



TOOLKIT

NATIVE PEOPLE COUNT CALIFORNIA

VERSION II | UPDATED FEBRUARY 2020



Photo Credit: California Native American Day 2019



TABLE OF CONTENTS

STATE OF CALIFORNIA

Investing in Tribal Communities for Census 2020

INTRODUCING

Native People Count California

CENSUS GLOSSARY

Native People Count California

WHAT IS CENSUS?

About Census 2020

CENSUS 2020 NATIVE FACT SHEET

Native People Count California Census 2020

CENSUS TRIBAL IMPACT

Infographic

CENSUS 2020 QUESTIONNAIRE TIPS

Race & Tribal Affiliation
Sample Questionnaire

CONTACTS

Native People Count California Partners

ADDITIONAL RESOURCES

Partner Organizations



STATE OF CALIFORNIA

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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INTRODUCING NATIVE PEOPLE COUNT CALIFORNIA

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

Launched in January 2020 – the Native People Count CA campaign is a collaboration between Governor's Office of the Tribal Advisor, the California Complete Count - Census 2020 office, and Tribal Media Outreach Partners NUNA Consulting Group, LLC, California Indian Manpower Consortium, Inc. (CIMC), and the California Native Vote Project (CANVP).

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, 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. 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.



**Join the Tribal
Advisory Board**

Applications open now!



**Apply for Event
Scholarships!**

Applications open now!



**Apply for the
Youth Council
Engagement Project**

Applications open now!



**Download Toolkits,
Social Media tools,
and more!**

**Share your events with
Native People Count CA!**

info@nativepeoplecountca.org

NativePeopleCountCA.org



CENSUS GLOSSARY

NATIVE PEOPLE COUNT CALIFORNIA

Census:

Mandated by the United States Constitution, the U.S. Census is a survey conducted by the U.S. government every 10 years to count the current population of the country.

Enumerate / Enumeration / Enumerating:

The act of counting a number of people or items one by one. "The U.S. Census began enumerating in Alaska on January 21, 2020."

Hard-to-Count Communities:

Hard-to-Count Communities are those that the Census Bureau have determined through research which populations are missed at higher rates in the Census. "American Indians and Alaska Natives (AI/AN) are considered to be Hard-to-Count (HTC) communities."

Redistricting:

After each Census, state officials redraw the boundaries of the congressional and state legislative districts to account for population shifts.

Decennial:

Occurring or lasting for a period of 10 years. "The decennial census has been conducted in years ending in '0'."



Census 2020

NATIVE PEOPLE COUNT CALIFORNIA

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 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.



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 only nine questions should only take about 10 minutes to complete.



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.*

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, 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.



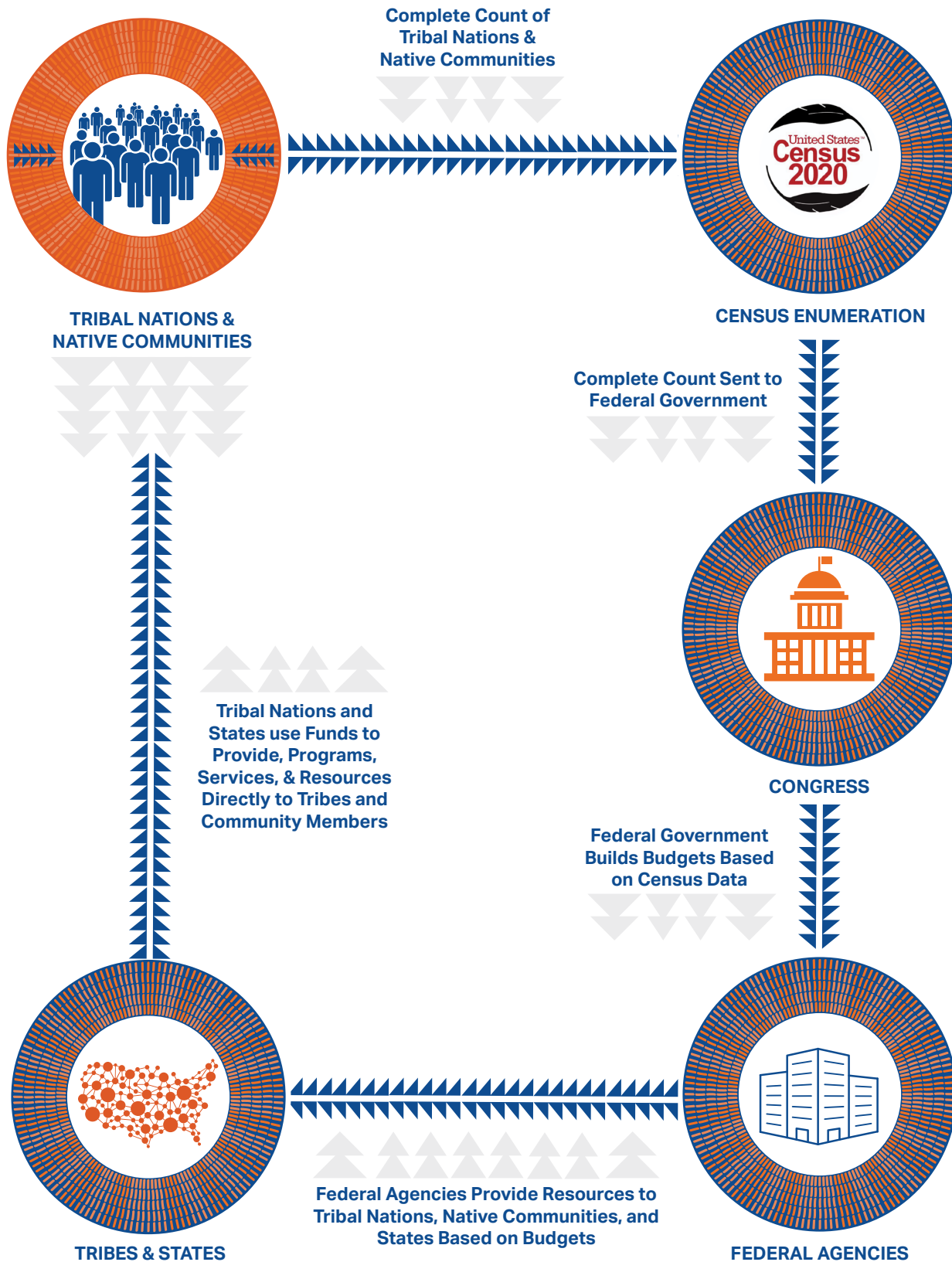
March 2021

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



CENSUS TRIBAL IMPACT

INFOGRAPHIC





CENSUS 2020 QUESTIONNAIRE TIPS RACE & TRIBAL AFFILIATION

BE COUNTED

Steps to make sure to be counted as an American Indian or Alaska Native on the Census 2020 questionnaire!

To be counted as an AI/AN household depends entirely on the race of "Person 1" - the first person listed on the Census 2020 questionnaire. If Person 1 says that he or she is AI/AN, then the household is counted as having an AI/AN householder.

Check the box on **Question 9 "What is Person 1's Race?"** to indicate that you are American Indian or Alaska Native on the Census 2020 questionnaire. Checking the box 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).

☐ American Indian or Alaska Native - Print name of enrolled or principal tribe(s), for example, *Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ➔

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Make sure to write in the full name of your enrolled or principal tribe(s) if applicable, even if it takes up more than the space provided on the paper form.

Please list the full name of your Tribe, Band, or Rancheria to ensure that you are accurately counted.

Important Note: Tribal enrollment, and the right to determine the citizenship or membership of a tribe, is a fundamental right of tribal sovereignty and is not determined by the U.S. Census Bureau.

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.

OPTION TO CHECK MULTIPLE RACE BOXES FOR CENSUS 2020

The option to check off multiple races means that an AI/AN person can identify as both Native and as a member of another race, such as white, Black, or Asian.

If you check the box for AI/AN, and do not check other boxes on the race question, you will be counted in the "American Indian Alone" category in analyses of Census data.

If you check the box for American Indian or Alaska Native and check one or more races, you will be counted in the "American Indian Alone or in Combination" category in analyses of Census data.

More Information

For more information on the Census 2020 Question on Race, visit <http://bit.ly/CensusAIANRaceQuestion>.



CENSUS 2020 QUESTIONNAIRE INFORMATIONAL COPY

OMB No. 0607-1006: Approval Expires 11/30/2021

United States[®]
**Census
2020**

This is the official questionnaire for this address.
It is quick and easy to respond, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FOR
OFFICIAL
USE ONLY

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☒ ONE box.

- ☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

[Form number removed]

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? *Print name below.*

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark ☒ ONE box.

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? *For babies less than 1 year old, do not write the age in months. Write 0 as the age.*

Age on April 1, 2020 Print numbers in boxes.
 Month Day Year of birth
 years

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- ☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

9. What is Person 1's race?

Mark ☒ one or more boxes **AND** print origins.

- ☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

- ☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

- ☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nome Eskimo Community, etc.*

- ☐ Chinese ☐ Vietnamese ☐ Native Hawaiian

- ☐ Filipino ☐ Korean ☐ Samoan

- ☐ Asian Indian ☐ Japanese ☐ Chamorro

- ☐ Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.* ☐ Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.*

- ☐ Some other race – *Print race or origin.*

→ If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.



CONTACTS

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California Consortium for Urban Indian Health (CCUIH)

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Additional Resources

Partner Organizations

California Indian Manpower Consortium, Inc.

California Complete Count - Census 2020 Project: http://www.cimcinc.org/pro_ccc.html

Native People Count: <http://www.cimcinc.org/NativePeopleCount.html>

California Complete Count - Census 2020

Native American and Tribal Governments Page: <https://census.ca.gov/tribal/>

Tribal Government Partners: https://census.ca.gov/resource/tribal_gov/

National Congress of American Indians / Indian Country Counts

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Indian Country Counts Website: <http://indiancountrycounts.org/>

Indian Country Counts Toolkits: http://indiancountrycounts.org/wp-content/uploads/2019/12/ICC_WebView_12.03.19.pdf

U.S. Census Bureau

United States Census 2020 PSA Toolkit: <https://2020census.gov/en/partners/psa-toolkit.html>

What is Census PSA Video: <https://2020census.gov/en/partners/psa-toolkit/what-is.html>

U.S. Census 2020 Tribal Resources: <https://2020census.gov/en/partners/tribal-resources.html>

U.S. Census 2020 National Congress of American Indians Representatives Video: https://www.youtube.com/watch?v=aKBmHSNvnNg&feature=emb_logo

United States Census Bureau Intergovernmental Affairs: Tribal Affairs - American Indian and Alaska Native (AIAN) Website: <https://www.census.gov/about/cong-gov-affairs/intergovernmental-affairs/tribal-aiian.html>

Information for American Indians and Alaska Natives on the Race Question One-Pager: https://2020census.gov/content/dam/2020census/materials/partners/2019-12/2020%20Census%20Handout%20on%20Race_AIAN.pdf

2020 Census Snapshot for American Indians and Alaska Natives One-Pager: https://2020census.gov/content/dam/2020census/materials/partners/2019-08/Handout_for_American_Indian_and_Alaska_Native_Audience.pdf

Handout for Urban American Indians and Alaska Natives One-Pager: https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Handout_for_Urban_American_Indian_Alaska_Natives.pdf

Sample Copy of the 2020 Census Invitation Letter: <https://2020census.gov/content/dam/2020census/materials/partners/2019-12/2020-informational-invitation-letter.pdf>

The Leadership Conference Education Fund

Will You Count? American Indians and Alaska Natives in the 2020 Census Hard-to-Count (Fact Sheet): <http://civilrightsdocs.info/pdf/census/2020/Fact-Sheet-AIAN-HTC.pdf>

TABLE 1a: States Ranked by Number of American Indian/Alaska Natives (race alone or in combination*) living in Hard-to-Count (HTC) Census Tracts**: <http://civilrightsdocs.info/pdf/census/2020/Table1a-States-Number-AIAN-HTC.pdf>

TABLE 1b: States Ranked by Percent of American Indian/Alaska Natives (race alone or in combination*) living in Hard-to-Count (HTC) Census Tracts**: <http://civilrightsdocs.info/pdf/census/2020/Table1b-States-Percent-AIAN-HTC.pdf>

TABLE 2a: 100 Largest Places Ranked by Number of American Indian/Alaska Natives (race alone or in combination*) living in Hard-to-Count (HTC) Census Tracts**: <http://civilrightsdocs.info/pdf/census/2020/Table2a-100-Largest-Places-Number-AIAN-HTC.pdf>



Photo Credit: California Native American Day 2019

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