



Achieving a Complete
and Accurate Count

2020 CENSUS PLANNING



CENSUS 2020 GOAL

Ensure that everyone is
counted once, only once, and
in the right place.

IMPORTANCE OF THE CENSUS

Representation

Census count determined Congressional Representation for each state and provides data to draw federal, state, and local legislative districts.

Funding

Apportion more than \$675 billion in federal grants to tribal, state and local government.

Policy

Census data is used to make decisions at every level of government that will impact our communities, e.g., siting of schools, hospitals, libraries, public services.

Planning

Plan future locations for retail stores, new housing developments and other community facilities.

FISCAL SIGNIFICANCE TO THE COUNTY

- An undercount would deprive Contra Costa County of millions of dollars in federal funds per year – an estimated \$2,000 per resident per year, according to California Department of Finance estimates.
- An undercount of 1,000 residents in each district, risks a potential loss of an estimated **\$10 million** in funding per year. This equates to an estimated **\$100,000,000 million** over the next decade.

Census by the Numbers

- Contra Costa County receives 42% of its revenue from Federal & State resources
- California receives \$76 billion in federal funding, based upon the state's population
- Each person not counted equates to a loss of about \$2,000 in State and Federal funding **PER YEAR**
- Contra Costa County has 212,356 people living in “Hard-to-Count” Census Tracts
- If Contra Costa County undercounts by 5%, **we'd lose an estimated \$1.1 Billion over 10 years**

WHAT'S NEW IN THE 2020 CENSUS?

New Question regarding Citizenship Status

Is this person a citizen of the United States?

Yes, born in the United States

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization – *Print year of naturalization* ↴

No, not a U.S. citizen

WHAT'S NEW IN THE 2020 CENSUS?

Concerns about Citizenship Status Question

- If immigrants shun the Census, it could impact the number of congressional seats and the amount of federal funding in states and communities with a large number of immigrants.
- Immigrants skipping the Census could also hurt health and social science research which depends on the Census for baseline population data.
- The question is being challenged in court by California Attorney General on the grounds it could cause many immigrants to skip the 2020 Census out of fear their information could be used against them, even though it is illegal to share a person's census response with law enforcement or immigration agencies.

WHAT'S NEW IN THE 2020 CENSUS?

First time the Census Decennial Survey will be online

Pros

- New technology to make it easier than ever to respond to the census.
- There are more options for self-response (online, by phone, and by mail), thus reducing door to door canvassing.

Cons

- Inequitable access to internet.
- Concerns about cybersecurity.

ACCOMPLISHMENTS TO DATE

Complete Count Preparation

- DCD and CAO have begun the process required to have an effective Complete Count effort.
- Form partnerships with Federal, State, and local Census staff.
- Initiated outreach to local partners.
- Created a webpage to share outreach resources with local partners.
- Completed mapping analysis of the County's hard to count population.

ACCOMPLISHMENTS TO DATE

LUCA (Local Update of Census Addresses) - Local governments can review the Census Master Address File (MAF) once a decade. The MAF is like the "invitation list" to participate in the Census.

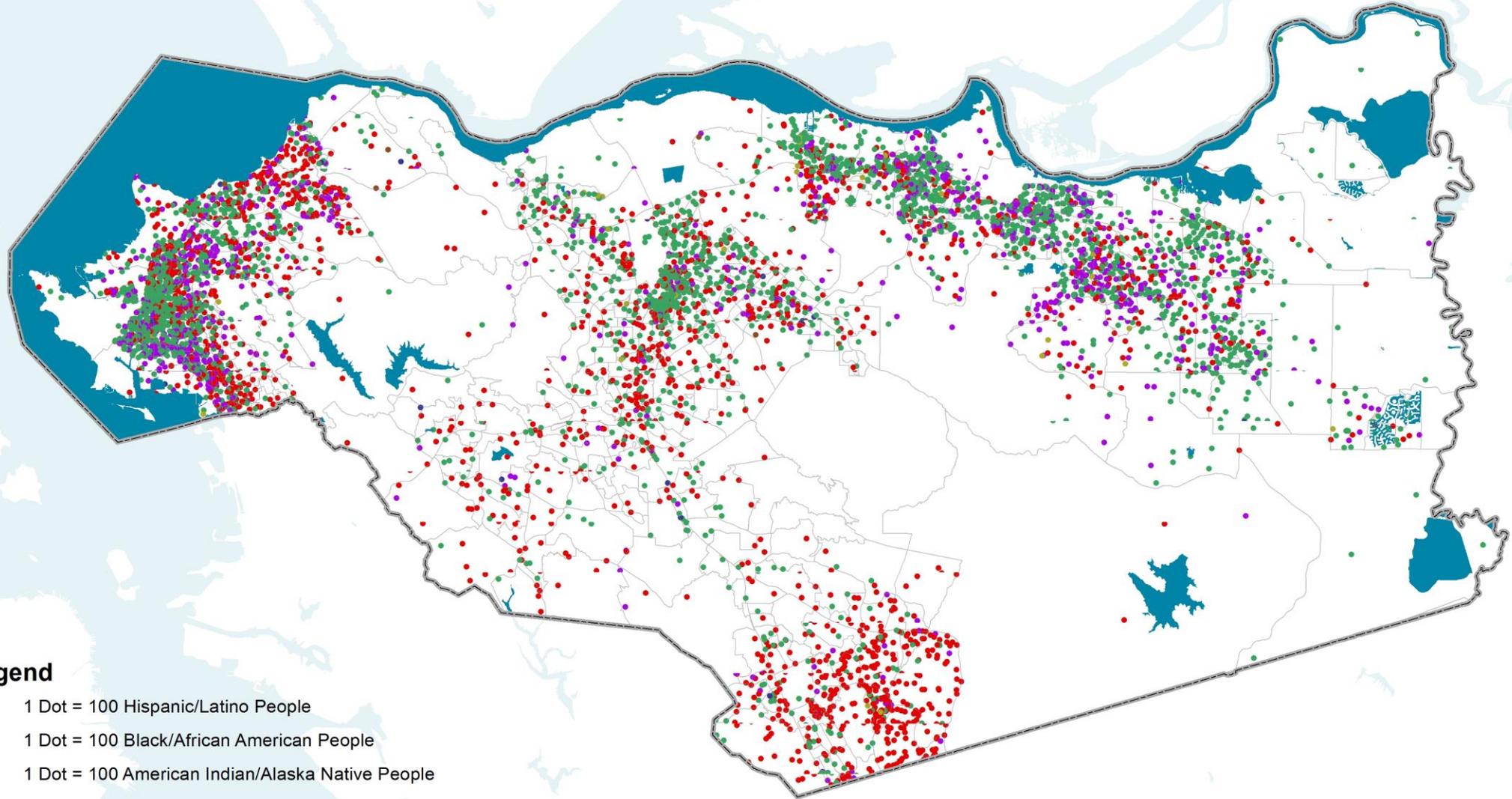
- DCD partnered with East Bay Community Foundation, RYSE, FirstFive, and Safe Returns to complete on the ground canvassing for unconventional units that may not be in County Address File.
- Added about **5,700** new housing units.
- Given estimated 2.85 persons per household in Contra Costa County, the added units represent a potential of **\$32,490,005** per year in funding or **\$324,490,000** for the decade!

BBSP (Block Boundary Suggestion Project) - Local governments can provide updates to geographic and jurisdictional lines to create census blocks once a decade. DCD provided over **15,000** line updates.

Who are the hard to reach populations?

The following maps highlight some key Hard to Reach populations and where they live in the County

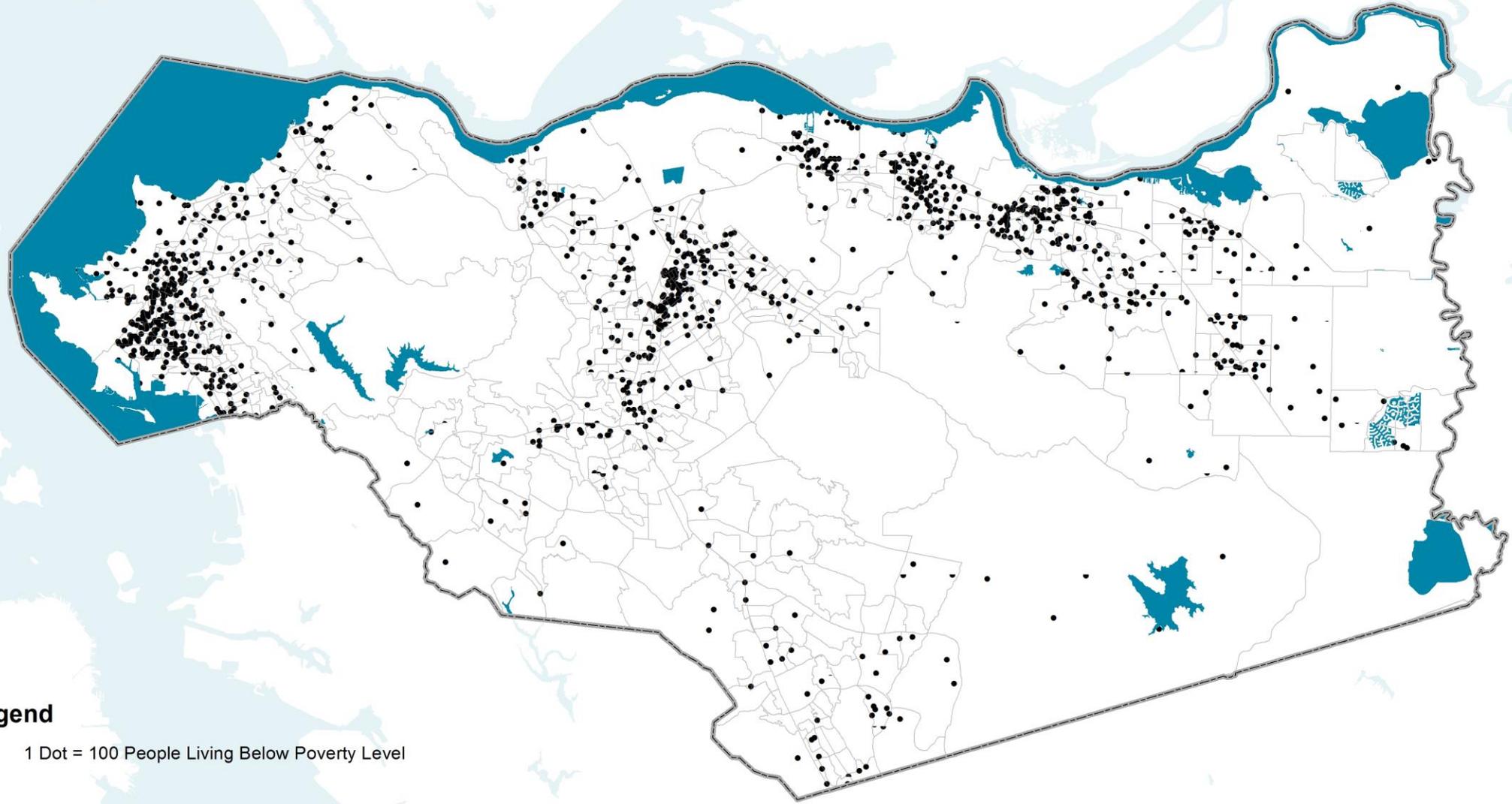
Race and Ethnicity



Legend

- 1 Dot = 100 Hispanic/Latino People
- 1 Dot = 100 Black/African American People
- 1 Dot = 100 American Indian/Alaska Native People
- 1 Dot = 100 Asian People
- 1 Dot = 100 Native Hawaiian/Pacific Islander People
- 1 Dot = 100 Some Other Race People

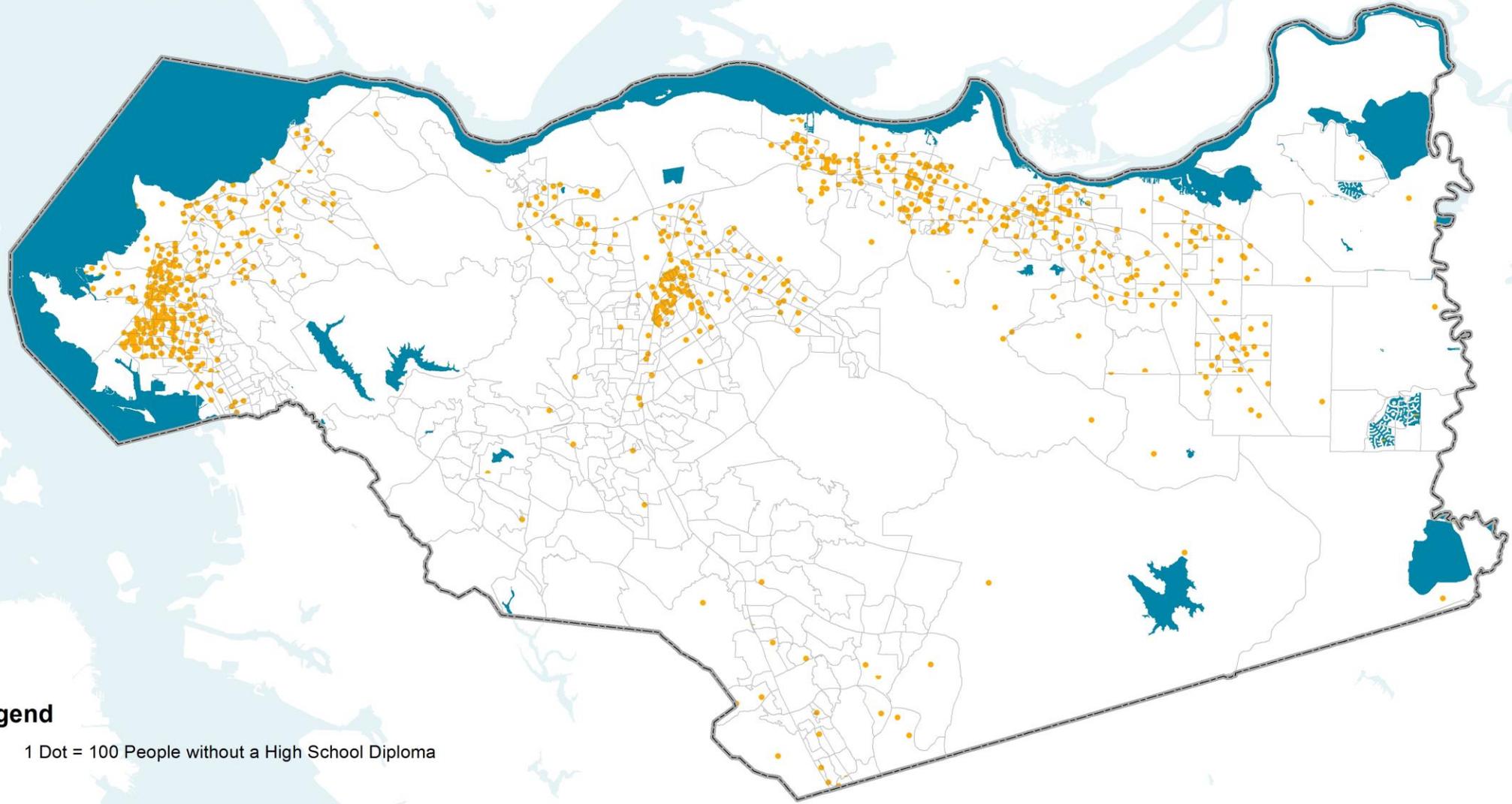
Poverty



Legend

- 1 Dot = 100 People Living Below Poverty Level

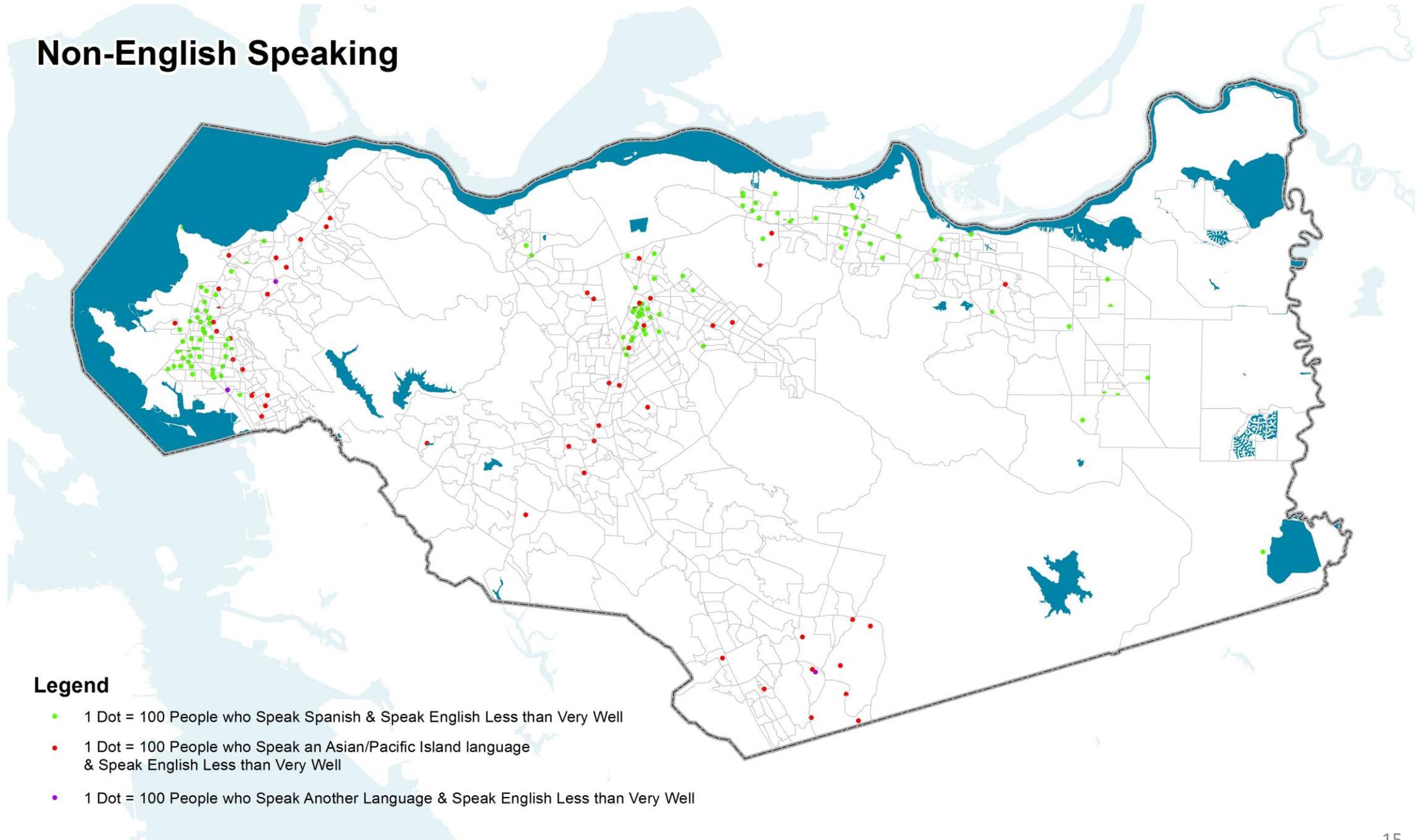
No High School Diploma



Legend

1 Dot = 100 People without a High School Diploma

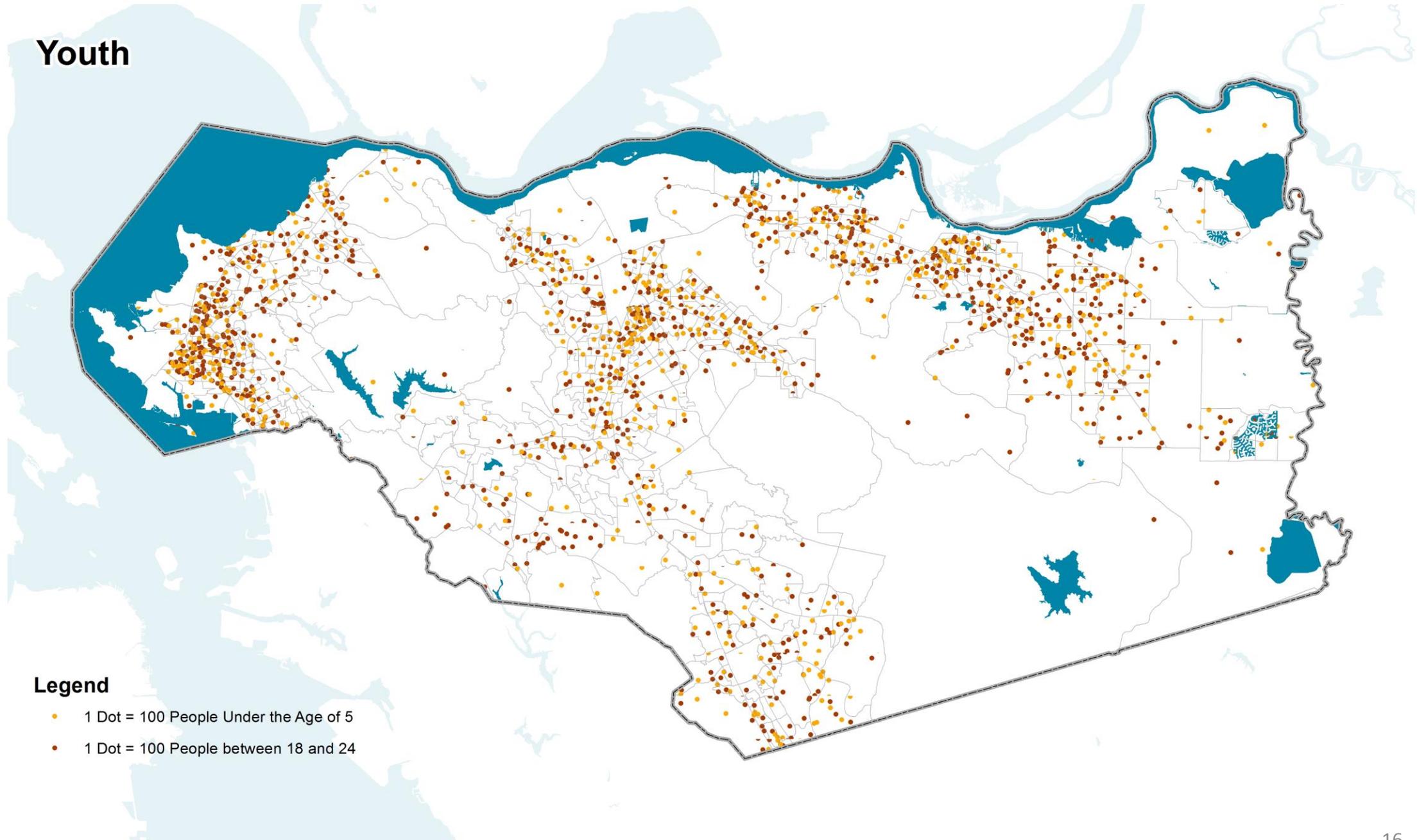
Non-English Speaking



Legend

- 1 Dot = 100 People who Speak Spanish & Speak English Less than Very Well
- 1 Dot = 100 People who Speak an Asian/Pacific Island language & Speak English Less than Very Well
- 1 Dot = 100 People who Speak Another Language & Speak English Less than Very Well

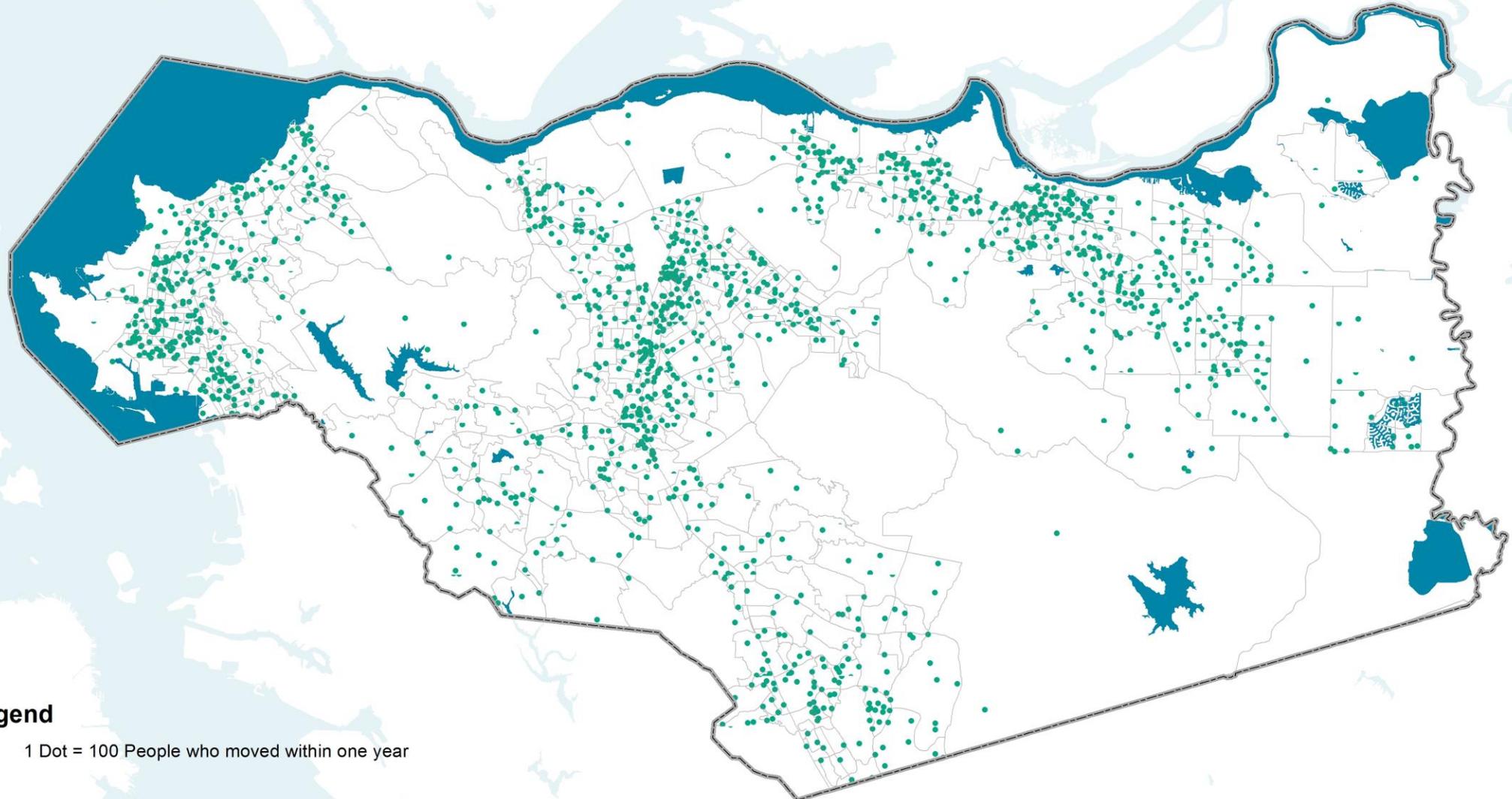
Youth



Legend

- 1 Dot = 100 People Under the Age of 5
- 1 Dot = 100 People between 18 and 24

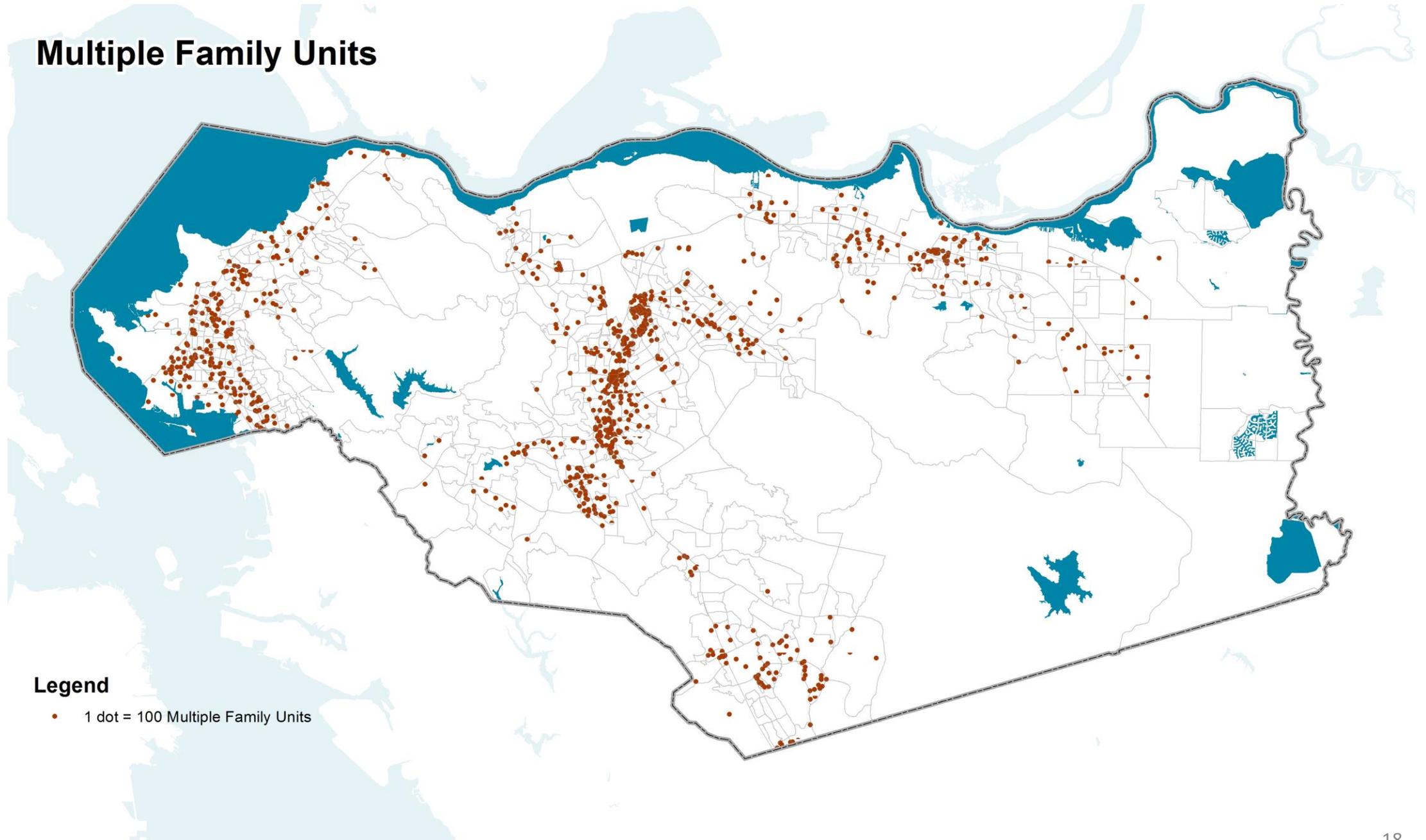
Moved within One Year



Legend

- 1 Dot = 100 People who moved within one year

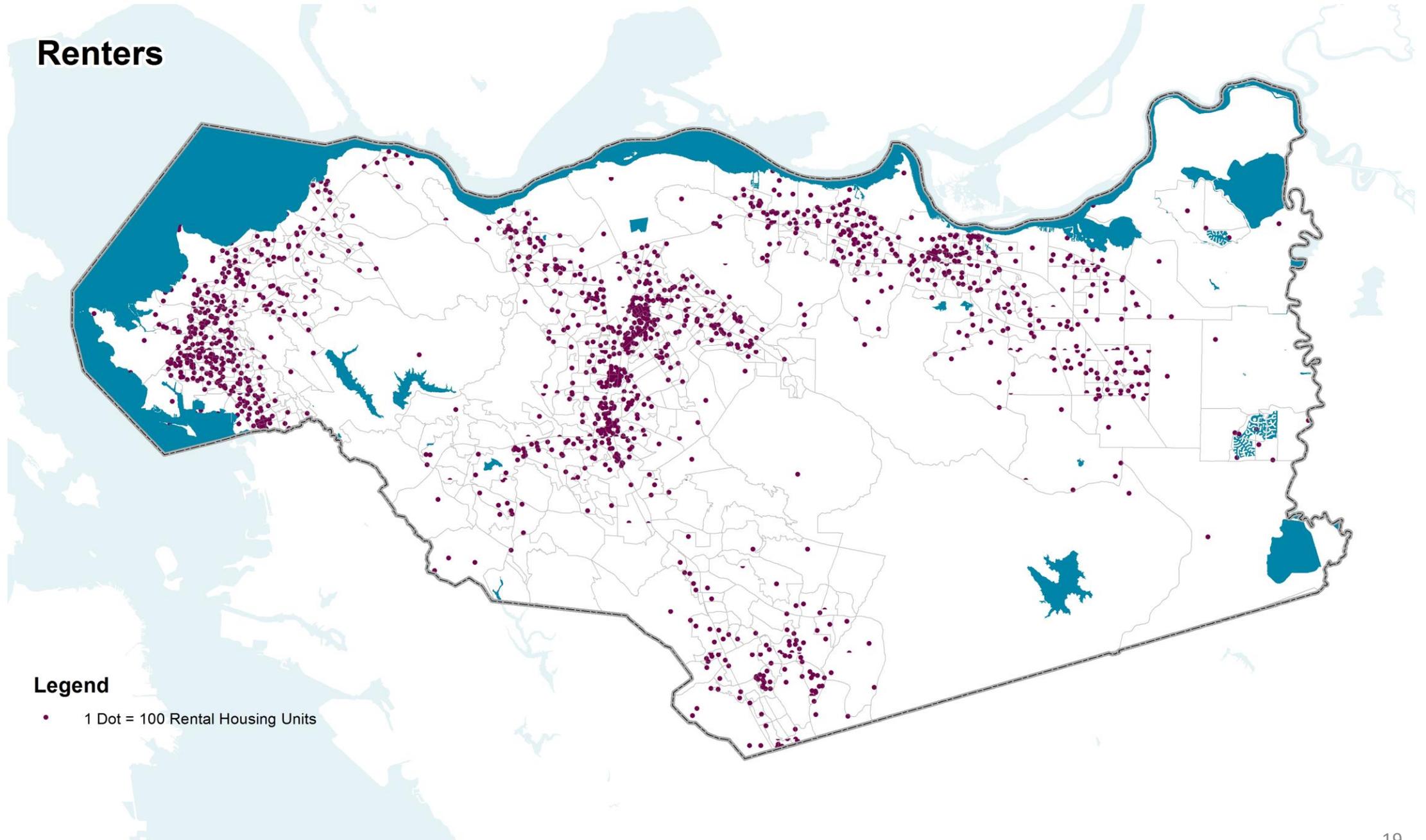
Multiple Family Units



Legend

• 1 dot = 100 Multiple Family Units

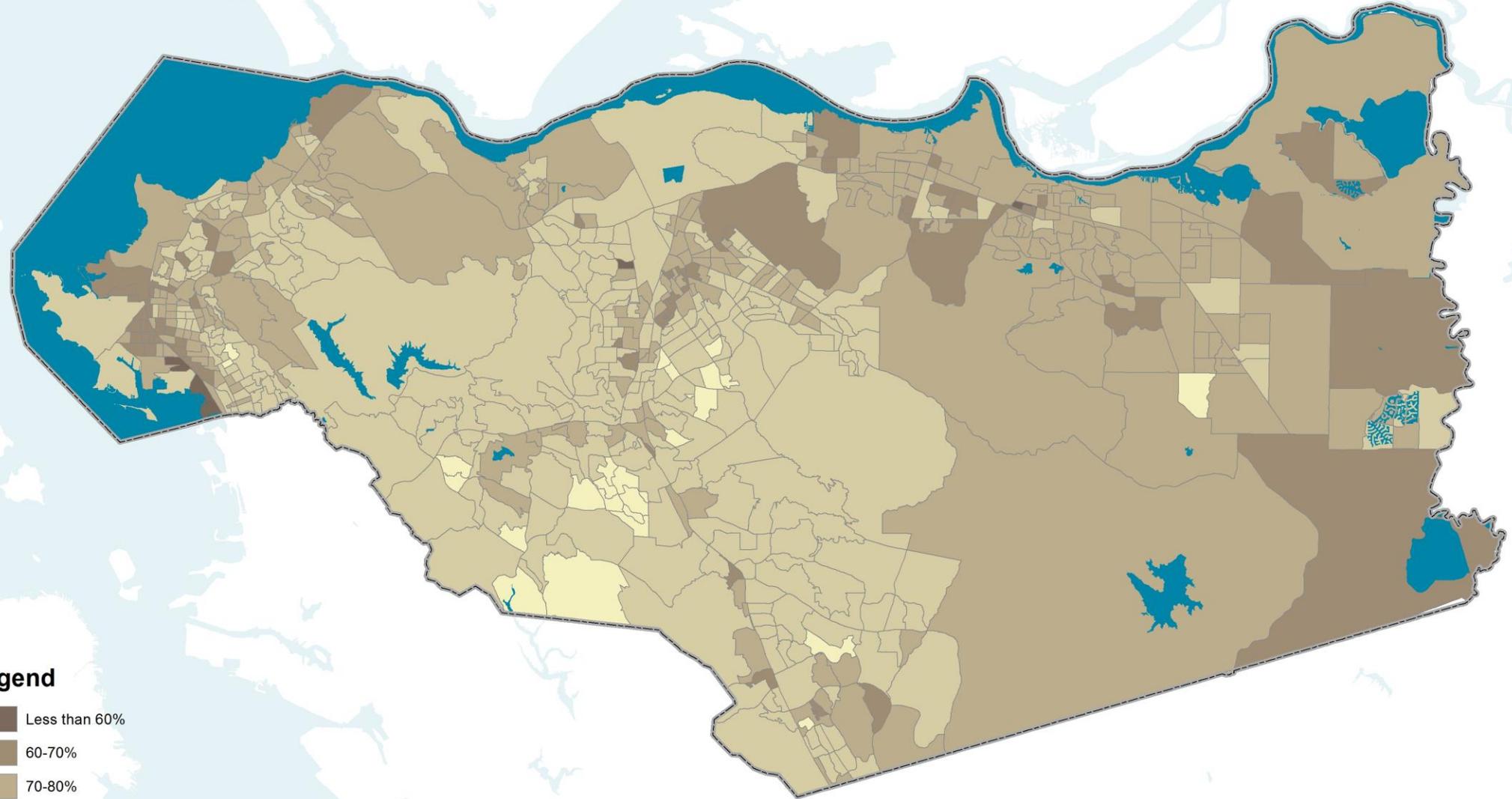
Renters



Legend

• 1 Dot = 100 Rental Housing Units

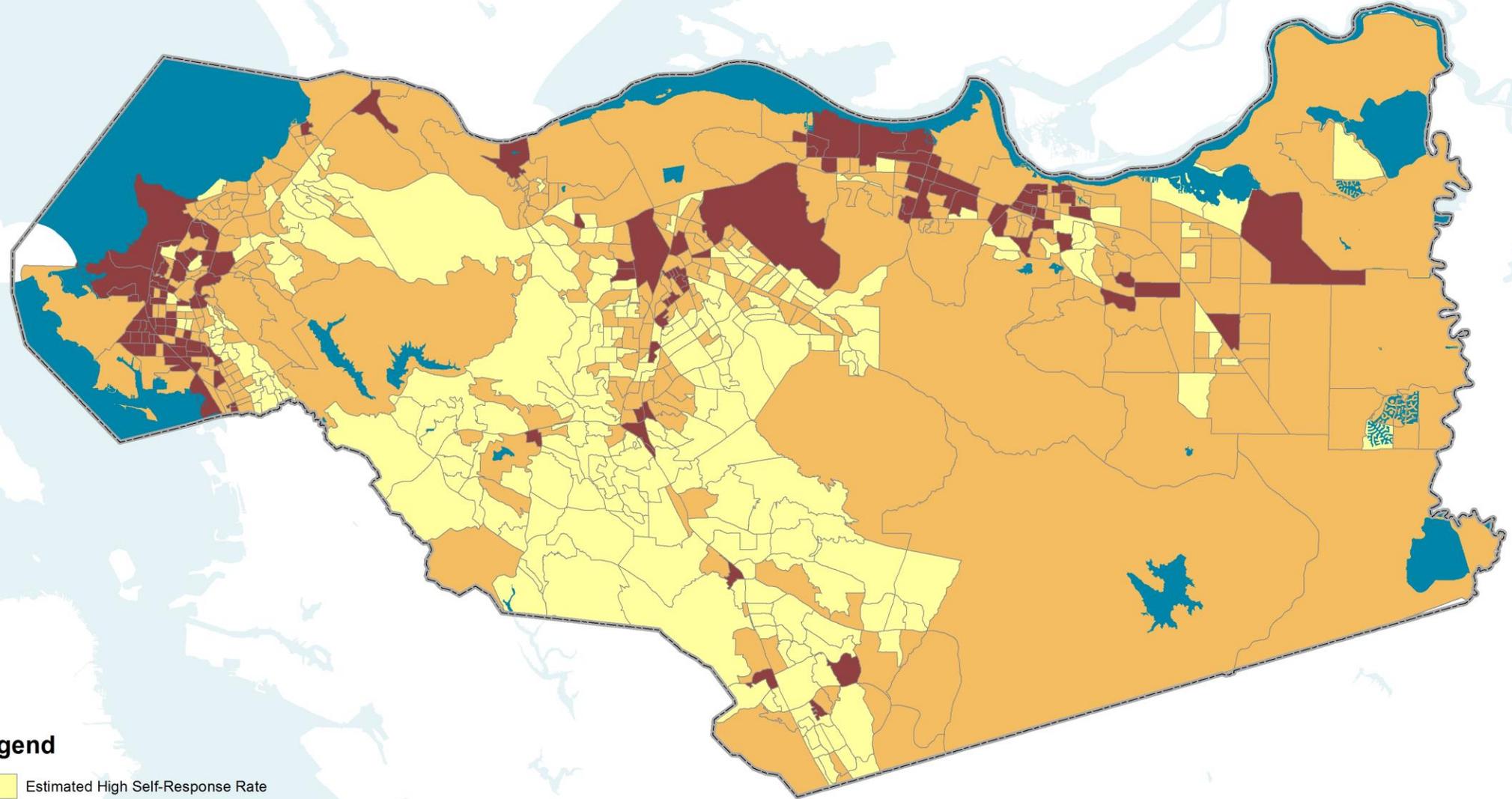
2010 Mail Response Rate



Legend

- Less than 60%
- 60-70%
- 70-80%
- 80-90%
- More than 90%

2020 Low Response Score



Legend

- Estimated High Self-Response Rate
- Estimated Medium Self-Response Rate
- Estimated Low Self-Response Rate

WHAT'S NEXT?

- **Ongoing Geographical Updates**
- **Launch Complete Count Committee**
 - **Develop a strategic outreach plan and budget**
 - **Identify and engage trusted community voices to carry the census message**
 - **Create opportunities to communicate the census message and facilitate response**

COMPLETE COUNT COMMITTEE RESPONSIBILITY

Identify

Identify where hard to count populations reside within Contra Costa County.

Encourage

Encourage and increase the self-response rate for households responding on the intranet, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.

Collaborate

Collaborate with existing organizations that work with hard to count populations in the county to create a countywide 2020 Census awareness campaign strategy.

Facilitate

Facilitate regional collaborations to expand county outreach efforts, especially hard to count populations

COMPLETE COUNT COMMITTEE

2010 Structure

Complete Count Steering Committee:

- **Who:** Chaired by a County Supervisor, included County Department staff and U.S Census Bureau Staff
- **Role:** Created outreach structure and managed resources to reach hardest to count population.

Regional Complete Count Subcommittees - (West, Central, and East)

- **Who:** Steering Committee members, local community leaders including non-profit organizations, faith-based organization, business and city leaders, school representatives, media specialists
- **Role:** Customized the outreach strategy to meet local needs and implemented the outreach strategy.

COMPLETE COUNT COMMITTEE 2020

Steering Committee Options

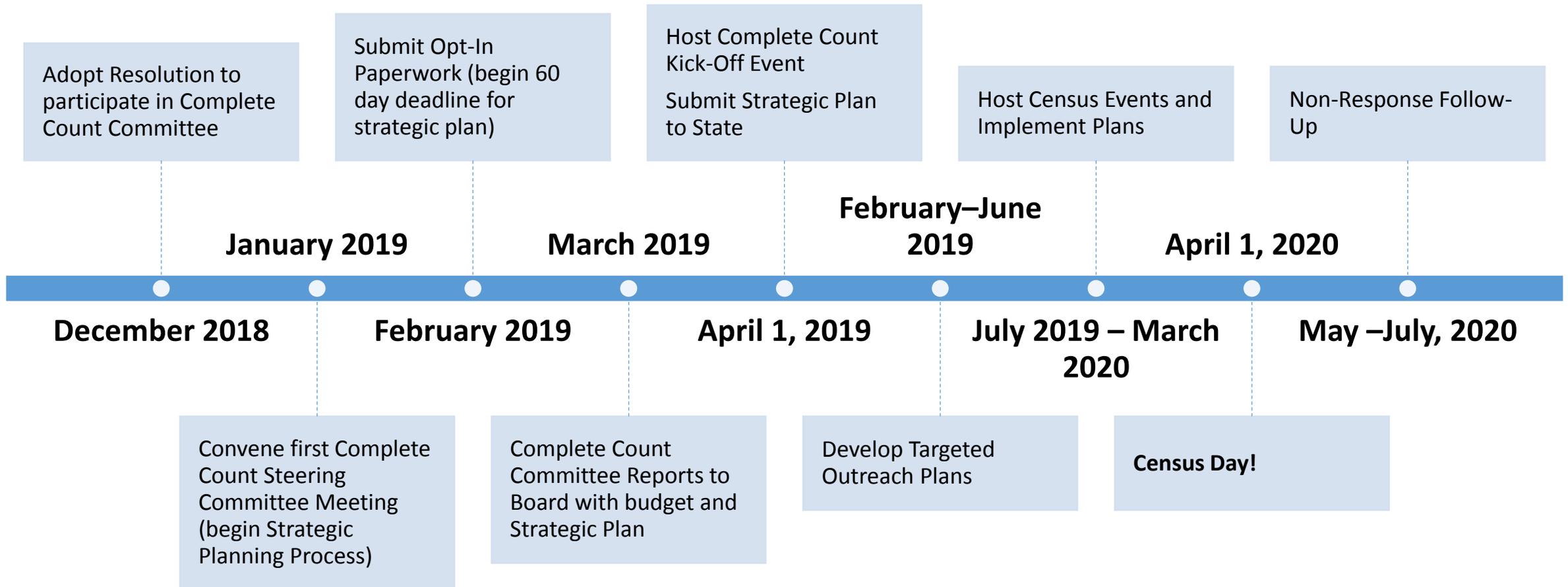
Option 1: Replicate 2010 Complete Count Committee Structure

- Steering Committee chaired by County Supervisor with key department staff (CAO, DCD, EHSD, HSD, OCM, and Library)
- Regional Subcommittees to address local issues

Option 2: More Robust Complete Count Steering Committee

- Steering Committee chaired by County Supervisors with key department staff plus city representatives, CBO/foundations, faith leaders, and other parties as determined by Chair. Members appointed by the Board of Supervisors.
- Regional Subcommittees to address local issues

Complete Count Committee Next Steps



Complete Count Committee Outreach Ideas

- Community Events
- Host Census Assistance Centers at various service locations
- Census Sundays / Saturdays
- Soccer Tournaments
- Adopt-a-Block Program
- Youth Film Festival
- Looking for many more ideas!

COMPLETE COUNT COMMITTEE FUNDING

- In 2010, there was very limited funding due to the economic crisis. DCD and CAO provided staff time and the state provided \$2 million statewide (CCC received \$30,000).
- For 2020, California has allocated \$90 million to prepare for Census 2020.
- \$26.5 million has been allocated for Counties to support local Complete Count initiatives. Contra Costa County is apportioned \$362,605, provided the County agrees to opt-in and meet detailed requirements.
- There are a number of nonprofit foundations investing in Census 2020 outreach and coordinating with their efforts is key.
- Many local jurisdictions are allocating funds towards the Census. The Board may also wish to consider allocating additional funding to support the outreach effort.

KEY MESSAGES in 2020

- **Easy:** Short census questionnaire. 10 questions, takes about 10 minutes to complete
- **Safe:** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal and law enforcement agencies. 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

Road to the 2020 Census

2020 Census Operational Timeline



FOR MORE INFORMATION

- A webpage with Census 2020 resources has been developed. The intended audience is County Department and Community Organizations interesting in assisting with Census 2020 outreach.
www.cccounty.us/census2020
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