



Office of the City Manager

WORK SESSION  
October 22, 2019

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: David White, Deputy City Manager  
Erin Steffen, Assistant to the City Manager

Subject: Census 2020

### SUMMARY

On September 10, 2019, City Council adopted Resolution 69-072-N.S. recognizing the importance of the 2020 Census and encouraging residents to promote and complete the census to ensure a fair and complete count. This is vital as the results of the census are used to distribute seats in the House of Representatives and inform the amount of federal funds allocated to states for certain programs. Census results also are used to determine legislative districts for federal, state, and local representatives. According to Alameda County, California receives \$76 billion in federal funding and each person not counted equates to a loss of approximately \$1,000 per year. Moreover, the census provides a social, demographic, and economic profile of the country's residents, informing decisions by policymakers and businesses across the state. In Berkeley, census results will be used to inform the work of the Citizens Redistricting Commission that was established in 2016 to assume responsibility for redistricting.

The purpose of this Work Session is to provide an overview of the Census 2020 and the collaboration that has occurred to date, solicit input from City Council on strategies to ensure a complete count of our residents, and discuss ways that our community can get involved.

### CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley has formed a Census 2020 Complete Count Committee ("Berkeley Complete Count Committee") consisting of representatives throughout the organization. Primary stakeholders include employees from the departments: City Clerk, City Manager's Office, Health, Housing and Community Services, Information Technology, Library, Parks and Recreation, and Planning. On a temporary basis, a new dedicated position has been created in the City Manager's Office to work solely on the Census outreach efforts and coordination in Berkeley. This team has been formed to develop and implement proactive outreach and to work closely with the County of Alameda, US Census Bureau and other stakeholders (i.e., UC Berkeley and community partners) to ensure a complete count of Berkeley residents. This work is especially important as the 2020 Census will be moving to an online format and the negative publicity that the

Census received prior to the Supreme Court's decision to block the federal government from including a citizenship question on the questionnaire. A focused citywide initiative is also critical to ensure that communities that have been traditionally undercounted or hard to count are reached. In addition to the work of city staff, there are a variety of ways for the community to get involved. The US Census is hiring enumerators and the County has created an Ambassador Program to help spread the word.

#### SUPPORTING THE CITY'S STRATEGIC PLAN

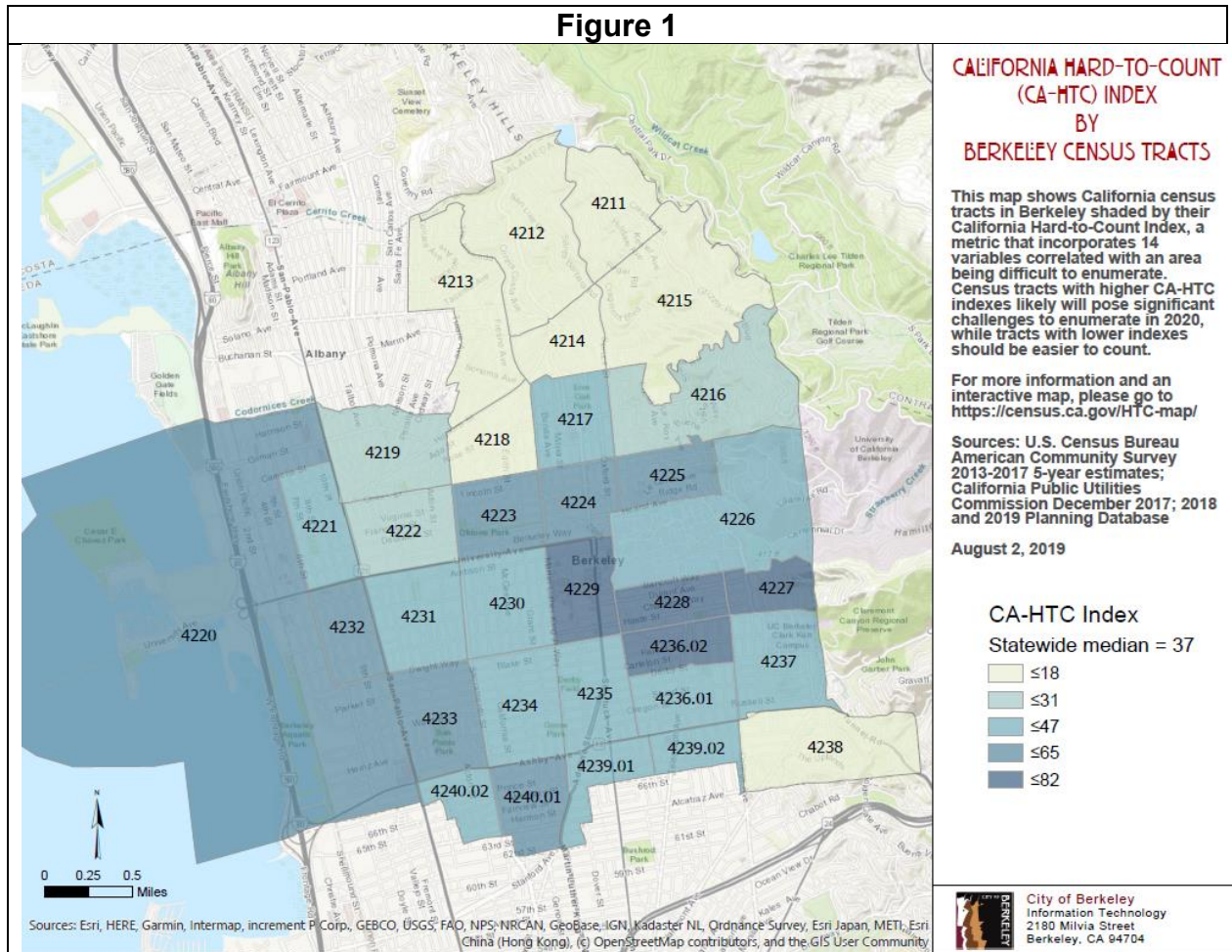
Ensuring a fair and accurate count supports the City's Strategic Plan Priorities, particularly our goals to:

- Provide an efficient and financially-healthy City government.
- Create affordable housing and housing support service for our most vulnerable community members.
- Champion and demonstrate social and racial equity.

#### BACKGROUND

The U.S. Constitution requires the federal government to count the total number of people in the United States every ten years. The U.S. Census Bureau, a division of the U.S. Department of Commerce, will conduct the next Census in 2020. The results of the census are used to distribute seats in the House of Representatives and inform the amount of federal funds allocated to states for certain programs. Census results also are used to determine legislative districts for federal, state, and local representatives. Moreover, the census provides a social, demographic, and economic profile of the country's residents, informing decisions by policymakers and businesses across the state. In Berkeley, census results will be used to inform the work of the Citizens Redistricting Commission that was established in 2016 to assume responsibility for redistricting.

California cities can play an active role in helping to make the 2020 U.S. Census fair and accurate, especially for historically undercounted populations: racial and ethnic minorities, the unhoused, young children, students, older adults, and renters. The 2010 census undercounted 95,000 (or 0.26% of) California residents. Though the overall count was an improvement from the previous undercounts (2.74% in 1990 and 1.52% in 2000), the rate of undercounted populations remains consistently high. Based on data generated by the California Census Office, the following is a map that illustrates hard to count communities in the City of Berkeley, by Census tract.



The City of Berkeley (City) contains census tracts that are considered to be hard-to-count by the US Census Bureau<sup>1</sup>. More specifically, census tracts surrounding UC Berkeley consist of the highest concentrations of hard-to-count individuals. However, there are also census tracts in south and west Berkeley that are of concern. One of the main implications of a miscount is the loss of annual federal and state funding for local government, as well as funding for social programs and services. In addition, Congressional seats could be impacted. Locally, undercounting may impact the ability of the Citizens' Redistricting Commission to prepare a revised district map that accurately reflects the Berkeley community and the possible reduction of funds that are needed to serve our most vulnerable populations

Obtaining an accurate and complete count poses challenges due to several factors. The housing affordability crisis has forced more Californians to become homeless or move into hard-to-count unconventional housing and overcrowded dwellings. For the first time, the census is a digital census, and more than 75% of California households will be

<sup>1</sup> A census tract is considered hard-to-count (HTC) if 73% or fewer of the tract's households that received a census questionnaire in 2010 mailed it back to the Census Bureau.

receiving an invitation to complete their census form online, even though many households lack broadband or digital literacy. Finally, the census received negative publicity due to initial plans to add a citizenship question, which was ultimately blocked by the Supreme Court.

Unlike in 2010, the State of California has allocated significant resources in ensuring a complete and accurate count and the County of Alameda has a dedicated team and a focused initiative to perform outreach and convene stakeholder groups to ensure that the community is aware of the 2020 Census and that historically hard to count communities are reached. The City of Berkeley Census 2020 Complete Count Committee (Berkeley CCC) is coordinating closely with the County of Alameda to ensure that our resources are well-leveraged.

The Alameda County Complete Count Committee has identified three phases for Census 2020:

- Planning (now through December 2019);
- Awareness (January 2020 through March 2020); and
- Activation (March 2020 through July 2020).

Alameda County maintains a comprehensive website ([www.acgov.org/census2020/](http://www.acgov.org/census2020/)) that provides an overview of the 2020 Census, provides information on subcommittees that are being facilitated by the County to develop strategies to reach hard-to-count populations, and is a platform to disseminate information.

The Berkeley Complete Count Committee is in the planning phase and has discussed the following areas of focus to ensure the best possible count:

- Generating awareness. This entails sharing information on the Census at outreach tables at existing community events, promoting the census in planned citywide publications, utilizing social media, integrating messages about the 2020 Census in the work we do, and providing information about the census at the City's various community centers, and reaching out to commissions that serve target populations. Alameda County has laid a solid foundation for this work as they have held communitywide town hall meetings and recently spoke to our Peace and Justice Commission.
- Creating opportunities and assistance for residents to complete the census. This is especially important as the 2020 Census will be the first time that the Census will be available online. In order to ensure that those individuals that either need assistance in completing the census or do not have internet access can be counted, the Berkeley CCC is discussing the potential to establish centers where individuals can complete the survey online. Locations that have been discussed to date include our libraries, recreation centers, senior centers, and city hall. Select staff located at the proposed centers would receive training to assist residents in accessing and completing the Census.

- Coordinating and holding events to generate awareness of the 2020 Census. The Library has discussed integrating the 2020 Census into their National Library Week celebrations and members of the Berkeley CCC are coordinating with UC Berkeley on planned events at the University.
- Partnering with community-based organizations, especially those organizations that can assist in reaching hard-to-count populations.

In addition to coordinating activities locally, City staff have been engaged in census activities for quite some time. The following is an overview of what has been accomplished to date:

- Early work on Census 2020 began in 2017 with the Local Update of Census Addresses (LUCA) program. The LUCA program provides an opportunity for the City to work with the Census to ensure a complete and accurate address list. The City applied for and received \$15,000 from the State of California for its work on the LUCA update.
- The City is participating in the New Construction Program, which will allow the City to send additional new addresses to the Census Bureau through November 2019.
- Participating in workshops and subcommittees convened by the county and providing outreach materials at city-sponsored events. Members of the Berkeley CCC have attended a variety of subcommittee meetings and trainings sponsored by the County and are planning to attend more. Some of the subcommittees convened by the County that the City has or hope to attend include the following: Libraries, Elected Officials, People with Disabilities, LGBTQ, Unhoused, Affordable Housing, Unhoused, Health, Workforce Development and Community Based organizations.
- Early outreach activities that have been completed to date includes providing outreach materials at city-sponsored events such as National Night Out.
- Coordinating efforts with UC Berkeley. The data above indicates that students are hard-to-count. City staff is working with UC Berkeley representatives and the staff from the US Census to ensure students are counted.
- Both the City Council (September 10, 2019) and Board of Library Trustees (October 2, 2019) have adopted resolutions in support of the 2020 Census.

As awareness of the Census builds, it is also important to ensure that our residents and community-based organizations are aware of immediate opportunities to get involved. In addition to the subcommittees facilitated by the County, the US Census is hiring enumerators and the County has created an Ambassador Program to help spread the word. Additional information on these two opportunities is attached to this staff report.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

POSSIBLE FUTURE ACTION

City Council is being asked to provide input to the Berkeley Complete Count Committee on ways to generate awareness of the 2020 Census, strategies to address barriers to ensure the best possible count, and messages that will motivate members of our community to participate. This input will help the Berkeley Complete Count Committee shape its outreach and implementation plan.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

In the FY 20 and FY 21 adopted budget, the City Council allocated resources to hire an individual to develop and implement an outreach plan and establish physical locations where community members can complete the census. If direction provided by City Council results in the need to request additional resources, City staff will return to City Council at a later date with a request to secure a formal budget allocation.

CONTACT PERSON

David White, Deputy City Manager, (510) 981-7012  
Erin Steffen, Assistant to the City Manager, (510) 981-7017

ATTACHMENTS

1. City Council Resolution Recognizing the Important of the 2020 Census
2. Board of Library Trustees Staff Report and Resolution
3. Census 2020 Overview
4. Census Confidentiality
5. Census Ambassador Program Overview
6. Census Enumerator Job Flyer

RESOLUTION NO. 69,072-N.S.

A RESOLUTION RECOGNIZING THE IMPORTANCE OF THE 2020 CENSUS AND ENCOURAGING RESIDENTS OF THE CITY OF BERKELEY TO PROMOTE AND COMPLETE THE CENSUS TO ENSURE A FAIR AND COMPLETE COUNT

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and the 2020 Census will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California has a large percentage of individuals that are considered traditionally hard to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count of California's population is essential; and

WHEREAS, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, the U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, the City of Berkeley is committed to ensuring a complete and accurate count by partnering with other local governments, the State, businesses, schools, and community organizations; and

WHEREAS, the City of Berkeley has committed resources to perform and implement outreach and communication strategies to not only raise community awareness but to ensure that the City's the hardest-to-count individuals are counted.


NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley recognizes the importance of the 2020 U.S. Census and encourages residents to promote and complete the Census to ensure a complete, fair, and accurate count.

The foregoing Resolution was adopted by the Berkeley City Council on September 10, 2019 by the following vote:

Ayes: Bartlett, Davila, Droste, Hahn, Harrison, Kesarwani, Robinson, Wengraf, and Arreguin.

Noes: None.

Absent: None.

  
\_\_\_\_\_  
Jesse Arreguin, Mayor

Attest:   
\_\_\_\_\_  
Mark Numainville, City Clerk



**CONSENT CALENDAR**

October 2, 2019

To: Board of Library Trustees

From: Elliot Warren, Acting Director of Library Services

Subject: US Census 2020

**RECOMMENDATION**

Adopt a resolution recognizing the importance of the 2020 Census and highlighting the role of the Library in providing information about and access points for participation in the 2020 Census to ensure a fair and complete count.

**FISCAL IMPACTS OF RECOMMENDATION**

There are no fiscal impacts associated with adopting the attached resolution. Some Library Tax Fund dollars (less than \$5,000) will, if necessary, be reallocated from the Library's Professional Services budget line to pay for publicity materials and potential programming opportunities.

**CURRENT SITUATION AND ITS EFFECTS**

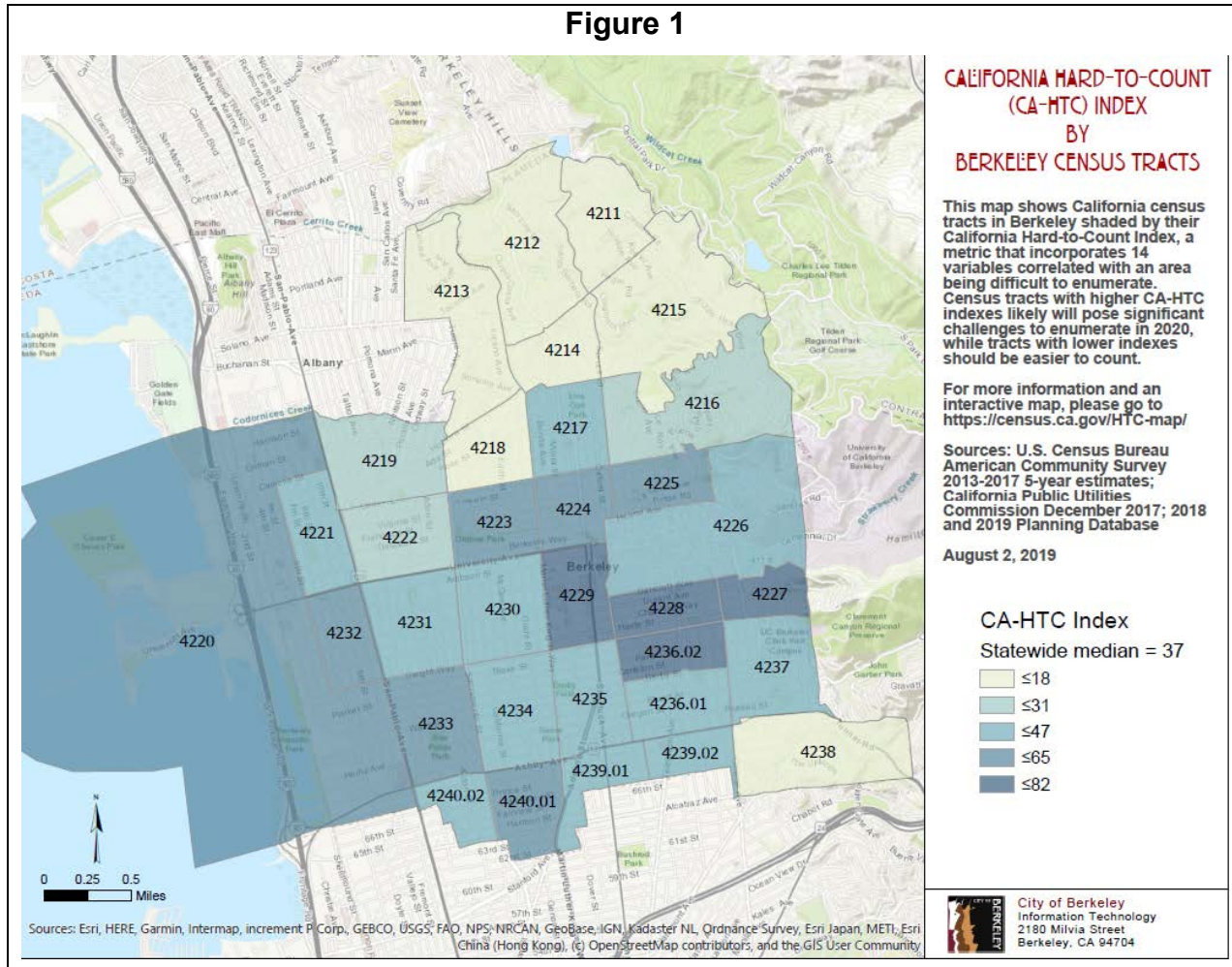
The City of Berkeley has formed a Census 2020 Complete Count Committee consisting of representatives from throughout the organization. The Library is a primary stakeholder along with other city departments, including from the City Clerk, City Manager's Office, Health, Housing and Community Services, Information Technology, Parks and Recreation, and Planning. This team has been formed to develop and implement proactive outreach and to work closely with the County of Alameda, US Census Bureau and other stakeholders (i.e., UC Berkeley and community partners) to ensure a complete count of Berkeley residents. This work is especially important as the 2020 Census will be moving to an online format and the negative publicity that the Census received prior to the Supreme Court's decision to block the federal government from including a citizenship question on the questionnaire.

The Library has been identified as a key element of the City's plan, given its role as an outward facing institution; its five facilities with services available seven days and four evenings per week; its dozens of publicly accessible computer stations and laptops; and a workforce trained as information experts. The Library's participation is critical to ensure that communities that have been traditionally undercounted or hard to count are reached.

**BACKGROUND**

The U.S. Constitution requires the federal government to count the total number of people in the United States every ten years. The U.S. Census Bureau, a division of the U.S. Department of Commerce, will conduct the next Census in 2020. The results of the census are used to distribute seats in the House of Representatives and to inform the amount of federal funds allocated to states for some programs. Census results also are used to determine legislative districts for federal, state, and local representatives. Moreover, the census provides a social, demographic, and economic profile of the country's residents, informing decisions by policymakers and businesses across the state. In Berkeley, census results will be used to inform the work of the Citizens Redistricting Commission.

California cities can play an active role in helping to make the 2020 U.S. Census fair and accurate, especially for historically undercounted populations: racial and ethnic minorities, young children, and renters. The 2010 census undercounted 95,000 (or 0.26% of) California residents. Though the overall count was an improvement from the previous undercounts (2.74% in 1990 and 1.52% in 2000), the rate of undercounted populations remains consistently high. Based on data generated by the California Census Office, the following is a map that illustrates hard to count communities in the City of Berkeley, by Census tract.



The City of Berkeley (City) contains census tracts that are considered to be hard-to-count by the US Census Bureau<sup>1</sup>. More specifically, census tracts surrounding UC Berkeley consist of the highest concentrations of hard-to-count individuals. However, there are also census tracts in south and west Berkeley that are of concern. One of the main implications of a miscount is the loss of annual federal and state funding for local government, as well as funding for social programs and services. In addition, Congressional seats could be impacted.

Obtaining an accurate and complete count poses challenges due to several factors. The housing affordability crisis has forced more Californians to become homeless or move into hard-to-count unconventional housing and overcrowded dwellings. For the first time, the census is a digital census, and more than 75% of California households will be receiving an invitation to complete their census form online, even though

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**BERKELEY PUBLIC LIBRARY  
CONSENT CALENDAR REPORT**

US Census 2020

Page 3

many households lack broadband or digital literacy. Finally, the census has received negative publicity due to initial plans to add a citizenship question, which was ultimately blocked by the Supreme Court.

Unlike in 2010, the State of California has allocated significant resources in ensuring a complete and accurate count and the County of Alameda has a dedicated team and a focused initiative to perform outreach and convene stakeholder groups to ensure that the community is aware of the 2020 Census and that historically hard to count communities are reached. The City of Berkeley Census 2020 Complete Count Committee is coordinating closely with the County of Alameda to ensure that our resources are well-leveraged. Library staff are regularly attending the Library Subcommittee meetings to share information and learn about how other local libraries are addressing the issue of Census participation and participating in their cities' plans.

The Alameda County Complete Count Committee has identified three phases for Census 2020. Planning (now through December). Awareness (January through March), and Activation (March through July). The Library is in planning phase and the Library Council discussed opportunities for the Library to facilitate access to Census information and identified the following possibilities:

- Creating access points through Online Catalog computers and other public computer stations and/or laptops and having knowledgeable staff available to support patrons' participation in the census.
- Integrating US Census information into public programs (both focused programs about the census as well as integrating census information details into other programs) and outreach efforts.
- Holding "census parties" in which patrons can use Library equipment to fill out census forms, while also meeting their neighbors, enjoying refreshments, and accessing other Library services.
- Using the Library's website to promote census participation and to provide details about how to participate.
- Using the Library's newsletters and social media to promote census participation and general knowledge about the process.
- Integrating into National Library Week efforts.
- Partnering with community organizations, including Library staff presenting at community events.

A staff task team comprised of staff from various divisions (Central Adult Services, Central Children's Services, Branch Services, and Literacy Services) has been formed with the following charge:

- Recommend and, when approved, develop plans to train Library staff on elements of the 2020 Census to enable them to answer patron questions accurately and to ensure easy access to accurate census information for the community.
- Collaborate with 311 staff to develop a citywide knowledge base.
- Recommend and develop events at each of the Library's facilities in April with a National Library Week tie-in, bringing branch and administrative staff aboard for logistical, marketing, and other support.
- Recommend and plan for any technology changes (with IT support) or services to facilitate Census 2020 access points in each facility.
- Recommend elements of an information/marketing plan with support from the Library's Communications Analyst.

The team will be expected to meet twice per month over the next 2-3 months and shall provide actionable recommendations to Library Management, while also getting feedback from supervisors and managers during the planning process via standing agendas at the Library Council meetings. Funding will be provided from the Library's professional services budget if needed to accomplish the recommendations provided.

**CONTACT PERSON**

Elliot Warren, Acting Director of Library Services, 510-981-6195

Attachments:

1. Resolution
2. City Council Resolution No. 69,072-N.S.

**BOARD OF LIBRARY TRUSTEES**

**RESOLUTION NO: R19-\_\_\_**

**A Resolution Recognizing the Importance of the 2020 Census and Highlighting the Role of the Library in Providing Information About and Access Points for Participation in the 2020 Census to Ensure a Fair and Complete Count**

Adopt a resolution recognizing the importance of the 2020 Census and highlighting the role of the Library in providing information about and access points for participation in the census to ensure a fair and complete count.

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and the 2020 Census will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California has a large percentage of individuals that are considered traditionally hard to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count of California's population is essential; and

WHEREAS, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, the U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, the City of Berkeley is committed to ensuring a complete and accurate count by partnering with other local governments, the State, businesses, schools, and community organizations; and

**BOARD OF LIBRARY TRUSTEES**

**RESOLUTION NO: R19-\_\_\_**

WHEREAS, on September 10, at a regular meeting of the City Council of the City of Berkeley, a resolution recognizing the importance of the 2020 census was passed by the council; and

WHEREAS, the City of Berkeley has committed resources to perform and implement outreach and communication strategies to not only raise community awareness but to ensure that the City's the hardest-to-count individuals are counted; and

WHEREAS Berkeley Public Library has been identified as a key participant in the City' of Berkeley's efforts to ensure universal participation, given the Library's role as an outward facing institution; its five facilities with services available seven days and four evenings per week; its dozens of publicly accessible computer stations and laptops; its easily accessible wireless system; and a workforce trained to act as accessible information experts.

NOW THEREFORE, BE IT RESOLVED by the Board of Library Trustees that that the board recognizes the importance of the 2020 U.S. Census and the role of Berkeley Public Library in providing access to both information about the 2020 Census along with opportunities for people to use library technology to participate and be counted.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on October 2, 2019:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

\_\_\_\_\_  
Diane Davenport, President

\_\_\_\_\_  
Elliot Warren, Acting Director of Library Services  
Serving as Secretary to the Board of Library Trustees

## RESOLUTION NO. 69,072-N.S.

## A RESOLUTION RECOGNIZING THE IMPORTANCE OF THE 2020 CENSUS AND ENCOURAGING RESIDENTS OF THE CITY OF BERKELEY TO PROMOTE AND COMPLETE THE CENSUS TO ENSURE A FAIR AND COMPLETE COUNT

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WHEREAS, the City of Berkeley is committed to ensuring a complete and accurate count by partnering with other local governments, the State, businesses, schools, and community organizations; and

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The foregoing Resolution was adopted by the Berkeley City Council on September 10, 2019 by the following vote:

Ayes: Bartlett, Davila, Droste, Hahn, Harrison, Kesarwani, Robinson, Wengraf, and Arreguin.

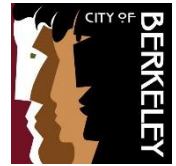
Noes: None.

Absent: None.

  
\_\_\_\_\_  
Jesse Arreguin, Mayor














Attest:   
\_\_\_\_\_  
Mark Numainville, City Clerk





# CENSUS 2020

*Our Community Counts. Our Community Belongs.*

<h2>WHY</h2>	<p><b>Billions of dollars for our:</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">               Schools         </div> <div style="text-align: center;">               Healthcare         </div> <div style="text-align: center;">               Children &amp; Families         </div> <div style="text-align: center;">               Housing         </div> <div style="text-align: center;">               Transportation         </div> </div> <div style="text-align: right; margin-top: 20px;"> <p><b>Political Power</b></p>               Our voice in Congress         </div>
<h2>WHO</h2>	<ul style="list-style-type: none"> <li>• <b>Every adult, child, and baby living in the United States!</b></li> <li>• 1 Census form should be completed for <u>all</u> residents at each mailing address</li> </ul>
<h2>WHAT</h2>	<ul style="list-style-type: none"> <li>• The United States constitution requires all residents to be counted every 10 years</li> <li>• The questionnaire will take 12 minutes to complete. It asks nine questions about: address, race, age, and relationship to the other residents at the address, etc.</li> </ul>
<h2>WHEN</h2>	<ul style="list-style-type: none"> <li>• Census 2020 begins in mid-March 2020</li> <li>• Starting May 2020, Census workers will begin going door-to-door to addresses who have not completed the Census to ask them to respond</li> </ul>
<h2>HOW</h2>	<ul style="list-style-type: none"> <li>• All addresses will receive a letter in the mail with instructions about how to take the Census through the following options:</li> </ul> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">   <b>Online</b>                  By computer, tablet, or smart phone             </div> <div style="text-align: center;">   <b>Phone</b>                  The Census Bureau's 1-800 numbers             </div> <div style="text-align: center;">   <b>Paper</b>                  Residents can request a paper form             </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: center; width: 60%;"> <p><b>Available In</b></p> <p><i>English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese</i></p> </div> <div style="text-align: center; width: 35%;"> <p><b>Printed In</b></p> <p><i>English &amp; Spanish</i></p> </div> </div> <ul style="list-style-type: none"> <li>• <b>Census instructions will be available in all other languages spoken in Alameda County</b></li> </ul>
<h2>WHERE</h2>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">               At home         </div> <div style="text-align: center;">               At the library         </div> <div style="text-align: center;">               At your child's school         </div> <div style="text-align: center;">               At a senior center         </div> </div>

For more information visit [www.acgov.org/census2020](http://www.acgov.org/census2020), find us on  or email [ashley.renick@acgov.org](mailto:ashley.renick@acgov.org)

A purple speech bubble containing the text "COUNT US IN 2020" in white, bold, sans-serif font.An orange speech bubble containing the text "There's Power In Being Counted" in white, sans-serif font.

COUNTUSIN2020.ORG

## Census Confidentiality

The census counts all people living in the U.S.

- The census count affects how much funding goes to schools, healthcare, and other essential services in your area -- the more people counted in your community, the more funding your community receives.
- ***When you respond to the census, you help make sure that your family and community get their fair share of funding, services, and political representation!***

The census asks basic questions, like age, name, race, and ethnicity, about each person that lives in your household. **The 2020 Census will not ask about immigration or citizenship.**

### Your census responses are totally confidential.

- ❖ Extremely strong laws protect the confidentiality of your census response.
- ❖ The Census Bureau is not allowed to share your personal information with anyone, including ICE, police, or any other government agencies.
- ❖ The Census Bureau can only use your response to create general information about the population, like how many people live in your city, and statistics about age, gender, and race. The Census Bureau cannot share information about you as an individual.

The law requires everyone to respond to the census completely and to answer all the questions truthfully. Do not lie on the census.

Your form will still be counted if you skip a question or two, as long as you provide your name and address. If you skip questions or don't answer the census at all, the Census Bureau might follow up to ask for the missing information, either by phone or by sending a Census Bureau worker to your home. The fewer questions that you skip, the less likely it is that the Census Bureau will follow up.

You can find more information about the census at [www.countusin2020.org/resources](http://www.countusin2020.org/resources).

Alameda County

Complete Count  
Committee

# Census 2020 Ambassador Program

WHY THE CENSUS MATTERS



Healthcare



Education



Transportation



Affordable Housing

## Census 2020

### What is it?

A once in a decade chance to count everyone to bring money, data, and decision makers to our communities

### Why does it matter?

Alameda County has 413,000 residents who are considered "Hard-to-Count," such as seniors, young children, immigrants, and low income individuals.

### What can you do to ensure our community counts?

As trusted community members, we invite you to volunteer as an Ambassador to educate residents about the census and motivate your communities to get counted.

Trusted Messengers are individuals and organizations who are trusted among the communities they serve and advocate for. This program provides trusted messengers with resources to educate communities about the census and its importance, dispel myths, and motivate communities to respond to the census.



**Are you a trusted messenger and wish to lead outreach in your community?**

**Sign-up to volunteer here:** <http://www.bit.ly/CensusAmbassador>

## AMBASSADOR OPPORTUNITIES

### Become an expert on Census 2020

Attend Alameda County sponsored trainings!

- Onboarding Conference Call (early December)
- "How to" conduct Census Outreach (Jan - March)

### Conduct outreach in your community

- Adopt your block: *Knock on your neighbors doors and remind people to take their Census*
- Staff a Questionnaire Assistance Center (QAC): *Provide in-person Census support*
- Host a Census event or workshop

### Keep your community informed

- Share census information via existing communications platforms such as e-blasts and social media (Facebook, Twitter, etc), we'll draft the content, all you need do is share!

### Access Ambassador-exclusive resources

- Census 2020 Ambassador branded t-shirts
- Talking points
- How-to guides & One-pagers
- I'm Counted Stickers

## TIMELINE

- **September 16, 2019**  
Application opens
- **October 28, 2019**  
Applications due for minigrants
- **December 2019**  
Onboarding conference call
- **January - March 2020**  
Training workshops: "How to" conduct Census Outreach
- **March - July 2020**  
Census outreach
- **July 2020** Final report due  
*Don't worry! This will be a simple form with clear instructions*

### Apply by October 28 for a minigrant!

Limited funding is available for organizations/ individuals with a financial need. Include request in your application.

our community  
COUNTS

our community  
BELONGS

For more information, visit <http://www.acgov.org/census2020>

## 2020 Census Enumerator Jobs in Alameda County



### What You Need to Know to Join the Team!

✓ Great Pay ✓ Flexible Hours ✓ Short Commute ✓ Paid Training

Interested in helping your community? Looking for a job that works with your schedule?  
**Apply to be an Enumerator with the U.S. Census Bureau today!**

Enumerators are needed to interview and count residents of Alameda County for Census 2020. Applicants who can work evenings and weekends are preferred. Desired candidates enjoy working with people and are comfortable interacting with new people in new locations.

\$25 Hourly Rate (+ Paid Training)	Apply now through Dec. 2019	Selection process begins Feb. 2020	Staff hired to work March - July 2020
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#### To be an eligible 2020 Census Enumerator, you must\*:

- Be at least 18 years old
- Have a valid Social Security number
- Be a U.S. citizen
- Have a valid and active e-mail address
- Complete a job application with assessment questions answered
- Be registered with the Selective Service System or have a qualifying exemption (only for males born after Dec. 31, 1959)
- Pass a Census criminal background check, including fingerprinting
- Complete enumerator training
- Be available to work flexible hours, which can include days, evenings, and/or weekends
- Have access to transportation, a vehicle with valid driver's license or public transit

\*If you are employed elsewhere, your current job must be compatible with Census Bureau employment and not create a conflict of interest. You must not engage in any partisan political activity while on duty.



**Learn more at:**

[www.2020census.gov/jobs](http://www.2020census.gov/jobs)

Or contact Alessia Simmonds, Outreach Manager of Alameda County Complete Count Committee:  
[alessia.simmonds@acgov.org](mailto:alessia.simmonds@acgov.org)