Alameda County

Complete Count Committee Census 2020

Casey Farmer, Executive Director
Casey.Farmer@acgov.org

Alessia Simmonds, Outreach Manager
Alessia.Simmonds@acgov.org

Census by the Numbers

- Alameda County receives ~60% of its revenue from Federal & State resources
- California receives $76 billion in federal funding, based upon the state's population
- Each person <u>not counted</u> equates to a loss of ~$**1,958** in funding PER YEAR
- Alameda County has 413,000 "Hard-to-Count" residents
- If Alameda County undercounts by only 3%, **we would lose $1 <u>Billion</u> over 10 years**
- The estimated cost of counting "Hard-To-Count" populations is $7-$12 per person

acgov.org/census2020

County of Alameda, CA

Census 2020

Alameda County Counts

Our VOICE counts
The Census count determines our federal representation. An undercount could cost California to lose a seat in Congress.

Our SERVICES Count
The Census count appropriates billions in federal funding for programs which benefit the entire community: health care, education, transportation, housing, food stamps, and more.

Our COMMUNITY Counts
An undercount would have grave consequences for Alameda County. Census 2020 will require us to come together to ensure everyone is counted!

The Challenges of Census 2020

- 26% of Alameda County is "Hard-To-Count"
- Proposed Citizenship Question
- Limited Language Access
- An Online Census
- Distrust in Government
- Reduced Census Resources

Why the Census Matters

Get Connected

Get Email Updates

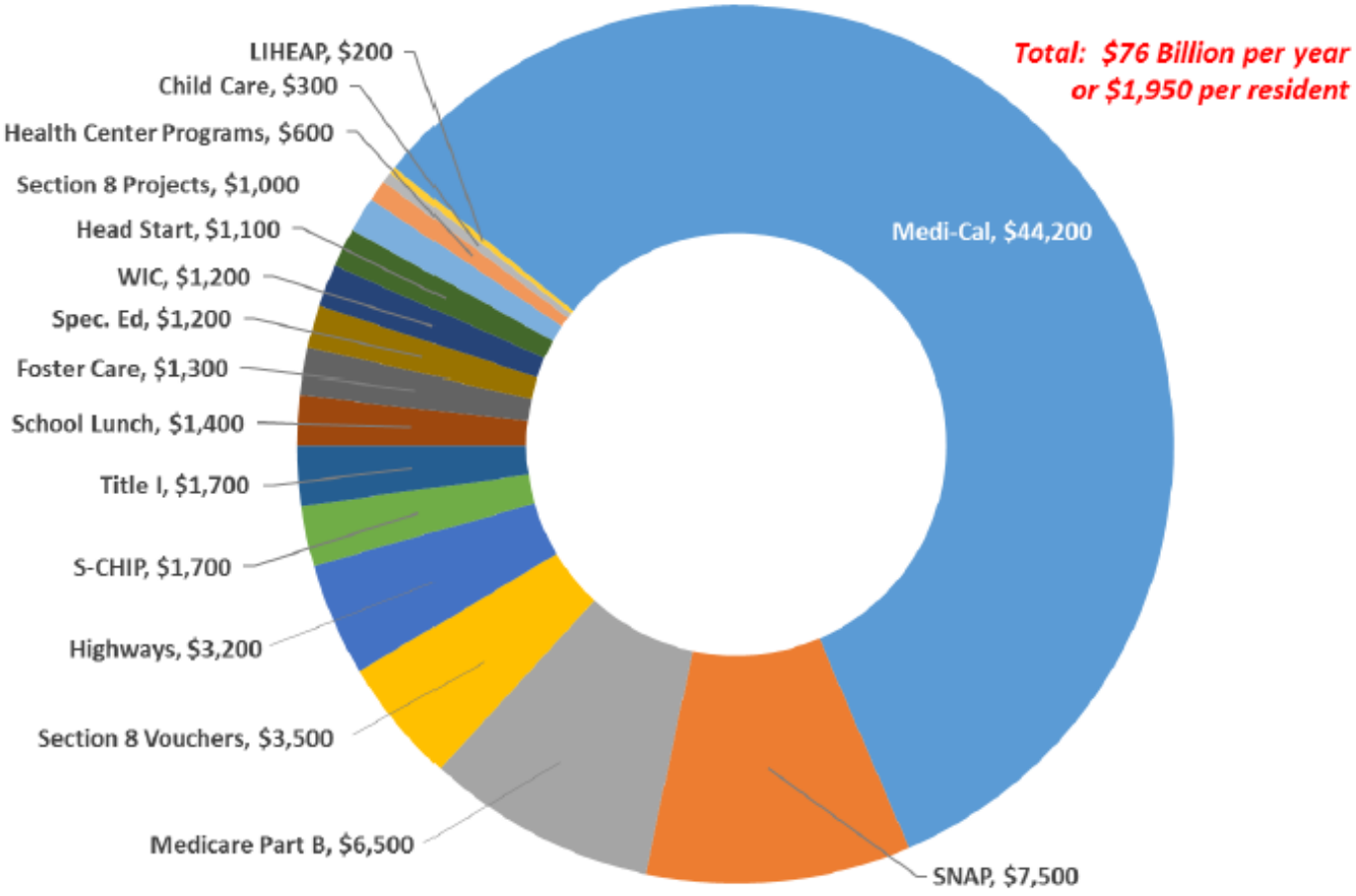
Get Involved

- Become a Messenger for the Census
- Come to a Census Solutions Workshop

Calendar

- Monday, February 4, 2019 – ECE–Children 0–5
- Wednesday, February 13, 2019 – Complete Count Committee Meetings
- Wednesday, February 13, 2019 – Health

Federal Programs That Allocate Funds to California Using Census Data
(in million dollars - FFY2015)



Census 2020 is radically different

1. Fear may deter participation: Residents are increasingly distrustful of government, are concerned about data privacy, and are worried about a proposed citizenship question. The U.S. GAO has predicted a 17% reduction in self-response on the 2020 Census.

2. First Digital Census: Instead of the traditional paper form, the vast majority of the population will be asked to take the Census online using a 16-digit pin or QR code. The site will be available on mobile devices.

3. Logistics: The Census Bureau has not thoroughly tested its new technological systems, it has reduced Bureau staff including enumerators, and has only completed 1 "Census dress rehearsal." (3 are usually conducted)

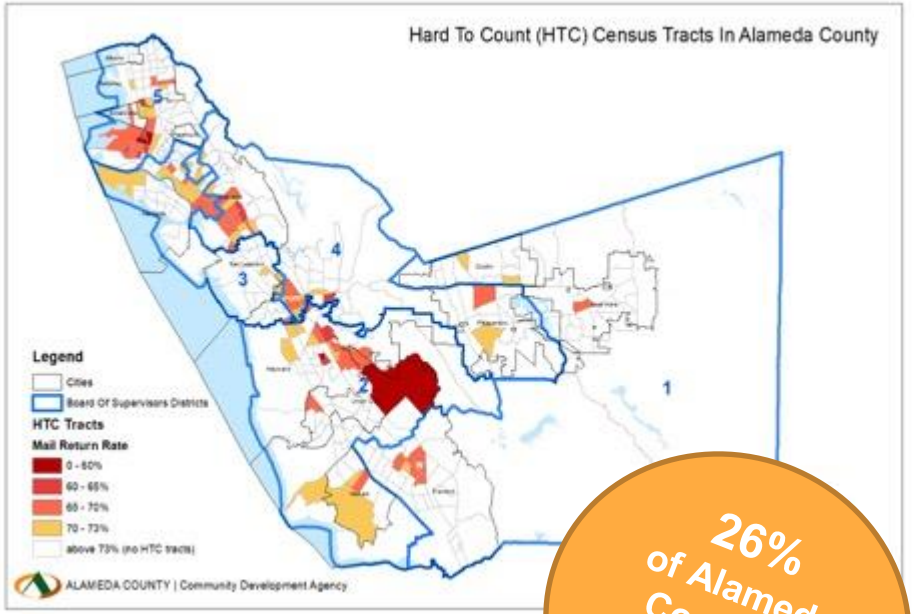
4. Census Takers: They are required to do training online and field work on smart phones. Staff will only make half as many attempts to visit each home than in previous Census.

5. Language Barriers: While 220 languages are spoken throughout the state, the Census questionnaire will only be available in 13 languages. Video guides & glossaries will be available for 59 languages.
   - **Alameda County will need to strategize with our linguistically diverse communities about maximizing participation.**

6. Census Outreach Grants: State of CA, United Way, Alameda County, East Bay Community Foundation

Hard-To-Count Populations

- Foreign born residents / Immigrants
- People of color
- Young children
- Renters / Frequent movers
- ‘Linguistically isolated’ households
- Low-income households
- Unhoused individuals
- Large or overcrowded households
- Senior citizens
- People without high school degrees
- People with disabilities
- Households without a computer or internet access
- People who distrust government authority and / or have been or could be targets of law enforcement



26% of Alameda County is “Hard-to-Count”

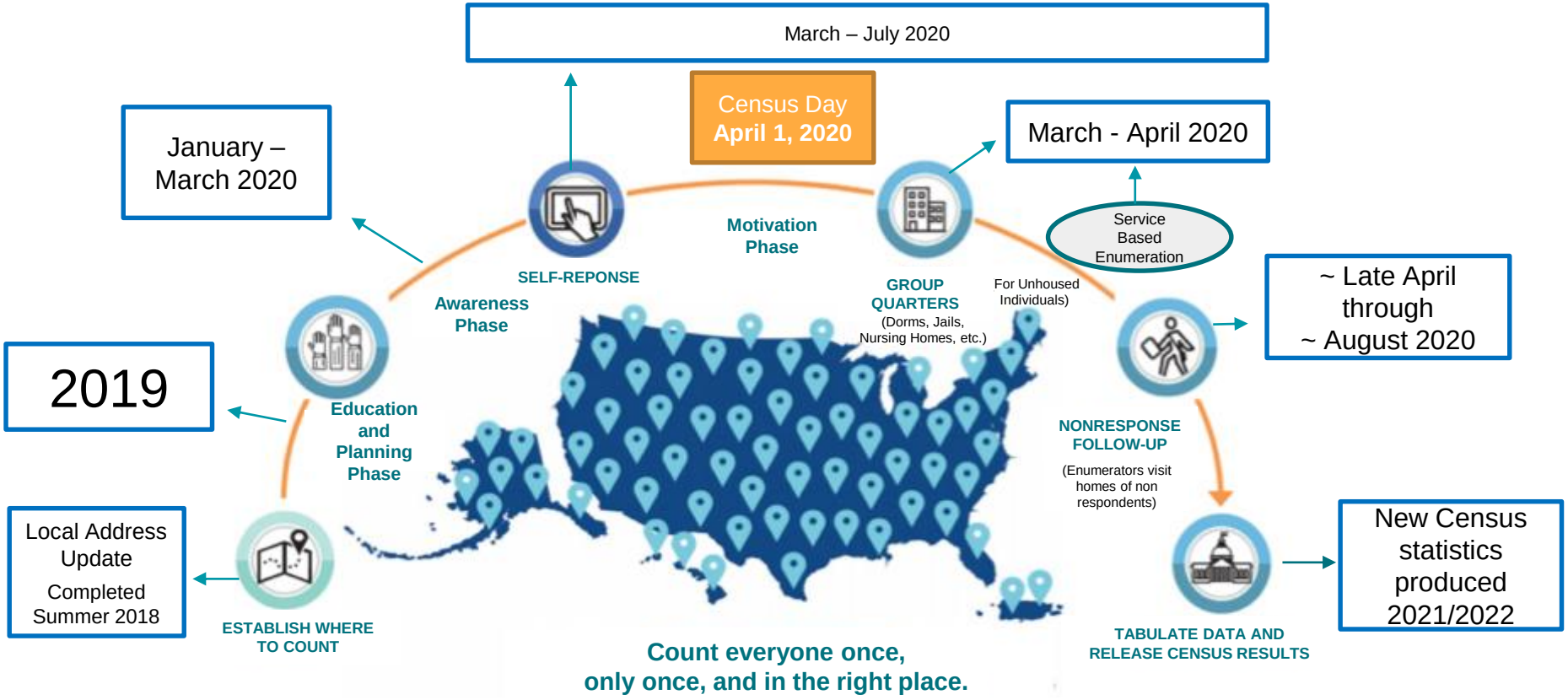
Language Access

Invitations to Participate *Postcards & letters in the mail*		• English • Census tracts with high rates of Spanish speakers will receive invitations in both English & Spanish
Census Form	*Online & By Phone*	• English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese
	Paper	• English and Spanish

Language Glossaries & Video Guides

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

Census 2020 Timeline



Cybersecurity

Disruption to the Internet Self Response Web Site	• Monitoring for traffic spikes and unusual activity in systems/applications • Proactive identification of malicious traffic and robots • Cyber threat intelligence (federal, commercial, state, and local government) • Designed to sustain self response services • Use of Distributed Denial of Service (DDoS) protection services
Data Breaches	• Monitoring for irregular dataflows • Monitoring for unauthorized access • Encryption of data in-transit and at-rest • System/application penetration testing • Security management, monitoring, andanalytics • Timely patch management • Cyber awareness training • Proactive public outreach and awareness campaign
Compromised Employee Devices	• Encryption of data in-transit and at-rest • Remote wipe capability • Monitoring user activity and detection of malicious end user • Two factor authentication • Phishing tests

Data Privacy & Confidentiality

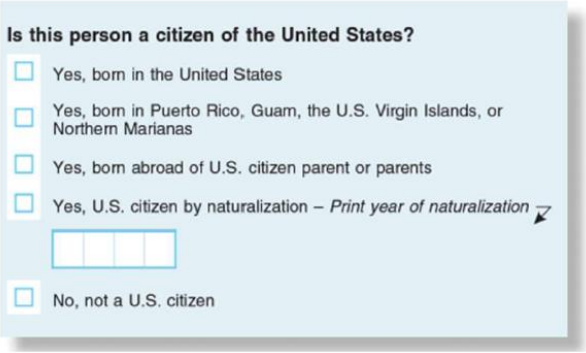
Title 13, United States Code

- Personal information is **never** published. It is against the law to disclose or publish any private information that identifies an individual.
- Personal information **cannot** be used against respondents by any government agency or court. *This includes law enforcement, ICE, IRS.*
- Census Bureau employees are sworn in for life to uphold Title 13 protections.
- Anyone who violates Title 13 faces a federal prison sentence of up to five years, a fine up to $250,000, or both.

Census 2020 and the Proposed Citizenship Question

What is the citizenship question?

The Census Bureau is trying to add a question about citizenship to the decennial Census questionnaire for the first time since 1950. There are multiple legal challenges to the question, alleging that it will scare people in immigrant communities and lead to an inaccurate Census. The outcome of the legal challenges is unknown. One judge ruled that the Census Bureau cannot include the question, but that ruling is being appealed. The question might be on the Census; we will not know until summer 2019.


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

ASIAN AMERICANS ADVANCING JUSTICE
ASIAN LAW CAUCUS

Do people have to participate in the Census? Do people have to answer every question?

Technically, all people who live in the United States are required to participate in the Census and are required to answer every question in the Census questionnaire. It is actually a federal crime to fail to respond to the Census, in whole or in part. In truth, millions of people fail to answer at least some questions on every Census and enforcement of this law is virtually nonexistent.

Can someone skip the citizenship question on the Census? What happens if they do?

It should be possible to skip the citizenship question when you fill out the Census form on paper, online, over the phone, or with an enumerator. If someone skips a *single* question on the Census form, the Census Bureau probably will not send an enumerator to the person's home to ask for an answer. The more questions a person skips when submitting the form, the likelier it is that an enumerator will come to their home to follow up. Enumerators may visit a residence up to six times.

CONTACT
Julia Marks
415-848-7763
juliam@advancingjustice-alc.org

Census Solutions Workshops

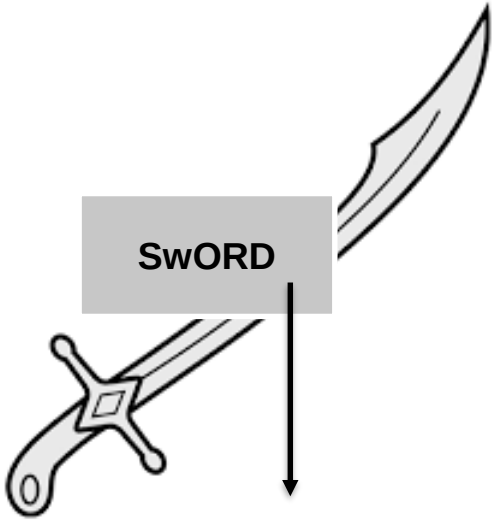
Subcommittees will meet quarterly or as needed

Completed

- Community-Based Organizations - 2/27
- Workforce Development - 2/22
- Unhoused - 2/20
- LGBTQ - 2/15
- Health - 2/13
- 0-5 ECE - 2/4
- Affordable Housing - 1/24
- Seniors - 1/18
- Elected Officials - 1/9
- People with Disabilities - 1/9
- Cities - 12/19/18
- Libraries - 11/1/18
- Faith Based Organizations – Tri-Cities met on 3/5
- Immigrants - 3/7
- Alameda Labor Council - 4/8
- ACOCAP - 4/8

Upcoming

- Higher Education - Ongoing
- K-12 - Ongoing
- Business - Ongoing
- Faith-Based Organizations - Ongoing



SwORD

Statewide Outreach & Rapid Deployment

Mapping tool to track partners & monitor progress.

Provide Information

Investing in Trusted Messengers

Weave Into the Fabric of County, City & Community Programs

How can your organization promote Census 2020?

- ❑ Messenger Program **CLICK HERE TO SIGN UP**

  To help you convey important Census information and updates to your communities, Alameda County Census staff will develop accurate and relevant content for you to use in your e-blasts, social media, or as talking points in your meetings. *Feel free to copy/paste or tailor our language!*

- ❑ Presentations:

  Census Bureau, State of California Census Staff, County Census staff, and partners are available!

- ❑ Trainings (Starting Fall 2019)

  We want to empower front line staff to support families in completing the Census. Please let us know your preferred mode of training: Train the Trainers; video trainings, in person trainings.

- ❑ Request Materials: Collateral + Signage + FAQ

  These will be available to you and your organizations in early 2020!

- ❑ Grant Funding: Keep an eye out for funding opportunities soon!

  In what ways can your organizations Get Out The Count? Think outside-the-box!

Census Jobs Available Now!

- Application window is anticipated to be September 2019 – January 2020
- Enumerator work done remotely between April – July 2020 at $25 per hour
- Training is required for enumerator positions
- County and Census staff will hold info sessions/application workshops or job seekers in Fall of 2019
- Note: a small number of jobs are available now – see website (Office positions & Address Canvassers)

Over 500 enumerators will be hired throughout Alameda County

United States Census Bureau

Job Descriptions: https://bit.ly/2Uz8kaf

Apply: https://2020census.gov/jobs

Alameda County CCC and Subcommittee Timeline

Phase	Timeframe	CCC Deliverables	Subcommittee Deliverables
Education & Planning	Fall 2018:	• Establish Complete Count Committee • Draft Strategic Plan • Create a County Census website	• Attend CCC Kickoff • Schedule Census Solutions Workshop for Spring 2019; grow subcommittee members
	Spring 2019:	• Support subcommittes with community-specific outreach plans • Award grants	• Participate in Census Solutions Workshop • Apply for grants (if eligible) • 2nd Meeting: Message Testing
	Fall 2019:	• Meet as needed • Promote Census Jobs • Develop tools/trainings for outreach plans	• Meet as needed • Promote Census Jobs (where applicable) • Develop tools & trainings for outreach plans
Awareness	January – April 2020:	• Meet as needed • Promote Census participation • Support implementation of outreach plans • Support enumerator training	• Meet as needed • Implement tools and hold trainings • Present or ask partners to present to stakeholders
Motivation *(Census Count Underway)*	March – July 2020:	• Promote Census outreach *Self Response: March 16 - Mid April *Non Response Follow Up: Mid-April - July • Support subcommittees	• Promote Census participation through own organizations and networks • Implement plans for "motivation phase"
Completion	Fall 2020:	• Review final count and final report	• None