



# 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.

**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 3 Snapshot

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

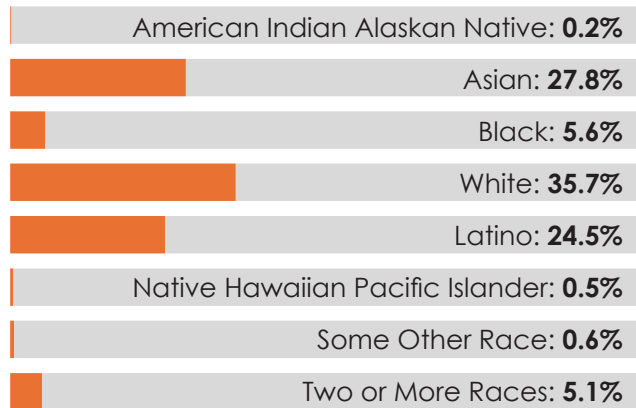


**19.4%**

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%**

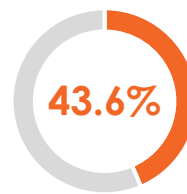
California: **27.5%**



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

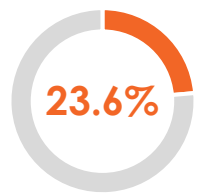
### Largest Populated Cities:

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%**

**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

## 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