

2020 CENSUS

EVERYONE COUNTS

FRESNO COUNTY DEPARTMENT OF SOCIAL SERVICES

FEBRUARY 25, 2020

KATHERINE MARTINDALE, PROGRAM MANAGER

2

PURPOSE

- Provide an update on Census 2020
- Review Fresno County's strategy for Census outreach to the Hard To Count (HTC)
- Provide a map of outreach focus areas
- Provide a resource list of vendors performing outreach

3 WHO ARE CALIFORNIA'S HARD TO REACH AND HARD TO COUNT

- Latinos
- African Americans
- Asian Americans/Pacific Islanders
- Native Americans and Tribes
- Middle Eastern/North Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- Households with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency

4

CENSUS 2020 UPDATE

- Fresno County received \$1.1 million for outreach to Hard to Count areas/populations.
- Fresno County has budgeted \$100K for printed outreach materials; \$200K for a local micro media campaign; and \$80K for technology.
- Fresno County completed a competitive bid process to allocate \$600K in outreach monies.
- Fresno County has purchased micro media programming with local ethnic media outlets.
- Fresno County has an opportunity to receive an additional \$157,350 as a contingency fund for outreach and printing needs.

5

STRATEGIC PLAN

- Focus on the HTC in index areas of 70 or higher.
- Utilize Geographic Hubs to create a network of messengers to provide access and support in completing the Census.
- Utilize Demographic Hubs to provide awareness and messaging about the importance of HTC completing the Census.
- Complement Sierra Health Foundation (ACBO) in their canvassing efforts.

6

HUB ACTIVITIES

- Hubs will support their focus areas through existing relationships as long standing service providers in their community.
- Hubs will create a network of messengers by educating and providing signage and materials to other agencies, businesses and informal leaders in the area on the importance of being counted and encouraging residents in their area to complete the census.
- Hubs will provide access to the census through computers with internet access and linkage to other languages, as needed.



7

KEY DATES

- Educate/Motivate January – March 2020
 - Contracted agencies begin outreach efforts
 - Media campaign begins
 - March 2020 United States Census Bureau starts mailing notices
- Activate March – May 2020
 - US Census Bureau begins enumerating the homeless and those living in group quarters
 - Residents begin completing the census via the internet, over the phone, or by paper form
- Follow up May – July 2020
 - US Census Bureau will do follow up with residents that have not responded

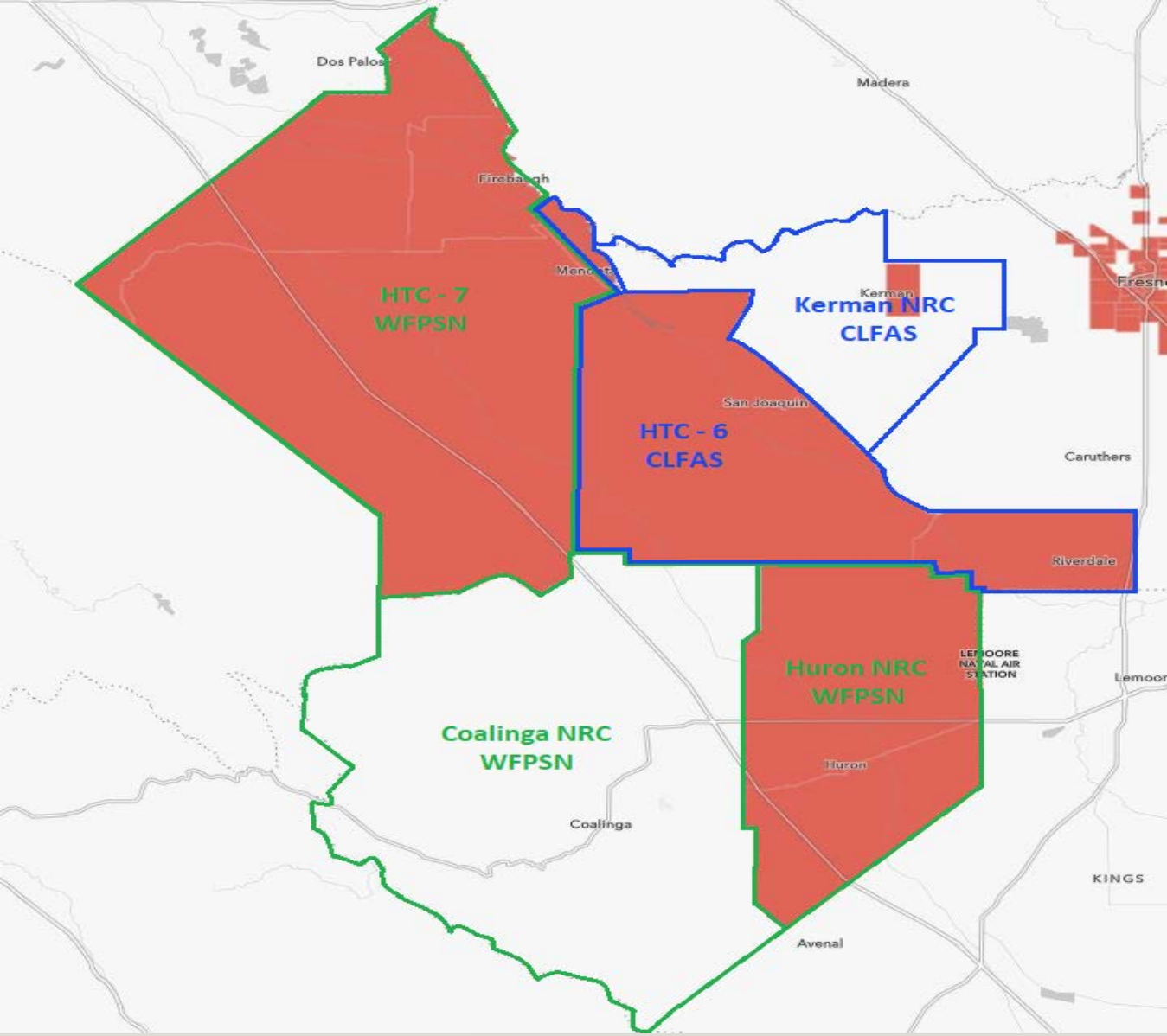
8

RESOURCE LIST OF OUTREACH PROVIDERS

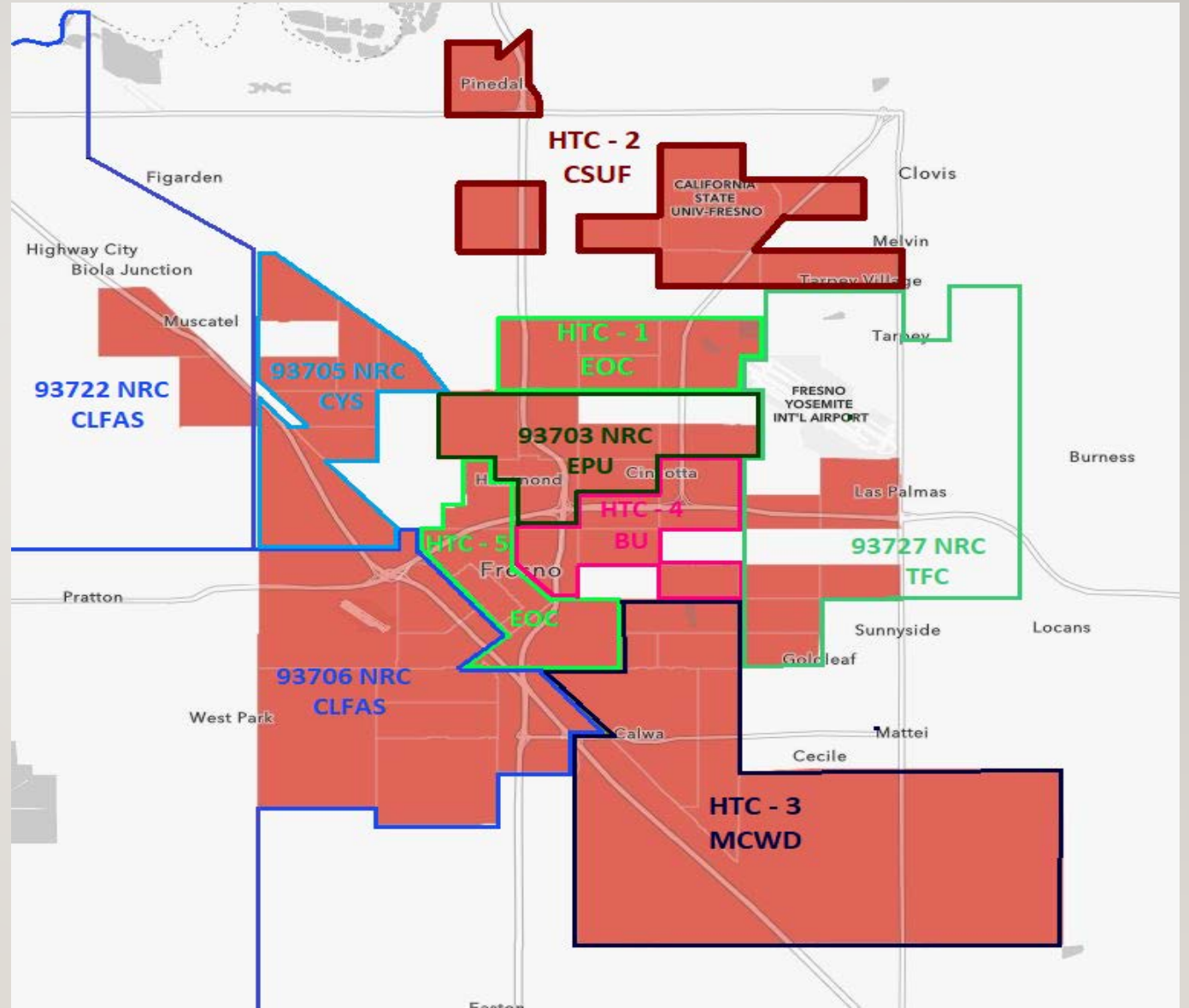
- As a resource for coordination or participation in various outreach efforts, a handout is attached listing all of the hubs and contracted agencies' contact information.
- Contracted agencies are collaborating with multiple partners (businesses, churches, schools, medical providers, etc.) to ensure the HTC in their areas have access and support in completing the census.

9

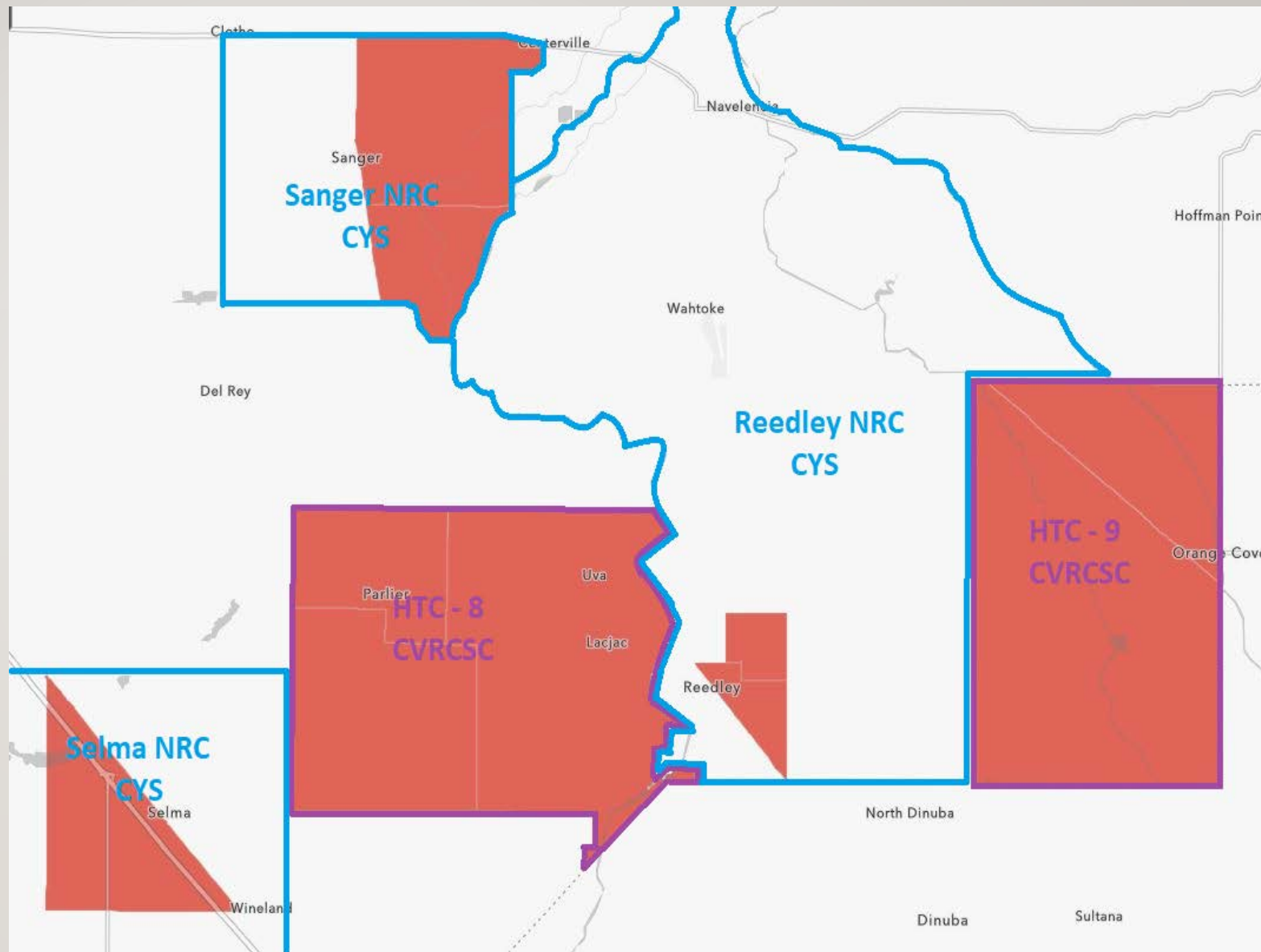
RURAL WEST



10 METRO EAST/WEST



|| RURAL EAST



12

CONTACT

Katherine Martindale, Program Manager
Fresno County Department of Social Services

- Email: martik@fresnocountyca.gov
- Phone: (559) 600-3230