

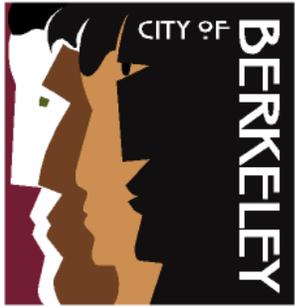
**Alameda County**



**Complete Count  
Committee**

# Census 2020 Worksession

October 22, 2019



# Why the Census Matters

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## Demographics

**Equity**



## Representation

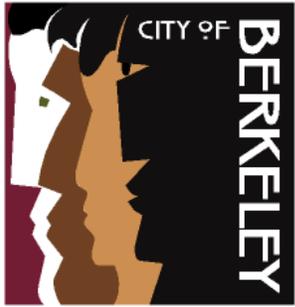
**Voice**



## Funding

**\$1,000 / Year  
per person**





# Census By The Numbers

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Census is used to allocate **\$675-800 Billion** for education, housing, roads, health care, social services, and more!

Alameda County receives  
**~60%** of its revenue from Federal & State resources, determined using Census data

An undercount of **6%**  
=  
loss of **\$1 Billion**  
**over 10**  
**years**

In just 10 minutes, you can ensure your community gets  
**\$10,000**

**1 million**  
**children under five** years old missed in 2010 nationwide

# Federal Funding Tied to Census

## Social Services



## Housing



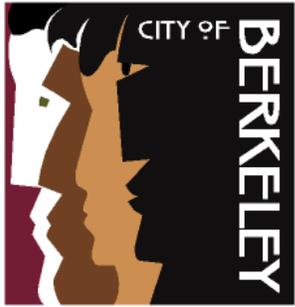
## Transportation



Federal Highways Funding

## Education





# Census 2020 is Radically Different

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## Fear & Distrust

- Distrust of government
- Data privacy concerns
- Previously proposed citizenship question
- U.S. GAO predicts a 17% reduction in self-response

## First Digital Census

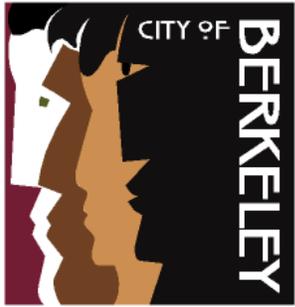
- Most households prompted to take the Census online
- Available on mobile devices
- Can also be taken by phone or on paper

## Logistics

- Census Bureau has limited resources and staffing
- One trial Census completed (usually 3 are conducted)
- Fewer follow-up visits than previous years
- Anticipated challenges in hiring enumerators & those with language access

## Language Barriers

- Not available in all languages spoken in Alameda County
- Census Bureau will produce 59 languages by video and glossary guides
- Alameda County will provide materials in additional languages



# Ways To Take the Census

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## Online



Computer  
Or mobile device

Available in 12  
Languages + English

## Phone



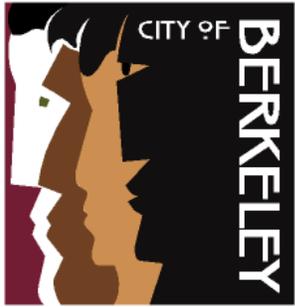
Available in 12  
Languages + English

## Paper Form



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

Printed in Spanish & English



# Data Privacy and Confidentiality

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- It is illegal to disclose any personally identifiable information.
- Personal information **cannot** be used against respondents by any government agency or court.
- Census Bureau employees take a lifelong oath of office.
- Violators would face a federal prison sentence & / or a fine up to \$250,000.

# Census Timeline

**Activation: March – July 2020**

**Awareness:**  
January – March 2020

**Self Response**  
March 12 – May 3

**Census Day**  
April 1, 2020

March - April 2020

*Service Based Enumeration*  
(For people experiencing homelessness)

**Non Response Follow Up**  
May 4 – July 31

(Enumerators visit homes of non respondents)

**New Census statistics produced**  
2021/2022

2019

**Planning:**  
2019

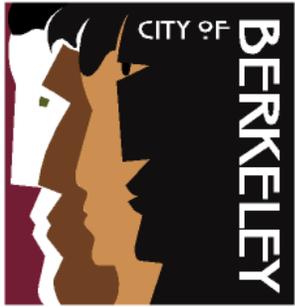


**GROUP QUARTERS**  
(Dorms, Jails, Nursing Homes, etc.)

TABULATE DATA AND RELEASE CENSUS RESULTS

Count everyone once, only once, and in the right place.





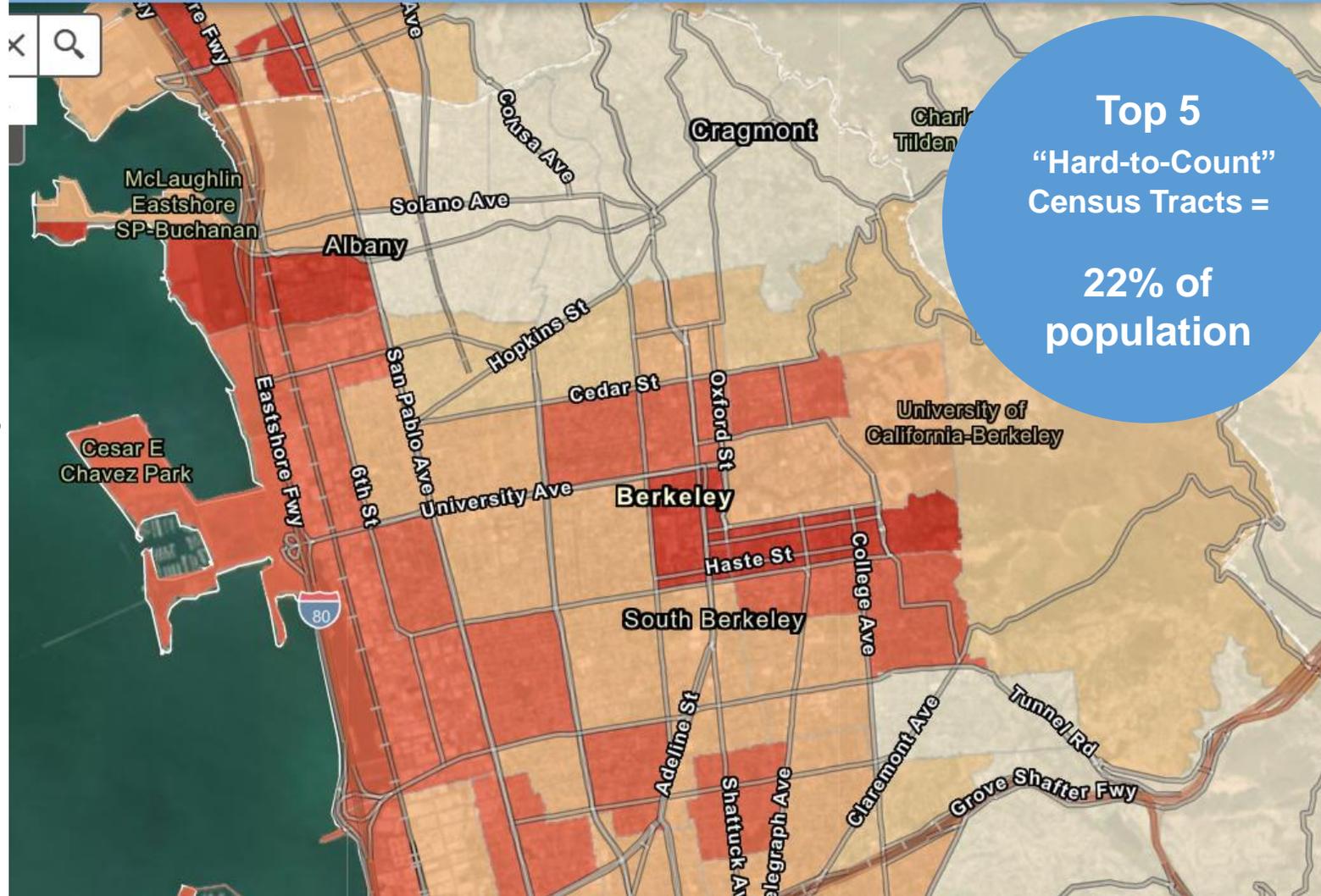
# Hard To Count Populations

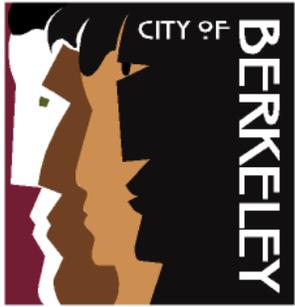
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- Renters / Frequent movers (UC students)
- Unhoused individuals
- People of color
- Young children
- Senior citizens
- Foreign born residents / Immigrants
- Limited English Proficiency
- Low-income households
- Large or overcrowded households
- People without high school degrees
- People with disabilities
- Households without a computer or internet access
- Targets of law enforcement



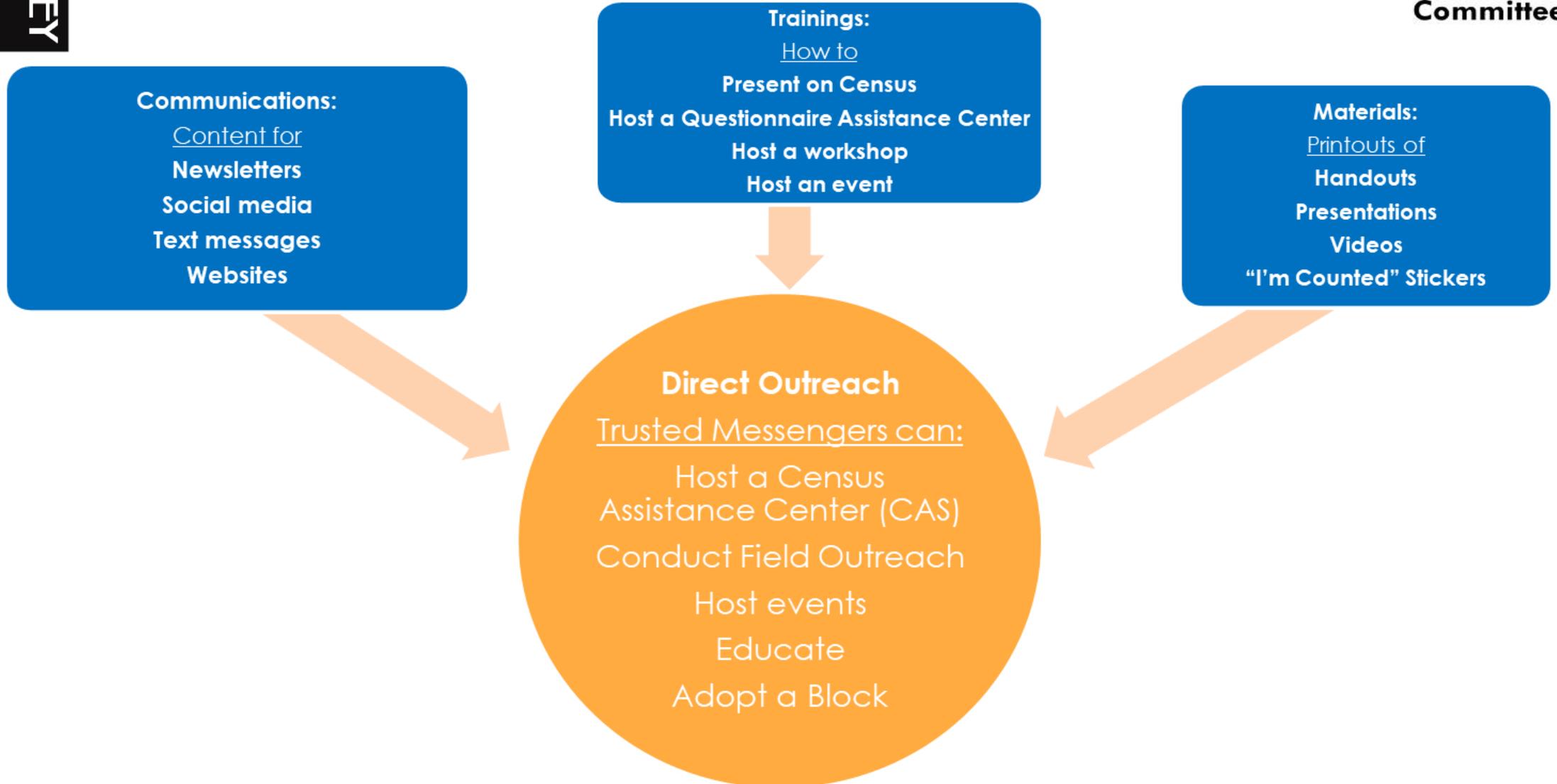


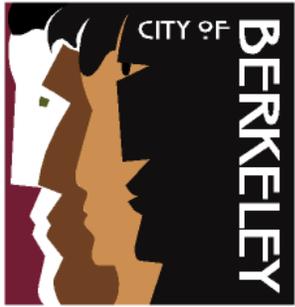
# Alameda County Framework

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# Berkeley Complete Count Committee

Alameda County



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## Outreach

- News releases
- Email and social media
- Integrate messaging into citywide publications
- Commissions
- Flyers and printed materials

## Census Action Centers

Possible locations:

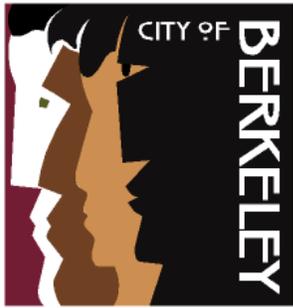
- Libraries
- City Hall
- Senior Centers
- Recreation Centers

## Community Events

- Opportunity to reach diverse constituents
- Accomplishments to date:
  - National Night Out
  - Solano Stroll
  - City Open House

## Partner w/ CBO's

- Credible, trusted messenger
- Connect w/ Hard-to-Count Populations



# How to Get Involved

Alameda County



Complete Count Committee

- Spread the word
- Host a census event
- Participate in a subcommittee
- Become a Census Ambassador
- Apply to be an enumerator

Alameda County Complete Count Committee

## Census 2020 Ambassador Program

**Why the Census Matters?**  
 Healthcare, Education, Transportation, Affordable Housing

**Census 2020**  
 What is it? A once in a decade chance to count everyone to bring money, data, and decision makers to our communities.  
 Why does it matter? Alameda County has 413,000 residents who are considered "Hard-to-Count," such as seniors, young children, immigrants, and low income individuals.  
 What can you do to ensure our community counts? As trusted community members, we invite you to volunteer as an Ambassador to educate residents about the census and motivate your communities to get counted.

Trusted Messengers are individuals and organizations who are trusted among the communities they serve and advocate for. This program provides trusted messengers with resources to educate communities about the census and its importance, dispel myths, and motivate communities to respond to the census.

**Are you a trusted messenger and wish to lead outreach in your community?**  
 Sign-up to volunteer here: <http://www.bit.ly/CensusAmbassador>

**AMBASSADOR OPPORTUNITIES**

**Become an expert on Census 2020**  
 Attend Alameda County sponsored trainings!  
 Onboarding Conference Call (early December)  
 "How to" conduct Census Outreach (Jan - March)

**Conduct outreach in your community**  
 Adopt your block: Knock on your neighbors doors and remind people to take their Census  
 Staff a Questionnaire Assistance Center (QAC): Provide in-person Census support  
 Host a Census event or workshop

**Keep your community informed**  
 Share census information via existing communications platforms such as e-blasts and social media (Facebook, Twitter, etc), we'll draft the content, all you need to do is share!

**Access Ambassador-exclusive resources**  
 Census 2020 Ambassador branded t-shirts  
 Talking points  
 How-to guides & One-pagers  
 I'm Counted Stickers

**TIMELINE**

- September 16, 2019 Application opens
- October 28, 2019 Applications due for migrants
- December 2019 Onboarding conference call
- January - March 2020 Training workshops: "How to" conduct Census Outreach
- March - July 2020 Census outreach
- July 2020 Final report due  
*Don't worry! This will be a simple form with clear instructions*

Apply by October 28 for a migrant!  
 Limited funding is available for organizations/individuals with a financial need.  
 Include request in your application.

our community COUNTS | our community BELONGS  
 For more information, visit <http://www.acgov.org/census2020>

## 2020 Census Enumerator Jobs in Alameda County



### What You Need to Know to Join the Team!

✓ Great Pay ✓ Flexible Hours ✓ Short Commute ✓ Paid Training

Interested in helping your community? Looking for a job that works with your schedule?  
**Apply to be an Enumerator with the U.S. Census Bureau today!**

Enumerators are needed to interview and count residents of Alameda County for Census 2020. Applicants who can work evenings and weekends are preferred. Desired candidates enjoy working with people and are comfortable interacting with new people in new locations.

\$25 Hourly Rate (+ Paid Training)	Apply now through Dec. 2019	Selection process begins Feb. 2020	Staff hired to work March - July 2020
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To be an eligible 2020 Census Enumerator, you must\*:

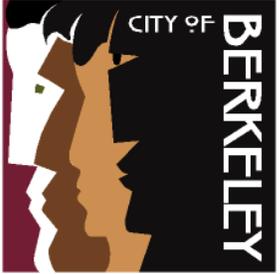
- Be at least 18 years old
- Have a valid Social Security number
- Be a U.S. citizen
- Have a valid and active e-mail address
- Complete a job application with assessment questions answered
- Be registered with the Selective Service System or have a qualifying exemption (only for males born after Dec. 31, 1959)
- Pass a Census criminal background check, including fingerprinting
- Complete enumerator training
- Be available to work flexible hours, which can include days, evenings, and/or weekends
- Have access to transportation, a vehicle with valid driver's license or public transit

\*If you are employed elsewhere, your current job must be compatible with Census Bureau employment and not create a conflict of interest. You must not engage in any partisan political activity while on duty.



Learn more at:

[www.2020census.gov/jobs](http://www.2020census.gov/jobs)

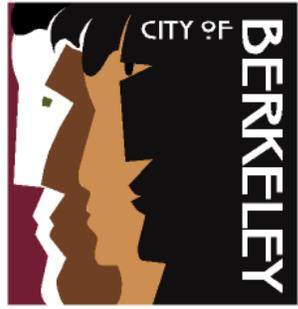


Be Counted, Be Berkeley!

Alameda County



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# Counting People Experiencing Homelessness

Alameda County



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## 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 staff with expertise with this population be hired?
- Through which methods can these individuals count themselves?