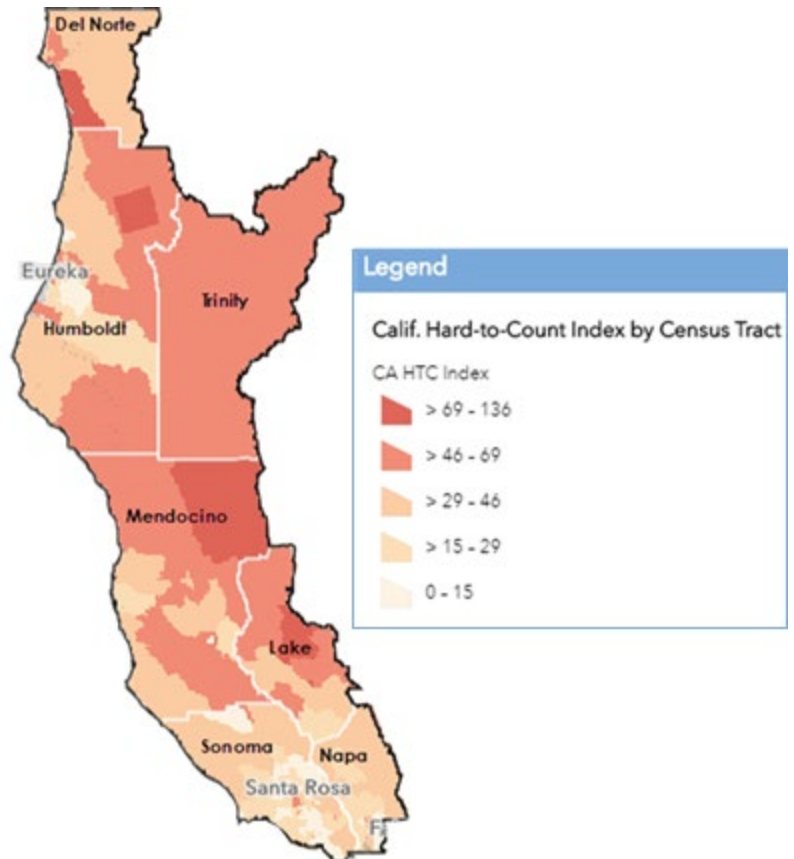




California Complete Count – Census 2020 Region 2 Snapshot

Region 2 is diverse in terms of population and geographic areas. It includes an array of hardest-to-count census tracts in urban areas with large percentages of immigrants, unemployed, low-income and limited English proficient populations. The region also includes rural areas that have low or no broadband service or mobile coverage. This makes access to the Census questionnaire difficult, especially for those who do not trust, or know how to use, the internet. Native Americans living on tribal lands, especially in the northern region, are hard-to-reach populations. Others considered hardest-to-reach are those living and working in cannabis growing areas, in northwest California, who mistrust government. There are also communities devastated by wildfires and other natural disasters. Sonoma and Lake Counties are still recovering from fires that displaced many families. 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.



The Region 2 Administrative Community-Based Organization (ACBO), United Way of the Wine Country, will conduct its outreach efforts through local community-based organizations. The ACBO will build on its established reputation in HTC communities across the region and work with hyper-local trusted messengers to deliver Census messaging to specific HTC populations.



CONTRACTED PARTNERS

ACBO

United Way of the Wine Country

Counties

Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, and Trinity*

*Alternate fiscal agent: Humboldt State

University Sponsored Programs Foundation,
California Center for Rural Policy

County Offices of Education

Humboldt, Lake, Mendocino, Napa, Sonoma

FUNDING ALLOCATIONS

Partner	Allocation
ACBO	\$266,220
Counties	\$525,000
County Offices of Education	\$125,075
Total Census Office Investment in Region 2**	\$916,295

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



REGION 2 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
Del Norte	27,442	13,623	1,144	Spanish, Other Asian and Pacific Island languages, Other Indo-European languages	Moved recently, Unemployed, Households without broadband subscription
Humboldt	135,490	66,500	4,532	Spanish, Other Asian and Pacific Island languages, Chinese (incl. Mandarin, Cantonese)	Non-family households, Vacant housing units, Below 150 percent of poverty level
Lake	64,095	26,103	3,763	Spanish, Tagalog (incl. Filipino), Chinese (incl. Mandarin, Cantonese)	Vacant housing units, Unemployed, Below 150 percent of poverty level
Mendocino	87,497	42,789	7,547	Spanish, Other Indo-European languages, French, Haitian, or Cajun	Unemployed, Households without broadband subscription, Vacant housing units
Napa	141,005	57,595	20,209	Spanish, Tagalog (incl. Filipino), Other Indo-European languages	Vacant housing units, Moved recently, Non-family households
Sonoma	500,943	246,339	52,405	Spanish, Other Asian and Pacific Island languages, Other Indo-European languages	Non-family households, Moved recently, Vacant housing units
Trinity	13,037	3,028	354	Spanish, Chinese (incl. Mandarin, Cantonese), Other Indo-European languages	Households without broadband subscription, Vacant housing units, Moved recently

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.