

Census 2020 in Alameda County Community Health Center Staff Training



ALAMEDA HEALTH
CONSORTIUM



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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.

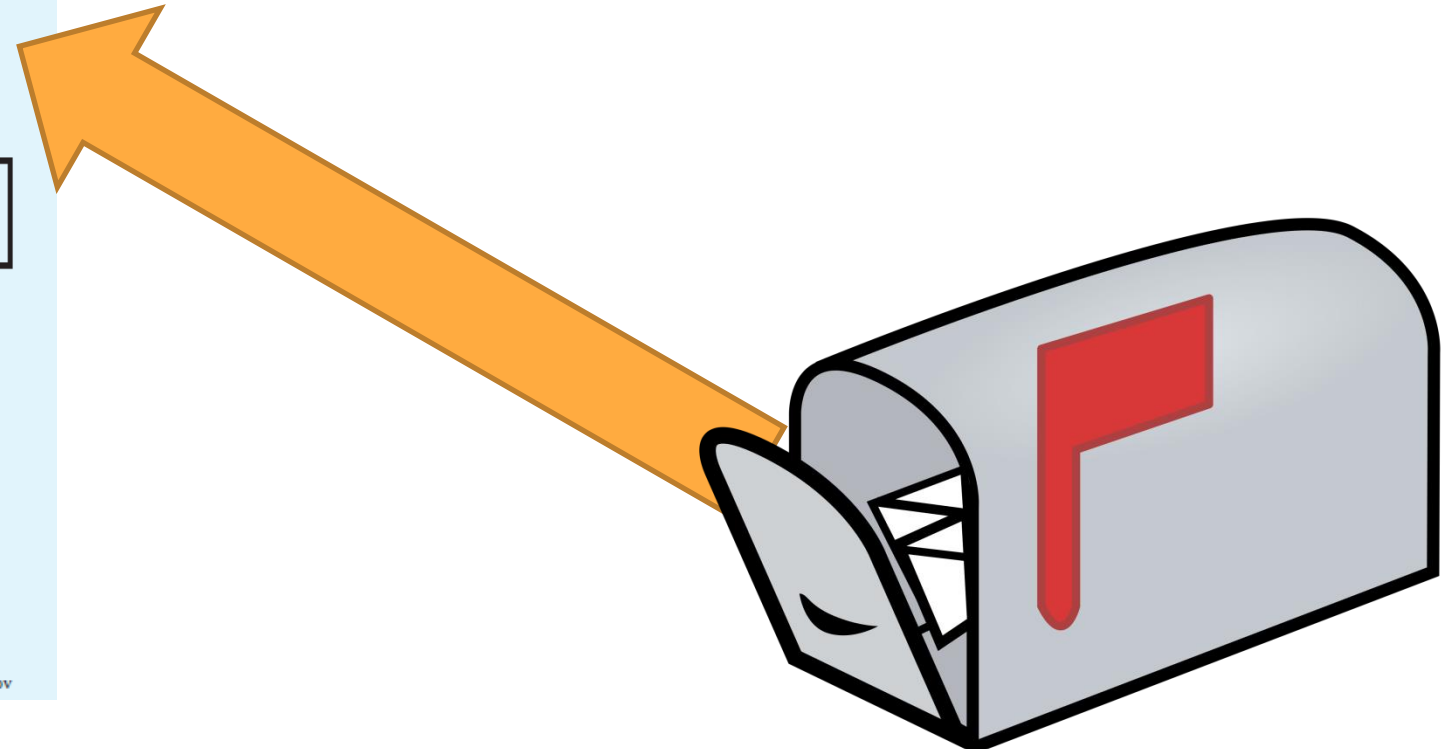
Thank you in advance for your prompt response.

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 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
- Sex
- Age and date of birth
- Whether the home is owned or rented
- Ethnicity
- Name
- Race
- Phone number

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.

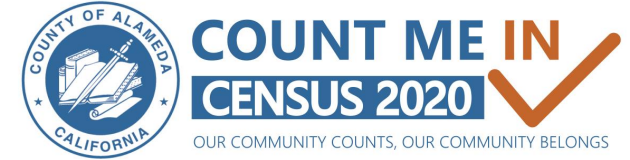
Measures to Protect Census Information

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

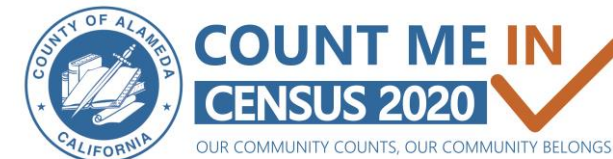
6%

= loss of

\$1 Billion
over 10 years

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

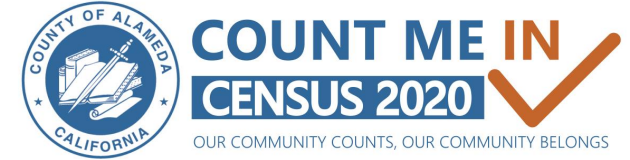
How Does the Census Impact Health?



- 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



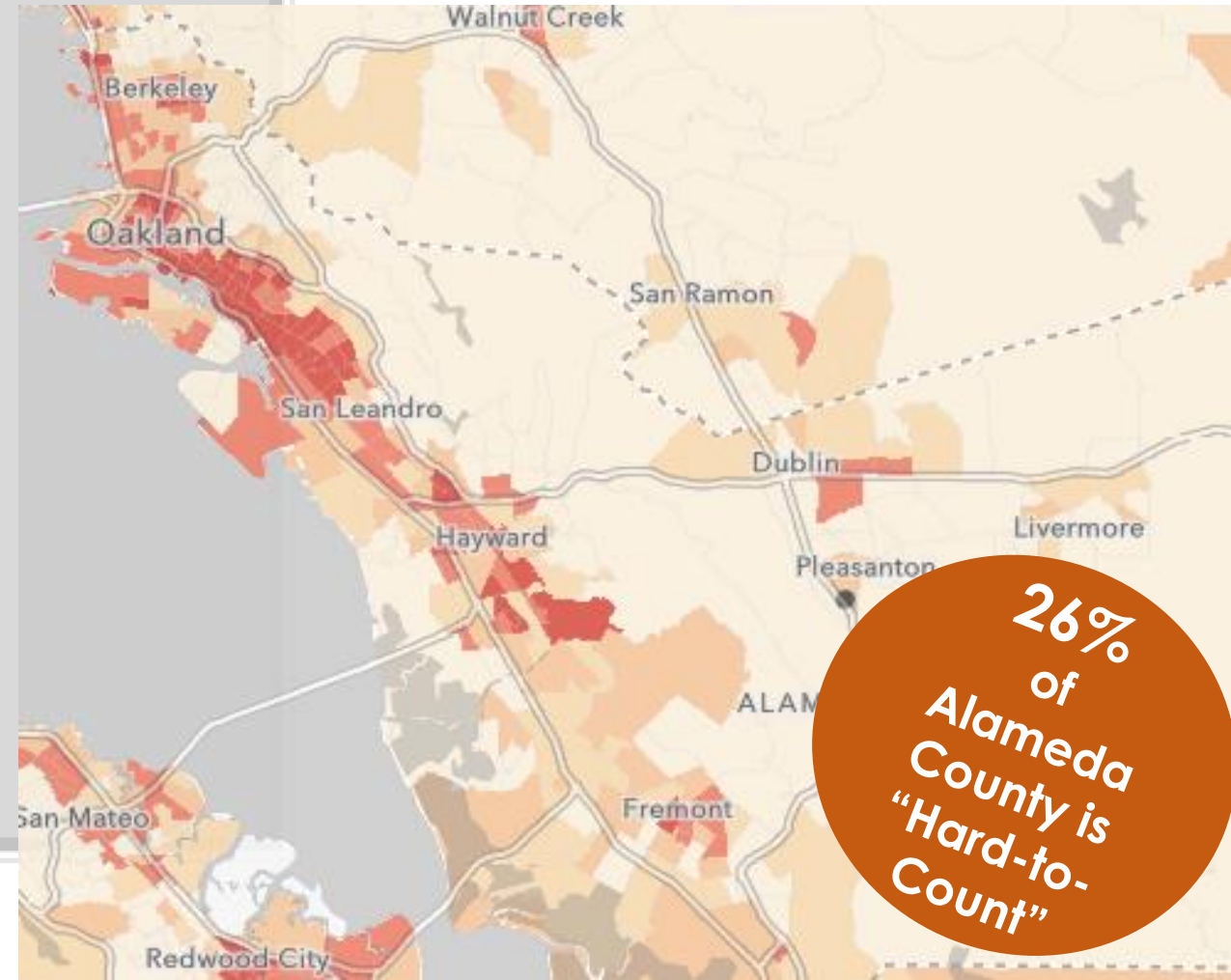
Fear and Distrust	First Digital Census	Cuts in Federal Funding	Language Barriers
Distrust of government -	First to be conducted primarily online -	Census Bureau has limited resources and staffing -	Unavailable in some County languages -
Privacy concerns -	Cyber security concerns -	Only one Census test -	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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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

Apply today!

Best to apply
before 12/31/19

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>

Timeline

Phase	Census Activity
Awareness & Preparation January – March 11 th	Program Implementation Advertising & Local media coverage – State & Fed Trainings – Alameda County
Motivation I March 12 th – April 30 th	Self Response begins Census response invitations sent between March 12 th and March 20 th Group Quarters and SBE Operations
Motivation II May 13 th – July 31 st	Non-Response Follow-up

Thank You!



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