SONOMA COUNTY 2020 CENSUS
HTC OUTREACH STRATEGIC PLAN

Educate. Motivate. Activate

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Introduction

2020 census: a constitutional imperative

Every ten years, the federal government carries on a constitutional mandate to count all persons, both citizens and non-citizens alike, living in the 50 States, Puerto Rico, and the Island Areas of the United States of America. Article I, Section 2 of the U.S constitution states[1]: "The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct." The same article further stipulates that data collected by the Federal government as part of this constitutional requirement determines how the 435 seats in the US House of Representatives are divided among the 50 States and how redistricting decisions are made: "Representatives and direct taxes shall be apportioned among the several States which may be included within this Union, according to their respective numbers…" Accordingly, more than $675 billion in federal funds to local, state, and tribal governments is distributed each year using Census data[2], which means that the fair and equitable distribution of these funds for the next 10 years will depend on the accuracy of the 2020 census. In California, a complete and accurate count is critical to funding more than 70 federal programs such as Head Start, Women, Infants and Children program (WIC), elderly care, emergency food and shelter, crime prevention, and transportation. According to the Public Policy Institute of California: in the most recent year for which an estimate is available (2015), California received about $77 billion in census-related funding[3]—more than 80% of the total federal funds the state received that year. This amount reached $115,133,486,972 in 2016, as highlighted in the GW Institute for Public Policy report *Counting for dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*[4].

Opportunity for Sonoma County

Achieving a full and accurate count in Sonoma County will ensure that County residents have access to millions of dollars in federal funding for critical programs in the next 10 years. It is therefore a unique fit with Sonoma County Goal 3: Invest in the Future. With this priority in mind, Sonoma County has opted in to support the 2020 Census outreach operation by designing and implementing a data-driven, tailored and inclusive outreach strategy targeting the County's hard to count (HTC) populations. This HTC outreach framework is informed by the US Census Bureau and California Complete Count Office (Census Office) resources and guidelines. It is also inspired from the expertise of a large network of local and state partners working closely together to educate, motivate and activate the count of all California's HTC Communities. It is structured around three phases: 1) understanding the particular challenges surrounding 2020 census and identifying Sonoma County's HTC Communities, 2) building capacity, mainly through the creation and activation of Sonoma Complete Count Committee (SCCC), and 3) deploying and activating an innovative implementation plan with targeted actions that seek to motivate every HTC resident in Sonoma County to be counted, once, only once and in the right place.

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[1] https://www.census.gov/history/pdf/Article_1_Section_2.pdf

[2] https://www2.census.gov/programs-surveys/decennial/2020/program-management/working-papers/Uses-of-Census-Bureau-Data-in-Federal-Funds-Distribution.pdf

[3] https://www.ppic.org/publication/census-related-funding-in-california/

[4] https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_CA.pdf

Phase 1: Discover and understand

2020 census environment and challenges

A complete and accurate count is critical to California as the State has traditionally been at a greater risk of an undercount. According to the Legislative Analyst Office report: *The 2020 Census, Potential Impacts on California[5],* California is home to approximately 10.4 million people living in Hard to Count Areas, making it the hardest to count State in the nation. In all past three Census, California experienced more undercounts that any other State and a large part of these HTC Groups are immigrants who, given the current political climate, would be even more reluctant to participate in the Census. Adding to the challenge of achieving the first ever electronic count, concerns inherent to a citizenship question are set to exacerbate this reluctance, threaten an undercount, and possibly the loss of several billions in federal funding for key programs.

- *Political climate: rising public distrust of government*

The current government policy towards immigration and President Donald Trump's executive orders and subsequent changes to immigration policy has caused a significant rise in public distrust of government. According to California Complete Count Census 2010 Final report: *Counting 2010 and Planning 2020[6]*, 25% of the nation's undocumented population lives in California. These hard to count communities, with concerns over their immigration status, or living in overcrowded housing units and illegal ones, will most likely be dissuaded from taking part in the count.

- *New citizenship question*

The debate around including a citizenship question in the 2020 Census questionnaire was a controversial one. It triggered several lawsuits across the nation, and the last ruling from the Supreme Court allowed to strike it down. Commerce Secretary Wilbur Ross had argued that citizenship information is key to obtaining clear data on the number of people who are eligible to vote and helps the federal government enforce the voting rights act7. But opponents of this decision countered that there is no evidence showing that the inclusion of a citizenship question will result in improved response rates. Rather, they warned that such decision will undeniably exacerbate fears of deportation among immigrant communities, which would lead to decreased self-response and jeopardize the goal of achieving a full and accurate count. For instance, a survey by the San Joaquin Valley Census Research project sponsored by the Center at the Sierra Health Foundation and the San Joaquin Valley Health Fund found that: only 46% Latinos are willing to respond to Census with the citizenship question. This survey also revealed the widespread perception that the citizenship question was divisive, racist and bad social policy8.

- *First electronic census questionnaire and Internet accessibility*

In order to comply with a Congressional mandate to conduct the 2020 census at a lower cost per household than the 2010 census, the US Census Bureau decided to make Census 2020 the first digital census. As a result, individuals will have the primary option of completing an online response as soon as March 23rd, 2020 after receiving their personal number by mail. This is not however the only option to get counted, the paper questionnaire, phone calls and direct interviews with census bureau staff are still available to all relevant households. Nevertheless, the reliance on a primarily electronic count creates obvious challenges, such as discouraging millions with limited access to broadband internet from participating in the census. In California, this option will particularly alienate rural communities and the millions representing HTC populations and areas. According to Sonoma County Economic Development Board, 15% of Sonoma County's households still lacked broadband internet access in 2017[9].

- *Other challenges:*

Data privacy concerns and cybersecurity issues

Although Federal law guarantees that Census responses are protected and can only be used to produce statistics, the deployment of the first electronic Census means that concerns tied to cyber security risks and data privacy breaches will be prevalent. This is a considerable challenge at a time when our government is concerned

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[5] https://lao.ca.gov/reports/2018/3909/2020-census-121318.pdf

[6] https://census.ca.gov/wp-content/uploads/sites/4/2018/05/2010_Counting-2010-and-Planning-for-2020.pdf
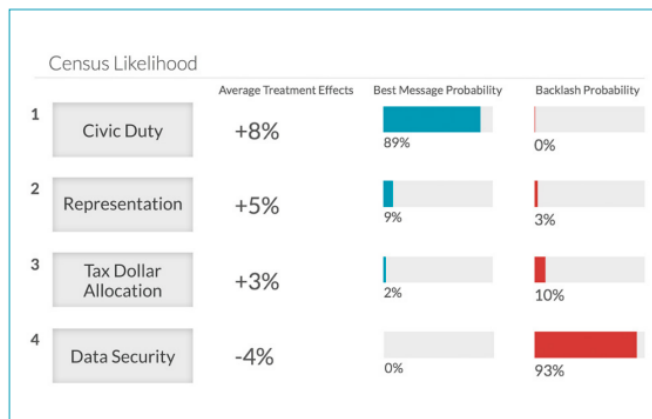
[7] https://www.politifact.com/truth-o-meter/article/2018/mar/28/what-you-need-know-about-census-citizenship-questi/

[8] https://census.ca.gov/wp-content/uploads/sites/4/2019/02/SJVCRP-Presentation-022019.pdf

[9] http://sonomaedb.org/

about foreign power meddling in American affairs through digital means. Furthermore and according to *Counting Everyone in the Digital age*[10], populations at risk of being undercounted are also among the most likely to face tenuous and insecure access to the internet and other new technologies.

Census likelihood by Civis Analytics in *Census 2020 participation: it's all about the message*[11]

Census Likelihood

		Average Treatment Effects	Best Message Probability	Backlash Probability
1	Civic Duty	+8%	89%	0%
2	Representation	+5%	9%	3%
3	Tax Dollar Allocation	+3%	2%	10%
4	Data Security	-4%	0%	93%

Language access, cultural competence and communication access for special needs populations

A full and accurate count depends on tailored strategies to meet the language, cultural and special needs of HTC populations. Currently, the US Census Bureau decided that the Internet option and Census Questionnaire Assistance (CQAs) will be available in 12 non-English languages: Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese. Nevertheless, the challenge of language access and communication access is still very real as the paper questionnaire, mailing materials and field enumeration instrument and materials will only be available in Spanish[12].
Based on Hard to Count Demographics data in Sonoma County, the Census Office has determined that outreach efforts in the County must be led in both English and Spanish.

Defining the Hard to Count

The first step towards an effective HTC outreach strategy is to understand who the HTC populations are, where they live and what messages resonate best with them. According to the Census Office, the State's Hard to Count Communities[13] are:

- Latinos
- African-Americans
- Native Americans and Tribal Communities
- Asian-Americans & Pacific Islanders (API)
- Middle-Eastern North Africans (MENA)
- Immigrants and Refugees
- Farm-workers
- People with Disabilities
- Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ)
- Seniors/Older Adults
- Homeless Individuals and Families Children Ages 0-5
- Veterans
- Areas with low broadband subscription rates and limited or no access
- Households with limited English proficiency
- Other Demographic Population as identified and proposed by County

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[10] http://www.civilrightsdocs.info/pdf/reports/Counting-Everyone-in-the-Digital-Age.pdf
[11] https://www.civisanalytics.com/wp-content/uploads/2019/01/Census2020_Whitepaper_v7.pdf
[12] https://www.shfcenter.org/assets/SJVHF/CCCC_Census_Presentation_120318.pdf
[13] https://census.ca.gov/wp-content/uploads/sites/4/2019/02/Rural-Webinar-022119.pdf

Based on the latest census estimates, approximately 7% of Sonoma County's current population (or 36,382 people) lives in hard-to-count neighborhoods[14]. In addition to the 14 HTC communities identified by the Census Office, the County of Sonoma relied primarily on the Statewide Outreach and Rapid Deployment (SWORD) data to identify HTC outreach tracts, which brings this number to more than 100,000 people for tracts with a HTC Index higher than 37 (which is the State median HTC index). To increase outreach focus and lead a targeted and effective HTC outreach, the County used SWORD data, latest Census estimates and feedback from LUCA experience as well as learnings and recommendations from the Census Office, specifically the top 5 hard to count tracts in Sonoma County fact sheet. Other resources used are Census 2010 final report: *Counting 2010 and Planning for 2020.* Taking into account this research and the $100,000 HTC outreach funding from the California Census Office, the County of Sonoma's the Hard to Count outreach will focus on the top 5 HTC tracts and on the historically undercounted HTC communities in Sonoma County. The other tracts will benefit from general outreach conducted by the US Census bureau, and the Statewide Census campaign, including the media and public relations campaign as planned by the Census Office.

SWORD map showing Sonoma County tracts with a HTC Index higher than 37

- *Mapping Sonoma County's HTC*

According to SWORD, Sonoma County has 20 tracts with a HTC index above 37, the state median HTC index. As recommended by the Census Office, the top 5 HTC tracts will be the focus of the Hard to Count tracts outreach[15].These tracts vary in terms of their demographics, ranging from communities with a large number of minorities to non-family households to multi-unit structures. These findings, detailed in Annex 1 of this report, do not include specific information on communities displaced by the October 2017 fires and historically undercounted communities. These groups will also be the focus of Sonoma County's HTC outreach approach with due consideration to their unique circumstances and the specific practices tailored to this type of outreach.

Leveraging GIS resources

Using the top 5 HTC tracts data from the table in Annex 1, the County will leverage SWORD planning resources and Community based Organizations (CBO) partnerships to identify outreach outlets and produce matching 2020 census awareness activities in these top 5 HTC tracts in Sonoma County. These activities will also target service based organizations catering to HTC communities. They will consist of designing innovative interventions in schools, colleges, libraries, churches, CBOs, and other friendly environments as well as leveraging existing events and programs with high HTC communities' attendance, such as VITA, WIC, Head Start family meetings, etc. Outreach anchors will be further defined in consultation with SCCC members and included in the implementation plan.

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[14] https://www.censushardtocountmaps2020.us/
[15] https://census.ca.gov/wp-content/uploads/sites/4/2019/06/Sonoma-County.pdf

Phase 2: Build capacity

The goal of the County's Census 2020 HTC outreach is to lead an innovative grassroots approach in order to increase awareness and knowledge about the census among HTC communities and motivate them to respond. To achieve this objective, the County will leverage its ecosystem of partners and resources through the creation and activation of a Sonoma Complete Count Committee (SCCC).

Sonoma Complete Count Committee (SCCC)

SCCC composition

As a voluntary body, the SCCC seeks to bring together a cross-section of local leaders and organizations interested in supporting a complete and accurate count in Sonoma County through a coordinated, effective and targeted HTC outreach. SCCC members will be able to serve until the census takes place and the NRFU period is over. The Sonoma Complete Count Committee was launched on May17th. The SCCC kick off session was an opportunity for the County of Sonoma, United Way of the Wine Country and the US Census Bureau to present their strategies, address questions and concerns and garner support for local outreach efforts. The session was attended by more than 30 Community based organizations members who expressed their full support to the process and committed to being active members of the SCCC. As the co-facilitators of the SCCC, The County of Sonoma and United Way of the Wine Country are currently agreeing on a final SCCC structure and a work plan with SCCC members to start building a Master outreach calendar for Sonoma County.

The SCCC will be composed of 15 to 20 Census 2020 supporters (maximum) representing stakeholders with broad-based community representation and trusted leadership within HTC Communities. In turn, these SCCC

Supporters will propose subcommittees composed of the larger network of local Community Based Organizations (CBOs) working with HTC communities such as: Latino communities and other minorities, families and individuals displaced by the October 2017 Fires, children under 5, etc. As the ACBO for region 2, United Way will act as the SCCC co-facilitator alongside the County of Sonoma.

SCCC members and subcommittees will also have specific sector expertise[16] that intersect with targeted HTC communities. They will represent community groups with important roles in education, health, media, local business, workforce development, government, cities, tribal affairs, faith-based communities, philanthropy, public service, etc.

SCCC members' role
- Participate in SCCC meetings, workshops, trainings (TBD by SCCC facilitators)
- Help refine mapping and understanding of HTC demographics and areas
- Identify Sonoma County's undercount risks and propose outreach recommendations to address challenges
- Participate in a concerted, coordinated and aligned HTC outreach strategy working with the County and other CBOs to optimize impact and avoid duplication
- Work with fellow SCCC members to deploy census awareness campaigns and seek timely support in case implementation issues arise
- Mobilize their constituency to widely share State and localized messaging and motivate HTC communities to attend outreach events and be counted
- Identify and support trusted messengers to lead grass-roots efforts and events targeting HTC tracts
- Support the roll out and staffing of QACs and QAKs in prime HTC outreach locations
- Work with fellow SCCC members to lead a successful NRFU outreach
- Support and coordinate reporting processes

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[16] https://census.ca.gov/wp-content/uploads/sites/4/2018/05/PPT-Oakland-Convening-0518.pdf
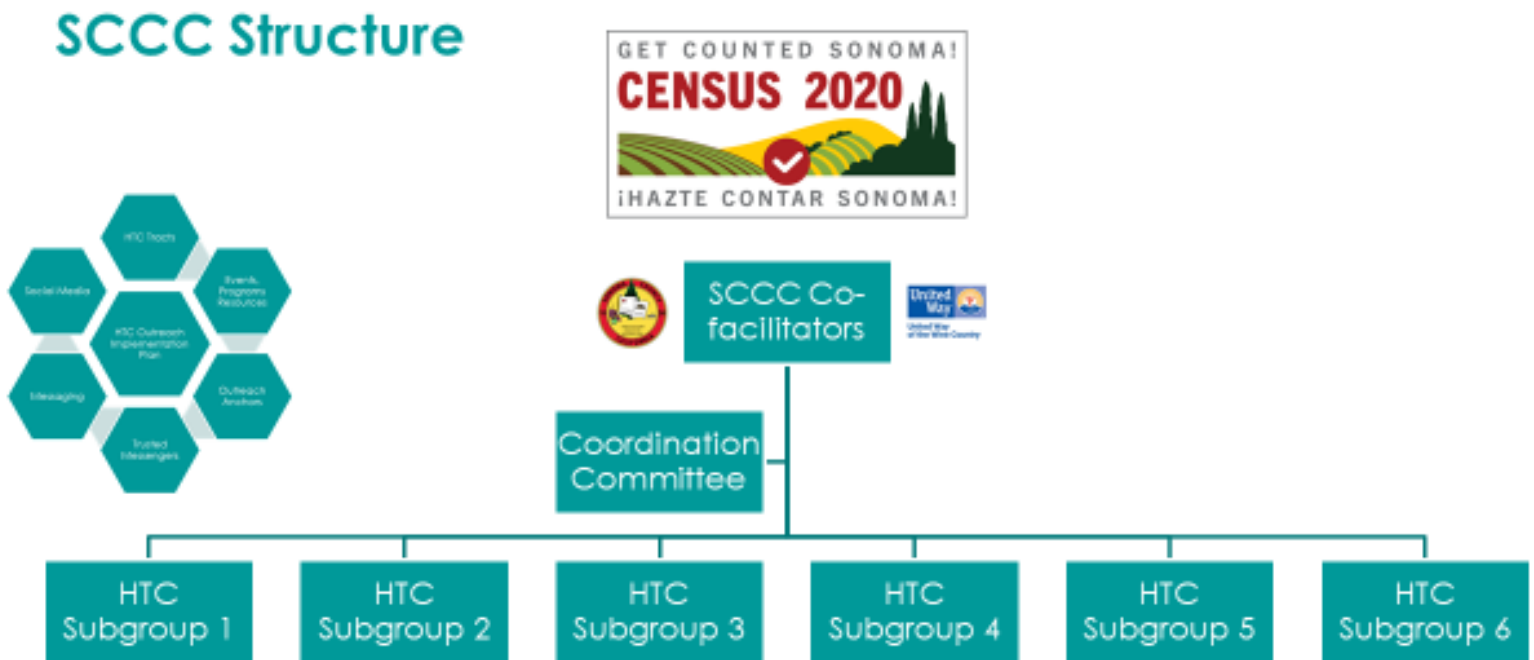
Role of County within the SCCC

With the support of the ACBO, the County will co-facilitate SCCC activities both during capacity building and implementation phases. As the SCCC co-facilitator, the County will:

- Encourage CBOs with a Census outreach mandate to participate in the SCCC
- Convene the first SCCC informational session and subsequent periodic meetings
- Hold a kick off workshop and share SCCC toolkit and information provided by the Census Office and Census Bureau
- Invite each SCCC member to contribute to a Master calendar of events, and share a list of outreach actions to be rolled out during major Sonoma County events
- Provide continuous updates on Census progress and share tools, resources, and information on funding opportunities, etc.
- Propose meeting schedules, and confirm activities timeline and follow ups
- Execute an aligned and coordinated outreach plan and leverage the County's expertise and resources as feasible

Creating a coordinated and aligned HTC outreach

Partnership with California Census Office

The California Census Office has built a strong Census 2020 infrastructure with dedicated staff and experts that support Counties and other outreach stakeholders in leading a successful statewide HTC outreach campaign. The role of the RPM is key to ensuring continuous guidance and creating vital feedback loops between the County, the Census Office, the ACBO and members of the SCCC. As per the opt-in requirement, the County of Sonoma will meet its reporting deadlines to the RPM by issuing its first, second and third reports according to the timeline in the conclusion of this strategic plan. In addition to continuous coordination and reporting to the RPM,

the County looks forward to the guidance of the sector outreach manager, the education outreach manager, the HTC demographics outreach team and the support of the language and communications access manager[17].

Language access resources, strategies and tactics

Language access resources and strategies are critical to leading a successful outreach and achieving a full and accurate count in Sonoma County. The County is home to 121,051 citizens who are speakers of a non-English language[18]. This is higher than the national average of 21.6%. In 2015, Spanish was the most common non-English language spoken in Sonoma County where native Spanish speakers represent 18.4% of the overall County population.

In Sonoma County, there are around 42,294 Limited English Proficient individuals who are native Spanish speakers. This number represents 81.2% of the Limited English Proficiency population in the County. Thus, the County's outreach will be conducted in both English and Spanish. Taking these numbers into account, the County will work with the ACBO and Statewide CBOs to tailor Spanish messaging to these key communities. At the time this plan was being reviewed, the County had already initiated several outreach actions in both English and Spanish. The County provided flyers in Spanish about the Census confidentiality question and recruitment opportunities with the US Census Bureau. The County has also launched a Census 2020 website in both English and Spanish[19]. Similarly, the County has already kicked off its Census 2020 social media engagements and shared resources in both English and Spanish. The County set up a booth with information material in Spanish at the Cinco de Mayo fair in Roseland, the Rose Parade as well as Resilience day. These types of outreach will continue throughout 2019, leading up to the NRFU phase.

In addition to original Spanish content designed by the County (Census slogan, website, flyers, social media content…) the County will continue to leverage the Spanish messaging resources recommended and provided by the Census Bureau, the ACBO, the Statewide CBOs the California Complete Count office. Further details on the language and special needs access plan will be developed in collaboration with the SCCC members and included in the implementation plan due in September 2019.

Other specific actions that will be led by the County in accordance with the requirements of the State's Language and Communication Access Plan (LACAP) are:

- Leverage the US Census bureau outreach materials
- Leverage Statewide CBOs Census messaging
- Leverage the Census Office's outreach materials which are anticipated to be available by fall 2019
- Tailor all messaging to Sonoma County's HTC communities, and ensure widest access in both English and Spanish
- Inform HTC communities of the language support provided by the US Census Bureau, including how to access the enumerator instrument or printed questionnaire in Spanish and English, the internet self-response instrument or online questionnaire, and Census Questionnaire Assistance, in the top 12 non English languages nationwide and Telecommunication Device for the Deaf (TDD). This outreach will take place during scheduled events as well as at the level of QACs and QAKs
- Provide US Census Bureau Language Assistance Guides in video and in print

Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs)

Establishing and managing safe, welcoming and inclusive QACs & QAKs

QACs and QAKs are temporary physical points of contact strategically set up in targeted HTC communities to educate, motivate and activate participation in the census. QACs have trained staff who will assist communities and answer their questions about the various options to get counted and address any concerns that they may have regarding the confidentiality of their information. QAKs on the other hand are a simple computer station without assistance from individuals. The County will leverage its ecosystem to set up QACs and QAKs with adequate volunteer staffing. Staffing choices for QACs will focus on assigning community members with adequate cultural knowledge of the targeted populations and areas. These staff will help answer questions,

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[17] https://census.ca.gov/outreach/
[18] https://datausa.io/profile/geo/sonoma-county-ca/#demographics
[19] www.getcountedsonoma.org

address concerns and provide applicable language assistance and materials. Management of the QACs and QAKs will further be inspired from nationwide best practices and any recommendations or future guidelines offered by the Census Office and Census Bureau.

The Census Office will provide technical support and guidance to contractors on QACs, including a "QAC in a box" which may include lawn signs, banners "Fill out Census questionnaire here", language guides (from Census Bureau), stickers, volunteers' pens/phone sockets, and checklists. At the time of this Strategic plan review, the County was in discussion with Sonoma County Library about defining a number of QACs and QAKs throughout the County's libraries as well as establishing operation timeline and protocols. Using HTC mapping results, the County will also consult with SCCC members, Cities and other stakeholders to identify other optimal venues for activating a reasonable number of QACs and QAKs. The QACs and QAKs will open in March 2020 and remain in operation throughout the Non Response Follow Up period.

Non-Response follow up (NRFU) approach

In 2010, 79.9% of the County's households mailed back their 2010 census questionnaire[20], requiring costlier and more difficult in-person follow up to enumerate the remaining 20.1%. In 2020, the combined challenges of a political climate filled with mistrust, concerns over data privacy, and lack of full broadband coverage, mean that the first ever electronic census will require intensive HTC outreach beyond the early period and after Census Day. For example, a survey by the San Joaquin Valley Census Research project predicts a dramatic decrease in the willingness to respond if the citizenship question is included. The same research reveals that in proxy interviews, a key component of NRFU period, only 8% were willing to respond if the citizen question[21] is included. Taking these concerns into account and using learnings from the initial outreach period, the County, in concert with SCCC partners, will devise a tailored NRFU outreach plan to be implemented from the end of April 2020 to early May 2020. The NRFU plan will be filed on April 15th 2020, as per the Census Office's timeline.

Summary of phase 1 and 2

Sonoma County's HTC outreach strategy is a living document designed to evolve and mature through a process of SCCC convening, capacity building and partners' ownership. It relies on a data-driven approach to align and optimize outreach actions and resources in order to educate, motivate and activate responses from the hard to count communities both within the initial self-response window, as well as post-Census day during the NRFU period.

Sonoma County Board of Supervisors Susan Gorin and United Way of the Wine Country CEO Lisa Carreno speaking at a Press Conference

SCCC members sharing ideas on activating trusted messengers to lead a successful Census 2020 outreach

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[20] http://www.governing.com/topics/urban/gov-2020-census-preparation-undercounted-communities.html and https://www.censushardtocountmaps2020.us/

[21] https://census.ca.gov/wp-content/uploads/sites/4/2019/02/SJVCRP-Presentation-022019.pdf

Phase 3: Deploy and Execute: Creating a 2020 Census movement

The collective actions led through the SCCC, the QACs and QAKs, and the key partnerships with the Census Office and RPM, will enable a myriad of innovative and tailored possibilities to get the message out and generate enthusiasm for a full and accurate count in Sonoma County.

Getting the message out

From pre-census day to NRFU

Actions to get the message out and motivate Sonoma County residents to be counted will be deployed from February to early May 2020. These actions will specifically target a pre-census window, starting on March 15, and will consist of encouraging electronic self-responses as early as March 23rd, the start date for the electronic count. During this pre-Census period, communities, especially foreign language speaking individuals, will also be provided with details on how to use other self-response options, including phone and paper response which the Census Bureau extends in 12 foreign languages. The goal of this phase is to ensure the widest participation ahead of Census day. This effort will be intensified closer to Census day (April 1st), and thereafter during the NRFU period.

Leveraging US Census Bureau outreach and messaging toolkits

Regarding marketing strategies, the County is previewing resources and outreach toolkits provided by the US Census Bureau[22], the Census Office as well as best practices from Counties leading Census outreach efforts. Strategies recommended by the regional Administrative Community Based Organization (ACBO) United Way and other community based organizations (CBOs) are also being considered. These include but are not limited to using critical outreach languages, crafting culturally sensitive messaging, and identifying a list of trusted messengers as 'Census ambassadors" to deliver them.
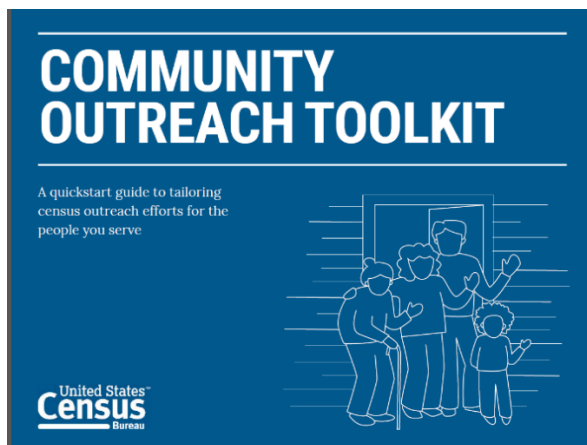
Master Calendar of events

A major component of the County's outreach strategy is to identify and leverage familiar, safe and culturally inclusive environments to reach the widest HTC audience and motivate the count. The SCCC will agree on a master calendar of outreach interventions during events scheduled to take place in Sonoma County **from February to May 2020**. At the top of this list are major yearly events held in HTC areas as well as events that gather significant HTC communities such as fairs, festivals, farmers markets, school nights, and programs such as VITA and WIC, etc. The presidential primary elections, which will take place on March 3rd, represents another significant 2020 event to leverage in Sonoma County, with the possibility to add a Census 2020 awareness and get the Count out layer. The specific details pertaining to the list of events and activation of this calendar will be finalized in consultation with the members of the SCCC and communicated in the implementation plan.

Finally, in addition to being delivered by trusted messengers, Census 2020 messaging needs to address fears and concerns, be consistent, clear and reliable, as well as generate enthusiasm for the count. To motivate HTC

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[22] https://www.census.gov/partners/toolkit.pdf

Communities and help secure a full and accurate count, the County will lead a messaging strategy based on the following key elements:

- *Adopt consistent messaging*
  - Leverage US Census Bureau and Census Office messaging
  - Leverage message surveys and tests by SCCC members, ACBO and comparable communities
  - Align with US Census Bureau, California Census Office and ACBO messaging
  - Ensure messaging is reviewed and agreed upon by RPM
- *Co-create an impactful Sonoma County Census 2020 narrative*
  - Highlight Census benefits and proof points on why 2020 census matters
  - Address and alleviate fears over data concerns and the citizenship question and explain why the Census is safe and confidential
  - Avoid generic messaging and encourage trusted messengers to tailor messaging and communications to the relevant HTC Groups
- *Training in Census messaging*
  - Empower SCCC network of partners to access key Census messaging, and help secure wide access to all available communications resources
  - Support SCCC members in briefing trusted messengers
- *Accessibility and style:*
  - In coordination with community based organizations, determine the possibility of using other foreign languages material (in addition to Spanish), primarily to meet the needs of immigrants from Asia
  - In coordination with SCCC, use a combination of Social media and in person (through trusted volunteers) as needed
  - In coordination with SCCC, deliver messaging in safe environments (churches, schools and during CBOs programs such as head start, WIC, VITA, etc.)
  - Leverage Census 2020 Social media campaigns as a low-cost high-impact tool
  - Build a Census 2020 Website and use the County's social media channels to share Census 2020 content.
- *Education outreach:*
  - Where and when necessary, support Sonoma County Education Office to deploy Census 2020 curriculum in key HTC areas' schools.

Assessment and evaluation criteria

Qualitative criteria
- SCCC adequate size and representation
- SCCC attendance, participation
- Consistency of engagements with RPM
- 2020 census visibility in Sonoma County in general and in HTC areas in particular
- Feedback from local stakeholders
- Feedback from QACs and QAKs volunteers and users

Quantitative criteria
- Number of coordinated outreach activities amongst SCCC members
- Number of QACs and QAKs activated per HTC tracts and demographics
- Social media and website content: campaign participation and engagements
- Number of schools, libraries and other social service facilities activated
- Number of existing events leveraged (events by faith-based organizations, fairs, schools, etc.)
- Number of HTC communities identified and activated with the support of SCCC members

Budget

The County will lead a low cost-high impact Census 2020 outreach by actively leveraging existing resources and partnerships, identifying quick wins and replicating best practices. Investments will focus on:

- Administrative costs10%: dedicated to developing the County's Census 2020 HTC outreach Strategic plan
- Program cost 90%: SCCC coordination, programming and outreach
    - Convening and holding SCCC workshops and meetings to coordinate outreach strategies
    - Producing and activating a master calendar of key outreach events
    - Setting up and operating QACs and QAKs
    - Developing and deploying outreach resources
    - Promoting Census 2020 visibility
    - Participating in Census 2020 social media campaigns

Reporting and deadlines

- **May 17th** Kick off of SCCC
- **May 24th, 2019:** Filing of strategic plan (or 60 days after submitting opt-in agreement
- **April 2019 to September 2020:** Schedule Monthly meetings with State Regional Program Manager: operations and update on strategic plan and progress
- **April 1st, 2019**: First quarterly report to RPM
- **July 30th, 2019**: Second quarterly report to RPM
- **October 30, 2019:** Third Quarterly report and File implementation plan
- **February to April 1st, 2020:** HTC outreach activities
- **February 2020:** Final plans for Census week of Outreach events + Non Responsive Follow Up Implementation Plan
- **April 15th to May, 2020:** NRFU Outreach
- **September 30, 2020**: Final report to RPM

HTC tracts and population estimates (20 Tracts and 103,758 people)	HTC demographics	Preliminary assessment of outreach anchors
Census Tract 1542.01; estimated population 4,009; HTC Index 47	Natives 8.6%; 43% Hispanic; Population with income below 150 percent of poverty level (%): 32.3; Households receiving public assistance; Non-family households; Non-high school graduates	Cloverdale
Census Tract 1537.03; estimated population 3,284; HTC Index 40	Vacant housing units; Non-family households; Unemployed; Households receiving public assistance	Guerneville; Vacation beach; Northwood heights
Census Tract 1532; estimated population 8,040; HTC Index 47	Children under 5; Households without broadband subscription; Non-family households	Southwest community park; Bellevue Ranch Park; Elsie Allen High School; Meadow View Elementary school
Census Tract 1531.04; estimated population 3,910; HTC Index 86	68.4% Hispanic; 18.7% Limited English ; 40% low income; Unemployed; Crowded units; Non-high school graduates; Renter-occupied units	Sebastopol Rd/Dutton; West college to South Santa Rosa, Roseland; Bellevue; Roseland Elementary School; Santa Rosa Community Health Center Lombardi campus
Census Tract 1531.03 estimated population 4,427; HTC Index 50	Limited English-speaking households; Children under 5; Households without broadband subscription	Stony point road/Hearn ave/west ave/Sunset avenue/rose avenue; Sheppard elementary school; Stewart Erwin School;
Census Tract 1531.02; estimated population 5,728; HTC Index 53	62.6% Hispanic; Children under 5; Low income; Non-high school graduates; Households receiving public assistance; Limited English-speaking households	Dutton Ave/South Ave/West Ave/Southwood drive; Blockgroup 4 (HTC 66)
Census Tract 1530.03; estimated population 6,224; HTC Index 54	Households receiving public; assistance; Children under 5; Unemployed	JX Wilson school park; Imwalle Gardens, Resurrection parish; Knox Presbyterian church; West park; West 3rd ; Blockgroup 3
Census Tract 1530.02; estimated population 6,516; HTC index 49	53.3 % Hispanic; 4.7% African American; Crowded units; Non-family households; Vacant housing units	Abraham Lincoln Elementary school; Finley Community Park; Jacobs Park; Greater Power House Church of God in Christ; Sons of Norway Hall; Bethel avenue church; 6th st playhouse/CHOPS
Census Tract 1530.01; estimated population 7,189; HTC Index 46	5.5% Asian; 44.2% Hispanic; Children under 5; Non-family households; Multi-unit structures	Coddintown mall area;
Census Tract 1529.03; estimated population 5,355; HTC Index 71	Low income; Lack of broadband access (20% to 40%); 56% Latino and 7.4% Asian; Limited English; Non-high school graduates; Households receiving public assistance; Children under 5	James Monroe elementary school; Northwest Community Park; Hilliard Comstock Junior high; Crossroads evangelical church; Crosspoint community church
Census Tract 1528.02; estimated population 7,152; HTC Index 70	49% Latino; Lack of broadband access (20% to 40%); Foreign-born population (%): 29.7; Crowded units; Non-family households; Children under 5	Charles M. Schulz Museum; Bicentennial park Santa Rosa

Census Tract 1522.03; estimated population 3,484; HTC Index 42	Non-family households; Moved recently; Renter-occupied units; low income	John Freemont Elementary school; Freemont School; Bike Pedler; First Church of Christ Scientist; Chelino's Mexican Restaurant; College triangle park; Goodwill; Santa Rosa Middle School
Census Tract 1522.01; estimated population 3,754; HTC Index 38	Non-family households; Renter-occupied units Moved recently	Safeway; Franklin Park; First Congregational Church of Santa Rosa; North Park; Santa Rosa High School; Santa Rosa Junior College
Census Tract 1520; estimated population 1,804; HTC Index 54	7.9% Persons who moved from outside county in past year; 2.8% Native; 3.8% African American; 22.2% Hispanic; Renter-occupied units; Non-family households; Multi-unit structures	Santa Rosa Plaza; St Rose Catholic Church; Church of the incarnation; Islamic Society of Santa Rosa; Old courthouse square; Santa Rosa Middle School; Santa Rosa Post Office; St Rose school; Shell Station; The Church of Jesus Christ of Latter day Saints; Fremont Park; Church of Religious Science; Apostolic Bible Church; St Rose Catholic School; St Rose School; Press Democrat; Sculpture Garden; Sunflower Community garden
Census Tract 1519; estimated population 3,344; HTC Index 48	41% Population with income below 150 percent of poverty level; 3.8% Households receiving public assistance income (%); Non-family households; Renter-occupied units; Below 150 percent of poverty level	Julliard park; Bethlehem Lutheran Church; United Pentecostal Church; Foursquare Gospel Church; Church built from one tree; Sonoma County Library
Census Tract 1517; estimated population 6,716; HTC Index 39	Moved recently; Vacant housing units; Non-family households	Howarth park; Herbert Slater Middle School; Montgomery village; Montgomery high school
Census Tract 1513.05; estimated population; 6,164; HTC Index 54	Multi-unit structures; Renter-occupied units; Moved recently	Rohnert park: Commerce Boulevard; Alicia park; Amtrak+smart; Enterprise drive
Census Tract 1513.08; estimated population 4,663; HTC Index 38	Children under 5; Non-family households; Vacant housing units	Eagle park (Rohnert Park)
Census Tract 1514.02; estimated population 9,837; HTC Index 58	Crowded units; Non-family households; Households without broadband subscription	Santa Rosa Avenue and Petaluma Hill Road section of Santa Rosa; Ethnic supermarket
Census Tract 1503.05; estimated population 6,068; HTC Index 58	68.6% Hispanic; Non-high school graduates; Limited English-speaking households; Foreign-born population	Madrone road, Agua Caliente; Fetters hot springs, Boyes hot springs