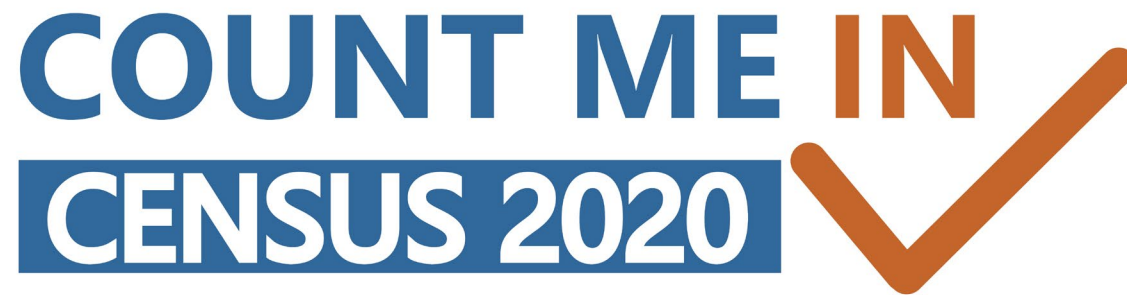


Census 2020 in Alameda County

Castro Valley Rotary Club



OUR COMMUNITY COUNTS, OUR COMMUNITY BELONGS

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Alessia.Simmonds@acgov.org

www.acgov.org/Census2020



United States
**Census
2020**

U.S. Census Bureau

Washington, DC 20233-0001
Office of the Director

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.

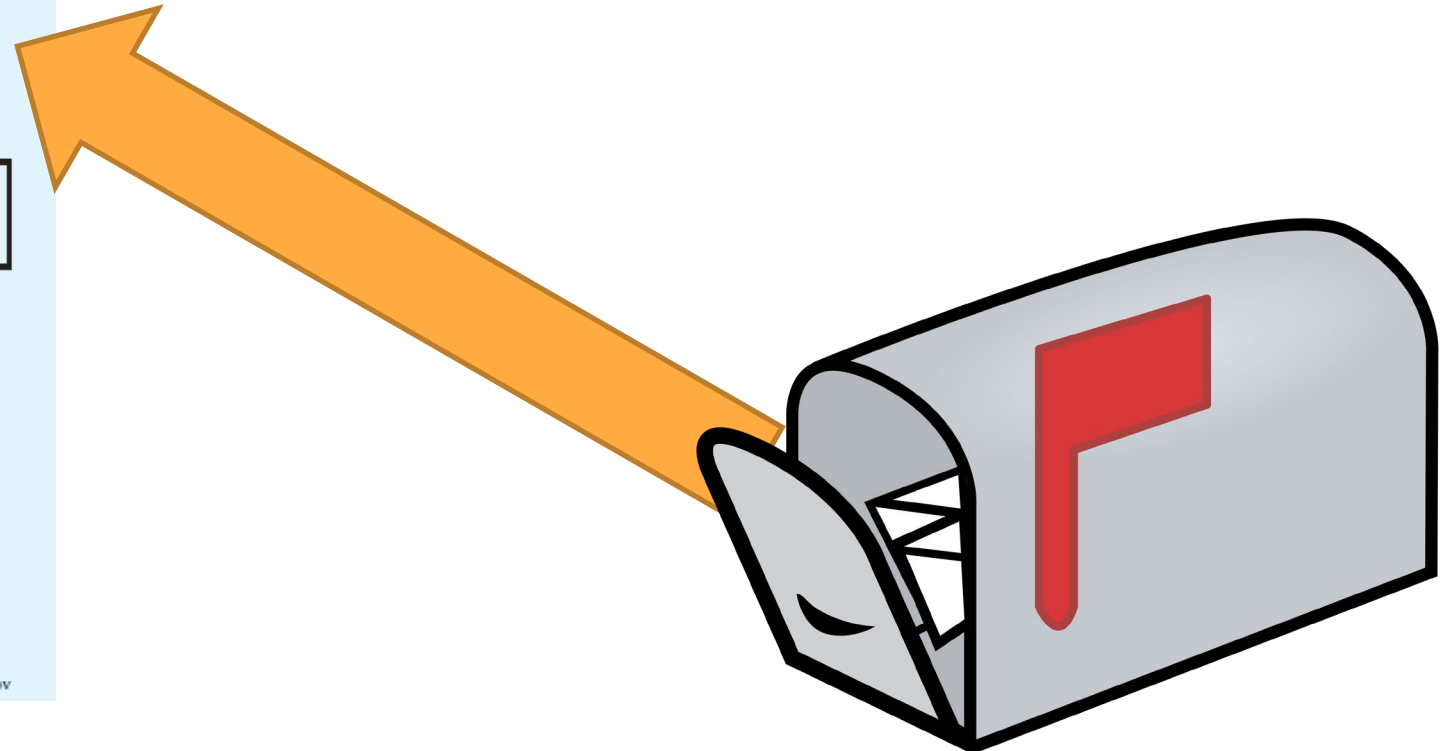
Thank you in advance for your prompt response.

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite **xxxx.xxxx.gov** o llame gratis al 1-844-468-2020.

census.gov

In just 51 days, Census notices will arrive!

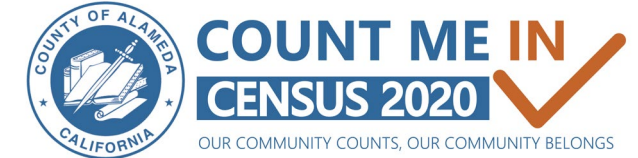


What is Census 2020?

- The census is a mandated count by the federal government taken every ten years of EVERY person living in the United States, regardless of age, sex, ethnicity, citizenship or immigration status.
- Census 2020 is our one chance to determine how our collective money and political power will be distributed until 2030.

What will the Census Ask?

1. How many people live at the address
2. Whether the property is owned or rented
3. Phone number
4. Name
5. Sex
6. Age and date of birth
7. Ethnicity
8. Race
9. How the residents are related



United States Census 2020 U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU

This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law.

Para completar el cuestionario en español, dele la vuelta y complete el lado verde.

FOR OFFICIAL USE ONLY

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI Last Name(s)

6. What is Person 1's sex? Mark ONE box.

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes. Month Day Year of birth

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin

☐ Yes, Mexican, Mexican Am., Chicano

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, another Hispanic, Latino, or Spanish origin - Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race? Mark ☒ one or more boxes AND print origins.

☐ White - Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

☐ Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

☐ American Indian or Alaska Native - Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow (Inupiat Traditional Government, Nome Eskimo Community, etc.

☐ Chinese ☐ Vietnamese ☐ Native Hawaiian

☐ Filipino ☐ Korean ☐ Samoan

☐ Asian Indian ☐ Japanese ☐ Chamorro

☐ Other Asian - Print, for example, Pakistani, Cambodian, Hmong, etc.

☐ Other Pacific Islander - Print, for example, Tongan, Fijian, Marshallese, etc.

☐ Some other race - Print race or origin.

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.



Ways to Take the Census



Online



Computer
Or mobile device

Available in 12
Languages + English

Phone



Available in 12
Languages + English

Paper Form



Paper form sent if you
haven't taken the Census
starting April 8

Printed in Spanish & English

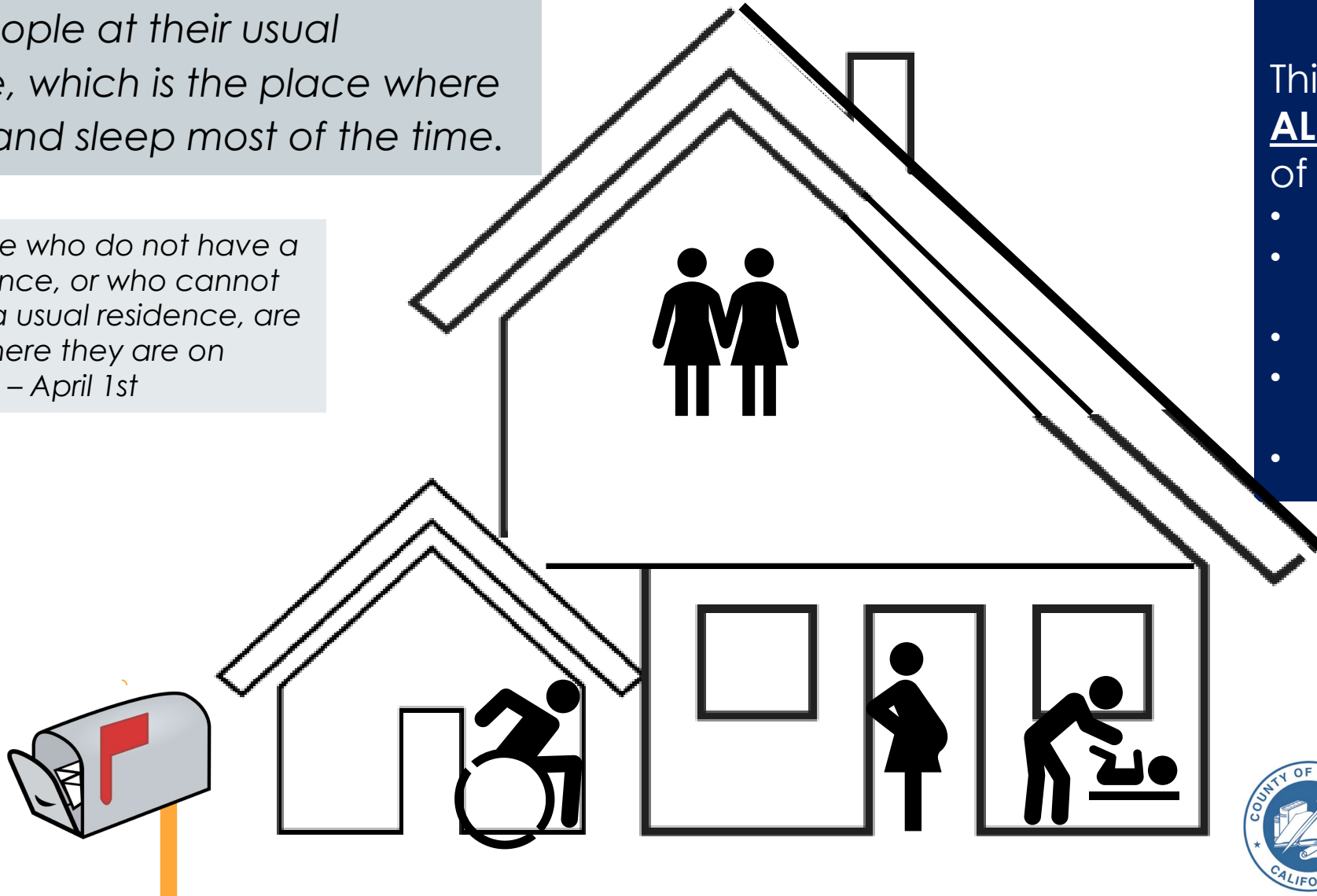
Census Questionnaire for: 1234 Census Street

General Rule:

Count people at their usual residence, which is the place where they live and sleep most of the time.

Note: People who do not have a usual residence, or who cannot determine a usual residence, are counted where they are on Census Day – April 1st

Count
every
adult,
child &
baby @
each
mailing
address



Don't forget
anyone!

This census must count **ALL residents** regardless of relationship including:

- Grandpa upstairs
- Friends renting the garage
- Extended family
- Babies born on or before Census Day
- COUNT EVERYONE!



COUNT ME IN
CENSUS 2020 ✓
OUR COMMUNITY COUNTS, OUR COMMUNITY BELONGS

Your census responses are totally confidential

- ❖ Extremely strong laws protect the confidentiality of your census response.
- ❖ The Census Bureau is not allowed to share your personal information with anyone, including ICE, police, or any other government agencies.
- ❖ The Census Bureau can only use your response to create general information about the population, like how many people live in your city, and statistics about age, gender, and race. The Census Bureau cannot share information about you as an individual.



- Prevent suspicious activity
- Monitor suspicious activity
- Sophisticated data encryption
- Protect data collection devices

Measures to Protect Census Information

Title 13, U.S. Code

The Census Bureau is bound by Title 13 of the United States Code which provides the following protections:

- Private information is never published. It is against the law to disclose or publish any identification information or share data with another governmental agency.
- Census Bureau employees are sworn to protect confidentiality. People sworn to uphold Title 13 are legally required to maintain the confidentiality of your data. Every person with access to your data is sworn for life to protect your information and understands that the penalties for violating this law are applicable for a lifetime.
- Violating the law is a serious federal crime. Anyone who violates this law will face severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.

Census 101 Wrap up



Why does the Census Matter?

Demographics



Representation

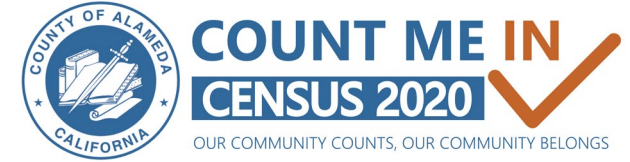


Funding



Trusted Messengers are **CRITICAL** to ensuring **OUR COMMUNITY** get the ***DATA, DOLLARS, and DECISION MAKERS we deserve!***

Power of the Census – by the Numbers



~60%

**of Alameda County
resources are
determined by the
Census Data**

**Each person
missed**

= ~\$1,000

**lost in funding PER
PERSON PER YEAR
FOR **10** YEARS**

An undercount of

6%

= loss of

**\$1 Billion
over 10 years**

**Resources pay
for education,
housing, roads,
health care,
social services,
and more!**

Federal funding determined by Census data

Social Services



**Foster
Care**



Housing



*Shelter
Funding*



Transportation

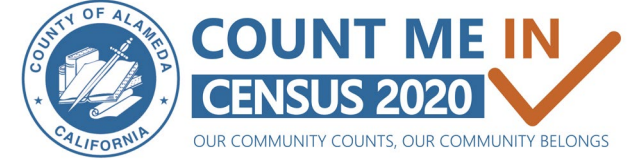


*Federal Highways
Funding*

Education



The 2020 Census is Radically Different



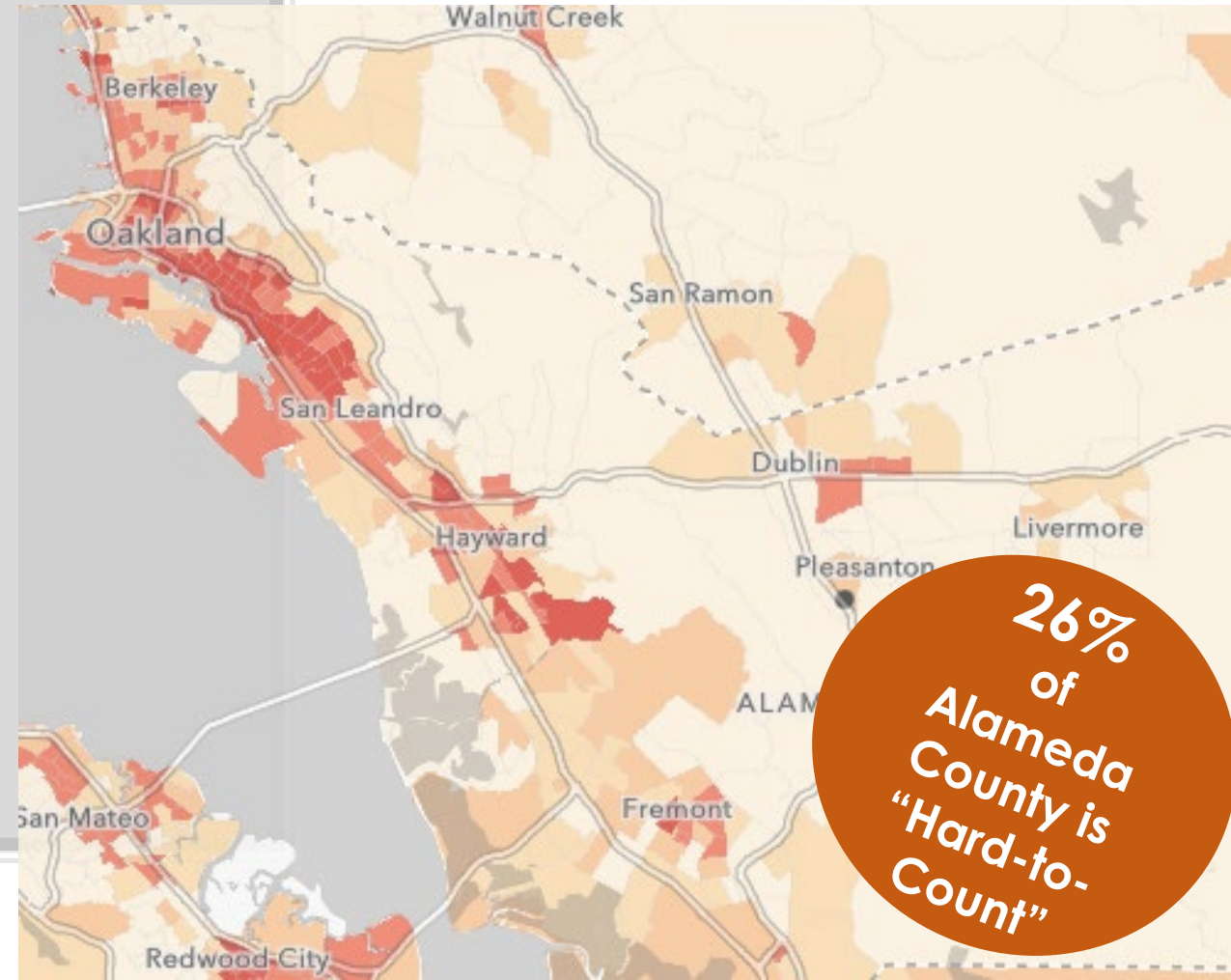
Fear and Distrust	First Digital Census	Cuts in Federal Funding	Language Barriers
Distrust of government -	First to be conducted primarily online -	Census Bureau has limited resources and staffing -	Unavailable in some County languages -
Privacy concerns -	Cyber security concerns -	Only one Census test -	13 languages online and by phone -
Previously proposed citizenship question -	Available on mobile devices	Less follow-up visits -	59 languages by video and glossary guides based on national needs
U.S. GAO predicts a 17% reduction in self-response		Challenges in hiring enumerators	

Alameda County is Hard to Count

- Young children
- Large or overcrowded households
- Senior citizens
- Foreign born residents / Immigrants
- People of color
- Renters / Frequent movers
- 'Linguistically isolated' households
- Households without a computer or internet access
- People who have been or could be targets of law enforcement
- Low-income households
- Unhoused individuals
- People without high school diploma
- People with disabilities



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Counting People Experiencing Homelessness

Service Based Enumeration

- Soup kitchens
- Mobile food vans

Group Quarters

- Shelters
- Motels
- SRO's

Enumeration of Transitory Locations

- RV Camps
- Encampments

Outstanding Questions from Alameda County:

- What are the staffing levels for these enumeration operations?
- How much time will be allotted to this operation? (days / hours)
- Will the Bureau hire staff who have experience working with this population?

Subcommittees

- Children 0-5
- Affordable Housing
- Cities
- Community Based Organizations
- Elected Officials
- Health
- Immigrants
- LGBTQ
- Libraries
- People with Disabilities
- Seniors
- Unhoused

Alameda County



Complete Count
Committee

Additional Stakeholder Groups

- Businesses and Chambers of Commerce
- Faith-Based Organizations
- Higher Education
- K-12 Education
- Labor
- Civic clubs and rotaries
- Commissions

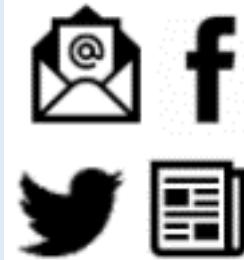


Outreach Framework



Alameda County Complete Count Committee

- Communications



-   Training

- Materials



Community Partners

Direct Outreach through
trusted messengers



Questionnaire Assistance
Centers

Know Your Rights Workshops

Census Events

Planning Year in Review: THANK YOU!

- **3** rounds of Subcommittee Planning Meetings

1. Census Solutions Workshop
2. Message Development
3. Outreach Planning

- Powerful response to the removal of the proposed Citizenship Question
- Investing in our Trusted Messengers

74 Grantees

- Recruiting Census Ambassadors

125 volunteers and organizations so far!





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Alameda County Community Ambassador Program

Are you a trusted messenger and wish to lead Census outreach in your community?

**We are inviting organizations & individuals to sign up to support outreach –
by committing to do one of the following:**

Host an event where people can complete the Census!

Adopt-A-Block

Host a Questionnaire Assistance Center (QAC)

Volunteer to support people at QAC's or to table at events

All Census Ambassadors are provided training and materials for their outreach!



Sign-up to volunteer at <http://www.bit.ly/CensusAmbassador>

Census Jobs: Apply Now for Census Taker Positions

Apply Online
www.2020census.gov/jobs

- Be at least 18 years old
- Have a valid Social Security number
- Be eligible to work in the United States
- Have an active e-mail address
- Pass a criminal background check
(conducted by the Census Bureau for no charge)
- Be available to work flexible hours,
which can include days, evenings,
and/or weekends
- Have access to transportation

**Job Application
Guides and
Workshops
Available!**

Email Alessia
Alessia.Simmonds@acgov.org



**Pay is \$25
per hour!**

Timeline

Phase	US Census Bureau	Action Items for Outreach
Awareness January – March 11 th	Implementation <ul style="list-style-type: none"> Advertising & media coverage “Advance Contact” for enumeration of people experiencing homelessness 	<ul style="list-style-type: none"> <input type="checkbox"/> Census Outreach Trainings <input type="checkbox"/> Partners receive outreach materials <input type="checkbox"/> Prepare Census Assistance Centers <input type="checkbox"/> Develop Master Events Calendar <input type="checkbox"/> Youth PSA Contest due on Feb 16 to ACOE
Motivation I March 12 th – April 30 th	Self Response begins <ul style="list-style-type: none"> Census response notices sent between March 12th - March 20th Operations to count the unhoused (SBE, GQ, & TNSOL) Reminder postcards sent Paper form sent by April 8th (to addresses that haven’t responded) 	<ul style="list-style-type: none"> <input type="checkbox"/> Conduct Outreach, including canvassing, events, workshops, and Census Assistance Centers <input type="checkbox"/> Organizations report on progress <input type="checkbox"/> Alameda County Census Staff offer technical assistance <input type="checkbox"/> Complete Count Committee Meeting # 4
Motivation II May 13 th – July 31 st	Non-Response Follow-up <ul style="list-style-type: none"> US Census Bureau “Census Takers” going door to door to follow-up people who have not yet completed the Census County partners do outreach to remaining encampments 	<ul style="list-style-type: none"> <input type="checkbox"/> Use data to identify low-response Census Tracts <input type="checkbox"/> Continue to conduct outreach <input type="checkbox"/> Follow-up at SBE sites and TNSOL locations which have not yet been counted <input type="checkbox"/> Census Assistance Centers can stay open until July 31st

Where will you see Census Outreach?

Where
else?



Advertisements:

- Billboards
- Buses
- TV
- Etc.



“Census Sabbath”
events at houses of
worship



Questionnaire Assistance Centers:

- Libraries
- Senior centers
- Clinics
- More!

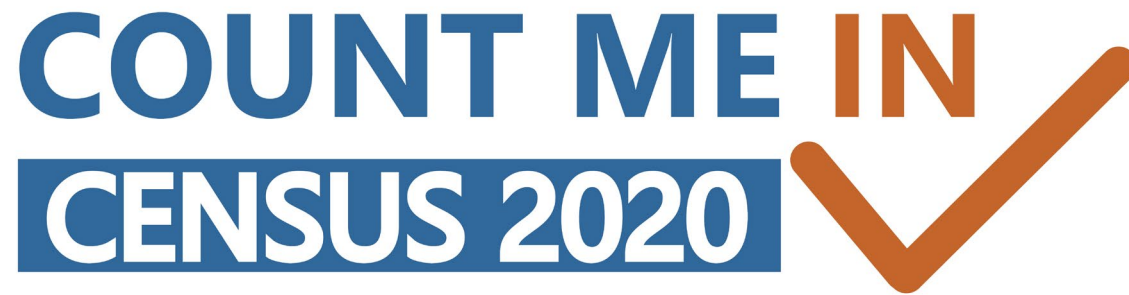


Workshops in multiple languages



Thank you!

Questions?



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