

GET COUNTED SONOMA!

CENSUS 2020



¡HAZTE CONTAR SONOMA!



WHY IT MATTERS



POWER

- Congressional Representation
- Reapportionment and Redistricting

MONEY

- 675 billion distributed annually
- Funding distributed based on population

GOOD POLICY

- To help community leaders, businesses, and nonprofits make good decisions about programs and policies



ROLE OF COUNTIES



Educators

- Share about the importance of the census

Messengers

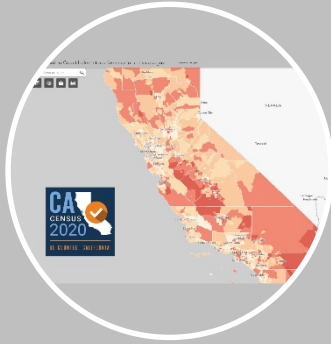
- Relay critical information to relevant stakeholders

Conveners

- Through the establishment of the Sonoma Complete Count Committee



STRATEGIC PLANNING FOR OUTREACH



What is at stake

Top hard to count tracts

Hard to count communities

Trusted messengers: CBOs, Cities, County, BOS, Businesses, Faith based

DISCOVER



Sonoma Complete Count Committee to Engage potential partners, coordinate and align outreach

Get Counted Sonoma Website

Volunteer Program

Design of messaging and communication kit

Get counted pledge

Social media content and campaign

PLAN



QAKs and QACs

Get Counted Day

Census 2020 in mailings

Census visibility: posters and dissemination of messaging and communication kit

Social media campaign

Trusted Messengers in action

DEPLOY



CHALLENGES TO ACHIEVING AN ACCURATE COUNT



- Census 2020 is underfunded (50% decrease per household from 2010)



- Fewer local offices, less field staff, anticipated challenges recruiting enumerators, including qualified enumerators for the non-response follow up



- Fear and distrust in federal government



- Anxiety among immigrant communities due to the controversial debate on the citizenship question



- First digital census (Concerns about data security and challenges for those who lack digital access and literacy)



CALIFORNIA HARD TO COUNT DEMOGRAPHICS

- Immigrants and refugees
- Latinos
- Farmworkers
- People with disabilities
- LGBTQ community
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children under 5 years old
- Households with Limited English Proficiency
- Households with low income
- Native Americans
- Other minorities
- Other Demographic populations as identified and proposed by County (renters, individuals displaced by the fires, etc.)

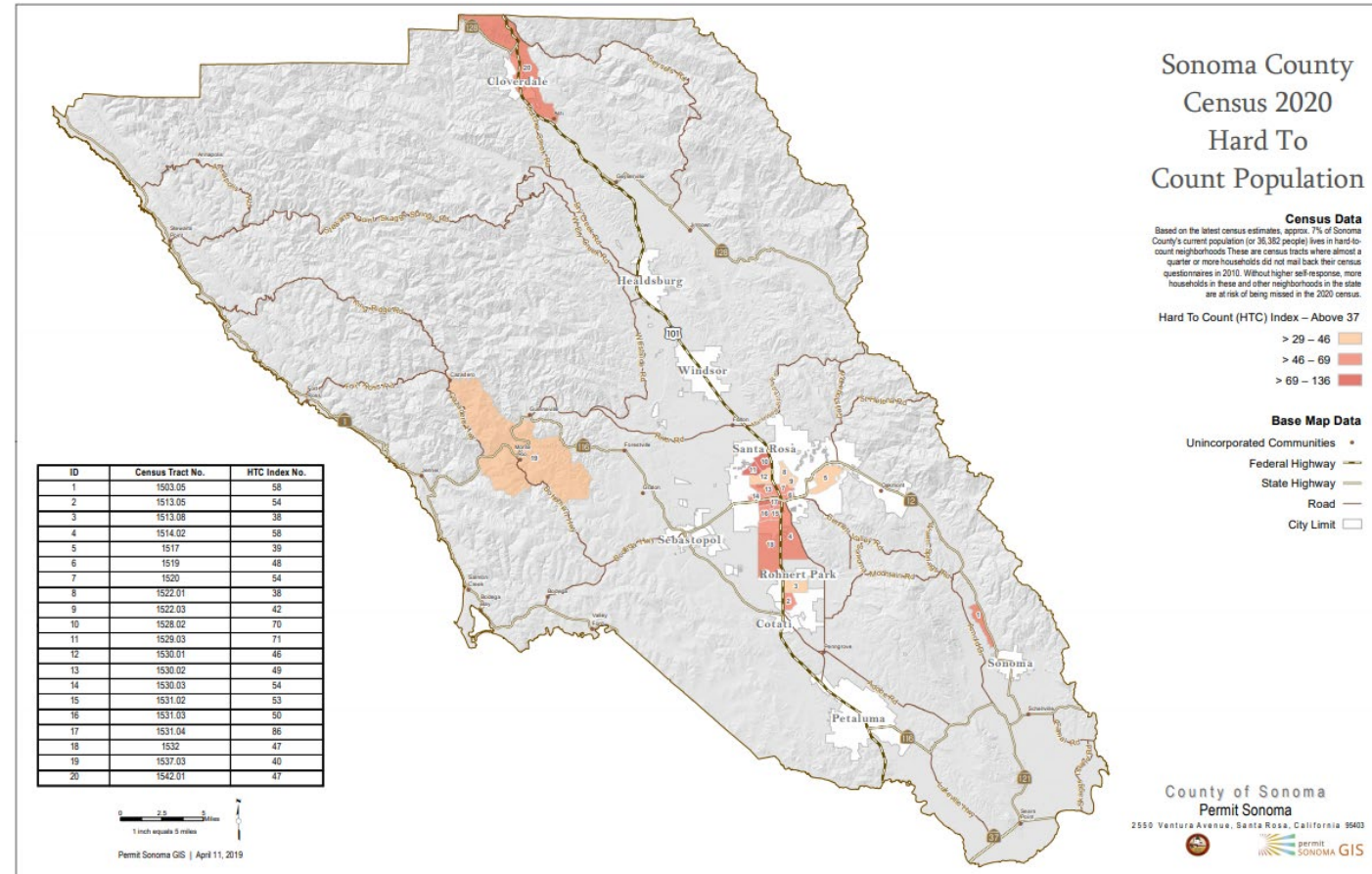


SONOMA COUNTY HTC DEMOGRAPHICS & VARIABLES

HTC variables	% Specific to Sonoma County
Immigrants and foreign born	16.6% of Sonoma County residents
Linguistically isolated people	10.4 % of Sonoma County residents speak English “less than very well”
Persons who are not high school graduates	12.3% of Sonoma County residents
Persons who are unemployed	3.8% of Sonoma County residents
Number of vacant housing units in an area	8.6% of housing units are vacant in Sonoma County
Specific ethnic and minority populations	26.4% of Sonoma County residents are Hispanic or Latino of any race. Other races account for 6.9% of total population.
Renters and children	5.2% of Sonoma County residents are children under 5 years old. 39.7% of housing units in Sonoma County are renter occupied.
Densely populated communities with multi-unit housing, public assistance characteristics	14.1% of Sonoma County households have receive supplemental security income, cash public assistance and/or food stamp benefits for over 12 months
Native Americans living on tribal lands	1.1% of Sonoma County residents belong to a tribal community



SONOMA COUNTY HARD TO COUNT TRACTS



Community and Government Affairs



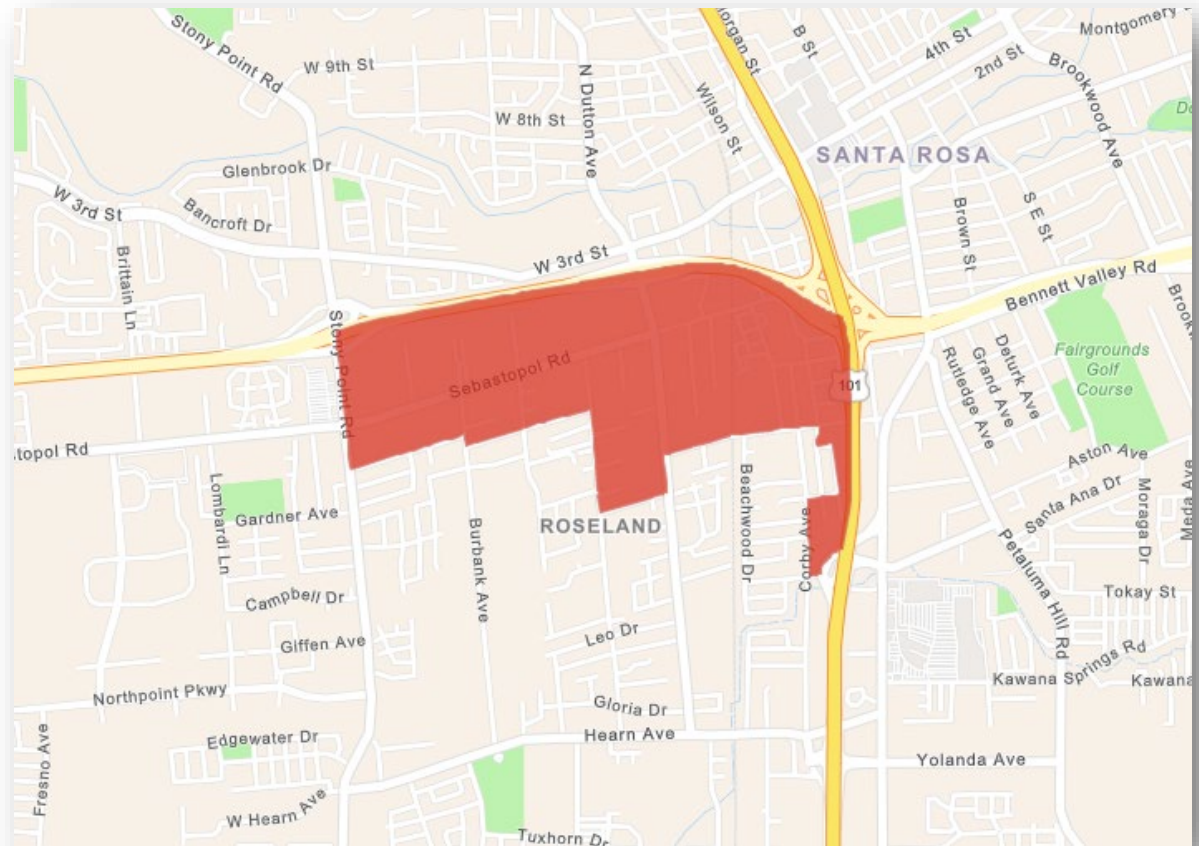
TOP 5 SONOMA COUNTY HARD TO COUNT CENSUS TRACTS

Images captured from [SWORD MAP](#)
For a detailed map of all census tracts, go to
census.ca.gov/HTC-map



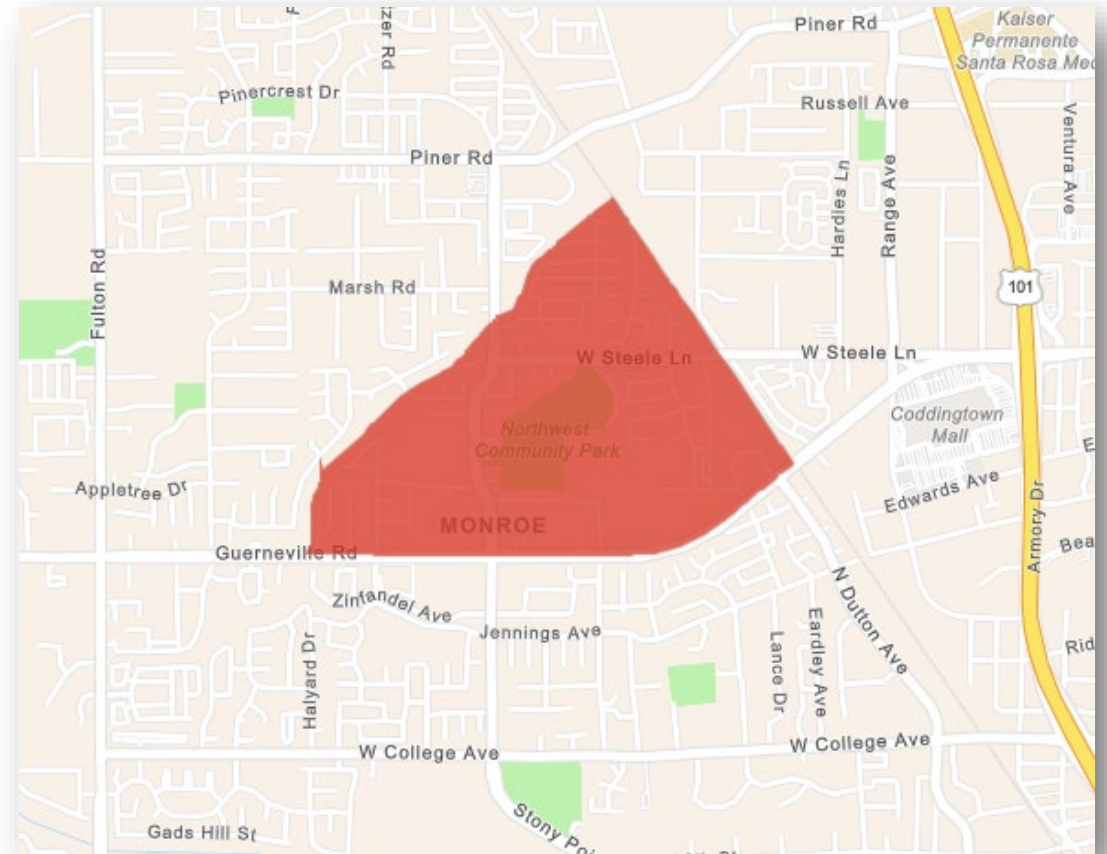
ROSELAND

- CA-HTC index: **86**
- Population: 3,910
- 64.8% Latino
- 2010 Low response rate: 31.4%
- Top 3 HTC variables:
 - ✓ More than one person per room in household (crowding)
 - ✓ Educational attainment (lower high school graduation rate)
 - ✓ Renter occupied units (71% renters)



NORTH WEST SANTA ROSA (MONROE)

- CA-HTC index: **71**
- Population: 5,355
- 56.1% Latino
- 2010 Low response rate: 28.3%
- Top 3 HTC variables:
 - ✓ Educational attainment (lower high school graduation rate)
 - ✓ Households receiving public benefits
 - ✓ Children under 5



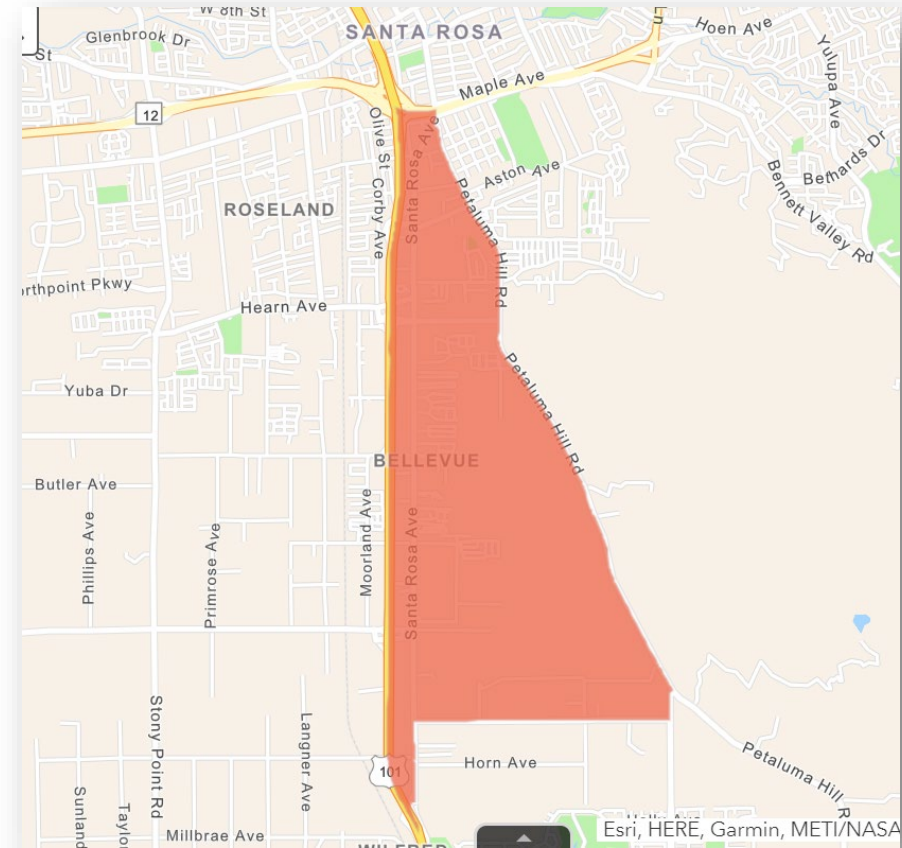
NORTH WEST SANTA ROSA (COFFEY PARK AREA)

- CA-HTC index: **70**
- Population: 7,152
- 49% Latino
- 2010 Low response rate: 28.3 %
- Top 3 HTC variables:
 - ✓ More than one person per room in household (crowding)
 - ✓ Households shared by nonrelated individuals
 - ✓ Children under 5



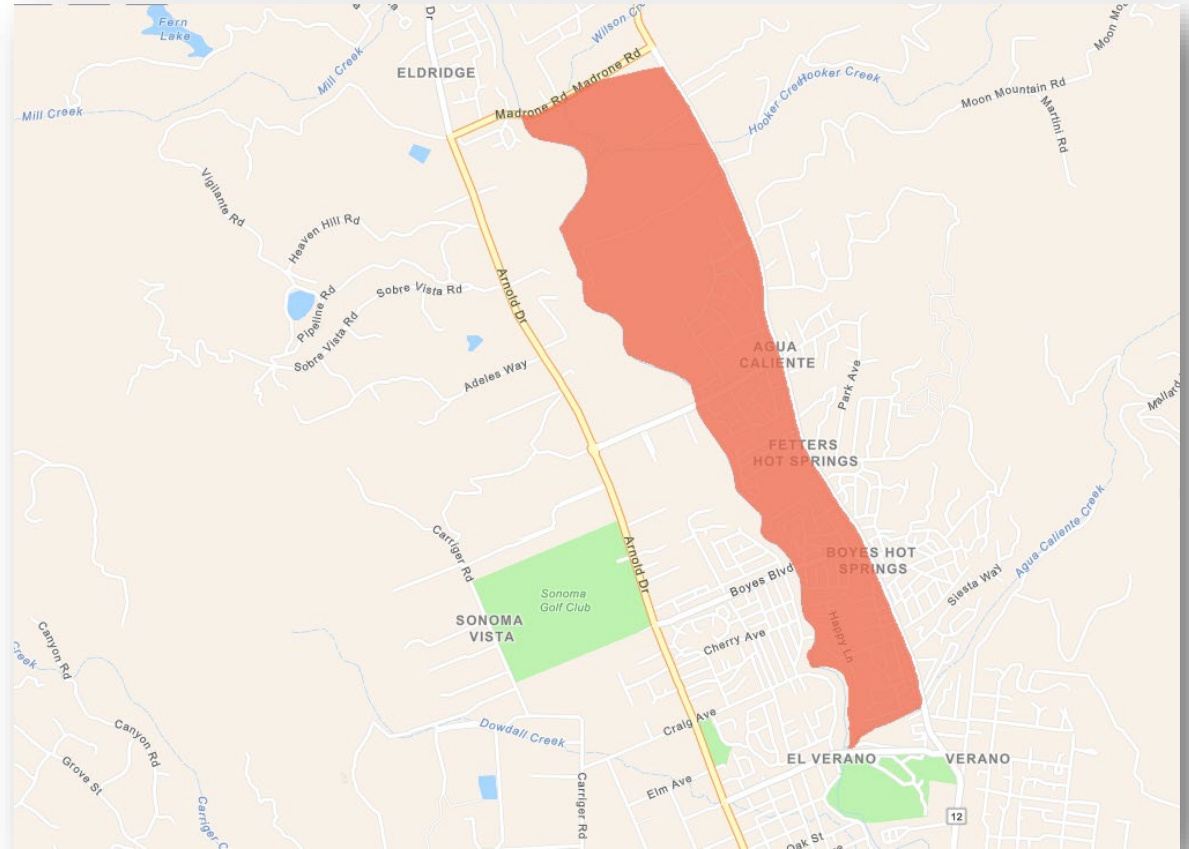
SOUTH EAST SANTA ROSA (BELLEVUE)

- CA-HTC index: **58**
- Population: 9,837
- 52.1% Latino
- 2010 Low response rate: 28.3%
- Top 3 HTC variables:
 - ✓ More than one person per room in household (crowding)
 - ✓ Households shared by nonrelated individuals
 - ✓ Households without broadband access

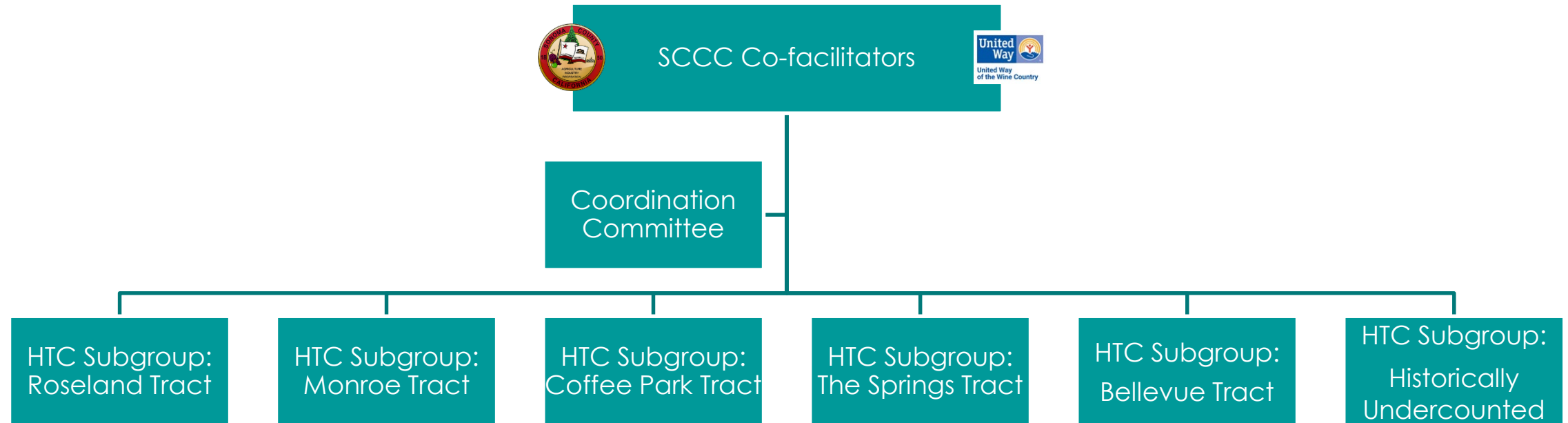


THE SPRINGS

- CA-HTC index: **58**
- Population: 6,068
- 68.6% Latino
- 2010 Low response rate: 25.9 %
- Top 3 HTC variables:
 - ✓ Educational attainment (lower high school graduation rate)
 - ✓ Households with limited English proficiency
 - ✓ Foreign born population



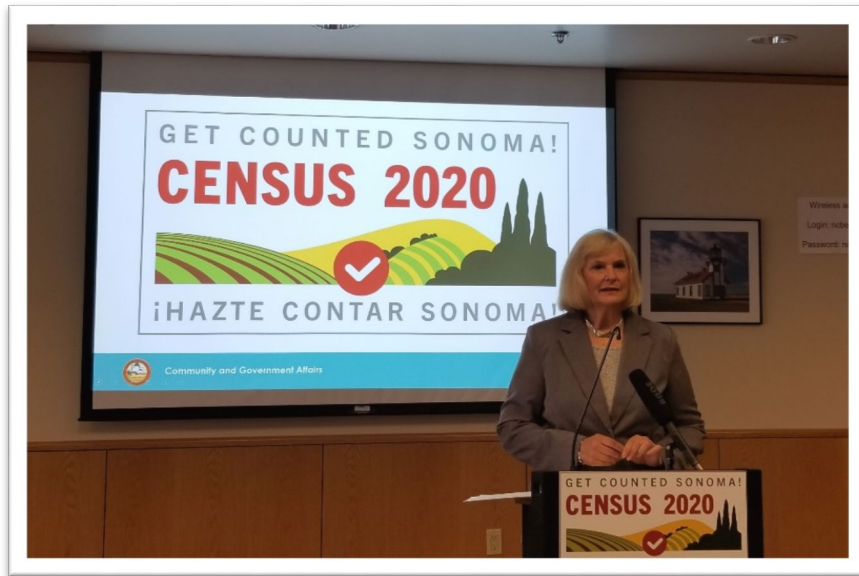
SCCC STRUCTURE



OUTREACH TO DATE

Conveners:

Sonoma Complete Count Committee



SCCC Kick-off



SCCC Meeting



OUTREACH TO DATE

Messengers:

Training of Trusted Messengers

- Head Start
- Corazon Healdsburg (Embajadoras)
- Community Action Partnership

Presentations

- Upstream Investments
- Business community
- Local governments
- Sonoma County departments

Head Start Staff Training



Corazon Healdsburg Community Ambassadors



Upstream Investments Presentation



OUTREACH TO DATE

Educators:

- **Over 40 tabling events** and other outreach interventions targeting HTC Communities/HTC tracts.
- Examples: Cinco de Mayo in Roseland, Community Resiliency Day, La Mochilada, Sonoma Ready Day, Fire Survivor Meetings, Roseland NeighborFest, Citrus Festival, Wednesday Night Market, etc.



Tabling at Fiesta de Independencia



Sonoma Ready Day

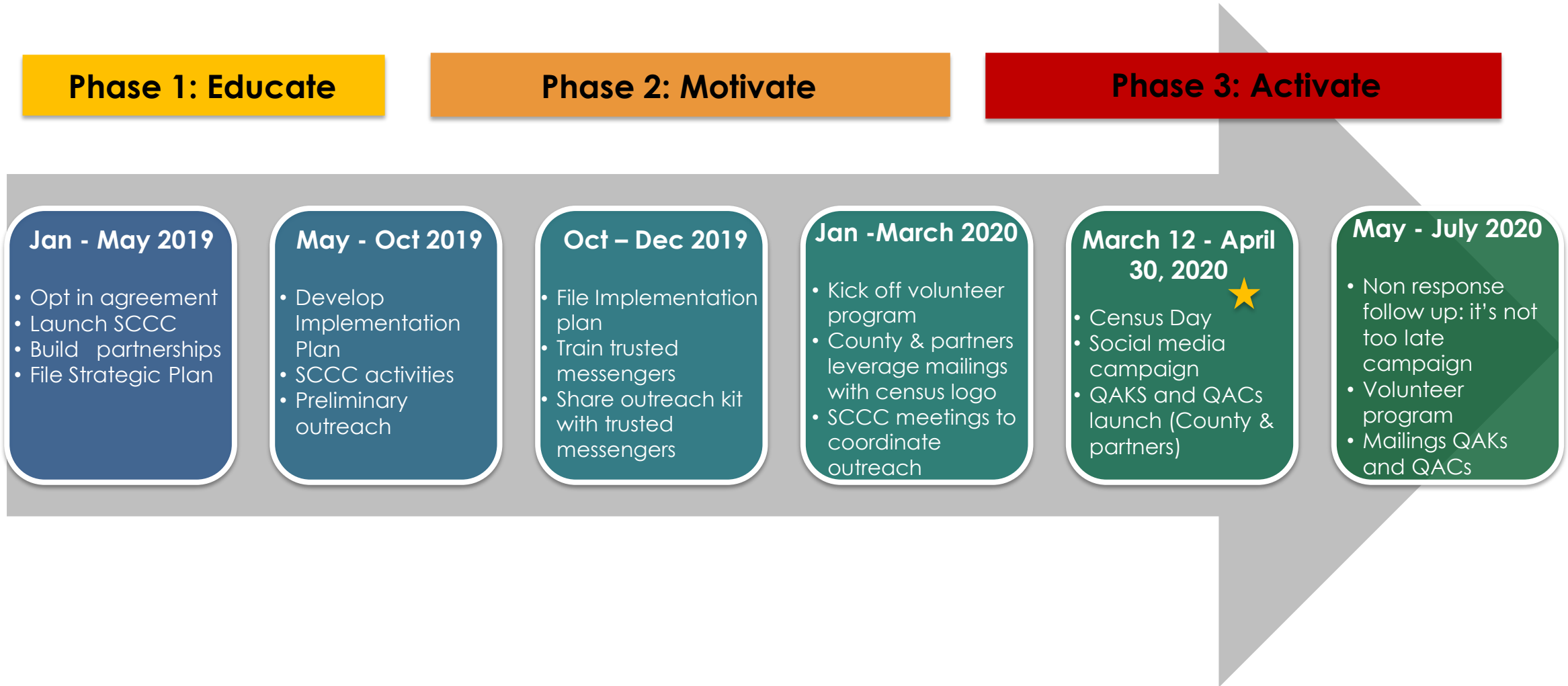


OUTREACH TO DATE

- Bilingual Census **Website**
- Census **Youth Volunteer Program**
- **Social Media** Engagement
- Interviews on **Spanish-speaking radio** shows
- **Resource Provider**
 - List of partnering organizations per HTC tract and demographic
 - HTC Maps
 - Calendar of outreach activities
 - Sonoma County Strategic Outreach Plan
 - Census Flyers and Posters
 - US Census Bureau Communication kit
 - List of recommended outreach actions



CENSUS 2020 OUTREACH TIMELINE



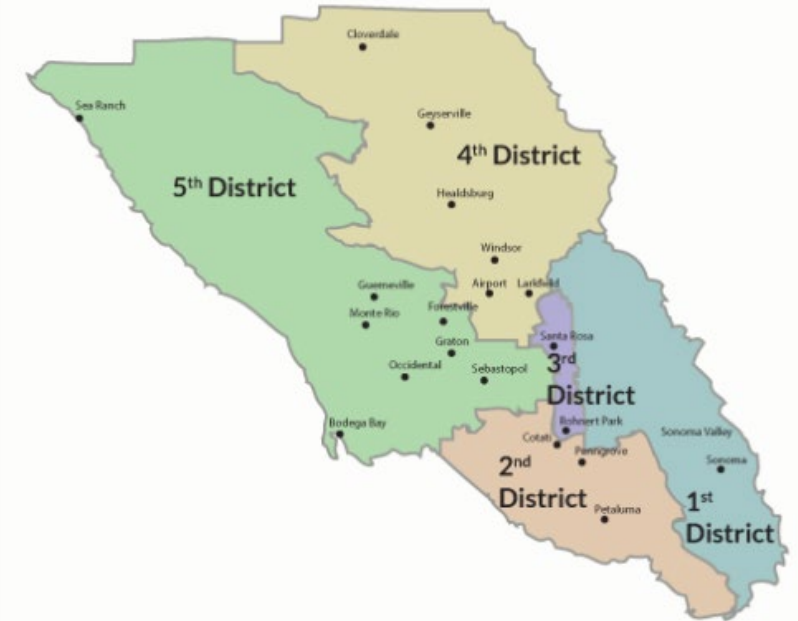
CENSUS TIMELINE

On or between	You will receive in the mail:
March 12–20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16–24	A reminder letter.
	If you haven't responded yet:
March 26–April 3	A reminder postcard.
April 1	CENSUS DAY
April 8–16	A reminder letter and paper questionnaire.
April 20–27	A final reminder postcard before Census Bureau follows up in person.
May – July	Non response follow up



REDISTRICTING

- After any census, jurisdictions must redraw district lines so that the districts have equal populations, giving their residents fair representation.
- The boundaries shall be adopted by the Board no earlier than August 1, 2021, but not later than 151 days before the County's next regular election occurring on March 1st, 2022.



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