bragg | | | 61.4 | 49 | 62.4 | | 1 |
| 104 | Fort Bragg | | | 64.7 | 50.8 | 64.3 | | -0.4 |
| 105 | Fort Bragg | | | 65.9 | 48.7 | 68.7 | | 2.8 |
| 106.01 | Unincorporated SW Willits | | | 57.3 | 22.2 | 63.3 | | 6.0 |
| 106.02 | Brooktrails, Northspur | | | 58.9 | 23.9 | 59.9 | | 1 |
| 107 | Willits | | | 66.3 | 50.3 | 68.5 | | 2.2 |
| 108.01 | Redwood Valley | | | 58.7 | 47.4 | 63.5 | | 4.8 |
| 108.02 | Potter Valley | | | 48.7 | 18.9 | 53.6 | | 4.9 |
| 109 | Greenfield Ranch, Calpella | | | 57.4 | 24 | 66.9 | | 9.5 |

Tract 106.02 - Brooktrails, Northspur



Tract 108.01 - Redwood Valley





Be Counted.

RESPOND TO THE 2020 US CENSUS

Did you know? Roads, bridges, and other infrastructure are funded in part by federal tax dollars sent back to our county thanks to the census. Help keep Mendocino connected—respond to the census after March 12 and **Be Counted!**



MENDOCINOCOUNTS.ORG

   @MendoCounts2020



Ser Contado.

RESPONDER AL CENSO 2020

¿Sabías? Las carreteras, puentes y otras infraestructuras se financian en parte con dólares de impuestos federales enviados a nuestra comunidad gracias al censo. Ayuda a mantener a Mendocino conectado—responden al censo después del 12 de marzo y **ser contado**.



MENDOCINOCOUNTS.ORG

   @MendoCounts2020



Mask Up, Vote Up,
Count Up Mendocino!

 **MENDOCINO
COUNTS!**

2020 CENSUS
MENDOCINOCOUNTS.ORG

MY2020CENSUS.GOV

1-844-330-2020 OR 1-844-468-2020 (ESPAÑOL)