



# Census 2020 in Contra Costa: What You Need to Know



## What is at Stake?

### Billions of dollars for



Schools



Healthcare



Children  
&  
Families



Housing



Transportation

### Political Power



## Challenges of Census 2020

**FIRST ONLINE CENSUS \* RISING DISTRUST IN GOVERNMENT  
LIMITED LANGUAGE ACCESS \* PROPOSED CITIZENSHIP QUESTIONS**

## How You Can Support a Complete Count on Census 2020



### **Become a Messenger: Keep your community informed about the Census**

Commit to sharing important Census information to your community through your existing communication channels such as emails, social media, and newsletters. We'll create the content, you'll spread the message, and together we'll ensure our community is informed.



**Schedule a Census 101 presentation: Learn all about Census 2020 in Contra Costa County.** Want to learn more about why the Census matters, what the process entails, and what Contra Costa County is doing to prepare?



### **Join our coalition: Lead Census 2020 engagement in your community**

Engage in Census planning and outreach efforts by signing up to be a Census 2020 partner and participated in a Regional Census Solution Workshops in your area.

## COUNT ME IN!

VISIT [www.contracosta.ca.gov/census2020](http://www.contracosta.ca.gov/census2020)

**FOR MORE INFORMATION, RESOURCES, PRESENTATION SCHEDULING,  
AND CENSUS 2020 PARTNER SIGN UP**

# Addressing Concerns about Proposed Citizenship Question

The Census should count everybody. Yet, every census “undercounts” people of color, immigrants, and other hard-to-count populations. The danger of an undercount is worsened with Census 2020 because of the Census Bureau’s recent efforts to add a citizenship question, which is raising fears that Census data might be used to target people. Here’s what you need to know:

- Census responses are confidential and there are very strong laws protecting your data.
- Under law, the U.S. Census Bureau cannot share an individual’s Census data with the public, state or local governments, immigration enforcement, or other federal agencies.
- Additionally, Census data can only be used for statistical purposes, and cannot be used to harm people who respond.

Advancing Justice – Asian Law Caucus has attorneys who can speak with community-based organizations about these issues free of cost. Please contact Julia Marks at [juliam@advancingjustice-alc.org](mailto:juliam@advancingjustice-alc.org)

## Our Hard to Count Communities

**An estimated 20% of Contra Costa County Residents live in Hard to Count Census tracts. Hard to Count Communities include:**

- |                                      |  |
|--------------------------------------|--|
| Immigrants                           | Senior citizens                                |
| People of color                      | People without high school degrees             |
| Young children                       | People with disabilities                       |
| Renters/frequent movers/Unhoused     | Households without computer or internet access |
| “Linguistically isolated” households | People who distrust the government             |
| Large or overcrowded households      | LGBTQ communities                              |



Education + Planning Phase	Awareness Phase	Motivation Phase
<i>January to December 2019</i>	<i>January to March 2020</i>	<i>March to July 2020</i>
<b>Key Focus:</b> <ul style="list-style-type: none"> <li>• Craft key Census messaging</li> <li>• Conduct Census Solutions Workshops to develop outreach strategies &amp; tools</li> <li>• Award grants to trusted messengers</li> <li>• Promote Census Bureau jobs</li> <li>• Messengers convey key updates to their networks</li> </ul>	<b>Key Focus:</b> <ul style="list-style-type: none"> <li>• Support partners to implement outreach plans</li> <li>• Provide community presentations</li> <li>• Train and activate grantees, partners, and volunteers</li> <li>• Support enumerator training</li> <li>• Messengers convey key updates to their networks</li> </ul>	<b>Key Focus:</b> <ul style="list-style-type: none"> <li>• Promote Census participation at festivals, events, &amp; more</li> <li>• Support subcommittee outreach efforts</li> <li>• Track Census response rates and enhance outreach accordingly</li> </ul>

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