

Census 2020 in the Bay!

League of Women Voters



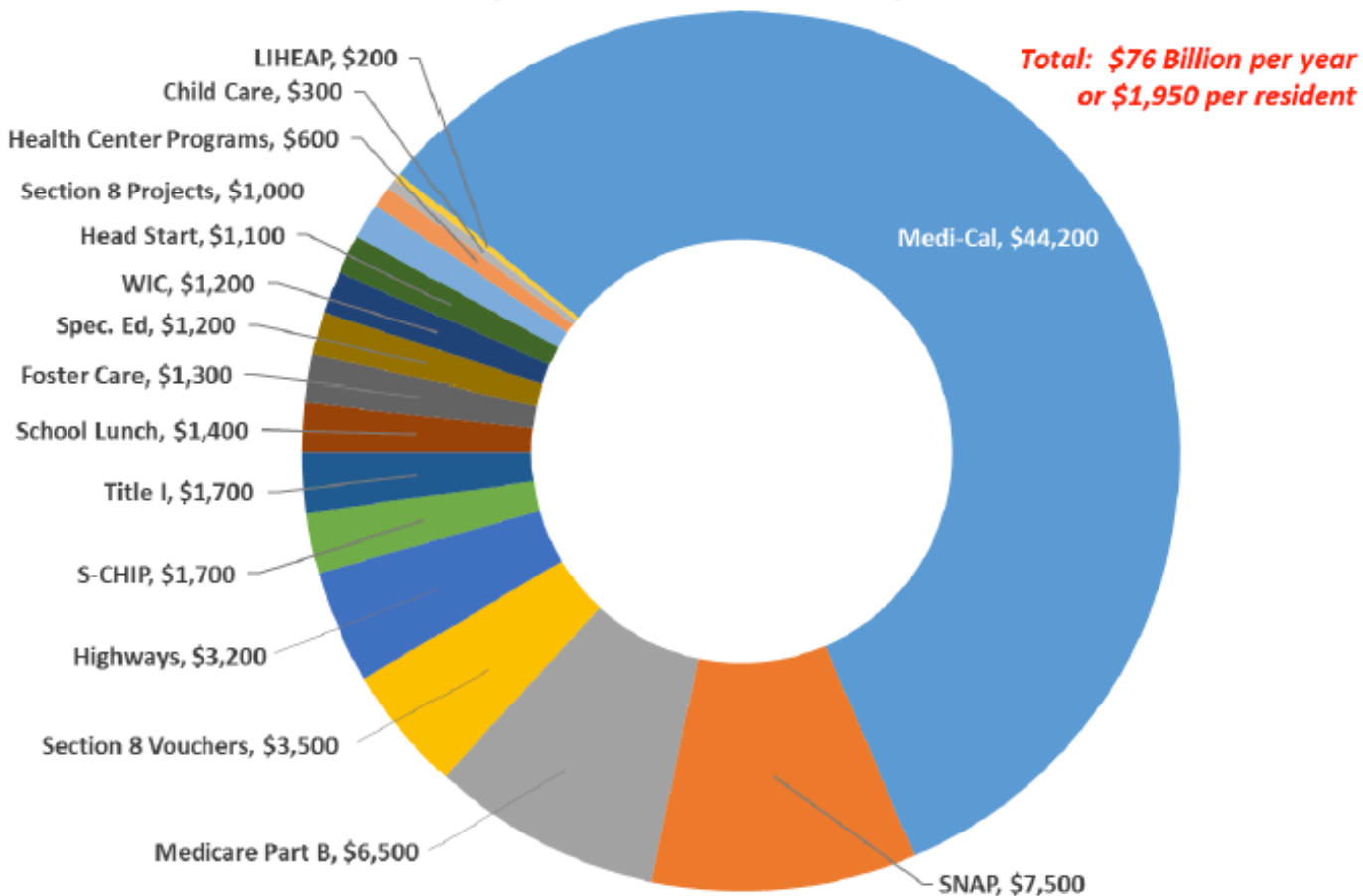
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Census by the Numbers

- California receives **\$76 billion** in federal funding, based upon the state's population
- Each person not counted equates to a loss of ~**\$1,958** in funding PER YEAR
- California has **millions** of "Hard-to-Count" residents
 - Immigrants, people of color, young children, renters, low-income individuals, "linguistically isolated" households, people experiencing homelessness, overcrowded households, senior citizens, people with disabilities, households without a computer or internet access, and people who distrust government authority and / or have been or could be targets of law enforcement
- Ex: If Alameda County undercounts by 3%, **we'd lose \$1 Billion over 10 years**
- The estimated cost of counting "Hard-To-Count" populations is **\$7-\$12** per person

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

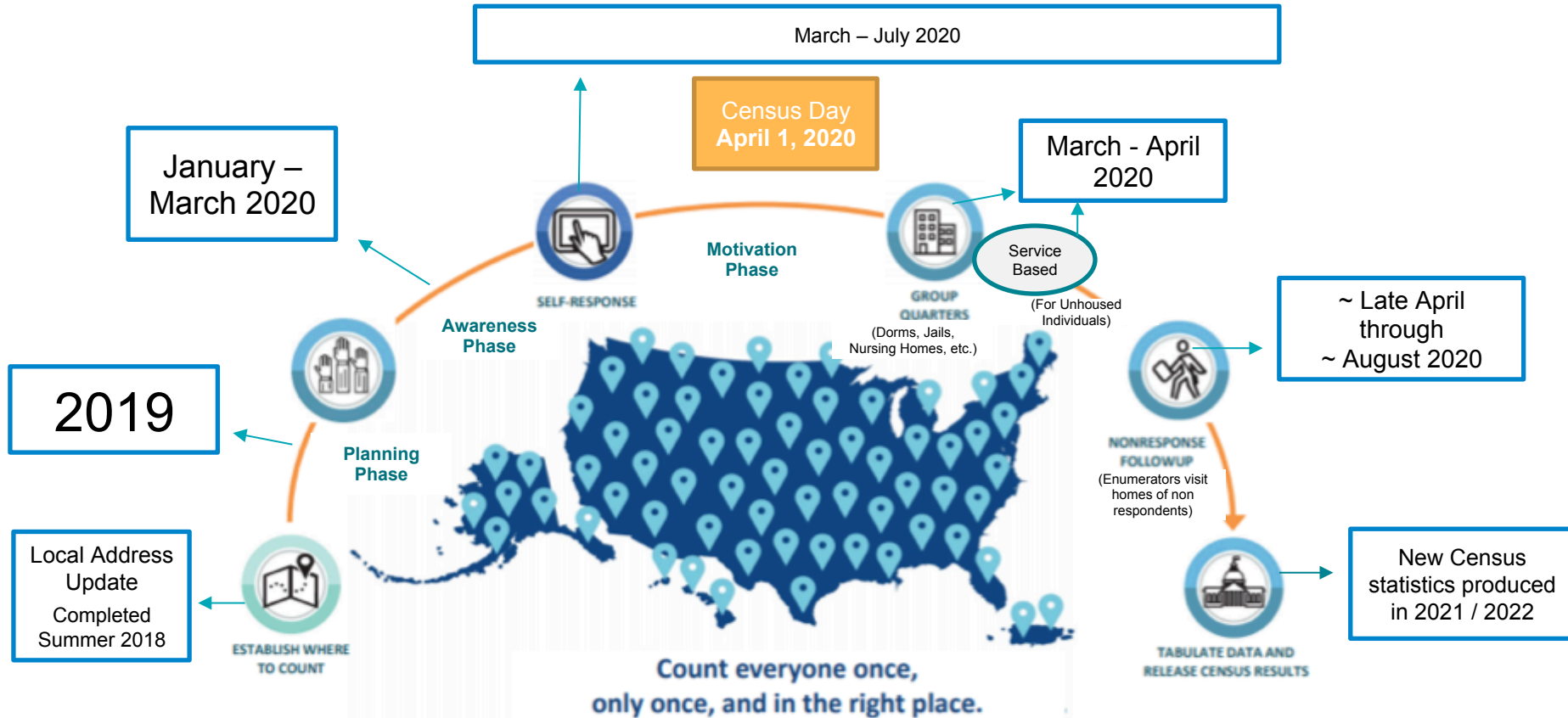


Census 2020 is radically different



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.
2. First Digital Census: Instead of the traditional paper form, most of the population will be asked to take the Census online using a 16 digit pin or QR code.
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 200 languages are spoken throughout the state, the Census questionnaire will only be available in 12 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 California, counties, and foundations

Census 2020 Timeline



Data Privacy and Cybersecurity

Internal Threat Mitigation Strategies

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, and analytics
- Timely patch management
- Cyber awareness training
- Proactive public outreach and awareness campaign



Compromised Employee Devices

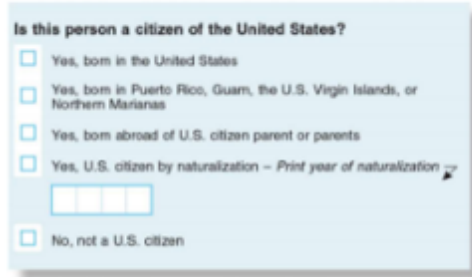
- Encryption of data in-transit and at-rest
- Remote wipe capability
- Monitoring user activity and detection of malicious end user
- Two factor authentication
- Phishing tests

Proposed Citizenship Question

2020 Census and the Citizenship Question

What is the citizenship question?

The Census Bureau has added a question about citizenship to the Census questionnaire for the first time since 1950. There are six legal challenges to the citizenship question alleging that the citizenship question will scare people in immigrant communities and lead to an inaccurate Census count. The outcome of those challenges is unknown; for now the Census Bureau plans to include the question.



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

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 have the resources to send an enumerator to come to the person's home to ask for an answer. However, 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.



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Outreach in Alameda County:

1. Complete Count Committee

2. Subcommittees

- CBO's (*LWV attend this one!*)
- O-5 ECE
- Affordable Housing
- Elected Officials
- Immigrants
- Libraries
- Health
- Workforce Development
- Unhoused
- LGBTQ
- People with Disabilities
- Seniors

Additional Outreach

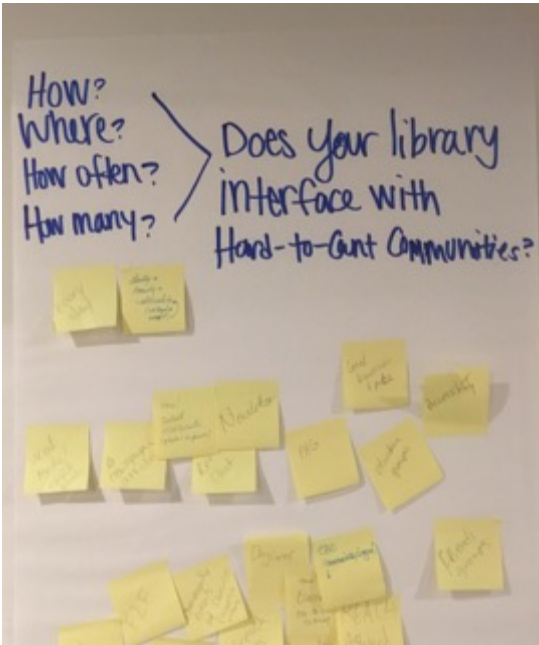
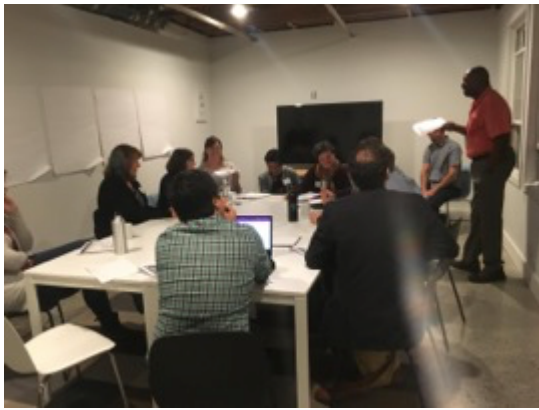
- Cities
- K-12 (by District)
- Business
- Labor
- Higher Education
- Faith Based Organizations
- Justice / Reentry Population

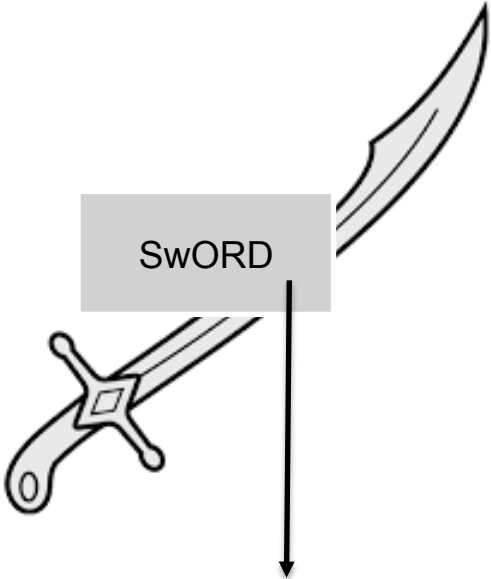
Alameda County CCC and Subcommittee Timeline

Phase	Timeframe	CCC Deliverables	Subcommittee Deliverables
Education & Planning	Fall 2018:	<ul style="list-style-type: none"> Establish Complete Count Committee (Kickoff on Nov. 14 with 130 attendees) Create a County Census website 	<ul style="list-style-type: none"> Attend CCC Kickoff Schedule Census Solutions Workshop for Spring 2019; grow subcommittee members
	Spring 2019:	<ul style="list-style-type: none"> Support subcommittees with community-specific outreach plans Draft Strategic Plan Award grants 	<ul style="list-style-type: none"> Participate in Census Solutions Workshop Apply for grants (if eligible) <u>2nd Meeting</u>: Message Testing
	Fall 2019:	<ul style="list-style-type: none"> Meet as needed Promote Census Jobs Develop tools/trainings for outreach plans 	<ul style="list-style-type: none"> Meet as needed Promote Census Jobs (where applicable) Develop tools & trainings for outreach plans
Awareness	January – March 2020:	<ul style="list-style-type: none"> Meet as needed Promote Census participation Support implementation of outreach plans Support enumerator training 	<ul style="list-style-type: none"> Meet as needed Implement tools and hold trainings Present or ask partners to present to stakeholders
Motivation (<i>Census Count Underway</i>)	March – July 2020:	<ul style="list-style-type: none"> Promote Census outreach <u>*Self Response</u>: March 23 - Mid April <u>*Non Response Follow Up</u>: Mid-April - July Support subcommittees 	<ul style="list-style-type: none"> Promote Census participation through own organizations and networks Implement plans for “motivation phase”
Completion	Fall 2020:	<ul style="list-style-type: none"> Review final count and final report 	<ul style="list-style-type: none"> None

Library Subcommittee Census Solutions Workshop

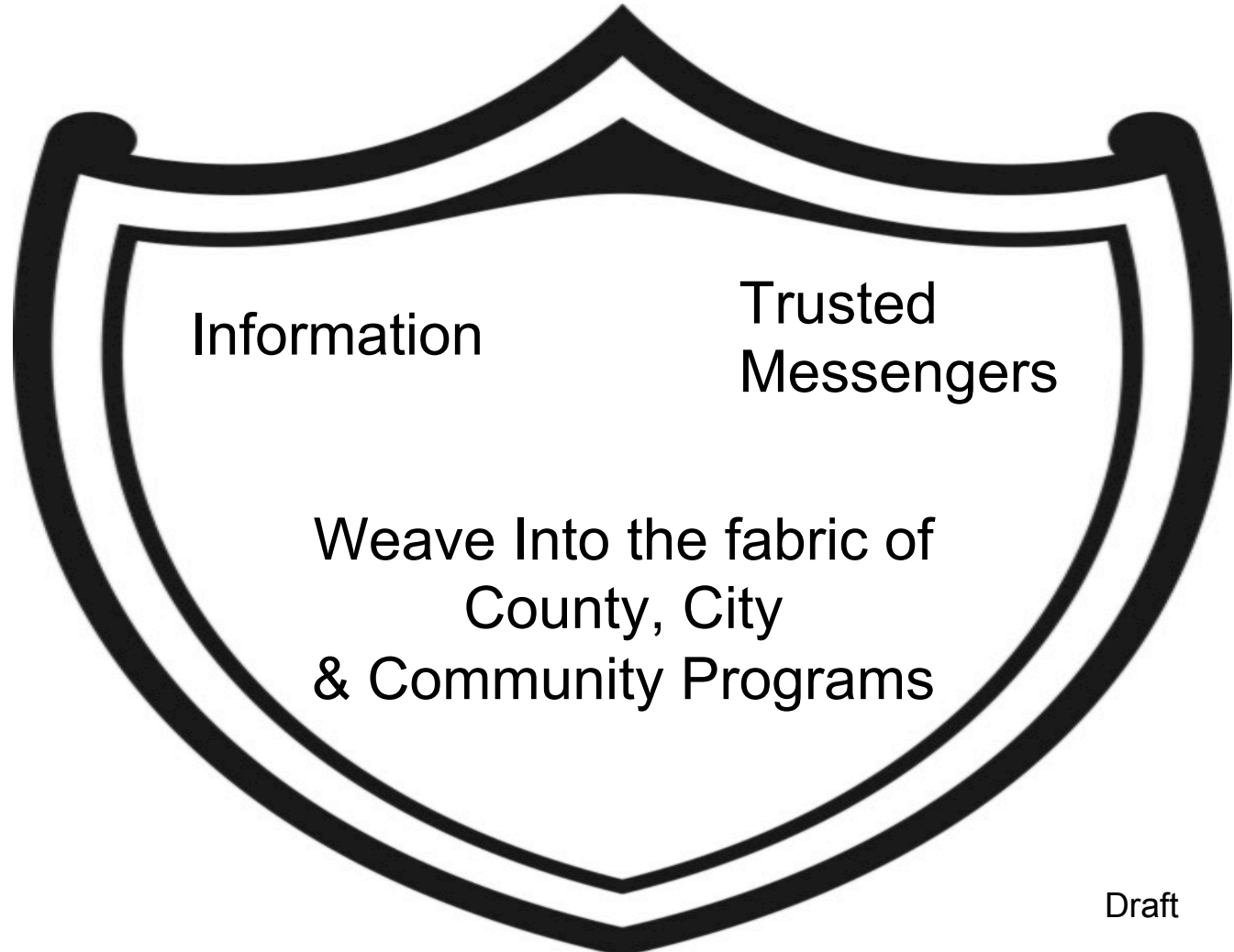
- Example questions posed:
 - Which of your current programs / information platforms / outreach channels work best in distributing information or galvanizing support?
 - What information, materials, or tools would be most useful for outreach in HTC Communities?
- Key ideas generated:
 - Request the endorsement of the Census from the American Libraries Association
 - Co-locate Book Mobiles in HTC communities with pop up Census technology labs and Foodbank food distributions
 - Branches Open Census Kiosks in semi-private areas
 - Allow CBO's to rent spaces for Census workshops or trainings
 - Incorporate Census into existing programming, ex. Nerd Nite





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Information

Trusted
Messengers

Weave Into the fabric of
County, City
& Community Programs

How can your organization promote Census 2020?

Messenger Program

See Purple Pledge Form

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

Presentations:

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

Trainings

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.

Collateral + Signage + FAQ

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



FYI Census Jobs are available

There will be over 1,000 enumerators hired to count residents throughout Alameda County

- 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.

<https://2020census.gov/jobs>

