



State of California – Government Operations Agency  
California Complete Count-Census 2020  
400 R Street, Suite 359  
Sacramento, CA 95811  
[www.census.ca.gov](http://www.census.ca.gov)  
(916) 852-2020

GAVIN NEWSOM, Governor  
DITAS KATAGUE, Director

## FINAL REPORT TEMPLATE

### General Information

Date of report	November 13, 2020
Organization / Entity	County of Tuolumne
Responsible Person / Title	Tracie Riggs, County Administrator
Contact Person / Title	Sheila Shanahan, Community and Housing Programs Manager
Address	County of Tuolumne CDD, 2 South Green St, Sonora, CA 95370
Email / Phone	<a href="mailto:sshanahan@co.tuolumne.ca.us">sshanahan@co.tuolumne.ca.us</a> /209-533-6904

### 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?

#### Goals & Objectives from Tuolumne County Strategic & Implementation Plan

**Goal: Increase overall Census participation in Tuolumne County. Ensure HTC individuals are counted.**

#### **Objectives:**

1. Provide pre- and post-Census-Day messaging that resonates with Hard to Count (HTC) communities and rural residents.
2. Partner with organizations and recruited temp staff and volunteers who will act as trusted messengers within various HTC segments.
3. Provide the tools needed for residents to complete the Census on-the-spot after trusted messenger engagement.
4. Educate influencers in HTC segments to help effectively spread the message.

#### **Revisions due to COVID and Census Bureau operational adjustments include:**

We were not able to operate QAC's and many of our QAK's because of COVID. The locations where we planned to operate these centers were closed. We were not able to do any of the planned door-to-door canvassing in HTC neighborhoods for COVID safety reasons. Outreach shifted to paid and earned local media, paid and organic social media, digital flyers and messaging, lawn signs, sandwich boards, posters and banners as well as informational lunch sack, grocery and tote bags, and other informational give-away items. Digital information was distributed

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throughout the county and in particular in HTC areas through our schools, pre-schools such as Head Start centers as well as faith-based partners, free lunch and meal sites, food pantries and through partner CBO's and social service organizations interacting with clients either in-person or digitally. Digital platforms provided avenues for virtual meetings and information sharing across the community. All messaging included or directed people to our local Census helpline phone number, the Census toll-free number as well as the Census websites so there was a clear path for someone to either take the Census or get more information.

- 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? 1). We initially set up a dedicated website and helpline phone number for Tuolumne County Census outreach along with social media channels. All platforms connected everything locally and to the official Census2020.gov site. This ran throughout the campaign. The helpline was included on all outreach materials and messaging. The helpline proved to be invaluable as many residents had questions. We received many inquiries from people who wanted to be counted but could not get clear information from the US Census Bureau. During NRFU and the 30 days leading up to the end of our efforts, we were able to connect to hundreds of residents who had moved or lost or never received a questionnaire or notice. In these cases, we were successful in helping them get counted. For more details on our efforts, please see Attachment B.

### What hindered the operations?

Difficulty communicating with Census Bureau staff about their operations. For example, Census Bureau staff said that they were mailing to PO Boxes. We received numerous calls from residents saying that they didn't receive a Census questionnaire at their PO Box and when they called the Census Bureau, they were told that questionnaires were not being mailed to PO Boxes. If we had correct information, we could have passed this along to residents in our county. We mailed postcards to every resident, including those with PO Boxes. We could have addressed the PO Box issue on the postcard if we'd had correct information. There were also communication issues with the Bureau about when and whether one could submit online if they didn't have a code. During the shut-down we were also hearing from residents that their calls to the toll-free number were not being accepted.

### Contracted partner's outreach

What outreach tactics worked well? Direct mail, social media and connecting with the community through our partners who distribute food with our lunch, grocery and tote bags. Mobile QAK's were also key in low broadband areas. Another area that worked well for us was engaging the community within several local Facebook Groups. We also moved funds that were to be used for QAK's, many of which never opened, to a county-wide direct mailer. This was not in our original plan, but it

## County of Tuolumne

proved to be one of the most valuable methods. We found that many residents who were willing to participate in the Census were never contacted by the Bureau. Because of our lack of broadband in this area as well as a lack of local media sources, we believe that direct mail must remain a viable method for reaching out to our community. For more details on these efforts, please see Attachment B.

What hindered the outreach? Safety precautions due to the COVID pandemic significantly reduced our ability to carry out our outreach efforts. We were not able to attend community events because they were cancelled. Later in the pandemic, COVID public interaction fears prevented us from fully engaging with our residents at QAK's in shopping centers and other high traffic areas. Though we were able to set up QAK's in these temporary locations in areas throughout the county toward the end of the campaign, the scope of the QAK effort was greatly reduced from what we anticipated having in place during the NRFU period.

Additionally, our Facebook advertising campaign was somewhat derailed at the end of March when Facebook began declining our ads and required us to go through their verification process before placing ads. Facebook was slow to approve us, which delayed our social media campaign. We missed a good opportunity to engage on this platform during the shut-down. However, it forced us to become members of local Facebook groups and engage on platforms which we may not have otherwise pursued.

The social media toolkits created and shared by the state targeted under-represented groups which are often a major component of the HTC population targeted by the Census outreach campaign. However, it did not necessarily resonate with rural communities such as Tuolumne County where the most significant HTC population are individuals with a lack of broadband. We would have benefited from the inclusion of images of rural areas that were more generic and not targeting specific under-represented groups.

- 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.

Our subcontractor agency, ATCAA, closed at the beginning of the shutdown and for the most part, continue to be closed to the public. Their employees are working remotely. This made it difficult to onboard and organize temporary outreach staff and volunteers for mobile QAK and other outreach efforts such as sign placement and deliveries to food pantries, etc. They also found it difficult in the end to recruit staff and volunteers willing to engage with the public due to COVID safety concerns. Additionally, the planned events were all cancelled. Their community partners that they planned to engage experienced the same issues.

They met these challenges by moving the Census outreach equipment and materials to a local secure storage facility accessible to staff involved with daily outreach. This enabled staff to meet in small groups when necessary and gain

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access to equipment and materials as needed. The PPE that the state provided added a sense of security for outreach staff.

We pivoted our plans from talking to the public at events, operating QAC's and relying on partners to share printed information to their clients to creating digital kits that could be easily shared with the public through teachers, etc. We also participated in virtual meetings and forums with our trusted partners. We extended our reach to include local businesses who were open and willing to place and distribute information such as medical clinics, mini-marts, smoke shops, liquor stores and laundromats.

- 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.

As of October 13, 2020, the response rate for Tuolumne County was 55.5%. The 2010 response rate was 48.2%. The 2020 response rate was 7.3% higher than the 2010 rate.

There are several factors we feel contributed to our success:

- The USCB and the state widely advertised the importance of the census and the ability to submit the Census online made it easy to participate.
- We implemented a local campaign with our own logo, graphics, phone line, website, and social media platforms.
- We were able to craft outreach materials and messages that resonate in our rural community based on our local knowledge of the community.
- We worked with partners to gain trust within our community about the importance of the Census and how important it was for all residents. One of our highest engaging organic posts was a reference to our firefighters and how the Census could impact them within our community. These types of messages resonated and got results.

The higher response rate is especially significant given the obstacles due to COVID, the lack of on-the-ground USCB staff in our area due to COVID, the difficulty we experienced communicating with USCB staff, the multiple changes to the deadline for submitting the census, and Tuolumne County's lack of broadband and media access. We were pleased with the results of our efforts.

- 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.

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Information about the upcoming Census, important dates, COVID updates, changing dates, and clarification of USCB operations and deadlines was circulated through new and long-established community partnerships, coalitions and consortiums throughout the campaign via email lists, virtual meetings and phone calls. From the onset, we established ourselves as the local go-to source for Census information and provided our partners with relevant, easy-to-share information that was localized and informative. We tailored messages to various audiences and collaborated on messaging with our community partners. We asserted that we were there to help them get the word out as working together would benefit all of us and our entire community. We managed drop-off times and locations for materials and were commended for providing our message on the lunch sack, grocery bags and totes as we became a valuable instrument for something that was needed to help in the Pandemic rather than asking for help "such as stuffing flyers for us" of staff that were already providing services under extreme circumstances. The results became a network of people and organizations more than willing to share whenever asked. Several thousand deliverables went directly into the hands of the HTC community. Additionally, the message was distributed numerous times digitally by teachers, social workers and other key staff working with the HTC community. For details on our outreach, please see Attachment B.

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

Amador Tuolumne Community Action Agency – (Sub-contractor)  
ATCAA Food Bank  
16 Food Bank Partner Pantries  
Head Start  
County District 2 Supervisor Ryan Campbell  
All Tuolumne County School Districts  
Tuolumne County Senior Center  
Jamestown Resource Connection

The above partners worked together to disseminate information both digitally and in person to HTC populations and the general public. These entities continued to work with their clients and the public during the shut-down and phased reopening. They were crucial to our efforts. Social media partner information is listed in Attachment B.

- 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?

Approximately 12% of residents in Tuolumne County identify as Latinx. We engaged the Latinx communities by providing materials in Spanish and had bilingual staff to help non-native speakers understand and complete the Census. Due to the trace amount of other languages spoken in our area, we provided access and a path to obtaining information in their native language.

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- 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. SEE ATTACHMENT A.
- 9) Please add any suggestions for the 2030 Census efforts, including timelines.

## **Attachments**

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- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
  - a) SwORD uploads of completed activities
  - b) Updated list of subcontractors
  - c) Evaluations or analytical reports, if any
  - d) Sample products\* (SEE ATTACHMENT B)

\* 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**

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

# Making a difference – Census 2020

## TUOLUMNE COUNTY

### Attachment A

- 1) 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. SEE ATTACHMENT A.



We felt that a key to our success was our work to establish branding, work on local platforms and create messaging that was relatable to our rural citizens. Like most rural areas, big city issues, and messages that address them don't play well in a rural, sparsely populated area. It was important to let our residents know that we were one of them and that we were there to help Tuolumne County's future. By providing localized resources and a helpline, we were able to connect with our residents, listen to their concerns and engage in solutions as fellow residents. As a result, we were able directly assist hundreds of households with taking the Census and influence thousands more through our outreach.

COVID impacted Tuolumne County's online Census submission negatively as we are a low to no broadband county in many outlying areas. In order to address these broadband issues, we planned to reach the community by attending community events, setting up pop-up mobile QAK's in high-traffic areas, locating QAK's at libraries and community centers, and canvassing. We pivoted to other forms of outreach such as messages on food distribution bags which were desperately needed by the schools and food banks, and became part of the solution during the shut-down. We also shifted to more mailing out information and putting up signs and banners to enable us to reach those who would not otherwise see the message online.

For those who were online, we were sure to carefully craft messaging that would unite rather than divide residents as we began to see the Census become politicized. One of our most successful organic social media posts addressed the need for firefighters as California began to go up in smoke. This, as well as the economic needs, schools, roads, housing, our future, etc., were all topics that resonated with residents.

Our efforts and flexibility had positive results. We saw a 7% gain from the 2010 self-response rates, even during the COVID stay-at-home orders and lack of internet access.

TCCounts  
Published by Kristy Moore 8 · August 8 · 8h · 33

Our firefighters COUNT! Let's help make sure we have enough firefighters and other critical personnel now and for the next ten years. Your count matters! Take the Census today. Call 844-330-2020 or go to <https://2020census.gov/> #TuolumneCountyCounts #Count #2020Census



TCCounts  
Community

Send Message

TCCounts  
Published by Kristy Moore 8 · 8h · 33

Recent legislative action is ending the Census count TODAY. If you haven't already, please respond NOW! Online at <https://2020census.gov/>. Toll free at 844-330-2020. Need help? Call our local hotline at 209-268-6962. Takes a few minutes, LASTS 10 YEARS. Please share #TuolumneCountyCounts #TuolumneCounty

**TUOLUMNE COUNTY CENSUS 2020 OUTREACH**  
**BRANDING, COLLATERAL and PRODUCTS**

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**Attachment B**

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**LOGO**

Tuolumne County developed a brand-specific Census 2020 logo and used it on all platforms, messaging and products.



**CENSUS HELPLINE**

Dedicated phone line set up for Tuolumne County residents to answer questions, help residents complete the Census.

**209-268-6962**

## WEBSITE

TCCounts.org - Dedicated website for Tuolumne County Census Information at TCCounts.org

The screenshot shows the homepage of TCCOUNTS.ORG. At the top, there's a navigation bar with links for HOME, ABOUT, GET COUNTED, GET INVOLVED, RESOURCES, NEWS, and JOBS. To the right of the navigation are social media icons for Facebook, Twitter, and Instagram. A logo for "TUOLUMNE CENSUS 2020" featuring a green mountain and blue water is displayed, along with a "COUNTY COUNTS" banner. A prominent red button says "GET COUNTED NOW". Below the navigation, a large image of a landscape with mountains and a river is overlaid with text: "Shape your future.", "START HERE.", and "Help build a brighter future in Tuolumne County. Get Counted! Get Involved!". A central banner features the text "We ALL COUNT! Now More than EVER, we are COUNTING on YOU" against a background of a forest and mountains. A small inset image shows a census form with the text "Tuolumne Meadows, Yosemite National Park, Tuolumne County". To the right of the main banner is a callout box with the text "Learn more about how the Census can help with building a strong and thriving community.". Below this, a section titled "YOU CAN FILL OUT THE CENSUS ANY NUMBER OF WAYS" provides four options: "ONLINE" (laptop icon), "BY PHONE" (smartphone icon), "BY MAIL" (envelope icon), and "IN PERSON" (building icon). Each option includes a brief description and contact information. At the bottom, a blue bar contains the text "Still have questions? Want to know where you can submit securely online? Call our Tuolumne County Census Helpline: 209-268-6962".

**TUOLUMNE CENSUS 2020**

**COUNTY COUNTS**

**GET COUNTED NOW**

**Shape your future.**

**START HERE.**

**Help build a brighter future in Tuolumne County. Get Counted! Get Involved!**

**We ALL COUNT!**

**Now More than EVER,  
we are COUNTING on YOU**

**Tuolumne Meadows,  
Yosemite National Park, Tuolumne County**

**Learn more about how the Census can help  
with building a strong and thriving community.**

**YOU CAN FILL OUT THE CENSUS ANY NUMBER OF WAYS**

**ONLINE**

**BY PHONE**

**BY MAIL**

**IN PERSON**

From mid-March - July, submit your questionnaire securely online here at <https://my2020census.gov/>

Just make a phone call.

ENGLISH: 844-330-2020

SPANISH: 844-468-2020

The Census can be completed by phone in 13 languages.

You may receive a notice or the entire questionnaire. If you do receive the questionnaire, just fill it out and mail it in.

Visit your local branch library or other key locations available around the county.

**SUSPENDED**

Still have questions? Want to know where you can submit securely online? Call our Tuolumne County Census Helpline: 209-268-6962

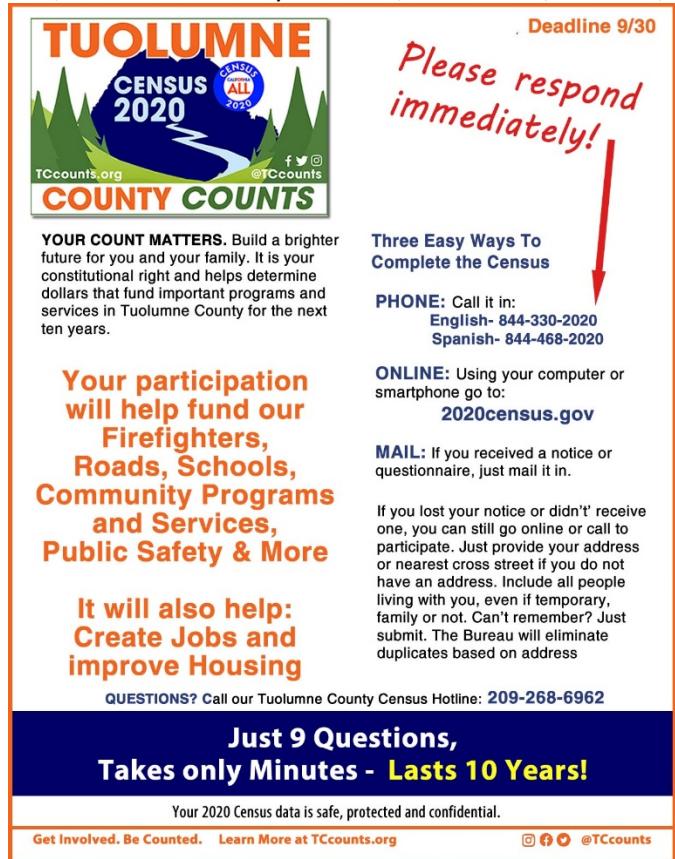
Shape Your Future: The 2020 Census

TIOGA MARIPOSA FIRE DEPT.

## ADVERTISING

### Traditional Paid Media (Only 2 traditional media outlets available in Tuolumne County)

- Union Democrat (Print) – 10,000 8.5x11 Paid flyer inserts, delivered 9/18 and 9/22.



- Full Page ad in Union Democrat Free Shopper Edition. Run date: 9/23.



- Clark Broadcasting – Radio. 320 15 second and 30 second spots ran between 3/16/2020 and 09/15/2020 on KVML, KZSQ and KKBN with an average of 5,000 listening audience per station at any given time. Stats provided by Clark Broadcasting.

Commercial messaging changed slightly during the campaign. These ran in the summer months.

30 sec SAMPLE- Hey Tuolumne County! Fire season is here. Do you care about having enough firefighters to protect our county? How about our roads, schools, more jobs, more housing and keeping our critical community services open? Taking the Census is one way to make sure our County gets the funding we deserve to help fight fires and keep other essential services running. Your count matters. Take 10 minutes, it lasts 10 years. It's easy and it's confidential. Go to Census2020.gov or call 844-330-2020. Do it today!

15 sec SAMPLE- If you haven't taken the Census yet, workers will be soon be knocking on your door. Keep yourself and others safe and just submit online or over the phone. It only takes a few minutes. You can help build a brighter future for you and your family in Tuolumne County. Log on to Census2020.gov or call 844-330-2020.

In addition to our commercials, Clark continued to run PSA's from us, the State team and the USCB. There was a constant reminder on the local radio networks about the Census.

- Clark Broadcasting – Mymotherlode.com digital news source. Digital with slightly different messaging throughout the campaign. Banners ran from 3/2020 – 10/15/2020.



Total impressions for banner ads per Clark Broadcasting: 606,038

## Earned Media

- 2 news articles appeared in the Union Democrat, the only printed news source in Tuolumne County. Below is the most recent.

**Census deadline extended by judge, Mother Lode**

By GUY McCARTHY  
*The Union Democrat*

*The nation's once-a-decade effort to count everyone in the entire United States was scheduled to stop collecting data by Sept. 30, but a federal judge in San Jose ruled Thursday evening to extend counting the nation's population until Oct. 31.*

The federal Department of Justice is expected to appeal the decision, but in the meantime census workers and census advocates in the Central Sierra Nevada are urging residents of Tuolumne and Calaveras counties to make sure they get counted.

"With the judge's ruling, as long as it holds, it will mean the census workers who were only recently deployed in Tuolumne County will be given as much time as in every past census to complete their jobs effectively," said Kristy Moore, communications manager for Amador-Tuolumne Community Action Agency, which has subcontracted with Tuolumne County for census outreach with funds provided by the state of California.

Part of the outreach includes the website Tuolumne County Counts at [www.tccounts.org](http://www.tccounts.org).

"We are considered a hard-to-count community due to our geographic nature and our lack of broadband," Moore said Friday morning. "The groups that sued the Census Bureau stated the shortened schedule would undercount residents in communities such as ours. This is fantastic news for Tuolumne County as an accurate count is critical and will shape us for the next 10 years."



United States giveaway in A residents par workers are e people in com

Marna Davis  
TCC

- 1 news article on Mymotherlode.com. A highly read digital news source for Tuolumne County.

News Home   Local   State   US News   World   Money   Traffic   Webcams   Politics   Obituaries   Sch

Spons: Maynard's Drug & Al

Home > News > Local > Final Day Of Census Counting Arrives

## Final Day Of Census Counting Arrives

Sponsored by:

 Family Medical Centers Angels Camp, Arnold, Copperopolis, and San Andreas Call 754.2968

 Dignity Health Mariposa Medical Center

By B.J. Hansen — Published Oct 15, 2020 11:16 am



Help build a brighter future in Tuolumne County. Get Counted! Get Involved!

Our County could lose \$2,000 per person... ...per year, for every person uncounted.

Be Counted.

CA CENSUS 2020 The Census is Happening NOW Key Dates Tuolumne County - Census View Photo

Sonora, CA — Mother Lode residents are urged to fill out a Census form if you haven't already done so.

After months of challenges in collecting data related to COVID-19, today is the Census deadline.

It impacts things such as how many Congressional seats a region has, and how much federal government funding communities receive.

In Tuolumne County, ATCAA is helping with the count, and anyone with questions can call its local Census hotline at 209-268-6962. You can also find more information by [clicking here](#). Forms sent by mail must be postmarked by today.

The latest data shows that the estimated number of Californians who have self-reported census data is 69.4-percent. The number in Tuolumne County is 55.5-percent and Calaveras County is 50.5-percent.

Written by BJ Hansen.

(Several articles ran on both platforms submitted by both the UCSB and the State Census Team.)

## SOCIAL MEDIA

Tuolumne County established accounts on Instagram, Twitter, and Facebook. We also engaged residents during their Google searches and with Google digital ad placement and Gmail ad placement.

### Paid Social Media

#### Facebook Page Screenshot



- Various paid ads (as seen below) from the TCCOUNTS page reached 72,898 users through a both broad and specified audience living in Tuolumne County and paid ads shown to a slightly different audience from the sub-contractor's (Amador Tuolumne Community Action Agency) page reached an additional 22,390 users.



- 1 Facebook direct mail follow-up campaign reached 11,806 user.
- 1 Facebook live event in collaboration with state communications team and Tuolumne County District 2 Supervisor.

- We utilized the state and USCB's toolkits and often shared those with our partners. We didn't develop our own toolkits for sharing.

## **Google**

- Google Search Ad – ran 6/19/20 – 10/15/20. 33,302 impressions with 258 clicks.

### Census 2020 - Tuolumne County | Get Counted Now

- 9 Questions | Lasts 10 Years. Call or Online

[Ad] [www.tccounts.org](http://www.tccounts.org)▼

Build a brighter future for you and your family. It will help with our firefighters, schools, services, healthcare and more.

- Google direct mail follow-up campaign display ad – ran 9/24/20 – 9/30/20. 59,799 impressions with 394 clicks
- Gmail direct mail follow-up campaign display ad ran 9/24/20 – 9/30/20. 3,116 ads displays with 1,771 clicks.

## **Organic Social Media**

### **Facebook**

- Posts on TCCounts Facebook page organically reaching a total of 18,262 users.
- Posts on ATCAA Page organically reaching a total of 1,482 users.
- 136 varied posts to the following local Facebook Groups (See sample below):



TuCo Stronger Together (COVID-19)



Kristy Moore

October 8 ·

...

The time is NOW! If you have not already been counted in the #2020Census, just call 844-330-2020 or click over to <https://2020census.gov/>. It's super easy, just a few quick questions, and will help you, your family, and our community for 10 YEARS! Questions? Call the Tuolumne County Census Helpline at 209-268-6962 #TuolumneCountyCounts [#tuolumnecounty](#) #inthistogether



Census information posted to the following Local Facebook Groups

- Tuolumne County Anything Goes – 779 members
- Tuolumne County Politics – 397 members
- Sonora Freeville – 3,200 members
- Friends of Tuolumne County Chamber – 650 members
- Tuolumne County Rants and Raves – 2,700 members
- Tuolumne County Ridiculous News Feed – 686 members
- Jaron for 5 – 219 members
- Support Local Shopping Tuolumne County – 325 members

- All Things Tuolumne County – 2,100 members
- Motherlode Freecycle – 1,200 members
- Tuolumne County Incident Feed – 3,900 members
- Sonora Freeville – 3,200 members
- Gold Country Chitter-Chatter – 4,300 members
- Sonoraville Buy Sell – 13.7 members
- Sonoraville Sell & Buy – 11,900 members
- Motherlode Homeless Outreach – 2,112 members
- Tuolumne County Stronger Together – 3,300 members

## Instagram & Twitter

Instagram

**Tuolumne Census**  
3 Tweets

Home

Explore

Notifications

Messages

Bookmarks

Lists

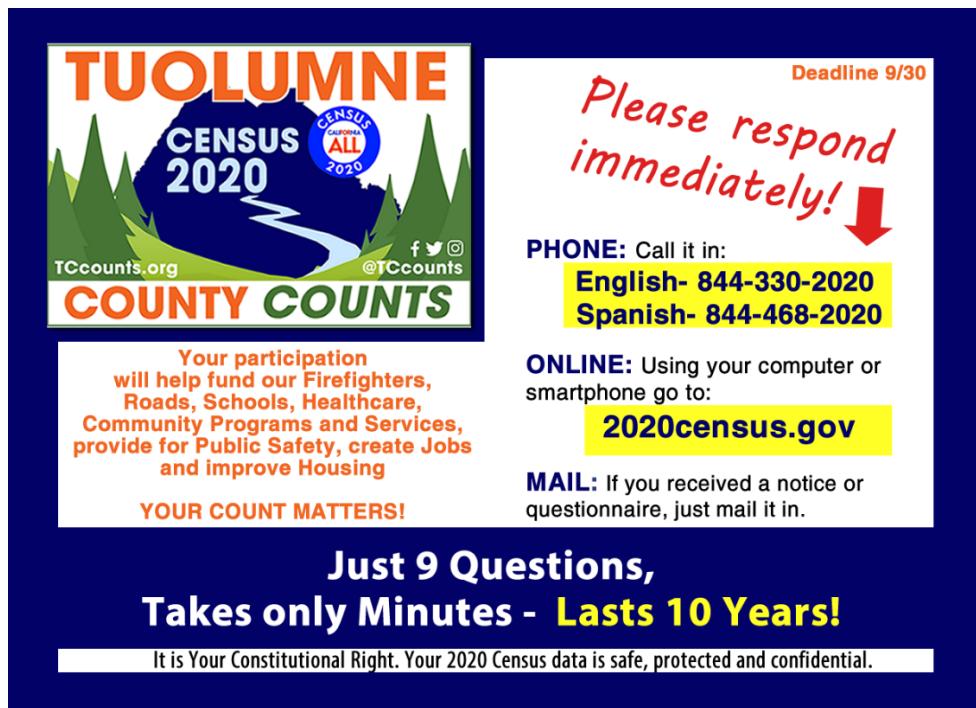
**Tuolumne Census**  
@TCCounts

We believe that everyone in Tuolumne County counts. When you participate in the Census, you make a difference to our housing, healthcare, and education.

- 43 posts on TCCounts Instagram page organically reached 5,368 users
- 54 posts on TC Counts Twitter page organically reached 27 users. (Twitter is not used much for local issues.)

## DIRECT MAIL

- 28,964 certified postcard pieces delivered to Tuolumne County residents.



**YOUR COUNT MATTERS.** Build a brighter future for you and your family. Your participation helps you be better represented and determines dollars that fund essential programs and services in Tuolumne County for the next **TEN YEARS**.

If you lost your notice or didn't receive one, you can still go online or call to participate. Just provide your address or nearest cross street if you do not have an address. Include all people living with you, even if temporary, family or not.

**QUESTIONS?**  
Call our Tuolumne County Census Helpline:  
**209-268-6962** **Deadline 9/30**



**#Tuolumne County Counts - Can We Count on YOU?**

**Get Involved. Be Counted. Learn More at [TCcounts.org](http://TCcounts.org)**

Tuolumne County Complete Count Committee  
427 N. Highway 49, Ste 302  
Sonora, CA. 95370

**@TCcounts**

## OUT OF HOME

- 12 Sandwich boards rotated to various locations throughout Tuolumne County during campaign. Sandwich boards were also used at various mobile QAK locations. **Lawn signs** were also posted throughout Tuolumne County

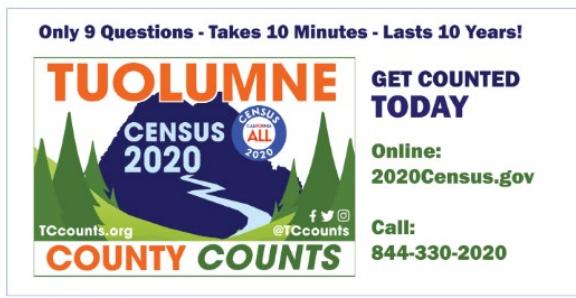


## Banner



- 3' x 12' banner hung over Main Street in Sonora from 5/1/2020 -6/30/2020.

## Vehicle Magnets



- Magnetic signs rotated from agency vehicles that remained parked for entire campaign to volunteer vehicles traveling more often within the county.

## PRINTED COLLATERAL - Flyers, Postcards, Business Sized cards, stickers

We printed our own when needed, but also utilized the state developed flyers and postcards as well as an informational news tabloid provided by our ACBO.



A larger, more detailed flyer for the Tuolumne County Census 2020. It features a graphic with "TUOLUMNE CENSUS 2020" and "COUNTY COUNTS". To the right, the text "Now more than ever, we're counting on YOU!" is displayed in large yellow letters. Below this, a message encourages people to submit their Census if they haven't already. A section titled "You can be counted the following ways:" lists four methods: "ONLINE" (my2020census.gov), "BY PHONE" (English: 844-330-2020, Spanish: 844-468-2020), "MAIL" (with an envelope icon), and "IN-PERSON" (with a person icon). At the bottom, there's a summary of the Census facts ("Only 9 QUESTIONS Takes 10 MINUTES Lasts 10 YEARS"), a statement about the importance of the information ("It's for our roads, our schools, our community. It helps create jobs, more housing and provide for community programs. Your information is safe and confidential."), and a call to action ("You can help build a brighter future in Tuolumne County"). The bottom section includes a helpline number ("STILL NEED HELP? GO TO OUR WEBSITE OR CALL OUR TUOLUMNE COUNTY CENSUS HELPLINE: TCcounts.org | 209-268-6962") and social media links ("Get Involved. Be Counted. Learn More at TCcounts.org").



## The Census is Happening in 2020

**The next Census is this Spring.**  
Let's ALL get counted so we can put those resources to good use here at home!

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

Starting March 12th, each household will get a postcard in the mail. It will explain the different ways you can fill out the Census. If you lost your postcard or didn't receive one, you can still go online or call to fill it out. Just provide your address or nearest cross streets. Include all people living with you, even if temporary, family or not.

**QUESTIONS?**  
Go online: <https://www.tccounts.org>  
Call our Tuolumne County Hotline:  
**209-268-6962**

### Key Dates

- |           |  |
|-----------|--|
| 3/12-3/20 | Invitations to the 2020 Census mailed                |
| 3/16-3/24 | Reminder letters mailed                              |
| 3/26-4/3  | Reminder postcard mailed                             |
| April 1   | CENSUS DAY!  |
| 4/8-4/16  | Second reminder & hard copy Census mailed            |
| 4/20-4/27 | Final postcards mailed before an in-person follow-up |

### Three Easy Ways To Complete the Census

**MAIL:** When you receive your postcard, you can request a paper form. (Some rural households may receive a paper form without needing to request it.)

**PHONE:** Call it in:  
English- 844-330-2020  
Spanish- 844-468-2020

**ONLINE:** Using your computer or smartphone go to:

<https://my2020census.gov>

No internet? Call our hotline to find a secure location near you.

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

Get Involved. Be Counted. Learn More at [TCCOUNTS.ORG](https://www.tccounts.org)

@TCCOUNTS



**YOUR COUNT MATTERS.** Build a brighter future for you and your family. It is your constitutional right and helps determine dollars that fund important programs and services in Tuolumne County for the next ten years.

**Your participation will help fund our Firefighters, Roads, Schools, Community Programs and Services, Public Safety & More**

**It will also help: Create Jobs and improve Housing**

QUESTIONS? Call our Tuolumne County Census Hotline: **209-268-6962**

**Just 9 Questions,  
Takes only Minutes - Lasts 10 Years!**

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Get Involved. Be Counted. Learn More at [TCcounts.org](http://TCcounts.org)

**Deadline 9/30**

*Please respond immediately!*

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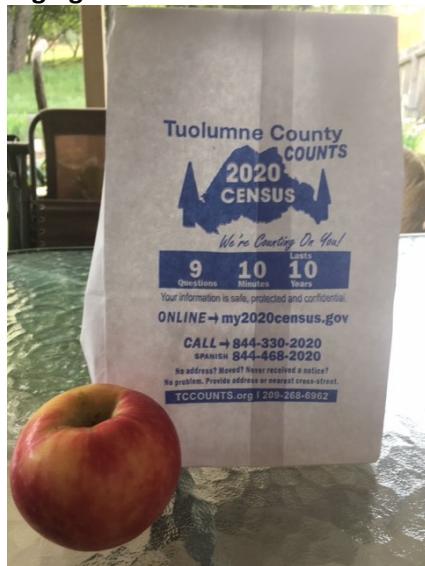
**MAIL:** If you received a notice or questionnaire, just mail it in.

If you lost your notice or didn't receive one, you can still go online or call to participate. Just provide your address or nearest cross street if you do not have an address. Include all people living with you, even if temporary, family or not. Can't remember? Just submit. The Bureau will eliminate duplicates based on address

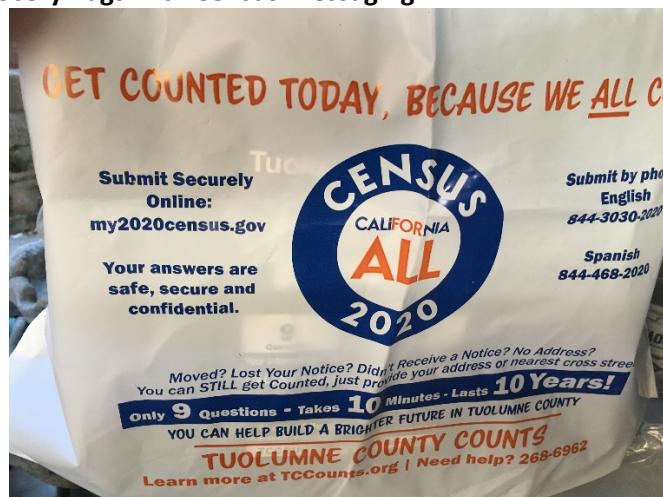


## GROCERY BAGS WITH CENSUS MESSAGING

- Paper Lunch Sacks with Census Messaging



- Large 18" x 24" Plastic Grocery Bags with Census Messaging



- Insulated Lunch Totes – (Intended for QAK and event give-aways. Due to shutdown and subsequent early count termination we distributed these differently.)



## SWAG – GIVEAWAYS

- Ink Pens – Blue & Green and mop head ink pens (QAK, Head Start & school Giveaway)



- Personal Hand Sanitizers & Cell phone stands (QAK + Giveaway through local businesses)



- Plastic Tumblers (QAK + Food Bank and Food pantry Giveaway)



- \$5 grocery Gift cards& flash drives (QAK giveaway for completing Census)



## MOBILE QAK'S

Kits were available to outreach workers that contained a lightweight table, chair, banner, tabletop signage, give-aways, and a canvas to manage collateral, clipboard, tracking sheets and electronic equipment to help residents submit online or over-phone on-the-spot. Due to safety concerns, mobile QAK's were limited and began in early August and ran through mid-October.

