

THE COMMUNITY FOUNDATION OF  
MENDOCINO COUNTY

*Megan Barber Allende, CEO*



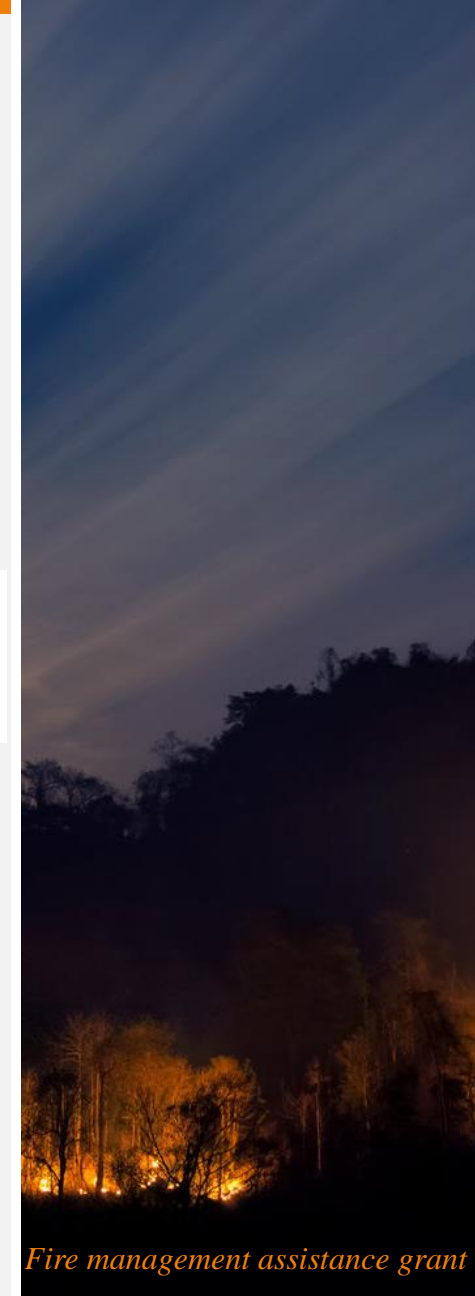
# PARTNERSHIP

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.



THE COMMUNITY  
**FOUNDATION**  
OF MENDOCINO COUNTY



*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*



## 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*

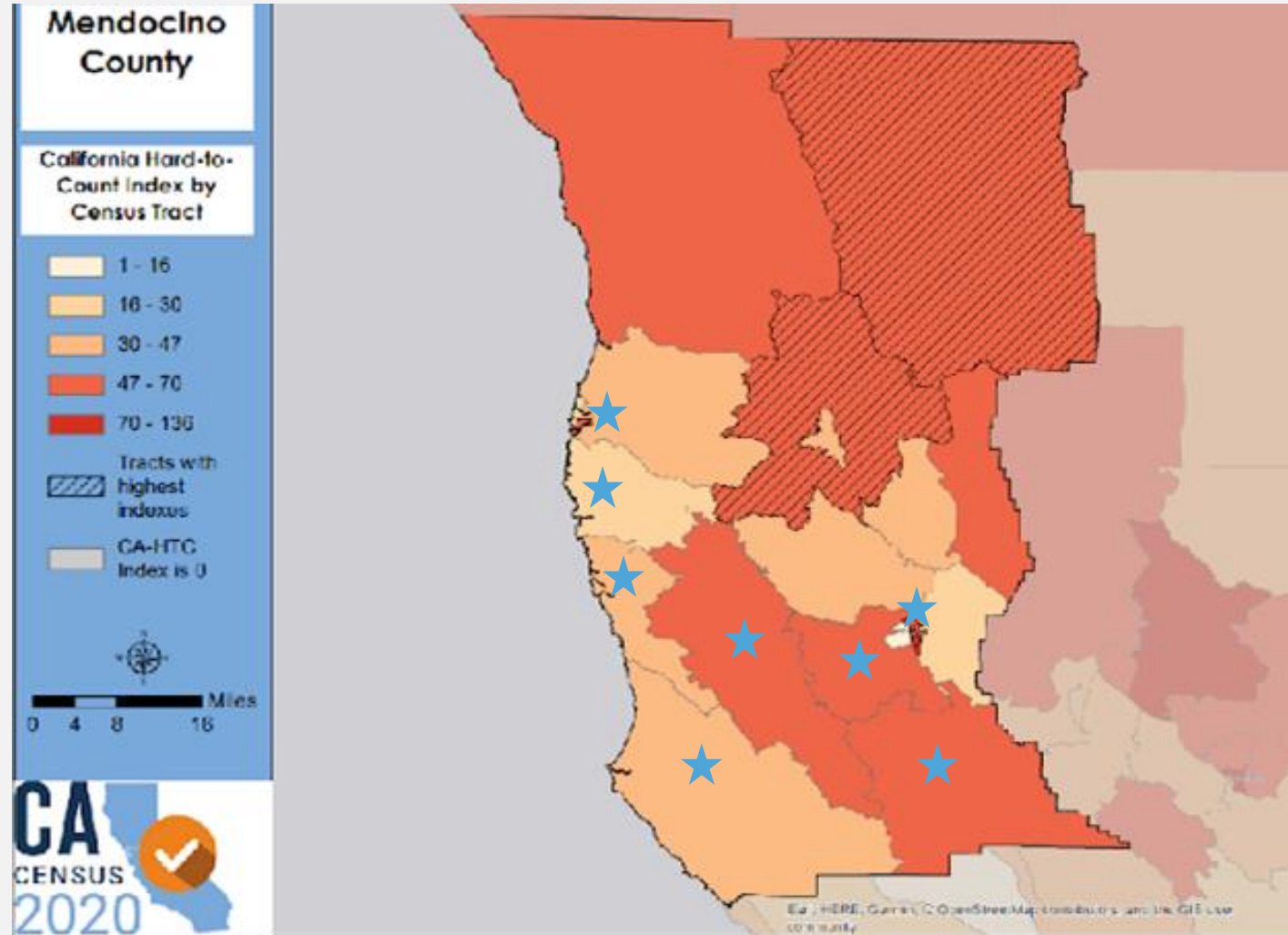
# SUCCESS

## Successfully reached many hard-to-count populations!

- Exceeded 2010 count in difficult-to-count areas, including:
- City of Pt. Arena, Fort Bragg, Mendocino and unincorporated areas; Manchester, Pt. Arena, Gualala; Comptche, Navarro, Philo, Boonville; Little River, Albion, Elk; Yorkville, Hopland; and Talmage and unincorporated east Ukiah.



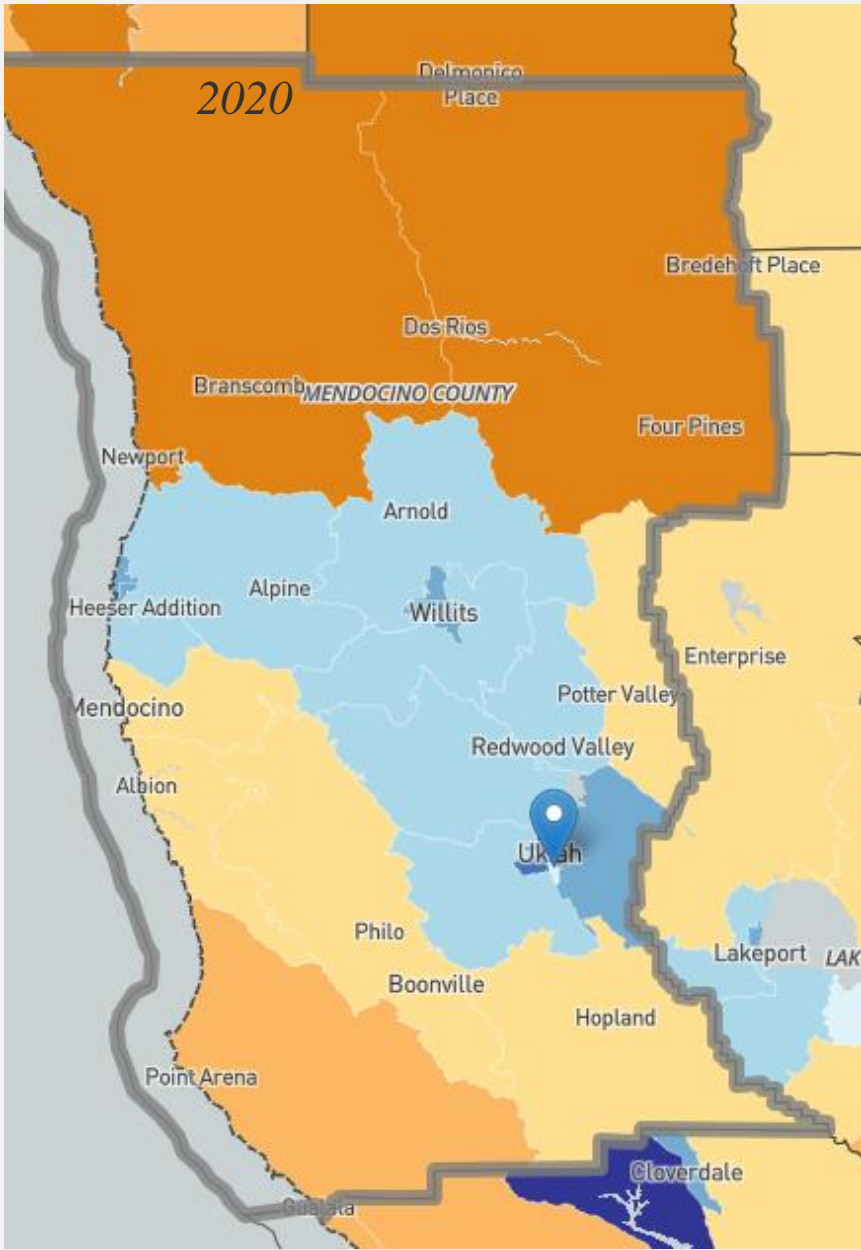
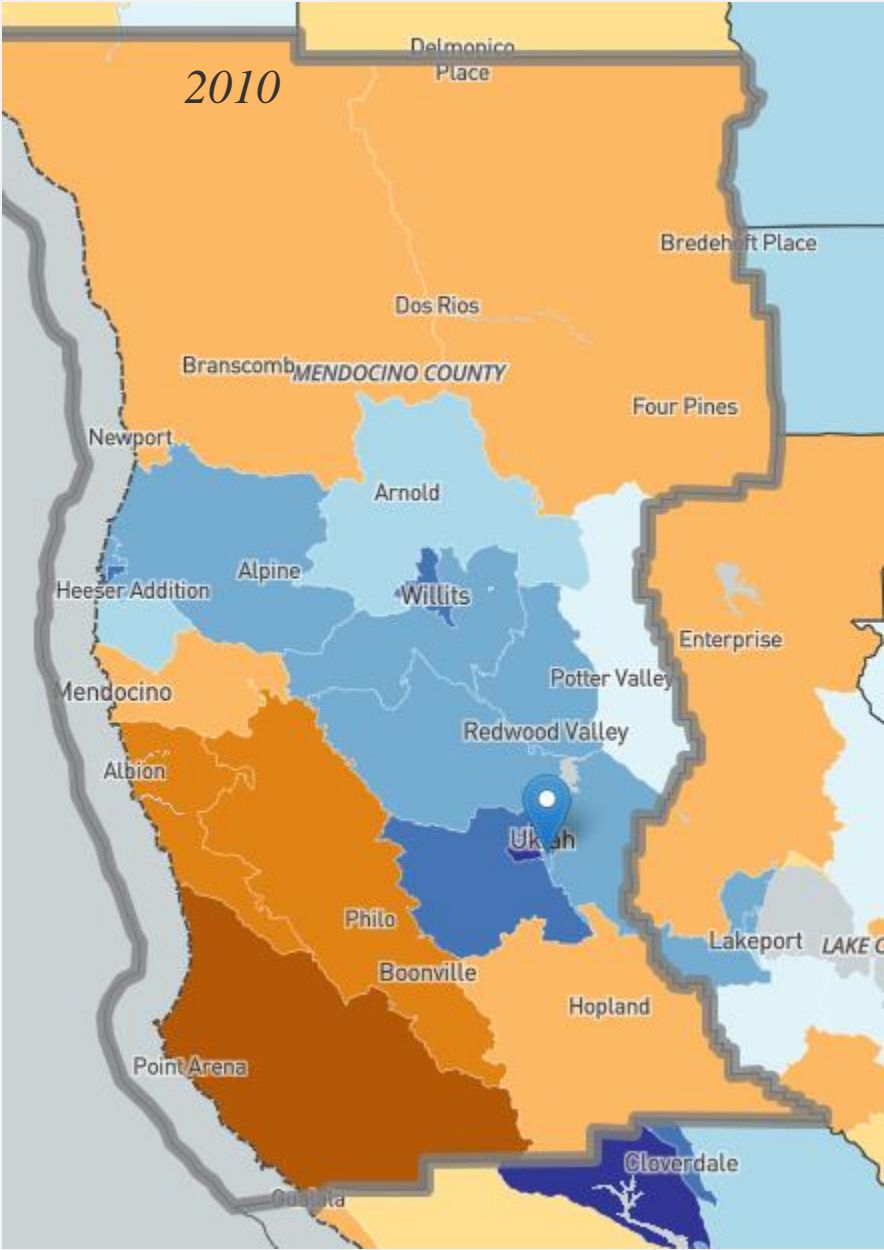
Successfully increased  
the self response rate  
over 2010 rate



*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 October 2, 2020

*Mendocino County SRR 55.6%*

*California SRR 69.2%*

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 and California State Census Office, State Assemblymember Jim Wood, State Senator Mike McGuire, U.S. Congressman Jared Huffman*

# GRATITUDE



THE COMMUNITY  
**FOUNDATION**  
OF MENDOCINO COUNTY

# HOW WE FINISH STRONG *WITH YOUR HELP!*



## Participate in the Census



You can make a difference for your community!  
This simple, nine question survey helps determine dollars that  
fund important programs for the next 10 years.



844-330-2020



My2020census.gov



Return by mail



BUILD BETTER ROADS AND SCHOOLS



FUND HEALTHCARE AND COMMUNITY PROGRAMS  
FOR SENIORS, CHILDREN, AND FAMILIES



CREATE JOBS



IMPROVE HOUSING



There is no citizenship question on the 2020 Census form.  
**Complete the Census before September 30, 2020**