



State of California – Government Operations Agency
California Complete Count-Census 2020
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FINAL REPORT TEMPLATE

General Information

Date of report	November 30, 2020
Organization / Entity	Tulare County
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Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Our goal as stated in the Implementation Plan was to achieve a complete count of Tulare County residents in the 2020 Census. Our corresponding objectives were: (1) Educate Hard-to-Count (HTC) populations about the importance of being counted and its effect on their families and communities; (2) Increase effectiveness of outreach by collaborating with community partner organizations; (3) Work to make sure all HTC geographic areas of the county are covered; (4) Develop team spirit among volunteers and community partner organizations; (5) Be guided in outreach by an attitude of genuine love and concern for community members.

As noted in the Strategic Plan, a regional Complete Count Committee (CCC) was established to assist in outreach efforts countywide to obtain a complete and accurate count. The CCC utilized a local, grassroots approach to reaching the least likely to respond. A wide range of community partners participated in the CCC, interacting with HTC populations on a regular basis and serving as trusted messengers. The goal was to connect with relational networks that already exist and partner with people through these networks to reach HTC population groups. Specific strategies focused on working with these partners to support their efforts in encouraging their clients to respond to the Census. The development of these community partnerships continued

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throughout the outreach timeline and had a multiplier effect as additional partners joined in the efforts.

Because of COVID-19 restrictions and the various operational adjustments made by the US Census Bureau, the methods of implementing the outreach objectives were revised. For example, in-person CCC meetings were canceled, although communications with CCC participants continued via email and by phone. Informational updates were emailed to CCC participants and provided opportunities for organizations to respond with ideas for alternative outreach approaches.

Outreach efforts shifted towards media, social media, and phone outreach as organizations incorporated Census outreach as part of their modified interactions with clients. Census information and promotional items were also included as part of various food, curriculum and personal care item distribution efforts throughout the county through FoodLink, school districts and local community groups. Planned in-person events shifted towards virtual events – the African-American Historical & Cultural Museum of the San Joaquin Valley held two online Census events and distributed USB drives with Census content to approximately 200 households in conjunction with local churches. In lieu of in-person town halls, the Dolores Huerta Foundation utilized tacos and paletas (popsicles) to draw people to their booths at local swap meets and helped people complete the Census online.

One significant impact of the US Census Bureau's operational adjustments concerned the delay in delivery of Census questionnaires to the P.O. Box communities in HTC rural areas and foothill regions. Because the households designated for Update/Leave did not receive their Census questionnaires in March due to COVID-19, self-response in these areas was understandably low until the forms were finally delivered in June and July.

Outreach efforts were additionally impacted by the various changes made to the ending date for Census data collection. Early timeline adjustments due to COVID-19 anticipated October 31 as the end date for Non-Response Follow-up. When this was changed to September 30, then back to October 31 and finally to October 15, it was difficult to allocate resources to maintain continual coverage. Our supplies of Census materials were distributed by September 30, however, we were able to obtain a significant quantity of additional Census promotional items in early October from the US Census Bureau through the assistance of Chris Wagaman and the California Census Office. These materials were successfully utilized by partner organizations in October, even though some outreach events planned for late October had to be canceled when the October 15 deadline was announced.

Overall, the organizations participating in the Tulare County CCC were successful at implementing creative solutions to adjust to the changing conditions and timelines brought about by COVID-19. Their unwavering commitment to reaching HTC communities in Tulare County by any means possible resulted in the achievement of a self-response rate for 2020 that surpassed the rate from 2010.

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally? It worked well to contract with an "umbrella" organization that could coordinate and multiply outreach efforts through their pre-established network of service providers. For example, our contract with First 5 Tulare County allowed for coordinated outreach through their 18 partnering organizations. Similarly, our contracts with Sequoias Adult Education Consortium and Woodlake Family Resource Center provided coordinated Census outreach via their network of schools and programs. It also worked well to simply supply organizations conducting outreach with Census promotional items and materials. This provided needed support for organizations' efforts in a time-sensitive and uncomplicated manner.

What hindered the operations? Most of our initial agreements with organizations had to be amended, either because the proposed outreach methods needed to be adjusted to reflect COVID-19 restrictions or because of timeline changes. This process of shifting to alternative approaches of outreach and preparing the associated paperwork took time, and the uncertainty surrounding fluctuating timelines and the types of activities that would be allowed to take place, made for a perpetually "moving target."

Contracted partner's outreach

What outreach tactics worked well? Prior to COVID-19, we used a Census craft project (hand tracing on paper and decorating with glitter) to successfully attract families to our booths at various events. Completing the craft project provided the time needed to interact and converse with families about the Census at events such as Kids' Day (Lindsay), Freedom Fest (Porterville), Third of July Fireworks (Woodlake), Farmworkers' Appreciation Day (Tulare), Tulare County Fair (Tulare), Tule River Reservation Pow Wow (Tule River Reservation), Dia de los Muertos (Visalia), Univision Health Fair (Visalia), Family Day (Allensworth), Bike Rodeo (Poplar) and other various health fairs and farmers market events located throughout the county.

After COVID-19, we were able to shift outreach to incorporate Census information and promotional materials into food distributions, school meals & curricula distributions, personal care items distributions and similar drive-through events. Census grocery tote bags were used to support outreach at various food distribution events countywide and Census face masks were distributed via outreach through the Tulare County Sheriff's Department, Vision y Compromiso, Dolores Huerta Foundation and other organizations. Census outreach that focused on families were supported by promotional items such as Census teddy bears and coloring books & crayons. The African-American Historical & Cultural Museum of the San Joaquin Valley held two online Census events and distributed USB drives with Census content to approximately 200 households in conjunction with local churches. In lieu

of in-person town halls, the Dolores Huerta Foundation utilized tacos and paletas (popsicles) to draw people to their booths at local swap meets (once they reopened) and helped people complete the Census online. Central California Environmental Justice Network (CCEJN), working in collaboration with a group of organizations, conducted Census outreach in approximately 18 HTC communities and included Census promotional items in the distribution of financial assistance checks. The Jakara Movement mailed a Census flier in Punjabi to address list contacts throughout the county, installed three Census billboards (featuring pictures of local community members) and staffed a Census hotline to assist people in completing the Census. Through the La Ley/La Poderosa radio stations, Census outreach was included as part of weekly Cuadrillas de la Semana (Farmworker Crew of the Week) events. A table providing summary information about Census outreach in Tulare County is provided in Attachment A.

A valuable tool created by the Tulare County CCC was the “Know Your Rights About the 2020 Census” multi-folded card. The card provided important Census information in English and Spanish in a very compact and concise format. It covered topics such as the importance of a complete count to community resources, confidentiality of information, general time frame, types of questions asked, types of questions *not* asked, how to identify a Census worker, and who should be counted (everyone!). These cards were distributed via schools, at events and through partnering organizations. Over 150,000 of these cards were distributed throughout Tulare County and we received requests from organizations outside our county and from other states to use the card’s design.

What hindered the outreach? The ability to interact with people and engage in conversations about the Census was hindered by COVID-19 restrictions that prevented in-person gathering. The shift to drive-through and drop-off types of events necessarily decreased opportunities for conversation. Additionally, the establishment of Questionnaire Assistance Centers and Questionnaire Assistance Kiosks (QACs/QAKs) at various schools and libraries throughout the county was rendered impossible after COVID-19. This was extremely unfortunate since the schools are important trusted messengers and would have provided a safe site for families to complete the Census.

- 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.

Challenges that impacted the outreach work included the necessity of adjusting outreach strategies and amending the agreements with contracted partners as a result of COVID-19. Most partners were able to repurpose the funding amount to conduct Census outreach via alternative methods, however, others were not able to do so. We responded to these changes by helping organizations find alternative outreach approaches, adjust timeframes to reflect US Census Bureau operational changes, and by adjusting funding amounts to better maximize the opportunities that were available. We also kept in touch with organizations to follow up on their outreach opportunities and ordered additional supplies and promotional items to support their efforts (i.e.

Census tote bags and face masks). Through the provision of supplies, we were able to support many of the organizations that were working with our ACBO to conduct canvassing operations in HTC communities in Tulare County.

- 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.

In 2010, the self-response rate for Tulare County was 65.0%. In 2020, the self-response rate for Tulare County was 65.4%. We are very pleased that the 2020 response rate exceeded the 2010 response rate. This achievement reflects the perseverance of our partners in the midst of continually changing circumstances and the willingness of each organization to adapt and work together. The community spirit of our Tulare County CCC partners was evident from the beginning of our CCC meetings and the desire to reach our HTC populations continued in spite of the difficulties encountered. The ability of our partners to come up with creative ideas and alternatives to planned outreach helped our county reach the goal.

These efforts were supported by having Census supplies and promotional items available that could be delivered at a moment's notice and were appropriately suited to these new types of outreach endeavors. For example, one morning I received a call from a representative from Parenting Network, indicating that the Earlimart School was having a food distribution in a few hours and needed bags. I was able to immediately drive to the school and assist with the distribution by providing Census grocery tote bags for the food and also handed out Census "Know Your Rights" cards and Census coloring books. Similarly, the Dolores Huerta Foundation was able to utilize funding to purchase tacos and paletas (popsicles) to draw people to their Census booths at local swap meets. These efforts were very effective since they assisted people with completing the Census form online at these events.

- 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.

During our Tulare County CCC meetings, opportunities were provided for participants to share with the group different outreach opportunities and strategies. This assisted partnership coordination by developing new outreach strategies and materials (such as the Census "Know Your Rights" card) and by making sure someone would be responsible for covering a particular event. A group calendar was developed, however, most of the outreach opportunities that were identified were no longer feasible after COVID-19. After COVID-19, partnership coordination continued via email updates and by contacting partners to help identify innovative ways to reach HTC communities. Organizations' efforts were then supported by providing Census promotional items and informational materials and funding as needed. Several organizations that utilized Tulare County CCC promotional items were also funded and

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coordinated through our Region 6 ACBO. In this way, there was a synergistic effect as both entities worked to support and complement the efforts of each group.

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

A wide variety of local groups serving HTC populations worked together through participation in the Tulare County CCC to educate and motivate people to complete the Census questionnaire. This list of partners is not exhaustive but serves to identify several key organizations that helped the county surpass the 2010 response rate. Likewise, the list of contributions described below should not be considered a complete catalog of every outreach endeavor but serves to highlight major efforts.

Census Partner	Outreach Contributions
African-American Historical & Cultural Museum of the San Joaquin Valley	Held two virtual Census events and distributed recordings of these events along with Census information via USB devices to reach the African-American community in Tulare County. They produced and disseminated Census infomercials through social media and The ONME Network, including online TV, offline TV, OTT third-party platforms and audio podcasts. They also partnered with local churches and New Life Ministries of Tulare County to distribute the USB devices and Census promotional materials.
City of Porterville	Established a CCC for the City of Porterville and helped coordinate Census outreach efforts of organizations serving the greater Porterville area. This provided increased outreach opportunities and enhanced collaboration as the City and County CCC's worked together. Through the City's CCC, a wider group of organizations participated in Census outreach.
County of Tulare	Various county agencies participated in the Tulare County CCC and/or included Census outreach as part of their client services. These include Tulare County Chief Administrative Office, Tulare County Health & Human Services Agency (Aging Services Division, Child Welfare Services, Mental Health, Public Health, TulareWORKs), Tulare County Human Resources & Development, Tulare County Resource Management Agency, Tulare County Parks & Recreation, Tulare County Sheriff's Department and the Tulare County Library. Library branch locations had been scheduled to serve as Census Questionnaire Assistance locations until COVID-19 made this impossible. The Sheriff's Department provided opportunities for Census outreach to be included as part of their food and mask distribution events. Census bags and face masks were

	also distributed by HHSA in conjunction with COVID-19 testing and farmworker outreach events.
Cutler-Orosi Joint Unified School District	Participated in the Tulare County CCC and conducted Census outreach to reach families served through the various schools in the district. Distributed Census informational and promotional items through various events such as food distribution. Coordinated Census outreach with partnering local groups via their CONNECT meetings. Planned to serve as QAC sites and have additional mobile QAC sites available as part of Spring parent-teacher meetings until impacted by COVID-19.
Dolores Huerta Foundation	Conducted Census outreach at local swap meets, utilizing food (tacos and popsicles) to attract people to the Census booths. They assisted people who had not yet responded to the Census to complete the form online while at the events. They also participated in Census car caravans, food distribution events and canvassing efforts supported by the Region 6 ACBO. The Tulare County CCC helped support these efforts by supplying Census promotional items and providing funding for the food used at the swap meets.
Family HealthCare Network	Distributed Census informational and promotional items to their HTC client populations through their clinics and ongoing outreach (Farmworker Crew of the Week, school lunch distributions at various sites, flea market, and farmers markets). Provided booth space at their ongoing health fairs for the Tulare County CCC to conduct Census outreach until impacted by COVID-19.
First 5 Tulare County	Conducted and coordinated Census outreach through their 18 funded programs and distributed Census informational and promotional items via ongoing door drops. Provided Census training to staff from these programs. Encouraged programs to remind families to complete the Census and utilized social media campaign to reach approximately 15,000 individuals. Utilized funding to purchase Census coloring books, crayons and hand sanitizers, plus distributed materials provided by the Tulare County CCC.
FoodLink For Tulare County	Distributed approximately 19,000 Census grocery tote bags over the course of several months to families receiving food at their ongoing food distribution events countywide. Food distributions became especially important during COVID-19 and the Census bags were imprinted with some of the main points that were included in the Census "Know Your Rights" cards.

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Jakara Movement	Developed and sent a Census informational mailer in the Punjabi language to approximately 10,000 Punjabi residents in Tulare County using contacts from Jakara Movement and Gurdwara lists. Staffed a Census hotline in four county locations to answer questions and provide help with completing the Census form. Created and installed three Census billboards (featuring photos of local community members) in high profile areas and aired Census radio spots on Punjabi Radio Stations with coverage in Tulare County.
La Ley/La Poderosa Radio Stations	Provided ongoing opportunities to conduct Census outreach at weekly Cuadrilla de la Semana (Farmworker Crew of the Week) lunch events hosted by the radio. Distributed Census grocery tote bags, Census "Know Your Rights" cards and other Census materials. Radio host talked with people about the Census during live radio coverage at the events. The radio station also participated in various food distribution and school supplies distribution events and incorporated Census outreach to reach additional HTC communities.
Sequoias Adult Education Consortium	Conducted Census outreach through their Navigator team staff via ongoing events, meetings, ESL classes and community outreach efforts. They also developed a teaching module to help clients apply for Census jobs, as well as a module to provide information about the importance of the Census as part of various classes. They helped coordinate Census outreach through their network of participating school districts and partnering organizations. They had also planned to provide QAC services, until this was impacted by COVID-19.
Tulare County Office of Education	Participated in the Tulare County CCC and coordinated Census outreach through school districts countywide. Distributed Census "Know Your Rights" cards to schools to send home with students and parents at Back-to-School nights. Coordinated the establishment of QACs at various school locations in HTC communities and provided training for QAC staff until this was impacted by COVID-19.
Tule River Indian Tribe of California	Participated in the Tulare County CCC and City of Porterville CCC and conducted ongoing Census outreach among their community members. Included Census outreach as part of various events, such as Veterans Day Lunch, Halloween event, September Pow wow event, and others.

Univision Television Station	Participated in the Tulare County CCC and provided opportunity for Census outreach to be conducted at their Health Fair in Visalia. Provided coverage for organizations' local events and helped support local outreach efforts.
Woodlake Family Resource Center	Participated in the Tulare County CCC and conducted Census outreach to clients on an ongoing basis via local events, family calls/visits, food and personal care items distributions. Coordinated Census outreach in conjunction with the Woodlake Unified School District and partnering groups. Conducted social media campaign.

- 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?

Based on the criteria provided in the California Complete Count – Census 2020 Language and Communication Action Plan (LACAP), Tulare County was required to provide language support activities in English and Spanish. The Census informational and promotional materials that were developed by the Tulare County CCC were bilingual (English and Spanish). Additionally, our media outreach focused on reaching HTC communities via local Spanish Radio and Television stations. The Tulare County CCC also partnered with Jakara Movement to air Census spots in Punjabi via Punjabi Radio Stations with coverage in Tulare County, install three Census billboards in Punjabi along Highway 99, and send out Census mailers in Punjabi to community members using Jakara Movement and Gurdwara contact lists. We also utilized resources produced through the California Census Office to post on social media, such as the YouTube video entitled ASL: People with Disabilities Count. Having access to these and other resources through the Partner Portal was very helpful.

- 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.

Prior to COVID-19, when we utilized the Census craft project (hand tracing on paper and decorating with glitter) at local events, we asked a participant if he had heard about the Census. He said that he had learned about it in school – that the “Census” meant seeing, hearing, smelling, tasting and touching. From there, we were able to start a conversation about the 2020 Census. At a different event, a person shared that he remembered his kids doing the craft project for the 2010 Census and how the glittered hand project had been on the refrigerator for a long time. Now, he was delighted to help his grandkids make the project [note: the Tulare County CCC first used this craft project during 2010 Census outreach]. At a Health Fair in Pixley, a man came to the Census booth and said that he had never done this before. We thought he meant the Census, but he said that he had never traced his hand before and wanted to make the craft project. When he was finished, he asked for a magnet strip

to put on the back so he could put it on his refrigerator. The Census craft project was very popular and attracted many people to the Census booth. This provided a wonderful way to start a conversation about the 2020 Census in a setting that was fun and creative. Pictures of some of the Census hand tracing projects and other outreach activities are included in Attachment B.

After COVID-19, some of the best ways to get information to people were through various community distribution events. Usually these were food distributions, however, some organizations also utilized our Census grocery tote bags to distribute personal care items, family fun night items and care kits for seniors. An especially effective series of outreaches was conducted by the Dolores Huerta Foundation at the various weekly swap meets. They set up a Census booth at the swap meets and advertised free tacos and paletas (popsicles). This attracted many people to the booth, where they assisted people to complete the Census form online while at the booth. Pictures of some of these outreach events are also included in Attachment B.

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

One suggestion is to keep an archive of the types of outreach that worked well, along with samples and electronic files of materials developed. The files that we had from both the 2000 and 2010 Censuses were extremely helpful in preparing for the 2020 Census. It was also helpful to have a list available of the organizations that had participated in past Census outreach – it served as a great place to start.

The Census “Know Your Rights” cards were very popular and these cards, which contained a wealth of useful information in a compact form, were well received by community members. They were developed by Tulare County CCC participants and greatly reflected their insight. The bilingual multifold cards included information such as the importance of a complete count to the community, a list of well-known programs whose funding is affected by the Census count, a summary of the questions included in the Census form, information about how to identify a Census worker, confidentiality provisions, a general timeline, and information about who should be counted. The cards communicated that everyone living the U.S. has the right to be counted. The compact, business card sized cards were convenient for people to put in their wallet or purse. Over 150,000 of these cards were distributed throughout Tulare County. A modified version of these cards could be used for the 2030 Census. Pictures of the cards are provided in Attachment B.

For the 2030 Census, it would be wise to include the capacity for mobile QAC’s at outreach events as early as possible. This approach was used effectively at the swap meets by the Dolores Huerta Foundation and helped make sure people completed the Census form while at the events. Likewise, it would have been helpful to have had guidelines from the California Complete Count Office regarding the use of food as promotional items earlier in the process. Several of our CCC participants indicated that having food helped increase community attendance at outreach activities and increased willingness to complete the Census form.

It would also be good to have media outreach begin earlier for the 2030 Census (such as by October 2029) so that people will have had the opportunity to become more aware of the importance of the Census prior to receiving the invitation cards and/or Census forms in the mail. Because counties were told to wait until the statewide campaign was finalized, the local media campaign wasn't able to begin until mid-March, when invitation cards were already being mailed by the US Census Bureau. This reduction in Census early education efforts may have resulted in people discarding the initial Census mailings.

Another recommendation for the 2030 Census is for the State Census Office to provide guidelines earlier (such as by July 2029) regarding the various types of Census outreach expenses that would be considered eligible by the State for funding. When we reviewed proposals from organizations for Census mini-grants in October 2019, it became clear that there was an absence of clear guidelines concerning what would be considered eligible expenses. This delayed the funding process, as we could not confidently enter into agreements with partnering organizations without this information. In particular, several organizations had requested funds for outreach that included food, child care and/or entertainment at Census gatherings as a way to increase community attendance at these events. The question of whether food as a promotional item would be eligible for funding was not settled until guidance was provided in late January 2020. Several planned Census events were delayed as a consequence, and this delay resulted in events being cancelled due to COVID-19.

The introduction by the State Census Office of the Partner Portal was wonderful and should be utilized again for the 2030 Census. It would be helpful if it were established by June or July 2029 so that CCC's and Statewide Partners could begin sharing with each other during the development of Census informational and promotional items. In this way, each entity may benefit from the creativity and ideas shared by others.

Attachments

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

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products*

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

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

Attachment A
Tulare County CCC Final Report Census Outreach Summary
May 2019 through October 2020

Date	Event / Meeting	Type of Participation
5/5/19	Tulare Kings Hispanic Chamber of Commerce Ambassadors' Lunch	Gave presentation to increase awareness, seek Census partners
5/23/19	Child Abuse Prevention Council Meeting	Gave presentation to increase awareness, seek Census partners
5/23/19	Goshen Park Design Community Meeting	Gave presentation to increase awareness, seek Census partners
5/24/19	Meeting with Sequoias Adult Education Consortium (SEAC)	Discussed potential avenues for outreach and coordination. SAEC is developing a Census education program to use in their adult education programs and a Census training program to help their clients apply for Census jobs.
5/25/19	Life Jacket Exchange Event at Kaweah Lake	TCAG staff attended event / included Census information at booth
5/31/19	Meeting with Tulare County Office of Education (TCOE)	Discussed potential avenues for outreach and coordination, including use of offices at school sites for QAC/QAK locations & mapping of schools in HTC tracts. Will be able to promote the Census via Migrant Education, Before School & After School programs, 20 Early Education / Head Start centers, Home School program and social media.
6/5/19	Univision Census Symposium	Attended event, made connections with potential Census partners
6/11/19	Community Resource Job Fair at Tulare County Employment Connection Visalia Office	Event attended by Benita Duran, USCB to promote local hiring for Census jobs at Census booth
6/14/19	Tule River Health Fair	Event attended by Benita Duran, USCB to conduct outreach at Census booth
6/26/19	Meeting with Roxx Agency / LULAC	Discussed potential avenues for outreach, including via LULAC State Convention in Visalia from May 15-17, 2020 and Miche Fest featuring Los Tigres Del Norte at Rawhide stadium on 9/29. Discussed potential to enlist local bands to spread Census info at parties, weddings & quinceañeras.
6/27/19	Active Transportation Advisory Committee Meeting (ATAC)	Gave presentation to increase awareness, asked to be included in outreach events

Date	Event / Meeting	Type of Participation
6/27/19	Kids Day at Lindsay City Park	Conducted outreach at Census booth. Introduced Census hand tracing craft project and Census magnet craft project.
6/29/19	Freedom Fest at Porterville Sports Complex	Conducted outreach at Census booth. Utilized Census hand tracing craft project and Census magnet craft project.
7/3/19	Kiwanis of Woodlake 3 rd of July Event	Conducted outreach at Census booth. Utilized Census hand tracing craft project and Census magnet craft project.
7/19/19	LULAC Meeting	Met with local LULAC chapter in preparation of national convention to be held in Visalia in May 2020. Discussed possibilities for including Census outreach at the convention.
7/19/19	Family Builders Foster Care	Provided 160 Census themed pencils for distribution to foster families during Back to School Backpack giveaway
7/27/29	Allensworth Family Day Event	Conducted outreach at Census booth. Utilized Census hand and magnet craft projects, Census pencils
8/2/19	Dinuba Farmer's Market / Back to School Night	Conducted outreach at Census booth. Utilized Census hand and magnet craft projects, Census pencils
8/3/19	Back to School Bash at The Hills Community Church in Porterville	Provided 500 Census pencils to distribute in the backpack giveaway
8/3/19	Back to School Backpack Giveaway at Poplar Park in Poplar	Provided 200 Census pencils to distribute in the backpack giveaway
8/9/19	Farewell to Summer Luau at Manual Hernandez Community Center in Visalia	Conducted outreach at Census booth. Utilized Census hand and magnet craft projects, Census pencils
8/11/19	Cutler-Orosi Health Fair / Family Healthcare Network (FHCN)	Provided 500 Census pencils for distribution at event by FHCN
8/20/19	LCAP Community Input Forum at Cutler Elementary	Provided 100 Census pencils for distribution at event by Tulare County RMA
8/21/19	Sierra Health Foundation Census Event	Attended event, made connections with potential Census partners
8/21/19	Meeting with Univision and representatives from Fresno and Kings County CCC	Discussed potential for coordinated media outreach, focusing on coverage of local events and messaging via locally recognized spokespersons; discussed "Road Block" Census Wednesdays and Despierta Valle Central segments hosted by Lupita Lomeli

Date	Event / Meeting	Type of Participation
8/21/19 and 8/22/19	Tulare County Office of Education (TCOE) / Delivery of "Know Your Rights" Census cards for Back to School Nights and other events	Delivered 28,505 "Know Your Rights" Census cards for the following school districts requesting them: Strathmore Union, Dinuba Unified, Ducor School, Pixley Union, Hope School, Alpaugh Unified, Exeter Unified,
8/21/19 and 8/22/19	Tulare County Office of Education (TCOE) / Delivery of "Know Your Rights" Census cards for Back to School Nights and other events (continued)	Liberty School, Eleanor Roosevelt CLC, Outside Creek School, Kings River Union, Pleasant View School, Three Rivers Union, Oak Valley Union, Tipton School, The Academies Charters, Richgrove School, TCOE Migrant, TCOE Early Childhood Ed, TCOE AcCEL, TCOE Mild/Mod, TCOE BHS/AAP, TCOE Bright Start/Bright Future, TCOE University Prep HS, TCOE La Sierra HS, TCOE Court/Community, Springville Union, Woodlake Unified, Earlimart School District, Sequoia Union, Stone Corral School, Waukena School, Ducor School
8/22/19	Cutler-Orosi Joint Unified School District	Delivered 4,100 "Know Your Rights" Census cards for Back to School nights and other events
8/22/19	Visalia Unified School District	Delivered 21,600 "Know Your Rights" Census cards for Back to School nights and other events
8/22/19	Family Healthcare Network Porterville	Delivered 1,000 "Know Your Rights" Census cards for Friday Cuadrillas (farmworker outreach) and other events
8/22/19	City of Porterville CCC	Delivered 600 "Know Your Rights" Census cards for CCC outreach
8/22/19	County of Tulare RMA	Delivered 400 "Know Your Rights" Census cards for LCAP Community Input Forums in Cutler-Orosi (scheduled at various schools through 9/10).
8/22/19	Sequoias Adult Education Consortium (SEAC)	Delivered 3,600 "Know Your Rights" Census cards for CCC outreach
8/24/19	Univision Health Fair at Sequoia Mall, Visalia	Conducted outreach at Census booth. Utilized Census hand craft project and Census magnet craft project. Distributed approx. 1,450 "Know Your Rights" cards.
8/30/19	Citizenship & DACA Renewal Workshop at London Community Center	Provided 500 Census pencils and 500 "Know Your Rights" Census cards to Proteus for distribution at event.

Date	Event / Meeting	Type of Participation
09/07/19	Poplar Bike Rodeo	Talked with people about Census; used Census hand tracing project and Census magnet craft project; Census pencils; distributed "Know Your Rights About the 2020 Census" cards
09/11/19 to 09/15/19	Tulare County Fair	Talked with people about Census; used Census hand tracing project; Census pencils; distributed "Know Your Rights About the 2020 Census" cards
9/12/19	Tulare County Office of Education (TCOE) / Delivery of "Know Your Rights" Census cards for schools	Delivered 25,400 "Know Your Rights" Census cards for the following school districts requesting them: Tulare City, Terra Bella, and Porterville Unified
09/13/19	Cuadrilla de la Semana, Poplar Vineyard	Attended a Crew of the Week event hosted by La Ley Radio; distributed "Know Your Rights About the 2020 Census" cards; CCC member talked with people about the Census; live radio coverage
09/15/19	Hispanic Heritage Celebration at Manuel Hernandez Community Center, Visalia	Talked with people about Census; used Census hand tracing project; Census pencils; distributed "Know Your Rights About the 2020 Census" cards
09/15/19	FHCN Health Fair at Centennial Plaza Park, Porterville	Provided "Know Your Rights About the 2020 Census" cards for FHCN to distribute at Fiestas Patrias event
09/15/19	CHMA 16th De Septiembre Celebration, Porterville	Provided Census pencils and "Know Your Rights About the 2020 Census" cards for Comision Honorifica Mexicana-Americana to distribute at event.
09/20/19	SCE Hispanic Heritage Month Celebration, Tulare	Talked with potential outreach partners about possible avenues for outreach and to how to best reach their clients
09/20/19	Cuadrilla de la Semana, Earlimart Vineyard	Attended a Crew of the Week event hosted by La Ley Radio; distributed "Know Your Rights About the 2020 Census" cards; Radio host talked with people about the Census; live radio coverage

Date	Event / Meeting	Type of Participation
09/21/19	Tule River Powwow, McCarthy Ranch, Tule River Reservation	Talked with people about Census; used Census hand tracing project; Census pencils; distributed "Know Your Rights About the 2020 Census" cards
09/25/19	FHCN Health Fair, Pixley	Talked with people about Census; used Census hand tracing project; Census pencils; distributed "Know Your Rights About the 2020 Census"
09/26/19	Tulare County Health Fair	USCB staff talked with people about Census jobs at Visalia Convention Center event
09/27/19	Cuadrilla de la Semana, Poplar Vineyard	Attended a Crew of the Week event hosted by La Ley Radio; distributed "Know Your Rights About the 2020 Census" cards; CCC member talked with people about the Census; live radio coverage
09/29/19	Miche Fest, Rawhide Stadium, Visalia	USCB staff talked with people about Census and Census jobs; distributed Census cards, fliers and USCB materials
10/2/19	Tulare County HHSA, Aging Services Division	Provided 500 Census pencils and "Know Your Rights About the 2020 Census" (KYR) cards for outreach at Resource Fairs, the Loss Conference, & delivery to Homebound Clients
10/2/19	Tule River Tribe Veterans Stand Down event	Porterville Salvation Army distributed KYR cards and Census pencils to 30 veterans, speaking with them about the Census
10/3/19	City of Porterville CCC	Provided "Know Your Rights About the 2020 Census" cards for the following organizations to use in outreach: EDD (600), Employment Connection (100), PUSD (400), Hot Springs Capineros Senior & Community Center (100), Proteus (200 cards/150 pencils), FHCN (200 cards/120 pencils), and Porterville College (500 cards/500 pencils)
10/4/19	Ivanhoe Health Fair (Harvest Carnival), Ivanhoe	Provided "Census To Go" box (includes KYR cards & Census Hand Tracing project supplies) to Woodlake Family Resource Center for Census outreach booth at event

Date	Event / Meeting	Type of Participation
10/4/19	Cuadrilla de la Semana, Lindsay Vineyard	Attended a Crew of the Week event hosted by La Ley Radio; distributed KYR cards; Radio host talked with people about the Census; live radio coverage
10/5/19	Farmersville Fall Festival, Farmersville	Talked with people about Census at booth; used Census hand tracing project; Census pencils; distributed KYR cards
10/5/19	Reencuentro Purepecha 2019, Farmersville	Provided "Census To Go" box (includes KYR cards & Census Hand Tracing project supplies) to Salvation Army for Census outreach booth at event
10/10/19	Cutler-Orosi Joint Unified School District CONNECT meeting	Made presentation at meeting of community teamwork partners about the importance of the 2020 Census and opportunities to partner
10/14/19	COS Undocumented Student Action Week event, Visalia	Provided 1,000 KYR cards for Sequoias Adult Education Consortium to use during Census outreach at event
10/16/19	FHCN Health Fair (Dia de la Familia), Terra Bella	Provided 500 KYR cards for FHCN to distribute at event
10/18/19	Cuadrilla de la Semana, Earlimart Vineyard	Attended a Crew of the Week event hosted by La Ley Radio; distributed KYR cards; CCC member talked with people about the Census; live radio coverage
10/19/19	Lindsay Health Fair, Lindsay	Provided 500 KYR cards for Sierra View Medical Center to distribute at booth
10/20/19	Festival del Trabajador Agricola "Farmworker Festival", Tulare	Talked with approx. 350 people about Census at booth #1; used Census hand tracing project; distributed KYR cards; USCB Staff provided Census Jobs / recruitment materials at booth #2; several Census announcements made from stage during course of event to estimated 5,000 audience
10/24/19	Annual Red Ribbon / Trunk O Treat event, London	KYR cards distributed by Proteus to people at event
10/25/19	San Joaquin Valley Census Table meeting, Fresno	Participated on panel at regional Census meeting discussing outreach collaboration with local Education Sector partners

Date	Event / Meeting	Type of Participation
10/29/19	Stone Corral Carnival, Seville	Provided "Census To Go" box (includes KYR cards & Census Hand Tracing project supplies) to Woodlake Family Resource Center for Census outreach booth at event
10/30/19	Trunk Or Treat, Porterville	Provided 1,200 KYR cards and Census pencils for Porterville Nazarene to distribute at Halloween outreach event
10/31/19	Trunk Or Treat, Tule River Reservation	Tule River Tribe included KYR cards in Census themed Halloween treat bags along with Census themed shoe reflectors and slap bracelets purchased by Tule River Tribe with "Let's Get This Tribe Counted!" slogan
11/1/19	2019 Farmworker Women's Conference, Visalia Convention Center	Provided KYR cards and Census tote bags to SAEC and Woodlake FRC to use at outreach table at event. Census message delivered to attendees by Lupita Lomeli, Univision, at lunch
11/1/19	Dia De Los Muertos, Visalia	Talked with people about Census at booth; used Census hand tracing project; distributed KYR cards
11/1/19 to 11/13/19	Alpaugh Unified School District (Fall Festival 11/1; Food Distribution 11/13; Thanksgiving Dinner)	Provided additional KYR cards, Census tote bags and pencils for school to use at various events and local food distributions
11/5/19	First 5 Tulare County Network of Providers Meeting, Visalia	Made presentation at meeting of First 5 network providers about the importance of the 2020 Census and opportunities to partner. Provided KYR cards and USCB materials regarding the undercount of children and how to make sure they are counted correctly in 2020
11/7/19	City of Porterville CCC Meeting, Porterville	Provided Census materials to the following partners for outreach: Tule River Tribe (300 KYR cards/25 bags/250 pencils for Veterans Day Lunch and Thanksgiving Dinner events); Family Crisis Center (50 bags for homeless outreach Pizza Party 12/21);

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11/7/19	City of Porterville CCC Meeting, Porterville (continued)	Hot Springs Community & Senior Center (50 bags/100 cards/100 pencils for Save Dollar Saturday event); Family HealthCare Network (100 cards/150 pencils for Vroom Harvest Festival in Tipton 11/17 and Jamaica (pronounced ha-MY-ka) fiesta event); PUSD Student Services (100 cards/100 pencils for Spirit Release event 11/9); PACC (50 bags for homeless outreach 12/7)
11/8/19	Cuadrilla de la Semana, Earlimart Vineyard	CCC member attended a Crew of the Week event hosted by La Ley Radio; distributed "Know Your Rights About the 2020 Census" cards; talked with people about the Census; live radio coverage
11/8/19	2019 Regional Conference on Immigrant Integration, Fresno	Participated on Census panel at regional conference hosted by the Central Valley Immigrant Integration Collaborative (CVIIC), made connections with potential outreach partners
11/9/19	Porterville Kiwanis Funnel Cake Event / Car Show	Porterville Kiwanis distributed KYR cards at their events and displayed Census poster
11/11/19	Veterans Breakfast, Woodlake	Provided Woodlake Family Resource Center with 50 KYR cards and 200 pencils for outreach at event
11/11/19	Veterans Day Run, Porterville	Provided Sierra View Medical Center with 400 KYR cards to include in runner bags
11/15/19	FoodLink Tulare County, countywide	Provided 5,100 Census grocery tote bags to hand out during food distributions throughout the county
Ongoing	Sierra View Medical Center, Porterville	Including a "Sierra View Medical Center supports the Census" sticker with Census logo and message on front cover of Patient Guide
11/21/19	Dolores Huerta Foundation, Tulare	Held Census 2020 Town Hall event in Tulare with Univision media coverage and interview segment with Lupita Lomeli. Distributed Census information/KYR cards

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11/24/19	Proteus, London	Incorporated Census focus into Thanksgiving event in London. Distributed Census tote bags, pencils & KYR cards
12/4/19	The Leadership Conference on Civil and Human Rights, Washington D. C.	Contacted by Beth Lynk, Census Counts Campaign Director, to ask permission to use the KYR card format for their Census outreach
12/7/19	Proteus, London	Incorporated Census focus into Christmas event in London. Distributed Census tote bags, pencils & KYR cards
12/10/19	Alpaugh Unified School District, Alpaugh	Provided 100 Census tote bags and 150 pencils to distribute to families in monthly food give away
12/10/19	City of Visalia, Visalia	City of Visalia CCC member announced that they will be putting Census information into the Recreation Guide for early Spring
12/10/19	Self-Help Enterprises	Self-Help Enterprises CCC member reported that they will be partnering with Migrant Education to distribute Census "Know Your Rights" (KYR) to clients
12/10/19	Tulare County Office of Education, countywide	CCC member reported that TCOE has been awarded additional State Census funds and plans to provide additional Questionnaire Assistance Centers at school sites. They also are working to expand use of Census curriculum through the Pulse, Pro Youth and Heart programs. They have launched a Census art contest, with winning art to be put on Visalia buses
12/11/19	HHSA Aging Services	Provided 200 Census totes for Senior Stockings
12/11/19	Woodlake Family Resource Center, Woodlake	Provided Census totes for Dolores Huerta Posada
12/12/19	HHSA Public Health, Terra Bella	Provided Census totes for distribution at La Virgen de Guadalupe Celebration event
12/14/19	Cutler-Orosi Joint Unified School District, Orosi	Provided 300 Census totes, pencils and KYR cards for Mother/Daughter Conference
12/14/19	Woodlake Family Resource Center, Woodlake	Provided KYR cards, 150 Census tote bags and 200 pencils for distribution at Toys for Joy event in Woodlake

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12/18/19	Porterville Kiwanis, Woodville	Provided Census pencils for distribution at Woodville mini parade
12/19/19	Woodlake Family Resource Center, Woodlake	Provided 200 Census tote bags, 200 pencils and 300 KYR cards for upcoming events through Woodlake FRC
1/9/20	City of Porterville CCC	Provided KYR cards, Census totes and pencils for the following organizations to use in outreach: Porterville College (200 cards/100 pencils); Family Crisis Center (100 pencils /50 bags); Sierra View Medical Center (100 cards/100 pencils); EDD Vet Program (100 cards, 100 pencils, 50 bags)
1/9/20	Porterville Area Coordinating Council	Provided 200 Census totes for distribution at Project Homeless Connect on 1/24/20
1/9/20	Tule River Tribe	CCC member announced they are including Census information in their election booklet for 1/18/20 Election Day
1/10/20	City of Tulare, Tulare	Provided 200 Census tote bags, 200 pencils and 400 KYR cards for upcoming Census outreach. City of Tulare will be handing out KYR cards at their utility billing window
Ongoing	FoodLink Tulare County, countywide	Provided FoodLink with Census grocery tote bags on to hand out during food distributions throughout the county
Ongoing	Sierra View Medical Center, Porterville	Including a "Sierra View Medical Center supports the Census" sticker with Census logo and message on front cover of Patient Guide
Ongoing	League of Women Voters, countywide	Handing out KYR cards and providing Census information at various High School outreach presentations
Ongoing	Sequoias Adult Education Consortium, countywide	Providing KYR cards and Census information as part of Navigator team outreach, including at food distribution sites, ESL programs, adult education classes and parent meetings

Date	Event / Meeting	Type of Participation
Ongoing	First 5 Tulare County, countywide	Providing KYR cards and Census information as part of client visits. Working through First 5's 18 funded programs to conduct Census outreach throughout Tulare County
Ongoing	Proteus, Dinuba, London and Porterville area	Providing KYR cards and Census information as part of client visits and through Proteus educational classrooms
Ongoing	Woodlake Family Resource Center, Woodlake area	Providing KYR cards and Census information as part of client office visits and home visits. Will send KYR cards home with every student in January (est 2,135 students)
Ongoing	Cutler-Orosi Joint Unified School District, Cutler-Orosi area	Providing KYR cards and Census materials as part of home visits, through school events and through the Family Education Center
1/14/20	Dolores Huerta Foundation, Lindsay	Provided KYR cards and Census information at town hall meeting in Lindsay
1/15/20	Porterville Kiwanis, Porterville	Provided 300 Census tote bags for bread giveaways and upcoming outreach efforts
1/18/20	Tule River Indian Tribe of California	Included Census information in their election booklet for 1/18/20 Election Day
January-February	League of Women Voters	Handing out KYR cards at the Farmers Market in Visalia for 4 weeks
1/21/20	League of Women Voters, Exeter	Handed out KYR cards and provided Census information at candidate forum in Exeter
1/21/20	Dolores Huerta Foundation, Woodlake	Provided KYR cards and Census information at town hall meeting in Woodlake
1/24/20	Porterville Area Coordinating Council	Provided KYR cards and 200 Census totes for Census outreach at Project Homeless Connect
1/25/20	Central California Environmental Justice Network (CCEJN), Visalia	Provided 300 KYR cards and 200 Census tote bags for Census outreach at the Roots of Resistance Conference held at COS

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1/27/20	Leadership Counsel for Justice and Accountability	Provided 500 KYR cards and 50 Census tote bags for 1/27 meeting in Pixley and for use in upcoming Census outreach
1/30/20	Parenting Network, Porterville area	Provided 500 KYR cards and 300 Census tote bags to conduct Census outreach in conjunction with monthly house visits to approximately 300 families
1/30/20– 2/27/20	Porterville College	Providing Census information and including Census job recruitment at booths in campus quad area and Student Center
1/30/20	League of Women Voters	Handed out KYR cards and provided Census information at candidate forum at COS
1/31/20	Sierra Health Foundation (SHF), countywide	Provided 9,600 KYR cards for use by organizations partnering with SHF to conduct door-to-door Census outreach in Tulare County communities
1/31/20	Porterville Area Coordinating Council	Provided 200 Census tote bags for church outreach for At-Risk Youth
2/5/20	Proteus, Linnell Camp	Provided KYR cards and Census tote bags for Census outreach at Farmworker Appreciation Day at Linnell Camp
2/10/20– 2/13/20	Porterville Family Crisis Center	Providing Census information and Census pencils as part of Teen Dating/Violence Awareness month at schools in Porterville, Strathmore and Terra Bella
2/11/20	Dolores Huerta Foundation	Provided 1200 CA Census fliers and 1000 KYR cards for door-to-door outreach throughout county
2/11/20– 2/13/20	Sequoias Adult Education Consortium, Tulare	Providing Census information and KYR cards at booth at 2020 World Ag Expo
2/11/20– 2/13/20	Porterville College	Providing Census information and materials at Rock the Vote & Census Awareness booth at college quad area
2/14/20	Proteus, Porterville	Provided KYR cards and Census tote bags for Census outreach at Farmworker Resource Fair at Santa Fe Elementary School

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Ongoing	FoodLink Tulare County, countywide	Provided FoodLink with Census grocery tote bags on to hand out during food distributions throughout the county
Ongoing	Sierra View Medical Center, Porterville	Including a “Sierra View Medical Center supports the Census” sticker with Census logo and message on front cover of Patient Guide
Ongoing	City of Tulare, Tulare	City of Tulare will be handing out Know Your Rights About the 2020 Census (KYR) cards at their utility billing window
Ongoing (through February)	League of Women Voters, countywide	Handing out KYR cards at Visalia Farmers Market & providing Census information at various High School outreach activities
Ongoing	Sequoias Adult Education Consortium, countywide	Providing KYR cards and Census information as part of Navigator team outreach, including at food distribution sites, ESL programs, adult education classes and parent meetings
Ongoing	First 5 Tulare County, countywide	Providing KYR cards and Census information as part of client visits. Working through First 5’s 18 funded programs to conduct Census outreach throughout Tulare County
Ongoing	Proteus, Dinuba, London and Porterville area	Providing KYR cards and Census information as part of client visits and through Proteus educational classrooms
Ongoing	Woodlake Family Resource Center, Woodlake area	Providing KYR cards and Census information as part of client office visits and home visits.
Ongoing	Cutler-Orosi Joint Unified School District, Cutler-Orosi area	Providing KYR cards and Census materials as part of home visits, through school events and through the Family Education Center
2/18/20 – 2/26/20	Tulare Public Library, Tulare	Held QAC training series for those who will be staffing QACs. Training dates: 2/18, 2/20, 2/25, 2/26 and 2/29
2/19/20	County of Tulare HHSA, countywide	Provided 500 CA Census fliers for use in outreach by Tulare Works division

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2/19/20	Sierra View Medical Center, Porterville	Provided 600 KYR cards and 2 We Count! children's Census books for use in hospital waiting areas. Hospital staff is working on playing Census video on lobby screens.
2/21/20	Tulare Kings Hispanic Chamber of Commerce, Tulare	Provided KYR cards, Census pencils and CA Census fliers for outreach at the 10 th Annual Black History Month Celebration hosted by Southern California Edison
2/21/20	Cutler-Orosi Joint Unified School District	Provided 20 We Count! children's Census books for use in school district libraries and 200 CA Census fliers for use in outreach.
2/22/20	Tulare County Parks, Pixley	Handed out 100 KYR cards at Pixley Middle School Community Service event at Pixley Park
2/26/20	The Source LGBT+ Center, Visalia	Included Census materials and "I Will Be Counted" buttons at the I Love Arts Bro event at the Cellar Door.
2/26/20	Dolores Huerta Foundation, Dinuba, Orosi and Visalia	Provided 1600 KYR cards and 500 CA Census fliers for use at upcoming Town Hall Meetings in Visalia (3/12), Dinuba (3/17) and Orosi (3/31)
2/26/20	Tulare County Office of Education	Held QAC training for those who will be staffing QACs. Training date: 2/26
2/27/20	Tulare Public Library, Tulare	Provided 2 We Count! children's Census books for use in library story times, plus 200 KYR cards and 80 Census pencils for use in outreach
2/27/20	Tulare County Library, countywide	Provided 36 We Count! children's Census books for distribution to 18 branch libraries for use in library story times
2/28/20	Tulare County Office of Education	Provided 10 We Count! children's Census books for use in TCOE library and distribution to interested school libraries.
3/2/20	LULAC / Roxx Agency, Tulare	Provided 500 KYR cards for use at upcoming Viva Tulare Street Fair (3/20)
3/2/20	Cutler-Orosi Joint Unified School District	Provided 4090 CA Census fliers for distribution to all students in the district
Ongoing	FoodLink Tulare County, countywide	Provided FoodLink with Census grocery tote bags on to hand out during food distributions throughout the county

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March	City of Tulare, Tulare	City of Tulare included a Census informational piece in their utility bill mailing
March	City of Lindsay, Lindsay	City of Lindsay designed and installed 7 Census banners at high visibility locations throughout city
3/3/20	Goshen Elementary School, Goshen	Provided 2 We Count! children's books (1 English/1 Spanish) for use in school library. Provided 100 Census fliers for distribution to families
3/3/20 – 3/12/20	Sequoias Adult Education Consortium	Providing Know Your Rights About the 2020 Census (KYR) cards, tote bags and Census information as part of Navigator team outreach, including: Lindsay Wellness Center Fair (3/6), CTE Academy – Be College Ready at COS Tulare (3/6), STEM – Tulare (3/10), Alpaugh Food Distribution (3/11), Dental Mobile Unit – Allensworth (3/11), FHCN Mobile Unit – Farmersville (3/12), Sequoia High School Fair (3/12), Preschool Community Resource Fair – Crestwood Elementary, Visalia (3/12), ACDC Class Presentation – Men's Unit (3/13)
3/4/20	Woodlake Family Resource Center, Woodlake	Provided 20 We Count! children's books (10 English/10 Spanish) for Dr. Seuss Birthday Celebration to read aloud at event and give to families
3/5/20	Porterville Unified School District, Porterville area	Provided 54 We Count! children's books (27 English/27 Spanish) to PUSD for distribution to 27 elementary school libraries in the following districts: PUSD, Strathmore, Sunnyside, Woodville, Burton, Alta Vista, Pleasant View, Rockford, Saucelito, Hope, Terra Bella, Ducor, Springville and Hot Springs
3/5/20	Richgrove Elementary School	Provided 2 We Count! children's books (1 English/1 Spanish) for use in school library.

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3/5/20	Terra Bella Elementary School	Provided 2 We Count! children's books (1 English/1 Spanish) for use in school library.
3/9/20	The Sun-Gazette Newspaper, coverage area includes Exeter, Farmersville, Ivanhoe, Lemon Cove, Lindsay, Plainview, Strathmore, Three Rivers, Visalia & Woodlake	Provided Census information for Census article published on 3/11 (article in Spanish may possibly run in Ivanhoe Sol at end of April)
3/10/20	Tulare County CCC meeting	Provided Census tote bags to organizations to support Census outreach: CSET, Proteus, Family HealthCare Network, Tulare County Library, HHSA, City of Visalia, Sequoias Adult Education Consortium, Cutler-Orosi JUSD, First 5 Tulare County, and Woodlake FRC
3/12/20	Alpaugh Elementary School, Alpaugh	Provided 2 We Count! children's books (1 English/1 Spanish) for use in school library. Provided 300 Census tote bags and 200 fliers for distribution to families
3/12/20	Tulare County Office of Education – Educational Resource Services	Provided 28 We Count! children's books (14 English/14 Spanish)
3/12/20	Dolores Huerta Foundation, Visalia	Provided Know Your Rights About the 2020 Census (KYR) cards and Census fliers for Census Town Hall in Visalia
3/12/20	First 5 Tulare County	Provided 300 Census tote bags for distribution to families. First 5 is working through their 18 funded programs to conduct Census outreach throughout Tulare County and is conducting Census social media campaign via Facebook
3/13/20	Cuadrilla de la Semana, Earlimart area	Attended a Crew of the Week event hosted by La Ley Radio; distributed "Know Your Rights About the 2020 Census" cards and tote bags; Radio host talked with people about the Census; live radio coverage

Date	Event / Meeting	Type of Participation
3/19/20 (ongoing)	Woodlake Family Resource Center, Woodlake	Providing Census grocery tote bags and Census coloring books & crayon packs to give away via grab-n-go student lunch distributions
3/20/20	Porterville Unified School District, Porterville	Provided 800 Census grocery tote bags for PUSD schools to give away via grab-n-go student lunch distributions
3/23/20	Proteus, London area	Provided 500 Census grocery tote bags and 2790 Census coloring books (1395 English / 1395 Spanish) to give away via grab-n-go student lunch distributions
3/26/20	Neighborhood Church, Visalia	Provided 500 Census grocery tote bags, Census coloring books and crayon packs via First 5 Tulare County for distribution to area families as part of Family Fun Packs
3/27/20	Goshen Elementary School, Goshen	Provided Census grocery tote bags, Census coloring books & crayon packs to give away via grab-n-go student lunch distributions (approx. 96 on 3/27 plus additional materials for following week)
3/30/20	Washington Elementary School, Visalia	Provided Census grocery tote bags, Census coloring books & crayon packs to give away via grab-n-go student lunch distributions (approx. 272 on 3/30 plus additional 200 bags for following week)
3/31/20	J.E. Hester Elementary School, Farmersville	Provided 100 Census grocery tote bags via Woodlake FRC to give away with student homework packets
3/31/20	Lulu Blair Kress Preschool, Woodlake	Provided 88 Census grocery tote bags, Census coloring books & crayon packs via Woodlake FRC for distribution with student packets
3/31/20	La Ley / La Poderosa Radio Station	Provided 300 Census grocery tote bags, 500 KYR cards and 400 fliers for delivery at upcoming Cuadrillas de la Semana to be held on Fridays beginning 4/10

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4/1/20	First 5 Tulare County	Provided 300 Census tote bags and approx. 220 Census coloring books for distribution to families. Provided 2 We Count! children's Census books (1 English / 1 Spanish) for use in online story reading activity
4/1/20	Houston Elementary School, Visalia	Provided Census grocery tote bags, Census coloring books & crayon packs to give away via grab-n-go student lunch distributions (approx. 475 on 4/1)
4/6/20	Veva Blunt Elementary School, Visalia	Provided Census grocery tote bags, KYR cards, Census coloring books & crayon packs to give away via grab-n-go student lunch distribution (approx. 215)
4/7/20	Earlimart School District, Earlimart	Provided Census grocery tote bags, KYR cards, Census coloring books to give away via drive through food distribution (approx. 500 KYR cards, 450 coloring books, 300 tote bags)
4/7/20	Porterville Area Coordinating Council, Porterville	Provided 100 Census grocery tote bags for organization to distribute during outreach
4/8/20	Proteus, London	Provided 100 Census bags, 620 Census coloring books (310 English/310 Spanish), 600 crayon packs and 500 CA Census fliers to give away at food distributions
4/9/20	Parenting Network	Provided 100 Census bags, 620 Census coloring books (310 English/310 Spanish), 600 crayon packs and 500 CA Census fliers to distribute via family outreach
4/10/20 & ongoing Fridays	La Ley / La Poderosa Radio Station	Provided 300 Census grocery tote bags, 500 KYR cards and 400 fliers for delivery at upcoming Cuadrillas de la Semana to be held on Fridays beginning 4/10
4/13/20	Four Creeks Elementary School, Visalia	Provided Census grocery tote bags, KYR cards, Census coloring books & crayon packs to give away via grab-n-go student lunch distribution (approx. 465)

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4/17/20	First 5 Tulare County, Countywide	Provided 600 Census bags, 620 Census coloring books (310 English/310 Spanish), 600 crayon packs & 600 KYR cards to distribute through their 6 partnering Family Resource Centers
4/17/20	Woodlake Family Resource Center, Woodlake area	Provided 400 Census bags, 620 Census coloring books (310 English/310 Spanish), 600 crayon packs and 600 KYR cards to give away at food and curriculum distributions
4/17/20	Porterville Unified School District, Porterville	Provided 200 Census bags, 3565 Census coloring books (1705 English/1860 Spanish) & 1500 crayon packs for use in food and curriculum distributions
Ongoing	FoodLink Tulare County, countywide	Provided FoodLink with 5000 Census grocery tote bags on 4/17 to hand out during food distributions throughout the county
Ongoing	Sierra View Medical Center, Porterville	Including a "Sierra View Medical Center supports the Census" sticker with Census logo and message on front cover of Patient Guide
Ongoing	City of Lindsay, Lindsay	City of Lindsay designed and installed 7 Census banners at high visibility locations throughout city
4/20/20	Annie R. Mitchell Elementary School, Visalia	Provided Census grocery tote bags, CA Census fliers, Census coloring books & crayon packs to give away via grab-n-go student lunch distribution (approx. 315)
4/22/20	Visalia First Assembly, Visalia	Provided 200 Census bags, 200 Census coloring books & 200 crayon packs for 4/24 distribution of Family Care Packages
4/22/20	Sequoias Adult Education Consortium, Countywide	Provided 400 Census bags, 310 coloring books, 200 crayon packs & 75 We Support the Census posters for use in outreach

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4/23/20	African-American Historical & Cultural Museum of the San Joaquin Valley / ONME Network, Countywide	State of Black Tulare County Part 1 Census outreach online Town Hall. Event live streamed and included as video content on plug-and-play devices to be distributed to Tulare County African-American congregants of partnering churches
4/24/20	The Sun-Gazette Newspaper / Ivanhoe Sol, Ivanhoe	Provided Census information for Census article published in Ivanhoe Sol 4/29
4/27/20	CSET, Countywide	Provided 200 Census grocery tote bags for use in outreach at open locations in Visalia, Porterville, Tulare, Pixley, Earlimart and North County Youth Site
4/27/20	Mineral King Elementary School, Visalia	Provided Census grocery tote bags, KYR cards, Census coloring books & crayon packs to give away via grab-n-go student lunch distribution (approx. 398)
4/28/20	Parenting Network and Tulare County HHSA Mental Health South County Collaborative (SCC)	Attended online meeting to encourage participating organizations to check in with their families to make sure everyone is counted and offered Census materials for use in outreach
4/30/20	African-American Historical & Cultural Museum of the San Joaquin Valley / ONME Network, Countywide	State of Black Tulare County Part 2 Census outreach online Town Hall. Event live streamed and included as video content on plug-and-play devices to be distributed to Tulare County African-American congregants of partnering churches
4/30/20	Cutler-Orosi Joint Unified School District	Provided 300 Census bags, 620 Census coloring books (310 English/310 Spanish), 600 crayon packs and 144 Census plush bears to give away at food and curriculum distributions
4/30/20	Leadership Counsel for Justice and Accountability, Tooleville, Pixley, Ivanhoe and Matheny	Provided 200 Census bags, 100 Census coloring books (50 English/50 Spanish), 100 crayon packs and 60 Census plush bears to give away at water distributions and along with food deliveries to families

Date	Event / Meeting	Type of Participation
4/30/20	Parenting Network	Provided 100 Census grocery tote bags for organization to distribute during outreach
5/5/20	Pleasant View Elementary School, Poplar	Provided Census grocery tote bags, KYR cards, Census plush bears and Census coloring books & crayon packs to give away via drive-through student food and curriculum distribution (approx. 215)
Ongoing	Tulare County Parks	Provided Census Disc Golf discs and KYR cards for distribution at disc golf courses at Mooney Grove, Bartlett and Pixley parks
5/6/20	Porterville Area Coordinating Council (PACC)	Used Census grocery tote bags to prepare and distribute essential personal items to households in need
5/1/20 & 5/8/20	La Ley / La Poderosa Radio Station	Provided Census grocery tote bags, KYR cards and Calif Census fliers for use by radio staff at two Cuadrillas de la Semana
5/8/20	Porterville Wellness Center	Provided 200 Census grocery tote bags, 200 Census coloring books & crayon packs, 300 KYR cards and 40 Census bears for weekly raffle and craft/activity kit distributions (approx. 60 kits/week)
5/15/20	Cuadrilla de la Semana, Terra Bella area orchard	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
5/22/20	Cuadrilla de la Semana, Ducor area orchard	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
5/23/20	La Ley / La Poderosa Radio Station	Aired 60-min Census program interviewing Dr. Jesus Martinez, Executive Director, Central Valley Immigrant Integration Collaborative (CVIIC)

Date	Event / Meeting	Type of Participation
5/29/20	Cuadrilla de la Semana, Poplar area vineyard	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
6/1/20	Nonresponse Follow-Up Plan	Submitted Nonresponse Follow-Up (NRFU) Plan to California Census Office in fulfillment of grant requirement
Ongoing beginning 6/8/20	Tulare Public Library, Tulare	Library will be handing out Census bookmarks to patrons as part of the library pickup service
Ongoing	Tulare County Library, countywide	Library website includes Census message and link to Census Bureau website to complete the Census
6/9/20	Woodlake Family Resource Center	Provided 300 Census grocery tote bags, 288 Census plush bears for use in ongoing outreach efforts (food distributions, essential item “door drops,” student lunch distributions, student preschool & TK/Kindergarten registrations, and via Woodlake FRC services)
6/11/20	Dolores Huerta Foundation, countywide	Provided 224 Census grocery tote bags, 144 Census plush bears, 155 Census coloring books & Census crayon packs, and 600 KYR cards for use in ongoing outreach (food distributions, Census car caravan)
6/12/20	Cuadrilla de la Semana, blueberry farm near Tulare	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
6/17/20	Family HealthCare Network	Provided 200 Census grocery tote bags, 288 Census plush bears, 310 Census coloring books & Census crayon packs and 600 KYR cards for use in ongoing outreach (Farmworker Crew of the Week, school lunch distributions at various sites, flea market, and farmers markets)

Date	Event / Meeting	Type of Participation
6/18/20	First 5 Tulare County, countywide	Provided 288 Census plush bears, 310 Census coloring books & Census crayon packs for use in ongoing “door drop” outreach efforts through their funded programs. Outreach also continuing via social media platforms, website and services to families via Zoom meetings, teleconferences and Face Time.
6/18/20	CSET, countywide	Provided 200 Census grocery tote bags, 144 Census plush bears, 155 Census coloring books & 155 Census crayon packs, and 200 KYR cards for use in ongoing outreach efforts to senior citizens and families with children
6/19/20	Cuadrilla de la Semana, Plainview vineyard	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
6/19/20	African American Historical and Cultural Museum of the San Joaquin Valley	Provided Census plush bears, Census coloring books & crayon packs, and KYR cards for use in outreach through local churches in Tulare and New Life Ministries of Tulare County
6/26/20	Cutler-Orosi JUSD	Census information included in Farmers to Families fruit box distribution event
6/26/20	Cuadrilla de la Semana, Porterville area	Radio staff distributed Census items at a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
7/8/20	CSET	Provided 200 KYR cards, 200 Census grocery tote bags, 144 Census plush bears to be used in meal deliveries
7/10/20	La Ley / La Poderosa Radio Station & LULAC, Terra Bella	Attended a food distribution event in Terra Bella; distributed 100 Census tote bags, KYR cards, 200 Census coloring books & crayon packs and 200 Census plush bears

Date	Event / Meeting	Type of Participation
7/13/20	Dolores Huerta Foundation	Provided 2,200 KYR cards, 288 Census plush bears, 310 Census coloring books and 300 Census crayon packs for use in ongoing food distribution events and door-to-door outreach throughout Tulare County
7/15/20	City of Farmersville	Provided large Census banner to be installed across Farmersville Blvd and 2 Census banners to be installed at front of City Hall
7/16/20	Altura Health, Tulare	Provided 1000 KYR cards, 465 Census coloring books and 576 Census plush bears to be used in school backpack distribution in Tulare on 7/24
7/20/20	First 5 Tulare County	Provided 485 Census crayon packs to be distributed along with coloring books in health related care packages in conjunction with HHSA farmworker based outreach
7/22/20	Center on Race, Poverty & the Environment (CRPE)	Provided 288 plush Census bears and 300 KYR cards for Census door-to-door outreach in 6 Census Tracts in Tulare County with lower self-response rates
7/24/20	Cuadrilla de la Semana, Poplar area orchard	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
7/24/20	Salvation Army, Porterville	Provided 200 Census grocery tote bags, 144 Census plush bears, 450 Census coloring books and 100 Census crayon packs for use in ongoing food distribution events in Porterville area
7/24/20	La Ley / La Poderosa Radio Station & LULAC, Porterville	Attended a food distribution event in Porterville; distributed 240 Census grocery tote bags, KYR cards, Census coloring books & crayon packs and Census plush bears
7/30/20	Dolores Huerta Foundation	Provided 300 Census grocery tote bags, 244 Census plush bears and 600 KYR cards for ongoing food distribution events and door-to-door outreach throughout Tulare County

Date	Event / Meeting	Type of Participation
7/31/20	La Ley / La Poderosa Radio Station & LULAC, Tulare	Provided Census grocery tote bags, KYR cards and Census plush bears to distribute at morning food distribution event in Tulare
7/31/20	La Ley / La Poderosa Radio Station & LULAC, Woodlake	Provided Census grocery tote bags, KYR cards and Census plush bears to distribute at afternoon food distribution event in Woodlake
Ongoing	FoodLink Tulare County, countywide	Provided FoodLink with Census grocery tote bags to hand out during food distributions throughout the county
Ongoing	Tulare County Parks	Provided Census Disc Golf discs and "Know Your Rights About the 2020 Census" (KYR) cards for distribution at disc golf courses at Mooney Grove, Bartlett and Pixley parks
Ongoing	Tulare County Library, countywide	Library website includes Census message and link to Census Bureau website to complete the Census
Ongoing	Tulare Public Library, Tulare	Library will be handing out Census bookmarks to patrons as part of the library pickup service
Ongoing	City of Farmersville	Large Census banner installed across Farmersville Blvd and 2 Census banners installed at Farmersville City Hall
8/4/20	San Joaquin Valley Virtual Regional Census Convening	Attended San Joaquin Valley Virtual Regional Census Convening sponsored by the Central Valley Immigrant Integration Collaborative (CVIIC) and the Sierra Health Foundation
8/7/20	La Ley / La Poderosa Radio Station & LULAC, Tulare	Provided Census bags and KYR cards for use at food distribution event at Altura Health Center in Tulare
Ongoing beginning 8/10	Tulare County HHSA *8/10 – Allensworth *8/21 – Farmworker site near Fresno County line *8/26 – Earlimart *8/28 – Farmworker site near Kern County line *8/28 – Porterville *8/31 – Allensworth *9/9 - Earlimart	Provided 1,100 Census bags, KYR cards and Census crayons for use in outreach to agricultural workers in conjunction with COVID-19 testing. Census materials also being distributed via the Empowerment Alliance and through Altura Health. HHSA is planning to continue outreach at various farmworker sites through the month of September.

Date	Event / Meeting	Type of Participation
8/11/20	Tulare County HHSA, Aging Services Division	Provided 400 Census bags and KYR cards for use in delivering dry food items to families in Traver and Goshen
8/14/20	Cuadrilla de la Semana, Lindsay area	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
8/14/20	La Ley / La Poderosa Radio Station & LULAC, Porterville	Attended event and provided Census bags and KYR cards for use at food distribution event at Alta Vista Elementary School in conjunction with Tulare County Sheriff's Department Food & Mask Giveaway
8/19/20	La Ley / La Poderosa Radio Station & LULAC, Waukena	Provided Census bags and KYR cards for use at food distribution event at Waukena Elementary School in conjunction with Tulare County Sheriff's Department Food & Mask Giveaway
8/20/20	Vision Y Compromiso	Provided 500 Census bags and 4,800 KYR cards for use by Promotoras and Community Health Workers in door-to-door outreach and community activities in conjunction with distribution of PPE
8/20-25	City of Visalia	Assisted City regarding the inclusion of a Census flier in the City of Visalia utility bill mailings for September
8/21/20	La Ley / La Poderosa Radio Station & LULAC, Alpaugh	Attended event and provided Census bags and KYR cards for use at food distribution event at Alpaugh Elementary School in conjunction with Tulare County Sheriff's Department Food & Mask Giveaway
8/24/20	Sequoias Adult Education Consortium	Distributed 1,250 Census face masks via Adult Schools in Visalia, Tulare, Cutler-Orosi, Lindsay and Farmersville

Date	Event / Meeting	Type of Participation
Ongoing beginning 8/25	Central California Environmental Justice Network (CCEJN), Farmersville, Woodlake, Lindsay, Strathmore, Plainview, Tooleville, Tonyville, El Rancho, Cameron Creek Colony, Wells Tract, Linnel Camp, Cutler-Orosi, Alpaugh, Woodville, Poplar, Terra Bella, Hypericum	Provided 1,500 Census bags, 2,600 KYR cards, approx. 1,000 “We Support The Census” posters, 144 Census bears and 155 Census coloring books for use in outreach in collaboration with El Quinto Sol, OLA Raza, Family Resource Centers, and other organizations. Outreach includes putting up posters in businesses, Census caravans, food distributions, and family financial support check distribution in various communities
8/28/20	Cuadrilla de la Semana, Vineyard near Poplar	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
8/31/20	Woodlake Family Resource Center, Woodlake area	Provided 600 Census bags and 600 KYR cards for use in ongoing efforts including food distributions and outreach to families
8/31/20	Dolores Huerta Foundation, countywide	Provided 600 Census bags and 144 bears for use in ongoing efforts including food distributions, door-to-door outreach and outreach at Visalia & Tulare swap meets
9/1/20	Tulare Outlet Mall	Worked through the Tulare Kings Hispanic Chamber of Commerce to provide the Tulare Outlet Mall with Census bags to distribute to shoppers (800 distributed)
9/1/20	First 5 Tulare County, countywide	Provided 500 Census bags for ongoing “door drop” outreach efforts through their funded programs. Outreach continuing via social media platforms, website and services to families via Zoom meetings, teleconferences and Face Time.
9/4/20	Cuadrilla de la Semana, Pixley area	Radio staff distributed Census grocery tote bags, KYR cards and Census bears at a Crew of the Week event hosted by La Ley / La Poderosa radio stations

Date	Event / Meeting	Type of Participation
Month of 9/20	FoodLink Tulare County, countywide	Provided FoodLink with Census grocery tote bags to hand out during food distributions throughout the county
Month of 9/20	Tulare County Parks	Provided Census Disc Golf discs and "Know Your Rights About the 2020 Census" (KYR) cards for distribution at disc golf courses at Mooney Grove, Bartlett and Pixley parks
Month of 9/20	Tulare County Library, countywide	Library website includes Census message and link to Census Bureau website to complete the Census
Month of 9/20	Tulare Public Library, Tulare	Library is handing out Census bookmarks to patrons as part of the library pickup service
Month of 9/20	City of Farmersville	Large Census banner installed across Farmersville Blvd and 2 Census banners installed at Farmersville City Hall
Month of 9/20	City of Visalia	Assisted City regarding the inclusion of a Census flier in the City of Visalia utility bill mailings for September
Month of 9/20	Tulare County HHSA, various locations in Tulare County *Every Friday at various Farmworker sites (9/25 in Ivanhoe) *Wednesdays at various sites (9/9 in Earlimart, 9/30 in Orosi)	Provided Census bags, Census face masks, KYR cards and Census crayons for use in outreach to agricultural workers in conjunction with COVID-19 testing. Census materials also being distributed via the Empowerment Alliance, Altura Health and Coalition Advocating For Pesticide Safety (CAPS).
Month of 9/20	Jakara Movement	Provided funding for 3 Census billboards in Punjabi language along Highway 99 (digital board at northbound Traver, digital board at southbound Traver, static board 3.8 miles south of Tulare)
Month of 9/20	African-American Historical & Cultural Museum of the San Joaquin Valley (AAHCMSJV)	Provided funding for Census video and audio infomercials for advertising via social media platforms and through the ONME Network online TV, CMAC offline TV, OTT third-party platforms and ONME Audio Podcast Network. Census messaging also sent via 4 email blasts to AAHCMSJV local subscriber base.

Date	Event / Meeting	Type of Participation
Month of 9/20	Vision Y Compromiso	Provided 300 Census bags, Census face masks and KYR cards for use by Promotoras and Community Health Workers in door-to-door outreach and community activities in conjunction with distribution of PPE
Month of 9/20	Dolores Huerta Foundation	Provided Census bags, Census masks, Census Dr. Seuss coloring pages, KYR cards, USCB Census bags, USCB Census water bottles and USCB Census post-it notes for ongoing countywide outreach including door-to-door outreach, food distribution and weekly events at Visalia and Tulare Swap Meets
Month of 9/20	Central California Environmental Justice Network (CCEJN), Farmersville, Woodlake, Lindsay, Strathmore, Plainview, Tooleville, Tonyville, El Rancho, Cameron Creek Colony, Wells Tract, Linnel Camp, Cutler-Orosi, Alpaugh, Woodville, Poplar, Terra Bella, Hypericum	Provided 1,500 Census bags, 2,600 KYR cards, approx. 1,000 "We Support The Census" posters, 144 Census bears and 155 Census coloring books for use in outreach in collaboration with El Quinto Sol, OLA Raza, Family Resource Centers, and other organizations. Outreach includes putting up posters in businesses, Census caravans, food distributions, and family financial support check distribution in various communities
Month of 9/20	Woodlake Family Resource Center, Woodlake area	Provided 600 Census bags and 600 KYR cards for use in ongoing efforts including food distributions and outreach to families
9/10/20	La Ley / La Poderosa Radio Station & LULAC, Ducor	Provided Census bags, Census face masks and KYR cards for use at food distribution event at Ducor Union Elementary School in conjunction with Tulare County Sheriff's Department Food & Mask Giveaway
9/15/20	Visalia First Church	Provided 200 Census bags and Census face masks for Homeless Outreach Care Packages for distribution in Visalia and Tulare

Date	Event / Meeting	Type of Participation
9/17/20	La Ley / La Poderosa Radio Station & LULAC, Porterville	Attended event and provided Census bags, Census pencils and KYR cards for use at school supplies distribution event at Century 21 office in Porterville
9/18/20	Cuadrilla de la Semana, orchard near Visalia	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards and Census bears; Radio host talked with people about the Census; live radio coverage
9/25/20	Cuadrilla de la Semana, orchard near Farmersville	Attended a Crew of the Week event hosted by La Ley Radio; distributed Census grocery tote bags, KYR cards, Census bears, USCB Census bags and USCB water bottles; Radio host talked with people about the Census; live radio coverage
Month of 9/20	Jakara Movement	Provided funding to staff Census hotline in Punjabi and for Census mailer in Punjabi to be sent to community members in Visalia, Tulare, Porterville and Dinuba. Provided funding for Census ads to air on Punjabi radio stations.
10/1-15	Jakara Movement	Provided funding for 3 Census billboards in Punjabi language along Highway 99 (digital board at northbound Traver, digital board at southbound Traver, static board 3.8 miles south of Tulare).
10/1-15	African-American Historical & Cultural Museum of the San Joaquin Valley (AAHCMSJV)	Provided funding for Census video and audio infomercials for advertising via social media platforms and through the ONME Network online TV, CMAC offline TV, OTT third-party platforms and ONME Audio Podcast Network. Census messaging also sent via 4 email blasts to AAHCMSJV subscriber base in Tulare County.

Date	Event / Meeting	Type of Participation
10/1 – 10/15	Dolores Huerta Foundation	Provided 300 USCB Census bags, 500 USCB Census water bottles, 500 USCB pencils, 50 USCB yard signs, 250 USCB Census note pads, box of CA Census fliers and 200 USCB Census t-shirts for ongoing countywide outreach including door-to-door outreach, food distribution and weekly events at Visalia and Tulare Swap Meets.
10/1 – 10/15	Dolores Huerta Foundation	Provided funding for tacos & popsicles at Census outreach events at Visalia and Tulare Swap Meets. DHF staff assisted people in completing Census forms online as part of event.
10/1 – 10/15	Central California Environmental Justice Network (CCEJN), Farmersville, Woodlake, Lindsay, Strathmore, Plainview, Tooleville, Tonyville, El Rancho, Cameron Creek Colony, Wells Tract, Linnel Camp, Cutler-Orosi, Alpaugh, Woodville, Poplar, Terra Bella, Hypericum	Provided 100 USCB Census bags, 500 USCB Census water bottles and 500 USCB Census pens for use in outreach in collaboration with El Quinto Sol, OLA Raza, Family Resource Centers, and other organizations. Outreach includes putting up posters in businesses, Census caravans, food distributions, and family financial support check distribution in various communities.

Attachment B
Tulare County CCC 2020 Census Final Report

Outreach Materials and Photos

Census Hand Tracing Craft Project



Kids' Day at Lindsay, June 2019



Freedom Fest at Porterville, June 2019



Freedom Fest at Porterville, June 2019



Freedom Fest at Porterville, June 2019



Pow Wow, Tule River Reservation, Sept 2019



Pow Wow, Tule River Reservation, Sept 2019



Pow Wow, Tule River Reservation, Sept 2019



Tulare County Fair, September 2019



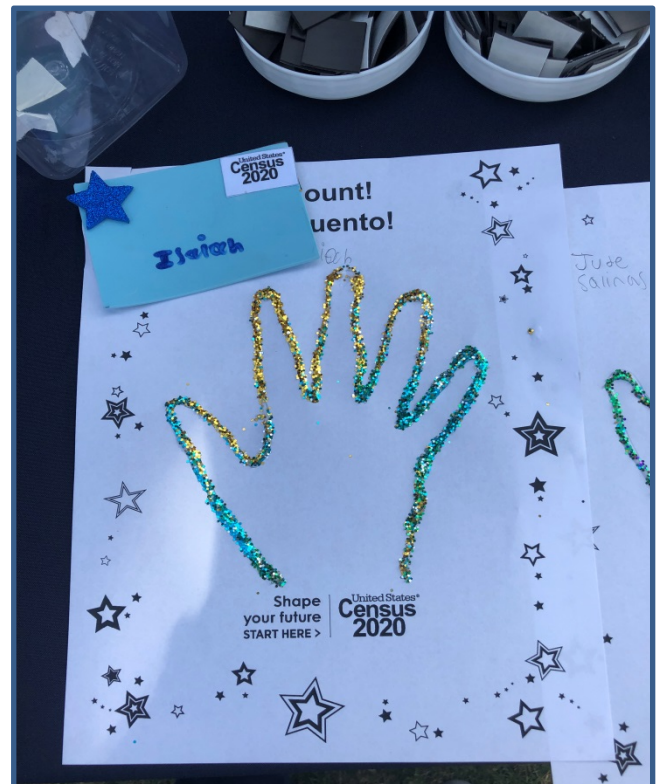
Tulare County Fair, September 2019



Tulare County Fair, September 2019



Poplar Bike Rodeo, September 2019



Census Hand Tracing and Magnet Examples



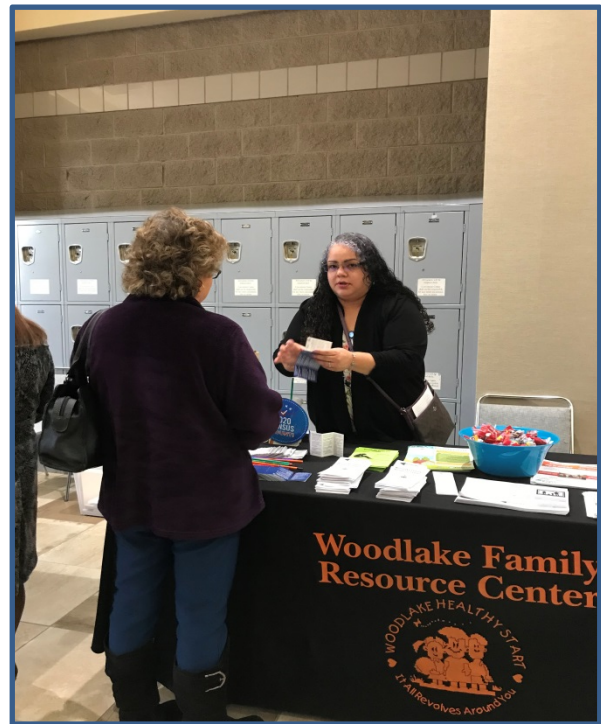
Census Outreach at Woodlake, November 2019



Census Outreach at Woodlake (holding Census "Know Your Rights" cards), November 2019



Census Outreach at Woodlake (with Census Hand Tracing Craft Project), November 2019



Farmworkers' Conference, November 2019

Census "Know Your Rights" Cards (folded)

Conozca sus Derechos Sobre el Censo 2020

- Las respuestas del censo son confidenciales y están protegidas por ley (Código de EE. UU. Título 13).
- Las respuestas del censo no pueden usarse para la aplicación de la ley de inmigración o compartirse con otras agencias gubernamentales.
- El Censo 2020 **NO** incluirá una pregunta de ciudadanía.
- El Censo **NUNCA** le pedirá su número de seguro social, su número de cuenta bancaria, o dinero.

Know Your Rights About the 2020 Census

- Census answers are confidential and protected by law (US Code Title 13).
- Census answers cannot be used for immigration enforcement or shared with other government agencies.
- The 2020 Census will **NOT** include a citizenship question.
- The Census will **NEVER** ask for your Social Security #, bank account # or money.

Census "Know Your Rights" & Job Cards



Census "Know Your Rights" Cards (unfolded)

in College of the Sequoias Classrooms

de personas en la vivienda
Nombre de cada persona, edad, fecha de nacimiento, sexo, raza/etnia
Cómo, o si, las personas están relacionadas entre sí
Si alguna persona a veces vive en otro lugar
Número de teléfono
Si la casa es propia o alquilada

- En marzo de 2020, los hogares recibirán una invitación para realizar el Censo.
- Puede responder por internet, por teléfono o solicitar un formulario en papel.
- A partir de mayo el Censo visitará los hogares que no han respondido.
- Las preguntas del censo incluyen:
 - # de personas en la vivienda
 - Nombre de cada persona, edad, fecha de nacimiento, sexo, raza/etnia
 - Cómo, o si, las personas están relacionadas entre sí
 - Si alguna persona a veces vive en otro lugar
 - Número de teléfono
 - Si la casa es propia o alquilada

Know Your Rights About the 2020 Census

- Census answers are confidential and protected by law (US Code Title 13).
- Census answers cannot be used for immigration enforcement or shared with other government agencies.
- The 2020 Census will **NOT** include a citizenship question.
- The Census will **NEVER** ask for your Social Security #, bank account # or money.

- The Census counts **everyone** living in the U.S., regardless of immigration status.
- The Census does not ask about immigration status.
- The count affects how much money we get for programs like Medi-Cal, CHIP, SNAP, WIC, TANF, Head Start, School Lunches, & Title I funding for schools.
- If the count is too low, we don't get what we need.
- Make sure to count **ALL** persons living at your address, even if they are not related to you.

Know Your Rights About the 2020 Census

- Census answers are confidential and protected by law (US Code Title 13).
- Census answers cannot be used for immigration enforcement or shared with other government agencies.
- The 2020 Census will **NOT** include a citizenship question.
- The Census will **NEVER** ask for your Social Security #, bank account # or money.

800-923-8282
bin/main/email.cgi o llamar al
www.census.gov/cgi-bin/main/email.cgi
 de la Oficina del Censo en
 identificación en el sitio web

- Los empleados del censo tienen una credencial de identificación de la Oficina del Censo con nombre, foto, marca de agua del Departamento de Comercio y fecha de vencimiento.
- Puede verificar la identificación en el sitio web www.census.gov/cgi-bin/main/email.cgi o llamar al 800-923-8282.
- Los empleados del censo han jurado proteger las respuestas individuales o enfrentan multas o prisión si no lo hacen.



Dr. Seuss Event at Woodlake, March 2020
(with Census tote bags and We Count! books)



Dr. Seuss Event at Woodlake, March 2020



Dr. Seuss Event at Woodlake, March 2020
(with Census tote bags and We Count! books)



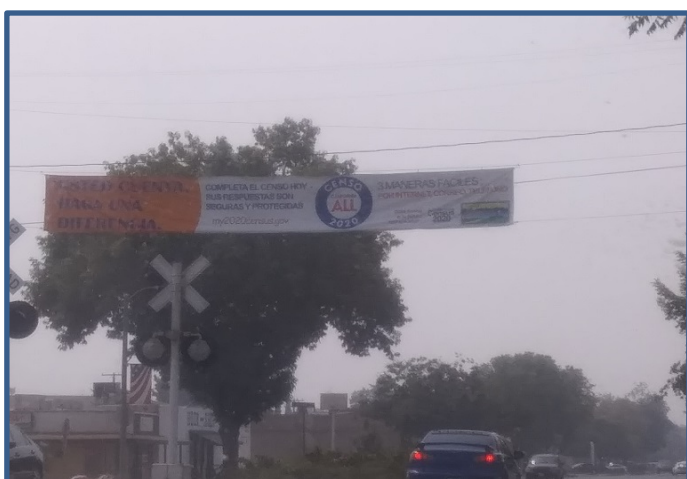
Food Distribution at Woodlake Schools



Food Distributions at Woodlake Schools,
March 2020 (with Census tote bags)



Census coloring books & crayon packs, Census bears, tote bags, face masks and Disc Golf Discs



Census Banner in Farmersville, Spring 2020



Census Banners, Farmersville City Hall, Spring 2020



ਨਵਜੰਮੇ ਬੱਚੇ ਤੋਂ ਲੈ ਕੇ ਬਜ਼ੁਰਗਾਂ ਤੱਕ
ਮਰਦਮਸ਼ੁਮਾਰੀ ਵਿੱਚ ਸਭ ਨੇ ਹਿੱਸਾ ਲੈਣਾ ਹੈ

2020Census.gov | 559.677.7454
PUNJABI HOTLINE

**BE COUNTED
IN THE 2020 CENSUS**

**Jakara
MOVEMENT**






Jakara Movement Census Billboard (placed in 3 locations in Tulare County along the 99 Freeway),
September 2020



BE COUNTED IN THE 2020 CENSUS

The Census happens every 10 years but your participation will benefit our community for the next 10 years

Your responses to the Census are confidential. The Census does not ask for your Immigration or Citizenship status. Your data will not be used against you.

ਮਰਦਮਸ਼ੁਮਾਰੀ ਹਰ 10 ਸਾਲਾਂ ਬਾਅਦ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਜਿਸ ਦੇ ਜਵਾਬ ਅਗਲੇ 10 ਸਾਲਾਂ ਦੇ ਭਵਿੱਖ ਤੇ ਅਸਰ ਪਾਉਣਗੇ।

ਮਰਦਮਸ਼ੁਮਾਰੀ ਬਿਲਕੁਲ ਗੁਪਤ ਹੈ ਅਤੇ ਤੁਹਾਡੇ ਜਵਾਬ ਤੁਹਾਡੇ ਖਿਲਾਫ ਨਹੀਂ ਵਰਤੇ ਜਾਣਗੇ। ਮਰਦਮਸ਼ੁਮਾਰੀ ਵਿੱਚ ਇਮੀਗਰੇਸ਼ਨ ਯਾਂ ਸਿਟਿਜਨਸ਼ਿਪ ਦਾ ਕੋਈ ਸਵਾਲ ਨਹੀਂ ਹੈ।

The Census is for everyone. From newborn babies to our elderly, from renters to homeowners, everyone must be counted in the Census

You have until September 30th to complete the Census online, by phone, or via mail

ਮਰਦਮਸ਼ੁਮਾਰੀ ਸਾਰਿਆਂ ਨੇ ਭਰਨੀ ਹੈ - ਨਵਜੰਮੇ ਬੱਚੇ ਤੋਂ ਬਜ਼ੁਰਗਾਂ ਤੱਕ - ਸਾਰਿਆਂ ਦੀ ਗਿਣਤੀ ਹੋਣੀ ਹੈ।

ਮਰਦਮਸ਼ੁਮਾਰੀ ਨੂੰ ਭਰਣ ਲਈ ਆਪਣੇ ਕੋਲ ਸਿਰਫ ਸਤੰਬਰ 30, 2020 ਤੱਕ ਦਾ ਸਮਾਂ ਹੈ!

2020Census.gov · CaliforniaCensus.org · 559.677.7454

Jakara Movement Census Mailer, September 2020



Census Banners in Lindsay (clockwise from left: Lindsay City Hall, Lindsay Soccer Complex (site 1), Lindsay Soccer Complex (site 2), Northbound Hwy 65, Southbound Hwy 65 and Roundabout at Hermosa & Elmwood, Spring 2020





Dolores Huerta Foundation Census Outreach at Tulare County Swap Meets (with Census tote bags, Census bears, tacos & popsicles); people completing Census form online at events (above), September and October 2020






Dolores Huerta giving Census message at Michefest in Visalia, September 2019





Census Booth at Farmersville Fall Festival, October 2019





Participate in the *Census*


You can make a difference for your community!
This simple, nine question survey helps determine dollars that fund important programs for the next 10 years.






844-330-2020



My2020Census.gov


Return by mail


BUILD BETTER ROADS AND SCHOOLS

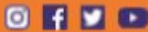

CREATE JOBS


FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN, AND FAMILIES


IMPROVE HOUSING

There is no citizenship question on the 2020 Census form. **Complete the Census Now.**

Your 2020 Census data question is safe, protected, and confidential.

CaliforniaCensus.org




Participa en el *Censo*

¡Puedes mejorar tu comunidad!
Esta encuesta de nueve preguntas ayuda determinar los fondos que reciben los programas importantes para los siguientes 10 años.




844-468-2020


My2020Census.gov


Devolver por correo


CONSTRUIR MEJORES CARRETERAS Y ESCUELAS


CREAR TRABAJOS


FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS


MEJORAR VIVIENDAS

La pregunta de la ciudadanía no está en el Censo. **Completa el Censo hoy.**

Sus respuestas al Censo 2020 serán protegidas y confidenciales.

CaliforniaCensus.org
@CACensus


City of Visalia Census Insert (front & back), September 2020 utility bill mailings



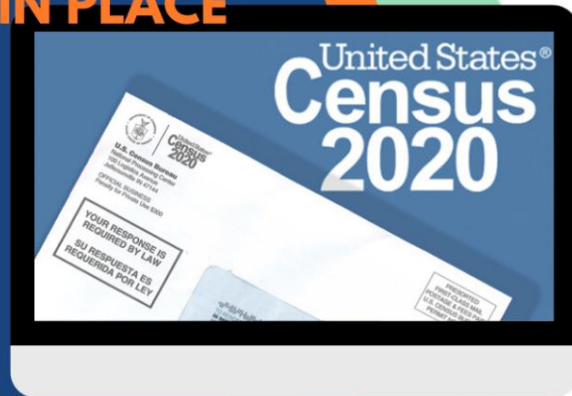
Census outreach at Farmworker Crew of the Week (Cuadrillas) at various locations, Spring & Summer 2020



Census outreach at Farmworker Crew of the Week (Cuadrillas) at various locations (with Census bags and cards), Spring & Summer 2020



BE COUNTED CENSUS IN PLACE



#ALLKIDSCOUNT

First 5 Tulare County
Published by Susy Ceja [?]
Page Liked · March 31 ·

The #2020Census allows you to self-respond in the comfort of your home! During this time, people can self-respond online (my2020census.gov), by phone (1-844-330-2020 (English) / 1-844-468-2020 (Spanish)), or by mail.

If you have children in your home, make sure they are counted in the right place. The general rule is: Count children in the home where they live and sleep most of the time, even if their parents do not live there.

Learn more by visiting Research on the Undercount of Young Children. <https://www.census.gov/.../undercount-of-young-children.html> #CaliforniaForAll #Count #EveryoneCounts #CACensus #AllKidsCount #HagaseContar

Tag Photo Add Location Edit

1,801 People Reached 133 Engagements [Boost Post](#)

66 2 Comments 8 Shares

Comment as First 5 Tular...

CENSO 2020



LA SALUD DE TODOS CUENTA

First 5 Tulare County
Published by Susy Ceja [?]
· April 30 ·

Ante los acontecimientos de #COVID19, nunca ha sido más importante completar el censo. Un conteo preciso puede ayudar al estado de California proporcionar más recursos de salud pública y otros programas necesarios en comunidades necesitadas. Visite <https://2020census.gov/es> o llame al 844-468-2020 para obtener más información. #MiSaludCuenta #Censo2020

Tag Photo Add Location Edit

251 People Reached 6 Engagements

Like Comment Share

Comment as First 5 Tular...

First 5 Tulare County Census Social Media Post Examples, Census crayons & hand sanitizer, Spring 2020



Photos from First 5 Tulare County's post in Timeline Photos



PROTECTING YOUR PRIVACY

- The Census Bureau is required by law (Title 13 of the United States Code) to PROTECT PERSONAL INFORMATION it collects and keep it confidential. No one, including the government, can access this information. The courts have repeatedly upheld the confidentiality of Title 13.
- Private information may not be published at the time of its collection. Although it may be published many decades after it is collected, it is published for historical purposes by the National Archives.
- Personal information and answers CANNOT be used for law enforcement purposes, immigration enforcement or to determine personal eligibility for government benefits.
- Census Bureau employees are sworn for life to PROTECT CONFIDENTIALITY and violating this law is a serious crime.

Like Comment Share

First 5 Tulare County
Published by Susy Ceja [?]
Page Liked · February 26 · Edited

#ICount #Census2020 #CaliforniaForAll #2020Census #EveryoneCounts

Tag Photo Edit

14,273 People Reached 904 Engagements [Boost Again](#)

Boosted on Feb 26, 2020 By Susy Ceja

People Reached 12.8K Post Engagement 1.1K

View Res

3

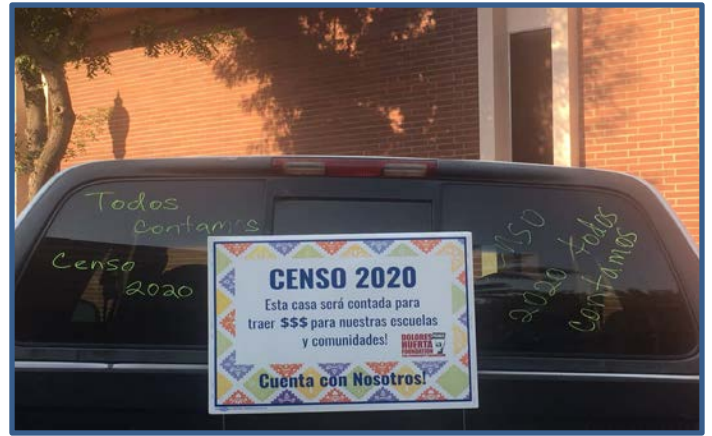
Like Comment Share

Comment as First 5 Tular...



Census Outreach by Central California Environmental Justice Network (CCEJN) and partners (with Census bags, bears, face masks and "We Support the Census / The Census Supports Us" posters), Summer 2020





CCEJN and partners
Census Outreach
with Caravans and
check distribution
for farm workers,
Summer 2020





Woodlake Family Resource Center added 5 new photos from April 3 at 7:00 PM.

April 3 · 🌐 · 📷

Good evening a message from WFRC Director Adela Hernandez:

The Woodlake Family Resource Center along with families from the communities of Woodlake, Lemon Cove, Farmersville, Ivanhoe and Seville would like to send a huge "Thank You!" to Ask Foodlink for assisting us with 150 food boxes along with strawberries, lettuce and spinach , to [Tulare County Association of Governments - TCAG](#) for assisting us with Census bags, and [Bill Ferry Ranches/ Ferry Farms](#) for their generous donation of orange juice. Our collective efforts ensures families have access to food and are able to get through these uncertain times with one less stress to worry about. Kudos to the Woodlake Family Resource Center team and volunteers for going the extra mile, your work does not go unnoticed, Thank you!



Woodlake Family Resource Center Census Outreach with food distribution, Spring 2020