

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

9 questions, 10 years of impact

WHY do we get counted?

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



Representation



Planning / Infrastructure



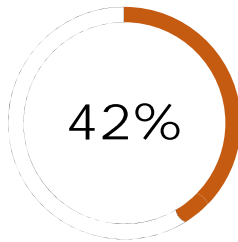
Funding for Federal Programs



Inform Businesses

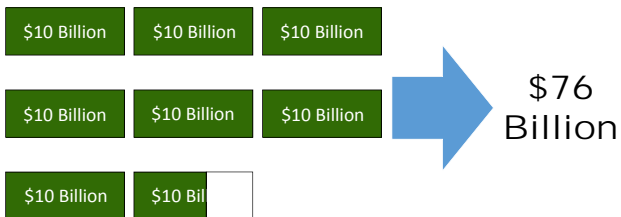
Each person not counted could result in a loss of \$1,000/year in community funding for the next 10 years.

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

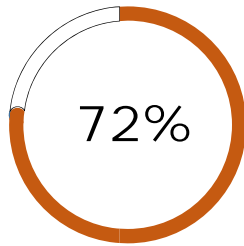
CENSUS BY THE NUMBERS

Each person not counted



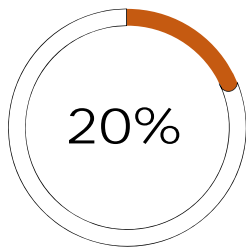
Loss of **\$1000** to
\$2000
EACH YEAR

CENSUS BY THE NUMBERS

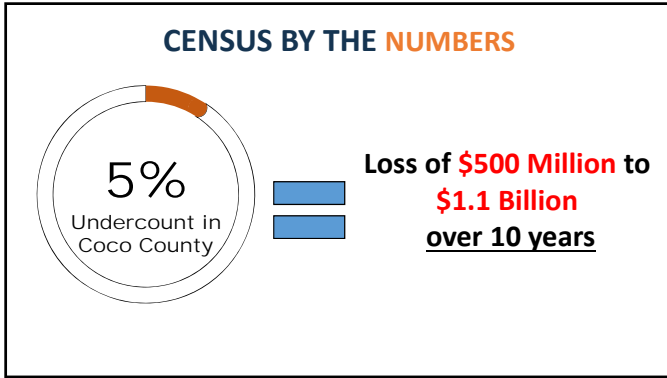


CA's population belongs to one of the groups historically undercounted during the once-a-decade Census process

CENSUS BY THE NUMBERS



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



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:

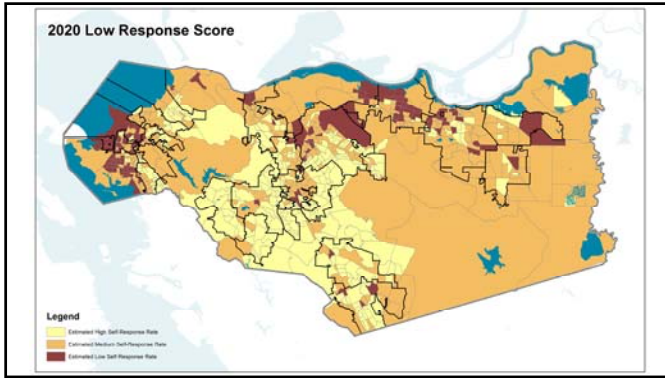
- Relatives and extended family living in the home
- Non-family renters living in the garage or in a backyard unit
- If you are unsure if people in your residence have already been counted somewhere else, count them anyway!

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**

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** (Can also be enumerated at QACs online or by phone)
- 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

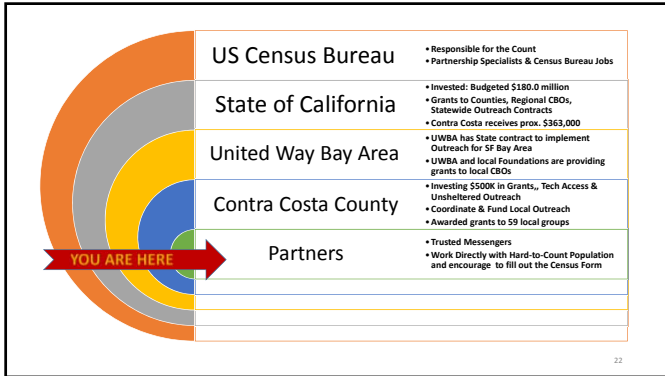


BY PHONE: call the Census Bureau and provide your answers over the phone



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.



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.

Ambassador Program

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

Sign up to help:

<input type="checkbox"/> Adopt Your Block	<input type="checkbox"/> Give a Presentation
<input type="checkbox"/> Social Media Promotion	<input type="checkbox"/> Table at School Events (Student)
<input type="checkbox"/> Host a House Party	<input type="checkbox"/> Start/Participate in a Census Club on Campus (Student)
<input type="checkbox"/> Event Volunteer	<input type="checkbox"/> Initiate a Family Census Conversation
<input type="checkbox"/> QAK/QAK Volunteer	



Additional Questions or Ideas

Matt.Lardner@cococensus.org
Teresa.Gerringer@bos.cccounty.us
Barbara.Riveira@cao.cccounty.us
Susan.Shu@contracostatv.org
Kristine.Solseng@dcd.cccounty.us