

**“Our diversity IS our  
community’s strength!”**

Presentation to Mental Health Services Act Steering Committee

February 20, 2020

**COUNT  
ON  
CENSUS  
2020**



# California and Sacramento Complete Count



## **Mission:**

- Ensure that Californians and Sacramento County get our fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

## **Goal:**

- Ensure everyone is counted once!

# Representation

Congressional  
representation,  
reapportionment and  
redistricting

# Funding

over \$1/2B Sacramento  
countywide and over  
**\$675 Billion** statewide  
annually

- 1990 undercount cost California one additional congressional seat and \$2.2B in federal funding.
- California receives over \$76 BILLION each year for schools, crime prevention, healthcare and transportation.
- For each individual not counted in 2020, California (local governments) could lose **\$1,000 per person/per year** of federal funds for the following decade....  
**.... AND THE DATA WILL BE WRONG !!!**

# Challenges and Opportunities

## CHALLENGES:

- First Digital Census - Online Self Response
- Federal Funding, Priorities & Practices
- Diverse Population – Hard to Count & Low Responding

## OPPORTUNITIES:

- Community-led
- Engaged Foundations & Local Jurisdictions

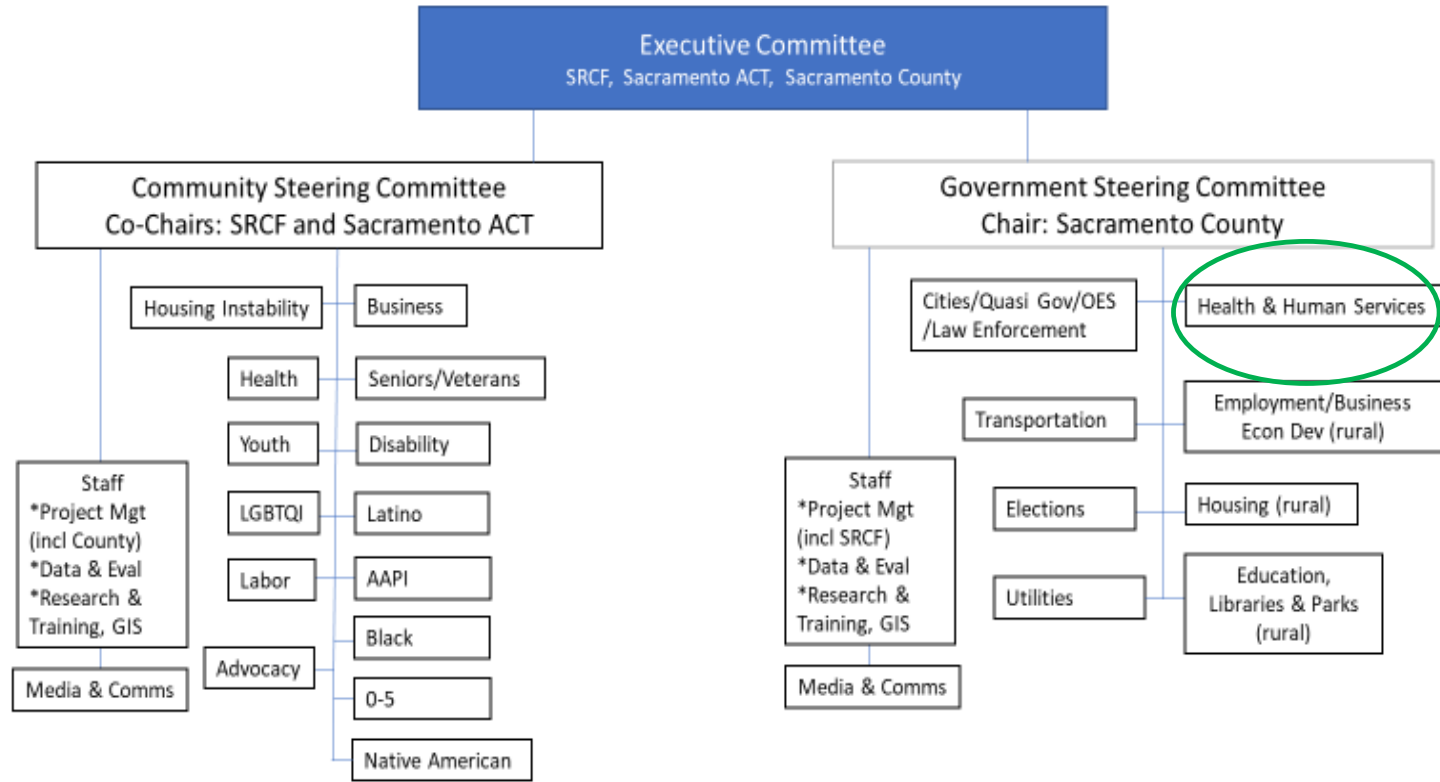
WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

# Sacramento Complete Count Committee

## **FUNDING – WHAT IS AT STAKE:**

- Census data determines funding for federal programs such as:
  - Medical expansion & Maternal and Child Health grants
  - Supplemental Nutrition Assistance Programs (SNAP)
  - National school lunch & breakfast programs
  - **Blocks grants for Community Mental Health Services**
  - Highway planning & construction
  - Head Start childcare and early education programs
  - Small business development centers
  - ...and so much more
- In addition, population counts are used to determine distribution of local funding as well, including the **Mental Health Services Act**

# Sacramento Complete Count Committee



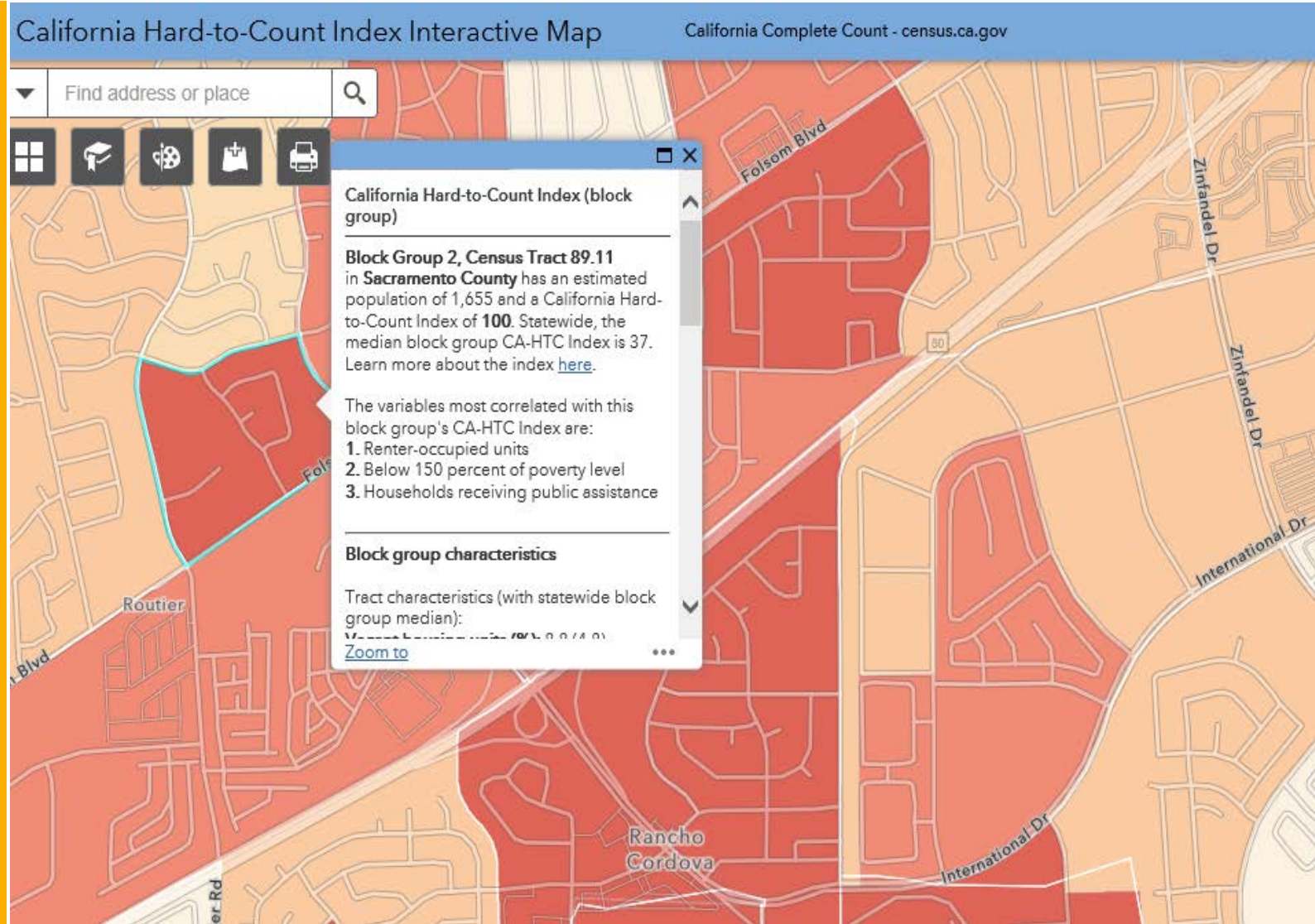
Updated 5.8.19

- A diverse, volunteer committee formed to increase awareness about the census and motivate residents in Sacramento County to respond.
- The CCC is charged with developing and implementing a plan designed to target the unique characteristics of our community.

# Hard to Count (HTC) Characteristics

as determined by the  
U.S. Census Bureau

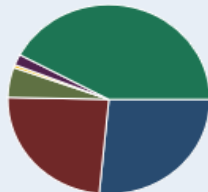
- Immigrants and the foreign born
- Limited English speaking individuals (over 14 years of age within households)
- Single parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Number of vacant housing units in an area
- Specific ethnic and minority populations
- Renters and children
- Densely populated communities with multi-unit housing
- Public assistance characteristics
- Native Americans living on tribal lands



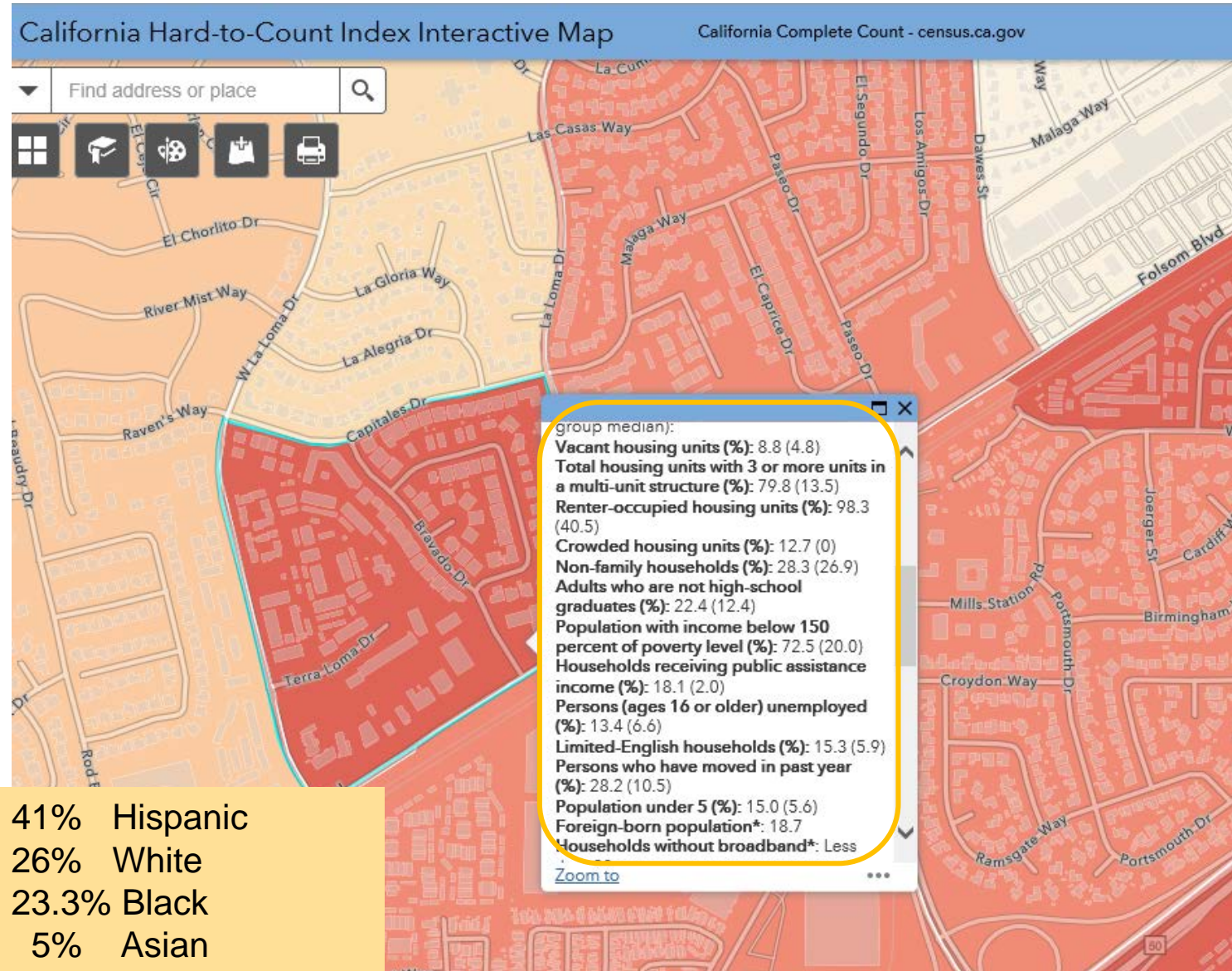
**Where are our  
HTC?**



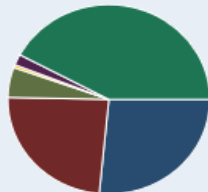
# Who are our HTC?



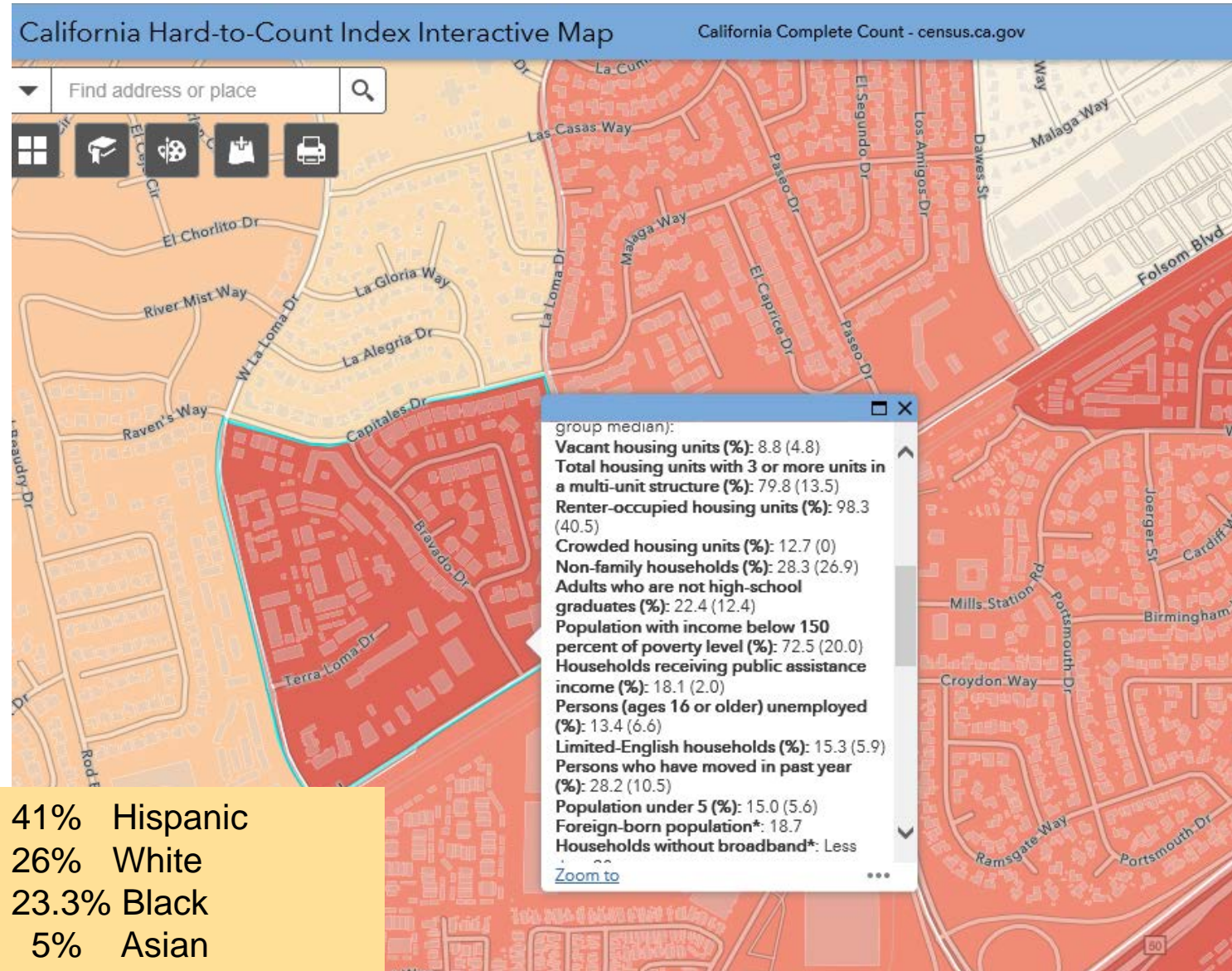
41% Hispanic  
26% White  
23.3% Black  
5% Asian



# What if the Census Data is Wrong?



41% Hispanic  
26% White  
23.3% Black  
5% Asian



# Achieving a Complete Count

## Strategic Goals

**A Complete Count for Sacramento County accomplished by applying community-designed outreach strategies and partnering with local, state, and federal government.**

Guiding Values: Collaboration, Community-Centered, Comprehensive, and Cohesive

### **Strategic Plan Outcomes:**

- Ensure that all Sacramento County residents are counted in the 2020 Census
- Design new and innovative outreach strategies to reach hard-to-count and vulnerable populations.
- Strengthen county-wide, multi-sector collaboration.

## Messaging and Messengers

Use trusted voices and messengers to inform residents of the importance of the census – why does it matter?

The most undercounted communities are often the community that benefit from services like WIC, CalFresh, Medicare, and Medi-Cal the most.

**“Counting children will mean local schools will get more funding for your children !”**

Young children living with Grandparents are more likely to be missed in the 2020 Census.



# Messaging and Messengers

**“Missing children for the next 10 years is missing them for most of their childhood!”**

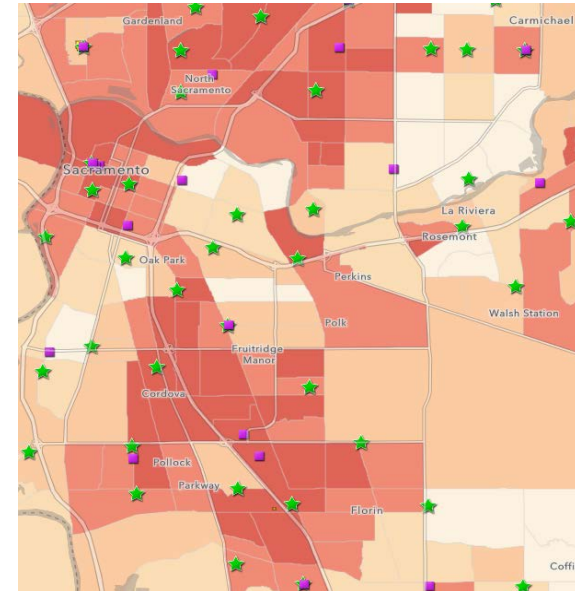
## FUNDING FOR OUR COMMUNITY

- Healthcare & Health Centers
- Free Lunch programs,
- Provides Teachers with training,
- Federal Title 1 Funding helps Students and Schools
- Federal Title 3 Funding helps English learners attain English proficiency,
- Childcare & Head Start Programs,
- Emergency Shelters for Runaway Youth, Homeless, Battered Women, Disasters.
- Roadways, Transit & Transportation

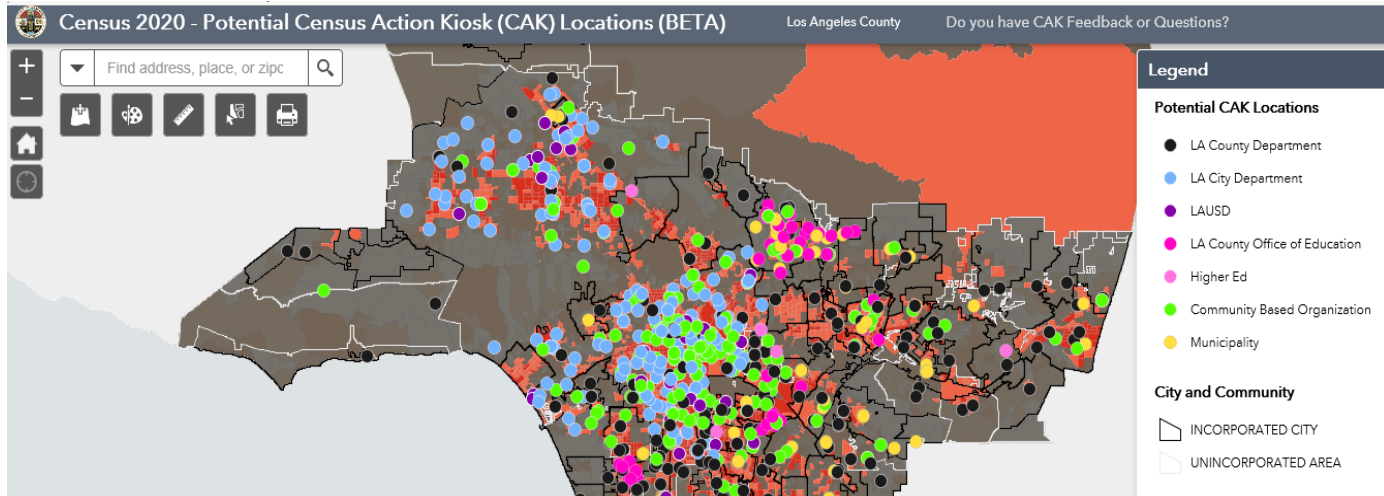


# Go to the People!

## Education, QACs and QAKs



## Sac County 2018 Vote Centers and Drop Boxes



# **Sacramento CCC Strategic Plan Getting to Success**

- Set up Census questionnaire assistance centers & kiosks in City & Park facilities, high traffic business lobbies, health centers.
- Direct media investments to support Census education and participation
- Engage with Community & Business partners to promote census participation
- Encourage employees to volunteer in supporting census participation
- Provide information to residents on how census directly benefits them
- Push out information and messages on social media, Facebook, e-newsletters and other media

# U.S. Census Bureau Updates

## Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

- USCB Partnership Specialists & Sacramento USCB Office
- Confidentiality and Security
- Census 101 Training



**The law is clear—no personal information can be shared.**

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

## CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.



**Thank you!**

**COUNT  
ON  
CENSUS  
2020**

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