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 Stanislaus 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.

**COMMUNITY PARTNERS**

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

**KEY ACTIVITIES & CONTRACT BENCHMARKS**

**2019**

- **JANUARY 09**
  - The Stanislaus County Complete Count Committee (CCC) was officially formed with various stakeholders representing diverse sectors

- **MARCH 12**
  - Stanislaus County CEO entered into an agreement with the State of California Complete Count Office

**2020**

- **JANUARY 29**
  - Stanislaus County opted-in to support the Census 2020 outreach effort and was awarded a State contract in the amount of $318,521

- **APRIL 03**
  - Stanislaus County contracted with Everyday Impact Consulting to develop the Strategic Plan

- **JUNE 24**
  - Non-Response Follow-Up Plan Approved by the State of California Complete Count Office

- **JULY 31**
  - Strategic Plan approved by the State of California Complete Count Office

- **APRIL 01**
  - Census Day

- **NOVEMBER 22**
  - Implementation Plan approved by the State of California Complete Count Office

- **NOVEMBER 16**
  - Final Report Submitted to the State of California 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

ORGANIZATIONAL CHART

2020 SELF-RESPONSE RATES

Stanislaus County Self-Response Rate

71.1%

Stanislaus County

Oakdale - 76.9%

Riverbank - 74.5%

Modesto - 73.7%

Waterford - 73.2%

Ceres - 70.7%

Hughson - 73.0%

Turlock - 74.3%

Patterson - 70.9%

Newman - 73.4%

*Salida – Data Unavailable

Stanislaus County

State of California Response Rate

69.6%

National Response Rate

67.0%

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.

• 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

Stanislaus County Complete Count Office

Complete Count Committee
El Concilio
Everyday Impact Consulting

STANISLAUS COUNTY CHIEF EXECUTIVE OFFICE CENSUS 2020 STAFF

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