



PRESS RELEASE

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Youth Alliance covers outreach efforts for Census 2020 in San Benito County

Hollister, Calif. – Youth Alliance, a non-profit organization with 25 years of service in San Benito County is the lead agency covering Census 2020 for Hard to Count (HTC) populations. In the last four months, a robust outreach plan was created to assure clear awareness of the importance of filling out the Census.

The message is simple: the 2020 Census is safe, protected, and confidential. California is committed to ensuring a complete and accurate count of all Californians.

“Our families need more services in San Benito County,” said Monica Hernandez, a parent organizer and Hollister resident. “I urge the community to fill out the Census so we receive much needed funding especially to support our children. Make yourselves count!”



Youth Alliance led a team to design a marketing and outreach plan of action. Since December 2019, strategies include information sessions to small and large groups, tabling at community events, and the creation of a marketing effort which includes posters, fliers, info pocket-size quad folds, door hangers, and public information announcements (PSAs) for social media, digital, and website sharing.

The objectives of local media and marketing campaign strategies are to educate, motivate, and activate the hardest-to-count communities to participate and complete the Census 2020 form by providing culturally congruent and evidence-based information about the 2020 Census.

With a modest grant of \$75,000 from the State of California to do Census outreach in San Benito County, Youth Alliance stepped up to create a plan of action to disseminate as much information as possible to the HTC communities. These communities include children under 5, unemployed, crowded housing units, households receiving public assistance, non-high school graduates, migrant workers, and homeless.

Associate Director, Rigo Jimenez was named lead in the Census outreach efforts. He has been instrumental in engaging the community, working with the San Benito County staff, partnering with the Salinas based Center for Community Advocacy (CCA), and training volunteers for canvassing the HTC areas.

On Saturday, February 29, 2020 at 9:00 a.m., a canvassing session will allow Youth Alliance staff and volunteers to cover a wide and large region. Members of the CCA will be joining the efforts that day, which will start with a volunteer training and area maps.

The U.S. Census is a mandatory count of all people living in the United States and it happens every ten years. The Census is about funding and power – the population of San Benito County will determine the federal funding the communities will receive for programs such as free school lunch, road work and repair, medical services, and food voucher and general benefits.

For more information about Census 2020, canvassing, and other scheduled events, go to www.youthall.org/census-2020/ or email Rigo at rigo@youthall.org.

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Attachments:

- One of the fliers/posters designed for marketing campaign (Spanish available)
- Caption of Census training: Rigo Jimenez conducted a volunteer and staff training on Census and canvassing.
- Caption of Census canvassing: Youth Alliance staff and volunteers joined forces on Saturday, February 15, 2020 at 9:00 a.m. to conduct canvassing in HTC areas of San Benito County.