



Census 2020 in Alameda County: What You Need to Know



The U.S. Constitution mandates that every ten years we take a count -- or a census -- of America's population. This means every adult, child, and infant in your household should be counted. Census data is used for two very important reasons:

- **Determining political representation:** each state gets a certain number of seats in the House of Representatives and the electoral college is based on state population size.
- **Distributing federal funding:** using population totals and other census data, the federal government allocates \$675 billion dollars to states every year. California receives \$76 billion through this distribution.

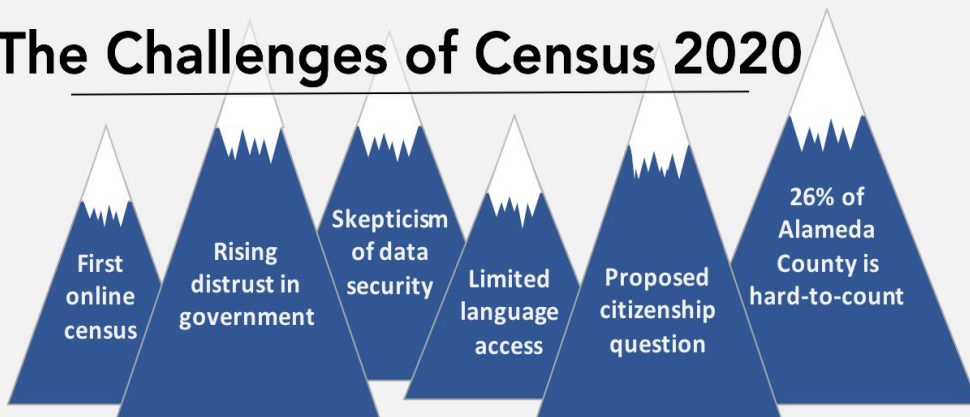
The Census By The Numbers

Alameda County gets billions of dollars from the federal government for essential services -- healthcare, school programs, housing, transportation, social services and more -- based solely on the census count.

- Approximately **60%** of Alameda County's revenue comes from federal and state resources.
- For every person not counted, our community loses **~\$2,000** in funding per year for ten years.
- An undercount of only 3% means our community would lose **\$1 billion** over the next decade.

An **undercount** means fewer resources for everyone

The Challenges of Census 2020



Our hard-to-count populations:

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



Addressing Concerns About Census Participation: The Citizenship Question

The census should count everybody. And 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 Census Bureau cannot share an individual's Census data with the public, state or local governments, law enforcement, or other federal agencies. Additionally, Census data can only be used for statistical purposes. If you have questions about the citizenship question or data confidentiality, Advancing Justice – Asian Law Caucus has attorneys who can speak with you about these issues free of cost. Please contact Julia Marks at juliam@advancingjustice-alc.org.

Our Voice Counts • Our Community Counts • Our Community Belongs

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. Email Ben at benjamin.ulrey@acgov.org



Schedule a Census 101 presentation: Learn all about Census 2020 in Alameda County

Want to learn more about why the Census matters, what the process entails, and what Alameda County is doing to prepare? Contact casey.farmer@acgov.org to request a presentation at your organization.



Join our coalition: Lead Census 2020 engagement in your community

Engage in Census planning and outreach efforts by joining a subcommittee: 0-5 ECE, Affordable Housing, Cities, CBO's, Education, Elected Officials, Health, Immigrants, LGBTQ, Libraries, People with Disabilities, Senior Citizens, Unhoused, Workforce Development. Email Alessia at alessia.simmonds@acgov.org.

Coming Fall 2019



Grant funding: Apply for grant funding as a trusted messenger in your community for outreach to hard-to-count communities. Applications and information sessions coming soon.



Enumerator job opportunities: Promote jobs and support pre-application information workshops for job-seekers in your community. The Census job application portal is online at www.2020census.gov/jobs.

|| → → → → → Census Outreach Timeline → → → → → ||

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>
Key Focus: <ul style="list-style-type: none"> ● Craft key Census messaging ● Conduct Census Solutions Workshops to develop outreach strategies & tools ● Award grants to trusted messengers ● Promote enumerator jobs ● Messengers convey key updates to their networks 	Key Focus: <ul style="list-style-type: none"> ● 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: <ul style="list-style-type: none"> ● Promote Census participation at festivals, events, & more ● Support subcommittee outreach efforts ● Messengers convey key updates to their networks ● Track Census response rates and enhance outreach accordingly



[@alamedacountycensus2020](https://www.facebook.com/alamedacountycensus2020)

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For more information & to access our shared resources, go to

www.acgov.org/census2020