



COUNTY OF YOLO

Office of the County Administrator

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FOR IMMEDIATE RELEASE

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Yolo County Launches Text Message Campaign for Employment and Farmworker Services

(Woodland, CA) – The Yolo County Health and Human Services Agency, YoloWorks!, and the Yolo County Workforce Innovation Board are excited to announce the launch of a new text message campaign. This initiative is intended to enhance residents' access to farmworker and employment services. By simplifying the way community members access information, the campaign ensures the community receives timely and relevant information.

Chair of the Yolo County Board of Supervisors, Lucas Frerichs, emphasizes the importance of this new campaign, stating, “Increasingly, we all rely on our phones for access to information, and as an agricultural county, it makes a lot of sense for us to integrate text messaging into county employment services that are aimed at our agricultural workers. This tool will enhance accessibility, and we hope it will foster greater engagement in our employment initiatives. I am grateful to our county staff for implementing this tool and I hope it proves to be valuable for our residents, too.”

Residents can now easily access information on employment, career services, training opportunities, and upcoming events by texting "Career" to 888777. If you're looking for details on farmworker services, including events, resources, and job leads, simply text "Agricola" to 888777.

- **Employment Services:** By texting "Career" to 888777, individuals will receive information on job openings, career fairs, training programs, and other employment-related services available in Yolo County through YoloWorks!
- **Farmworker Services:** By texting "Agricola" to 888777, farmworkers will gain access to resources and support tailored specifically to their needs, including information on resources, services, and community programs.

“Yolo County's text message campaign represents an important step in ensuring that the public and in particular the farmworkers, have immediate access to the resources they need and deserve,” said Yolo County District 5 Supervisor, Angel Barajas. “The Board of Supervisors will continue supporting employment and service initiatives geared towards building a better and healthier county. We are excited to launch this one-of-a-kind campaign.”

This campaign is a key part of Yolo County's ongoing efforts to enhance communication and support services for its residents. By utilizing modern technologies, the county is improving the quality of life for our community, particularly for those who face barriers to accessing traditional communication channels.

For additional information about this campaign and farmworker services, please contact Rodrigo Lopez at Rodrigo.Lopez@YoloCounty.gov or by phone/text at (530) 702-1790. For inquiries related to employment or career services, please reach out to Faisal Alfatly at Faisal.Alfatly@YoloCounty.gov or by phone/text at (530) 341-6022.

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