



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



January 29, 2020

Katherine Martindale
Fresno County
2281 Tulare Street, Room 304
Fresno, CA 93721

Dear Partner,

The Implementation Plan your organization submitted to the California Complete Count – Census 2020 Office was recently approved. During the review of the Implementation Plan, our office identified areas of your outreach strategies that we would like to consider for further support.

Our efforts over the next few months will focus on collaboration among all Census outreach partners to maximize resources and prioritize outreach activities to hardest to count Californians. Towards this effort, we are prepared to provide your organization additional funding in the amount of \$157,350.

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

1. Printing of census collateral materials in languages that support the hardest to count demographics and local outreach strategies approved in your Implementation Plan.
2. Providing in-language support at Questionnaire Assistance Centers and other outreach activities focused on motivating hardest to count communities to complete the census questionnaire. This focus should take into consideration Language and Communication Access Plan requirements (LACAP).
3. Executing census outreach activities in tracks (HTC 57+) where there are currently no activities planned. Refer to Implementation Plan and SwORD database for identification of these tracks.
4. Bolstering existing efforts in hardest to count census tracks to amplify the campaign's call to action of completing the census questionnaire online.

Establishing a contingency fund for rapid deployment of resources during the self-response period, including but not limited to establishing Questionnaire Assistance Centers and expanded hours, canvassing, phone banking, and other census outreach activities that may be easily adjusted to focus on tracks that are below expected response rates.

Further, you will also be required to update the activities related to the additional funding into the SwORD monitoring and reporting tool.

If you agree to receive and use the additional funding in support of the above-listed funding priorities, you must submit this acceptance letter by *January 31, 2020.

*Recognizing more time may be necessary to accommodate county's procedures

Ernest Buddy Mendes 2/25/20

Signature of Authorized Representative
Or his/her Designee

Date

ATTEST:

BERNICE E. SEIDEL
Clerk of the Board of Supervisors
County of Fresno, State of California

By Rose Cruz
Deputy

Ernest Buddy Mendes

Print Name

Chairman, Board of Supervisors

Title

No thank you, we respectfully decline the additional funding for the Census 2020 outreach effort.

Signature of Authorized Representative
Or his/her Designee

Date