



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 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



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

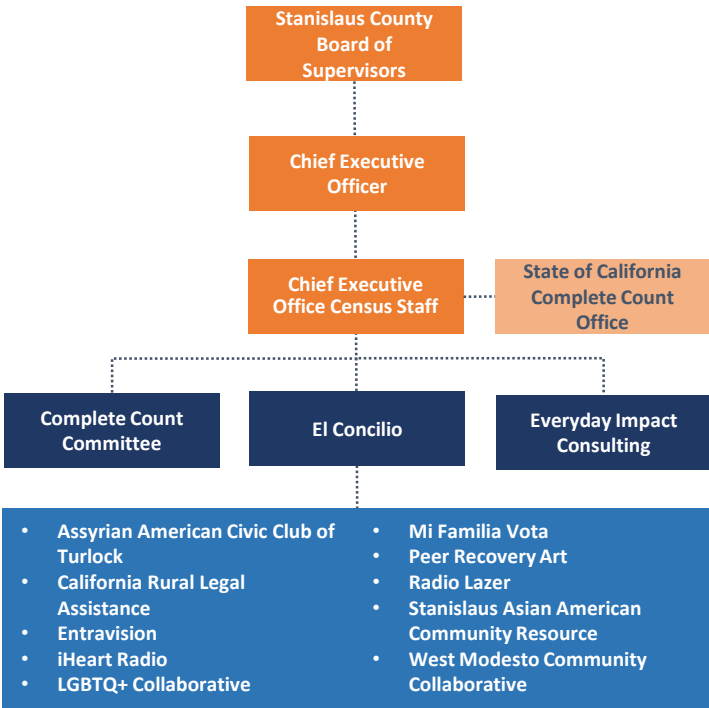
30+ Complete Count Committee Members



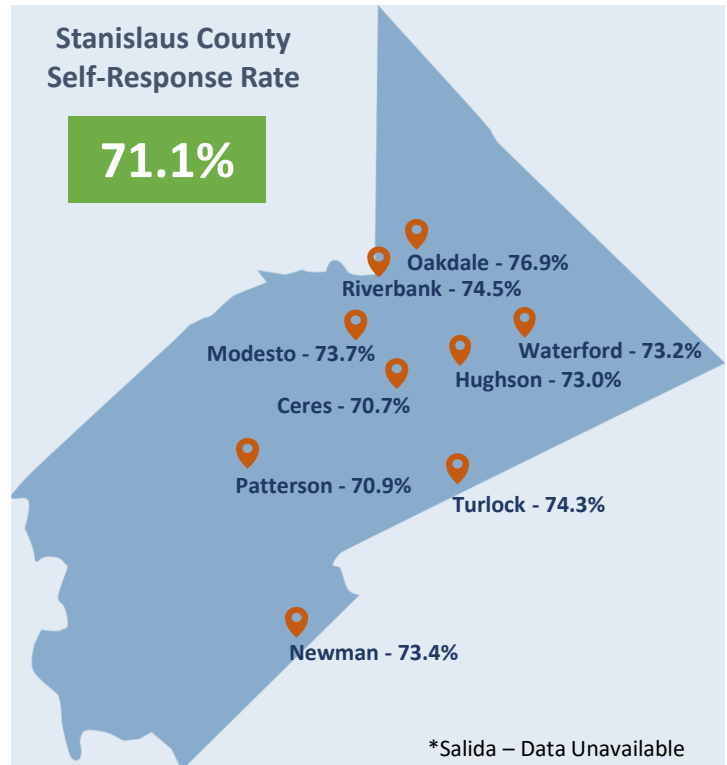


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ORGANIZATIONAL CHART



2020 SELF-RESPONSE RATES




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.

- 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 16th out of 58 counties in the State of California

69.6% State of California Response Rate
67.0% National Response Rate

STANISLAUS COUNTY CHIEF EXECUTIVE OFFICE CENSUS 2020 STAFF

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