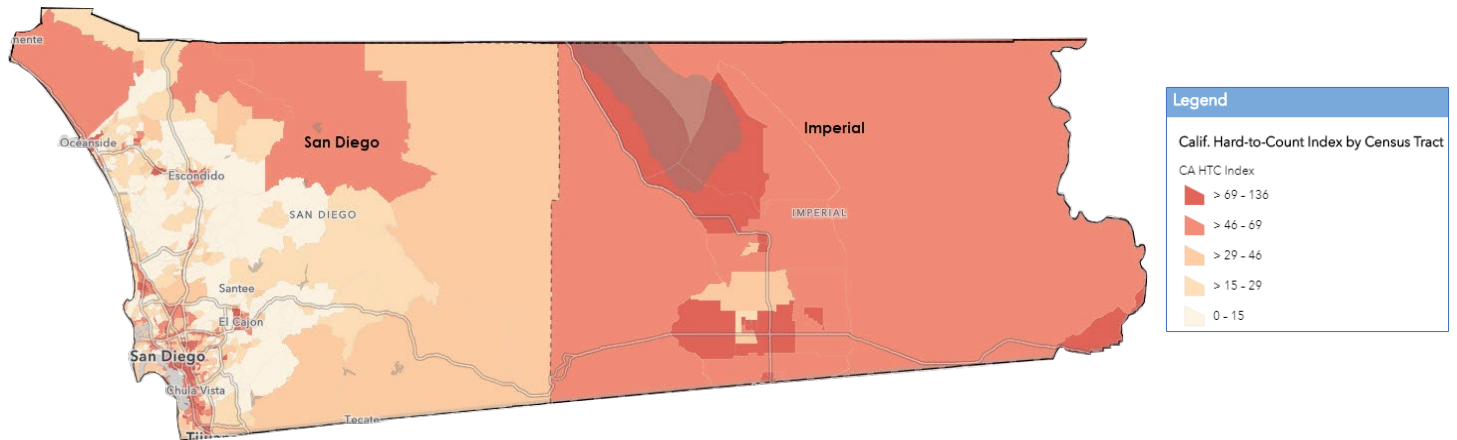




California Complete Count – Census 2020

Region 10 Snapshot



Region 10 consists of two counties, San Diego and Imperial. Situated along the US-Mexico Border, this region has unique opportunities and challenges that are different from the rest of California. Collective opportunities include its shared multicultural, multiethnic and trans-border identities, making Region 10 attractive for people and businesses alike. The region is also one of the state's primary refugee resettlement areas and identified as one of the hardest-to-count (HTC).

Many San Diegans live in "mixed-status" immigrant communities with limited English proficiency (LEP), and distrust the government, which resulted in decreased participation in the 2010 Census. Imperial County is a border community with a constantly changing daytime population as many residents go back and forth between the United States and Mexico, for work, medical care, commerce and recreation.

While San Diego County has indicated its support for Census outreach efforts, it has passed management of the outreach contract to the San Diego Association of Governments (SANDAG). The map above displays the Hard-to-Count (CA-HTC) Index based on multiple demographic, housing and socioeconomic variables that correlate to an area that is difficult to enumerate. Census tracts with a higher CA-HTC index are likely to pose significant challenges to count in 2020, while tracts with lower indexes should be easier.

Region 10 is supported by the Administrative Community-Based Organization (ACBO), United Way of San Diego, in partnership with over one hundred collaborators who have met since July 2018. They have formed the COUNT ME 2020 Coalition, which strives to nurture a culture of trust of, and civic participation in, the nation's democratic process. Many of the collaborating community-based organizations have focused their targeted outreach efforts on engaging communities in census tracts with high CA-HTC indexes, particularly in the region's refugee resettlement areas.



CONTRACTED PARTNERS

ACBO

United Way of San Diego County

Counties

Imperial and San Diego

County Offices of Education

Imperial and San Diego

FUNDING ALLOCATIONS

Partner	Allocation
ACBO	\$1,666,170
Counties	\$1,849,785
County Offices of Education	\$378,383
Total Census Office Investment in Region 10*	\$3,894,338

**Total does not include Tribal Government, Statewide outreach contracts, or media investments.*



REGION 10 SNAPSHOT

County	Total Population	Population Above CA HTC Median	Limited English Population	Top 3 Non English Languages Spoken at Home	Leading Hardest To Count Causes
Imperial	179,957	84,181	54,957	Spanish, Chinese (incl. Mandarin, Cantonese), Other Indo-European languages	Unemployed, Vacant housing units, Limited English-speaking households
San Diego	3,283,665	1,547,397	449,228	Spanish, Tagalog (incl. Filipino), Vietnamese	Multi-unit structures, Renter-occupied units, Non-family households

CONTACT INFORMATION

Please refer to <https://census.ca.gov/wp-content/uploads/sites/4/2019/07/CA-Census-Outreach-Team.pdf> for the most up to date contact information.