



PRESS RELEASE

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Youth Alliance continues to cover ground Reaching to the Hard to Count for Census 2020 in San Benito County

Hollister, Calif. – On Saturday, February 29, 2020 at 9:00 a.m., Youth Alliance staff and volunteers conducted a second canvassing session to cover a wide and large region in San Benito County. More than 30 volunteers walked door-to-door to reach more than 1,600 homes in Hollister. Members of the Center for Community Advocacy (CCA) joined the efforts in addition to a large youth presence.

“Because the census is only every 10 years, an accurate count is absolutely critical to ensuring that our community is fully funded and receives the services that our taxes contribute to,” said Youth Alliance Executive Director, Diane Ortiz. “Just as important in getting an accurate count, is to make sure we get the political representation in Washington DC.”

Youth Alliance recognizes what is at stake if we do not get an accurate count of every person. It is important for the County and local organizations to come together to ensure that each member of the community feels safe and knowledgeable about the census.

“The 2020 Census is an opportunity to empower our community to be counted and will determine what resources get allocated to San Benito County,” commented Jaime De La Cruz, District 5, Chair of Board of Supervisors for San Benito County. “Every household and person matters! The County is proud to have partnered with Youth Alliance, as they have been doing excellent work in reaching our hardest to count population.”

Youth Alliance is pleased to partner with San Benito County and the many other allies who are part of the steering committee to ensure that all of the hard to count populations are engaged and aware of how to take a Census. This work is not possible without the contributions and support from the County of San Benito, Health Trust, Sunlight Giving, Community Foundation for San Benito County, and the Latino Community Fund.

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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