

THE COMMUNITY FOUNDATION OF
MENDOCINO COUNTY

Megan Barber Allende, CEO



PARTNERSHIP

January 2019: The County of Mendocino and The Community Foundation of Mendocino County partner to achieve a complete count for Census 2020.

- The count determines the amount of funding the county will receive over the next 10 years.
- \$10,000 per person for the decade.
- Funds: school lunches, mental health services, wildfire management, education, veteran care, wildlife restoration, business grants, highway construction, poverty abatement, water pollution control, and housing for the elderly.



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Fire management assistance grant

CENSUS CHALLENGES

Census 2020 presented new challenges

- Online response
- No PO Boxes
- “Citizenship Question”
- Hard to count populations



*State Children's Health
Insurance Program*

Approach

- Formation of the Mendocino County Complete Count Committee.
- Targeted engagement with hard-to-reach populations.
- Locally-oriented - from the imagery on the website to the involvement of community partners, residents, and influencers
- Multi-pronged outreach campaign, with a multi-cultural and bi-lingual focus.



Veteran Care

NEW CHALLENGES

Shifting to new challenges

- Setback:
 - COVID-19 pandemic
- Pivot:
 - Strong digital outreach, including social media and influencers. Bilingual influencer tool kits as part of influencer campaign.



Wildlife Restoration

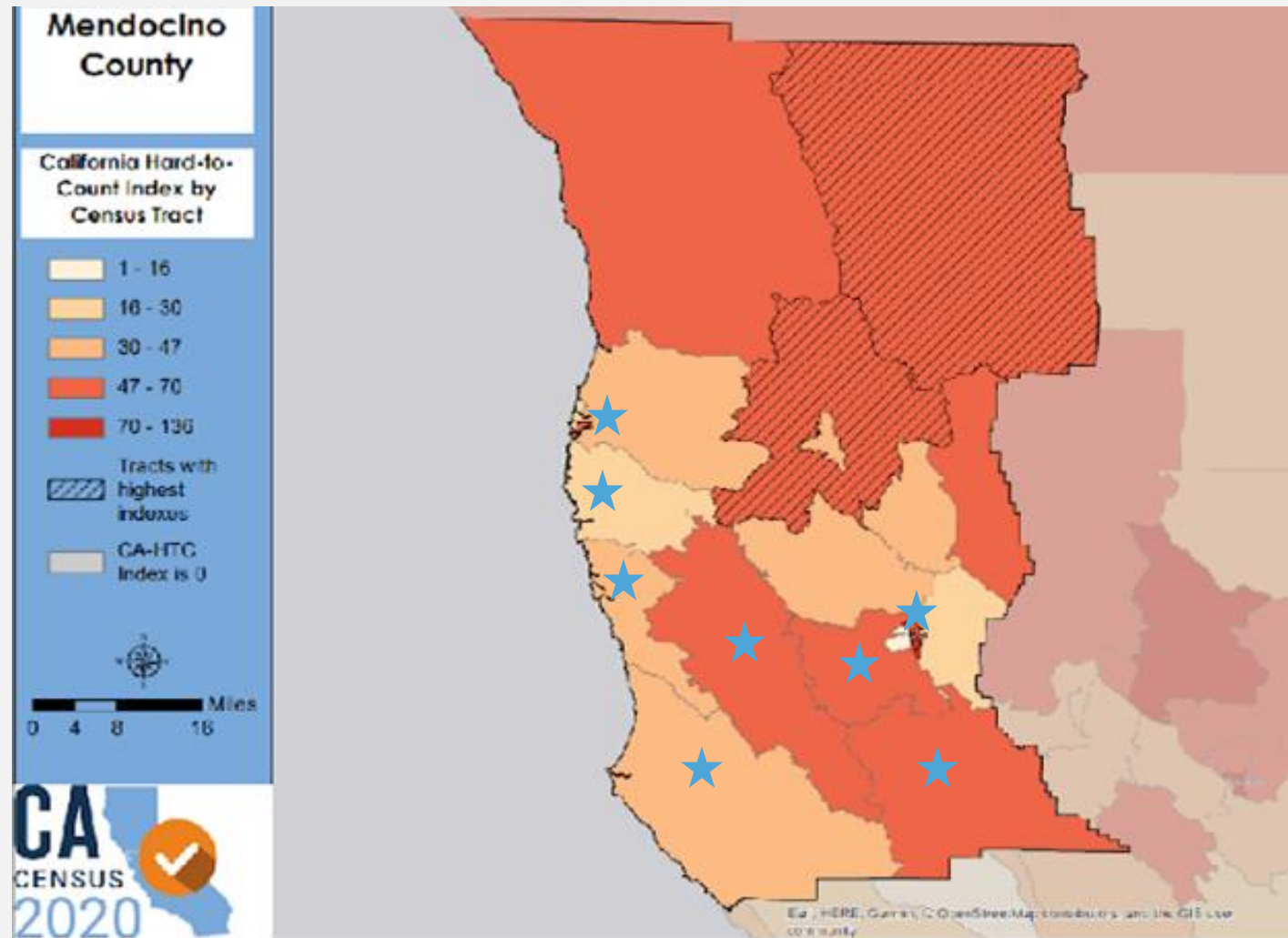
SUCCESS

Successfully reached many hard-to-count populations!

- Exceeded 2010 count in difficult-to-count areas, including: Pt Arena, Mendocino, Manchester, Gualala, Comptche, Navarro, Little River, Albion, Elk, Anderson Valley, Yorkville, Hopland, City of Fort Bragg, and Talmage/unincorporated east Ukiah.
- Also, successfully increased self response rate in Ukiah.

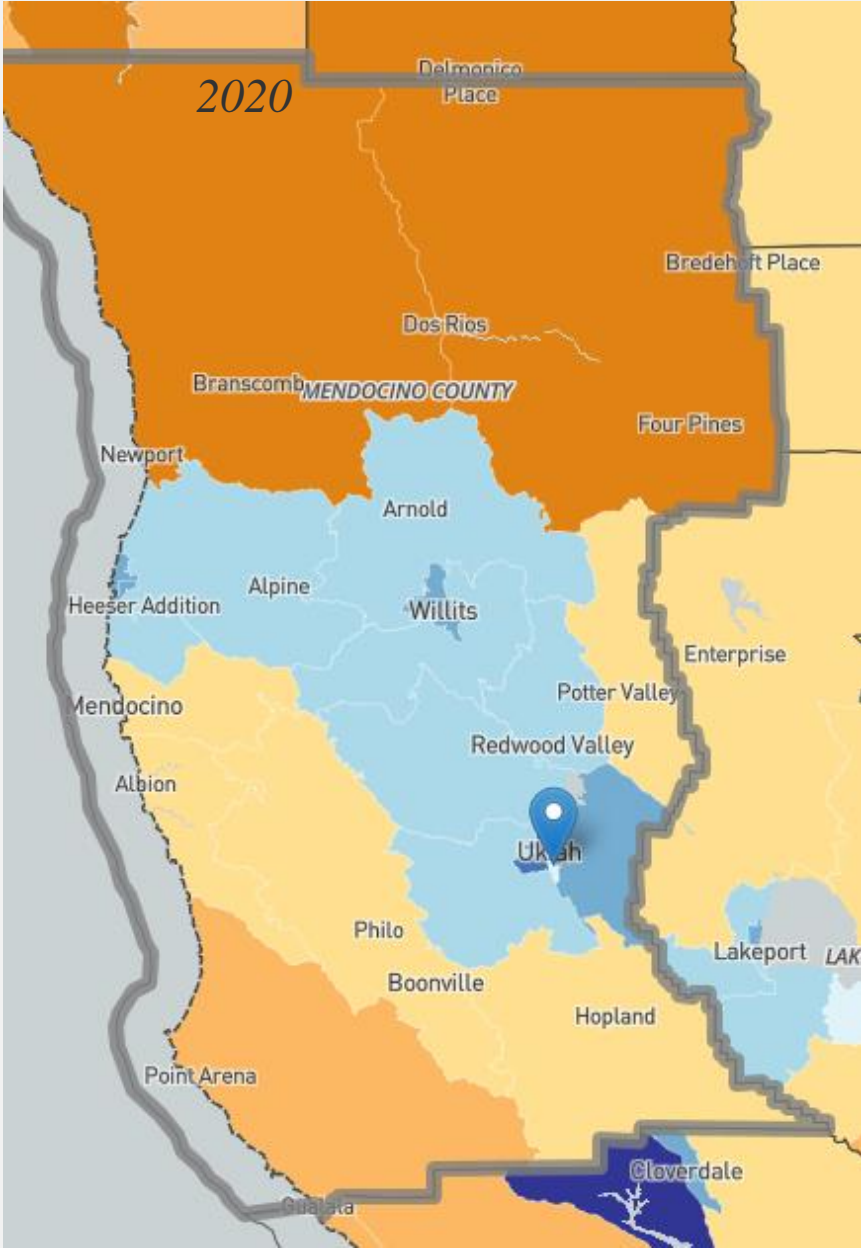
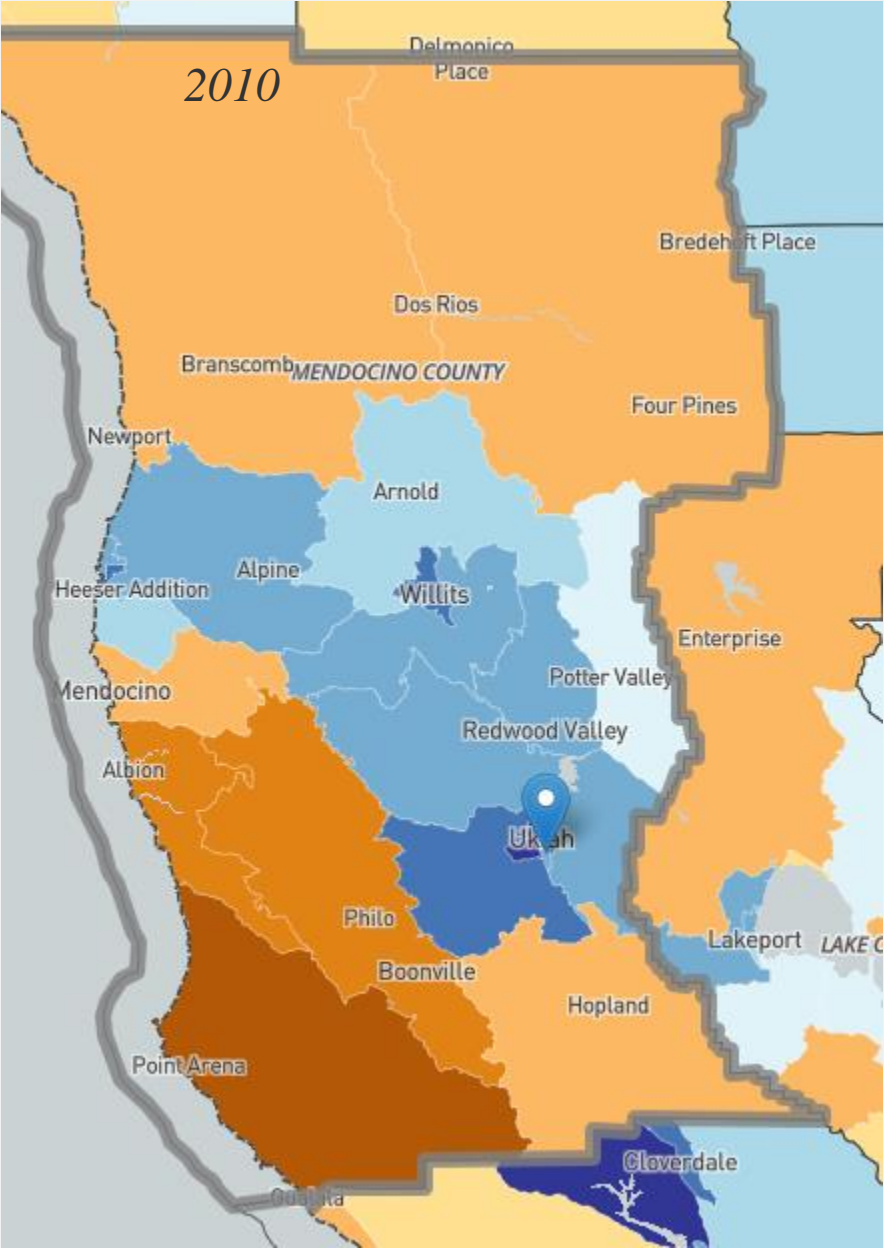


Successfully increased
the self response rate
over 2010 rate



Federal Pell Grant Program

SELF RESPONSE RATE – 2010 VS 2020



Successfully reached many hard-to-count populations!

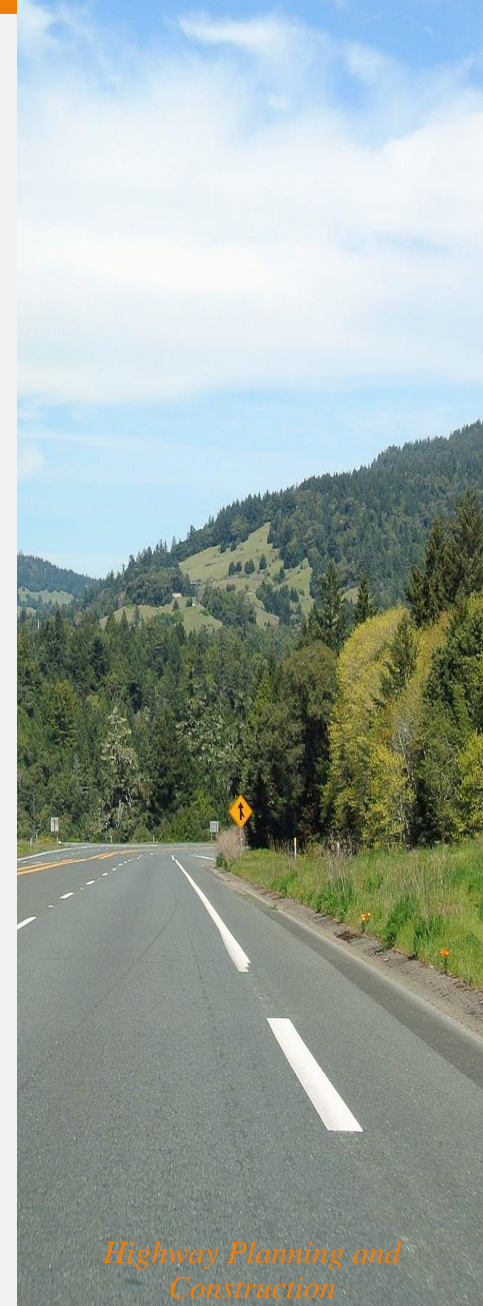
- Census bureau in process of compiling enumerator data, no final numbers available at this time.
- Success attributed to countywide collaborations, multi-cultural focus, and bilingual staffing.

Self Response Rate (SRR) Information of September 13, 2020

Mendocino County SRR 54.4%

California SRR 68.2%

Mendocino County has exceeded the final 2010 SRR!



*Highway Planning and
Construction*

The project's success is a result of engagement and partnership with people and organizations countywide, especially members of the Mendocino County Complete Count Committee:



*Family Resource Center Network
of Mendocino County*

The Mendocino County Complete Count Committee current members and partners: *The County of Mendocino, The Community Foundation of Mendocino County, The League of Women Voters of Mendocino County, Ukiah Vecinos en Accion (UVA), Alliance for Rural Community Health (ARCH), Family Resource Centers of Mendocino County, Laytonville Healthy Start, First 5 Mendocino, North Coast Opportunities (NCO), The Hopland Band of Pomo Indians, Mendocino Latinx Alliance, Anderson Valley Health Center, Round Valley Indian Health Center (RVIHC), The Sherwood Valley Band of Pomo Indians, City of Ukiah, City of Willits, City of Fort Bragg, City of Point Arena, Mendocino College, Mendocino County Office of Education (MCOE), California Human Development, Disability Services & Legal Center (DSLCL), United Way of the Wine Country, Sara O'Donnell, Gary Levenson-Palmer, Javier Chavez, Donna Pierson-Pugh, US Census Bureau, California State Census Office, State Assemblymember Jim Wood, State Senator Mike McGuire, and U.S. Congressman Jared Huffman*

GRATITUDE



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