

GET COUNTED SONOMA!

CENSUS 2020



¡HAZTE CONTAR SONOMA!

TIMELINE OF ACTIONS

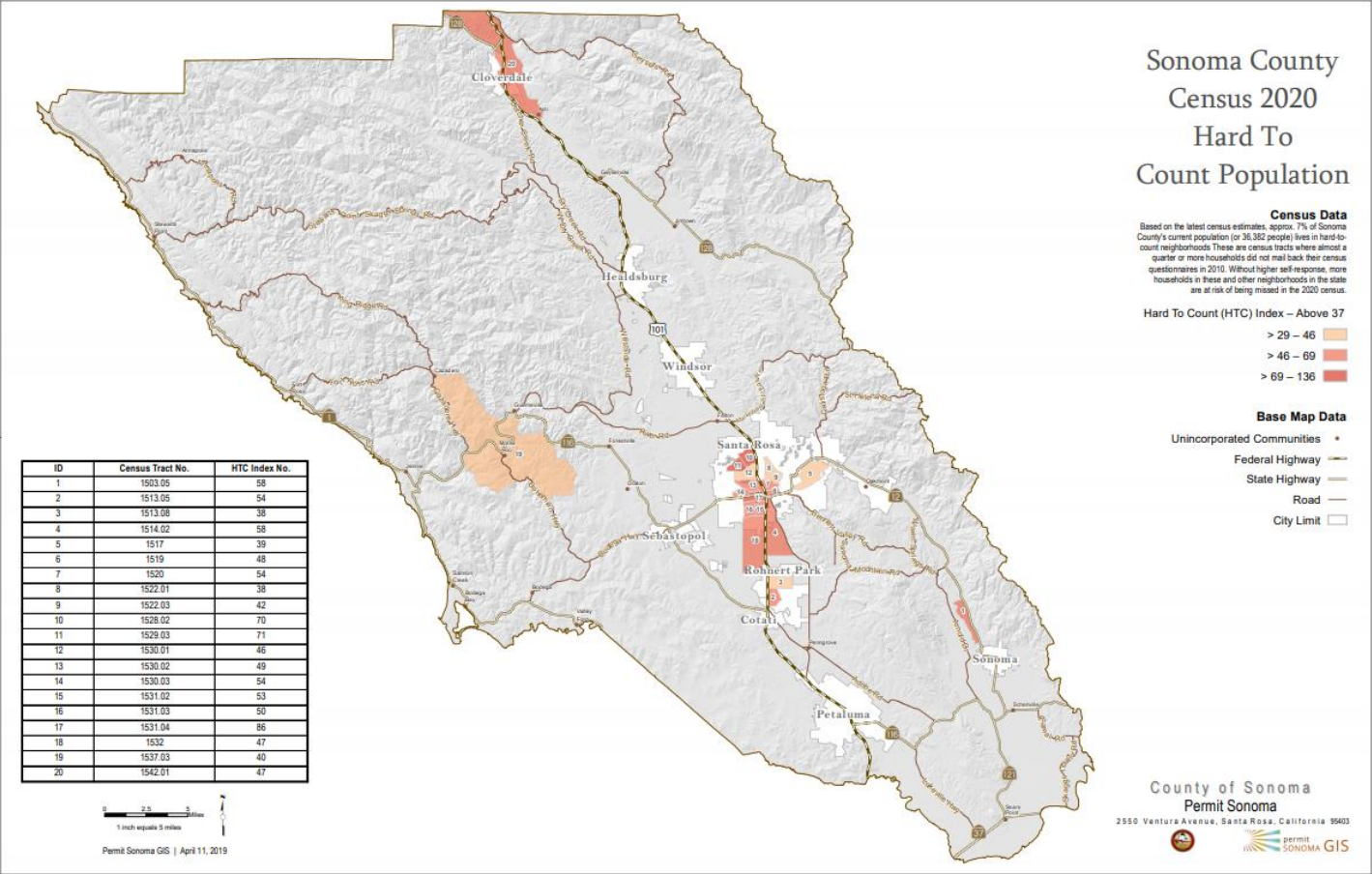


HTC OUTREACH IN SONOMA COUNTY

A unique fit with Sonoma County Goal 3: **Invest in the Future.**

- Based on the latest census estimates, approximately 7% of Sonoma County's current population (or 36,382 people) lives in hard-to-count neighborhoods.
- 42,294 Limited English Proficient individuals who are native Spanish speakers. This number represents 81.2% of the Limited English Proficiency population in the County.
- In 2010, 79.9% of the County's households mailed back their 2010 census questionnaire, requiring costlier and more difficult in-person follow up to enumerate the remaining 20.1%.

SONOMA COUNTY HTC TRACTS



TOP 5 SONOMA COUNTY HARD TO COUNT CENSUS TRACTS

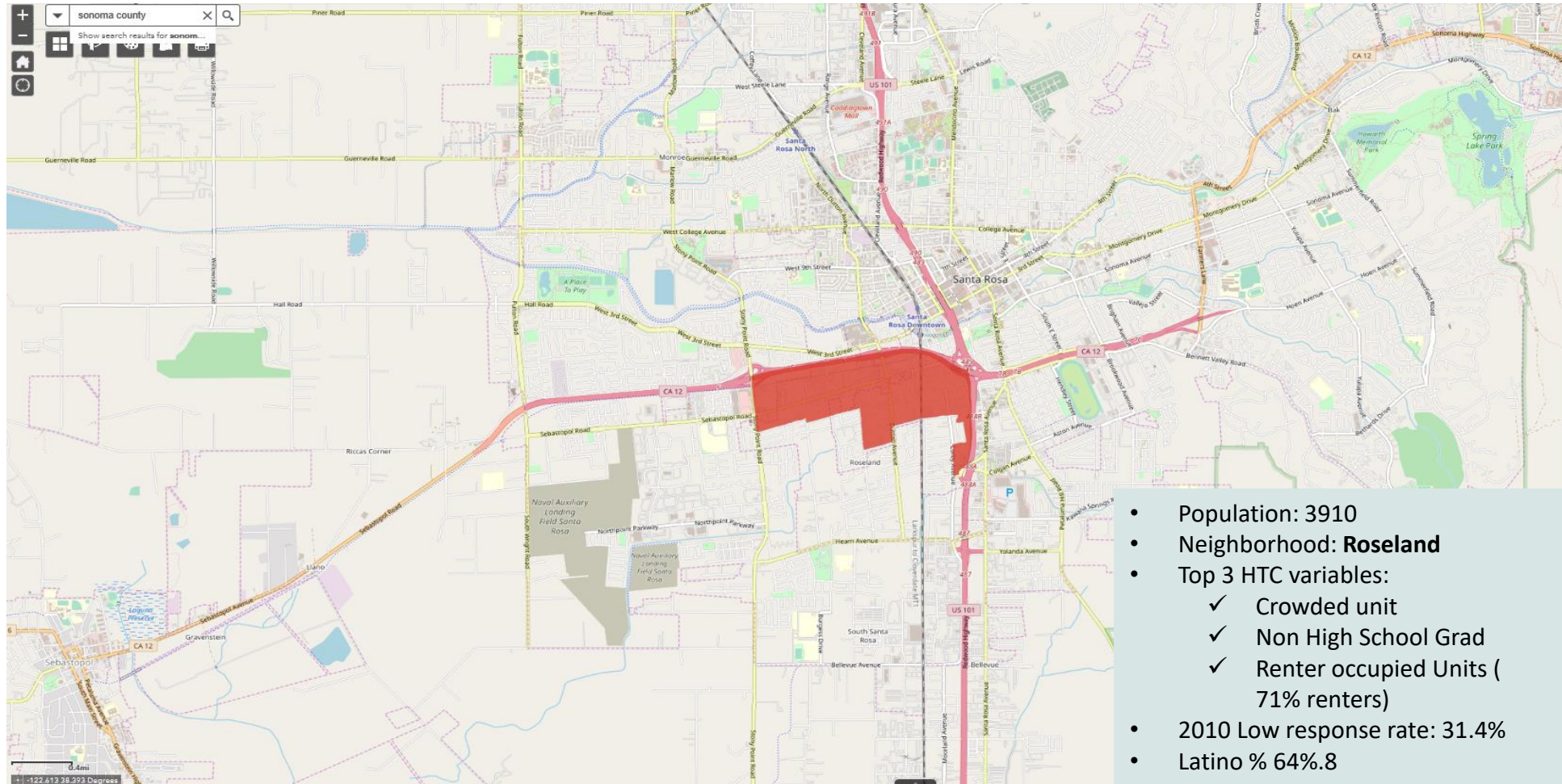
Images captured from [SWORD MAP](#)

For a detailed map of all census tracts, go to census.ca.gov/HTC-map

ROSELAND

Tract 1531.04

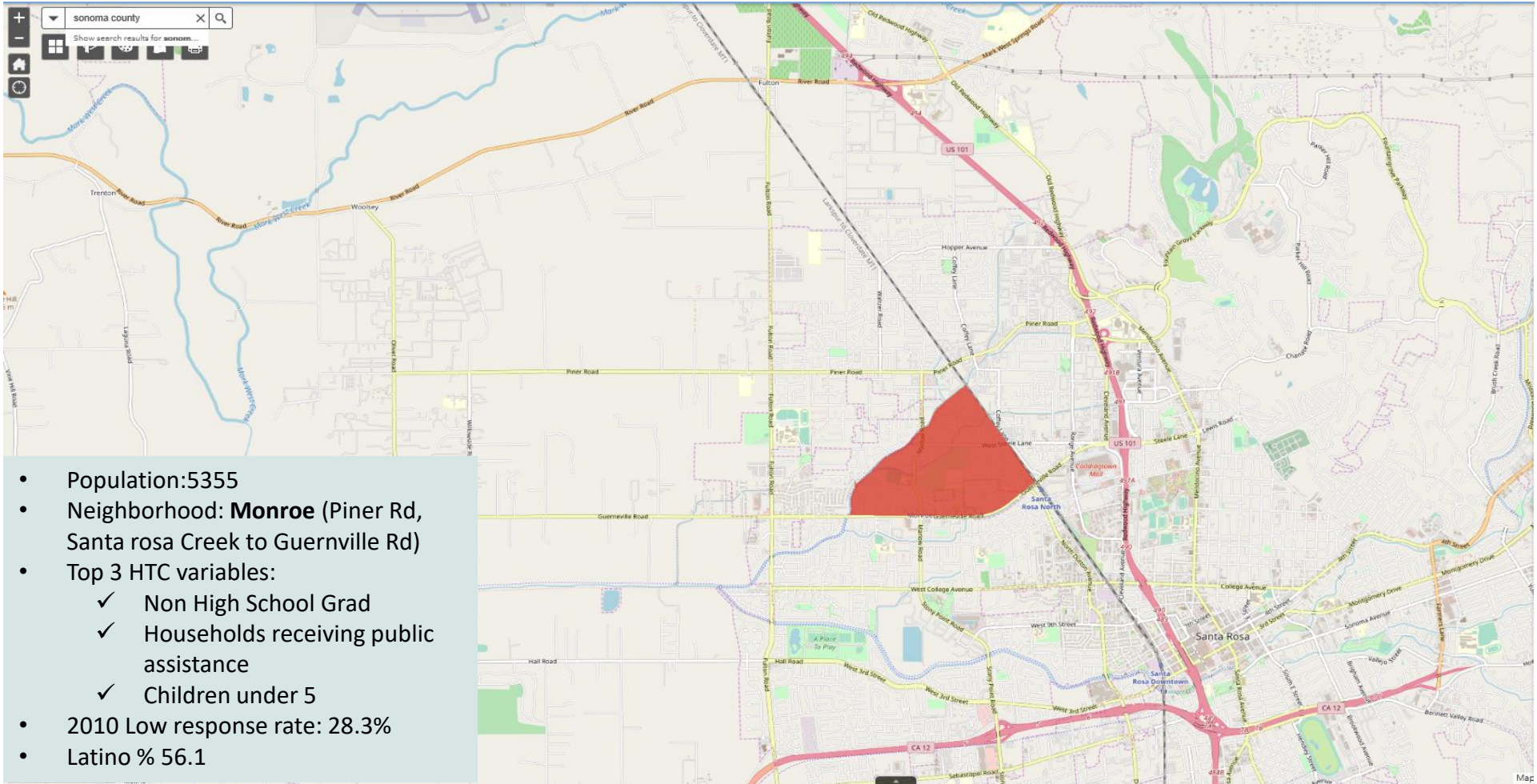
CA-HTC index: **86**



NORTH WEST SANTA ROSA (MONROE)

Tract 1529.03

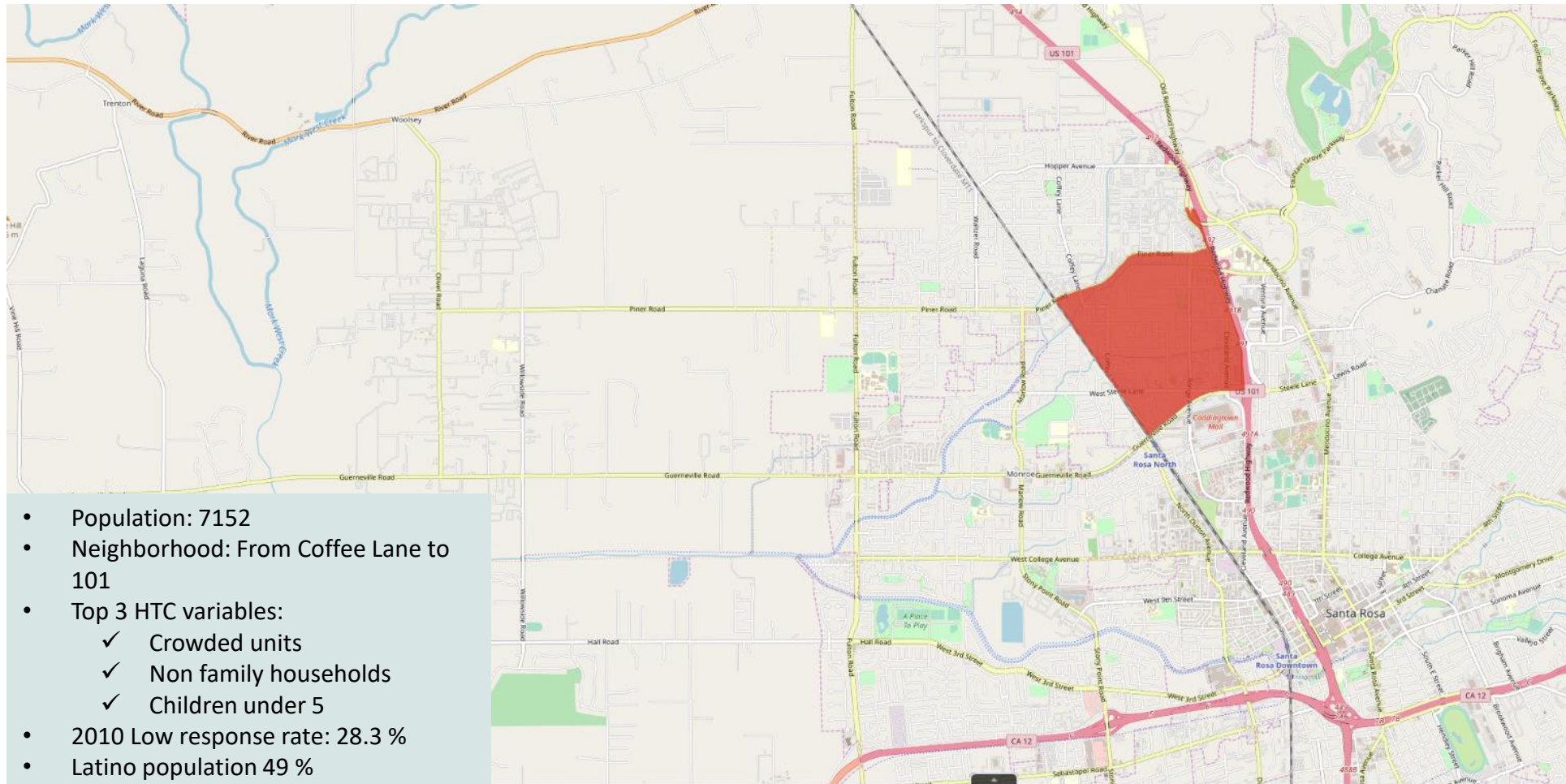
CA-HTC index: **71**



NORTH WEST SANTA ROSA (COFFEE PARK AREA)

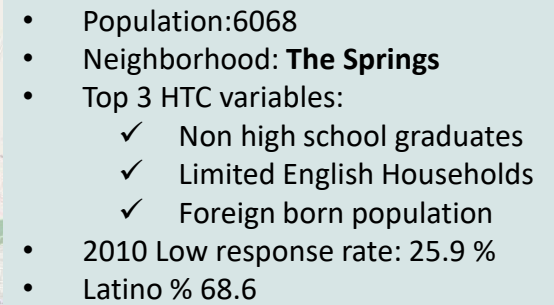
Tract 1528.02

CA-HTC index: **70**



Tract 1503.05
CA-HTC index: 58

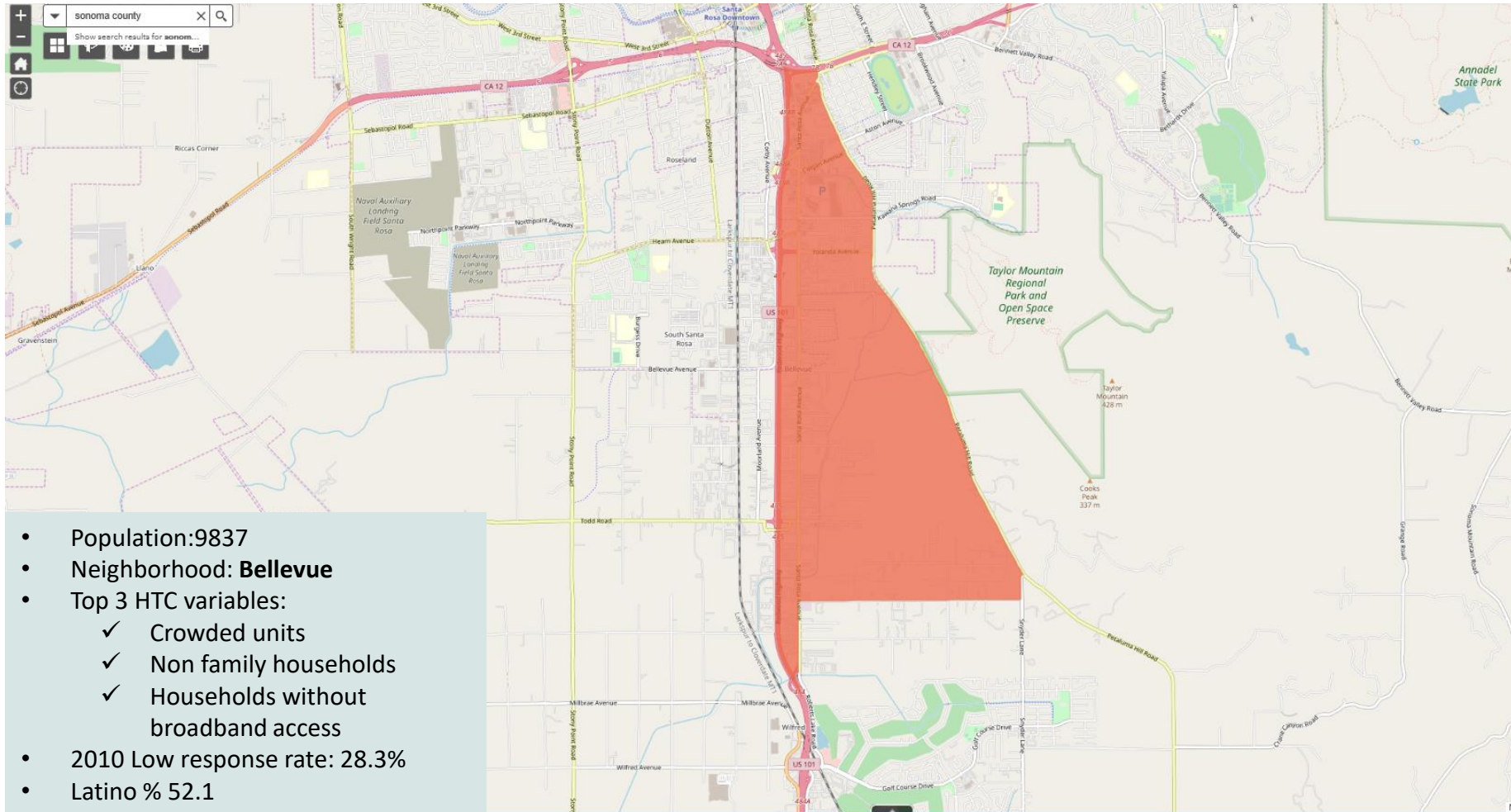
CA-HTC index: 58



SOUTH EAST SANTA ROSA (BELLEVUE)

Tract 1514.02






CA-HTC index: **58**



HTC OUTREACH SUPPORTERS IN SONOMA COUNTY

Two-pronged approach:

- ✓ SWORD oriented (TOP 5 tracts as recommended by CCCC)
- ✓ Historically undercounted communities

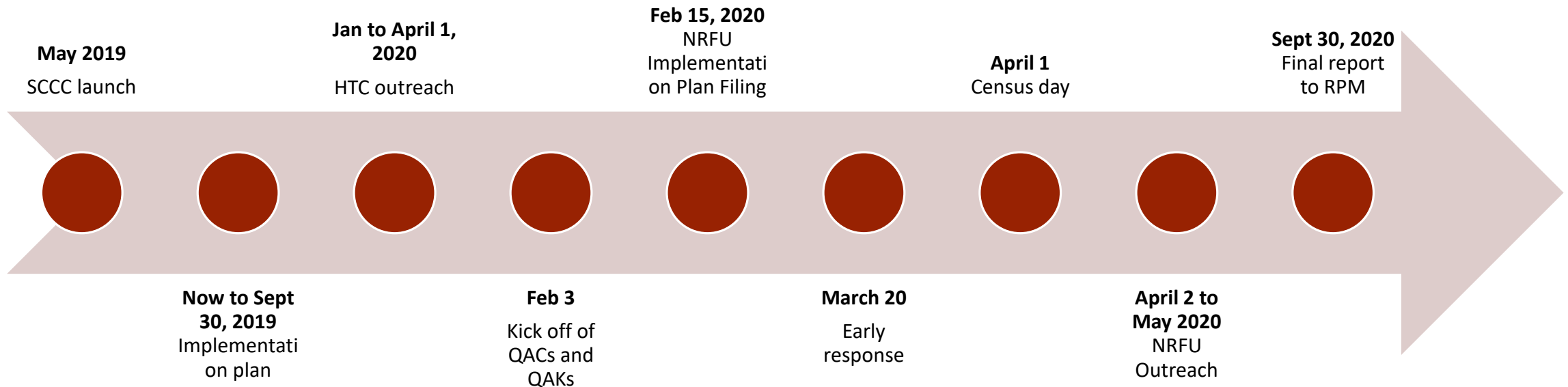
CCCC guided	US Census Bureau supported	SCCC enabled	County partnership and ecosystem	Community leaders
Strategic framework and process	Education resources	Mobilization of Trusted Messengers	Leveraging County resources and relationships	Working with community leaders to get the word out
Resources	Outreach partnership	Coordination and alignment	Full support of SOCO supervisors and departments: Human Services, Health Services, Permit Sonoma, etc.	Leveraging a cross section of sectors and stakeholders
				



OUTREACH IMPLEMENTATION PHASES

Pre HTC outreach window: June through December 2019	First outreach phase January March 2020	March to April 1st	April 1 st May 2020
Goals:	Goals:	Goals:	Goals:
Raise awareness and educate about Census 2020	Dispel concerns, ensure HTC communities know ways to get counted and motivate participation in Census	Activate the count: ensure Sonoma County is responding online	Get Counted Sonoma! Further activate the count!
Build SOCO census movement and lock in CBOs support	Ensure countywide mobilization to motivate HTC communities	Ensure residents have access to questionnaire assistance	Deploy Non response follow up outreach
Messaging:	Messaging	Messaging	Messaging
What is at stake with Census: Benefits and challenges	Your data is safe It's easy to get counted It's your right and your civic duty You deserve to be counted	There are many ways to get counted and you can respond to Census online as early as March 20 th . Provide information on QAKs and QACs	You can still get counted. Here are the other options if you haven't responded online. Everyone will get counted. Reemphasize messaging: Census is important, your responses are safe and confidential; everyone deserves to be counted

SONOMA COUNTY CENSUS 2020 TIMELINE



MORE INFORMATION ABOUT SONOMA COMPLETE COUNT COMMITTEE

Visit our website:

www.GetCountedSonoma.org – www.HazteContarSonoma.org

Email us:

Census2020@Sonoma-County.org

Connect with us on Social media

Facebook & Twitter: @countyofsonoma

#getcountedsonoma

#census2020

#2020census



SONOMA COUNTY HTC DEMOGRAPHICS

HTC variables	% Specific to Sonoma County
Immigrants and foreign born	16.6% of Sonoma County residents
Linguistically isolated people	10.4 % of Sonoma County residents speak English “less than very well”
Persons who are not high school graduates	12.3% of Sonoma County residents
Persons who are unemployed	3.8% of Sonoma County residents
Number of vacant housing units in an area	8.6% of housing units are vacant in Sonoma County
Specific ethnic and minority populations	26.4% of Sonoma County residents are Hispanic or Latino of any race. Other races account for 6.9% of total population.
Renters and children	5.2% of Sonoma County residents are children under 5 years old. 39.7% of housing units in Sonoma County are renter occupied.
Densely populated communities with multi-unit housing, public assistance characteristics	14.1% of Sonoma County households have receive supplemental security income, cash public assistance and/or food stamp benefits for over 12 months
Native Americans living on tribal lands	1.1% of Sonoma County residents belong to a tribal community