



2020 Census Outreach 5-Month Action Plan Summary

The City's primary roles:

1) public information/outreach, 2) running two Question Assistance Centers at the libraries, and 3) coordinating outreach with community partners

Previous work completed by staff:

- Provided Census Bureau recruitment assistance at the libraries to hire census workers
- Trained dozens of workers/volunteers to staff the QACs
- Obtained \$20,000 grant from Alameda County for census outreach activities
- Coordinated with 44 community partners on upcoming outreach activities

Month	Census Bureau	City Public Information & Outreach	Partner Outreach*	Question Assistance Centers (QACs)	
March	<p>March 12-20: Households will begin receiving Census Bureau mail with detailed information on how to respond online, by phone, or by mail</p> <p>March 30-April 1: Census takers visit people experiencing homelessness</p>	<p>www.hayward-ca.gov/2020Census</p> <p>First Week of March:</p> <ul style="list-style-type: none"> • News Release highlighting QACs • Postcard mailed to all homes • Electronic billboards • KHRT PSAs • Begin social media campaign 	<p>*See attached partner list</p> <ul style="list-style-type: none"> • Partners release coordinated press releases • HUSD Informational Workshops: Feb 6 & 20, March 5, 7, 10, 20 • Partners continue to conduct membership education and phone banking • Mobile QAC at March 21 Stack Center Block Party in South Hayward 	<p>Five QACs in Hayward that are open to the general public, and many QACs for member organizations (maybe more – will continue to update)</p> <p>County providing QAC Materials</p> <p>Language Access:</p> <ul style="list-style-type: none"> • Take online in 59 languages • Take over phone in 13 languages • Paper guides in 59 languages • 211 assistance in 200 languages 	
April 1, Census Day	By this day, everyone will have received an invitation to respond	Coordinated social media, community signage, and outreach events			
April	Census takers begin visiting college students on campus, senior centers, and others who live in large groups	<p>Continue social media campaign</p> <p>Use the Bureau's real-time map to track response rates by census tract</p>	<p>Continue membership education</p> <ul style="list-style-type: none"> • HUSD Workshop: April 27 • Mobile QAC at April 25 Block Party in Longwood neighborhood 	<p>Main Library 888 C Street All library hours Starting March 16</p>	<p>Weekes Library 27300 Patrick Ave All library hours Starting March 16</p>
May	Starting in early May, census takers visit homes that haven't yet responded	Based on response rate data from the Bureau, coordinated targeted outreach to any lower-response census tracts		<p>La Familia 24301 Southland Times TBD</p>	<p>La Familia 22366 Fuller Ave Times TBD</p>
June				<p>4Cs 22351 City Center Times TBD</p>	
July					

2020 Census Outreach Hayward Community Partners

The following Hayward partners are funded by Alameda County and/or through the City's CDBG funding to completed 2020 Census outreach activities in Hayward. Each partner is providing member-specific outreach in person or over the phone. The City and HUDSD will continue to provide generalized outreach to Hayward community members and students.

Organization	Focus Service Population					Language Capabilities						
	Immigrant	Low-Income	Children/Students	People w/Disabilities	Unhoused	Spanish	Mandarin/Cantonese	Tagalog	Farsi	Arabic	Other Asian	African Inggs
Alameda County Grantees												
Hayward Unified School District	X	X	X	X		X	X	X	X	X	X	X
4Cs of Alameda County*			X			X	X	X	X	X	X	X
La Familia**	X	X				X						
Tiburcio Vasquez Health Center**		X				X	X	X	X	X	X	X
South Hayward Parish**	X	X			X	X	X		X			
Community Resources for Independent Living*				X		X			X	X	X	
Advancing Justice – Asian Law Caucus	X						X	X			X	
Alameda County Food Bank**		X				X	X					
Afghan Coalition	X								X		X	
Arab Resource and Organizing Center	X									X		
Chabot College		X	X			X		X				
East Bay Agency for Children**	X	X	X		X	X	X	X	X	X	X	X
Faith in Action East Bay	X	X				X						
Filipino Advocates for Justice	X							X			X	
Friends of Children with Special Needs	X			X		X	X	X	X	X	X	X
Global Communication Education & Art	X	X										X
Habari Ummah	X									X		
Healthy Communities Inc.	X	X			X	X						
Hively			X				X	X	X	X	X	
Jakara Movement	X	X									X	
Korean Community Center of the East Bay	X						X				X	
Meals on Wheels				X		X	X	X			X	
Planned Parenthood Mar Monte	X	X			X	X	X	X	X	X	X	X
Lincoln		X				X	X	X	X	X	X	X
Priority Africa Network	X											X
Resources for Community Development		X				X	X	X	X	X	X	X
Vision y Compromiso	X					X						

	Focus Service Population					Language Capabilities						
Organization	Immigrant	Low-Income	Children/Students	People w/Disabilities	Unhoused	Spanish	Mandarin/Cantonese	Tagalog	Farsi	Arabic	Other Asian	African lnggs
City of Hayward CDBG Grantees Not Listed Above***												
Abode Services		X										
Centro Legal de la Raza	X	X										
Downtown Streets, Inc.		X			X			***				
Eden Council for Hope and Opportunity (ECHO)		X										
Habitat for Humanity East Bay/Silicon Valley		X		X								
Rebuilding Together		X		X								
City of Hayward Social Services General Fund Grantees Not Listed Above***												
Eden I & R												
Eden Youth and Family Center	X	X	X									
Family Violence Law Center		X	X									
Hayward Adult School	X	X	X					***				
Horizon Services, Inc.		X										
Housing & Economic Rights Advocates (HERA)					X							
Immigration Institute of the Bay Area	X											
Legal Assistance for Seniors		X										
Ruby's Place			X		X							
Spectrum Community Services				X								
Tri-City Health Center	X	X										

* = Agency is also a City of Hayward CDBG grantee

** = Agency is also a City of Hayward Social Services General Fund grantee

*** = These agencies provide services in a variety of languages, either in-house or through contracted language services on an as-needed basis

To: Census 2020 Team
From: Community and Media Relations
Date: Feb. 20, 2020
Re: 2020 Census Communications

COMMUNICATION PHASES

1. Census 2020 Launch (*February-March*)
2. Post-Census Day Follow-up and Turn-out (*April-July*)

MODES AND CHANNELS

The City of Hayward collectively is equipped to reach Hayward through the following modes and channels:

- The Stack E-newsletter and Email
- News releases and news media
- Direct mail
- Social media (Hashtags #2020Census #EveryoneCounts #HaywardCounts)
- Website (*Launches Feb. 21, 2020*)
- KHRT (*U.S. Census Bureau videos*)
- Youtube (*U.S. Census Bureau videos*)
- Electronic Billboards on 92 and 880 freeways

COMMUNICATION PLAN

Communication Mode & Channel	Timing	Notes
• The Stack	• 2/11	• Census is coming story
• Direct Mailer	• Starts landing in mailboxes on 3/7/2020	• General information about the timing of the census and where people can get more information
• Electronic Billboards	• 3/9/2020	• English and Spanish billboards on 880 and 92 linking back to COH website: Coming Soon the 2020 Census
• News Release	• 3/9/2020	• Announcing role of Hayward Public Library branches as Questionnaire Assistance Centers (QACs)
• The Stack	• 3/9/2020	• Re-purpose News Release content on HPL QACs
• Facebook • Nextdoor • Twitter • Instagram (post)	• 3/9/2020	• Re-post information and graphic from the direct mailer link back to our website
• Twitter	• 3/10/2020	• Partner content from US Census: We are excited to announce that the #2020Census is on its way! To learn about the Census, how the data collected will

		be used, and what to expect next, visit: 2020census.gov or www.hayward-ca.gov/2020-census
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/11/2020 	<ul style="list-style-type: none"> Partner content from the US Census: In addition to responding by mail, for the first time ever, you can respond to the census online. Find out how on website: www.hayward-ca.gov/2020-census or visit 2020census.gov #2020Census
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/12/2020 	<ul style="list-style-type: none"> Partner content from the US Census: The 2020 Census is just around the corner. Make sure you're counted! Your responses are confidential. To learn more visit our website: www.hayward-ca.gov/2020-census
<ul style="list-style-type: none"> Twitter Instagram (Stories) 	<ul style="list-style-type: none"> 3/12/2020 	<ul style="list-style-type: none"> What matters to you? Schools? Transportation? Hospitals? Data from the 2020 Census will help determine how funds for these projects and more are allocated. Learn more on our website or at 2020census.gov

Mar. 13 – 20:

Communication Mode & Channel	Timing	Notes
<ul style="list-style-type: none"> Facebook Nextdoor Twitter Instagram (post) 	<ul style="list-style-type: none"> 3/13/2020 	<ul style="list-style-type: none"> Ways to Take the Census videos from U.S. Census Bureau and QACs information
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/14/2020 	
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/15/2020 	
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/16/2020 	
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/17/2020 	
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/18/2020 	
<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> 3/19/2020 	
<ul style="list-style-type: none"> Twitter Instagram (stories) 	<ul style="list-style-type: none"> 3/20/2020 	

Mar. 21 – 28:

Communication Mode & Channel	Timing	Notes
<ul style="list-style-type: none"> Facebook Nextdoor Twitter Instagram (post) 	<ul style="list-style-type: none"> 3/21/2020 	<ul style="list-style-type: none"> Have you taken the Census yet? Information about how and where you can
<ul style="list-style-type: none"> Twitter Instagram (stories) 	<ul style="list-style-type: none"> 3/28/2020 	



Check out a book. Then respond to the 2020 Census.

For the first time, you can respond to the census online. Libraries offer public computers and free internet access to help make sure you're counted. 2020 Census data informs the distribution of more than \$675 billion in federal funding each year, your representation in Congress, community initiatives, and more. Make sure you count everyone living in your home, including newborn babies and young children, on the 2020 Census. Your responses are confidential and important.

2020CENSUS.GOV

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Census
2020**

**HAVE QUESTIONS ABOUT THE 2020 CENSUS?
NEED ACCESS TO A COMPUTER TO FILL IT OUT ONLINE?**

LET'S MAKE HAYWARD COUNT!

2020 Census Question Assistance Centers

Mon-Wed 11am-8pm Thur-Sat 10am-5pm

Downtown Library, 888 C Street

Weekes Branch Library, 27300 Patrick Ave

Materials in 59 languages

Trained volunteers will offer assistance throughout the week. Check the City's website for more details, including how to sign up and receive training to be a volunteer Census Ambassador.
www.hayward-ca.gov/2020census





MAKE YOUR VOICE COUNT

LEARN ABOUT THE 2020 CENSUS

Census Informational Workshops

The 2020 Census will have a huge impact on funding and political representation in our community. We want to make sure everyone in Hayward is counted!



LEARN

Learn about the Census; who needs to be counted; and how to complete it.



GET ANSWERS

We will be answering frequently asked questions about the census and it's impact, and how it may affect our community.



WIN PRIZES

First 10 participants will win a gift card for attending. 1 gift card per family.

<u>Date</u>	<u>Time</u>	<u>Location</u>
FEBRUARY 6, 2020	9:00 A.M.- 10:00 A.M.	TENNYSON HIGH SCHOOL PARENT CENTER
FEBRUARY 20, 2020	8:15 A.M. - 9:15 A.M.	PARK ELEMENTARY PARENT CENTER
MARCH 5, 2020	8:30 A.M. - 9:30 A.M.	RUUS ELEMENTARY RM 16
MARCH 7, 2020	11:00 A.M. -12:00 P.M.	PARENT RESOURCE CENTER HUB MPR
MARCH 10, 2020	8:30 A.M. - 9:30 A.M.	LONGWOOD ELEMENTARY PARENT CENTER
MARCH 20, 2020	8:30 A.M. - 9:30 A.M.	TYRRELL ELEMENTARY PARENT CENTER
APRIL 27, 2020	6:00 P.M. -7:00 P.M.	PARENT RESOURCE CENTER HUB MPR



HAZ QUE TU VOZ CUENTE

APRENDA SOBRE EL CENSO 2020

Talleres informativos del censo

El Censo 2020 tendrá un gran impacto en la financiación y la representación política en nuestra comunidad. ¡Queremos asegurarnos de que todos en Hayward sean contados!



APRENDA

Aprenda sobre el censo; quien necesita ser contado; y como completarlo.



OBTENGA RESPUESTAS

Responderemos preguntas frecuentes sobre el censo y su impacto, y cómo puede afectar a nuestra comunidad.



PREMIOS

Los primeros 10 participantes ganarán una tarjeta de regalo por asistir. 1 tarjeta de regalo por familia.

FECHA

HORARIO

UBICACIÓN

FEBRERO 6, 2020	9:00 A.M.- 10:00 A.M.	TENNYSON HIGH SCHOOL PARENT CENTER
FEBRERO 20, 2020	8:15 A.M. - 9:15 A.M.	PARK ELEMENTARY PARENT CENTER
MARZO 5, 2020	8:30 A.M. - 9:30 A.M.	RUUS ELEMENTARY RM 16
MARZO 7, 2020	11:00 A.M. -12:00 P.M.	PARENT RESOURCE CENTER HUB MPR
MARZO 10, 2020	8:30 A.M. - 9:30 A.M.	LONGWOOD ELEMENTARY PARENT CENTER
MARZO 20, 2020	8:30 A.M. - 9:30 A.M.	TYRRELL ELEMENTARY PARENT CENTER
ABRIL 27, 2020	6:00 P.M. -7:00 P.M.	PARENT RESOURCE CENTER HUB MPR

How the 2020 Census will invite everyone to respond

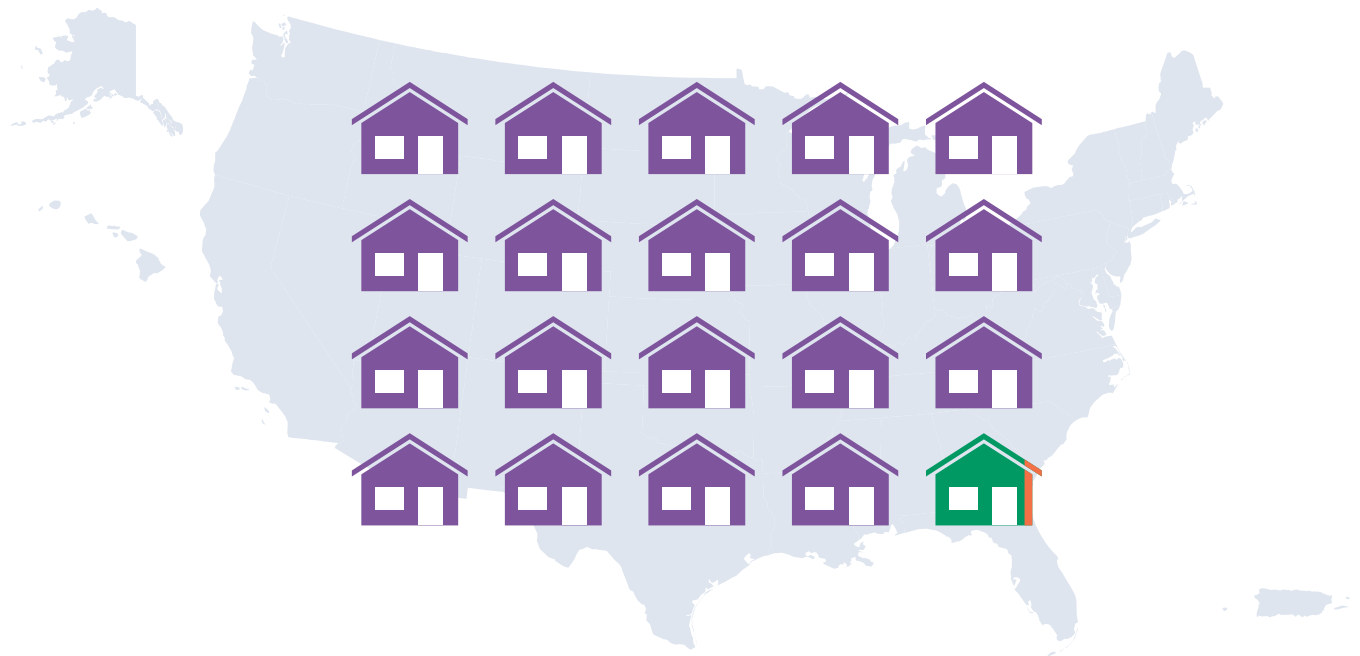


Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

(This is separate from our follow-up efforts; census takers will visit all households that were invited to respond on their own and haven't.)

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire (or to respond by phone).
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

Respond to the 2020 Census¹

February	March 1-11	March 12-20	March 21-31	April 1	April 2-7
It's almost time to respond.	Plan to respond when you receive your invitation.	Invitations to respond to the 2020 Census are in the mail. ³ Respond when you receive yours.	Respond now. By now, most households ⁴ should have received at least one invitation to respond.	Respond today.	Respond now.
<p>Respond next month when you receive your invitation. The invitation will include instructions for responding online and a phone number to call if you need help.</p> <p>Areas less likely to respond online will also receive a paper questionnaire.</p> <p>Plan to include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.²</p>	<p>Invitations will arrive between March 12-20 with instructions for responding online.</p> <p>Areas less likely to respond online will also receive a paper questionnaire.</p> <p>If you need help completing the 2020 Census, you can call a toll-free phone number.</p> <p>Plan to include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Invitations will arrive in the mail March 12-20.</p> <p>The invitation will include instructions for responding online.</p> <p>If you need help or would like to respond by phone, you can call a toll-free phone number.</p> <p>Respond at 2020census.gov or call one of the toll-free numbers.</p> <p>Use the Census ID included in your invitation. You can also respond without it by providing your address.</p> <p>Areas less likely to respond online will also receive a paper questionnaire that they can return in the mail.</p> <p>Include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Respond at 2020census.gov or call one of the toll-free numbers.</p> <p>Use the Census ID from your invitation or provide your address when you respond.</p> <p>Or, if you received a paper questionnaire, fill it out and mail it back. (You can respond online if you prefer.)</p> <p>Include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Respond at 2020census.gov or call one of the toll-free numbers.</p> <p>Use the Census ID from your invitation or provide your address when you respond.</p> <p>Or, if you received a paper questionnaire, fill it out and mail it back. (You can respond online if you prefer.)</p> <p>Today is Census Day. Include everyone who lives in your home today.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>If you haven't responded yet, we'll send you a paper questionnaire soon that you can fill out and mail back.</p> <p>Or, you can respond online at 2020census.gov or by calling one of the toll-free numbers.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>

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Census
2020

April 8–16 ⁵	April 17–30	May 1–12	May 13–July 25	July 26–31
Respond now.	Time is running short. Respond now.	Time is running short. Respond now.	It's not too late. Respond online, by phone, or when the census taker comes to your door.	This is the final week to respond to the 2020 Census.
<p>If you haven't responded yet, paper questionnaires are on the way. When you receive yours, fill it out and mail it back.</p> <p>Or, you can respond online at 2020census.gov or by calling one of the toll-free numbers.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Respond online, by phone, or on the paper questionnaire you received in the mail or at your door. Census takers will visit if you don't respond.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Census takers will begin visiting households soon to help you respond, if you haven't already.</p> <p>You can still respond online, by phone, or on the paper questionnaire you received in the mail or at your door.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Census takers are visiting households now to collect responses from households that haven't responded yet.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can still respond online, by phone, or on the paper questionnaire you received in the mail.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>If you think you may not have been counted, respond now online at 2020census.gov or call one of the toll-free numbers. Or complete and mail back the paper questionnaire you received in the mail or at your door.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p> <p>Census takers are finishing their visits⁶ to collect responses from households that haven't responded yet.</p>

¹ These messages are geared toward households. We have special procedures to count people who don't live in households. For example, see information about group quarters at <https://go.usa.gov/xdmGb> and people experiencing homelessness at <https://go.usa.gov/xdmGj>.

² See the 2020 Census Support for Languages fact sheet for more information at <https://go.usa.gov/xdmGD>.

³ For Update Leave areas, use the following variation instead: "Invitations to respond are on the way. A census taker will deliver an invitation to your door. Respond when you receive yours. The invitation will include a paper questionnaire, as well as instructions for responding online or by phone." Use this variation through April 17. To identify which areas are in Update Leave, see www.census.gov/data/data-tools/2020-tea-viewer.html.

⁴ If a household hasn't received an invitation, they can still respond online or by phone. Reminder: use the variation in the footnote above when speaking to audiences in Update Leave areas. Assure audiences in Update Enumerate areas that census takers are on their way (March 16 through April 30) to help them respond. To identify Update Leave and Update Enumerate areas, see www.census.gov/data/data-tools/2020-tea-viewer.html.

⁵ Early Nonresponse Followup (NRFU) begins in areas around selected colleges and universities on April 9.

⁶ A small number of households may be contacted for further follow-up through June 2021 as part of our Post-Enumeration Survey: see <https://go.usa.gov/xdmGB>.