GET COUNTED SONOMA!

CENSUS 2020

¡HAZTE CONTAR SONOMA!
TIMELINE OF ACTIONS

January 29
- Opt-in resolution
- Discover and learn
- HTC outreach strategic planning

March 27
- Standard agreement with CCC signed
- Building capacity and partnership with UWWC, CCC and USCB

April 5 to Now
- HTC outreach Strategy approved
- Gold Resolution
- SCCC kick off
- Preliminary outreach
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

- Population: 3910
- Neighborhood: Roseland
- Top 3 HTC variables:
  - Crowd unit
  - Non High School Grad
  - Renter occupied Units (71% renters)
- 2010 Low response rate: 31.4%
- Latino % 64.8%
NORTH WEST SANTA ROSA (MONROE)
Tract 1529.03
CA-HTC index: 71

• Population: 5355
• Neighborhood: Monroe (Piner Rd, Santa rosa Creek to Guernville Rd)
• Top 3 HTC variables:
  ✓ Non High School Grad
  ✓ Households receiving public assistance
  ✓ Children under 5
• 2010 Low response rate: 28.3%
• Latino % 56.1
NORTH WEST SANTA ROSA (COFFEE PARK AREA)

Tract 1528.02
CA-HTC index: 70

- Population: 7152
- Neighborhood: From Coffee Lane to 101
- Top 3 HTC variables:
  - Crowded units
  - Non family households
  - Children under 5
- 2010 Low response rate: 28.3 %
- Latino population 49 %
THE SPRINGS
Tract 1503.05
CA-HTC index: 58

- Population: 6068
- Neighborhood: The Springs
- Top 3 HTC variables:
  - Non high school graduates
  - Limited English Households
  - Foreign born population
- 2010 Low response rate: 25.9%
- Latino % 68.6
SOUTH EAST SANTA ROSA (BELLEVUE)
Tract 1514.02
CA-HTC index: 58

- Population: 9837
- Neighborhood: Bellevue
- Top 3 HTC variables:
  - Crowded units
  - Non family households
  - Households without broadband access
- 2010 Low response rate: 28.3%
- Latino % 52.1
## HTC OUTREACH SUPPORTERS IN SONOMA COUNTY

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

<table>
<thead>
<tr>
<th>CCCC guided</th>
<th>US Census Bureau supported</th>
<th>SCCC enabled</th>
<th>County partnership and ecosystem</th>
<th>Community leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic framework and process</td>
<td>Education resources</td>
<td>Mobilization of Trusted Messengers</td>
<td>Leveraging County resources and relationships</td>
<td>Working with community leaders to get the word out</td>
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<tr>
<td>Resources</td>
<td>Outreach partnership</td>
<td>Coordination and alignment</td>
<td>Full support of SOCO supervisors and departments: Human Services, Health Services, Permit Sonoma, etc.</td>
<td>Leveraging a cross section of sectors and stakeholders</td>
</tr>
</tbody>
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![CA Census 2020](image1)

![Shape your future](image2)

![United Way of the Wine Country](image3)

![United Way](image4)
# OUTREACH IMPLEMENTATION PHASES

<table>
<thead>
<tr>
<th>Pre HTC outreach window: June through December 2019</th>
<th>First outreach phase January March 2020</th>
<th>March to April 1st</th>
<th>April 1&lt;sup&gt;st&lt;/sup&gt; May 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goals: Raise awareness and educate about Census 2020</td>
<td>Goals: Dispel concerns, ensure HTC communities know ways to get counted and motivate participation in Census</td>
<td>Goals: Activate the count: ensure Sonoma County is responding online</td>
<td>Goals: Get Counted Sonoma! Further activate the count!</td>
</tr>
<tr>
<td>Build SOCO census movement and lock in CBOs support</td>
<td>Ensure countywide mobilization to motivate HTC communities</td>
<td>Ensure residents have access to questionnaire assistance</td>
<td>Deploy Non response follow up outreach</td>
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<tr>
<td>Messaging:</td>
<td>Messaging</td>
<td>Messaging</td>
<td>Messaging</td>
</tr>
<tr>
<td>What is at stake with Census: Benefits and challenges</td>
<td>Your data is safe It’s easy to get counted It’s your right and your civic duty You deserve to be counted</td>
<td>There are many ways to get counted and you can respond to Census online as early as March 20&lt;sup&gt;th&lt;/sup&gt;. Provide information on QAKs and QACs</td>
<td>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</td>
</tr>
</tbody>
</table>
SONOMA COUNTY CENSUS 2020 TIMELINE

- **May 2019**
  - SCCC launch

- **Jan to April 1, 2020**
  - HTC outreach

- **Feb 15, 2020**
  - NRFU Implementation Plan Filing

- **April 1**
  - Census day

- **Sept 30, 2020**
  - Final report to RPM

- **Now to Sept 30, 2019**
  - Implementation plan

- **Feb 3**
  - Kick off of QACs and QAKs

- **March 20**
  - Early response

- **April 2 to May 2020**
  - NRFU Outreach
MORE INFORMATION ABOUT SONOMA COMPLETE COUNT COMMITTEE

Visit our website:

Email us:
Census2020@Sonoma-County.org

Connect with us on Social media
Facebook & Twitter: @countyofsonoma
#getcountedsonoma
#census2020
#2020census
## SONOMA COUNTY HTC DEMOGRAPHICS

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