

Census 2020 in Contra Costa: What You Need to Know



What is at Stake?

Billions of dollars for













Schools

Healthcare

Children & Families

Housing Transportation

Challenges of Census 2020

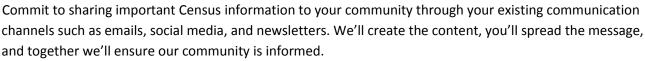
FIRST ONLINE CENSUS * RISING DISTRUST IN GOVERNMENT
LIMITED LANGUAGE ACCESS * PROPOSED CITIZENSHIP QUESTIONS

How You Can Support a Complete Count on Census 2020



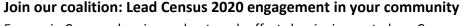








Schedule a Census 101 presentation: Learn all about Census 2020 in Contra Costa County. Want to learn more about why the Census matters, what the process entails, and what Contra Costa County is doing to prepare?





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

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

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

People of color

Young children

Renters/frequent movers/Unhoused

"Linguistically isolated" households

Large or overcrowded households

Senior citizens

People without high school degrees

People with disabilities

Households without computer or internet acces

People who distrust the government

LBGTQ communities



Education + Planning Phase	Awareness Phase	Motivation Phase
January to December 2019	January to March 2020	March to July 2020
 Key Focus: Craft key Census messaging Conduct Census Solutions Workshops to develop outreach strategies & tools Award grants to trusted messengers Promote Census Bureau jobs Messengers convey key updates to their networks 	 Key Focus: Support partners to implement outreach plans Provide community presentations Train and activate grantees, partners, and volunteers Support enumerator training Messengers convey key updates to their networks 	 Key Focus: Promote Census participation at festivals, events, & more Support subcommittee outreach efforts Track Census response rates and enhance outreach accordingly

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