



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, Govern**  
**DITAS KATAGUE, Director**



July 16, 2020

Sonia M. De La Rosa  
 Fresno County  
 2281 Tulare Street, Room 304  
 Fresno, CA 93721

Dear Partner,

First and foremost, on behalf of the Census Office, thank you for all your hard work to ensure that our most vulnerable and Hard-To-Count (HTC) communities participate and complete the 2020 Census Questionnaire. As we indicated during our conversation, the additional funding allocation is directed at expanding your Non-Response Follow Up (NRFU) program in the following priority Census Tracts with an HTC Index of 69 and above:

**Fresno County**

06019007100
06019008200
06019008302
06019008402
06019005408
06019005304
06019005403
06019002502
06019002000
06019007300
06019000300
06019001500
06019002501
06019004404

06019000100
06019000200
06019002702
06019000501
06019000502
06019000901
06019000902
06019001303
06019002903
06019002905
06019007902
06019008501
06019008502
06019008301
06019000600

06019002800
06019006802
06019003003
06019006201
06019006501
06019007801
06019007802
06019003805
06019000400
06019000700
06019001100
06019001201
06019004212
06019002400
06019002601

\*The Census Office will provide direction if there are additional tracts that may require outreach support.

Our efforts through October 31, 2020 will focus on collaboration among all Census outreach partners to maximize resources and prioritize outreach activities in low responding census tracts. The Census Office is providing your organization additional funding in the amount of \$100,000 in consideration for additional scope of work activities through October 31, 2020 as specified below.

The additional funding is provided to support the following NRFU outreach priorities:

- Targeted outreach activities by tracts as specified above
- Support language access in the designated tracts
- Support health and safety measures
- Support phone Banking, text campaigns, and direct mail
- Targeted localized media/communication tactics (i.e., paid, digital, geofencing, over-the-top, radio, Out of Home locations, business and organization partnerships that uplift local trusted messenger voice(s), customized messaging and creative content)

Your Regional Program Manager will provide additional direction during weekly calls, emails, or guidance letters. On a weekly basis, your organization is required to update into SwORD activities conducted using the additional funding. All other contract requirements, duties, obligations and deliverables remain in place

If you agree to receive and use the additional funding in support of the above-listed funding priorities, you must submit this acceptance letter no later than **July 30, 2020**.

Please contact your Regional Program Manager as soon as possible if this deadline cannot be met. As a reminder, your contracts currently state in Exhibit D, Special Terms and Conditions, that "Contractor shall not expend any State or local government funds for anything other than CCC-approved outreach activities." As we approach the General Election, we wanted to highlight how this would apply to election activities:

Contract funds may not be used to support other contracts or activities, including other campaign activities, political activities or business activities. To prevent confusion regarding the census, all outreach activities should be approached in a nonpartisan manner. Outreach field staff should take precautions to avoid doing census outreach alongside

with outreach activities in support of a candidate running for an elected office or in support of partisan political issue. This does not preclude conducting outreach activities alongside nonpartisan “voter education” activities, including voter registration activities and preparation and distribution of certain voter guides so long as these activities are conducted in a non-partisan manner.

We look forward to responding your response no later than **July 30, 2020**.

Please check the appropriate response and sign on the appropriate line indicating whether you accept or decline the offer.

**We accept the additional funding for the Census 2020 outreach effort.**

Ernest Buddy Mendes  
Signature of Authorized Representative Date Or his/her Designee

ATTEST:  
BERNICE E. SEIDEL  
Clerk of the Board of Supervisors  
County of Fresno, State of California  
By [Signature]  
Deputy

Ernest Buddy Mendes, Chairman of the Board of Supervisors  
Print Name and Title

**We decline the additional funding for the Census 2020 outreach effort.**

\_\_\_\_\_  
Signature of Authorized Representative Date Or his/her Designee

\_\_\_\_\_  
Print Name and Title