

# Office of Community Partnerships and Strategic Communications

Governor's Office of Service and Community Engagement



2025



## Regional Snapshots

# Foreword

The **Office of Community Partnerships and Strategic Communications** (OCPSC), housed within the Governor's Office of Service and Community Engagement (GO-Serve), was established in July 2022 to tackle California's most pressing statewide issues through effective public awareness efforts and community engagement.

The Regional Snapshots summarize OCPSC's focused conversations with community-based organizations. They can be used as a starting point for state agencies and others to understand demographic data and effective outreach strategies for community engagement. They can be used in planning for consultations, projects, or listening sessions involving communities prior to taking a deeper dive into a specific region.

We hope these Snapshots inspire you to learn more about the diverse and vibrant communities of California and the impactful changes we collectively strive to create.

**Yumi Sera, Executive Director**

Office of Community Partnerships and Strategic Communications



Region		Counties
1	Northern California & the Sierras	Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, Glenn, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Modoc, Mono, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, Tuolumne
2	Greater Sacramento	El Dorado, Placer, Sacramento, Sutter, Yuba, Yolo
3	Bay Area	Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma
4	Central Valley North	Madera, Merced, San Joaquin, Stanislaus
5	Central Valley South	Fresno, Kern, Kings, Tulare
6	Central Coast	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
7N & 7S	Los Angeles	Los Angeles is divided into Los Angeles North and Los Angeles South
8	Orange County	Orange
9	Inland Empire	Riverside, San Bernardino
10	Border Region	Imperial, San Diego





# Northern California & Sierras Regional Snapshot

## Region 1



Northern California and the Sierras (Region 1) covers 23 counties and the largest and most remote geographical area in the State of California. The counties include: Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, Glenn, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Modoc, Mono, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Tuolumne.

This region is home to the Golden State's highest mountains, coastal basins, and dense redwood forests, which appeal to outdoor enthusiasts and retiring older adults. Tourism plays a key part in the local economy. Agricultural workers, who speak Spanish, indigenous languages of Latin America, Hmong, and Punjabi, are drawn to this northern Sacramento River Valley and its rural agricultural land.

Compared to other geographic areas in the state, this region is characterized as a rural area with low population density. This region's population is predominantly white (69.7%), compared to statewide (31%). The region has the highest proportion of the population identifying as American Indian or Alaska Native (1.7%).

The largest constraint upon this vast region is a lack of population density. Due to low population density and an overall small population, there has been a consistent lack of investment in the region, which has led



OCPSC consults with community-based organizations for Regional "Community Connections"

to poor infrastructure, a complete dearth of public transit, few broadband access options, and fewer, if any, hospitals with specialty care options. These regional challenges greatly impact older adults and persons with disabilities as they lack access to transit, health care, and other services, while all demographic sectors experience the need to travel great distances by car to access medical care, schools, and grocery stores.

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## Region 1 Snapshot

**Total Population: 1,245,578**

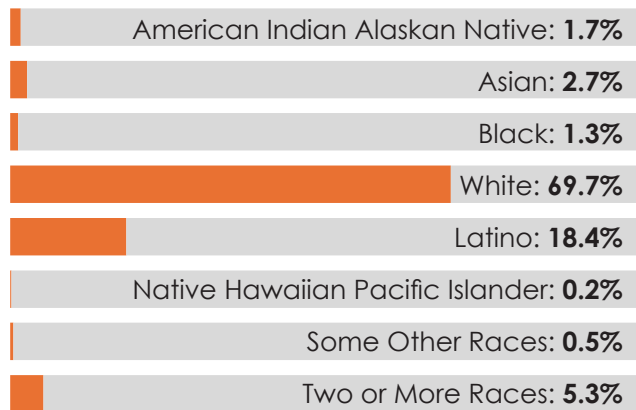


**3.2%**

of State Population



### Population by Race/Ethnicity



**4.9%**

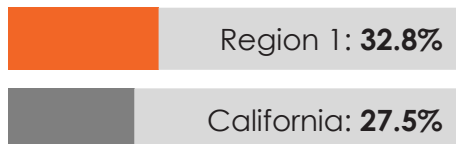
of Population  
with Limited  
English  
Proficiency

California: 17.2%

**Top Languages  
Spoken other  
than English:**

- Spanish

### Population **Below** 200% Federal Poverty

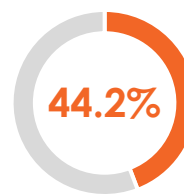


**Northern  
California  
& Sierras**

**Counties:** Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, Glenn, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Modoc, Mono, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Tuolumne

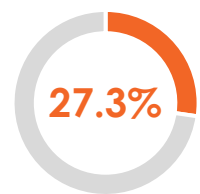
**Largest Populated Cities:**

Chico, Redding



**Renter  
Population  
Percentage**

California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**

California: 27.3%

**6.6%**  
*Uninsured* **Adults**



California: 6.9%

**11.3%**  
*without* **Broadband**



California: 7.4%

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.



# Community Insights

## Enhance capacity of small community-based organizations

Small grassroots organizations often have relevant knowledge and expertise of the specific community they serve. However, they may lack the administrative capacity to contract with a state entity. Organizations like the United Way and Community Foundations, as well as larger nonprofit organizations, can serve as fiscal sponsors, provide administrative and financial support to smaller groups. They can also coordinate the process for collective impact by aligning activities and liaising with funders.

*"Bringing funding to small nonprofits with limited capacity has been a game changer for amplifying messaging throughout our region. We have immense barriers and resistance when sharing public awareness campaigns and collaboration has been a force multiplier."*

**Kalie Brisbon**, United Way of Northern California



United Way of Northern California provides information in Hmong at the annual Hmong Hayfork New Year event in Trinity County.

## Outreach to rural communities

Outreach and communications must be tailored for rural areas and include images that resonate with residents and the issues they care about. Some successful tactics include partnering with local newspapers, sending postcards, social media posts highlighting the local area, placing ads in college newspapers, including messages in utility bills, and radio spots.

## Connect rural and remote communities to information and services

The geographic distances and lack of public transportation make it essential for community-based organizations to serve as centralized, accessible hubs where residents can receive critical services and information. Collaborating with schools, libraries, local governments, Tribal governments, and service clubs is key to expanding the reach and messaging to all.

*"As a trusted messenger within our community, we hold partnership as one of our core values. Each partnership brings unique strengths and resources to the table, allowing us to provide comprehensive support to our isolated, rural community."*

**Kate Rahmeyer**,  
Plumas Crisis  
Intervention and  
Resources Center





## Community Building, Strengthening Families, and Finding Resources

Framed by the Cascade Range with the legendary and spiritual Mt. Shasta, Siskiyou County has a rich history of Native lands and the California Gold Rush. Each of the county's rural towns has unique characteristics with strong community ties, spread across a geography the size of Connecticut. Today, Siskiyou County's population is 44,076 (Census 2020).

Linking this county together is the **Siskiyou Community Resource Collaborative**. The Collaborative includes seven family resource centers serving rural and isolated communities of Yreka, Scott Valley, Montague, McCloud, Weed, Mt. Shasta, and Dunsmuir. These resource centers collaborate with local churches, county agencies, healthcare providers, schools, service clubs, and local foundations to offer intergenerational activity and supportive services. This model places serving individual and family needs at the core of their outreach, allowing individuals to lead healthy lives.

Each center has a navigator equipped to solve problems – whether fulfilling basic needs such as food or shelter, providing information on youth mental health resources, or connecting people to the internet. Children play areas create a welcoming place for families. Health and wellness



Traveling in Siskiyou with Mt. Shasta

circles and activities bring people out of isolation, a problem especially among low-income seniors. In Yreka, a thrift store helps support the center and provides vouchers for those in need.

The Dunsmuir Community Resource Center created an organic garden to address neighbors' food insecurity concerns. Together with nutrition and cooking classes and lively community events, the once-empty lot has become a joyful place for people to gather and create a sense of belonging. The garden symbolizes the **Siskiyou Community Resource Collaborative's** core belief: *"Healthy families = healthy communities."*

*"Social connections are a big part of what we do. We want to bring people out and together so they can form their own team to support them when we are not around."*

**Steven Bryan**, Executive Director  
Siskiyou Community Resource Collaborative

Steven Bryan calls himself a "trusted messenger" as he bridges the complexities between government resources and family needs. Steven and the Collaborative's role as a "trusted messenger" includes strengthening relationships with local governments. In 2023, Steven presented the State's campaign priorities to the Yreka City Council, resulting in residents learning about the importance of water conservation and dangers of extreme heat. The City Manager immediately connected with him to boost their relationship for other projects and resources.

Navigating resources for client







# Greater Sacramento Regional Snapshot

## Region 2



OCPSC  
consults with  
community-based  
organizations  
for Regional  
"Community  
Connections"



The Greater Sacramento Region, or Region 2, includes the counties of El Dorado, Placer, Sacramento, Sutter, Yuba, and Yolo. It is a blend of urban, suburban, and agricultural communities and includes miles of outdoor recreational areas. Over 2.5 million people live in the region, and Sacramento County is the largest county with a population of approximately 1.5 million. Sacramento benefits from substantial government employment opportunities.

Sacramento County has a history of welcoming refugee groups from all over the world, and nearly a third of the Sacramento County population is immigrants. The diversity of languages spoken other than English includes Spanish, Vietnamese, Russian, Chinese, Hmong, Punjabi, Ukrainian, Tagalog, Cantonese, Farsi, Dari, Hindi, Arabic, and Mandarin (2017-2021 ACS PUMS data).

Yolo County is a rural and suburban county located in the rich agricultural regions of California's Central Valley and Sacramento River Delta. The county includes the four cities of Davis,

West Sacramento, Winters, and Woodland. El Dorado, Placer, Sutter, and Yuba Counties have a mix of residential and commercial areas and agricultural lands. Open recreational spaces, and the forests of the Sierra Nevada complete the landscape.

Older adults are the fastest-growing population in the region. Recent and older immigrants may face language and technology barriers and may not be aware of available resources and services to improve their well-being. Many older adults have a fear of financial scams and crime and can become increasingly isolated, especially if they do not have family members or friends to guide them. In rural areas, inadequate public transportation creates limitations for residents with access and functional needs.

A vibrant nonprofit sector made up of service clubs, community-based and faith-based organizations collaborates to help community members navigate services and facilitate opportunities for education and employment.

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## Region 2 Snapshot

**Total Population: 2,588,613**

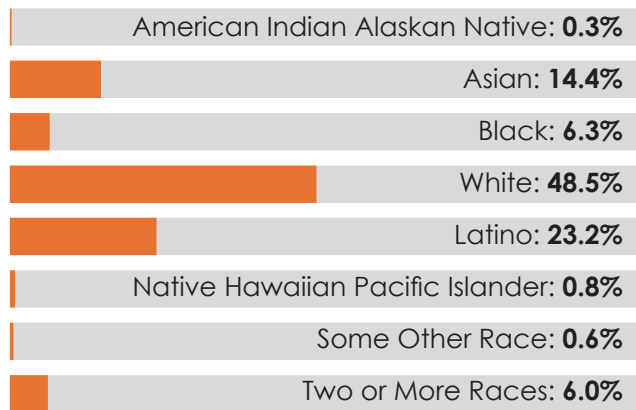


**6.6%**

of State Population



### Population by Race/Ethnicity



**11.7%**

of Population  
with Limited  
English  
Proficiency

California: 17.2%

**Top Languages  
Spoken other  
than English:**

- Spanish
- Vietnamese
- Chinese

### Population **Below** 200% Federal Poverty



Region 2: **26.2%**

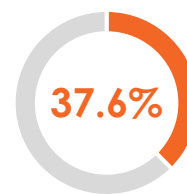
California: **27.5%**



**Greater  
Sacramento**

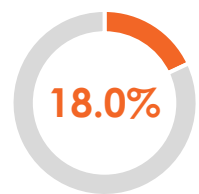
**Counties:** El Dorado, Placer,  
Sacramento, Sutter, Yuba, and Yolo

**Largest Populated Cities:**  
Sacramento, Elk Grove, Roseville



**Renter  
Population  
Percentage**

California: **44.2%**



**Housing Units in  
Hardest to Count  
Census Tracts**

California: **27.3%**

**4.8%**  
**Uninsured Adults**



California: **6.9%**

**7.0%**  
**without Broadband**



California: **7.4%**

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.

# Community Insights

## Hire culturally competent staff from the community

One highly successful tactic used by community-based organizations is to hire staff who represent and are from the communities they serve. Residents are more willing to engage with outreach workers who speak their language and who respect and understand their cultural background. In cases where they do not have the in-house language capacity, they collaborate with other groups with language expertise.

*"We value and encourage dialogue with our community members because it allows us to redesign and readjust how we're marketing and promoting our programs to be attuned to their needs. For our aging community, especially immigrants and refugees, dialogue in their native language is key. These conversations take time and trust to build relationships and communicate effectively."*

**Kazoua Heu**, Lao Family Community Development, Inc.



## Leverage events providing basic needs

Events addressing basic or particular needs attract community members seeking resources at trusted sites, such as food distribution centers or mobile health clinics. Because these are trusted spaces, residents are more likely to be open to receiving complex messages and accessing opportunities.

## Serve as a trusted community partner

Community-based organizations serve as trusted messengers to families by establishing long-term relationships to help them thrive over time. Organizations, such as the Yolo County Children's Alliance, focus on providing personalized support for the whole family. They offer family members workforce training, housing and food support, mental health services, and parenting classes to equip them to become self-sufficient.



**Sacramento Oakland**  
 (916) 222-2798 (510) 533-8850  
 3205 Hurley Way, 2325 E 12th St., Ste. 226,  
 Sacramento, CA 95864 Oakland, CA 94601

**LAO FAMILY COMMUNITY DEVELOPMENT**

**۶ راه حل برای جلوگیری از گرمای شدید هوا**

- مطلع باشید**  
در رابطه به آب و هوای محلی، هوای گرم شدید و معلومات از مراجع زیربط یا اخبار خود را مطلع بسازید.
- درجه حرارت خانه را سرد نگهدارید**  
در جریان روز بخاطر جلوگیری از هوای گرم کلکین و دروازه های خود را بسته نگهدارید و یا از نصب کردن پرده در کلکین از شعاع آفتاب جلوگیری نمایید.
- مایعات کافی بنوشید**  
آب بیشتر بنوشید اگرچه تشنه هم نباشید. از مایعات حاوی شکر و یا کافئین جلوگیری نمایید.
- لباس مناسب**  
لباس های تاستانی بنوشید. از کلاه و عینک های آفتابی استفاده نمایید.
- فعالیت های بیرون از خانه را پلانگذاری کنید**  
فعالیت های بیرون از منزل را قبل از طلوع شدید آفتاب و یا بعد از غروب آفتاب انجام دهید و مکان که تحت پوشش از شعاع آفتاب باشد و یا بادیکه داشته باشد برای فعالیت های بیرون از منزل استفاده نمایید.
- مواظب فامیل تان باشید**  
اطفال، بزرگسالان و افراد بیمار در فامیل را از شدت هوای گرم مواظبت نماید و برایشان توصیه کنید تا مایعات بیشتر بنوشند.

LFCD.ORG 

The Lao Family Community Development provides messages on extreme heat in Arabic and other languages.

*"We pride ourselves on being the anchor in the community and meeting people where they are. Through interactions with residents, we provide information on educational opportunities and navigate them to state and local resources. Outreach staff distribute materials in Spanish, Hmong, Arabic, Dari, Pashto, Urdu, Russian, and Ukrainian so community members have equal access to information and services."*

**Rachel Rios**,  
La Familia  
Counseling Center





# Recognizing Native American Culture and Traditions



CIMC Vaccine Clinic Team

The political sovereignty of California tribes is based on the historical recognition of its distinct communities by the US Constitution. Over the centuries, American Indian and Alaska Native peoples have overcome normalized oppressive policies and practices, even sanctioned extermination campaigns, through the strength gained from their cultural core values and interrelated sense of solidarity. Today, tribes continue to develop and maintain resilience as they address their communities' challenges and expectations. (CIMC census report)

An equity lens allows for consideration of historical context and recognizes the strong cultural traditions and practices of tribal communities when supporting outreach efforts. **California Indian Manpower Consortium, Inc.** (CIMC) plays a leadership role with the State to reach tribal nations, especially the 109 federally recognized tribes in California.

CIMC has served in a critical role for the State's priority campaigns, such as Vaccinate ALL 58 in the height of the COVID-19 pandemic, and extreme heat. CIMC has also played a critical role in the past five decennial censuses to ensure that an accurate census remains a priority among tribal members while respecting their sovereign rights.

CIMC's outreach approach considers cultural traditions, tribal diversity, and tribal leadership structures. CIMC understands the challenges of

## Effective Outreach Approaches:

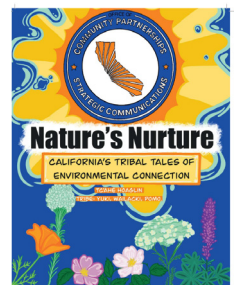
CIMC enhanced their outreach approaches throughout the years as a trusted messenger between the State and Native Peoples by:

- Disseminating information through an extensive Native network, their seven field offices, programs for elders, and partnerships with tribal governments.
- Addressing the mistrust of government and misinformation, such as vaccines and the Census, by highlighting the benefits and recognizing the reasons for hesitation.
- Meeting people where they gather, such as at pow-wows, tribal meetings, health clinics, and festivals, to share relevant information.
- Creating relevant messages and materials. Surveys and conversations helped gauge current sentiments. Coloring books on Native traditions and values not only educated Native Peoples but also the public.

historical trauma and geographic distances in rural areas. For Native communities, a meeting is an intimate space to take the time to be accountable to others and honor them by meeting face-to-face.

To develop effective outreach tactics, organizations must begin by listening to communities. Across California, tribal communities have differing backgrounds, obstacles, and resources. Acknowledging and understanding these varying circumstances helps to navigate relationships more effectively and cultivate mutual respect. By actively understanding each tribe's individual experience, we continue to facilitate collaborative efforts to respect each tribe's sovereignty and contribute to our collective well-being, leading us to improve our outreach efforts.

CIMC used coloring books to educate Native communities focusing on their cultural traditions. They also became a way to share a new perspective with other Californians.







# Bay Area Regional Snapshot

## Region 3



The Bay Area, or Region 3, is a dynamic mix of urban and suburban communities in nine counties, including Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma. Nestled within those counties are 101 municipalities home to almost 8 million people and people who speak over 160 languages.

The greater Bay Area is the second most diverse metropolitan area in the United States, after Honolulu. It is an ever-changing landscape of ethnicities, cultures, and people from many different countries of origin. The rich diversity encompasses growing populations of newcomers to the United States, including people from Afghanistan, Nepal, and Sub-Saharan Africa.

At 28%, Asian and Pacific Islanders now make up the largest ethnic group in the Bay Area and are the largest ethnic population in Alameda (32.4%) and Santa Clara Counties (39.2%). An estimated 1.1 million people (16% of the overall regional population) residing in 200,000 households are linguistically isolated or are limited English speakers. As a result of either limited English proficiency or linguistic isolation, many adults have difficulty communicating their basic needs and receiving vital health, financial, or emergency information, like an extreme heat alert.



OCPSC consults with community-based organizations for Regional "Community Connections"

Although the Bay Area has the highest level of personal income of any metro area in the country, it has the highest income inequality, in part due to an extreme lack of affordable housing, with 47% of residents being renters. Housing shortages force people to live in households with unrelated families, particularly impacting immigrants and refugees, in small, unsafe living quarters, including living rooms separated by curtains. Seasonal farmworkers and other laborers, such as construction workers, spend much of their time commuting to their worksites.

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## Region 3 Snapshot

**Total Population: 7,629,426**

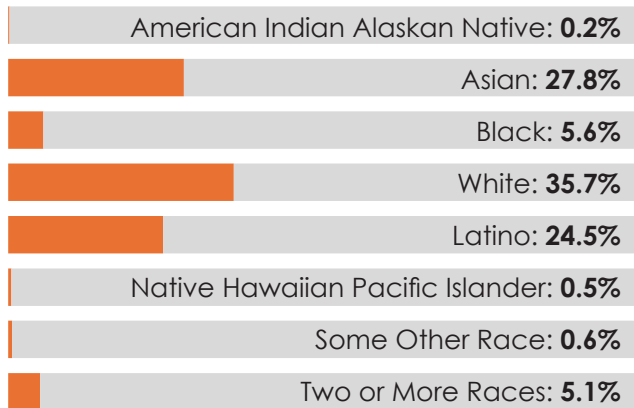


**19.4%**

of State Population



### Population by Race/Ethnicity



**16.0%**  
of Population  
with Limited  
English  
Proficiency

California: 17.2%

### Top Languages Spoken other than English:

- Spanish
- Chinese
- Vietnamese

### Population **Below** 200% Federal Poverty



Region 3: **18.2%**

California: **27.5%**

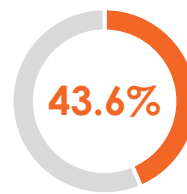


**Bay  
Area**

**Counties:** Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma

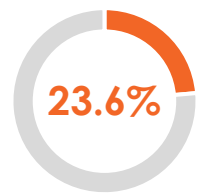
### **Largest Populated Cities:**

San Jose, San Francisco, Oakland



**Renter  
Population  
Percentage**

California: **44.2%**



**Housing Units in  
Hardest to Count  
Census Tracts**

California: **27.3%**

**4.2%**  
*Uninsured* **Adults**



California: **6.9%**

**5.7%**  
*without* **Broadband**



California: **7.4%**

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# Community Insights

## Engage, train, and partner with youth

In multigenerational families and immigrant communities, younger family members often translate documents and conversations to help older relatives navigate services and interactions. Young people are also effective in peer-to-peer outreach using their creativity at unique events or through social media.

*“Young artists can be tapped to talk about messages and policies. These are the people who are in the community and are able to synthesize the history for people, for generations to come.”*

**Gretchen Carvajal,**  
Youth Speaks



## Build connections where people go

Many community members are focused first and foremost on addressing their food, housing, and employment needs. Community-based organizations respond to these needs by distributing food, essential items, and information at events at the park or familiar places.

*“We’ve learned to be present where our communities go and provide in-language, culturally sensitive information focused on their basic needs. We table at farmers markets and food pantries. We reach out in Chinese through WeChat. We visit them in their apartments. By being present and providing information in multiple languages, we’ve built trust, and they come to us when they need help.”*

**Tina Diep,**  
Asian Health Services



Trybe organizes activities for both mothers with young children, provides food assistance and critical information to low-income residents of East Oakland.

## Provide benefit navigation

CBOs provide workshops and other educational opportunities to assist their communities with navigating systems to access services. They partner with local businesses, schools, and libraries to host events. To ensure messages are well received, they are conducted in multiple languages by people from the communities.

*“We engage with community members through train-the-trainer programs, enabling participants to become ambassadors in their own communities, spreading knowledge and fostering positive change. We know that information is power, and by providing it in a language they understand and that respects their point of view, we foster a sense of ownership and empowerment within these refugee and immigrant communities.”*

**Anupama Chapagain,**  
Center for Empowering Refugees and Immigrants (CERI)







### Serving Older Adults

The population of the San Francisco Bay Area is becoming older. This aging population is in the faces of the older Chinese women living in Chinatown and throughout San Francisco. They often live in single room apartments with shared bathrooms and kitchens, without any family support. There is no air conditioner to keep them safe during extreme heat days or digital access to receive information. Most speak Mandarin or Cantonese and may not read Chinese. If they do, they prefer traditional Chinese for written materials. Because of the anti-Asian sentiments and violent incidents in the Bay Area, they are fearful of going out alone, becoming increasingly isolated.

**Self-Help for the Elderly** (SHE), a community-based organization, is deeply involved and respected in the Bay Area community. They have been providing services and support to seniors since 1966 and embody the true meaning of “trusted messenger.” They recognize the challenges of reaching monolingual older adults and those who cannot access information and benefits.

Anni Chung, the previous co-chair of San Francisco’s Complete Count Committee for Census 2010 and 2020 and President and CEO of **Self-Help for the Elderly**, understands the importance of language access and combating misinformation. Her valuable experience leads



Self-Help for the Elderly and OCPSC staff

the organization in their effective outreach and advocacy for vulnerable older adults.

Staff member Kifer Hu, with his many years of outreach experience and knowledge of the Asian community, understands the best ways to conduct outreach with the elderly is to connect in-person through social events. Their holistic outreach strategies include going to where community members live to provide information and assistance with an array of services to meet essential needs.

**Self-Help for the Elderly** uses the WeChat App to provide customized information in Chinese with hundreds of subscribers. Outreach workers and case managers connect older adults to services and programs, from Asian food assistance to translation services. Staff meet individuals where they are to provide information, through home-delivered meals cooked with Asian vegetables, at resource fairs and festivals, and running 15 senior centers.

Their wellness checks, especially during extreme heat, promote staying hydrated and cool. These visits are especially helpful for community members who are alone or homebound. Some may need mobility or escort services because of the fear of Asian hate incidents. While reaching older adults with important information and services, staff have also addressed many client’s isolation and loneliness.

Seniors stay connected through educational workshops and wellness activities at their senior centers, creating a sense of belonging and community.



Staff playing mahjong with residents



# Central Valley North Regional Snapshot

## Region 4



Region 4 covers the northern Central Valley, which includes the counties of Madera, Merced, San Joaquin, and Stanislaus. Though primarily an agricultural area, this region also has fast-growing urban centers such as Stockton and Modesto. According to the California Department of Finance, the Central Valley (Regions 4 and 5) is projected to have the fastest population growth in California through 2060.

The Central Valley is known for intense heat and severe drought conditions. The San Joaquin Valley will face rising temperatures and intensifying heat waves that strain agriculture, infrastructure, and energy systems. Climate change will reduce crop yields and raise heat-related health risks, especially for farmworkers. Droughts will reduce groundwater availability, requiring water-saving technologies and improved water management. (California Fourth Climate Change Assessment San Joaquin Valley)

Over 50% of residents in Madera and Merced Counties identify as Hispanic or Latino, significantly shaping the region's cultural and linguistic landscape. Community knowledge suggests that there has been an increase in indigenous immigrants from Oaxaca and other areas of Latin America, contributing to linguistic diversity and a resurgence of cultural pride as shown by the growth of festivals, markets, events, and restaurants. Local radio stations offer programming in indigenous languages, such as Mixtec, Zapotec, and Triqui, to meet the needs of these growing populations.



OCPSC consults with community-based organizations for Regional "Community Connections"

Migration from larger cities has led to rapid population growth and urbanization, creating demand for infrastructure and affordable housing. This region also has a younger demographic compared to other parts of California with a high proportion of children and young adults, particularly among immigrant families. Older adults on fixed incomes struggle with increased living costs, inadequate health care, and limited public transportation.

There is a high prevalence of multigenerational households, driven by rising housing costs. Rural communities, especially low-income and farmworker families, face challenges due to limited broadband access. This digital divide hinders access to essential services like telehealth, remote learning, and digital tools necessary for economic and social participation.

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## Region 4 Snapshot

**Total Population: 1,784,053**

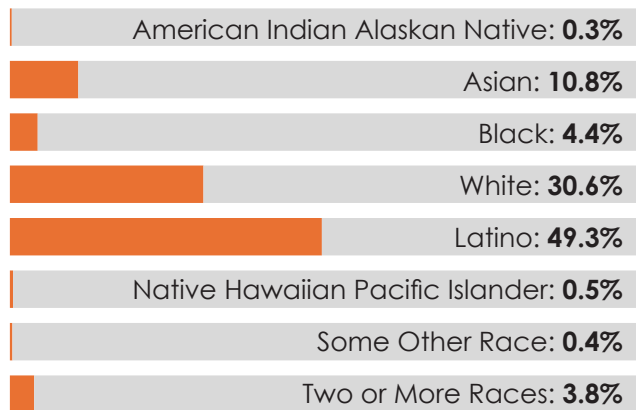


**4.5%**

of State Population



### Population by Race/Ethnicity



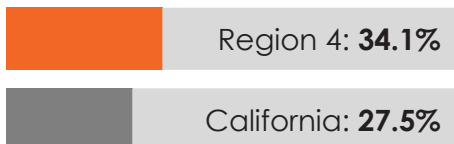
**17.5%**  
of Population  
with Limited  
English  
Proficiency

California: 17.2%

### Top Languages Spoken other than English:

- Spanish
- Punjabi
- Tagalog

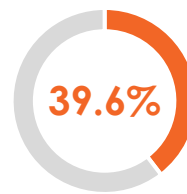
### Population **Below** 200% Federal Poverty



**Central  
Valley  
North**

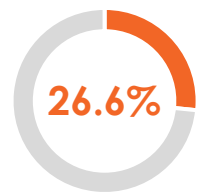
**Counties:** Madera, Merced, San Joaquin, and Stanislaus

**Largest Populated Cities:**  
Stockton, Modesto, Tracy



**Renter  
Population  
Percentage**

California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**

California: 27.3%

**6.8%**  
*Uninsured* **Adults**



California: 6.9%

**9.3%**  
*without* **Broadband**



California: 7.4%

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.



# Community Insights

## Leverage women as pillars of their households

Central Valley community-based organizations focus on reaching mothers and women in their communities. For many cultures within the Central Valley, women manage the household and thus have the most awareness of their family's needs. During door-to-door canvassing, outreach workers weave in critical information into their conversations with women about their children, food and cooking, or issues related to their home. These informed women then become effective community messengers within their own network of families, often to other mothers.

## Collaborate to expand reach across the region

Community-based organizations cross-share strategies and tactics to address specific audiences, informed by their deep community relationships with their target demographic groups. By leveraging their relationships, resources, and events, community-based organizations expand their reach.



Outreach workers share critical information as they engage with communities.

## Using community knowledge to strategize

Leveraging community knowledge by engaging with staff in the planning process to gather insights, perspectives, and expertise helps to identify meaningful outreach approaches. Outreach workers educating workers in the fields or at markets are uniquely equipped to understand and address the cultural nuances because they live in the neighborhood and share similar lived experiences.

*"We've learned how important regional collaboration is, especially when we host events. When we come out and do events together, what we can deliver to the community explodes because now you have multiple languages, multiple symbols, and multiple ways of communicating. We've learned best practices by seeing how other local organizations provide services, and they've learned from us."*

**Ines Ruiz-Huston,**  
El Concilio California



*"Looking someone in the eyes is more respectful, that's how we do the outreach, and the community respects that. The indigenous community is used to direct contact, and they react to that. Flyers on a car don't have the same impact. From our work, we know that everyone can be a community leader and share the life-saving information they hear from us with their family, their church, their community."*

**Hector Hernandez,**  
Unidad Popular Benito Juarez





### Engaging Farmworkers

Farmworkers are vital to the United States's economy, laboring every day in fruit orchards and dairy farms, in blazing heat and freezing cold, to ensure families across the nation have food on their tables.

Farmworkers are least likely to receive accurate and timely information on matters affecting and important to them. Migrant and seasonal farmworkers may move frequently following the seasons and live in temporary, overcrowded, and hidden housing. They often have limited proficiency in English and even Spanish, as many newly arrived migrant and guest workers speak Mixteco, Triqui, and other indigenous languages. Rumours and misinformation are prevalent and can create confusion and fear. Transportation challenges, as well as reliable broadband and internet connectivity due to residing in rural, isolated geographies, serve as additional barriers to access information and services.

Although confronted with sporadic work, low wages, and frequent natural disaster disruptions, farmworker families continue to settle into local communities and make up an integral part of California's regional economy and culture.

The **California Rural Legal Assistance Foundation** (CRLAF) brings over forty years of active engagement with farmworkers and low-wage rural workers. CRLAF recently partnered with the State to raise awareness around critical issues including the California Census operations of 2020, 2010, and 2000; the Vaccinate ALL 58 campaign; and other outreach work to support California's highest priority campaigns. Campaign topics empower residents to build on their existing strengths within community education and advocacy.



Promotoras talking with farmworkers in the fields about the dangers of extreme heat

CRLAF and other organizations serving farmworkers have found that hiring former farmworkers and their children is an effective approach to establish trusting relationships. From shared experiences, values, and knowledge of local issues, these staff members are able to deliver accurate information, while dispelling myths and rumors, and guiding farmworkers to community-centered engagement.

#### Good Practices to Engage Farmworkers

- Worksites are ideal places to communicate with farmworkers because they have little time off from fieldwork and may not have transportation to alternative places.
- Convenient and accessible alternative sites are churches, schools, food distribution sites, local markets, and parks, which are familiar places easily reached without a car.
- Language access is key to making information relevant and timely.



# Central Valley South Regional Snapshot

## Region 5



OCPSC  
consults with  
community-based  
organizations  
for Regional  
"Community  
Connections"



Region 5 covers the Southern Central Valley, the heart and soul of California's agricultural community accounting for more than half of California's food production. It is characterized by a low population density over a large, rural geographical area. This region includes the counties of Fresno, Kings, Tulare, and Kern. Fresno and Bakersfield are the region's largest cities. Fresno is the fifth largest city in California, with Bakersfield the ninth largest, both are significant metropolitan centers in the Southern Central Valley.

The region experiences poor air quality due to its valley topography which traps heat and air pollution. Droughts and extreme heat waves further exacerbate this problem. Air and water pollutants affect the region's rates of respiratory and cardiovascular illnesses and high levels of cancer.

The Central Valley population is overwhelmingly Latino compared to the rest of California. These Latin American immigrants include indigenous communities primarily from Oaxaca, Guerrero,

and Michoacán in Mexico. They play a vital role in the region's agricultural economy but face systemic barriers, including language inaccessibility, poor labor conditions, and limited access to health and education services.

The region is home to the nation's largest Sikh community, making Punjabi the third most spoken language (after English and Spanish) in the region. Fresno is home to the largest Hmong population in California. Central Valley communities contribute to the vibrant cultural and religious diversity of the region.

The Central Valley has significant digital divide challenges including the lack of access and affordability to broadband for low income and rural families. Lack of broadband was identified as a major constraint to the future of agriculture in this region. Farms also lack broadband access necessary for modern precision agriculture. In addition, broadband is needed to strengthen education achievement and healthcare delivery.

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## Region 5 Snapshot

**Total Population: 2,551,189**

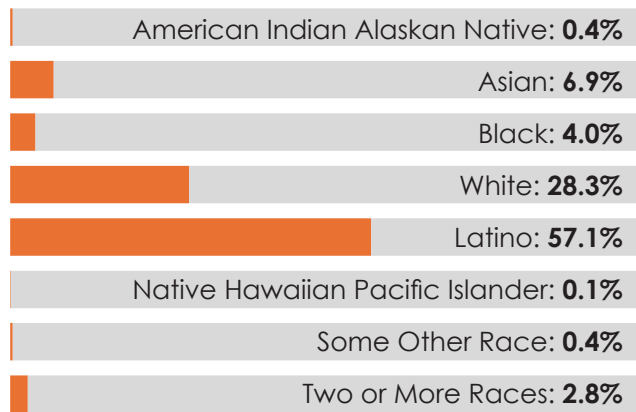


**6.5%**

of State Population



### Population by Race/Ethnicity



**19.3%**

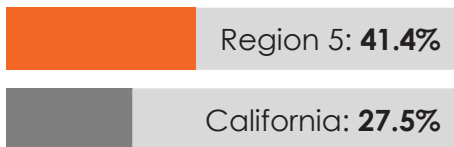
of Population  
with Limited  
English  
Proficiency

California: 17.2%

**Top Languages  
Spoken other  
than English:**

- Spanish
- Punjabi
- Hmong

### Population **Below** 200% Federal Poverty

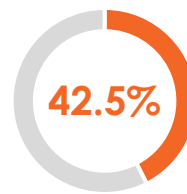


**Central  
Valley  
South**

**Counties:** Fresno, Kings, Tulare, and Kern

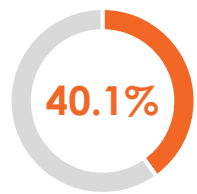
**Largest Populated Cities:**

Fresno, Bakersfield, Visalia



**Renter  
Population  
Percentage**

California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**

California: 27.3%

**7.6%**  
Uninsured Adults



California: 6.9%

**11.6%**  
without Broadband



California: 7.4%

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.

# Community Insights

## Pivot in the face of change

Community-based organizations must constantly shift their outreach tactics to reach residents who are often skeptical of the government and have a growing fear of immigration enforcement. Consistent, timely, and accurate voices from trusted messengers are the foundation of outreach. To address new contexts or ways people receive information, community-based organizations use data to geo-fence message alerts to target populations and text in existing WhatsApp groups. When the usual door-to-door canvassing is not feasible, they spread awareness through neighborhood bicycle brigades, videos with cultural dances and music, and murals with local people and messages.

## Training the next generation for civic engagement

Youth leadership programs operated by community-based organizations foster personal development and contribute to stronger communities through youth civic engagement, creating energy and inspiration for residents. Young people conduct outreach to raise awareness of critical issues for their family and peers.

*"A boy died of extreme heat while playing football. We knew he wouldn't be the last if we didn't act and act boldly. His death wasn't just a tragedy; it was a call to responsibility. We understood then, as we do now, that prevention begins with education, and education must come from people, including youth, our communities trust."*

**Dr. Arleana Waller**, ShePower Leadership Academy



Ameer Abdul-Kareem Brooks, Council on American Islamic Relations, and Hope Flinto and Luisa Sanchez, West Fresno Health Care Coalition, formed a partnership to reach communities.

## Use data to understand community needs

To create a meaningful impact, community-based organizations combine community knowledge with quantitative data. They use participatory surveys of residents to complement information from local government and service providers and Census data. Demographic and language data can help pinpoint which languages are spoken in the neighborhood so they can tailor communications and culturally relevant materials for community engagement.

*"Hard-to-count census tracts directly reflect the lack of resources in our communities. When neighborhoods are undercounted, they're missing out on essential educational programs, housing access, and broadband connectivity. We must use this data not just to understand the gaps, but also to ensure fair representation, and invest in programs that empower the next generation of leaders and drive lasting change."*

**Dayana Lopez**, Dolores Huerta Foundation





# Disability Inclusive Communication and Outreach

**In California, one in four adults has some type of disability.** To provide disability inclusion we must ensure all people can live fully in the world on their own terms. Accessibility means identifying and removing barriers, whether structural or attitudinal, for people with disabilities so they can fully participate in society.



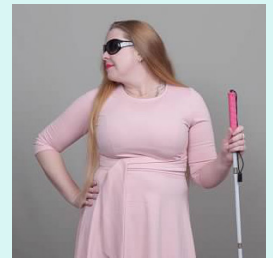
Learning about the intersection of the disability rights and civil rights movement at the Ed Roberts Campus

In partnership with the **Disability Rights Education and Defense Fund (DREDF)**, 11 in-person statewide training sessions educated 100 percent of the Trusted Messenger Network, 121 community-based organizations. Participants walked away reflecting on how their programs, materials, and interactions could be more accessible, accommodating, and inclusive.

**Resources for Independence Central Valley** believes that all people can live independently, with dignity, make their own choices, and participate fully in the community if given the right tools and resources. They serve as a trusted messenger to cross-disability communities in Fresno, Kings, Madera, Merced, and Tulare Counties. With the Central Valley experiencing more extreme heat days, people with disabilities face a heightened risk of injury or death because they are more likely to be low income, lack air conditioning, and cooling centers are not always readily accessible due to transportation barriers.

*"Through our partnership with the State, we have reached people with disabilities who are usually left out, as they lack access to accurate and timely information. For example, we produced a vlog in ASL on knowing the signs of extreme heat. We also served as a local resource to other CBOs to serve people with disabilities. One such partnership is with the Valley Center for the Blind to connect with individuals who are blind or have low vision and who may not have equitable access to information due to lack of expensive Assistive Technology or the skills needed to browse the web and social media platforms."*

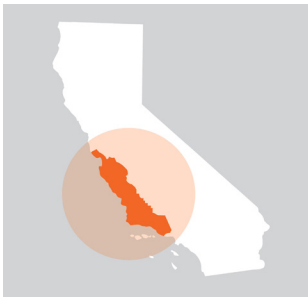
**Sarah Harris,**  
Director of Programs,  
DREDF



### Communication Tactics: Tips for accessible information and communication

- Enlist trusted messengers who represent people with various disabilities.
- Use plain language and everyday words.
- Avoid policy and medical language.
- Provide information in accessible formats such as ASL, braille, closed captions, audio description, and easy-to-read materials with large text and pictures or visual cues.
- Use a microphone when speaking to groups of people.
- Describe graphics so those who are blind or have low vision can follow along with presentations.
- Include audio description on videos as well as alternative text labeling for graphics on digital materials for people who use screen reading software.





# Central Coast Regional Snapshot

## Region 6



The Central Coast invokes images of stunning coastal towns and the fertile Salinas Valley. Region 6 includes the counties of Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura. The population is spread out in small to medium-sized cities with rural farmlands. Forested mountain ranges enhance the diverse ecosystem. The most populous cities are Oxnard, Salinas, and Santa Maria. Five of the six counties in the Central Coast have a higher population of Latino residents than the state average.

With a productive agricultural economy, the region is home to a large farmworker community, with Monterey County having the largest number of farmworkers in the region. Farmworkers often face language access barriers due to limited English or Spanish proficiency. Census data does not accurately capture the language preferences of Indigenous migrant individuals who may be classified as Hispanic/Latino. Migrant farmworkers from Mexico often belong to a mutual support, hometown association, allowing them to preserve their faith, speak their languages, celebrate traditions, and maintain ties to their villages.

The availability of affordable housing is a challenge for Central Coast residents, especially for low-wage workers in the agriculture, tourism, or retail sectors. Rates of student homelessness are



OCPSC consults with community-based organizations for Regional "Community Connections"

more than three times the state average in Santa Barbara (12.3%) and Monterey (14.2%) Counties. Outreach presents a challenge when residents live in unconventional or overcrowded housing.

The Central Coast is particularly vulnerable to climate change with rising sea levels, rising temperatures, and variability in precipitation. Recent climate-related disasters of fires, floods, and storms have caused unsafe conditions for the region's population and geography.

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## Region 6 Snapshot

**Total Population: 2,331,631**

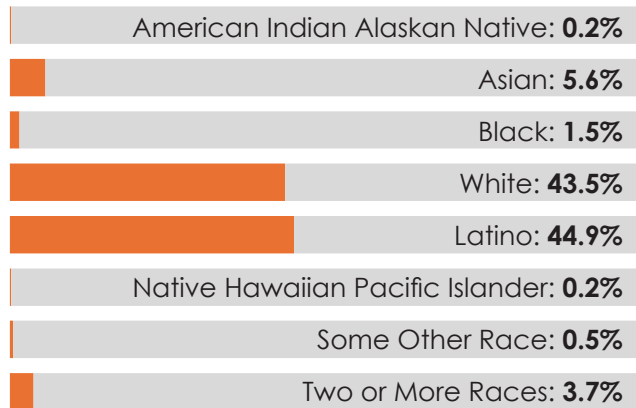


**5.9%**

of State Population



### Population by Race/Ethnicity



**15.8%**  
of Population  
with Limited  
English  
Proficiency

California: 17.2%

### Top Languages Spoken other than English:

- Spanish
- Tagalog

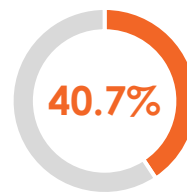
### Population **Below** 200% Federal Poverty



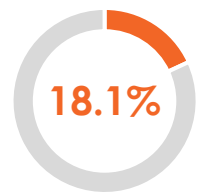
### Central Coast

**Counties:** Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura

**Largest Populated Cities:**  
Oxnard, Salinas, Simi Valley



**Renter  
Population  
Percentage**  
California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**  
California: 27.3%

**7.9%**  
Uninsured Adults



California: 6.9%

**7.0%**  
without Broadband



California: 7.4%

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.

# Community Insights

## Use radio as an effective tool for farmworker communities

In-language radio can foster close ties with communities by addressing their social needs, broadcasting timely information, and providing entertainment. Radio can also be an effective way to prevent the spread of misinformation and dispel myths and fears. It can also prepare and warn the audience of weather emergencies, such as extreme heat or floods.

*"The Mixteco Indigena Community Organizing Project's (MICOP) Radio Indigena offers easy-to-understand programming in Spanish and seven variants of Mixteco, Zapoteco, and Purepecha. Topics on live radio shows include community organizing, healthcare access, mental health, self-help, and wellbeing, as well as native Indigenous music."*

**Mixteco Indigenous Community Organizing Project**



## Community foundations leverage relationships and resources

Community foundations across the state of California play a vital role in engaging with communities. They partner with small community-based organizations by serving as an administrative backbone, leveraging additional funding, and building collaborative networks. They can also cover a vast region by partnering with other community foundations.

*"During Census 2020, the State helped to mobilize us and leverage funding to reach our communities. We built something tremendous together. We went from the Complete Count Committee to the Complete Reach Committee for vaccine outreach. Imagine the potential if we keep this momentum going. We could tackle digital equity. We could tackle extreme heat. Together, there is so much we can do for our communities."*

**Vanessa Bechtel**, Ventura County Community Foundation



Door-to-door canvassing in the Central Coast's agricultural community

## Create impactful outreach activities

Partnering with schools as trusted spaces, community-based organizations extend their reach to youth and their families at resource fairs and workshops. Door-to-door canvassing is most effective in pairs to engage safely with residents. Community-based organizations collaborate to organize and participate in local events or small gatherings.

*"We do not simply hand out flyers, nor are we just extra hands at events. We are agents of change. A promotora is a trusted person known for being helpful and advocating for the needs of their communities. Promotores are volunteers with a heart of service."*

**Santa Barbara County Promotores Network**







# Reaching Communities through Trusted Messengers

The unprecedented challenges California has faced in recent years has demonstrated the State must remain ready to coordinate and communicate effectively with the diverse range of communities it serves. A deep commitment to equity and inclusion for all Californians is what unites community-based organizations and the State. While the State provides data, messaging, and operational support, community-based organizations adapt messaging with sensitivity to the lived experiences of those served.

Providing culturally and linguistically customized outreach requires an understanding of the structural inequalities of a neighborhood and region. Community-based organization outreach workers offer their lived experiences and language competency and provide a grounded understanding of the realities of the individuals and families they serve. Empathy and trust are key to their work and require showing understanding, sharing the facts and supporting the individual to make an informed decision.

**Pajaro Valley Prevention and Student Assistance** hires bilingual community health workers with similar stories, experiences and cultural backgrounds as the community members they serve. Their team overcomes challenges through adaptive outreach strategies, while building rapport and trust. They strive to provide community members with equitable access to resources.

Promotoras chatting about protection from extreme heat with a local resident



*"Relationships matter, especially when you are working with fragmented communities who have endured multiple life-changing events. We create opportunities for community members to engage with one another, learn from each other and test their knowledge. They also commit to sharing the message with another person, which helps them see themselves as educators."*

**Adriana Mata**, Pajaro Valley Prevention and Student Assistance

Community-based organizations use a trusted messenger model by recruiting outreach workers (also known as promotoras de salud, community health workers or navigators) to share information so that community members can make informed decisions. This effective model was recognized during California's Census 2020 efforts and replicated in other outreach efforts. These tested outreach approaches were gleaned from engagements with outreach workers in the Salinas Valley, Merced, Santa Cruz, Madera, and Northern San Diego.



### How to reach community members

- Show up consistently to build trust
- Start a conversation by acknowledging people's situations, priorities, and fears
- Simplify information so it is easy to understand while avoiding medical or legal terms
- Use methods they are accustomed to, such as an in-person, eye-to-eye conversations rather than a flyer they may not read



# North Los Angeles Regional Snapshot

## Region 7 North



Los Angeles County North, or Region 7 North, includes Antelope Valley, San Fernando Valley, and San Gabriel Valley. The largest city centers in each area are: Lancaster and Palmdale in Antelope Valley; Glendale, San Fernando, Pacoima, Northridge, and Van Nuys in San Fernando Valley; and Pasadena, El Monte, Pomona, and San Gabriel in San Gabriel Valley.

Antelope Valley has a majority Latino population of 53%. In the San Fernando Valley, the population is 50% White and 40% Latino. San Gabriel Valley is 47% Latino and also home to the largest Asian community in Los Angeles County, with Asians making up 31% of the population overall. Several cities in the San Gabriel Valley have Asian populations exceeding 50%.

Other than Spanish and English, languages spoken in this region include Korean in North San Fernando Valley and Santa Clarita Valley; Chinese (Mandarin, Cantonese) in San Gabriel Valley; and Russian, Polish, and other Slavic languages in Antelope Valley and San Fernando Valley. The culturally rich and linguistically diverse communities create an ecosystem of ethnic markets and restaurants, and a choice of activities from ballet to Mexican folklorico to martial arts.



OCPSC consults with community-based organizations for Regional "Community Connections"

This area is often at the top of the LA County Public Health's excessive heat warnings, exposing vulnerable communities such as the unhoused and day laborers to life-threatening weather. In 2024, Antelope Valley residents experienced record-breaking heat waves for consecutive days above 110 degrees. Extreme heat can cause power outages and may exacerbate drought and wildfire conditions.

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## Region 7 Snapshot

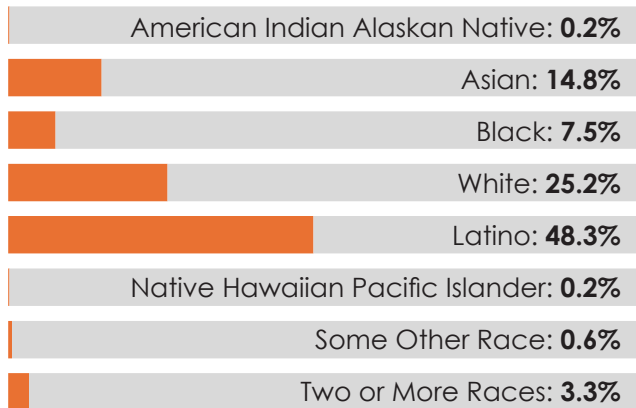
**Total Population: 9,848,406**



**25.0%**  
of State Population



### Population by Race/Ethnicity

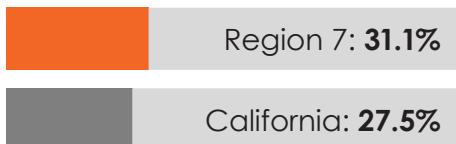


**23.0%**  
of Population  
with Limited  
English  
Proficiency  
California: 17.2%

### Top Languages Spoken other than English:

- Spanish
- Chinese
- Korean

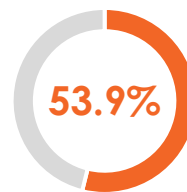
### Population **Below** 200% Federal Poverty



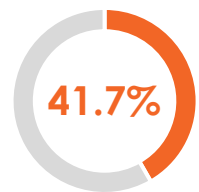
**Counties:** Los Angeles

### **Largest Populated Cities:**

Los Angeles, Long Beach, Santa Clarita



**Renter  
Population  
Percentage**  
California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**  
California: 27.3%

**8.7%**  
*Uninsured* **Adults**



California: 6.9%

**8.2%**  
*without* **Broadband**



California: 7.4%

**DATA NOTES:** The demographic information above is for Los Angeles County, not for the smaller geographic areas of Region 7N and 7S. The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.



## Community Insights

### Leverage data and lived experience to be responsive to communities

Data-informed outreach strategies, using data visualization and historical outreach data, can prioritize communities most in need. By integrating qualitative insights from community members, community-based organizations identify gaps in resources or services that may not be apparent in the data alone. This combined approach allows them to enhance culturally relevant and targeted tactics resonating with their communities' specific challenges and preferences.

### Collective impact through collaborative action

Community-based organizations fill service provider gaps to support underserved populations. Each organization focuses on a specific population, for example, foster children, school-aged youth, older adults, immigrants, or newcomer populations. Together, they organize resource fairs, make connections through schools and elected officials, and use social media to spread awareness. The collaborations between disparately serving populations collectively strengthen the impact these organizations have in the community.

*"We encourage individuals and families to participate actively in workshops, as their involvement is vital for spreading awareness within the community through word of mouth. It creates a network of informed advocates who can drive change and support each other."*

**Adebola Olotu,**  
Meet Each Need with Dignity



On SALVA's radio station, State of California staff share information on extreme heat and how to take meaningful action for the environment.

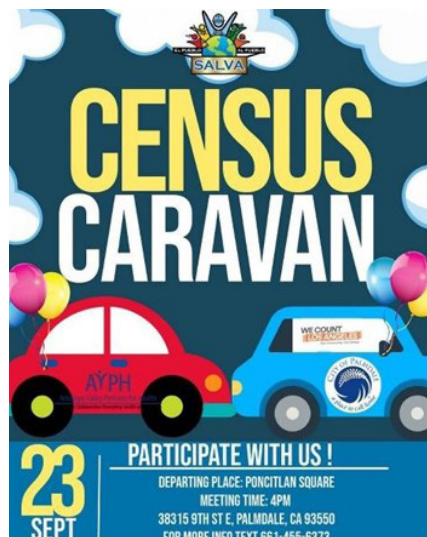
### Rapid response provides immediate support

Natural disasters, such as wildfires and weather-related emergencies, require organizations to provide an immediate and coordinated response. The YMCA of Metropolitan Los Angeles and the Pasadena-Sierra Madre YMCA mobilized quickly to support families and individuals affected by the LA wildfires. They attribute their ability to respond to their deep roots in the community. As LA enters the recovery phase, community-based organizations play a key role in leveraging their trust to reach the most vulnerable populations to navigate services and resources, as well as distribute food and conduct wellness checks.



### Using Data to Reach Communities

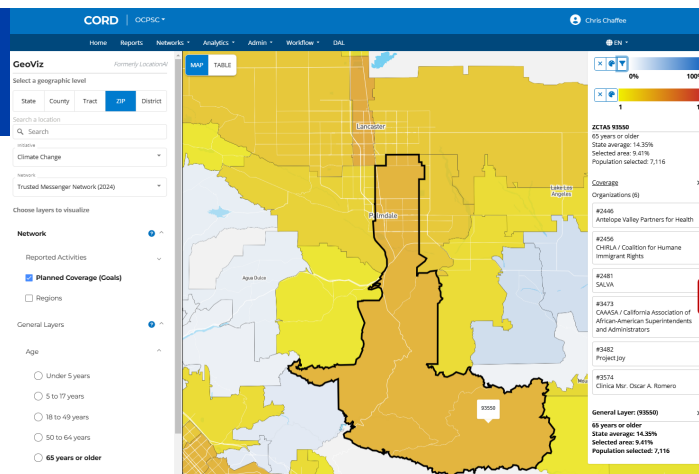
Community-based organizations in Northern Los Angeles County provide much-needed services to the community's most vulnerable populations in Antelope Valley. The Antelope Valley has a population of 413,966 people, which is 52.6 percent Latino. Spanish and Tagalog are the most common languages spoken at home other than English.



Census Caravan with SALVA and Antelope Valley Partners for Health in September 2023. During the pandemic, CBOs created innovative tactics for outreach.

Census data supports the State's partners in reaching the most historically underserved communities. The State leverages data and technology to inform strategy, guide resource allocations, and prioritize those experiencing the greatest health and social inequities. This strategy builds on the success of the California Census 2020 and Vaccinate ALL 58 campaigns.

**SALVA** and the **Antelope Valley Partners for Health** are two examples of current State partners who have worked on the California Census 2020 and Vaccinate ALL 58 campaigns. **SALVA** uses ethnic media as a way to reach community.



Map of the geographic area

"We are trusted messengers or, as people call us, los muchachos de SALVA (the SALVA boys). Our Radio Jornalera SALVA broadcasts in Spanish to our communities."

Partners are encouraged to collaborate to ensure coverage of specific populations according to their expertise, target population, or geographic area. Using customized data platforms, the State shares population data with community-based partners to ensure outreach and communication resources are directed where they are needed most.

"For the Census 2020 campaign, we used SWORD [online data tool] to navigate census tracts and venture into neighborhoods we didn't know even existed. When the pandemic hit, we organized car caravans to inform communities about the census. We used similar tactics to educate people about COVID vaccinations. Now with CORD, we've strengthened our data analysis and added safety precautions to target neighborhoods. We're partnering with California Association of African American Superintendents and Administrators to expand our outreach to schools, ensuring children and their parents are informed of important campaign issues."

**Maximo Aquino**  
Antelope Valley Partners for Health



# South Los Angeles Regional Snapshot

## Region 7 South



Los Angeles (LA) County is home to nearly 10 million people, or a quarter of California's population. During the 2020 Census, LA County was considered the hardest-to-count county in the state. Thus, OCPSC divided the regions into LA North and LA South. LA South includes Central LA, Gateway Cities, Long Beach, South Bay and Westside Cities.

Low-income residents who live in the urban core of LA County cope with overcrowded and multi-family housing units. The county has one of the highest rates of overcrowded housing (defined by more than one person per room) because of housing affordability and low housing stock. While LA County's overcrowding rate is 11%, some neighborhoods have up to 42.6% overcrowding, as is the case for Pico Union. When a crisis strikes, an individual can become homeless, especially if they do not have a support system or housing options.

A third of LA's population is foreign-born, and 55% speak a language other than English at home. The top languages include: Spanish, Chinese, Korean, Armenian, Mandarin, Tagalog, Vietnamese, Cantonese, Farsi, Russian, Japanese, Arabic, Thai, Khmer, and Filipino.

Language and communication access are crucial for those whose primary language is not English, so they can access information



OCPSC consults with community-based organizations for Regional "Community Connections"

and services in their preferred language. Latin American indigenous languages, some Asian languages, and other languages spoken by newcomer populations may not be identified in census data. Persons with disabilities and older adults may require additional layers of communication support.

LA, despite its challenges, continues to offer job and entrepreneurial opportunities in entertainment, finance, aerospace, healthcare, and technology.

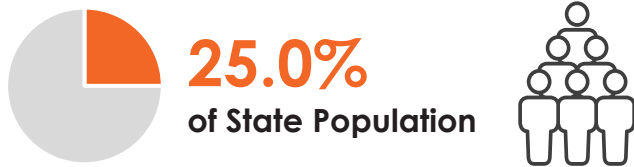
**The Office of Community Partnerships and Strategic Communications (OCPSC)**, housed within the Governor's Office of Service and Community Engagement (GO-Serve), was established in July 2022 to tackle California's pressing statewide issues through effective public awareness and community engagement. Regional Snapshots can be used as a starting point for state agencies to understand demographic data and effective outreach approaches for community engagement. The Snapshots are a result of facilitated conversations with OCPSC's Trusted Messenger Network.



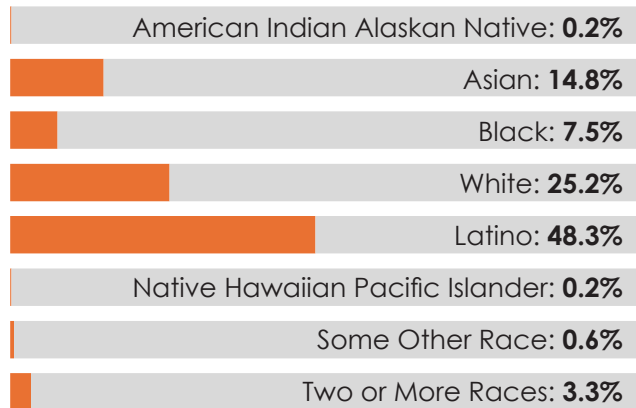


## Region 7 Snapshot

**Total Population: 9,848,406**



### Population by Race/Ethnicity



**23.0%**  
of Population  
with Limited  
English  
Proficiency

California: 17.2%

### Top Languages Spoken other than English:

- Spanish
- Chinese
- Korean

### Population **Below** 200% Federal Poverty

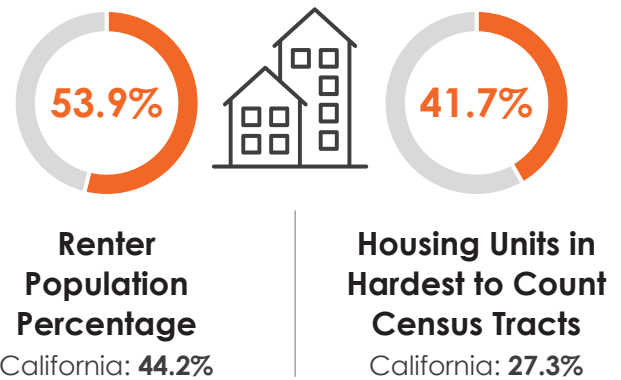


**Los  
Angeles**

**Counties:** Los Angeles

**Largest Populated Cities:**

Los Angeles, Long Beach, Santa Clarita



**8.7%**  
Uninsured Adults



California: 6.9%

**8.2%**  
without Broadband



California: 7.4%

**DATA NOTES:** The demographic information above is for Los Angeles County, not for the smaller geographic areas of Region 7N and 7S. The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.

# Community Insights

## Equip outreach workers to engage the community

Community members may hesitate to engage with outreach workers who must quickly communicate critical, often complex, information. Community-based organizations equip outreach workers with the necessary skills, knowledge, and safety protocols to canvass effectively across diverse environments.

## Use plain language for accessibility

Using plain language makes communication more effective by ensuring it is accessible, clear, and actionable for broad audiences. This best practice is especially helpful for non-native English speakers, older adults, and persons with disabilities. Community-based organizations have used in-language video clips for those who speak another language, including sign language.

*"Providing credible and reliable information from reputable sources in plain language maintains trust in the community. We translate complex public health guidelines into several indigenous languages, many of which have no written form, and into plain language, stripping out the medical jargon."*

**Luis Lopez Resendiz,**  
Comunidades Indigenas  
en Liderazgo



## Outreach to the unhoused community

Community-based organizations provide wrap-around case management services to help unhoused individuals stabilize their housing situation and meet their basic needs. Street outreach to encampments provides critical life-saving information.

*"We use a promotora model to conduct outreach and education efforts. Our promotores de salud are community members who understand first-hand the challenges communities are experiencing. As trusted messengers, they engage and listen to the community, and we can tailor messaging to best reach populations."*

**Jessica Quintana,**  
Centro CHA



Centro Cha's meeting prior to neighborhood canvassing.

*"Inequity continues to affect our most vulnerable communities, with homelessness increasing in Los Angeles. Initiatives like our partnership with the Trusted Messenger Network are dedicated to closing this gap. We offer basic services to ensure our community members' fundamental human rights."*

**Sophia Cortez,**  
Los Angeles Mission

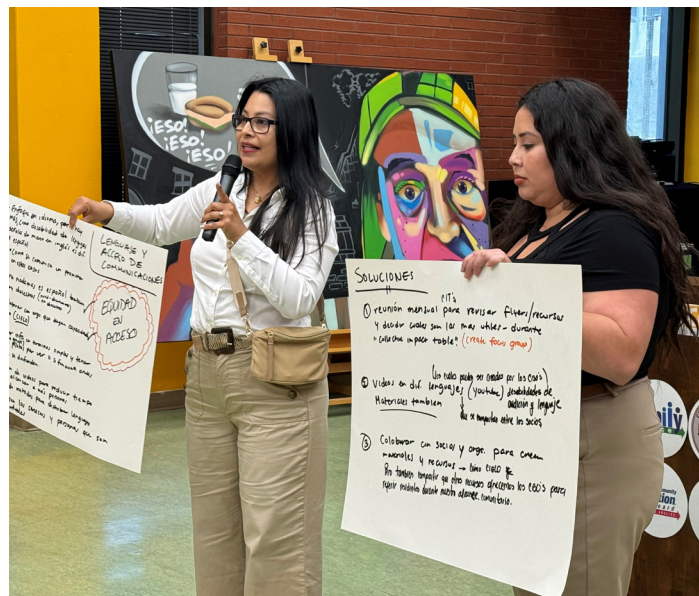




# Scaling Good Practice Outreach Approaches

Los Angeles County, home to approximately a quarter of California's population, is largely a dense urban area with a diverse population comprising the county's vibrant social and economic fabric. In the region, over 2 million people are considered limited English proficient, of which 1.5 million are Spanish speakers.

**Central City Neighborhood Partners (CCNP)** has been a key State partner since the 2020 Census when they created an effective and adaptive model for outreach in neighborhoods such as Westlake, Pico Union, and Koreatown. These neighborhoods have dense rental housing with limited English proficient speakers. The challenging political climate and the COVID-19 pandemic exasperated the spread of misinformation and fear. The pandemic made the digital divide even more pronounced by creating access barriers to vital information and education.



Workshop report out on good practices

*"Our promotora model starts with asking them about what they are hearing from the community. We craft messages to resonate with communities by combining community knowledge with State messaging, which are then delivered by promotoras. They are trusted messengers because they speak the language, know the culture, and are from the community."*

**Diana Alfaro**, Associate Executive Director  
Collaborative Solutions

Since 2000, CCNP has been a cornerstone in the community, collaborating with the City and County of Los Angeles and community-based organizations to connect resources to help families improve their health and economic outcomes. CCNP's 25,000-square-foot facility is home to a family resource center, a food services program serving 800 people weekly, wellness workshops for women, one-on-one financial and career coaching, academic support and space for youth to gather, and other vital resources and services.

**Twenty-nine representatives from 16 CBOs attended a "Collaborative Solutions Workshop." The following key takeaways for effective outreach emerged:**

1. Collect and analyze data with community input as the first step in identifying disparities for equitable solutions.
2. Plan for a variety of interactions with cultural sensitivity to expand language and communication access.
3. Train outreach workers for difficult interactions to foster safer and more effective canvassing.
4. Provide credible and reliable information from reputable sources, such as ethnic media, in plain language to maintain trust in the community and combat misinformation.





# Orange County Regional Snapshot

## Region 8



Known as the O.C., Orange County (Region 8) is a suburban coastal area with densely populated inland cities. It is the third most populous county in California and the sixth most populous county in the United States. The county is known for attractions like Disneyland and beaches along the Pacific coastline.

The rich ethnic diversity of Northern Orange County is reflected in the cultural districts with dense commercial areas and culinary destinations. Little Saigon in Garden Grove and Westminster is home to the largest concentration of Vietnamese outside of Vietnam. It began as a result of the influx of Vietnamese refugees in the late 1970s. The Little Arabia District in Anaheim grew significantly in the 1990s with the arrival of immigrants from Egypt, Syria, Lebanon, and Palestine. Calle Cuatro in downtown Santa Ana is an urban center reflecting the diversity of its residents, businesses, and restaurants, and is reflective of Mexican and other Latin American cultures.

The county's population growth and change in demographics have been driven by growing Latino, Asian, and Pacific Islander populations. The majority of the Latino population is of Mexican origin. Almost a third of the county is foreign-born, and 18% of the population is considered limited English proficient. The majority of the Asian population is Vietnamese, with growing Korean, Chinese, and Filipino families.



OCPSC consults with community-based organizations for Regional "Community Connections"

Languages spoken include Spanish, Vietnamese, Korean, Chinese, Farsi, Tagalog, Mandarin, Arabic, and Japanese.

Recognizing how population data can miss disaggregated populations and language needs, a collective of 17 organizations was established, dedicated to the South Asian, Middle Eastern, and North African (SAMENA) community in Orange County. The community includes more than 26 ethnic and national identities, speaking more than 12 languages. Many of them do not speak English very well, which creates challenges in accessing services and opportunities. The collective aims to advocate for strengthening information access and serving the community's diverse needs.

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## Region 8 Snapshot

**Total Population: 3,164,063**

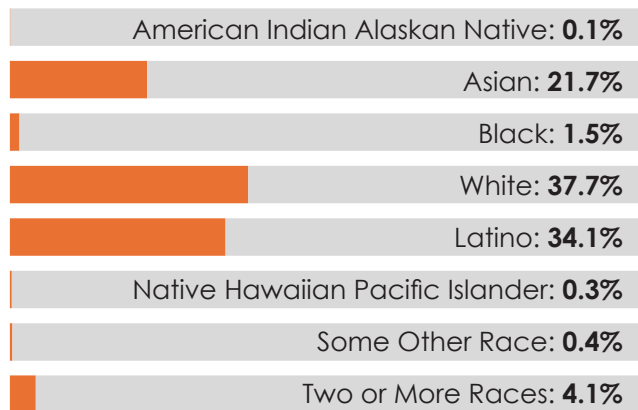


**8.0%**

of State Population



### Population by Race/Ethnicity



**18.0%**  
of Population  
with Limited  
English  
Proficiency

California: 17.2%

### Top Languages Spoken other than English:

- Spanish
- Vietnamese
- Korean

### Population **Below** 200% Federal Poverty

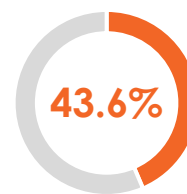


**Orange  
County**

**Counties:** Orange

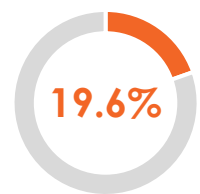
**Largest Populated Cities:**

Anaheim, Irvine, Santa Ana



**Renter  
Population  
Percentage**

California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**

California: 27.3%

**6.8%**  
*Uninsured* **Adults**



California: 6.9%

**5.5%**  
*without* **Broadband**



California: 7.4%

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.

# Community Insights

## Conduct outreach in community settings

Community-based organizations meet people where they are by targeting outreach to high-traffic locations such as ethnic grocery stores, faith-based spaces, community centers, and food banks. By integrating services into familiar community settings, they make it convenient for individuals to access resources and participate in civic initiatives.

*"We try to make a difference by offering accurate information through experiential learning activities at beaches and parks to engage youth on climate action and environmental impacts. They then talk to their peers about the significance of environmental actions. It's a contagious thing when kids get excited about something."*

**Marianne Hugo**, Community Outreach Program Manager, Orange County Coastkeeper



The Mexican BINGO game, *Lotería*, is an interactive way to learn about extreme heat.

## Reach immigrants and refugees through ethnic media

A one-size-fits-all approach does not work for Orange County's diverse population. Ethnic media outlets disseminate culturally and linguistically relevant information to influence the behaviors and actions of their audience. Spanish-language and Vietnamese media use a variety of platforms, including radio, news publications, and online platforms, to inform and engage communities.

*"Why should we partner with other CBOs? We can't do everything ourselves, and we don't want to. We want to be authentic. We want the community to feel comfortable. All our partners have different languages and communities that they support. You're going to make so much more progress if you support each other. We've been able to expand our reach and impact through partnerships with local, smaller organizations that focus on specific populations or neighborhoods."*

**Mario Ortega**, CEO, Abrazar, Inc



## Incubating small community-based organizations

Small community-based organizations may be fiscally sponsored by a more established organization that serves as an administrative intermediary. This allows the smaller, emerging organization to focus on its programming and gain administrative experience. These smaller community-based organizations in Orange County often support refugee, immigrant, and newcomer communities. The staff of these organizations support underserved and multicultural communities to access employment opportunities and navigate basic services.





### Gathering Spaces to create Belonging

In the early 1980s, a large wave of Cambodian refugees, who escaped the “killing fields” of the Communist Khmer Rouge, began coming to the United States. Many came to Orange County and settled in the Minnie Street neighborhood of Santa Ana in crowded low rent apartment complexes. In 1982, Cambodian refugee leaders pooled resources and began helping other Cambodians with English classes, adjustment counseling and translation.



The Cambodian Family and Census 2020 Team

**The Cambodian Family** builds on their experience of serving newly arrived individuals and families who have fled their homelands for dreams of a better life. They provide civic engagement and immigrant services, such as English and citizenship classes and referrals to free or low-cost legal services.

Their clientele has grown to include immigrants and refugees from all over the world, including Mexico, Central America, Vietnam, Laos, Iran, Iraq, Afghanistan, Russia, Ukraine, Bosnia, Ethiopia and Somalia. This tapestry of diverse clientele presents opportunities for collaborations with over 55 organizations.

Through its wellness programs, **The Cambodian Family** addresses the stigma of mental health to reduce health disparities in the communities they serve. They integrate youth behavioral health support, with their programs on peer support, stress management, and educational workshops.

*“Our clientele trusts us because of years of service to the community – we’ve provided COVID vaccines, food relief, and youth activities, as well as information on the 2020 Census. Our frontline staff are hired directly from our communities and most of us can empathize with the trauma of being uprooted from our homes and the impact on families. Our holistic programming helps immigrants and refugees to improve their social well-being and create community.*

*Our mental health work creates a space for gathering which is very important in our culture. The word gathering speaks to a value many Cambodians bring with them which is the importance of the collective over the individual.*

*In order for us to serve, we must serve the whole person. We are not just translating, taking them to the doctor, or providing language needs. We understand that we need to serve the whole person, family and the community in order to meet the needs of one person.*

*The photograph below, captures the essence of belonging. This is a community garden that was created from a lot behind our building. After we turned this vacant space into a place of beauty; Mings (Aunties) found their way there, laid out the katel (blanket) and spread out food.*

*This is when I realized what we do is far greater than outreach. We provide a place for women to gather, talk, share meals and experiences in a new land.”*

**Amina Sen**, Director of Health and Mental Health Program





# Inland Empire Regional Snapshot

## Region 9



OCPSC  
consults with  
community-based  
organizations  
for Regional  
“Community  
Connections”



Known as the Inland Empire, Region 9 covers two counties, Riverside and San Bernardino, which is the largest county by area in the United States. Home to over 4.6 million people, the Inland Empire's population is 52.5% Latino and skews younger than most parts of California, other than the Central Valley. This region is one of the fastest growing regions in California, with people moving from neighboring counties.

The region, including High Desert communities like Victorville, Apple Valley, and Adelanto, as well as Low Desert cities such as Coachella Valley, Mesa, and Blythe, faces heightened vulnerability to extreme heat, droughts, mudslides, and wildfires, especially in under-resourced areas. City, regional, and state entities collaborate to provide emergency and preparedness activities, community awareness campaigns, and resources to decrease catastrophic outcomes, such as

those seen during the 2024 San Bernardino fires.

With picturesque landscapes, a growing art district, and relatively affordable housing, the lure of the Inland Region has grown exponentially. Rapid growth of warehouse and residential developments has severely impacted and replaced once-flourishing and revered agricultural spaces, farmlands, and open fields.

The region serves as both a state and national conduit for the trucking industry, which plays a dual role as a major economic driver while exacerbating an already compromised and limited traffic system. This contributes to poor air quality due to elevated levels of pollution from emissions, increasing adverse health outcomes such as asthma, cancer, and other respiratory conditions in children and senior populations.

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## Region 9 Snapshot

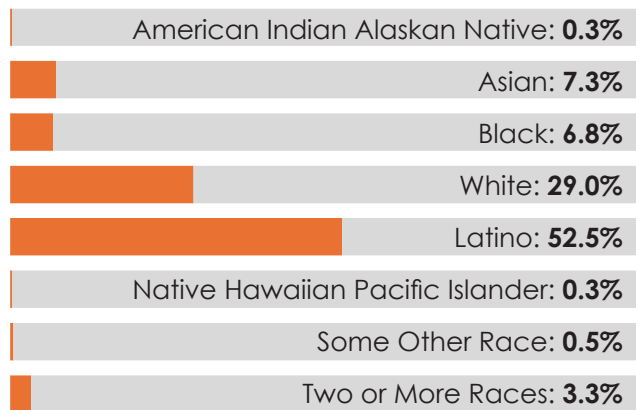
**Total Population: 4,637,725**



**11.8%**  
of State Population



### Population by Race/Ethnicity



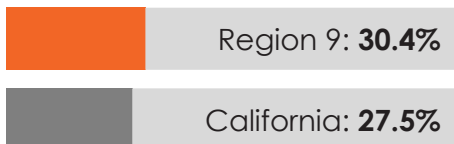
**14.5%**  
of Population  
with Limited  
English  
Proficiency

California: 17.2%

### Top Languages Spoken other than English:

- Spanish
- Chinese
- Vietnamese

### Population **Below** 200% Federal Poverty

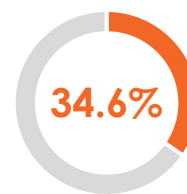


**Inland  
Empire**

**Counties:** Riverside, San Bernardino

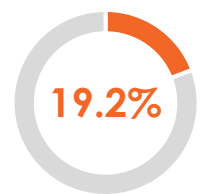
**Largest Populated Cities:**

Riverside, San Bernardino, Fontana



**Renter  
Population  
Percentage**

California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**

California: 27.3%

**8.2%**  
*Uninsured* **Adults**



California: 6.9%

**7.5%**  
*without* **Broadband**



California: 7.4%

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.



# Community Insights

## Purposeful partnerships for deeper engagement

While an organization may have a niche scope of work and reach, many embrace the “village” concept — recognizing the power of cross-sector collaboration in uplifting individuals across demographics, races, and cultures. Partnerships expand outreach to families and children.

*“Traditionally, Latinos turn to our faith as the answer for all things. Reach Out partners with faith-based organizations because they are the center of the community, easily identifiable, and provide a safe, welcoming, non-judgemental space for the community to receive relatable and reliable information, resources, and comfort. Churches are like extended family.”*

**Mayra Mixco-Chavez**, Reach Out



Interactive engagements or two-way conversations increase information retention and allow for tailoring the content to personal experiences and in the language of the recipient of the information.

## Create safe spaces to connect

Community-based organizations acknowledge historical and systemic inequities contributing to the distrust of government and others. They support residents in navigating access to critical information and resources in Spanish and other languages. Given the sprawling geography of the region, they engage with residents where they already go, making outreach more accessible and convenient.

## Understand the context and challenges

The Inland Empire's challenges include environmental vulnerabilities leading to adverse health outcomes, especially for children and older adults. Community-based organizations tie environmental and health education into their outreach to recognize residents' concerns.

*“Farmworkers do not have a safety net when they are unable to work, such as during the pandemic, storms, and immigration enforcement. To reach them, we go to the fields and worksites, communicate virtually, and canvass door-to-door. We have to shift gears every day to reach vulnerable populations who are under attack.”*

**Luz Gallegos**, TODEC



*“You have to listen to those who are struggling the most, and make sure they can bring their solutions to the table. Then, you have to build partnerships and get the resources to make those solutions a reality.”*

**Michelle Decker**, Inland Empire Community Foundation





### Building Resilient Communities

Community-based organizations in the Inland Empire have a long-standing history of ensuring their respective communities' voices, needs, and hopes are included and represented. While Inland Empire organizations may focus on a particular geographic area or issue, they also operate as a "village." There is a spirit of camaraderie among community partners who seek innovative solutions to some of the region's toughest challenges, including environmental and health vulnerabilities, industrial expansion, and climate disasters. Vulnerable community members are often the most impacted by crises.

Partnering with small community-based organizations, such as **Building Resilient Communities**, is an effective approach to reaching diverse communities. Many of the small community-based organizations in the Inland Empire collaborate with faith-based organizations, small businesses, local governments, and State Agencies. This Collaborative focuses on talking through local challenges, finding community-based solutions, and sharing best practices to lessen equity gaps.



*"We have to embrace the concept of the whole community. It takes everyone to prepare, respond, and recover. It's not just the government. It's not just us community-based organizations. It's neighbor-to-neighbor. It's everyone."*

**Debra Williams**  
CEO, Building Resilient Communities



A convening of small community-based organizations organizing to lessen equity gaps in the Inland Empire

**Building Resilient Communities** culminates the Collaborative's collective social determinants of health themes via their signature *Ark of Safety Community Resilience Summit* series for disaster preparedness training and coordination to remove barriers that have adversely affected people in times of disaster and their overall health.

Rooted in faith, Building Resilient Communities' **Debra Williams** offers leadership tips on working collaboratively. She learned these lessons during the COVID-19 pandemic while advocating with diverse entities to address historic inequalities unmasked by crises.

- Integrate cultural norms within collaboratives
- Conduct self-care and check in with each other
- Coach and lead by example
- Probe people for feedback and get everyone engaged
- Be trauma-informed
- Make meetings a safe place – it's okay to be vulnerable, including laughing, crying, and not knowing



# Border Region Regional Snapshot

## Region 10



OCPSC consults with community-based organizations for Regional "Community Connections"



The Border Region, known as Region 10, includes San Diego and Imperial Counties. San Diego County is the second most populous county in California, with a population of 3.3 million people, which are nearly 35% Latino. Imperial County has a population of over 179,000 people, 85% are Latino. This region is located in one of the busiest international land border crossings in the world with people travelling for work, shopping, medical care, and schools.

San Diego County is home to 18 federally recognized Indian reservations, more than in any other county in the United States, though only a small percentage live on reservation land.

San Diego County is one of California's largest recipients of refugee arrivals, home to 756,142 foreign-born residents, primarily from Latin America, with a growing population from Asian countries. In 2022, Afghanistan and Haiti were the top two countries of origin for refugees. The top

languages include Spanish, Tagalog, Vietnamese, Chinese, Arabic, Korean, Mandarin, Farsi, Japanese, Russian, Filipino, Lao.

The military has a significant economic impact on San Diego, which is home to over 100,000 active-duty service members and an estimated 240,000 veterans and their families — making it one of the largest concentrations of military personnel in the country.

The county seat and largest city of Imperial County is El Centro. With an economy built on agriculture, many workers cross the border daily from Mexico to work in the fields and other industries in Imperial County. Imperial faces unique challenges affected by high poverty, low-broadband, and regularly faces extreme heat year-round. With limited public transportation options and rural, geographically separated communities, community-based organizations play a critical role to connect residents to lifesaving resources.

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## Region 10 Snapshot

**Total Population: 3,462,101**

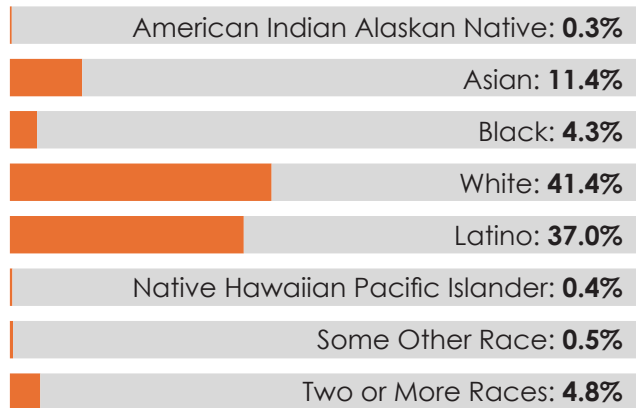


**8.8%**

of State Population



### Population by Race/Ethnicity



**14.1%**

of Population  
with Limited  
English  
Proficiency

California: 17.2%

**Top Languages  
Spoken other  
than English:**

- Spanish
- Tagalog
- Vietnamese

### Population **Below** 200% Federal Poverty



Region 10: **24.9%**

California: **27.5%**

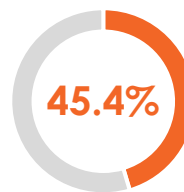


**Border  
Region**

**Counties:** San Diego, Imperial

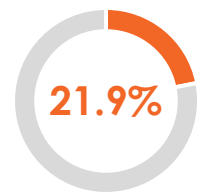
**Largest Populated Cities:**

San Diego, Chula Vista, Oceanside  
El Centro



**Renter  
Population  
Percentage**

California: 44.2%



**Housing Units in  
Hardest to Count  
Census Tracts**

California: 27.3%

**6.8%**  
*Uninsured Adults*



California: **6.9%**

**5.9%**  
*without Broadband*



California: **7.4%**

**DATA NOTES:** The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.

# Community Insights

## Ethnic Community-Based Organizations

San Diego's ethnic community-based organizations address the unique needs of the newly arriving refugee and immigrant populations, including adapting to the United States and navigating immigration requirements. They hold compassionate conversations around basic needs, creating a gateway to discuss other critical topics. They serve residents in Swahili, Laotian, Khmer, Haitian Creole, Somali, and more.

## Trusted Messengers provide consistency with communities

Social connectedness is the foundation of outreach and engagement work and requires two-way relationships. Community-based organizations' staff speak several languages and navigate unique relationship dynamics of cultures, which vary by age, gender, religion, and country of origin. They can also identify key influencers within their communities, whether they are a religious leader or matriarch in the community. Consistency in serving the neighborhood in familiar areas, such as schools, or through weekly neighborhood canvassing, builds trusting relationships.

## Enlist participation from community members

Community members participating in promoting a message is an effective vehicle for public education. They can tell their own stories in person or through video and in their own language to combat misinformation. Intergenerational dialogue allows elders to share cultural traditions while younger members contribute new perspectives and skills, resulting in learning different ways of thinking and acting.



Universidad Popular outreach workers wear pink vests so they can be easily recognized in the neighborhood.

*"We've built a team of promotoras who serve the community they've come from. Individuals who are deeply rooted and connected historically, culturally, politically, and spiritually to our community. These are individuals who have been at the forefront, who have really been given a gift, which is to be able to communicate, to engage, to respect and to understand one another."*

**Arcela Nuñez-Alvarez,**  
Universidad Popular



*"We've been supporting migrants and residents in the county for three decades, listening and responding to their concerns during extreme heat. Imperial County has record-breaking summer heat temperatures well over 100 degrees. Because of our continued presence in the community and the respect we've built, our door-to-door canvassers are often met by older adults grateful for the information in Spanish for themselves and their kids."*

**Esther Bejarano,** Comité Civico Del Valle, Inc.





### Reaching Immigrants and Refugees

California has long been home to immigrants and refugees who support the State's economy in many ways. As neighbors, business owners, taxpayers, and workers, immigrants and refugees are an integral part of California's diverse and thriving communities and make extensive contributions benefiting all Californians.

A group of community-based organizations in San Diego shared what they were hearing about challenges facing immigrants and their families. Although future immigration policies and plans are uncertain, the fears and stress children and families feel are real. Children in mixed-status families worry about deportation of a parent or family member, especially within targeted communities, such as racial or ethnic minorities like Haitians, LGBTQ+, DACA recipients, and others who feel targeted. Nonprofit organizations are stretched to meet the basic needs of these communities for food, shelter, and safety, especially since the pandemic. Staff and volunteers are emotionally drained from navigating the balance between serving communities, compassion fatigue, and long-term organizational sustainability.

San Diego and Imperial Counties straddle one of the busiest border crossings in the world. Due to their proximity to the border, community-based organizations are on the frontlines of providing essential information, support, basic needs, and services to growing populations of newcomers from various countries and cultures. They include asylum seekers, refugees, temporary or permanent residents, and migrant workers. They are faced with navigating immigration laws, as well as finding housing, employment, healthcare, and education opportunities. Some of these community-based organizations partner with smaller, ethnic-based organizations to expand their reach and presence in different languages.



Blanca Morales in front of mobile clinic of the Calexico Wellness Center

**The Calexico Wellness Center** serves families in the border region to support healthy lifestyles. Since 2021, the Center has vaccinated over 50,000 people against COVID-19.

*"My parents, older brother, and I immigrated from Mexicali in the early 1960s. I grew up in Calexico in the 1970s. As children, we often helped our parents by translating for our household. I know that many patients in Calexico face challenges due to inadequate help and language barriers. I love helping people and bringing positive change to my community. We act as patient navigators and enjoy partnering with local nonprofit agencies and organizations."*

**Blanca Morales**, Founder and CEO of Calexico Wellness Center







The **Office of Community Partnerships and Strategic Communications** (OCPSC), housed within the Governor's Office of Service and Community Engagement (GO-Serve), was established in July 2022 to tackle California's most pressing statewide issues through effective public awareness efforts and community engagement.