NATIVE
PEOPLE
COUNT
CA

PRESS KIT

FOR MEDIA

Photo Credit: California Native American Day 2019

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NATIVE PEOPLE COUNT CA

CENSUS 2020 KEY DATES

January 21, 2020

First Census enumeration takes place in Toksook Bay, Alaska.

January 24, 2020

Native People Count California Campaign Launches

March 2020

Census notices are mailed or delivered to households.

March - May 2020

Census takers visit each household to update address lists and collect information on the questionnaire.

APRIL 1

April 1, 2020

CENSUS DAY!

May - July 2020

Census takers visit households that have not completed the questionnaire.

December 31, 2020

By law, the Census Bureau delivers population counts to the President for apportionment of congressional seats.

March 2021

By law, the Census Bureau completes delivery of redistricting data to states.

What is Census?

WHEN The United States Constitution mandates that everyone in the country be counted every 10 years. Starting in 1790, the very first census was implemented and has continued over the last 230 years. Census Day 2020 is April 1, 2020.

WHO The Census counts every person in every household living in the United States once, and only once in the right place or location.

IMPACT Every 10 years, the results of the census are used to determine representation of seats in Congress. After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in the their states to account for population shifts.

In total, there is about ***$675 billion*** in federal funds distribution, grants and support to states, counties, and communities that is based on census data. That money is spent on schools, hospitals, roads, public works and other vital programs. Local governments use the census for public safety and emergency preparedness and businesses use census data to decide where to build factories, offices and stores that create jobs.

HOW For the first time in history, the Census 2020 Questionnaire can be completed using one of the following three methods:

ONLINE Internet Self-Response.

PHONE Telephone Census questionnaire assistance.

PAPER Paper Census questionnaire option that is sent by mail.

13 Languages will be supported on (Internet & Phone). *Note: American Indian / Native Alaskan Languages are not included in the 13 languages.*

SECURITY Your information is secure. By law (Title 13, U.S. Code), the U.S. Census Bureau cannot share an individual's answers with anyone or allow it to be used to determine their eligibility for government benefits.

Sources: U.S. Census Bureau Census 101: What You Need To Know California Indian Manpower Consortium, Inc. Native People Count Campaign

NATIVE PEOPLE COUNT CA

ABOUT

Launched in January 2020 – Native People Count California (Native People Count CA) is the official California Complete Count – Census 2020 Tribal Media Outreach campaign.

The campaign is a collaboration between five Tribal Media Outreach Campaign Partners:

Native People Count CA was created with the belief that 2020 Census is an integral piece to upholding the fiduciary responsibility by the United States federal government to Tribes and its delegated authority to state and local governments. Critical to infrastructure, health care, legal and social justice, law enforcement, emergency services, nutrition, and education, the U.S. Census provides the baseline for appropriated funds over the next ten years for tribal governments across the country and right here in the State of California.

The campaign is scheduled to run from January 2020 until June 2020 and includes several elements including the Native People Count Tribal Advisory Board, a Native Youth Initiative, a social media outreach, downloadable resources and toolkits, and event scholarships for Native communities wanting to participate.

Native People Count CA takes its responsibility seriously in its efforts to provide the best and most culturally relevant, tribal-specific materials, resources, and assistance to ensure a Complete Count for California Tribes and the American Indian and Alaska Native people. To learn about this collaborative effort visit the website at www.nativepeoplecountca.org.

For media inquiries contact the Native People Count CA campaign via email at info@nativepeoplecountca.org.

INVESTING IN TRIBAL COMMUNITIES FOR CENSUS 2020

California's Tribal communities are among the least likely to respond to the decennial Census. To address this concern, the California Complete Count – Census 2020 Office (Census Office) has woven outreach to Native American and Tribal populations throughout each of its funding efforts including:

Hiring an Dedicated Tribal Affairs Specialist

Kayla Olvera Hilario (*Ione Band of Miwok Indians*) was confirmed by the California State Senate in January 2020 for the role of Tribal Affairs Specialist at the California Complete Count – Census 2020 (Census Office).

Holistic Outreach

Outreach is woven throughout the California Complete Count - Census 2020 Office (Census Office) funding efforts for Native American and Tribal populations.

Native American Respondents

California is home to the largest percentage of Census respondents who identify as American Indian or Alaska Native.

Complete Count Collaboration

Native American Tribes and Tribal-serving organizations and agencies have participated in multiple past Census outreach and engagement efforts.

TRIBAL FUNDING

Census 2020 marks the largest State of California commitment to-date toward the goal of increasing Tribal participation in the Census. An initial ***$316,500*** was allocated to Tribes based on a minimum of 25 Housing Units per reservation, ***$400,000*** each to Statewide contractors, the California Indian Manpower Consortium and the California Native Vote Project, and an ***additional $2 million*** from the State's General Fund.

CONTACT

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California Complete Count – Census 2020

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NATIVE PEOPLE COUNT CALIFORNIA
CENSUS 2020 NATIVE FACT SHEET

CENSUS DAY | April 1, 2020

What is Census?

Every 10 years, the United States counts everyone living in the country on April 1. Our tribes do not share enrollment numbers with the government, so it is important for all California Tribal Nations and Native communities to participate in Census 2020.

Why is Census important for California Tribal Nations and Native Communities?

Census 2020 is an opportunity to ***provide a better future for our communities and future generations***. Your responses to Census 2020 can help ***shape how billions of dollars in federal funds are distributed*** each year for programs and grants in Native communities.

An accurate count for California Tribal Nations and Native communities means ***fair access to resources*** and fair representation in local, state, and federal elected offices. ***The Native Vote has increasingly become a "swing vote" in several states, and answering the Census 2020 ensures that your vote may make a difference***.

There are ***more than 70 programs that benefit*** the ***State of California*** that use Census numbers to allocate funding including education, health, and human services ***that directly impact California's Tribal Nations and Native communities***.

DID YOU KNOW?

$1 BILLION

Census data is the basis for over $1 billion ANNUALLY that flows through Indian Country. That is $10 billion dollars of federal funding for American Indians / Alaska Natives until the NEXT decennial Census.

4.9% UNDERCOUNTED

The U.S. Census Bureau estimates that American Indians / Alaska Natives living on reservations or in Native villages were undercounted by nearly five percent. Which is more than double the undercount rate of the next closest population group.

NOT COUNTED UNTIL 1890

American Indians / Alaska Natives were generally not counted until 1890 and substantially undercounted until 1980 when U.S. residents were allowed to indicate their own race.

PRIVATE & CONFIDENTIAL

Census data is private and confidential. 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.

10 MINUTES

The Census questionnaire is nine questions and should only take about 10 minutes to complete.

Sources: NCAI Indian Country Counts; U.S. Census Bureau 2020 Census and Confidentiality D-1254; U.S. Census Bureau 2020 Census Snapshot —American Indian/Alaska Native; California Complete Count - Census 2020 Tribal Community One-Pager

Census Data Directly Impacts Tribal Nations and Native Communities Federally Funded Programs including:

- Medicaid / Medicare / Medi-Cal
- Federal Direct Student Loans
- Supplemental Nutrition Assistance Program (SNAP)
- Highway Planning and Construction
- Federal Pell Grant Program
- Section 8 Housing Vouchers
- Title 1 Grants to Local Education Agencies
- Head Start Program
- Native American Employment and Training
- Indian Health Service (IHS)
- Urban Indian Health Program
- Special Programs for the Aging Title VI, Part A
- Indian Housing Block Grants
- Indian Reservation Roads Program
- Tribal Transportation Program
- Veterans Affairs, and more.

HOW DO I GET COUNTED AS AMERICAN INDIAN / ALASKA NATIVE IN CENSUS 2020?

Saying that you're American Indian or Alaska Native on the Census 2020 form is a matter of self-identification.

No proof is required.

No one will ask you to show a tribal enrollment card or a Certificate of Degree of Indian Blood (CDIB).

***SPECIAL NOTE:* The only way to ensure that you are included in all the Census counts as AI/AN is to check just that ONE box on the form.**

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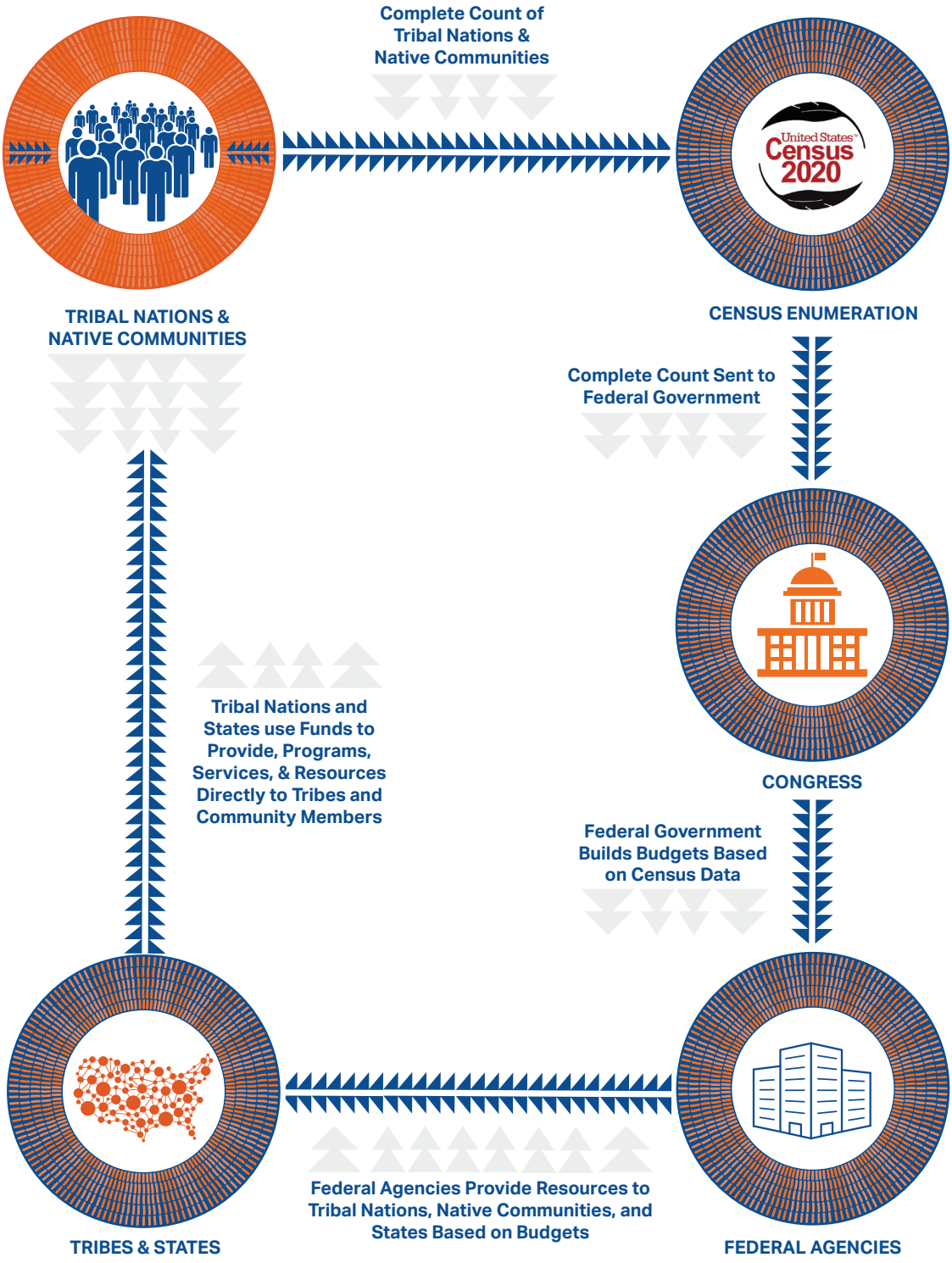
NATIVE PEOPLE COUNT CA

HOW DOES THE CENSUS IMPACT NATIVE COMMUNITIES?

INFOGRAPHIC



NATIVE PEOPLE COUNT CALIFORNIA CONTACTS

For General Information questions, contact
info@nativepeoplecountca.org

For Tribal Advisory Board questions, contact
tribaladvisoryboard@nativepeoplecountca.org

For Youth Engagement Initiative questions, contact
youth@nativepeoplecountca.org.

For Event Scholarship questions, contact
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NATIVE PEOPLE COUNT CALIFORNIA PARTNER CONTACTS

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