



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



July 16, 2020

Charles McKee
 Monterey County
 168 West Alisal St, 3rd Floor
 Salinas, CA 93901

Dear Partner,

First and foremost, on behalf of the Census Office, thank you for all your hard work to ensure that our most vulnerable and Hard-To-Count (HTC) communities participate and complete the 2020 Census Questionnaire. As we indicated during our conversation, the additional funding allocation is directed at expanding your Non-Response Follow Up (NRFU) program in the following priority Census Tracts with an HTC Index of 69 and above:

Monterey County

06053011101	06053010101
06053000800	06053000501
06053010900	06053000701
06053011302	06053000702
06053000400	06053010506
06053000600	06053010607
06053001300	06053010608
06053000900	06053010804
	06053011304

*The Census Office will provide direction if there are additional tracts that may require outreach support.

Our efforts through October 31, 2020 will focus on collaboration among all Census outreach partners to maximize resources and prioritize outreach activities in low responding census tracts. The Census Office is providing your organization additional funding in the amount of \$90,517 in consideration for

additional scope of work activities through October 31, 2020 as specified below.

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

- Targeted outreach activities by tracts as specified above
- Support language access in the designated tracts
- Support health and safety measures
- Support phone Banking, text campaigns, and direct mail
- Targeted localized media/communication tactics (i.e., paid, digital, geofencing, over-the-top, radio, Out of Home locations, business and organization partnerships that uplift local trusted messenger voice(s), customized messaging and creative content)

Your Regional Program Manager will provide additional direction during weekly calls, emails, or guidance letters. On a weekly basis, your organization is required to update into SwORD activities conducted using the additional funding. All other contract requirements, duties, obligations and deliverables remain in place

If you agree to receive and use the additional funding in support of the above-listed funding priorities, you must submit this acceptance letter no later than **July 30, 2020**.

Please contact your Regional Program Manager as soon as possible if this deadline cannot be met. As a reminder, your contracts currently state in Exhibit D, Special Terms and Conditions, that "Contractor shall not expend any State or local government funds for anything other than CCC-approved outreach activities." As we approach the General Election, we wanted to highlight how this would apply to election activities:

Contract funds may not be used to support other contracts or activities, including other campaign activities, political activities or business activities. To prevent confusion regarding the census, all outreach activities should be approached in a nonpartisan manner. Outreach field staff should take precautions to avoid doing census outreach alongside with outreach activities in support of a candidate running for an elected office or in support of partisan political issue. This does not preclude conducting outreach activities alongside nonpartisan "voter education" activities, including voter registration activities and preparation and distribution of certain voter guides so long as these activities are conducted in a non-partisan manner.

We look forward to responding your response no later than **July 30, 2020**.

Please check the appropriate response and sign on the appropriate line indicating whether you accept or decline the offer.

☐ **We accept the additional funding for the Census 2020 outreach effort.**

Signature of Authorized Representative Date Or his/her Designee

Print Name and Title

☐ **We decline the additional funding for the Census 2020 outreach effort.**

Signature of Authorized Representative Date Or his/her Designee

Print Name and Title