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 Goal:** Through coordinated efforts, engaging the right people in the right places, utilizing all of our available resources, and leveraging existing relationships and technology resources, Napa County strives to increase trust between residents and government agencies, increase representation and civic engagement of our hard-to-count populations, and further strengthen our community networks countywide. In 2010 Napa County had a 75% mail response rate, down from 78% in 2000. Our goal is to increase this response rate, via electronic response, by 5%, for a 2020 response rate of 78.75%. We will additionally be tracking our outreach and response rate among our hard to count populations in order to create a data set that can be used for future census efforts in our county. We will also evaluate other measures of engagement, such as voter registration and voter turnout to evaluate the increase in community engagement.

Our final self-response rate was 70.4%, an increase of 2.3 points over the 68.1% self-response rate in 2010, and increase of 3.4%
Napa County

The COVID-19 Pandemic resulted in using the collateral and media tools we had developed were utilized in a different manner than originally intended.

Trusted messengers: initially, we intended that they would host outreach events and staff QACs. Post-pandemic, they moved to phone banking, starting with the PDI database then moving on to client contacts for each organization; providing census brochures in food bank deliveries; providing census door hangars at COVID-19 drive-thru testing sites; and group texting. In addition, census materials were provided while providing community support to those evacuated or otherwise impacted by the Hennessy Fire (August) and the Glass Fire (September).

Video messages: we developed 30 video messages, in English, Spanish, Tagalog, and Hindi, with the intent of having them available at outreach events or other activities. Post-pandemic, these were shared via social media by all the partners, used as public service announcements on local radio; made available on the Napa County YouTube channel; and used as advertising for streaming video services, targeting seniors and families with children of all ages, in both English and Spanish.

Tri-lingual fence banners, car magnets, and yard signs were created and installed at highly visible locations throughout the County, including a partnership with the City of St. Helena, where a banner across Highway 29, a high traffic route for both tourists and locals. Car magnets were used for car caravans on two different weekends, in July and September.

Created updated messaging when the response deadline was extended, using imagery related to current events such as the pandemic and wildfire.

Implementation Plan Goal: Ensure that everyone in Napa County is accurately counted in the 2020 Census.
Implementation Plan Objectives:
(1) Increase awareness through reaching individuals in their community via trusted messengers with messages that address the concerns of the various groups. (2) Educate the community about the online submission. (3) Educate the community about the security of the data. (4) Support our community partners in reaching the populations to whom they provide services.

These messages were reflected in our videos, and collateral that were developed. The biggest challenge was educating the community about online submission, due to the elimination of QAC’s because of social distancing.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following
Napa County

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?

The planned operational activities, which were primarily QAC’s and QAK’s, were cancelled due to COVID-19.

What hindered the operations?

COVID-19.

**Contracted partner’s outreach**

What outreach tactics worked well?

Starting with human-centered design, our community partners worked cohesively to develop our messaging our outreach tools well in advance of the outreach activities. Trusted messengers were trained, and this training was put to good use, even though the method of delivering the message changed over the months. We had the collateral materials, and any community partner was encouraged to use them in a manner consistent with our overall strategy, allowing new ideas to generate on a regular basis.

What hindered the outreach?

COVID-19, wildfires, areas with limited access to broadband.

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.

While some of the staff working on tasks left the County, they had worked in collaborative teams, so someone else was available to pick up the task. For example, our marketing committee chair retired in December, her replacement left his job in March, but then one of the non-profit partner representatives stepped in seamlessly.

4) For county and ACBO partners, what was the county (or region’s) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The 2020 self-response rate of 70.4% exceeded the 2010 rate of 68.1%. The commitment, dedication, and flexibility of our community partners is responsible for this increase. Napa County contracted with the Community Leaders Coalition (CLC) of Napa County, who coordinated and organized all of the local community
organizations that serve the community and were part of Census outreach. While the core of this team works together on an on-going basis, they also welcomed new members, such as the League of Women Voters, and encouraged all ideas. In only having one contract to manage, the allowed the County to invest the entirety of our state funds in the contract; the development of collateral; and the development and distribution of videos.

The CLC used some of the funding provided to hire a data consultant who provided bi-weekly updates to CLC and other partners about where response rates were lagging, and directed outreach efforts to these areas. The data was shared with our partners in the cities and town, and was used to encourage local elected leaders to spread the message. The data was obtained through SwORD, and was analyzed on a census-tract level.

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.

Napa County built on the existing partnership of the local non-profit groups, through the Community Leaders Coalition. Many of these organizations provide direct services to the hard-to-count community on a daily basis, so we wanted to support those existing relationships. We established a single contract with CLC, who used the funds to conduct human-centered design, train trusted messengers, fund a data consultant, and provide stipends to organizations based on their participation in outreach activities.

The motivation and education happened at community events prior to the pandemic, through social media, phone banking, and texting after the pandemic. Through the design process, the messages had been refined, and updated to meet current events.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts. These organizations provided direct outreach to the target populations they currently serve, as well as were key players in the development of a holistic message and strategy.

- Abode Services
- City of American Canyon
- Assemblymember Aguiar-Curry’s office
- Child Start
- Community Health Initiative
- Community Leaders Coalition
- Community Resources for Children
- Congressman Mike Thompson’s office
- Cope Family Center
- Democrats of Napa Valley
- Disability Services & Legal Center
Napa County

- First 5 Napa
- Girls on the Run
- Immigration Institute of the Bay Area
- Napa County Commission on Aging
- Napa County Health and Human Services Agency
- Napa League of Women Voters
- Napa Valley Community Foundation
- Napa Valley Community Housing
- North Bay Organizing Project
- Ole Health
- On the Move
- ParentsCAN
- Puertas Abiertas Family Resource Center
- Rianda House
- Suscol Intertribal Council
- UpValley Family Centers

These agencies provided specific insight into the communities they serve, and targeted messaging:
- City of Calistoga
- City of St. Helena
- Town of Yountville
- Napa County Office of Education

These County departments incorporated GIS, census outreach, and employee recruitment into their daily activities:
- Napa County Library
- Napa County Health and Human Services Agency
- Napa County Information Technology Systems

City of St. Helena-partnered with the County by allowing us to use their CalTrans encroachment permit to place a banner over Highway 29.

United Way of the Wine Country is the Administrative Community Based Organization (ACBO) that provided funding and support, including a postcard mailing to all post office box holders.

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?

All collateral was tri-lingual (English, Spanish, and Tagalog). Most services were provided remotely, with technology which addressed accessibility for those with disabilities. Most of the in-person outreach was incorporated into service delivery that is already provided in a culturally competent and accessible manner. Videos were in English, Spanish, Tagalog, and Hindi. In a post-enumeration de-brief, our partners from Disability and Legal Rights stated that Napa County’s efforts were accessible, based on their observation.
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.

In Calistoga, many in the Spanish speaking community have become fearful and/or distrusting of formal intuitions because of their immigration status and the policies at the Federal level being used to threaten their livelihoods and families. UpValley Family Centers (UVCF) runs a volunteer Promotoras program, a proven model of community outreach. UVFC has found Promotoras to be powerful advocates for individual and community transformation. Many of the Promotoras are older women who are known, trusted and respected in the Spanish speaking community in Calistoga. The Promotoras attended our Complete County Kick-Off-Trainings and became Census Trusted Messengers. When COVID-19 hit and events were canceled and stay-at-home orders put into place once of the first outreach activities that we quickly put into place was phone-banking. Napa County was one of the first Counties in California to utilize the Census PDI database to target phone-banking efforts to HTC populations. Promotoras made hundreds of calls in Spanish to encourage people to complete the Census and answer any questions. During one of these calls a woman responded to say, “I received a Census paper form but I am not a citizen so I cannot complete the Census.” The Promotora explained more about the Census and about the importance of being counted regardless of immigration status. The response she received was “Really? I have been living in Calistoga for 20 years but I have never completed the Census forms because I always thought that it is only for citizens. I will complete the Census today.” Trusted Messengers, armed with accurate information, specific messaging and outreach techniques were clearly able to make an impact throughout the Census efforts in Napa County.

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

From the onset, our collaborative appreciated that donors came together to streamline funds and capacities. We were also appreciative of the recognition that stipends to partners for staff time was necessary and useful for their continued engagement particularly as COVID-19 hit and many of the same agencies were serving people’s immediate needs. The Census specific stipends ensured that agencies continued to have capacities to do Census outreach. Funding a collaborative effort rather than individual agencies assisted us in greater coordination and ensuring that there were fewer gaps in outreach strategies or reach. Together, we must explore how we can sustain momentum and strategically develop longer-term civic engagement strategies that take into account and build upon what we have achieved and learned through our Census 2020 work. The goal being that when Census 2030 comes along, we already have engaged citizens and structures to support outreach.

Some specific suggestions include:
Napa County

- Regionally strategizing how best to engage communities with low broadband access.
- Standardized metrics to measure the impact of outreach. For example, it was challenging to compare and combine impressions data for a social media post given the range of ways each platform and agency measures their reach.
- While SWORD was helpful in targeting outreach and seeing where gaps were at a larger tract level, hyper-local data to inform hyper-local outreach may be more effective. For example, the ability to see response rates by block level and not only census tract level.
- Tools such as Census PDI which provide contact information for outreach should have functionality which allows the user to see whether a household has completed the Census so that outreach efforts can be better streamlined.

In addition, coordination and collaboration with the US Census Bureau could be greatly enhanced. While we had strong relationships with our partnership specialists, the on-the-ground operations were largely disconnected from the local complete count committee. Some specific suggestions for 2030 include:
- While local residents where hired to conduct recruitment activities, the individuals they recruited almost never got feedback or a response when they submitted an application. A locally-focused recruitment plan needs to include follow-up and action. The use of local trusted messengers as enumerators would greatly enhance the census efforts.
- Disabled individuals could not get a clear answer on whether or not they could work for the census without jeopardizing their disability income or benefits. This is a group of individuals that could do a great job conducting census outreach, if they had clear information with which to make a decision.
- All local enumeration efforts should be coordinated with the local complete count committee, whose members are most connected to the HTC populations.
- Coordinate the count of the homeless population with the annual point-in-time count conducted by local agencies serving this population. The PIT is an effort coordinated by local service providers, who are the trusted messengers for the homeless population.
- Coordinate with the local complete count committee for group quarters enumeration. Our partners have established relationships to ensure the cooperation of these facilities.

Also, it would be helpful if we received ongoing data about the counting efforts beyond the self-response rates. NRFU rates were only available at the statewide level, and other rates were not available at all.

**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.
Napa County

a) SwORD uploads of completed activities. We have uploaded data into SwORD. Many of our partners also had a contract from the ACBO, so some activities are uploaded through their reporting.

b) Updated list of subcontractors
   a. UpValley Family Centers, as fiscal agent for Community Leaders Coalition.

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.
### Census Tract Response Rates

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Response Rate</th>
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**Source:** Census Tract Geography

**URL to TRACT Fact Sheets:**
- [https://censusfactsheets.blob.core.windows.net/2020sheets/06055200802.pdf](https://censusfactsheets.blob.core.windows.net/2020sheets/06055200802.pdf)
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**Comparison Data for Response Rates**

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**Source:** Census Tract Geography

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<th>Area Description</th>
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<th># of hamlets of total population</th>
<th>Median Age</th>
<th>Percent Under 18</th>
<th>Percent 25-64</th>
<th>Percent 65+</th>
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<td>Calistoga East</td>
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<td>Total</td>
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<td>96</td>
<td>100%</td>
<td>39.6</td>
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<td>42.2%</td>
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### Outreach Summary

#### Updated 10/28/20 (United Way data thru 9/20)

#### All HTC populations (HTC Index)

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<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
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<tbody>
<tr>
<td>American Canyon</td>
<td>6</td>
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<tr>
<td>Napa/Yountville</td>
<td>27</td>
<td>68%</td>
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<tr>
<td>UpValley</td>
<td>7</td>
<td>18%</td>
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<tr>
<td>All Regions</td>
<td>172</td>
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#### Children Under 5

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<th>Frequency</th>
<th>Percent</th>
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<td>All Regions</td>
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#### Low Broadband

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<tr>
<td>All Regions</td>
<td>14,920</td>
<td>45%</td>
</tr>
</tbody>
</table>

#### Implications (Video Views)

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,190</td>
<td>26%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
<td>1,594</td>
<td>48%</td>
</tr>
<tr>
<td>UpValley</td>
<td>632</td>
<td>18%</td>
</tr>
<tr>
<td>All Regions</td>
<td>6,203</td>
<td>21%</td>
</tr>
</tbody>
</table>

#### Impressions (United Way data)

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,866</td>
<td>4%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
<td>20,087</td>
<td>44%</td>
</tr>
<tr>
<td>UpValley</td>
<td>3,352</td>
<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,271</td>
<td>44%</td>
</tr>
</tbody>
</table>

#### Impressions (Texting Campaign)

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,986</td>
<td>4%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
<td>20,425</td>
<td>44%</td>
</tr>
<tr>
<td>UpValley</td>
<td>3,352</td>
<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,847</td>
<td>45%</td>
</tr>
</tbody>
</table>

#### Census Tracts at or above STATE Average for HTC Index

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,866</td>
<td>4%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
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<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,271</td>
<td>44%</td>
</tr>
</tbody>
</table>

#### Census Tracts at or above STATE Average for Children Under 5

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,986</td>
<td>4%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
<td>20,425</td>
<td>44%</td>
</tr>
<tr>
<td>UpValley</td>
<td>3,352</td>
<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,847</td>
<td>45%</td>
</tr>
</tbody>
</table>

#### Census Tracts at or above STATE Average

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
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<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,271</td>
<td>44%</td>
</tr>
</tbody>
</table>

#### Households with limited English proficiency

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,164</td>
<td>3%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
<td>15,349</td>
<td>46%</td>
</tr>
<tr>
<td>UpValley</td>
<td>1,886</td>
<td>6%</td>
</tr>
<tr>
<td>All Regions</td>
<td>14,920</td>
<td>45%</td>
</tr>
</tbody>
</table>

#### Immigrants and Refugees

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
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<td>4%</td>
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<tr>
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</tr>
<tr>
<td>All Regions</td>
<td>20,271</td>
<td>44%</td>
</tr>
</tbody>
</table>

#### Farm workers

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,866</td>
<td>4%</td>
</tr>
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<td>44%</td>
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<tr>
<td>UpValley</td>
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<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,271</td>
<td>44%</td>
</tr>
</tbody>
</table>

#### Latinos

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,866</td>
<td>4%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
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<td>3,352</td>
<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,271</td>
<td>44%</td>
</tr>
</tbody>
</table>

#### Unduplicated Totals

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1,866</td>
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</tr>
<tr>
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<td>20,087</td>
<td>44%</td>
</tr>
<tr>
<td>UpValley</td>
<td>3,352</td>
<td>7%</td>
</tr>
<tr>
<td>All Regions</td>
<td>20,271</td>
<td>44%</td>
</tr>
</tbody>
</table>

---

The Caravans and the signs posted will be counted as activities. Impressions will not be included because they are too subjective.

### Caravans

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
<td>3</td>
<td>75%</td>
</tr>
<tr>
<td>UpValley</td>
<td>1</td>
<td>25%</td>
</tr>
<tr>
<td>All Regions</td>
<td>4</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Signs or Banners Posted

<table>
<thead>
<tr>
<th>Region</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Canyon</td>
<td>1</td>
<td>75%</td>
</tr>
<tr>
<td>Napa/Yountville</td>
<td>11</td>
<td>65%</td>
</tr>
<tr>
<td>UpValley</td>
<td>11</td>
<td>65%</td>
</tr>
<tr>
<td>All Regions</td>
<td>17</td>
<td>0%</td>
</tr>
</tbody>
</table>
Link to Napa County YouTube Channel:
https://www.youtube.com/channel/UCVb8uTPuq2gQP2KIWPby7UQ/videos

FaceBook links:
Live on April 16: https://www.facebook.com/NapaCounty/videos/554071471880364
Spanish Live on April 16: https://www.facebook.com/117410328317772/videos/525431825032156
Digital truck car caravan: https://www.facebook.com/NapaCounty/posts/3415657461826359
July 26 car caravan Napa: https://www.facebook.com/117410328317772/videos/312254176629540
A builder lays one brick at a time for a stable foundation.

Is the handbook

The builder lays the foundation,

one brick at a time.

un constructeur place cada

Una base estable.

Sol in vivo

You must lay the foundation,

la base.

one brick at a time.
**Every Person Counts.**

Complete the Census today! It's not too late! It is extended due to COVID-19.

**Cada persona cuenta.**

Todos deben ser contados, incluido USTED.

---

**SEMANA DE ACCIÓN DEL CENSO DEL 26 DE JULIO AL 31 DE JULIO:**

¿Sabías que no es demasiado tarde para completar el censo?

Esperamos que se una a nosotros para la SEMANA DE ACCIÓN DEL CENSO aquí en el condado de Napa.

---

**CENSUS WEEK OF ACTION JULY 26-JULY 31:**

Did you know it is not too late to complete the Census?!

We hope that you will join us for the CENSUS WEEK OF ACTION here in Napa County.

---

**HERE’S HOW YOU CAN PARTICIPATE:**

- **Spread the Word:** Contact your family, friends and neighbors and encourage them to complete the Census if they haven’t already.
- **Share:** Census social media posts & videos
- **Get creative:** Create yard signs, host a zoom census gathering, create Tik-Tik videos, etc.
- **Volunteer:** To support the Census Testing Campaign. Sign up here: https://census.gov/2020census/volunteerform

---

**ASÍ ES COMO PUEDES PARTICIPAR:**

Cerca la voz: comunícate con tu familia, amigos y vecinos y anima a completar el Censo si aún no lo has hecho.

- **Compartir:** Publicaciones en redes sociales y videos del Censo
- **Crear:** Crear carteles de visita, organizar reuniones de censo de zoom, crear videos Tik-Tik, etc.
- **Voluntario:** para apoyar la campaña de promoción de censo del condado.

Regístrese aquí: https://census.gov/2020census/volunteerform

---

**IMPORTANT INFORMATION TO KNOW ABOUT THE CENSUS:**

Due to COVID-19, the Census has been extended – people can now respond until October 31, 2020.

- Complete via website: https://2020census.gov/
- Complete via phone in English: 844-330-2020
- Complete via phone in Spanish: 844-468-2020
- Complete via phone in Tagalog: 844-470-2020

---

**INFORMACIÓN IMPORTANTE PARA SABER SOBRE EL CENSO:**

Debido a COVID-19, el Censo se ha extendido: las personas ahora pueden responder hasta el 31 de octubre de 2020.

- Complete a través del sitio web: https://2020census.gov/
- Complete por teléfono en inglés: 844-330-2020
- Complete por teléfono en español: 844-468-2020
- Complete por teléfono en tagalog: 844-470-2020

---

**IMPORTANT INFORMATION TO KNOW ABOUT THE CENSUS:**

As of the first week of August, Census Enumerators will begin visiting households that have not yet responded to the Census.

---

**IMPORTANT INFORMATION TO KNOW ABOUT THE CENSUS:**

The Census is more important than ever because the data ensures that our community receives the resources needed to support healthcare, education, and nutrition programs. Given the current COVID-19 pandemic, we can all appreciate how important these services are to our community.

---

**INFORMACIÓN IMPORTANTE PARA SABER SOBRE EL CENSO:**

El censo es más importante que nunca porque los datos aseguran que nuestra comunidad reciba los recursos necesarios para apoyar los programas de salud, educación y nutrición. Dada la actual pandemia de COVID-19, todos podemos apreciar la importancia de estos servicios para nuestra comunidad.
VOLUNTEER OPPORTUNITY

CENSUS SATURDAY!
March 28th
9:00 AM – 12:00 PM

Did you know that Napa County loses $19,500 in federal support for every person not counted in the Census? We need your help to get the word out about completing the Census!

How will you support us?

• Canvassing:
  Going door-to-door to engage with community residents to inform them about Census 2020. You must be at least 18 years old and have access to a smartphone to volunteer.

Where can you volunteer?

• Napa
• American Canyon
• Calistoga
• Saint Helena

Register online by Wednesday, March 25th!
https://forms.gle/1UoUjkeEPMVLUME28
¡SÁBADO DE CENSO!
28 de marzo
9:00 AM – 12:00 PM

¿Sabías que el Condado de Napa pierde $19,500 en apoyo federal por cada persona que no se cuenta en el Censo? ¡Necesitamos tu ayuda para pasar la voz acerca de completar el Censo!

¿Cómo nos apoyarás?

- Ir de puerta en puerta e interactuar con los residentes de la comunidad para informarles sobre el Censo 2020. Debes tener al menos 18 años y tener acceso a un teléfono inteligente para ser voluntario/a.

¿En qué lugares puedes ser voluntario/a?

- Napa
- American Canyon
- Calistoga
- Saint Helena

¡Regístrate en línea antes del miércoles, marzo 25!

https://forms.gle/1UoUjkeEPMVLYME28
We Count!
Kabilang Tayo!

Your Census data is safe, protected and confidential.

Ang impormasyon mula sa iyong 2020 Census ay ligtas, protektado, at kumpidensyal.

To learn more, visit:
Para sa karagdagang impormasyon, bumisita sa:
Countyofnapa.org/2020census

@CACensus
We Count!
Todos Contamos!

Your Census data is **safe, protected** and **confidential**.

La información recopilada durante el censo 2020 es **estrictamente confidencial, no puede compartirse y estará protegida**.

**To learn more, visit:**
Para más información, por favor visite: countyofnapa.org/2020census
April 2020 is Census Month.

Let’s ensure all Californians are counted so we can put vital resources to good use here at home!

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

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

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

Ways to Complete the Census

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

[countyofnapa.org/2020census](http://countyofnapa.org/2020census)
Amediados de abril del 2020, cada hogar recibirá una carta por correo en la cual se les informará sobre las diferentes opciones que tiene para llenar el cuestionario del censo. Si no recibe la carta, puede ir en línea o llamar y completarla por teléfono. Asegúrese de incluir a todos los que vivan en su hogar, sean familiares o no.

La información recopilada durante el censo 2020 es estrictamente confidencial, no puede compartirse y estará protegida. California se compromete a garantizar un recuento completo y preciso de todos los habitantes del estado el primero de abril del 2020.
Abril 2020 ay Buwan ng Census.
Siguraduhin nating lahat ng mga taga-California ay mabilang upang magamit natin ang mga mahalagang pondo sa ating lugar!

MAKAPAGPAGAWA NG MGA MAS MAHUSAY NA KALSADA AT PAARALAN
MABIGYAN NG PUHUNAN ANG PAMAYANAN PARA SA MGA NAKATATANDA, KABATAAN AT MGA PAMILYA
PAGLIKHA NG MGA TRABaho
KARAGdagang Pabahay


Simula sa kalagitnaan ng Marso 2020, ang bawat sambahayan ay makakakuha ng isang sulat sa koreo na nagpapaliwanag ng iba’t ibang mga paraan na maaari mong punan ang Census. Kung hindi ka nakatanggap ng isang sulat, maaari kang mag-online o tumawag upang punan ito. Siguraduhing kasama sa bilang ang sinumang naninirahan sa iyong sambahayan, kapamilya man ito o hindi.

Paraan na maaaring kumpletuhin ang Census

KOREO: Humiling ng papel na Census sa Ingles o Espanyol na maaaring ibalik sa Kawanihan ng U.S. Census sa pamamagitan ng koreo.

TELEPONO: Ang Census ay maaaring kumpletuhin sa 13 na wika (kabilang ang Tagalog) gamit ang telepono.

ONLINE: Sa kauna-unahang pagkakataon, ang Census ay maaaring kumpletuhin on-line sa 13 na wika (kabilang ang Tagalog).
April 2020 is Census Month.

Let's ensure all Californians are counted so we can put vital resources to good use here at home!

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

Starting in mid-March 2020, each household will get a letter in the mail explaining the different ways to fill out the Census. If you don't receive a letter, you can go [Online or call to fill it out](http://countyofnapa.org/2020census). Be sure you include any person living in your household, family or not.

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

**Ways To Complete the Census**

- **MAIL:** Request a paper census for in English or Spanish that can be mailed back to the US Census Bureau.
- **PHONE:** The Census can be completed by phone in 13 languages.
- **ONLINE:** For the first time, the Census form will be available to complete online in 13 languages.

[countyofnapa.org/2020census](http://countyofnapa.org/2020census)  [@CACensus](https://twitter.com/CACensus)
Abril 2020 ay Buwan ng Census.

Siguraduhin nating lahat ng mga taga-California ay mabilang upang magamit natin ang mga mahalagang pondo sa ating lugar!

MAKAPAGPAAGAWA NG MGA MAS MAHUSAY NA KALSADA AT PAARALAN
MABIGYAN NG PUHUNAN ANG PAMAYANAN PARA SA MGA NAKATATANDA, KABATAAN AT MGA PAMILYA
PAGLIKHA NG MGA TRABAHO
KARAGDAGANG PABAHAY


Paraan na maaaring kumpletuhan ang Cenus

KOREO: Humiling ng papel na Census sa Ingles o Espanyol na maaaring itibalik sa Kawanihan ng U.S. Census sa pamamagitan ng koreo.

TELEPONO: Ang Census ay maaaring kumpletuhan sa 13 na wika (kabilang ang Tagalog) gamit ang telepono.

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countyofnapa.org/2020census

Kabilan g Tayo!

Simula sa kalagitnaan ng Marso 2020, ang bawat sambahayan ay makakakuha ng isang sulat sa koreo na nagpapaliwanag ng iba't ibang mga paraan na maaari mong punan ang Census. Kung hindi ka nakatanggap ng isang sulat, maaari kang mag-online o tumawag upang punan ito. Siguraduhing kasama sa bilang ang sinumang naninirahan sa iyong sambahayan, kapamilya man ito o hindi.
April is Census Month

Be sure to complete your Census form and count everyone in your household, including children.

Your Census data is safe, protected and confidential.

A complete count will ensure funding for vital resources for our community.

To learn more, visit: countyofnapa.org/2020census @CACensus
Get Involved – Everyone Counts!

Napa County Complete Count Committee Kickoff + Training

Hosted by Napa Valley Community Leaders Coalition & Napa County Complete Count Committee

Available training Dates & Locations:

Jan. 23, 9am-12pm – St. Helena Presbyterian Church
Jan. 24, 9am-12pm – American Canyon City Hall, Council Chambers
Jan. 24, 2-5pm – Napa Main Library
Jan. 30, 6:30-8:30pm – American Canyon City Hall, Council Chambers

Register:
eventbrite.com/e/napa-complete-count-committee-kickoff-training-tickets-85523046735

This training is designed for community volunteers and staff from any local organization that aims to provide education, outreach and assistance to Napa County residents to promote their participation in the upcoming 2020 US Census. Attendees will learn:

- About the 2020 US Census and how it is being implemented
- How to assist local residents to be informed and participate in the US Census
- Outreach and education strategies

Language translation services available for several training dates, noted in registration form.

Contact Jenny Ocon with questions (707) 965-5010 ext. 200;
jocon@upvalleyfamilycenters.org

These kick-off trainings are made possible due to generous funding from the Census 2020 Bay Area Fund of the Silicon Valley Community Foundation, the Napa Valley Community Foundation, and the United Way Wine Country.
Arranque y capacitación del Comité de Conteo Completo condado de Napa

La Coalición de Líderes Comunitarios del Valle de Napa y el Comité de Conteo Completo del Condado de Napa organizan este evento.

Fechas y lugares disponibles para capacitación:

- 23 de enero de 9am – 12 pm – St. Helena Presbyterian Church
- 24 de enero de 9 am – 12 pm – American Canyon City Hall, Council Chambers
- 24 de enero de 2-5pm – Napa Main Library
- 30 de enero de 6:30-8:30pm – American Canyon City Hall, Council Chambers

Registro:
eventbrite.com/e/napa-complete-count-committee-kickoff-training-tickets-85523046735

Esta capacitación está diseñada para voluntarios de la comunidad y personal de cualquier organización local que tenga como objetivo proporcionar educación, alcance y asistencia a los residentes del condado de Napa para promover su participación en el próximo Censo de EE. UU. 2020. Los asistentes aprenderán:
- Acerca del Censo de EE. UU. 2020 y cómo está siendo implementando
- Cómo ayudar a los residentes locales a estar informados y participar en el Censo
- Estrategias de divulgación y educación.

Servicios de traducción para varias fechas de capacitación, indicados en el formulario de registro.

Póngase en contacto con Jenny Ocon para preguntas, (707) 965-5010 ext. 200; jocon@upvalleyfamilycenters.org

Estas capacitaciones de preparación son posibles gracias a la generosa financiación del Censo 2020 Bay Area Fund de Silicon Valley Community Foundation, Napa Valley Community Foundation y United Way Wine Country.
You matter. The value of education is so important. We value you. Get your census count in to ensure $$$ continue to fund schools and education in your county.

You Count because you are teaching our future generation. Get your Census completed by the new date, 09-30-20.

United States Census 2020

facebook / twitter / @CACensus

countyofnapa.org/2020census
Tu importas.
El valor de la educación es muy importante. Te valoramos.
Obtenga su conteo del censo para asegurarse de que $$$ continue financiando las escuelas y educación en su condado.

Usted cuenta porque está enseñando a nuestra futura generación. Complete su censo antes de la nueva fecha del 30/09/2020.
You care for the lives of other children and your own. Make the lives of all kids count. Complete the Census for their future.

Get your census and everyone that lives with you at your address count in.

countyofnapa.org/2020census
Te preocupas por la vida de otros niños, incluyendo a tus propios hijos. Has que que la vida de todos los niños cuenten. Complete el censo para el futuro de ellos.

Obtenga su censo, y incluya a todas las personas que viven con usted, porque ellos también cuentan.
Walang mas nagsusumikap, mas nagsusumikap, maski na sa panahon ng mga sunog at pandemya.

Mamuhunan para sa kinabukasan mo at ng iyong pamilya. Sagutan ang senso bago ang 09-30-20, para mabilang ito.

Ang pagsagot ng senso ay matitiyak na makakakuha ng mga mapagkukunan at $$$ ang iyong komunidad, pati ng ayuda sa sakuna. Huwag itong hayaang mailaan sa iba. Magpabilang sa senso.
You safely stock with care and dedication. Shouldn’t your future, require the same?

Complete the Census today or before 09-30-20! Everyone needs to be counted, including YOU, as an essential member of your community now and into the future.

United States Census 2020

countyofnapa.org/2020census
Usted almacena de forma segura y con dedicación. ¿No debería su futuro requerir lo mismo?

¡Complete el Censo hoy o antes del 30 de septiembre! Todos deben ser contados, incluido USTED, como un miembro esencial de su comunidad ahora y en el futuro.
Ligtas kang nagtatrabahonang maingat at may pagpupursigi. Hindi ba dapat ganun din alagaan ang iyong kinabukasan?

SSagutan ang enso ngayon o bago ang 09-30-20! Kailangang mabilang ang lahat, pati IKAW, bilang mahalagang miyembro ng iyong komunidad ngayon at sa hinaharap.
A builder lays one brick at a time for a stable foundation. Shouldn’t your future get the same kinds of planning?

The deadline to get your census in is 09-30-20. Complete your census, so that $$$ will be directed to you and your community. Act now to help build an inclusive and equitable community.

countyofnapa.org/2020census
Un constructor coloca un ladrillo a la vez para una base estable. ¿No debería de tener su futuro el mismo tipo de planificación?

La nueva fecha para obtener su censo es el 30/09/2020. Compleando su censo dirijira $$$ a usted y a su comunidad. Actúe ahora para ayudar a construir una comunidad inclusiva y equitativa.
Isa-isang nilalatag ng manggagawa ang mga bloke para sa matatag na pundasyon.

Hindi ba dapat pareho ang pagpa-plano para sa iyong kinabukasan?

Ang deadline upang mapabilang ang iyong senso ay sa 09-30-20. Sagutan ang iyong senso, para makarating ang $$$ sa iyo at sa iyong komunidad. Kumilos na ngayon upang makatulong sa pagtatag ng ingkulsibo at patas na komunidad.
We rise, after earthquake and years of wild fires. We deserve relief.

We count more than ever before. Get your census count in 09-30-20. Let’s thrive with being counted.

United States Census 2020
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Nos levantamos, después del terremoto y años de incendios forestales, pero luchamos. Merecemos alivio.

Contamos más que nunca. Obtenga su conteo del censo. 30/09/2020. Prosperemos siendo contados.
Bumabangon tayo, matapos ang lindol at maraming taon ng mga mapaminsalang sunog, ngunit nahihirapan. Karapat-dapat tayong makatanggap ng ayuda.
