



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

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE (Explanation)

General Information

Date of report	11/16/2020
Organization / Entity	San Diego Veterans Coalition (SDVC)
Responsible Person / Title	Ron Stark, President
Contact Person / Title	Ron Stark, President
Address	3860 Calle Fortunada, Ste. 101, San Diego, CA 92123
Email / Phone	Ron.stark@sdvetscoalition.org / (619) 339-6092

Narrative Report

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

Goals: *SDVC Goals remained the same during the COVID-19 response.*

1. Improve the likelihood that Veterans in San Diego County will complete the 2020 Census through online and in-person outreach.
2. Facilitate video and/or phone tele-meetings to support the efforts of other CA counties and Statewide organizations to increase the number of veterans who complete the 2020 Census.
3. Support CalVet and CA CVSO's Statewide 2020 Census outreach efforts.

Objectives: *SDVC Objective required some adjustment during the COVID-19 response as indicated.*

1. Conduct Census outreach activities through social media and other online platforms such as web-based teleconferences, conference calls, websites, etc., and in-person venues as situations permit. *Online and by-phone outreach and promotion were conducted at these types of venues, except that time and distancing constraints did not permit face-face interactions during these in-person activities, so only printed information material was disseminated in these environments.*
2. Promote Census and provide Census information material in conjunction with other outreach material, both online and in person, at employment fairs, health fairs, resources fairs, etc. *No in-person activities of this nature were conducted*

Due Date: November 16, 2020

during the CA Complete Count outreach and promotion period, but outreach and promotion was conducted during online tele-video events.

3. Include Census Fact Sheets and other information in distributed materials at food and other supplies distribution centers and activities frequented by veterans and their spouses. Time and distancing constraints did not permit face-face interactions at these in-person venues. So only printed information material was disseminated along with other food and essential items at drive-through distributions.
4. Inform veterans and spouses about the benefits of completing the Census at employment, educational, social, clinical, faith centers, self-help groups, and other services sites. Printed information material was disseminated, but most information was provided in these arenas online by email, phone, social media, and tele-brief.
5. Provide information and education to increase awareness about the benefits of completing the Census at a variety veteran and/or spouse convenings. All convenings were online. Information material was disseminated online by email, phone, social media, and tele-brief.

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 seemed that smaller online convenings were the best platform to convey the importance of the Census and have the greatest impact beyond the audience. These provided for more direct interaction, Q&A, and clarification, and it better prepare them to carry the message to the greater community.

Direct phone calls to key community members help convey the importance of and a sense of urgency for veteran households completing the census.

What hindered the operations?

Due to an inability to have face-to-face activities and conversations and convening, some of the messaging got lost in the process.

Contracted partner's outreach

What outreach tactics worked well?

Audience participation in smaller online setting worked the best, and it provided a more immediate feedback.

One-one conversations with key members in a particular organization help to influence those organization to devote time and energy to the Census outreach efforts.

What hindered the outreach?

Movement and interaction COVID-19 restrictions, and it impacted the ability to use volunteers.

Participating organizations imposed stricter restrictions for their staff to actively participate in activities.

Looking back, we would have probably had an even greater outreach if there had been time spent on Census value training, and reporting requirements. This effort had significant initial learning curve that we had to overcome.

Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

Our entire SDVC operation is achieved through the goodwill collective efforts of our member and participating organizations. With the COVID-19 impacts, many of those organizations had to pull back their level of effort for a variety of reasons including employee safety and working remotely. Because we were quick to ramp up SDVC online and virtual engagement, we were able to help them shift their own online and virtual expertise. This then helped us grow and maximize the level of effort they were able to contribute to the CA Census outreach and helped them gear up their own online operations at the same time.

We had expected that libraries were going to be a primary location to refer people to for more information and to complete the census. With them not being available, we could only refer people to the website. As part of our learning curve, rather than refer to the CA Complete Count website, we found that it was better to provide the link to the Census completion site.

For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

As an outreach effort, we could primarily monitor our level of effort in terms of how many were present in a particular event. We did not have the ability to readily convey to our organizations the number of Census form completions that occurred as a result of their own particular level of effort.

Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The veteran and family serving organizations have a good reputation and they are trusted messengers. When they encourage veterans and their families to complete the survey, they take actions based on the reputable voice.

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

All key partners are included on our attached activities spreadsheet and their efforts provided a collective outreach force multiplier that could not have been achieved from a single organization. Our member and participating organizations have a strong sense of community and devotion to the veterans and families they serve.

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

The veterans are English speakers, but their spouses and family, or those living in their household may not speak English. When the veteran household completes the Census, there may have been a secondary influence on other non-English speaking households hearing the importance for completing the Census. Though we do not have direct information that this happened, we would explore this if given the opportunity in the future to participate in an outreach effort of this scope.

Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

One of the biggest take-aways for the SDVC is that our organizations have a truer understanding of how the Census data benefits our area through resources distribution. They have a keener understanding of how they can influence census completion to drive resources to our region.

In a message back to us from one of our members organizations was that a veteran told us that he would have completely ignored the Census if they had not mentioned in their workshop how important the Census was. (Paraphrased)

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

For economy of scale, it seems it would be better to have a well-trained organization to do all the SwORD uploading, and the outreach partners could then focus more time on outreach.

The SDVC could have provided greater outreach promotion value and impact if we had been part of the earlier training and process.

Add questions specific to veteran households. Example: General Question - Has someone living in your household served in the U.S. Military? And then for each individual household member, ask – Has this person served in the U.S. Military?

Attachments

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. [Not uploaded at the time of this report.](#)
- b) Updated list of subcontractors [None.](#)
- c) Evaluations or analytical reports, if any [None, except for the activities spreadsheet that demonstrates the volume of outreach and promotion.](#)
- d) Sample products* [See SDVC Facebook Key Metrics Spreadsheet and SDVC Sample Facebook Posts: @SDVeteransCoalition \(Attached\).](#)

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

Submission

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

Date	Lifetime Total Likes	Daily Total Reach	Weekly Total Reach	28 Days Total Reach	Weekly Total Impressions	28 Days Total Impressions
	Lifetime: The total number of people who have liked your Page. (Unique Users)	Daily: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)	Weekly: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)	28 Days: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)	Weekly: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more. (Total Count)	28 Days: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more. (Total Count)
4/20/20	1628	7	54	795	145	2515
4/21/20	1628	11	53	801	145	2494
4/22/20	1629	6	55	797	161	2467
4/23/20	1629	8	59	788	205	2491
4/24/20	1631	8	56	781	206	2433
4/25/20	1631	8	54	778	149	2371
4/26/20	1632	4	52	773	144	2359
4/27/20	1633	48	92	773	204	2385
4/28/20	1634	10	88	760	228	2318
4/29/20	1633	69	118	747	295	2072
4/30/20	1633	30	130	746	282	1995
5/1/20	1633	39	143	756	309	2012
5/2/20	1633	47	147	743	397	2011
5/3/20	1633	14	148	619	421	1728
5/4/20	1633	11	143	448	381	1449
5/5/20	1634	9	147	406	354	1398
5/6/20	1634	48	124	363	349	1285
5/7/20	1634	47	129	354	387	1283
5/8/20	1635	11	115	301	346	1130
5/9/20	1635	4	96	270	260	987
5/10/20	1634	6	94	264	244	976
5/11/20	1634	6	91	262	225	955
5/12/20	1634	7	91	262	227	954
5/13/20	1635	59	110	279	216	1021
5/14/20	1636	23	97	281	164	1038
5/15/20	1635	7	97	283	160	1021
5/16/20	1635	5	99	275	155	961
5/17/20	1635	9	104	273	156	965
5/18/20	1635	4	100	268	160	970
5/19/20	1635	3	97	260	155	964
5/20/20	1637	3	52	256	88	948
5/21/20	1637	51	75	264	130	963
5/22/20	1638	12	81	264	134	949
5/23/20	1638	6	82	260	134	946
5/24/20	1638	5	78	259	128	949
5/25/20	1638	4	78	252	126	892
5/26/20	1638	5	81	253	129	865
5/27/20	1639	6	85	238	160	813
5/28/20	1639	73	96	250	183	864
5/29/20	1639	9	98	239	179	819
5/30/20	1639	4	97	229	178	727
5/31/20	1638	12	107	228	189	717
6/1/20	1640	7	110	227	189	700
6/2/20	1640	2	107	220	187	698
6/3/20	1640	3	106	218	151	615
6/4/20	1640	1	36	208	59	536
6/5/20	1640	7	32	210	73	546
6/6/20	1640	5	34	215	74	541
6/7/20	1640	2	25	216	59	532
6/8/20	1640	5	24	215	56	531
6/9/20	1642	6	27	214	84	555
6/10/20	1642	9	32	197	96	495
6/11/20	1642	5	35	194	100	472
6/12/20	1641	3	33	192	79	465
6/13/20	1640	3	31	192	83	469
6/14/20	1640	2	30	187	82	458
6/15/20	1642	2	27	187	81	452
6/16/20	1642	3	26	187	57	457
6/17/20	1643	3	21	190	46	453
6/18/20	1643	3	19	175	51	393
6/19/20	1643	3	18	171	60	391
6/20/20	1643	2	17	171	54	389
6/21/20	1643	2	18	170	59	389
6/22/20	1642	3	18	169	58	384
6/23/20	1643	5	20	169	75	403
6/24/20	1643	2	19	168	73	366
6/25/20	1643	3	19	99	78	288
6/26/20	1642	2	18	92	71	283
6/27/20	1642	1	17	91	68	279
6/28/20	1642	3	18	82	71	271
6/29/20	1642	3	17	77	74	269
6/30/20	1641	3	14	78	55	271
7/1/20	1642	5	17	81	88	303
7/2/20	1644	11	24	89	109	338
7/3/20	1645	59	81	143	179	389
7/4/20	1644	72	118	177	270	475
7/5/20	1644	8	120	179	268	480
7/6/20	1644	6	125	179	274	487
7/7/20	1643	4	125	176	271	458
7/8/20	1645	3	122	172	238	445
7/9/20	1646	4	117	172	209	447
7/10/20	1646	239	331	401	627	937
7/11/20	1645	47	307	445	606	998
7/12/20	1645	498	792	864	1259	1657
7/13/20	1647	100	878	953	1398	1804
7/14/20	1648	40	912	990	1469	1870
7/15/20	1648	34	939	1011	1524	1923
7/16/20	1648	14	947	1021	1570	1966
7/17/20	1648	6	717	1024	1090	1967
7/18/20	1648	12	683	1033	1033	1977
7/19/20	1649	3	198	1033	375	1973
7/20/20	1649	4	108	1036	228	1974

7/21/20	1650	6	76	1034	168	1963
7/22/20	1649	2	46	1036	121	1971
7/23/20	1649	3	35	1038	87	1975
7/24/20	1651	4	33	1039	84	1980
7/25/20	1651	2	24	1039	75	1984
7/26/20	1651	5	24	1039	79	1981
7/27/20	1651	4	23	1041	82	1982
7/28/20	1651	4	21	1043	70	1978
7/29/20	1652	9	29	1049	79	1962
7/30/20	1653	3	27	1044	67	1933
7/31/20	1656	205	227	1131	493	2294
8/1/20	1658	52	273	1126	631	2345
8/2/20	1660	125	320	1155	1472	3185
8/3/20	1666	154	361	1180	1723	3431
8/4/20	1667	34	371	1185	1802	3509
8/5/20	1667	16	371	1187	1834	3558
8/6/20	1669	14	374	1187	1881	3605
8/7/20	1672	142	333	980	1738	3405
8/8/20	1673	107	331	942	1754	3493
8/9/20	1673	20	303	634	943	2869
8/10/20	1673	19	237	571	734	2767
8/11/20	1673	14	225	534	690	2730
8/12/20	1676	87	242	517	792	2826
8/13/20	1677	67	248	512	832	2867
8/14/20	1679	117	238	531	679	2994
8/15/20	1678	22	213	524	549	3009
8/16/20	1679	8	207	524	519	3013
8/17/20	1679	7	205	522	500	3039
8/18/20	1680	4	205	516	490	3052
8/19/20	1681	32	191	518	444	3149
8/20/20	1683	11	171	520	405	3185
8/21/20	1683	167	206	551	674	3584
8/22/20	1684	32	214	555	696	3630
8/23/20	1684	20	220	553	715	3649
8/24/20	1685	19	224	557	710	3667
8/25/20	1686	52	269	600	744	3726
8/26/20	1685	19	277	603	665	3735
8/27/20	1686	18	288	617	660	3778
8/28/20	1687	4	149	567	257	3348
8/29/20	1687	12	135	563	254	3253
8/30/20	1687	5	125	548	237	2414
8/31/20	1686	8	111	498	229	2173
9/1/20	1686	310	365	711	509	2433
9/2/20	1685	81	430	769	560	2461
9/3/20	1685	23	438	786	539	2436
9/4/20	1686	15	446	762	586	2196
9/5/20	1686	11	445	750	549	2048
9/6/20	1686	6	444	754	553	2024
9/7/20	1686	7	443	756	551	1990
9/8/20	1689	129	262	797	469	2212
9/9/20	1689	57	215	788	478	2147
9/10/20	1689	11	199	785	461	2065
9/11/20	1690	15	198	759	476	1993
9/12/20	1690	11	197	759	478	1977
9/13/20	1690	4	197	763	504	2009
9/14/20	1692	8	199	766	501	1991
9/15/20	1694	10	111	772	275	1997
9/16/20	1695	6	62	770	201	1904
9/17/20	1694	2	53	769	191	1851
9/18/20	1696	53	91	721	210	1529
9/19/20	1696	91	143	744	330	1611
9/20/20	1696	14	147	737	305	1599
9/21/20	1696	43	158	733	380	1661
9/22/20	1698	19	161	690	387	1640
9/23/20	1699	51	172	697	481	1720
9/24/20	1699	31	185	699	544	1735
9/25/20	1700	61	197	721	553	1825
9/26/20	1700	80	185	741	555	1912
9/27/20	1700	67	203	746	739	2101
9/28/20	1702	160	291	811	915	2347
9/29/20	1703	142	360	668	1122	2253
9/30/20	1703	361	584	817	1715	2875
10/1/20	1704	418	863	1090	2275	3471
10/2/20	1703	259	963	1196	2583	3822
10/3/20	1703	167	1018	1247	2647	4010
10/4/20	1705	90	1051	1286	2586	4134
10/5/20	1705	37	1049	1314	2382	4178
10/6/20	1707	57	1003	1282	2215	3999
10/7/20	1707	15	809	1273	1554	3951
10/8/20	1708	43	567	1275	994	4004
10/9/20	1707	36	375	1275	637	3983
10/10/20	1707	46	254	1279	514	4046
10/11/20	1707	13	183	1275	399	4029
10/12/20	1707	39	167	1279	390	4067
10/13/20	1707	43	157	1280	405	4129
10/14/20	1707	52	169	1279	499	4249
10/15/20	1708	31	163	1288	510	4323

SDVC Sample Facebook Posts: @SDVeteransCoalition

San Diego Veterans Coalition

San Diego Veterans Coalition
Published by Ron Stark · April 4 ·

Are you getting a little #tired and wishing you could #doSomething that'll #MakeADifference?
Take the #2020Census and #YouWillCount for the next #10Years!
This is the first year you can take the #Census online.
By now, you should have gotten a letter in the mail with your code to take #TheCensus Online.
I finished our #Household #CensusOnline in 12 minutes.
#TakeTheCensus and let me know how long it took #YouToCount!
#ChildrenCount #ParentsCount #SinglesCount #CouplesCount
#SpousesCount #FamiliesCount #HouseholdsCount #Count #YouCount
#WeCount #SDVCounts #HashtagsCount

390 People Reached 20 Engagements 3 Shares

Our Story
+ Finish your story to tell people more about your business.

Page Tips
How Do Facebook Ads Work?
Search all the right people where they're active and engaged.
How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

49% response rate, 1 day response time
Respond faster to turn on the badge

1,917 followers
57 were here 0 this week
444 post reach this week
21 video views this week

Community
Josh Stark and 399 other friends like this or have checked in

1,722 people like this
1,917 people follow this
57 check-ins

About

San Diego Veterans Coalition

San Diego Veterans Coalition
Published by Ron Stark · April 6 ·

April is the month of the #MilitaryChild.
#DoSomething that'll #MakeADifference for #military & #veteran #children for the next #10Years!
Take the #2020Census and #MakeThemCount!!
SDVC appreciates that Military.com joined with the #Army, #AirForce, #MarineCorps, #Navy and #CoastGuard in recognition of our #MilitaryKids.
#ChildrenCount #ParentsCount #SinglesCount #CouplesCount
#SpousesCount #FamiliesCount #HouseholdsCount #Count #YouCount
#WeCount #SDVCounts #HashtagsCount
<https://www.military.com/.../04/month-of-the-military-child.h...>

MILITARY.COM
Month of the Military Child
Military child appreciation month, officially known as the Month of the Milita...

300 People Reached 12 Engagements 2 Shares

Page Transparency
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Page created - July 6, 2017

Pages Liked by This Page
San Diego Women Veterans Net...
Hidden Heroes: Elizabeth Dole F...
Dogs on Deployment

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San Diego Veterans Coalition

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About
Events
Photos
Videos
Community
Groups
Reviews
Jobs
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San Diego Veterans Coalition
Published by Ron Stark · May 6

#Didyouknow these folks have been talking about why veterans and families and every household need to #CompleteTheCensus!
#SpreadTheWord
#VeteransCount
#SpousesCount
#FamiliesCount
#ChildrenCount
#Count
#YouCount
#WeCount
#SDVCCounts!

https://www.youtube.com/watch?v=2p5n1nT8hEA&t=1s

78 People Reached
3 Engagements

Like Comment Share

San Diego Veterans Coalition

Community
See All

Josh Stark and 289 other friends like this or have checked in

1,722 people like this
1,917 people follow this
57 check-ins

About
See All

Promote your business locally to lead people directly to 5560 Overland Ave.

Promote Local Business

5560 Overland Ave (8.41 mi)
San Diego, CA 92123
Get Directions
(858) 248-9868
Send Message
http://sdvetscoalition... Promote Website

Government Building · Community Service · Nonprofit Organization
Price Range \$

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See More

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@SDVeteransCoalition

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About
Events
Photos
Videos
Community
Groups
Reviews
Jobs
Offers
Posts

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San Diego Veterans Coalition
Published by Ron Stark · July 3

No better time than make our voice count than now.
Please take the time to listen to California Department of Veterans Affairs Secretary Imbasciani's Message on the 2020 Census.
To take the 2020 Census, go to <https://my2020census.gov/>, or call (844) 330-2020.
<https://youtu.be/ndKLVdXQJ7g>

106 People Reached
1 Engagement

Like Comment Share

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Dogs on Deployment

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Home
About
Events
Photos
Videos
Community
Groups
Reviews
Jobs
Offers
Posts

San Diego Veterans Coalition
Published by Ron Stark (1) · September 9

Hello SDVC!

Act Now. Share this animated video to show what the Census is and why it matters to veterans and their families and communities.
California Veterans Impact on 2020 Census
<https://www.youtube.com/watch?v=FNmjkwuy4>

What you create yourself and experience living with you in the 2020 Census, you can help ensure your neighborhood gets its fair share of funding every year for the next 10 years

YOUTUBE.COM
California Veterans Impact on 2020 Census
The 2020 Census is here and we need to ensure that Veterans are counted

5560 Overland Ave (8.41 mi)
San Diego, CA 92123
Get Directions
(858) 248-8888
Send Message
<http://sdvetscoalition.com>
Promote Website
Government Building · Community Service · Nonprofit Organization
Price Range \$

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Home
About
Events
Photos
Videos
Community
Groups
Reviews
Jobs
Offers
Posts

San Diego Veterans Coalition
Published by Ron Stark (1) · September 25

Hey all y'all! In just a couple hours everyone #SDVC organizations know and serve will have just Five Days Left to make sure #VeteransCount, #SpousesCount, #KidsCount, and #SDVCCount in the #2020Census! #CompleteTheCensus!!!!

BE COUNTED
CENSUS CALIFORNIA ALL 2020

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Home
About
Events
Photos
Videos
Community
Groups
Reviews
Jobs
Offers
Posts

194 People Reached 11 Engagements

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San Diego Veterans Coalition
Published by Ron Stark · September 30

Thanks Russ Thompson for promoting the 2020 Census!

We are in the last day of outreach for #SDVC member and participating organizations to encourage everyone they know and serve to complete the #Census to make sure #VeteransCount, #SpousesCount, #KidsCount, and #SDVCCounts in the #2020Census!

#CompleteTheCensus!!!!
<https://census.ca.gov/>

194 People Reached 11 Engagements

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5560 Overland Ave (8.41 mi)
San Diego, CA 92123
Get Directions
(858) 249-8988
Send Message
<http://sdvetscoalition.com>
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Price Range \$

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Home
About
Events
Photos
Videos
Community
Groups
Reviews
Jobs
Offers
Posts

52 People Reached 4 Engagements

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San Diego Veterans Coalition
Published by Ron Stark · October 14

You only have a little over 24 hours to complete the #2020Census!

Now is your last opportunity to complete your census online, by phone, by mail is now!

Pass the word! 2020 Census will conclude on October 15, 2020.

#VeteransCount
#SpousesCount
#FamiliesCount
https://youtu.be/9-UUbx_FyEw

YOUTUBE.COM
Get Out the Count to Young Adults

52 People Reached 4 Engagements

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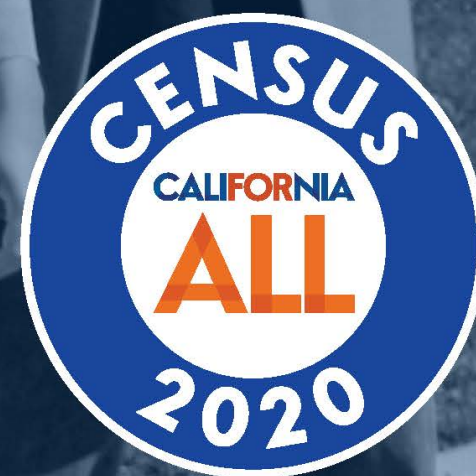
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OUR SERVICE. OUR VOICES. OUR CENSUS.

#EVERYONECOUNTS
#CALIFORNIAFORALL
#TAKETHECENSUS



#TAKETHECENSUS
#EVERYONECOUNTS



DID YOU KNOW?

The 2020 Census data will inform the health and wellness of veteran families and neighborhoods. By filling out the form, your data informs where new hospitals are built and the improvements to veteran health programs.



