



2020 CENSUS COMPLETE COUNT REGIONAL TRAINING WORKSHOP CENSUS 101

Achieving a Complete and
Accurate Count



Shape
your future
START HERE >

United States®
Census
2020

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



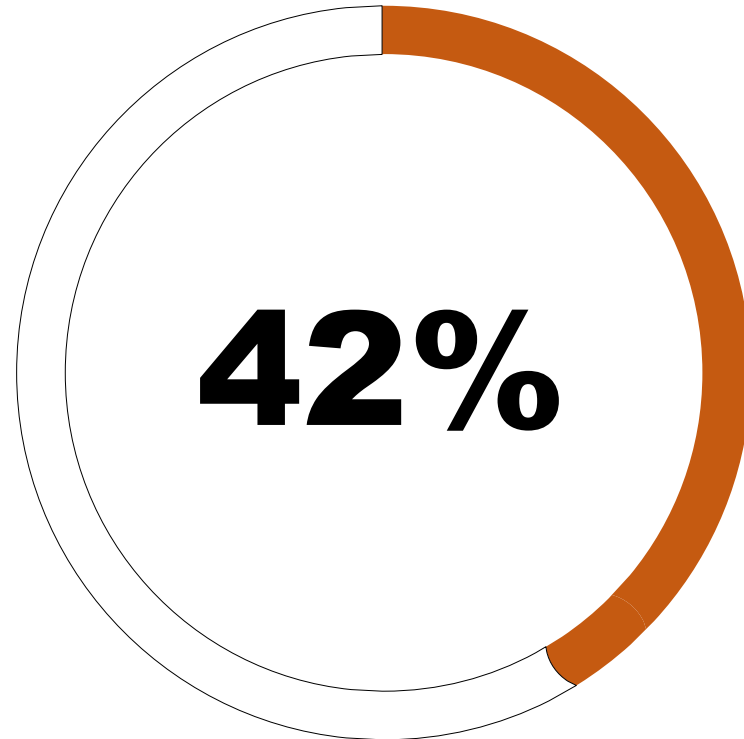
Funding for Federal Programs



Inform Businesses

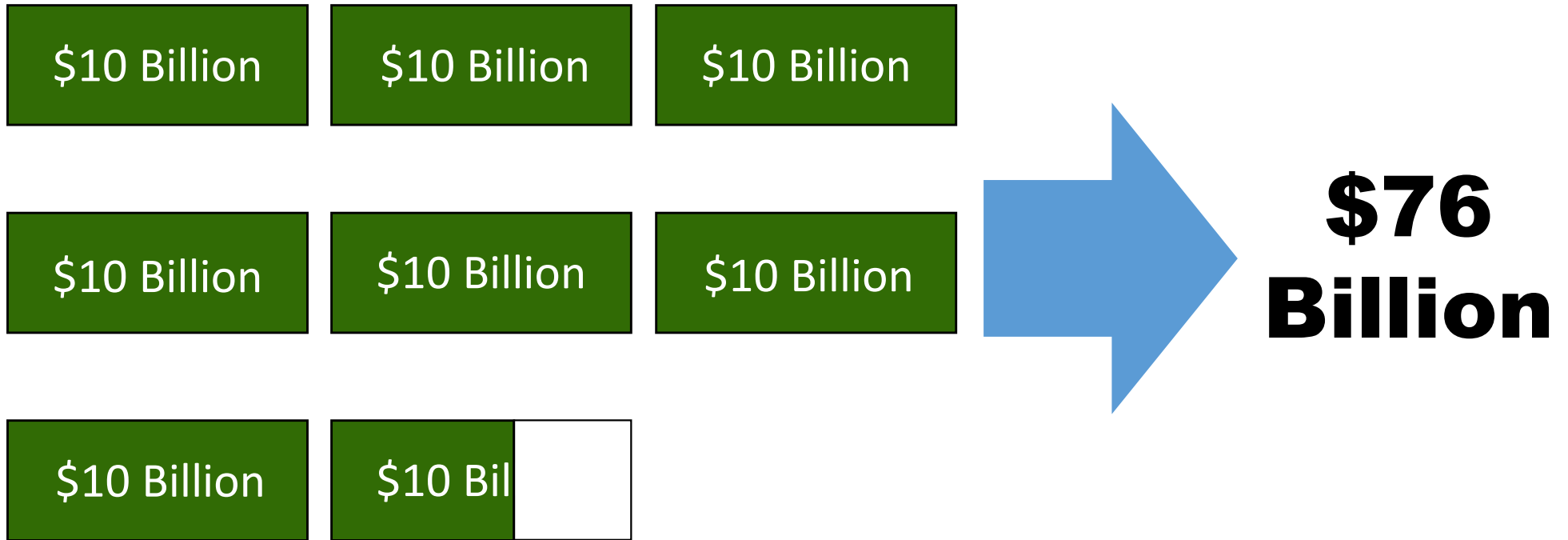
Each person not counted could result in a loss of \$1,000/year in community funding for the next 10 years.

CENSUS BY THE NUMBERS



Of Contra Costa County's revenue comes from Federal & State resources

CENSUS BY THE NUMBERS



California receives approximately \$76 billion in federal funding, based upon the state's population

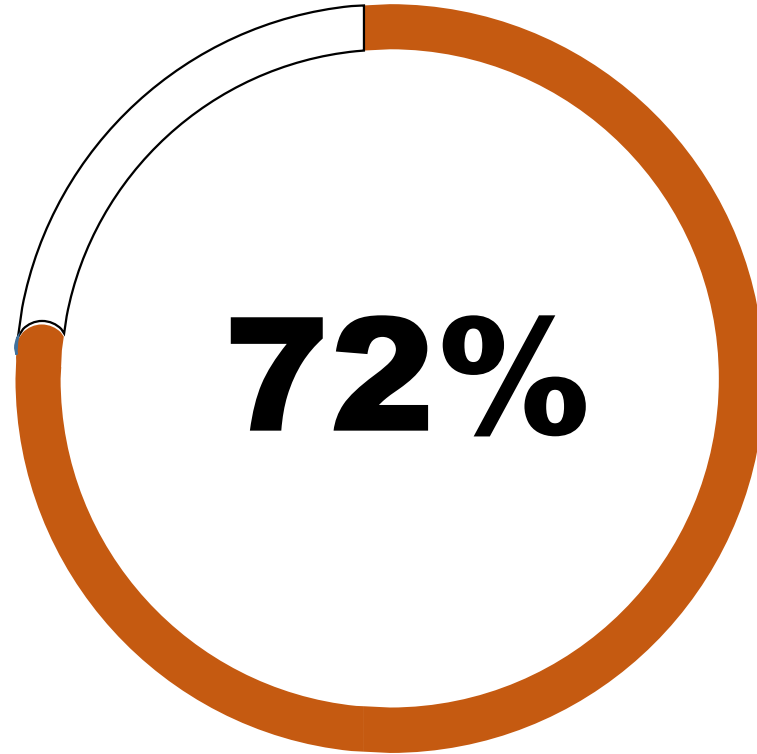
CENSUS BY THE NUMBERS

Each person not counted



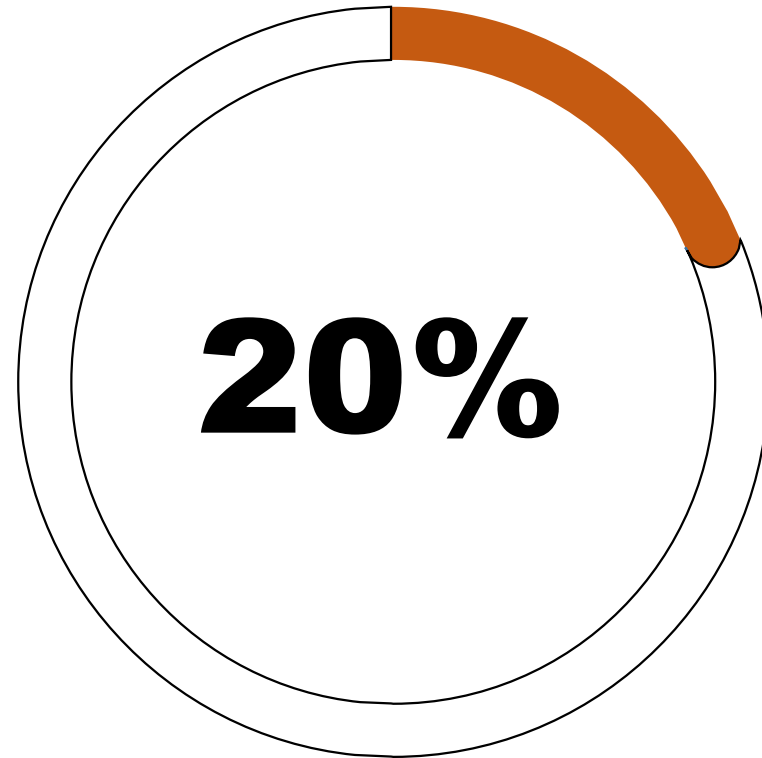
Loss of **\$1000** to
\$2000
EACH YEAR

CENSUS BY THE NUMBERS



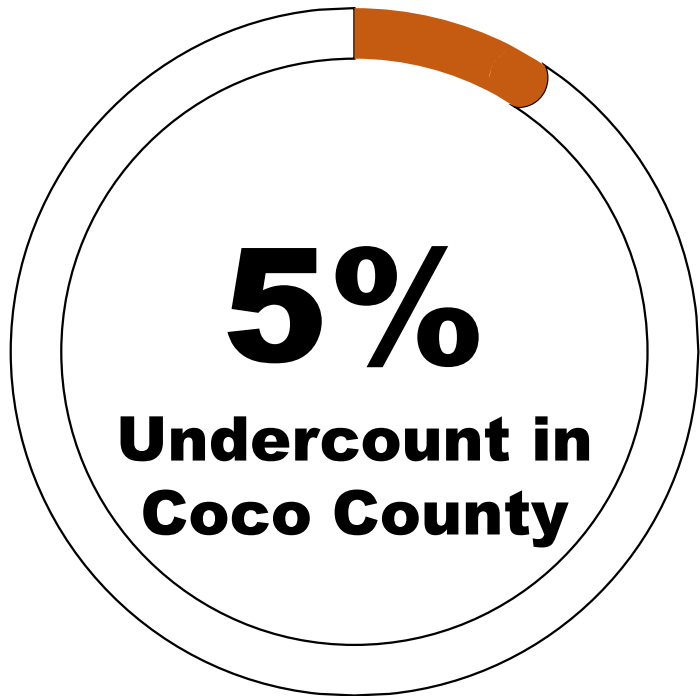
CA's population belongs to one of the groups historically undercounted during the once-a-decade Census process

CENSUS BY THE NUMBERS



Of Contra Costa County residents live in “Hard-to-Count” Census Tracts

CENSUS BY THE NUMBERS



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?

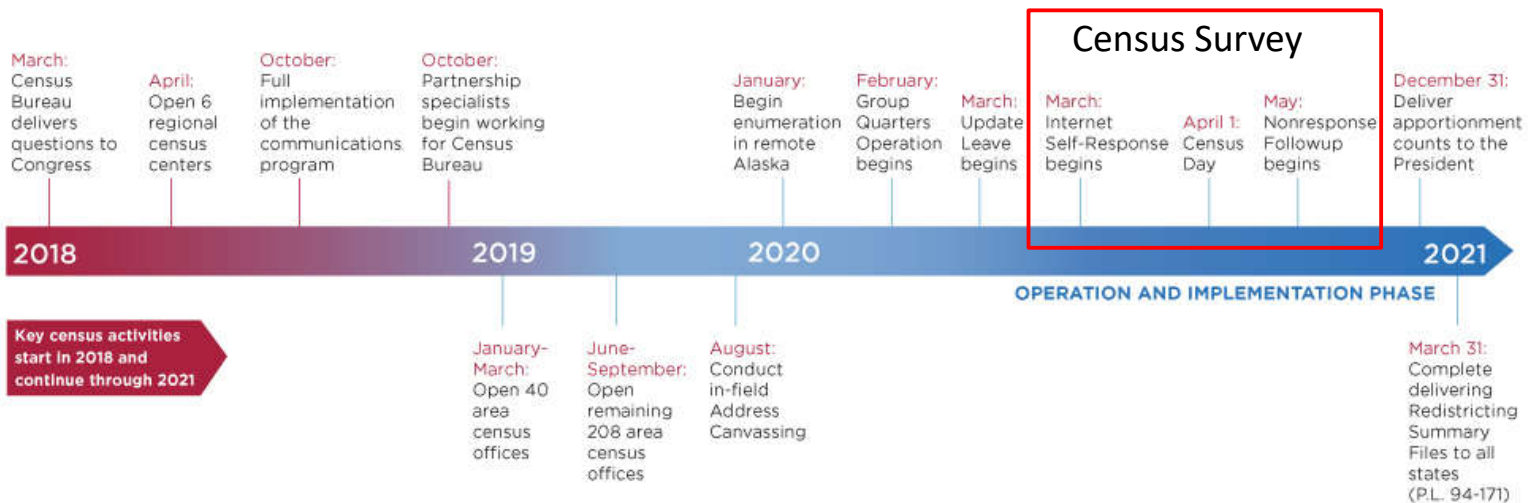
Census Day is officially **April 1, 2020**.

- 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**

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



Countdown to Census 2020

	US Census Bureau	Contra Costa Complete Count
Sep 2019 – Feb 2020	Recruitment & hiring of over 8K Census Takers / Enumerators	Early stage census outreach activities (trainings, outreach, canvassing) Census Job Opportunity Messaging
Mar 2020 – Apr 2020	Self-response period (online, by phone, on paper)	"Count Me In" events; QAC/QAK operation
May 2020 – Jul 2020	Non-response follow up operation. Census takers visit ALL households that did not respond	Late stage census outreach activities

What You Will Receive From the Census Bureau and When

On or between	You'll receive:
March 12-20, 2020	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24, 2020	A reminder letter.
	If you haven't responded yet:
March 26-April 3, 2020	A reminder postcard.
April 8-16, 2020	A reminder letter and paper questionnaire.
April 20-27, 2020	A final reminder postcard before the Census Bureau begins in-person follow-up.

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**

Know your audience – which of these is relevant to them?

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

Your Census ID is:

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.

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

Language guides & glossaries are available in 59 languages

The screenshot shows the 2020 Census website interface. At the top, there is a dark blue header with the "United States Census Bureau" logo on the left, "2020 Census" in the center, and "FAQ INSTRUCTIONS" on the right. Below the header is a progress bar with four steps: "Address Verification" (highlighted in blue), "Household Questions", "Demographic Questions", and "Final Questions".

The main content area contains the following text:

You will need the materials we mailed to you or left at your door. All the information that you provide will remain confidential.

Where can I find my 12-digit Census ID?

- [In the LETTER, click here.](#)
- [On the front of the QUESTIONNAIRE, click here.](#)
- [Below the barcode on the POSTCARD, click here.](#)
- [On the NOTICE of VISIT, click here.](#)

Please Log In

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

There are three input boxes for the 12-digit ID, separated by dashes. Below the boxes is a dark grey "Login" button.

[If you do not have a Census ID, click here.](#)

At the bottom of the page, there is a horizontal line with a list of languages: ENGLISH, ESPAÑOL, 中文(简体), TIẾNG VIỆT, 한국어, РУССКИЙ, العربية, TAGALOG, POLSKIE, FRANÇAIS, KREYÒL AYISYEN, PORTUGUÊS, 日本語.

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



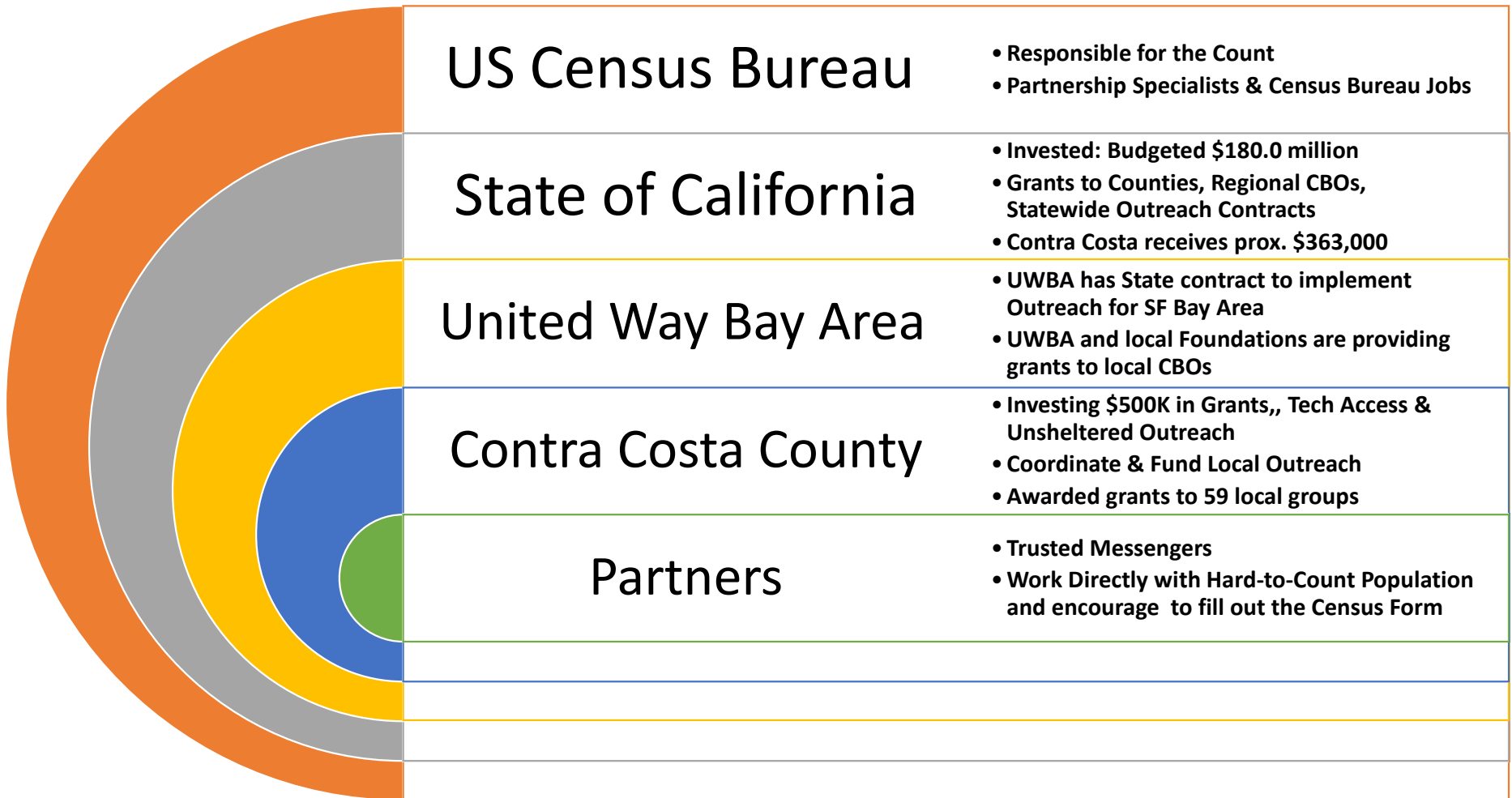
Census Data helps determine our political representation and funding for local roads, schools, and community improvement

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.**



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
- **Census Ambassadors** - Individual volunteer program to connect trusted community members who want their community counted in 2020 – Sign up at 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

United States
Census
2020

APPLY ONLINE!
2020census.gov/jobs

The U.S. Census Bureau is an
Equal Opportunity Employer.

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 (supervisory 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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THANK YOU

Count Me In!

CONTRA COSTA

CENSUS

2020



April 1, 2020

cococensus.org