



California Complete Count – Census 2020 University of California 4-H Youth Development Program Rural Sector

Rural areas of California face unique challenges and characteristics that make residents in these areas hard to count. Rural areas are sparsely populated and can be far from urban areas. Residents may receive mail from a P.O. Box or have little to no access to the internet, adding to the challenges of taking the Census. Many of the rural areas in California have been impacted in recent years from devastating wildfires causing many to temporarily relocate. These challenges become more significant considering many residents already fall into a hard-to-count population.

Sector Outreach is designed to complement other strategies that are based on geographic and demographic factors that contribute to making an individual hard to count. The Census Office takes an integrated outreach approach to meet the needs of the unique rural areas, including rural counties that conduct outreach through their existing events and communication channels and Administrative Community Based Organizations that partner with local community organizations and support rural counties that have opted out of funding. Other statewide organizations are also conducting outreach to farmworkers, older adults, people with disabilities, veterans, families with children, and tribal communities through trusted places such as community health clinics, schools, and libraries.

The University of California 4-H Youth Development Program is engaging their 140,000 4-H youth members, parents and community members statewide to reach people living in rural areas of California. The 4-H Census Awareness Project educates residents on the vital impact census response has on their rural community. This campaign includes a dedicated website with an [online toolkit and videos](#) in English and Spanish. Their face-to-face activities have been replaced by promoting the census through a [Civic Engagement Series on the Census](#), radio interviews with members, and a social media campaign. They are reaching rural families by including bookmarks and flyers in meals distributed by school food service programs in rural communities.

WEBSITE

<https://ucanr.edu/sites/census/>

FUNDING ALLOCATION

\$171,000

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