Census 2020 in Alameda County
Community Health Center Staff Training

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www.acgov.org/Census2020
In just 52 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?

- How many people live at the address
- Whether the home is owned or rented
- Name
- Phone number
- Sex
- Age and date of birth
- Ethnicity
- Race
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.

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 every adult, child & baby @ each mailing address.
Census Confidentiality

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.
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.
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!
How Does the Census Impact Heath?

• Funding for community health centers is informed by Census Data

• Census data is used for everything from research and quality improvement to needs assessments and staffing decisions

• Hospitals and families rely on programs, including Medicaid; Head Start; Women, Infants and Children (WIC) and others whose funding is determined by census data.

Childrenshospital.org
# The 2020 Census is Radically Different

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

**Job Details:**
- Enumerators work remotely using a provided mobile device
- Pay: $25 per hour
  - Application online now through – December 2019
  - Over 700 enumerators will be hired throughout Alameda County to work between April – July 2020
  - County and Census staff will hold info sessions/application workshops or job seekers in Fall of 2019

**Eligibility**
- Must be 18
- Must have access to a vehicle or reliable transportation
- Males born after 1959 must be enrolled in the Selective Service Program
- The Census Bureau will perform background checks on approved applicants
  (Formerly incarcerated individuals are encouraged to apply)

https://2020census.gov/jobs

Apply today!
Best to apply before 12/31/19
# Timeline

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<tr>
<th>Phase</th>
<th>Census Activity</th>
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<td><strong>Awareness &amp; Preparation</strong>&lt;br&gt;January – March 11&lt;sup&gt;th&lt;/sup&gt;</td>
<td><strong>Program Implementation</strong>&lt;br&gt;Advertising &amp; Local media coverage – State &amp; Fed Trainings – Alameda County</td>
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<td><strong>Motivation I</strong>&lt;br&gt;March 12&lt;sup&gt;th&lt;/sup&gt; – April 30&lt;sup&gt;th&lt;/sup&gt;</td>
<td><strong>Self Response begins</strong>&lt;br&gt;Census response invitations sent between March 12&lt;sup&gt;th&lt;/sup&gt; and March 20&lt;sup&gt;th&lt;/sup&gt;&lt;br&gt;Group Quarters and SBE Operations</td>
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<td><strong>Motivation II</strong>&lt;br&gt;May 13&lt;sup&gt;th&lt;/sup&gt; – July 31&lt;sup&gt;st&lt;/sup&gt;</td>
<td><strong>Non-Response Follow-up</strong></td>
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Thank You!

ALAMEDA HEALTH CONSORTIUM

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

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