



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

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT

General Information

Date of report	10/22/2020
Organization / Entity	County of San Luis Obispo
Responsible Person / Title	Wade Horton, County Administrative Officer
Contact Person / Title	Kristin Eriksson, Administrative Analyst
Address	1055 Monterey St., Room 430D, San Luis Obispo, CA 93408
Email / Phone	keriksson@co.slo.ca.us ; 805-781-5014

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?

Implementation Plan Objectives:

1. Contract with marketing firm to develop targeted, local census outreach plan and materials;
2. Operate a Questionnaire Assistance Center and phone line in the Paso Robles downtown corridor census tract;
3. Work with partners to distribute targeted information to hard to count (HTC) populations

COVID-19/Operation Adjustment Revisions:

1. Verdin Marketing, Inc. was engaged for initial local census outreach and Non-response Follow Up (NRFU) engagement. The digital marketing campaign ran from March-April and from August-September. Additional outreach materials, including updated tool kits for partners and promotional reusable bags were designed.
2. The Questionnaire Assistance Center was closed at the start of Stay-at-Home orders. As a result, the County instead operated a Questionnaire Assistance phone line (QAP) during operational hours and after hours from 5-7 p.m. on Wednesdays from April 6 through October 15, 2020. There were 693 total contacts with County residents through the phone line.

Due Date: November 16, 2020

3. The County engaged Verdin Marketing to design and procure various promotional and informational materials to create tool kits for partners to assist with their engagement with HTC populations. The County also provided tool kits for NRFU with updated messaging in light of the pandemic and U.S. Census Bureau operational changes.
- 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?

Providing our partners with materials so that they were equipped to serve as trusted messengers for the communities they regularly serve proved effective. The County's digital media campaign was successful in achieving 1.3 million impressions with residents.

What hindered the operations?

The Stay-at-Home restrictions hampered the County's plans for in-person outreach initially. Additionally, it was difficult to find staffing for the QAC and QAP. Finally, capturing public attention during an unprecedented time, including the COVID-19 pandemic, civil unrest, and a presidential campaign was difficult.

Contracted partner's outreach

What outreach tactics worked well?

As noted above, our digital media campaign reached a large number of people, including HTC residents. Additionally, the mailing of promotional post cards to the HTC census tracts precipitated more engagement with the County's QAP and resulted in greater response.

What hindered the outreach?

The Stay-at-Home restrictions hampered the County's plans for in-person outreach initially. Additionally, it was difficult to find staffing for the QAC and QAP. Finally, capturing public attention during an unprecedented time, including the COVID-19 pandemic, civil unrest, and a presidential campaign was difficult.

- 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.

Given the limited funding for Census outreach the County received, we had to rely on existing staff for outreach activities, rather than being able to hire dedicated staff for the project. Additionally, the extension of the Census response deadline further

taxed County resources. County staff worked with management to ensure resources for outreach and operation of the QAP through October 15.

- 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 County's 2010 self-response rate was 66.3%. The self-response rate for the 2020 Census was 68.5%, exceeding the 2010 rate by 2.2%.

- 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.

The County worked closely with our partners (cities, local government agencies, local community-based organizations (CBOs), etc.) closely in developing our marketing campaign to ensure the messaging would effectively reach HTC populations. Additionally, the County provided promotional and informational materials to our community-based organizational partners to support their direct outreach as trusted messengers to the HTC populations they regularly serve. All materials were available in English and Spanish.

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

1. **Cities** of Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach and San Luis Obispo – all cities helped spread messaging through their social media channels and collaborated in creating the digital marketing campaign. The City of Paso Robles hosted the QAC while it was operational and distributed promotional materials to residents through the Paso Robles City Library.
2. **CBOs**, including Community Foundation of SLO County, Community Action Partnership of SLO County (CAPSLO), First 5 SLO, Central Coast Commission for Senior Citizens and People's Self-help Housing – all worked with the Region 5 Administrative CBO on direct outreach to HTC populations and collaborated with the County to develop the marketing campaign.
3. **County Libraries** – provided dedicated computers for Census responses; distributed outreach materials and promotional items through operational libraries throughout the county.
4. **SLO Food Bank** – distributed promotional materials and information through food delivery/distributions countywide.

- 7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

The County's QAP provided information and assistance in English and Spanish (the most predominant first language besides English in the County). All informational and promotional materials were created in English and Spanish and digital content was also provided in Spanish countywide. The County worked with and provided materials for CBO partners who provided outreach to limited English proficiency and disabled residents.

- 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.

The County's dedicated QAP staff, Maria Brown takes great pride in knowing that she provided information about the Census or direct assistance to respond to the Census to nearly 700 County residents. Ms. Brown stated, "I felt I was able to help people who were vulnerable. The elderly population are not familiar with technology and are also afraid of in-person responses because they are afraid of contracting COVID-19. And, many people who do not have legal status were reluctant to participate in anything related to the government. I hope my work on the phone line made these people feel better about responding to the Census."

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

Should the State choose to fund similar efforts for the 2030 Census, it would be helpful for earlier engagement with all counties, not just the larger counties. Additionally, the State's requirements of contracted partners and plans for the State's own outreach should be made clear at the outset. It was difficult to adjust to changing and often unclear expectations and avoiding duplicative efforts was equally challenging as the State's plan was not clear in the beginning of our efforts. It would also be beneficial to have closer coordination with the US Census Bureau to be sure messages are in line with the Bureau's efforts and to ensure continuity of information that is provided to the public.

Attachments

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

- a) SwORD uploads of completed activities

** Completed by CA Complete Count office staff **

- b) Updated list of subcontractors

** No attachment – Verdin Marketing, Inc. is our only subcontractor **

- c) Evaluations or analytical reports, if any

**** Digital marketing data attached ****

d) Sample products*

**** Sample marketing materials attached ****

* 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.

CAMPAIGN STAT SUMMARY

SLO COUNTY 2020 CENSUS PLAN

May 4, 2020

The following report covers the March and April campaign, encouraging locals to fill out their census survey and to learn more if needed.

The campaign as designed was to utilize programmatic video, Facebook and Instagram. Due to recently changes in algorithms and policy, Facebook and Instagram designated the Census campaign as political content. Multiple manual review requests were entered, but ultimately budget was moved from social advertising into programmatic advertising. The programmatic advertising portion of the campaign was running well and reaching the intended targets.

The student persona was seriously affected most by the COVID-19 crisis. The anticipated amount of students we hoped to reach during the planning phase was reduced as students returned home for online classes and to adhere to shelter in place orders.

Generally the media plan came in under budget due to the reduced ability to reach targeted locals on social media.

FACEBOOK

Impressions: 90,078 Link Clicks: 282 Total Clicks: 701 Total CTR: 0.8%

PROGRAMMATIC ADS

Students

Impressions: 216,995 Clicks: 784 CTR: 0.4% Video Views to 100%: 108,260

Spanish Speakers

Impressions: 380,419 Clicks: 4,647 CTR: 1.3% Video Views to 100%: 128,170

Underserved

Impressions: 461,804 Clicks: 1,224 CTR: 0.3% Video Views to 100%: 207,855

TOTAL CAMPAIGN RESULTS

Impressions: 1,149,296 Clicks: 7,356 CTR: 0.7% Video Views to 100%: 444,285

ADVERTISING REPORT

SLO COUNTY CENSUS

September 25, 2020

The non-response portion of the Census outreach campaign was initially scheduled to run from Aug. 1 to Oct. 31. After national changes to the end date of the Census collection period, the campaign end date was modified to Sept. 30. The campaign will be live until Sept. 30, however for reporting purposes, the following numbers reflect the time period from Aug. 12 to Sept. 25.

Two tactics were designed to reach the hard-to-count population. One was created for underserved residents in the more rural areas of the county, and another was made in Spanish to reach Spanish speakers within the more agriculture-heavy portions of the county.

Both tactics performed as expected, with a slight decline in clicks as the months progressed. This was anticipated as more and more individuals completed their Census survey, leaving fewer people who needed information on signing up. Additionally, the video had a very good completion rate (51%), which means although consumers may not have clicked to learn more, they viewed the entire video message.

The non-response portion of the Census outreach campaign was served programmatically due to the clutter and regulations of 'social topics' on Facebook and Instagram during this political cycle.

PROGRAMMATIC VIDEO

Impressions: targeting hard-to-reach English and Spanish residents: 225,683

Clicks to website: 596

Click Through Rate: 0.3%

Views to 100% of Video: 115,002



SLO County Non-Response Media Plan

Run Dates: 8/1/20 - 10/31/20

Programmatic Video	Target Locations	Type of Targeting	Exact Geos	August	September	October
Underserved	Rural and low Broadband tracks	English Speakers. 75K and Under Household Income	Cambria, Cayucos, San Simeon, Atascadero, Paso, Shandon 25+ miles all locations	\$1,600	\$1,700	\$1,700
Spanish Families	High Spanish Speaking and Agricultural tracts	Spanish Speakers, Geofenced Agricultural tracks	Arroyo Grande, Nipomo both 25+ miles, 93420, 93453, 93432	\$1,600	\$1,700	\$1,700
Monthly Totals				\$3,200	\$3,400	\$3,400



HELP OUR COMMUNITY RECOVER

Complete the 2020 Census

*It takes less than **10 minutes** to fill out and will provide more funding for Central Coast schools, hospitals, and businesses.*



Visit slocountycensus.org
or call (805) 781.5011 for more info





AYUDE ANUESTRA COMUNIDAD A RECUPERARSE

Participe en el censo 2020

*Le tomará menos de **10 minutos** para contestar todas las preguntas y esto ayudará y proporcionará más fondos para las escuelas, hospitales y empresas de la Costa Central. Además, no hay preguntas sobre inmigración.*



Visite slocountycensus.org o llame al
(805) 781.5011 para obtener más información





NOT FOR REPRODUCTION

This file is intended for design presentation, visual review, and proofreading purposes only and cannot be used for reproduction in any manner whatsoever. Digital files, appropriate for high quality reproduction, will be created and supplied after approval of all visual and written elements related to this project.

Please call (805) 541 9005
with any questions. **Thank you!**



www.2020census.gov



EVERYONE COUNTS IN SLO COUNTY

How to add your logo to the Census poster

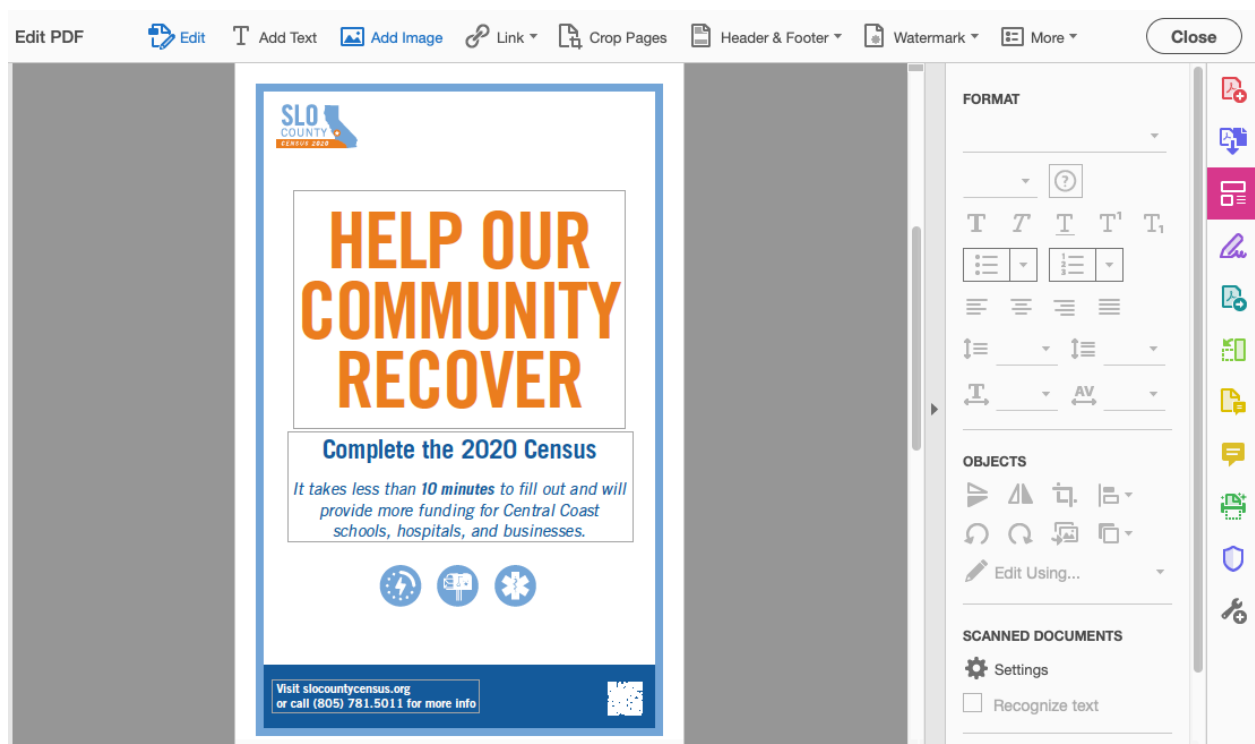
Option 1: Adobe Acrobat Pro

Open Adobe Acrobat Pro. Click on “Edit PDF”

In the latest version, it will be an icon of pink square / rectangle shapes.



On the top bar, click “Add Image” and select your logo file. We recommend using a PNG file with a transparent background.



You will be able to drag the logo to the top right corner and resize by dragging the end points.



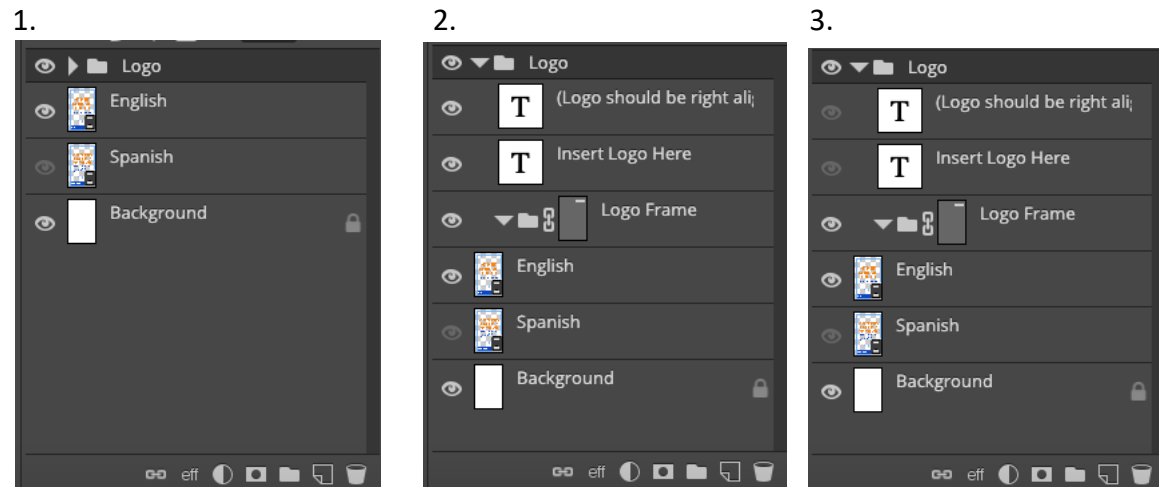
**HELP OUR
COMMUNITY
RECOVER**

Option 2: Use a free online platform: photopea.com

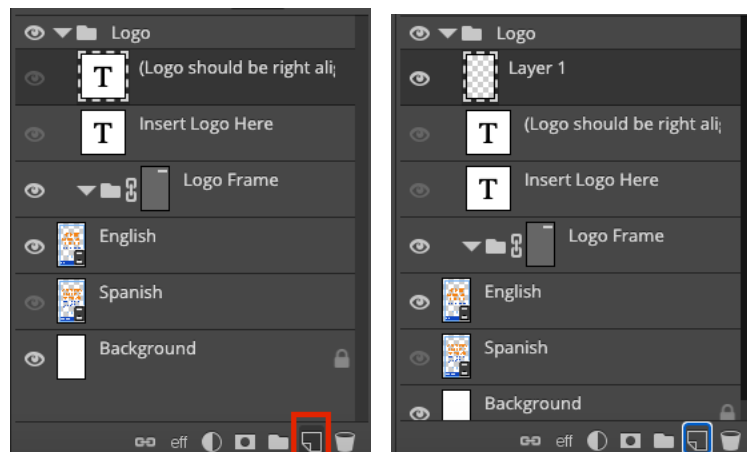
Photopea is a free online platform similar to Photoshop. You will be able to open the .PSD file of the poster (not the PDF).

On Photopea.com, click File -> Open... and select the CENSUS_PartnershipPoster.PSD

1. On the bottom right of your screen, you will see a panel that shows Layers.
2. Click on the right facing arrow next to “Logo” to show more layers. You will now see two layers with a “T” in a white box
3. Press the “eye” icon next to each of the “T” layers. This will cause the icon to turn grey, which hides the layer from view. You will no longer see the upper right corner text that says “Insert logo here” and “Logo should be right aligned”

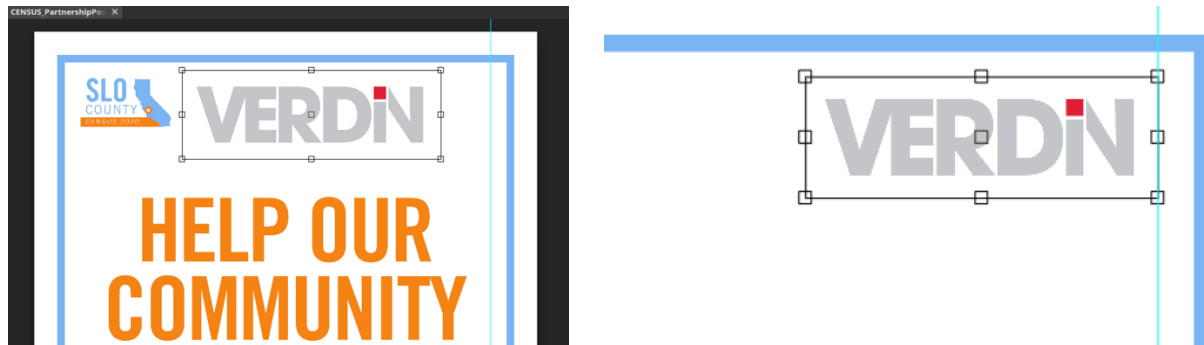


Next, on the bottom right Layer panel, click on the icon in the red box to “add layer”
You will now see “Layer 1” at the top of the layers.



On the upper left corner, click File -> Open & Place. Select your logo file.

Click on the logo and drag it over to the right, and drag it near the cyan line. It will “snap” into place and align.



In order to resize your logo if it is too large, while the logo is still selected, click Edit -> Free Transform. Hold the SHIFT key down and drag one of the corner points inward to make the logo smaller.

Once you are finished, save the file as a PSD file first. Then press File -> Export As -> PDF.

If you have any difficulty editing your poster file, please contact kailey@verdinmarketing.com

Location Name/Media Outlet	Type	Address/Media Channel	Date(s)	Time(s)	HTC Focus	Est. Number of Attendees	Organization	Contact
Paso Robles Library	QAC	3201 Spring Street, Paso Robles	3/12-4/25/20	Thursdays, 2-6PM Fridays, 2-5PM Saturdays, 9:30AM-12:30PM	Spanish Speaking		County of SLO	Kristin Eriksson 805-781-50140 keriksson@co.slo.ca.us
CA Polytechnic State Univ.	QAK	1 Grand Ave., San Luis Obispo	2/12/2020	TBD	Students		Cal Poly	
CA Polytechnic State Univ.	QAK	1 Grand Ave., San Luis Obispo	3/10/2020	TBD	Students		Cal Poly	
CA Polytechnic State Univ.	QAK	1 Grand Ave., San Luis Obispo	4/1/2020	TBD	Students		Cal Poly	
Canyon Creek Apartmetns	QAK	400 Oak Hill Rd., Paso Robles	4/22/2020	6-8PM	Spanish Speaking	not sure; 68 - 2 and 3 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Los Robles Terrace (Senior & Disabled)	QAK	2940 Spring St., Paso Robles	4/1/2020	2-4PM	Seniors/Disabled	not sure; 40 - studio and 1 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Courtland Street Apartments	QAK	150 S. Courtland St., Arroyo Grande	3/25/2020	5-7PM	Other	not sure; 36 - 1, 2 and 3 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Cawleti (Senior Home)	QAK	351 S. Elm St., Arroyo Grande	3/25/2020	11AM-1PM	Seniors/Disabled	not sure; 28 - 1 and 2 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Ocean View Manor (Senior Home)	QAK	456 Elena St., Morro Bay	4/9/2020	10AM-12PM	Seniors/Disabled	not sure; 61 - studio and 1 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Schoolhouse Lane Apartments	QAK	2835 Schoolhouse Lane, Cambria	4/14/2020	6-8PM	Spanish Speaking	not sure; 24 - 2 and 3 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Atascadero Senior Center	Community Meeting	5905-C East Mall, Atascadero	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
St. Paul's Episcopal Church	Community Meeting	2700 Eton Rd., Cambria	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
South Bay Community Center	Community Meeting	2180 Palisades Ave. Los Osos	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
Senior Citizen's Center	Community Meeting	1001 Kennedy Blvd., Morro Bay	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
Senior Citizens Club	Community Meeting	200 E. Dana St., Nipomo	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
Central Coast Senior Center	Community Meeting	1580 Railroad Ave., Oceano	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
Paso Robles Senior Activity Center	Community Meeting	270 Scott St., Paso Robles	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
Anderson Hotel	Community Meeting	955 Monterey St., San Luis Obispo	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
	Community Meeting	11245 Los Osos Valley Rd., San Luis Obispo	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
Santa Margarita Senior Citizens Center	Community Meeting	2210 "H" St., Santa Margarita	TBD	TBD	Seniors/Disabled		Central Coast Comission for Senior Citizens	
Creston Garden Apartments	QAK	1255 Creston Road, Paso Robles	3/31/2020	6-8PM	Spanish Speaking	not sure; 60 - 2 and 3 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Templeton Place	QAC	1009 Petersen Ranch Road, Templeton, CA	4/23/2020	2-4PM	Seniors/Disabled	not sure; 29 - 1 and 2 bedroom units	People's Self-Help	Anna Vela 805-540-2487 annav@pshhc.org
Arroyo Grande Library	Other	800 W. Branch, Arroyo Grande	3/12-4/30	10am-6pm M-Th 10am-5pm F-Sat.	Other		SLO County Library	Sharon Coronado 805-781-4187
Atascadero Library	Other	6555 Capistrano, Atascadero	3/12-4/30	10am-6pm M-Th 10am-5pm F-Sat.	Other		SLO County Library	Sharon Coronado 805-781-4187
San Luis Obispo Library	Other	995 Palm St., SLO	3/12-4/30	10am-6pm M-Th 10am-5pm F-Sat. 12pm-4pm Sun	Other		SLO County Library	Sharon Coronado 805-781-4187
Cambria Library	Other	1043 Main St., Cambria	3/12-4/30	9am-5pm Tues-Wed 10am-6pm Th 10am-5pm F-Sat	Other		SLO County Library	Sharon Coronado 805-781-4187
Cayucos Library	Other	310 B St., Cayucos	3/12-4/30	10am-6pm M-W 10am-5pm F	Other		SLO County Library	Sharon Coronado 805-781-4187
Creston Library	Other	6290 Adams, Creston	3/12-4/30	1pm-7pm Tues 12pm-6pm Thurs 10pm-4pm Fri	Other		SLO County Library	Sharon Coronado 805-781-4187
Los Osos Library	Other	2075 Palisades, Los Osos	3/12-4/30	10am-6pm Tues-Wed 10am-5pm Thurs-Sat	Other		SLO County Library	Sharon Coronado 805-781-4187
Morro Bay Library	Other	625 Harbor St., Morro Bay	3/12-4/30	10am-6pm Tues-Thurs 10am-5pm Fri-Sat	Other		SLO County Library	Sharon Coronado 805-781-4187
Nipomo Library	Other	918 West Tefft, Nipomo	3/12-4/30	11am-6pm T-Th 11-5 Fri	Other		SLO County Library	Sharon Coronado 805-781-4187
Oceano Library	Other	1551 17th St., Oceano	3/12-4/30	11am-5pm Wed 12pm-6pm Thurs 10am-4pm Sat	Other		SLO County Library	Sharon Coronado 805-781-4187
San Miguel Library	Other	254 13th St., San Miguel	3/12-4/30	12pm-6pm W-Th 10am-5pm F-Sat	Other		SLO County Library	Sharon Coronado 805-781-4187
Santa Margarita Library	Other	9630 Murphy Ave., Santa Margarita	3/12-4/30	11am-6pm T-Th 11am-5pm F	Other		SLO County Library	Sharon Coronado 805-781-4187
Shandon Library	Other	240 E. Centre, Shandon	3/12-4/30	11am-5pm Tues 12pm - 6pm W 11am-5pm Fri	Other		SLO County Library	Sharon Coronado 805-781-4187
Shell Beach Library	Other	230 Leeward Ave., Shell Beach	3/12-4/30		Other		SLO County Library	Sharon Coronado 805-781-4187

QAC
QAK
Local Event
Community Meeting
Media
Other

Spanish Speaking
Students
Homeless
Seniors/Disabled
Other



The following sign templates may be customized by Partners (in languages supported) and printed by Partners to ensure community members visiting QAC/QAK locations receive information regarding location, hours, assistance available, and QAC/QAK guidelines tips.

The following signs will be provided in the 13 threshold languages at a later date. Partners may translate in additional languages to meet the language and/or accommodations (e.g., braille and large print) needs for community members using your QAC/QAK location.



**California Complete
Count
Outreach Partner**

If you need accommodations or in-language support, please see a member of our team for assistance.

If site is not staffed, please call the U.S. Census Bureau at:

844-330-2020



California Complete Count Outreach Partner

Questionnaire Assistance Center/Kiosk Tips:

- Ensure your online responses are entered at <https://2020census.gov/>.
- Misuse of devices is not allowed.
- Report suspicious activity to QAC/QAK host or team member.
- Staff and volunteers are **not** employees or representatives of the U.S. Census Bureau.
- Staff and volunteers cannot assist you with completing the Census Questionnaire*; however, they can answer questions you may have regarding the Questionnaire.

*Assistance may be provided in very limited situations where the individual is unable to complete without help

- Call the U.S. Census Bureau if you need additional assistance at: **844-330-2020**
- **Close the browser once your response is complete.**



Tip: Look for "https" in the beginning of the website address and the image of a padlock to indicate this is a secure website.



census.ca.gov



California Complete Count

Outreach Partner

Questionnaire Assistance Center
Operational Hours

Day of the Week	Operating Hours
Monday:	
Tuesday:	
Wednesday:	
Thursday:	
Friday:	
Saturday:	
Sunday:	



California Complete Count

Outreach Partner

Questionnaire Assistance Kiosk
Operational Hours

Day of the Week	Operating Hours
Monday:	
Tuesday:	
Wednesday:	
Thursday:	
Friday:	
Saturday:	
Sunday:	



**California Complete
Count
Outreach Partner**

Questionnaire Assistance Center





**California Complete
Count
Outreach Partner**

Questionnaire Assistance Kiosk





**California Complete
Count
Outreach Partner**

Questionnaire Assistance Center





**California Complete
Count
Outreach Partner**

Questionnaire Assistance Kiosk





California Complete Count

Outreach Partner

Questionnaire Assistance Center





California Complete Count

Outreach Partner

Questionnaire Assistance Kiosk





California Complete Count

U.S. Census Bureau

In-Language Phone Assistance

English 844-330-2020	Spanish 844-468-202
Chinese (Mandarin) 844-391-2020	Chinese (Cantonese) 844-398-2020
Vietnamese 844-461-2020	Korean 844-392-2020
Russian 844-417-2020	Arabic 844-416-2020
Tagalog 844-478-2020	Polish 844-479-2020
French 844-494-2020	Haitian Creole 844-477-2020
Portuguese 844-474-2020	Japanese 844-460-2020
Telephone Display Device (TDD) 844-467-2020	

Note: Individuals do not need a mailer/code to respond via phone or online.



COUNTY OF SAN LUIS OBISPO
COMPLETE COUNT COMMITTEE



Marketing Update

Social Media Digital Marketing

- Run Dates 3/12/20-4/31/20
- Targeting 3 core groups
- Motion Graphic Videos





COUNTY OF SAN LUIS OBISPO

www.slocounty.ca.gov

Marketing Update

Tool Kits – 02/26/20

- Fact Sheets
- Social Media Graphics and Captions
- Stock Images and Captions
- Posters
- Banners



THE CENSUS WILL NOT ASK FOR

Payment to fill out the questionnaire

Your Social Security number

Financial information

The U.S. Census Bureau
IS REQUIRED BY LAW TO
PROTECT ANY PERSONAL
INFORMATION IT COLLECTS
AND KEEP IT



CONFIDENTIAL

TAKE THE 2020 CENSUS

It's
FAST, EASY, AND



CONFIDENTIAL

And it'll bring more resources to SLO County!

**ANSWERING JUST 9 QUESTIONS
ONLINE WILL HELP**

Fund Grants,
Student Wellness
Programs, and
Development Projects
FOR YOUR SCHOOL



GOT ROOMMATES?



Make sure only one person completes
the Census for your household.

DON'T GHOST THE CENSUS.

*A complete count of SLO County's college students
will bring more money to the area, including
Cal Poly and Cuesta.*



COUNTY OF SAN LUIS OBISPO

www.slocounty.ca.gov



COLLEGE STUDENTS COUNT IN SLO COUNTY!

San Luis Obispo County is committed to counting our entire population—and that includes college students. Government officials use Census data to distribute billions of dollars for programs and services, including student loans, campus improvements, research grants, health care, and more. The data will also be used to redraw Congressional districts and reapportion seats in the House of Representatives, which affects our local and national politics.

How do you get counted?



Starting in mid-March 2020, each household will get a letter in the mail with a code and information about how to fill out the Census online.

If you rent or live with roommates, one person should fill out the questionnaire for everyone living in the household.

If you live on campus, talk to your resident or community advisor about how to participate.

FREQUENTLY ASKED QUESTIONS

What is the Census and why is it important?

Every 10 years, the U.S. Census Bureau tries to count every person in America, gathering important data for making government districts and distributing more than \$675 billion in federal funds to state, county, and city governments, including colleges and universities.

A correct count of San Luis Obispo County's population is very important. **The Census impacts housing, education, transportation, employment, healthcare, and public policy in communities throughout our county.**

What kind of information will I be expected to provide?

The Census includes general questions about the number of people living in each household, including names, gender, age, and ethnicity. The Census questionnaire asks for people's names to make sure each household member is counted only once.

The Census will **NOT** ask for payment to fill out the questionnaire, your Social Security number, citizenship status, or financial information.

The U.S. Census Bureau is required by law to protect any personal information it collects and keep it confidential.



BE COUNTED, SLO COUNTY!

San Luis Obispo County is committed to counting our entire population, including seniors, immigrants and non-English speakers, children, and homeless individuals. A complete count will give us the data needed to provide fair government representation and vital funding to local programs.

How do you get counted?

Starting in mid-March 2020, each household will get a letter in the mail with information about how to fill out the Census. Most people will do it online, but the Census can also be completed by phone or by requesting a paper form.

One person should fill out the Census for each household, including renters and homes with roommates or multiple families. The U.S. Census Bureau will contact households that don't fill out the questionnaire during the self-response period.

FREQUENTLY ASKED QUESTIONS

What is the Census and why is it important?

Every 10 years, the U.S. Census Bureau tries to count every resident in America, gathering important data for making government districts and distributing more than \$675 billion in federal funds to state, county, and city governments. The Census was first taken in 1790.

A correct count of San Luis Obispo County's population is very important. **The Census impacts housing, education, transportation, employment, healthcare, and public policy in communities throughout our county.**

What kind of information will I be expected to provide?

The Census includes general questions about the number of people living in each household, including names, gender, age, and ethnicity. The Census questionnaire asks for people's names to make sure each household member is counted only once. The U.S. Census Bureau is required by law to protect any personal information it collects and keep it confidential.

The Census will **NOT** ask for payment to fill out the questionnaire, your Social Security number, or financial information.

Will the 2020 Census include a question about citizenship?

The 2020 Census questionnaire will **NOT** include a question about citizenship status. For those who have concerns about opening your doors to Census employees, you can complete the Census online or over the phone.



Stock Images

<https://www.dropbox.com/sh/2d0gszi7sxx7ek9/AACj38lXEcDy3AXkDfoMTEbBa?dl=0>



SLO County Hard-to-Count Populations



- **CFSLOCO has ~\$167,000 in funding to regrant to local nonprofits to reach the HTC populations**

Funding Round (Amount)	Amount Awarded	Amount Remaining	Timeline
Round 1 (\$77,268)	\$56,004 to 3 grantees	\$21,264	Supplemental budget for printing marketing materials due Feb. 21
Round 2 (\$90,000): focus on senior citizens	Anticipating grants of \$10,000-\$20,000 each	\$90,000	Application due to CFSLOCO Feb. 21; Award notification Feb. 28
Round 3: (\$TBD)		TBD	Mid-April/May
TOTAL FUNDING	~\$167,000		



Round 1 Grantees



\$25,058

- Children aged 0-5, limited English language, homeless, seniors, veterans
- Extended hours to complete census at 11 centers across County and 40 Prado; work with Promotores
- Trained staff will train other staff; Health Access Trainer contracted by First 5 to reach family-serving orgs
- 2 Census Completion events—one in South County, one in Paso—to help families complete census
- Marketing outreach (newsletter, website, social media, etc.)



\$20,946

- Homeless, seniors, veterans, living in rural areas, immigrants, people with disabilities, renters
- Community stakeholder meetings to educate/mobilize other organizations
- 8 events at PSHH properties (dinner, materials, computer access, assistance)
- Marketing outreach (newsletter, website, social media, etc.)
- Attend existing events hosted by other organizations to conduct outreach



\$10,000

- Children aged 0-5, limited English language, limited or no Internet access, rural areas, renters
- Outreach to families and surrounding neighborhoods
- Marketing outreach (newsletter, website, social media, etc.)



COUNTY OF SAN LUIS OBISPO

www.slocounty.ca.gov

Next Steps



- **February 21:** Supplemental printing budget from Round 1 grantees due
Round 2 grant applications due
- **February 28:** Round 2 funding award notification
- **Mid-March:** Ongoing events, QAKs up and running
- **Mid-April/May:** Round 3 funding based on available Census completion data



Questionnaire Assistance Center

- Location: Paso City Library (3201 Spring Street)
- Operational Timeline: March 12-April 25
- Schedule:
 - Thursdays, 2-6 pm
 - Fridays, 2-5pm
 - Saturdays, 9:30am-12:30pm
- **Hours Needed:**
 - Thursday, March 19
 - Friday, April 10
 - Thursday, April 16
 - Friday, April 17



Questionnaire Assistance Kiosks

- Events from the Group

- Need \$?

