



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.



Language Access Plan

- 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.



County of Solano Complete Count Analysis

- 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.

County of Solano Complete Count Analysis

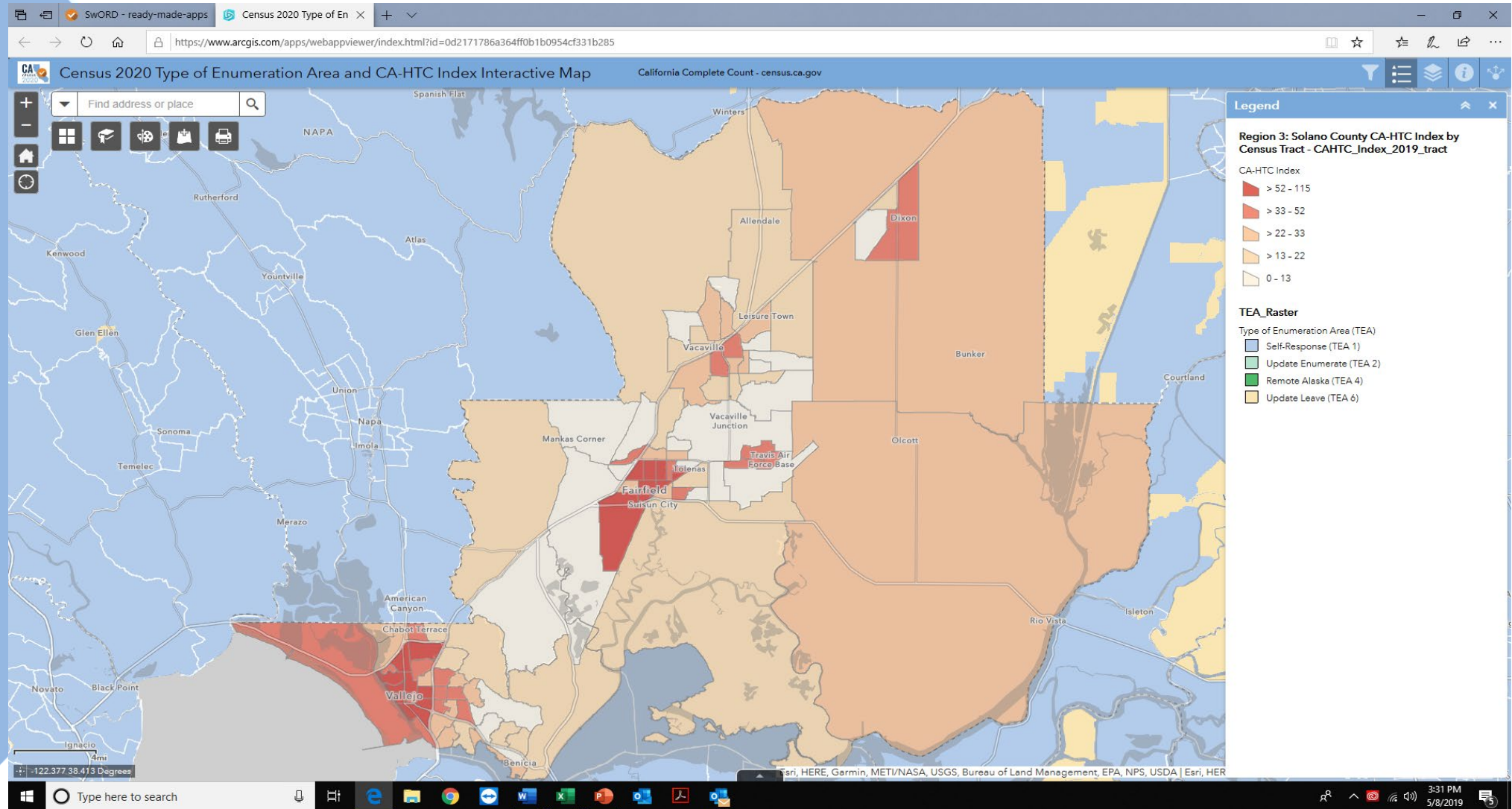
| City | Census Tract | Index Score | #1 | #2 | #3 |
|-------------|----------------|-------------|-----------------------|--------------------|-------------------------------|
| 1Vallejo | 2509 | 115 | Non Family HH | Below 150% Poverty | Unemp |
| 2Vallejo | 2518.02 | 99 | Children under 5 | Non Family HH | Unemp |
| 3Vallejo | 2515 | 84 | Public Assist HH | Unemp | Moved Recently |
| 4Vallejo | 2516 | 84 | Unemp | Non Family HH | Moved Recently |
| 5Vallejo | 2519.01 | 66 | Moved Recently | Unemp | Non Family HH |
| 6Vallejo | 2512 | 64 | Moved Recently | Without Broadband | Crowded Units |
| 7Vallejo | 2517.01 | 63 | Moved Recently | Vacant Housing | Unemp |
| 8Vallejo | 2507.01 | 62 | Unemp | Children under 5 | Public Assist HH |
| 9Vallejo | 2511 | 58 | Unemp | Non Family HH | Below 150% Poverty |
| 10Vallejo | 2510 | 52 | Vacant Housing | Moved Recently | Renter-Occupied Units |
| 11Vallejo | 2508.01 | 41 | Moved Recently | Vacant Housing | Multi-unit Structures |
| 12Fairfield | 2526.07 | 82 | Children under 5 | Below 150% Poverty | Limited English Speaking (Sp) |
| 13Fairfield | 2526.11 | 72 | Unemp | Crowded Units | Public Assist HH |
| 14Fairfield | 2526.05 | 71 | Below 150% Poverty | Unemp | Multi-unit Structures |
| 15Fairfield | 2526.06 | 70 | Public Assist HH | Vacant Housing | Limited English Speaking (Sp) |
| 16Fairfield | 2525.02 | 67 | Renter-Occupied Units | Moved Recently | Below 150% Poverty |
| 17Fairfield | 2525.01 | 64 | Unemp | Children under 5 | Without Broadband |
| 18Fairfield | 2526.04 | 57 | Unemp | Vacant Housing | Public Assist HH |
| 19Fairfield | 2524.02 | 54 | Moved Recently | Crowded Units | Non HS Graduates |
| 20Fairfield | 2526.08 | 52 | Children under 5 | Public Assist HH | Moved Recently |
| 21Dixon | 2534.02 | 50 | Unemp | Non HS Graduates | Moved Recently |



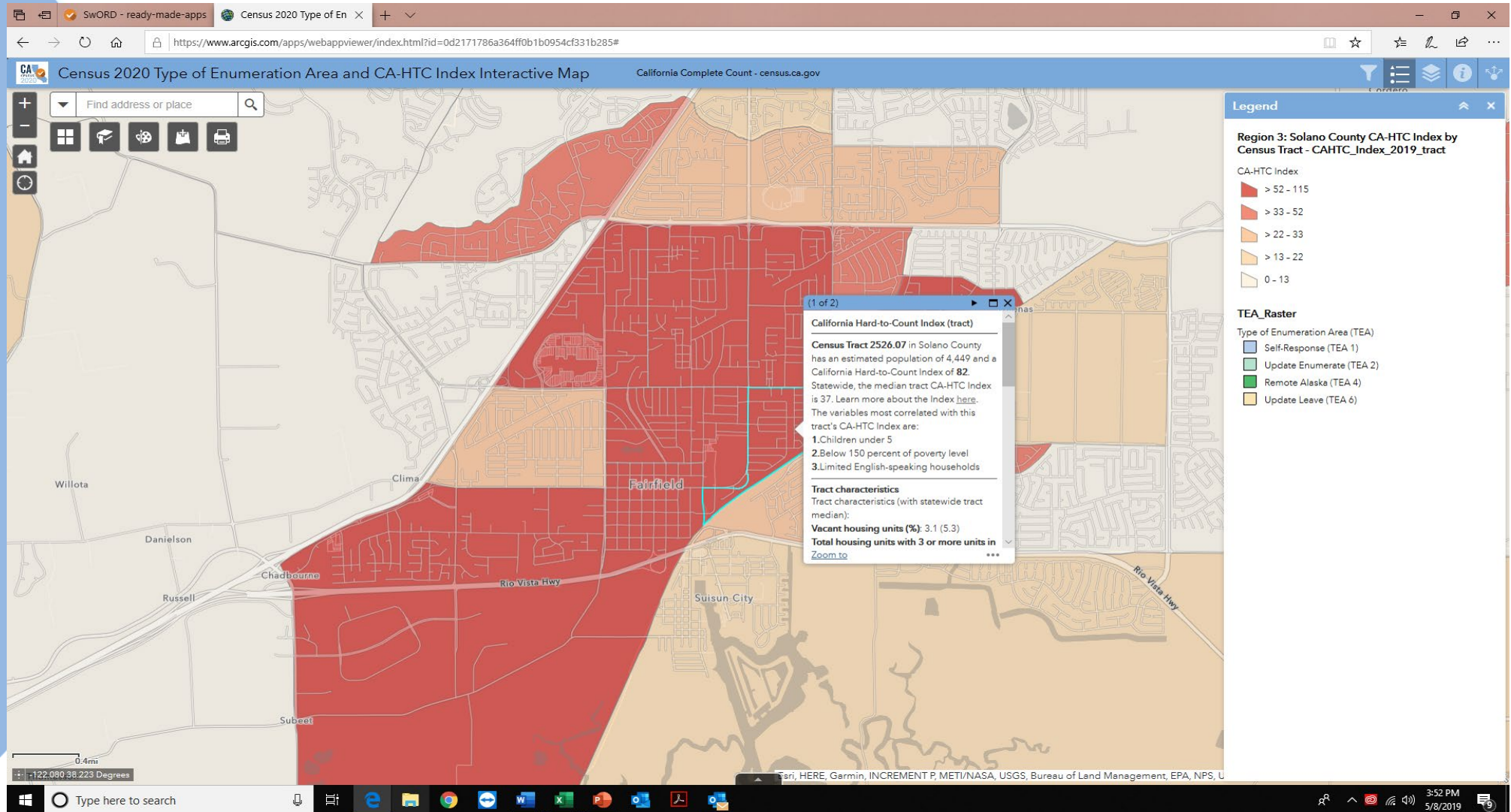
County of Solano Complete Count Analysis

| | Reasons | Frequency |
|----|-------------------------------|-----------|
| 1 | Unemp | 13 |
| 2 | Moved Recently | 11 |
| 3 | Public Assist HH | 6 |
| 4 | Non Family HH | 5 |
| 5 | Below 150% Poverty | 5 |
| 6 | Children under 5 | 5 |
| 7 | Vacant Housing | 5 |
| 8 | Crowded Units | 3 |
| 9 | Without Broadband | 2 |
| 10 | Renter Occupied Units | 2 |
| 11 | Limited English Speaking (Sp) | 2 |
| 12 | Non HS Graduates | 2 |
| 13 | Multi-unit Structures | 2 |

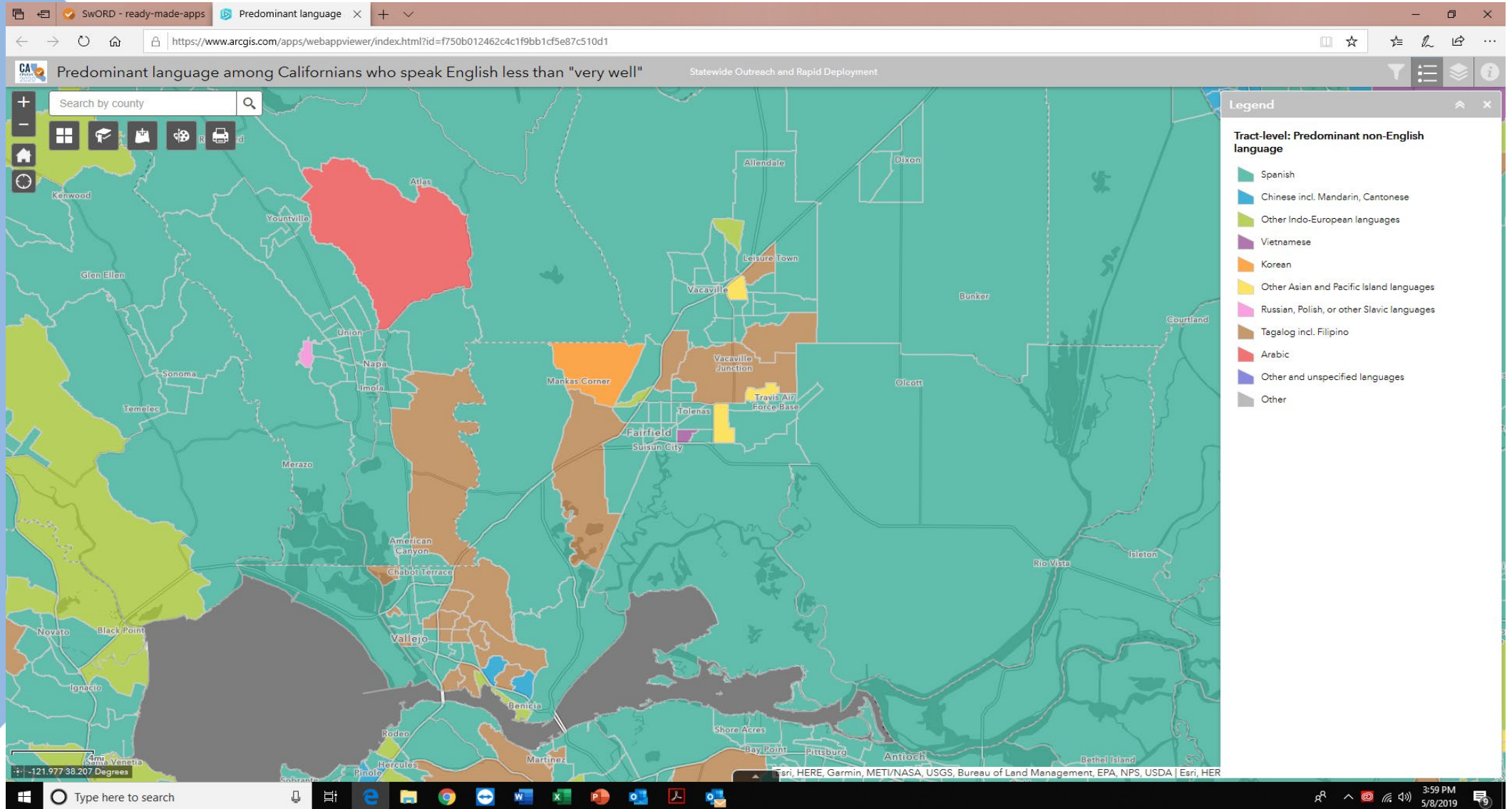
California Complete Count - SwORD



County of Solano Complete Count Analysis



County of Solano Complete Count Analysis





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