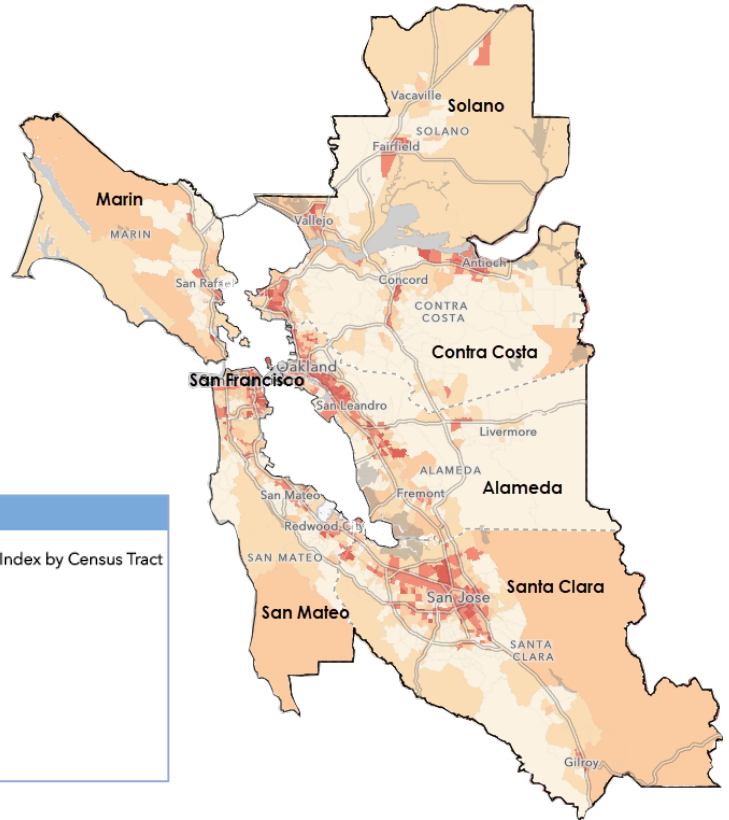
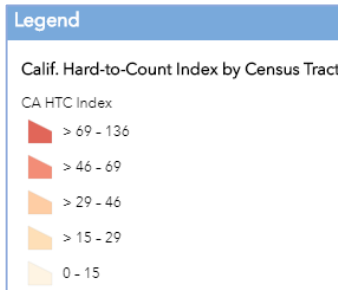




# California Complete Count – Census 2020 Region 3 Snapshot

The Bay Area region is known for its dynamic mix of urban and suburban enclaves, high-tech and low-tech employment centers, arts and entertainment production, and ethnic cultural centers. While these diverse characteristics are a strength, the region's population includes those who are hard-to-count. The Bay Area's vibrant diversity and ethnic cultural centers pose significant challenges to a complete count, as over 2.75 million people speak a language other than English at home. Adding to this complexity is the high cost of housing that has led to an increased number of those experiencing homelessness and displacement; a high percentage of renter-occupied neighborhoods;



and high percentages of low literacy, foreign-born residents, and low/no broadband access. 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 3 ACBO, United Way Bay Area (UWBA), will work to ensure sufficient coverage in under-resourced counties and cities throughout the seven Region 3 counties. Specifically, Marin, Contra Costa, Solano and San Mateo counties have received fewer state resources and pockets of these counties also have fewer available CBOs involved in Census outreach. UWBA's plan includes three main components of coordination: collaboration with other regional census leaders, frequent communication, and partnerships with subcontractors as local and trusted community messengers.



## CONTRACTED PARTNERS

### ACBO

United Way of the Bay Area

### Counties

Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano

### County Office of Education

Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano

## FUNDING ALLOCATIONS

Partner	Allocation
ACBO	\$2,813,670
Counties	\$3,190,327
County Offices of Education	\$569,032
<b>Total Census Office Investment in Region 3*</b>	<b>\$6,573,029</b>

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



## REGION 3 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
Alameda	1,629,615	758,676	281,942	Spanish, Chinese (incl. Mandarin, Cantonese), Other Indo-European languages	Multi-unit structures, Non-family households, Renter-occupied units
Contra Costa	1,123,678	529,736	149,624	Spanish, Chinese (incl. Mandarin, Cantonese), Other Indo-European languages	Moved recently, Multi-unit structures, Foreign-born population
Marin	260,814	119,259	22,123	Spanish, Other Indo-European languages, Chinese (incl. Mandarin, Cantonese)	Non-family households, Moved recently, Multi-unit structures
San Francisco	864,263	386,566	170,041	Chinese (incl. Mandarin, Cantonese), Spanish, Tagalog (incl. Filipino)	Multi-unit structures, Non-family households, Renter-occupied units
San Mateo	763,450	407,076	129,229	Spanish, Chinese (incl. Mandarin, Cantonese), Tagalog (incl. Filipino)	Foreign-born population, Multi-unit structures, Crowded units
Santa Clara	1,911,226	972,400	371,011	Spanish, Vietnamese, Chinese (incl. Mandarin, Cantonese)	Foreign-born population, Multi-unit structures, Moved recently
Solano	434,981	197,262	46,407	Spanish, Tagalog (incl. Filipino), Other Asian and Pacific Island languages	Moved recently, Unemployed, Households receiving public assistance

## 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.