



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.

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 2 Snapshot

Total Population: 2,588,613

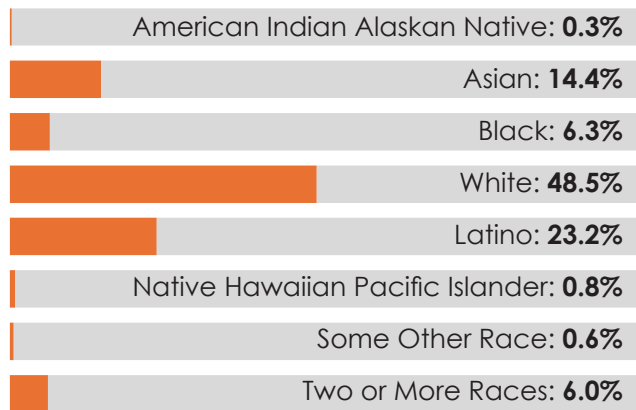


6.6%

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%**



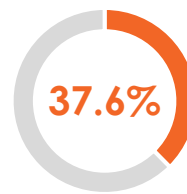
California: **27.5%**



**Greater
Sacramento**

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

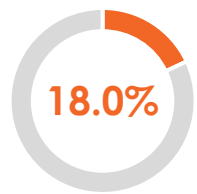
Largest Populated Cities:
Sacramento, Elk Grove, Roseville



37.6%

**Renter
Population
Percentage**

California: **44.2%**



18.0%

**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
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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 مرتبط 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 HeatReadyCA.com

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.

