



San Joaquin County
Complete Count Committee



CITY OF STOCKTON

San Joaquin Complete Count Committee City of Stockton Strategic Plan and Budget Overview

Introduction

The California Complete Count Census 2020 effort is a statewide outreach and awareness campaign that aims to provide an accurate complete count of all Californians in the upcoming United States Census. Every ten years the federally mandated census occurs. To reaffirm the State of California's commitment to the extensive enumeration project, Executive Order (B-49-18) was issued describing the state's endeavor to count every Californian in the upcoming census.

The statewide campaign will support the allocation of vital federal resources to local communities and state funds for local government programs for an entire decade, including resources for federal grant applications, health care, education, transportation, senior services, and other public services. The data collected during the census will also inform future decision-making processes for federal, state and local government elected positions, such as board of supervisors or city council.

Overview

The City of Stockton is committed to working with state and local leaders toward an accurate and complete citywide count for populations that are traditionally undercounted. The State has authorized \$26.5 million to be directed toward county based outreach efforts, and nearly \$324,000 has been awarded to the City of Stockton. Funding will be used according to the approved strategic plan, which focuses on hard to count geographic and demographic populations that are least likely to self-report. Through a coordinated effort the City will work with local stakeholders to engage target populations such as the Latino, African American, Native American and Tribal communities, people with disabilities, seniors, individuals experiencing homelessness, children ages zero through five, Veterans, areas with low or no broadband, including households with limited English proficiency.

It is estimated that more than 320,000 residents currently live within the city limits, and the hard to count community is estimated to be nearly 60,000 people. The local campaign aims to communicate, educate, motivate and encourage participation leading up to Census day and after to capture non-responsive populations.



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2019-2020 City of Stockton Complete Count Plan Approved Outreach and Coordination Budget

\$32,385 Outreach Events, Materials and Meetings \$40,000 Outreach Grassroots Efforts
 \$137,472 Outreach Training \$30,000 Data Management, Evaluation and Reporting
 \$19,000 Media \$30,000 Non-Response Follow-up \$35,000 Total \$323,857

Outreach and Coordination

The City of Stockton resources will provide the following tactics that have been identified as essential Complete Count Census strategies to support an effective outreach plan, which will be enhanced through stakeholder networks to support a strong coordinated outreach effort:

- Community canvassing with printed information and resources;
- Face-to-face engagement in target tracts;
- Communication from trained staff and trusted local community leaders;
- Social media, SMS messaging, and community forums or blogs
- Direct messaging through U.S. Mail, and e-mail;
- Trusted ministry networks, agencies and faith leaders;
- Migrant education program informational sessions;
- K-12 and higher education systems;
- City of Stockton libraries;
- Outreach to people experiencing homelessness;
- Health care facilities and leaders;
- Culturally responsive interpreting services and resources;
- Information in primary language to target populations;
- Public and private schools, including University support and engagement;
- Family-friendly outreach through existing civic programs and community centers;
- Community events, meetings, and local government locations;
- Socially relevant engagement through LGBTQ community leaders or groups;
- Veteran groups, and active military branches;
- Consistent and accurate messaging with standardized Complete Count Toolkits;
- Pop-up and local grassroots outreach to educate residents;
- Real-time data collection in target communities from door-to-door enumerators; and
- In-person follow up strategies within non-responsive communities.



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Stockton: Hard to Count Characteristics Race and Ethnicity

- 42 percent - Hispanic or Latino
- 11 percent - Black or African American
- 21 percent - Asian
- .2 percent - American Indian or Alaska Native

Top Three Languages Spoken at Home

- 58,257 Total - limited English population
- 55 percent - speak Spanish
- 17 percent - speak Asian or Pacific Island language
- 10 percent - speak Tagalog

Percent of Occupied Housing Units

- 24 percent - Multi-unit structures with three or more units
- 52 percent - Renter-Occupied
- 27 percent - Without broadband
- 28 percent - Have non-family residents
- 7 percent - Receive public assistance income

Percent of Population

- 8 percent - Under five years of age
- 26 percent - Foreign-born nationals
- 36 percent - Income is below 150 percent of the poverty level
- 25 percent - Age 25 or older who are not high school graduates

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