



9 EASY QUESTIONS! TAKE THE
CENSUS
TODAY

CALIFORNIACENSUS.ORG



Shape the Next 10 Years

Why the Census is so important for our kids, neighbors and families

BY DEBBIE ARRINGTON

The 2020 Census has arrived! And a lot is riding on this big count.

Californians' responses will not only help toward fair political representation, but also bring needed resources for your community.

RESOURCES FOR COMMUNITY

The 2020 Census will decide how billions of federal dollars are distributed in California. An undercount could impact funding

for our schools, health services, childcare, emergency services and many other programs.

HOW MUCH IS AT STAKE?

Estimates show that for every person uncounted, California could lose \$1,000 a year for 10 years. That's as much as \$10,000 per person in funds lost over the next decade.

California is considered the hardest-to-count state in the nation, with high populations of children

younger than 5 years old as well as other vulnerable populations, including immigrants, renters, individuals living in homes without a broadband subscription, and people living close to or below the poverty line.

Californians about the simplicity of the Census questions and that their information will be protected and not shared with other agencies.

"What will happen if you don't participate: We won't have the ability to forecast future needed services; health facilities, new schools or other infrastructure, where we need them most in our communities," says Pastor Trena Turner, executive director of Faith in the Valley, a community partner in California's Census effort.

"You're not just making a decision for right now, but for the next 10 years and beyond," she says. "I'm believing for a better Census this year than in the past. We are all out doing our part to dispel cultural myths, and ensure each of our communities has an accurate count."

**On average,
every person that
goes uncounted
could cost your
community
\$10,000 over
10 years.**

A complete and accurate count of California's population is historically difficult, but even more so in 2020. That's why state officials want to assure all

Stay home. Save lives.



Learn how we can all
keep CA healthy.
Visit **covid19.ca.gov**



Simple Survey Takes Minutes

Census asks nine questions about the people who live at your address

BY DEBBIE ARRINGTON

WHAT ARE THE CENSUS QUESTIONS?

1. Number of people living at home on April 1, 2020?
 2. Additional people not included in question 1?
 3. Do you rent, own or occupy without rent your home?
 4. Telephone number?
- For each person in the home, you'll be asked to provide:**
5. First and last name?
 6. Sex?
 7. Age and date of birth?
 8. Is this person of Hispanic/Latino/Spanish origin?
 9. Race or ethnicity?

It's easy and takes only minutes to complete. The results will shape decision making for the decade to come.

The 2020 Census is a simple and confidential nine-question

survey, which will ask your name, address, sex, race and age. is staying at your address on April 1, count them, too. Do not count anyone currently living in a nursing home or assisted living facility, prison, jail or away at college. They'll be counted at those places.

Check your mail box! You have probably received your invitation to fill out the Census form and even if you don't receive the form — fill it out!

There are three options to respond — online, by phone and limited houses will receive a paper form.

The 2020 Census is the first Census to rely heavily on online responses. For the first time, the online Census survey is available in 13 languages: Arabic, English, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog and Vietnamese.

By phone, the questionnaire is available in those same 13 languages. The paper questionnaire is available in English and Spanish.

Remember to complete the form for everyone who lives at your address on Census Day, April 1.

survey, which will ask your name, address, sex, race and age.

Remember to complete the form for everyone who lives at your address on Census Day, April 1. That includes roommates and renters as well as relatives.

If someone does not have a permanent place to live but

REMEMBER TO COUNT CHILDREN AND BABIES

★ **Census Day is April 1.**

So, anyone living in your household on that day needs to be counted on the form. Californians need to count roommates, young children, newborns and anyone who is renting a space in your home.

Last Census, many children in California were missed. Please count any children living with you, including:

- grandchildren,
- nieces and nephews
- newborn babies
- those who are born on April 1, 2020.

United States Census 2020

This is the census form for everyone who lives at your address on April 1, 2020. It is quick and easy to complete. Para completar el cuestionario, use un lápiz azul o negro.

Start here OR go on to question 2. Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at my2020census.gov or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Additional people not included in question 1?

☐ Grandchildren, or foster children, or other relatives, such as adult children, cousins, or in-laws

☐ Relatives, such as adult children, cousins, or in-laws

☐ Nonrelatives, such as roommates or live-in babysitters

☐ People staying here temporarily

☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☐ ONE box.

☐ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.

☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?

☐ Rented?

☐ Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

FORM D-Q1(E/S) (05-01-2019)



Confidentiality is a Priority

Your private information will not be shared with other agencies

BY DEBBIE ARRINGTON

Your personal information is confidential, and the Census will keep it that way.

No matter what you've heard or read, your answers will remain private. It's the law.

Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies.

Answers cannot be used for law enforcement purposes or to determine eligibility for government benefits or immigration enforcement. Census data will not be shared with your landlords. In addition, federal Census workers are sworn by law to protect confidentiality.

Your information privacy is a priority.

In California, community volunteers know that there is trepidation about giving personal information to the government. Residents often worry how details will be used.

Samantha Valadez, field director for Communities for a New California Education Fund, knows this firsthand.

"Once they understand what's at stake, they believe it's their civic duty to participate and take part in the Census."

Samantha Valadez

Field director, Communities for a New California Education Fund

"One of the concerns that we were worried about at our organization was finding fear in the communities and neighborhoods we work in over having a citizenship question on the Census," Valadez says. "What we found is that once we talked to residents one-on-one, door-to-door or on the phone, we explained that **the Census will have no citizenship question** and that it will solely be used for statistical purposes to determine where funding goes to, they feel completely confident and they want to fill out the Census. Once they understand what's at stake,

they believe it's their civic duty to participate and take part in the Census."

The Census will never ask for the following information during the 2020 Census:

- A Social Security number;
- Financial information, such as a bank account or credit card numbers;
- Money or donations

If someone knocks on your door, you can verify if they are

with the Census. Census workers will always carry an official ID, bag and letter. You can ask for this information before you open the door. An official U.S. Census Bureau ID badge should include their name, their picture, a Department of Commerce watermark and an expiration date.

Valadez stresses what the Census will not be used for. "It will not be used to give to any third-party agencies," she says.



Uplift Our Neighborhoods

2020 Census could help alleviate California's affordable-housing crisis

BY ALLEN PIERLEONI

Why is it essential that everyone living in California steps up to be counted in the 2020 Census?

The 2020 Census will uplift our neighborhoods by deciding how billions of dollars will reach our families and neighborhoods, including help for housing.

Federal funding helps support affordable housing largely through the Department of Housing and Urban Development. It defines "affordable housing" as "housing that costs 30 percent or less than household income," yet some 12 million "cost-burdened" households spend more than that.

Affordable housing in California continues to be a front-and-center issue as the gap between housing supply and housing demand widens.

"It's one of the most pressing issues in the Central Valley," says Janine Nkosi, a sociology professor at Fresno State and regional advisor to Faith in the Valley.

Faith in the Valley is a grass-roots organization that focuses on social concerns in Fresno, Kern, Merced, Stanislaus and San Joaquin counties.

"We don't have enough affordable-housing units to supply all the people who need them," Nkosi says. "The Census (findings) are going to create a real

"We don't have enough affordable-housing units to supply all the people who need them."

Janine Nkosi
Regional advisor to Faith in the Valley

opportunity for us to have an impact on the crisis."

Part of Faith in the Valley's organizing work involves "ensuring that every single person in the Central Valley is counted," she says.

By completing the Census, Californians can raise their voice to demand changes be made to improve housing in the state.

CENSUS DATA CAN HELP YOU ENJOY THE RIDE

How are the roads in your neighborhood? Is the infrastructure in better or worse shape than those in nearby towns and cities?

The American Society of Civil Engineers' most recent study concluded that California's infrastructure "requires attention."

Being included in the 2020 Census count could change that and help make everyone's commute and long-distance drive easier, safer and more reliable.

★ **Where that public money goes and what gets built over the coming 10 years are dependent on 2020 Census data. Everyone who uses public roads and highways has a stake in this Census.**

The distribution of transportation-related dollars — and the resulting road and bridge construction and maintenance — is directly linked to how many people live in which parts of the state, according to the U.S. Census Bureau.

The federal Department of Transportation invests billions of dollars each year on building new infrastructure, **maintaining the nation's 4.1 million miles of existing roads**, and expanding mass transportation.



How the Census Impacts Education

By completing the Census, you can help improve local schools

BY THEA MARIE ROOD AND ANNE STOKES

The 2020 Census will help decide how billions of dollars will reach our families. Your answers will help determine funding allocations for schools and childcare programs. And not just today, but for the next decade and beyond.

"Ensuring an accurate Census count will bring essential funding to our communities and schools."

Dina Gentry
Communications Director, El Dorado County Office of Education

"Federal funding for crucial public services is determined by the Census count," explains Dina Gentry, communications director for the El Dorado County Office of Education. "Each and every individual who is counted impacts dollars received."

Census counts directly impact budgets for critical programs such as special education, Head Start, English as a second language and more. Those numbers also determine where schools will close, where schools will be built, how many teachers will staff each school, and where school district boundaries will be drawn.

"Ensuring an accurate Census count will bring essential funding to our communities and schools, which is why it is in everyone's best interest to complete the Census," Gentry says.

"The Census is a constitutional mandate that requires us to count the population every 10 years," says Edward Flores, an associate professor of sociology at UC Merced. "It's the most reliable tool for measuring population and how and where to invest public money for infrastructure."

"If one neighborhood is shrinking and one neighborhood is growing, we need to know that so we more adequately support areas that need it."

Be Counted for Health Care

BY
ALLEN
PIERLEONI

Census data guide distribution of funds for new hospitals and clinics, caregiver staffing and medical supplies

One of the most crucial outcomes of Census data is health care. The placement of clinics and hospitals, caregiver staffing, distribution of medical supplies, and reaction to health crises are all linked to Census data and the distribution of funds. That makes it essential that those most needful of those services be counted.

"When people with disabilities, older adults and veterans are counted accurately in the census, it leads to resources that help us all thrive."

Yumi Sera
California Complete Count — Census 2020 Office

"When people with disabilities, older adults and veterans are counted accurately in the Census, it leads to resources that help us all thrive," says Yumi Sera, deputy director of Statewide Initiatives for the California Complete Count —

Census 2020 Office. "These resources include programs that support our families — schools and child care — and programs that allow us to remain independent, including health care, food assistance, parks and public transportation."

To make it easier for everyone to be counted — including older and/or disabled residents — Sera points out, "For the first time, you can choose to complete the Census online, by phone or by mail."

Noé Paramo, director of the Sustainable Rural Communities Project, focuses on health access for farm workers in low-income rural communities, who are traditionally undercounted.

Currently, there's a shortage of medical providers and facilities in the Central Valley, Paramo says.

"The need is tremendous, and the Census data are vital to make the case for funding," he says. "We'll have updated Census data to give to officials, so they'll know how to provide additional health-related services."

Community Partners

BY THEA MARIE ROOD AND ANNE STOKES

More than 120 organizations have partnered with the state
to reach the hardest-to-count households



DISABILITY RIGHTS EDUCATION & DEFENSE FUND www.dredf.org

For people with disabilities and older adults, services like Supplemental Nutrition Assistance Programs (SNAP), health care, special education grants and more can be a lifeline, enabling them to live integrated lives in their

community. Those resources rely on accurate Census counts for funding.

"While there isn't a question about disability on the Census itself, the fact remains that **funding for these essential services and supports is determined by the total number of people counted every 10 years during the Census,**" says Lawrence Carter-Long, communications director for the Disability Rights Education & Defense Fund. "Not being counted during the Census has real-life consequences for disabled individuals and for the disability community as a whole. Not just this year, not just next year, but for the next decade."



READYNATION, COUNCIL FOR STRONG AMERICA www.strongnation.org

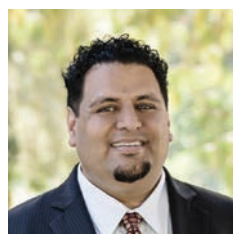
Census counts are good for business. According to Magali Flores Nuñez, deputy state director for ReadyNation in California, Census data provides valuable insights into markets, customers and the products and services they need.

"In California, we have more than 4 million registered businesses that employ close to 15 million Californians

and have an even larger customer base. Businesses and their owners are both influencers and influenced by the well-being of their employees, customers and community," she says. "Without Census information, businesses wouldn't be able to make the best business decisions."

Ultimately, the employees and customers that fuel business rely on programs and resources funded by Census counts.

"California receives billions in funding based on census information, funding that helps pay for schools, roads, police, fire, health care, and many more services on which employees, customers, and community members depend," she said. "An undercount in California would jeopardize our full share of these resources."



CNC EDUCATION FUND cncefund.org

"Some people are worried about privacy," says Pablo Rodriguez, executive director of CNCEF. "So, we provide a visual so

they can see the nine questions they'll be asked. And they say, 'Oh, that's what the Census is? I'm cool with that.'"

Rodriguez also explains that an accurate count brings money per person into a neighborhood over the next 10 years. "In too many cities, one side of town is finished — and residents have everything they need to strive for success. On the other side of town, there are no curbs, sidewalks, parks aren't maintained. This is a way to finish a neighborhood. Even if you can't vote, this gives you a way to say what's important."



PICO CALIFORNIA www.picocalifornia.org

"As the largest multi-faith community organizing network in the state, PICO California believes that everyone belongs, everyone matters and everyone counts,"

says Andrew Lee, PICO Faith Census hub manager. "Participating in the Census is every community member's once-in-a-decade opportunity to declare their inherent worth, humanity and dignity."

Lee notes that despite members' wide range of concerns, it's important to stand together in a collective effort to represent the community's needs. "When everyone is counted, we help ensure that the vulnerable among us are truly seen and supported through the public services that touch us all."



EL DORADO COUNTY OFFICE OF EDUCATION edcoe.org

The Census has a big impact on schools — and not just knowing how many future students will attend.

"Schools receive federal funding determined by Census counts that impact programs such as Special Education, Head Start programs, Free Lunch and Title I and Title III schools," says Dina Gentry, communications director for the El Dorado County Office of Education.

That's why educators are reaching out to make sure everybody gets counted.

"The El Dorado County Office of Education is working hand-in-hand with nearly 100 education sites to disseminate information to tens of thousands of educators, students and families," she says. "We are hopeful that this level of engagement will raise awareness and entice residents to complete the Census."



Stay Connected
CaliforniaCensus.org



@CACensus

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.



Areas that are less likely to respond online will receive a paper questionnaire along with their package. The package will also include information about how to respond online or by phone.



Every household that hasn't responded will receive reminders and will eventually receive a paper questionnaire.



If you don't respond online, by phone, or by mail, the U.S. Census Bureau may follow up in person.



If you have a P.O. Box, your Census invitation will be delivered to your household by a Census worker.

TAKE THE CENSUS!

All Californians will be able to respond online or by phone, with limited households initially receiving the paper form. We encourage you to use your Census ID to fill out the form, but it isn't necessary to be counted. Every Californian can now respond to the Census online at my2020census.gov and by phone by calling the numbers available below.

English

844-330-2020

Spanish

844-468-2020

Arabic

844-416-2020

Chinese (Cantonese)

844-398-2020

Chinese (Mandarin)

844-391-2020

French

844-494-2020

Haitian Creole

844-477-2020

Japanese

844-460-2020

Korean

844-392-2020

Polish

844-479-2020

Portuguese

844-474-2020

Russian

844-417-2020

Tagalog

844-478-2020

Vietnamese

844-461-2020

English (for Puerto Rico residents)

844-418-2020

Spanish (for Puerto Rico residents)

844-426-2020

TDD (Telephone Display Device)

844-467-2020



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