



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

9 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



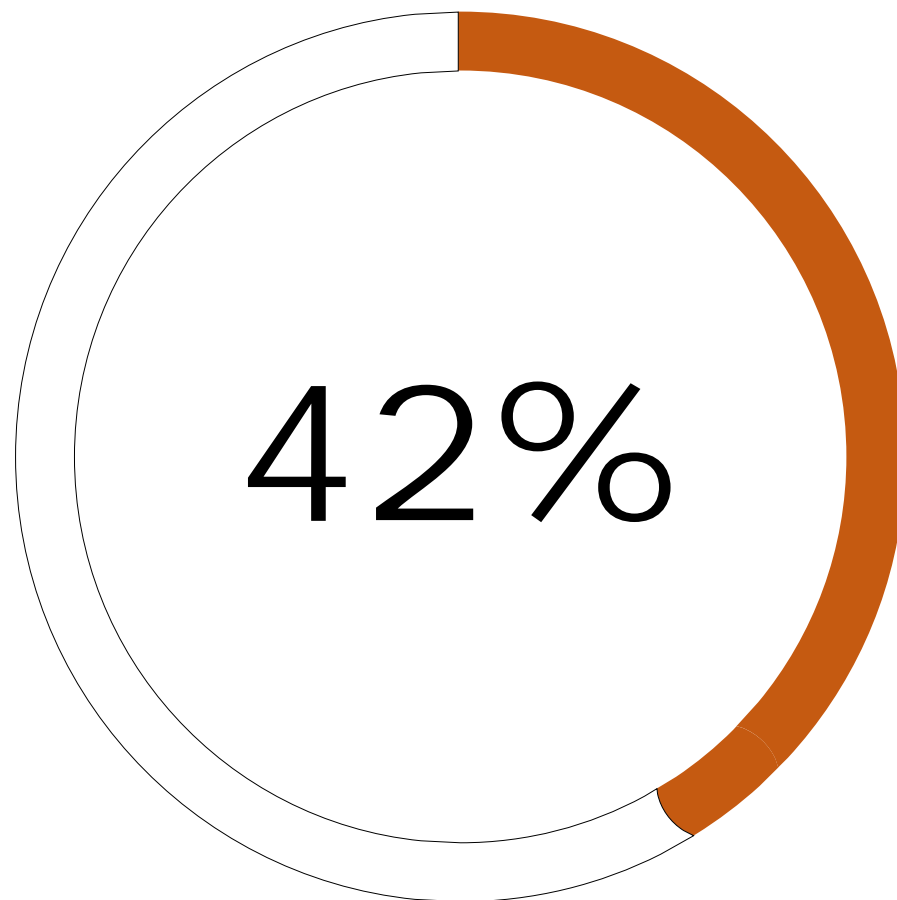
Inform Businesses

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

EXAMPLES OF PROGRAMS WITH FUNDING DEPENDENT ON CENSUS DATA

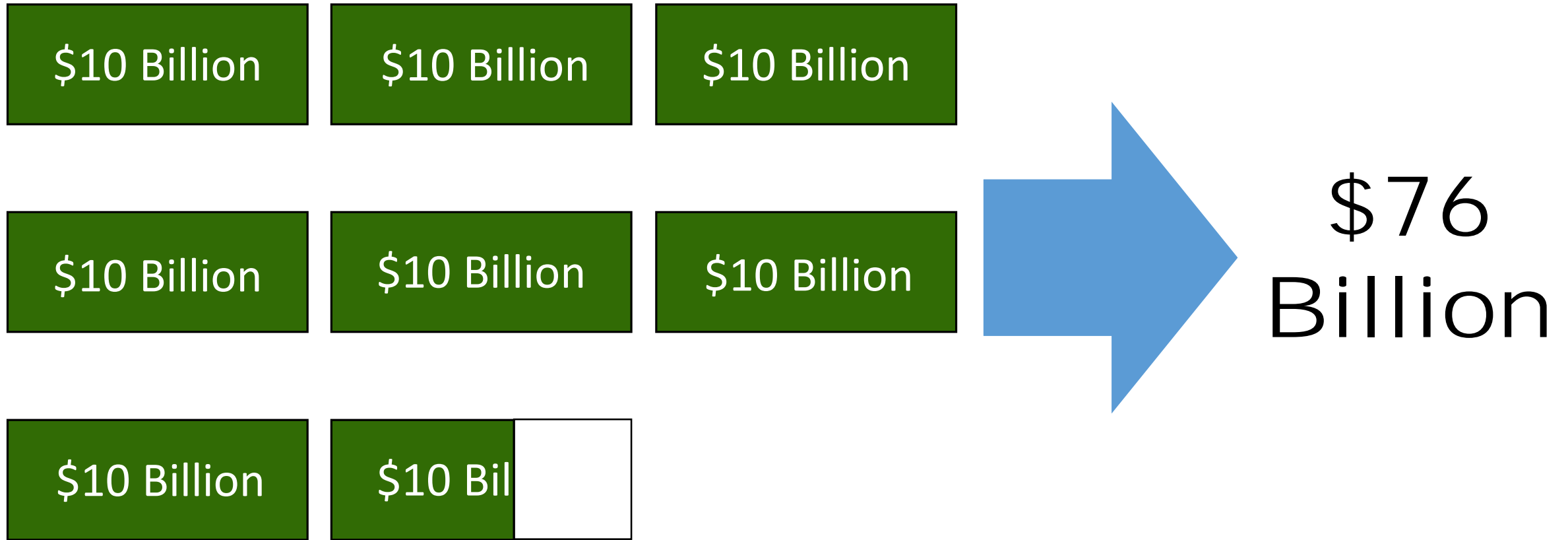
Transportation	Children	Health & Nutrition	Schools	Affordable Housing
 <ul style="list-style-type: none">• Highway Planning• Construction• Roads	 <ul style="list-style-type: none">• Foster Care• Nutritional Lunch Program	 <ul style="list-style-type: none">• Medicaid• Medicare• WIC• Health Center Programs	 <ul style="list-style-type: none">• Head Start• Special Ed Grants• Title I Grants	 <ul style="list-style-type: none">• Section 8• Low Income Home Energy Assistance

CENSUS BY THE NUMBERS



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

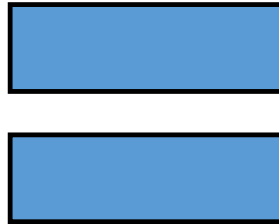
CENSUS BY THE NUMBERS



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

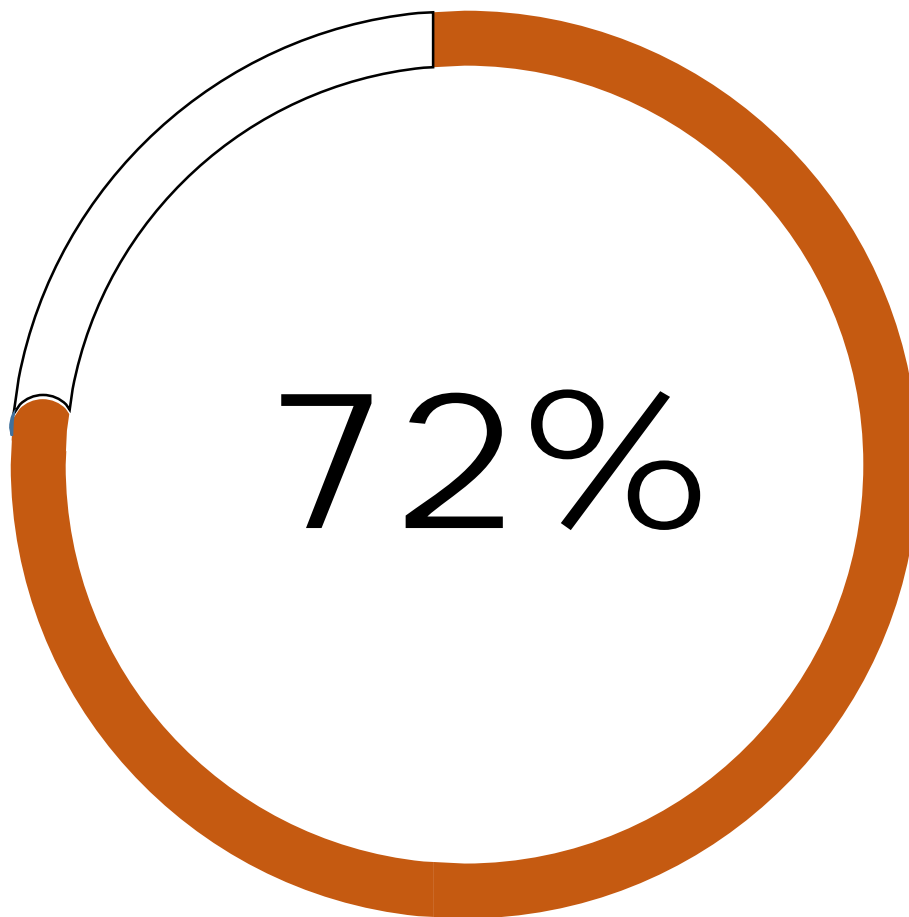
CENSUS BY THE NUMBERS

Each person not counted



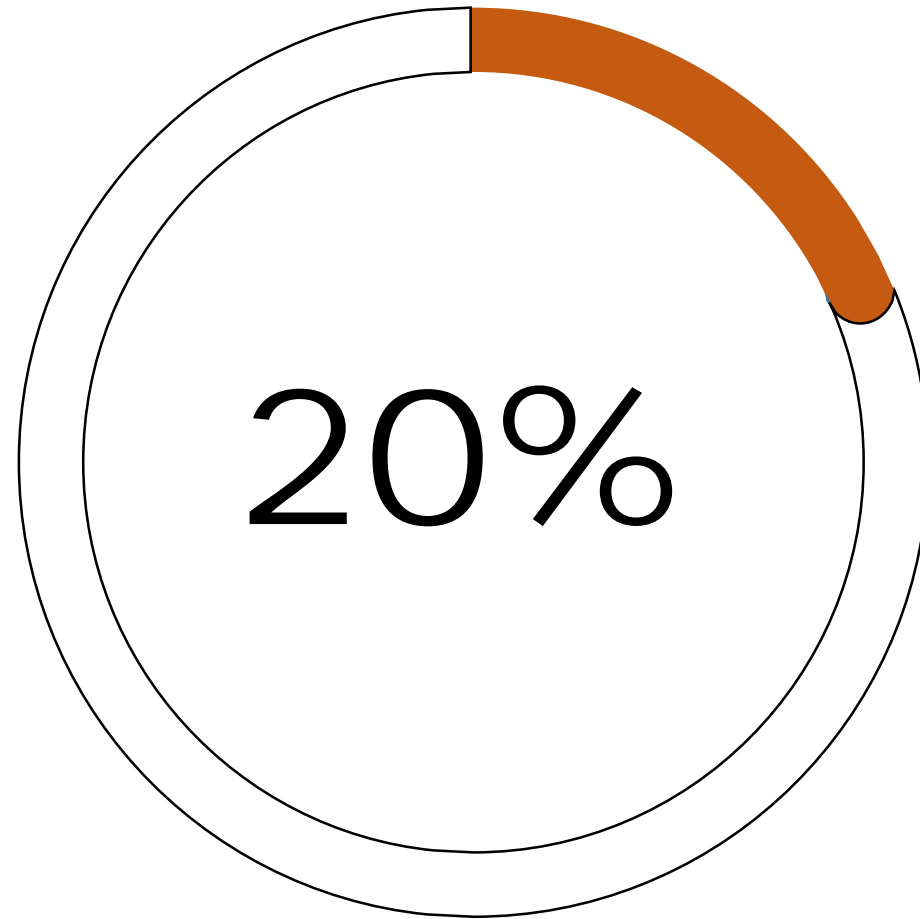
Loss of **\$1000** to
\$2000
EACH YEAR

CENSUS BY THE NUMBERS



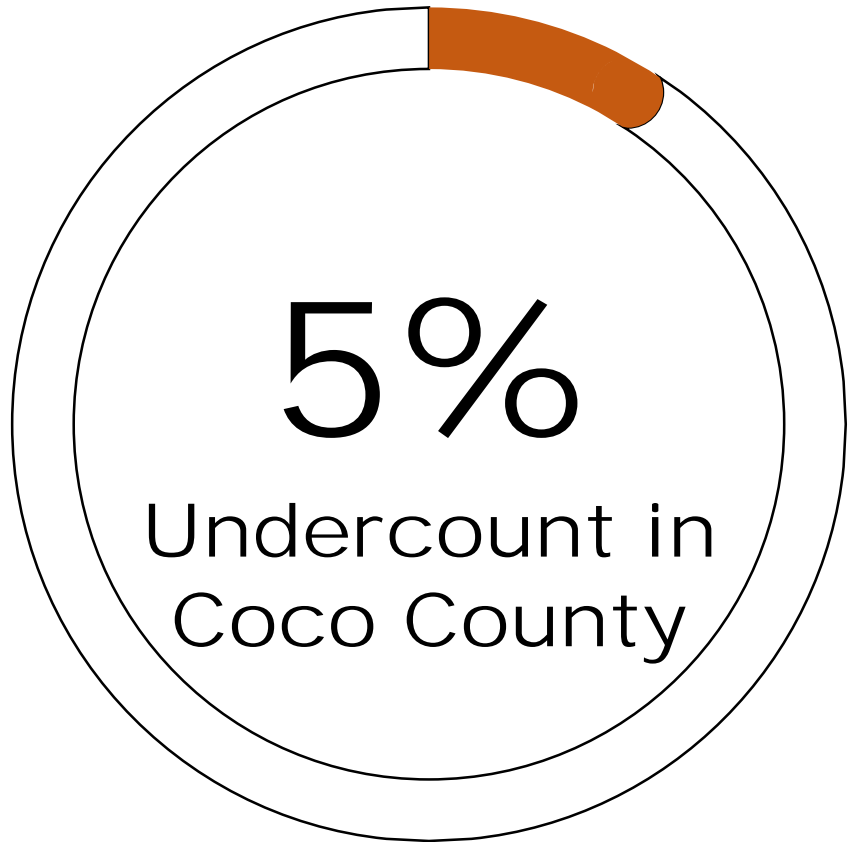
CA's population belongs to one of the groups historically undercounted during the once-a-decade Census process

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?

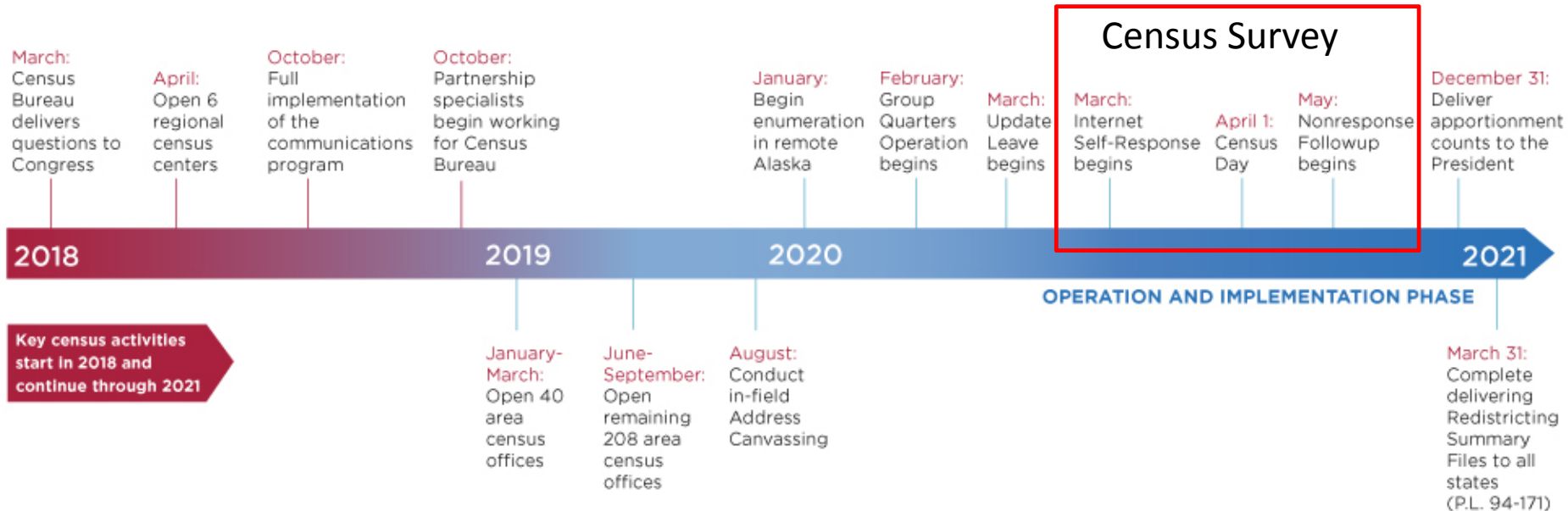
Census Day is officially **April 1, 2020.**

- 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

United States
Census
Bureau

2020 Census

FAQ INSTRUCTIONS

Address Verification

Household Questions

Demographic Questions

Final Questions

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.

- -

Login

If you do not have a Census ID, click here.

ENGLISH

ESPAÑOL

中文(简体)

TIẾNG VIỆT

한국어

РУССКИЙ

العربية

TAGALOG

POLSKIE

FRANÇAIS

KREYÒL AYISYEN

PORTUGUÊS

日本語

What Questions Does the Census Ask?

OMB No. 0607-1006: Approval Expires 11/30/2021

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.

FOR
OFFICIAL
USE ONLY



What Questions Does the Census Ask?

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☒ ONE box.

- ☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

[Form number removed]

What is on the Census Bureau Form?

Person 1	
<p>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.</p> <p>What is Person 1's name? Print name below.</p> <p>First Name MI</p> <div style="border: 1px solid black; height: 20px; width: 300px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; width: 20px; float: right; margin-top: -20px;"></div> <p>Last Name(s)</p> <div style="border: 1px solid black; height: 20px; width: 340px; margin-top: 5px;"></div>	<p>9. What is Person 1's race?</p> <p>Mark <input checked="" type="checkbox"/> one or more boxes AND print origins.</p> <div style="margin-bottom: 10px;"><input type="checkbox"/> White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↗ <div style="border: 1px solid black; height: 20px; width: 340px; margin-top: 5px;"></div></div> <div style="margin-bottom: 10px;"><input type="checkbox"/> Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↗ <div style="border: 1px solid black; height: 20px; width: 340px; margin-top: 5px;"></div></div> <div style="margin-bottom: 10px;"><input type="checkbox"/> American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↗ <div style="border: 1px solid black; height: 20px; width: 340px; margin-top: 5px;"></div></div>

What is on the Census Bureau Form?

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.*

Print numbers in boxes.

Age on April 1, 2020	Month	Day	Year of birth
<input type="text"/> <input type="text"/> <input type="text"/> years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

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

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.*

What is on the Census Bureau Form?

Person 2	
1. Print name of	
First Name	MI
<input type="text"/>	<input type="text"/>
Last Name(s)	
<input type="text"/>	
2. Does this person usually live or stay somewhere else?	
Mark <input checked="" type="checkbox"/> all that apply.	
<input type="checkbox"/> No	
<input type="checkbox"/> Yes, for college	<input type="checkbox"/> Yes, with a parent or other relative
<input type="checkbox"/> Yes, for a military assignment	<input type="checkbox"/> Yes, at a seasonal or second residence
<input type="checkbox"/> Yes, for a job or business	<input type="checkbox"/> Yes, in a jail or prison
<input type="checkbox"/> Yes, in a nursing home	<input type="checkbox"/> Yes, for another reason
7. What is this person's race?	
Mark <input checked="" type="checkbox"/> one or more boxes AND print origins.	
<input type="checkbox"/> White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↗	<input type="text"/>
<input type="checkbox"/> Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↗	<input type="text"/>
<input type="checkbox"/> American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↗	<input type="text"/>

What is on the Census Bureau Form?

3. How is this person related to Person 1? Mark ☒ **ONE** box.

<input type="checkbox"/> Opposite-sex husband/wife/spouse	<input type="checkbox"/> Father or mother
<input type="checkbox"/> Opposite-sex unmarried partner	<input type="checkbox"/> Grandchild
<input type="checkbox"/> Same-sex husband/wife/spouse	<input type="checkbox"/> Parent-in-law
<input type="checkbox"/> Same-sex unmarried partner	<input type="checkbox"/> Son-in-law or daughter-in-law
<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative
<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roommate or housemate
<input type="checkbox"/> Stepson or stepdaughter	<input type="checkbox"/> Foster child
<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Other nonrelative

4. What is this person's sex? Mark ☒ **ONE** box.

☐ Male ☐ Female

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

Print numbers in boxes.

Age on April 1, 2020 Month Day Year of birth

years

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

6. Is this person 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. ↴

7. What is this person's race? Mark ☒ **ONE** box.

<input type="checkbox"/> White	<input type="checkbox"/> Black or African American	<input type="checkbox"/> American Indian or Alaska Native
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. ↴		<input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. ↴

☐ Some other race – Print race or origin. ↴

→ If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.

KEY MESSAGES ABOUT THE CENSUS

Easy



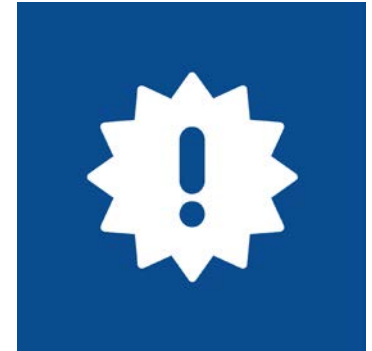
Short questionnaire. Depending on your household, it takes about 10 minutes to complete

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



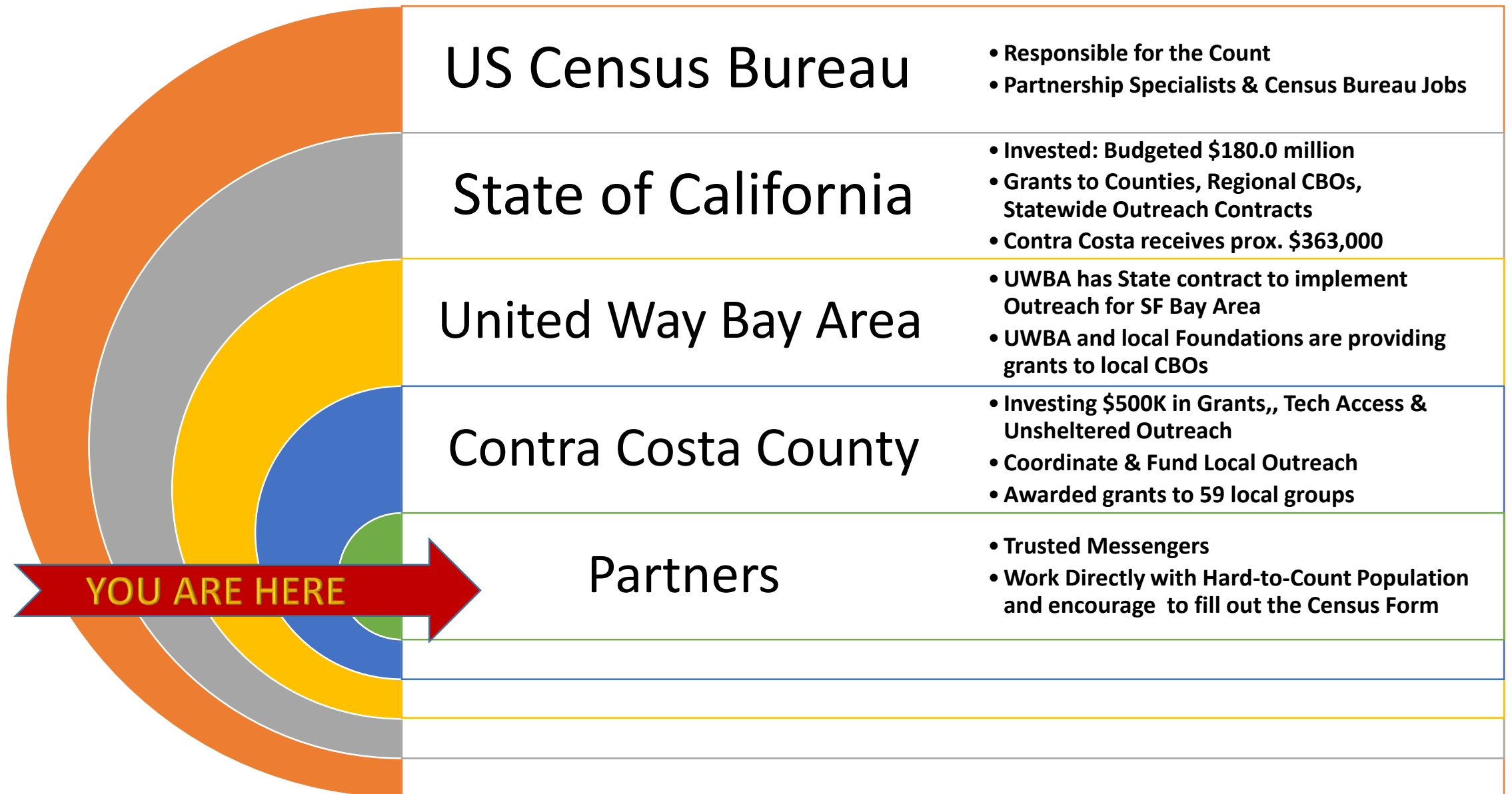
Census Data helps determine our political representation and funding for local roads, schools, and community improvement

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.

WHAT CAN YOU DO? – Cities, Towns & Special Districts

- Go to www.cococensus.org to sign up to be a Census 2020 partner; individual Census 2020 Ambassador and promote the program within your network.
- Help get the word out about U.S. Census Bureau jobs <https://2020census.gov/en/jobs>
- Incorporate census info in your services, bulletins, newsletters, social media posts, podcasts, mailings and on your website to amplify the importance of the Census. *You can find resources at www.cococensus.org. CoCo Census will send content at appropriate times.*
- Host public events to promote the Census. Coco Census will share info about upcoming events such as Census Week.
- Invite a Census Bureau or County Speaker to existing meetings and events.

TAKE THE CENSUS 2020 PLEDGE

“I *{State Your Name}* pledge to be counted in Census 2020!

I will complete my form online, by phone, or by mail, as soon as I receive the card in mid-March, or by Census Day, April 1, 2020!

I further promise to make sure that everyone I know is counted!

Count Me In!”

Sign up For Bay Area Counts 2020 Text Tool

Text COUNT to 925-402-4057* to sign up for updates, announcements, and resources for Census Day.

Add it to your communications tools!

*Text and data rates may apply

ADDITIONAL QUESTIONS OR IDEAS

darlene.t.drapkin@2020census.gov

Matt.Lardner@cococensus.org

THANK YOU

Count Me In!

CONTRA COSTA

CENSUS

2020



April 1, 2020

cococensus.org