



Achieving a Complete
and Accurate Count

2020 CENSUS COMPLETE COUNT



CENSUS 2020 GOAL

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

IMPORTANCE OF THE CENSUS

Representation

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

Funding

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

Policy

Governments use census data to make policy decisions for our communities such as school siting, libraries service, and transportation infrastructure.

Planning

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

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**
- 72% or approximately 1.3 million of CA's population belongs to one of the groups historically undercounted during the once-a-decade Census process
- Contra Costa County has just under 250,000 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**

EXAMPLES OF PROGRAMS WITH FUNDING DEPENDENT ON CENSUS DATA

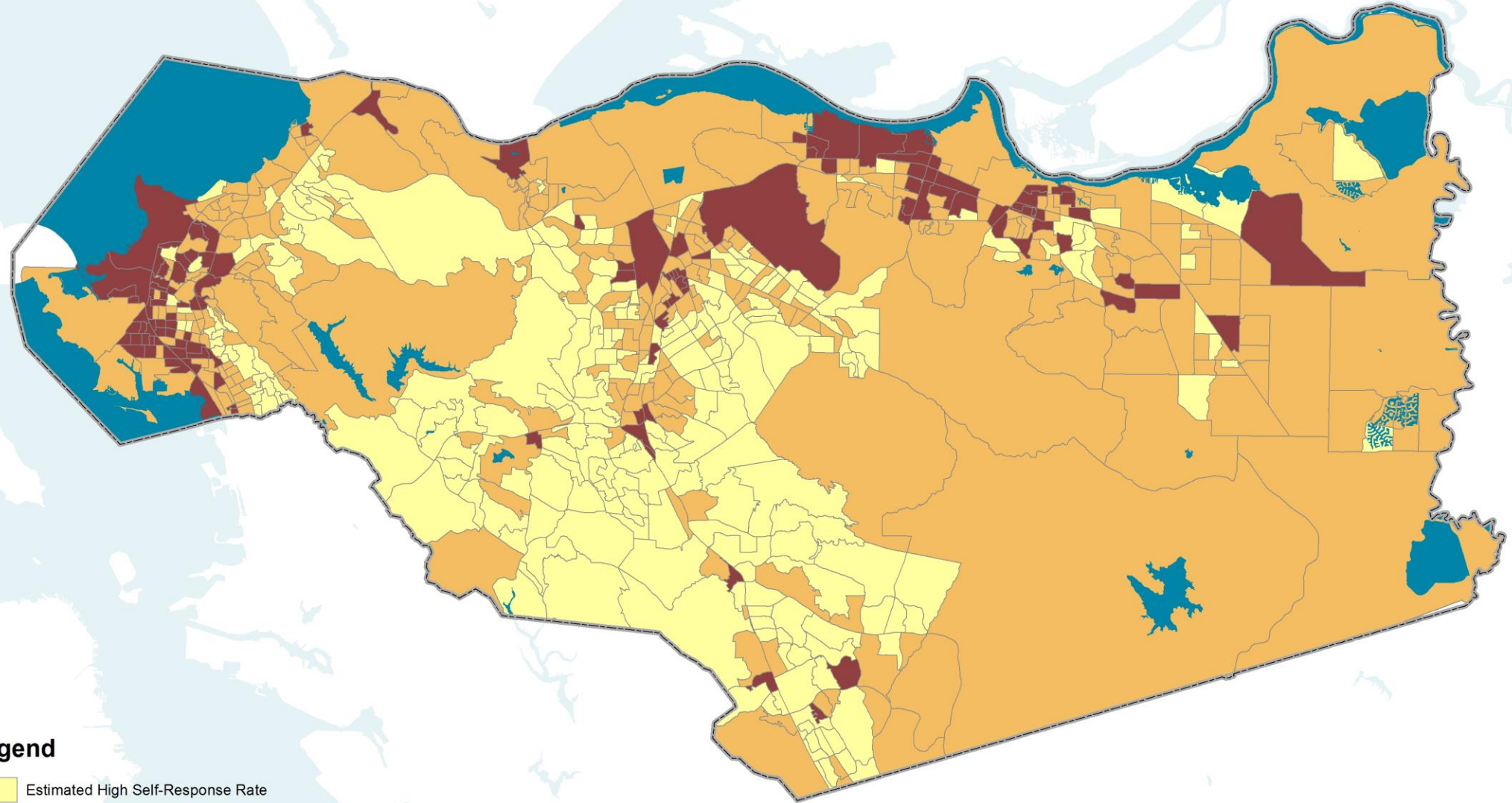
- **Transportation:** Highway Planning and Construction
- **Children:** Foster Care, Nutritional School Lunch Program
- **Health and Nutrition:** Medicaid, Medicare Part B, Health Center Programs
- **Schools:** Head Start, Special Education Grants, Title I Grants
- **Affordable Housing:** Section 8, Low Income Home Energy Assistance
- **Other:** Community Development Block Grant

HARD TO COUNT POPULATIONS

Contra Costa County is focusing on trying to reach the Hardest to Count populations. These include:

- Racial and Ethnic minorities
- People living in poverty
- Youth between 18-24
- Children under 5
- Non-English Speaking households
- People with no high school diploma
- People who have moved within the last year, renters, and people in multifamily units
- Seniors
- LBGQT

2020 Low Response Score



Legend

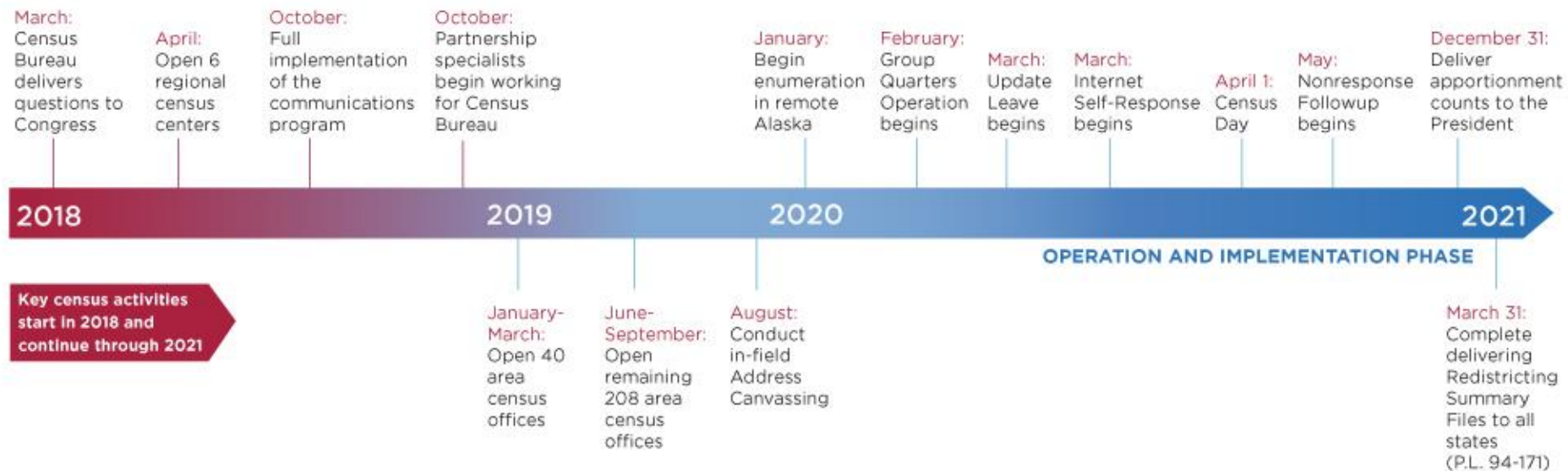
- Estimated High Self-Response Rate
- Estimated Medium Self-Response Rate
- Estimated Low Self-Response Rate

KEY MESSAGES ABOUT THE CENSUS

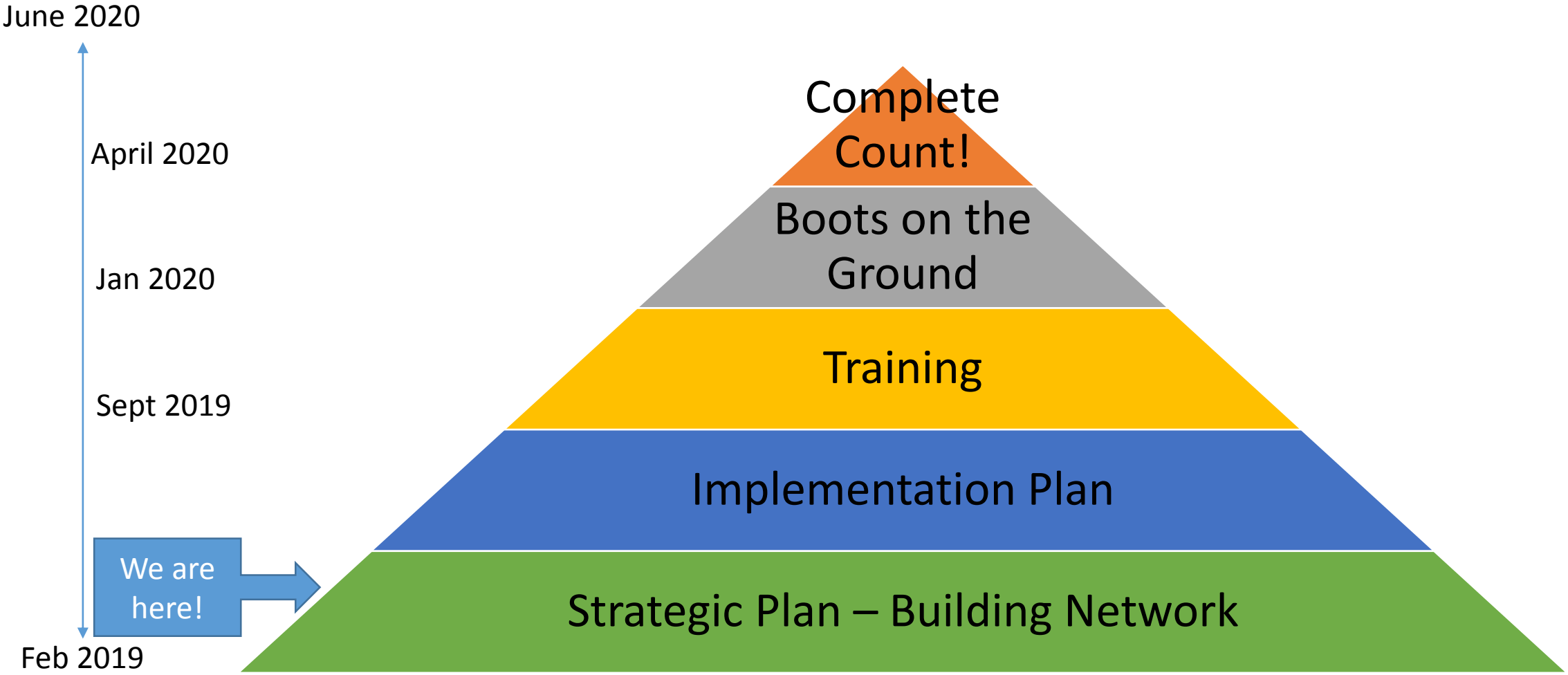
- **Easy:** Short census questionnaire. Takes about 10 minutes to complete
- **Safe:** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal and law enforcement agencies. Census Bureau workers take an oath to protect the confidentiality of the data. The penalty 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



COMPLETE COUNT PROCESS



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

COMPLETE COUNT COMMITTEE

POTENTIAL OUTREACH PROGRAMS

The following potential outreach programs are dependent on funding availability:

- **Census Mini-Grants** – Funds for local community organizations to host block parties, soccer tournaments, or other outreach event to raise awareness about the importance of the Census.
- **Adopt-A-Block** – Local community based organization volunteer to adopt a hard to count block and canvass residents to make sure they fill out their Census form. Potential for the organization or volunteers to receive a small stipend.

PARTNERSHIP IS THE KEY TO A SUCCESSFUL CENSUS!

- Approve a resolution recognizing the importance of the Census.
- Designate a councilmember and staff member as Census lead.
- Fill out the Complete Count Census survey! Tell us about your city or organization and how you can help with Census Outreach.
 - Messaging
 - QAC/QAK
 - Host a Speaker
 - Adopt-A-Block
 - Census Mini-Grants / Hosting Census Events

FOR MORE INFORMATION

- A webpage with Census 2020 resources has been developed! Sign up to partner with Contra Costa County's Outreach effort!

www.contracosta.ca.gov/census2020

THANK YOU!!

CONTRA COSTA

CENSUS

2020

