



OUR TIME IS NOW!



Why the U.S. Census is so important for everyone —
Central California's future depends on it!



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MESSAGE FROM GOV. GAVIN NEWSOM

This year, we will have many opportunities to create lasting and meaningful change for all Californians. But one of the most significant opportunities is perhaps the least well-known: the Census.

It happens only once every 10 years, which is why it's so critical for each and every one of us to participate, regardless of background or immigration status. It's our chance to say "we're here, we matter, and we know what we deserve."

There is power in our numbers. An accurate and complete count could mean better schools, safer roads, and healthier communities across California. But this will happen only if everyone does their part.

That's why our state is making an unprecedented investment to make sure we reach all of our diverse communities. We're not sitting on our hands: we're working together and reaching out to one another to make sure we claim what is rightfully ours.

— Governor Gavin Newsom

TAKE 10 MINUTES TO SHAPE THE NEXT 10 YEARS

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

BY DEBBIE ARRINGTON

The 2020 Census is coming this Spring! And a lot is riding on this big count. Once every 10 years, the federal government attempts to count every person living on U.S. soil. It's a decennial task that determines how federal funding will be distributed to states, counties and neighborhoods. For example, the federal government distributed \$883 billion in 2016 under programs that relied on 2010 Census data, according to the George Washington Institute of Public Policy.

In addition, this population count will decide how congressional seats will be reapportioned as well as district boundaries for local, county and state officials. An undercount in California could cost our state needed representation in Washington, D.C.

The Census directly impacts future funding for housing, education, transportation, employment, health care and public policy. Participating in the Census is in everyone's best interest, because the information on the forms is used by decision-makers to determine which neighborhoods, schools, hospitals and roads need federal funding. In addition, businesses and services use the Census data to determine where to open or close their enterprises as well as whether to expand or contract.

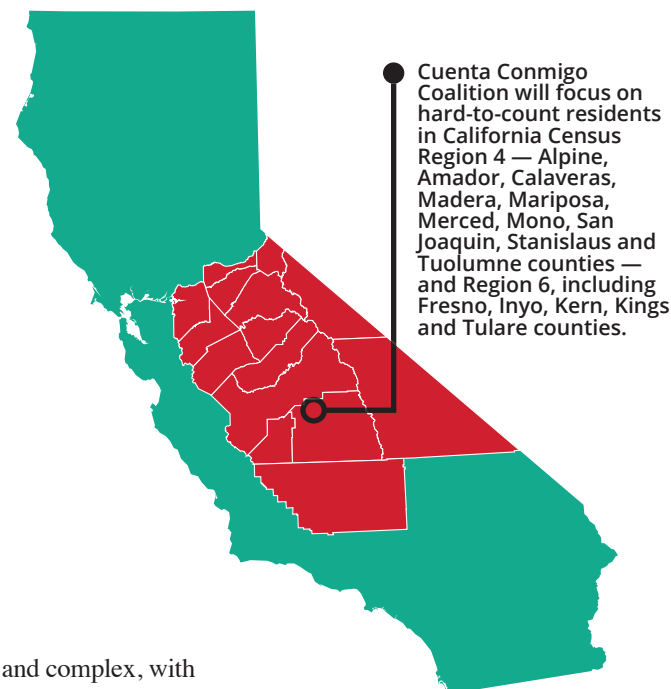
But the U.S. Census Bureau has seen a decline in participation. People are increasingly wary about sharing their personal information. Our nation has

become more diverse and complex, with more households and individuals who do not speak English as their native language.

Because so much is at stake, California has made a special effort to get everybody counted. For that reason, Communities for a New California Education Fund (CNC EF) has come together with community-based organizations under the "Cuenta Conmigo Coalition" to raise awareness about the 2020 Census and help families understand an accurate Census count will help finish their neighborhoods with increased federal resources.

Cuenta Conmigo Coalition partners represent the diversity of families in the San Joaquin Valley and Sierra Foothills, including: African American Chamber of Commerce of San Joaquin County; Associated Students Inc., California State University, Stanislaus; Civic Capacity Research Initiative (CCRI) at University of California, Merced; Delhi Parents Committee; Evangelista Community Relations (ECR); Faith in the Valley (FIV); Hmong Innovating Politics (HIP); Jakara Movement (JM); Little Manila Rising; Love Faith & Hope; Mary Magdalene Community Services; and more.

Historically, some segments of California's population — such as immigrant families and the homeless — have been undercounted. This has meant fewer services, less representation and less money for their families, friends and neighbors.



You can help finish your neighborhood. Getting a count of every resident in California will guarantee our level of local services, representation in government and funding for our communities.

State and Census officials want to assure all California residents that their information will be protected and not shared with other agencies.

For the first time since the first Census in 1790, the way the data are collected will be primarily digital instead of simply paper. Residents may respond to Census questions via the Internet. Enumerators — the Census employees who actually go door to door — will use a mobile app to record information.

And for the first time since 1880, Census workers will not verify every address in person. In past decades, Census workers walked nearly every block of every neighborhood in the nation. Instead, the bureau will rely mostly on high-definition aerial imagery of neighborhoods to verify maps and match them with addresses.

Another first in 2020: Couples living together will be asked to define their relationship — same sex or opposite sex. Researchers anticipate this change will produce the most comprehensive data on the nation's same sex couples and better inform public policy affecting the LGBTQ community.

STAND UP AND BE COUNTED

U.S. Census count determines the fate of billions of dollars of California funding

BY ANNE STOKES

The U.S. Census puts the power of the government into the hands of the people. By providing an accurate population count of households across the country, Census counts determine:

- Your state's representation in Congress;
- Hundreds of billions of dollars in federal funding for state and local programs including health, education, housing and public infrastructure such as highways; and
- Emergency responses after disasters and public health crises, which use Census data to determine how much help is needed and where.

"The goal of the Census is to get a head count of all the residents that live in the United States," says Samantha Valadez, Field Director for Communities for a New California Education Fund, which is partnering with the U.S.

Census Bureau on outreach for the upcoming count. "The Census is one of the ways every single person — regardless of economic status, regardless of [citizenship] in this country — can actually be visible to our policymakers."

While the information gained from Census counts is vital in ensuring fair representation for every resident, it's important to note what it will not be used for. Answers are confidential and are not shared with third-party agencies, including law enforcement, courts, employers or landlords. Under Title 13, Census workers are required to protect confidentiality by federal law, and your information privacy is a priority to our Cuenta Conmigo Coalition.

Census questions include information on the number of people living in a household, their ages, sex, ethnicity and marital status. Forms will be mailed out

starting in March, but **there are several ways to answer:**

- Fill out and return the paper questionnaire by mail (available in English and Spanish).
- Fill out the questionnaire online (available in 12 languages).
- Fill out the questionnaire by phone (with help available in 12 languages).

"There's over \$800 billion a year at stake," says Valadez. "Over 70 federal programs depend on an accurate Census



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Samantha Valadez
Field Director, Communities for a New California Education Fund

count. These include Medi-Cal, Head Start programs, unemployment benefits, SNAP [and] school lunches. We know that these programs are important for our hard-to-count communities to be able to thrive and prosper."

According to Valadez, each person counted brings in at least \$1,000 in funding every year until the next Census count, which will be in 2030.

"This is something that is going to be affecting our families for the next 10 years of our lives, and it's not something we can re-do if there is an undercount," Valadez says. "We're fighting to be visible and to show policymakers that we're here."

For more information, visit californiacensus.org or call 844-330-2020.

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

REMEMBER OUR CHILDREN!

While the U.S. Census count determines funding for schools, public assistance programs, libraries and more, children are most commonly left out. It's important to count kids — even newborns — when filling out the Census form.

"We need to count everyone, including newborn babies ... because it will be affecting them for the next 10 years of their life," says Samantha Valadez, Field Director for Communities for a New California Education Fund.

- **Count children in the home where they sleep most of the time.** If a child splits time between homes, count them where they are living on April 1, 2020.
- **Be sure to count all children who live in your home,** including foster children, grandchildren,

nieces, nephews and children of friends living with you even if it's on a temporary basis.

- **Count newborn babies — even those who are born on April 1, 2020 —** at the home where they will live and sleep most of the time (even if they're still in the hospital).

BE COUNTED FOR HEALTH CARE

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

BY ALLEN PIERLEONI

Why is it essential that every person in the United States be counted in the 2020 Census? Because that data will be used over the next decade to help guide the distribution of hundreds of billions of dollars in federal funding to local communities. As the U.S. Census Bureau puts it, “The funding shapes many different aspects of every community, no matter the size, no matter the location.”

One of the most crucial pieces is health care. The placement of clinics and hospitals, caregiver staffing, distribution of medical supplies, and even programs to address oral health — all are linked to Census data and the distribution of funds.

In California Census Region 4 — a 10-county portion of the San Joaquin Valley — the Sustainable Rural Communities Project (SRCP) focuses on “health justice” for underserved populations.

“I work on health access for farm workers in low-income rural communities, including the indigent and the undocumented,” says SRCP Director Noé Paramo, who also is the legislative advocate for the California Rural Legal Assistance Foundation.

“We’re at a crucial point in California’s Census count, particularly in rural areas where the undocumented are traditionally undercounted,” Paramo says. “What’s vital is that farm workers, undocumented immigrants and others be counted, so that California can get the resources it needs to provide medical care. Without medical coverage and care, illness is an issue. We’re trying to reduce that.”

Currently, there are not enough medical providers or facilities in Region



“WE’LL HAVE THE UPDATED DATA TO GIVE TO OFFICIALS SO THEY’LL KNOW HOW TO PROVIDE ADDITIONAL HEALTH-RELATED SERVICES, OR MEET THE NEEDS THAT MUST BE ADDRESSED.”

Noé Paramo
SRCP Director

4. “The need is tremendous, and the Census data are vital to make the case for funding, Paramo says.

The shortage of providers and facilities is also a huge concern. “A lot of rural hospitals have closed, [along with some] community clinics and health centers, and several counties have phased them out altogether,” he says. “So you have fragmented care, with patients caught in the middle of where to go and having to

navigate the system. If you’re English-speaking deficient, you have a hard time.”

Getting transportation from isolated areas to medical facilities also is an issue, along with stress over “the fear of accessing medical care, caused by anti-immigrant feelings and federal government policies,” Paramo says. “Even if you get primary care, there are waiting lists for specialty care. We want people healthy and accessing care and not letting



themselves get sick, which could cause health issues across communities.”

Despite the hurdles, Paramo is optimistic. “There’s a robust collaboration going on between government and private and philanthropic entities to get people counted,” he says. “We’ll have the updated data to give to officials so they’ll know how to provide additional health-related services, or meet the needs that must be addressed.”



CENSUS TOUCHES THESE HEALTH-RELATED PROGRAMS

The data gathered by the 2020 Census will examine the medical-related needs and program-related priorities in urban and rural areas, and fund counties and states based on that information. Did you know that Calaveras County ranks among the top 20 counties in California for experiencing preventable dental emergencies and that Census data is helping to inform a plan to address the limited access to local dentists?

In other words, says the Census Bureau, if you want to improve health-care services where you live, be sure you’re counted.

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.

Plus these special programs:

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

A HOME FOR EVERY FAMILY

2020 Census could help alleviate San Joaquin Valley's affordable-housing crisis

BY ALLEN PIERLEONI

Federal funding based on Census data nourishes a broad spectrum of programs, including support for affordable housing largely sponsored by the Department of Housing and Urban Development (HUD).

The federal government defines “affordable housing” as housing that costs 30 percent or less than household income. If a family pays more, it is classified as “cost-burdened,” leading to the possibility of that family having to forgo other necessities (medical care, food, clothing) in order to pay the rent or mortgage. HUD estimates that more than 12 million households spend more than half their annual incomes on housing.

Affordable housing in California, with nearly 40 million citizens, continues to be a front-and-center issue as the gap between housing supply and housing demand widens.

Did you know that in 2019, the number of people who became homeless rose by 18% in Merced County?

“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. Its membership includes 120 congregations representing 100,000 people.

“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 opportunity for us to have an impact on the crisis, whether it be through new development or preserving some of the current affordable-housing stock.”

Part of Faith in the Valley’s organizing work involves door-to-door canvassing “to ensure that every single person in the Central Valley is counted, because there is so much at stake,” she says.

To that end, Faith in the Valley has partnered with Communities for a New California in the Cuenta Conmigo (Count On Me) Coalition to help finish unfinished neighborhoods with the Census process.

“It’s vital that everybody be counted,” Nkosi emphasizes. “As rents rise and wages aren’t keeping pace, affordable housing becomes more out of reach. For the cost-burdened, one unexpected event can push them into eviction, which leads to homelessness. We need a stopgap to keep folks from getting there in the first place.”



Like most of California, Merced has a housing crisis and needs more new homes built.



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Janine Nkosi

Regional Advisor to Faith in the Valley



CENSUS DATA CAN HELP EVERYONE ENJOY THE RIDE

Every four years, the American Society of Civil Engineers takes a close look at the condition of the nation’s infrastructure and gives it an overall grade. In 2017, we rated a “D+.”

The ASCE periodically does the same for individual states. In 2019, it gave California a “C-,” meaning our infrastructure “is in mediocre condition and requires attention.”

The 2020 Census count might help raise that grade and make everyone’s commute and long-distance drive easier, faster, safer and more comfortable.

The distribution of transportation-related dollars — and the resulting road and bridge construction and maintenance — are directly linked to how many people live in which part of the state, according to the U.S. Census Bureau. That adds another factor to the necessity of participating in this year’s count.

Using Census data, 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

Learn how your neighborhood's children will be affected for the next 10 years

BY THEA MARIE ROOD

If you need a reason to participate in the Census, here's a big one: Education for your community. And not just today, but for the next decade and beyond.

"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."

This is especially critical, says Flores, in the Central Valley, which has one of the highest poverty rates in California, along with the lowest rate of high school graduation, the highest rate of unemployment and the lowest median income. It also has 11% of the state's population but only 3% of philanthropic dollars.

"These are markers of extreme disadvantage," he explains. "So, for people not to be counted would further weaken the valley. An undercount would further disadvantage an already disadvantaged area."

Census figures will, for example, 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. But there are also more subtle impacts.

"The Department of Education gives grants to local schools, Title I funding, but it also improves teacher qualifications and supports English language acquisition," Flores says. "It provides special education grants, special education preschool grants, special education infant grants. So working parents, very young children and children with special needs are going to suffer the most if there is an undercount."

Finally, Flores points out other federal agencies also rely on the Census count, including those that provide health clinics, assistance to people with disabilities and — perhaps most important — nutrition. "The USDA (U.S. Department of Agriculture) issues food stamps and funds school breakfast and lunch programs," he says. "Poor children don't have the resources to get enough or healthy food and rely on these programs, which impact their school performance."



"THE DEPARTMENT OF EDUCATION GIVES GRANTS TO LOCAL SCHOOLS, TITLE I FUNDING, BUT IT ALSO IMPROVES TEACHER QUALIFICATIONS AND SUPPORTS ENGLISH LANGUAGE ACQUISITION."

Edward Flores
*Associate Professor of Sociology
University of California, Merced*



CUENTA CONMIGO PARTNERS

A variety of organizations have partnered with the state to reach hard-to-count people and households

BY THEA MARIE ROOD



Jakara Movement
Central Valley,
Fresno and
Sacramento
1-888-JAKARA-1
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."

But Singh emphasizes the number of people who are initially tenuous about participating is really a small percentage. "If someone takes the time to explain it to you, shaking [your] hand and saying 'I live up the street, I'm not getting anything for this, I'm just doing it for our neighborhood,'" he says, "the larger percentage see it as their civic duty. It's important for their town and municipalities and for the country."



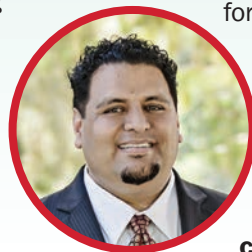
Hmong Innovating Politics,
Merced, Modesto,
Sacramento and
Stockton
916-382-0177
hipcalifornia.com

People have questions about how the information will be used, says Cha Vang, Director of Statewide Organizing for HIP. "It started with the immigration question, and even though it's no

longer on the Census, it still built fear in people."

Her organization also has been knocking on doors and phone-banking. Of particular importance to the Hmong and Southeast Asian community, which has a young population, is education, followed by health care and safety net benefits.

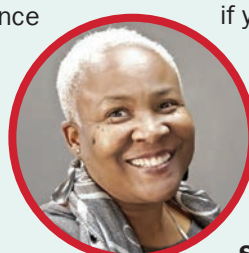
"It's so important for the Asian community to make sure we're counted," Vang says. "Remember, this is our home; we're not going anywhere. And we deserve the services that the Census information will help provide. We're not just doing this for ourselves, but for future generations."



CNC Education Fund
Coachella, Fresno,
Hanford, Merced and
Sacramento
cncedfund.org

"We provide a visual so they can see the nine questions they'll be asked," says Pablo Rodriguez, Executive Director of CNC EF. "And they say, 'Oh, that's what the Census is?'"

Rodriguez's door-to-door canvassers also explain that an accurate count brings at least \$1,000 per person into a neighborhood — or more than \$10,000 over the next 10 years. "In too many cities, one side of town is finished — and residents have everything they need to strive



Faith in the Valley
Fresno, Merced,
San Joaquin and
Stanislaus
faithinthevalley.org

"Our communities, with reason, have varied thoughts or opinions about our government. 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 belief is still prevalent in many African American homes."

"We make an effort to reassure that Census information is protected and can't be shared with other government entities. Particularly in our current housing crisis, people need to know, they won't lose their housing because they have more people living there," she says. "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."

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. "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."



Evangelista Community Relations
Auburn
530-718-4937

"We're canvassing in rural areas, where it's a lot harder to reach people — so far spread, no WiFi, battling the weather," says Tomas Evangelista, founder of Evangelista Community Relations. "But to have that face-to-face interaction, someone giving you information, is so different from seeing an advertisement."

Rural California residents often feel their tax dollars go out but don't come back, so Evangelista's group explains that an accurate Census count changes that. "Money is being allocated [based on] that data," he says. "It means more grants and more loans for the region."

Evangelista also encourages immigrants to participate. "I'm a DACA recipient — and in 2010, I was in college, I had the Census in front of me, and I was afraid to fill it out," he says. "But now I see I should be happy to be included in any count."

U.S. CENSUS BUREAU IN-LANGUAGE PHONE ASSISTANCE

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

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.**

¡LÚCETE! LET YOURSELF SHINE!



Take the pledge to complete the Census by visiting CountonMe2020.org! 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. Let yourself shine. Don't wait to complete the Census!

KEY DATES

March 12 – March 20

Invitations to the 2020 Census are mailed.

April 1

National Census Day!

April 20 – April 27

Final postcards mailed before an in-person follow-up.



STAY CONNECTED



@cncedfund & @CACompleteCount



CountOnMe2020.org
californiacensus.org