



EVERYONE COUNTS!

The Census is almost over — have you been counted?
The future of Kern and Tulare counties depends on it



CENSUS DATA = FUNDING

Here are just a few areas that will be touched by 2020 Census data:

- › The placement of new hospitals and health clinics
- › The number of doctors and other health providers needed in certain areas
- › The distribution of vaccines and medicine
- › Medicare Part B and Medicaid, affecting services and reimbursement rates
- › Health insurance, affecting estimates of coverage
- › Disability benefits, affecting payouts
- › Distribution of transportation funds
- › Construction and repair of highways and bridges
- › Construction of affordable housing and future neighborhoods
- › School construction and closures
- › Title I education funding
- › Unemployment benefits
- › Veterans Services

Plus these special programs:

- › Children's Health Insurance
- › Child and Adult Care Food
- › Head Start
- › Rural Health Medical Assistance
- › Supplemental Nutrition Assistance
- › Special Supplemental Nutrition for Women, Infants and Children programs



The San Joaquin Valley's future depends on an accurate Census count. PHOTO COURTESY OF EDUCATION AND LEADERSHIP FOUNDATION

SHAPE THE NEXT 10 YEARS

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

BY DEBBIE ARRINGTON

The 2020 Census is almost over! 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 Kern and Tulare counties 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 to \$2,000 annually for 10 years. That's as much as \$10,000 to \$20,000 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. Tulare and Kern Counties have high percentages of these populations.

A complete and accurate count of California's population is historically difficult, but even more so in 2020 due to the political climate and COVID-19. That's why state officials and community leaders want to assure all Californians about the simplicity of the Census questions and are emphasizing that their information will be protected and not shared with other agencies.

"All of us count equally under the Census," says Victims of Crime attorney Reina Canale, Program Manager and 2020



EVERY PERSON THAT GOES UNCOUNTED COULD COST YOUR COMMUNITY AND STATE \$10,000 TO \$20,000 OVER THE NEXT 10 YEARS.

Census Coordinator for California Rural Legal Assistance, Inc. "Having a complete and accurate count matters to our state and every local community.

"Spread the word of the importance of Census participation as an ambassador to your friends, family, coworkers and social media followers."

SIMPLE SURVEY TAKES MINUTES

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

BY DEBBIE ARRINGTON

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. "The Census is not only important because it helps determine federal funding for essential supportive programs and political representation but because it is, ultimately, about being seen. Everyone in California is a contributor to the story of our state and the story of the Valley is rich and powerful – we must ensure everyone is included," said Chet P. Hewitt, president and CEO of The Center at Sierra Health Foundation. "With trusted community partners from our hardest-to-count communities educating and supporting their neighbors, family members and friends, we have the best chance to achieve a fair and complete count of every Californian."

A lot is at stake. "The Census count determines where and how nearly \$900 billion a year is spent to support federal programs that impact the physical, mental, emotional and economic health of our kids, our families and our communities," says Hewitt. "The Census may affect where local schools are built, how or if resources are placed in our neighborhoods, and access to supportive services for at least the next 10 years."

Remember to complete the form for everyone who lived 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 was staying at your address on April 1, count them, too. Do not count anyone who was living in a nursing home or assisted living facility,

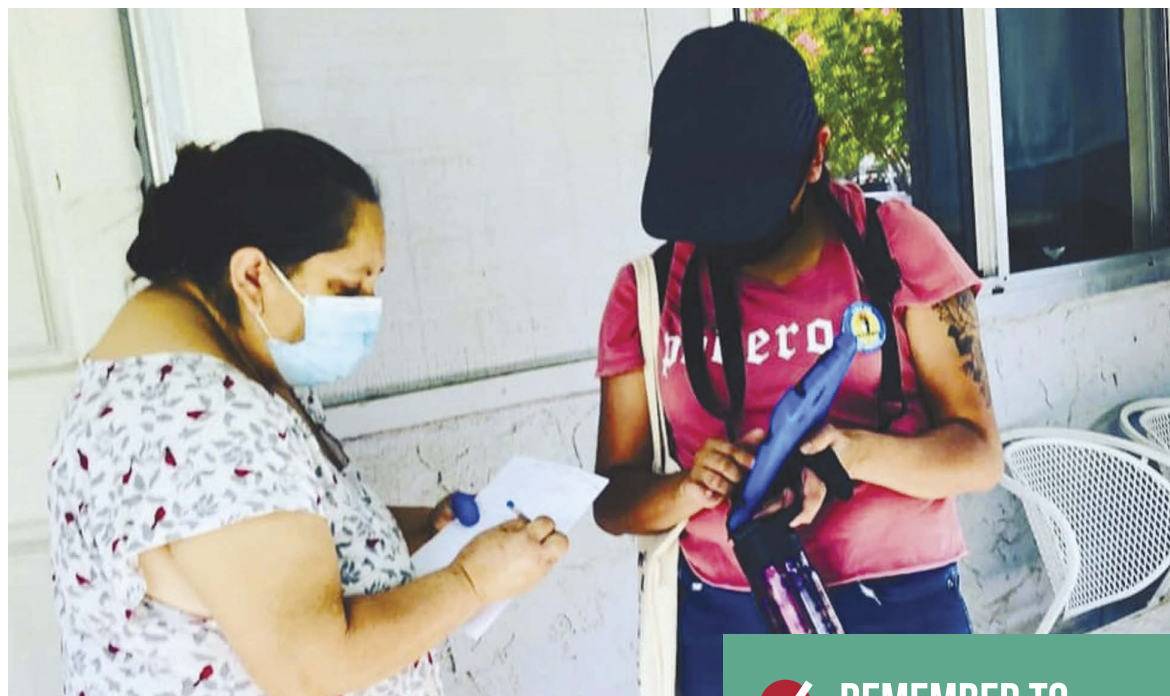
prison, jail or away at college. They'll be counted at those places.

You probably received your invitation in the mail to fill out the Census form along with a 12-digit Census ID. Even if you don't receive the form or don't have your Census ID — you can be counted!

There are three options to respond — online, by phone and by mail.

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 COUNT CHILDREN AND BABIES

Census Day was 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 was 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
- babies born on or before April 1, 2020

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



Fill out the Census here:
My2020Census.gov

844-330-2020 (English)

844-468-2020 (Spanish)

MUSIC AND DRAMA SPREAD THE CENSUS MESSAGE

BY
ALLEN
PIERLEONI

Radio Bilingüe found the ideal combination of broadcasting magic

Traditionally, immigrant farmworkers in California are among the most undercounted or forgotten groups in the U.S. Census. But Fresno-based Radio Bilingüe is working to change that by spreading the Census message – “Be counted!” – throughout the San Joaquin Valley in rhythmically creative ways.

Though the radio station was already broadcasting public service announcements, interviews and talk shows urging participation in the 2020 Census, two new formats added pizzazz to its outreach.

“We came up with the idea of songs in different musical formats, and radio novellas (dramatic skits) using community volunteers,” says broadcasting director Maria Eraña. “Listeners like it when messages come from real people who sound like them.”

Radio Bilingüe is the leading Latino public radio network in the nation’s public broadcasting system. Content is broadcast in Spanish, English “and two indigenous languages spoken by large farmworker populations in California — Mixteco and Triqui,” Eraña says.

To source original Census-participation songs, Eraña and her team collaborated with a variety of regional artists. “The songs are made in colloquial, relatable language,” she says.

One group that was especially productive was the Cumbia Urbana band ¿Qiensave? from Salinas. Other artists included the youth group Mariachi Mestizo from Delano; Los Primos del Rancho, with accordion versions of Norteño music; and the techno banda Grupo Moderno.

Musical artist Una Isu from Fresno

contributed a tri-lingual Census rap song (Spanish, Mixteco and English), while Fresno poet Aideed Medina delivered Census messaging in the form of short verses.

Has the program made a difference? “The word is getting out in an artistic way,” she says. “People tell us, ‘We’ve already (filled out the Census form)’ or ask us where they can get help doing it.”

Part of the message is, “If we don’t get counted, we are hurting ourselves because we won’t get the (federal tax dollar-funded) resources we are entitled to,” Eraña says.

“It’s like when you plan a party. If you have food for 50 people and you get 250, everybody will have less food or no food. It’s the same with the Census. You want to know how many people will be there so there will be enough.”



Maria Eraña brings the Census message to the airwaves via Radio Bilingüe.
PHOTO COURTESY OF MARIA ERAÑA



ON THE SAME WAVELENGTH

Rapper reaches out through music
BY ANNE STOKES

Sometimes, it’s not just what you say, but how you say it that matters.

For many San Joaquin Valley residents, language can be a barrier that keeps them from being counted in the upcoming Census. To help his community understand what’s at stake, Miguel Villegas is speaking up in a unique way to encourage people to stand up and be counted — through rap.

“It’s really impactful because it shows the three different cultures that I navigate, and that’s the reality of many people here in the valley as well,” says Villegas, who performs under the Mixtec stage name Una Isu. “When they see their language in a song or a video, they pay attention to the message and it gets to them more deeply.”

Villegas is trilingual, speaking

Spanish, English and Mixteco, a language from the state of Oaxaca, Mexico. He’s also the program coordinator and Census outreach worker with Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO), an organization that serves indigenous Oaxacan communities throughout California. The nonprofit empowers communities through civic participation, leadership development, education, workers’ and immigrants’ rights and more. Villegas says it’s important that the Census count identifies the large populations of indigenous communities living in the San Joaquin Valley and by ethnicity, although many assume they’re unable to be counted.

“Many of the resources that come into our community are determined by the number of people who live in this



“IT DOESN’T MATTER WHAT [IMMIGRATION] STATUS YOU HAVE, EVERYBODY NEEDS TO BE COUNTED.”

Miguel Villegas
Census outreach worker and program coordinator, CBDIO



community,” he says.

“It’s really important because we need to be considered for those resources when it comes to our schools, our neighborhood and our city.”

In addition to music, Villegas’ outreach efforts involve canvassing neighborhoods and reaching out to agricultural workers in the field (literally) to educate them on just how important it is for them to be counted and help them with any questions they may have about how to fill out the Census form.

“Our job is to inform them that it’s really important to [be counted in] the Census because it doesn’t matter what [immigration] status you have, everybody needs to be counted,” he says.

For more information about CBDIO, visit www.centrobinacional.org or call 559-499-1178. To take the Census online, visit www.my2020census.gov.

STARS OF THE SHOW ARE LOCAL

Video skits posted to social media make the Census message clear in a relatable way – Participate!

BY ALLEN PIERLEONI

What's essential to the success of the 2020 Census? Clearly, the ongoing priority of community outreach.

In real-time practice, the Central California Environmental Justice Network (CCEJN) is masterful at convincing the underserved to participate.

For instance, prior to the pandemic, it performed special pop-up Census-themed programs at posadas and flea markets for immigrants throughout the San Joaquin Valley.

One of its most productive staging grounds was through the Consulate of Mexico. The consulate held special hours one Saturday each month, bringing crowds of up to 500 from surrounding counties.

"They were a captive audience," says Nayamin Martinez, CCEJN executive director. "We performed skits to reinforce the Census message, handed out flyers and told people how to get help."

Then the pandemic struck and Martinez and her team retooled their outreach program. The resulting scripted videos, promoted via social media, feature "community members who people can relate to," she says. "The skits are a truthful approach that connects with audiences."

They were so effective that CCEJN'S many community partners requested to use them.

"In one, we wanted people to understand that it's even more important to participate in the Census during the pandemic because it's the way the government determines how many emergency resources to allocate to communities," Martinez says.

One video featured a party where too many people showed up (why everybody needs an accurate count). Another featured

community members chatting about the importance of the Census while waiting for a bus.

"(Immigrants) are under the false impression that the Census is a long form asking about citizenship and financials," Martinez says. "We broke down all of that."

In part, the videos' success was marked by "the number of phone calls from people who needed assistance



"OUR COMMUNITIES ARE ALWAYS SHORT OF THE RESOURCES WE NEED. IF WE DON'T COUNT OURSELVES, WE WON'T RECEIVE THOSE RESOURCES."

Nayamin Martinez
Executive director,
CCEJN



responding to the Census, especially in rural communities," she says.

In conjunction were two COVID-related telephone surveys. One asked about working conditions and housing, then segued into the Census. The other explored COVID-19 cash assistance to agricultural and undocumented workers, then asked the question: Have you responded to the Census? If not, here's how.

"Our communities are always short of the resources we need," Martinez points out. "If we don't count ourselves, we won't receive those resources."

REACHING OUT ACROSS GENERATIONS

The Fresno Center uses social media to educate younger and older generations about the Census

BY ANNE STOKES

Historically, the United States has been a golden door to immigrants and refugees striving to build a better future for themselves, their families and communities. But it's not always an easy journey. Opportunities that come in the form of education, democracy and infrastructure help communities thrive. Being counted in the Census helps ensure those opportunities and resources are allocated fairly and available for everyone.

Founded in 1991, the Fresno Center was formed to assist the large number of Hmong refugees immigrating into the San Joaquin Valley. Tulare County's sizeable Southeast Asian community also includes Laotians in rural Lindsay and the Lahu in the Visalia area. The Fresno Center has transitioned to encompass a multicultural array of services including education, civic engagement, mental health care and more — all that could be impacted by the Census. Program Manager Pao Houa Lee says that many community members may not understand the impact Census counts have on federal funding for local resources like schools and health care as well as voting rights and political representation.

"I think that's one of the challenges we're having — some of them are not interested or don't understand the Census enough to be counted," she says. "That's why we're here, to educate the community of why the Census is so important."

Lee says that before the pandemic hit, the Fresno Center was actively reaching out to educate the public through informal community events such as family clan parties as well as through



Pao Houa Lee
PHOTO COURTESY OF PAO HOUA LEE

local and social media. After COVID-19 hit, they've increased their outreach through social media in creative ways such as a Facebook live cooking show (with Census talk as a side dish) and a Hmonglish stand-up comedy show with Census how-to's in between acts.

Lee notes that the federal funding allocated through the Census count is not a charity hand out. It is, in fact, services and resources that tax payers have already paid for.

"These funds that are coming back to us is money we've already paid ... these are our tax dollars. If we don't complete the Census, someone else is going to get our tax dollars," she says. "That's why it's important that we complete the Census because now the money that we paid is coming back to us."

For more information, reach out to the Fresno Center at fresnocenter.org or call 559-255-8395.



“WE’VE BEEN SUCCESSFUL AT THIS POINT. IT’S BEEN SLOWER, BUT IT IS HAPPENING AND WE ARE GETTING GOOD RESULTS.”

Lupe Martinez
Assistant director, Center on Race,
Poverty and the Environment

Lupe Martinez and other CRPE canvassers reach out to community members to help them overcome any obstacles to participating in the Census count.

PHOTO COURTESY OF LUPE MARTINEZ

BOOTS ON THE GROUND

Reaching out to communities the old-fashioned way

BY ANNE STOKES

What can you do with \$20,000? Buy a new car? Make a down-payment on a home? Take a luxury vacation (pre-COVID, of course)?

In many San Joaquin Valley communities, that money can be used to create vital infrastructure taken for granted elsewhere: Hospitals, electricity, clean water, paved roads and — with COVID-19 school closures — internet access so kids can “go” to class.

It’s estimated that every person counted in the upcoming census will bring in as much as \$2,000 a year in federal funding for the next 10 years. In rural Kern, Tulare and Fresno counties, that money could go a long way in making life better for hundreds of thousands of people — but those people have to be counted.

“That’s pretty extreme, especially in communities that are deprived of so many things,” says Lupe Martinez, assistant director of the Center on Race, Poverty and the Environment (CRPE). “In the San Joaquin Valley, we have around 125 communities that do not have natural gas.

They are cooking with propane, they’re cooking and heating their homes with wood.”

Martinez says CRPE is facing many obstacles to getting people to participate in the Census including COVID-19 concerns, language and literacy barriers, a lack of awareness of what’s at stake and a lack of access, particularly internet access.

“The reality is that these folks have gone without for so long in so many of these communities that it’s pretty hard for them to comprehend what they’re able to do if they count themselves and what they can do for their community,” he says.

Sometimes there is no substitution for boots on the ground. While the Census can be answered online, many rural residents and agricultural workers don’t have internet access. And whether it’s due to a language barrier or general information, many also need help filling the form out. CRPE canvassers are reaching out to help the old-fashioned way — face-to-face.

“What we’re doing is going door-to-door,” says Martinez. “We can walk them through and get it done. We’ve been successful at this point. It’s been slower, but it is happening and we are getting good results.”

A DIFFERENT WAY OF KNOCKING ON DOORS

College students are finding new ways to connect with neighbors in hard-to-count communities

BY ALLEN PIERLEONI

Making personal contact with neighbors in hard-to-count communities is the most grass-roots form of Census outreach, and likely the most exacting.

Knocking on those doors presents unique challenges for enumerators, yet Reyes Uviedo and his team have devised creative strategies as they make their way through Census tracts in the San Joaquin Valley.

Uviedo is the manager of the nonprofit Central Valley Partnership and director of its Census Outreach Program. He supervises a team of 24 college students working part time.

“We make sure our students understand what the Census is and its importance, so when they go to a door, they carry conviction and persistence in their narrative,” Uviedo says.

Uviedo and his team recently spent time in the neighboring Tulare County towns of Traver and London, where there are no sidewalks but a lot of dogs, with closed-off houses set behind fences and big gates, he says.

“It’s really difficult to get to those people because of the physical barriers,” Uviedo says. “Most of my students carry bullhorns and stand outside the gates [encouraging people to] ‘Come out!’” and talk about the Census.

Once at the front door, the students create trust by explaining that they’re with a nonprofit community organization and not the federal government, Uviedo says. “We tell them, ‘We are not the Census; we’re [from a community-based organization and] here to help you complete the Census form.’”



Sometimes, it takes a bullhorn to get people to respond to Census outreach efforts.

PHOTO COURTESY OF CENTRAL VALLEY PARTNERSHIP

Another tool is explaining to residents that for every person counted in a community, that community will receive \$20,000 worth of resources over the next 10 years. This argument often is successful.

“When we go to neighbors who are [hesitant], we tell them, ‘Do the Census or your neighboring town will take the funding from your town.’ Money is a big convincer.”

In spite of the challenges, Uviedo remains optimistic. “COVID hit these communities hard and we’re fighting against the odds, but we’re making strides,” he says. “Without nonprofits like ours at the doors, we could be in a lot worse situation.”

COMMUNITY PARTNERS

Diverse organizations have partnered with the state to reach hard-to-count people and households

BY THEA MARIE ROOD



Vision y Compromiso
visionycompromiso.org

"It is important to be counted so that we not only get the necessary funds to our communities but also to have fair representation," says **Nataly Santamaria, the promotora network manager for Kern, Tulare and Madera counties.** "The Census means money but it also means seats in Congress. In the last Census, California didn't gain any congressional seats."

Vision y Compromiso, which uses promotoras — promoters in the community — to get important information to their neighborhoods, has focused on the San Joaquin Valley. "Our most successful outreach efforts are where people naturally gather, like supermarkets, flea markets, taco or fruit stands and places of worship," says Santamaria.

All the messaging helps people understand how to be counted. "People can fill out the Census on the internet, by phone or by paper," she says. "If folks are still confused, have additional questions or need help navigating other options, they can contact one of our promotoras at 661-237-7169."



Faith in the Valley
faithinthevalley.org

"I'm African American, and when I was growing up, my family felt like nothing was the government's business," says **Pastor Trena Turner, executive director of Faith in the Valley.** "And that is still prevalent."

Her organization, which has focused on phone-banking during COVID and has partnered with Bishop Brennan of the Fresno Diocese, makes an effort to explain Census information is protected and can't be shared with other government entities. "You won't lose your housing because you have more people living here," she says. "And here's what will definitely happen if you don't participate: We won't have the ability to build schools where we need them."

In fact, when children walk 45 minutes to a bus stop to get to the only middle school they can attend, this is a result of people not being counted properly in the past. "You're not just making a decision for right now, but for the next 10 years and beyond," she says.



Jakara Movement
jakara.org

"Jakara has been engaged on all fronts — we have taken an 'all-hands-on-deck' approach," says **executive director Naindeep Singh.** "[That includes] outreach at fairs and festivals, hosting our own events and canvassing throughout the state, but especially in the Central Valley."

Singh says, during the COVID-19 pandemic, public health guidelines have changed his group's emphasis to phone work, including a Punjabi census hotline to assist monolingual Sikh community members (559-677-7454). Even more creative, the Jakara Movement has produced a music video, "Sikh Census 2020," that is getting a lot of play and has sparked enthusiasm. (See it at <http://shorturl.at/xDKW1>). It features Punjabi music and cultural activities, as well as examples of ways a proper Census count will help the community, such as supporting neighborhood schools.

"If someone takes the time to explain it to you," Singh says, "the larger percentage see it as their civic duty. It's important for their town and municipalities and for the country."



Dolores Huerta Foundation
doloreshuerta.org

There are two important reasons to complete the Census, says **Camila Chavez, executive director of the Dolores Huerta Foundation.** "For each community member who is counted that means federal funding of \$20,000 coming to our community over the next 10 years," Chavez says. "And every 10 years, after the Census is done, redistricting (for Congress) happens."

The foundation is still doing door-to-door canvassing but employs major safety measures — volunteers are masked and hand out face masks and hand sanitizer at each home. "We are also training community members so it's neighbors speaking to neighbors — for us, that has been the most effective outreach effort," she says. "With COVID now, our (other) most effective outreach — sad to say — has been at the food banks, because so many people have lost their jobs."

All the messaging encourages people to complete the Census by phone or online. And anyone who is confused or needs extra help is welcome to call the foundation's hotline (833-564-6343). A volunteer can come to your home, with a WiFi-enabled iPad, and log into the official Census website. "They can help you complete the Census survey then and there," she says.



"IT IS IMPORTANT TO BE COUNTED SO THAT WE NOT ONLY GET NECESSARY FUNDS TO OUR COMMUNITIES BUT ALSO TO HAVE FAIR REPRESENTATION."

Nataly Santamaria, promotora network manager for Kern, Tulare and Madera counties
Vision y Compromiso

IN-LANGUAGE PHONE ASSISTANCE

U.S. CENSUS BUREAU

English

844-330-2020

Spanish

844-468-2020

Chinese (Mandarin)

844-391-2020

Chinese (Cantonese)

844-398-2020

Vietnamese

844-461-2020

Korean

844-392-2020

Russian

844-417-2020

Arabic

844-416-2020

Tagalog

844-478-2020

Polish

844-479-2020

French

844-494-2020

Haitian Creole

844-477-2020

Portuguese

844-474-2020

Jakara Movement Punjabi Language Census Hotline

559-677-7454

Hmong Hotline

877-637-3766

Japanese

844-460-2020

Telephone Display Device (TDD)

844-467-2020

**Note: Individuals do not need a
mailer/code to respond via phone
or online.**

BE COUNTED!



YOU'VE BEEN COUNTED; NOW SHARE WITH FRIENDS AND FAMILY

The California Complete Count—Census 2020 Office contracted with 10 regional Administrative Community-Based Organization (ACBO) outreach partners to ensure an accurate count of all Californians in the U.S. Census Bureau's 2020 Census. The Center at Sierra Health Foundation was selected as the ACBO for Region 6, which includes Fresno, Inyo, Kern, Kings and Tulare counties.

If your friends and family haven't completed the Census, they can visit [My2020Census.gov](https://my2020census.gov) or call **844-330-2020** to get started NOW!

Your neighborhood needs you to complete the Census

Time is running out! We are only days away from the end of the Census! Still, there are more than 30% missing from Census participation in Kern and Tulare counties. This is your last chance to get counted. San Joaquin Valley's future depends on it!

In too many of our cities and towns, there is always one side of town that has finished neighborhoods. On the other side, we have neighborhoods that still remain unfinished. Finished neighborhoods have access to nearby health care clinics or hospitals, completed roads with sidewalks and stop signs, local parks with access to programming that kids and seniors will enjoy, and access to clean drinking water.

An accurate Census count will ensure families receive funding for programs and services such as Medi-Cal, school lunches, food stamps, Head Start, SNAP, unemployment benefits, higher education grants, disaster relief, and programs and services that benefit seniors and disabled veterans. These funds allow our children and families the opportunity to thrive and be successful. Be seen and be heard. Complete the Census NOW!

STAY CONNECTED



@CACensus
@TheCenterSHF



www.shfcenter.org/sjvhf/census-resources
californiacensus.org

