



1 OUT OF EVERY 3
IS MISSING
FROM THE CENSUS

TIME IS RUNNING OUT!



Last chance — Get counted in September
Central California's future depends on it! **Call 844-330-2020**





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 here now! 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.

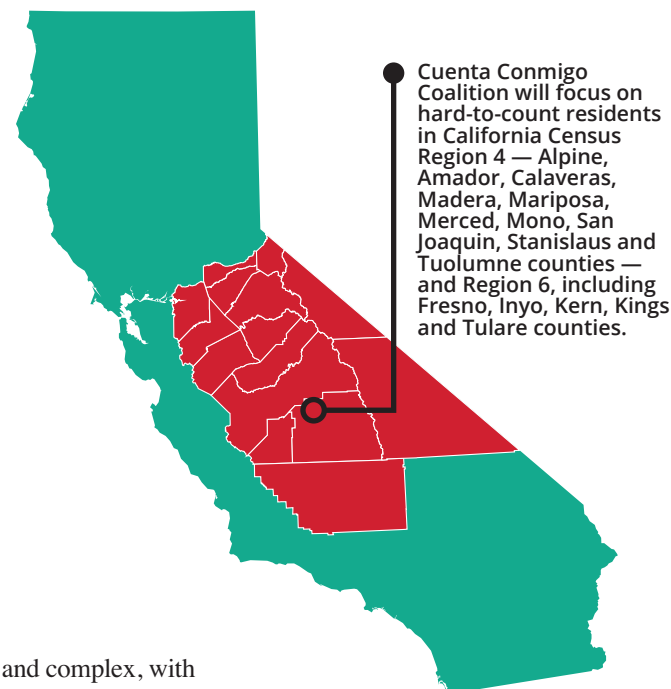
But the U.S. Census Bureau has seen a decline in participation. People are increasingly wary about sharing their personal information. Our nation has

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



"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."

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.”

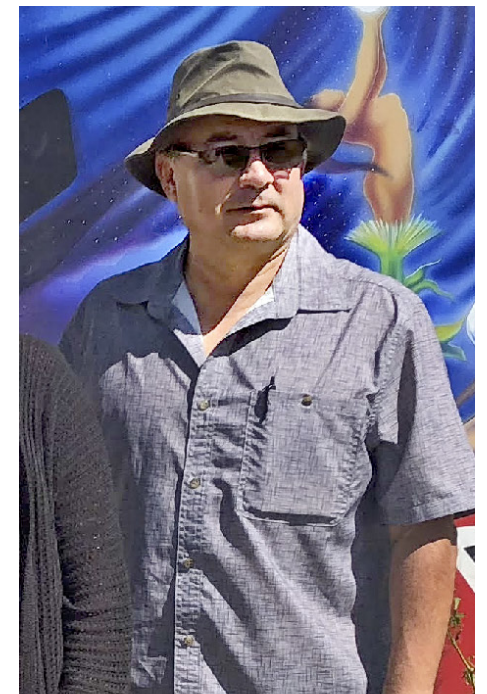
Noé Paramo
SRCP Director

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

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*



REPRESENTATION MATTERS

For the first time, Census recognizes LGBTQ community

BY ANNE STOKES



Katalina Zambrano first started identifying as transgender in the seventh grade. Back in the 1990s, there were no support services in her community for her or her family. For all intents and purposes in that time and place, LGBTQ rights did not exist.

“I think if I didn’t have the support from my family, I wouldn’t have made it,” she says. “But my family didn’t know where to turn because there was no PFLAG [Parents, Families, and Friends of Lesbians and Gays], there was no trans support groups.

“It was stressful for me, it was stressful for my family ... there were no support groups at all for all my young adult life.”

Despite the intense harassment from students, faculty and staff throughout high school, Zambrano graduated with her chosen name on her diploma. Unfortunately, the hostility and discrimination didn’t end. She struggled to find employment, experienced harassment from law enforcement and faced discrimination from doctors and therapists.

Today, Zambrano has become the change she wished to see in her community. She serves as gender spectrum coordinator with Central Valley Pride Center. She’s worked with several LGBTQ advocacy groups counseling youth going through the same struggles she endured and has helped develop diversity training for local schools and businesses.



“WE MATTER AND WE SHOULD BE COUNTED.”

Katalina Zambrano
Gender spectrum coordinator with Central Valley Pride Center

While things have gotten better for Zambrano, LGBTQ communities still lack support and services.

“The resources aren’t given to Merced Health, the Office of Education, Merced County mental health ... because there is no one counting these people,” she says. “On top of that, I feel like a lot of them stay in the closet because there are no resources for them and there’s nobody advocating for this community.”

This year, however, the Census is recognizing same-sex households for the first time in its 230-year history. Counting LGBTQ communities provides comprehensive documentation that enables schools, government agencies and more to provide resources community members need.

“We matter and we should be counted. If we don’t show that we are here and there are many of us, how do we expect anything to change?” she says. “We have to stand up, we have to let people know that there are a lot of us and we need resources ... it’s a scary time, but it’d be scarier for it to pass us by and continuing to be this way.”

‘LET YOUR VOICES BE HEARD’

It’s vital for veterans to participate in the Census; their benefits and services depend on it

BY ALLEN PIERLEONI



Virginia A. Wimmer, who served in the Air Force, now pilots veterans and their families to the services they need.

PHOTO COURTESY OF VIRGINIA A. WIMMER



“VETERANS LOVE TO TELL WAR STORIES, BUT NOW THEY NEED TO START TELLING CENSUS STORIES.”

Virginia A. Wimmer
Deputy director, San Joaquin County Veterans Service Office

distribution of hundreds of billions of dollars in federal tax dollars, with veterans receiving a portion of that in a broad menu of earned benefits and quality-of-life dividends. In a real sense, the Census ultimately funds veteran services, which include pension benefits and employment opportunities.

Pre-pandemic, Wimmer’s office blanketed the county, spreading the word to veterans about the importance of Census participation. It hosted benefits fairs and employment fairs, had a presence at veterans events at VFW and American Legion posts, and visited college and university campuses. Now, with such outreach prohibited, it has turned largely to video and audio conferencing as well as posters.

“Veterans love to tell war stories,” Wimmer says, “but now they need to start telling Census stories. I think more veterans would participate if they heard from a prominent veteran at the front of this. Getting (retired four-star general) Colin Powell as a spokesman would be nice.”

If Wimmer could speak directly to the millions of veterans in California, she would first assure them that the Census does not share personal information, a concern among many veterans, she says. Then she would urge, “Stand up, be counted and let your voices be heard.”

The U.S. Census Bureau has something to say to the nation’s veteran community: “Think of the 2020 Census as a mission-critical roll call to make your numbers known. Veterans benefit directly when their communities are counted correctly. Tell other veterans how the Census impacts services they rely on.”

USAF senior master sergeant (retired) and veterans service officer Virginia A. Wimmer would like to emphasize that message. She’s the deputy director of the San Joaquin County Veterans Service Office, which assists thousands of veterans and their family members each year.

“First and foremost, veterans should take part in the Census to be counted,” Wimmer says. “It’s important that our legislators know who we are, where we are and what we need, so they can appropriately allocate funding and resources to the communities where we live.”

There are livelihoods at stake, Wimmer points out. Census data are used to guide the

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."

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 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."



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."



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

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

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!



Time is running out! We are just over a month out from the end of the Census! Still, there are more than 30% missing from Census participation in Merced County, San Joaquin County, and Stanislaus County. This is your last chance to get counted in September. Central California'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. Let yourself shine. Complete the Census NOW!

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



Scan the QR code and
join our Cuentas Conmigo
outreach circle to reach
out to your friends and
family now!

**Ask if they have completed their Census
yet for their whole household.**

**If they haven't, they can visit
CountOnMe2020.org or
call 844-330-2020 to get started NOW!**

**STAY
CONNECTED**



@cncedfund & @CACompleteCount



CountOnMe2020.org
californiacensus.org

