



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 TEMPLATE

General Information

Date of report	November 16, 2020
Organization / Entity	Stanislaus County
Responsible Person / Title	Damian J. Martinez, Senior Management Consultant
Contact Person / Title	Same
Address	Stanislaus County Chief Executive Office 1010 10 th Street, Suite 6800 Modesto, CA 95354
Email / Phone	martinezda@stancounty.com , 209-353-6435

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 AND IMPLEMENTATION PLAN GOALS AND OBJECTIVES

- To promote awareness about the Census, the process, and how to complete the questionnaire and meet key deadlines.
- To publicize locations where the public may receive information regarding the Census in their native language and assistance completing the Census questionnaire through Questionnaire Assistance Centers (QAC's) and Questionnaire Assistance Kiosks (QAK's) including libraries, schools with knowledgeable personnel to assist the public in completing the Census questionnaire, and answer questions related to the Census.
- To motivate the community to complete and return their questionnaire by explaining it in ways that are relevant to them and what the Census means to California, their counties, and cities.
- To focus funding and efforts in geographic areas and demographic populations who are least likely to respond including, but not limited to: Latinos, African Americans, Native Americans and Tribal Communities, Asian Americans, Middle Eastern populations, Immigrants and Refugees, Farm Workers, People with Disabilities, Seniors/Older Adults, LGBTQ+ populations, Veterans, Homeless

Due Date: November 16, 2020

Individuals and Families, children 0-5, areas with low broadband subscription rates and limited/no access, and households with limited English proficiency.

REVISIONS DUE TO COVID-19

Our objectives to educate, motivate, and activate Stanislaus County did not change because of COVID-19. What did change, though, were the strategies to effectively outreach to our community. We pivoted quickly from doing face-to-face outreach events to utilizing all forms of social media including Facebook, YouTube, Instagram, and Twitter; and no-contact community outreach.

We also utilized radio ads and Public Service Announcements (PSA's) in English and Spanish through Radio Lazer and iHeart Radio, and geo-fencing¹ through Entravision. The campaign for Stanislaus County was focused on the hard-to-count census tracts identified by Census 2020 Self-Response Rate Fact Sheets for Stanislaus County (Region 4). When someone was in the "fenced" area, apps (i.e., weather, news, games, etc.) appeared on their phone or tablet, advertising our Census 2020 ads. Once the ads were clicked, users were then re-targeted with the Census advertisement each time their device was opened. Our Census ads included all sub-contractors and partners with rotating logos and the ads also had an option to click that would bring up the Census form ready for completion.

In addition, we pivoted to no-contact community outreach. Our subcontractors would deliver, distribute, and mail Census materials. In particular, some of our community partners delivered Census flyers to community members' doorsteps. Moreover, we held two Census caravan events where we drove through the hardest-to-reach communities, playing Census radio advertisements on loudspeakers and delivering Census packets to the doorsteps of community members.

We also asked our City and County governments and associated bodies to advertise the Census in their promotional materials and during their meetings. Those meetings included City Council, Board of Supervisors, Municipal Advisory Councils, and the Community System of Care.

We immediately grasped the fact that COVID-19 created a different scenario and that utilizing any and all virtual platforms and no-contact marketing would be the best strategy to maximize outreach.

- 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).

¹ Geo-fencing creates a virtual fence on an individual's social media account in a designated area as small as 500 feet to entire zip code areas.

Contracted Partner's Operations

WHAT WORKED WELL OPERATIONALLY?

Stanislaus County subcontracted with a local community-based organization, El Concilio, to implement the County's marketing and outreach plan. In so doing, El Concilio subcontracted with several other well-respected community-based organizations to target specific hard-to-reach populations. The following commentary reflects what worked well operationally among Stanislaus County and each subcontractor.

Some of our subcontractors had previous Census experience. California Rural Legal Assistance, Inc. (CRLA) indicated that their past experience provided them indispensable historical knowledge during the education phase. In March 2019 CRLA launched their own internal 2020 Census Committee. Their committee was composed of seasoned Census veterans who worked on the 2000 and 2010 Census. The meetings centered around creation of Census materials, funding status updates, and benchmark deliverables, and created CRLA's All-In Strategy. This strategy focused on addressing mis-information and dis-information. For example, an effective strategy that worked well was their "Know Your Rights" presentation. The attendees were given a pre- and post-test/presentation to gauge their knowledge of the Census. Each final presentation included Census facts, which increased their knowledge about the Census and their likelihood to complete the Census. In addition, every phone call received from an outside phone line included a Census "pitch" and telephone "waiting-on-hold" music was changed to play Census PSA's Spanish and English.

Also during the education period, other sub-contractors such as Stanislaus County Lesbian, Gay, Bisexual, Queer, Transgender (LGBTQ+) Collaborative and Peer Art Recovery Project organized and promoted a series of "drag shows," which included Census information. Printed material was modified so that there were more LGBTQ+ visuals in outreach material. These organizations also used LGBTQ+-specific social media posts on their respective sites to encourage Census completion.

Another partner, Mi Familia Vota, a national civic engagement organization, was able to reach out and target hard-to-reach communities by holding tabling events at Stanislaus County's largest flea market ("El Rematito"), which is located in South Modesto, one of the hard-to-reach communities. Mi Familia Vota used these tabling events to provide language-specific Census information that encouraged patrons to complete the Census and explained the importance of the Census to the South Modesto community. Also, they held a U.S. Census Food Distribution event in partnership with Interfaith Ministries and Iglesia Bautista Emanuel in West Modesto, which was an effective partnership, particularly since it incorporated Census advertising with food distribution with religious organizations so that the faith community could be targeted. Prior to COVID-19, also during the education phase, they participated in door-to-door canvassing events where they distributed Census door hangers and flyers.

Stanislaus Asian American Community Resources (SAACR), another partner, focuses on expanding opportunity and the quality of life for all Asian Americans in Stanislaus County. SAACR noted that since they were a small non-profit, the fast output of funds was really helpful to their outreach operations. Additionally, during the education phase, the best practice for the diverse South East Asian community was direct one-on-one engagement, as such a strategy increased trust. Specifically SAACR, educated the Southeast Asian community on the purpose of the Census, its importance, and how to complete it. These interactions and messages were delivered and conveyed in the recipient's mother tongue from a trusted community member.

Focusing on another hard-to-reach population and community, the West Modesto Community Collaborative (WMCC) is situated in West Modesto. WMCC was able to hold weekly meetings with outreach teams and develop strategies that would support reaching hard-to-count neighborhoods in West and South Modesto. In the non-response follow-up period during COVID-19, moving meetings to Zoom and WhatsApp proved to be effective in facilitating planning efforts. Efforts went through social media platforms (i.e., TikTok, Facebook, WhatsApp, Instagram, and Twitter) to advertise the Census in both English and Spanish. Other effective efforts were phone trees used to educate and support families on the Census.

Our main subcontractor, El Concilio, worked closely with Stanislaus County and their subcontractors to provide a clear Census messaging campaign. We made sure that our partners were up-to-date on all State Census information by holding monthly virtual meetings to disseminate important data and also as a sounding board for questions and concerns. For instance, El Concilio created Census tool-kits that were available for all community partners to utilize for uniform messaging at outreach events and letting the community know where the "trusted" messengers were.

Finally, the most effective, strategic outreach strategy during the final Census period involved two caravan events. The communities targeted were Empire, and South and West Modesto, some of the hardest-to-reach communities. With over 20 vehicles and several community-based organizations we drove through those communities while Radio Lazer played music and Census PSA's. We also distributed hundreds of bags of Census advertising materials, U.S. Census Enumerators accompanied us so that residents could complete the Census on-the-spot.

WHAT HINDERED THE OPERATIONS?

Many of our partners indicated that COVID-19 hindered their ability to get "boots-on-the-ground" campaigns successfully implemented. Also, with the shift to virtual outreach we often lacked the knowledge about how to transmit Census advertising virtually in a culturally appropriate way. Merely posting flyers on social media was not the best strategy. We were not sufficiently prepared or knowledgeable about how to best advertise in the COVID-19 environment.

In addition, given the nature of COVID-19 and the transition to virtual advertising, many of our partners did not have the internet, social media, or internet connectivity

bandwidth to transmit the appropriate information. Our partners had limited budgets, but needed to expand Wi-Fi service, which was an added cost that many of them could not afford. Also, agencies tried to revisit their personnel and agency policies to allow for social media use, which was cumbersome and with reduced staff and decreased revenue, resulting in tremendous adversity. The other issue was training and competence for staff. Many staff had not been trained or were unfamiliar or did not have work time available to learn effective social media advertising and outreach strategies.

There was also a great deal of ever-changing information on QAC's and QAK's. Given COVID-19, this issue was understandable, but it created some confusion because we were not sure of when or how or if we would receive the necessary information and items. This made it difficult to have one singular internal message with our partners and staff.

Moreover, although SwORD appeared to be a great resource, several problems arose. In particular, gaining access to SwORD was often difficult, as some of the passwords did not work, resulting in limited or no access to our partners.

Finally, the biggest area of confusion concerned the County Complete Count Committee. We worked closely with the U.S. Census prior to the State Census becoming involved. The U.S. Census provided us with one set of instructions and processes that did not coincide with the State Census. We were confused as to the role of the U.S. Census versus the role of the State Census at the beginning of the establishment of our Complete Count Committee. This confusion and mixed messaging created a great deal of tension among the committee members, as they and the County did not understand our roles or what was required.

Contracted Partner's Outreach

WHAT OUTREACH TACTICS WORKED WELL?

- Use of SwORD dashboard and self-response rate sheets to target low-response census tracts.
- Weekly regional partner coordination calls to brainstorm and share new outreach ideas.
- Monthly subcontractor coordination calls to disseminate new Census information and share questions and concerns.
- Census tool-kits available for all sub-contractors (i.e., canopy, pop-up Census signs for different populations) and table covering with unified Census message.
- Providing Census materials in Spanish, Tagalog, Arabic, Punjabi, and Hmong to meet the language needs of the hard-to-count communities.
- Utilizing native, indigenous-speaking Census Community Workers.
- Distributing Census door hangers in low-response tracts.
- Collaboration with schools, food banks, and other partners.
- Distribution of COVID-19 protective masks and associated materials with printed Census 2020 information.

- Distribution of Census 2020 swag bags during Great Census Caravan events
- Outreach at local Asian markets, homeless camps, temples, and other places of worship.
- PSA posts in targeted Asian languages: Vietnamese, Lao, Tagalog, Chinese.
- Twitter campaigns: #micasacuenta and #mifamiliacuenta.
- Phone banking and canvassing.
- Trusted LGBTQ+ entities interacting with LGBTQ+ communities in culturally appropriate ways.
- Utilization of geo-fencing ad campaign, targeting hard-to-count Census tracts throughout Census project timeline.
- Utilization of radio ads (PSA's in Spanish, Chinese, Assyrian, English) targeting hard-to-count Census populations.
- Two Great Census Caravans targeted hard-to-count areas in Stanislaus County to inform communities of the Census.

WHAT HINDERED THE OUTREACH?

- COVID-19 prevented our subcontractor, El Concilio, and all their partners from hosting/participating in the “face-to-face” events that were originally planned. We were all unable to host Census tables at health fairs, farmers markets, school events, cultural events, and swap meets.
 - Difficulty in hosting virtual events with large audiences because most rural areas lacked reliable broadband, many low-income individuals do not own a personal computer, and some individuals expressed that they could not access the events because their child/ren needed to use the family computer for school work.
 - COVID-19 pandemic affected many households with unemployment, housing insecurity, health issues and in many cases death of a loved one that they were too “burned out” and “over extended” to respond to the Census.
 - Many hard-to-count communities had lasting misconceptions about the Census and were hesitant to share personal information, some thought the “citizenship” question was still on the questionnaire and were unaware of the laws protecting confidentiality.
 - Many did not believe that the Census could have any direct benefit to them.
- 3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

The Census timeline was a major challenge. At the outset, pre-COVID-19, Stanislaus County and its community partners had a plan in place for outreach. When COVID-19 struck, understandably the timeline changed and shifted, but it shifted multiple times. Many of our community partners did not have the funding to provide outreach beyond the original Census end date. We responded by facilitating virtual meeting and using County resources to work within the originally stated timeline.

Another operational challenge was that some Regional and ACBO subgrantee check-in calls had overlapping dates and times, making it difficult to participate and

provide updates. Sometimes calls were scheduled back-to-back, taking up the whole workday. SwORD reporting schedule changed from monthly to weekly, which impacted budgeting. Although the meetings were informative, there were too many meetings with overlapping themes and often the focus was on updates and not necessarily sharing strategies. We responded by attending as many meetings as we could.

COVID-19 limited public outreach initiatives as the rules on public gatherings/events seemed to change on a daily basis. Many subcontractors, by utilizing an all-hands-on-deck response by revamping Census delivery implementation and utilizing messaging incorporating information about COVID-19 and voter registration information, increased presence on all social media platforms, geo-fencing, PSA campaign on local radio stations and working with subcontractors and partners. We responded by organizing several virtual events and keeping our community partners informed about what outreach strategies they could implement given the County's restrictions.

- 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.

Stanislaus County's 2010 response rate was 66.7% and the 2020 Response Rate was 77.1%. We used the Census 2020 Fact Sheet for Stanislaus County and all efforts were focused on the hard-to-count Census tracts. Fact sheets were sent to all partners on a weekly basis with maps showing the lowest response areas to target.

Some partners (LGBTQ+ and Peer Recovery Art) know that historically the LGBTQ+ population is undercounted and disenfranchised. Policies against LGBTQ+ persons by the federal administration sowed seed of mistrust and many in the LGBTQ+ community did not feel safe with completing the Census. Peer Recovery Art and LGBTQ+ did not rely solely on Census Fact sheets to drive their effort. They assumed that the response rate would be low for LGBTQ+ persons so they focused their efforts on building trust in the LGBTQ+ community.

Geo-fencing and targeted media outreach efforts were hugely successful in sending out the Census message. Just these two efforts reached over 300,000 people in Stanislaus County.

We feel that all of our combined marketing and outreach efforts contributed to our high response rate. There are, though, a few contributions that were enormously successful. First, the multi-partner partnership, including our County Complete Count Committee. These partnerships allowed us to touch almost every sector of our community. Second, during the education phase, all of our partners were at almost every large event or gathering in the County. Third, our social media campaign, including geo-fencing and radio ads with all of our partners' social media accounts reached hundreds of thousands of our community residents.

- 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.

Our community partners were selected based on their respect in the community, their client base, and their ability to reach the hard-to-reach populations. In addition, these organizations needed to be respected leaders and bridge-builders in the various target populations who had been deemed least likely to respond (based on California's statewide targets and vulnerable populations) and have a clear understanding and a track record of outreach in specific geographic areas which had been deemed least likely to respond to the Census (determined through the use of Census tract data segmented by the lowest 2010 Census response rates). We firmly believe that the selection of our partners and their individual expertise with the hard-to-count population enabled us to meet and exceed the 2010 Census Rate by 4.4%.

We would meet with our partners in-person (pre-COVID-19) and virtually on a monthly basis. Each partner was required to submit a progress report to the County, also on a monthly basis. The County would also meet with our partners and the Chairs of the County Complete Count Committee (CCC) to plan for the monthly CCC meeting.

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

Stanislaus County, along with our community partners, provided outreach and marketing in countless ways throughout the entire Census process. What is listed below is a sample of their effective outreach efforts.

- a) **Assyrian American Civic Club of Turlock** provided advertising through several on-camera interviews with government and community officials about the importance of the Census, both in English and Assyrian, through their TV channel and radio station.
- b) **CRLA** purchased washable filtered face masks and distributed them to farmworkers who were being denied face-masks.
- c) **El Concilio** mainly focused on media outreach through geo-fencing and PSA's in English and Spanish on local radio stations. They also worked with iHeart Radio to reach a broader audience in the Central Valley. Additionally, they helped with organizing two Great Census Caravans, distributing Census swag and educating/assisting with Census questionnaire completion.
- d) **LGBTQ+ Community Collaborative** organized a series of drag shows and events focused on vulnerable LGBTQ+ youth and adults.
- e) **Mi Familia Vota** Census canvassers reached out with door-to-door canvassing and were able to complete 2,434 Census questionnaires.
- f) **Peer Recovery Art** visited homeless housing shelters and assisted with Census completion.
- g) **Radio Lazer** provided PSA's on their radio stations and through social media. They also participated in the Great Census Caravan Events.

- h) **SAACR** focused on the Vietnamese Catholic Church, Asian Protestant Churches, Hmong Church, Lao Buddhist Temple, Cambodian Buddhist Temple, Vietnamese Buddhist Temple, Chinese Churches, Tzu-Chi Foundation, local Asian businesses/grocery stores/restaurants and pharmacies.
 - i) **West Modesto Community Collaborative** leaned on their Spanish and Cambodian Promotoras to educate families in West and South Modesto by creating materials used on the WhatsApp virtual platform.
- 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?

We provided accessible and in-language outreach activities to limited English proficient individuals and people with disabilities, either directly or indirectly, meaning that we partnered with several community-based organizations.

- **CRLA** worked with certified interpreters to film 2020 Census walk-through videos in multiple indigenous language variants including Mixteco, Triqui, and Zapoteca. These videos were posted on all social media platforms and forwarded to partners to air on their social media platforms.
 - At the outset of the Census 2020 project, our team met with representatives from the **Disability Resource Agency for Independent Living (DRAIL)** who were already spear-heading a Census project for those community members with disabilities.
 - **El Concilio** focused on media outreach through geo-fencing and PSA's in English and Spanish on local radio stations. They also worked with iHeart Radio to reach a broader audience in the Central Valley. Additionally, we held two Great Census Caravans distributing Census swag and educating/assisting with Census questionnaire completion.
 - **Mi Familia Vota** utilized materials from Stanislaus County of Education that were distributed in Modesto City Schools lunches at schools that were located in hard-to-count census tracts.
 - **SAACR** translated materials from English to Vietnamese, Khmer, Hmong, Lao and Chinese. Many of the languages were listed on the Census website but were not easily understood by communities trying to access them.
 - **West Modesto Community Collaborative** created outreach material to educate the community in a way that they would see the representation of what it meant to be counted. They printed checks to represent the \$20,000 that they would receive in services, resources, and information. They also included outreach material in the form of information cards that could be used to call us for support with understanding how to complete the Census questionnaire.
- 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.

One of our success stories throughout our outreach efforts has been with youth volunteers. One of the initial challenges that we had was that many families were not active on social media, but we did not want to lose out on the opportunity to reach

them. We were able to involve them in the process that opened up dialogue in the family. We received feedback from grandparents, parents, extended family, and the community that confirmed that even though they did not have social media, they did have a grandchild, daughter, or youth in the home that showed them the skits and information. This was a big success because we were able to reach a population that we otherwise would not have been able to reach.

9) Please add any suggestions for the 2030 Census efforts, including timelines. Some suggestions from our partners include:

- Better coordination between State and Federal Census.
- List of resources and dates/timelines to use.
- Clearer delineation of duties among CCC, ACBO, and Backbone Agencies.
- Census planning should begin locally at least two years prior to April 1, 2030.
- ALL contractors—ACBO, County Office of Education, County and City governments, CBO's, etc.—who are working in the County in any Census capacity should be required to meet at least monthly to provide updates on progress.
- 2030 Census should eliminate outdated terminology and become more inclusive by including more selection options under the “sex” question.
- Census phone-lines had long wait times so wait times need to be shortened.
- Confusion during preplanning stages regarding homeless individuals and those who use P.O. boxes.
- Confusion over Group Quarter count.
- Census staff should only have 1 assigned position to each County. Different contacts for different contracts/efforts made the Census effort a bit confusing, as no one individual was aware of all efforts in the County.
- Clearer communication from Census regarding “additional funding.” It was unclear as to who was eligible to receive funding and how to access funds.
- There should have been funding available or technical assistance provided on how to advertise in a virtual environment.

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

- Please see the attached ZIP file.

EVERYONE COUNTS.



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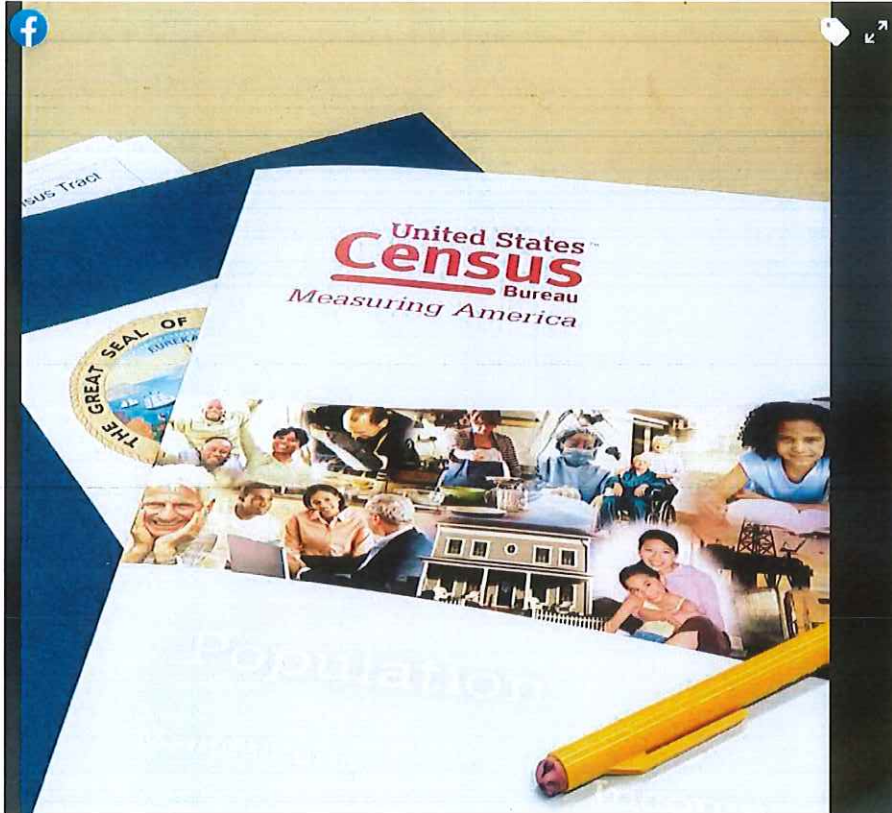
Stanislaus County
Complete Count Committee

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WHY: The Power of Census Data

POWER	MONEY	CALIFORNIA
Congressional Representation, Reapportionment, and Redistricting.	Over \$400 BILLION annually	Over \$73 BILLION each year for schools, crime prevention, healthcare and transportation





1990 Census – California's undercount was estimated to cost the state one additional congressional seat and \$2.2B in federal funding








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CVIIC

Central Valley Immigrant Integration Collaborative



INVITATION TO STANISLAUS COUNTY 2020 CENSUS STRATEGIC PLANNING MEETING

Friday
September 28, 2018
11 AM – 1 PM
Location TBD

Purpose of the meeting:

- Learn about the 2020 Census and how you can help ensure an accurate count in your region
- Collaborate with community-based organizations, agencies and individuals for the strategic planning ahead of the 2020 Census
- Develop overall goals for local and regional Complete Count Committees (CCC)
- Learn about census-related funding opportunities for your organization

For more information, to confirm your attendance, or to be added to our listserv and stay up to date with the latest news about the 2020 Census, please contact Melissa Santos at melissas@mifamiliaavota.net or Cindy Quezada at cindy.cviic@gmail.com.

STANISLAUS COUNTY CENSUS 2020

The U.S Constitution mandates that a census of the population be counted once every 10 years for the purposes of reapportioning Congress. Census data is also used to determine how more than \$675 billion in federal funds are distributed back to states and local communities every year for services and infrastructure, including healthcare, housing and affordable housing, jobs, schools, roads and businesses. The Central Valley stands to lose up to \$2 billion dollars in Federal and State funding if the Census numbers are misrepresented for our region. By working collaboratively across the community, we can shape the future of our cities to ensure an accurate count, strong political representation and equitable funding.

2020 Census Key Information (link to E-S double sided flier)

Who needs to be counted?

Everyone. When it's time to respond, households will receive an invitation in the mail. Every household will have the option of responding online, by mail or by phone. There are special procedures in place to count people who do not live in households and hard to count populations like students in dorm housing, frequent movers/renters, immigrants, or people experiencing homelessness. It is critical that everyone is counted. (Link to how-census-invites pdf)

Why is it important to complete the census?

\$2,000 per person per year for federal programs is at stake. These programs provide nutritional services, housing assistance, health care and education. If we do not accurately count our population, we will not receive the accurate amount of funding to serve our community.

Will my information remain confidential?

All information collected is safely protected and the Census Bureau is required to keep all your information confidential. It is never shared with police, ICE, the FBI or any other immigration or law enforcement agency. Violators can get up to 5 years in jail and/or a fine of \$250,000.

How can I help with the 2020 Census?

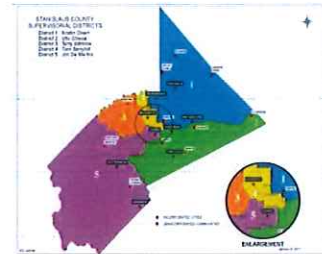
Attend monthly Complete Count Committee, the 2nd Wednesday of every month at Golden Valley at 2101 Tenya Dr. in Modesto at 5:30 PM

Apply to work as a 2020 Census Taker <https://www.2020census.gov/en/jobs>

How do I find out more?

See Frequently Asked Questions (please link to attached)

Damian Martinez is the County's contract manager for the Stanislaus 2020 Census. Damian can be reached at 209-525-6333 or martinezda@stancounty.com



The Stanislaus County Complete Count Committee invites you to attend the 2020 Census Kick- Off event on Monday, April 1, 2019 at 12:00 p.m. at 1010 10t Street, Plaza, Modesto, CA.

The U.S Constitution mandates that a census of the population be counted once every 10 years for the purposes of reapportioning Congress. Census data is also used to determine how more than \$675 billion in federal funds are distributed back to states and local communities every year for services and infrastructure, including healthcare, housing and affordable housing, jobs, schools, roads and businesses.

We can shape the future of our communities to ensure an accurate count and avoid an undercount. The Central Valley stands to lose up to 2 billion dollars in Federal and State funding.

The U.S Census Bureau and California Census Office rely on partners from government, non-profit, corporate and community organizations to help spread the word about the importance of the 2020 Census. Let's pledge our commitment to share the census message and mobilize our community to achieve a complete count.

The generous donations of water and sandwiches by your organization at the 2010 Census events were greatly appreciated. We look forward to your contribution to the Media event of April 1, 2019.

Sincerely,

Damian J. Martinez, MSW, Ph.D. (on behalf of Stanislaus County Complete Count Committee)

Senior Management Consultant

Chief Executive Office

Stanislaus County

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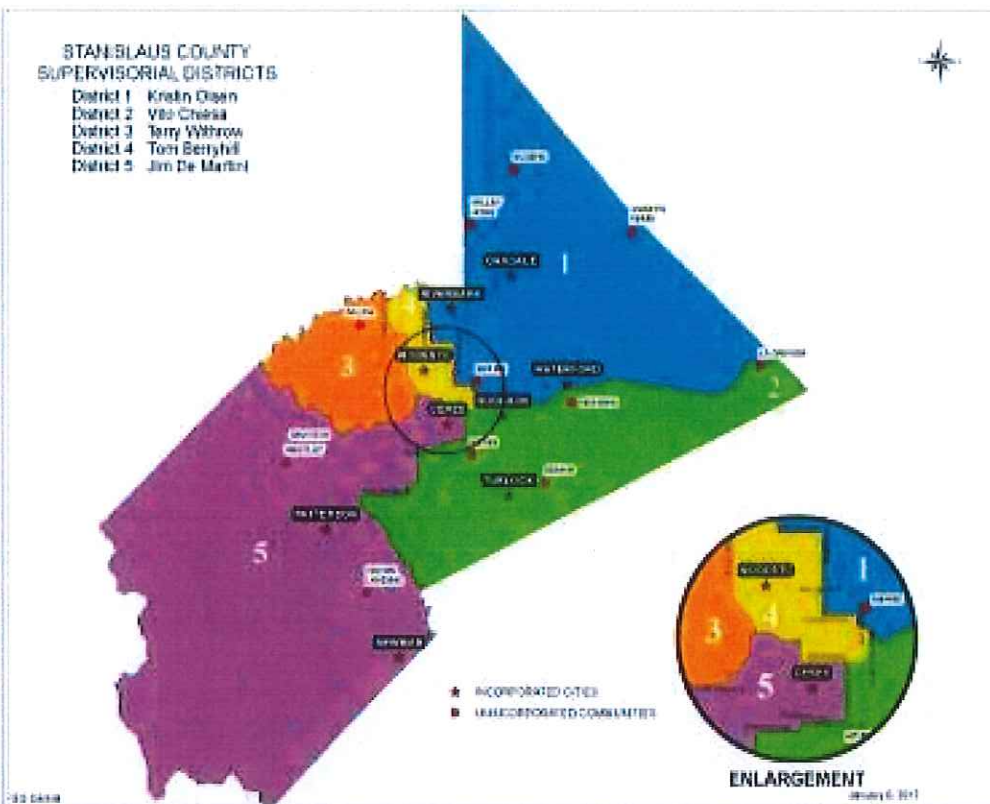
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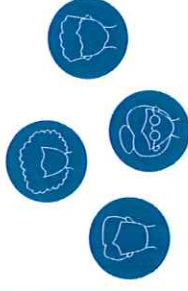
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**EVERYONE
COUNTS.**

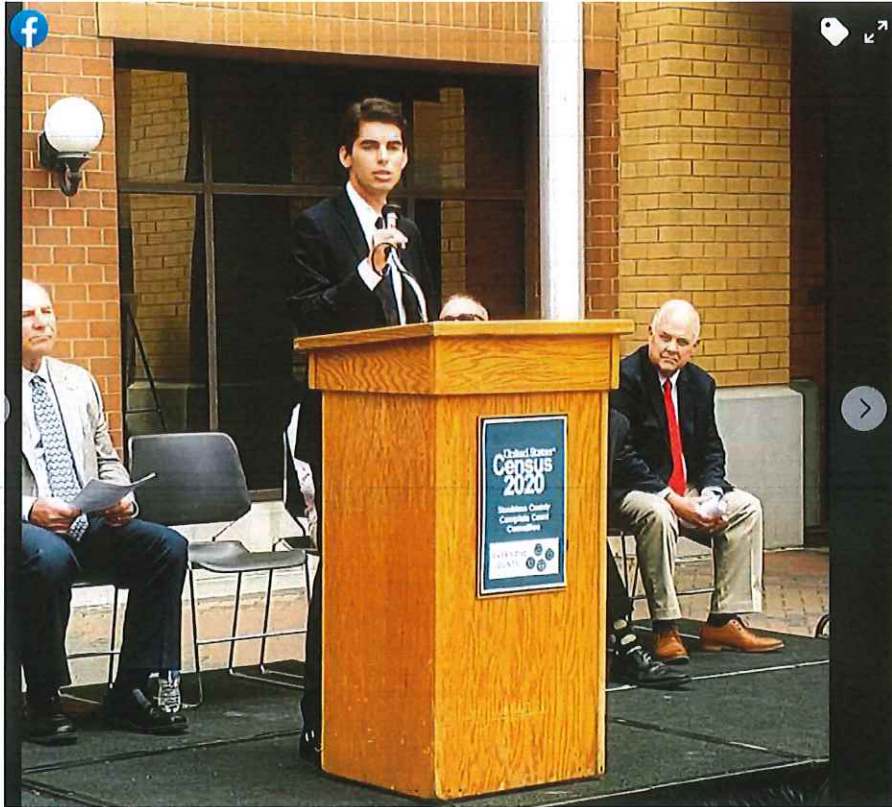


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**STANISLAUS COUNTY COMPLETE COUNT COMMITTEE PRESENTS
UNITED STATES CENSUS 2020 KICKOFF**

*Join elected officials, government leaders, representatives from
education, law enforcement and community members for a Census
2020 presentation as Stanislaus County pledges its
commitment to achieve a complete count.*

April 1, 2019 at 12pm
1010 10th Street Plaza,
Downtown Modesto



Create

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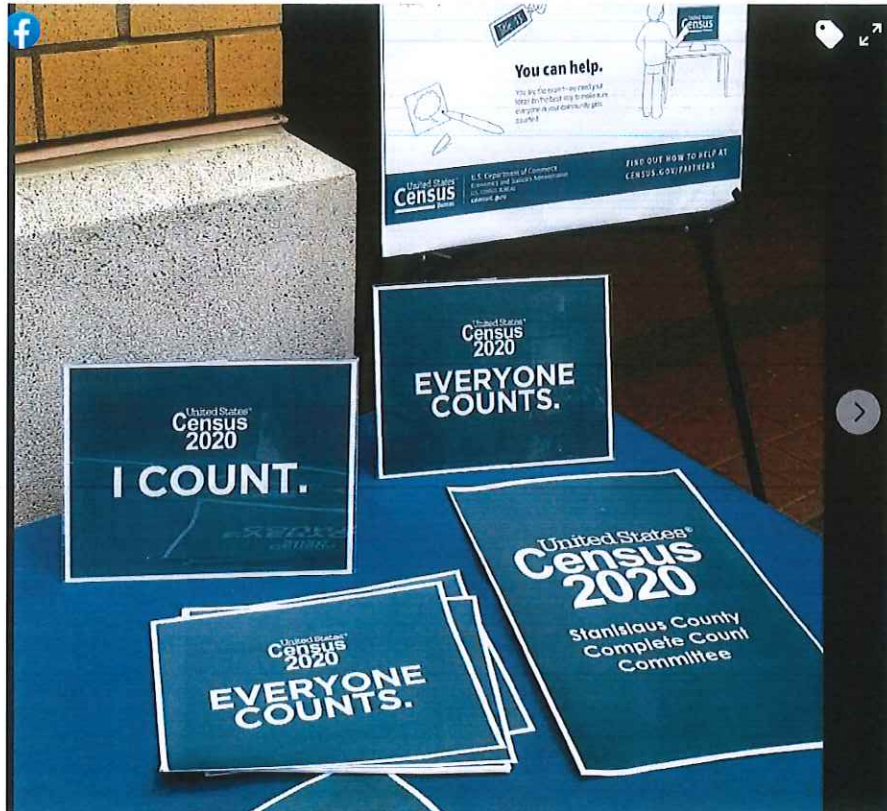
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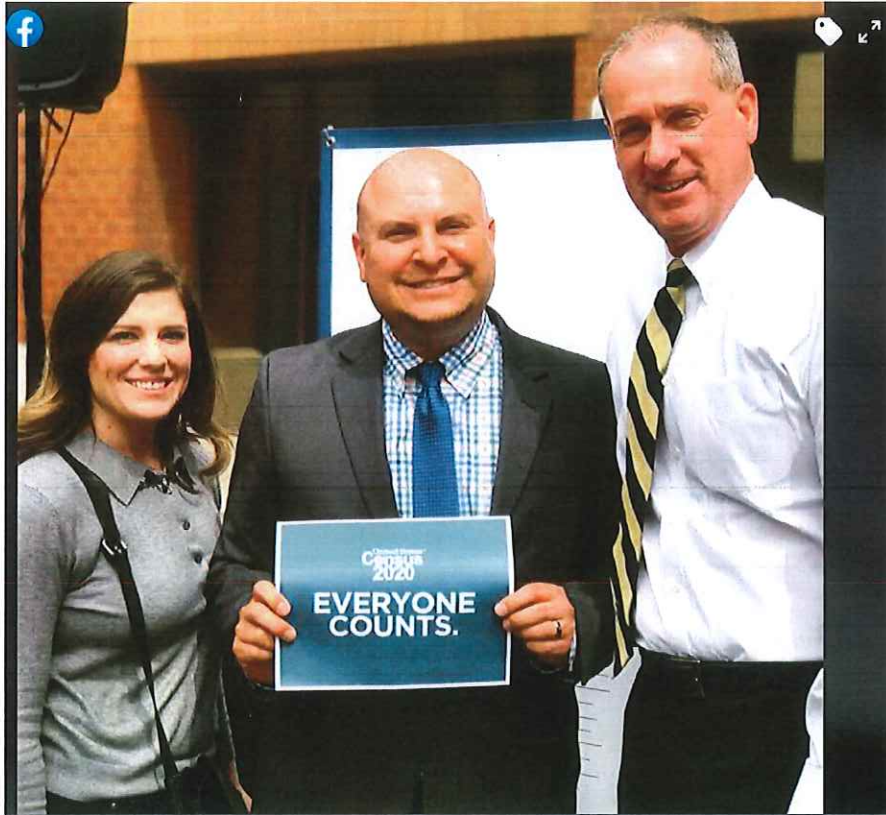
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January 2020

Date	Meeting	Time	Damian Martinez	El Concilio
January 20	Oakdale City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 21	Patterson City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 22	Empire MAC	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 23	Knights Ferry MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 23	Waterford City Council	6:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 27	Ceres City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 28	Board of Supervisors	9:00 a.m.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
January 28	Salida MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 28	Modesto City Council	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 28	Turlock City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
January 28	Riverbank City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>

February 2020

Date	Meeting	Time	Damian Martinez	El Concilio
February 3	Oakdale City Council	7:00 p.m.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
February 4	Board of Supervisors Meeting	9:00 a.m.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
February 4	Denair MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 4	Modesto City Council	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 4	Patterson City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 6	Hickman MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 6	Waterford City Council	6:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 10	Ceres City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 11	Modesto City Council	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 11	Board of Supervisors	9:00 a.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 11	Turlock City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 11	Riverbank City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 12	Wood Colony MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 12	Stanislaus Homeless Alliance	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 13	South Modesto MAC	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 17	Oakdale City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 18	Patterson City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 20	Waterford City Council	6:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 25	Ceres City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 25	Board of Supervisors	9:00 a.m.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
February 25	Modesto City Council	5:30 p.m.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
February 25	Salida MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 25	Riverbank City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 26	Turlock City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 26	Empire MAC	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
February 27	Knights Ferry MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>

March 2020

<i>Date</i>	<i>Meeting</i>	<i>Time</i>	<i>Damian Martinez</i>	<i>El Concilio</i>
March 2	Oakdale City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 3	Board of Supervisors Meeting	9:00 a.m.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
March 3	Denair MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 3	Modesto City Council	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 3	Patterson City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 5	Waterford City Council	6:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 9	Ceres City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 10	Modesto City Council	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 10	Turlock City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 10	Riverbank City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 11	Wood Colony MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 11	Stanislaus Homeless Alliance	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 12	South Modesto MAC	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 17	Oakdale City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 17	Board of Supervisors (Night)	6:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 17	Patterson City Council	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 20	Waterford City Council	6:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 23	Ceres City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 24	Salida MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 24	Modesto City Council	5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 24	Turlock City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 24	Riverbank City Council	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 25	Empire MAC	6:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 26	Knights Ferry MAC	7:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
March 31	Board of Supervisors	9:00 a.m.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<input type="checkbox"/>	Board of Supervisors
<input type="checkbox"/>	Modesto City Council
<input type="checkbox"/>	Stanislaus Homeless Alliance
<input type="checkbox"/>	MAC
<input type="checkbox"/>	City Council (Turlock, Riverbank, Oakdale, Waterford, Ceres, Patterson)



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Faith in the Valley's Liz Wortham talks with a resident of west Modesto as she canvasses the neighborhood to get the word out about the 2020 Census in Modesto, Calif., on Wednesday, Jan. 29, 2020. ANDY ALFARO
AALFARO@MODBEE.COM



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09:29

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GIVE TODAY

“Our valley and our region in particular definitely need to have a voice in Washington, so I would hate for us to have that be negatively impacted,” she said.

To ensure an accurate count, Talbott and her committee are partnering with a number of local organizations who have been doing community outreach to inform residents about the census for months. They’re hoping that by engaging with communities through their leaders and gathering spaces, they can build trust and get across just how crucial their participation is.

Outreach has changed since the coronavirus pandemic hit the county, but Talbott and her colleagues are adapting to the changing situation with more targeted efforts and a shift to social media to ensure every Stanislaus County resident is counted.

In addition to congressional representation, data gathered during the census also determines the distribution of federal funding by different programs and departments. In fiscal year 2015 alone, the Census Bureau determined that 132 programs used census data to distribute more than \$675 billion in federal money.

These funds are allocated toward more than 100 federal programs, including Medicaid, Head Start and the Supplemental Nutrition Assistance Program (SNAP),

Parts of south and west Modesto, for example, are considered hard-to-count, and community outreach is especially crucial in those areas. Stanislaus County as a whole has historically had a lower self-response rate than some surrounding counties. Santa Clara County, for example, reached 74% in 2010, and Alameda County's self-response rate was 70.2%.

warned of a drop in response rates among communities with high percentages of immigrants.

After the question was removed, Latino communities specifically became the focus of a [\\$500 million ad campaign](#) by the Census Bureau to assuage fears about the census and its security. (It's still asked on other Bureau surveys that are administered on a different schedule to smaller groups.) The Bureau, as well as community advocates, have worked to assure communities of the confidentiality of census data, which is only released for demographic purposes and not shared with other government agencies.

"A lot of people have been really fearful of that and (there's been) a little bit of skepticism of 'How confidential is my information?'" Talbott said.

GETTING THE MESSAGE OUT

The 2020 census officially kicked off on April 1 and has been extended into October due to the coronavirus pandemic. It's the first census to be administered online in addition to the traditional mail-in and telephone options. With the digital option came worry from experts about the security of the online census and its [susceptibility to hacking](#), since the technology has been largely under-tested.

Since 2017, the census has been on the Government Accountability Office's (GAO) list of [high-risk government projects](#) due to cybersecurity issues and concerns about a lack of enumerators, or census-takers, who follow up in person with households that don't complete the census.



Faith in the Valley's Liz Wortham canvasses a west Modesto neighborhood to get the word out about the 2020 Census in Modesto, Calif., on Wednesday, Jan. 29, 2020. ANDY ALFARO AALFARO@MODBEE.COM



KRISTINA KARISCH



Kristina Karisch is the economic development reporter for The Modesto Bee. She covers economic recovery and development in Stanislaus County and the North San Joaquin Valley. Her position is funded through the financial support from the Stanislaus Community Foundation, along with The GroundTruth Project's Report for America initiative. The Modesto Bee maintains full editorial control of her work.

 [COMMENTS](#) ▼



STANISLAUS COUNTY OUTREACH STRATEGY

GOAL

Ensure that hard-to-count (HTC)/least likely to respond communities and populations are accurately counted in the Census 2020 on Census Day on April 1, 2020, thereby achieving the highest self-response rate possible in Stanislaus County.

OBJECTIVES

Educate

- (1) Inform the public about the census process, purpose, and timeline.
- (2) Inform the public of the importance of the census.
- (3) Inform the public that the census data is confidential.
- (4) Establish, manage, and announce locations where the public may receive information regarding the census in their native language and assistance completing the census questionnaire.

Motivate

- (1) Eliminate the fear of completing the census questionnaire. Instill trust that the government will not use this data in a negative way.
- (2) Utilize trusted messengers and sources to encourage members of the public to participate in the census by completing their census questionnaire.
- (3) Establish comfortable environment(s) and settings early on and leading to the Census 2020 to encourage the public to participate in the census, following the education phase. Continue to educate and inform on the importance of the census as a motivator.
- (4) Where possible, assess messaging efforts, outreach, and tools.

Activate

- (1) Engage trusted messengers in trusted environments to help the public participate in the census.
- (2) Conduct and participate in community gatherings and other forums to rally the public to participate in the census.
- (3) Collaborate with other stakeholders and across sectors to activate the public to participate in the census process by filling out the census questionnaire.

EXTERNAL MARKETING STRATEGIES

- (1) The County entered into an agreement (from August 1, 2019 to September 30, 2020) with The Catholic Council for the Spanish Speaking of the Diocese of Stockton (El Concilio), a non-profit corporation, to carry-out outreach and marketing strategies to achieve the objectives as identified by the State of California Census.
- (2) El Concilio subcontracted with the following agencies to assist with marketing and communication efforts:
 - a. Mi Familia Vota Education Fund
 - b. Stanislaus Asian American Community Resource (SAACR)
 - c. California Rural Legal Assistance, Inc. (CRLA)
 - d. Assyrian American Civic Club of Turlock (AACCOT)
 - e. Peer Recover Art Project
 - f. West Modesto King/Kennedy Neighborhood Collaborative (WMCC)
- (3) El Concilio will be delivering brief presentations during public comment at the following meetings:
 - a. Board of Supervisors (formal presentation on March 3, 2020)
 - b. City Councils
 - c. Municipal Advisory Councils
 - d. Stanislaus Homeless Alliance (SHA)
- (4) El Concilio will work with the State of California Census to establish Questionnaire Assistance Centers/Kiosks (QACs/QAKs).

INTERNAL MARKETING STRATEGIES

- (1) Become familiar with the County's Census 2020 website:
<http://www.stancounty.com/ceo/census.shtm>.
- (2) Post flyers regarding the Census 2020 in easily accessible locations to the public. Locations may include:
 - a. Public waiting rooms
 - b. Bulletin boards
 - c. Front counters and reception areas
- (3) Identify opportunities to share census information at locations in which personnel interfaces the public (i.e., outreach tables, events, etc.).
- (4) Include flyers in mailers.
- (5) Include Census 2020 information/weblink on social media pages, websites, and external communications.

CONTACT INFORMATION

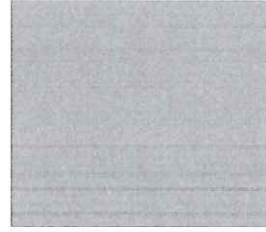
Name: Damian J. Martinez, Stanislaus County Chief Executive Office

Email: martinezda@stancounty.com

Phone: 209-353-6435



Damian J. Martinez
Senior Management Consultant
Chief Executive Office
Stanislaus County



What is the Census?

Constitution Article 1, Section 2 of the U.S. Constitution

“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”



Confidentiality

The Census Bureau has one of the strongest confidentiality guarantees in the federal government

- Census staff take a lifelong oath
- Violations come with a fine of \$250,000 and/or up to 5 years in jail

The Census **DOES NOT SHARE** with ICE, FBI, local law enforcement, or programs where residents may be getting assistance.

Protected under Title 13 of the US Code



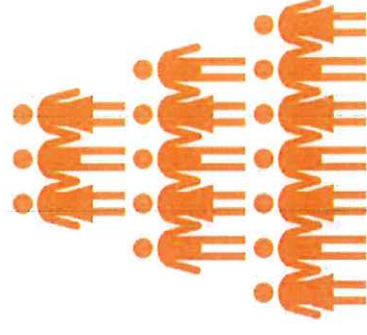
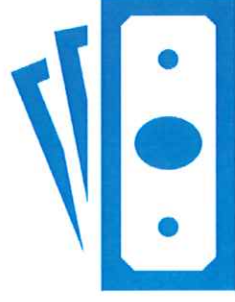
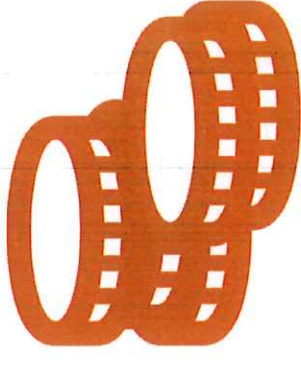
Why is the Census Important?

The results are used to allocate:

- Congressional seats
- Electoral votes
- Government program funding to state and local governments.

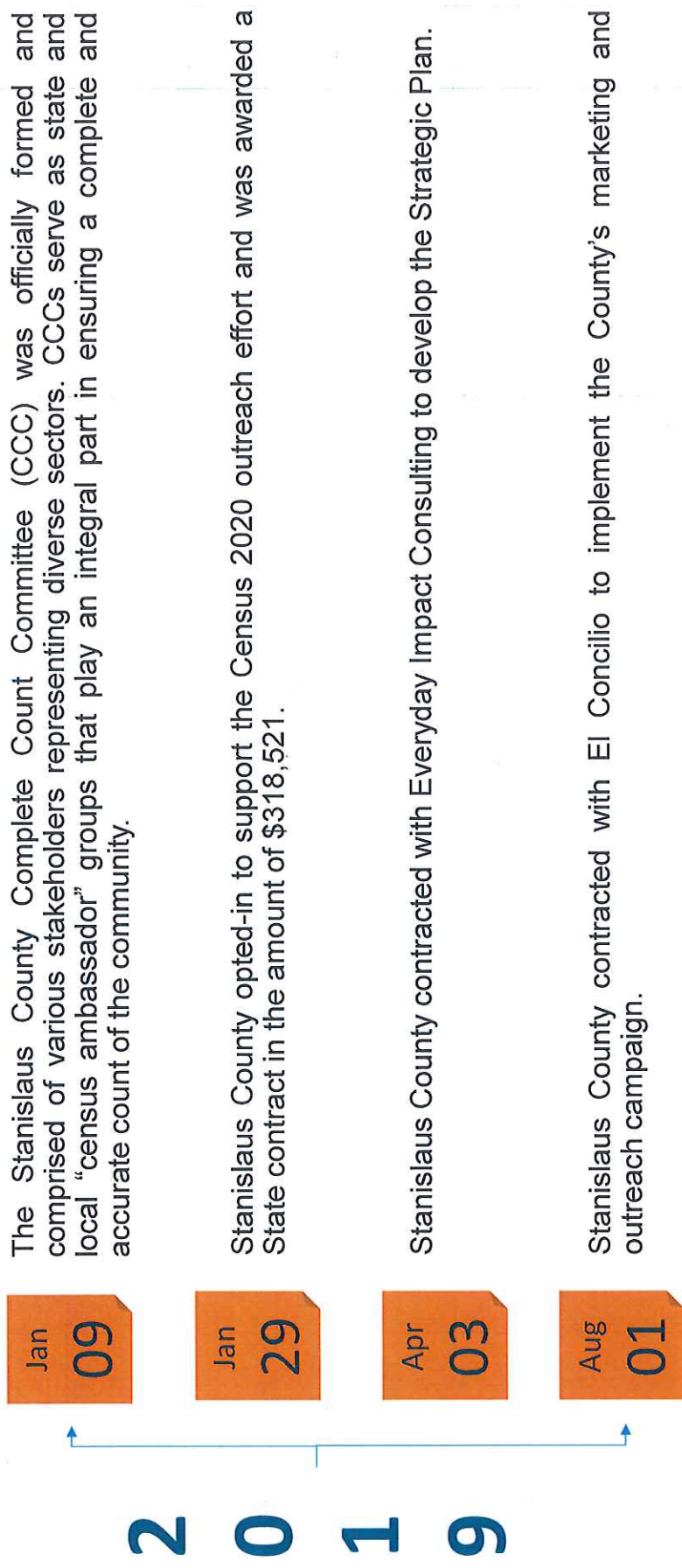
For every Californian missed during the Census 2020 count, the State is expected to lose approximately \$1,950 per person, per year, for 10 years, in federal program funding.

Just based on the funding component, a census that undercounts Californians could cost the state billions of dollars.

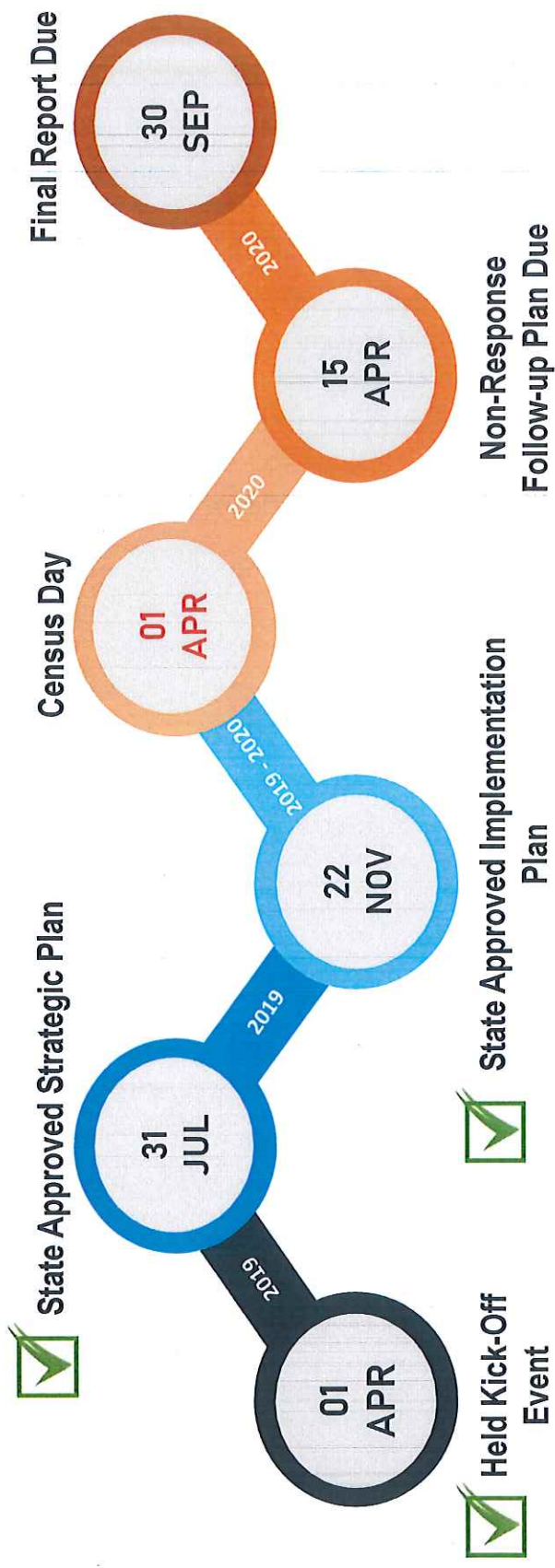




Stanislaus County – Contract History



Census 2020 Timeline



El Concilio

Jose Dominguez
Vice President

Outreach and Marketing

GOAL

Ensure that hard-to-count (HTC)/least likely to respond communities and populations are accurately counted on Census Day on April 1, 2020, thereby achieving the highest self-response rate possible in Stanislaus County.



Hard-to-Count (HTC) Populations and Languages

13 Languages

1. Afghani
2. Arabic
3. Assyrian
4. Cambodian (Khmer)
5. Chinese (Mandarin/Cantonese)
6. Farsi
7. Hmong
8. Lao
9. Pashto
10. Punjabi
11. Spanish
12. Tagalog
13. Vietnamese

12 Populations

1. Children (0–5)
2. Disabled
3. Elderly
4. Homeless
5. Immigrants
6. LGBTQ+
7. Migrants
8. Multiple Residential Settings
9. Rural
10. Unincorporated Areas
11. Urban
12. Veterans

Highest HTC Communities

1. Airport
2. Ceres
3. Central Modesto
4. Newman
5. Northeast Turlock
6. Patterson
7. South Modesto
8. West Modesto



EL CONCILIO
BUILDING STRONGER COMMUNITIES TOGETHER

El Concilio

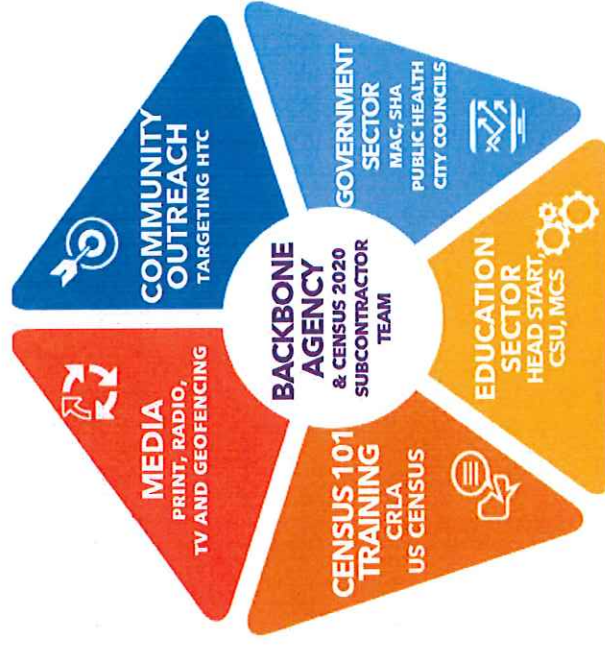
Lynnette Lucaccini
Site Supervisor

Contracted Partners

1. El Concilio subcontracted with the following agencies to assist with marketing and communication efforts:
 - Mi Familia Vota Education Fund
 - Stanislaus Asian American Community Resource (SAACR)
 - California Rural Legal Assistance, Inc. (CRLA)
 - Assyrian American Civic Club of Turlock (AACCOT)
 - Peer Recover Art Project
 - West Modesto King/Kennedy Neighborhood Collaborative (WMCC)
 - Entravision



Marketing Strategies



- Social Media
- Geo-Fencing
- TV
- Trainings
- Community Outreach Events
- Presentations
- Radio/PSA



Stanislaus County

Damian J. Martinez
Senior Management Consultant
Chief Executive Office

How To Complete the Census?

- Depending on the area, residents will receive either an invitation to respond online or an invitation to complete a paper questionnaire. Telephone assistance will also be available.



Date	What You Will Receive?
March 12-20	An invitation to respond online (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
If you haven't responded yet	
March 26-April 3	A reminder postcard
April 8-16	A reminder letter and paper questionnaire
April 20-27	A final reminder postcard before following up in person

How to Get Involved?

- County Website: <http://www.stancounty.com/ceo/census.shtml>
- Attend a Stanislaus County Complete Count Committee Meeting
- Become an Enumerator: <https://2020census.gov/en/jobs.html>
- Become a Canvasser with Faith in Valley
- Direct Residents to Questionnaire Assistance Centers: http://www.stanislauslibrary.org/about_hours.shtml

Stanislaus County Census 2020 Partners



Questions?





El Concilio – Stanislaus County

February - April 2020

Geo Fence Locations & Creative:

319 I St., Modesto, Ca 95351	2 Miles Radius
1120 K St., Modesto, Ca 95354	2 Miles Radius
400 Tuolumne Blvd., Modesto, Ca 95351	2 Miles Radius
1760 Herndon Road, Modesto, Ca 95307	2 Miles Radius
617 Airport Way, Modest, Ca 95354	2 Miles Radius
URL: https://californiacensus.org/	

**YO
CUENTO**

2020 U.S. CENSUS



**Count
me In!**

2020 U.S. CENSUS



2020 U.S.
CENSUS

**Count
me In!**



2020 U.S.
CENSUS

**YO
CUENTO**



Con't Creative:



Summary - February



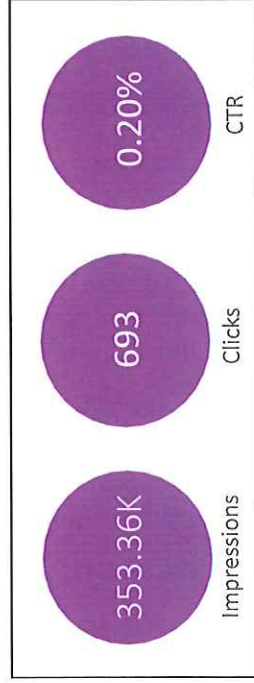
Performance by Campaign

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	23097	87	0.38%
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	10067	52	0.52%

Stats per Creative

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	7	2	28.57%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	9	0	0.00%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	2740	19	0.69%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	2100	22	1.05%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	2774	14	0.50%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	1463	7	0.48%	View Preview

Summary - March



Performance by Campaign

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	238,648	473	0.20%
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	114,712	220	0.19%

Stats per Creative

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	314	2	0.64%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	97	2	2.06%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	51,646	79	0.15%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	10,578	21	0.20%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	32,146	58	0.18%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	13,354	25	0.19%	View Preview

Summary - April



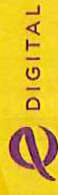
Performance by Campaign

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	77,168	155	0.20%
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	36,117	69	0.19%

Stats per Creative

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	126	1	0.79%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	23	0	0.00%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	16,179	21	0.13%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	3,339	3	0.09%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	11,069	14	0.13%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	5,175	8	0.15%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x600	231	2	0.87%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x600	76	1	1.32%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	320x50	45,654	106	0.23%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	320x50	25,302	51	0.20%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	728x90	3,909	11	0.28%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	728x90	2,202	6	0.27%	View Preview

RADIO PSA CAMPAIGN FUEGO FM 98.9FM



Feb/March 2/24-3/29 224/60 second (113 psa's)
March/April /30-4/20 118/60 second (71 psa's)



RADIO PSA CAMPAIGN La Suavecita



Feb/March 2/24-3/29 322/60 second (180 psa's)
March/April /30-4/20 210/60 second (112 psa's)





2020 Census Public Service Announcements

Stanislaus County

Produced by the

Assyrian American Civic Club of Turlock

<https://youtu.be/sfyXTtzOWI0>

English

<https://youtu.be/HdUaZS8bjfs>

Assyrian & English

<https://youtu.be/4fju9ZA5wBc>

Spanish

<https://youtu.be/qpX1seT8iaM>

Vietnamese

<https://youtu.be/V11bGAMr6FU>

Mandarin

<https://youtu.be/h6ahTxY5r4s>

Filipino

<https://youtu.be/cUF58LISVb0>

Farsi & Dari

<https://youtu.be/N8-X259eqso>

Arabic

<https://youtu.be/QJe8pCwGUxk>

Punjabi

COMPLETA EL CENSO

[HTTPS://MY2020CENSUS.GOV](https://my2020census.gov)

Ingles: 844-330-2020

Español: 844-468-2020

Chino (Mandarin): 844-391-2020

Chino (Cantonese): 844-398-2020

Vietnames: 844-461-2020

Koreano: 844-392-2020

Russo: 844-417-2020

Arabe: 844-416-2020

Tagalo: 844-478-2020

Polaco: 844-479-2020

Frances: 844-494-2020

Criollo Haitiano: 844-477-2020

Portugues: 844-474-2020

Japones: 844-460-2020





EL CONCILIO



NUESTRAS COMUNIDADES CUENTAN
NUESTRAS FAMILIAS CUENTAN

TODOS CONTAMOS!



COMPLETA
EL CENSO
HOY

DEL 12 DE MARZO HASTA 31 DE OCTUBRE

CALIFORNIACENSUS.ORG



El Concilio – Stanislaus County

February - April 2020

GEO FENCE CAMPAIGN

Geo Fence puts a virtual fence in a designated area as small as 500 feet to whole zip codes.

The campaign for Stanislaus County will be focused on hard to count census tracts.

When someone is in the fenced area they will be served via apps on phone or tablet the below ads. (Weather, news, games etc)

Once someone clicks on the ad they will be retargeted with the ad (the ad will follow in other apps or general surfing of the web for a determined period of time.

The ad have the rotating logos of the non profits that are sponsoring the census outreach.



Summary - February



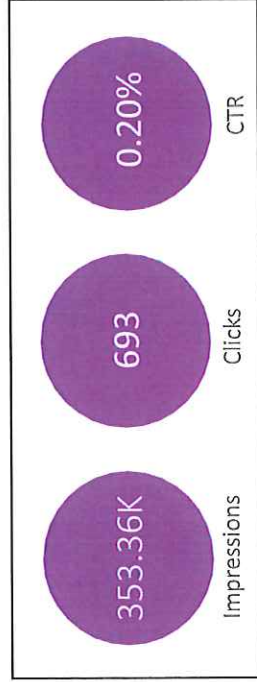
Performance by Campaign

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	23,097	87	0.38%
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	10,067	52	0.52%

Stats per Creative

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	7	2	28.57%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	9	0	0.00%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	2,740	19	0.69%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	2,100	22	1.05%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	2,774	14	0.50%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	1,463	7	0.48%	View Preview

Summary - March



Performance by Campaign

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	238,648	473	0.20%
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	114,712	220	0.19%

Stats per Creative

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	314	2	0.64%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	97	2	2.06%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	51,646	79	0.15%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	10,578	21	0.20%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	32,146	58	0.18%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	13,354	25	0.19%	View Preview

Summary - April



Performance by Campaign

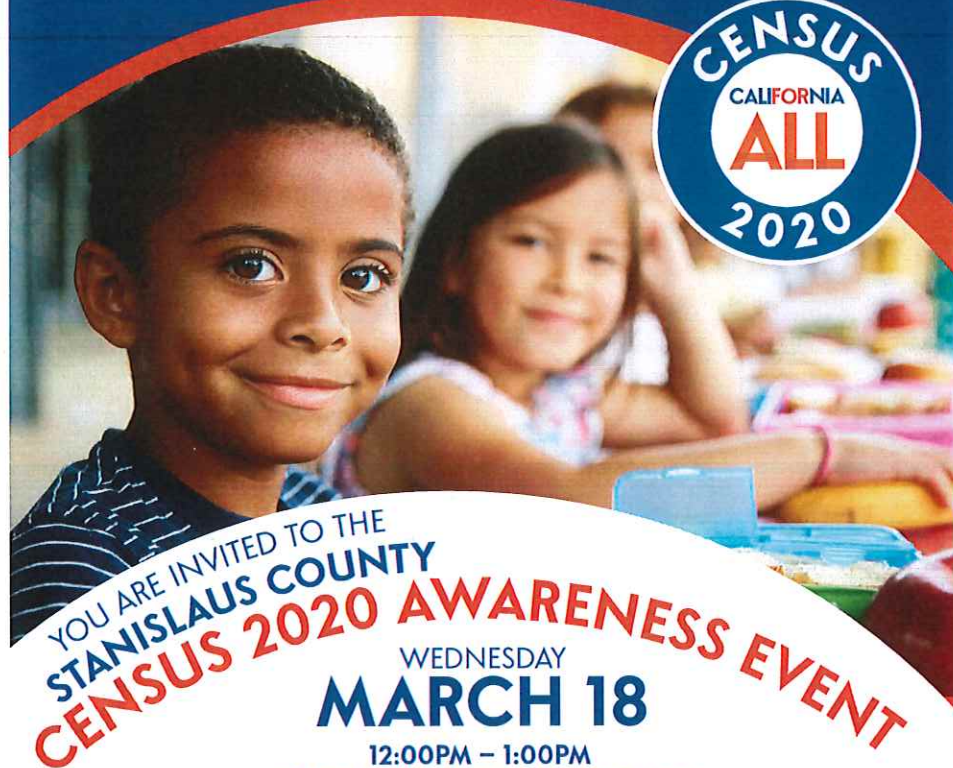
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	77,168	155	0.20%
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	36,117	69	0.19%

Stats per Creative

[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	126	1	0.79%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	160x600	23	0	0.00%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	16,179	21	0.13%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x250	3,339	3	0.09%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	11,069	14	0.13%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x50	5,175	8	0.15%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	300x600	231	2	0.87%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	300x600	76	1	1.32%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	320x50	45,654	106	0.23%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	320x50	25,302	51	0.20%	View Preview
[CO04/501] EC - EN - MAR/APR2020 - GEOFENCE - STANISLAUS	728x90	3,909	11	0.28%	View Preview
[CO04/503] EC - SP - MAR/APR2020 - GEOFENCE - STANISLAUS	728x90	2,202	6	0.27%	View Preview



STANISLAUS COUNTY WINS WHEN EVERYONE IS COUNTED!



YOU ARE INVITED TO THE
STANISLAUS COUNTY
CENSUS 2020 AWARENESS EVENT

WEDNESDAY
MARCH 18

12:00PM – 1:00PM

LIGHT REFRESHMENTS WILL BE SERVED

STANISLAUS COUNTY
MODESTO LIBRARY (BASEMENT)
1500 I. ST. MODESTO, CA 95354

**OPEN TO THE
COMMUNITY**

CALIFORNIACENSUS.ORG



EL CONCILIO
BUILDING STRONGER COMMUNITIES TOGETHER





CHIEF EXECUTIVE OFFICE

*Jody L. Hayes
Chief Executive Officer*

*Patricia Hill Thomas
Chief Operations Officer/
Assistant Executive Officer*

*Keith D. Boggs
Assistant Executive Officer*

*Patrice M. Dietrich
Assistant Executive Officer*

*1010 10th Street, Suite 6800, Modesto, CA 95354
Post Office Box 3404, Modesto, CA 95353-3404*

Phone: 209.525.6333 Fax 209.544.6226

News Release

For Immediate Release

March 21, 2019

Contact: Amy Vickery

Stanislaus County Chief Executive Office

209.525.6333 or vickerya@stancounty.com

Everyone Counts in Census 2020 Kickoff

The Stanislaus County Complete Count Committee invites you to attend the 2020 Census Kick-Off event on Monday, April 1, 2019 at 12:00 p.m. at the 1010 10th Street Plaza, downtown Modesto, CA.

The U.S Constitution mandates that a census of the population be counted once every 10 years for the purposes of reapportioning Congress. Census data is also used to determine how more than \$675 billion in federal funds are distributed back to states and local communities every year for services and infrastructure, including healthcare, housing and affordable housing, jobs, schools, roads and businesses.

The Central Valley stands to lose up to \$2 billion dollars in Federal and State funding if the Census numbers are misrepresented for our region. By working collaboratively across the community, we can shape the future of our cities to ensure an accurate count, accurate political representation and equitable funding.

Join elected officials, government leaders, representatives from education, law enforcement and community members for a Census 2020 presentation as Stanislaus County pledges its commitment to achieve a complete count.

####

PRESS RELEASE

The Stanislaus County and El Concilio Host Census 2020 Awareness Event

Wednesday, March 18th from 12:00-1:00 pm at Stanislaus County Modesto Library (Basement) 1500 I St. Modesto, CA 95354

All local stakeholders working with hard-to-count communities are encouraged to attend

Modesto, CA – March 12, 2020 – Stanislaus County and El Concilio will host a local Census awareness event as part of their commitment to support a full and accurate count of Stanislaus County residents in the decennial 2020 census.

Every 10 years the Federal government is required to count everyone living in the United States; the next count will occur on April 1, 2020. The population totals from this census will determine congressional representation and funding allocation for the next ten years. Approximately \$675 billion in federal funding is distributed to states and communities each year based on census data.

In 2019, the Board of Supervisors approved a resolution to opt in for funding from the State to facilitate local Census 2020 outreach efforts focusing on the hard-to-count communities living in Stanislaus County. "The data collected through this census will inform us about how our community is changing, and where to focus our efforts and investments to their benefit," said Damian Martinez, Senior Management Consultant, Stanislaus County Chief Executive Office.

El Concilio has joined with the county for all county Census efforts and partnered with more than 10 local organizations for the census initiative for Stanislaus County. El Concilio will serve as the County's Backbone Administrative Community Based Organization.

"El Concilio is committed to a fair 2020 census because if our community is not fully counted in the 2020 census, we will miss out on investments and resources that we need and deserve such as better health care, education, and accurate political representation," said Jose Rodriguez, President and CEO of El Concilio. "An accurate count is the first step in making sure our community has good jobs, roads, schools, and adequate resources now and in the future."

El Concilio and the Stanislaus County will work in coordination with local stakeholders working with hard-to-count populations. Both agencies encourage participation in this event, which will include presentations by the California Complete Count Office, the US Census Bureau, El Concilio, and Stanislaus County. This will be an opportunity to learn about the advantages and challenges of the first electronic census, and hear about outreach plans to educate, motivate, and activate responses from all Stanislaus County residents.

The awareness event will start with a press conference promptly at 12:00 pm at Stanislaus County Modesto Library (Basement) 1500 I Street Modesto, CA 95354, followed by an informational session.

About El Concilio. In continual operation for 51 years, El Concilio is a 501(c)(3) nonprofit multi-service agency dedicated to empowering the diverse communities of California's Central Valley.

PRESS RELEASE

The Stanislaus County and El Concilio Announce Postponement of March 18th Census 2020 Awareness Event Due To Coronavirus Concerns

POSTPONED: Wednesday, March 18th from 12:00-1:00 pm at Stanislaus County Modesto Library (Basement) 1500 I St. Modesto, CA 95354

Modesto, CA – March 12, 2020 – In compliance with California Gov. Gavin Newsom's call for cancellation of all gatherings of 250 people or more through the end of March, and out of an abundance of caution, the Stanislaus County and El Concilio has postponed its County Census 2020 Awareness Event that was scheduled to take place in Modesto, CA. on March 18, 2020.

To curb the spread of COVID-19, the state's "public health experts have determined that gatherings should be postponed or canceled across the state until at least the end of March," according to a press release from the governor's office.

"Changing our actions for a short period of time will save the life of one or more people you know," Newsom wrote in a statement. "That's the choice before us. Each of us has extraordinary power to slow the spread of this disease."

Today, March 12, 2020, the U.S. Census Bureau has begun conducting massive media outreach as a part of its integrated communications campaign to let the public know the invitation to take the 2020 Census online, over the phone, or on paper is arriving in their mailbox starting today.

The Census Bureau in conjunction with State and local officials is closely monitoring COVID-19 and the health, safety, and well-being of all staff and partners is our top priority.

We will reschedule this as an online event to coincide with the release of the first 2020 Census Response Rates.

El Concilio and the Stanislaus County will work in coordination with local stakeholders working with hard-to-count populations. Both agencies encourage participation in this event, which will include presentations by the California Complete Count Office, the US Census Bureau, El Concilio, and Stanislaus County. This will be an opportunity to learn about the advantages and challenges of the first electronic census, and hear about outreach plans to educate, motivate, and activate responses from all Stanislaus County residents.

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Census 2020 Awareness Event

Stanislaus County Library
1500 I Street
Modesto, CA 95354

March 18, 2020
12:00 p.m. – 1:00 p.m.

AGENDA

<u>Time</u>	<u>Topic</u>	<u>Speaker</u>
12:00	Welcome and Opening Remarks	Marian Kaanon California Complete Count Committee Member CEO/President, Stanislaus Community Foundation
12:05	Video Presentation	Stanislaus County Promotional Video
12:10	Assemblyman Health Flora's Office	Couper Condit Campaign Manager, Assemblyman Health Flora
12:15	Congressman Josh Harder's Office	Congressman Josh Harder Representative for California's 10 th Congressional District
12:20	Stanislaus County	Terry Withrow Supervisor, Stanislaus County Board of Supervisors
12:25	City of Modesto	Ted Brandvold Mayor, City of Modesto
12:30	Marketing and Outreach	Jose Rodriguez Vice President, El Concilio
12:35	Stanislaus County Complete Count Committee	Lise Talbott Co-Chair, Stanislaus County Complete Count Committee
12:40	Religious Organizations	Shalom Bochner Rabbi, Congregation Beth Shalom
12:45	Closing Remarks	Emilio Vaca Deputy Director of Outreach California Complete Count – Census 2020

Modesto area community groups spread the word about the importance of the 2020 Census

BY ROSALIO AHUMADA

A distrust of the government. A language barrier. A reluctance to participate in a process they don't understand. These are just some of the obstacles that stand in the way of getting an accurate census count in some of Stanislaus County's most impoverished and underrepresented neighborhoods.

Community groups are trying to take down those obstacles by letting residents know that they don't have to be fearful about participating in the 2020 census, and that an accurate census could mean more social services and other benefits for their community.

Faith in the Valley, a nonprofit group that offers help to underserved residents, is canvassing neighborhoods and speaking to households that have not participated in the census before.

Especially in communities with immigrants, many residents fear their personal information on census forms will be handed to federal immigration enforcement officials and lead to their deportation. But that is not the case, said Lety Valencia, director of the Stanislaus branch of Faith in the Valley.

Advocates and elected officials, such as state Attorney General Xavier Becerra, fought to keep a citizenship question off the census form. In June, the U.S. Supreme Court rejected the Trump administration's efforts to include the question in the 2020 census, concluding the administration's reasoning appeared to be "contrived."

But there still is a lot of misinformation that trickles down to immigrant communities, Valencia said.

"Though the (citizenship question) is not going to be on the census, the damage has been done," Valencia said. "There's rhetoric out there that says that not everybody is welcome in our community."

There will be fewer federal resources to count the population in California than the decennial census, Valencia said. So, groups such as Faith in the Valley have received funding from the state or the county or other sources to encourage residents to submit their census information.

At a kickoff event in downtown Modesto last year, Modesto Mayor Ted Brandvold said proper population count ensures government agencies get enough money to help the homeless or respond to the need for affordable housing.

Valencia said some households with multiple families might be afraid to provide accurate census information. They fear their landlord will find out more than one family is living in the home, which could lead to an eviction. But Valencia says that census information will not be handed to any landlord.

"There is no danger in making sure everyone is counted."

The U.S. Census Bureau says it is bound by law to protect census answers and keep them strictly confidential, and census employees take an oath to protect personal information for life. The bureau's website offers safety tips on how to avoid online phishing scams and toll-free phone numbers to report suspected fraud.

An accurate census count could lead to a new school, a new hospital or a new grocery store in a community. Advocates say determining a need for resources, including retail businesses, is dependent on population counts and demographic information.

Faith in the Valley has been knocking on doors throughout the county since December, showing residents how to submit their information.

Other organizations, such as El Concilio, are inviting residents to their offices to fill-out census forms online. Even some participating libraries will have computer kiosks to submit census information. The goal is to offer residents a safe space for residents to fill out the forms and ask questions, said Lynnette Lucaccini, the site supervisor for El Concilio in Modesto.

"It's just a high level of mistrust," Lucaccini said. "But they can go to a trusted agency, like El Concilio, and submit it online."

El Concilio's office in Modesto is at 1314 H St., and residents with questions about the census can call 209-523-2860.

Lucaccini said census forms have been translated into 52 languages, including Spanish and Punjabi, and the translated forms are sent out according to previous census tract demographic information. If residents need a translated form, they can simply ask for help at a trusted agency or community group.

El Concilio recently held a coalition forum, inviting advocacy groups and residents to Argus High School in Ceres for a discussion with a census specialist.

"This a Herculean effort to get everybody counted," Lucaccini said. "We have to show (through the census) that the community needs these services."

She said the easiest and safest way to submit the census form by sending it back in the mail. If residents don't submit the forms in the mail or online, they'll receive reminders before a census worker could knock on their door. Lucaccini encourages residents to make sure to ask for valid identification from a census worker before participating in the survey.

Jose Sabala, president of the nonprofit South Modesto Partnerships, said many residents in his neighborhood simply don't understand how census information can bring new resources and more congressional leaders in the U.S. House of Representatives.

"This is part of bringing up the voice of the neighborhood," Sabala said.

There also are a lot of hard-working families in south Modesto, who come home after a long day from work and have little energy to fill out a census form, he said.

"So, (the census) is not a priority," Sabala said. "The priority is to pay the PG&E bill. The priority is the grocery list."

But that's why community groups need to promote the census and its importance, Sabala said. His nonprofit group is a grassroots organization that has pulled together volunteers to improve the neighborhood. He said familiar faces will go a long way to spreading the word about the census in his neighborhood.

"It will be tough," Sabala said. "But we want to educate the community about how the census leads to funding for revitalization for the neighborhood, like road repairs and street lights."

IMPORTANT DATES FOR CENSUS 2020

- March 12-20: Households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 census online, by phone, or by mail.
- March 30-April 1: The Census Bureau will count homeless people over three days in shelters, at soup kitchens and mobile food vans, along city streets, and at outdoor locations such as tent encampments.
- April 1: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 census.
- April: Census takers will begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.
- May-July: Census takers will begin visiting homes that haven't responded to the 2020 census to help make sure everyone is counted.
- December: The Census Bureau will deliver apportionment counts to the president and Congress as required by law.

City of Modesto & Stanislaus County Census Day Social Media Posts



City of Modesto - City Hall

Published by Marc Garcia [P] · Yesterday at 11:19 AM · [Globe icon]

It's CENSUS DAY! The 2020 Census is happening now. You can complete your questionnaire online, by phone, or by mail.

The time is now. Help shape your future, and your community's future, by responding to the 2020 Census.

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

- ◆ Building Better Roads & Schools
- ◆ Funding Community Programs for Seniors, Children & Families
- ◆ Create Jobs
- ◆ Improve Housing

Most households received their invitation to respond to the 2020 Census between March 12th through 20th. These official Census Bureau mailings will include detailed information and a Census ID for completing the Census online.

In addition to an invitation to respond, some households will receive a paper questionnaire (sometimes known as the census form). You do not need to wait for your paper questionnaire to respond to the Census.

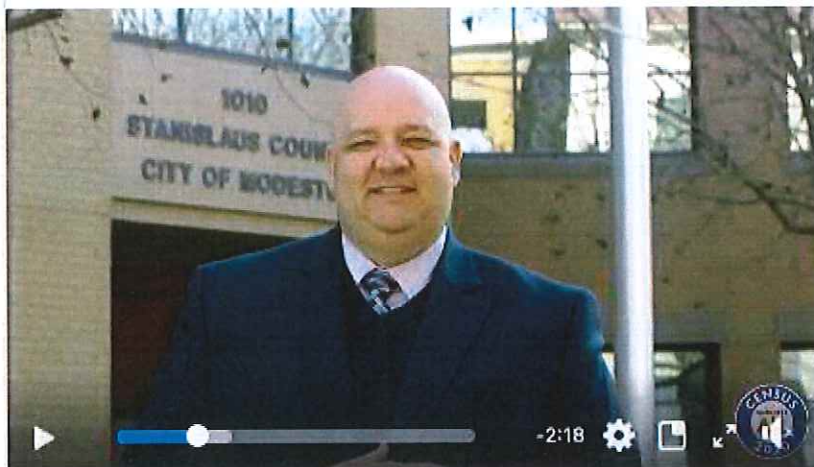
◆ Three Ways To Complete The Census ◆

- Online
- Phone
- Mail

Please complete your census form online, by phone, or by mail when your invitation to respond arrives.

Visit www.my2020census.gov to begin.

#CaliforniaForAll #BeCounted #Census2020 #BeCountedModesto #EveryoneCounts





StanEmergency

Published by Marc Garcia [?] · Yesterday at 11:30 AM ·

It's CENSUS DAY! The 2020 Census is happening now. You can complete your questionnaire online, by phone, or by mail.

The time is now. Help shape your future, and your community's future, by responding to the 2020 Census.

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

- Building Better Roads & Schools
- Funding Community Programs for Seniors, Children & Families
- Create Jobs
- Improve Housing

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Three Ways To Complete The Census

- Online
- Phone
- Mail

Please complete your census form online, by phone, or by mail when your invitation to respond arrives.

Visit www.my2020census.gov to begin.





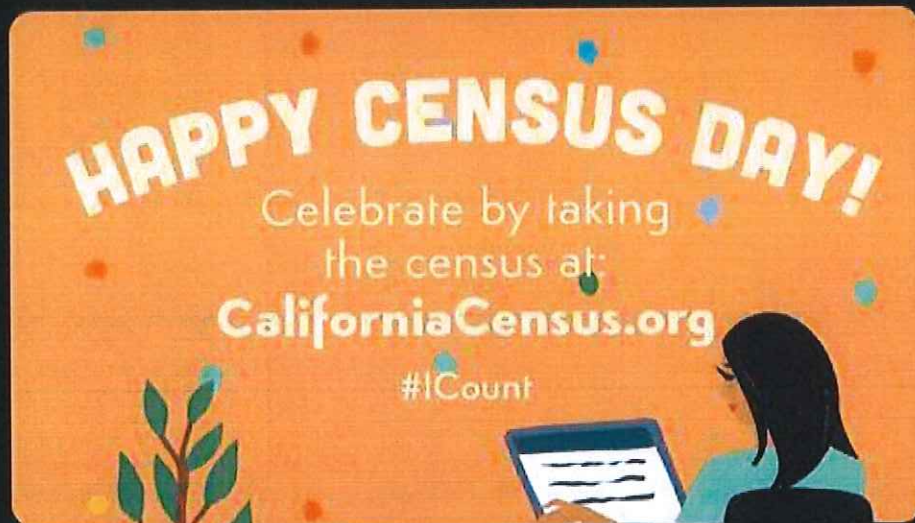
City of Modesto @cityofmodesto · Apr 1

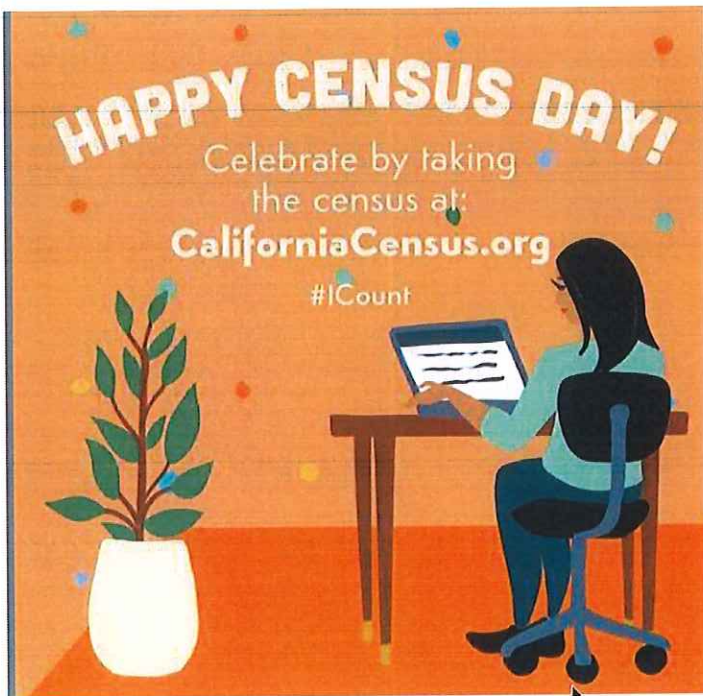
It's CENSUS DAY! Help shape your future, and your community's future, by responding to the 2020 Census. Three Ways To Complete The Census:

- Online
- Phone
- Mail

Visit my2020census.gov to begin.

[#CaliforniaForAll](#) [#BeCounted](#) [#Census2020](#) [#BeCountedModesto](#)
[#EveryoneCounts](#)






cityofmodesto • Following



cityofmodesto It's CENSUS DAY!
The 2020 Census is happening now.
You can complete your questionnaire
online, by phone, or by mail.

The time is now. Help shape your
future, and your community's future,
by responding to the 2020 Census.

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

- ◆ Building Better Roads & Schools
- ◆ Funding Community Programs for
Seniors, Children & Families
- ◆ Create Jobs
- ◆ Improve Housing



Liked by paulapersano and 17 others

1 DAY AGO

Add a comment...

Post



COUNT ME IN!

Don't have a computer? Need assistance filling out the Census? Come to one of our Census Awareness Events!

The Stanislaus County Office of Education and partners are providing information and computer access to complete the online Census 2020.

Join us at one on the following dates and locations.

Refreshments will be served.

April 1 – April 30

Census Computer Kiosk at Stanislaus County Office of Education

1325 H Street, Modesto, CA

Days and Hours: Monday – Friday 8:00 a.m. – 5:00 p.m.

March 24

Ceres Community Center
2701 4th Street, Ceres, CA
Time: 4:00 - 7:30 p.m.

March 26

King Kennedy Memorial Center
601 Martin Luther King Drive,
Modesto, CA
Time: 4:00 - 7:30 p.m.

April 1

Parent Resource Center
811 5th Street, Modesto, CA
Time: 4:00 - 7:30 p.m.

April 17

Opening game at the Modesto Nuts
John Thurman Field
601 Neece Drive, Modesto, CA

For more information please call 209.238.1709.



¡CUENTA CONMIGO!

¿No tienes una computadora? ¿Necesitas ayuda para llenar el censo? ¡Ven a uno de nuestros Eventos de Concientización del Censo!

La Oficina de Educación del Condado de Stanislaus y sus socios estarán proporcionando información y acceso a la computadora para completar el Censo 2020 en línea. Únase a nosotros en una de las siguientes fechas y lugares. Se servirán refrescos y aperitivos.

1 de abril - 30 de abril

Quiosco de Computadoras del Censo en la Oficina de Educación del Condado de Stanislaus

1325 H Street, Modesto, CA

Días y horarios: lunes a viernes de 8:00 a.m. a 5:00 p.m.

24 de marzo

Centro Comunitario Ceres
2701 4th Street, Ceres, CA
Hora: 4:00 - 7:30 p.m.

26 de marzo

King Kennedy Memorial Center
601 Martin Luther King Drive
Modesto, CA
Hora: 4:00 - 7:30 p.m.

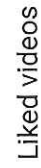
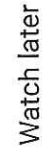
1 de abril

Centro de Recursos para Padres
811 5th Street, Modesto, CA
Hora: 4:00 - 7:30 p.m.

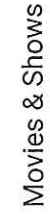
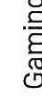
17 de abril

Juego de apertura en los Modesto Nuts
John Thurman Field
601 Neece Drive, Modesto, CA

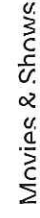
For more information please call 209.238.6300.



Music



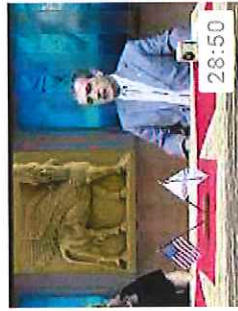
YouTube Premium



9 subscribers

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DISCUSSION



1 month ago



6 views • 1 month ago



39 views • 8 months ago



233 views • 8 months ago



8 months ago



17 views • 9 months ago



8 views • 9 months ago



11 views • 9 months ago



Assyrian American Civic
Club of Turlock
9 subscribers

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Assyrian American Civic
Club of Turlock
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PLAYLISTS

CHANNELS

DISCUSS



Participate in United States 2020.

9 months ago



United States Census 2020: What is The Census?

13 views • 9 months ago



United States Census 2020 (Promotion)

5 views • 9 months ago



103 views • 10 months ago



ce of The United States 2020

• 11 months ago



(AACCOT) Aug7 in CSU Turlock Full Ver.

34 views • 1 year ago



Citizenship Question On 2020 Census

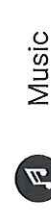
43 views • 1 year ago



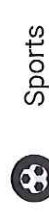
AACCOT 5 2 2018

191 views • 2 years ago

SUBSCRIPTIONS



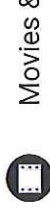
Music



Sports



Gaming



Movies & Shows

MORE FROM YOUTUBE



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Movies & Shows

EL CONCILIO KBBU-FM 7/13/2020

5:52:45AM 30 CN45906 CENSUS #1
6:53:30AM 30 CN45907 CENSUS #2
9:51:30AM 30 CN45906 CENSUS #1
11:54:00AM 30 CN45907 CENSUS #2
1:54:00PM 30 CN45906 CENSUS #1
4:54:30PM 30 CN45907 CENSUS #2
6:54:30PM 30 CN45906 CENSUS #1
8:54:00PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 7/17/2020

6:43:30AM 30 CN45991 CENSUS PSA #2
7:42:30AM 30 CN45990 CENSUS PSA #1
9:13:30AM 30 CN45906 CENSUS #1
10:44:30AM 30 CN45907 CENSUS #2
11:46:30AM 30 CN45991 CENSUS PSA #2
1:15:00PM 30 CN45990 CENSUS PSA #1
2:47:00PM 30 CN45906 CENSUS #1
3:46:30PM 30 CN45907 CENSUS #2
5:16:00PM 30 S CN45991 CENSUS PSA #2
6:43:00PM 30 CN45990 CENSUS PSA #1

EL CONCILIO KBBU-FM 7/18/2020

5:14:00AM 30 CN45906 CENSUS #1
6:14:00AM 30 CN45907 CENSUS #2
6:43:30AM 30 CN45991 CENSUS PSA #2
7:13:00AM 30 CN45990 CENSUS PSA #1
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5:14:00PM 30 CN45990 CENSUS PSA #1
6:43:30PM 30 CN45906 CENSUS #1
7:14:00PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 07/20/2020

5:52:30AM 30 CN45906 CENSUS #1
7:51:00AM 30 CN45907 CENSUS #2
8:54:30AM 30 CN45991 CENSUS PSA #2
9:53:00AM 30 CN45990 CENSUS PSA #1
10:53:00AM 30 CN45906 CENSUS #1
11:52:00AM 30 CN45907 CENSUS #2
1:52:00PM 30 SUS PSA #1
4:53:00PM 30 CN45990 CENSUS PSA #1
10:50:30PM 30 CN45906 CENSUS #1

EL CONCILIO KBBU-FM 7/22/2020

5:13:00AM 30 CN45990 CENSUS PSA #1
6:45:30AM 30 CN45906 CENSUS #1
8:15:00AM 30 CN45907 CENSUS #2
8:46:00AM 30 CN45991 CENSUS PSA #2
9:13:15AM 30 CN45990 CENSUS PSA #1
10:13:30AM 30 CN45906 CENSUS #1
11:12:30AM 30 CN45907 CENSUS #2
1:14:00PM 30 CN45991 CENSUS PSA #2
2:12:30PM 30 CN45990 CENSUS PSA #1
3:46:00PM 30 CN45906 CENSUS #1
10:14:00PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 7/23/2020

6:12:30AM 30 CN45906 CENSUS #1
7:15:00AM 30 CN45907 CENSUS #2
8:13:00AM 30 CN45991 CENSUS PSA #2
10:12:30AM 30 CN45990 CENSUS PSA #1
11:12:30AM 30 CN45906 CENSUS #1
12:42:30PM 30 CN45907 CENSUS #2
1:45:00PM 30 CN45991 CENSUS PSA #2
3:15:00PM 30 CN45990 CENSUS PSA #1
5:14:00PM 30 CN45906 CENSUS #1
8:13:30PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 7/24/2020

5:13:30AM 30 CN45991 CENSUS PSA #2
7:15:00AM 30 CN45990 CENSUS PSA #1
9:15:00AM 30 CN45906 CENSUS #1
10:43:30AM 30 CN45907 CENSUS #2
12:43:00PM 30 CN45991 CENSUS PSA #2
3:14:30PM 30 CN45990 CENSUS PSA #1
4:13:30PM 30 CN45906 CENSUS #1
5:45:30PM 30 CN45907 CENSUS #2
7:44:30PM 30 CN45991 CENSUS PSA #2
10:43:00PM 30 CN45990 CENSUS PSA #1

KBBU-FM EL CONCILIO 7/27/2020

5:51:15AM 30 CN45906 CENSUS #1
6:52:00AM 30 CN45907 CENSUS #2
10:54:00AM 30 CN45991 CENSUS PSA #2
11:53:30AM 30 CN45990 CENSUS PSA #1
12:52:00PM 30 CN45906 CENSUS #1
1:50:30PM 30 CN45907 CENSUS #2
5:51:30PM 30 CN45991 CENSUS PSA #2
6:54:30PM 30 CN45990 CENSUS PSA #1
9:50:30PM 30 CN45906 CENSUS #1
10:53:30PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 07/28/2020

5:43:00AM 30 CN45991 CENSUS PSA #2
7:44:00AM 30 CN45990 CENSUS PSA #1
8:42:00AM 30 CN45906 CENSUS #1
9:44:00AM 30 CN45907 CENSUS #2
10:46:00AM 30 CN45991 CENSUS PSA #2
11:44:45AM 30 CN45990 CENSUS PSA #1
12:42:30PM 30 CN45906 CENSUS #1
2:43:30PM 30 CN45907 CENSUS #2
3:43:30PM 30 CN45991 CENSUS PSA #2
4:42:30PM 30 CN45990 CENSUS PSA #1

EL CONCILIO KBBU-FM 7/29/2020

5:43:30AM 30 CN45906 CENSUS #1
6:42:30AM 30 CN45907 CENSUS #2
7:45:00AM 30 CN45991 CENSUS PSA #2
8:45:00AM 30 CN45990 CENSUS PSA #1
10:44:30AM 30 CN45906 CENSUS #1
11:43:00AM 30 CN45907 CENSUS #2
1:42:30PM 30 CN45991 CENSUS PSA #2
3:43:00PM 30 CN45990 CENSUS PSA #1
5:44:00PM 30 CN45906 CENSUS #1
6:43:15PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 7/31/2020

6:14:00AM 30 CN45906 CENSUS #1
7:13:30AM 30 CN45907 CENSUS #2
8:13:00AM 30 CN45991 CENSUS PSA #2
9:14:45AM 30 CN45990 CENSUS PSA #1
10:13:30AM 30 CN45906 CENSUS #1
1:13:00PM 30 CN45907 CENSUS #2
4:42:30PM 30 CN45991 CENSUS PSA #2
6:12:00PM 30 CN45990 CENSUS PSA #1
8:12:30PM 30 CN45906 CENSUS #1
11:13:00PM 30 CN45907 CENSUS #2

08/01/2020 KBBU-FM EL CONCILIO

5:13:00AM 30 CN45991 CENSUS PSA #2
7:42:30AM 30 CN45990 CENSUS PSA #1
9:43:30AM 30 CN45907 CENSUS #2
11:15:15AM 30 CN45906 CENSUS #1
12:14:30PM 30 CN45991 CENSUS PSA #2
1:13:00PM 30 CN45990 CENSUS PSA #1
3:13:30PM 30 CN45907 CENSUS #2
4:44:30PM 30 CN45906 CENSUS #1
5:14:00PM 30 CN45991 CENSUS PSA #2
6:42:30PM 30 CN45990 CENSUS PSA #1

08/02/2020 KBBU-FM EL CONCILIO

9:42:30AM 30 CN45907 CENSUS #2
10:44:30AM 30 CN45906 CENSUS #1
12:13:00PM 30 CN45991 CENSUS PSA #2
1:15:00PM 30 CN45990 CENSUS PSA #1
2:14:15PM 30 CN45907 CENSUS #2
3:12:30PM 30 CN45906 CENSUS #1
4:42:30PM 30 CN45991 CENSUS PSA #2
4:44:00PM 30 CN45990 CENSUS PSA #1
6:12:30PM 30 CN45907 CENSUS #2
11:12:30PM 30 CN45906 CENSUS #1

08/03/2020 KBBU-FM EL CONCILIO

6:53:30AM 30 CN45991 CENSUS PSA #2
7:54:00AM 30 CN45990 CENSUS PSA #1
10:52:30AM 30 CN45907 CENSUS #2
11:54:00AM 30 CN45906 CENSUS #1
12:52:30PM 30 CN45991 CENSUS PSA #2
2:52:00PM 30 CN45990 CENSUS PSA #1
4:53:30PM 30 CN45907 CENSUS #2
8:54:30PM 30 CN45906 CENSUS #1
9:52:30PM 30 CN45991 CENSUS PSA #2
11:52:30PM 30 CN45990 CENSUS PSA #1

EL CONCILIO KBBU-FM 8/4/2020

6:12:30AM 30 CN45907 CENSUS #2
7:46:00AM 30 CN45906 CENSUS #1
9:43:45AM 30 CN45991 CENSUS PSA #2
10:42:30AM 30 CN45990 CENSUS PSA #1
12:13:00PM 30 CN45907 CENSUS #2
1:15:00PM 30 CN45906 CENSUS #1
2:43:30PM 30 CN45991 CENSUS PSA #2
3:45:30PM 30 CN45990 CENSUS PSA #1
10:12:30PM 30 CN45907 CENSUS #2
11:12:30PM 30 CN45906 CENSUS #1

EL CONCILIO KBBU-FM 08-5-2020

6:44:00AM 30 CN45991 CENSUS PSA #2
7:44:00AM 30 CN45990 CENSUS PSA #1
8:44:30AM 30 CN45907 CENSUS #2
9:44:30AM 30 CN45906 CENSUS #1
11:12:30AM 30 CN45991 CENSUS PSA #2
12:14:00PM 30 CN45990 CENSUS PSA #1
1:12:30PM 30 CN45907 CENSUS #2
9:12:30PM 30 CN45906 CENSUS #1
10:42:30PM 30 CN45991 CENSUS PSA #2
11:42:30PM 30 CN45990 CENSUS PSA #1

08/08/2020 KBBU-FM EL CONCILIO

6:12:30AM 30 CN45907 CARAVANA CENSUS 2020
9:14:30AM 30 CN45906 CENSUS #1
10:12:30AM 30 CN45991 CENSUS PSA #2
11:44:00AM 30 CN45990 CARAVANA CENSUS 2020
12:43:00PM 30 CN45907 CENSUS #2
2:14:00PM 30 CN45906 CENSUS #1
2:46:00PM 30 CN45991 CARAVANA CENSUS 2020
3:46:30PM 30 CN45990 CENSUS PSA #1
4:43:45PM 30 CN45907 CENSUS #2
10:14:30PM 30 CN45906 CARAVANA CENSUS 2020

08/09/2020 KBBU-FM EL CONCILIO

5:42:00AM 30 CN45991 CENSUS PSA #2
6:44:00AM 30 CN45990 CARAVANA CENSUS 2020
11:16:30AM 30 CN45907 CENSUS #2
12:12:30PM 30 CN45906 CENSUS #1
1:43:30PM 30 CN45991 CARAVANA CENSUS 2020
2:46:30PM 30 Saul CN45990 CENSUS PSA #1
3:46:45PM 30 CN45907 CENSUS #2
5:45:00PM 30 CN45906 CARAVANA CENSUS 2020
6:44:00PM 30 CN45991 CENSUS PSA #2
8:13:00PM 30 CN45990 CENSUS PSA #1

08/10/2020 KBBU-FM EL CONCILIO

5:53:00AM 30 CN45907 CARAVANA CENSUS 2020
10:51:30AM 30 CN45906 CENSUS #1
12:52:30PM 30 CN45991 CARAVANA CENSUS 2020
1:52:00PM 30 CN45990 CENSUS PSA #1
3:54:00PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 8/12/2020

5:13:00AM 30 CN46541 caravana census
6:15:00AM 30 CN45991 CENSUS PSA #2
7:15:30AM 30 CN45990 CENSUS PSA #1
7:45:00AM 30 CN45907 CENSUS #2
8:45:00AM 30 CN45906 CENSUS #1
9:16:00AM 30 CN46541 caravana census
10:42:00AM 30 CN45991 CENSUS PSA #2
11:45:00AM 30 CN45990 CENSUS PSA #1
12:43:00PM 30 CN45907 CENSUS #2
1:43:30PM 30 CN45906 CENSUS #1
3:44:00PM 30 CN46541 caravana census
6:16:00PM 30 CN45991 CENSUS PSA #2
7:12:30PM 30 CN45990 CENSUS PSA #1
8:15:00PM 30 CN45907 CENSUS #2
10:14:30PM 30 CN45906 CENSUS #1

EL CONCILIO KBBU-FM 8/13/2020

5:14:30AM 30 CN46541 caravana census
6:16:30AM 30 CN46541 caravana census
7:45:30AM 30 CN45990 CENSUS PSA #1
8:47:00AM 30 CN46541 caravana census
9:45:30AM 30 CN45991 CENSUS PSA #2
11:45:00AM 30 CN45990 CENSUS PSA #1
2:13:00PM 30 CN46541 caravana census
3:44:30PM 30 CN45991 CENSUS PSA #2
5:44:30PM 30 CN45907 CENSUS #2
9:12:30PM 30 CN45906 CENSUS #1

08/15/2020 KBBU-FM EL CONCILIO

5:44:00AM 30 CN46541 caravana census
9:44:00AM 30 CN46541 caravana census
10:14:30AM 30 CN45990 CENSUS PSA #1
11:14:00AM 30 CN46541 CENSUS PSA #2
12:13:00PM 30 CN45991 CENSUS PSA #2
1:12:00PM 30 CN45990 CENSUS PSA #1
2:14:30PM 30 CN46541 CENSUS PSA #1
9:13:30PM 30 CN45991 CENSUS PSA #2
11:13:30PM 30 CN45907 CENSUS #2

08/16/2020 KBBU-FM EL CONCILIO

:43:30AM 30 CN45906 CENSUS #1
6:43:00AM 30 CN45907 CENSUS #2
10:15:30AM 30 CN45991 CENSUS PSA #2
11:16:00AM 30 CN45990 CENSUS PSA #1
12:15:30PM 30 CN45906 CENSUS #1
1:16:00PM 30 CN45907 CENSUS #2
2:15:00PM 30 S CN45991 CENSUS PSA #2
3:12:00PM 30 CN45990 CENSUS PSA #1
4:16:30PM 30 CN45906 CENSUS #1
5:15:00PM 30 CN45907 CENSUS #2
7:13:30PM 30 CN45991 CENSUS PSA #

08/17/2020 KBBU-FM EL CONCILIO

5:52:30AM 30 CN45990 CENSUS PSA #1
9:53:00AM 30 CN45906 CENSUS #1
10:54:00AM 30 CN45907 CENSUS #2
12:54:30PM 30 CN45991 CENSUS PSA #2
5:54:30PM 30 CN45990 CENSUS PSA #1
6:51:30PM 30 CN45906 CENSUS #1
7:52:00PM 30 CN45907 CENSUS #2

EL CONCILIO KBBU-FM 08/20/2020

5:43:00AM 30 CN45907 CENSUS #2
 6:45:00AM 30 CN45991 CENSUS PSA #2
 8:13:00AM 30 CN45990 CENSUS PSA #1
 9:14:30AM 30 CN45906 CENSUS #1
 11:43:00AM 30 CN45907 CENSUS #2
 12:45:30PM 30 CN45991 CENSUS PSA #2
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 4:43:30PM 30 CN45906 CENSUS #1
 6:44:00PM 30 CN45907 CENSUS #2
 11:43:00PM 30 CN45991 CENSUS PSA #2

EL CONCILIO KBBU-FM 8/21/2020

7:44:00AM 30 CN45990 CENSUS PSA #1
 8:44:30AM 30 CN45906 CENSUS #1
 10:14:00AM 30 CN45907 CENSUS #2
 11:13:30AM 30 CN45991 CENSUS PSA #2
 1:44:30PM 30 CN45990 CENSUS PSA #1
 6:16:00PM 30 CN45906 CENSUS #1
 7:15:00PM 30 CN45907 CENSUS #2
 8:45:00PM 30 CN45991 CENSUS PSA #2
 9:42:30PM 30 CN45990 CENSUS PSA #1
 11:12:00PM 30 CN45906 CENSUS #1

08/22/2020 KBBU-FM EL CONCILIO

5:12:30AM 30 CN45907 CENSUS #2
 6:44:00AM 30 CN45991 CENSUS PSA #2
 8:13:30AM 30 CN45990 CENSUS PSA #1
 10:14:30AM 30 CN45906 CENSUS #1
 11:44:30AM 30 CN45907 CENSUS #2
 12:43:00PM 30 CN45991 CENSUS PSA #2
 4:44:00PM 30 CN45990 CENSUS PSA #1
 5:45:00PM 30 CN45906 CENSUS #1
 6:45:00PM 30 CN45907 CENSUS #2

KBBU-FM EL CONCILIO 8/23//2020

9:13:00AM 30 CN45991 CENSUS PSA #2
 9:43:15AM 30 CN45990 CENSUS PSA #1
 11:45:00AM 30 CN45906 CENSUS #1
 1:42:30PM 30 CN45907 CENSUS #2
 4:44:30PM 30 CN45991 CENSUS PSA #2
 5:44:00PM 30 CN45990 CENSUS PSA #1
 6:12:00PM 30 CN45906 CENSUS #1
 6:43:30PM 30 CN45907 CENSUS #2
 9:13:00PM 30 CN45991 CENSUS PSA #2
 10:15:00PM 30 CN45990 CENSUS PSA #1
 11:14:30PM 30 CN45906 CENSUS #1

08/24/2020 KBBU-FM EL CONCILIO

5:52:00AM 30 CN45907 CENSUS #2
 6:50:30AM 30 CN45991 CENSUS PSA #2
 11:51:30AM 30 Saul CN45990 CENSUS PSA #1
 1:54:00PM 30 Saul Martinez CN45906 CENSUS #
 1 5:53:00PM 30 CN45907 CENSUS #2
 6:54:00PM 30 CN45991 CENSUS PSA #2
 10:52:30PM 30 CN45990 CENSUS PSA #1

09/19/2020 KBBU-FM EL CONCILIO

10:13:00AM 30 CN47299 CARAVANA 2
 11:13:30AM 30 CN47299 CARAVANA 2
 12:14:30PM 30 CN47083 CENSUS RADIO 2
 1:13:00PM 30 S CN47082 CENSUS RADIO 1
 2:12:00PM 30 z CN47299 CARAVANA 2
 3:14:30PM 30 CN47299 CARAVANA 2
 3:45:45PM 30 CN47083 CENSUS RADIO 2
 4:15:30PM 30 CN47082 CENSUS RADIO 1
 4:43:30PM 30 CN47299 CARAVANA 2
 6:14:30PM 30 CN47299 CARAVANA 2

09/20/2020 KBBU-FM EL CONCILIO

6:46:30AM 30 CN47083 CENSUS RADIO 2
 10:13:00AM 30 CN47082 CENSUS RADIO 1
 11:42:00AM 30 CN47299 CARAVANA 2
 1:14:00PM 30 CN47299 CARAVANA 2
 2:15:30PM 30 SCN47083 CENSUS RADIO 2
 2:42:30PM 30 CN47082 CENSUS RADIO 1
 4:14:00PM 30 CN47299 CARAVANA 2
 5:15:30PM 30 CN47299 CARAVANA 2
 6:13:00PM 30 SCN47083 CENSUS RADIO 2
 7:43:30PM 30 CN47082 CENSUS RADIO 1

9/21/2020 KBBU-FM EL CONCILIO

1:50:00AM 30 CN47299 CARAVANA 2
 5:52:30AM 30 CN47299 CARAVANA 2
 6:52:45AM 30 CN47083 CENSUS RADIO 2
 7:52:00AM 30 S CN47082 CENSUS RADIO 1
 10:52:30AM 30 S CN47299 CARAVANA 2
 11:54:30AM 30 SCN47299 CARAVANA 2
 12:51:30PM 30 CN47083 CENSUS RADIO 2
 10:54:30PM 30 CN47082 CENSUS RADIO 1
 11:53:00PM 30 CN47299 CARAVANA 2

EL CONCILIO KBBU-FM 9/22/2020

12:42:00AM 30 CN47299 CARAVANA 2
5:13:30AM 30 CN47083 CENSUS RADIO 2
6:43:30AM 30 S CN47082 CENSUS RADIO 1
8:43:30AM 30 CN47299 CARAVANA 2
10:16:15AM 30 CN47299 CARAVANA 2
11:43:00AM 30 CN47083 CENSUS RADIO 2
2:16:15PM 30 CN47082 CENSUS RADIO 1
3:43:30PM 30 CN47299 CARAVANA 2
4:46:30PM 30 CN47299 CARAVANA 2
9:46:00PM 30 CN47083 CENSUS RADIO 2

EL CONCILIO KBBU-FM 9/23/2020

3:42:00AM 30 CN47082 CENSUS RADIO 1
4:42:30AM 30 CN47299 CARAVANA 2
6:15:30AM 30 CN47299 CARAVANA 2
7:44:00AM 30 CN47083 CENSUS RADIO 2
8:14:00AM 30 CN47082 CENSUS RADIO
12:45AM 30 CN47299 CARAVANA 2
1:13:00PM 30 CN47299 CARAVANA 2
5:43:30PM 30 CN47083 CENSUS RADIO 2
6:13:00PM 30 CN47082 CENSUS RADIO 1
8:42:00PM 30 CN47299 CARAVANA 2

EL CONCILIO KBBU-FM 9/24/2020

6:42:00AM 30 CN47299 CARAVANA 2
7:43:30AM 30 CN47083 CENSUS RADIO 2
8:43:00AM 30CN47082 CENSUS RADIO 1
10:12:45AM 30 CN47299 CARAVANA 2
12:44:45PM 30 CN47299 CARAVANA 2
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4:44:45PM 30 CN47082 CENSUS RADIO 1
5:42:30PM 30 CN47299 CARAVANA 2
7:14:00PM 30 CN47299 CARAVANA 2
8:16:15PM 30 CN47083 CENSUS RADIO 2

EL CONCILIO KBBU-FM 9/25/2020

5:44:00AM 30 CN47299 CARAVANA 2
8:14:30AM 30 CN47083 CENSUS RADIO 2
9:14:00AM 30 SCN47082 CENSUS RADIO 1
10:46:00AM 30 CN47299 CARAVANA 2
11:14:00AM 30 CN47299 CARAVANA 2
3:12:00PM 30 CN47083 CENSUS RADIO 2
4:43:30PM 30 CN47082 CENSUS RADIO 1
6:44:00PM 30 CN47299 CARAVANA 2
10:12:00PM 30 CN47299 CARAVANA 2
11:42:00PM 30 CN47083 CENSUS RADIO 2

EL CONCILIO KBBU-FM 9/29/2020

6:14:45AM 30 Saul Martinez CN47082 CENSUS RADIO 1
7:12:00AM 30 Saul Martinez CN47083 CENSUS RADIO 2
9:42:30AM 30 Saul Martinez CN47082 CENSUS RADIO 1
1:13:00PM 30 Saul Martinez CN47083 CENSUS RADIO 2
2:12:45PM 30 Saul Martinez CN47082 CENSUS RADIO 1
2:42:30PM 30 Saul Martinez CN47083 CENSUS RADIO 2
4:46:00PM 30 Saul Martinez CN47082 CENSUS RADIO 1
5:15:00PM 30 Saul Martinez CN47083 CENSUS RADIO 2
5:47:00PM 30 Saul Martinez CN47082 CENSUS RADIO 1
6:42:00PM 30 Saul Martinez CN47083 CENSUS RADIO 2
7:15:30PM 30 Saul Martinez CN47082 CENSUS RADIO 1
8:15:30PM 30 Saul Martinez CN47083 CENSUS RADIO 2
10:15:00PM 30 Saul Martinez CN47082 CENSUS RADIO 1
11:43:15PM 30 Saul Martinez CN47083 CENSUS RADIO 2



El Concilio

June 2020
Performance Review

Geo-fenced Display



June 2020

URL: <https://californiacensus.org/>

Demo: Adults 18+, Spanish Speaking, Bilingual EN/SP

Geo:

2 Miles Radius from addresses provided:

5201 1st St, Modesto, CA 95351
4000 Fink Rd, Crows Landing, CA 95313
617 Airport Way, Modesto, CA 95354
Etc...

Impressions:

Guaranteed: 325,000

Delivered: 325,499

Clicks: 505

CTR: 0.16%

*CTR Industry Benchmark: .09-.13%



2020 U.S. CENSUS



2020 U.S. CENSUS

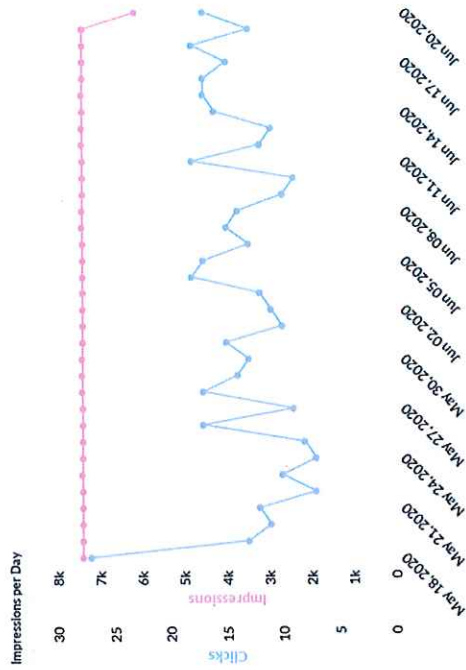


2020 U.S. CENSUS





Geo-fenced Display



2020 U.S. CENSUS



Campaign	Ad Format	Impressions	Clicks	CTR
[CO04/608] SP/EN - Jun2020 - Geofence	160x600	123	0	0.00%
[CO04/608] SP/EN - Jun2020 - Geofence	300x250	38,715	60	0.16%
[CO04/608] SP/EN - Jun2020 - Geofence	300x50	36,326	47	0.13%
[CO04/608] SP/EN - Jun2020 - Geofence	300x600	416	2	0.48%
[CO04/608] SP/EN - Jun2020 - Geofence	320x50	232,934	373	0.16%
[CO04/608] SP/EN - Jun2020 - Geofence	728x90	16,985	23	0.14%



US CENSUS 2020



COMMUNITY FOOD DISTRIBUTION

SUNDAY, JULY 26, 2020

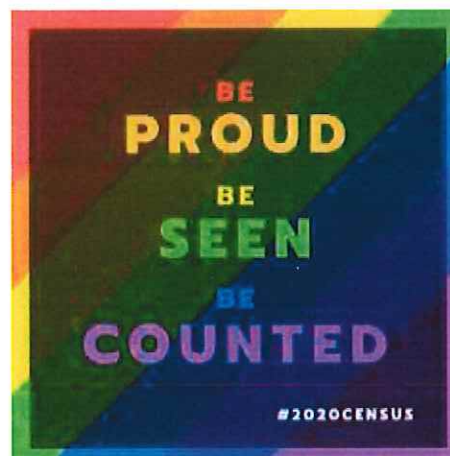
TIME: 12:00 PM TO 2:00 PM

IGLESIA BAUTISTA EMANUEL

1318 HAYS STREET, MODESTO, CA. 95351



EL CONCIPIO
BUILDING STRONGER COMMUNITIES TOGETHER



2020 U.S. CENSUS

**Count
me In!**



PeerRecoveryArtProject



CRLA



ELCONCILIO
BUILDING STRONGER COMMUNITIES TOGETHER



2020 Census

...to help you understand the 2020 Census and how to participate.

...to help you understand the 2020 Census and how to participate.

...to help you understand the 2020 Census and how to participate.

YOU COUNT!
At least in the moment

Love can shape your future.

On the 2020 Census, you'll have the option to identify a relationship as same-sex, providing statistics that can inform local planning for families and housing. Census responses also impact over \$675 billion in federal funding for communities like yours.

Your responses are important, and all personal information will be kept confidential by law.

CA CENSUS 2020
BE COUNTED, CALIFORNIA!

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.
Responding to the census helps communities get the funding and resources they need to make data-driven decisions that improve the economy. Census data impact our daily lives, inform important decisions about funding for services and infrastructure, including health care, senior centers, jobs, transportation, roads, schools, and businesses. More than 100 federal funding flows back to states and local communities based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any information we collect and keep it strictly confidential. We can only use your answers to produce statistics. In fact, the Bureau employee takes an oath to protect your privacy for life. Your answers cannot be used for law enforcement or to determine your personal eligibility for government programs.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Department of Homeland Security (DHS), U.S. Immigration and Customs Enforcement (ICE), or the Census Bureau to keep your information confidential responses only to produce statistics.



2020 Census

...to help you understand the 2020 Census and how to participate.

2020 Census Jobs provide:

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

For more information on help applying, please call **1-855-JOB-2020**

Federal Relay Service: 1-800-877-8339 TTY: 1-800-877-8339

JOIN THE 2020 CENSUS TEAM

Do you want:

- Increased funding for community services
- Fair congressional districts
- Better enforcement of civil rights

Queer THE CENSUS.

But I thought the Census doesn't even count LGBTQ?

Though the Census does not explicitly ask about gender identity or sexual orientation, LGBTQ people exist within all the different populations that are undercounted and underserved. It is important for us to be counted in the 2020 Census to ensure that our communities have fair access to democracy and social services funding. We are part of this country and we need to be represented. #CAGetCounted

BE COUNTED, CALIFORNIA April 01, 2020

Silver 4 L

An ongoing support needs of the Lesbian, Gay, Bisexual, and Transgender community. This group is years of age...

LGBTQ+ Collaborative

Information Call

SAVE THE DATE

Lunch & Learn

In Partnership with **WEST COAST MODERNO**

Be A Census Taker

- Extra income
- Flexible hours
- Weekly pay
- Paid training

Apply Online: **2020CENSUS.GOV/JOBS**

For more information on help applying, please call **1-855-JOB-2020**

Federal Relay Service: 1-800-877-8339 TTY: 1-800-877-8339

The U.S. Census Bureau is an Equal Opportunity Employer.

Shape your future. APPLY NOW!

CONDADO DE STANISLAUS

2020 FABULOSA CARAVANA DEL CENSO

SABADO, 15 de AGOSTO, 2020 | 9:00 AM | LEGION PARK, MODESTO

Estamos alentando cada residente que complete el Censo para ayudar a traer fondos para las escuelas, servicios sociales, calles, y otras necesidades mas de nuestra comunidad.

Llame [\(844\) 330-2020](tel:8443302020) o visite my2020census.gov para completar el Censo ahora.



Patrocinado por El Concilio, Del Condado de Stanislaus, Condado de Stanislaus Complete Count Committee, y Organizaciones de la Comunidad

Para mas informacion, llame a Lynnette at (209) 523-2863 or lluc@elconcilio.org

Create



StanCounty

Published by Amy Vickery · August 7 ·

Edit

Like Comment Share



Comment as StanCou... 🌟 📷 📧 🗨

CONDADO DE STANISLAUS

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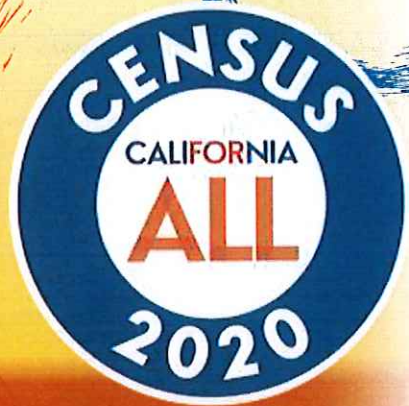
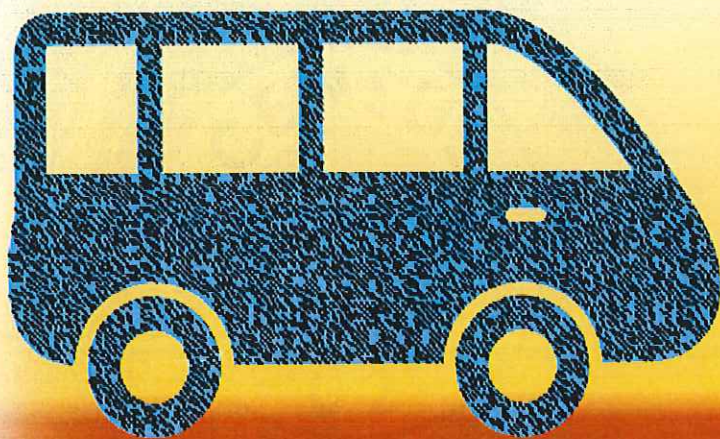
STANISLAUS COUNTY

2020 GREAT CENSUS CARAVAN

SATURDAY, AUGUST 15, 2020 | 9:00 AM | LEGION PARK, MODESTO

We are encouraging every resident to complete the Census to help bring funding for schools, social services, roads, and other much-needed funding for our community.

Call [\(844\) 330-2020](tel:8443302020) or visit my2020census.gov to complete the Census today.



Sponsored By El Concilio, Stanislaus County, Stanislaus County Complete Count Committee, and Community-Based Organizations.

[For more information, contact Lynnette at \(209\) 523-2860 or lluc@elconcilio.org](mailto:lluc@elconcilio.org)

STANISLAUS COUNTY

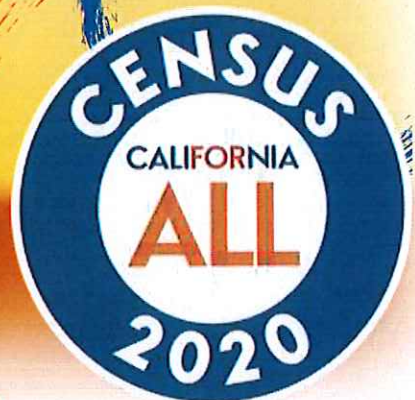
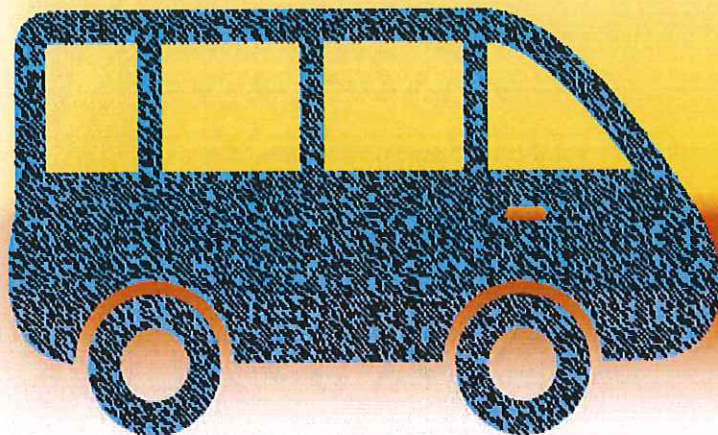
COME & JOIN US

2020 GREAT CENSUS CARAVAN

SATURDAY, AUGUST 15, 2020 | 9:00 AM | LEGION PARK, MODESTO

INSTRUCTIONS:

- **Meet us at Legion Park (1600 Legion Park Drive) by 8:30 a.m.**
- **Line up in your vehicle behind the El Concilio van.**
- **Follow the van via the attached route.**
- **Decorate your vehicle advertising the Census.**
- **Adhere to COVID-19 precautions:**
 - **Remain in your vehicle unless requested otherwise.**
 - **Maintain at least 6 feet distance.**
 - **Clean and disinfect as needed.**
 - **Wear a mask.**



**On the day of the event call/text:
Lynnette Lucaccini at 209-649-1876**

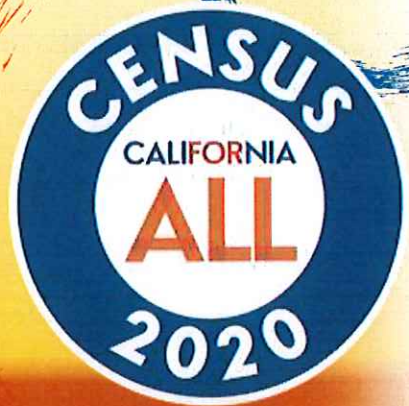
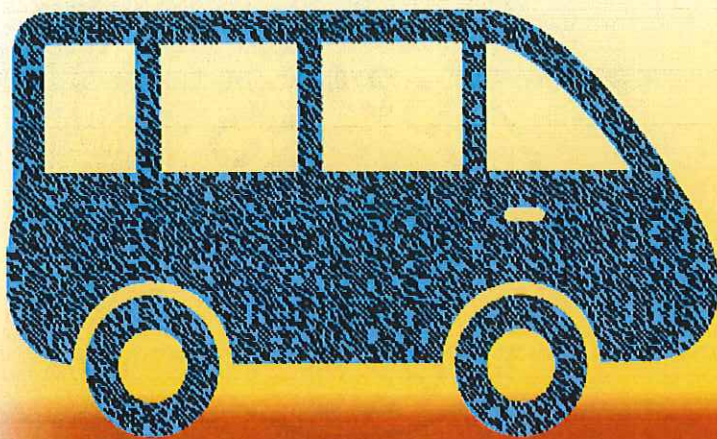
CONDADO DE STANISLAUS

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SABADO, 15 de AGOSTO, 2020 | 9:00 AM | LEGION PARK, MODESTO

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Llame [\(844\) 330-2020](tel:8443302020) o visite my2020census.gov para completar el Censo ahora.



Patrocinado por El Concilio, Del Condado de Stanislaus, Condado de Stanislaus Complete Count Committee, y Organizaciones de la Comunidad

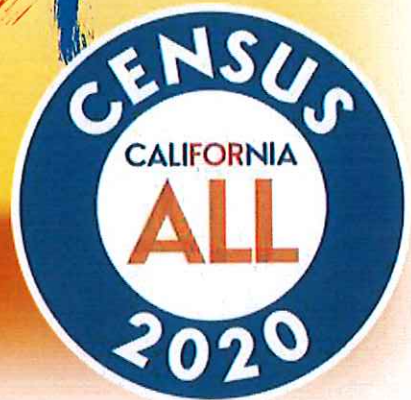
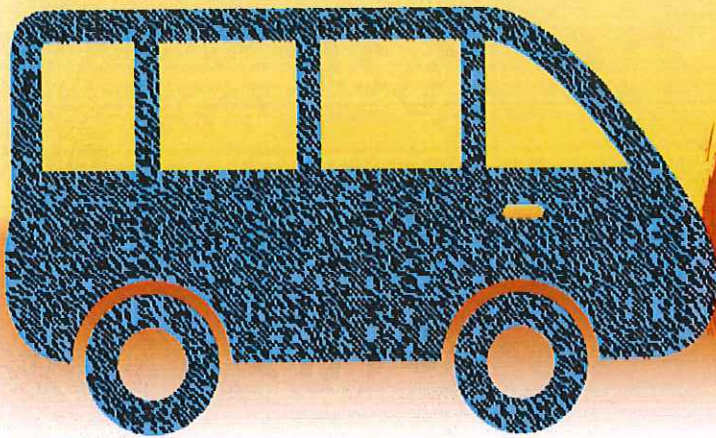
[Para mas informacion, llame a Lynnette at \(209\) 523-2863 or lluc@elconcilio.org](https://www.elconcilio.org)

EL CONDADO DE STANISLAUS VENGA Y ACOMPAÑENOS A LA CARAVANA DEL CENSO 2020

SABADO, AGOSTO 15, 2020 | 9:00 AM | LEGION PARK, MODESTO

INSTRUCCIONES:

- Busquenos en Legion Park (1600 Legion Park Drive) a las 8:30 a.m.
- Formese en su vehiculo atras de la ven de "El Concilio."
- Siga la ven de la ruta que esta acompanada con este volante.
- Decore su automobile con propaganda del Censo.
- Algunas precauciones a seguir del COVID-19 :
 - Mantengase en su vehiculo solamente que le pidan lo contrario.
 - Mantenga por lo menos 6 pies de distancia.
 - Desinfecte y limpie las veces necesarias.
 - Use su protector de boca.

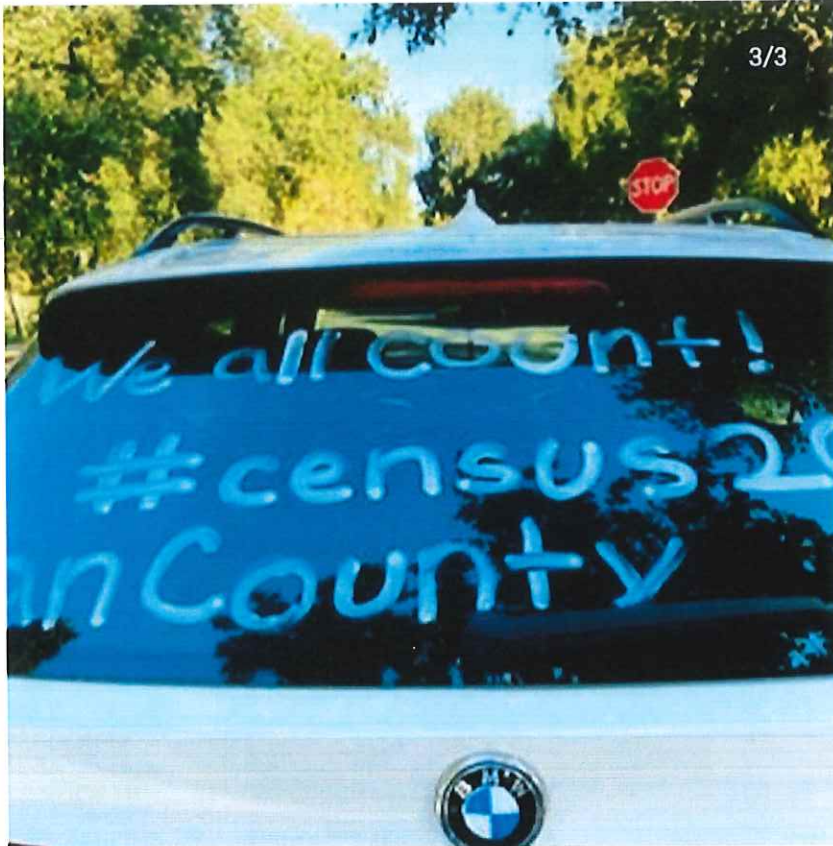


Evento de un solo dia llame/texto:
Lynnette Lucaccini a 209-649-1876

← Posts



stancounty



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Promote



Liked by **superautosales209** and **46 others**

stancounty This morning you may have seen the Census 2020 Caravan cruising through town to raise awareness. An... [more](#)

August 15



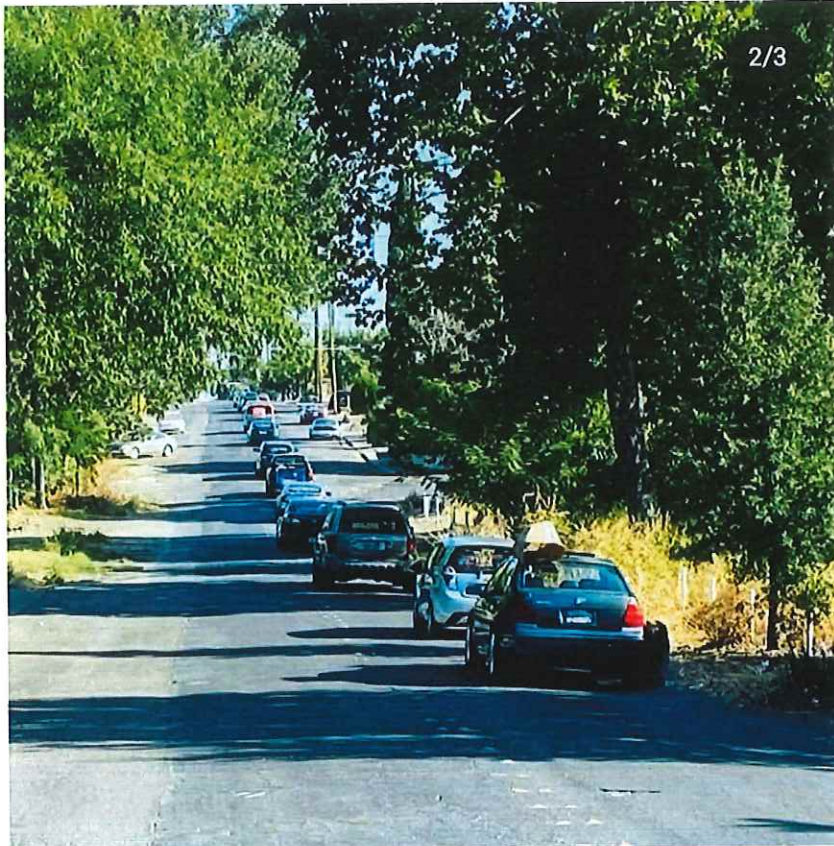
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← Posts



stancounty



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August 15



stancounty

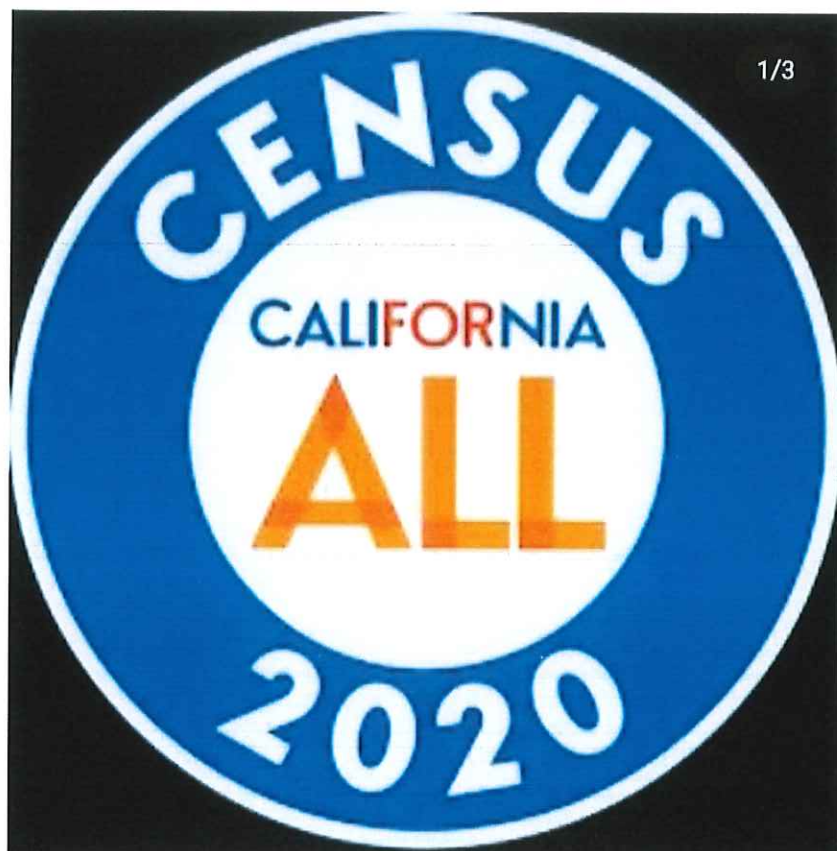




← **Posts**



stancounty

 $\frac{1}{3}$ [View Insights](#)

Promote



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stancounty This morning you may have seen the Census 2020 Caravan cruising through town to raise awareness. An... [more](#)

August 15



etnocoity



Create



StanCounty

Published by Amy Vickery ·
September 1 ·



Edit



Like



Comment



Share



Comment as StanCou... 🌝 📷 📧 🗨

**Complete the
Census before
September 30!**

Visit: my2020census.gov

Call: 844-330-2020

Create



StanCounty

Published by Amy Vickery · September 1 · 🌐



Edit



Like



Comment



Share



Comment as StanCou...



**¡Complete el
Censo antes
del 30 de
Septiembre!**

Visite: my2020census.gov

Llame: 844-468-2020

STANISLAUS COUNTY

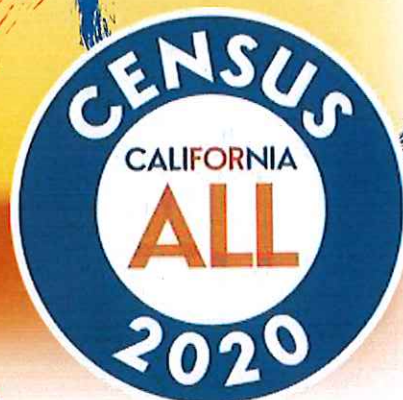
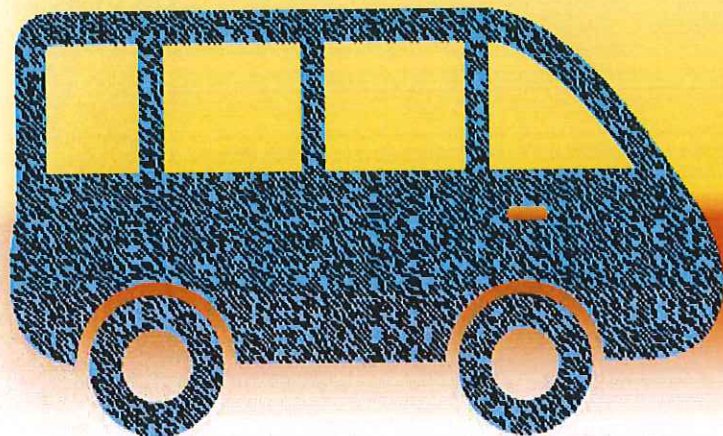
COME & JOIN US

2020 GREAT CENSUS CARAVAN

SATURDAY, SEPTEMBER 26, 2020 | 9:00 AM | JACK IN THE BOX, MODESTO

INSTRUCTIONS:

- Meet at Jack in the Box (2301 Crows Landing Road) by 8:30 a.m.
- Line up in your vehicle behind the white El Concilio Van.
- Follow the van via the attached route.
- Decorate your vehicle advertising the Census.
- Adhere to COVID-19 precautions:
 - Maintain at least 6 feet distance
 - Clean and disinfect as needed
 - Wear a mask



**On the day of the event call/text:
Lynnette Lucaccini at 209-649-1876**

EL CONDADO DE STANISLAUS

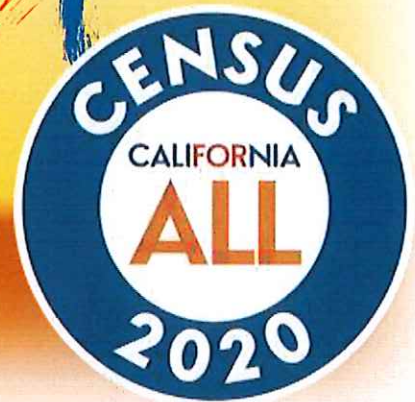
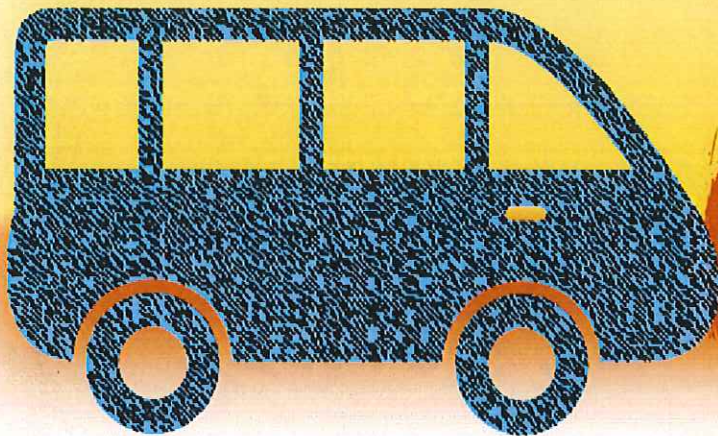
VENGA Y ACOMPAÑENOS

A LA CARAVANA DEL CENSO 2020

SABADO, SEPTIEMBRE 26, 2020 | 9:00 AM | JACK IN THE BOX, MODESTO

INSTRUCCIONES:

- Busquenos en Jack in the Box (2301 Crows Landing Road) a las 8:30 a.m.
- Formese en su vehiculo atras de la ven blanca del "El Concilio."
- Siga la ven de la ruta que esta acompanada con este volante.
- Decore su automobile con propaganda del Censo.
- Algunas precauciones a seguir del COVID-19 :
 - Mantenga por lo menos 6 pies de distancia
 - Desinfecte y limpie las veces necesarias
 - Use su protector de boca



**Evento de un solo dia llame/texto:
Lynnette Lucaccini a 209-649-1876**

Complete the Census before September 30!

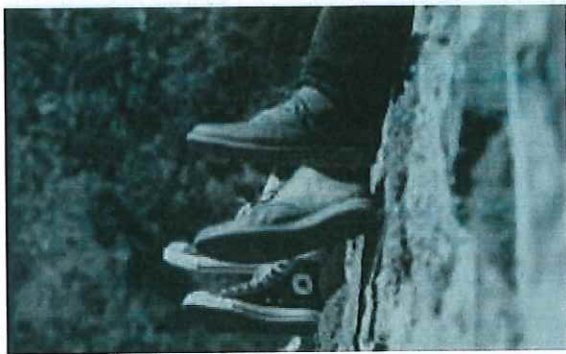
Visit: my2020census.gov

Call: 844-330-2020



Your participation will help fund our community health clinics, families in need, firefighters, schools, roads, and highways.

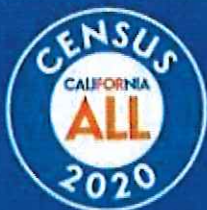
Su participación nos ayudará a recibir fondos para clínicas comunitarias, familias en necesidad, bomberos, escuelas, calles, y carreteras.



¡Complete el Censo antes del 30 de Septiembre!

Visite: my2020census.gov

Llame: 844-468-2020



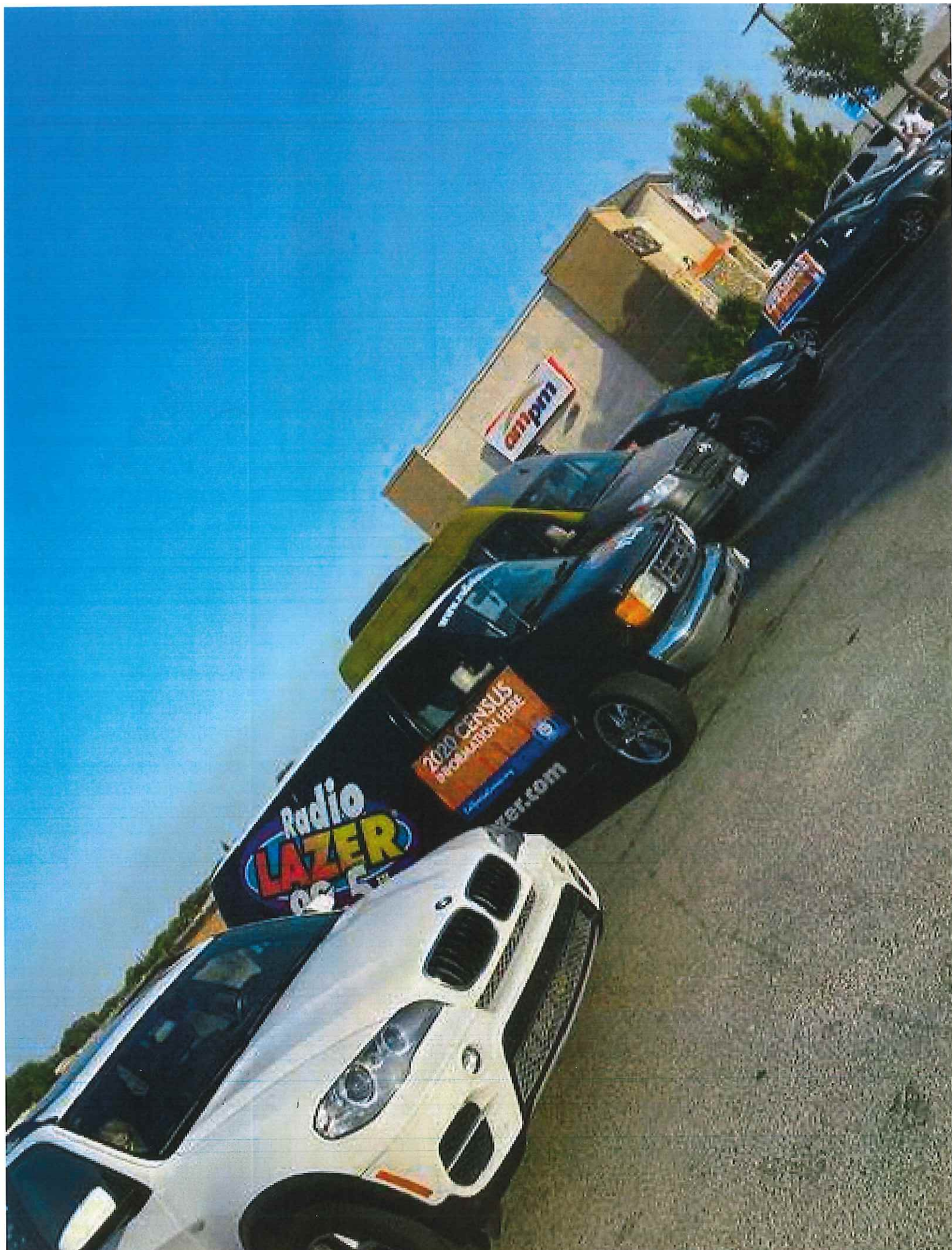
STANISLAUS COUNTY
WINS WHEN EVERYONE
IS COUNTED!

¡Complete el
Censo antes
del 30 de
Septiembre!

Visita: my2020census.gov

Llama: 844-4US 2020







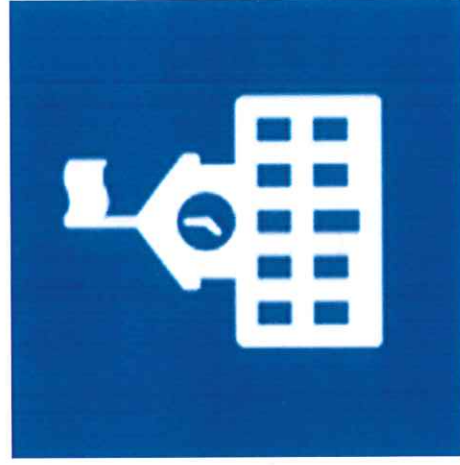
STANISLAUS COUNTY

WINS WHEN EVERYONE
IS COUNTED!

STANISLAUS COUNTY
WINS WHEN EVERYONE
IS COUNTED!



BE COUNTED AND HELP US:

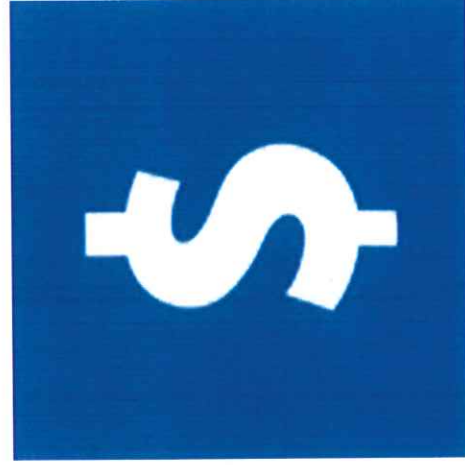


**BUILD BETTER ROADS
AND SCHOOLS**

STANISLAUS COUNTY
WINS WHEN EVERYONE
IS COUNTED!



BE COUNTED AND HELP US:

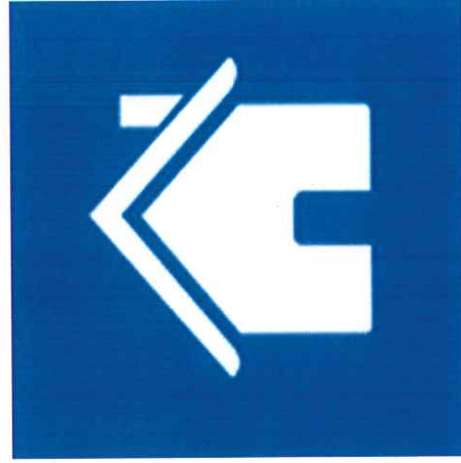


CREATE JOBS

STANISLAUS COUNTY
WINS WHEN EVERYONE
IS COUNTED!



BE COUNTED AND HELP US:



IMPROVE HOUSING

STANISLAUS COUNTY
WINS WHEN EVERYONE
IS COUNTED!



BE COUNTED AND HELP US:



**FUND COMMUNITY
PROGRAMS FOR SENIORS,
CHILDREN AND FAMILIES**



BE COUNTED
MODESTO

CA
CENSUS
2020



BE COUNTED
MODESTO



OUTFRONT



A billboard advertisement for the 2020 Census. On the left is a black and white portrait of actor Danny Trejo. To his right, the text reads "Embajador del Censo" in white, "DANNY TREJO" in white letters on a red rectangular background, and "Hagase Contar" in white. On the right side of the billboard is a circular logo with a blue border. Inside the circle, the word "CENSO" is at the top, "CALIFORNIA" is in the middle, "ALL" is in large red letters, and "2020" is at the bottom. The billboard is mounted on a tall, grey, rectangular support pole. Below the billboard, a small sign reads "OUTFRONT". The background is a clear blue sky. In the foreground, there is a dense hedge with green and reddish-brown leaves. A dark, curved object, possibly a car roof, is visible behind the hedge on the right.

Embajador del Censo
DANNY TREJO
Hagase Contar

CENSO
CALIFORNIA
ALL
2020

OUTFRONT

Cómo el Censo del 2020 invita a todos a responder

Qué Puede Anticipar Recibir por Correo

Quando sea el momento de responder, la mayoría de los hogares recibirán una invitación por correo.

Todos los hogares tendrán la opción de responder por internet.

Dependiendo de la probabilidad de que su área responda por internet, se le enviará una invitación por correo o una invitación por teléfono.

Invitación por Carta

- La mayoría de las áreas del país probablemente responderán por internet, así que la mayoría de los hogares recibirán una carta pidiéndole que complete el cuestionario del censo por internet.
- Nuestro plan es trabajar con el Servicio Postal de los EE. UU. para entregar estas invitaciones en etapas, a lo largo de varios días. De esta manera, podemos distribuir

QUE ENVIAREMOS POR CORREO

Entre las fechas del	Usted recibirá:
12 al 20 de marzo	Una invitación para responder el Censo del 2020 por internet. (Algunos hogares también recibirán cuestionarios por correo.)
24 de marzo	Una carta recordatoria.
Si usted aún no ha respondido:	
al 3 de abril	Una tarjeta postal.

¡Cuenta Conmigo en el 2020 Census!

¿Qué es el Censo?

- Cada 10 años, el Censo cuenta a todas las personas que viven en los Estados Unidos.
- Todos los estadounidenses contamos: Ciudadanos, residentes legales, indocumentados, estudiantes y trabajadores con visas de trabajo.
- Todos somos contados y ¡Todos Contamos!

¿Por qué es importante completar el Censo?

- El Censo es seguro y confidencial. La información recopilada como parte del Censo 2020 no puede ser compartida por agencias gubernamentales o usada en su contra en cualquier forma.
- El Censo ayuda a determinar cuánto dinero recibirá California para programas y servicios que ayudan a nuestras familias y comunidades. Por cada persona contada en el Censo, \$1k en dólares federales se repartirán al estado, cada año por diez años.
- Estos fondos ayudan a:
 - Construir mejores carreteras y escuelas.
 - Financiar programas comunitarios para personas mayores, niños y familias.
 - Crear trabajos.
 - Mejorar viviendas.
 - Programas de alimentación, estabilidad económica, y vivienda.

Formas de Responder

- Por teléfono: El censo puede contestarse por teléfono en 13 idiomas.
- Inglés: 844-330-2020
- Español: 844-468-2020
- En línea: Por primera vez, el cuestionario se puede contestar en línea usando varios dispositivos electrónicos. (El uso incluye tu teléfono celular).
- Estará disponible en 13 idiomas: <https://my2020census.gov/>
- Videos paso a paso en varios idiomas: <https://bit.ly/2Y11111>
- Videos paso a paso en español: <https://bit.ly/2Y11111>

Sea Censista

- ✓ Ingresos extra
- ✓ Horario flexible
- ✓ Pago semanal
- ✓ Capacitación pagada

合格证

合格証
姓名: [Name]
ID: [ID]
[Other details in Chinese]



This product is a non-medical device.

3 WAYS TO IMPACT THE COMMUNITY

REGISTER TO VOTE



Election Dates and Deadlines to Register to Vote

Vote: November 3, 2020

Visit: RegisterToVote.ca.gov to register

Registration Deadline: October 19, 2020.

**We encourage all eligible Californians
to register to vote and cast a ballot.**

COMPLETE THE 2020 CENSUS

It's Quick and Easy

The 2020 Census takes just a few moments to complete.

It's Not Too Late

You can still complete the census today.

It's Safe and Secure

The U.S. Census Bureau keeps your answers safe and confidential.

[My2020census.gov](https://my2020census.gov)

COVID-19 Testing/Screening Near You



**If you have any of the symptoms
or have been in contact with
someone who has tested positive
for COVID-19, call us for the
closest testing site near you.**

For more information call us at 209.523.2860

www.ElConcilio.org



3 MANERAS DE HACER IMPACTO EN TU COMUNIDAD

**Regístrate
para
Votar!**

2020

**Fechas electorales y fecha
límite de registro**

Vote: de Nov del 2020

Visit: RegisterToVote.ca.gov para registrarte

Fecha límite de registro: 19 de Oct 2020.

**Queremos alentar a todos los
Californianos elegibles a que se registren
y voten en estas elecciones.**

**COMPLETE
EL CENSO
2020**

ES RAPIDO Y FACIL

El Censo del 2020 se toma solo unos
pocos minutos para completar.

No es tarde

Aun puedes completarlo.

Es Seguro

Sus respuestas son confidenciales
con el U.S. Census Bureau.

My2020census.gov

**Pruebas de
COVID19
Cerca de Usted**



**Si usted tiene síntomas
o a estado en contacto con
alguien que dio positivo,
llámenos para una prueba.**

Para más información llama 209.523.2860

www.ElConcilio.org

Aging with PRIDE...
lgbtSr



Activities & Resources

Our **Weekly Support Group** for mental health and wellness to meet the needs of the Lesbian, Gay, Bisexual, and Transgender older adults 55+ years of age... held via telephone/ ZOOM:

Every Monday at 3 p.m.:

November 02, 09, 16, 23, 30

ZOOM Meeting - ID: 823 3914 6572 / Passcode: 633640

Dial In: +1 669 900 9128



FREE PRIDE safety kits: face coverings, hand sanitizer, and disinfectant along with other LGBTQ+ affirming resources...more information contact your local LGBTQ+ COVID 19 Educators:
 Catalina Zambrano @ (209) 233-1315 or
 Steven Cullen @ (559) 791-0464

Local Senior Resources

Stanislaus County Warm Line

24 hours a day, 7 days a week

On-Site Peer Support and Warm Line services are offered 24 hours a day, 7 days a week.

(209) 558-4600

For More Information on the LGBTQ+ Collaborative:

<https://www.facebook.com/StanislausCountyLGBTQCollaborative/>

StanislausCountyLGBTQCollaborative!

Cell/Text: (209) 222-8813

Our **NEW WEEKLY Can We Talk** coffee for wellness and support for LGBTQ older adults 55+ years of age...

Meet weekly at the Queen Bean Coffee outdoor patio practicing COVID 19 health and safety protocols.

Let us buy you a cup of coffee...

Thursday at 1 p.m.:

November 05/12/19/26

1126 14th St,
 Modesto, CA 95354

Queen Bean
 COFFEE HOUSE



Queer the Vote Celebration---

Brought to you by



Join us in watching the 2020 Election as a community and celebrate **DEMOCRACY, BEING QUEER OR QUEER FRIENDLY, and THE RIGHT TO VOTE**. There are **NO** political parties at this **QUEER THE VOTE CELEBRATION**...just **PARTYING** Queers, their Allies, and Drag Queens. Join us for an evening of **Democracy and Drag...**

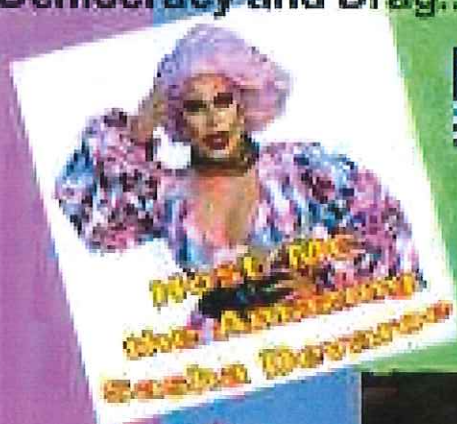
November 03, 2020

Election Night

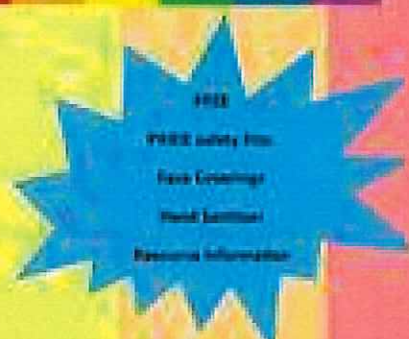
6 pm to 9 pm

Free

107 MCHENRY AVE. MODESTO



Splash
A Community Center for All



Please note: We are following all CDC and State guidelines to ensure everyone is safe. Temperature checks at door. Face Coverings Required. Tables are social distanced. This event will take place outside on Splash's huge beautiful patio.

