CENSUS 2020 GOAL

Ensure that everyone is counted once, only once, and in the right place.
WHAT is the census?

• Government survey that asks basic questions like age, name, race, and ethnicity about each person living in your household

• Required by law for all people living in the United States

• Will NOT ask about immigration or citizenship

10 questions, 10 minutes, 10 years
WHY do we get counted?

Census data is combined into statistics that are used to make important policy and budget decisions:

- **Representation**
- **Planning / Infrastructure**
- **Funding for Federal Programs**
- **Inform Businesses**

Each person not counted could result in a loss of $1,000/year in community funding for the next 10 years.
CENSUS BY THE NUMBERS

Of Contra Costa County’s revenue comes from Federal & State resources
California receives approximately $76 billion in federal funding, based upon the state’s population.
CENSUS BY THE NUMBERS

Each person **not counted**

Loss of $1000 to $2000 EACH YEAR
CA’s population belongs to one of the groups historically undercounted during the once-a-decade Census process.
Of Contra Costa County residents live in “Hard-to-Count” Census Tracts.
CENSUS BY THE NUMBERS

5% Undercount in Coco County

= Loss of $500 Million to $1.1 Billion over 10 years
WHO counts in the census?

EVERYONE! All people living in the United States on April 1, 2020, including:

- Babies, young children, and seniors!
- Immigrants
- Formerly incarcerated individuals
- People not living in houses or apartments

Everyone within a residence is counted regardless of their relationship, including:

- Relatives and extended family living in the home
- Non-family renters living in the garage or in a backyard unit
- If you are unsure if people in your residence have already been counted somewhere else, count them anyway!
HARD TO COUNT POPULATIONS

Contra Costa County is focusing on trying to reach the Hardest to Count populations. These include:

- Children under 5
- Youth between 18-24
- Racial and Ethnic minorities
- People living in poverty
- Non-English Speaking households
- People with no high school diploma
- Highly mobile people
- Renters, and people in multifamily units
- Seniors
- Veterans

- LGBTQ
- People experiencing homelessness
- People who are distrustful of government
- Undocumented immigrants
- People living in Rural areas
HARD TO COUNT POPULATION AREAS

• Contra Costa has approximately 250,000 (20%) people living in Hard-to-Count census tracts throughout the County.

  • San Pablo (22,400) out of 31,156 – **72% Hard to Count**
  • Richmond (55,800) out of 110,040 – **51% Hard to Count**
  • Pittsburg (32,400) out of 72,141 – **45% Hard to Count**
  • Antioch (37,400) out of 111,674 – **34% Hard to Count**
  • Concord (22,700) out of 129,783 – **15% Hard to Count**
  • Unincorporated (18,600) out of 173,406 – **11% Hard to Count**
  • San Ramon (8,100) out of 75,931 – **11% Hard to Count**
WHEN do we get counted?

Census Day is officially **April 1, 2020**.

- Most people can respond online, by phone, or by mail between March and April 2020

- People who do not take the census by April 30, 2020 will be visited by a Census Bureau worker between May and July

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We are encouraging everyone to respond online, by phone, or by mail **before April 30, 2020**
Road to the 2020 Census

2020 Census Operational Timeline

March: Census Bureau delivers questions to Congress
April: Open 6 regional census centers
October: Full implementation of the communications program
October: Partnership specialists begin working for Census Bureau
January: Begin enumeration in remote Alaska
February: Group Quarters Operation begins
March: Update Leave begins
Census Survey
March: Census Day
April 1: Census Day
May: Nonresponse Followup begins
December 31: Deliver apportionment counts to the President

Key census activities start in 2018 and continue through 2021
January-March: Open 40 area census offices
June-September: Open remaining 208 area census offices
August: Conduct In-field Address canvassing
March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
## Countdown to Census 2020

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>US Census Bureau</th>
<th>Contra Costa Complete Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 2019 – Feb 2020</td>
<td>Recruitment &amp; hiring of over 8K Census Takers / Enumerators</td>
<td>Early stage census outreach activities (trainings, outreach, canvassing)</td>
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<tr>
<td></td>
<td></td>
<td>Census Job Opportunity Messaging</td>
</tr>
<tr>
<td>Mar 2020 – Apr 2020</td>
<td>Self-response period (online, by phone, on paper)</td>
<td>&quot;Count Me In&quot; events; QAC/QAK operation</td>
</tr>
<tr>
<td>May 2020 – Jul 2020</td>
<td>Non-response follow up operation. Census takers visit ALL households that did not respond</td>
<td>Late stage census outreach activities</td>
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</tbody>
</table>
### What You Will Receive From the Census Bureau and When

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
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</thead>
<tbody>
<tr>
<td>March 12-20, 2020</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26-April 3, 2020</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16, 2020</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27, 2020</td>
<td>A final reminder postcard before the Census Bureau begins in-person follow-up.</td>
</tr>
</tbody>
</table>
WHERE do we get counted?

• We are counted at our usual place of residence (where we live and sleep most of the time)

• People experiencing homelessness will be counted at service-based locations (shelters, soup kitchens, etc.) or outdoors between March 30 and April 1

• People living in “transitory locations” (RV parks, motels, etc.) will be counted where they sleep in April

• People living in “group quarters” (college on-campus housing, nursing homes, correctional facilities, etc.) will be counted at those locations between April and June
HOW do most people get counted?

Use your CENSUS ID NUMBER (sent by mail in March 2020):

- **ONLINE**: visit the Census website and fill out the survey online
- **BY PHONE**: call the Census Bureau and provide your answers over the phone
- **BY MAIL**: request a paper Census form that can be mailed back to the Census Bureau (English & Spanish only)

San Francisco Bay Area residents can bring their Census ID Numbers to a local **Questionnaire Assistance Center (QAC)** for in-language assistance.

Text the Bay Area Counts 2020 campaign to look up your nearest QAC.
March 12, 2020

A Message from the Director, U.S. Census Bureau

Dear Resident:

This is your invitation to respond to the 2020 Census. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

• Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
• Help your community prepare to meet transportation and emergency readiness needs.
• Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1st at: XXXX.XXXX.gov

The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free 1-844-330-2020.

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Language guides & glossaries are available in 59 languages

Languages for ONLINE & PHONE responses: English, Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese
KEY MESSAGES ABOUT THE CENSUS

**Easy**

Short questionnaire. Depending on your household, it takes about 10 minutes to complete.

**Safe**

Census Bureau workers take an oath to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine up to $250,000 or imprisonment of up to 5 years, or both.

**Important**

Census Data helps determine our political representation and funding for local roads, schools, and community improvement.
BARRIERS TO A COMPLETE CENSUS COUNT

• First online Census: Concerns about digital divide and fears about security

• Deep Distrust in government and fallout from Citizenship Question legal battle combined with ongoing political rhetoric and ICE raids

• Disconnect between the importance of the Census and daily life – difficult to see direct impact of being counted.

Overcoming Barriers

• Our focus is to work with trusted messengers to create a deep grassroots effort to reach the hardest to count populations.
| US Census Bureau | • Responsible for the Count  
|                 | • Partnership Specialists & Census Bureau Jobs  
| State of California | • Invested: Budgeted $180.0 million  
|                    | • Grants to Counties, Regional CBOs, Statewide Outreach Contracts  
|                    | • Contra Costa receives prox. $363,000  
| United Way Bay Area | • UWBA has State contract to implement Outreach for SF Bay Area  
|                    | • UWBA and local Foundations are providing grants to local CBOs  
| Contra Costa County | • Investing $500K in Grants, Tech Access & Unsheltered Outreach  
| Partners | • Coordinate & Fund Local Outreach  
|          | • Awarded grants to 59 local groups  
|          | • Trusted Messengers  
|          | • Work Directly with Hard-to-Count Population and encourage to fill out the Census Form  

CONTRA COSTA COUNTY OUTREACH STRATEGY GOALS

1. Achieve a **Self-Response Rate of at least 76.9%** (2010 Self Response Rate according to the US Census Bureau);

2. **Increase participation** in hard-to-count communities;

3. **Collaborate** with the U.S. Census Bureau, State, regional groups, the Regional ACBO, Contra Costa cities and special districts, and community organizations to avoid duplication and effectively communicate the Census message; and

4. **Build additional capacity and strengthen** Contra Costa County community-based organizations through Census outreach efforts.
COMPLETE COUNT COMMITTEE
PRELIMINARY OUTREACH PROGRAMS

• **Messaging Partners** – Utilizing existing networks to spread the word about the importance of the Census

• **Questionnaire Assistance Centers (QAC) and Questionnaire Action Kiosks (QAK)** – Local government offices, community centers, or local community organizations host assistance with the Census form if needed or make room for a computer so people can fill out their form

• **Speakers Bureau** – Complete County Committee members or other trusted messengers are available to speak about the importance of the Census – Request a Speaker at [www.cococensus.org](http://www.cococensus.org)

• **Census Ambassadors** - Individual volunteer program to connect trusted community members who want their community counted in 2020 – Sign up at [www.cococensus.org](http://www.cococensus.org)
Ambassador Program

Program for individuals to assist in Census Outreach and Assistance – includes a Student Ambassador Program!

Sign up to help:

- Adopt Your Block
- Social Media Promotion
- Host a House Party
- Event Volunteer
- QAK/QAK Volunteer
- Give a Presentation
- Table at School Events (Student)
- Start/Participate in a Census Club on Campus (Student)
- Initiate a Family Census Conversation
JOIN THE
2020 CENSUS TEAM

APPLY ONLINE!
2020census.gov/jobs
UWBA Texting Tool – Please sign up!

• Bay Area Counts 2020 campaign is LIVE.
• **Text COUNT to 925-402-4057** to sign up for updates, announcements, and resources for Census Day.
• Add it to your communications tools!
After the Census

Redistricting
WHAT IS REDISTRICTING?

Redistricting is the redrawing or adjusting of district lines. In a county, the supervisorial lines are redrawn, but the number of districts will stay the same.

The resulting changes to electoral district boundaries are intended to account for population growth and change during the previous decade.
STATE REDISTRICTING REQUIREMENTS

Following each federal decennial census, and using that census as a basis, the board (council) shall adjust the boundaries of any or all of the supervisorial (council) districts of the county (city) so that the supervisorial (council) districts shall be substantially equal in population as required by the United States Constitution.
STATE REDISTRICTING REQUIREMENTS

• **Population** equality shall be based on the total population of the county/city*
  
  • Except an incarcerated person shall not be counted as part of the population unless the last known place of residence is within the county/city

• Boundaries shall comply with US Constitution, California Constitution, and the federal Voting Rights Act
STATE REDISTRICTING REQUIREMENTS

• Boundary criteria, in order of priority
  • To extent practical, geographically contiguous
  • To extent practical, geographic integrity of any local neighborhood or community of interest
  • To extent practical, geographic integrity of a city or census designated place (supervisorial districts only)
  • Boundaries easily identifiable and understood by residents.
  • To extent practical, where it does not conflict with the preceding criteria, districts drawn to encourage geographical compactness
• Board/Council shall not adopt boundaries for the purposes of favoring or discriminating against a political party.
OUTREACH REQUIREMENTS

4 Public Hearings
• 1 hearing before draft map
• 2 public hearings after the draft map or maps of proposed boundaries
• 1 hearing must be on a Saturday, Sunday, or after 6 p.m. on a weekday

Public hearings must be ADA accessible
KEY DATES

April 1, 2021 – Redistricting Data is released
August 1, 2021 – EARLIEST date to adopt new boundaries
But......no later than 151 days before next regular election on March 1, 2022....
October 1, 2021
ADDITIONAL QUESTIONS OR IDEAS

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