

**MEMORANDUM OF UNDERSTANDING  
BETWEEN SAN DIEGO ASSOCIATION OF GOVERNMENTS  
AND CITY OF CHULA VISTA REGARDING 2020 CENSUS  
COMPLETE COUNT**

**SANDAG CONTRACT #5005861**

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This Memorandum of Understanding ("MOU") is made and entered into effective as of this \_\_\_ day of \_\_\_\_\_, **2019** by and between the San Diego Association of Governments ("SANDAG") and the City of Chula Vista ("Jurisdiction") for the pass-through of \$94,311.60 grant funds from the State of California, Government Operations Agency – California Complete Count – Census 2020 (the "Grant") entitled California Complete Count – Census 2020 (the "Project").

**RECITALS**

The following recitals are a substantive part of this Agreement:

WHEREAS, SANDAG agreed to apply for the California Complete Count – Census 2020 Office Grant with the Authority identified as the sub-applicant; and

WHEREAS, SANDAG is an eligible agency for direct funding from State of California, Government Operations Agency – California Complete Count – Census 2020 Office Grant; and

WHEREAS, the State of California, Government Operations Agency – California Complete Count – Census 2020 awarded the grant to SANDAG in the amount of One Million, five hundred sixty five thousand, three hundred fifty Dollars (\$1,565,350); and

WHEREAS, SANDAG will pass through Grant funds for the Project to the Jurisdiction for the purpose of informing the general public of the importance of completing the census questionnaire through implementing outreach to encourage full participation and avoid an undercount, including efforts to collaborate and work with other contracted community-based organizations to educate, motivate and activate Californians to complete and return their questionnaires; and

WHEREAS, the parties wish to memorialize their agreement in this MOU to carry out the purposes set forth above;

**AGREEMENT**

NOW THEREFORE, in consideration of the mutual promises set forth herein, the parties agree as follows:

**SANDAG AGREES:**

1. Upon receipt of satisfactory deliverables from the Jurisdiction, as described in Exhibit A, Scope of Work, which is attached hereto and incorporated herein by this reference, to reimburse or pass through to the Jurisdiction the Grant award in an amount not to exceed \$94,311.60 as identified as part of the awarded State of California, Government Operations Agency – California Complete Count – Census 2020 Office award for the Project.

2. To support Jurisdiction staff with administrative oversight by processing invoices and submitting progress reports to State of California Government Operations Agency – California Complete count – Census 2020 Office.
3. To pay the Jurisdiction, following receipt and approval of deliverables, as outlined in Exhibit A, Scope of Work and Exhibit B, Budget Timeline. After approval by SANDAG of Jurisdiction deliverables, SANDAG shall pay the Jurisdiction invoices within thirty (30) days of receipt. The maximum amount payable to the Jurisdiction is \$94,311.60.

**JURISDICTION AGREES:**

1. To use Grant funding in an amount not to exceed \$94,311.60 to complete the Project as outlined in Exhibit A, Scope of Work and Exhibit C, Jurisdiction Application and consistent with the terms of Exhibit B, Budget Timeline. The Jurisdiction understands and agrees that SANDAG's payments to the Jurisdiction will be made as reimbursements. Invoices for reimbursement need to be submitted in concurrence with the completion of project milestones no more frequently than monthly. The Jurisdiction must pay its sub-recipients and named subcontractors prior to submitting an invoice requesting reimbursement from SANDAG. SANDAG will not accept or pay a single, one-time, lump sum invoice for the entire grant award.
2. To be the lead agency responsible for project management, administration, processing and submitting invoices to SANDAG and completion of tasks as set forth in Exhibit A, Scope of Work and Exhibit C, Jurisdiction Application and Exhibit B, Budget Timeline.
3. To prepare monthly reports of planned and implemented activities and submit to SANDAG for use in reporting to the SwORD online reporting tool.
4. To forward an electronic copy of all final reports to SANDAG for submission to the State of California, Government Operations Office – California Complete Count – Census 2020 Office responsible for the administration and oversight of the grant.
5. To maintain an accounting system and records that properly accumulate and segregate incurred Project costs and matching funds by line item.
6. To use funds only for the activities outlined in the Scope of Work which do not include administrative and media efforts, other than digital media.
7. To conduct the procurement of goods and services, using these Grant funds, in a fair and open competitive manner consistent with State and Federal law. The Jurisdiction is prohibited from restricting competition in any government-funded procurement transaction. All documentation of third-party contract procurements must be retained.
8. The Jurisdiction agrees to comply with Title VI of the U.S. Civil Rights Act, which prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal financial assistance.
9. The Jurisdiction understands and agrees that if it does not demonstrate adequate performance and timely use of Grant funds, SANDAG may take appropriate actions, which can include termination of this MOU

10. Neither SANDAG nor any officer thereof is responsible for any damage or liability occurring by reason of anything done or omitted to be done by Jurisdiction under or in connection with any work, authority or jurisdiction delegated to Jurisdiction under this MOU. It is understood and agreed that, pursuant to Government Code Section 895.4, Jurisdiction shall fully defend, indemnify and save harmless SANDAG, all officers and employees from all claims, suits or actions of every name, kind and description brought for or on account of injury (as defined in Government Code Section 810.8) occurring by reason of anything done or omitted to be done by Jurisdiction under or in connection with any work, authority or jurisdiction delegated to Jurisdiction under this MOU.

**THE PARTIES MUTUALLY AGREE:**

11. That all obligations of SANDAG under the terms of this MOU are made in reliance upon State of California, Complete Count Census 2020 "Conditions of Award" and that all administrative tasks required of SANDAG had been completed.
12. That funding availability is based on appropriation for the program from the State of California's Budget Act for the current year. If sufficient funds are not appropriated for the current or any subsequent years, the Agreement shall be of no further force and effect.
13. That if funding is reduced or deleted by the Budget Act for the purposes of this program, SANDAG shall have the option to either cancel the Agreement with no liability occurring to SANDAG, or offer an agreement to reflect a reduction in the amount
14. Any notice required or permitted under this MOU may be personally served on the other party, by the party giving notice, or may be served by certified mail, return receipt requested, to the following addresses:

For SANDAG	City of Chula Vista
401 B Street, Suite 800	276 Fourth Avenue, Building C
San Diego, CA 92101	Chula Vista, CA 91910
Attn: Darlanne Hocter- Mulmat	Attn: City Manager

15. That unless it is amended by the parties in writing, this MOU shall terminate on December 31, 2020, or on such earlier or later date as the parties may agree to in writing.
16. The indemnification provisions of this MOU shall survive termination of the MOU.
17. This MOU shall be interpreted in accordance with the laws of the State of California. If any action is brought to interpret or enforce any term of this MOU, the action shall be brought in a state or federal court situated in the County of San Diego, State of California.
18. All terms, conditions, and provisions hereof shall inure to and shall bind each of the parties hereto, and each of their respective heirs, executors, administrators, successors, and assigns.

19. For purposes of this MOU, the relationship of the parties is that of independent entities and not as agents of each other or as joint venturers or partners. The parties shall maintain sole and exclusive control over their personnel, agents, and operations.
20. No alteration or variation of the terms of this MOU shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
21. Nothing in the provisions of this MOU is intended to create duties or obligations to or rights in third parties to this MOU or affect the legal liability of the parties to this MOU.
22. This MOU may be executed in any number of identical counterparts, each of which shall be deemed to be an original, and all of which together shall be deemed to be one and the same instrument when each party has signed one such counterpart.

IN WITNESS WHEREOF, the Parties hereto have executed this MOU effective on the day and year first above written.

SAN DIEGO ASSOCIATION OF  
GOVERNMENTS

CITY OF CHULA VISTA

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**RAY MAJOR**  
Department Director of Data, Analytics,  
and Modeling

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**GARY HALBERT**  
City Manager

APPROVED AS TO FORM:

APPROVED AS TO FORM:

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**Office of General Counsel**

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**General Counsel**

Exhibits:

Exhibit A: Scope of Work

Exhibit B: Schedule

Exhibit C: Jurisdiction Application

**EXHIBIT A**  
**SCOPE OF WORK**

For more than 200 years, the U.S. Census Bureau has endeavored to count every resident in the nation to determine the number of seats each state has in the U.S. House of Representatives and distribute federal funding to local communities (e.g., Head Start programs, public transportation, road rehabilitation and construction). In support of this effort, the California Legislature has appropriated \$26.5 million for California counties to conduct outreach for the 2020 Census to ensure that every resident is counted once, only once, and in the right place. Serving as the State-designated Regional Census Data Center for San Diego County since the late 1970s, the San Diego Association of Governments (SANDAG) is actively supporting the Census Bureau and member agencies in preparing for the 2020 Census. With a goal to achieve a complete count of all residents in the San Diego region, SANDAG is coordinating local outreach efforts throughout the San Diego region and administering \$1,565,350 in state grant funding to support a grassroots approach to reaching communities least likely to self-respond to the 2020 Census (i.e., complete the Census upon receiving an initial invitation). These “hard to count communities” include, but are not limited to:

- People without broadband internet access
- Children under the age of 5
- Individuals with limited English proficiency

There are four primary organizations actively working in the San Diego region to support and encourage a complete count of every resident - the U.S. Census Bureau, the California Complete Count – Census 2020 Office, SANDAG, and the United Way.

SANDAG serves as the fiscal agent for funding from the State and coordinates outreach by the local governments. SANDAG will lead efforts with the local jurisdictions to achieve the highest self-response rate as possible on the Census 2020 questionnaire. The focus of this effort is on hard to count communities (i.e., groups least likely to self-respond). The California Complete Count - Census 2020 Office has created a tool to help identify these communities: The Statewide Outreach and Rapid Deployment (SwORD) mapping tool. The California Complete Count – Census 2020 Office requires that all outreach activities be reported through the SwORD online reporting tool. To facilitate this reporting, Jurisdictions are required to report all planned and implemented activities using the Excel worksheet as follows:

- Reporter Details: Reporter name, organization name, parent organization
- Activity Details: Activity type, start and end date and time, location, description, number of staff/volunteers
- Collaboration: Primary organizer, additional organizers
- Impressions (i.e., the number of times a message is seen or heard):
- Portion of Impressions specific to HTC audiences
- Portion of Impressions in each language
- Feedback and Documentation: Website activity, Facebook link, YouTube/Video link, venue rating, participate engagement rating, interaction quality rating, overall effectiveness, what went well, what could be improved, audience questions/concerns
- Funding Sources and Volunteer Hours

- Mandatory data elements are signified in the spreadsheet with an asterisk and highlighted in red. The remainder should be provided as possible. Submittal of this spreadsheet shall be required on a monthly basis

Outreach will be deployed in three phases, consistent with the recommendations of the California Complete Count Office and the U.S. Census Bureau as described in the Strategic Plan approved by the SANDAG Board on July 26, 2019: Educate, Motivate, and Activate. Details regarding activities in each phase by will be coordinated through the SANDAG 2020 Census Complete Count Stakeholder Working Group and subcommittees.

Jurisdictions shall comply with the following requirements, including but not limited to:

- Funds must be spent in a manner that serves the intended purpose of outreach and education to ensure a complete and accurate count for the 2020 Census through civic participation aiming to reach, educate, motivate, and activate individuals who are traditionally excluded and undercounted (HTC)
- Comply with programmatic and fiscal reporting
- Use funding to achieve agreed upon deliverables and abide by all contract agreements and reporting requirements as outlined in the resulting Memorandum of Understanding (MOU) for Jurisdictions or Standard Services Agreement for delegated entities
- Provide monthly financial reports to monitor the spending of funds using the Excel worksheet provided as a link in Section XI
- Provide additional financial reports, as requested
- Funds may not be used for travel and lodging
- Funds may not be used for capital expenditures (e.g., furniture, buildings)
- Funds may not be used for branding efforts, as branding developed by the State shall be incorporated in all local efforts
- Appropriate use of incentive and promotional material
- Specify how the HTC population as shown through the data provided in the SANDAG SwORD will be reached
- Demonstrate cultural sensitivity (e.g., staffing that reflects the community, languages supported appropriately, etc.)
- Funding for all proposed equipment shall be for leased equipment

Funding shall not be used for overhead or administrative costs – i.e., costs are restricted to those involving staff and materials directly related to outreach

**EXHIBIT B**  
**PAYMENT and PROJECT SCHEDULE**

<b>Milestone</b>	<b>Payment Amount</b>	<b>Timeline</b>
<b>1. Implementation Plan</b>	50% of Total Contract Amount	Upon Contract Execution
<b>2. First Progress Report</b>	20% of Total Contract Amount	Upon Contract Execution
<b>3. Second Progress Report</b>	20% of Total Contract Amount	December 31, 2019
<b>4. Third Progress Report</b>	5% of Total Contract Amount	March 31, 2020
<b>5. Final Report</b>	5% of Total Contract Amount	September 1, 2020

EXHIBIT C  
Jurisdiction Application

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**RESPONSE TO  
REQUEST FOR APPLICATIONS**

**Solicitation Title:** 2020 Complete Count

**Solicitation Number:** 5005859

**Submitted to email to:** [janet.bessent@sandag.org](mailto:janet.bessent@sandag.org)



<b>Jurisdiction or Delegated Entity</b>	City of Chula Vista
<b>Primary Lead Contact (Name and Title)</b>	Angelica Davis, Sr Management Analyst
<b>Business Address</b>	276 Fourth Avenue; Building C Chula Vista, CA 91910
<b>Phone Number</b>	(619) 691-5036
<b>Tax ID Number</b>	95-6000690
<b>Email:</b>	<a href="mailto:adavis@chulavistaca.gov">adavis@chulavistaca.gov</a>

## **I. REQUEST FOR APPLICATION SUMMARY**

For more than 200 years, the U.S. Census Bureau has endeavored to count every resident in the nation to determine the number of seats each state has in the U.S. House of Representatives and distribute federal funding to local communities (e.g., Head Start programs, public transportation, road rehabilitation and construction). In support of this effort, the California Legislature has appropriated \$26.5 million for California counties to conduct outreach for the 2020 Census to ensure that every resident is counted once, only once, and in the right place. Serving as the State-designated Regional Census Data Center for San Diego County since the late 1970s, the San Diego Association of Governments (SANDAG) is actively supporting the Census Bureau and member agencies in preparing for the 2020 Census. With a goal to achieve a complete count of all residents in the San Diego region, SANDAG is coordinating local outreach efforts throughout the San Diego region and administering \$1,565,350 in state grant funding to support a grassroots approach to reaching communities least likely to self-respond to the 2020 Census (i.e., complete the Census upon receiving an initial invitation). These “hard to count communities” include, but are not limited to:

- People without broadband internet access
- Children under the age of 5
- Individuals with limited English proficiency

## **II. CENSUS 2020 REGIONAL APPROACH**

Many residents will complete the Census without additional outreach. As such, the focus of this effort is on hard to count communities (i.e., groups least likely to self-respond). The California Complete Count - Census 2020 Office has created a tool to help identify these communities: the Statewide Outreach and Rapid Deployment (SwORD) mapping tool. The tool includes a hard to count (HTC) index modeled on the U.S. Census Bureau’s hard to count score of past censuses and includes 14 demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate (i.e., count). This index helps to identify areas with high concentrations of the people who are least likely to respond to the Census. As the Strategic Plan specifies, an HTC index of 37 is the threshold for Census tracts or block groups. This level was chosen because it is the average statewide and is consistent with the approach used by the United Way, which is administering a similar funding allocation program directly to community-based organizations in San Diego and Imperial counties.

The region’s 18 cities, along with the County of San Diego, (which are all SANDAG member agencies) have participated in the creation of the 2020 Census Count Stakeholder Working Group Strategic Plan (see link in Section XI) and are invited to assist in implementing the outreach.

Outreach will be deployed in three phases, consistent with the recommendations of the California Complete Count Office and the U.S. Census Bureau as described in the Strategic Plan approved by the SANDAG Board on July 26, 2019: Educate, Motivate, and Activate. Details regarding activities in each phase by will be coordinated through the SANDAG 2020 Census Complete Count Stakeholder Working Group and subcommittees. Much of the strategy can be completed through existing resources within the local governments as noted in the Strategic Plan. On July 29, 2019 SANDA released a Request for Applications for funding to support local outreach efforts within each jurisdiction.

## **III. CHULA VISTA HARD TO COUNT CENSUS TRACTS**

While the primary goal of the 2020 Census outreach efforts are to ensure that a complete count is accomplished throughout the City, the focus of the efforts will be to reach out to all Census Block Group Tracts that have an HTC index of 47 or higher, as designated by the California Census 2020 (CA

*HTC Index variables, 2013-2017 American Community Survey 5- year estimates; California Public Utilities Commission; 2018 Planning Database*). Within the Chula Vista boundaries, there are 19 census tracts that meet this threshold. These census tracts are all located on the west side of the city and are all designated low/moderate, as defined by the U.S. Department of Housing Development. It is estimate that approximately **79,045** people live within these tracts. There is a high percentage of multi-family, renter- occupied units, including mobile home parks and senior affordable housing units. Additionally, a high percentage of the population is limited English-speaking. A large population of homeless individual also occupy an area, referred to as “the jungle”, which runs parallel to highway 54. These factors were all considered in determining the methods and location of the outreach efforts to be undertaken. Specifically, outreach will be focused on the following groups:

- Homeless individuals
- Children under five years old;
- Elderly residents
- Individuals with no internet access/digital devices;
- Limited English proficiency residents

#### **IV. CHULA VISTA CENSUS 2020 OUTREACH NARRATIVE**

In order to increase Census 2020 participation, the City of Chula Vista developed a strategy to maximize on the existing regional efforts as well as established local trusted sources of communication.

The goals of Chula Vista’s 2020 Census outreach efforts are three-fold: to help ensure the most complete and accurate count, increase digital literacy to empower that count, and drive equitable outreach to vulnerable communities to ensure that everyone is counted.

The emphasis on internet response as the preferred (although not only) method of response demands that we invest in digital literacy and online access to ensure that the entire City can respond to the census online if they prefer that method. Hard-to-count, vulnerable populations compel us to invest in equitable offline outreach and engagement to ensure that everyone is counted.

**A. STRATEGIC GOALS:** With its highly diverse population and size, the City of Chula Vista faces tremendous barriers to ensuring an accurate count and thus receiving an equitable, fair share of funding and representation. The goals of this communications/outreach plan are to:

The goal is to build a Census 2020 outreach campaign targeted to raise Census awareness among all residents using the knowledge, expertise and leadership of community residents.

1. **Capture** the most complete and accurate count of Chula Vista residents. In 2000, we achieved a self-response rate of 79 percent. In 2010, that rate went down to 72 percent. In 2020, we are aiming for a self-response rate of 80 percent.
2. **Conduct** equitable, offline research to ensure that every hard-to count population is engaged in the Census count.
3. **Develop** modern, interactive, crowdsourced maps and resources to educate both stakeholders and the population on what areas of the city are hard to count.

## B. KEY MESSAGING

The purpose of key messaging is to ensure key points of the 2020 Census are conveyed to project stakeholders and residents. Although individual stakeholders or categories of residents may require additional messaging, the key points below should be relayed to everyone.

- The value of the census and its importance to the nation and our democracy, as well as to every state, community, and neighborhood— particularly the impact on local schools, health care, emergency response, and other community services.
- The available means for response to make it easy for everyone to participate.

## C. COMMUNICATIONS AND OUTREACH ACTIVITIES

1. Stakeholder Relations: The city will engage stakeholders to solicit feedback and help raise awareness of the 2020 Census, ensuring open and effective lines of communication throughout the outreach development and execution phases.
2. Website Development and Digital Activities: The city will take a mobile-first approach to developing web properties that support the outreach efforts. Using dynamic content, the city will tailor the experience for its Hard-to-Count populations, and adjust the approach as data become available.
3. Social Media: Social media outreach offers a unique opportunity to personally engage with the public. The city will leverage existing Census channels and develop innovative approaches to promote recruiting efforts, enhance customer service, support digital and on-the-ground events, raise awareness, drive response, and disseminate data.

Social media marketing is a great tool to share the Census voice with a broad audience and provides additional opportunities to engage and interact with residents. In the past, Chula Vista has used social media marketing to target residents for various informational items and had great results for as little as \$0.15 per click. For the census informational item, the target cost would be \$0.45 per click.

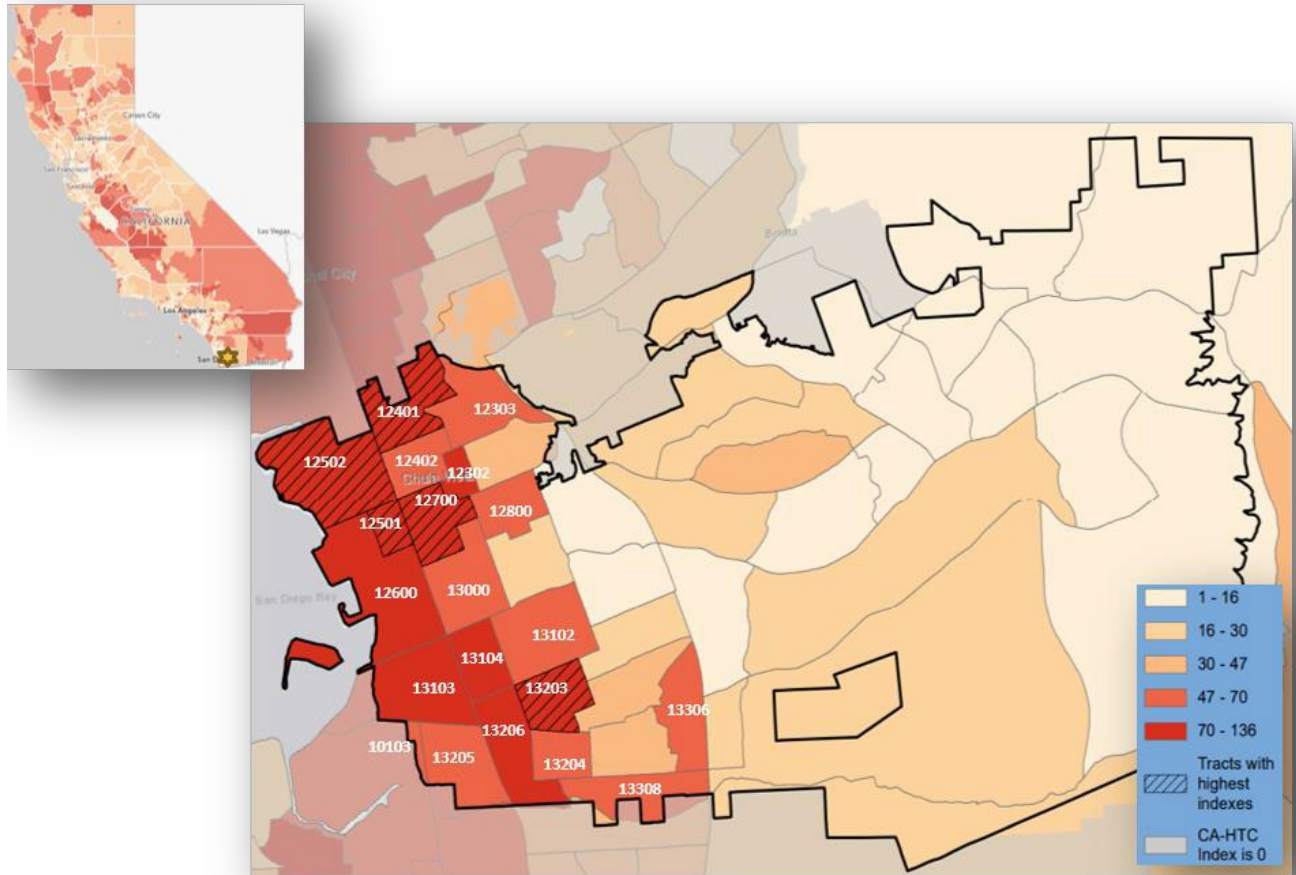
4. Kiosks: The City will purchase a total of four mobile kiosks to be used at the following locations:
  - South Library
  - Civic Library
  - City Clerk Lobby
  - Housing Office Lobby
  - Chula Vista Community Collaborative
5. Census Office Hours: The City will designate office space at City Hall to hold scheduled census “office hours” in order to provide technical assistance and guidance.
6. Outreach Events: Refer to Attachment “B” for a complete list of outreach activities.

**D. GOALS AND STRATEGIES:** The City established four goals and corresponding strategies to achieve (listed below). Refer to Attachment “B” (List of Proposed Outreach Efforts).

	<b>GOAL</b>	<b>STRATEGY</b>	<b>PERFORMANCE MEASUREMENT</b>
1	Ensure areas of greatest impact, communities historically undercounted in past census counts, are reached.	Build a network of <b>trusted messengers</b> to meet people where they are and engage them in ways most understood by local communities.	Number of partnerships established with the local schools, resource centers
		Invest in and promote <b>digital literacy</b> through education, outreach, and investment to reach populations with limited or no access to the Internet.	Number of accessible computer stations/kiosks at libraries and civic locations
2	Educate and increase awareness about the 2020 Census and its benefits to residents.	Develop a <b>calendar</b> of a variety of <b>events</b> to maximize the number of people reached.  <b>Market</b> and widely <b>communicate</b> information about the 2020 Census so that the City is aware and understands the importance of a fair and accurate count	Number of outreach events
3	Ensure the city’s messaging aligns with the state and federal messaging goals.	<b>Attend</b> regularly scheduled SANDAG 2020 Complete Count Committee <b>meetings</b> to further coordination with members, including representatives from the U.S. Census Bureau and the State of California Census office.	Number of coordination meetings
4	Apply for and secure local and/or philanthropic grant funding to support Census outreach events and marketing	Seek alternate funding sources through in the General Budget as well as local philanthropic organizations.	Amount of non-SANDAG funding leveraged

## V. OUTREACH LOCATIONS

The Census 2020 outreach efforts will be primarily focused on the Hard to Count Census Tracts with an index of 47 and higher. The map and table below highlight the specific census tract numbers and corresponding population number.



Census Tract Number	Population	Census Tract Number	Population	Census Tract Number	Population
10103	2,475	12600	4,715	13203	6,010
12302	1,310	12700	4,495	13204	3,815
12303	2,625	12800	3,755	13205	1,855
12401	2,990	13000	5,890	13206	5,985
12402	4,515	13102	4,900	13306	4,670
12501	2,950	13103	2,335	13308	3,885
12502	3,970	13104	5,900	<b>TOTAL POPULATION</b>	<b>79,045</b>

## ATTACHMENT "A"

### COST PROPOSAL AND BUDGET SHEET

Provide your requested funding allocation for each milestone in the spreadsheet below. Funding allocation shall include all activities, events, and tasks included for successful completion of the milestone, as outlined in your proposal.

Milestone #	Milestone Description	Funding Allocation	Percentage
1	Implementation Plan	\$44,581.00	50%
2	First Progress Report	\$17,832.00	20%
3	Second Progress Report	\$17,832.00	20%
4	Third Progress Report	\$ 4,458.50	5%
5	Final Report	\$ 4,458.50	5%

Total Amount Requested (Including all items and services described in the Project Requirements):

**\$ 89,162.00**

Budget Line Item		Amount
1	Chula Vista Community Collaborative (refer to Attachment "B")	\$62,500
2	City of Chula Vista Staff Time	\$26,662
<b>Total</b>		<b>\$89,162*</b>

\*Any additional funding will be applied towards Line Item 2.

## Attachment "B"

### Census 2020 - Community Outreach Activities

Activity	Strategy	Estimated Cost
Outreach and Education	<p>Host outreach and education event at City facilities such as libraries, recreation centers, and senior centers</p> <p>Attend regularly scheduled City/regional booth events to conduct outreach and education activities.</p> <ul style="list-style-type: none"> <li>• Chula Vista Open House (March)</li> <li>• South Bay Earth Day (April)</li> <li>• Harborfest (August)</li> <li>• South Bay Pride (September)</li> <li>• Fiestas Patrias (September)</li> </ul> <p>Host Census booth at Promotoras Parking Lot sales</p> <p>Host outreach events at all schools in the Sweetwater Union High School District that are in the HTC tracks</p> <p>Host a community Census 2020 fun event such as "Count Me and Tostilocos" event featuring Mariachi, food, and games</p>	\$15,000
Presentation	Conduct presentation on Census 2020 at Schools – ELAC/PTA meetings, community sites, senior centers, churches, etc	\$5,000
Staffing of Census Sites	<p>Staff tables and or kiosk at City facilities to assist community members in completing census or answer questions.</p> <p>Hold Census Office hours at various City locations 1 day per week during January through February 2020 and five days a week from March through April 2020</p>	\$15,000
Community Cafecitos	Host "Cafecitos" at Family Resource Centers to educate and motivate residents to complete the Census	\$2,000
Targeted Social Media	We will be posting CENSUS 2020 material across our social media platforms: Instagram, Twitter, Facebook, LinkedIn, and our CVCC blog. These posts will include "Did you know?" blurbs, facts, and survey prompts. We will include and/or create CENSUS 2020 hashtags and tag related organizations to allow them to see and share our posts in order to increase the CENSUS 2020 message. We will utilize Sponsored Posts where viewers with Instagram or Facebook will see CENSUS 2020 ads from now until April (more frequency in March and April). These sponsor posts will reach thousands of people across Chula Vista	\$3,000



Training	Train City staff on Census 2020 (3 Trainings)	\$1,500
Census Ambassadors	Designate and train all volunteer PAC (Promotoras Active for Community) and other volunteers as “Census Ambassadors” and trusted messengers to assist to educate and motivate community	\$2,000
Messaging	Post banners at all FRCs  Include messaging in email signatures for all staff  Include Census 2020 messaging in all meeting agendas/ and outgoing materials, newsletters, etc  Send messaging in weekly partner announcements  Include messaging slide in all CVCC Partners meetings	\$ 5,000
Administration and Collaboration	Attend regular meeting with City of Chula Vista staff and provide project updates, respond to email, phone contacts, etc. Prepare and submit monthly/regular reports	\$5,000
Day of the Child event April 2020	Include Census 2020 as part of the Day of the Child messaging Include Census 2020 messaging in 500 posters, 15,000 flyers which are distributed (and posted) throughout Chula Vista	\$4,000
Incentives for outreach	Bags Electronics/Phone accessories – chargers, pop socket, card case, etc Caps/hats Water bottles Shirts Polo Shirts for staff and Promotoras “Census Ambassadors” shirts for volunteers Incentive gift cards for volunteers Census backdrop (Step and repeat) for all events Props for backdrop pictures Buttons for shirts	\$5,000

**Total Estimated cost: \$62,500**