Final Report Template

General Information

<table>
<thead>
<tr>
<th>Date of report</th>
<th>November 16, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization / Entity</td>
<td>CA Black Census and Redistricting Hub</td>
</tr>
<tr>
<td>Responsible Person / Title</td>
<td>Anthony Thigpenn, President of California Calls</td>
</tr>
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<td>Contact Person / Title</td>
<td>Ama Nyamekye, Black Census and Redistricting Project Manager</td>
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<td>Address</td>
<td>4801 W Exposition Blvd, Los Angeles, CA 90016</td>
</tr>
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<td>Email / Phone</td>
<td>718-744-5305; <a href="mailto:ama@goodinfluence.work">ama@goodinfluence.work</a></td>
</tr>
</tbody>
</table>

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
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:

<table>
<thead>
<tr>
<th>Pivot Strategy</th>
<th>Goal</th>
<th>Measurement Tool</th>
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<tbody>
<tr>
<td>Virtual phone banking to educate, persuade and convert</td>
<td>20,000 Contacts 12,000 Commits 6,000 Agrees to spread the word</td>
<td>PDI, SWORD Action builder Mobile Commons Outreach Circle</td>
</tr>
<tr>
<td>Responsive communications development to connect this pandemic to an immediate call to act by taking the census</td>
<td>Develop pivot script Develop pivot social media messaging Develop pivot ad campaign messaging</td>
<td>Website Facebook Instagram Twitter Youtube Outreach Circle</td>
</tr>
<tr>
<td>Digital advertising to reach HTC Blacks online</td>
<td>Launch 9-week digital advertising campaign Secure 1.2M+ impressions Reach 500,000+ HTC Blacks digitally</td>
<td>Website analytics Digital ad analytics</td>
</tr>
<tr>
<td>Policy, advocacy and fundraising to mitigate threat to HTC census outreach amid Covid-19</td>
<td>Census policy and procedure monitoring and advocacy Raise $60,000 additional dollars to fund pivot plan</td>
<td>Media tracking Coalition and state stakeholder engagement Public records</td>
</tr>
<tr>
<td>Technical assistance to support Black Hub coalition members to make this swift pivot</td>
<td>Ongoing group and 1:1 assistance for all Black Hub members</td>
<td>Black Hub coalition satisfaction surveys and interviews Coalition performance to goals</td>
</tr>
</tbody>
</table>
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**
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:
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.
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]

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:

<table>
<thead>
<tr>
<th>CA State Region</th>
<th>County</th>
<th>City</th>
<th>Organization</th>
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<tbody>
<tr>
<td>1</td>
<td>Sacramento</td>
<td>Sacramento</td>
<td>Sacramento ACT</td>
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<tr>
<td>3</td>
<td>Alameda</td>
<td>Oakland</td>
<td>Oakland Rising</td>
</tr>
<tr>
<td>3</td>
<td>Contra Costa</td>
<td>Richmond</td>
<td>Building Blocks for Kids</td>
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<td>3</td>
<td>Contra Costa</td>
<td>Richmond</td>
<td>Safe Return Project</td>
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<td>3</td>
<td>Contra Costa</td>
<td>Richmond</td>
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<tr>
<td>3</td>
<td>Contra Costa</td>
<td>Richmond, East County</td>
<td>Lift Up Contra Costa</td>
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<tr>
<td>4</td>
<td>San Joaquin</td>
<td>San Joaquin</td>
<td>Fathers &amp; Families of San Joaquin</td>
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<tr>
<td>6</td>
<td>Fresno</td>
<td>Fresno</td>
<td>Fresno Metro Black Chamber/Fresno County Complete Count Committee</td>
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<td>6</td>
<td>Fresno</td>
<td>Fresno</td>
<td>Central Valley Urban Institute</td>
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<tr>
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<td>Fresno</td>
<td>W. Fresno</td>
<td>Fresno Street Saints</td>
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<td>6</td>
<td>Kern</td>
<td>Bakersfield</td>
<td>AANKC</td>
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<td>7</td>
<td>Riverside</td>
<td>Corona</td>
<td>Starting Over</td>
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<td>7</td>
<td>San Bernardino</td>
<td>San Bernardino</td>
<td>Time For Change</td>
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<td>BLU Educational Foundation</td>
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<td>San Bernardino</td>
<td>COPE</td>
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<td>8</td>
<td>Los Angeles</td>
<td>Antelope Valley</td>
<td>Kingdom Life Church</td>
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<td>Inglewood</td>
<td>Social Justice Learning Institute</td>
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<td>Special Needs Network</td>
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<td>AME Church - 5th District</td>
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<td>Anti-Recidivism Coalition</td>
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<td>Black Women for Wellness</td>
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<td>LA Community Action Network</td>
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<td>8</td>
<td>Los Angeles</td>
<td>Los Angeles, Compton, Long Beach</td>
<td>A New Way of Life</td>
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<td>Los Angeles</td>
<td>Los Angeles</td>
<td>LA Black Workers Center</td>
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<td>Los Angeles</td>
<td>Palmdale, Lancaster</td>
<td>The Community Action League</td>
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<td>Los Angeles</td>
<td>SCOPE</td>
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<td>Los Angeles</td>
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<td>Community Coalition</td>
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<td>S.E. San Diego</td>
<td>Pillars of the Community</td>
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<td>San Diego</td>
<td>Partnership for the Advancement of New Americans</td>
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<td>10</td>
<td>San Diego</td>
<td>San Diego</td>
<td>Alliance San Diego</td>
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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
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:
- 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.
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](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](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](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 uncounted.
https://fivethirtyeight.com/features/the-censuss-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.

<table>
<thead>
<tr>
<th>Overarching Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Empowerment</strong></td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>Dispelling Fear</strong></td>
</tr>
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<tr>
<td><strong>General Awareness</strong></td>
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<tr>
<td><strong>Community Responsibility/ Unity</strong></td>
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</tr>
<tr>
<td><strong>Individual Responsibility</strong></td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
</tr>
<tr>
<td>Audience Specific Messages</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>Young Adults: Millennials, Gen Z, College Students</strong></td>
</tr>
</tbody>
</table>
| • 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** |
| • 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. |
| **LGBQT+** |
| Participation in the census is critical to the future of our community's well-being. |
| **Immigrants/ Refugee** |
| • 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!

<table>
<thead>
<tr>
<th>Call to Action</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>● Sign up to stay informed about the #2020census. Our future depends on it. [linktosignuponwebsite]</td>
<td>● Your loved ones and community are counting on you! Find out why you count. [linktosignuponwebsite]</td>
</tr>
<tr>
<td>● Get “All the Tea” about the 2020 census. We want you to know. [linktosignuponwebsite]</td>
<td>● Be in the Count! Stay connected by visiting [linktosignuponwebsite]</td>
</tr>
</tbody>
</table>
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.

<table>
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<th>Overarching Messages</th>
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</table>
| **NEW! Empowerment** | 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!  
Census Data is used by genealogists to trace our Ancestry and Lineage. |
| **NEW! Empowerment** | Stand up to make sure our communities receive the resources we need and are represented!  
Census data determines how many Congress members represent our communities and interests in Washington D.C. Our voices will not be erased. Be represented! |
| **NEW! Dispelling Fear** | 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! |
| **NEW! Dispelling Fear** | ● 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** | ● 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 |
| **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. 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** | • 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** | • 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 |
| **62+ yrs** | disabled veterans, and transportation.  
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!  
- 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! |
| --- | --- |
| **NEW! Parents of Youth 0-8 yrs** | 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.** |
| **NEW! Justice Impacted/Returning Citizens** | 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.** |
| **NEW! Receiving Social Services Living in poverty/extreme poverty** | 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. |
| **NEW! Overcrowded Households/Multiple Families in Home** | 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. |
| **NEW! LGBTQ+** | 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!**

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**Call to Action (- persuasive messages - the census is live!!- but still sending traffic to mbc.org)**

<table>
<thead>
<tr>
<th>The 2020 Census is LIVE! Our future depends on you answering 9 simple questions. Take Action Now! [link to signup on website]</th>
<th>Got ten minutes? Well, take the Census now! Your loved ones and community are counting on you! [link to signup on website]</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is a critical time in our democracy. Make sure your community is represented. Click here to learn how to take the 2020 census.</td>
<td>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! [link to signup on website]</td>
</tr>
<tr>
<td>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. [link to signup on website]</td>
<td></td>
</tr>
</tbody>
</table>
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.
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
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.

<table>
<thead>
<tr>
<th>OUR Values</th>
<th>My Black Counts COVID Key Messages</th>
<th>Target Audience</th>
</tr>
</thead>
</table>
| **Taking the census is a form of activism and a way we advocate.** | • 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.** | • 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. |
<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
<th>Audience</th>
</tr>
</thead>
</table>
| **We get through this together. (response to individualism)**        | - 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)** | - 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)** | - 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.** | - 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                                                                 |
<p>| <strong>Time to take care of all of us — not just corporations. (response to protecting people and not relying on)</strong>* | - 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 |</p>
<table>
<thead>
<tr>
<th>capitalist market “solutions”)</th>
<th>• Now more than ever we need policies that benefit everyday folks and unite us across our differences.</th>
</tr>
</thead>
</table>
| Ensure our communities are represented in the 2020 census. (The census is connected to the programs that are helping us get through this time.) | • 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

| • **We’re in this together. Take the time to show love and take care of one another.**  
• **We become stronger when we take the 2020 census.** [add link to signup on website or myBlackCounts.org/2020census] | • **Reclaiming your time because of #SocialDistancing? Well, take the Census now! It will benefit your loved ones and community for decades to come.** [add link to signup on website or myBlackCounts.org/2020census] |
|---|---|
| • **Hey fam, a quick check-in:**  
  ○ How has COVID-19 strengthened your community?  
  ○ In what ways has COVID-19 brought out the best in those around you?  
  ○ How have you and your loved ones used this time of #SocialDistancing to love one another and make space for one another? | • **During this time of #SocialDistancing, make sure you take your census online. It’s easy! 9 questions + 10 minutes. Take the census now!** [add link to signup on website or myBlackCounts.org/2020census] |
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/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 SchoolsFunding 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 #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 #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!”
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?

- March 12 — 20 Invitations Mailed
- March 16 — 24 Reminder Letters
- March 16 — April 3 Reminder Postcard
- April 1 Census Day
- April 8 — 16 Hard Copy Census Mailed
- April 20 — 27 Final Postcards Mailed

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 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

Phone

Call for Assistance
(844)330-2020- English
(844) 468-2020- Spanish
(844) 416-2020- Arabic
(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

Mail

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


IT’S TIME TO ACTIVATE OUR COLLECTIVE POWER.
BE COUNTED. OUR FUTURE DEPENDS ON YOU!
Completing the Census and getting counted means more funding for our communities.
**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”>

<table>
<thead>
<tr>
<th>If “Yes” or “Already Completed”:</th>
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</tr>
<tr>
<td><strong>● If “Yes, I Am Planning to take the census.”</strong>: 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: Online, By mail or By Phone.</td>
<td><strong>Remember!</strong></td>
</tr>
<tr>
<td><strong>How would you prefer to participate?</strong> (Choose one of the below answers based on response.)</td>
<td>☐ Census data funds programs like affordable healthcare and unemployment benefits. These programs are so important, especially now during the Coronavirus pandemic.</td>
</tr>
<tr>
<td>Online: Great, on the invitation you received, you will find a unique and confidential code associated with your household. Go to <a href="https://www.my2020census.gov">My2020Census.Gov</a>, use the code to access your form on any computer, tablet or mobile device.</td>
<td>☐ The Census is easy to fill out. It’s only 9 questions and takes less than 10 minutes.</td>
</tr>
<tr>
<td>By mail: Great, the Census Bureau should have mailed your Paper Forms between April 8th &amp; 16th. Did you receive that? If no - route to phone or online option.</td>
<td>☐ The Census will have a major impact on key programs and services that our communities depend on especially during these uncertain times.</td>
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<td>By Phone: Great, you can complete the Census over the phone by calling (844)330-2020</td>
<td>☐ 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.</td>
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**If still No:** “We hope you will reconsider, but we respect your decision. **THANK YOU FOR YOUR TIME! HAVE A NICE DAY!***

### CONVERSATION END ###
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!

“While I have you on the phone, can you text the word COUNT to 97779?

You should receive a confirmation text”

Volunteer to Spread the Word:

“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.
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.”

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If still No: “We hope you will reconsider, but we respect your decision. THANK YOU FOR YOUR TIME! HAVE A NICE DAY! ### CONVERSATION END ###
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](http://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](http://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.

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>

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CALIFORNIA

STATE POPULATION
39,982,847

BLACK POPULATION
2,737,283

HISPANIC POPULATION
15,105,860

ESTIMATED POPULATION UNDERCOUNT*
110,100 BLACK
580,700 HISPANIC
at risk for being miscounted

ESTIMATED $$$ LOST DUE TO POPULATION UNDERCOUNT**
$472,329,000 BLACK
$2,491,203,000 HISPANIC
estimated $$ 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 2000” per capita estimator 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

- >1%
- 1-25%
- 26-50%
- 51-75%
- 76-100%

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.

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

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.unifycampaign.org
National Urban League
www.makeblackcount.org
202-596-5061

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

For more information on the CBF please go to www.cbcfinc.org/blackamericacounts
Westside South Central

$55,878,600
Cost of incarceration

373,501
Days in jail

19,926
Number of arrests

- Hispanic 7077 (36%)
- Black 12253 (61%)
- White 473 (2%)
- Other 124 (1%)

- Male 15528 (78%)
- Female 4400 (22%)

- Misdemeanor 8990 (45%)
- Felony 10712 (54%)
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
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

Indicators (ranked 1-10)
- Population change
- New residents
- Vacant housing units
- Multiunit structures
- No broadband access
- Renters
- Young adults
- Immigrants
- Poverty
- Unemployed
- Black men
- Children
- Complex households
- Noncitizen immigrants
- Black arrests
- Black voter turnout

Hardest to Locate/Access
(average of up to 5 indicators)

Hardest to Count Populations
(average of up to 8 indicators)

Hardest to Persuade
(average of up to 3 indicators)

Black Hard-to-Count Index
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
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.
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.
<table>
<thead>
<tr>
<th>Geography</th>
<th>Total Population</th>
<th>Male</th>
<th>% Male</th>
<th>Female</th>
<th>% Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALIFORNIA</td>
<td>38,982,847</td>
<td>19,366,579</td>
<td>49.68</td>
<td>19,616,268</td>
<td>50.32</td>
</tr>
<tr>
<td>BLACK</td>
<td>2,263,222</td>
<td>1,118,622</td>
<td>49.43</td>
<td>1,144,600</td>
<td>50.57</td>
</tr>
</tbody>
</table>

Source: 2013-2017 ACS

New Hawk 2019
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.
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.

<table>
<thead>
<tr>
<th>HARD TO COUNT (HTC) LEVELS</th>
<th>Census Tracts</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTC 1 LEAST LIKELY TO RESPOND</td>
<td>787</td>
<td>9.77</td>
</tr>
<tr>
<td>HTC 2 LESS LIKELY TO RESPOND</td>
<td>407</td>
<td>5.05</td>
</tr>
<tr>
<td>HTC 3 LIKELY TO RESPOND</td>
<td>1,523</td>
<td>18.90</td>
</tr>
<tr>
<td>HTC 4 MORE LIKELY TO RESPOND</td>
<td>1,276</td>
<td>15.84</td>
</tr>
<tr>
<td>HTC 5 MOST LIKELY TO RESPOND</td>
<td>3,370</td>
<td>41.83</td>
</tr>
<tr>
<td>HTC 9 NO POPULATION</td>
<td>694</td>
<td>8.61</td>
</tr>
<tr>
<td>TOTAL</td>
<td>8,057</td>
<td>100.00</td>
</tr>
</tbody>
</table>
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.

![TOTAL BLACK POPULATION BY HTC LEVEL](chart)

<table>
<thead>
<tr>
<th>HTC LEVEL</th>
<th>Numerical Level</th>
<th>Total Population</th>
<th>Total Black</th>
<th>Housing Units</th>
<th>Occupied Housing Units</th>
<th>Renter Occupied Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTC 1</td>
<td>1</td>
<td>7,111,541</td>
<td>570,972</td>
<td>2,711,859</td>
<td>2,509,399</td>
<td>2,038,254</td>
</tr>
<tr>
<td>HTC 2</td>
<td>2</td>
<td>3,173,979</td>
<td>175,909</td>
<td>1,124,500</td>
<td>1,045,075</td>
<td>564,494</td>
</tr>
<tr>
<td>HTC 3</td>
<td>3</td>
<td>15,138,014</td>
<td>888,482</td>
<td>5,383,738</td>
<td>4,951,950</td>
<td>2,376,088</td>
</tr>
<tr>
<td>HTC 4</td>
<td>4</td>
<td>9,891,733</td>
<td>408,633</td>
<td>3,519,611</td>
<td>3,211,409</td>
<td>779,656</td>
</tr>
<tr>
<td>HTC 5</td>
<td>5</td>
<td>3,388,939</td>
<td>119,367</td>
<td>1,172,022</td>
<td>1,089,554</td>
<td>119,888</td>
</tr>
<tr>
<td>HTC 9</td>
<td>9</td>
<td>694</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>8,057,38,654,206</strong></td>
<td><strong>2,158,363</strong></td>
<td><strong>13,911,737</strong></td>
<td><strong>12,807,387</strong></td>
<td><strong>5,878,380</strong></td>
</tr>
</tbody>
</table>


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

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.

![PERCENT OF TOTAL BLACK POPULATION BY HTC LEVEL](chart)

<table>
<thead>
<tr>
<th>HTC LEVEL</th>
<th>Numerical Level</th>
<th>Total Population</th>
<th>Total Black</th>
<th>Housing Units</th>
<th>Occupied Housing Units</th>
<th>Renter Occupied Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTC 1</td>
<td>1</td>
<td>9.77%</td>
<td>18.40%</td>
<td>26.45%</td>
<td>19.49%</td>
<td>19.59%</td>
</tr>
<tr>
<td>HTC 2</td>
<td>2</td>
<td>5.05%</td>
<td>8.21%</td>
<td>8.15%</td>
<td>8.08%</td>
<td>8.16%</td>
</tr>
<tr>
<td>HTC 3</td>
<td>3</td>
<td>18.90%</td>
<td>39.16%</td>
<td>41.16%</td>
<td>38.70%</td>
<td>38.66%</td>
</tr>
<tr>
<td>HTC 4</td>
<td>4</td>
<td>15.84%</td>
<td>25.59%</td>
<td>18.70%</td>
<td>25.30%</td>
<td>25.07%</td>
</tr>
<tr>
<td>HTC 5</td>
<td>5</td>
<td>41.83%</td>
<td>8.64%</td>
<td>5.53%</td>
<td>8.42%</td>
<td>8.51%</td>
</tr>
<tr>
<td>HTC 9</td>
<td>9</td>
<td>8.61%</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td></td>
<td><strong>100.00%</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

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.

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.

<table>
<thead>
<tr>
<th>RANK</th>
<th>GEOGRAPHY</th>
<th>TOTAL</th>
<th>PERCENT</th>
<th>REGION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Los Angeles County</td>
<td>828,981</td>
<td>36.63</td>
<td>South</td>
</tr>
<tr>
<td>2</td>
<td>Alameda County</td>
<td>180,446</td>
<td>7.97</td>
<td>North</td>
</tr>
<tr>
<td>3</td>
<td>San Bernardino County</td>
<td>178,674</td>
<td>7.89</td>
<td>South</td>
</tr>
<tr>
<td>4</td>
<td>San Diego County</td>
<td>164,571</td>
<td>7.27</td>
<td>South</td>
</tr>
<tr>
<td>5</td>
<td>Riverside County</td>
<td>148,960</td>
<td>6.58</td>
<td>South</td>
</tr>
<tr>
<td>6</td>
<td>Sacramento County</td>
<td>147,425</td>
<td>6.51</td>
<td>North</td>
</tr>
<tr>
<td>7</td>
<td>Contra Costa County</td>
<td>96,345</td>
<td>4.26</td>
<td>North</td>
</tr>
<tr>
<td>8</td>
<td>Solano County</td>
<td>61,752</td>
<td>2.73</td>
<td>North</td>
</tr>
<tr>
<td>9</td>
<td>Orange County</td>
<td>53,262</td>
<td>2.35</td>
<td>South</td>
</tr>
<tr>
<td>10</td>
<td>San Joaquin County</td>
<td>50,433</td>
<td>2.23</td>
<td>North</td>
</tr>
<tr>
<td><strong>TOP 10 TOTAL</strong></td>
<td><strong>1,910,849</strong></td>
<td><strong>84.43</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.”
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.
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.
HARD TO COUNT (HTC) CENSUS TRACTS
SOUTHERN CALIFORNIA - LOS ANGELES CITY - HTC LEVEL 1

LEGEND

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

LEGEND

HTC LEVEL 1

NewHawk 2019
HARD TO COUNT (HTC) CENSUS TRACTS
SOUTHERN CALIFORNIA - INGLEWOOD - HTC LEVEL 1

LEGEND

**HTC LEVEL 1**

0 Miles 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.