

# Stanislaus County Marketing and Outreach Campaign

### **BACKGROUND**



The State of California Complete Count Office led the effort for a statewide outreach and awareness campaign, which was designed to ensure an accurate and complete count of all Californians for the 2020 U.S. Census.

The 2020 Census is the decennial census, mandated by Article 1, Section 2 of the U.S. Constitution. The results are used to allocate Congressional seats, electoral votes, and government program funding to state and local governments.

The State's Complete Count Census Office outreach campaign supported Stanislas County (with \$318,521) on both the geographic areas and demographic populations who were "least likely to respond." These areas and populations were commonly referred to as "hard to count" (HTC).

### **GOAL**

Ensure that hard-to-count (HTC)/least likely to respond communities and populations were accurately counted on Census Day on April 1, 2020, thereby achieving the highest self-response rate possible in Stanislaus County.

# Accomplished



In total, over 100 organizations were involved in supporting the 2020 Census.

### **KEY ACTIVITIES & CONTRACT BENCHMARKS** 2019 **JANUARY 09** The Stanislaus County **Complete Count JANUARY 29** Committee (CCC) was **Stanislaus County** officially formed with opted-in to support various stakeholders the Census 2020 representing diverse outreach effort and sectors was awarded a State contract in the MARCH 12 amount of \$318,521 Stanislaus County CEO entered into an APRIL 03 agreement with the Stanislaus County State of California contracted with Complete Count **Everyday Impact** Office Consulting to develop the Strategic Plan **JULY 31** Strategic Plan **AUGUST 01** approved by the State Stanislaus County of California Complete contracted with El Count Office Concilio to implement the County's marketing and **NOVEMBER 22** outreach campaign Implementation Plan approved by the State of California Complete 2020 Count Office APRIL 01 Census Day **JUNE 24** Non-Response Follow-**NOVEMBER 16** Up Plan Approved by **Final Report** the State of California Submitted to the Complete Count State of California Office Complete Count Office COMPLETE COUNT COMMITTEE Lise Talbott, Co-Chair City of Waterford Councilmember Director of Health Education, Golden Valley Health Centers

Tony Madrigal, Co-Chair City of Modesto Councilmember

**30+ Complete Count Committee Members** 



## **Stanislaus County Marketing and Outreach Campaign**

# Stanislaus County Board of Supervisors Chief Executive Officer Chief Executive Office Census Staff Complete Count Committee El Concilio Everyday Impact Consulting

- Assyrian American Civic Club of Turlock
- California Rural Legal Assistance
- Entravision
- iHeart Radio
- LGBTQ+ Collaborative
- Mi Familia Vota
- Peer Recovery Art
- Radio Lazer
- Stanislaus Asian American Community Resource
- West Modesto Community Collaborative

### **OUTREACH ACCOMPLISHMENTS**



### Over 300,000

Stanislaus County residents viewed 2020 Census social media and text messaging advertisements

### **Over 600**

In-person and virtual events and presentations

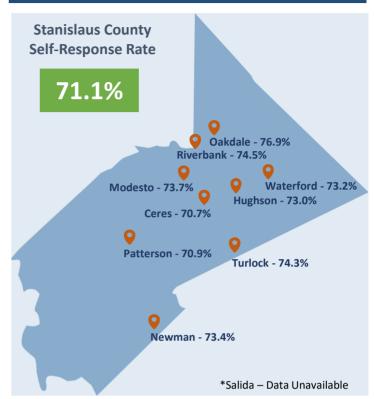
### 475

Radio public service announcements (July – September 2020)

### 2 Census Caravans

100+ volunteers with over 40 vehicles reaching out to the hard-to-count population in South Modesto and Empire.

### **2020 SELF-RESPONSE RATES**



- Highest self-response rate in Region 4, out of 10 surrounding counties
- Surpassed its 2010 self-response rate of 66.7% by 4.4%
- Ranked 16<sup>th</sup> out of 58 counties in the State of California

69.6% State of California Response Rate67.0% National Response Rate

# STANISLAUS COUNTY CHIEF EXECUTIVE OFFCE CENSUS 2020 STAFF

### Damian J. Martinez, 2020 Census Manager

Chief Executive Office/Focus on Prevention

Email: martinezda@stancounty.com

Phone: 209-353-6435

### Michelle Arender, Confidential Assistant

Chief Executive Office/Focus on Prevention

Email: arenderm@stancounty.com

Phone: 209-857-0633



