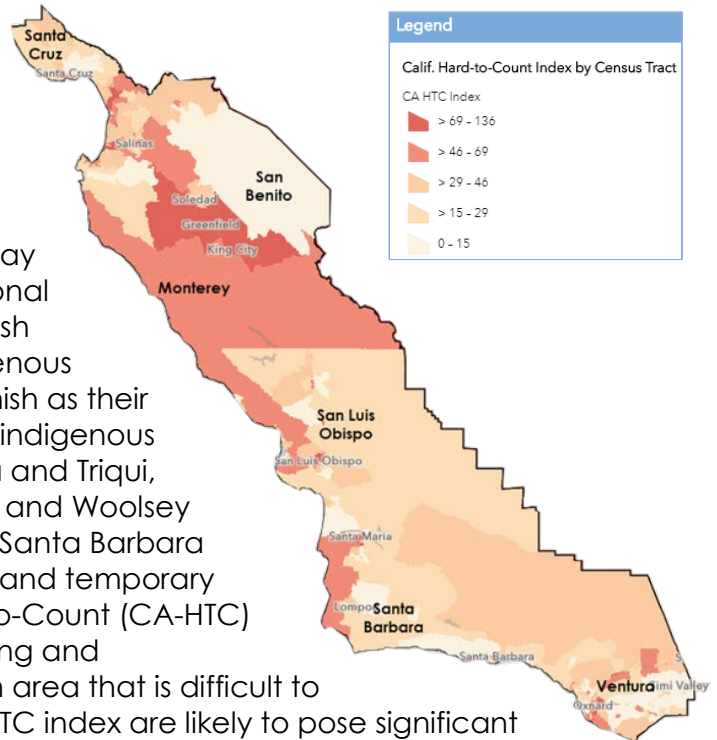




California Complete Count – Census 2020

Region 5 Snapshot

Region 5 stretches along the Central Coast from Santa Cruz County to Ventura County. Agriculture and tourism are the region's economic drivers. The top hardest-to-count categories in the region are non-high school graduates, those living in over-crowded units and recent arrivals. Other populations that may be undercounted include farmworkers, seasonal farmworkers, H-2A guest workers, limited English proficient households and immigrants. Indigenous communities in the region do not speak Spanish as their primary language, but communicate in their indigenous languages of Mixteco, Zapoteco, Purepecha and Triqui, among others. The impact of the Thomas, Hill and Woolsey wildfires, and most recently the Goleta fire in Santa Barbara County, have forced people into transitional and temporary housing. 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 5's Administrative Community-Based Organization (ACBO) is the Ventura County Community Foundation (VCCF), which is working with local CBOs and Local Complete County Committees. VCCF is also providing funding to the Local Community Foundation in each county in Region 5. They are taking a multi-pronged approach focusing on personal outreach from trusted messengers in HTC communities to help motivate these communities and activate community leaders.

CONTRACTED PARTNERS

ACBO

Ventura County Community Foundation

Counties

Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura

County Offices of Education

Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura

FUNDING ALLOCATIONS

Partner	Allocation
ACBO	\$1,115,370
Counties	\$1,331,655
County Offices of Education	\$299,013
Total Census Office Investment in Region 5*	\$2,746,038



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



REGION 5 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
Monterey	433,168	233,278	111,870	Spanish, Tagalog (incl. Filipino), Other Asian and Pacific Island languages	Non-high school graduates, Crowded units, Limited English-speaking households
San Benito	58,671	28,293	9,692	Spanish, Other Indo-European languages, Korean	Unemployed, Moved recently, Non-high school graduates
San Luis Obispo	280,119	124,911	18,127	Spanish, Tagalog (incl. Filipino), Other Indo-European languages	Non-family households, Vacant housing units, Moved recently
Santa Barbara	442,996	227,277	72,763	Spanish, Chinese (incl. Mandarin, Cantonese), Tagalog (incl. Filipino)	Non-high school graduates, Crowded units, Renter-occupied units
Santa Cruz	273,263	145,816	33,672	Spanish, Chinese (incl. Mandarin, Cantonese), Other Indo-European languages	Crowded units, Non-family households, Moved recently
Ventura	847,834	426,485	121,322	Spanish, Tagalog (incl. Filipino), Chinese (incl. Mandarin, Cantonese)	Non-high school graduates, Crowded units, Multi-unit structures

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.