



State of California – Government Operations Agency
California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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FINAL REPORT TEMPLATE

General Information

Date of report	November 10, 2020
Organization / Entity	County of Sonoma
Responsible Person / Title	Christina Rivera – Assistant County Administrator
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Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

As the County of Sonoma joined efforts to support the 2020 Census, we initially embarked on a journey that consisted of three phases as listed on our **Hard-to-Count (HTC) Strategic Outreach Plan**.

- **Phase 1:** Discover and understand – Understanding the 2020 Census environment and discovering the challenges that could undermine the count.
- **Phase 2:** Build capacity - Creating a local Complete Count Committee to coordinate and align outreach for HTC communities.
- **Phase 3:** Deploy and execute – Creating a 2020 Census movement that would result in an accurate count of our community.

As we moved through the phases listed above, we created an **Implementation Plan** with the following goals and objectives:

Goal: to lead census 2020 outreach targeting HTC communities in Sonoma County to support a full and accurate count.

Objectives:

Due Date: November 16, 2020

County of Sonoma

- Educate HTC communities about the 2020 Census and motivate them to contribute to a full and accurate count.
- Create a countywide coalition of census 2020 outreach partners, who can support the County's outreach strategy by acting as trusted messengers.
- Ensure a positive census 2020 narrative is shared with HTC communities to address fears and concerns about census data, and highlight the benefits of participating in the count.

The County of Sonoma began local Census outreach efforts since early 2019 and thus we were able to conduct several in person activities to establish the foundation to achieve the objectives above. We had the chance of participating in several well-attended public events before we had to adapt to the restrictions imposed due to COVID-19, such as leading train-the-trainer workshops among Community Based Organizations (CBOs), presenting to several influential groups of stakeholders about the importance of the Census, joining tabling events at local venues, and creating the Sonoma Complete Count Committee (SCCC), which helped us align efforts locally.

We established relationships with several CBOs, which later became our subcontractors (Latino Service Providers, La Luz Center, Community Action Partnership, Corazon Healdsburg, and Movimiento Cultural de la Union Indigena) due to their connections with the public and their reach among the hardest areas to count in the county.

We had created plans to lead bilingual outreach efforts that would allow us to connect with the Latinx community, which currently accounts for roughly 26% of our total population, and which lives among the hardest to count tracts locally. We also worked with Movimiento Cultural de la Union Indigena to ensure a connection to our local indigenous community members.

One of our priority tactics was to meet people where they were by leveraging popular community gatherings, either public like the Cinco de Mayo fair, or led by our partners like Cesar Chavez day celebrations or back to school supplies donation events, etc. We had also created a plan to work with our local libraries to leverage their spaces and connection with the community to establish QUACs and QUAKs to be staffed by our subcontractors. Unfortunately, all of the above strategies had to be cancelled or modified due to COVID-19.

Our SCCC members discussed alternative strategies as they received updates from our California Census Program Manager and our local USCB Partnership Specialists, and began discussions about turning our focus to social media activities and phone banks to reach community members who aren't connected to the internet.

As COVID-19 evolved and lockdowns began, many of our subcontractors saw opportunities to leverage activities taking place in response to the pandemic crisis, such as food drives and mask drives. They used these highly attended events to include census education about the importance of receiving federal government funds as we saw our local community members struggle to make ends meet while many were getting sick or resulted unemployed due to the pandemic.

While some of our partners turned to these type of events to conduct outreach, others focused on conducting social media live events explaining how to fill out the census, or motivating their followers to get counted through social media posts. Meanwhile, the County placed a focus on a bilingual social media, radio and supermarket campaign in Spanish and English that included several videos and PSAs motivating the public to fill out the Census hoping to keep in touch with our community, as we had to socially distance from each other.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

During the early capacity building stages, having the ability to gather our local stakeholders through the creation of a local SCCC was something that worked really well. During our monthly meetings, our SCCC members shared tactics, ideas and solutions to challenges they were finding as they began their efforts.

The County of Sonoma has an incredibly active network of CBOs which have very real and meaningful connections with the communities they serve, and who deeply care about their benefit. We owe incredible respect to these local partners, those funded and not funded by the County, who went above and beyond to get the word out about the Census. We are grateful for their partnership, support and for their efforts during each outreach phase, which undoubtedly helped us surpass the response rates of the 2010 census.

What hindered the operations?

During the early stages of capacity building, we found ourselves in need of more personnel to get our efforts off the ground. With less than two staff members dedicated to this project, our start, while successful, was slow and challenging. We are grateful for the initial funds provided by the State to conduct outreach efforts. However, the spending needs to convene the Sonoma Complete Count Committee and also reach all of our nearly 500,000 residents was greater than the allotted \$100,000. It was through a second wave of funding from the State, during the self-response period, that we were able to invest in impactful actions such as a Latinx supermarket, radio and social media campaigns, which increased census visibility in our jurisdiction. Using this new wave of funding we were able to fund our subcontractors to conduct direct outreach among the communities they served. These contracts increased our outreach significantly, given that they were trusted messengers in our community who had staff members that were already doing work among our communities, and were once again showing up for the community providing assistance in response to the pandemic.

Contracted partner's outreach

What outreach tactics worked well?

During the early capacity building stages, in person trainings, presentations, tabling events and participation in large gatherings worked really well. These early exchanges helped us spark an early interest about the upcoming census, and also helped us establish the foundation of our network and local Complete Count Committee, which was instrumental in helping expand the outreach among the communities they serve and are trusted by, even while abiding by the local COVID-19 restrictions.

Consistent social media, radio and supermarket outreach, and the limited but well-attended in-person COVID-19 supply distribution events worked very well with our community during the self-response and non-response follow up periods. The drive-thru food and mask distribution events were some of the few opportunities where we could safely reach hundreds of people in one event and rely on direct interactions to convey the census message, and even offer support to fill out the questionnaire. We also created videos that we played on social media, radio stations, and on Latinx supermarket screens and radio systems inviting people to fill out the Census. At the time, when we were limited to only "essential activities" having an active radio campaign, social media, and supermarket outreach was essential to meet hundreds of thousands of people at the few places they could go and through the distance by relaying on different methods to share the census message.

What hindered the outreach?

While we understood the safety of our community came first, having to adapt our main focus, which was to meet people where they were, did put a damper on our efforts during the self-response and non-response follow up periods.

One of the biggest challenges was the cancelation of large gatherings, which deemed us unable to reach large amounts of residents in one place. In addition, having to rely heavily on online outreach methods was challenging because we knew we lost the opportunity to share closely with others and to establish personal and meaningful connections to convey the importance of the census. We also knew that many of our HTC communities don't rely heavily on the internet and social media to receive information, much less to share their information. The closing of the libraries due to COVID also limited our capacity to offer the technology and safe spaces for our community to fill out the questionnaire. Fortunately, our contractors found workarounds to these challenges, like safely conducting census outreach during pandemic-related events and finding alternatives to online outreach, such as phone banks and phone trees, to reach communities that would otherwise be left behind.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

In addition to the limitations experienced due to COVID-19 during the self-response and NRFU periods, in the early stages of outreach, our partners expressed concern about the lack of trust in the government, especially among immigrant communities, who had been following the controversy around the citizenship

question and were afraid of sharing information with the government. Other factors we had to consider was the distrust in the federal government and fears over data safety with this being the first online census. We had to focus on addressing these concerns early, but even some local CBOs were worried about sharing a false narrative and a false sense of safety with their communities, when not even they, trusted the narrative of the federal government about data confidentiality. We are grateful for our USCB partners who were able to gain the trust of our trusted messengers after having several conversations about the fears in the community and sharing ways in which those were being addressed.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

- Sonoma County Cumulative 2020 Self-Response Rate (%): 70.4
- Sonoma County Final 2010 Self-Response Rate (%): 68.6

Sonoma County is 1.8 % pts. above its Final 2010 SRR. We believe that having the ability to have engaged local CBOs as subcontractors increased the likelihood of us surpassing the SRR of 2010. In addition, thanks to the support of many of our city leaders, who reinforced outreach and shared the census message with their constituents, the majority of our metropolitan areas achieved over 70% of response through self-response methods.

The tracts with the lowest SRR are located in highly rural areas in which many people rely on P.O Boxes to receive their mail and internet connectivity is very limited. Knowing these limitations the ACBO sent three different sets of mailings to P.O Boxes, which the USCB does not deliver to, reminding residents in those areas about the Census and explaining the different ways in which they could fill out the questionnaire. The County funded a radio PSA campaign with Census information specifically for that area.

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The County of Sonoma chose its contractors based on their location in reference to HTC tracts and the connections they had with our local communities. While we worked with over 30 organizations and local leaders, only five of them received funding to expand our census outreach efforts.

We knew that the organizations we chose to fund had long-established connections with local communities and were very hands-on with their work and trusted among the communities they serve. The initial idea was to have each of the five organizations we collaborated with staff QUAKs and QUACs at the libraries located in the hardest to count tracts but due to COVID-19, we asked them to focus their

efforts in the way they thought would be most pertinent to reach the community while remaining safe. Each of them took the knowledge they had of their communities and created different opportunities to inform the public about the importance of filling out the census. Many outreach activities were bilingual and intended to reach local immigrants and low-income populations. These organizations stood up to offer aid during the pandemic while also educating our community about how critical it was to get counted. We are incredibly grateful for our partnership and look forward to continue collaborating with them. See overall impressions of their work:

- CAP Sonoma reported nearly 16,000 impressions.
- Corazon Healdsburg reported over 83,000 impressions
- La Luz Center reported over 64,000 impressions
- Movimiento Cultural de la Union Indigena reported over 30,000 impressions
- Latino Service Providers reported over 58,000 impressions

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

The County of Sonoma would like to thank the following partners for their contributions to our Census 2020 outreach efforts:

- Our funded partners, who worked hard to get our community counted in the midst of a pandemic:
 - CAP Sonoma reported nearly 16,000 impressions.
 - Corazon Healdsburg reported over 83,000 impressions
 - La Luz Center reported over 64,000 impressions
 - Movimiento Cultural de la Union Indigena reported over 30,000 impressions
 - Latino Service Providers reported over 58,000 impressions
- Our Sonoma County Supervisors, who helped amplify our social media posts and spread the “get counted” message among their constituents.
- Our local mayors, city managers and city communications teams who helped amplify our outreach efforts within their communities.
- Our Sonoma County Department Heads, who let us use their lobbies to add posters and distribute flyers with Census information.
- All of our Sonoma Complete Count Committee members, who took it upon themselves to implement from the smallest to largest actions to help support our outreach efforts.
- Nour Maxwell, who helped us get this project off the ground before her departure.
- Our ACBO, United Way of the Wine Country, for helping us facilitate the SCCC and for being a partner along every step of the way.

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

The County of Sonoma engaged subcontractors that had the capacity to support bilingual (Spanish, English and Indigenous languages) outreach for our community. CAP Sonoma, Corazon Healdsburg, La Luz Center and Latino Service Providers have bilingual staff that speak Spanish and conducted events and outreach activities in both languages. Movimiento Cultural de la Union Indigena supported outreach to indigenous communities by helping call different groups of indigenous speakers and creating phone trees among these communities to disseminate information about the importance of getting counted. The County of Sonoma also created a bilingual website for the Census, and all social media, radio and supermarket video and audio campaigns funded by the County were also bilingual in English and Spanish.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

The last few years have been incredibly challenging for our local residents. Our Sonoma County community has faced several devastating fires, floods and now a pandemic that has changed our lives.

Through all of these disasters we have been able to see how important it is to make sure that our community is accurately counted so we can receive the federal assistance that is needed to get back on our feet after each disaster. At the beginning of this process, we struggled gaining the trust of our immigrant communities, our communities of color, and those untrusting of the government.

But little by little we started seeing more local leaders and organizations become interested in spreading the census message as far as they could. Our community partners responded and got involved, even as they too were responding to fires and a pandemic that changed the way in which we used to interact with the public.

We changed misconceptions, empowered our communities, had meaningful conversations and let the public know that their existence matters and that this was the moment to get counted. We had to remind them all, that the census is not about the government; it is about us, about getting what we deserve, about being represented, and about saying "we are here" regardless of how we got here.

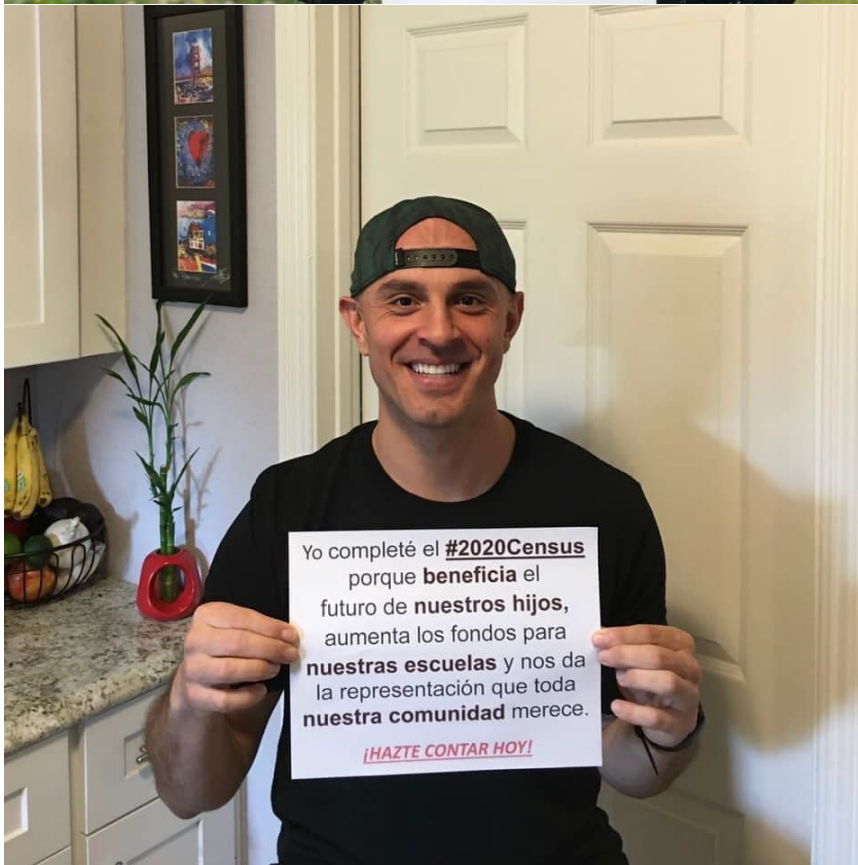
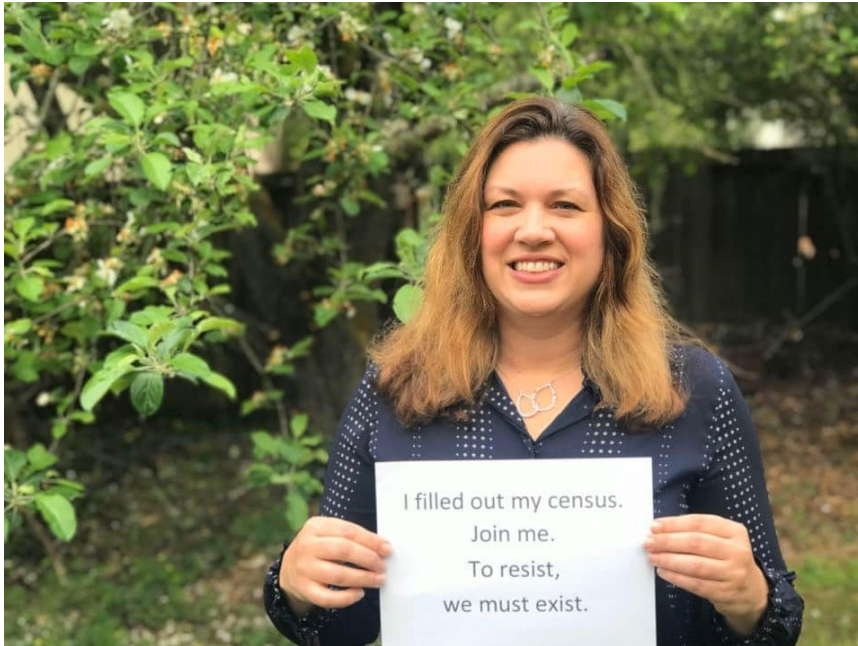
In the middle of a divisive national discourse, a devastating pandemic, and several other disasters, our community, as resilient as ever did their job and participated in a civic process that happens every 10 years and registered a 1.8% increase in the self-response rate compared to the 2010 census.

Although this work has been exhausting to manage for a local government that has been in emergency response and recovery mode for the last few years, saying we are still here couldn't be more important. We are extremely thankful to all Sonoma County Complete Committee members, our ACBO- United Way of the Wine Country, our elected officials and local leaders, organizers and activists who helped get our community counted. We could not have done it without you. But most of

all, we thank our community for responding once more and for showing up to say here we are.

We have no doubt that the relationships established through the last couple of years as we worked on the census outreach will be long lasting, and the connections that our local government has created with our community will also remain, even beyond the next decennial count.











9) Please add any suggestions for the 2030 Census efforts, including timelines.

My only suggestion would be to start talking about the census earlier, and to send funding agreements earlier too. For governments who are already at capacity, it really does take time to arrange workloads to be able to carry on this important work in a dignified and intentional way.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities (Yes)
- b) Updated list of subcontractors (Yes)
- c) Evaluations or analytical reports, if any (None)
- d) Sample products* (Email attachments)

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.



Census 2020: What you need to know

The 2020 Census is closer than you think! Here's a quick review of what it is and why it's important that everyone is counted.

What is it?

The census is a process of counting every person living in the United States. The first census took place in 1790. The U.S. Constitution mandates that everyone in the country be counted every 10 years.

What is it used for?

Representation: Every 10 years, the results of the census are used to determine how many seats each state gets in the House of Representatives. This determines how many electoral college votes each state has as well.

Money: The results of the census also help with deciding the distribution of more than \$675 billion in federal funds and grants to be spent locally on schools, hospitals, roads, public works and other vital programs.

Boundaries: After every census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for change in population.

Your Privacy

Your privacy is protected. It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household. By law, the Census Bureau cannot share your answers with any other government agency.

How You Can Be Involved

Be counted! Census 2020 will be easier than ever to participate in. Census day is April 1st. But you will be able to respond to the census questionnaire online as early as mid-March 2020.

Counting every person living in our country is a major operation. The County of Sonoma needs your support to get the word out about Census 2020 and help achieve a full and accurate count of our community.

Find out more at:

<https://getcountedsonoma.org>



ME COMPROMETO A HACERME CONTAR, A MÍ Y A MI
FAMILIA, EN EL CENSO 2020:

NOMBRE: _____

TELÉFONO/CORREO ELECTRÓNICO: _____



ME COMPROMETO A HACERME CONTAR, A MÍ Y A MI
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GET COUNTED SONOMA!

CENSUS 2020



¡HAZTE CONTAR SONOMA!

Our Community Counts!

Learn more about the 2020 Census at
www.GetCountedSonoma.org

Follow us on social media:

 @CountyofSonoma

 @CountyofSonoma

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CENSUS 2020



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I PLEDGE TO GET MYSELF AND MY FAMILY COUNTED IN
THE CENSUS 2020:

NAME: _____

PHONE/EMAIL: _____



I PLEDGE TO GET MYSELF AND MY FAMILY COUNTED IN
THE CENSUS 2020:

NAME: _____

PHONE/EMAIL: _____



SONOMA COUNTY CENSUS 2020

MESSAGE HOUSE

The SOCO Census 2020 message house provides:

- Guidance on Census 2020 Communication Phases
- Census 2020 Key Messages with supporting arguments
- Recap of Census 2020 narrative
- Answers to Frequently Asked Questions about Census 2020

Additional outreach resources are available at: www.getcountedsonoma.org

For questions, please email: census2020@sonoma-county.org

Call to Census 2020 Supporters in Sonoma County

We need your help to make sure residents across Sonoma County understand what census is, why it matters, and how everyone can get counted. We ask all Census 2020 Supporters to use their communication channels and platforms to share Census 2020 resources and to educate, motivate, and activate Sonoma County residents. Feel free to tailor the messaging in this guide to be most relevant and compelling to the communities you serve.



WHAT IS AT STAKE?



Potential undercount

With 3 out of 4 residents belonging to hard to count groups, California runs the highest risk of an undercount in the nation.



Congressional representation

California could potentially lose a congressional seat. Census data also determines districting from state to local level.



Federal funding allocation

Each person counted equates to approximately \$1,900 of federal funding per year. An undercount means less money for critical programs.

WHAT ARE THE CHALLENGES?



The 2020 census count has been underfunded

Despite increasing costs and declining response rates, the Bureau will have less funding per household.



For the first time, the census will be primarily online

Less than 20% of residents will receive paper surveys, based on existing broadband access.



There will be less census staff

The Bureau will have fewer local offices, less field staff, and limited follow-up



Confidentiality of surveys may be questioned

Concerns about data security and how information might be used will deter participation.



Controversial debate around citizenship question

Though it will not appear on the questionnaire, the citizenship question has exacerbated the concerns of immigrant communities.



There are challenges hiring staff for Census field operations

Census enumerators are only hired temporarily, and candidates with qualified language skills are hard to find.

CENSUS 2020 PHASES AND MESSAGING

MAY- OCT 2019 Raising awareness+ Building partnerships	NOV- JAN 2019 Preliminary engagement and education	FEB-MARCH 2020 Motivate and convince Sonoma County's hard to count to get counted	APRIL-MAY 2020 Further motivate and support Non response follow up
<p>Secure the support of local community leaders and trusted messengers</p> <p>Leverage existing networks, channels, platforms and programs to build a countywide census 2020 outreach implementation plan</p>	<p>Begin community outreach to educate about the importance of Census 2020 and the importance of everyone being counted through broad grass tops outreach and advocacy</p>	<p>Full kick off of outreach to motivate the hard to count to get counted through communication campaign, QAKs and QACs</p>	<p>Reemphasize the importance of getting counted and the various options to respond to the Census questionnaire</p> <p>Support is provided through QACs and QAKs and by calling Census Bureau</p>
KEY MESSAGES			
KEY MESSAGE 1 <p>Every 10 years, the federal government is required to count every person residing in the U.S. through a nationwide census. Achieving a full and accurate count in Census 2020 is essential to our political representation, funding for critical programs, and key decisions made by local governments, businesses, and nonprofits.</p>	KEY MESSAGE 2 <p>There is a lot at stake with Census 2020 for each and every one of us.</p> <p>If we don't get counted, our voices will not be heard and the needs of our communities, specifically the most vulnerable ones, like children and seniors will not be fully considered.</p> <p>If we don't get counted, critical community programs will suffer, like public libraries, early childhood education, school lunch programs, health services, and affordable housing.</p>	KEY MESSAGE 3 <p>Actively advocating to get the count out is one of the most powerful things you can do to support your community.</p> <p>It is the best way to ensure that the diverse voices across the county are heard, growing needs are met, and the right programs and services are available.</p> <p>Without an accurate count, the programs and services you rely on may not be adequately funded.</p>	KEY MESSAGE 4 <p>You can complete the census form online, on paper, or by phone in different languages.</p> <p>If you need help filling out the form, visit a questionnaire assistance kiosk at your nearest library</p> <p>Your privacy is strictly protected and the information you share with the Census Bureau is confidential (protected by law) and only reported out as statistics.</p>
CALL TO ACTION <p>Contribute to Sonoma County Complete Count Committee</p> <p>Learn more about Census 2020</p> <p>start sharing your learnings</p>	CALL TO ACTION <p>Learn more about the specific ways Census data benefits your community</p> <p>Create opportunities to consistently raise awareness about Census</p>	CALL TO ACTION <p>Pledge to get counted and invite others in your community, business, and family to pledge to get counted</p>	CALL TO ACTION <p>Complete your census questionnaire and invite everyone else to complete theirs</p>

SUPPORTING ARGUMENTS

KEY MESSAGE 1	KEY MESSAGE 2	KEY MESSAGE 3	KEY MESSAGE 4
Every 10 years, the federal government is required to count ALL people residing in the United States through a national census	Achieving a full and accurate count in Sonoma County is critical for several reasons, and an undercount would be detrimental to our community	You have a role to play in getting the word out about Census 2020 and ensuring Sonoma County gets the funding and representation that we deserve	It is easy and completely safe to fill in the Census questionnaire, and there are many ways to respond, including after Census day
Supporting arguments	Supporting arguments	Supporting arguments	Supporting arguments
The Constitution requires Census: Article I, Section 2 of the U.S. Constitution establishes the basis for a complete population count (actual Enumeration) every 10 years to determine the number of Congressional representatives that each state gets.	Decision-making: Census responses provide the official statistics for the County and will be the main source of data for decisions made at the national, state, and local levels. Government, businesses, nonprofits, and foundations use Census data to allocate funding, define where services are delivered, and promote economic development.	Reemphasize Decision making argument	Post card with questionnaire instructions: Most households in Sonoma County will receive a postcard with instructions on how to complete the questionnaire online in English and 12 other languages. Residents who do not have broadband access or prefer to complete the form offline can request a paper copy (available in English and Spanish) or answer the questions over the phone in English and 12 other languages.
Everyone counts: Both citizens and noncitizens and residents of all ages, regardless of backgrounds or criminal history must be counted	Federal Funding: Census data informs how the federal government allocates over \$670 billion per year in funding to states and local governments based on the number of people living there. These funds go towards critical programs that support education, housing, health, and transportation services.	Reemphasize Federal funding argument	There will be support for residents who need help completing the census questionnaire, including language assistance, disability accommodation, or digital support.

<p>National Census Day is April 1, 2020: Most households in Sonoma County will receive a postcard with instructions on how to complete the questionnaire online in English and 12 other languages. By March 20, residents will be able to complete the 2020 Census questionnaire online, and by April 1st on paper, or over the phone.</p>	<p>Political Representation: The Census data also determines the number of U.S. representatives each state sends to Congress and sets district boundaries for congressional, state senator, assembly member, county supervisor, and city council elections.</p>	<p>Reemphasize political representation argument</p>	<p>Counting the Homeless and Group quarters: There are special efforts planned to count the homeless and those living in group quarters. People experiencing homelessness or living in transitory locations (campgrounds, tent cities, marinas, hotels) will be counted in March 2020 through service-based enumeration. People living in institutional (correctional facilities, nursing homes, mental hospitals) and non-institutional (dorms, barracks, group homes, missions, shelters) group quarters will be counted in April 2020 through group quarters enumeration.</p>
	<p>Democracy: With the census, we have the unique opportunity to ensure all voices are heard and fairly represented. If census information is not accurate, it suppresses the voices of undercounted groups and regions, and undermines the basic political equality that is central to our democracy.</p>	<p>Reemphasize Democracy argument</p>	<p>Households will receive three mailed reminders to complete the census questionnaire before they send enumerators out to gather information through in person interviews.</p> <p>In person interviews: For households that do not complete the census survey on their own, Census Bureau workers will visit residences to collect the information beginning in May 2020.</p>
			<p>If the Census Bureau is unable to gather information from a household through self-response or in-person follow up, they will have to estimate the data.</p>

RECAP OF CENSUS 2020 OUTREACH NARRATIVE

1. Every 10 years, the federal government is required to count every person residing in the U.S. (regardless of age, immigration status, or criminal history) through a national census. April 1, 2020 is our next National Census Day.
2. Achieving a full and accurate count in Sonoma County is critical because it affects political representation, funding for critical programs, and informs key decisions made by civic, business, nonprofit, and community leaders.
3. If Sonoma County has an undercount in Census 2020, critical community programs will be affected, like public libraries, early childhood education, school programs, health services, and affordable housing.
4. Without an accurate Census 2020 count, services we rely on could not be adequately funded, roads, traffic and infrastructure would suffer, and public safety could be compromised.
5. Making sure you get the word out about census 2020 to everyone and inviting everyone to participate in the count is the best way to make sure your voice, and Sonoma County's community voices are heard. By getting counted and inviting others to get counted, you ensure our community's growing needs are met, and the right programs and services are available and adequately funded.
6. The Census 2020 questionnaire will ask basic questions about each person living in the household (name, age, sex, race/ethnicity). It will not ask about citizenship status (whether or not someone is a citizen) nor about immigration status (whether someone is here legally).
7. Residents will be able to complete the Census 2020 questionnaire starting in late March 2020, either online (In English and Spanish), or on paper, or by phone in English and other languages.
8. There will be a non-response follow up period where households that don't respond on their own will be visited by Census Bureau workers starting in May 2020 for in-person interviews.
9. Individual Information as well as household information provided on the Census 2020 questionnaire is strictly confidential and protected by law. Names, addresses, and other personal details will not be shared.
10. The Census Bureau has put in place strict privacy rules of the information they collect. The Census Bureau only reports data as statistics and does not share personal information with any other government agencies. Any violation of these rules is punishable by law.



Census 2020

Frequently Asked Questions

July 2019

What's the Census for?

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years, of everyone residing in the United States: in all 50 states, Puerto Rico, and the Island Areas. This includes people of all ages, races, ethnic groups, citizens, and noncitizens alike. The population totals from the 2020 census will determine the number of seats each state has in the House of Representatives. In addition, States use these totals to redraw their legislative districts. The count also affects funding in your community, and data collected in the census help inform decision makers how your community is changing.

Why should I participate in the Census?

Participating in census is an important civic responsibility. It is critical that you – and everyone in your community - be counted in the Census to ensure all voices are heard and fairly represented. The U.S. Census Bureau asks the questions they do on the surveys because of federal needs and for community benefits. The information the U.S. Census Bureau collects helps determine how more than \$675 billion dollars of federal funding annually is spent on infrastructure and services. When you fill out the census, you help:

- 1) Determine how many seats your state gets in Congress
- 2) Guide how government funding is distributed for critical community programs and services like healthcare, education, transportation, and emergency response
- 3) Bring support to your local community, including jobs, housing, schools, roads, and hospitals.

Who should be counted?

The 2020 Census will count everyone once, only once, and in the right place.

What information will be collected for Census 2020?

The government needs to know how many people live in an area. Census 2020 will collect basic information about each household (number of people living there, home ownership, phone number) as well as the people living in that household, including: name, sex, age, race/ethnicity. Census 2020 will not ask you if you are a citizen of the United States.

How can I respond?

The 2020 Census will still allow for traditional response methods such as phone or mail; however, for the first time, respondents will be able to complete their forms online as early as March 23, 2020. The first mailings for the 2020 Census will go out in mid-March 2020. By the first week of April 2020, most households should have received a letter or a postcard about how to complete the questionnaire online or by phone. Non-responses will be followed up with in-person canvassing.

Where should I be counted?

People who live at two or more residences (during the week, month, or year), such as people who travel seasonally between residences (for example, snowbirds or children in joint custody) are counted at the residence where they live and sleep most of the time. If usual residence cannot be determined, they are counted at the residence where they are staying on Thursday, April 1, 2020 (Census Day). College students living away from their parental home while attending college in the U.S. (living either on-campus or off-campus) are counted at the on-campus or off-campus residence where they live and sleep most of the time. Those staying in shelter or living outdoors are counted where they are staying on April 1, 2020.

What if I am away from my residence on April 1, 2020?

People away from their usual residence on Census Day, such as on a vacation or a business trip, visiting, traveling outside the U.S., or working elsewhere without a usual residence there (for example, as a truck driver or traveling salesperson) are counted at the residence where they live and sleep most of the time.

Are my answers safe and secure?

Yes. The data collected by the U.S. Census Bureau is strictly for statistical purposes. Your household, any person in your household, or business are never identified individually. Your information is confidential. The U.S. Census Bureau is bound by Title 13 of the United States Code, making it unlawful for any Bureau employee to disclose any information that identifies an individual or business. This holds for all government entities as well, such as the FBI: none have the legal right to access this information. And for all census data, the “72-Year Rule” applies: the government is not allowed to release data on individuals for 72 years. All U.S. Census Bureau employees take an oath of nondisclosure and are sworn for life to protect all information that could identify individuals. Any employee who violates the provisions of the oath is subject to severe penalties: a fine up to \$250,000 or a prison sentence up to 5 years, or both.

How does the U.S. Census Bureau help me identify scams?

The U.S. Census Bureau will never ask for: Full social security number, money or donations, anything on behalf of a political party, your full bank or credit card account numbers. If you are visited by someone from the U.S. Census Bureau, here are some recognition tips to assure the validity of the field representative:

- Must present an ID Badge which contains: photograph of field representative, Department of Commerce watermark, and expiration date.
- Will provide you with supervisor contact information and/or the regional office phone number for verification, if asked.
- Will provide you with a letter from the Director of the U.S. Census Bureau on U.S. Census Bureau letterhead.
- May be carrying a laptop and/or bag with a U.S. Census Bureau logo.

Where can I find more information about the Census?

There are many sites providing information about the Census in general, as well as the 2020 Census specifically. Please visit www.getcountedsonoma.org to find these resources and learn more.

Census 2020 Self-Response Rate (SRR) Fact Sheet

Sonoma County (Region 2)

Data through: 2020-10-27

SRR: 70.4 | State SRR: 69.6 | Tract median SRR: 72.4 | Hardest-to-count* tract median SRR: 69.1 | 2010 SRR: 68.6

Number of tracts in each category**

3

43

53

Tracts with lowest SRR

GEOID	SRR (%)	CA-HTC Index	Fact Sheet URL
06097154304	34.3	29	https://cacensusfactsheets.online/epcc
06097154303	38.4	30	https://cacensusfactsheets.online/pokq
06097153703	39.8	43	https://cacensusfactsheets.online/gkac
06097153704	41.9	26	https://cacensusfactsheets.online/qejm
06097154100	45.1	27	https://cacensusfactsheets.online/tm0e
06097154302	48.0	20	https://cacensusfactsheets.online/v0mt
06097150100	48.8	27	https://cacensusfactsheets.online/tf1r
06097150500	49.4	33	https://cacensusfactsheets.online/joih
06097154000	50.6	21	https://cacensusfactsheets.online/wyk4
06097152702	52.2	26	https://cacensusfactsheets.online/d3rr

Tracts with smallest 30-report % pt. change

GEOID	SRR (%)	Change (% pt.)	CA-HTC Index	Fact Sheet URL
06097151601	79.3	0.3	32	https://cacensusfactsheets.online/zo5a8
06097151504	87.5	0.4	7	https://cacensusfactsheets.online/hrjv
06097153404	81.0	0.4	19	https://cacensusfactsheets.online/uynf
06097150702	83.0	0.5	4	https://cacensusfactsheets.online/50lu
06097150602	87.0	0.5	3	https://cacensusfactsheets.online/y3q8
06097150800	80.7	0.6	18	https://cacensusfactsheets.online/yy17
06097151503	85.6	0.6	0	https://cacensusfactsheets.online/ujiy
06097150100	48.8	0.6	27	https://cacensusfactsheets.online/tf1r
06097150603	76.2	0.6	19	https://cacensusfactsheets.online/c3wr
06097153808	74.9	0.6	27	https://cacensusfactsheets.online/ub33

Tracts with highest population density

GEOID	SRR (%)	Est. Pop. per Sq. Mile	CA-HTC Index	Fact Sheet URL
06097153102	59.3	11,973	34	https://cacensusfactsheets.online/h9q4
06097151301	72.8	10,712	29	https://cacensusfactsheets.online/x5xq
06097152905	72.0	9,566	28	https://cacensusfactsheets.online/idpm
06097151305	70.2	9,316	62	https://cacensusfactsheets.online/xlii
06097150601	78.0	9,237	4	https://cacensusfactsheets.online/am44
06097152802	69.1	8,981	72	https://cacensusfactsheets.online/orki
06097151900	72.4	8,945	44	https://cacensusfactsheets.online/kog2
06097153003	72.3	8,700	48	https://cacensusfactsheets.online/dwim
06097152201	72.0	8,503	46	https://cacensusfactsheets.online/rrg5
06097152903	69.7	8,441	60	https://cacensusfactsheets.online/wukp

Tracts with largest difference from final 2010 SRR

GEOID	SRR (%)	Est. difference (% pt.)	CA-HTC Index	Fact Sheet URL
06097152702	52.2	28.2	26	https://cacensusfactsheets.online/d3rr
06097150100	48.8	19.4	27	https://cacensusfactsheets.online/tf1r
06097154100	45.1	13.0	27	https://cacensusfactsheets.online/tm0e
06097154000	50.6	12.1	21	https://cacensusfactsheets.online/wyk4
06097153102	59.3	11.3	34	https://cacensusfactsheets.online/h9q4
06097153104	57.6	10.9	66	https://cacensusfactsheets.online/h5z
06097152400	68.4	9.2	23	https://cacensusfactsheets.online/bd3a
06097152701	65.1	8.9	22	https://cacensusfactsheets.online/lt5p
06097150500	49.4	8.3	33	https://cacensusfactsheets.online/joih
06097150305	62.0	8.2	52	https://cacensusfactsheets.online/8mt8

SRR = Self-Response Rate

* "Hardest-to-count" census tracts have CA-HTC Index>=57

Fact sheet URL's are hyperlinked and should open in a browser when clicked.

All listed tracts have an estimated population greater than 0. Also, some area's self-response rates may reflect the suspension of the Census Bureau's Update Leave operation. Self-response rates do not reflect Group Quarter (GQ) or Nonresponse Followup (NRFU) enumeration.

Changes in U.S. Census Bureau geography and methodology prevent an exact comparison between 2020 and 2010 response rates. With that in mind:

"Red" tracts have a cumulative SRR less than 80 percent of the tract's calculated final 2010 self-response rate.

"Yellow" tracts have a cumulative SRR 80%-100% of the tract's calculated final 2010 self-response rate.

"Green" tracts have a cumulative SRR>=100% of the tract's calculated final 2010 self-response rate.

Note: Some census tracts lack a final 2010 SRR.

For a detailed map of California census tract self-response rates, go to census.ca.gov.

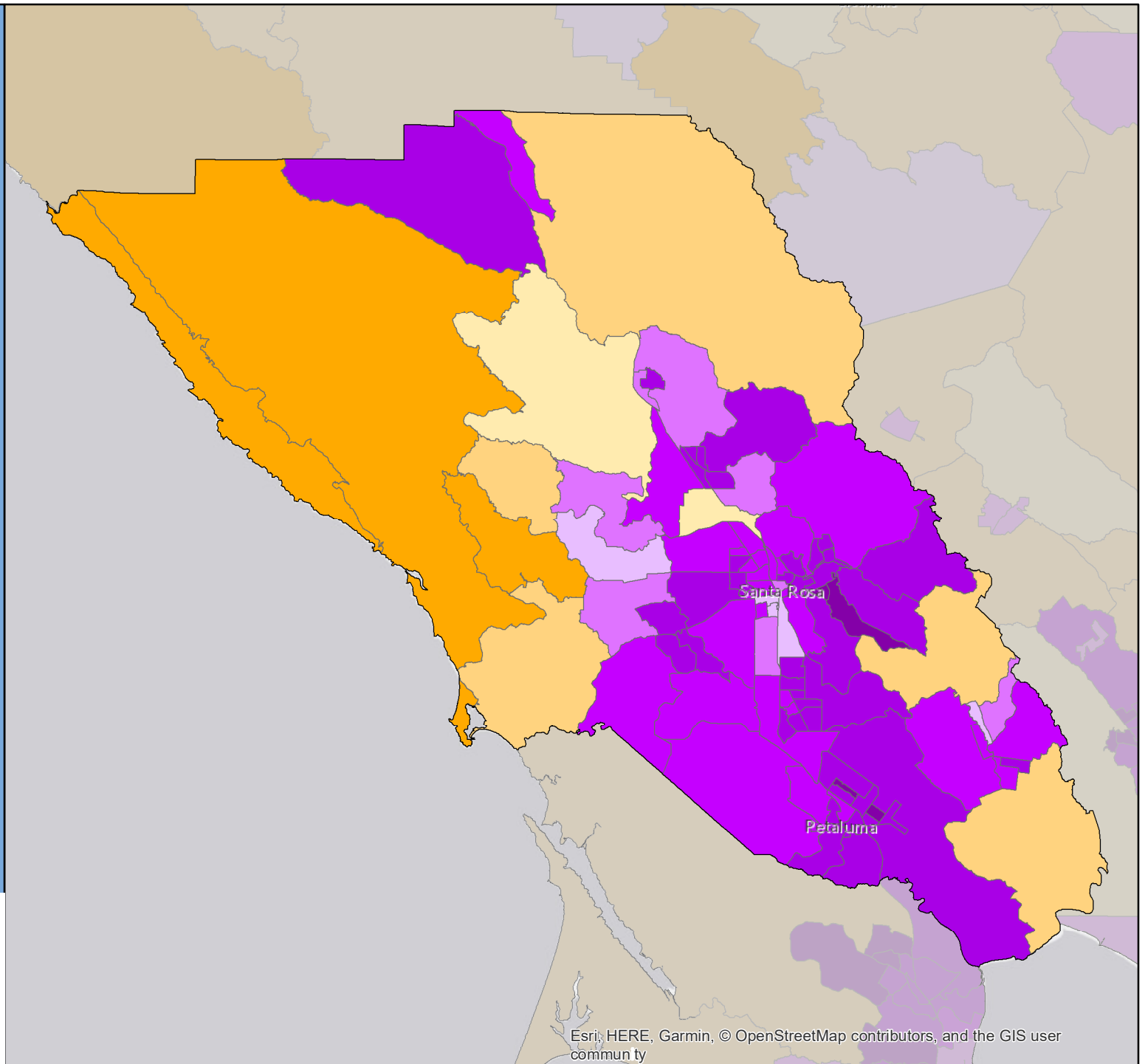
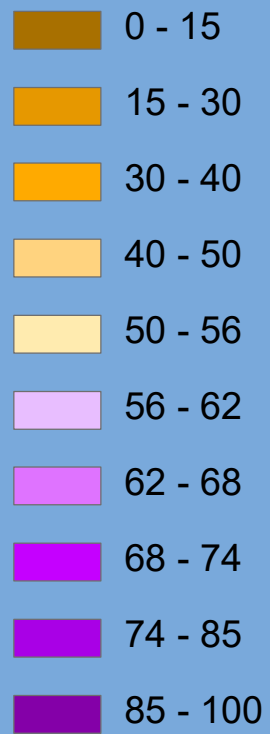
Data sources: U.S. Census Bureau self-response rate, 2019 Planning Database, American Community Survey, 2014-2018 (5-year).

Geography Note: Census tracts do not cross county boundaries but a tract may be divided by city, district, and other boundaries. Also, the same tract number may be used in more than one county.

To learn more about California's Census 2020 efforts, please visit census.ca.gov

Sonoma County

Self-Response Rate
(%) through 10/27/20



Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

¡El Último Día de Completar el Censo!

30 DE
SEPTIEMBRE

{www.my2020census.gov}
{(844)330-2020}

GET COUNTED SONOMA!

CENSUS 2020



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Why Should You Complete the Census?

The US Census Bureau can use census data to fund:

- Medicaid/ Medicare,
- Fund firefighting services and stations
- Provide school lunches
- Pell Grants, grants for teachers and special education
- Create infrastructure for roads and highways
- And determine representation in congress

Visit:

www.my2020census.gov

Call:

(844)330-2020

¿Porqué Deberías de Llenar el Censo?

La Oficina del Censo usa las estadísticas del Censo para dar fondos a:

- Medicaid/Medicare
- Servicios y estaciones de bomberos
- Almuerzos escolares
- Presupuestos para maestros y educación especial (Pell Grants)
- Infraestructura para calles y carreteras
- Y define la representación en el Congreso

Visite:

www.my2020census.gov

Llame a:

(844)330-2020

HOW CAN YOU HELP SONOMA GET COUNTED?

- Get counted and ask your family, friends, and colleagues to do so and send their census forms.
- Educate others about why Census 2020 is important.
- Encourage everyone to participate, remember to March 2020.
- Share information and news through social media.
- Consider becoming a census "pusher" or "puller".
- Get trained messenger training on how to make residents about Census 2020, answer questions, and assist with questions to get help with the census form.

GET COUNTED SONOMA
CENSUS 2020
HAZTE CONTA SONOMA



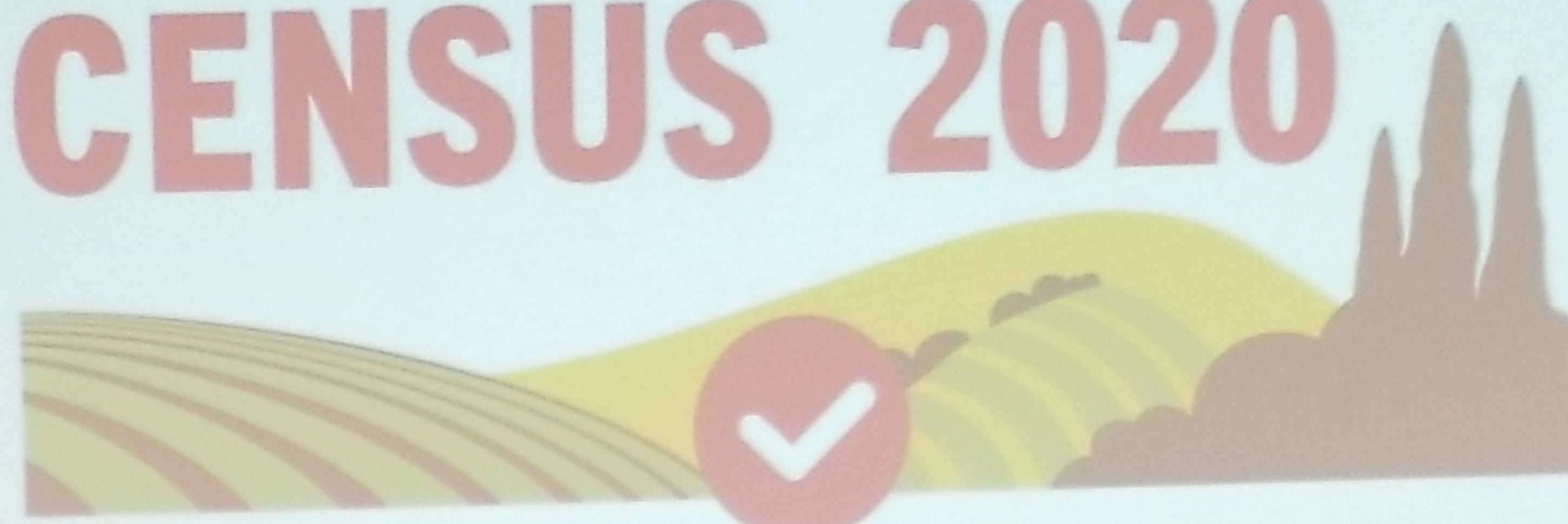
If we teach
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as we taught
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we rob them
of tomorrow.

~ John Dewey

Imagination
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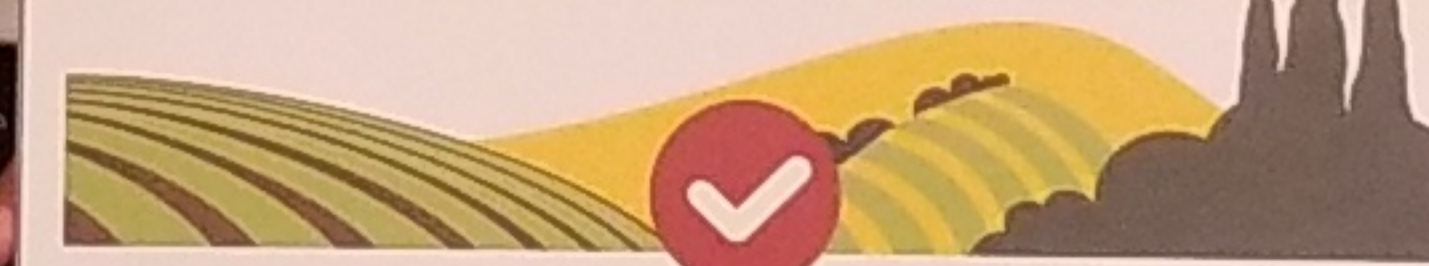
~ Albert Einstein

GET COUNTED SONOMA!
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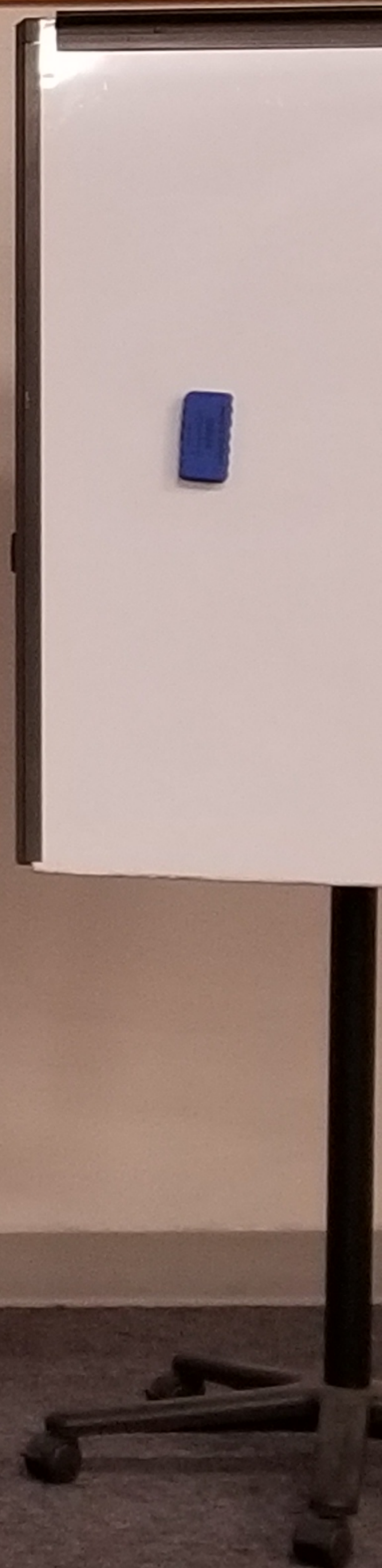
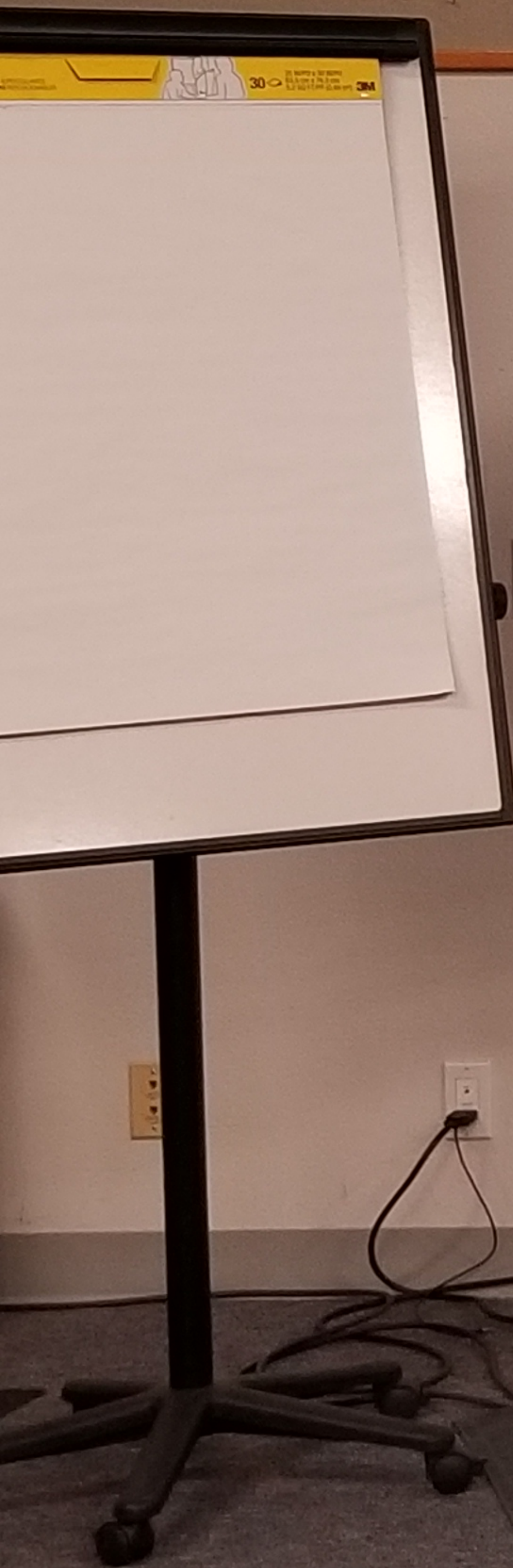
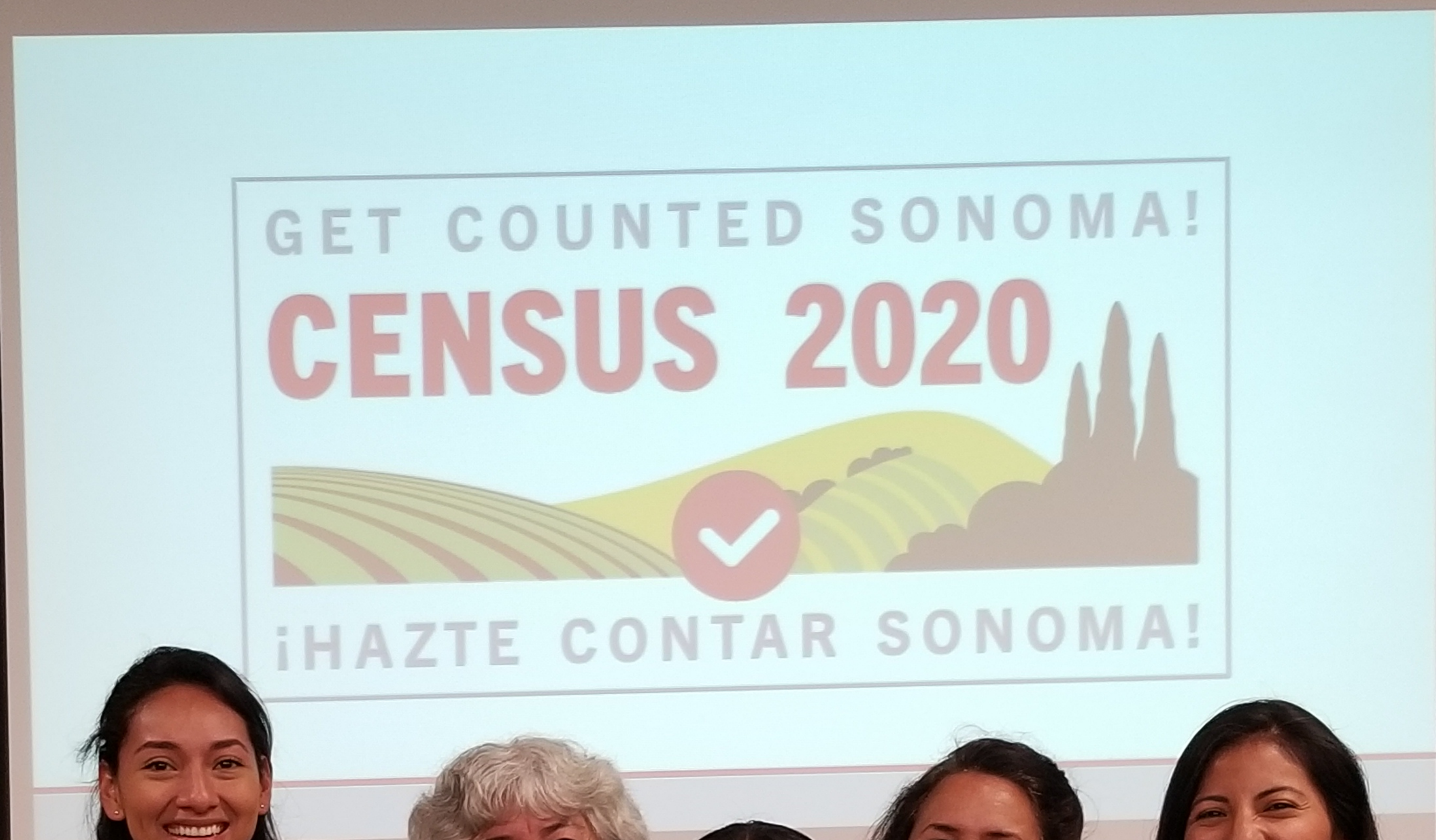
¡HAZTE CONTAR SONOMA!

GET COUNTED SONOMA!
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¡HAZTE CONTAR SONOMA!



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— John Dewey

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GET COUNTED SONOMA!
CENSUS 2020
HAZTE CONTAAR SONOMA!

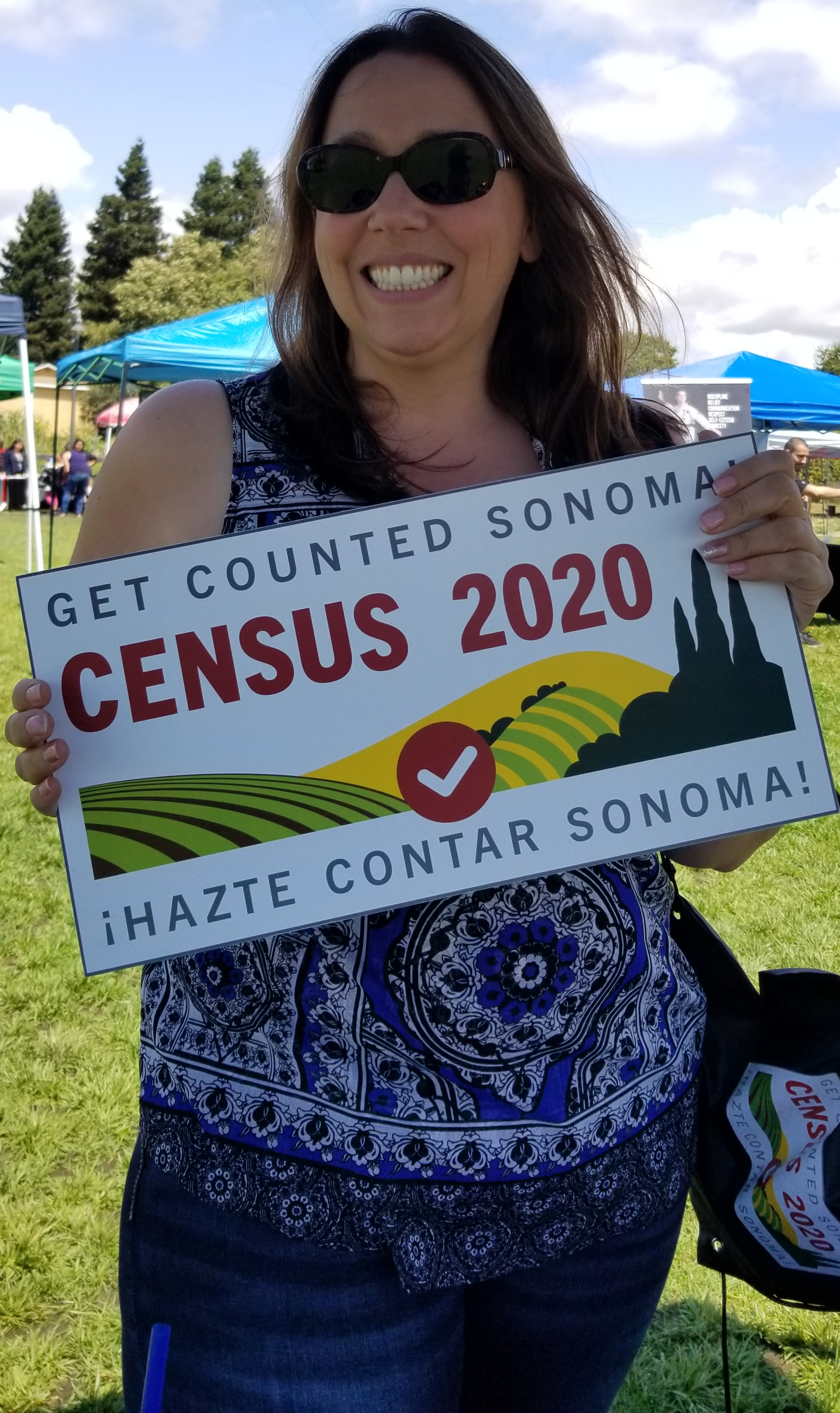
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www.pgandere.com

NEED TO KNOW
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It's about being heard.
It's about being counted.

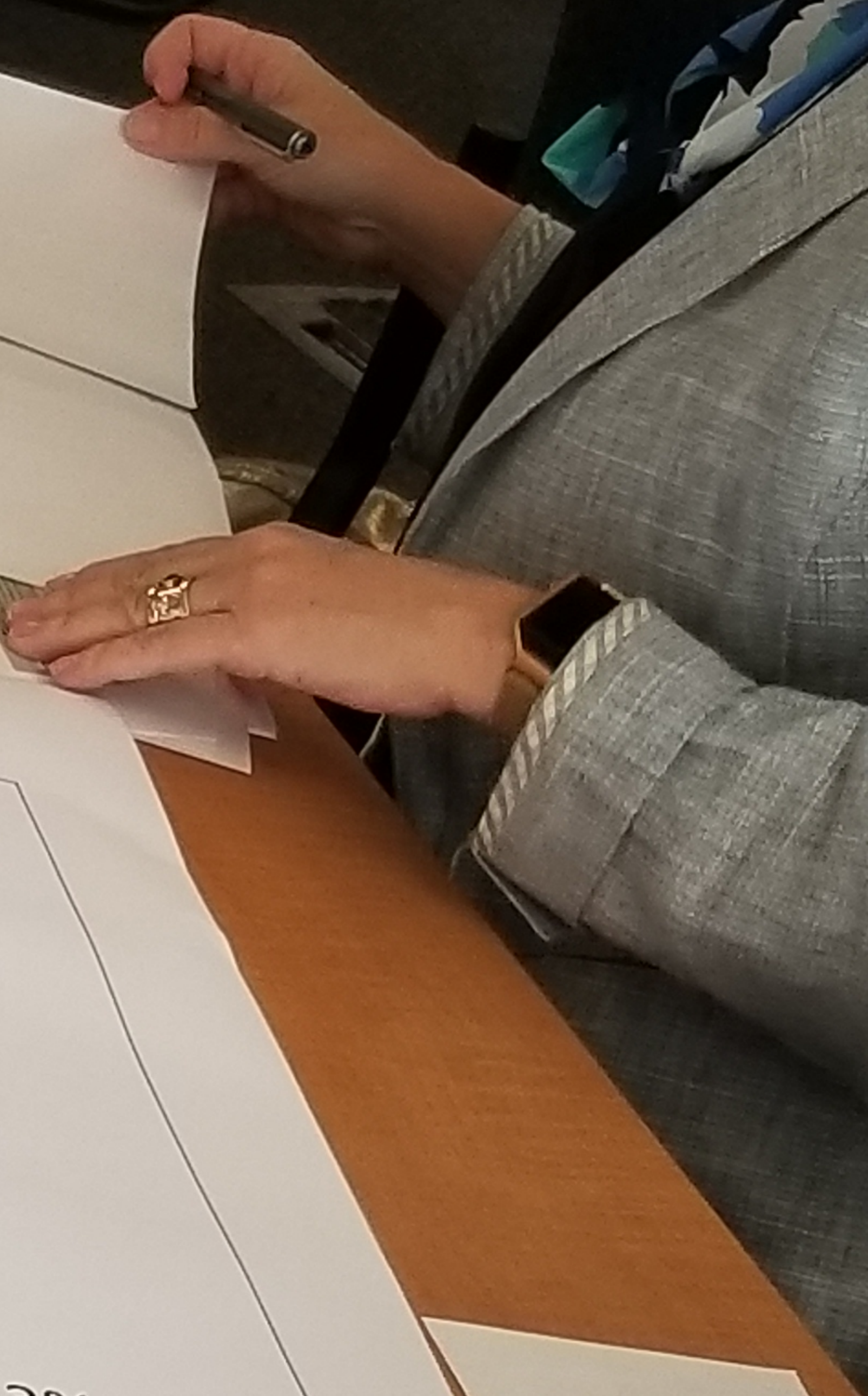
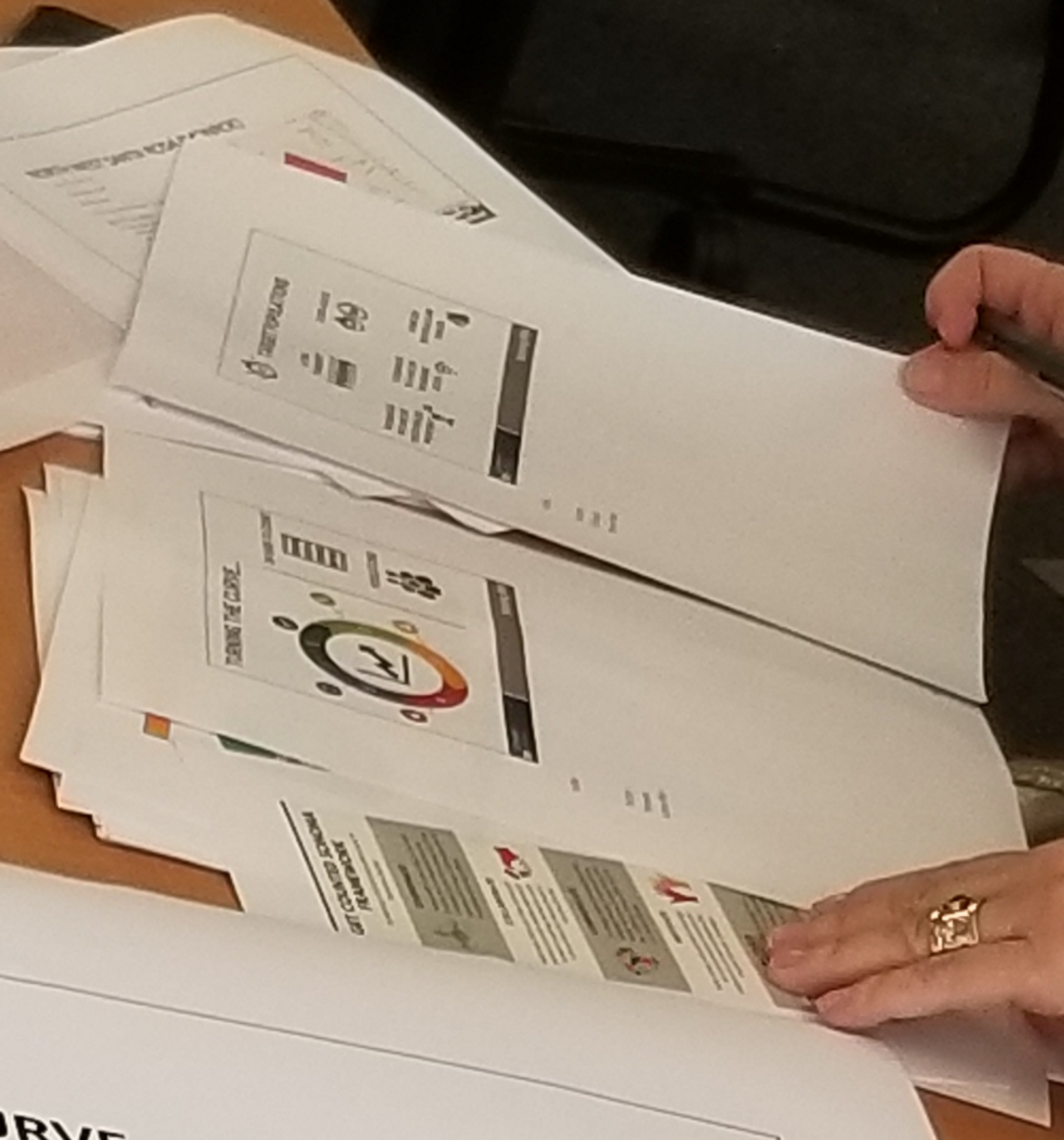
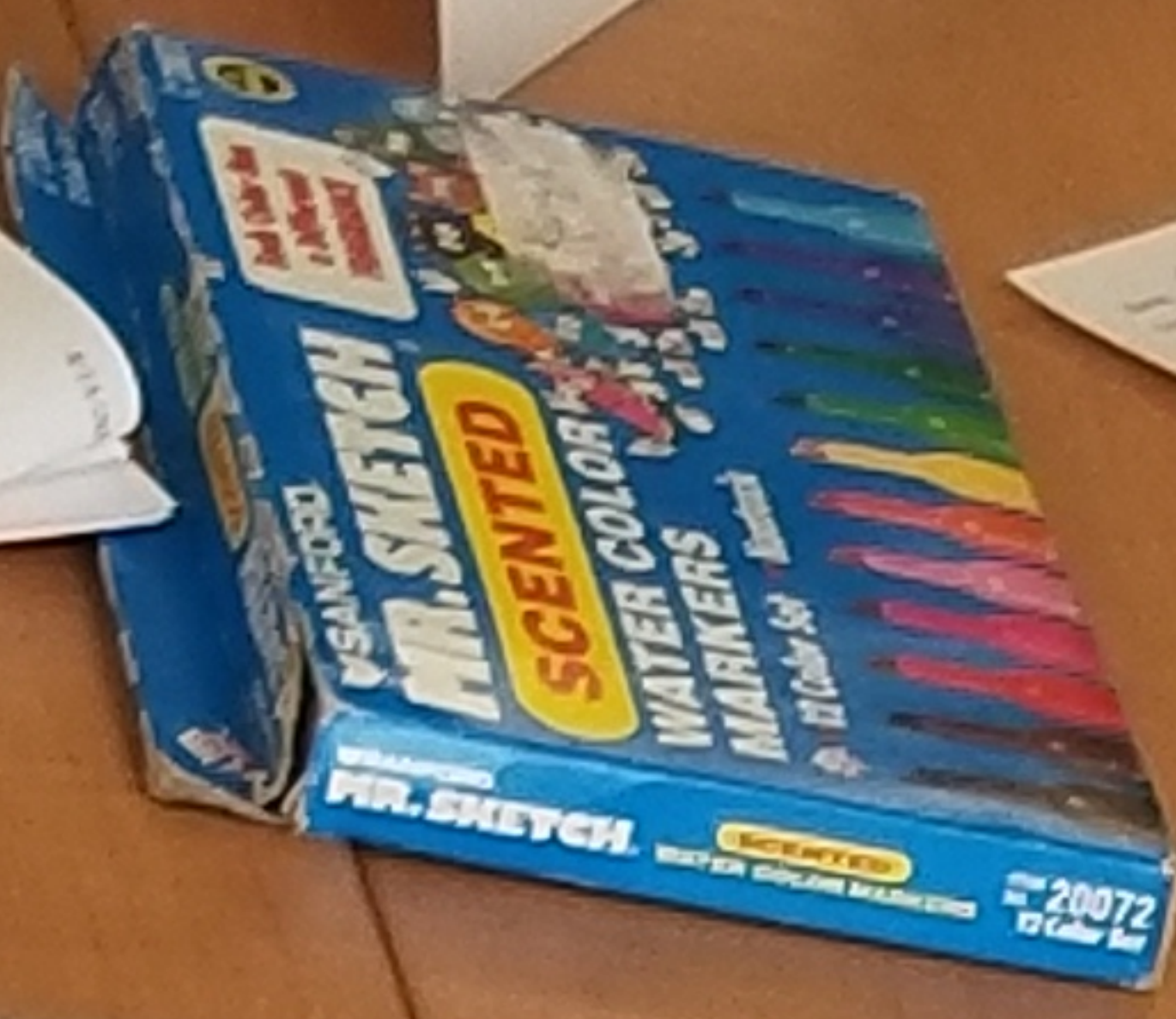


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CENSUS 2020
¡HAZTE CONTAR SONOMA!



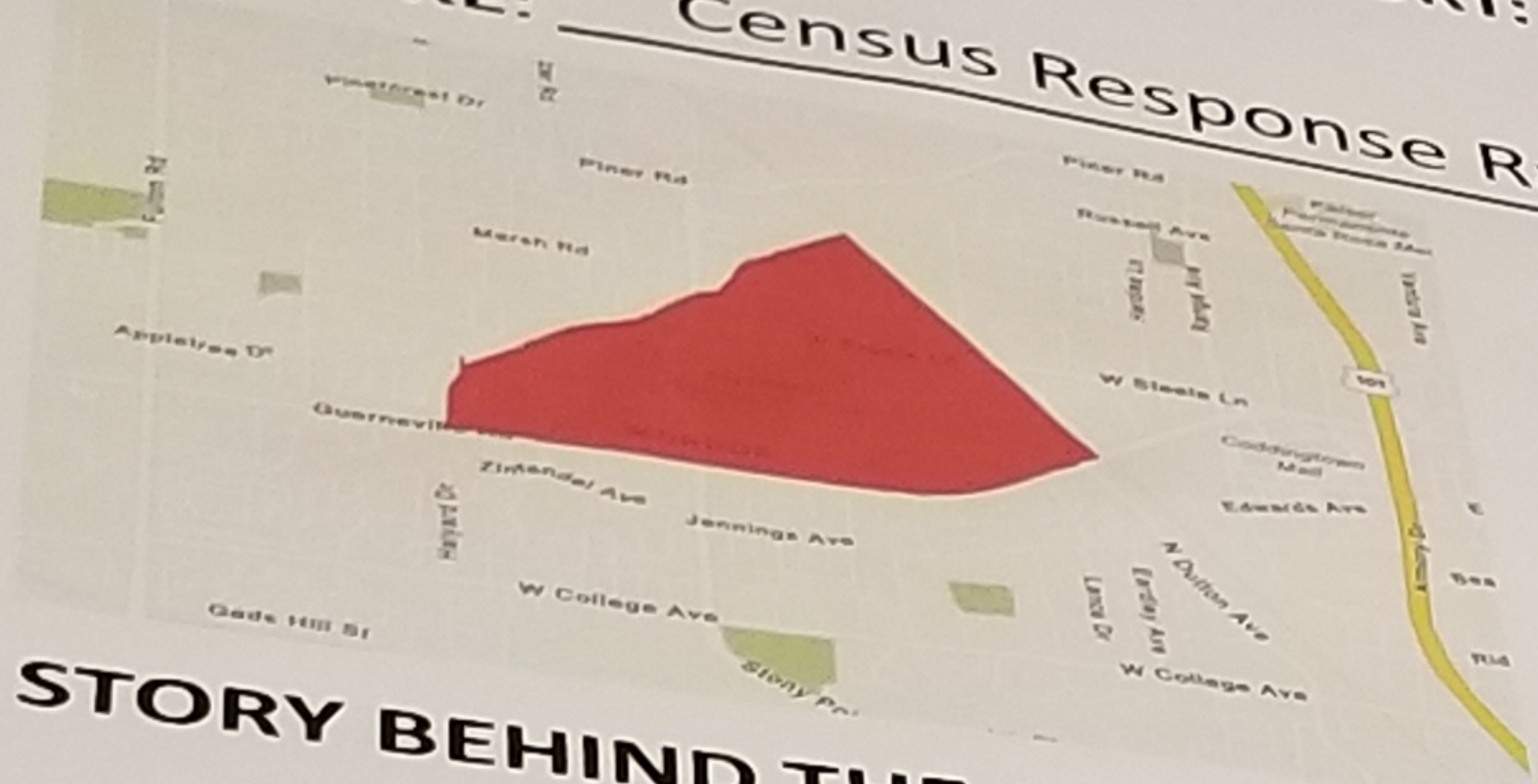
Jennifer O'Donnell
United Way

Elece Hempel
Redstone People Services Center



ONE PAGE REPORT: TURN THE CURVE

MEASURE: Census Response Rate



NORTHWEST SANTA ROSA (MONROE)

Population: 5,355
2010 Low response rate: 28.3%

STORY BEHIND THE CURVE (prioritized factors)

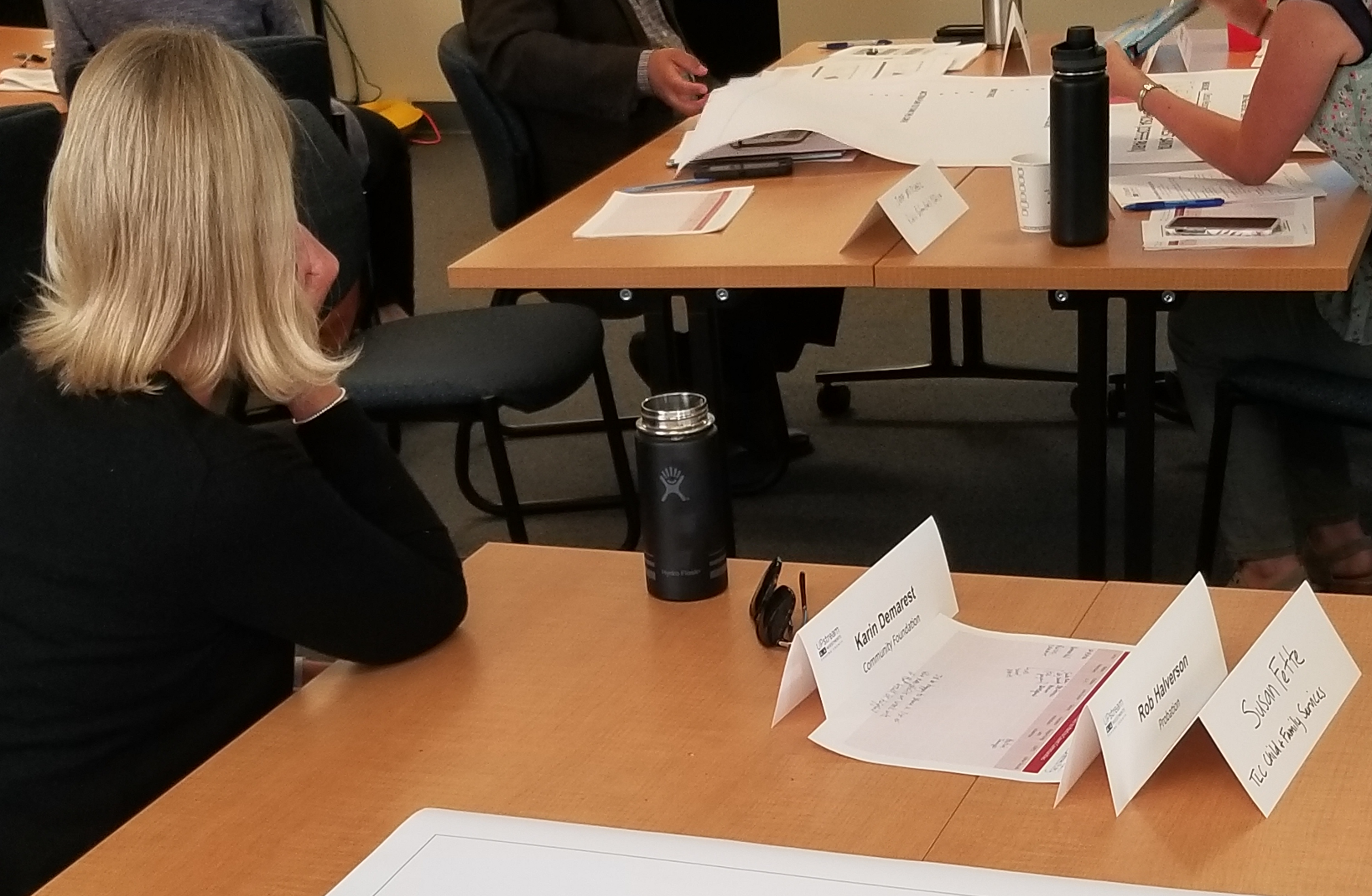
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PARTNERS

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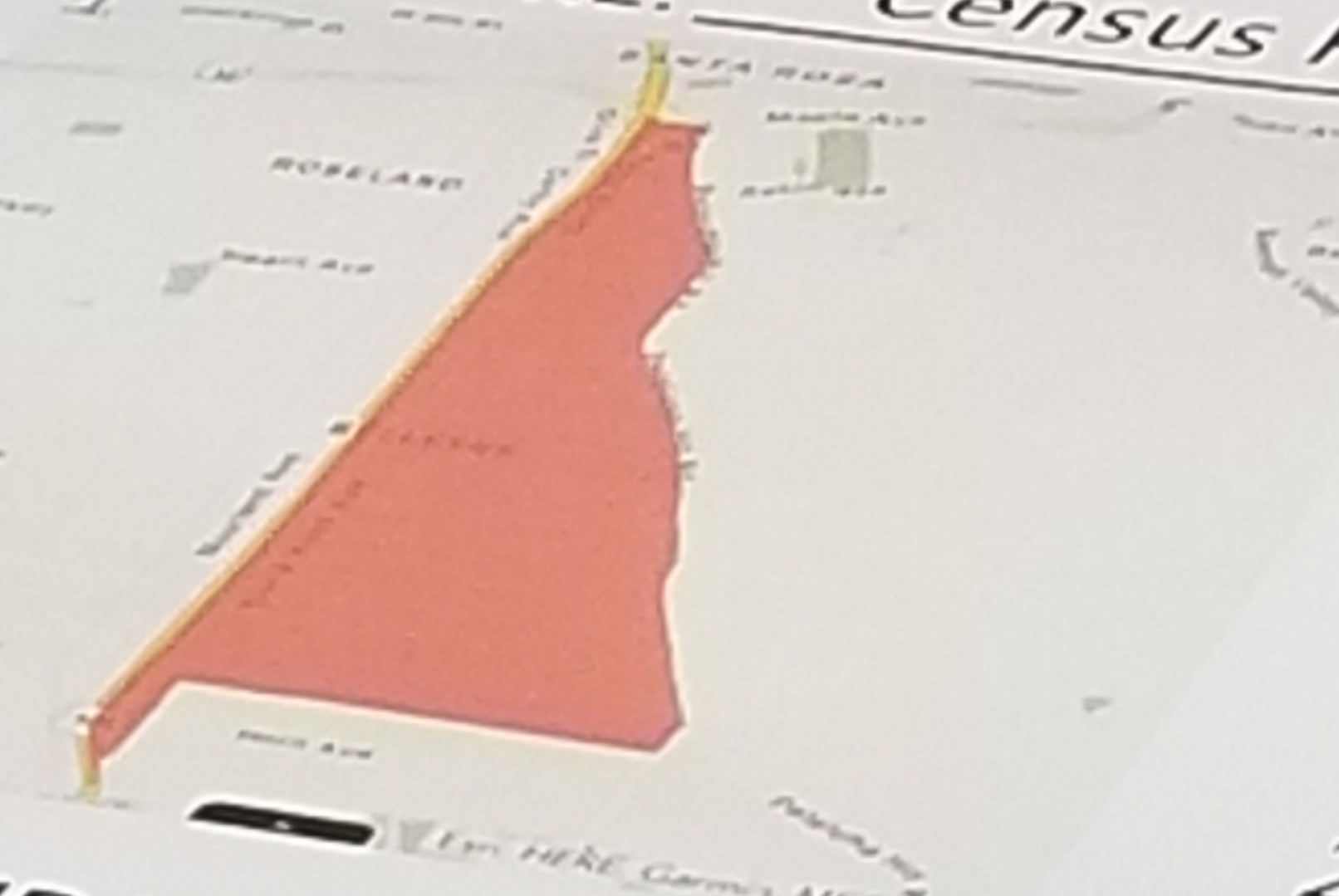
ACTION PLAN TO TURN THE CURVE

-
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ONE PAGE REPORT: TURN THE CURVE

MEASURE: Census Response Rate



SOUTHEAST SANTA ROSA (BELLEVUE)

Population: 9,837
2010 Low response rate: 28.3%

STORY BEHIND THE CURVE (prioritized factors)

PARTNERS

ACTION PLAN TO TURN THE CURVE

Scatterplot

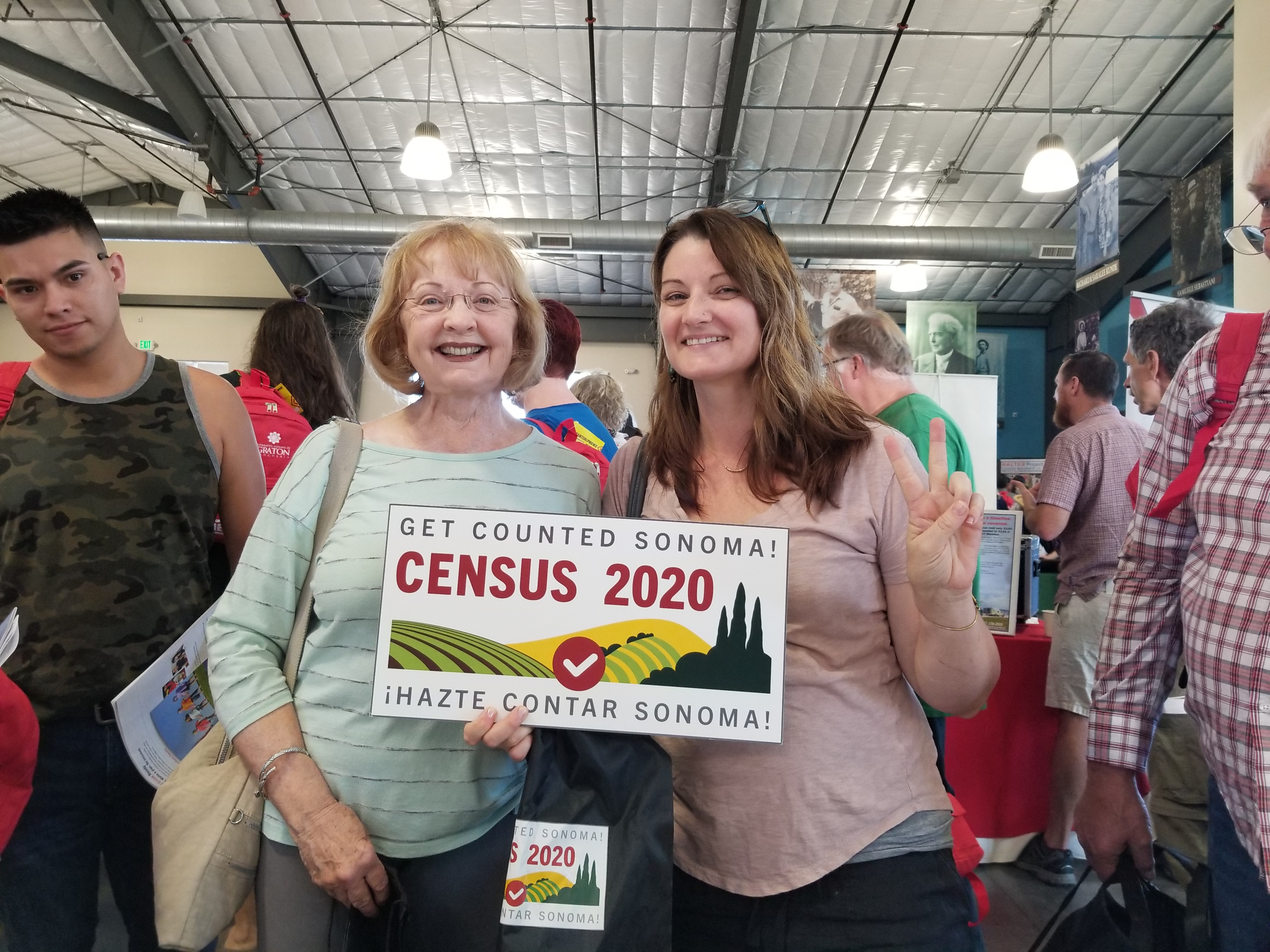
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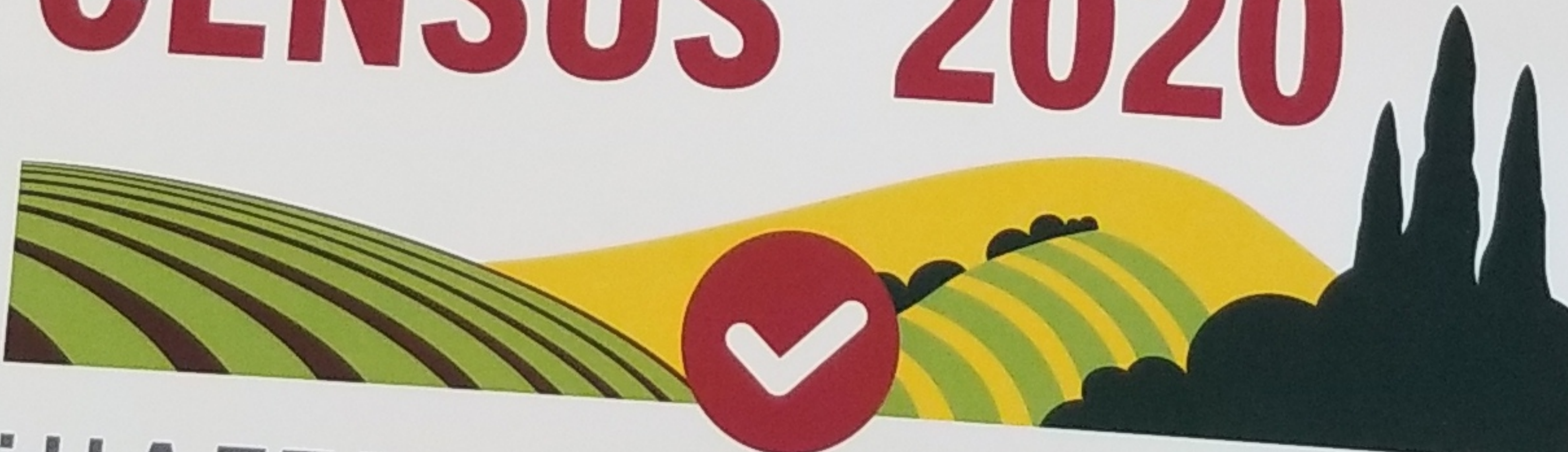
SEVENTH GRADE


ONE PAGE REPORT: TURN THE CURVE

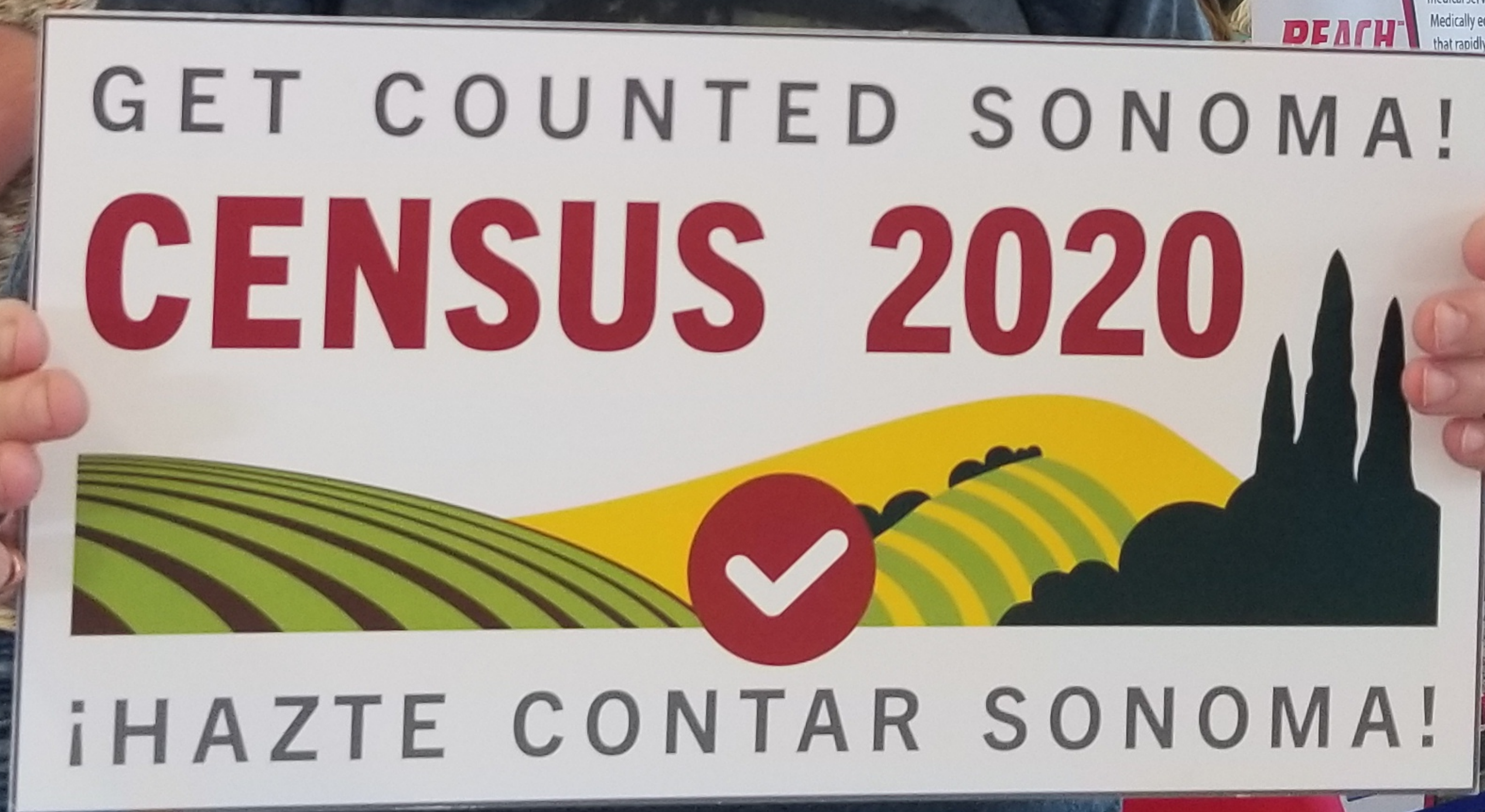






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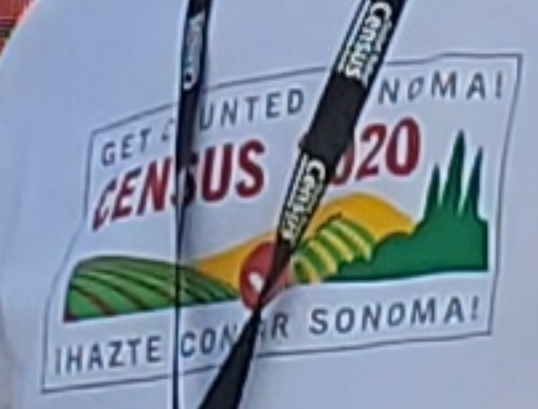


LET OUR
COUNT
BE HEARD



Take the Census now.
MY2020 CENSUS (4) 330-

I COUNT
CENSUS 2020



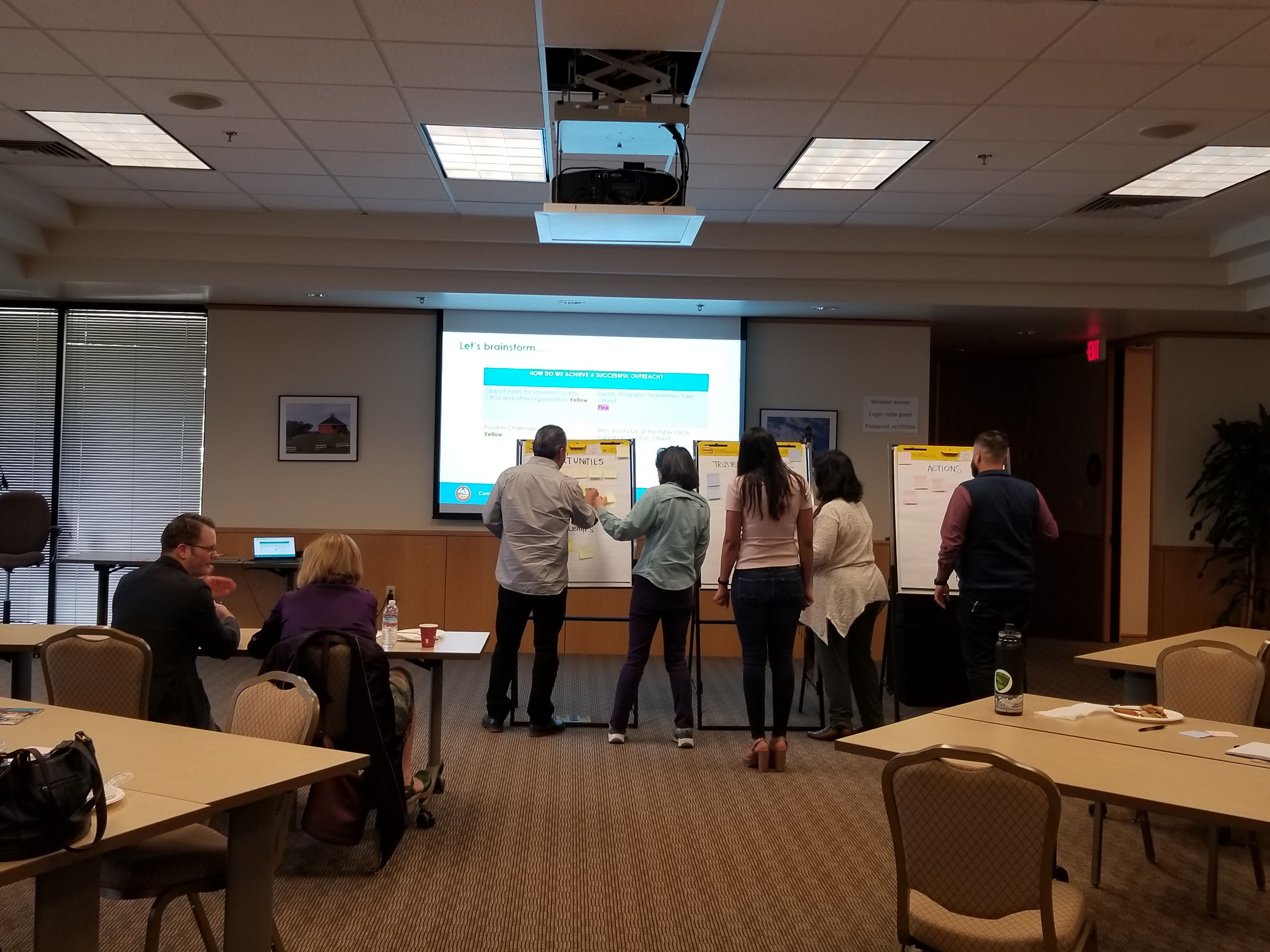
LED TRUCK
iKahan
WWW.LEDTRUCK.COM 310 8286100
USDOT 3217732











Let's brainstorm...

HOW DO WE ACHIEVE A SUCCESSFUL OUTREACH?

Opportunities for Sonoma County, CBOs and other organizations Yellow

Events, Programs, Newsletters, Fairs, Other? Pink

Possible Challenges Yellow

Who should be at the table CBOs, Individuals, Others?

OPPORTUNITIES

TRUSTEES

ACTIONS

Wireless access
Login: ncbi guest
Password: nc1030bn

United States
**Census
2020**



IT'S IN OUR HANDS

Helping You Make Informed Decisions

Be Counted

Hágase Contar!

인구조사에 참여하세요

确保人人被数到

Hãy Để Bạn Được

Все на перепись!

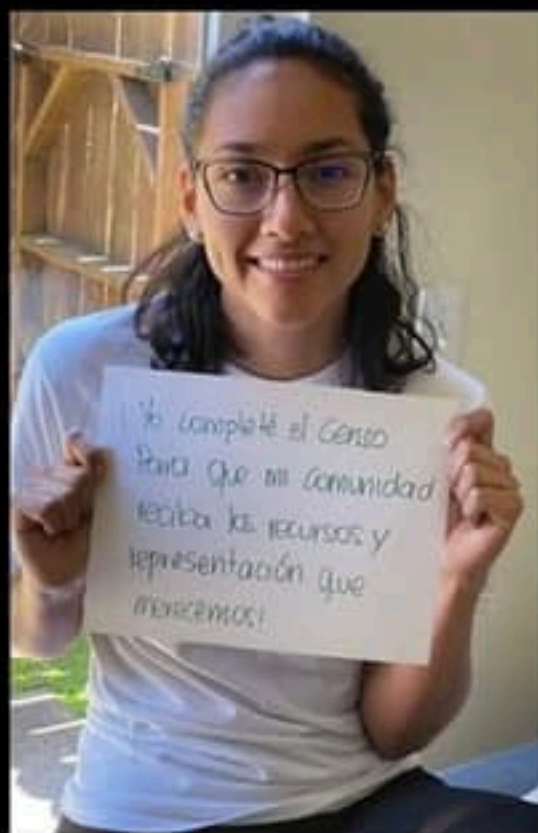
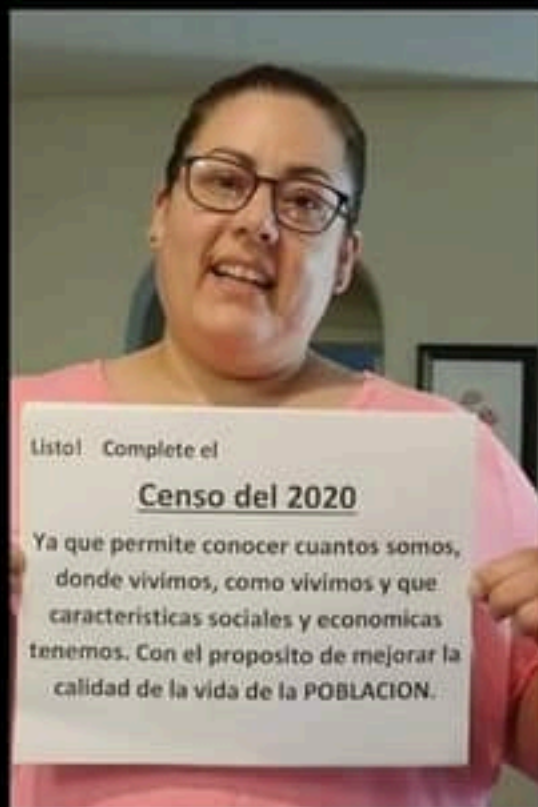
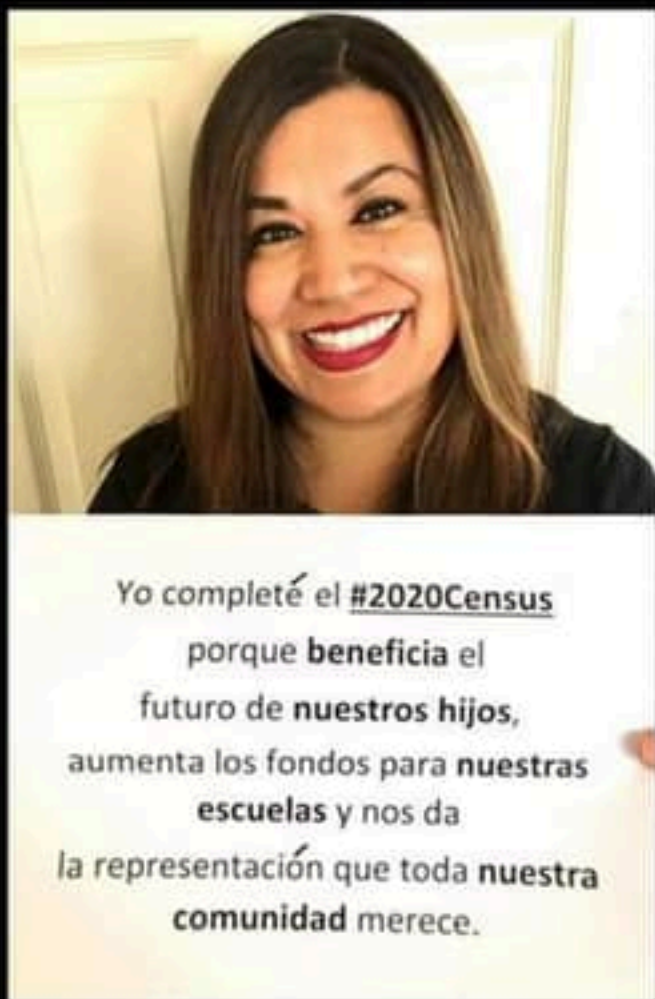
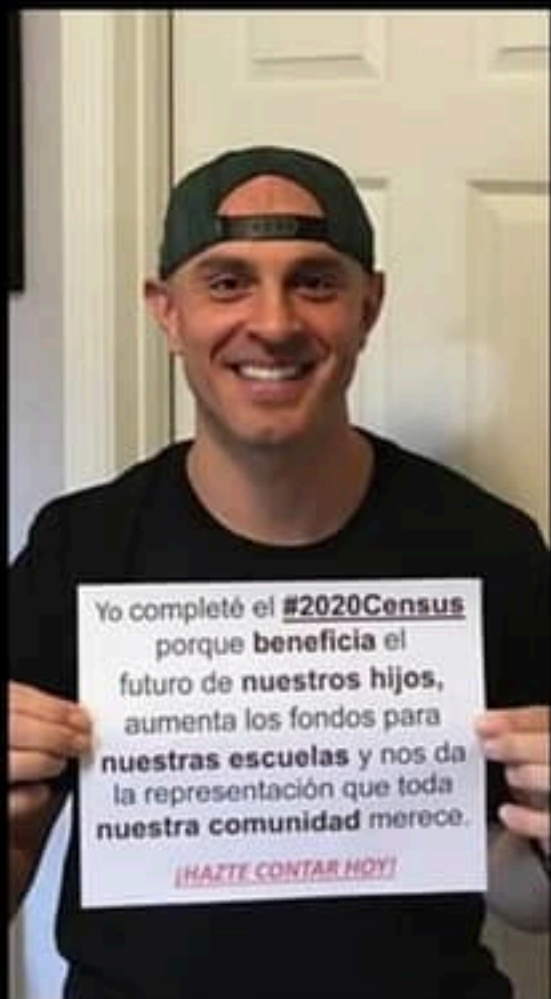
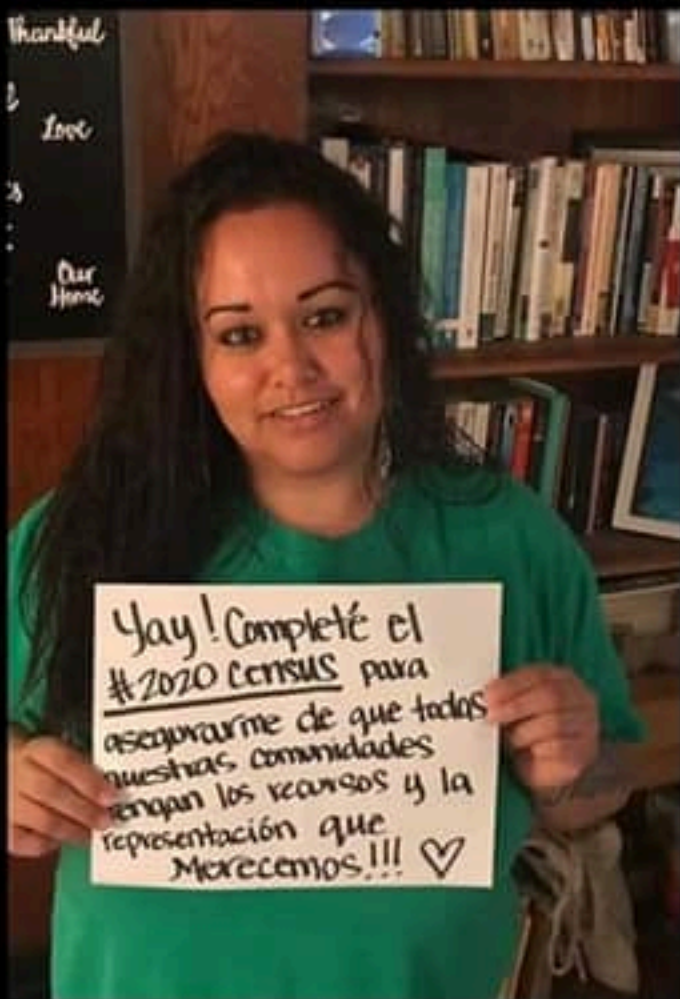
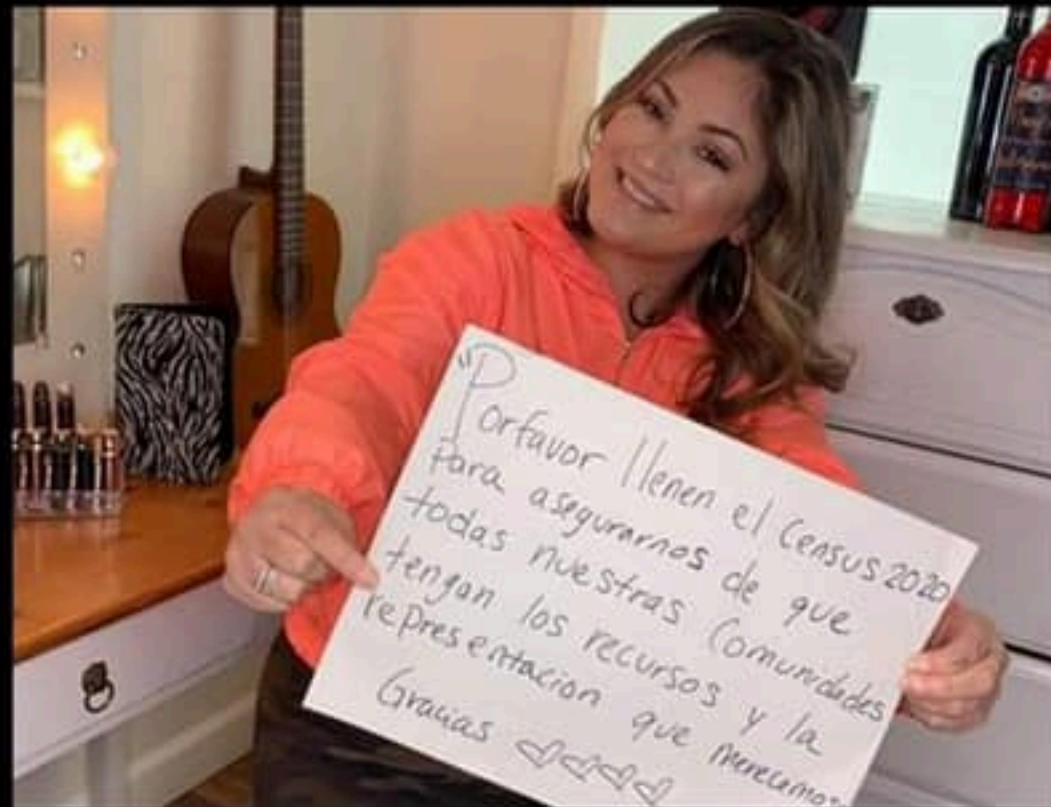
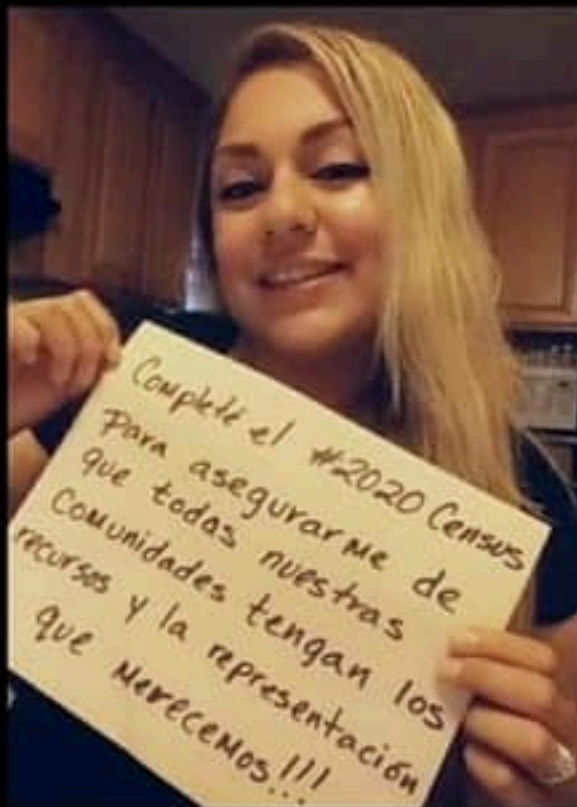
**HÁGASE
CONTAR**

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Census
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2020

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We keep your data
like you keep your
kids. Safe and secure.



Help your community
stay healthy.



Kiss them, then
count them.



Shape the next
generation. Count them.





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gov

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CENSUS 2020

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Cuenta

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ALVAREZ**
SANTA ROSA CITY COUNCIL
STRONGER TOGETHER!

South Park Harvest
South Park Harvest is a community event that brings together residents of South Park to celebrate the harvest season. The event features a variety of activities, including a parade, live music, and a food truck. The event is held on the 25th of September at the South Park Community Center. For more information, visit www.southparkharvest.com.

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3





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CENSUS 2020

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Cuenta



CITY OF HEALDSBURG

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2020

GET COUNTED SONOMA!
CENSUS 2020
¡HAZTE CONTAR SONOMA!

TO RESIST WE MUST EXIST

TO RESIST WE MUST EXIST

TO RESIST WE MUST EXIST

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If we teach
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as we taught
yesterday's,
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— John Dewey

Imagination
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GET COUNTED SONOMA!
CENSUS 2020
¡HAZTE CONTAR SONOMA!



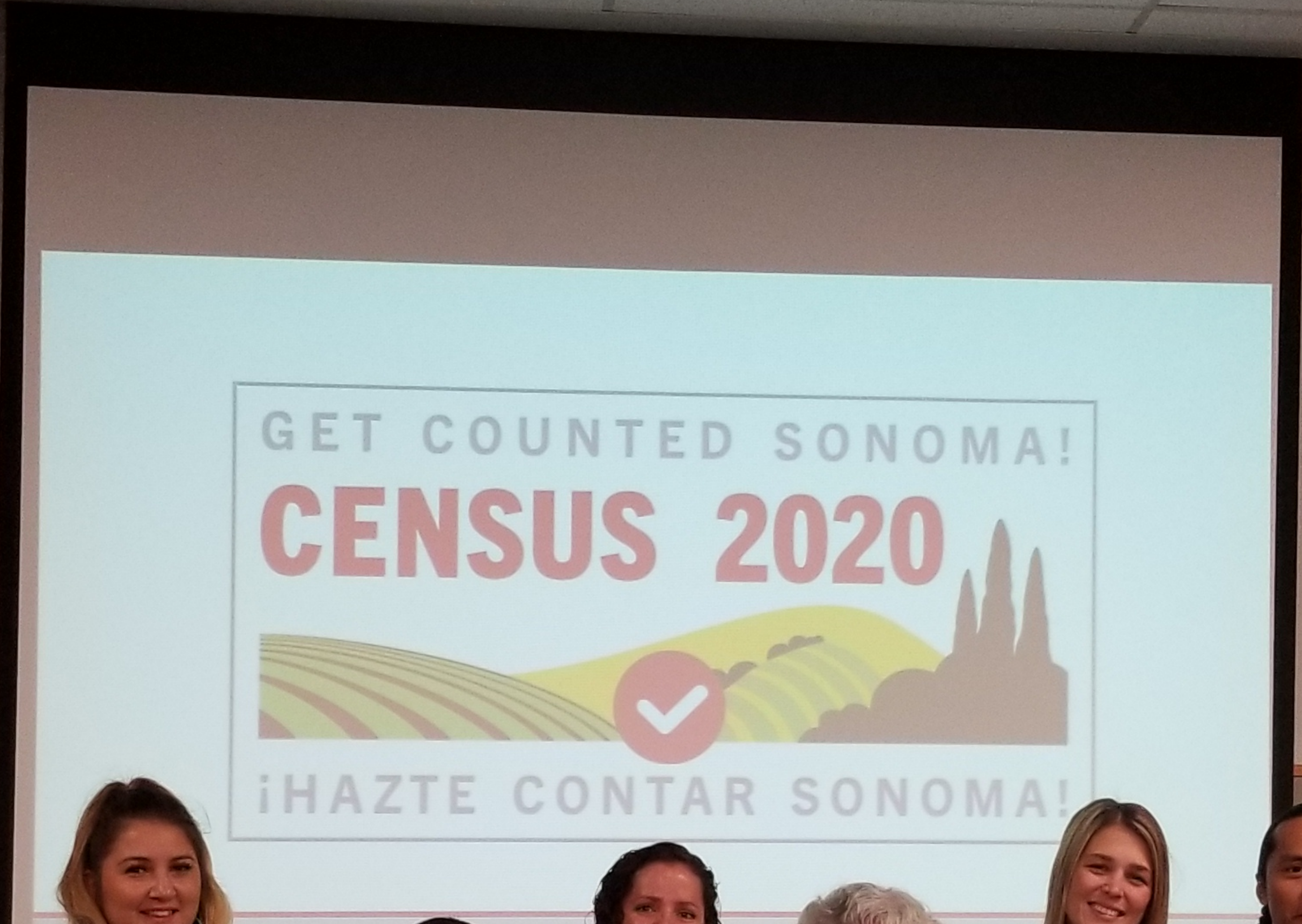


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GET COUNTED SONOMA!
#2020
CENSUS 2020
HAZTE CONTAR SONOMA!

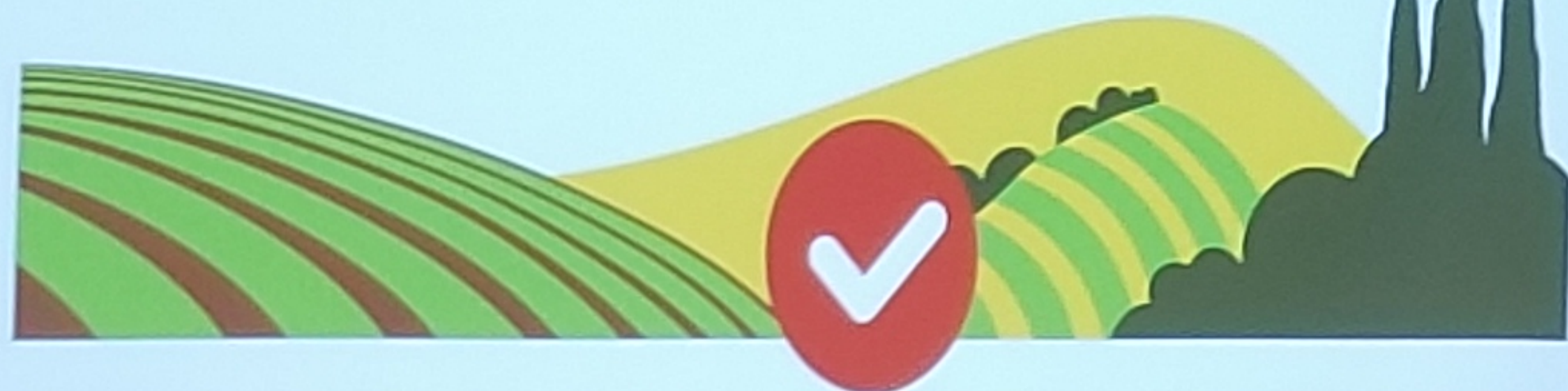
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GET COUNTED SONOMA!

CENSUS 2020



¡HAZTE CONTAR SONOMA!



Community and Government Affairs

EXIT

Wireless access
Login: ncbi.guest
Password: ncbi1234



ACTIONS





¿Censo
del 2020?
¡Cuenten
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nsd
2020

COUN
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1-877-EL-CENSO HAZME

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HAZME

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HAZME





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STAY
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GET COUNTED SONOMA!

CENSUS 2020

¡HAZTE CONTAR SONOMA!





ROSAS
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COMUNIDAD DE ROSELAND
Y PROYECCIÓN DE PELÍCULAS

¡Invitación para la reunión de la comunidad de Roseland y proyección de películas! Este evento es una oportunidad para que la comunidad de Roseland se reúna y conozca más sobre los servicios que ofrece el Departamento de Servicios Sociales de la Ciudad de Los Angeles. También habrá una proyección de películas y una recepción de alimentos.

Fecha: 15 de mayo de 2020
Hora: 10:00 a.m. - 12:00 p.m.
Lugar: 1500 W. 15th St., Los Angeles, CA 90015

¡No pierdas esta oportunidad! ¡Regístrate hoy mismo!

2020 CENSUS DAY

Shape
your future
START HERE >

2020 CENSUS DAY



PARTICIPATE IN THE CENSUS
#EVERYONE COUNTS



CALIFORNIA CENSUS 2020

TRUCK
iKahan!
WWW.IKAHANTRUCK.COM 310 8286100
USDOT 3217732



TOW AWAY
CUSTOMER
HOLD AREA
CLIENTS







This person counts

Share your future
START HERE

United States
Census
2020

2020 CENSUS.GOV



¿Censo del 2020?
¡Cuenten conmigo!



Everyone in this frame
counts and everyone
outside of it counts too.



2020
Census



CUSTOMER
PARKING
ONLY
SOLO PARA
CLIENTES

Shape
your future
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Shape
your future
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United States
Census
2020
2020CENSUS.GOV

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2020
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UNAUTHORIZED VEHICLES PARKED
IN DESIGNATED ACCESSIBLE
SPACES NOT DISPLAYING
DISTINGUISHING PLACARDS OR
SPECIAL LICENSE PLATES ISSUED
FOR PERSONS WITH DISABILITIES
WILL BE TOWED AWAY
AT THE OWNER'S EXPENSE
TOWED VEHICLES
MAY BE RECLAIMED AT
OR BY TELEPHONING

**NO
OVERNIGHT
PARKING**
**NO
VENDORS
OR
PRIVATE
SALES**





**EVERYONE
COUNTS!**
IN SONOMA COUNTY
CENSUS 2020

XTERRA

2015
RAGNAR





County of Sonoma

Yesterday at 6:17 PM •

Superheroes are getting counted in **#census2020**
#GetCountedSonoma #2020Census



You and 16 others

1 Comment

Like

Comment

Share



Get more Likes, Comments and Shares
This post is performing better than 90% of other posts on your Page. Boost it to show it to more people.

1,290 people reached >

Boost Post





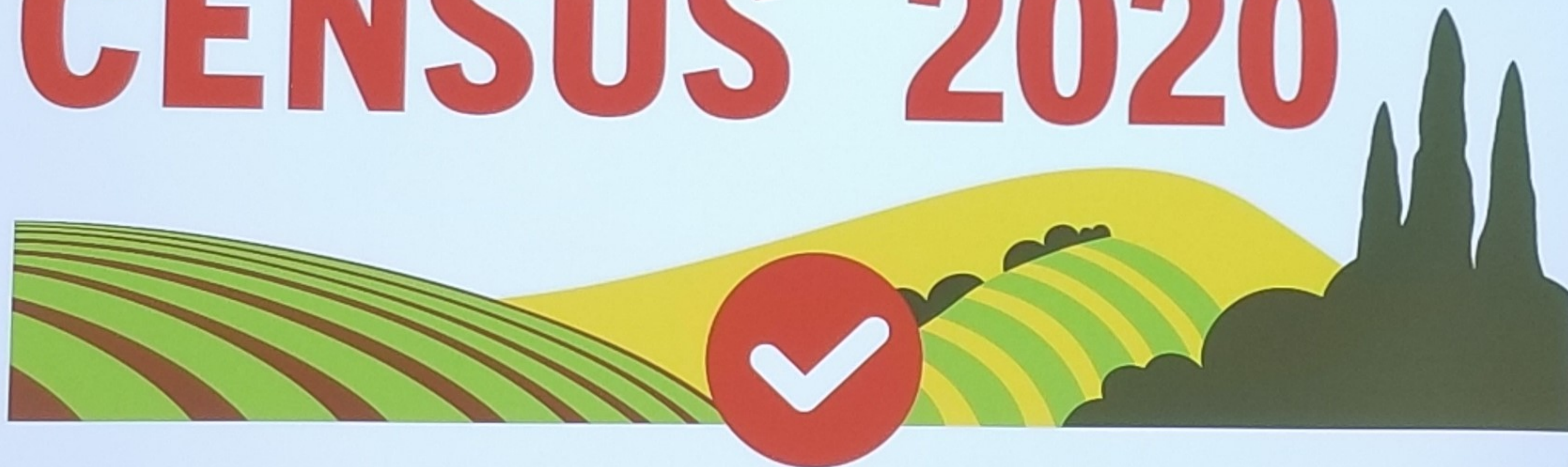
GET COUNTED SONOMA!

CENSUS 2020



¡HAZTE CONTAR SONOMA!

GET COUNTED SONOMA!
CENSUS 2020



¡HAZTE CONTAR SONOMA!



Community and Government Affairs

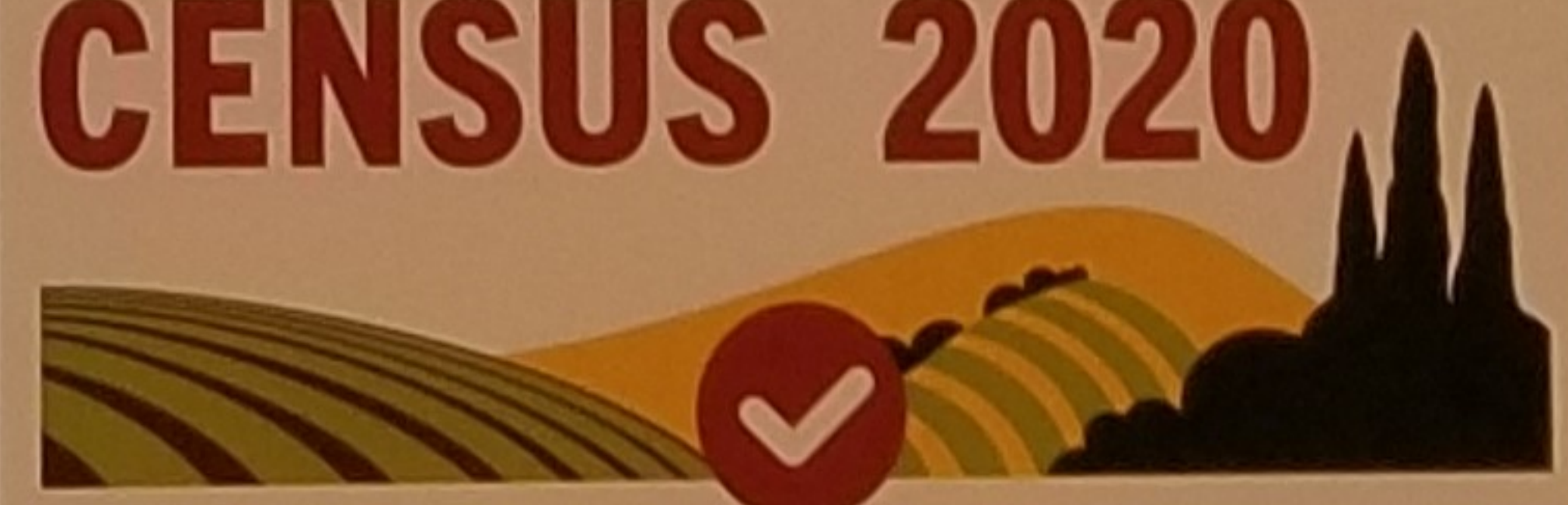


Wireless acce

Login: ncbe gu

Password: nc10

GET COUNTED SONOMA!
CENSUS 2020



¡HAZTE CONTAR SONOMA!

form...

HOW DO WE ACHIEVE A SUCCESSFUL OUTREACH?

unities for Sonoma County,
and other organization

Events, Programs, Newsletters, Fairs;

e Challenges

unity and Government A



SUPERSTICKY EASELPAD
TABLEAU À FEUILLES MOBILES SUPERCOLLANTES
SUPERADHESIVAS BLOC DE HOJAS REPOSICIONABLES

30

25 IN/PO
63,5 cm
5,2 SQ FT

TRUSTED MESSENGERS

Migrant Ed
SRJC
Teachers
Gordon Day Labor

Invite and
Engage non-English
speakers for
outreach or translation

-SRJC-
Give info*ESL
students that may
be undocumented,
as well language
barriers
-SRJC-

North Bay Open

Retired individuals
in our community

Los Angeles
Ad. & Community
Londres

Churches
Food Banks
Local Officials
Mike McGuire
James Case

Child Care
organizations
YMCA

Latino
Service
Providers

First
S So Co

CAP
Sonoma
programs

Family
Resource
Centers

Via
Esperanza

Wine County
Young Dems

Get out the
vote
groups

Los Cien
Son. Co.

Community
Building
Initiative
(CBI)

Council
on
Aging

Parish/Churches

Wireless access

Login: ncbe guest

Password: nc1030be

RESTROOM