California Complete Count – 2020 Census

Matt Walsh, Principal Planner
Department of Resource Management

Robert Burris – President/CEO, Solano Economic Development Corporation (EDC)
Census 2020: Reason for California Complete Count

- California faces the greatest challenge in the nation for the 2020 Census, including electronic submittal
- An accurate count is one in which every person is counted once, only once, and in the right place.
- An accurate and complete count will ensure California receives a fair share of federal funding and Congressional representation. $1,900 per non-counted resident per year loss
- The State will seek to reach more than 13.5 million households in California to raise awareness of the 2020 Census and motivate the hardest-to-count Californians to respond.
- The State is devoting significant resources to the Census Office’s strategic outreach and communication campaign.
Census 2020 Background

- On January 22, 2019, the Board approved a resolution to participate in community outreach for Census 2020 and to accept the State’s funding allocation of $145,572.

- On March 25, 2019, the Standard Agreement with the State was executed.

- On April 2, 2019, Solano County entered into a contract with Solano EDC to lead the outreach efforts for the entire County.
Partnership Coordination

1) Frequent communication between the EDC and County of Solano.

2) Frequent communication and sharing with the Regional Manager of Region 3 to provide opportunities for information sharing, coordination and peer support.

3) The United Way is under contract to provide marketing support and guidance to the CCC participants.

4) The Solano EDC will seek City Resolutions in each of the Cities with HTC populations over the median HTC Index.

5) The Solano EDC will share and place social media posts to promote the importance of the Census.

6) The Solano EDC will share best practices, translated content, and methodology with other CBO’s, cities, counties, and organizations that are supporting the statewide mission.
1) Utilizing the Language Access application of SwORD, we can identify predominant non-English languages spoken by Census Tract. The Solano EDC will identify the top on-English languages spoken in the HTC areas and utilize translated materials for distribution.

2) The most prevalent non-English languages spoken in HTC Tracts within Solano are Spanish and Tagalog.

3) Every effort will be made to find marketing content already translated by the Census Bureau, CCC, and/or other organizations or jurisdictions.

4) Where possible, when fluent non-English speakers will be available at events, QACs and/or QAKs.

5) The Solano EDC is seeking partnerships with cultural organizations where non English languages are spoken.
There are 21 Census Tracts in three cities that are classified as above the median Hard-to-County (HTC) Index.

There are 13 primary factors, identified by US Census, likely to contribute to a non-response to the census questionnaire.

The top three factors that correlate to non-responses include unemployment, a recent move to the area, and/or households on public assistance.

Other factors are: children under the age of 5, non-English speakers, below 150% of poverty line, lack of broadband, crowded households, etc.
<table>
<thead>
<tr>
<th>City</th>
<th>Census Tract</th>
<th>Index Score</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1Vallejo</td>
<td>2509</td>
<td>115</td>
<td>Non Family HH</td>
<td>Below 150% Poverty</td>
<td>Unemp</td>
</tr>
<tr>
<td>2Vallejo</td>
<td>2518.02</td>
<td>99</td>
<td>Children under 5</td>
<td>Non Family HH</td>
<td>Unemp</td>
</tr>
<tr>
<td>3Vallejo</td>
<td>2515</td>
<td>84</td>
<td>Public Assist HH</td>
<td>Unemp</td>
<td>Moved Recently</td>
</tr>
<tr>
<td>4Vallejo</td>
<td>2516</td>
<td>84</td>
<td>Unemp</td>
<td>Non Family HH</td>
<td>Moved Recently</td>
</tr>
<tr>
<td>5Vallejo</td>
<td>2519.01</td>
<td>66</td>
<td>Moved Recently</td>
<td>Unemp</td>
<td>Non Family HH</td>
</tr>
<tr>
<td>6Vallejo</td>
<td>2512</td>
<td>64</td>
<td>Moved Recently</td>
<td>Without Broadband</td>
<td>Crowded Units</td>
</tr>
<tr>
<td>7Vallejo</td>
<td>2517.01</td>
<td>63</td>
<td>Moved Recently</td>
<td>Vacant Housing</td>
<td>Unemp</td>
</tr>
<tr>
<td>8Vallejo</td>
<td>2507.01</td>
<td>62</td>
<td>Unemp</td>
<td>Children under 5</td>
<td>Public Assist HH</td>
</tr>
<tr>
<td>9Vallejo</td>
<td>2511</td>
<td>58</td>
<td>Unemp</td>
<td>Non Family HH</td>
<td>Below 150% Poverty</td>
</tr>
<tr>
<td>10Vallejo</td>
<td>2510</td>
<td>52</td>
<td>Vacant Housing</td>
<td>Moved Recently</td>
<td>Renter-Occupied Units</td>
</tr>
<tr>
<td>11Vallejo</td>
<td>2508.01</td>
<td>41</td>
<td>Moved Recently</td>
<td>Vacant Housing</td>
<td>Multi-unit Structures</td>
</tr>
<tr>
<td>12Fairfield</td>
<td>2526.07</td>
<td>82</td>
<td>Children under 5</td>
<td>Below 150% Poverty</td>
<td>Limited English Speaking (Sp)</td>
</tr>
<tr>
<td>13Fairfield</td>
<td>2526.11</td>
<td>72</td>
<td>Unemp</td>
<td>Crowded Units</td>
<td>Public Assist HH</td>
</tr>
<tr>
<td>14Fairfield</td>
<td>2526.05</td>
<td>71</td>
<td>Below 150% Poverty</td>
<td>Unemp</td>
<td>Multi-unit Structures</td>
</tr>
<tr>
<td>15Fairfield</td>
<td>2526.06</td>
<td>70</td>
<td>Public Assist HH</td>
<td>Vacant Housing</td>
<td>Limited English Speaking (Sp)</td>
</tr>
<tr>
<td>16Fairfield</td>
<td>2525.02</td>
<td>67</td>
<td>Renter-Occupied Units</td>
<td>Moved Recently</td>
<td>Below 150% Poverty</td>
</tr>
<tr>
<td>17Fairfield</td>
<td>2525.01</td>
<td>64</td>
<td>Unemp</td>
<td>Children under 5</td>
<td>Without Broadband</td>
</tr>
<tr>
<td>18Fairfield</td>
<td>2526.04</td>
<td>57</td>
<td>Unemp</td>
<td>Vacant Housing</td>
<td>Public Assist HH</td>
</tr>
<tr>
<td>19Fairfield</td>
<td>2524.02</td>
<td>54</td>
<td>Moved Recently</td>
<td>Crowded Units</td>
<td>Non HS Graduates</td>
</tr>
<tr>
<td>20Fairfield</td>
<td>2526.08</td>
<td>52</td>
<td>Children under 5</td>
<td>Public Assist HH</td>
<td>Moved Recently</td>
</tr>
<tr>
<td>21Dixon</td>
<td>2534.02</td>
<td>50</td>
<td>Unemp</td>
<td>Non HS Graduates</td>
<td>Moved Recently</td>
</tr>
<tr>
<td>Reasons</td>
<td>Frequency</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-----------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Unemp</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Moved Recently</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Public Assist HH</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Non Family HH</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Below 150% Poverty</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Children under 5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Vacant Housing</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Crowded Units</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Without Broadband</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Renter Occupied Units</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 Limited English Speaking (Sp)</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Non HS Graduates</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 Multi-unit Structures</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
California Complete Count - SwORD
County of Solano Complete Count Analysis

Census 2020 Type of Enumeration Area and CA-HTC Index Interactive Map

California Complete Count - census.ca.gov

- Has an estimated population of 4,449 and a Hard-to-Count Index of 82.
- The median tract CA-HTC Index is 37.
- Learn more about the Index.

Characteristics:
- Below 150 percent of poverty level
- Less than 0.5 percent of English-speaking households
- Vacant housing units (%) 3.1 (5.3)
- Total housing units with 3 or more units in a structure

Legend:
- Region 3: Solano County CA-HTC Index by Census Tract - CA-HTC_Index_2019 tract

County of Solano Complete Count Analysis
County of Solano Complete Count Analysis

Predominant language among Californians who speak English less than "very well"

Tract-level: Predominant non-English language
- Spanish
- Chinese incl. Mandarin, Cantonese
- Other Indo-European languages
- Vietnamese
- Korean
- Other Asian and Pacific Island languages
- Russian, Polish, or other Slavic languages
- Tagalog incl. Filipino
- Arabic
- Other and unspecified languages
- Other
County of Solano
Countywide Complete Count Strategy

Solano EDC, County and 7 Cities – Communication & Outreach

- Social media as a major tool for content, stories, education, events, and information
- Hard-copy content distribution at targeted locations, to best reach HTC community; Libraries, City Counters, non-profit locations open to the public, etc.
- Solano Complete Count Committee: to include city staff, County PIO, H&SS, First 5 Solano, local non-profits, education community, etc.
- Language translation in distributed materials
- Participation at events and speaking opportunities
County of Solano
Complete Count Committee

- All Cities and County Representatives
- Solano EDC
- Community Clinic Consortium
- U.S. Census Bureau Representative
- State of California Complete Count Region 3 manager and staff
- First 5 Solano
- Food Bank of Contra Costa and Solano
- Opportunity House
- Planned Parenthood of Northern California
- Shelter Solano
- Solano Community College
- Solano County Health and Social Services
- Solano County Office of Education
- Solano Transportation Authority
- United Way
County of Solano
Countywide Complete Count Team

- Solano County
- Solano EDC
- Solano Complete Count Committee
- U.S. Census Bureau Representative
- State of California Complete Count Region 3 manager and staff
- State SwORD administrators and research staff
- United Way regional marketing support
- Other Counties
Questions and Answers

Thank you

Robert Burris
President/CEO, Solano EDC
robert@solanoedc.org