



State of California – Government Operations Agency
California Complete Count-Census 2020
400 R Street, Suite 359
Sacramento, CA 95811
www.census.ca.gov
(916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	November 16, 2020
Organization / Entity	CA Black Census and Redistricting Hub
Responsible Person / Title	Anthony Thigpenn, President of California Calls
Contact Person / Title	Ama Nyamekye, Black Census and Redistricting Project Manager
Address	4801 W Exposition Blvd, Los Angeles, CA 90016
Email / Phone	718-744-5305; ama@goodinfluence.work

Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan.
What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Below is a description of our goals prior to the shifts made due to COVID-19:

The Hub's ultimate aim is to facilitate public education on the census and utilize training, mass outreach and communications to encourage HTC Black communities to complete the census. Our intermediate goals include:

- Coalition Building to ensure coordination around respective efforts to increase participation of HTC Black communities in the 2020 Census.
- Strategic Communications to educate black communities around the census and redistricting processes.
- Direct Outreach and Education to black communities through door-to-door, on-site, phoning, and peer texting.
- Organizing Technical Expertise and Support to maximize the efficiency and impact of outreach efforts in HTC Black communities.
- Policy Advocacy on key issues to ensure accurate and fair representation of black communities.
- Coordination with multi-racial groups and allies to promote collaboration among entities engaging in census outreach.
- Each of our intermediate goals are supported by the following targeted and measurable objectives:

Due Date: November 16, 2020

[Insert contract partner name]

Our objectives prior to the shifts made due to COVID-19:

- **Coalition Building Goal** to ensure coordination around respective efforts to increase participation of HTC Black communities in the 2020 Census. **Objective:** at least 25 organizations participate in the Hub.
- **Strategic Communications Goal** to educate black communities around the census and redistricting processes. **Objective:** At least 140,000 Black residents from HTC communities engaged through digital and social media.
- **Direct Outreach and Education Goal** to black communities through door-to-door, on-site, phoning, and peer texting. **Objective:** Contact 125,000 Black residents from HTC communities to educate them about the 2020 census and secure their commitment to complete the Census form.
- **Technical Expertise and Support Goal** to maximize the efficiency and impact of outreach efforts in HTC Black communities. **Objective:** Develop a table of Black researchers in California to provide data and demography support; secure other technical expertise for communications, messaging and data management.
- **Policy Advocacy Goal** to ensure accurate and fair representation of black communities. **Objective:** In partnership with the Census Policy Advocacy Network, monitor census policy news and updates, translate key information for the purposes of field outreach, and secure additional state investments to support outreach to HTC populations.

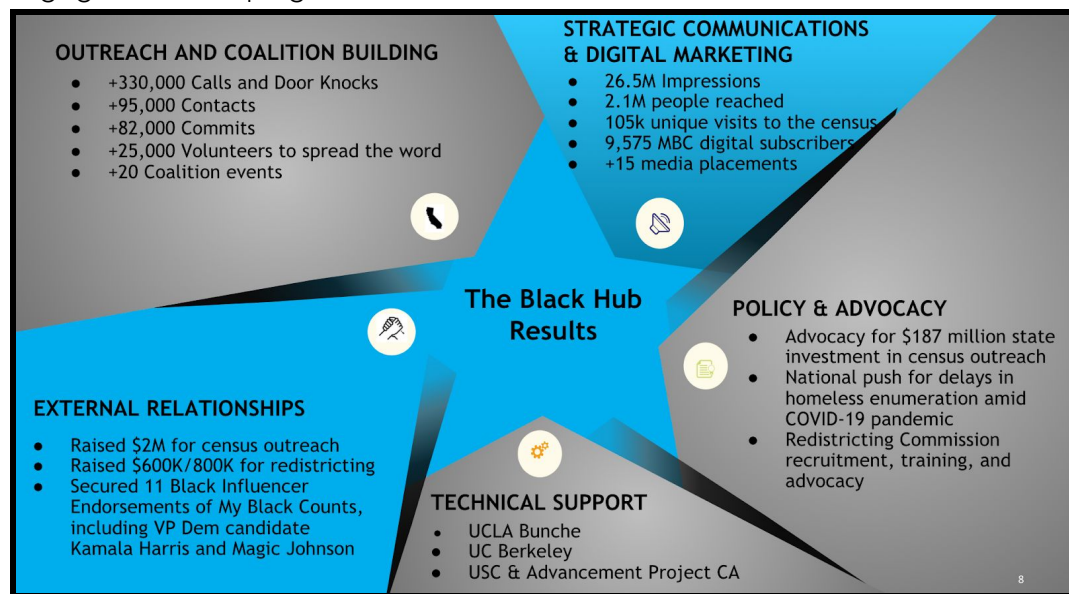
After the rise of COVID-19 and implementation of shelter-in-place and other protective measures, the Black Hub designed the following strategic pivot plan with adjusted goals:

GOTC Pivot Goals, April 13 - June 7		
Pivot Strategy	Goal	Measurement Tool
Virtual phone banking to educate, persuade and convert	20,000 Contacts 12,000 Commits 6,000 Agrees to spread the word	<ul style="list-style-type: none">• PDI, SWoRD• Action builder• Mobile Commons• Outreach Circle
Responsive communications development to connect this pandemic to an immediate call to act by taking the census	Develop pivot script Develop pivot social media messaging Develop pivot ad campaign messaging	<ul style="list-style-type: none">• Website• Facebook• Instagram• Twitter• Youtube• Outreach Circle
Digital advertising to reach HTC Blacks online	Launch 9-week digital advertising campaign Secure 1.2M+ impressions Reach 500,000+ HTC Blacks digitally	<ul style="list-style-type: none">• Website analytics• Digital ad analytics
Policy, advocacy and fundraising to mitigate threat to HTC census outreach amid Covid-19	Census policy and procedure monitoring and advocacy Raise \$60,000 additional dollars to fund pivot plan	<ul style="list-style-type: none">• Media tracking• Coalition and state stakeholder engagement• Public records
Technical assistance to support Black Hub coalition members to make this swift pivot	Ongoing group and 1:1 assistance for all Black Hub members	<ul style="list-style-type: none">• Black Hub coalition satisfaction surveys and interviews• Coalition performance to goals

[Insert contract partner name]

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

The following graph outlines the ultimate impact and results of our Black census civic engagement campaign:



Contracted partner's operations

What worked well operationally?

The following operational tactics worked well:

- Capturing HTC Blacks who are now relying on internet, radio and television to connect with social networks and get critical news
- Capturing HTC Blacks who are homebound, but accessible via phone
- Helping HTC Blacks connect this public health crisis and moment to the need to invest in our institutions (schools, hospitals, public welfare, etc.) through a complete census count
- Pioneering new and emerging digital outreach technologies and tools to reach communities creatively through phone and digital organizing

What hindered the operations?

The following aspects were key challenges to our civic engagement efforts:

- Needed reliance on technology-enabled virtual outreach that requires hardware, software and reliable internet connectivity which will present further challenges for coalition members and our Black HTC audiences that do not have reliable connectivity, phones or computers
- Threats to predictability and feasibility of state and federal census timelines based on the unknown county closures, shutdowns, shelter-in-place policies

Contracted partner's outreach

[Insert contract partner name]

What outreach tactics worked well?

The following outreach tactics worked well:

- Shifting to virtual phone banking and taking advantage of the increasing homebound audience who rely on phone and internet communication for news and outreach
- Integrating outreach efforts with emergency-relief aid packages to target our hardest hard count members who are accessing food and other resources
- Aligning GOTC messaging with value-driven messages focused on representation and democracy, racial justice and the need to ensure full and fair public funding for an equitable recovery from the pandemic
- Waging a hyper-targeted digital advertising campaign that enables tracking of direct links from ad placements to the U.S. census page

Additionally, we made deep investments in strengthening the capacity of Black-led/serving organizations to conduct rigorous civic engagement and communications programs. This included the following civic engagement capacity building efforts that enhanced our performance:

- 6 full day training sessions focused on phone banking, canvassing and public relations strategies
- Ongoing 1:1 technology support for all coalition members
- Nightly outreach data analysis, reporting and course correction coaching for all groups
- Regrants to support CBOs with hiring and management of organizers
- Communications website and branding development
- Outreach script development and coaching
- Traditional media and social media coaching and support
- Weekly office hours for communications and civic engagement support

What hindered the outreach?

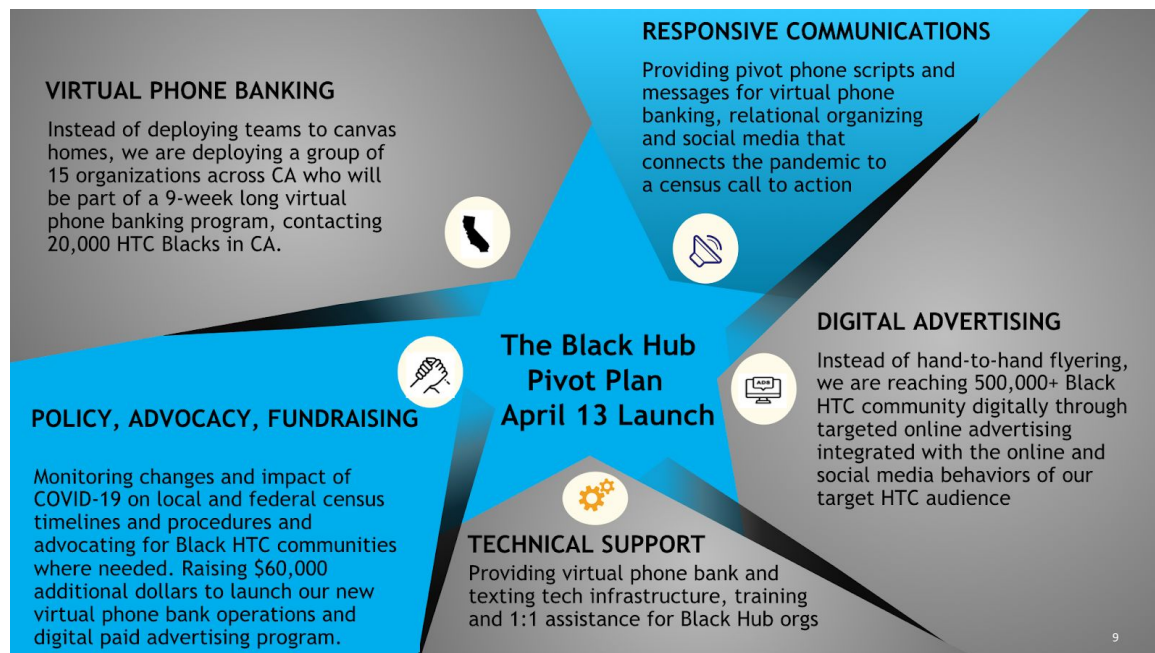
The following factors negatively impacted our outreach efforts:

- Inability to conduct door-to-door canvassing and traditional in-person phone banking during current shelter-in-place and other state public health policies and guidance
- Our target audience was most likely to be negatively impacted by the COVID-19 pandemic because HTC Blacks are overly represented in the following groups: unemployed and underemployed, homeless, food insecure, justice-impacted, and immigrant/refugees
- Record-low and decreasing trust in the federal administration and its desire to count all residents regardless of citizenship status

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

The following graphic reflects the key challenges and changes we encountered and the pivots we made in response to these challenges and changes:

[Insert contract partner name]



- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

In order to maximize the Hub's resources and focus our engagement on the hardest to count Black communities, we leveraged data and demographic analysis from our partners to inform and refine targeting.

In the Fall of 2019, UCLA Bunche designed a Black Hard to Count Index that was used to identify the hardest to count communities for our census outreach. The index categorized 16 different indicators (e.g. broadband access, unemployment rates, arrest rates, etc) into 3 broad categories: Hard to Count, Hard to Locate and Hard to Persuade. The Black Hard To Count Index then ranked Census Blocks and Tracts based on all of these indicators and categories. The Hub targeted our outreach in communities with a high density of Black people that also ranked high on the Black HTC Index.

After the Census went live, the Hub partnered with Advancement Project California to analyze response rate data in real time to inform our digital targeting strategies as well as our Non-Response Follow Up outreach targeting to ensure we were reaching the lowest responding communities.

[Insert contract partner name]

- 5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The following graphic outlines our timeline, roadblocks, process and results educating and motivating HTC Black Californians to take the census:

Timeline: Roadblocks & Progress			
External For the first time in U.S. history, the federal administration threatens to include a citizenship question on the 2020 census. This happens amid other federal anti-immigrant and refugee policies and rhetoric.	External Internal census bureau dissent and confusion over its own policies leads to staff turnover and diminished capacity. This leaves states working to interpret elusive federal guidelines while countering policy and messaging threats to a complete census count.	External Days before preparing to launch our GOTC census outreach, Covid-19 hits CA hard, spurring infection rates and shelter-in-place plans that add further challenges to reaching our HTC Black communities and traditional outreach methods.	External Covid-19 infection rates increase and police brutality spurs largest national uprising against racism. Meanwhile, the federal administration doubles down on threats to exclude undocumented folks from the census apportionment counts.
Summer 2018	Fall 2019	Spring 2020	Summer 2020
Internal Black Hub contacts <u>38,467</u> HTC Black Californians to better understand what census messages would resonate most and least with our HTC Black community and discovers record-low levels of trust in federal government.	Internal Black Hub hits the streets and airwaves with an early education grassroots and social media campaign aimed at reinforcing facts and messages that will drive greater Black census participation, contacting <u>25,974</u> Black HTC folks across CA, securing <u>21,809</u> <u>YESs</u> to complete the census.	Internal Within two weeks, the Black Hub redesigns a Covid-19 ready outreach and digital organizing plan, complete with new messaging, technology infrastructure, fundraising plans and set of virtual trainings and tools for our coalition. We reach <u>33,064</u> HTC Blacks, securing <u>29,232</u> <u>YESs</u> to complete the census.	Internal Black Hub launches final phase of our outreach campaign aimed at "meeting the moment" by connecting census-determined public funding to pandemic recovery needs and demands for greater community investment emerging from anti-racism uprisings. The Hub reaches <u>34,192</u> HTC Blacks and secures <u>31,169</u> <u>YESs</u> to complete census.

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

The following roster notes all our contracted partners who worked to produce the afore-mentioned results:

CA State Region	County	City	Organization
1	Sacramento	Sacramento	Sacramento ACT
3	Alameda	Oakland	Oakland Rising
3	Contra Costa	Richmond	Building Blocks for Kids
3	Contra Costa	Richmond	Safe Return Project
3	Contra Costa	Richmond	RYSE

[Insert contract partner name]

3	Contra Costa	Richmond, East County	Lift Up Contra Costa
4	San Joaquin	San Joaquin	Fathers & Families of San Joaquin
6	Fresno	Fresno	Fresno Metro Black Chamber/Fresno County Complete Count Committee
6	Fresno	Fresno	Central Valley Urban Institute
6	Fresno	W. Fresno	Fresno Street Saints
6	Kern	Bakersfield	AANKC
7	Riverside	Corona	Starting Over
7	San Bernardino	San Bernardino	Time For Change
7	San Bernardino	San Bernardino	BLU Educational Foundation
7	San Bernardino	San Bernardino	COPE
8	Los Angeles	Antelope Valley	Kingdom Life Church
8	Los Angeles	Inglewood	Social Justice Learning Institute
8	Los Angeles	Los Angeles	Special Needs Network
8	Los Angeles	Los Angeles	AME Church - 5th District
8	Los Angeles		Anti-Recidivism Coalition
8	Los Angeles	Los Angeles	Black Women for Wellness
8	Los Angeles	Los Angeles	LA Community Action Network
8	Los Angeles	Los Angeles, Compton, Long Beach	A New Way of Life
8	Los Angeles	Los Angeles	LA Black Workers Center
8	Los Angeles	Palmdale, Lancaster	The Community Action League
8	Los Angeles	Los Angeles	SCOPE
8	Los Angeles	Los Angeles	Community Coalition
10	San Diego	S.E. San Diego	Pillars of the Community
10	San Diego	San Diego	Partnership for the Advancement of New Americans
10	San Diego	San Diego	Alliance San Diego

[Insert contract partner name]

	Statewide	Statewide	Black Alliance for Just Immigration
	Statewide	Statewide (Sacto)	CA Black Women's Health Project
	Statewide	Statewide (Vallejo)	Black Women Organized for Political Action
	Statewide	Statewide	Black American Political Association of California (BAPAC)
	Statewide	Statewide (Sacto, CoCo)	ACCE

The following contracted partners provided critical technical expertise and infrastructure to support the Black Hub's civic engagement campaign:

- UCLA Bunche: Developed the Hard to Count index used to inform our targeting and outreach efforts
- USC Equity Regional Institute: Provided advice and peer review of UCLA Bunche's HTC Index as well as strategic partnership
- Advancement Project-CA: Provided data and technical support to monitor and analyze response rates in our target regions to inform our outreach and digital advertising efforts

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

We did not oversee kiosks, but we provided feedback to the state about Black non-English languages to include. Our immigrant/refugee outreach groups conducted activities using the most appropriate languages. Additionally, our virtual events and advertising provided increased accessibility to those with disabilities.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Pairing COVID-19 Mutual Aid Efforts with GOTC Efforts: Like all our coalition members, the Los Angeles Community Action Network (LA-CAN) had to pivot its priorities and day-to-day responsibilities when COVID hit in order to better serve the immediate, and often life-or-death, needs of our houseless neighbors who are disproportionately Black. The organization partnered with local nonprofits and volunteers in order to kick its mutual aid program into high gear.

At the same time, LA CAN needed to ensure a complete count of one of our most under-counted communities--our houseless neighbors. To meet their related needs, which include access to services and aid as well as representation in the U.S. census, LA CAN included My Black Counts' educational materials in all its mutual aid support bags for houseless community members to learn more about the Get-Out-the-Count

[Insert contract partner name]

movement. In doing so, LA CAN provided new and creative methods of outreach, including GOTC messaging in water and cell phone stations.

Integrated Messaging: The pandemic and political uprising against anti-Black racism both had a disproportionate impact on our Black communities. The Hub seized this confluence of issues to center the importance of census funding as a tool to ensure an equitable recovery from the pandemic and to reimagine public safety and invest in community services. We uplifted this through powerful social media advertising, media stories and events.

Grasstops Outreach: We rolled out an elected leader and influencer endorsement strategy that enabled us to tap into and activate the social media platforms of high profile Black leaders, including Magic Johnson, Kamala Harris and Karen Bass. We were able to secure 11 social media endorsements from Black elected leaders and influencers.

Grassroots Outreach: We wrapped our MBC campaign around prominent public Black events, including Taste of Soul, Black Joy and numerous MLK Day events across the state. This enabled us to share our campaign call to Get in the Count with large gatherings of Black community members at trusted rituals.

State Partnerships: We served as powerful early adopters of the state's initial PDI tool, where we were able to gather detailed feedback on improving the tool's functionality and operability. We worked directly with our Regional Program Manager and the state's SWORD team as well as the PDI team to serve on task forces aimed at quickly improving these tools for the broader usage. This resulted in the following improvements:

- Additional support mechanisms from PDI including a portal to report issues, regular trainings, and weekly office hours to troubleshoot
- PDI platform enhancements, including ways to visualize available data within the Census PDI app itself, that improved partners' ability to target their outreach to specific communities
- improved phoning capabilities to allow partners to toggle between phoning and door-to-door canvassing in the event of bad weather and/or unexpected circumstances (e.g. COVID pandemic)

We also partnered with the state to improve engagement with ACBOs and CBOs by helping pioneer a popular new peer-learning space that enabled contractors to learn from and with each other as we navigated an uncertain political and pandemic landscape.

9) Please add any suggestions for the 2030 Census efforts, including timelines. The CA Black Census and Redistricting Hub recommends the following suggestions for 2030 census efforts:

[Insert contract partner name]

- Launch State Census Office earlier (3-4 years prior to Census Day if possible), even if with limited/nominal staff to begin building connections and partnerships with stakeholders and begin planning and co-design process.
- Earlier identification of contracted partners and deeper coordination with contractors to co-design outreach and communications strategy. Partially because of the late start, more co-design was not possible and therefore partners felt as if the State's approach was more top-down than collaborative.
- More standardized requirements for Statewide CBOs and ACBOs, particularly regarding the distribution of funds to subcontractors. The lack of standardization caused CBOs in certain regions to feel left out and ignored. Many were under the impression that all ACBOs would be distributing funding, which set up unmet expectations when faced with the reality.
- Deeper clarity of roles in order to facilitate better communication and coordination between the State Census Office's comms department, the media relations vendor, and community partners. Understanding the differences between the roles, responsibilities, and budgets of the State's comms department, media contractor and their subcontractors was tough to discern and caused coordination issues for partners with their own communication strategies.
- More simplicity in the usability of SwORD. SwORD was difficult to use and navigate causing stakeholders, including legislators, to bypass it and go straight to contractors to find important information about outreach impact.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities: Confirmed
- b) Updated list of subcontractors: Confirmed
- c) Evaluations or analytical reports, if any: Confirmed
- d) Sample products: Included are sample artifacts such as canvas scripts.

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.



Census FAQs

What is the census?

The U.S. Census counts every resident in the United States at the location where they reside. It is required by the United States Constitution to occur every 10 years. The data collected by the decennial U.S. Census Bureau determines the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and is also used to distribute billions in federal funds to local communities. <https://www.census.gov/programs-surveys/decennial-census/2020-census/about.html>

How often does it happen?

The U.S. Census happens every 10 years and is required by the U.S. Constitution. The last census occurred in 2010. The next census will occur in 2020. The U.S. Census Bureau conducts the census by sending out forms in March 2020. The head of household of every family at every address is required to respond by Fall of 2020 (March to October 2020). If you do not respond by October 2020, the U.S. Census Bureau then sends canvassers, called enumerators, door-to-door to collect responses from anyone who hasn't responded.

Why is the census important/How will my information be used?

The data collected by the U.S. Census Bureau determines the number of seats each state has in the U.S. House of Representatives (a process called apportionment). Federal, state, and local governments also use census data to redraw political lines, such as congressional, assembly, senate, supervisorial, special, and community college districts. These political lines that are drawn could potentially separate community members and organizations from their communities. It could also limit the power that residents have to pass policies that benefit their communities.

Data from the decennial census is also used to distribute billions in federal funds to local communities. Specifically, federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Your community benefits the most when the census counts everyone. When you respond to the census, you help your community get its fair share of the more than \$78 billion per year California receives in federal funds and spends on schools, hospitals, roads, public works and other vital programs.

In addition, businesses use census data to decide where to build factories, offices and stores. The census data is also used to understand where to correctly allocate funds for public/affordable housing. With the correct and appropriate data, funds for programs dedicated to affordable/public housing will be distributed accurately. The census also informs public healthcare program funding, the placement of hospitals, public health planning and emergency preparedness. Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

<https://www.census.gov/programs-surveys/decennial-census/about/why.html>

Who conducts the census?

The U.S. Census Bureau administers the census every 10 years. It is the federal government's largest statistical agency that provides current facts and figures about America's people, places, and economy. It is housed in the Department of Commerce and overseen by the Economics and Statistics Administration (ESA). <https://www.census.gov/about/who.html>

What is the American Community Survey and how is it different from the Census?

The American Community Survey is an ongoing survey distributed to gather national population and socioeconomic data. Unlike the Census however, it is distributed every year and is much more detailed. It may ask about things like citizenship, home ownership, school enrollment, the number of cars you have, commuting times, computer or internet usage and more. The Census is distributed every 10 years, and will only ask the 9 basic questions enumerated on page 3. If you completed a detailed survey from the U.S. Census Bureau before March 12th, you may have taken the American Community Survey.

<https://www.census.gov/programs-surveys/acs/about.html>

How will my information be collected?

Every household will be given the option to respond to the census through **mail** and **phone**. The 2020 census could however be the first in which most Americans are counted **online**. In fact, the Census Bureau won't send paper questionnaires to most households. Instead, it will send a postcard that will include a unique security code and will urge people to use it to respond online. The bureau's goal is that 55% of the U.S. population will respond online. It will mark the first time (apart from a small share of households in 2000) that any Americans will file their own census responses online. Although the online survey will be available until October, it is highly recommended for people to complete the survey before Fall to prevent enumeration. People without computers at home may be able to go to community centers, where they can access the internet and get assistance. The only households receiving paper forms under the bureau's plan would be those in neighborhoods with low internet usage and large older-adult populations, as well as those that do not respond online. <http://www.pewresearch.org/fact-tank/2016/02/24/for-2020-census-bureau-plans-to-trade-paper-responses-for-digital-ones/>

Will sharing my personal information with the Census Bureau be secure?

Data shared with the Census Bureau is protected by Title 13 of the United States Code, one of the strongest criminal codes in the nation with severe penalties for any violations, including prison time. In addition, other federal laws, including the Confidential Information Protection and Statistical Efficiency Act and the Privacy Act, reinforce these protections. Specifically, Title 13 prohibits the Bureau from disclosing or publishing any private information that identifies an individual or business such as names, addresses, GPS coordinates, social security numbers, and telephone numbers. The Census Bureau simply collects information to produce and provide statistics. Your personal information cannot be used against you by any government agency or court, including the FBI, IRS, ICE, or DHS. If an employee of the Census Bureau were to disclose any information, they will be punished because of the violation of Title 13, which includes a federal prison sentence of up to five years, and/or a fine of up to \$250,000, or both. To learn more about Census Bureau data protections, visit www.census.gov/about/policies/privacy/data_stewardship/federal_law.html.

How do I know this isn't a scam?

There are different ways to know if you're giving your information to the Census Bureau. If completing your census form online, please make sure to check the website and confirm it has census.gov in the address. Also make sure to confirm it has a lock symbol or https:// in the browser window. If completing your census form by mail, double check the return address to match Jefferson, IN where the National Processing Center is located. If you are completing the census by phone survey, call your Regional Office to make sure it is a legitimate call you are receiving from someone claiming to be from the Census Bureau. Remember, do **NOT** give your social security number or any bank information to anyone at any time. To learn more about avoiding fraudulent activity on the 2020 Census, visit <https://www.census.gov/programs-surveys/surveyhelp/fraudulent-activity-and-scams.html>

What if I think I have already completed the Census?

If you believe you have already completed the Census but you are not sure, here are some ways you can verify: (1) The Census will not be live until March 12th, any survey completed prior to March 12th is not the Census. This includes the American Community Survey which is distributed by the Census Bureau annually and asks similar questions. (2) The Census survey and the codes distributed to take the survey online, will only be distributed by the U.S. Census Bureau. Any "census" survey distributed by a private organization, political party, or local agency is not the Decennial Census. Verify that the survey you are taking, or have taken, was provided by the U.S. Census Bureau. (3) The Census survey will never ask for money, and will not ask for information outside of the 9 basic questions enumerated on page 3. Any "survey" that asks your citizenship, your political party, your social security number, or requests monetary contribution to a fundraiser is not the Census. (4) Sometimes the Census Bureau may send representatives to visit various neighborhoods to do "Address Canvassing", and verify addresses in preparation for the 2020 count. This is not the same as enumeration, when Census enumerators come to your home to complete the survey in person due to non-response. The majority of people who complete the Census using the ID code in their Census invitation will not be visited by an enumerator.

Who should be counted on my census form?

Any person who is a resident of that household or usually sleeps in that household should be counted, no matter their citizenship status or their age. This includes people who are homeless, immigrant, refugee, formerly incarcerated, LGBTQ, or any other distinction or characteristics that may be used to describe a person. Remember to also count any children five years of age and under. As long as the child is born before April 1, 2020, they should be included on your census form.

What type of questions will the census ask me?

The census will ask 9 basic questions about each person in your household. The questions will focus on three basic information areas: number of household members, type of housing, and basic demographic information. Regarding the number of household members, please make sure to indicate the number of people living in your home or place of residence on April 1, 2020. It is also okay to include people in your household who were recently released from prison or jail as a result of COVID-19. If a person sleeps most nights at that household, they should be counted in that household. Regarding type of housing, the Census Bureau will ask whether you live in a house, apartment, or mobile home. This helps the Census Bureau understand the percentage of homeowners and renters in your community. Lastly, regarding basic demographic information, the census form will ask about the age, race, and gender of those who stay/live in the household. Please note, the census will **not** ask any questions that require you to donate money, give your social security number, give any bank information, or ask anything about a political party. For more on the questions that appear on the 2020 census, visit

<https://www.prb.org/why-are-they-asking-that-what-everyone-needs-to-know-about-2020-census-questions/>

2020 Census Questions:

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?
2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
3. Is this a house, apartment, or mobile home?
4. What is your telephone number?
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 adults living here as Person 1
6. What is Person 1's sex?
7. What is Person 1's age and what is Person 1's date of birth?
8. Is Person 1 of Hispanic, Latino, or Spanish origin?
9. What is Person 1's race?

Will there be a citizenship question?

No, there will not be a citizenship question on the census. The U.S. Supreme Court prevented the Trump Administration from including a citizenship question on the census form in a legal decision on June 27, 2019.

Are there any lingering effects of the citizenship question, now that it is no longer on the 2020 census?

Demographers and civil rights groups were and are still concerned that under a President who has called for a ban on Muslims and immigrants from certain countries, dramatically reduced the number of refugees allowed into the country and cracked down on undocumented immigrants without criminal records, a citizenship question would have pushed more people to decide that the risks of responding accurately to the questionnaire, or responding at all, outweigh the benefits. Now that the question is no longer on the 2020 Census, many people in communities across California are still concerned. And the groups that seem most likely to be put off from responding — immigrants, members of households with immigrants, people living in poverty, among others — are the same ones that are already at highest risk of being uncouned.

<https://fivethirtyeight.com/features/the-census-new-citizenship-question-could-hurt-communities-that-are-already-undercounted/>

What is the importance of marking my ethnicity?

Racial data can be used to inform policy decisions around things like civil rights laws, or in the planning and funding of certain government programs that provide funds or services to specific racial groups. This data is also especially important in monitoring government programs and ensuring they fairly and equitably serve the needs of all racial groups and are not discriminatory.

<https://www.census.gov/acs/www/about/why-we-ask-each-question/race/>

What if I identify with multiple racial/ethnic identities or nationalities?

If you identify with multiple racial or ethnic identities, or would like to mark your nationality the Census survey allows you to check multiple boxes and even write in a response if you don't see yourself represented on the form.

Why should I take your survey?

Our organization is a member of the Black Census & Redistricting Hub, a collective of Black-led organizations throughout the State of California working to increase the Black community's participation in the 2020 Census. Your answers today will help us ensure a full and accurate count of black communities throughout California in 2020. We want black communities to get the federal funding and the representation they deserve. That's our commitment and that's what we're gearing up to do. But we need your help!

Why do you need my personal information?

Providing your personal information is optional, but ultimately would help us: 1) remind you about filling out the census when the times comes, and 2) analyze the data we collect and come up with strategies that will make it as easy as possible for you and others in the community like you to fill out your census form in 2020. We want to make sure we tailor our messaging and approach to all members of the black community and not just take a one-size-fits-all approach to our efforts. We will only use your name, email, and/or phone number to contact you directly if you give us express permission to do so. We will not sell or give your information to any outside parties.

What is My Black Counts?

The California Black Census and Redistricting Hub is a network of over 30 Black-led and Black serving organizations across the state focused on maximizing the participation in the upcoming 2020 Census and Redistricting process amongst hard to count Black communities. My Black Counts is our campaign to ensure Black residents living in California understand the importance of the 2020 census. Find out more at <https://myblackcounts.org/> or follow us on Facebook and Instagram at **MyBlackCounts**

What if I have been impacted by the Covid-19 pandemic? Where can I find help and resources?

If you have been financially affected by COVID-19, you may be eligible for food assistance, unemployment insurance, paid family leave, disability insurance, and relief from financial institutions. California has also issued a statewide moratorium on residential evictions for renters, and a 90-day grace period for all mortgage payments for people who cannot pay due to COVID-19 related economic hardships. If you have recently been released from prison, you may also qualify for various reentry services and programs. You can find more information on these announcements and the resources available to you at <https://myblackcounts.org/covid-19/>.

You can also find information on the state's COVID-19 site at <https://covid19.ca.gov/>. For older adults and people with disabilities you can also visit <http://aging.ca.gov/covid19> to find up to date information on COVID-19 and the various resources available to you through your county.

If you are being abused, or you feel unsafe in your home you can visit

<https://covid19.ca.gov/resources-for-emotional-support-and-well-being> for domestic violence and social service hotlines and resources. You can also visit this link for mental health services and resources if you are feeling overwhelmed with sadness, depression or anxiety, or feel like you want to harm yourself or others (the National Suicide Prevention Hotline is 1-800-273-8255).

Owning the Narrative: Key Campaign Messages

We have developed 25 key messages categorized by the audience or objective to help you launch your organization's census promotion and outreach campaign. Feel free to use these messages on any digital platform, for print or as talking points.

Overarching Messages	
Empowerment	Did you know you can help build Black political power by getting your family, friends, and neighbors to take the 2020 census?
Empowerment	Stand up to trump and fight racism by taking the 2020 census.
Dispelling Fear	The right-wing agenda wants to put fear in your heart. They know how much you count. The 2020 census is confidential and cannot be used against you.
Dispelling Fear	When we activate our collective power -- we can come together to fight for a better future and community for us all.
General Awareness	Taking the census is easy. For most, it's 10 simple questions and takes less than 10 minutes to complete.
General Awareness	Census Day is April 1, 2020. This is when you should submit your census form.
Community Responsibility/ Unity	No matter what your nationality or background, we are all united by our Blackness. When we unite with action, we gain access to what we need to thrive.
Community Responsibility/ Unity	We honor and celebrate the unique individuality and humanity of Blackness. We include the voices of immigrants or those who are native-born; man, woman, non-binary or transgender; child, Millennial or senior; of all faiths and backgrounds. The census impacts us all, for generations to come.
Individual Responsibility	When you respond to the census, you help your community secure millions of dollars for programs like Medicaid, food stamps, Head Start, school lunch programs, Section 8 housing vouchers, programs for seniors and disabled veterans, and unemployment benefits.
Benefits	Did you know data from the 2020 census will distribute over \$675 billion per year across the country for federally funded programs?

Audience Specific Messages	
Young Adults: Millennials, Gen Z, College Students	<ul style="list-style-type: none"> College students: If you have a separate income or are away at school but still live in a household with your family, make sure you are counted in 2020, along with your household. We're on a mission to build black political power & fund programs in our communities. Our future counts on the 2020 Census. What happens in the 2020 census will impact our communities for many years ahead.
Mature Adults: 39-61 yr	Did you know census data helps decide how many votes each state has for president of the United States and how many officials can represent our districts in the House of Representatives?
Senior Citizens: 62+ yrs	When you respond to the census, you help your community secure millions of dollars for programs like Medicaid, programs for seniors and disabled veterans, and transportation.
Parents of Youth 0-8 yrs	Participation in the census is critical to the future of our children's well-being. Children, especially 0-8 years old should be counted.
Justice Impacted/ Returning Citizens	<ul style="list-style-type: none"> By taking the census, you do your part to help secure federal funding for programs that give you a fresh start. Businesses use census results to decide where to build new factories, offices, and stores. When you participate in the census, you help create more jobs.
Receiving Social Services/ Living in poverty/ extreme poverty	Federal agencies like the FBI, Welfare, IRS or immigration services cannot access census data to target you and your family. Taking the census is confidential and safe.
Over-Crowded Households/ Multi- Families	Every person living in your home on April 1, 2020, whether permanent or temporary, should be counted.
LGBTQ+	Participation in the census is critical to the future of our community's well-being.
Immigrants/ Refugee	<ul style="list-style-type: none"> Federal agencies like the FBI, Welfare, IRS or immigration services cannot access census data to target you and your family. Taking the census is confidential and safe. There will be no citizenship question on the 2020 census. Government officials use census data to determine how to allocate funding to our communities.
Faith-based- Christian	Census data helps us get the health care, transportation, schools, affordable housing, and higher education funds that our families and communities need to thrive.
Faith-based- Muslim	No matter your nationality or background, we are all united by our Blackness. When we unite with action, we gain access to what we need to thrive.

Remember: Always include a call to action!

Call to Action	
<ul style="list-style-type: none">• Sign up to stay informed about the #2020census. Our future depends on it. [linktosignuponwebsite]	<ul style="list-style-type: none">• Your loved ones and community are counting on you! Find out why you count. [linktosignuponwebsite]
<ul style="list-style-type: none">• Get “All the Tea” about the 2020 census. We want you to know. [linktosignuponwebsite]	<ul style="list-style-type: none">• Be in the Count! Stay connected by visiting [linktosignuponwebsite]



Owning the Narrative:

Key Campaign Messages

We have developed over 40 key messages categorized by the audience or objective to help you launch your organization's census promotion and outreach campaign. Feel free to use these messages in your own voice on any digital platform, for print or as talking points.

Overarching Messages

NEW! Empowerment	<p>Do you know you can help build Black political power by getting your family, friends, and neighbors to take the 2020 census? They are counting us out! Be represented!</p> <p>Census Data is used by genealogists to trace our Ancestry and Lineage.</p>
NEW! Empowerment	<p>Stand up to make sure our communities receive the resources we need and are represented!</p> <p>Census data determines how many Congress members represent our communities and interests in Washington D.C. Our voices will not be erased. Be represented!</p>
NEW! Dispelling Fear	<p>Certain groups with an agenda want to put fear in our hearts to discourage us from taking the census. They know how much you count. Our communities cannot afford to have our political power erased and lose access to resources our loved ones need. Take action!</p>
NEW! Dispelling Fear	<ul style="list-style-type: none"> • When we activate our collective power -- we can come together to fight for a better future and community for us all. • By law, none of the information you share can be used against you by government agencies. Your personal information is secure and confidential.
NEW! General Awareness	<ul style="list-style-type: none"> • Taking the census is easy. For most, it's 9 simple questions and takes less than 10 minutes to complete. • For the first time ever, the 2020 census will be available Online beginning March 12th! You can also take the census over

	the phone, by mail, or in person.
NEW! General Awareness	The census begins on March 12th, 2020 and is open through August 2020. Census Day on April 1st, 2020 is not the deadline! But, don't wait, take the census as soon as possible.
NEW! Community Responsibility/ Unity	Regardless of your nationality or background, we are all united by the Black experience in America. When we unite with action, we gain access to the resources our loved ones need to thrive.
NEW! Community Responsibility/ Unity	We honor and celebrate the unique individuality and humanity of all Black people. We include the voices of immigrants and those who are native-born; of all gender identities; for all ages; of all faiths and backgrounds. The census impacts us all, for generations to come. We must be represented!
NEW! Individual Responsibility	When you respond to the census, you help your community secure BILLIONS of dollars for programs like Medicaid, food stamps, Head Start, school lunch programs , Affordable housing, programs for seniors and disabled veterans, and unemployment benefits. Census data is used to fund over 55 programs in CA. We're counting on you!
NEW! Benefits	<ul style="list-style-type: none"> Do you know data from the 2020 census is estimated to distribute over \$155 billion per year across California for federally funded programs? The census presents many opportunities to increase community resources and improve political representation.

Audience Specific Messages

NEW! Young Adults: Millennials, Gen Z, College Students	<ul style="list-style-type: none"> College students: If you have a separate income or are away at school but still live in a household with your family, make sure you are counted at home for the 2020 census. Count your roommates on your 2020 census! Make sure your besties participate in the 2020 census. We're on a mission to build black political power & fund programs in our communities. Our future counts on the 2020 Census. What happens in the 2020 census will impact our communities for many years ahead.
NEW! Mature Adults: 39-61 yrs	Do you know census data is used to decide how many votes each state receives to elect the president of the United States and how many officials can represent our communities in Congress? Help protect our political representation!
NEW! Senior Citizens:	When you respond to the census, you help your community secure millions of dollars for programs like Medicaid, programs for seniors and

<p>62+ yrs</p> <p>NEW! Parents of Youth 0-8 yrs</p>	<p>disabled veterans, and transportation.</p> <p>Census data is used to fund senior, transportation and healthcare programs & services. These programs support your comfort and health in your golden years. Be represented!</p> <ul style="list-style-type: none"> • Participation in the census is critical to the future of our children's well-being • All Children born on or before April 1, 2020 should be counted in the 2020 census. • Census data determines funding for head start, free childcare programs, school lunches and child medical insurance. Our kids are counting on you!
<p>NEW Justice Impacted/ Returning Citizens</p>	<ul style="list-style-type: none"> • By taking the census, you do your part to help secure federal funding for programs that give you a fresh start. • Businesses use census results to decide where to build new factories, offices, and stores. When you participate in the census, you help create more jobs. • Taking the census is safe and an opportunity for you to participate in our democracy. Be represented! • Your census data cannot be shared with your landlord or the probation/ parole department.
<p>NEW! Receiving Social Services Living in poverty/ extreme poverty</p>	<p>Federal and local agencies like the FBI, Welfare, SSI, TAD, IRS or immigration services cannot access census data to target you and your family. Taking the census is confidential and safe. Your information is protected by law.</p>
<p>NEW! Overcrowded Households/ Multiple Families in Home</p>	<p>Every person who you know that will be living in your home on April 1, 2020, should be counted. That includes roommates, extended family or your friend that you are helping out.</p>
<p>NEW! LGBTQ+</p>	<ul style="list-style-type: none"> • Participation in the census is critical to the future of our community's well-being. • Our communities cannot have our political power erased and lose access to resources our loved ones need. • This census will allow couples can identify same-sex relationships. This data can be used to advance services and research for the lgbtq+ community.
<p>Immigrants/ Refugee</p>	<ul style="list-style-type: none"> • Federal agencies like the FBI, Welfare, IRS or immigration services cannot access census data to target you and your family. Taking the census is confidential and safe. • There will be no citizenship question on the 2020 census. Government officials use census data to determine how to

	allocate funding to our communities.
Faith-based-Christian	Census data helps us get the health care, transportation, schools, affordable housing, and higher education funds that our families and communities need to thrive.
Faith-based-Muslim	Regardless of your nationality or background, we are all united by the Black experience in America. When we unite with action, we gain access to what we need to thrive.






Remember: Always include a call to action!

Call to Action (- persuasive messages - the census is live!!- but still sending traffic to mbc.org)	
<ul style="list-style-type: none"> • The 2020 Census is LIVE! Our future depends on you answering 9 simple questions. Take Action Now! <i>[link to signup on website]</i> 	<ul style="list-style-type: none"> • Got ten minutes? Well, take the Census now! Your loved ones and community are counting on you! <i>[link to signup on website]</i>
<ul style="list-style-type: none"> • This is a critical time in our democracy. Make sure your community is represented. Click here to learn how to take the 2020 census. • Don't discount our communities of the vital resources we need to thrive. 9 questions and 10 minutes will help us all. Do your part. Click here to find out how. <i>[link to signup on website]</i> 	<ul style="list-style-type: none"> • They are counting on you not participating. But we know how powerful we are when we activate our collective power through action. Take the census now! <i>[link to signup on website]</i>


My Black Counts Web and Social Media Highlights

Creating Memes to generate word of mouth buzz about the census.
Launching our My Black Counts census week of action online

 MYBLACKCOUNTS
Posts





 myblackcounts 


ME TRYING TO EXPLAIN TO MY MOM THE GOVT IS NOT USING THE CENSUS TO FOLLOW YOU



MEME BATTLE

[View Insights](#) [Promote Again](#)

 Liked by beinglanae and 441 others

myblackcounts Your personal information is secure and confidential. 🛡️ Got ten minutes? Well, take the Census now! Your loved ones and community are counting... [more](#)

[View all 4 comments](#)

sybgg Amazing 😍

veyonce4_2020 🐱🐱🐱

March 19

 MYBLACKCOUNTS
Posts

 myblackcounts 



MY BLACK COUNTS CENSUS WEEK OF ACTION

JUNE 15 MONDAY	KICKOFF!
JUNE 16 TUESDAY	FAMILY DAY
JUNE 17 WEDNESDAY	PRIDE DAY
JUNE 18 THURSDAY	AFRO BEATS DAY
JUNE 19 FRIDAY	JUNETEENTH FUNCTION
JUNE 20 SATURDAY	CENSUS SABBATH
JUNE 21 SUNDAY	CENSUS SUNDAY

JOIN THE MOVEMENT!
follow us @myBlackCounts   

[View Insights](#) [Promote Again](#)

 Liked by beinglanae and 203 others

myblackcounts Tomorrow kicks off our My Black Counts week of action! Every day we have a different theme representing a different part of our community. Help... [more](#)

June 14

My Black Counts Web and Social Media Highlights


Securing endorsements from Magic Johnson and VP-Elect Kamala Harris to influence our Black communities to take the census

Connecting Black Lives Matter movement messages and values to the importance of structural representation and public investment through census engagement

You Retweeted

Kamala Harris @KamalaHarris · 14h

Black communities have historically been undercounted in the Census. We can't let that happen again. @myBlackCounts is helping to ensure the funding we need for a brighter future, such as our public schools and college financial aid programs. Learn more at



2020 California Census - Be Represented! Your Count Matters.
myblackcounts.org

89 412 1,362

My Black Counts
July 2 ·

Magic Johnson September 2 ·

Black communities have been historically undercounted in the census so we must do our part to ensure an accurate count this year. Check out the great work @myBlackCounts is doing in California to ensure the Black community is represented and resourced in this critical time in our democracy.

2.1K 436 Comments 125 Shares

Like Comment Share

Instagram

Search

myblackcounts • Following

myblackcounts Honor the sacrifices of our freedom fighters by taking advantage of every opportunity to protect our future. #BlackAugust is a time to remember our struggle and resistance for Black lives. So many of our sheros work behind the scenes, wearing many hats, while supporting the movement and taking care of home. Do your part and protect our communities by taking the census. LINK IN OUR BIO! #myBlackCounts


15w

bonitaflorist 1 like Reply

35 likes

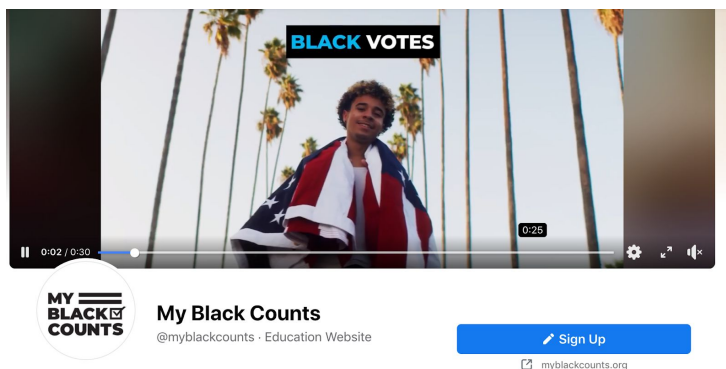
AUGUST 7

Add a comment... Post



My Black Counts Web and Social Media Highlights

Winding down census campaign through a managed and seamless transition from Black census civic engagement to voter civic engagement.



My Black Counts COVID-19 during the Movement Rapid Response Messages

We have developed new key messaging in rapid response to the current movement uprisings and the COVID 19 pandemic. Please feel free to use these messages to connect the current crises and movement to the census.

OUR Values	My Black Counts COVID Key Messages	Target Audience
Taking the census is a form of activism and a way we advocate.	<ul style="list-style-type: none"> • Taking the Census is one way to protest and to ensure that we receive our fair share of resources. Count everyone living with you, even extended family and friends. More people = More resources for the next 10 years. Protect the future! • We have to ensure Black people count in the census. Census data is used to make decisions about how money and power are shared in our society, so when Black communities are undercounted, the resources and representation our communities deserve are sent to more privileged communities instead. • The 2020 census is a form of activism and protest. When we mobilize our loved ones and communities to be counted, we are helping to dismantle institutional and systemic racism. Make sure we are all represented by taking the census and spreading the word. 	Everyone
The census is a part of our fight to end anti-Black racism.	<ul style="list-style-type: none"> • Our fight for freedom must include the census. Undercounting black communities makes institutional racism possible and the disparities worse. Demand to be represented, resourced, and counted. Complete the census today! • One simple way to help push our 'Black Lives Matter' movement into being public policy is by taking the 2020 census! It takes just minutes and you can do it online right now! • This year we have more options and more power than ever to ensure Black communities are fully counted. The 2020 census is a critical 	Black communities and allies engaged in activism.

	part of our fight. Protect Black political power and take the census.	
We get through this together. (response to individualism)	<ul style="list-style-type: none"> • Our families and communities are stronger when we look out for each other. • Whether it is in times of joy & celebration, or in times of illness and uncertainty, the point is we all need each other. • We rely on one another more than we know. Now is the perfect time to reach out, and let your folks know you have their back. • Hoarding is not how we will make it through this uncertain time, we'll be ok if we look out for one another. 	Everyone
This is a time for unity not division. (response to racism, othering, dog-whistles)	<ul style="list-style-type: none"> • The #Rona knows no race, gender, age, or income level. We're in this together. • We have to stand together to make sure we all have the information and resources we need. • We can get through this outbreak, but the only way is together. We gon' be alright. • We have to push through this difficult moment together. 	Young Adults: Millennials, Gen Z, College Students
Protecting our most vulnerable makes us stronger. (response to inequality)	<ul style="list-style-type: none"> • Our most vulnerable communities need us now more than ever. • The health of the children in your home is just as important as your elderly neighbor's down the street. When one of us is well, all of us are well. • Our elders are the backbone of our community. Check-in on them and make sure they're well. We are all better off when we're healthy, and can access what we need. • Our children are watching us. Show them what community looks like during uncertain times. 	Parents 0-8 Seniors
When we decide to resource local government to protect and care for our communities, we protect and care for ourselves.	<ul style="list-style-type: none"> • By filling out the census, you're ensuring your community has the resources it needs at ALL times, even the uncertain ones. • By ensuring our local government has resources, we make sure we protect and care for ourselves. 	Everyone
Time to take care of all of us — not just corporations. (response to protecting people and not relying on	<ul style="list-style-type: none"> • As the Coronavirus disrupts our daily lives, including our ability to work, pay rent and send our kids to school, the choices our government makes will impact the futures of our communities. 	Impacted Workers

capitalist market “solutions”)	<ul style="list-style-type: none"> Now more than ever we need policies that benefit everyday folks and unite us across our differences. 	
Ensure our communities are represented in the 2020 census. (The census is connected to the programs that are helping us get through this time.)	<ul style="list-style-type: none"> Did you know that folks who are out of work due to Coronavirus may be eligible for unemployment benefits? Unemployment benefits are funded by census data. We must still look to the future and the 2020 census is one way we can be prepared. Our most vulnerable children are being supported by schools with “Grab n Go” meals during this challenging time. School nutrition programs are funded based upon census data. 	Everyone

Calls to Action	
<ul style="list-style-type: none"> <i>We’re in this together. Take the time to show love and take care of one another.</i> <i>We become stronger when we take the 2020 census.</i> [add link to signup on website or myBlackCounts.org/2020census] 	<ul style="list-style-type: none"> <i>Reclaiming your time because of #SocialDistancing? Well, take the Census now! It will benefit your loved ones and community for decades to come.</i> [add link to signup on website or myBlackCounts.org/2020census]
<ul style="list-style-type: none"> <i>Hey fam, a quick check-in:</i> <ul style="list-style-type: none"> <i>How has COVID-19 strengthened your community?</i> <i>In what ways has COVID-19 brought out the best in those around you?</i> <i>How have you and your loved ones used this time of #SocialDistancing to love one another and make space for one another?</i> 	<ul style="list-style-type: none"> <i>During this time of #SocialDistancing, make sure you take your census online. It’s easy! 9 questions + 10 minutes. Take the census now!</i> [add link to signup on website or myBlackCounts.org/2020census]

MY BLACK COUNTS

Fall Outreach Script- 2020 Census

Introduction:

Hi! I'm here to speak to (first name of resident)?



State your Purpose

My name is _____, with {ORG NAME} stopping by to share some very important information about the 2020 census and how it will impact our communities.



Ask for Permission to Continue

I know you weren't expecting me, I won't be long, can I have a few minutes of your time?



Create Curiosity / Urgency

The 2020 census is a critical time for Black folk. The right-wing agenda wants to create doubt and put fear in the heart of our communities. They know how much the census matters to our communities and how much we count. And we do too! That's why we're stopping by ahead of the 2020 census, to make sure our communities know the truth.

Census Day is April 1, 2020. This is when you should submit your census form. Taking the census is easy. For most, it's 10 simple questions and takes less than 10 minutes to complete. The 2020 census is confidential and cannot be used against you.

When you respond to the census, you help your community secure millions of dollars for programs like Medicaid, food stamps, Head Start, school lunch programs, Section 8 housing vouchers, programs for seniors and disabled veterans, and unemployment benefits.

Survey Question #1 (participation ID)

Can we count on you to take the 2020 census after April 1st and be in the count?

It's critical that we make sure our voices are heard and our communities have access to the resources we need to thrive.

If yes: "Great! When we do our part, we activate our collective power -- we come together to fight for a better future and community for us all."

Oh! Don't forget to count everyone living in your home on April 1, whether permanent or temporary and don't forget the kids!"

if no. / if yes. ➡



If no/ undecided: "What is your concern for not wanting to participate?"

(Multiple Choice)

Govt Agencies: Immigration, Law Enforcement, IRS, Housing, etc

Privacy: Privacy Concerns, Don't want Govt/anyone to have my data,

Don't want to be singled out due to data like race/ethnicity

Time: I don't have time to fill it out

Language Barrier

Don't Care: Doesn't Affect Me, No Benefit, Don't Care

Other?

Survey Question #2 (persuasion ID)

If yes: "What made you decide to take the 2020 census?"
(Multiple Choice)

Funding for Schools Funding for healthcare

Political Representation

Civic Duty

Done it Before

Other?

"Yes" path



Survey Question #3 (fear/ concern ID)

Have you heard of any concerns in your community regarding the census?

(Multiple Choice)

Immigration/ Privacy/ Other

Survey Question #4

How do you plan on taking the census?

(Multiple Choice) Online/ Phone/ Mail/ Unsure



“No” path



Survey Question #6 (opt-in ID)

We'd love to stay connected with you and share any information we have about upcoming events and need-to-know information.

Can we add you to our email list?

yes/ no

We can also send you text updates occasionally, what is your cell phone #?

yes/ no



Survey Question #5 (language ID)

Do you prefer to take the census in any other language besides English?

yes/ no

Survey Question #5 (language ID)

Do you prefer to take the census in any other language besides English?

yes/ no



Survey Question #6 (opt-in ID)

We'd love to stay connected with you and share any information we have about upcoming events and need-to-know information.

Can we add you to our email list?

yes/ no

We can also send you text updates occasionally, what is your cell phone #?

yes/ no



Survey Question #7 (Relational Organizing/ Volunteer ID)

Would you be willing to help spread the word about the 2020 Census to your loved ones and co-workers?

yes/ no/ unsure

“Thank you for your commitment to be in the count!
We'll be in touch soon!”



MY 
BLACK 
COUNTS

The 2020 Census is Coming Soon!

Be in the Count!

Help build Black political power by getting your family, friends, and neighbors to take the 2020 census.

What is the Census?

The census happens every 10 years and aims to count every resident living in the United States.

What's the Problem?

Almost half of the Black residents in CA have been traditionally undercounted, and face many barriers to participation. However, the census presents many opportunities to increase community resources and improve political representation.

Who Should be Counted?

Everyone living in your home on April 1, 2020 should be counted. And don't forget to count the kids. Count everyone whether permanent or temporary, of all ages, regardless of citizenship status. The census is safe and confidential. By law, none of the information you share can be used against you.

How Does the Census Help Us?

When you respond to the census, you help your community secure millions of dollars for programs like:



CalFresh



Head Start



School Lunches



Senior Services



Veterans Benefits



Unemployment



Job Creation

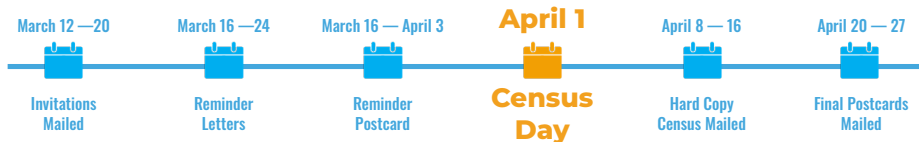


Affordable Housing



Healthcare

When is the Census Happening?



How Do You Take the Census?

The Census Begins April 1, 2020

For the first time ever, the 2020 census will be available online! You can also take the census over the phone, by mail, or in person.





Let's Build Political Power!

Do you know that census data helps decide how many votes each state gets for presidential elections and how many elected officials will represent our districts in Congress? Our communities cannot have our political power erased and lose access to resources our loved ones need.

Take Action!

Spread the Word!
Be Counted!

Your loved ones and community are counting on you! Our future depends on it.

TEXT COUNT to 97779

*std msg rates apply. See carrier for details.

Visit our website at myBlackCounts.org



MY 
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COUNTS



My Black Counts is a movement born out of The California Black Census and Redistricting Hub Project. We are a partner network of over 30 Black-led and Black-serving organizations across the state. Our coalition is focused on maximizing participation in the upcoming 2020 census and redistricting process among traditionally undercounted and underserved Black communities.



@myBlackCounts
#MYBLACKCOUNTS



THE 2020 CENSUS IS LIVE!

Take the Census Now!

4 Ways You Can Take the Census:

Visit www.myBlackCounts.org/2020census for info

Online

Call for Assistance

(844)330-2020- English

(844) 468-2020- Spanish

(844) 416-2020- Arabic

Phone

(844) 477-2020- Haitian Creole

(844) 467-2020- TDD

Text the word **"COUNT"** to **97779**

For a list of public Kiosks near you!

In- Person

Visit www.myBlackCounts.org/2020census for a sample of the official 2020 census form.

Mail

FOLLOW US! @MYBLACKCOUNTS



COUNT EVERYONE LIVING IN YOUR HOME ON APRIL 1ST!

Don't forget to count kids, roommates, friends and extended family.

The Census is Safe and Protected By Law!

YOUR CENSUS INFORMATION CAN NOT BE SHARED WITH:

- Your landlord
- Any Government Agencies including the IRS, HUD, TAD, SSI
- Probation, Parole, Police, Immigration/ ICE



WHAT'S AT STAKE?

- Over **\$172 billion*** per year in funding for 55 public programs for our communities
- The number of Congressmembers that represent us and electoral college votes we receive for presidential elections.
- District maps and boundaries that enable or deter gerrymandering; redistricting.
- Census data is also used by genealogists to trace Ancestry and family origins.

When we are undercounted, our communities are underfunded and underrepresented politically.



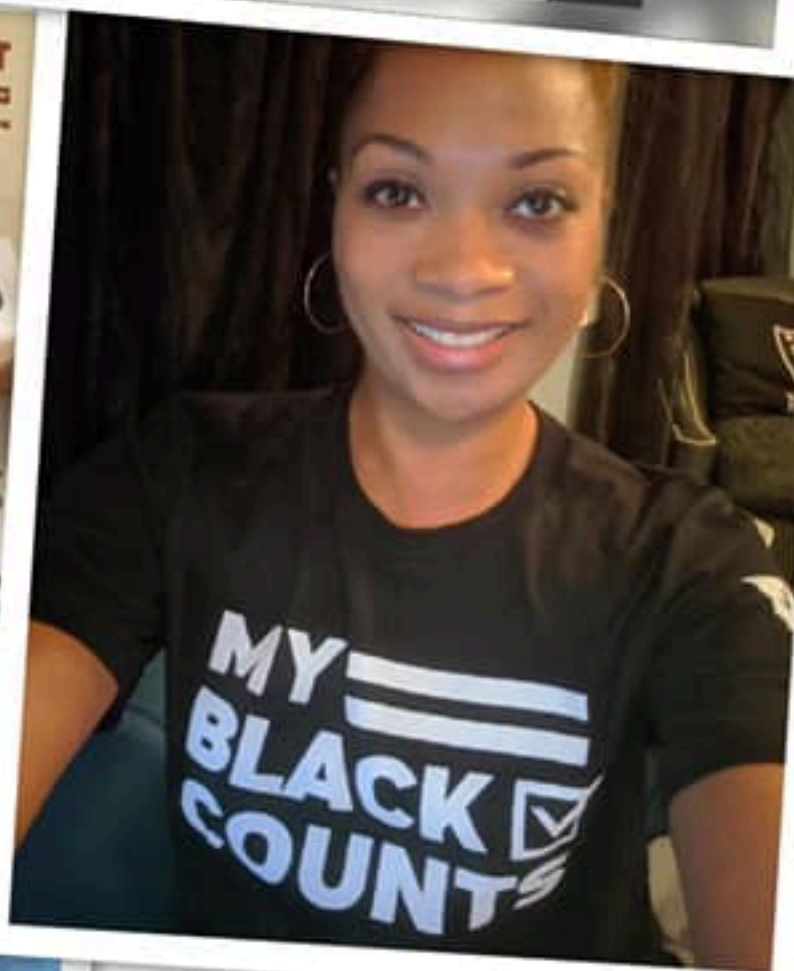
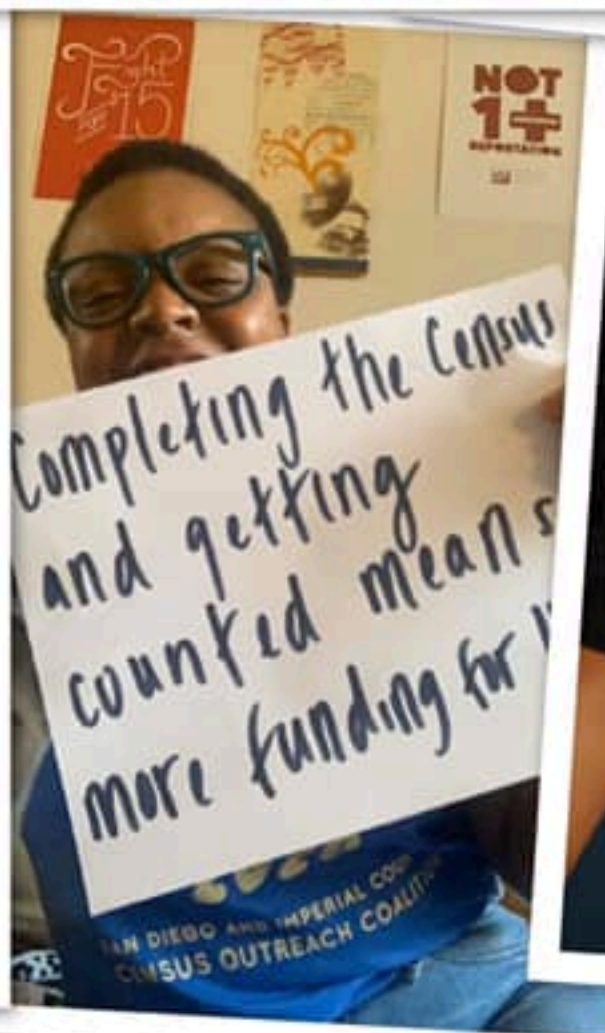
Text the word **COUNT** to **97779**

Visit www.myBlackCounts.org

(* George Washington Institute of Public Policy, Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds, February 2020)

**MY
BLACK
COUNTS**

**IT'S TIME TO ACTIVATE OUR COLLECTIVE POWER.
BE COUNTED. OUR FUTURE DEPENDS ON YOU!**





NRFU PHONE BANKING CEP SCRIPT

Introduce Yourself & Ask About their wellbeing: (Upbeat cheerful voice)

"Hi! My name is _____, with **[INSERT ORG NAME]**, we are part of a statewide coalition, our campaign is **My Black Counts**. We are checking up on our community to spread love during these uncertain times and to share some very important information about the 2020 census."

Am I speaking to _____? Great! Hi _____! As Californians, we take care of one another, and we are all in this together. **How are you and your loved ones during this challenging time?**

< Pause and listen. Sympathize with any challenges they bring up. But don't spend a lot of time here. >

We realize there is a lot going on, but the 2020 Census is critical to our communities. **Do you know the 2020 census went live on March 12th?** < Pause and respond accordingly> It is critical to our community that we all participate in the Census. It will help secure BILLIONS of dollars for crucial services like unemployment benefits, healthcare, financial aid for college students, housing programs and public schools for students in grades K-12. We're calling today to make sure you join the count!

1. Can we count on you to participate in the 2020 Census?

<MARK "Strong Yes", "Lean Yes", "Undecided", "Lean No", "Strong No", "Refused", "Already Completed">

If "Yes" or "Already Completed":	If "No" or "Undecided"
<p>If "Already completed" jump to Local Org: Question #2</p> <p>If "Yes Commit":</p> <ul style="list-style-type: none">If "Yes, I Am Planning to take the census.": Great! It's now even easier to complete the Census. Since we are physical distancing to remain safe, you can do it from the comfort of your home. You can complete it: <u>Online</u>, <u>By mail</u> or <u>By Phone</u> <p>How would you prefer to participate? (Choose one of the below answers based on response.)</p> <p>Online: Great, on the invitation you received, you will find a unique and confidential code associated with your household. Go to My2020Census.Gov, use the code to access your form on any computer, tablet or mobile device.</p> <p>By mail: Great, the Census Bureau should have mailed your Paper Forms between April 8th & 16th. Did you receive that? If no - route to phone or online option.</p> <p>By Phone: Great, you can complete the Census over the phone by calling (844)330-2020</p>	<p>May I ask why you are not sure about completing the 2020 Census?</p> <p><Use My Black Counts Key Messages to respond to specific concerns></p> <p>Remember!</p> <ul style="list-style-type: none">Census data funds programs like affordable healthcare and unemployment benefits. These programs are so important, especially now during the Coronavirus pandemic.The Census is easy to fill out. It's only 9 questions and takes less than 10 minutes.The Census will have a major impact on key programs and services that our communities depend on especially during these uncertain times.The data you provide on your Census form is confidential and federally protected. It cannot be shared with your landlord or any other government agencies. It's really just a collection of data. And any violation of your data privacy could result in up to 5 years in federal prison and/or up to \$250,000 in fines for US Census employees. <p>If still No: "We hope you will reconsider, but we respect your decision. THANK YOU FOR YOUR TIME! HAVE A NICE DAY!"</p> <p>### CONVERSATION END ###</p>

Local Org Question:

"On top of ensuring a full and complete count in the 2020 Census, as a part of the My Black Counts movement, my organization [INSERT ORG NAME] advocates for <_____ (issues/services/programs)>."

[Use one sentence to introduce the issues/ services your organization works on locally and identify supporters of your org's issues]

. <Insert Local Org Question here (optional)>

<MARK "Yes", "Undecided", "No">

Opt-In Email/Cell

We would love to stay in touch with you to provide important updates on the Census and other public health matters. We don't spam!

3. Would you prefer we follow up via text or email? <MARK "OPT-C" or "OPT-E" AND Record Cell Phone Number or Email Address Accurately>

(Email) : Could you spell out your email address for me please? I'm going to repeat the email address back to you just to make sure I got the right email address.

(TEXT OPT-IN) Encourage them to subscribe to our text message alerts. Offer to do it with them, RIGHT THEN!

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"Getting the word out about the 2020 Census is critical, but due to physical distancing we need your help. We've made it really easy to tell friends and family about the census with just a couple of taps on your phone and from the comfort of your home."

4. Would you like to help spread the word about the 2020 Census?

<MARK "Yes", "Undecided", "No">

Follow up questions:

"Many of our partners work with parents/guardians and people impacted by the criminal justice system and the housing crisis. We want to make sure these communities are engaged in the census and have access to local programs and services, especially during the pandemic. This is strictly confidential and I am not asking for details."

5. Is anyone in your home...?

<(SELECT ALL THAT APPLY) Formerly Incarcerated (FIP), Homeless/Recently Homeless (FHP), or Parent/Guardian of a Child (K12)? (FIP, FHP, K-12)>

Wrap Up & Reminders

Thank you again for your time and for your participation in the 2020 Census! *Please help us and your community by sharing this information with at least 5 of your friends, neighbors or co-workers.* Follow us on social media @myblackcounts. The more people we count, the more funding for our community. **Don't forget to count everyone who was living in your home on April 1**, whether permanent or temporary and don't forget the kids! That means roommates, a friend or family member you are helping out, newborn babies, and even Uncle Ray Ray! ☺ Stay safe and healthy.



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Voter Registration Question:

"On top of ensuring a full and complete count in the 2020 Census, as a part of the My Black Counts movement, my organization [INSERT ORG NAME] participates in voter education and outreach. A new law just passed that ensures everyone will receive a vote by mail ballot in October, so you can remain safe by voting from home. But it's critical your voter registration is up to date so you receive your ballot at the right address.

• Are you currently living at the same address where you registered to vote? {verbally
<MARK "Yes", "Unknown", "No">

- **If YES:** "Great! Please note, if you move or are planning on moving before October, you can update your voter registration, by visiting the Secretary of State's voter registration website at www.registertovote.ca.gov. We also can add your email or cell phone to our list and we'll send you reminders and important updates.
- **If NO:** No problem! We can help you update your address. Do you have a pen? Visit the Secretary of State's voter registration website at www.registertovote.ca.gov and we can add your email or cell phone to our list to send you reminders.

Opt-In Email/Cell

We'd be happy to stay in touch with you to keep you updated on the Census, your vote and other public health matters.

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CALIFORNIA

STATE POPULATION

39,982,847

BLACK POPULATION

2,737,283

HISPANIC POPULATION

15,105,860

ESTIMATED POPULATION UNDERCUNT*

110,100 BLACK
580,700 HISPANIC
at risk for being miscounted

ESTIMATED \$\$\$ LOST DUE TO POPULATION UNDERCUNT**

\$472,329,000 BLACK
\$2,491,203,000 HISPANIC
estimated \$\$ lost per capita

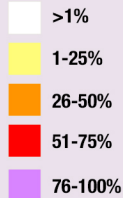
*Estimates are based on the research report "Assessing Miscounts in the 2020 Census" written by the Urban Institute

**Based on George Washington University's "Counting for Dollars 2020" per capita estimates and Urban Institute's "Assessing Miscounts in the 2020 Census"

#BLACKAMERICACOUNTS

Black America Counts is an initiative with the Congressional Black Caucus Foundation Inc., and Fair Count. Our partnership aims to identify hard-to-count (HTC) communities across the nation in order to guide outreach and mobilization efforts to help increase census turn out.

PERCENT OF HTC NEIGHBORHOODS

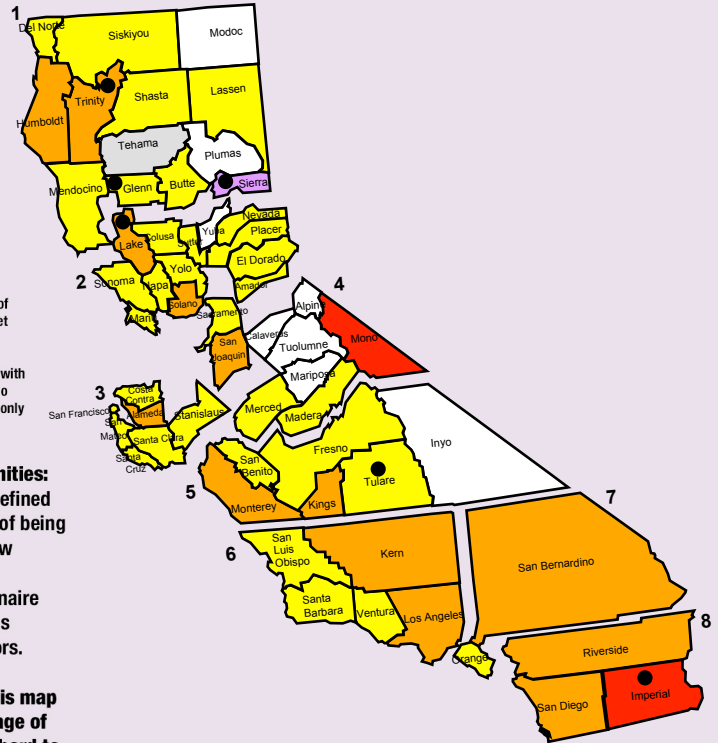


HTC Counties with >25% of population with no Internet access or dial-up only

At Risk Non-HTC Counties with >25% of population with no Internet access or dial-up only and >25% POC

Hard to Count Communities:
An HTC community is defined as a population at risk of being undercounted due to low return rates for the self-response questionnaire sent from the US Census Bureau and other factors.

Shaded counties on this map represent the percentage of the population that is hard to count.



ACT NOW!

GET INVOLVED WITH THE U.S. 2020 CENSUS

Partners are critical to the success of all U.S. Census Bureau surveys and censuses. Check out these resources to ensure a complete count in your community.

2020 CENSUS TOOLKIT

or visit www.2020census.gov



REP. STEVEN HORSFORD

Congressional Black Caucus
Census Task Force Chair

Fair Count

www.faircount.org
info@faircount.org

National Coalition on Black Civic
Participation Census Hotline
1-888-COUNT20
www.unitycampaign.org

National Urban League
www.makeblackcount.org
202-580-5061

FEDERALLY FUNDED PROGRAMS AT RISK INCLUDE



School
Breakfast
Program



Medical
Assistance
Programs
(Medicaid)



Federal Direct
Student Loans
& Federal Pell
Grants



Section 8
Housing Choice
Vouchers



Federal
Transit
Programs



Supplemental
Nutrition Assistance
Program (SNAP)



Unemployment
Insurance



Head Start
Early Childhood
Education



Highway Planning
and Construction



National School
Lunch Program

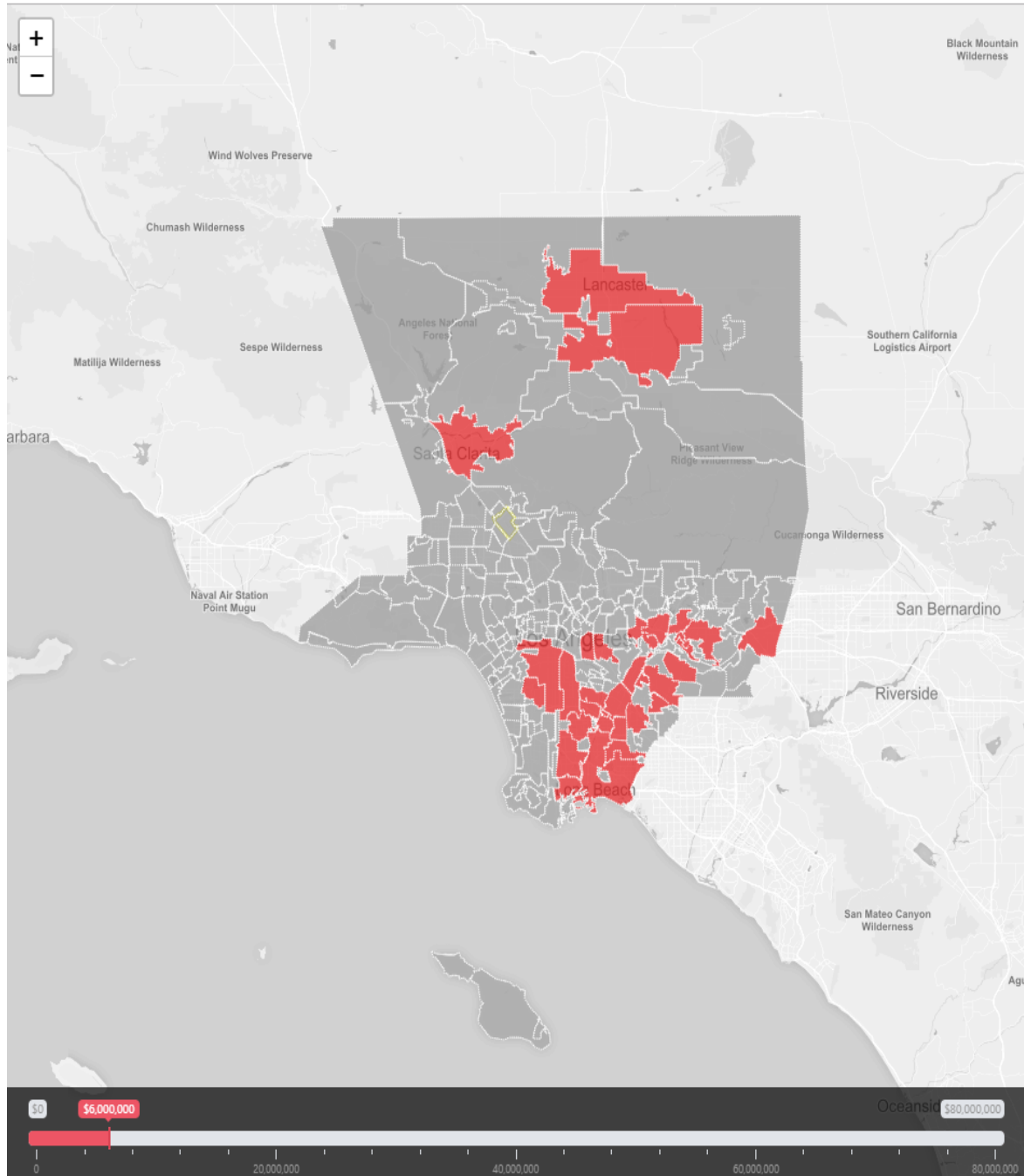


Join the Black America Counts campaign
and share your census stories using
#iLeadIserveICount #SeeMeHearMe

For more information on the CBCF please go to
www.cbcbfinc.org/blackamericacounts

B U N C H E

Ralph J. Bunche Center for African American Studies at UCLA



Neighborhoods Regions Senate Assembly LAPD LASD

LASD 2012-2017 by Neighborhoods

Jail Data Rankings

Westside South Central

\$55,878,600

Cost of incarceration

373,501

Days in jail

19,926

Number of arrests



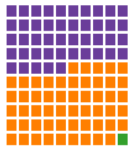
Race

- Hispanic 7077 (36%)
- Black 12252 (61%)
- White 473 (2%)
- Other 124 (1%)



Gender

- Male 15526 (78%)
- Female 4400 (22%)



Charge

- Misdemeanor 8990 (45%)
- Felony 10712 (54%)
- Other 221 (1%)

M D MILLION
H HOODS
\$ DOLLAR

Phase I: Identifying Black Hard-to-Count Populations in California

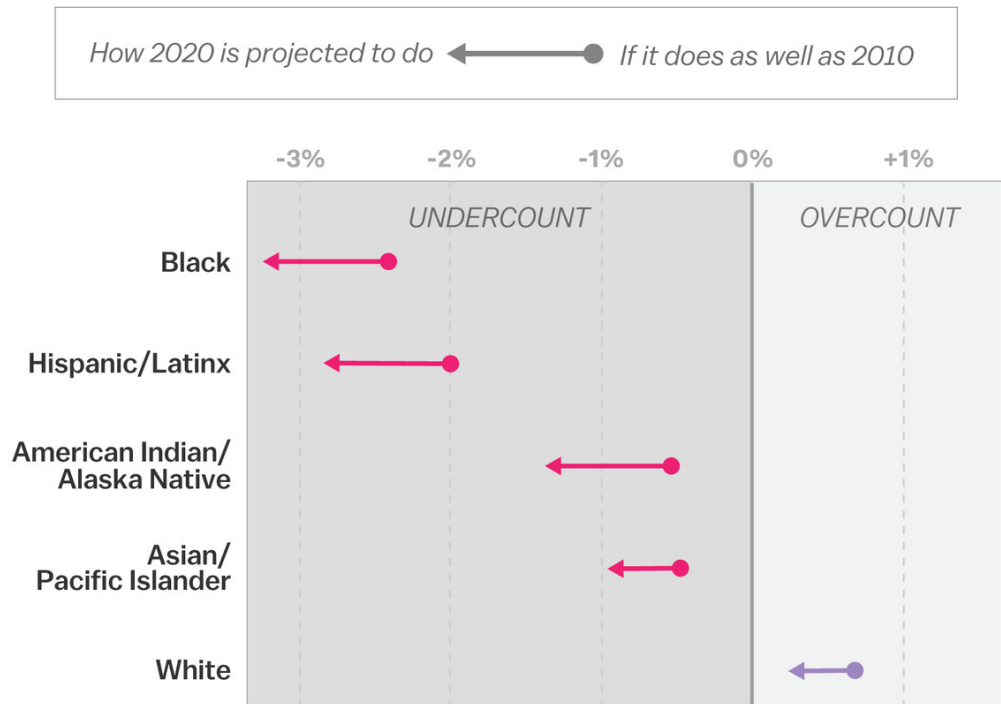
Pamela Stephens, Graduate Student Researcher
Ralph J. Bunche Center for African American Studies at UCLA

September 11,
2019

Why a Black Hard-to-Count Index?

- Black population has been historically undercounted
- Changes in Census heighten likelihood of undercount across all populations
- Missing race lens on existing predictive metrics of low response/undercount

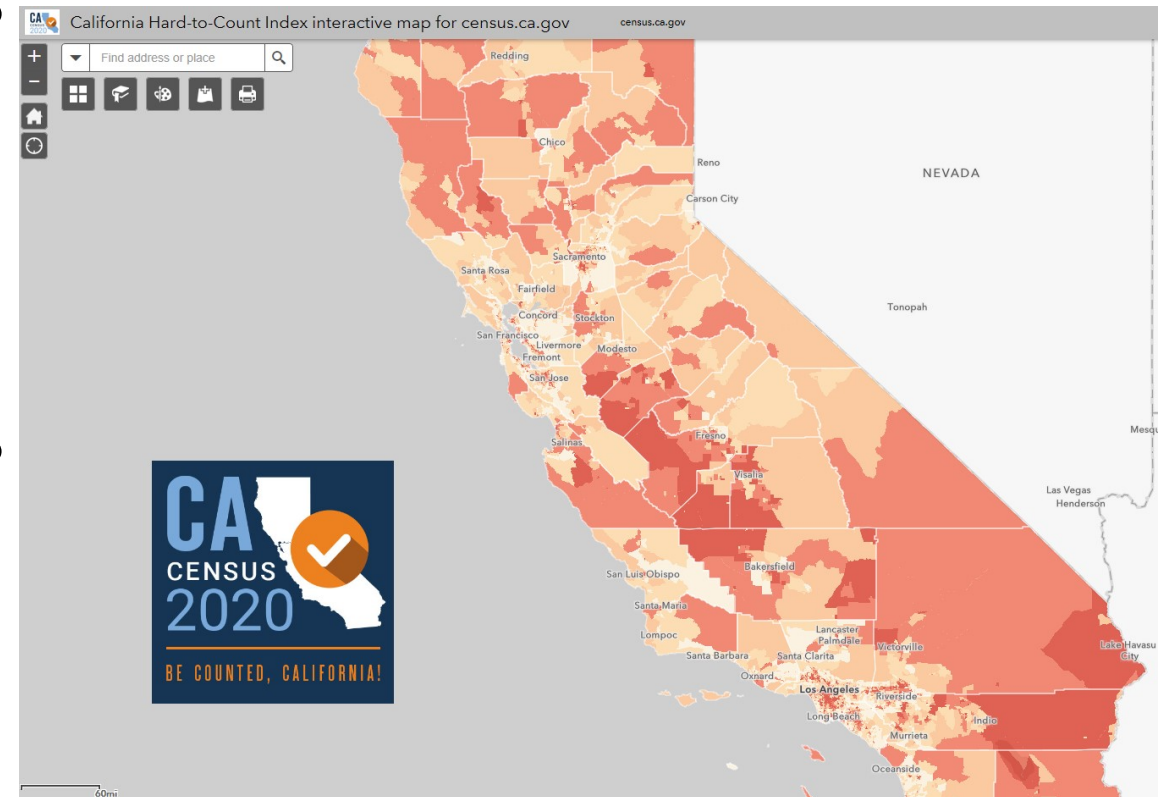
Projected undercount in the 2020 census vs. 2010 levels



Data from the Urban Institute's report "Assessing Miscounts in the 2020 Census"

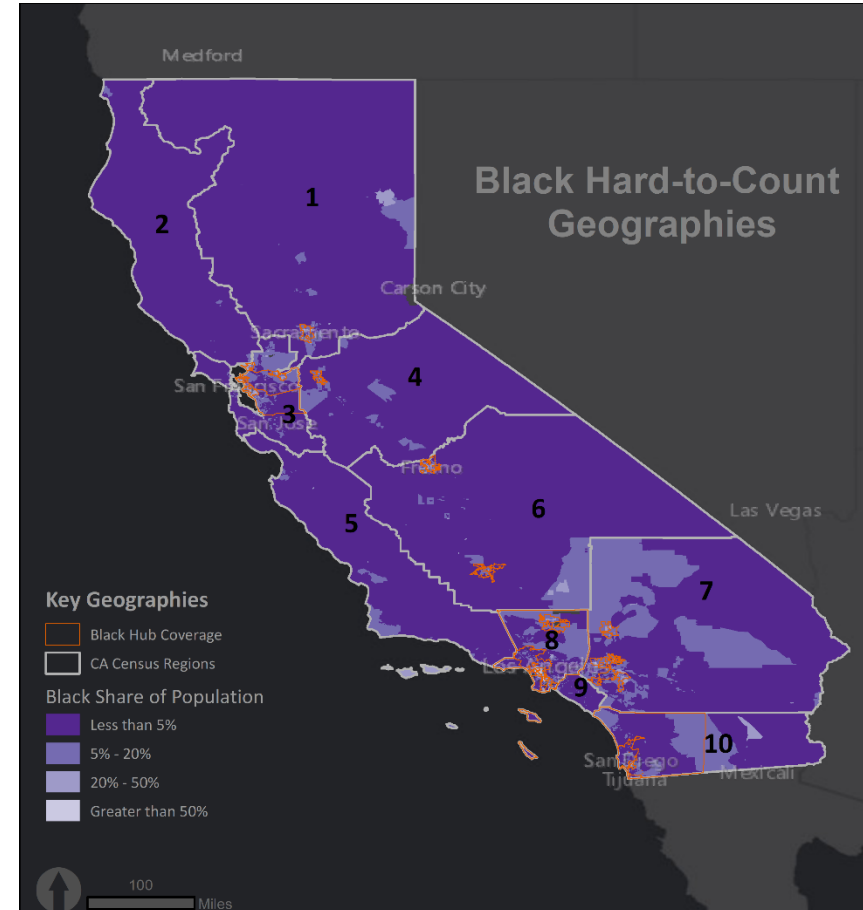
Methodology - Approach

- References CA-HTC and Census Low Response Score
- Incorporates additional barriers to enumeration like population changes
- Identifies Black subpopulations that are historically most undercounted
- Includes proxies for hard-to-persuade populations

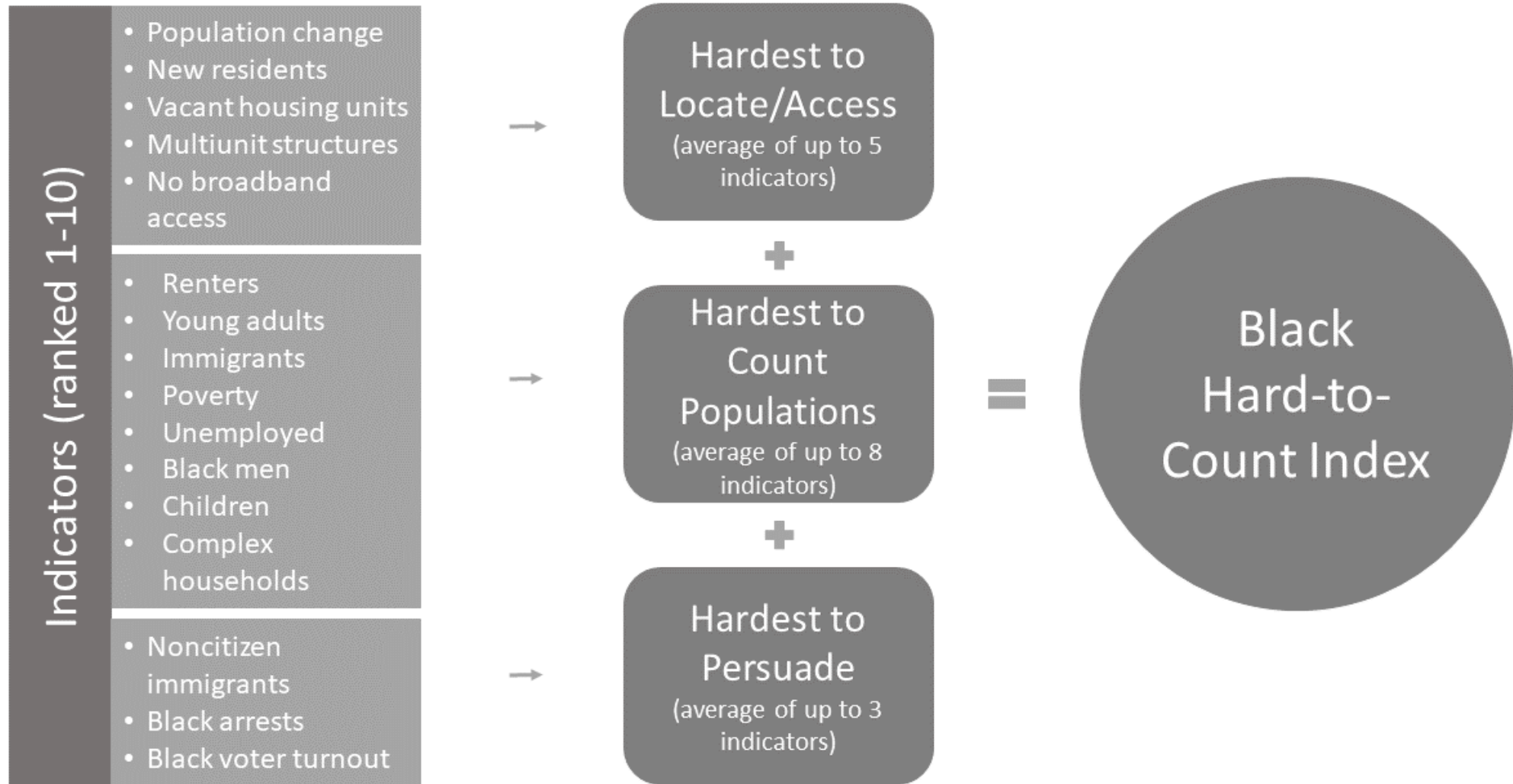


Methodology - Geography

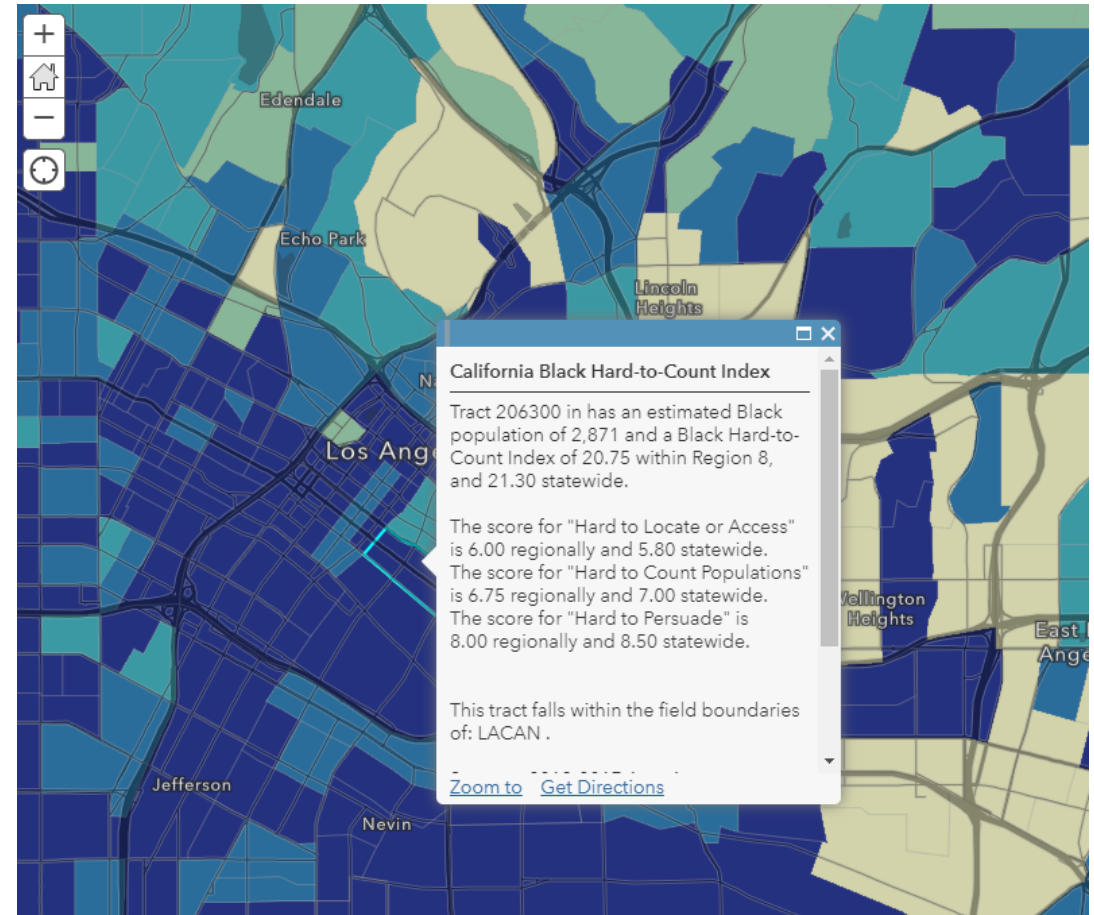
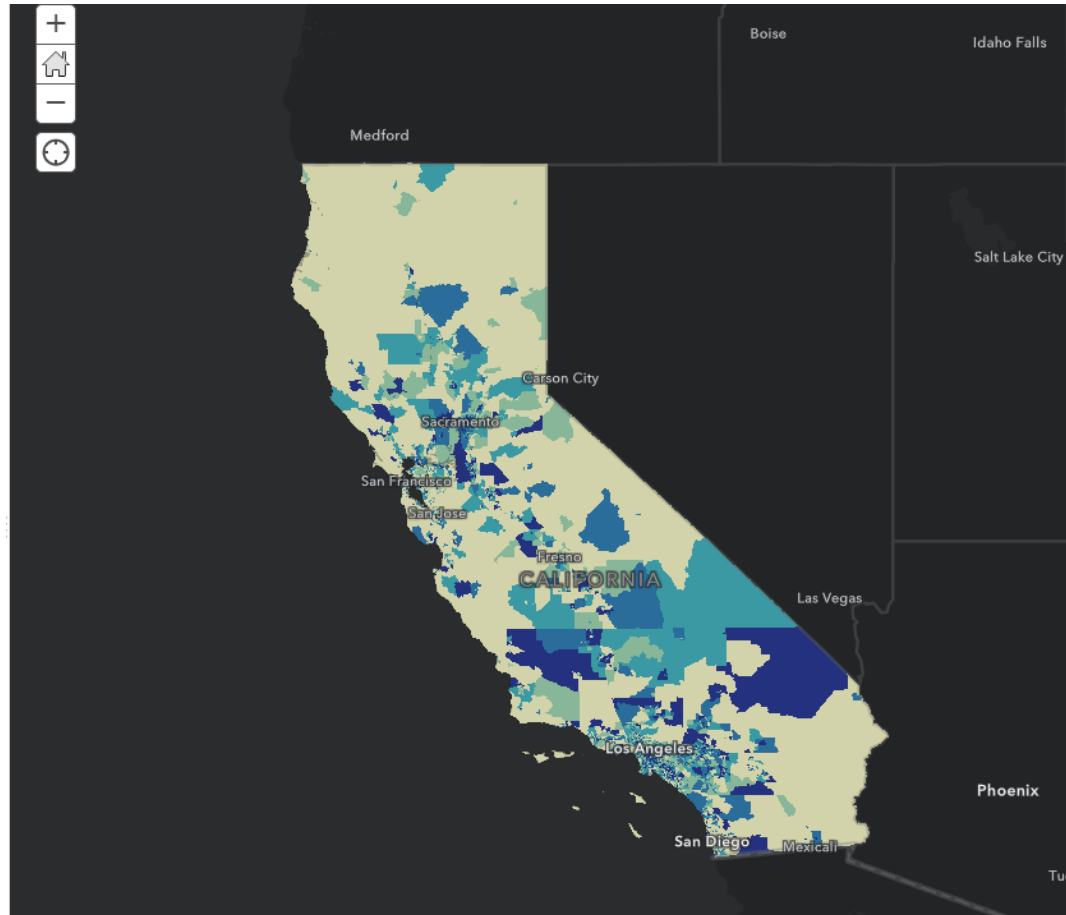
- Regional index to better suit hub's outreach strategies
- Hub has representation in 8 of the 10 defined regions
- Tagged tracts to identify which organizations are outreaching within them



Methodology - Indicators



Phase I - Deliverable



Summary: Contributions and Limitations

Contributions

- Indicators that reflect the particular nuances of Black hard-to-count populations in California
- Incorporation of hard-to-persuade metrics
- Regional scoring to better serve outreach efforts

Limitations

- Primary reliance on Census ACS data (data instability, race definition)
- Missing data across datasets
- Limited data availability for other potential indicators
- Further research needed on barriers to Black response



COUNTING
BLACK
CALIFORNIA

About California Black Media

California Black Media exists to facilitate communication between the Black community, media, grassroots organizations, and policymakers by providing fact-based reporting on leading public policy issues that impact the lives of our audience and their communities. Our network is comprised of over 21 Black media outlets with a combined print, broadcast and digital reach of over 1 million Californians.



California Black Media has pledged to use its resources and media-partner relationships to engage and expand awareness targeting California's historically undercounted African-American, Afro-Caribbean, Afro-Latino and African immigrant communities through education, data collection, coalition building and partner support through trusted Black media partners.

Report by Walter Scott Hawkins

A native of San Angelo, Texas and a GI brat, Walter was educated in Texas, Japan, Germany and California. He graduated from Victor Valley High School in Victorville and attended college at San Diego State University where he obtained his BA, MSW, and Pupil Personnel Service Credential.

While in San Diego, he served as the Director of the Black Social Workers Association and as a staff member of the San Diego County Adoption program called Tayari.

Walter returned to the Inland Empire and was employed for 33 years at CSU, San Bernardino. During that time, he served as the Director of Upward Bound, the Educational Opportunity Program (EOP), and as the Director of Research & Policy Analysis. Walter retired from CSUSB in the spring of 2007.

He has been involved with a variety of community service programs in the San Bernardino area and was a Rialto USD School Board member for nine years. With the San Bernardino NAACP Branch, he served as the Chair of the Political Action Committee and as the Second Vice President of the Westside Action Group (WAG).

Currently, Walter is a Senior Research Associate with **New Hawk**. The consulting firm focuses on demographic research, geographic information systems (GIS), political campaign support, database management and digital imaging.

Walter is married to Dr. Jean Peacock and is a member of Ecclesia Christian Fellowship Church in San Bernardino.



COUNTING BLACK CALIFORNIA

Background: Counting Black California

With the 2020 Census less than a year away, many concerned government officials, elected leaders, researchers, foundations and community organizations are preparing for the decennial 2020 Census.

“Many are concerned about low participation because of new federal proposals, the general climate surrounding immigration and social media disinformation campaigns that specifically targeted minorities during the 2016 election cycle. Therefore, the African-American community (which is a part of historically undercounted groups) and California leaders must prepare for the changes, obstacles and challenges that may impact conducting an accurate census count in vulnerable communities.”

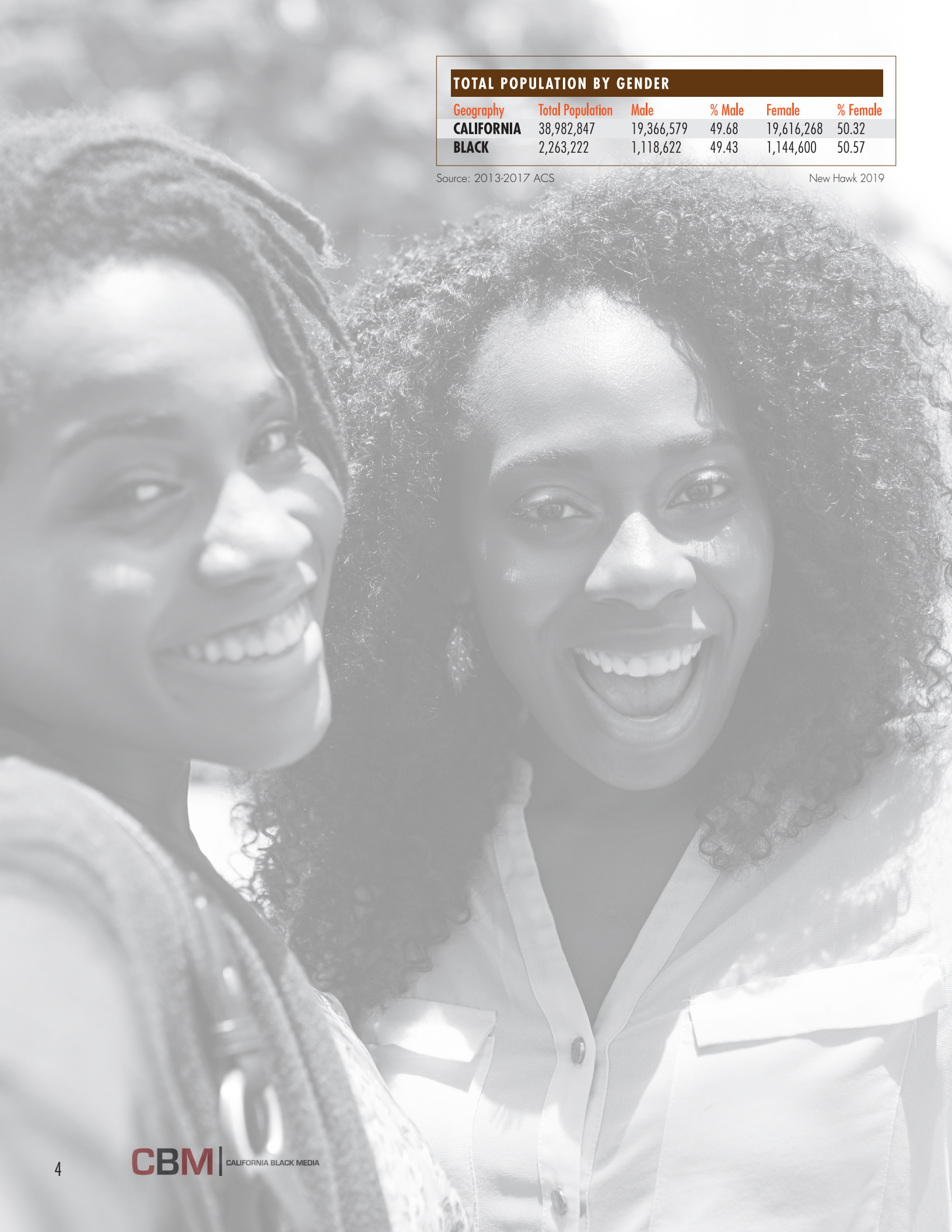
“According to the Population Reference Bureau (PRB) analysis of data from the U.S. Census Bureau’s American Community Survey, 2016, the discrepancies in undercounts could be drastic in the 2020 Census nationwide, especially among children, due to several external societal and political factors.”

Although there have been significant improvements to the national averages of undercounts - from four percent in the 1950s to two percent in the 1990s

“...what’s most startling to California Black Media is the persistent undercounting of African Americans.”

The inaccurate enumeration of African Americans has been more than three percent higher than the national average for every census since World War II, according to the 1993 Research Conference on Undercounted Ethnic Populations. In fact, the undercount of Black males has been five or more percentage points higher than the national undercount for these four censuses. According to The Leadership Conference Education Fund,

“the 2010 Census undercounted the African-American population by more than 800,000: Approximately seven percent of young African-American children were overlooked by the 2010 Census, roughly twice the rate for young non-Hispanic White children. Also, African-American men have been historically undercounted in greater numbers than men of any other racial or ethnic group. And more than one in three African Americans live in hard-to-count census tracts.”



TOTAL POPULATION BY GENDER

Geography	Total Population	Male	% Male	Female	% Female
CALIFORNIA	38,982,847	19,366,579	49.68	19,616,268	50.32
BLACK	2,263,222	1,118,622	49.43	1,144,600	50.57

Source: 2013-2017 ACS

New Hawk 2019

COUNTING BLACK CALIFORNIA

Key external societal factors include poverty and housing insecurity:

The Leadership Conference Education Fund report noted that, using the official poverty measure, about

“one in four African Americans lives in poverty (24 percent), far exceeding the national poverty rate of 13 percent. It is widely believed that households living in poverty are difficult to enumerate.”

“The majority (58 percent) of African-American households rent their homes. Due to rising rental costs and stagnant wages, many renters experience housing instability. African Americans are more likely to be “doubled up,” moving in with friends and family due to the lack of affordable, available housing options.”



“Furthermore, the report revealed that families are increasingly facing eviction, with women living in African-American neighborhoods at high risk.”

Such trends mute the political voice of African Americans nationwide and also those who are miscounted may stretch thin resources for programs like:

- **Title I Grants to Local Education Agencies**
— \$13.9 billion (in 2014-2015, African-American children made up 22 percent of the overall student body in Title I schools)
- **Head Start Program**
— \$8.3 billion (in 2015-2016, African Americans comprised 29 percent of participants)
- **Child Care and Development Fund**
— \$2.9 billion (in 2015, African-American children comprised 41 percent of children served under the program);
- **Food and Nutrition, SNAP**
— \$69.5 billion (in 2015, about 26 percent of African Americans received SNAP benefits)
- **National School Lunch Program**
— \$11.6 billion (during the 2010-2011 school year, about 5 million African-American children participated in the program)
- **Medicaid**
— \$312 billion (in 2012, there were 16 million African-American participants in Medicaid)
- **Section 8 Housing Choice Vouchers Program**
— \$19.1 billion (in 2010, African-Americans comprised 45 percent of voucher holders).

California (Localized) Trends

“These trends are much worse when localized. The state of California may have several internal undercount issues to tackle as well as dealing with the heavy undercounted African-American population.”

“An October 9, 2018 article in the *San Francisco Chronicle* reported that California is at risk of a serious undercount during the 2020 census. Three in four Californians belong to one or more often-undercounted populations, including children, young men, Latinos, African Americans and renters. The displacement of African-American residents due to housing insecurity in the state of California contributes to at least four out of five of the most undercounted populations on the census.”



COUNTING BLACK CALIFORNIA

Getting an accurate and complete 2020 Census count is very important for all communities in the United States. Based on prior outcomes, some communities have had less than optimum rates of participation. Response rates vary for many

reasons and it is incumbent that all of us do what we can to encourage our families and friends to participate. One way to maximize participation is to identify communities and neighborhoods that are very likely to have low response rates.

Once identified, strategies can be developed to enhance the probability that a person will participate in the 2020 Census count.

Many studies have been completed related to undercounts during the last three census cycles.

As a result, there are many characteristics that have been identified that are good predictors of HTC communities. A set of those key characteristics have been used in this report to identify five levels of HTC census tracts relative to the Black

population. There are 8,057 census tracts in California and an HTC Level was assigned to each one based on the probable response rates to the census questionnaire.

The maps attached show the HTC Levels for the census tracts in various regions that are targeted for focused outreach. **Fourteen variables were initially selected to determine the HTC levels. Nine of the fourteen variables were used in the final selection process to assign census tracts to an HTC Level.**

Based on prior studies initiated by personnel from the Census Bureau and academic institutions, the variables selected were highly correlated with return rates from 1990 to 2010.

“The purpose of this report is to identify Black neighborhoods that can be deemed Hard To Count (HTC). Then the data can be used by groups and organizations that are focusing on increasing Black participation.”

HARD TO COUNT (HTC) LEVELS			
HTC LEVEL		Census Tracts	Percent
HTC 1	LEAST LIKELY TO RESPOND	787	9.77
HTC 2	LESS LIKELY TO RESPOND	407	5.05
HTC 3	LIKELY TO RESPOND	1,523	18.90
HTC 4	MORE LIKELY TO RESPOND	1,276	15.84
HTC 5	MOST LIKELY TO RESPOND	3,370	41.83
HTC 9	NO POPULATION	694	8.61
TOTAL		8,057	100.00

The variables used were:

- Renter occupied housing units
- Persons 18-24 years
- Persons below poverty level
- Vacant housing units
- Female-headed HH no husband
- Related children under 6 years
- Not a high school graduate
- Receiving public assistance
- Over 1.01 persons per room
- No internet access



Access to the internet was included since the 2020 Census goal is to have a high percentage of responses via internet access.

The results of the rankings of the variables are displayed in the next two tables.

Prior to running the data for each census tract, it was important to get an update on the distribution of the Black population in California. In order to determine what census tracts would be in each HTC Level it, was necessary to determine where most Blacks lived and what was the distribution within the population.

COUNTING BLACK CALIFORNIA

“It is well known that residential segregation forced Blacks to live in limited geographical areas in counties and cities throughout the state.”

TOTAL BLACK POPULATION BY HTC LEVEL						
HTC LEVEL	HTC LEVEL COUNT	TOTAL POPULATION	TOTAL BLACK	HOUSING UNITS	OCCUPIED HOUSING UNITS	RENTER OCCUPIED UNITS
HTC 1	787	7,111,541	570,972	2,711,859	2,509,399	2,038,254
HTC 2	407	3,173,979	175,909	1,124,500	1,045,075	564,494
HTC 3	1,523	15,138,014	888,482	5,383,738	4,951,950	2,376,088
HTC 4	1,276	9,891,733	403,633	3,519,611	3,211,409	779,656
HTC 5	3,370	3,338,939	119,367	1,172,022	1,089,554	119,888
HTC 9	694	NA	NA	NA	NA	NA
Total	8,057	38,654,206	2,158,363	13,911,737	12,807,387	5,878,380

Source: 2013-2017 American Community Survey

NewHawk 2019

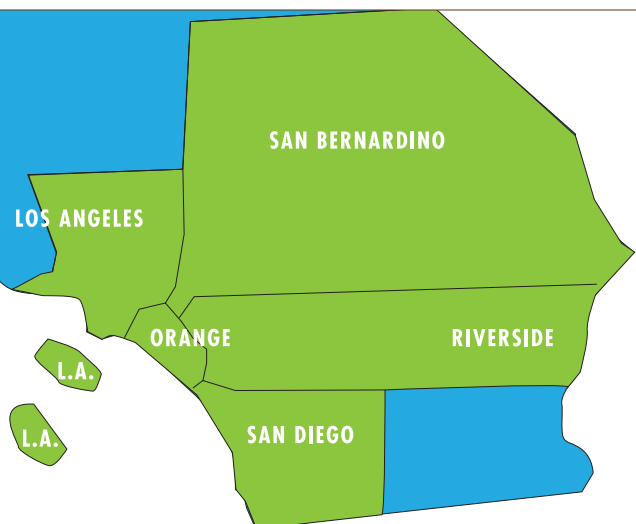
PERCENT OF TOTAL BLACK POPULATION BY HTC LEVEL

HTC LEVEL	HTC LEVEL COUNT	TOTAL POPULATION	TOTAL BLACK	HOUSING UNITS	OCCUPIED HOUSING UNITS	RENTER OCCUPIED UNITS
HTC 1	9.77	18.40	26.45	19.49	19.59	34.67
HTC 2	5.05	8.21	8.15	8.08	8.16	9.60
HTC 3	18.90	39.16	41.16	38.70	38.66	40.42
HTC 4	15.84	25.59	18.70	25.30	25.07	13.26
HTC 5	41.83	8.64	5.53	8.42	8.51	2.04
HTC 9	8.61	NA	NA	NA	NA	NA
GRAND TOTAL	100.00	100.00	100.00	100.00	100.00	100.00

Source: 2013-2017 American Community Survey

NewHawk 2019

“Over 570,000 Black residents live in HTC 1 census tracts. That is over one-fourth of the total Black population. Additionally, 176,000 Blacks live in an HTC 2 census tract. Therefore, over one-third of all California Black residents live in census tracts that are very likely to have a lower than average return rate for the 2020 Census.”



COUNTING BLACK CALIFORNIA

California has 58 counties and a Black population of approximately 2.3 million. The Black population in the Top 10 counties is 1.9 million which is 84%. With a Black population of 828,981, Los Angeles County ranks first. Its Black population which is over 36% of the state is higher than the combined Black population of the next five counties.

Five of the of the counties are in the North Region and five are in the South Region.

BLACK POPULATION IN NORTH + SOUTH

	BLACK POPULATION	BLACK PERCENT
NORTH REGION	536,481	28.07%
SOUTH REGION	1,374,448	71.93%
TOTAL	1,910,849	100.00%

CALIFORNIA BLACK POPULATION BY COUNTY TOP 10 - TOTAL BLACK POPULATION

RANK	GEOGRAPHY	TOTAL	PERCENT	REGION
	CALIFORNIA	2,263,222		
1	Los Angeles County	828,981	36.63	South
2	Alameda County	180,446	7.97	North
3	San Bernardino County	178,674	7.89	South
4	San Diego County	164,571	7.27	South
5	Riverside County	148,960	6.58	South
6	Sacramento County	147,425	6.51	North
7	Contra Costa County	96,345	4.26	North
8	Solano County	61,752	2.73	North
9	Orange County	53,262	2.35	South
10	San Joaquin County	50,433	2.23	North
	TOP 10 TOTAL	1,910,849	84.43	

Source: 2013-2017 American Community Survey

NewHawk 2019

**28%
CA. BLACKS
LIVE IN
THE NORTH**

Nativity and place of birth are important factors in understanding the Black population in California. The Black population born in the United States (2,361,609) is 97%. About 70% of that population were born in California.

**72%
CA. BLACKS
LIVE IN
THE SOUTH**

Census tracts with over seven percent of the children under five years have also been included in a matrix of data elements used to identify HTC levels. Six of the Top 10 Counties with the most Black children under 5 years are at or above seven percent.

The next level includes cities and Census Designated Places (CDP). The CDPs are usually unincorporated communities like Bloomington and Muscoy in San Bernardino County.

The Black population total in the Top 10 cities is slightly over one million which is 44 percent. Six of the cities are in Northern California but their total population of 382,000 is only 38% of the Black total. Like the population distribution in the counties, a majority (61%) of the Black population in the cities reside in the four cities in Southern California. The total Black population in these cities is about 620,000. The Top 10 Cities also include Census Places in the central part of California primarily in the San Joaquin Valley.

The final step in the data preparation phase was to convert the data sets to a format that could be appended to a database. The lowest level of geography used in the study was the census tract. The HTC Levels were identified using census tract data. Each census tract was evaluated in a database and then imported into shapefiles for spatial analysis in GIS software. The TIGER/Line Shapefiles were linked with demographic data from the 5-year 2013-2017 American Community Survey (ACS). In addition to the tables in the report, maps associated with the HTC Levels were produced for various regions in the state. The maps will be used to select the areas for outreach and to enable the users to prioritize target areas through California.

For example, an interesting finding was the proximity of many Black HTC census tracts to colleges and military installations.

COUNTING BLACK CALIFORNIA



CALIFORNIA BLACK POPULATION BY COUNTY TOP 10 - PERCENT UNDER 5 YEARS

RANK	GEOGRAPHY	UNDER 5 YEARS	PERCENT UNDER 5 YEARS
	CALIFORNIA	132,988	
1	Los Angeles	44,787	33.68
2	San Bernardino	13,109	9.86
3	San Diego	10,666	8.02
4	Sacramento	9,488	7.13
5	Riverside	9,310	7.00
6	Alameda	9,303	7.00
7	Contra Costa	5,295	3.98
8	Kern	4,138	3.11
9	Fresno	3,961	2.98
10	San Joaquin	3,581	2.69

Source: 2013-2017 ACS

NewHawk 2019

CALIFORNIA BLACK POPULATION BY CITY TOP 10 - TOTAL BLACK POPULATION

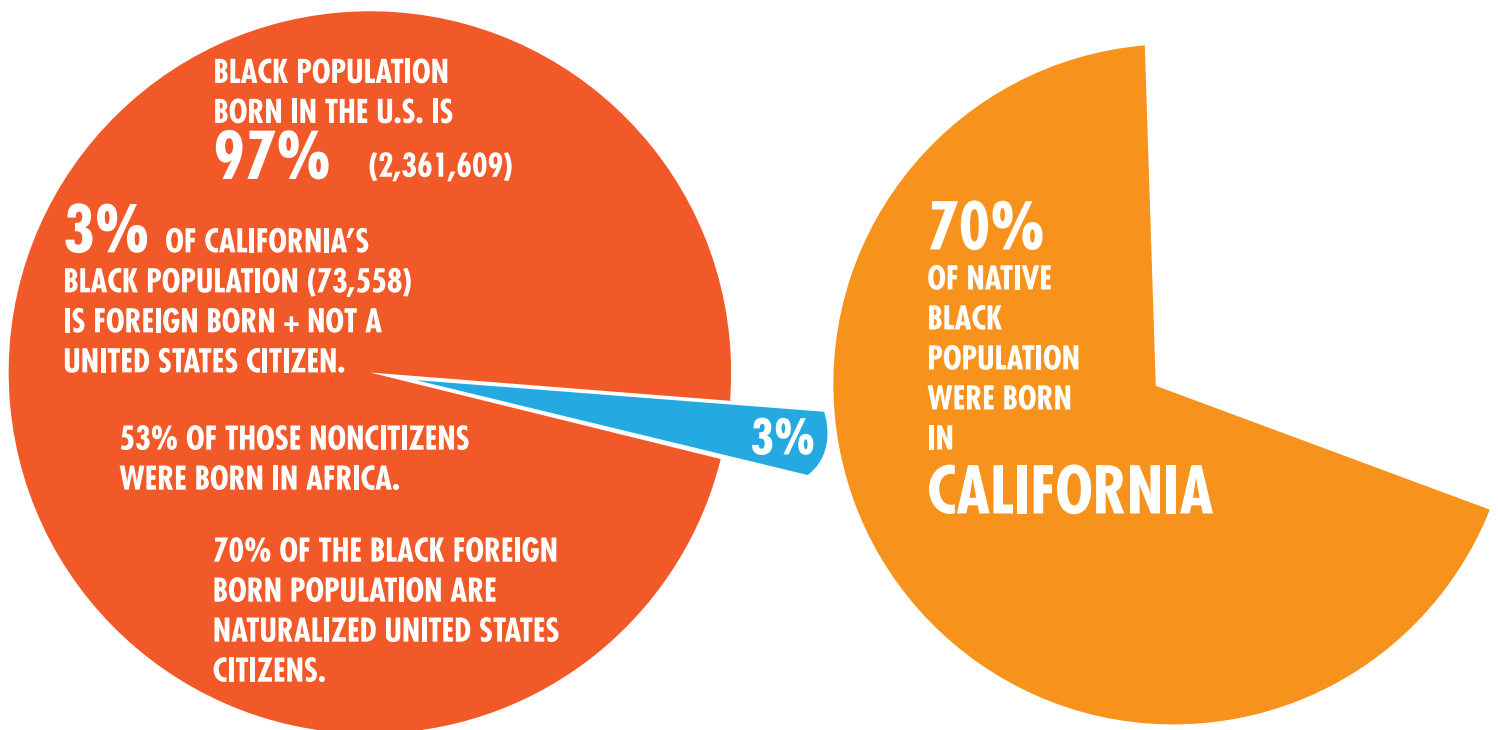
RANK	ID	ID2	GEOGRAPHY	BLACK TOTAL	% OF STATE
			CALIFORNIA	2,263,222	
1	1600000US0644000	644000	Los Angeles	394,126	17.41
2	1600000US0653000	653000	Oakland	115,919	5.12
3	1600000US0666000	666000	San Diego	108,244	4.78
4	1600000US0664000	664000	Sacramento	80,422	3.55
5	1600000US0643000	643000	Long Beach	68,418	3.02
6	1600000US0667000	667000	San Francisco	55,436	2.45
7	1600000US0636546	636546	Inglewood	48,791	2.16
8	1600000US0627000	627000	Fresno	47,383	2.09
9	1600000US0675000	675000	Stockton	42,736	1.89
10	1600000US0668000	668000	San Jose	40,531	1.79
TOP 10 TOTAL				1,002,006	44.27

Source: 2013-2017 ACS

NewHawk 2019

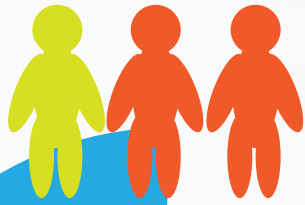
COUNTING BLACK CALIFORNIA

BIRTH AND NATIVITY BY CITY THE BLACK POPULATION IN THE TOP 50 CITIES IS 1.74 MILLION AND INCLUDES 1.63 MILLION WHO WERE BORN IN THE UNITED STATES. SIXTY-NINE PERCENT (1.14 MILLION) OF THE NATIVE BLACK POPULATION WERE BORN IN CALIFORNIA. FIVE OF THE TOP 50 CITIES HAVE POPULATIONS OVER 10,000 AND THE TOTAL OF 139,428 IS 48% OF ALL BLACKS WHO WERE BORN IN THE SOUTH. WHEN THE TOPIC OF IMMIGRATION IS ADDRESSED, THE CONVERSATION USUALLY INCLUDES DATA ABOUT ASIANS AND HISPANICS. THE FOREIGN-BORN BLACK POPULATION IS 165,881 WHICH IS 7% OF THE TOTAL POPULATION.



TOP 50 CALIFORNIA CITIES' POPULATION IS 255,736 & 92% WERE BORN IN THE STATE. 25% OF THE BLACK POPULATION IN THE TOP 50 CITIES WERE BORN IN THE SOUTH. BUT ONLY 17% OF THE TOTAL BLACK POPULATION WERE BORN IN THE SOUTH. THE MOST UNIQUE FACTOR WHEN REVIEWING THESE DATA WAS DISCOVERING THE GEOGRAPHIC PROXIMITY OF THIS SET OF TOP 50 CITIES TO MILITARY INSTALLATIONS. THE CLOSING OF A VERY SUBSTANTIAL NUMBER OF MILITARY SITES IN CALIFORNIA HAD A VERY NEGATIVE IMPACT ON THE BLACK POPULATION.

COUNTING BLACK CALIFORNIA



**1 OUT OF
EVERY 3**

BLACK
CALIFORNIANS
LIVE IN JUST 10
OF THE 335 CITIES OR
CENSUS DESIGNATED PLACES (CDP)
IN THE STATE.

38%
OF THE BLACK
POPULATION LIVES
IN THE TOP 10 CITIES.
(960,000)

70%
OF BLACK
FOREIGN BORN
POPULATION
ARE NATURALIZED
UNITED STATES
CITIZENS.
(51,639)

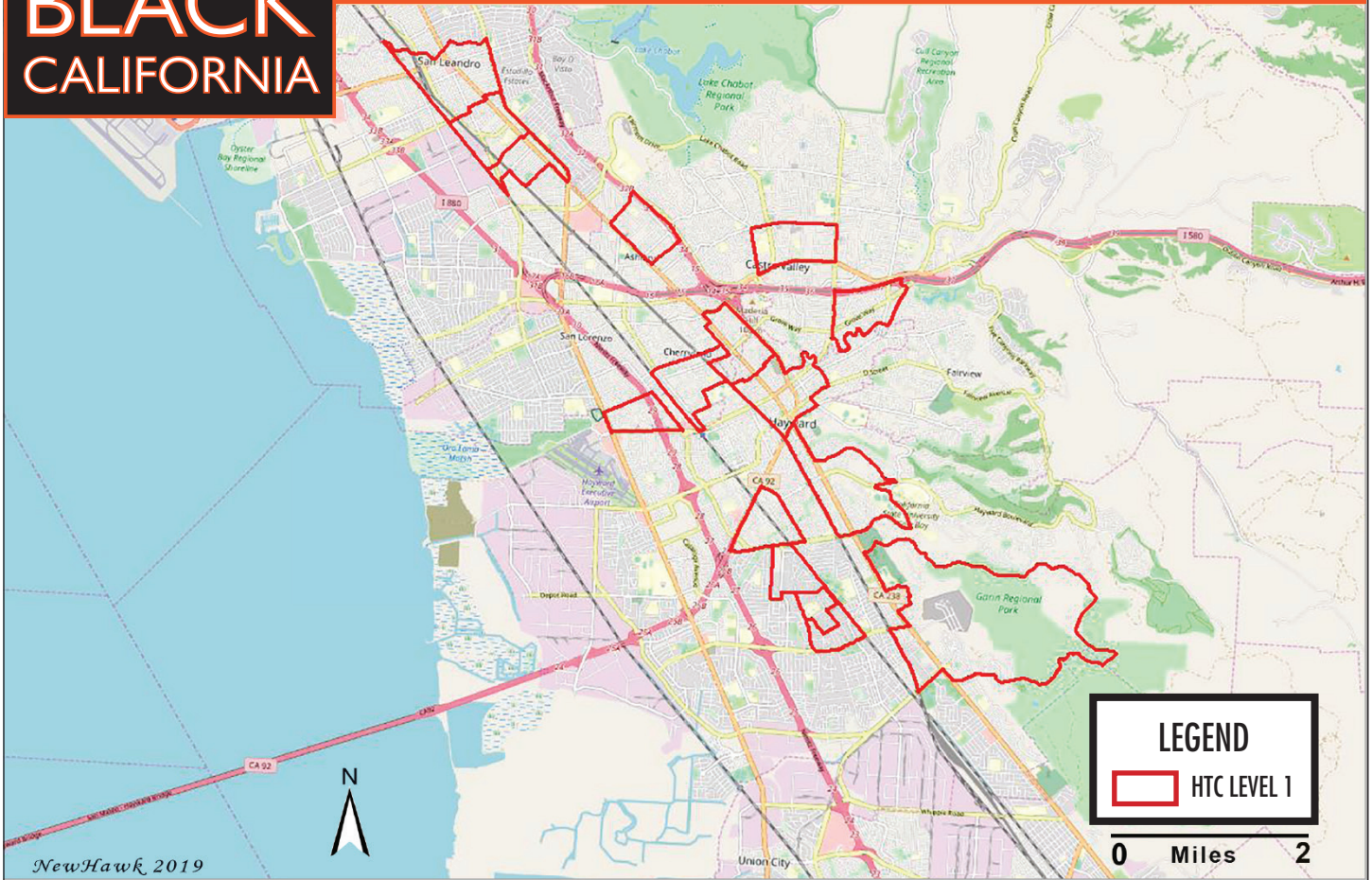
56%
OF NATURALIZED
CITIZENS LIVE
IN
THE TOP 50
CITIES

29%
OF THE 166,000
FOREIGN BORN
POPULATION
HAVE BECOME
US CITIZENS

49,000
AFRICAN FOREIGN
BORN CALIFORNIANS
HAVE BECOME U.S.
CITIZENS.

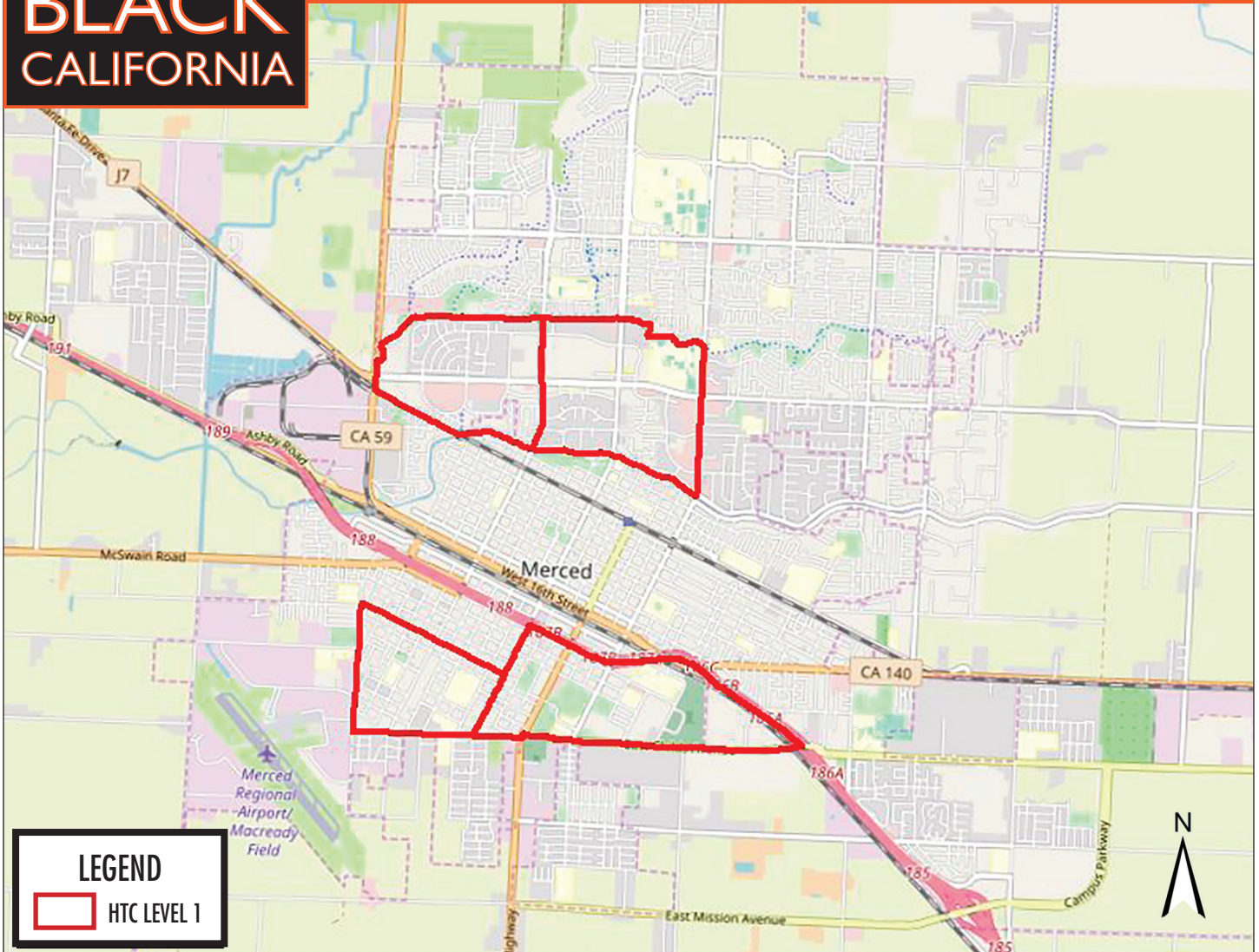
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS NORTHERN CALIFORNIA - HAYWARD + SAN LEANDRO - HTC LEVEL 1



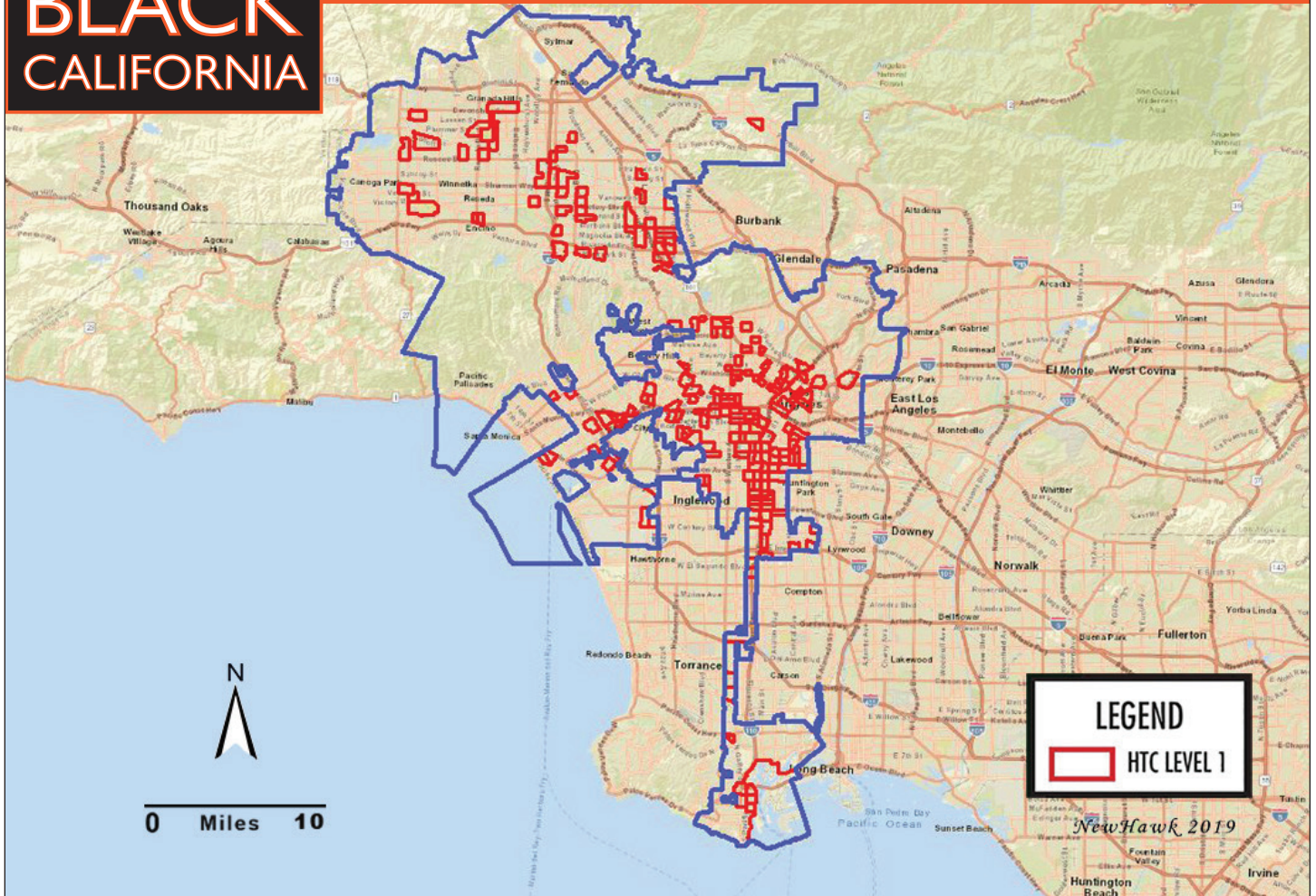
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS NORTHERN CALIFORNIA - MERCED - HTC LEVEL 1



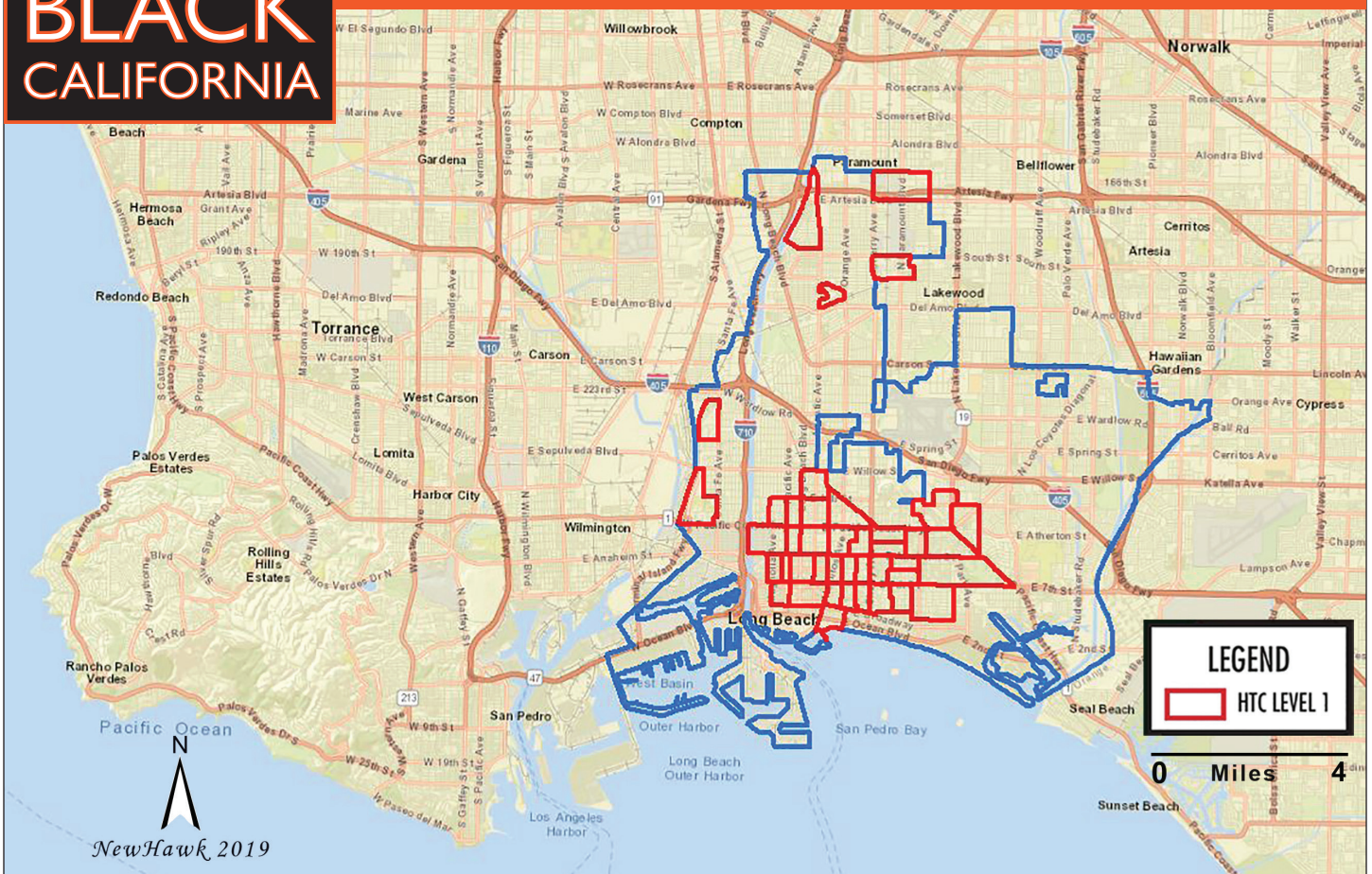
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LOS ANGELES CITY - HTC LEVEL 1



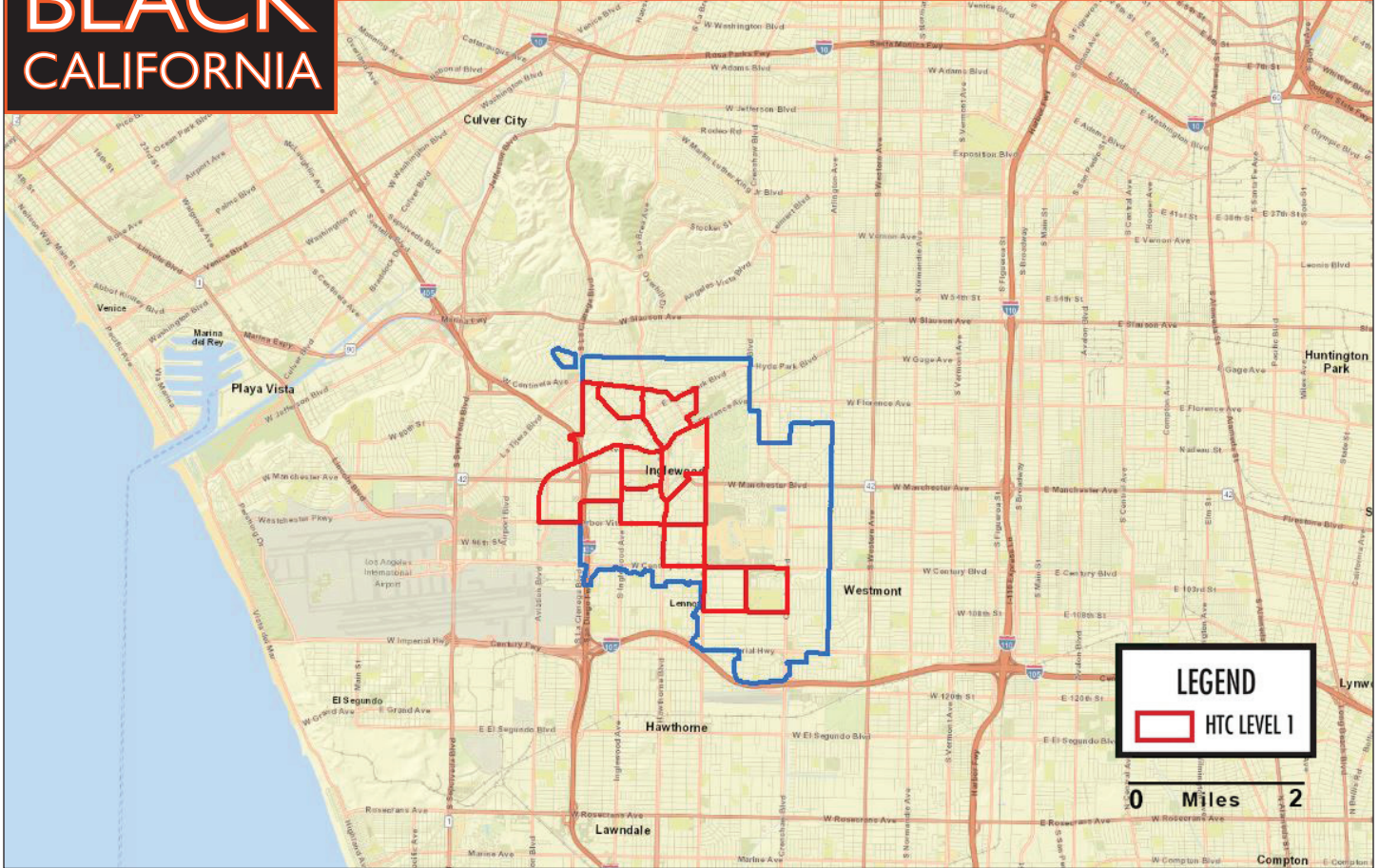
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LONG BEACH - HTC LEVEL 1



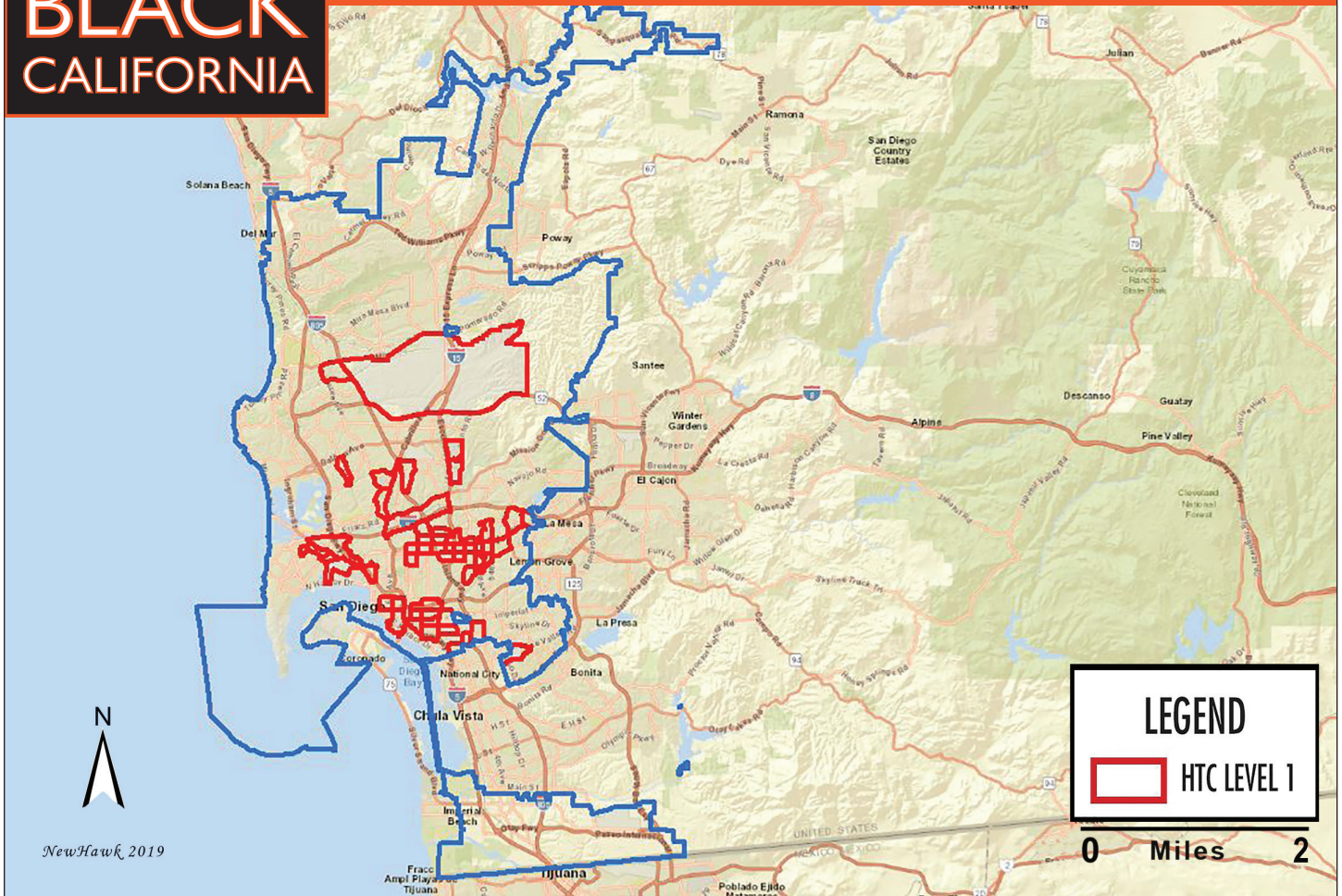
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - INGLEWOOD - HTC LEVEL 1



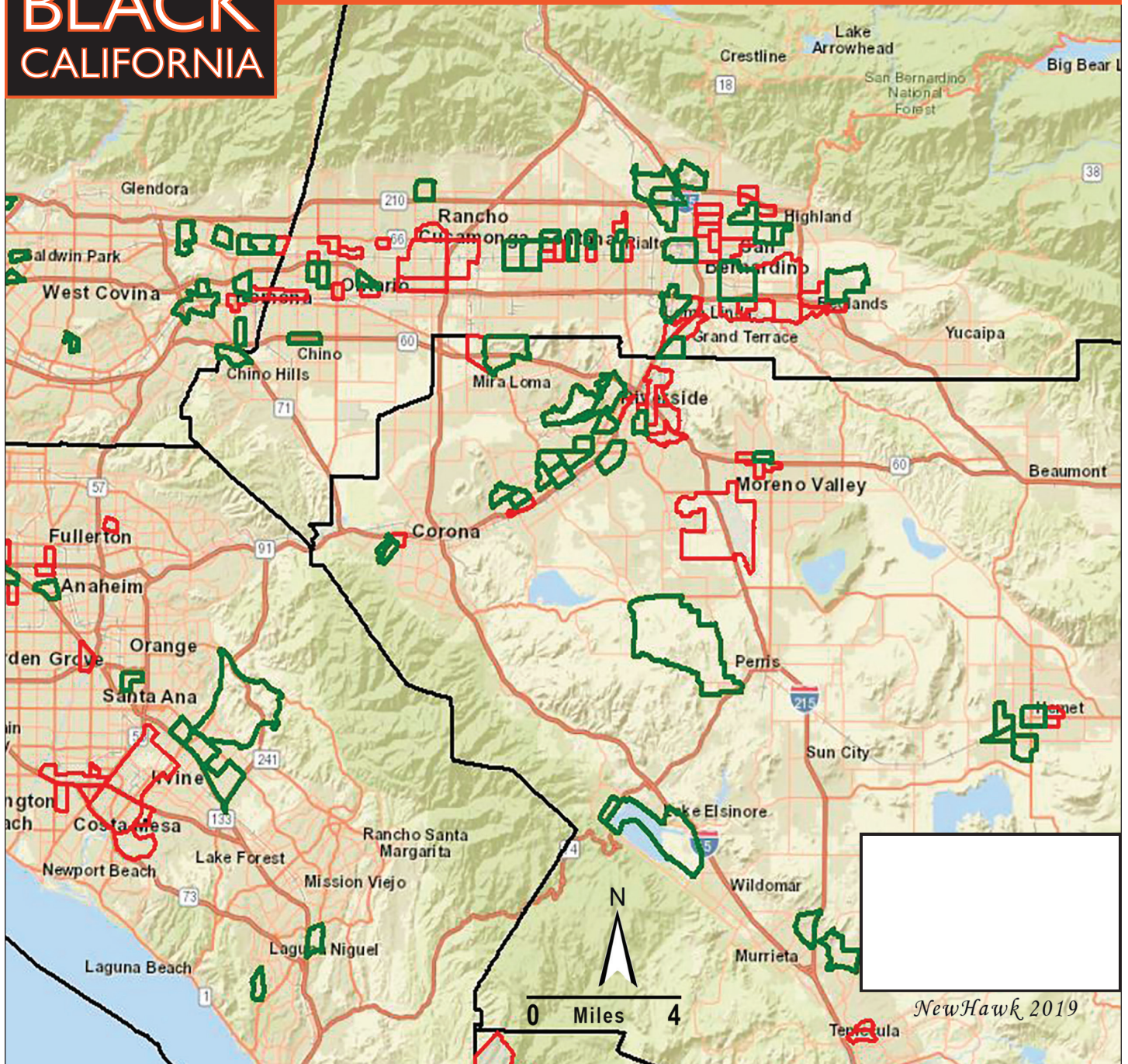
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - SAN DIEGO - HTC LEVEL 1



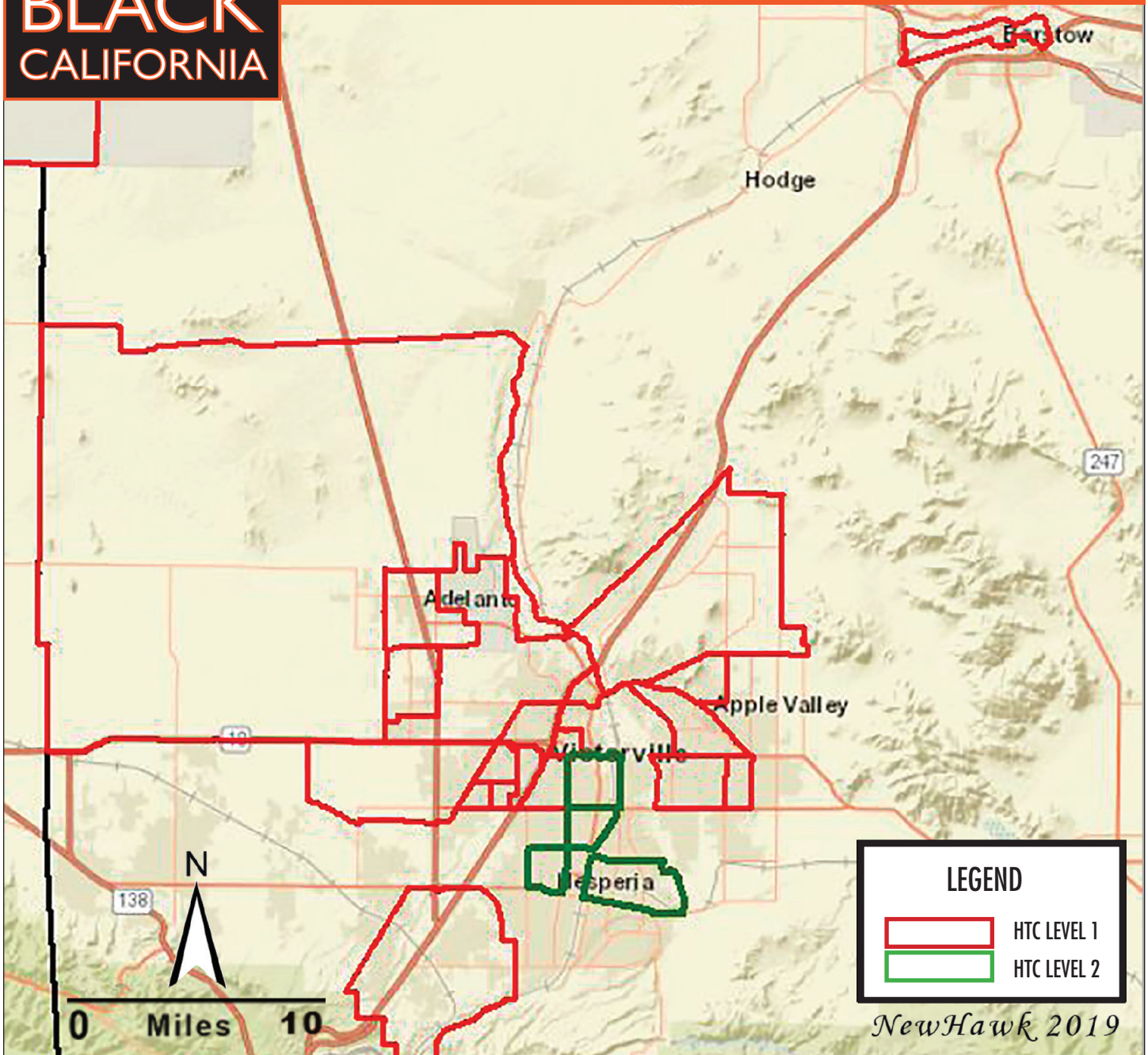
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - HTC LEVEL 1 + HTC LEVEL 2



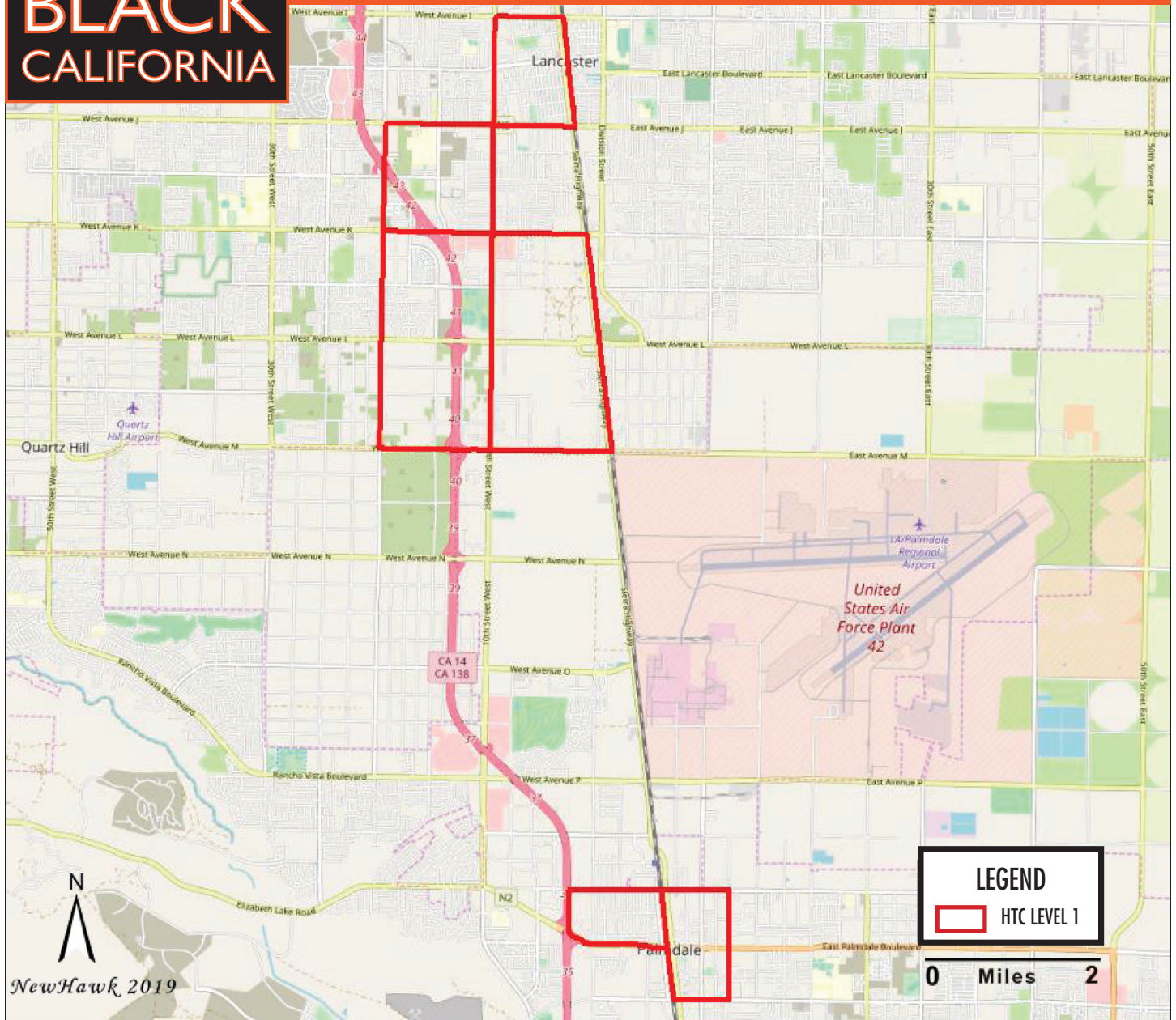
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - VICTOR VALLEY - BARSTOW - HTC LEVEL 1 + HTC LEVEL 2



COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LANCASTER - PALMDALE - HTC LEVEL 1



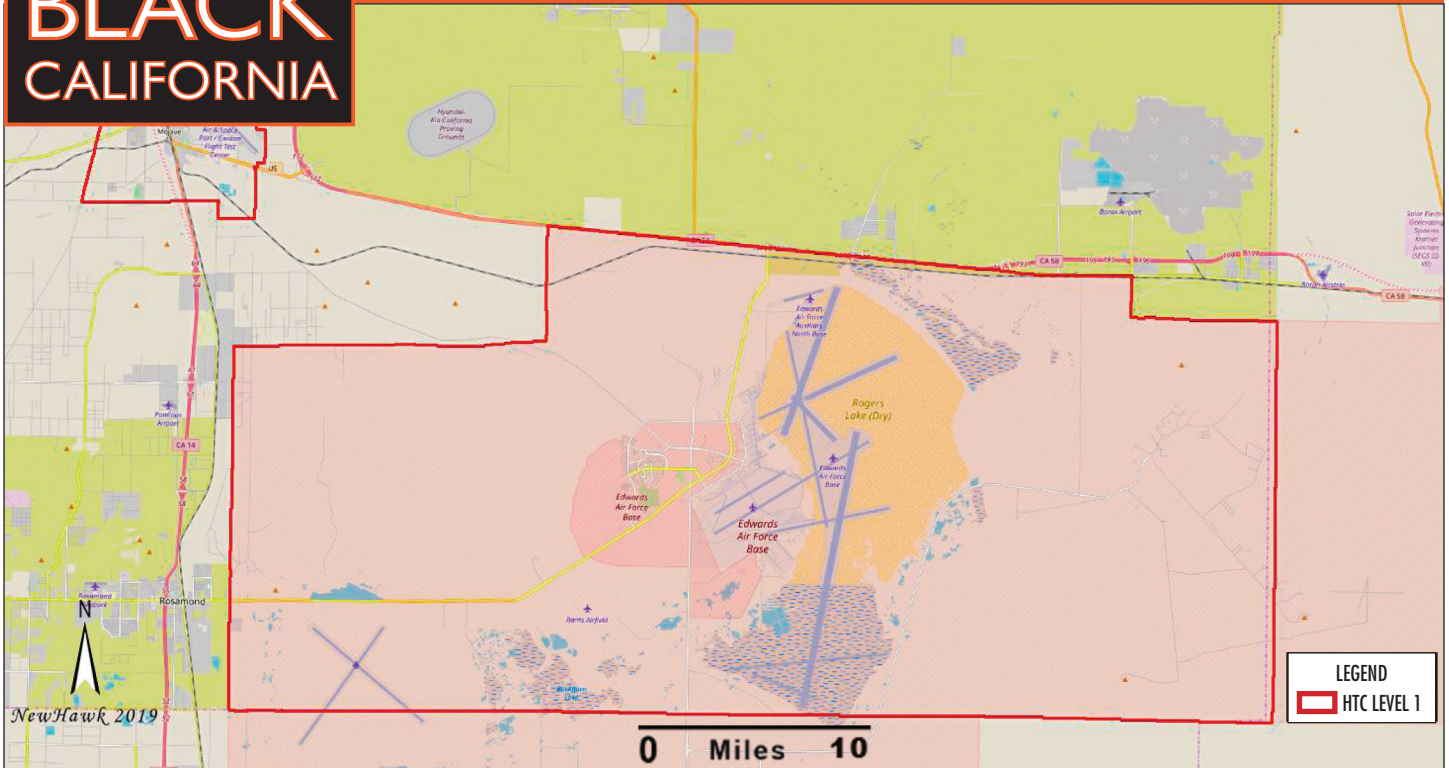
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - BAKERSFIELD REGION - HTC LEVEL 1



COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - EDWARDS AIR FORCE BASE - HTC LEVEL 1 + HTC LEVEL 2



..The most unique factor when reviewing these data was discovering the geographic proximity of this set of Top 50 cities to military installations.

The closing of a very substantial number of military sites in California had a very negative impact on the Black population.

COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LOMPOC - VANDENBERG AFB - HTC LEVEL 1

