



Mono County Board of Supervisors

Tuesday, September 15, 2020

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Conversation Topics

Current Response Rates
Self Response Tool
Past CA Census Office Efforts
Current and Future Efforts
Things To Do Today
Resources

Self-Response Rate – through September 14

National Self-Response Rate: **65.9 percent**

California Self-Response Rate: **68.3 percent**

2010 Self-Response Rate: **68.2 percent**

Counties

- 38/58 counties have met or exceeded 2010 final self-response rate

Cities

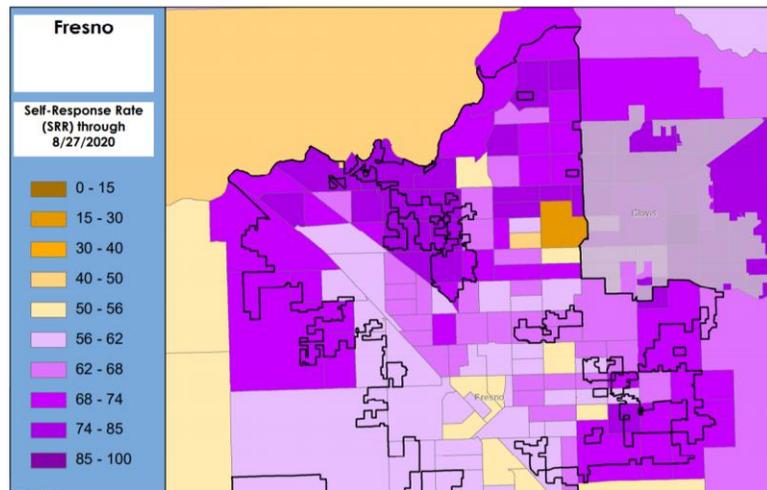
- 296/482 cities have met or exceeded 2010 final self-response rate

Mono County Rate: **21.6 percent**

2010 Self-Response Rate: **25.2 percent**

Self Response Tool

- Self-response rate maps and other visualizations at census.ca.gov and in SwORD
- Response rate fact sheets: <https://cacensusreporter.azurewebsites.net/responses.html>



Fresno (Region 6)
Data through: 2020-08-27
SRR: 65.7 | State SRR: 66.9 | Tract median SRR: 64.8 | Hardest-to-count* tract median SRR: 60.3 | 2010 SRR: 66.5

Number of tracts in each category**

4	72	55
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Tracts with lowest SRR			
GEOID	SRR (%)	CA-NTC Index	Fact Sheet URL
06019005408	30.0	87	https://cacensusreporter.azurewebsites.net/fact-sheet/06019005408
06019005403	48.1	102	https://cacensusreporter.azurewebsites.net/fact-sheet/06019005403
06019007600	52.7	63	https://cacensusreporter.azurewebsites.net/fact-sheet/06019007600
06019001500	53.8	82	https://cacensusreporter.azurewebsites.net/fact-sheet/06019001500
06019000300	54.0	81	https://cacensusreporter.azurewebsites.net/fact-sheet/06019000300
06019000502	54.4	99	https://cacensusreporter.azurewebsites.net/fact-sheet/06019000502
06019005304	55.2	73	https://cacensusreporter.azurewebsites.net/fact-sheet/06019005304
06019000600	55.3	117	https://cacensusreporter.azurewebsites.net/fact-sheet/06019000600
06019004404	55.5	83	https://cacensusreporter.azurewebsites.net/fact-sheet/06019004404
06019001407	55.5	92	https://cacensusreporter.azurewebsites.net/fact-sheet/06019001407

Tracts with smallest 30-report % pt. change				
GEOID	SRR (%)	Change (% pt.)	CA-NTC Index	Fact Sheet URL
06019007600	52.7	1.2	63	https://cacensusreporter.azurewebsites.net/fact-sheet/06019007600
06019000800	61.5	1.2	93	https://cacensusreporter.azurewebsites.net/fact-sheet/06019000800
06019001900	61.5	1.2	66	https://cacensusreporter.azurewebsites.net/fact-sheet/06019001900
06019001500	53.8	1.3	82	https://cacensusreporter.azurewebsites.net/fact-sheet/06019001500
06019001408	71.6	1.3	85	https://cacensusreporter.azurewebsites.net/fact-sheet/06019001408
06019001800	60.8	1.3	63	https://cacensusreporter.azurewebsites.net/fact-sheet/06019001800
06019005305	69.2	1.5	40	https://cacensusreporter.azurewebsites.net/fact-sheet/06019005305
06019004601	76.7	1.5	17	https://cacensusreporter.azurewebsites.net/fact-sheet/06019004601
06019004602	74.7	2.0	19	https://cacensusreporter.azurewebsites.net/fact-sheet/06019004602
06019003500	63.6	2.0	88	https://cacensusreporter.azurewebsites.net/fact-sheet/06019003500

Tracts with highest population density				
GEOID	SRR (%)	Est. Pop. per Sq. Mile	CA-NTC Index	Fact Sheet URL
06019004704	64.2	10,759	84	https://cacensusreporter.azurewebsites.net/fact-sheet/06019004704

Tracts with largest difference from final 2010 SRR				
GEOID	SRR (%)	Est. difference (% pt.)	CA-NTC Index	Fact Sheet URL
06019001500	53.8	17.1	82	https://cacensusreporter.azurewebsites.net/fact-sheet/06019001500

- Files of tract- and ZIP code-level response rates

Past Efforts In Mono County

On the Ground

Canvassing October 21st-31st

Attempts	73%	Contact	ID
2,805	2,027	682	325

If the Census were today would you complete it?	Yes	Undecided	No
	237	82	6

369 literature drops to downtown Mammoth Lakes

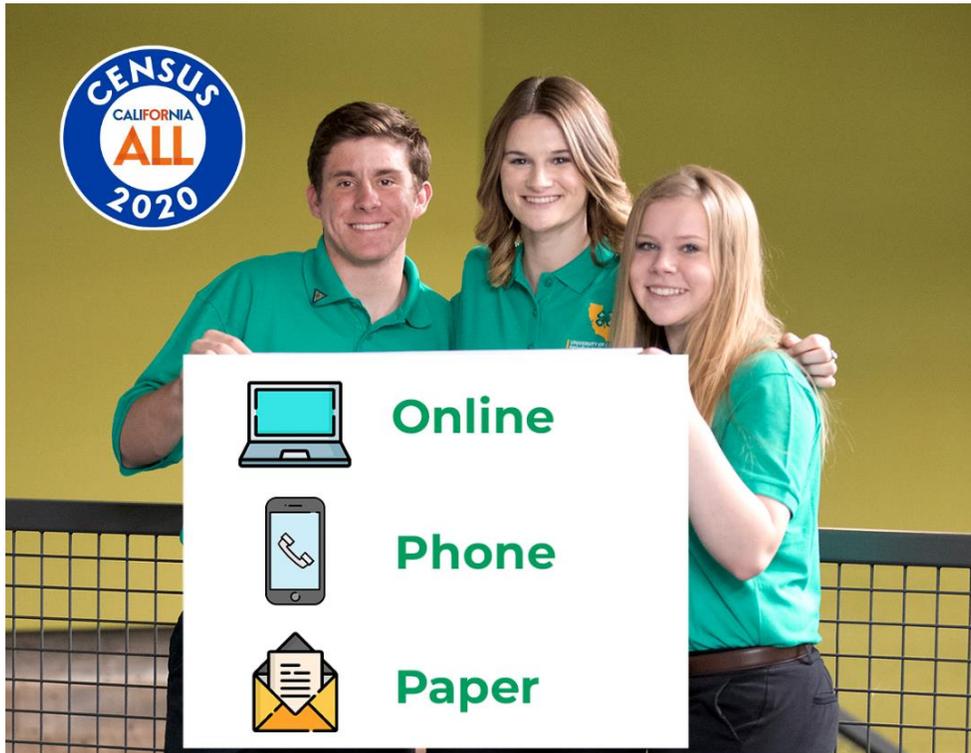
Past Efforts in Mono County

Traditional Phone Program April 1st - June 2nd

Total Attempts	9534
Total Households Contacted	1625
Identified	624
Patch Thru	58

Are you planning to complete the Census soon?	
Strong Yes	1055
Undecided	315
Strong No	57

Past Efforts in Mono County



CENSUS CALIFORNIA ALL 2020

Online

Phone

Paper

Fill out the Census!

 **UNIVERSITY OF CALIFORNIA**
Agriculture and Natural Resources

#DisabilityCounts2020
#SeniorsCount2020



Children with disabilities and disabled adults need everyone in Mono County to complete the Census!



YOU can make sure Mono County has the resources to meet their needs in school, in health care, in transportation, and more.

DREDF  

Current and Future efforts in Mono County

Patch Through Phone and Text Message Program August 20-End of September

We will be calling and texting into the entire county to remaining households

As of September 11	Patch-Through
2,655	31

Things to do Today!

10 Things You Can Do to Get Out the Count!

1. **Use data from the Census tracts** to plan and prioritize your tactics, including the languages and methods for outreach. Identify your low-responding census tracts [here](#).
2. **Include Census messaging** and its importance in your remarks and speeches. Add Census messaging to your webpage and email signature, including a direct link to my2020census.gov.
3. **Collaborate with your advisory boards or committees**, to reach out to targeted constituents by sector (e.g., agriculture, veterans, seniors, labor, health) or demographic groups utilizing available language materials and emphasize the importance of reaching the hard-to-count populations. Toolkits from statewide partners are available [here](#).
4. **Share messages on digital platforms** about the impact of the Census. Posts can be shared from [CA Census Facebook page](#) and short videos (including in different languages) and are available on the [CA Census YouTube page](#). Your member can even post a “selfie” Census video!
5. **Send a postcard or flyer** that includes a “take the Census now” message and provide instructions on how to complete the 2020 Census. Request targeted zip codes from the CA Census Office.
6. **Call or text your constituents to encourage people to complete the Census**. Have conversations about the relevance of the Census to them.
7. **Participate in the Census Week of Action during the first week of September** with the CA Census Office or local organizations. Exact date coming soon.
8. **Encourage local elected officials, business, faith-based, education, community leaders** to spread the message through their networks. Toolkits from statewide partners are available [here](#).
9. **Promote the Census through radio or print**. Participate in a press interview via TV, radio, and podcast or place an article or op-ed in the local newspaper, popular social media site, or community newsletter.
10. **Organize or participate in a Census Caravan**, a parade of cars or bicycles that drives through a strategically selected route. Each vehicle displays messaging to raise awareness of the Census. Create your own and/or coordinate with [local partners](#).

Communication Tools and Resource



Please Visit

<https://census.ca.gov/gotc/>

- Messaging
- Materials
- Voter guide flyer
- Toolkits and guidance
- Creative
- Partner materials
- SRR/HTC fact sheets
- Video ads



Questions

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