



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

General Information

Date of report	11/12/2020
Organization / Entity	Napa County
Responsible Person / Title	Mary Booher, Assistant County Executive Officer
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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 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%.

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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

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 updated 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

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- 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 distrustful of formal institutions because of their immigration status and the policies at the Federal level being used to threaten their livelihoods and families. UpValley Family Centers (UVFC) 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 one 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:

- 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 were 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.

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- 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.

Response Rates

		PREVIOUS Census Response (Orange=at or below Napa County average, Green=above NAPA COUNTY average)		Hard to Count Factors (Orange=more likely to be undercounted, factor is higher than STATE average)		CURRENT Household Census Response Rate (Orange=at or below NAPA COUNTY average, Green=above NAPA COUNTY average)																		Comparison Data for Response Rate		Number of Households				
		2000	2010	2020	2020 (%)	2020 (%)	2020 (%) of Households																							
		% of Households	% of Households	HTC Index	Households without a Broadband subscription	Population under 18 years old	Contact Language (Bilingual = Spanish and English)	3/30	4/7	4/14	4/20	5/5	5/19	6/9	6/23	7/6	7/20	8/4	8/18	9/2	9/15	9/29	10/12	10/16	% Change from Previous (10/12)	% Difference from 2010 rate (10/16)	10/16	10/14	10/14	
California		72	68.2	41	8.90%	6.2		35.7	46.1	49.8	52.2	58.5	60.9	62	62.8	63.1	63.5	64.5	65.8	67.5	68.4	69.0	69.4	69.6	0.2	1.4				
Napa County		72	68.1	38	6.20%	4.9		37.8	50.9	54.6	56.6	62.5	64.3	65.2	65.5	65.7	65.9	66.6	67.6	68.8	69.3	69.9	70.2	70.4	0.2	2.3				
Cities/Towns	URL to CITY fact sheets																													
American Canyon	https://www.sfshhsbbs.bbb.com/windows.nsf/2020/heets/00001300001.pdf	67	72.6																											
Calistoga	https://www.sfshhsbbs.bbb.com/windows.nsf/2020/heets/00001300002.pdf	70	70.2																											
Napa	https://www.sfshhsbbs.bbb.com/windows.nsf/2020/heets/00001300003.pdf	77	72.8																											
St Helena	https://www.sfshhsbbs.bbb.com/windows.nsf/2020/heets/00001300004.pdf	64	67.8																											
Yountville	https://www.sfshhsbbs.bbb.com/windows.nsf/2020/heets/00001300005.pdf	72	64.5																											
Census Tract	Geography of Census Tract																													
	URL to TRACT fact sheets																													
6055.200201	Napa South of Clay Street/East of Hwy 29/West of Jefferson/North of Imola																													
	https://www.sfshhsbbs.bbb.com/windows.nsf/2020/heets/00001300001.pdf	79.2		41	Less than 20 percent	6.6	English	40.4	53.2	59.6	61.3	65.3	66.5	67.3	67.4	67.4	67.6	69	69.8	71.7	72.2	73.7	74	74.2	0.2	-5.0	3.8	354	3	
6055.200202	Napa East of Jefferson/West of Napa River/North of Pine Street/South of Napa Creek			68	Less than 20 percent	7	English	33.1	42.5	49.9	51.4	54.8	55.9	56.8	57	57	57	58	58.7	59.9	61.2	61.6	61.8	61.9	0.1	-6.0	-8.5	459	1	
6055.200203	Napa Shearer School Area, South of Pine Street/ West of the Napa River/North of West Imola/ East of Jefferson			31	Less than 20 percent	7.8	Bilingual	41.6	53.9	61.5	63.5	67.4	69	70	70.2	70.2	70.3	71	71.8	73.2	73.4	73.8	74.1	74.2	0.1	5.0	3.8	230	1	
6055.200301	Napa South of 3rd St and Coombsville Rd/East of Napa River/West of Shurtieff and Terrace Drive/North of West Imola			45	Less than 20 percent	9	Bilingual	35.9	48.2	51	53.9	62.2	64.3	65.2	65.7	65.9	66.4	67	68.8	69.9	70.2	70.8	71.3	71.5	0.2	2.5	1.1	544	4	
6055.200302	Napa North of Imola Avenue/West of 4th Avenue/South of Coombsville Road/East of Shurtieff and Terrace Drive			4	Less than 20 percent	5.2	English	43.6	59.5	65.7	68.5	73.9	75.4	76.3	76.4	76.4	76.8	77.7	79.5	80.3	80.6	80.7	81.1	81.4	0.3	5.0	11	187	3	
6055.200400	Napa Alta Heights, East of Napa River/North of Coombsville Rd/South of Trancas			13	Less than 20 percent	5.3	English	43.1	56.5	58.7	60.4	67.8	70	71.5	71.9	73	72.4	73.3	74.3	75.4	75.7	76	76.2	76.3	0.1	3.1	5.9	389	2	
6055.200501	Napa MacPherson Neighborhood, South of Trancas/East of Hwy 29/West of Jefferson/North of Clay St.			45	Less than 20 percent	6.6	Bilingual	34.4	46.6	53.7	56	60.2	61.4	62.7	63	63.1	63.6	64.2	64.6	66.8	67.7	68.6	69	69.4	0.4	2.2	-3	549	7	
6055.200503	Napa South of Lincoln, West of Napa River/North of Napa Creek/East of Jefferson			39	Less than 20 percent	5.5	Bilingual	31	43.2	45.1	48.5	55.2	56.7	58	58.5	58.5	59.1	60.6	60.9	62	62.4	64.1	64.1	64.3	0.2	-2.2	-6.1	269	1	
6055.200504	Napa South of Trancas/West of Sacco/North of Lincoln/East of Jefferson			35	Less than 20 percent	4	Bilingual	37.8	49.9	57.7	60.3	65	66.3	67.1	67.6	67.7	67.8	68.6	69.9	71.2	71.3	72	72.7	72.7	0.0	6.7	2.3	646	0	
6055.200505	Napa Lake Park Area, East of Sacco/North of Lincoln/West of the Napa River/South of Trancas			50	Less than 20 percent	6.5	English	35.8	51.6	53.1	55.1	63.2	64.8	65.8	66.4	66.5	66.8	67.8	69.5	71.1	71.8	72.2	73	73.3	0.3	10.3	2.9	273	3	
6055.200601	Napa North of Trancas/East of Hwy 29/South of Salvador/West of Jefferson			12	Less than 20 percent	6.1	Bilingual	47.9	61.9	69.4	71.8	76.2	77.7	78.3	79	79.4	79.5	80	81.2	82.6	83.1	83.4	83.5	83.5	0.0	7.0	13.1	274	0	
6055.200602	Napa Vintage High School Area, South of Salvador/North of Trancas/East of Jefferson/West of Big Ranch Road			26	Less than 20 percent	4.1	English	44.1	58.6	60.8	62.5	73.2	75.8	76.6	76.9	77	77.3	78.1	78.5	79.4	79.5	79.7	79.8	79.9	0.1	5.7	9.9	379	2	
6055.200703	Napa Browns Valley, North of Browns Valley Road/South of Redwood Rd			13	Less than 20 percent	2.6	English	51.4	69.7	71.1	72.9	81.1	83	83.6	84.1	84.4	84.4	85.5	86.6	87.4	89	88.1	88.4	88.4	0.0	4.2	18	138	0	
6055.200704	Napa Pueblo Vista School Area, South of Redwood/North of West Park/East of West Pueblo and Rancho Drive/West of Hwy 29			24	Less than 20 percent	6	English	42.1	56.4	58.4	59.5	72	73.9	74.7	74.9	75.4	75.6	76.9	77.6	79.1	79.7	80.2	80.5	80.5	0.0	5.8	10.1	334	0	
6055.200705	Napa West Park Area, South of West Park Ave/East of Hwy 29			28	Less than 20 percent	6.5	Bilingual	37	49	51.6	55.4	61.1	62.5	63.3	63.7	63.8	64.6	65.4	66.1	67.7	68	68.7	69	69.2	0.2	0.0	-1.2	339	2	
6055.200706	Napa Justin Sierra Area, North of Trower/South of Linda Vista and Wine Country Ave/West of Hwy 29/East of Dry Creek Road			4	Less than 20 percent	3	English	51.1	71.3	73.3	75	80.4	81.5	82.2	82.4	82.6	82.7	83.3	84.4	85.3	85.7	85.7	85.7	85.9	0.1	4.0	15.4	166	1	
6055.200707	Napa North of Redwood/South of Trower/East of Dry Creek Road/West of Hwy 29			30	Less than 20 percent	6.1	English	50.4	62.7	65.1	66.4	71.9	73.8	74.5	75.1	75.4	75.6	76.1	76	79	79.4	79.8	80.1	80.4	0.3	7.0	10	275	4	
6055.200802	Napa South Napa, South of West Imola and Old Sonoma Road/West and North of the Napa River/ East of Stanley Lane			25	Less than 20 percent	6.1	English	36.6	52.5	54.7	56.7	63.9	65.7	66.6	67.1	67.3	67.7	68.4	69.6	70.7	71.3	72.4	72.9	72.9	0.0	4.6	2.5	660	0	
6055.200803	Napa North of Congress Valley and Old Sonoma Road/South of Browns Valley Road/East of Fulman/West of Footstall and Laurel			0	Less than 20 percent	4.4	English	44.3	60.4	63.2	63.8	72.1	74.9	75.7	75.9	76.3	76.6	77.8	79.6	81.4	81.7	82.1	82.3	82.5	0.2	1.0	12.1	156	2	
6055.200804	Napa Westwood Area, North of Old Sonoma Road/South of 1st Street/East of Laurel and Footstall Blvd/West of Hwy 29			45	Less than 20 percent	6.1	Bilingual	35.7	53.5	58.5	60	63.6	66.4	67.3	67.5	67.6	67.8	68.2	68.8	71	71.6	71.9	72	72.2	0.2	1.8	1.8	462	1	
6055.200900	Napa NVC/NSH area, South of Imola Ave/West of Napa River/North of Kaiser Road			111	40 percent to 45 percent	0	Bilingual	3	6.1	9.1	9.1	9.1	10.6	10.6	10.6	12.1	12.1	12.1	12.1	13.6	13.6	13.6	13.6	13.6	0.0	-48.7	-56.8	40	0	
6055.201003	American Canyon/South of Coombsville and Wild Horse Valley Road/ East of County Line/North of American Canyon Road and southern canyon line			14	Less than 20 percent	5.7	English	37.9	52.2	54.9	56.9	62.7	64.6	65.7	66	66.1	66.2	67	68	68.6	70.3	71.5	72.1	72.2	0.1	6.7	1.8	435	2	
6055.201004	American Canyon South East American Canyon Area, South of American Canyon Road/North of the County Line/West of Hwy 29			14	Less than 20 percent	6.2	English	45	58.2	65.3	67.5	72.1	74.3	75.4	75.6	75.9	76.3	77.2	78.6	80.3	80.9	81.6	81.9	82			11.6	344	2	

	American Canyon/Napa	Napa Airport Area, North of County Line/South of Kaser Road/East of Napa River/West of Hwy 29	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020001.pdf		79.3	23	Less than 20 percent	5.9	English	41.4	54.2	56.6	58	68.2	70.1	71.2	71.6	71.9	72.4	73	74.5	75.6	76.1	76.3	76.4	76.7	0.3	-2.6	6.3	163	2	
6055201005	American Canyon	Central West American Canyon, South of Rio Del Mar/North of West American Canyon Road/East of Wetlands Edge Road/West of Hwy 29	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020006.pdf		81.4	18	Less than 20 percent	4.5	English	44.8	60.4	62.5	64.7	73.7	75.6	76.2	76.3	76.4	76.7	77.8	79.5	80.3	80.6	81.2	81.6	81.8	0.2	0.4	11.4	172	2	
6055201006	American Canyon	West American Canyon Road/West of Hwy 29/North of County Line and Severus Drive/East of Wetlands Edge Road	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020007.pdf		80.2	32	Less than 20 percent	9.1	Not required	46.6	61.7	64.2	68.1	76.5	78	78.6	78.6	78.9	79.2	79.7	80.5	83.3	84.1	84.9	85.2	85.4	0.2	5.2	35	163	2	
6055201007	American Canyon	Brewers Valley School Area, North of Learning Oak Drive/South of Redwood Road/West of Buhanan and Browns Valley Road/East of Bonette Lane	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020101.pdf		83	8	Less than 20 percent	3.4	English	51.8	69.5	70.8	72	79.5	81.6	82.2	82.2	82.3	82.8	83.7	84	84.3	84.6	84.6	85.1	85.7	0.1	2.2	14.8	123	1	
6055201101	Napa	South and West of Dry Creek Road/North and East of County Line	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020102.pdf		61.5	27	40 percent to 50 percent	2.1	English	27.9	38.7	40.1	40.7	47.5	49.2	50	50.2	50.2	50.6	51.4	51.8	53.3	54.5	54.9	55.4	55.6	0.2	-5.9	-14.8	400	2	
6055201102	Napa	South of Oakville Grade/North of Salvador, Wine County Ave and Linda Vista/East of Dry Creek/West of Napa River	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020200.pdf		78.3	75	Less than 20 percent	3.2	English	49.7	60.2	62.6	63.8	67.8	70.2	71	71.2	71.3	71.3	71.9	72.6	74.1	74.3	74.6	74.9	75.1	0.2	0.1	4.7	538	4	
6055201200	Napa/Yountville	Town of Yountville and Veterans Home, North of Land Lane/South of Yount Mill Road/East of Hwy 29	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020300.pdf		67	64.5	29	Less than 20 percent	1.1	English	30.9	43	46.9	48.3	53.5	56.2	57.1	58.5	58.6	58.7	59.6	61.5	62.5	62.8	63.3	63.3	63.5	0.2	-1.0	-6.9	497	3
6055201401	Napa/Yountville	Silverado Area, North and West of Monticello Road and Milliken Creek, South of Yountville Cross Road and Rector Reservoir/East of Napa River	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020401.pdf		52.4	20	Less than 20 percent	3.9	English	24.3	32.3	33.8	35.1	38.9	39.6	40.4	40.4	40.7	40.7	41.5	41.8	42.5	43.1	43.5	43.7	43.9	0.2	-8.5	-26.5	983	4	
6055201402	Napa	Napa Valley Country Club/Veter's School Area, South of Monticello Road/North of Coombsville Road/West of County Line/East of 1st Ave	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020402.pdf		77.5	3	Less than 20 percent	1.8	English	37.7	53.1	55.3	56.9	63.3	66.6	67.5	67.8	68	68.1	68.6	69.5	70.2	70.4	71.5	71.5	71.7	0.2	-5.8	1.3	366	3	
6055201403	Napa/Yountville	South of Sage Canyon Road and Capell Valley Road/North of County Line/East of Monticello Road and Wild Horse Valley Road/West of County Line	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020403.pdf		61.7	35	More than 80 percent	4	English	32.4	39	41	41.7	43.8	45.1	45.6	45.6	45.6	45.6	46.7	46.7	46.7	47.2	48.1	48.3	48.3	0.0	-13.4	-32.1	190	0	
6055201500	Uptvalley	North of Dry Creek Road and Yount Street/East of Silverado Trail/West of County Line/South of Bothe Park	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020500.pdf		56.8	51	20 percent to 40 percent	2	English	17.4	25.9	27.4	28.8	33.2	34.7	36.1	36.5	36.8	37.2	37.8	38.3	38.9	39.8	40.5	40.8	40.9	0.1	-10.1	-29.5	616	1	
6055201601	Uptvalley	Howell Mountain Road/North of Jewelling and Chax Ln/East of Sulpher Springs/West of Howell Mountain Road and Hwy 29	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020601.pdf		63	45	40 percent to 50 percent	8.6	Not required	30.9	42.8	45.4	48.7	56.7	59.5	60.6	60.7	61.1	61.3	61.6	61.7	63	63.3	64.6	64.7	64.8	0.1	1.8	-5.6	388	1	
6055201602	Uptvalley	North of Pope and Spring Street/West of the Napa River/South of Deer Park/East of Madrona	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020602.pdf		70.6	26	Less than 20 percent	2.9	English	37.4	49.1	54.7	56.6	60.2	61.9	62.7	62.9	63.1	63.1	63.9	64.8	65.8	67.1	67.3	67.4	67.5	0.1	-3.1	-2.9	555	2	
6055201700	Uptvalley	Deer Park/Angwin Area, North of Sage Canyon Road/South of Aetna Springs Road/East of Silverado Trail/West of Pope Valley Road	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020700.pdf		60.2	37	Less than 20 percent	2.7	English	26.8	39.3	43.1	45	49.1	50.4	51.2	51.4	51.4	51.5	52.3	52.9	53.1	54.6	55.3	55.5	55.7	0.2	-1.3	-14.7	871	4	
6055201800	Uptvalley	Lake Berryessa Area, North of Hwy 128/South of County Line/West of County Line/East of Pope Valley Road	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020800.pdf		44.3	54.2	40	More than 80 percent	4.1	English	25.9	36.9	38.7	40	43.2	46.2	47.3	47.3	47.3	47.5	47.5	47.8	48	48.5	48.1	48.4	48.6	0.2	-4.6	-28.8	460	2
6055201900	Uptvalley	Calistoga Area, South and East of County Line/North of Bothe Park/West of Berryessa	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020900.pdf		57.6	53.5	40	40 percent to 50 percent	3.3	English	19.8	27.8	30.1	31.2	36.3	38.3	39.3	39.9	40.2	40.5	41.3	41.4	41.4	41.7	42.1	42.1	42.2	0.1	-11.3	-28.2	401	1
6055202000	Uptvalley	City of Calistoga, North of Dunsmuir/South of Greenwood/East of Foothill/West of Silverado and Hwy 29	https://www.sfsheds.bbbs.com/windows.net/2020/sheds/060513020000.pdf		71.3	70.2	30	Less than 20 percent	5.4	Not required	34.2	45.1	51.9	54.6	58.5	60.7	61.5	61.7	61.8	61.9	62.6	63.1	63.9	64.3	64.8	65.1	65.3	0.2	-4.9	-5.1	812	5

Outreach Summary

updated 10 28 20 (United Way data thru 9/20)

Updated 10 28 20 (United Way data thru 9/20)														All HTC populations (HTC Index)				Children Under 5				Low Broadband			
All Census Tracts		Impressions (Video Views)		Impressions (United Way Data)		Impressions (Texting Campaign)		Census Tracts at or above STATE Average of HTC Index		Impressions (United Way data)		Census Tracts at or above STATE Average for Children Under 5		Impressions (United Way data)		Census Tracts at or above STATE Average		Impressions (United Way data)							
Region	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent					
American Canyon	6	15%	393	12%	2,194	2%	0	0%	0	0%	2,161	3%	1	9%	1,043	4%	0	0%	926	19%					
Napa/Yountville	27	68%	1,190	36%	26,995	28%	0	0%	6	86%	22,978	30%	9	82%	13,838	49%	3	43%	147	3%					
UpValley	7	18%	1,594	48%	4,242	4%	0	0%	1	14%	3,942	5%	1	9%	642	2%	4	57%	1,504	31%					
All Regions			172	5%	62,203	65%	#####	100%			47,740	62%			12,858	45%			2,331	47%					
Napa County Totals	40		3,349		95,634		18,046		7		76,821		11		28,381		7		4,908						
Percent of all Impressions (N=117,029)			3%		82%		15%				66%				24%				4%						

Region	Households with limited English proficiency		Immigrants and Refugees		Farm workers		Latinos		Unduplicated Totals	
	Impressions (United Way Data)	Percent	Impressions (United Way Data)	Percent	Impressions (United Way Data)	Percent	Impressions (United Way Data)	Percent	Impressions (United Way Data)	Percent
American Canyon	495	1%	1,164	3%	364	2%	1,866	4%	1,986	4%
Napa/Yountville	18,391	48%	15,349	46%	5,636	31%	20,087	44%	20,425	44%
UpValley	2,335	6%	1,886	6%	192	1%	3,352	7%	3,352	7%
All Regions	16,791	44%	14,920	45%	11,714	65%	20,271	44%	20,847	45%
Napa County Totals	38,012		33,319		17,906		45,576		46,610	
Percent of all Impressions (N=117,029)	32%		28%		15%		39%		40%	

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

Region	Caravans		Signs or Banners Posted	
	Frequency	Percent	Frequency	Percent
American Canyon	-	0%	1	6%
Napa/Yountville	3	75%	5	29%
UpValley	1	25%	11	65%
All Regions	-	0%	-	0%
Napa County Totals	4		17	

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>

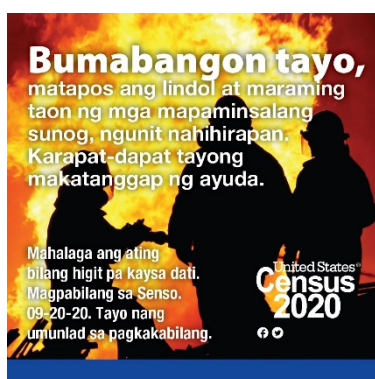


We rise,
after earthquake
and years of wild fires.
We deserve relief.

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

United States
**Census
2020**
@CACensus

countyofnapa.org/2020census



Bumabangon tayo,
matapos ang lindol at maraming
taon ng mga mapaminsalang
sunog, ngunit nahihirapan.
Karapat-dapat tayong
makatanggap ng ayuda.

Mahalaga ang ating
bilang higit pa kaysa dati.
Magpabilang sa Senso.
09-20-20. Tayo nang
uninlad sa pagkakabilang.

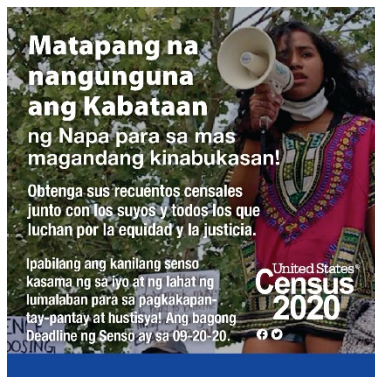
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2020**
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Nos levantamos,
después del terremoto y años
de incendios forestales,
pero luchamos.
Merecemos alivio.

Contamos más que nunca.
Obtenga su conteo del
censo. 30/09/2020. Pros-
peremos siendo contados.

United States
**Census
2020**
@CACensus

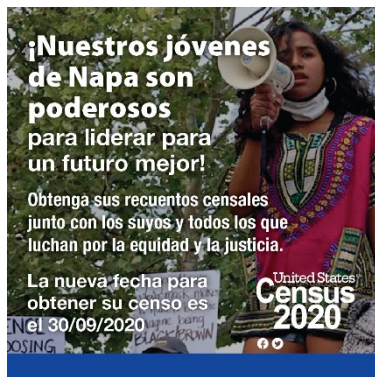


**Matapang na
nangunguna
ang Kabataan**
ng Napa para sa mas
magandang kinabukasan!

Obtenga sus recuentos censales
junto con los suyos y todos los que
luchan por la equidad y la justicia.

Ipabilang ang kanilang senso
kasama ng sariliyo at ng lahat ng
lunulaban para sa pagkakapan-
tay-pantay at hustiya! Ang bagong
Deadline ng Senso ay sa 09-20-20.

United States
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2020**
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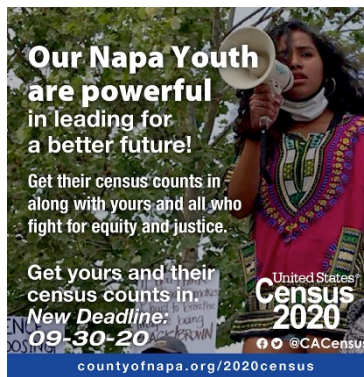


**¡Nuestros jóvenes
de Napa son
poderosos
para liderar para
un futuro mejor!**

Obtenga sus recuentos censales
junto con los suyos y todos los que
luchan por la equidad y la justicia.

La nueva fecha para
obtener su censo es
el 30/09/2020

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2020**
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**Our Napa Youth
are powerful
in leading for
a better future!**

Get their census counts in
along with yours and all who
fight for equity and justice.

Get yours and their
census counts in
New Deadline:
09-30-20

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**Mahalaga ang
iyong buhay.**

Sagutan ang iyong senso
upang makatanggap ang
iyong pamilya ng mga
oportunidad na natamasa mo.

Kung hindi kasama ang iyong
bilang, mapupunta ang pera sa
ibang mga county at estado.
Huwag hayaang mangyari ito.
Sagutan ang iyong Senso!

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**Census
2020**
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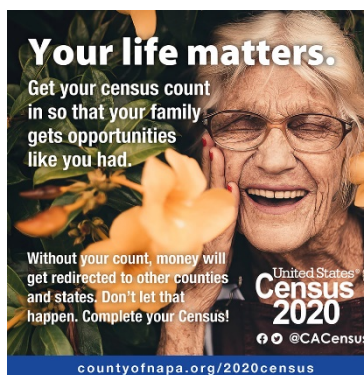


Tu vida importa.

Obtenga su conteo
del censo para que
su familia tenga
oportunidades
como usted.

Sin su cuenta, el dinero se redi-
girá a otros condados y estados.
No dejes que eso suceda.
¡Complete su censo!

United States
**Census
2020**
@CACensus




Your life matters.

Get your census count
in so that your family
gets opportunities
like you had.

Without your count, money will
get redirected to other counties
and states. Don't let that
happen. Complete your Census!

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Isa-isang nilalatag ng manggagawa ang mga bloke para sa matatag na pundasyon.

Hindi ba dapat pareho ang pagpapalano 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 inklusibo at patas na komunidad.

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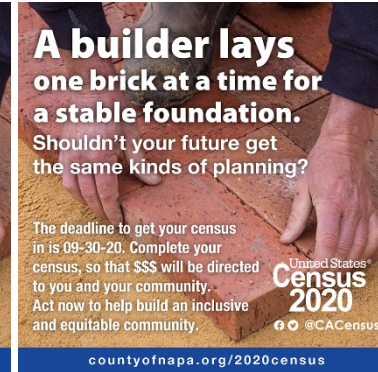
Un constructor coloca un ladrillo a la vez para una base estable.

¿No debería de tener su futuro el mismo tipo de planificación?

La nueva fecha para obtener su censo es el 30/09/2020. Completando su censo dirigirá \$\$\$ a usted y a su comunidad. Actúe ahora para ayudar a construir una comunidad inclusiva y equitativa.

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Census 2020

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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.

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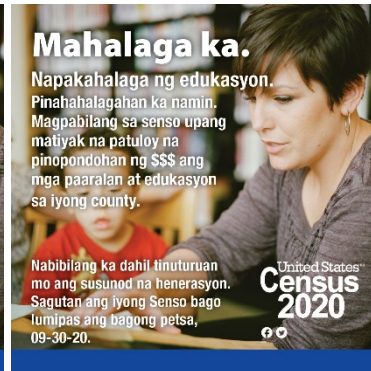
Tu importas.

El valor de la educación es muy importante. Te valoramos. Obtenga su conteo del censo para asegurarse de que \$\$\$ continúe financiando las escuelas y educación en su condado.

Usted cuenta porque esta enseñando a nuestra futura generación. Complete su censo antes de la nueva fecha del 30/09/2020.

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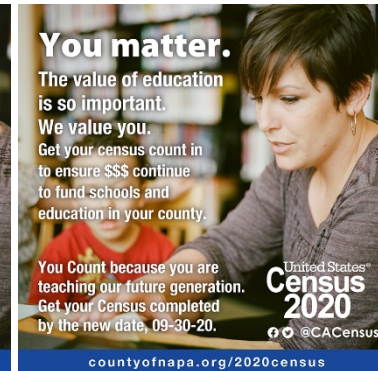
Mahalaga ka.

Napakahalaga ng edukasyon. Pinahahalagaan ka namin. Magpabilang sa senso upang matiyak na patuloy na pinopondohan ng \$\$\$ ang mga paaralan at edukasyon sa iyong county.

Nabibilang ka dahil tinuturuan mo ang susunod na henerasyon. Sagutan ang iyong Senso bago lumipas ang bagong petsa, 09-30-20.

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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.

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Census 2020

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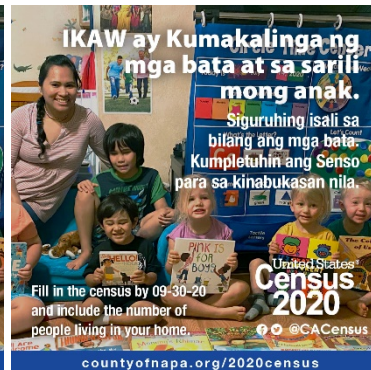
Te preocupas por la vida de otros niños, incluyendo a tus propios hijos.

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.

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IKAW ay Kumakalinga ng mga bata at sa sarili mong anak.

Siguruhing isali sa bilang ang mga bata. Kumpletuhin ang Senso para sa kinabukasan nila.

Fill in the census by 09-30-20 and include the number of people living in your home.

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Census 2020

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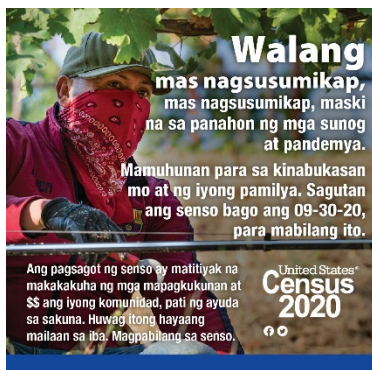
You care for the lives of other children and your own.

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.

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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 maliit na makakakuha ng mga mapagkukunan at \$\$ ang iyong komunidad, pati ng ayuda sa sakuna. Huwag itong hayaang mailaan sa iba. Magpabilang sa senso.

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Nadie trabaja mas duro, incluso en tiempos de incendios y pandemias.

Invierta en el futuro de simismo al igual que el futuro de su familia. Obtenga su conte del Censo antes del 30 de septiembre, para ser contado.

Obtener su cuenta del Censo asegura recursos y \$\$ para su comunidad, incluyendo el alivio de desastres. No dejes que ese dinero se vaya a otro lado. Hágase contar.

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No one works harder, even through fires and pandemic times.

Give yourself an investment for your and your family's future. Get your census count in before 09-30-20, to be counted.

Getting your count in ensures resources and \$\$ to be directed to your community, including disaster relief. Don't let it go somewhere else. Get your count in.

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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.

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Ligtas kang nagtatrabahong 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.

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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.

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Ang Bagong Deadline ng Senso ay 10-31-20.
Isama ang iyong bilang bago lumipas ang unang bahagi ng Agosto

at iwasang kumatok ang mga tauhan ng Senso sa iyong pinto para sa mga hindi pa nakagagawa nito. Madali ito. Ligtas ito. Mabilis ito.

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New Census Deadline is 10-31-20.
Get your count in by early August
and avoid Census workers knocking at your doors for those that haven't. It's Easy. It's Safe. It's Fast.

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La nueva fecha límite para completar el censo es 10-31-20.
Si envía su censo a más tardar a principios de agosto
evitará que los trabajadores del Censo visiten su domicilio. Es fácil. Es seguro. Es rápido.

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Census 2020: Be a Census Taker

2020 Census jobs provide:

- Great pay
- Flexible hours
- Weekly pay
- Paid training

Please join us and get help applying!

Monday, November 4th 2019
10:00 am - 11:00 am
St Helena Public Library
Meeting Room
1492 Library Ln, St Helena, CA 94574

For further details please call:
UpValley Family Centers
(707) 965-5010

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Censo 2020: Sea un encuestador del Censo

Los trabajos del Censo del 2020 ofrecen:

- Buen salario
- Horario flexible
- Pago semanal
- Capacitación pagada

Por favor asista y obtenga ayuda para llenar su solicitud!

Lunes 04 de Noviembre del 2019
10:00 am - 11:00 am
Biblioteca Pública de St Helena
Meeting Room
1492 Library Ln, St Helena, CA 94574

Para más detalles favor de llamar a:
UpValley Family Centers
(707) 965 - 5010

UPVALLEY FAMILY CENTERS
United States[®]
Census 2020
Bureau

U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. Census Bureau

La Oficina del Censo de los EE. UU. Ofrece Igualdad de Oportunidades de Empleo

www.census.gov/census2020

Every Person Counts.

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

Everyone needs to be counted, including YOU.
Get counted by early August – and avoid a census worker coming to your door.

Cada persona cuenta.

Todos deben ser contados, incluido USTED.

Hágase contar a más tardar a principios de agosto y evite que un trabajador del censo toque su puerta.

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 get-together, create Tik-Tok videos, etc.

Volunteer: To support the Census Texting Campaign. Sign-up to here: cicnapavalley.org/census-volunteer-form
*A short training is required.

ASÍ ES COMO PUEDES PARTICIPAR:

Corra la voz: comuníquese con su familia, amigos y vecinos y alientelos a completar el Censo si aún no lo han hecho.

Comparta: publicaciones en redes sociales y videos del Censo

Sea creativo: cree carteles de jardín, organice una reunión de censo de zoom, cree videos de Tik-Tok, etc.

Voluntario: para apoyar la campaña de mensajes de texto del censo.
Regístrese aquí: cicnapavalley.org/census-volunteer-form
*Se requiere una capacitación corta.

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: 844-478-2020

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 tagalo: 844-478-2020

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!

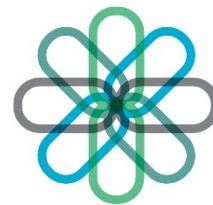
How will you support us?

- 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



COMMUNITY
LEADERS
COALITION



Register online by Wednesday, March 25th!

<https://forms.gle/1UoUjkeEPMVLUME28>

OPORTUNIDAD DE VOLUNTARIADO

¡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.

**Todos
Contamos!**

¿En qué lugares puedes ser voluntario/a?

- Napa
- American Canyon
- Calistoga
- Saint Helena



¡Regístrate en línea antes del miércoles, marzo 25!

<https://forms.gle/1UoUjkeEPMVLUME28>



United States[®]
Census
2020

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



United States[®]
Census
2020

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

   **@CACensus**

United States® Census 2020



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

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

**We
Count!**

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.

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.

United States® Census 2020



Abril 2020 es el mes del Censo

¡Asegurémonos de que se cuenten todos los habitantes de California para darle un buen uso a recursos importantes para nuestras comunidades!



CONSTRUCCIÓN DE MEJORES CARRETERAS Y ESCUELAS



FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS



AUMENTAR LAS OPORTUNIDADES DE EMPLEO



AUMENTAR OPORTUNIDADES DE VIVIENDA

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.

Todos Contamos!

A mediados 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.

Tres formas para completar el censo



Por correo: Puede pedir el formulario impreso en inglés o español y devolverlo por correo a la oficina de censos de los Estados Unidos.



Por teléfono: El censo puede completarse por teléfono en 13 idiomas.



En línea: Por primera vez, el censo estará disponible para completarse en línea en 13 idiomas.

United States® Census 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!

Kabilan g Tayo!



**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 Cenus



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).

Ang impormasyon mula sa iyong 2020 Census ay **ligtas, protektado, at kumpidensyal**. Nakatuon ang California upang matiyak na kumpleto at eksakto ang bilang ng mga taga-California.

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2020**



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

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California is committed to ensuring a complete and accurate count of all Californians

**We
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**Census
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

Ang impormasyon mula sa iyong 2020 Census ay **ligtas, protektado,** at **kumpidensyal.** Nakatuon ang California upang matiyak na kumpleto at eksakto ang bilang ng mga taga-California.

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.

Paraan na maaaring kumpletuhin ang Cenus



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).

   @CACensus



United States[®] Census 2020

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

Hazte Contar

Be Counted

Magpabilang Tayo



countyofnapa.org/2020census

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2020

   @CACensus

**We
Count!**

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**Census
2020**

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.

**We
Count!**

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2020**

Censo 2020: Involúcrate – Todos cuentan!



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.**

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2020**

  @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 \$\$\$
continúe financiando las escuelas
y educación en su condado.**

**Usted cuenta porque esta en-
señando a nuestra futura gener-
ación. Complete su censo antes
de la nueva fecha del 30/09/2020.**

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**Census
2020**



A woman with dark hair in a braid, wearing a pink and white striped shirt, is smiling and leaning over a group of four children. The children are sitting on a blue rug on a wooden floor. They are holding various books: 'HELLO!', 'PINK IS FOR BOYS', 'IT'S OKAY TO BE DIFFERENT', and 'The Colors of Us'. In the background, there are several educational posters on a blue fabric backdrop, including a calendar, a weather chart, a letter chart, a counting chart, and a tactile letters chart. The room has a warm, lived-in feel with various toys and books scattered around.

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 every-
one that lives with you at
your address count in.

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Census
2020

Facebook Twitter Instagram @CACensus

countyofnapa.org/2020census

A woman with a braid and a pink shirt is smiling and leaning over a group of four children sitting on a wooden floor. The children are holding various books. In the background, there is a large blue educational poster with sections for 'Time Center', 'Days of the Week', 'What's the Letter?', 'Let's Count', 'Color', 'Shape', and 'Tactile Letters'. The room is decorated with colorful posters and toys.

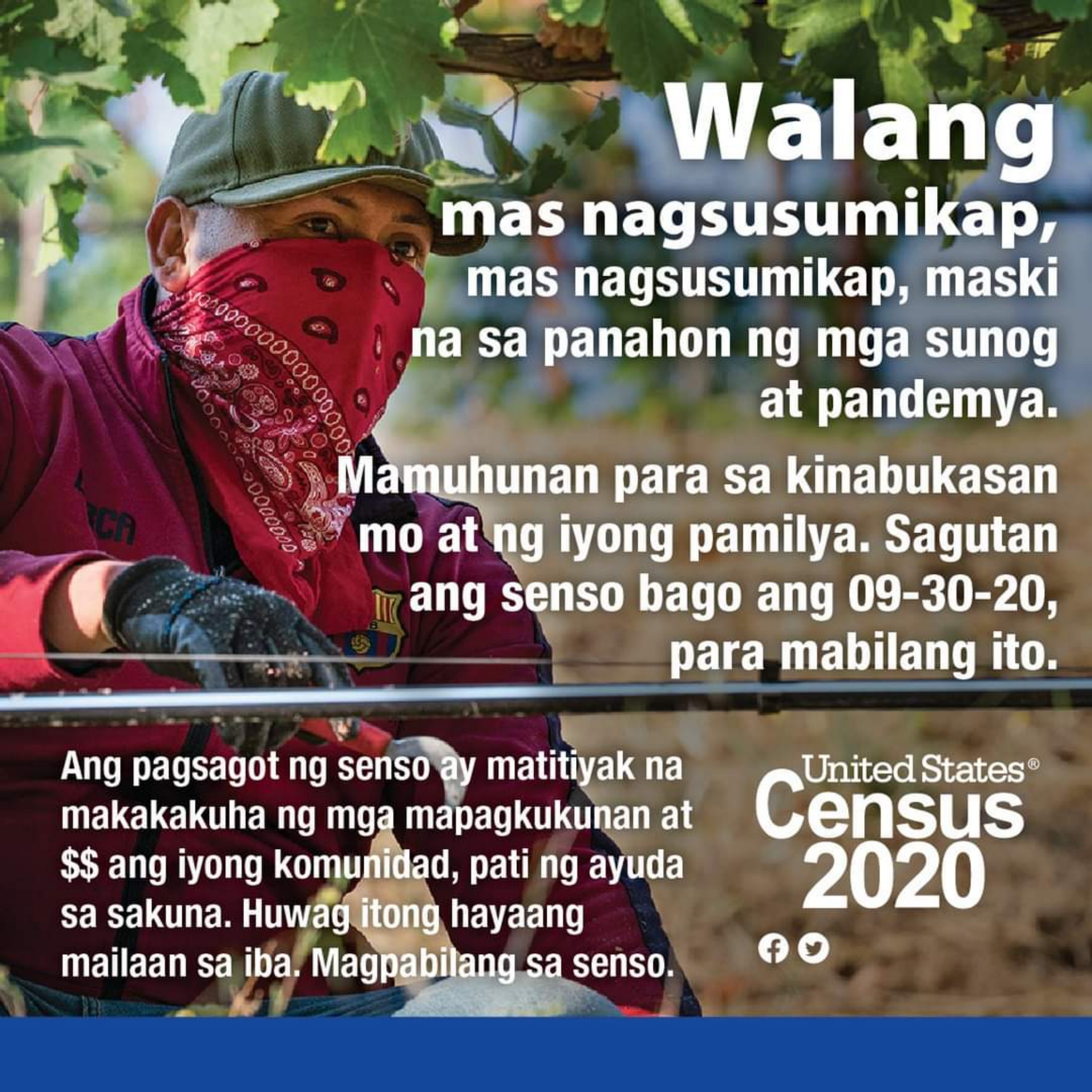
**Te preocupas por
la vida de otros niños,
incluyendo a tus propios hijos.**

**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.**

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**Census
2020**





**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.**

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**Census
2020**





**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.**

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2020**

  @CACensus

countyofnapa.org/2020census

A smiling man with a mustache, wearing a brown polo shirt and a teal apron, stands in a grocery store. He has his arms crossed. Behind him are shelves stocked with various food items, including jars of sauce and baskets of fresh produce like tomatoes, cucumbers, and onions.

**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.**

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**Census
2020**



A middle-aged man with a mustache, wearing a brown polo shirt and a teal apron, stands with his arms crossed in a grocery store. He is smiling at the camera. Behind him are shelves stocked with various products, including bottles of hot sauce and boxes of food. In the foreground, there are baskets of fresh produce, including green cucumbers and red tomatoes.

**Ligtas kang
nagtatrabahonang
maingat at may
pagpupursigi.**

**Hindi ba dapat ganun din
alagaan ang iyong kinabukasan?**

**Sagutan 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.**

United States®
**Census
2020**





**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.**

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2020**

  @CACensus

countyofnapa.org/2020census

A close-up photograph of a construction worker's hands and feet. The worker is wearing a dark blue long-sleeved shirt and a grey work boot. They are laying red bricks on a sandy surface. The hands are positioned on either side of a brick, and the boot is stepping on it. The background is a sandy ground with several other bricks laid out.

**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. Completando
su censo dirigirá \$\$\$ a usted y a su
comunidad. Actúe ahora para ayudar
a construir una comunidad inclusiva
y equitativa.**

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**Census
2020**





**Isa-isang nilalataag
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
ingklusibo at patas na komunidad.**

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**Census
2020**



The background of the entire image is a large, intense fire with bright yellow and orange flames. In the foreground, the silhouettes of three firefighters are visible. They are wearing helmets and protective gear, and their forms are dark against the bright light of the fire. One firefighter is on the left, another in the center, and a third on the right, slightly behind the others.

**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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countyofnapa.org/2020census

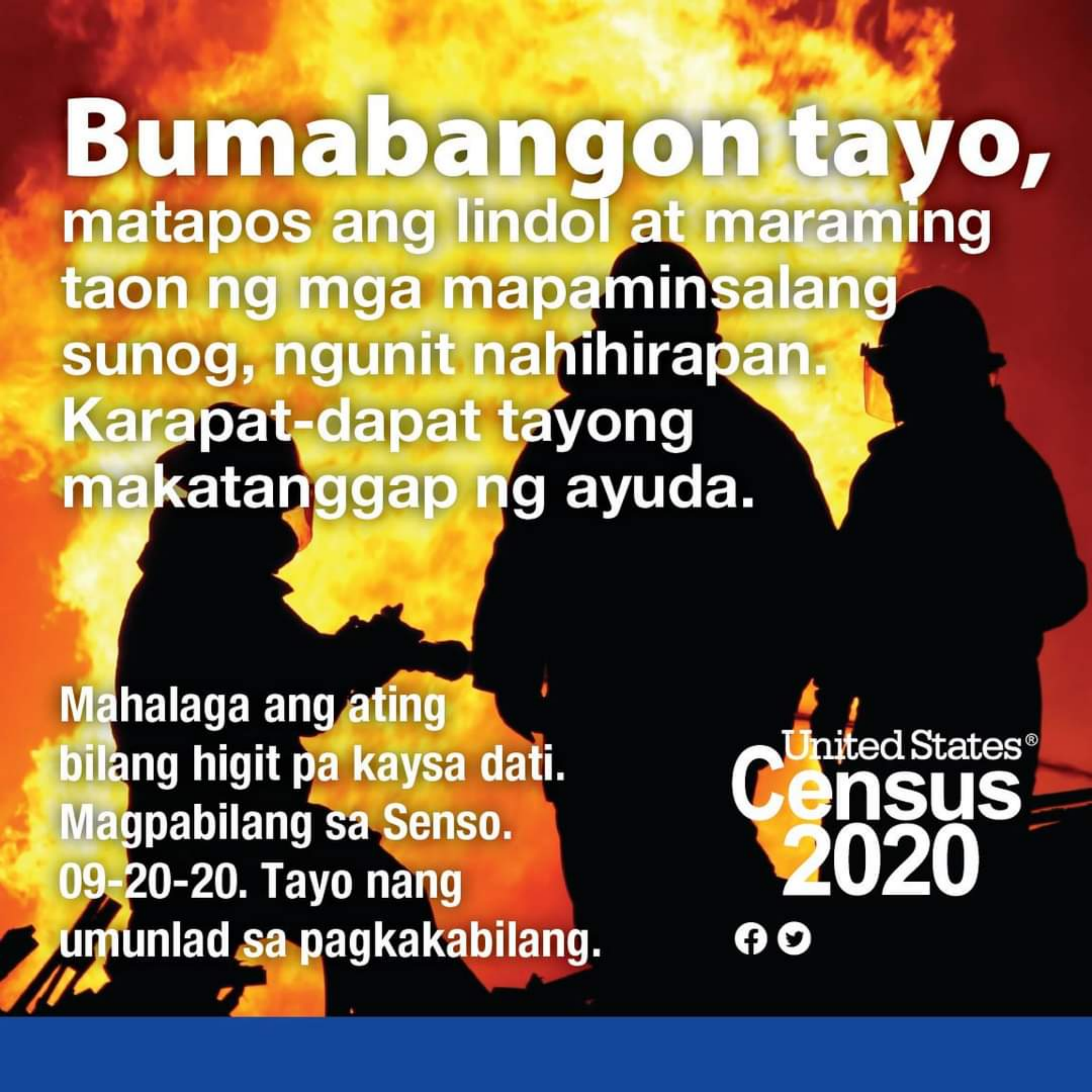
The background of the entire advertisement is a dramatic scene of a large fire. In the foreground, the silhouettes of three firefighters are visible against the intense orange and yellow flames. One firefighter on the left is holding a hose, and another in the center is looking towards the fire. A third firefighter on the right is wearing a helmet and looking on. The fire is very large and bright, filling the upper half of the image.

**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. Pros-
peremos siendo contados.**

United States®
**Census
2020**



The background of the entire image is a large, intense fire with bright yellow and orange flames. In the foreground, the silhouettes of three firefighters are visible. They are wearing helmets and protective gear. One firefighter on the left is holding a hose, and another in the center is looking towards the fire. A third firefighter is partially visible on the right. The overall scene is dramatic and emphasizes the theme of disaster relief.

Bumabangon tayo,
matapos ang lindol at maraming
taon ng mga mapaminsalang
sunog, ngunit nahihirapan.
Karapat-dapat tayong
makatanggap ng ayuda.

Mahalaga ang ating
bilang higit pa kaysa dati.
Magpabilang sa Senso.
09-20-20. Tayo nang
umunlad sa pagkakabilang.

United States[®]
Census
2020







8511
TNER