

# Alameda County

## Complete Count Committee Census 2020



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# Why does the Census Matter?

**Demographics**

**Equity**




**Representation**



**Funding**

**\$1,000 / year  
per person**





# 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 not counted equates to a loss of ~\$1,000 in funding PER YEAR
- Alameda County has 413,000 "Hard-to-Count" residents
- If Alameda County undercounts by only 6%, **we would lose \$1 Billion over 10 years**
- The estimated cost of counting "Hard-To-Count" populations is \$7-\$12 per person



# Census 2020 is radically different

## Fear & Distrust

- Distrust of government
- Data privacy concerns
- Proposed citizenship question
- U.S. GAO predicts a 17% reduction in self-response

## First Digital Census

- Most households prompted take the Census online
- Available on mobile devices

## Logistics

- Census Bureau has limited resources and staffing
- Unable to thoroughly test new systems
- One dress rehearsal completed
- Fewer follow-up visits compared to previous

## Language Barriers

- Not inclusive of all languages spoken in Alameda County
- 13 languages by phone
- 59 languages by video and glossary guides

Census Outreach Grant Funding Opportunities Available

State of CA

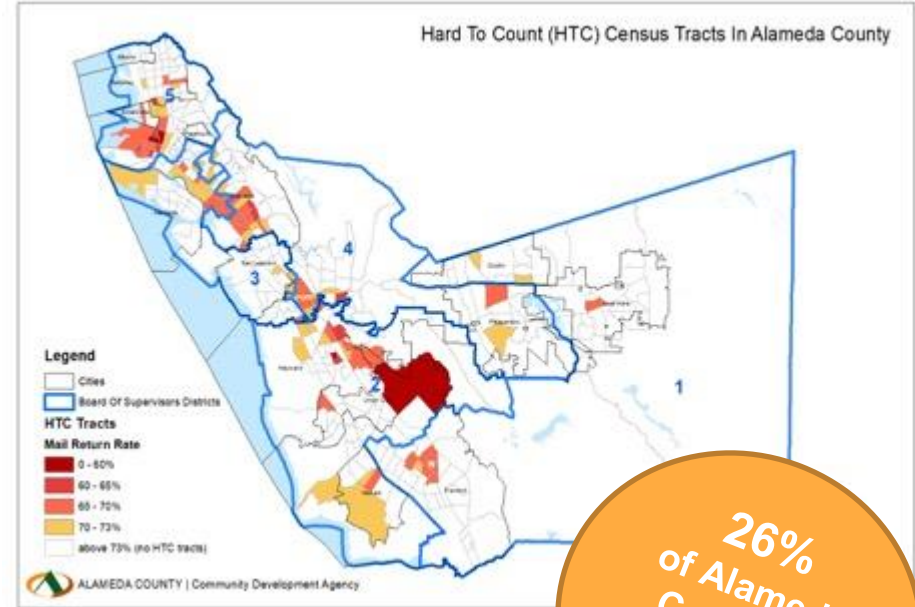
Alameda County

East Bay Community  
Foundation



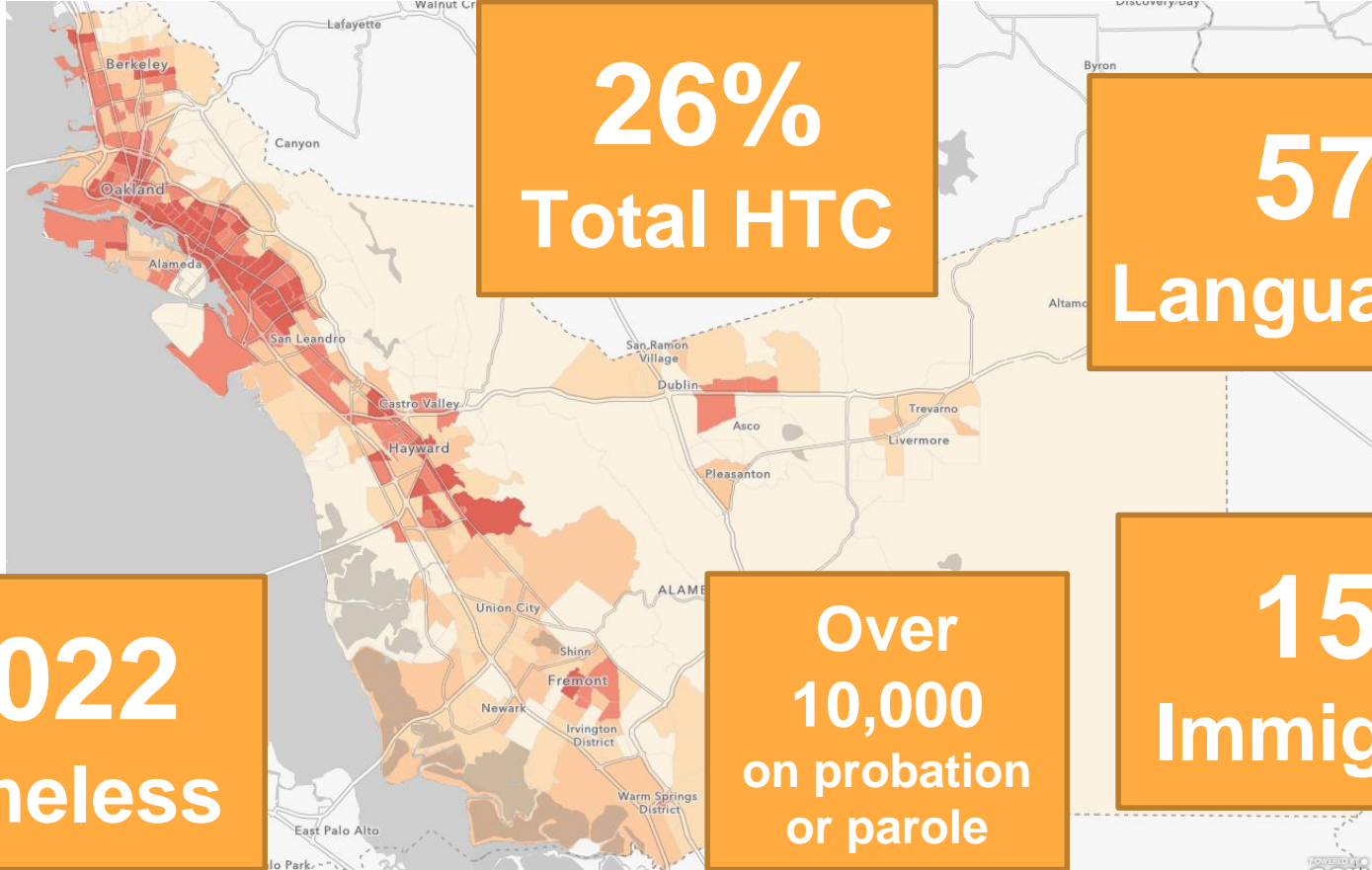
# Hard-To-Count Populations

- 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



26%  
of Alameda  
County is  
"Hard-to-  
Count"

# HTC in Alameda County



**26%**  
**Total HTC**

**57**  
**Languages**

**8,022**  
**Homeless**

**Over**  
**10,000**  
**on probation**  
**or parole**

**15%**  
**Immigrants**



# Cybersecurity

<b>Disruption to the Internet Self Response Web Site</b>	<ul style="list-style-type: none"><li>• Monitoring for traffic spikes and unusual activity in systems/applications</li><li>• Proactive identification of malicious traffic and robots</li><li>• Cyber threat intelligence (federal, commercial, state, and local government)</li><li>• Designed to sustain self response services</li><li>• Use of Distributed Denial of Service (DDoS) protection services</li></ul>
<b>Data Breaches</b>	<ul style="list-style-type: none"><li>• Monitoring for irregular dataflows</li><li>• Monitoring for unauthorized access</li><li>• Encryption of data in-transit and at-rest</li><li>• System/application penetration testing</li><li>• Security management, monitoring, and analytics</li><li>• Timely patch management</li><li>• Cyber awareness training</li><li>• Proactive public outreach and awareness campaign</li></ul>
<b>Compromised Employee Devices</b>	<ul style="list-style-type: none"><li>• Encryption of data in-transit and at-rest</li><li>• Remote wipe capability</li><li>• Monitoring user activity and detection of malicious end user</li><li>• Two factor authentication</li><li>• Phishing tests</li></ul>

**Alameda County**



**Complete Count  
Committee**

Provide  
Information

Equip in  
Trusted  
Messengers

Weave Into the Fabric of  
County, City  
& Community  
Programs



# Census 2020 Timeline

**Activation: March – July 2020**

**Awareness:**  
January –  
March 2020

Census Day  
April 1, 2020

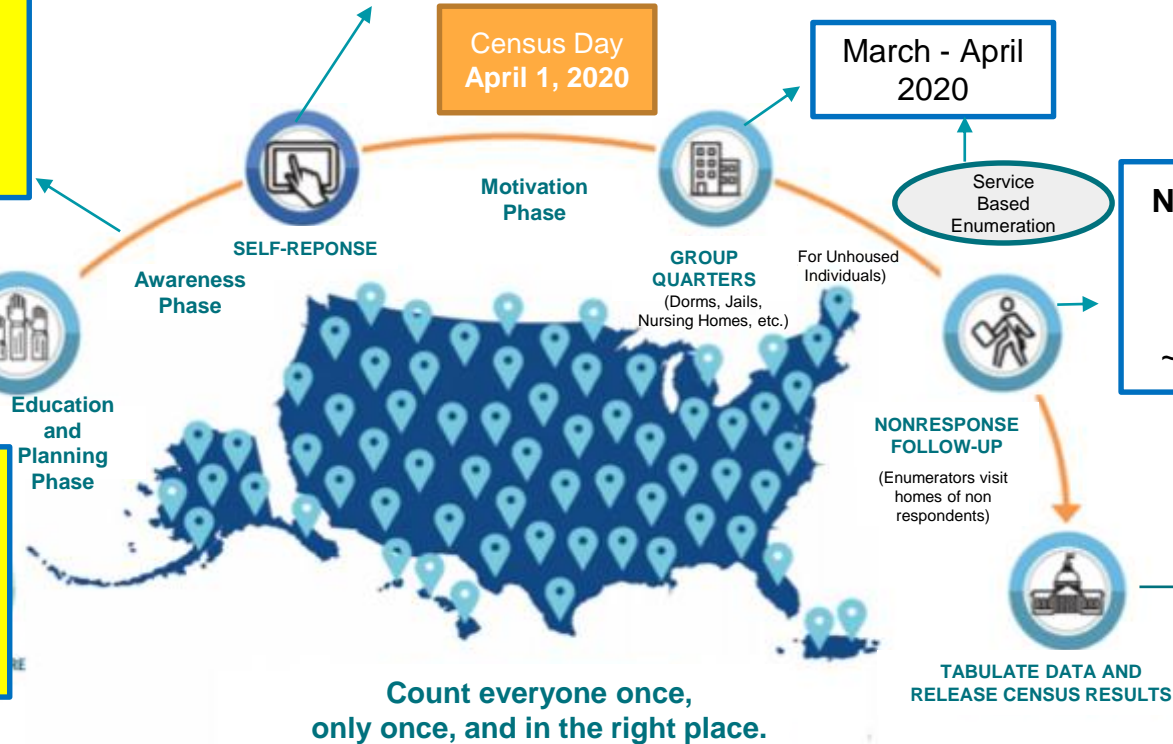
March - April  
2020

**Non Response  
Follow Up**  
~ Late April  
through  
~ August 2020

2019

**Planning:**  
June: Strategic Plan  
September 30:  
Implementation Plan

Local Address Update  
Completed Summer 2018



New Census  
statistics  
produced  
2021/2022

# Outreach Framework

## Direct Outreach

Targeted Census outreach will be conducted by trusted messengers in the methods most suited for their clients and in multiple languages. Census Ambassadors will regularly report on their outreach to the Alameda County Census office to track & monitor progress.

Below are suggested methods for outreach:



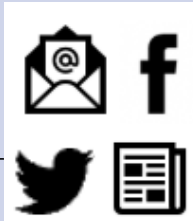
- ☐ Questionnaire Assistance Center
  - ☐ Ongoing
  - ☐ At an Event
  - ☐ At a Census Workshop
- ☐ Educational outreach
- ☐ Incorporating Census into existing programming
- ☐ Adopt-a-Block
- ☐ Youth PSA Contest

## Communications

Alameda County Census Office will craft key Census messages for Messengers to share through their existing communications platforms. Messages will inform folks about the Census process, why it is important, when it will occur, where QAC's are located, and where to direct questions.

We ask partners to share these Key Messages through their communications channels:

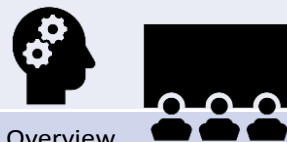
- ☐ Newsletters
  - ☐ Print
  - ☐ Online
- ☐ Social Media (all)
- ☐ Text Messages
- ☐ Website
- ☐ Other: \_\_\_\_\_



## Trainings

All Census Ambassadors will be required to attend a training in January or February 2020. A "Train-the-Trainers" program will also be available for representatives from an organization to bring the training back to their team.

Trainings will cover the following topics:



- Census Overview
- How to guide someone through the Census form
- FAQ's
- "How to" Host a QAC
- "How to" Host a Workshop
- "How to" Host a Census Week (for schools)

## Materials

Content will be informed by subcommittees, created by the Census Office, and made available on the County's Census webpage. Some materials will be customizable and available in all of the languages spoken in Alameda County.

Partners will be equipped to lead outreach with the following training & marketing collateral:

- ☐ Handouts
  - ☐ "How-To" Guide
  - ☐ Flyer Templates
- ☐ Presentations
- ☐ Videos
- ☐ FAQ's
- ☐ County branded T-shirts
- ☐ "I'm Counted" Stickers



January 9, 2019

**People with Disabilities Subcommittee ~ Census Solutions Workshop**

# **Values**

- Actively engage in this process
- Empowering support staff
- Census participation does not affect access to disability-related programming (there will be a difference in perception vs. reality)
- Independence
- Do with / Not For – allow individuals to do themselves
- Participation and being outreached out
- Self Determination – understand why we do the Census
- Accessibility: Language, digital, communication method
- Don't be pushy / disrespectful
- Diversity amidst our disability community (make sure we don't ignore any groups!)
- Rely on trusted messengers

## **People with Disabilities Subcommittee Deliverable:**

1. Develop an Outreach Plan for People with Disabilities in Alameda County
2. Create a guide to train and empower People with Disabilities to lead Census outreach with their peers

# Census 2020 and the Proposed Citizenship 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

- Supreme Court ruled to temporarily blocked the citizenship question & return the appeal to NY District court

## • Unknowns:

- Print deadline
- Trump Administration
- Lower courts

## • What we DO know:

- Our outreach cannot wait
- Title 13 protects personally identifiable information from being accessed by any person or agency

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