



California Complete Count – 2020 Census

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Census 2020 Background

- On January 22, 2019, the Board approved a resolution to participate in community outreach for Census 2020 and to accept the State's funding allocation of \$145,572.
- On March 25, 2019, the Standard Agreement with the State was executed.
- On April 2, 2019, Solano County entered into a contract with Solano EDC to lead the outreach efforts for the entire County.



Census 2020: Reason for California Complete Count

- California faces the greatest challenge in the nation for the 2020 Census, including electronic submittal
- An accurate count is one in which every person is counted once, only once, and in the right place.
- An accurate and complete count will ensure California receives a fair share of federal funding and Congressional representation. \$1,900 per non-counted resident per year loss
- The State will seek to reach more than 13.5 million households in California to raise awareness of the 2020 Census and motivate the hardest-to-count Californians to respond.
- The State is devoting significant resources to the Census Office's strategic outreach and communication campaign.



Census 2020 County Deliverables Timeline

	Milestone	Payment Amount	Timeline
1	Board Resolution (Upon contract execution)	10% of Total Contract Amount, less 10% withhold	Upon Receipt by the State
2	Strategic Plan	35% of Total Contract Amount, less 10% withhold	Upon State Approval
3	First Quarterly Report	10% of Total Contract Amount, less 10% withhold	April 1, 2019
4	Second Quarterly Report	10% of Total Contract Amount, less 10% withhold	July 1, 2019
5	Third Quarterly Report / Implementation Plan (January 2020- July 2020)	25% of Total Contract Amount, less 10% withhold	September 30, 2019
6	Completion / Results of Outreach (Final plans for Census week of outreach events)	Release of Withhold	February 15, 2020
7	NRFU Plan	5% NRFU Plan	April 15, 2020
8	Final Report	5% of Total Contract Amount	September 30, 2020

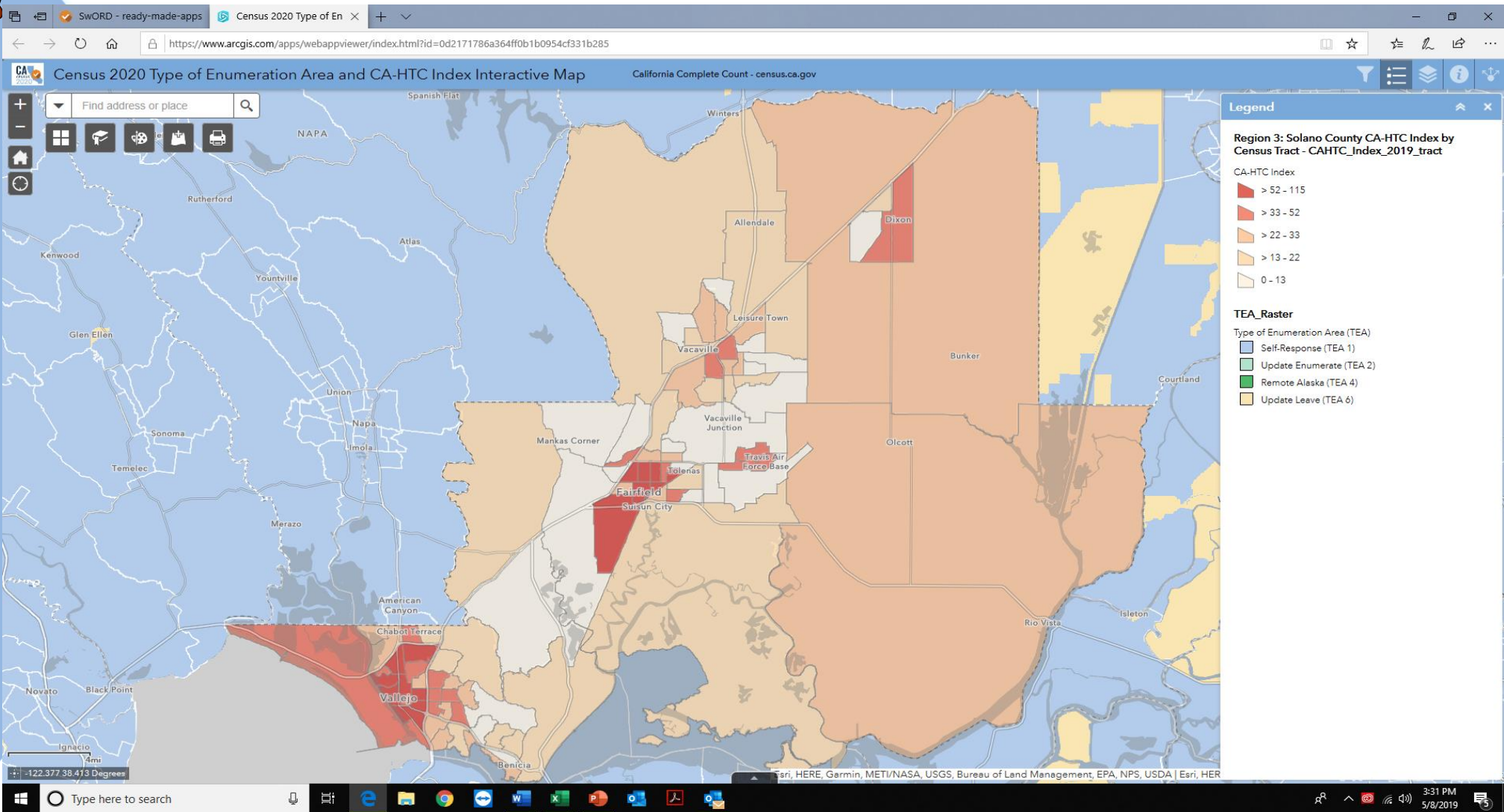


County of Solano Complete Count Analysis

- There are 21 Census Tracts in three cities that are classified as above the median Hard-to-County (HTC) Index
- There are 13 primary factors, identified by US Census, likely to contribute to a non-response to the census questionnaire.
- The top three factors that correlate to non-responses include unemployment, a recent move to the area, and/or households on public assistance.
- Other factors are: children under the age of 5, non-English speakers, below 150% of poverty line, lack of broadband, crowded households, etc.

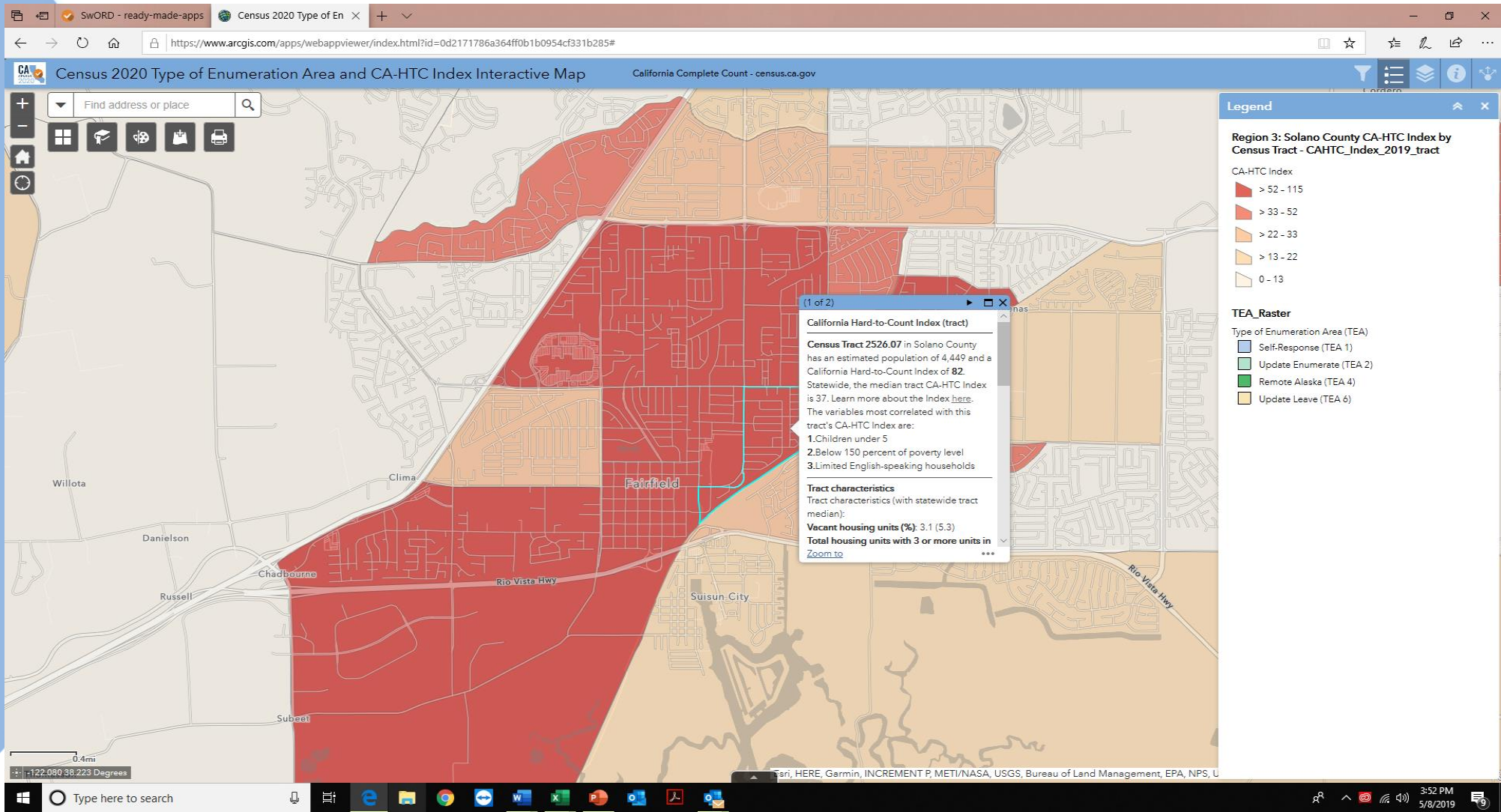


California Complete Count - SwORD



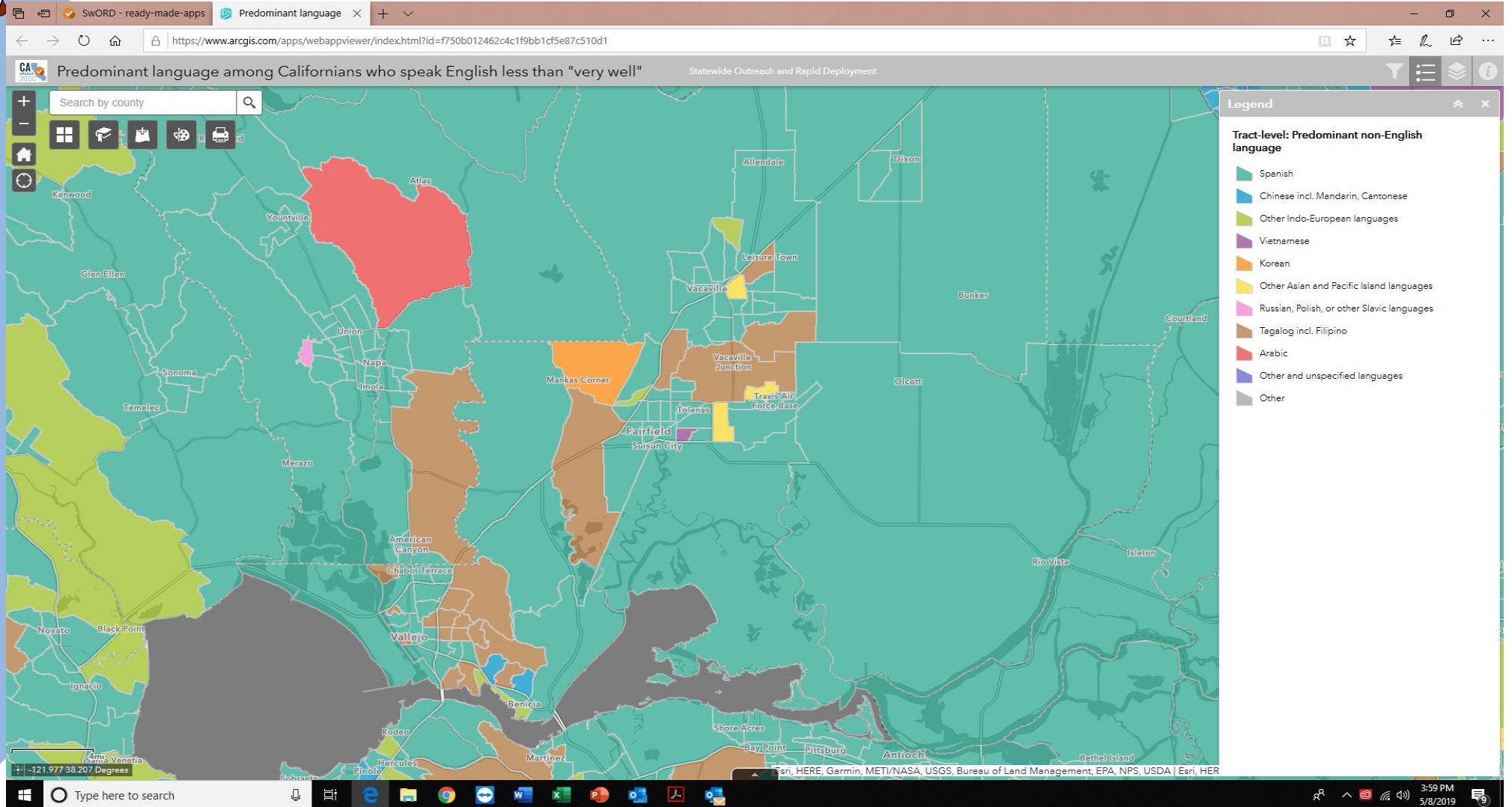


County of Solano Complete Count Analysis





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County of Solano

Countywide Complete Count Strategy

Solano EDC, County and 7 Cities – Communication & Outreach

- Social media as a major tool for content, stories, education, events, and information
- Hard-copy content distribution at targeted locations, to best reach HTC community
- Solano Complete Count Committee: to include city staff, County PIO, H&SS, First 5 Solano, local non-profits, education community, etc.
- Language translation in distributed materials
- Participation at events and speaking opportunities



County of Solano

Countywide Complete Count Team

- Solano County
- Solano EDC
- Solano Complete Count Committee
- U.S. Census Bureau Representative
- State of California Complete Count Region 3 manager and staff
- State SwORD administrators and research staff
- United Way regional marketing support
- Other Counties



Questions and Answers

Thank you

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