What is the Census?

The U.S. Census counts every resident in the United States. Article I, Section 2 of the U.S. Constitution mandates that this occur every 10 years.

GOAL of Census 2020: to count everyone once, only once and in the right place.

Census History

The first census in 1790 was managed under the direction of Thomas Jefferson, then Secretary of State. Marshals took the census in the original 13 states plus the districts of Kentucky, Maine, and Vermont, and the Southwest Territory (Tennessee).
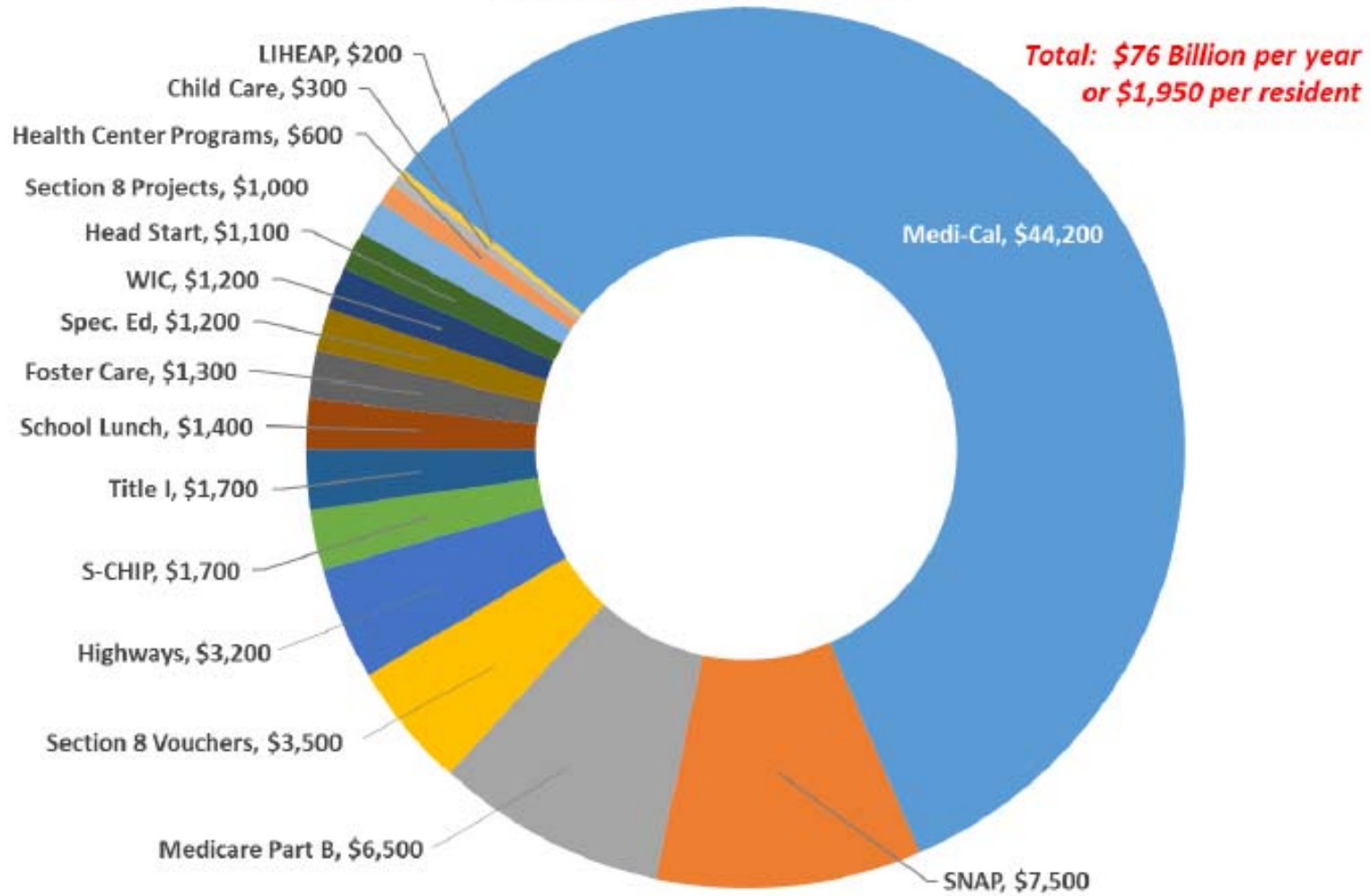
What's At Stake:

RESOURCES: Roughly $2,000/per uncounted person/year in federal resources; each uncounted individual represents $20,000 lost for critical safety net services like Medical Assistance, TANF, Head Start, Unemployment Insurance, Title 1 Education grants, Special Education grants, etc.; significant impact on state and county funding and causes a residual effect on philanthropy as we get drawn in to fill the gap

POLITICAL REPRESENTATION: a national forecast predicts that CA will neither gain nor lose a congressional seat after Census 2020, however that prediction assumes a full census count. If CA falls short in our Census count by 240,685 to 536,693, we could lose a congressional seat. The Census count also impacts redistricting and the apportionment of electoral college seats.

EFFECTS OF UNDERCOUNT ON ECOSYSTEM: a significant undercount of California residents, particularly in East Bay counties, will impact a broad set of stakeholders who utilize census data to assess their field and project future need (e.g. business community, school districts, housing planners, transportation authorities, etc)

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

Total: $76 Billion per year or $1,950 per resident

Medi-Cal, $44,200
SNAP, $7,500
Medicare Part B, $6,500
Section 8 Vouchers, $3,500
Highways, $3,200
S-CHIP, $1,700
Title I, $1,700
School Lunch, $1,400
Foster Care, $1,300
Spec. Ed, $1,200
WIC, $1,200
Head Start, $1,100
Section 8 Projects, $1,000
Health Center Programs, $600
Child Care, $300
LIHEAP, $200

EAST BAY COMMUNITY FOUNDATION

4

Challenges to securing a full count in Census 2020

- **Citizenship Question**: Commerce Department announced that it will include a question on Citizenship in the census; several legal challenges are underway in District courts (Becerra, Holder, MALDEF); will likely lead to a massive undercount nationally and especially in states with high immigrant populations like California; presents a serious threat to the security and protection of our immigrant communities; forces community organizations and stakeholders into a catch-22 re: promoting participation in immigrant communities
- **Digital platform**: the internet will be the primary response option for Census 2020; will affect participation on several fronts – access to technology/broadband internet, generational gaps, fear/distrust of online security with personal data (hacking and data manipulation)
- **Census Leadership**: the national Census Bureau director position is vacant
- General **climate of fear and exclusion** prompted by national leadership; Conservative interests favor an undercount that will impact national funds for safety net services and congressional apportionment/gerrymandering
- **Continued underfunding** of the Census Bureau

What about California and the East Bay?

- "Hardest-to-count"** state in the country according to Census officials; 27% foreign-born residents accounting for 10,000,000
- DOF estimates that California's population will grow to roughly 40.7 million residents in 2020 (an addition of 3.4 million residents since 2010, necessitating a significant increase in census outreach efforts)
- The CA Budget allocates $90.4M for Census 2020. In 2010, the state budget was only $2M. However, it is still unclear how and when those dollars will be allocated to local jurisdictions, and only some of it will be for outreach.
- Alameda and Contra Costa County are the 10th and 13th HTC counties respectively in CA with high numbers of traditionally HTC populations (African-Americans, Asian Americans and Pacific Islanders, Latinx, Native Americans, Low-income communities, children, renters, and homeless). Given the targeting of Muslim communities, participation in Muslim communities will likely be negatively impacted.
- The impacts of Bay Area gentrification and displacement will be felt significantly in this census as the migration of residents across counties has concentrated the need for services and outreach in areas with extremely limited capacity.

"Hard-to-Count" (HTC) - a census tract is considered hard-to-count (HTC) if its self-response rate in the 2010 decennial census was **73% or less.

EAST BAY
COMMUNITY
FOUNDATION

Contra Costa County: Census 2020

Hard to Count Map:
https://www.censushardtocountmaps2020.us/

Based on the latest census estimates, **approx. 18% of Contra Costa County's current population (or 202,992 people) lives in hard-to-count neighborhoods**, shaded in **light orange-to-dark red** on the map.

What would be the financial impact on Contra Costa County of a significant undercount?

EAST BAY
COMMUNITY
FOUNDATION

Ensuring a Fair and Accurate Count

<u>Capacity</u>
- Robust staffing at the County and City levels – Complete Count Committees
- Community-based organizations staff and volunteers

<u>Resources</u>
- Public resources for communication and outreach (County, City, State)
- Support from philanthropy (foundations, donors, business community) for direct outreach to HTC community

<u>Strategy</u>
- Multi-year, led by those closest to HTC communities
- Maximizes every organization and individual – unique value add

<u>Communication</u>
- Appropriate messaging to HTC communities
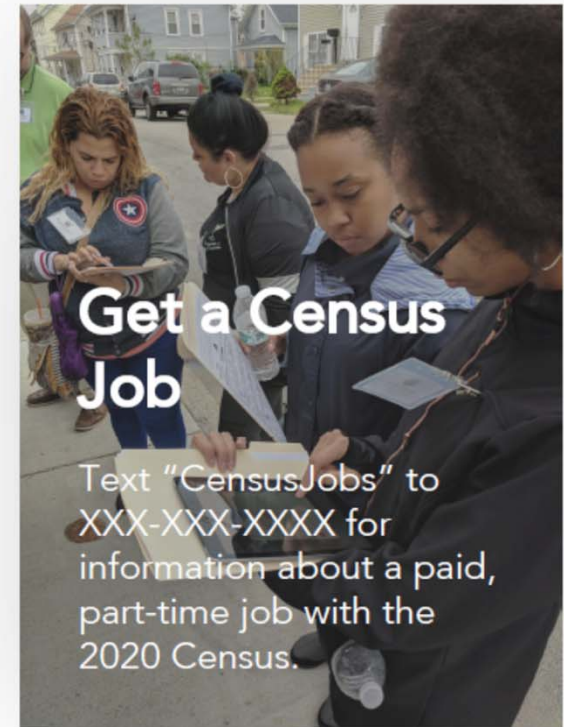- Trusted messengers

<u>Coordination</u>

Need 1,700 Census Enumerators for Contra Costa County (5,000 Applicants)
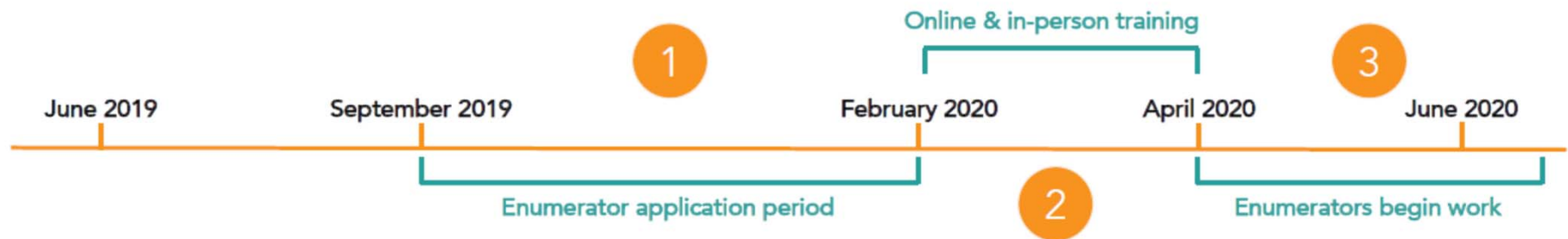
Target Candidates:

- Have cultural and/or geographical connection with individuals in Hard To Count (HTC) Areas

- Speak languages matching target HTC areas

- Are available to work part-time

- Bring tenacity, strong social skills and ability to handle unscripted situations

Veterans, community college students, advanced workforce development trainees, gig economy workers, millennials, retirees, civic engagement groups

Get a Census Job

Text "CensusJobs" to XXX-XXX-XXXX for information about a paid, part-time job with the 2020 Census.

10

Enumerator Recruitment Process

Online & in-person training

| June 2019 | September 2019 | **1** | February 2020 | April 2020 | **3** June 2020 |

Enumerator application period

2

Enumerators begin work

1. Application

- Online application
- Online math, reading, situational assessments
- Background check period

2. Training

- 6-8 hour online training
- all-day in-person orientation & training

3. Enumeration

- Non-response follow up
- Day-before scheduling and assignment
- Regular supervisor check-ins

11

EAST BAY COMMUNITY FOUNDATION

W.I.N. (What's Important Now) Timeline