



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.

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 1 Snapshot

Total Population: 1,245,578

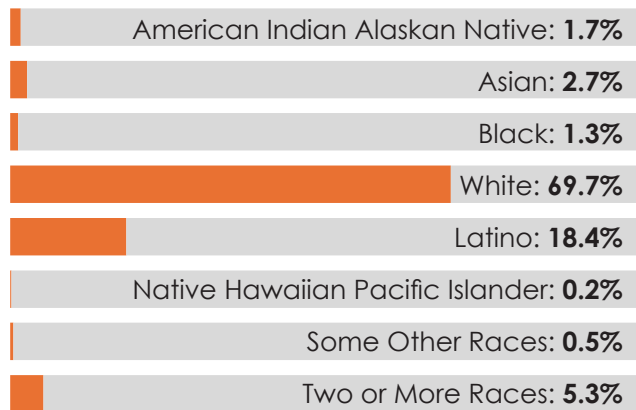


3.2%

of State Population



Population by Race/Ethnicity



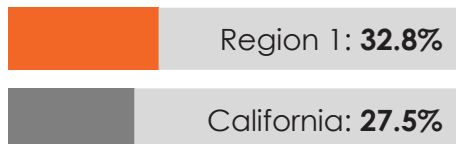
4.9%
of Population
with Limited
English
Proficiency

California: 17.2%

**Top Languages
Spoken other
than English:**

- Spanish

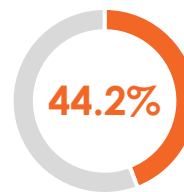
Population **Below** 200% Federal Poverty



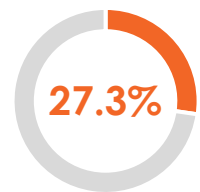
**Northern
California
& Sierras**

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





Region 1 Northern California & Sierras

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

