

Exhibit to Agenda Item #1

Board Energy Resources & Customer Services Committee Meeting and
Special SMUD Board of Directors Meeting

Wednesday, September 18, 2019 scheduled to begin at 5:30 p.m.

Customer Service Center, Rubicon Room



Significant disparities exist across economic indicators between the haves and have-nots.

“...Sacramento Region’s leaders must take on the difficult but important civic work to assure sustained growth and prosperity.”

~ *Brookings: Charting a Course to the Sacramento Region’s Future Economic Prosperity*



Sustainable Communities Mission

Enhancing the quality of life for all of our customers and enhancing the vitality of all of our communities.

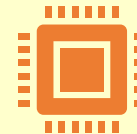
Strengthening our neighborhoods. Together.



Why the Census is Important to SMUD

Census Tract Connection to Funding and Sensitivity Mapping

Engagement of Historically Underserved Communities



Regional Leadership and Collective Impact

Alignment with SMUD Mission and SCI Mission

United States
**Census
2020**

**“Our diversity
IS our
Community’s
Strength !”**

Presentation to SMUD BOARD
Energy Resources & Customer Services Committee
September 18, 2019

**COUNT
ON
SAC
CENSUS**

**BE COUNTED!
APRIL 2020**

#CENSUS2020

SACCENSUS.NET



I COUNT, YOU COUNT, WE COUNT
**Be Counted
Sacramento**



CALIFORNIA & SACRAMENTO COMPLETE COUNT

Mission:

Ensure that Californians and Sacramento County get our fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

Goal:

Ensure everyone is counted once !





WHAT'S AT STAKE?

REPRESENTATION

Congressional representation, reapportionment and redistricting

FUNDING over \$675 Billion statewide

Over \$1/2B Sacramento countywide

- 1990 undercount cost California one additional congressional seat and \$2.2B in federal funding.
- California receives over \$76 BILLION each year for schools, crime prevention, healthcare and transportation.
- For each individual not counted in 2020, California (local governments) could lose **\$1,000 per person/per year of federal funds** for the following decade....

.... AND THE DATA WILL BE WRONG !!!



CHALLENGES:

- First Digital Census - Online Self Response
- Federal Funding, Priorities & Practices
- Diverse Population –
Hard to Count &
Low Responding

OPPORTUNITIES:

- Community-led
- Engaged Foundations & Local Jurisdictions

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

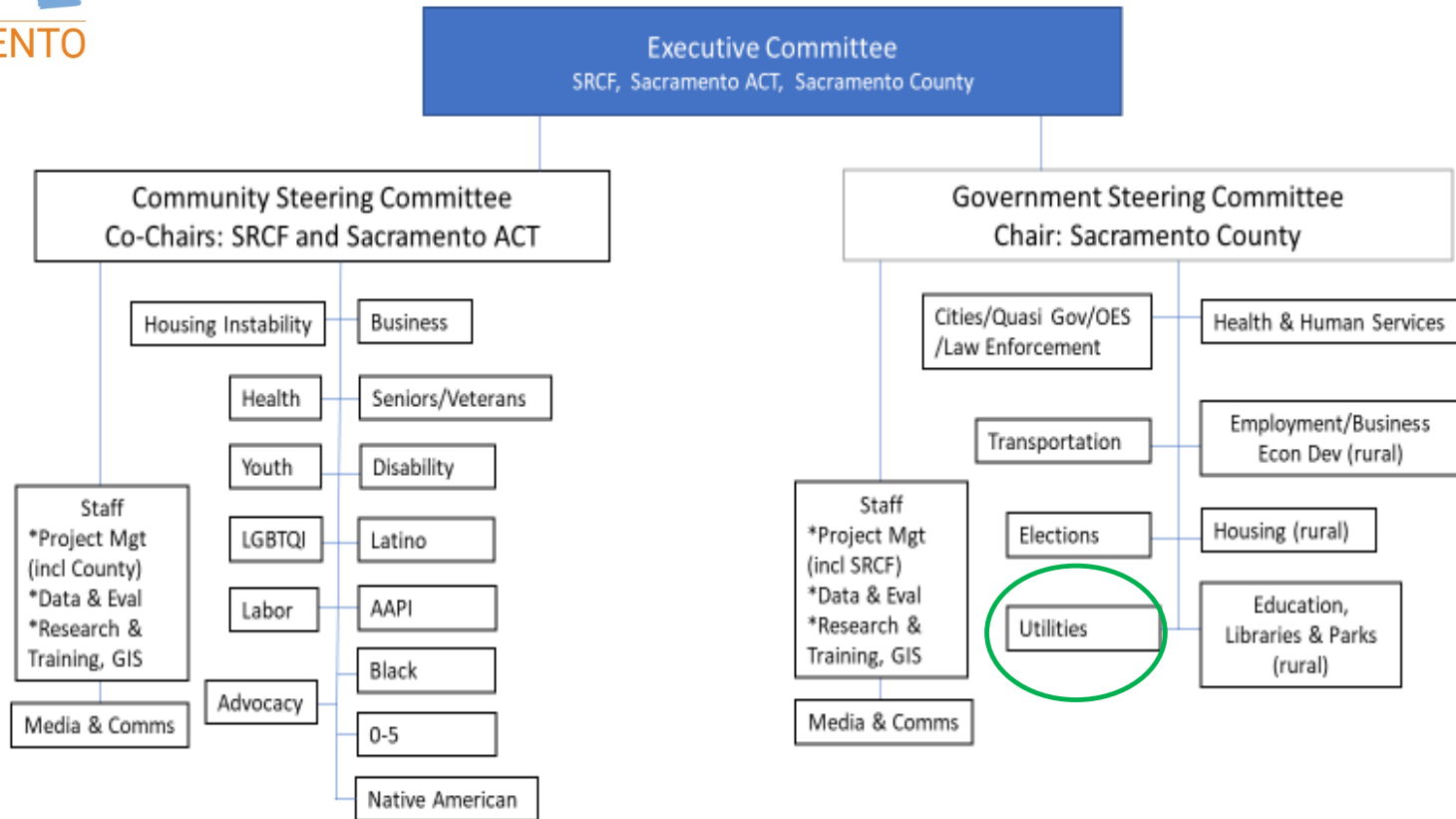


HARD TO COUNT CHARACTERISTICS

**as determined by the
U.S. Census Bureau**

- Immigrants and the foreign born
- Limited English speaking individuals (over 14 years of age within households)
- Single parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Number of vacant housing units in an area
- Specific ethnic and minority populations
- Renters and children
- Densely populated communities with multi-unit housing
- Public assistance characteristics
- Native Americans living on tribal lands

SACRAMENTO COMPLETE COUNT COMMITTEE

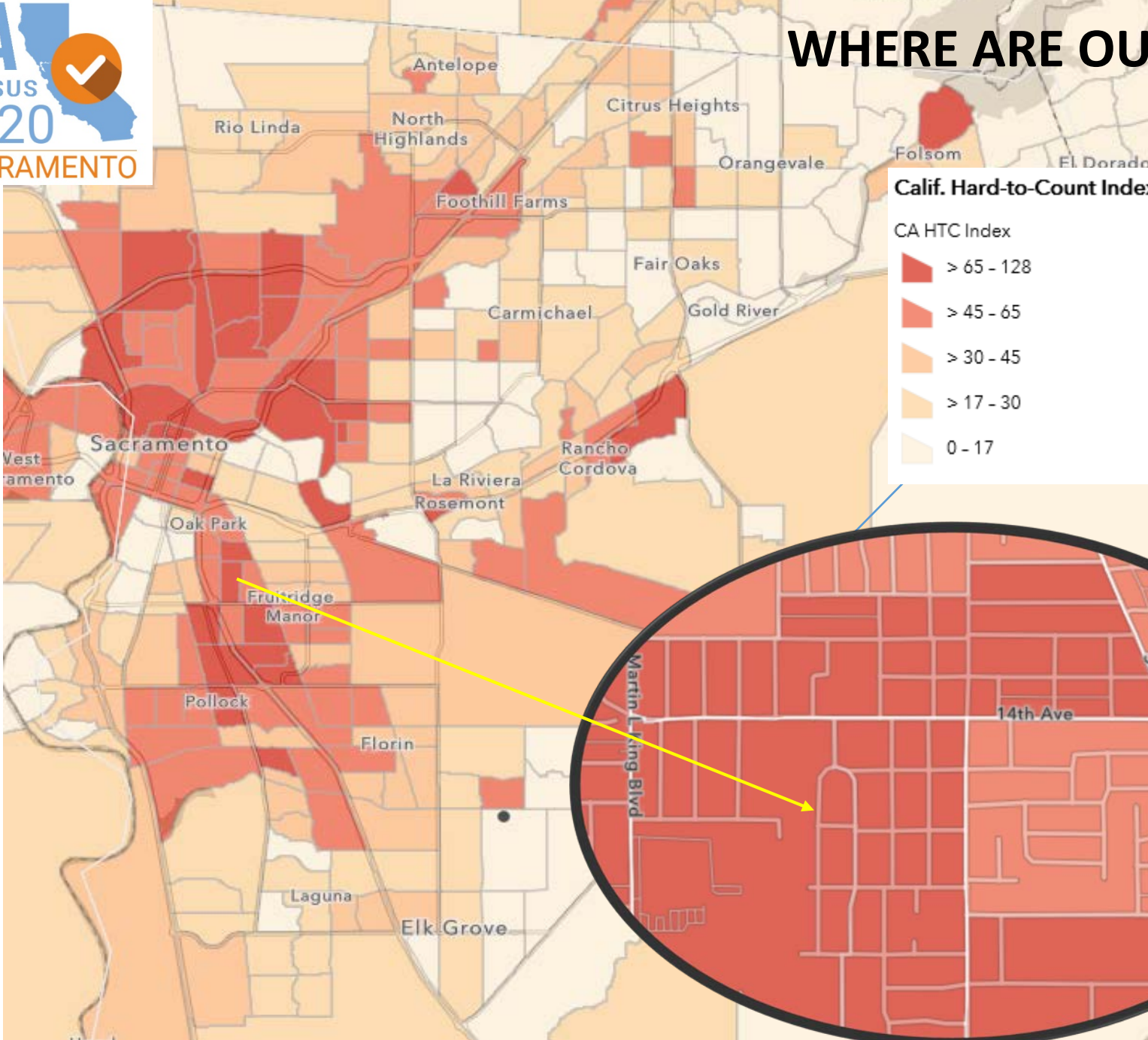


A diverse, volunteer committee formed to increase awareness about the census and motivate residents in Sacramento County to respond.

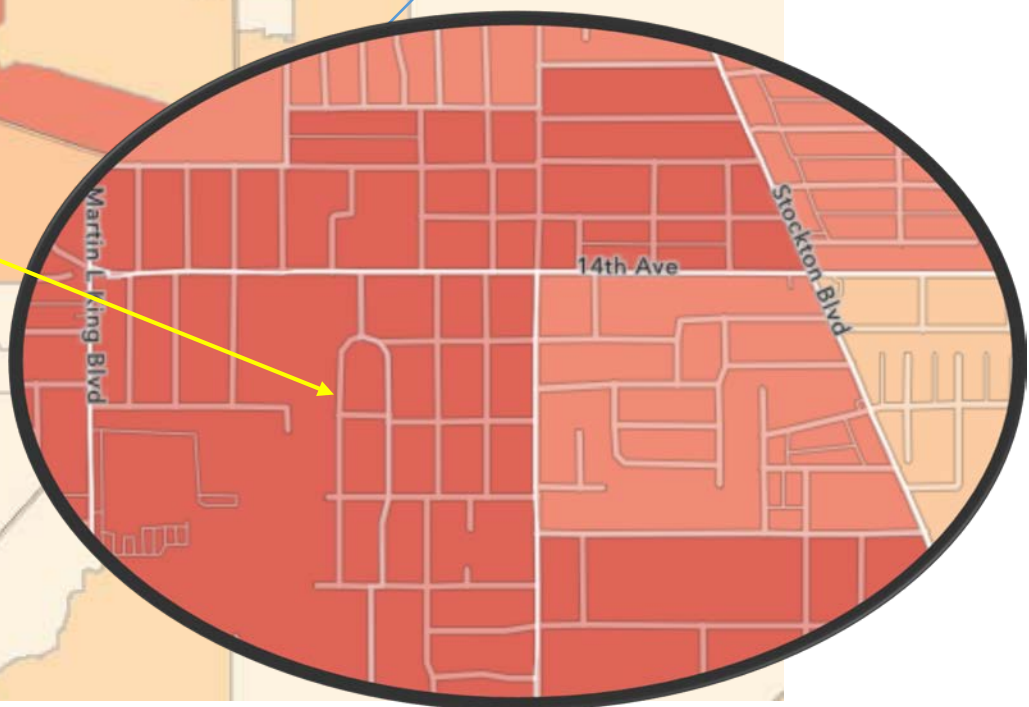
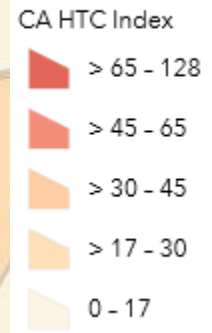
The CCC is charged with developing and implementing a plan designed to target the unique characteristics of our community.



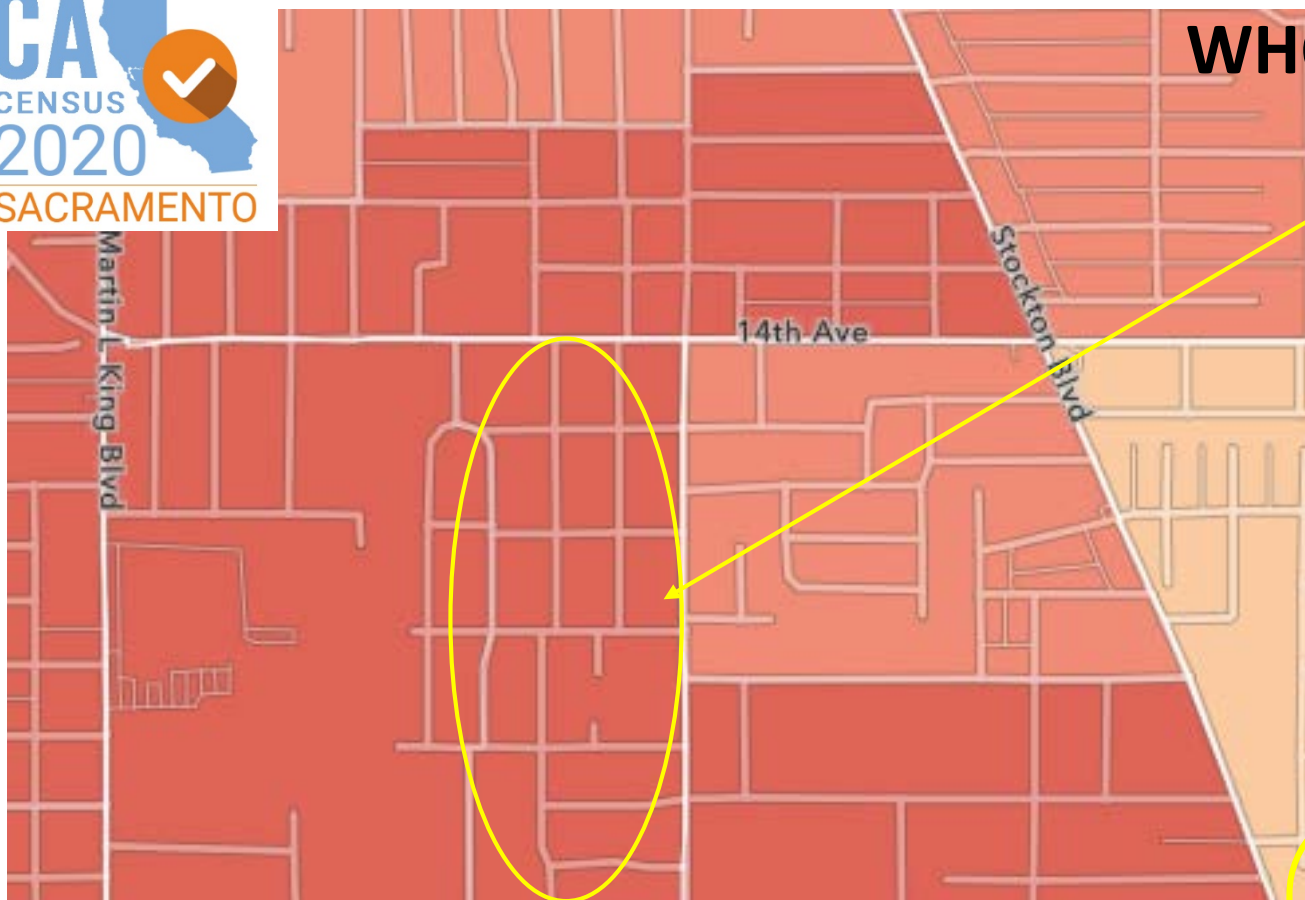
WHERE ARE OUR HTC?



Calif. Hard-to-Count Index by Block Group



WHO ARE OUR HTC?



California Hard-to-Count Index (block group)

Block Group 1, Census Tract 44.02 in **Sacramento County** has an estimated population of 1,721 and a California Hard-to-Count Index of **95**. Statewide, the median block group CA-HTC Index is 37. Learn more about the index [here](#).

The variables most correlated with this block group's CA-HTC Index are:

1. Below 150 percent of poverty level
2. Households receiving public assistance
3. Unemployed

Block group characteristics

Tract characteristics (with statewide block group median):

- Vacant housing units (%):** 0.0 (4.8)
- Total housing units with 3 or more units in a multi-unit structure (%):** 0.0 (13.5)
- Renter-occupied housing units (%):** 79.0 (40.5)
- Crowded housing units (%):** 14.4 (0)
- Non-family households (%):** 22.7 (26.9)
- Adults who are not high-school graduates (%):** 44.4 (12.4)
- Population with income below 150 percent of poverty level (%):** 85.5 (20.0)
- Households receiving public assistance income (%):** 33.0 (2.0)
- Persons (ages 16 or older) unemployed (%):** 26.3 (6.6)
- Limited-English households (%):** 18.4 (5.9)
- Population under 5 (%):** 13.0 (5.6)
- Foreign-born population*:** 28.2
- Households without broadband*:** 20 percent to 40 percent

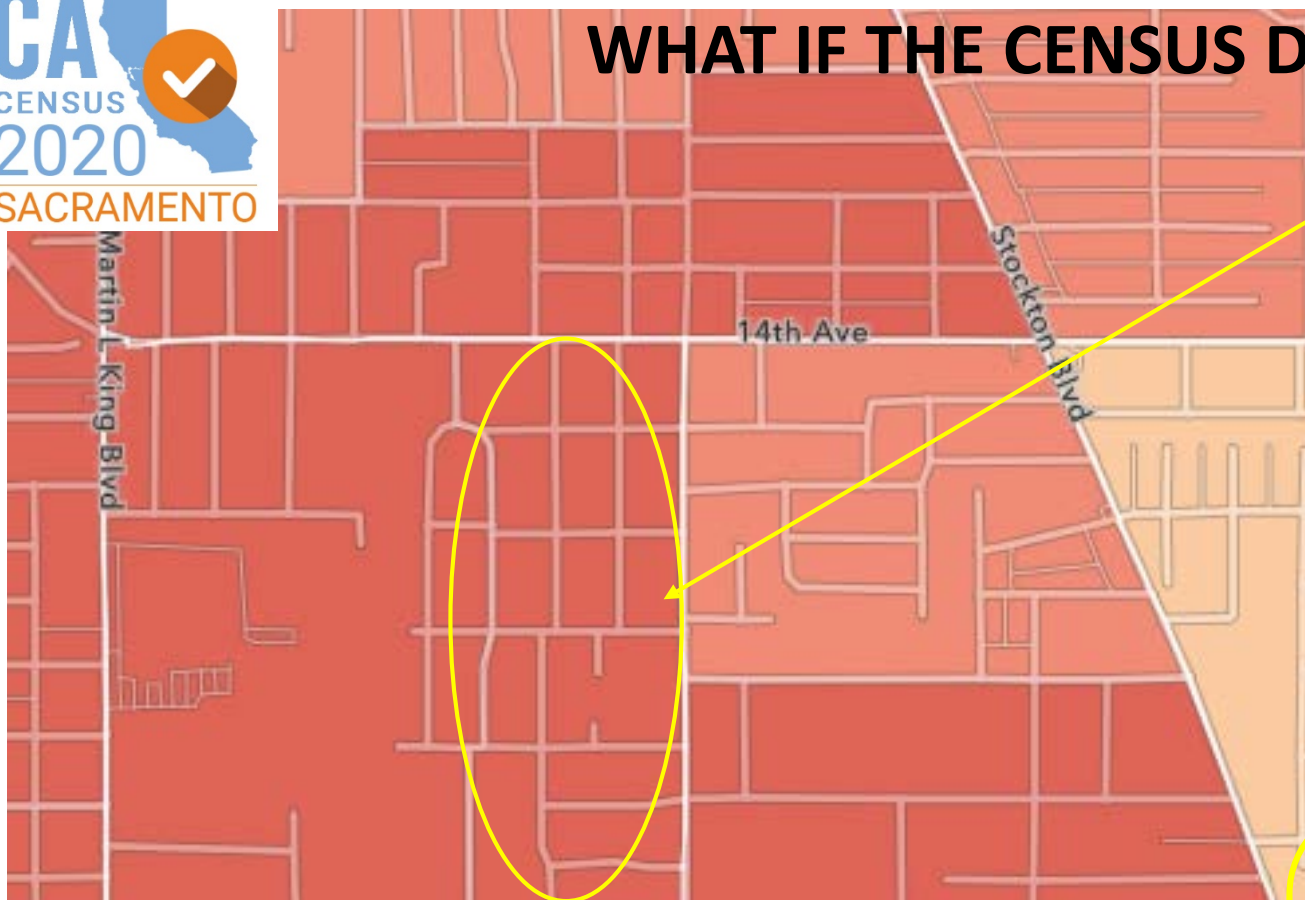
Ethnic/racial makeup in Block Group 1, Census Tract 44.02

All races are Hispanic-exclusive



32% Latinx
28.4% Asian
26.3% Black
10.8% White

WHAT IF THE CENSUS DATA IS WRONG ?



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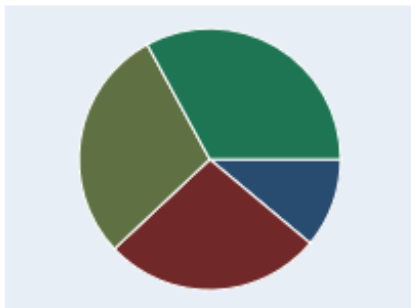
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ACHIEVING A COMPLETE COUNT

STRATEGIC GOALS

A Complete Count for Sacramento County accomplished by applying community-designed outreach strategies and partnering with local, state, and federal government.

Guiding Values: Collaboration, Community-Centered, Comprehensive, and Cohesive

Strategic Plan Outcomes:

- **Ensure that all Sacramento County residents are counted in the 2020 Census**
- **Design new and innovative outreach strategies to reach hard-to-count and vulnerable populations.**
- **Strengthen county-wide, multi-sector collaboration.**



COUNT ME IN! – SCHOOLS & LIBRARIES

Children are historically undercounted in the US Census !

- *Immigration
- * Family living arrangements
- *Distrust
- *Financial concerns
- *Language barriers

School Curriculum for Grades 5, 8, 11 & 12

A campaign designed to educate students and teachers on the US Census. Plus Events and Poster Contests, Census Nights for families



Mobile & Pop-up
Outreach -
Bookmobile





- Coordinating multi-language radio ad campaign
- Encourage staff volunteerism through Employee Resource Groups and internal communications
- Support Census Underrepresented through Sustainable Communities Partnerships

SMUD's Census Support Commitment



QUESTIONS ???

Thank you !

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