



Sarah Soto-Taylor, MPH

Deputy Secretary, Government Operations
Agency

California Complete Count -- Census 2020

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Sarah Soto-Taylor serves as Deputy Secretary at the California Complete Count – Census 2020 Office. Soto-Taylor oversees the efforts of the Census Office to ensure an accurate and complete count of Californians in the 2020 Census.

Prior to her current role, she worked at Covered California as Senior Consultant from 2015 – 2019 and as Deputy Director of Community Relations from 2012 – 2014 where she launched the Affordable Care Act's state-wide Outreach and Education Campaign and Enrollment Assistance Programs. From 1997 – 2012 she held various senior management and executive leadership positions at the Managed Risk Medical Insurance Board in the areas of Eligibility, Enrollment and Marketing, Benefits and Quality Monitoring, Legislation, and External Affairs. Prior to joining state-service she was as a bilingual community health educator and administrator of health care programs in the private sector.

Soto-Taylor earned a Bachelor of Science degree in Community Health Education and Master of Public Health degree from San Diego State University. She is a graduate of the Hispanas Organized for Political Equality Leadership Institute.

About the Census:

California has launched a statewide effort to ensure an accurate and complete count of its residents in the 2020 census. This is unprecedented investment in a statewide education campaign. To reach more than 11 million of the hardest-to-count Californians, the Census Office has tapped local and tribal governments, community-based organizations, and so many more partners to serve as trusted messengers in our communities.

Key Dates:

Mid-March – April 2020 = Self Response Period – Fill out your form online!

May – July 2020 = Non-Response Follow-Up – Enumerators will knock on your door!



CALIFORNIA COMPLETE COUNT – CENSUS 2020

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